

Welcome to the 94th Annual Meeting of the

**EASTERN
COMMUNICATION
ASSOCIATION**

April 23-27, 2003
Washington, DC

Communication and the Public Good

The Eastern Communication Association Convention

April 23-27, 2003
Washington Wyndham Hotel
Washington, DC

Wednesday, April 23, 2003

ECA Pre-conference: Discourses of Citizenship

WE 0.01	<i>Pre-conference Registration</i>	
12:00- 1:00 pm		West Foyer

Pre-conference participants are invited to register and pick up their convention materials. Participation in the pre-conference is available to paid registrants.
Pre-conference Fee: \$30.00.

WE 0.02	<i>Pre-conference Opening Remarks</i>	
1:00-1:15 pm		Ashlawn North

Chair: **Gerard A. Hauser**, *University of Colorado*
Welcome and opening remarks from the pre-conference director.

WE 0.03	<i>Pre-conference Plenary Session One</i>	
1:15- 2:05 pm		Ashlawn North

"Isocrates and the Rhetoric of Civic Identity"
Michael Leff, *Northwestern University*

WE 0.04	<i>Pre-conference Plenary Session Two</i>	
2:15-3:05 pm		Ashlawn North

"Partner, FieldWorks"
Laurie Moskowitz, *FieldWorks*

WE 0.05	<i>Pre-conference Seminar Session 1A</i>	
3:15-5:15 pm		Ashlawn North

Seminar Facilitators: **Rosa A. Eberly**, *The Pennsylvania State University*
James F. Klumpp, *University of Maryland*

Shirley Wilson Logan, *University of Maryland*

Seminar Presenters: **John Adams**, *Hamilton College*
Jason Black, *University of Maryland*
JoAnne Holman, *James Madison University*
Christopher Lyle Johnstone, *The Pennsylvania State University*
Christina M. Knopf, *SUNY-Albany*
Michael A. McGregor, *Indiana University*
Shawn Parry-Giles, *University of Maryland*
Kathleen M. Torrens, *Northeastern University*
Lori Walters-Kramer, *SUNY-Plattsburgh*

Participant-Observers: **Carole Blair**, *University of California-Davis, Washington Center*
Calvin L. Troup, *Duquesne University*
David Zarefsky, *Northwestern University*

WE 0.06

Pre-conference Seminar Session 1B

3:15-5:15 pm

Ashlawn South

Seminar Facilitators: **Mary L. Kahl**, *SUNY- New Paltz*
Andrea Lunsford, *Stanford University*
Herbert W. Simons, *Temple University*

Seminar Presenters: **Robert Asen**, *University of Wisconsin, Madison*
Tom Duncanson, *Millikin University*
William Keith, *University of Wisconsin, Milwaukee*
Lisa Keranen, *University of Pittsburgh*
Gordon Mitchell, *University of Pittsburgh*
Alfred G. Mueller, II, *Pennsylvania State University, Mont Alto*
Anne Pym, *California State University, Hayward*
Anand Rao, *Mary Washington College*
Michael Svoboda, *The Pennsylvania State University*

Participant-Observers: **Michael Halloran**, *Rensselaer Polytechnical Institute*
Nola Heidlebaugh, *SUNY-Oswego*
Raymie E. McKerrow, *Ohio University*

ECA Governance: Committee Meetings

WE 0.07

ECA Publications Committee Meeting I

6:30- 7:30 pm

Fireplace

Presiding: **Ann Bainbridge Freymier**, *Miami University*
Members of the ECA Publications Committee are invited to attend this first general meeting of the convention.

WE 0.08***ECA Site Selection Committee Meeting I*****7:30-8:30 pm****Fireplace**

Presiding: **Ann Bainbridge Freymier**, *Miami University*

Members of the ECA Site Selection Committee are invited to attend this general session 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 Ann Bainbridge Freymier, ECA President, with their suggestions.

WE 0.09***ECA Finance Committee Meeting I*****8:30-9:30 pm****Fireplace**

Presiding: **Ann Bainbridge Freymier**, *Miami University*

Finance Committee members are invited to attend this first meeting of the convention.

Thursday, April 24, 2003 Convention Events, Programs, and Activities

TH 1.01***ECA Convention Registration*****8:00am-5:00 pm****West Foyer**

Members and guests of the Eastern Communication Association are invited to register for the 94th annual convention in the West Foyer, 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 Pre-conference: Discourses of Citizenship

TH 1.02***Pre-conference Plenary Session Three*****8:30-9:20 am****Ashlawn North**

"The Practical Significance of Deliberative Spectacles: Connecting Experiments in Public Deliberation with the Everyday Practice of Politics"

John Gastil, University of Washington

TH 1.03

Pre-conference Plenary Session Four

9:30-10:20 am

Ashlawn North

"Participation in Community Meetings: Can There Be Too Much Civic Engagement?"

Karen Tracy, University of Colorado

TH 1.04

Pre-conference Seminar Session 2A

10:30-11:50 am

Ashlawn North

Seminar Facilitators: *Rosa A. Eberly, The Pennsylvania State University*
James F. Klumpp, University of Maryland
Shirley Wilson Logan, University of Maryland

Seminar Presenters: *John Adams, Hamilton College*
Jason Black, University of Maryland
JoAnne Holman, James Madison University
Christopher Lyle Johnstone, The Pennsylvania State University
Christina M. Knopf, SUNY-Albany
Michael A. McGregor, Indiana University
Shawn Parry-Giles, University of Maryland
Kathleen M. Torrens, Northeastern University
Lori Walters-Kramer, SUNY-Plattsburgh
Carole Blair, University of California-Davis, Washington Center
Calvin L. Troup, Duquesne University
David Zarefsky, Northwestern University

Participant-Observers: *Carole Blair, University of California-Davis, Washington Center*
Calvin L. Troup, Duquesne University
Davis Zarefsky, Northwestern University

TH 1.05

Pre-conference Seminar Session 2B

10:30-11:50 am

Ashlawn South

Seminar Facilitators: *Mary L. Kahl, SUNY- New Paltz*
Andrea Lunsford, Stanford University
Herbert W. Simons, Temple University

Seminar Presenters: *Robert Asen, University of Wisconsin, Madison*
Tom Duncanson, Millikin University
William Keith, University of Wisconsin, Milwaukee
Lisa Keranen, University of Pittsburgh
Gordon Mitchell, University of Pittsburgh
Alfred G. Mueller, II, Pennsylvania State University, Mont Alto
Anne Pym, California State University, Hayward
Anand Rao, Mary Washington College
Michael Svoboda, The Pennsylvania State University

Participant-Observers: *Michael Halloran, Rensselaer Polytechnical Institute*
Nola Heidlebaugh, SUNY-Oswego
Raymie E. McKerrow, Ohio University

TH 1.06***Pre-Conference Concluding Plenary Session*****12:00-12:45 pm****Ashlawn North**

Chair: **Gerard A. Hauser**, *University of Colorado*

Reports from Seminar Sessions A & B and group discussion. Concluding remarks from the pre-conference director.

ECA 2003 Basic Course Conference: New Paradigms for Teaching and Learning

TH 1.07***Basic Course Conference Registration*****8:30-9:00 am****West Foyer**

Basic Course Conference 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: \$30.00

TH 1.08***Basic Course Conference Welcome*****9:00-9:15 am****Vista B**

Chair: **Janette Kenner Muir**, *George Mason University*

Welcome and opening remarks from the Basic Course Conference Director.

TH 1.09***The Many Faces of the Basic Course: A Roundtable Discussion*****9:30-10:50 am****Vista A**

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

"The Basic Course from the Large Lecture Perspective"
Bonnie S. Jefferson, *Boston College*

"The Basic Course from the Small Private College Perspective"
Roberta Kosberg, *Curry College*

"The Basic Course from the Department Chair Perspective"
Xuejian Yu, *Stonehill College*

"The Basic Course from the Director of the Basic Course Perspective"
Rita Rosenthal, *Boston College*

"The Basic Course from the Adjunct Instructor Perspective"
Anne Sears, *Salem State College*

"The Basic Course from the Service-Learning Perspective"
Sara Weintraub, *Regis College*

"The Basic Course from the Community College Perspective"
Nancy J. Willets, *Cape Cod Community College*

This panel explores the many permutations of the Basic Course as it appears in a variety of institutions. The definition of "basic course" varies greatly, often based on the needs of individual Communication departments. Each panel member brings a different perspective to the definition of the basic course, discussing the similarities and differences in their basic course experiences.

TH 1.10

Communication Across the Curriculum: Research, Practice, and Pedagogy

9:30-10:50 am

Vista C

Chair: **Don Boileau**, *George Mason University*
Respondent: **Don Boileau**, *George Mason University*

"Student Apprehension and Project CommLab: A Case Study"
Marlene Preston, *Virginia Tech*, **John C. Tedesco**, *Virginia Tech*, and **Beth M. Waggenspack**, *Virginia Tech*

"An Architecture for Speech Education: Building from the Basic Course to Communication in the Disciplines"
Anthony Fleury, *Allegheny College*

"CXC: Challenges and Successes"
Theodore F. Sheckles, *Randolph-Macon College*

This panel explores the ways that Communication-Across-the-Curriculum takes place and fosters communication research. Pedagogical methods are shared and participants discuss some of the challenges and successes associated with these kinds of programs.

TH 1.11

What Do Our Students Need? Four Approaches to the Basic Communication Course

11:00-12:20 am

Vista A

Chair: **Jacqueline M. Barnett**, *Sam Houston State University*
Respondent: **Corinne Weisgerber**, *Prairie View A & M University*

"Interesting Lectures in the Basic Course"
Jacqueline M. Barnett, *Sam Houston State University*

"Thinkwell in the Speech Class: Interactive Learning"
Mary Evelyn Collins, *Sam Houston State University*

"They Said It Couldn't Be Done: Teaching Public Speaking Via Interactive Video"
Pete Smith, *Hinds Community College*

"Teaching Speech On-Line: A New Approach to a Classic Discipline"
Monette Callaway-Ezell, *Sam Houston State University*

The panel members will present four contemporary approaches to the basic public speaking course. Rather than using a more linear model, each of these modern "classrooms" takes technology to new levels by its integration into teaching. The

most important issue that the panelists will discuss, however, is if they are actually reaching their students with these approaches.

TH 1.12

Open Mouth, Insert Knowledge: Service-Learning in the Basic Course

11:00-12:20 pm

Vista C

Chair: **Claire Deal**, *Hampden-Sydney College*
Panelists: **Kim Cuny**, *University of North Carolina, Greensboro*
Claire Johnson, *Monmouth University*

This panel presentation highlights *Communicating Common Ground* programs linked to introductory-level Communication courses. Panelists will outline their respective programs and discuss the challenges and rewards of using service-learning as a pedagogical tool. Specifically, panel members will offer guidelines for incorporating service-learning into the curriculum, as well as advancing ideas for evaluating service-learning. Panelists will also discuss resources available to faculty and will conclude by sketching the benefits of these sorts of programs to students, community partners, and academic institutions.

TH 1.13

Basic Course Conference Luncheon

12:30-1:40 pm

Fireplace

Keynote Speaker: **Isa Engleberg**, *Prince George's Community College*

"The Basic Communication Course: Bountiful Banquet or Happy Meal?"

TH 1.14

Why Good Teaching Matters: Advancing the Scholarship of Teaching and Learning

1:45-3:00 pm

Vista A

Chair: **Janette Kenner Muir**, *George Mason University*
Round-table Discussants: **Isa Engleberg**, *First Vice-President, National Communication Association, Prince George's Community College*

Gail Kettlewell, *Director, National Center for Community College Education, George Mason University*

Sherwyn Morreale, *Associate Director for Education and Outreach, National Communication Association*

John O'Conner, *Senior Fellow, American Association of Higher Education*

This roundtable discussion focuses on national conversations about the scholarship of teaching and learning. Participants explain how Communication faculty can become involved in this dynamic movement. From the standpoint of NCA, AAHE, and Community Colleges, ideas and strategies will be shared to help advance the "teacher-scholar" both in the Communication discipline and in academic institutions.

TH 1.15	<i>Plagiarism, Permutations, and the Postmodern Author: Dealing with Academic Dishonesty in the Cyber-Age</i>	
1:45-3:00 pm		Vista C

Chair: **Corrine Weisgerber**, *Prairie View A & M University*

"Students Who Lost their Voice: An Overview of the Prevalence of the Plagiarism Problem"

Jacqueline M. Barnett, *Sam Houston State University*

"Permutations and the Absence of the Author: A Rhizomatic View of Plagiarism and Variation"

Shannan H. Butler, *Prairie View A & M University*

"A Bit of Prevention is Worth A Byte of Cure: Making Class Assignments Plagiarism-Proof"

Todd S. Frobish, *Iona College*

Spurred by personal experiences with student plagiarism, these panelists examine the increasing incidence of plagiarism from Internet sources and offer a basic understanding of the problem, a theoretical framework for understanding the phenomenon, practical ways to discover student plagiarism, and creative strategies for constructing assignments that are plagiarism-proof. Additionally, panel participants explain how online resources get replicated or altered on various web sites throughout the Net.

TH 1.16	<i>Basic Course Conference Final Session and Idea Exchange</i>	
3:00-3:45pm		Vista B

Facilitator: **Michael Dickerson**, *George Mason University*

To conclude the day's events, Basic Course Conference participants are invited to discuss salient pedagogical issues and to share classroom teaching exercises.

ECA 2003 Short Courses
(Courses 1-3 held on Thursday; 4-5 held on Sunday)

TH 1.17	<i>Using Hypertext as a Means to Cultural Criticism</i> <i>Short Course One</i>	
10:-12:00 am		Belle Air

Course Instructor: **Bonnie L. MacDonald**, *Rhode Island College*

Description: Hypertext theory parallels numerous aspects of the visual culture paradigm, allowing us to identify the connections between cultural forms such as films, television, music video, photojournalism, advertising, and the web. This short course aids participants in their research on visual culture and will propose new pedagogical approaches for teaching a variety of undergraduate courses. Through

a demonstration of hypertext software, the presenter will discuss how Hypertext opens up the exploration of visual/textual artifacts. All participants will receive a CD containing examples of web-based hypertext templates.

Pre-registration Required
Short Course Fee: \$15.00

TH 1.18 ***Teaching the Rhetoric of the 1960s***
Short Course Two

9:-12:00 am

Sherwood

Course Instructors: **Carol J. Jablonski**, *University of South Florida*

Mari Boor Tonn, *University of Maryland*

David Zarefsky, *Northwestern University*

Description: This short course is designed for teachers interested in developing an undergraduate course on the political and rhetorical landscape of the 1960s. Presenters will offer sample syllabi, assignments, evaluation methods, and discussion techniques that have been particularly successful in the classroom. The instructors will also address specific points of concern that may arise in teaching such a course and they will briefly describe the intersections between faculty research agendas and pedagogical methods.

Pre-registration Required
Short Course Fee: \$15.00

TH 1.19 ***Building Your Own Communication Capstone***
Course
Short Course Three

10:-12:00 am

Westover

Course Instructors: **Melanie Booth-Butterfield**, *West Virginia University*

Andrea Weber, *West Virginia University*

Description: Many departments would like to create a capstone experience for undergraduates, but do not have concrete models or resources to accomplish such a goal. The objective of this short course is to provide support for this endeavor. Specifically, presenters will offer materials and suggest activities designed to aid participants in developing objectives, syllabi, assignments, field experience options, and evaluation procedures for designing the undergraduate capstone course.

Pre-registration Required
Short Course Fee: \$15.00

TH 1.20 ***ECA Executive Council Meeting I***

9:30-12:30

Berkeley

Presiding: **Ann Bainbridge Freymier**, *Miami University*

All appointed and elected representatives to the 2003 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.

convention program for easy reference.

TH 1.21	<i>ECA Teaching Fellows Committee Meeting</i>
1:00-2:00pm	12th Floor Boardroom

Chair: **Kathleen M. Long**, *West Virginia Wesleyan College*

TH 1.22	<i>Narrative, Surveillance and Advertising in Mediated Events: Interrogating the Rhetoric of "The Public Good"</i>
1:-2:15 pm	Ashlawn North

Sponsor: Political Communication

Chair: **Valerie A. Endress**, *Rhode Island College*

Respondent: **James C. Morrison**, *Massachusetts Institute of Technology*

"Fiction and Non-fiction Narrative Conventions after 9/11"
Michael Grabowski, *College of New Rochelle*

"Pitching Products After the Attack: Meaning of Advertising in the Wake of Ground Zero"
Tony Kelso, *Iona College*

"Every Day a Bell Rings: Politics, Liberty, and Institutional Advertising One Year After 9/11"
Brian Cogan, *College of Staten Island* and **Susan Collins**, *New York University*

"The Optical Triangle': How the Government, Security Industry, and Media are Pushing Surveillance Technologies after September 11th"
Bilge Yesil, *New York University*

"The Poetics of Politics: Remembering 9/11"
Marion Wrenn, *New York University*

"All Dressed Up and No Place to Hide' Redux: The Rhetoric of Civil Defense in the 1950s and the 'Reality' Of Homeland Security Today"
MJ Robinson, *New York University*

This panel incorporates a series of short presentations designed to inspire discussion from the audience on the changing rhetoric of the public good post 9/11. Subjects include the role of advertising, television narratives, surveillance, and political expression through the arts.

TH 1.23	<i>The International and Intercultural Dimensions of the Regulation of Cyberspace</i>
1:-2:15 pm	Ashlawn South

Sponsor: Communication and Law

Chair: **Paul Siegel**, *Gallaudet University*

"Cyberspace and the UAE: 'Searching for Tunes in the Air'"

Jack A. Barwind, *Zayed University*, and **Timothy Walters**, *Zayed University*

"Software as Intellectual Property: Microsoft's Monopoly Versus Open-Source Philosophy"

Susan B. Barnes, *Rochester Institute of Technology*

"Glocalism: Local Media Law in a Global World?"

Susan Drucker, *Hofstra University*, and **Gary Gumpert**, *Communication Landscapers*

"U.S. Pornmaster to the World? The Impact of the First Amendment on Global Regulation of Digital Sexually-oriented Expression."

Thomas R. Flynn, *Slippery Rock University*

The technology of communication challenges developments in applicable laws governing rights of privacy, free expression and liability, in such areas as libel, hate speech, copyright and intellectual property, cybercrime, and obscenity. Issues of jurisdiction and choice of law in transnational cyberspace, the role of international regulators, regional organizations, cyber havens, and international treaties are becoming increasingly complex. These papers will explore case studies in the international and intercultural dimensions of cyberlaw.

TH 1.24

Communicating to Promote the Public Good

1: -2:15 pm

Belle Air

Sponsor: First Vice President and Applied Communication

Chair: **Michael Weatherson**, *Southeast Missouri State University*

"Forsaking Individualism for the Common Good in Times of National and Local Crises"

Barbara Blackstone, *Slippery Rock University*

"Replacing Sensationalism with Conversations for Action: Situational Decision-Making in Civic Journalism"*

Beryl Gutekunst, *Chestnut Hill College*

"Believe It or Not! Television is Encouraging Good Behavior"*

Frank Rybicki, *Duquesne University*

"Communicating with C.A.R.E.: An Interpersonal Approach to Communication and the Public Good"

James Laux, *Slippery Rock University*

"Common Ground and the Common Good: Returning to the Roots of Civil Rights to Promote Better Racial Understanding Today"

Todd Allen, *Geneva College/BRIDGE [Beaver Race Initiative Development Group Effort]*

* Debut paper

The papers on this panel draw from a variety of disciplinary perspectives to answer the question: What can Communication teachers and practitioners do to

increase social and civic participation for the public good?

Spotlight Panel



TH 1.25

***The Primary Contributions of Kathleen E. Kendall
to Political Communication***

1:00-2:15 pm

East Room

Sponsor: Spotlight Series

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

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

"Kathleen Kendall's Impact on Scholarship in Political Communication"
Craig Allen Smith, *North Carolina State University*

"Kathleen Kendall as Scholar/Teacher"
John C. Tedesco, *Virginia Tech*

"Kathleen Kendall's Legacy in the Field of Communication"
Judith S. Trent, *University of Cincinnati*

From her work on presidential oratory and political debates, to her pioneering explorations of communication in presidential primary campaigns, Kathleen E. Kendall has enhanced and expanded the field of political communication. This panel brings together colleagues, former students, co-authors, and friends to celebrate Professor Kendall's work and to reflect upon her considerable impact on the study of political communication.

TH 1.26

***From Mad Magazine to the Smithsonian: The
Rhetorical Effectiveness of Popular Culture***

1:00-2:15 pm

Sherwood

Sponsor: Rhetoric and Public Address

Chair: **Roberta Kosberg**, *Curry College*

Respondent: **Becky McDonald**, *Ball State University*

"Consuming Lifestyles of the Rich and Famous: Class and Gender in
Volkswagen Advertisements" *
Michelle Gauchat, *SUNY- Brockport*

"Humor in a Jugular Vein: The Debunking of Spies, Super Heroes, and Cold
War Rhetoric in *Mad Magazine*"
Teodora Carabas, *Ohio University*

"A Failed Attempt to Revise History at the National Air and Space Museum:
Understanding Unmet Rhetorical Challenges of the Smithsonian's Proposed
Enola Gay Exhibit"
Christine M. Hanson, *University of Maryland*

* Debut paper

These papers offer individual case studies of successful and unsuccessful persuasive strategies in the context of popular culture.

TH 1.27

Communicating Within the Family: Brothers, In-Laws, and Father-Son Relationships

1:00-2:15 pm

West Room

Sponsor: Interpersonal/Organizational

Chair: **H. Dan O'Hair**, *University of Oklahoma*

Respondent: **Kelly Rocca**, *St. John's University*

"Daddy Dearest: Communicating Affection in Father-Son Relationships"

Maria G. Checton, *Monmouth University*

"Male Sibling Social and Emotional Support as a Function of Attributional Confidence"

Theodore A. Avtgis, *West Virginia University*

"Perceived Understanding and Self-disclosure in the In-Law Relationship"

Matthew M. Martin, *West Virginia University*, **Carolyn M. Anderson**,
The University of Akron, and **Jennifer L. Knapp**, *West Virginia University*

These competitively selected papers examine communication patterns in a variety of family relationships.

TH 1.28

Taking the Spider out of the Web: Applying Chaos Theory to Small Groups

1:00-2:15 pm

Westover

Sponsor: Applied Communication

Chair: **Sherry L. Wien**, *Monmouth University*

"The Quantum Physics of Small Group Communication Made Less Scary and Less Painful"

Lisa Millhous, *West Chester University*

"An Organized Chaos in the Classroom"

Deana M. Villani, *West Chester University*

"The Chaos of Conflict"

Hans Schmidt, *West Chester University*

"Embracing the Diagonal"

Michelle Bridge, *West Chester University*

No longer the exclusive domain of physicists, the principles of quantum physics may be used to explain the complex dynamic of life and communication in the twenty-first century. Using the work of Margaret Wheatley (*Leadership and the New Science*, 1999) as a springboard, these panelists will discuss chaos theory and its application in a variety of contexts.

TH 1.29

***Assimilation into the Academy: Merging Theory
and Measurement in the Graduate Classroom***

1:00-2:15 pm

Woodlawn

Sponsor: Instructional Practices

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

Respondents: **Carole A. Barbato**, *Kent State University-East Liverpool*

Elizabeth E. Graham, *Ohio University*

Elizabeth M. Perse, *University of Delaware*

"Self-Disclosure and Relational Outcomes"

Sara Banfield, *West Virginia University*, **Leeanne M. Bell**, *West Virginia University*

"Communication Issues Affecting Superior-Subordinate Relationships"

Michelle Cuizon Davis, *West Virginia University*, **Rachael Devono**,
West Virginia University, **Kate T. Huggins**, *West Virginia University*

"Extensions of Communication Adaptability"

Andrew D. Dohanos, *West Virginia University*, **Karen Huang**, *West Virginia University*, **Christopher J. Huy**, *West Virginia University*

"Interpersonal Communication Apprehension and Relational Development"

Alan K. Goodboy, *West Virginia University*, **Abby Sopko**, *West Virginia University*

"The Impact of Birth Order and Humor Orientation on Argumentativeness"

Andy Merolla, *West Virginia University*, **Marissa F. Rodgers**, *West Virginia University*

"An Overview of Trust in Interpersonal and Organizational Relationships"

Kaitlin Buerkle, *West Virginia University*, **Kristy L. Tinnell**, *West Virginia University*, **Alicia M. Vandine**, *West Virginia University*, **Tammy E. Whitacre**, *West Virginia University*

One way for graduate students to become assimilated into the academy is by immersing themselves into the research process. Graduate students enrolled simultaneously in a communication theory course and a research methods course conceptualized and conducted a quantitative study. Panelists will share their research findings and reflect on how their involvement in this research project affected their assimilation into the academy, both as theorists and as methodologists.

TH 1.30

ECA Exhibits Hall

2:00-5:00 pm

Monticello West

Members and guests of the Eastern Communication Association are invited to visit the Exhibits Hall, located on the Lower Ballroom level of the hotel. Stop by to meet with exhibitors and to view displays prepared for the convention.

Coffee and tea will be served here during ECA Coffee Cafes on Friday and Saturday.

TH 1.31	<i>ECA Research Fellows Committee Meeting</i>
2:15-3:15 pm	12th Floor Boardroom

Chair: **Raymie E. McKerrow**, *Ohio University*

TH 1.32	<i>Gendered Politics, Partisanship, and the 2002 Kansas Governor's Campaign</i>
2:30-3:45 pm	Ashlawn North

Sponsor: Political Communication

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

Respondent: **Diana Carlin**, *University of Kansas*

Panelists:

Kelly Carr, *University of Maryland*

Amber Joiner, *University of Maryland*

Eric Morris, *University of Kansas*

Meghan O'Shaughnessy, *University of Maryland*

Jay Self, *University of Kansas*

Kate Wagner, *University of Maryland*

This panel provides a brief discussion of the theoretical literature addressing the role of gender and partisanship in U.S. politics focusing on the 2002 Kansas Governor's race.

TH 1.33	<i>Creating the Online Nonverbal Course: A Chronology of Decisions</i>
2:30-3:45 pm	Ashlawn South

Sponsor: Nonverbal Communication

Chair: **Michael Weatherson**, *Southeast Missouri State University*

"Deciding upon the Content to Include in an Online Nonverbal Course"

Ellen R. Cohn, *University of Pittsburgh*

"Deciding Upon the Organization of the Content for an Online Nonverbal Course"

Sondra L. Chester, *University of Pittsburgh*

"Decisions Regarding the Presentation of Content in an Online Nonverbal Course"

Donald B. Egolf, *University of Pittsburgh*

Of all the courses that one might consider teaching online, the nonverbal course seems to be an ideal candidate. This is because the multi-sensory nature of nonverbal communication complements the multi-media capacity of

the Internet. The purpose of this panel presentation is to discuss the creation of an online nonverbal course. Specifically, this creation will be made manifest in the chronology of decisions that the presenters have made in creating the online course.

TH 1.34	<i>Violence as a Public Health Issue</i>	
2:30-3:45 pm		Belle Air

Sponsor: First Vice President
Chair: **Kami J. Silk**, *The Pennsylvania State University*
Respondent: **John Nussbaum**, *The Pennsylvania State University*

"The Intersections of Domestic/Partnership Violence and Public Health"
Dora McQuaid, *The Pennsylvania State University*

"'Collateral Damage' on the Home Front: Public Health Implications of Military Domestic Violence"
Tracey Quigley, *The Pennsylvania State University*

"Conditions Under Which Women in Violent Relationships Seek Help: An Examination of a Control-based Typology of Partner Violence"
Janel Leone, *The Pennsylvania State University*

"Violence and Elder Abuse in Long Term Care"
Mary Ann Curren, *Foxdale Village Continuing Care Retirement Community*, State College

This panel addresses the effects of violence on the larger public and the communication processes that surround the issue from a variety of theoretical, applied, and practitioner perspectives. The convention theme, "Communication and the Public Good" lends itself to discussion of this subject. One primary way that individuals' health is protected is through their safety. Violence that occurs within relational, home, school, and other contexts carries serious implications for individuals and for the communities in which they exist. The implications of violence, communication processes associated with violence, and the multiple effects of violence on society will be explored here.

TH 1.35	<i>I'm Brand New! What Shall I Do?</i>	
2:30-3:45 pm		Berkeley

Sponsor: Community College
Chair: **Nancy J. Willets**, *Cape Cod Community College*
Panelists:
Susan Choy, *College of Southern Maryland*
Michon Parker, *Prince George's Community College*
Laura K. Dorsey-Elson, *Morgan State University*

This panel of newly hired faculty members will discuss what their schools did to help them organize their courses, learn about their students, and understand the culture of their institutions. They will also advance suggestions about what

institutions can do to make it easier for new faculty to adjust to their new roles.

TH 1.36

***Communicating with Teachers and Coaches:
Humor, Communication Apprehension, and Out-
of-Class Communication***

2:30-3:45 pm

East Room

Sponsor: Interpersonal/Organizational

Chair: **Tina Carroll**, *University of Miami*

Respondent: **Kathleen M. Long**, *West Virginia Wesleyan College*

"What Makes a Good Coach? The Relationship between Swimmers' Perceptions of Coaches' Humor Orientation and Coaching Effectiveness"
Bianca Fragomeni, *Canisius College*

"Communication Apprehension On and Off the NCAA Division II Playing Field"
Amanda M. Abbiate, *West Virginia Wesleyan College*, **Carly J. Kildare**, *West Virginia Wesleyan College*, and **Nicholas D. Hamisevicz**, *West Virginia Wesleyan College*

"What Types of Teachers Do Students Visit the Most Frequently Outside-of-Class (OCC)? The Relationship between OCC and Teacher Humor"
Michelle Slawiak, *Canisius College* and **Cristin Manzolati**, *Canisius College*

These papers report on how factors such as humor and communication apprehension influence out-of-class communication with teachers and coaches.

TH 1.37

Interest Group Bylaws Workshop I

2:30-3:45 pm

EBS 216

Sponsor: President

Facilitators:

Donald Fishman, *Boston College*

Ann Bainbridge Frymier, *Miami University*

Ronald L. Jackson, II, *The Pennsylvania State University*

Candice Thomas-Maddox, *Ohio University-Lancaster*

Diane M. Millett, *University of Miami*

The purpose of this workshop is to facilitate ECA interest groups in the development of their bylaws. The facilitators will provide information and guidance on the process of developing bylaws that are consistent with the ECA Constitution. Interest group representatives are encouraged to come to this workshop with existing bylaws or "bylaws in progress." Information and guidance will also be provided on the process of gaining approval of bylaws and on filing them with the Executive Director. All interest groups are encouraged to send a representative to this workshop.

TH 1.38

For the Good of Students: Innovative Teaching Techniques to Help Build Educational Character

2:30-3:45 pm

Fireplace

Sponsor: Instructional Practices

Chair: **Doug Mudd**, *Southwest Texas State University*

"The Infomercial: Using Form to Sell Your Students on Persuasive and Presentation Principles"

Maria Simone, *Temple University*

"The Placement of Nonverbal Communication in Every Communication Course"

Steve Koehn, *Lycoming College*

"Working with Workshops: A Discussion on Including Mini-Workshops in the Classroom"

Kristi Lawrence, *West Virginia Wesleyan College*

"With a Tip of the Hat: Student Impromptu Speech Topics"

Elizabeth Oppe, *West Virginia Wesleyan College*

"Drama, Diversity, and Dialogue: Using Communication and Theatre as an Instrument for Social Change"

Tara L. Crowell, *The Richard Stockton College of New Jersey* and **Mark Mallett**, *The Richard Stockton College of New Jersey*

"Student Participation in the Design and Implementation of Small Group Communication Activities"

Theresa Bridges, *Rollins College*

Teaching for the public good must go beyond course content. As communication scholars, we also need to start structuring our courses and teaching styles to help build students' educational character. The following panel will highlight innovative teaching techniques that will focus not only on communication principles, but will help to encourage students to think about their responsibilities as citizens.

TH 1.39

Strategies of Influence: Individual Rhetors and the Public Good

2:30-3:45

Sherwood

Sponsor: Rhetoric and Public Address

Chair: **Paul Stewart**, *Roberts Wesleyan College*

Respondent: **Alfred G. Mueller, II**, *Pennsylvania State University-Mont Alto*

"The Eulogistic Foreward: David Bower's Foreward to *The Place No One Knew: Glen Canyon on the Colorado*"*

Leah Simone, *University of Maryland*

"The Making of a Martyr: Jimmy Hoffa, The Rhetoric of Martyrdom, and Martyred Imaging"

Anthony J. Wainwright, *University of Maryland*

"The Rhetoric of Thabo Mbeki on HIV/AIDS: Strategic Scapegoating?"

Theodore F. Scheckles, *Randolph-Macon College*

* Debut Paper

Panelists provide analysis and criticism of the rhetorical strategies employed by individuals communicating for the public good.

TH 1.40

Computer Communication Technology in the University Classroom: Research, Deployment, and Pedagogical Techniques

2:30-3:45 pm

West Room

Sponsor: Human Information Technologies

Chair: Adam Earnhardt, *Kent State University*

"Integrating the Basic Speech Course with an Introductory Course in Information Sciences and Technology"

Sandra L. French, *The Pennsylvania State University*

Gerald M. Santoro, *The Pennsylvania State University*

"Communication, Education, and Instructional Technology: A Cross-Disciplined Approach to Program Development"

Joanne Washington, *Clarion University of Pennsylvania*

"Grads and Glitches: Practical and Theoretical Approaches to Dealing with Advanced Multimedia Technology, Production Practices, and Service Learning Opportunities"

Susan Hilton, *Clarion University of Pennsylvania*

"Facilitating Class Discussion Groups Online: What the Research Says about Deploying Online Discussion Groups"

Scott Kuehn, *Clarion University of Pennsylvania*

Increasingly important in preparing communication students for various career options, computer technology is becoming more expensive, more complicated, and more difficult to deploy in our classrooms. These presentations explore issues in obtaining, integrating, and using computer communication technology in communication courses.

Spotlight Panel



TH 1.41

Civic Education and the Public Good in Athenian Democracy

2:30-3:45 pm

Westover

Sponsor: Spotlight Series

Chair: Michael Leff, *Northwestern University*

Respondent: Christopher L. Johnstone, *The Pennsylvania State University*

"Greek Civic Education: The Case of Isocrates"

Takis Poulakos, University of Iowa

"Shifts in Rhetorical *Paideia*: From the Sophists to Isocrates"

John Poulakos, University of Pittsburgh

"Agonistic Culture, Nomadic Intellectuals, and Institutional Rhetoric in Classical Athens"

Ekaterina Haskins, Boston College

In Western culture, almost all thought about the relationship between education and the public good traces itself back to classical Greek origins, and in Greek culture, rhetoric played a decisively important role as vehicle for education. Centering on the contribution of Isocrates to the formation of a rhetorical version of civic education, these three papers explore various approaches to rhetoric and civic education in classical Athens.

TH 1.42

Competitive Papers: An Analysis of Music and On-Line Consumers

2:30-3:45 pm

Woodlawn

Sponsor: Mass Communication

Chair: **Cindy Lont**, *George Mason University*

Respondent: **Bill Yousman**, *University of Hartford*

"Nationwide Newspaper Coverage of Music Censorship: A Community Structure Approach" *

Kristen Boehm, Sean McKee, and John Pollock, *College of New Jersey*

"Profiling the Teenage Potential Online Consumer"

Rodney Carveth, *Texas Tech University*

"Men and Women in the Music World: Comparison of Top 10 Pop Singles in 1992 and 2001" *

Pei-Wen Lee, *Ohio University*

* Debut Paper

This panel examines Top 10 music lyrics in 2001 and compares them to lyrics from 1992, newspaper criticism of popular "offensive" music lyrics, and an analysis of teen-agers as online consumers.

TH 1.43

Dramatizing the Lyric: Performance and Discussion of “By Her Own Hand”—The Poetry of Alice Fulton

2:30-5:15 pm

Monticello East

Sponsor: Interpretation/Performance Studies/Theatre

Chair: **Roberta Crisson**, *Kutztown University of Pennsylvania*

Participants:

James Bunzli, *Adapter/Director, Loyola College in Maryland*

Arion Alston, *freelance actor, New York City*

Julia Brandeberry, *freelance actor, Baltimore*

Charlie Mitchell, *Loyola College in Maryland*

Claire VanEns, *Kutztown University of Pennsylvania*

Alice Fulton's poetry is alive with sound, stories, characters, and musings that sparkle when performed. This performance piece – 24 strongly first-person poems, drawn from six books over two decades – posits character “types” and dueling sides of the central voice in order to explore the complexity of these poems, their striking use of language and sound in the face of the ordinary. A response session with the audience will follow the performance.

TH 1.44

Manufacturing Consent: Rhetorical Manipulation in the Creation of Public Opinion

4:00-5:15 pm

Ashlawn North

Sponsor: Political Communication

Chair: **Laura Tropp**, *Marymount Manhattan College*

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

“Public Opinion in Times of Crisis: The Manufacture of Public Support for US Presidents”

Norbert Luebbbers, *Temple University*

“NASA in Crisis: A Comparison of the Agency's Communication Tactics During the 1986 and 2003 Shuttle Tragedies”

Shelly Wright, *SUNY-New Paltz*

“Propaganda in Communication Research: Daniel Lerner and the Genesis of U.S. Development of Communication Studies”

Umaru Bah, *Morgan State University*

“Metaphors We Exclude By: A Rhetorical Analysis of U.S. Immigration Debates in 1924”

James C. Ross, *Adelphi University*

“Framing Israel and Palestine in *The Philadelphia Inquirer*”

Robert L. Handley, *Temple University*

This panel probes the ways in which propaganda is employed to create and manipulate public opinion. How public support is created in times of national

crisis and national tragedy, the scholarship of Daniel Lerner, the role of metaphor in immigration rhetoric, and a framing analysis of the Israeli-Palestinian conflict will be examined.

TH 1.45

Parasocial Interaction, Uses and Dependency Theory, and Channel Choice: Past, Present, and Future

4:00-5:15 pm

Ashlawn South

Sponsor: Mass Communication

Chair: **Alan M. Rubin**, *Kent State University*

Respondent: **Elizabeth Perse**, *University of Delaware*

"Parasocial Interaction: Past, Present, Future"

Adam Earnhardt, *Clarion University of Pennsylvania*

"Using Uses and Dependency Theory to Study Organizations"

Gwen Hullman, *Kent State University*

"Parasocial Interaction: Real or Fictional Interaction?"

Angela Planisek, *Kent State University*

"Communication Apprehension and Channel Choice"

Shaojing Sun, *Kent State University*

"Parasocial Interaction of Real and Fictional Personalities among Viewers"

Lee Tjelmeland, *Kent State University*

This panel presents research that investigates parasocial interaction, channel choice, and uses and dependency theory in a variety of contexts. Review articles examine past research endeavors and extend the theories to present and future concerns.

TH 1.46

Ridiculing the "Rubes": A Re-examination of Southern Identity/ies Prompted by CBS' The Real Beverly Hillbillies

4:00-5:15 pm

Belle Air

Sponsor: Voices of Diversity

Chair: **Nikita Harris**, *Columbia Union College*

Respondent: **Deborah Clark Vance**, *McDaniel College*

"Oppressing the Contemporary Hillbilly Rube-esque: How Cultural Constructions of Southern Identity Perpetuate Predjudice"

Pamela Kaylor, *Ohio University-Lancaster*

"Situating the Appalachian Educator: An Examination of Student Perceptions of Southern Identity"

Elizabeth Oppe, *West Virginia Wesleyan University*

"From Marathon Dancing to Reality TV: The Real Beverly Hillbillies and Class Exploitation in Mainstream American Entertainment"

Robert Westerfelhaus, *College of Charleston*

In response to the CBS program and the controversy attending it, panelists will explore Southern identity as constructed and experienced by indigenous Southerners. Insights and observations by non-Southerners who have lived in the South are included. The panelists aim to identify/address various misconceptions, show diversity among Southerners, and provide an overview of cultural, social, economic, historical, and political prejudice toward Southerners. Panel members will discuss situated perspectives and the implications of their observations for higher education.

TH 1.47

2004 Convention Planners Meeting I

4:00-5:15 pm

Berkeley

Chair: **Donald Fishman**, *Boston College*

Spotlight Panel



TH 1.48

Recent Research on Social Influence

4:00-5:15 pm

East Room

Sponsor: Spotlight Series

Chair: **H. Dan O'Hair**, *University of Oklahoma*

"Message Elaboration in Influence Attempts"

Danette Ifert Johnson, *West Virginia Wesleyan College*

"Counterplanning and the Obstacle Hypothesis"

Jerry M. Jordan, *Wittenburg College*

"Effects of Dual Frames on Negotiator Behavior"

Roberta Mitchell, *James Madison University*

"Harmful Influence Strategies"

Michael E. Roloff, *Northwestern University*

The study of social influence has a long tradition in Communication research. This panel highlights recent research on the processing of information during influence, planning for social influence, the impact of dual cognitive frames during negotiation, and the intentional use of harmful influence strategies.

TH 1.49

Political Speechwriting: A Washington Roundtable

4:00-5:15 pm

Sherwood

Sponsor: First Vice President

Chair: **Trevor Parry-Giles**, *University of Maryland*
Respondent: **Kathleen E. Kendall**, *University of Maryland*
Andrew D. Wolvin, *University of Maryland*

Panelists:

Linda Fisher, *Head Speechwriter, Laborer's Union*
Barbara Goldberg, *Manager of Speechwriters, AARP*
Lindsay Hays, *Senior Speechwriter for U.S. Senator Ted Stevens, Alaska*

Political leaders and interest group representatives at the national and state levels depend upon speechwriters to assist with numerous speechmaking demands. What are the requirements for research, writing, and policy-making skills needed by modern political speechwriters? With varied experience at the presidential, senatorial, and labor union levels, three professional Washington speechwriters will discuss these questions and recount their experiences. They will further interact with the three academic panelists, who have served as speechwriters and who teach speechwriting. Audience participation is invited, as well.

TH 1.50

***Patient and Physician Education in Health Care:
Communicating for the Public Good***

4:00-5:15 pm

West Room

Sponsor: Health Communication

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

Respondent: **Kami J. Silk**, *The Pennsylvania State University*

"For the Sake of the Children: The Importance of Communication to Good Health"

Marsha Clowers, *John Jay College of Criminal Justice*

"Communicating for the Public Good: Breaking Myths About Depression and Parkinson's Disease"

Kori LaDonna, *Strong Memorial Hospital*, **Rosanne L. Hartman**, *SUNY-Geneseo*, **Irene Rickers**, *Strong Memorial Hospital*, and **Carol Padrowski**, *Strong Memorial Hospital*

"Movement Toward the Public Good: Communication Competency in the Educational Curriculum for Internal Medical Residency Programs"

Janet Harzlak, *SUNY-Buffalo, Internal Medicine Residency Program*

"Using Public Relations Strategies to Communicate for the Public Good"

Gayle Pohl, *University of Northern Iowa*

"Medical Need and the Public Good: A Critique of Scholarship on Issues of Health Care in the Communication Discipline"

Joseph Bulsys, *SUNY-Geneseo*

This program presents patients' views about behavioral expectations in health care settings, educational trends for patients and physicians, as well as a critical analysis of health communication research efforts.

TH 1.51

Story-Centered Marketing

4:00-5:15 pm

Westover

Sponsor: Applied Communication

Chair: **Marlene G. Fine**, *Simmons College*

"Narrative as Pragmatic Performance"

Ronald C. Arnett, *Duquesne University*; **Marie Baker**, *St. Vincent College*; **Janie Harden Fritz**, *Duquesne University*

"Metaphors Have Consequences: Communication Technology and Story-Centered Marketing"

Roy Joseph, *Duquesne University*

"Meeting the Marketplace as Story: The Humanities and the Market"

Joseph Sora, *Duquesne University*

"Public Relations: A Story-Centered Approach"

Calvin L. Troup, *Duquesne University* and **Kathleen Glenister Roberts**, *Duquesne University*

Story-Centered Marketing (SCM) grows out of scholarship on Integrated Marketing Communication (IMC). While IMC is based on (1) a social science model and on (2) responsiveness to clients, SCM employs a humanities-based approach concerned with a marketer's responsiveness to the product. Such stories, relating products to markets, emerge from organizational narratives. Therefore, SCM invites customers to participate in the story of products within the context of larger narratives. This panel considers multiple dynamics involved in SCM.

TH 1.52

Engaging the Public in the Communication Classroom

4:00-5:15 pm

Woodlawn

Sponsor: Instructional Practices

Chair: **Ann Bainbridge Frymier**, *Miami University*

"Educating the Public via Computer-Mediated-Communication"

Nicole D. Dobransky, *Miami University*

"Reaching a Broader Population in the Classroom: Understanding Communication Needs of Both Traditional and Nontraditional Students"

Marian L. Houser, *University of Tennessee*

"Public Perception of the Value of Communication"

Tony E. Smith, *Miami University*

This panel will focus on communication issues in relation to the public sphere. Specifically, the concentration will be on ways to educate the public about the importance of communication matters. The ideas that serve as the framework for this panel encompass a distinctive quality that expands the body of

communication, and particularly instructional communication, to promote the public good.

TH 1.53	<i>Newcomers' Reception</i>	
5:30-6:00 pm		Vista Ballroom

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

Dan F. Hahn, *New York University*

First-time convention participants and guests are invited to meet new colleagues and make new friends at this early bird reception, located in the Vista Ballroom on the Conference Level of the hotel.

TH 1.54	<i>Eastern Communication Association Reception</i>	
6:00-7:00 pm		Vista Ballroom

Eastern Communication Association members and guests are invited to join friends and colleagues for an informal reception, located in the Vista Ballroom on the Conference Level of the hotel. (Cash bar available.)

TH 1.55	<i>The Golden Age of American Oratory: Lyceum, Chautauqua, and the Emergence of the American Citizen</i>	
7:00-8:00 pm		Woodlawn

Sponsor: First Vice President, Rhetoric and Public Address, and Interpretation/Performance Studies/Theatre

Presenter: **Richard A. Katula**, *Northeastern University*

This program begins with the events that gave rise to two professional public speaking lecture circuits: the Lyceum and Chautauqua. It then introduces some of the prominent orators who graced the Lyceum and Chautauqua stage: Ralph Waldo Emerson, Edward Everett, Frederick Douglass, Booker T. Washington, Mark Twain, Mary Livermore, Anna Dickinson, and others. Through interpretations of their speeches emerge the themes that dominated the lecture circuits, and the ideas that came to serve as the basis for a uniquely American point of view. This program looks at the lecture circuits as vehicles of civic education and asks, "How does that happen today?" This panel combines entertainment with reflection on serious issues about civic identity, the public good, and the relationship between public discourse and the goals of a democracy.

TH 1.56	<i>12-Step Group Meeting</i>	
8:00-9:00 pm		Westover

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

Friday, April 25, 2003

Convention Events, Programs, and Activities

FR 2.01	<i>ECA Convention Registration</i>	
8:00am-5:00pm		West Foyer

Members and guests of the Eastern Communication Association are invited to register for the 94th annual convention in the West Foyer, 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.

FR 2.02	<i>Interest Group and Affiliated Association Business Meetings</i>	
8:15-9:15 am		

Political Communication	Ashlawn North
Mass Communication	Ashlawn South
Communication and Law	Belle Air
Kenneth Burke	Berkeley
Instructional Practices	East Room
Interpretation/Performance/Theatre	Sherwood
Argumentation and Forensics	Vista C
Nonverbal Communication	West Room
Health Communication	Westover
Voices of Diversity	Woodlawn

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 2004 convention and extends through to the mid-point of the 2006 convention.

- Health Communication Interest Group**
- Instructional Practices Interest Group**
- Intercultural Communication Interest Group**
- Interpersonal and Organizational Communication Interest Group**
- Interpretation, Performance Studies, and Theatre Interest Group**
- Kenneth Burke Interest Group**

Please contact Candice Thomas-Maddox, ECA Executive Director, about election procedures.

FR 2.03***ECA Exhibits Hall*****9:00am-5:00 pm****Monticello West**

Members and guests of the Eastern Communication Association are invited to visit the Exhibits Hall, located on the Lower Ballroom level of the hotel. Stop by to meet with exhibitors and to view displays prepared for the convention. Coffee and tea will be served here during ECA Coffee Cafes on Friday and Saturday.

FR 2.04***The Applied Communication Challenges of Establishing Off Site Academic Centers and Programs: Case Studies in Los Angeles, The Olympics, and the Saudi American Exchange*****9:30-10:45 am****Ashlawn North**

Sponsor: Applied Communication

Chair: **Holly Massett**, *Porter Novelli*Respondent: **Mohamed Khalil**, *Kennedy School, Harvard University***Teresa Gallo**, *Boston University*

"Negotiation, Management, and Leadership Challenges: The Nuts and Bolts of Applied Communication Skills in Establishing the Boston University Internship Program in Los Angeles"

Janice Payne, *Resident Director, Boston University Los Angeles Program*

"Meeting the Challenges of Crisis Communication Post 9/11 with Basic Applied Communication Principles: The Saudi American Exchange, 2002"

Faisal Al Saud, *Fama, Saudi Arabia*

"Applying Communication Principles in Organizing and Implementing a Student Academic Program at the World's Largest Special Event: The Olympics: Reflections of Barcelona, Atlanta and Nagano, and Plans for Athens"

Gregory Payne, *Emerson College* and **Matthew Matsaganis**, *University of Southern California*

This panel will examine the applied communication challenges associated with establishing off site academic centers and time specific programs for students. Relying on the particular experiences of veteran academics and professionals who have directed the inception and operation of such programs, this panel compares and contrasts the demands of establishing an off campus site (academic programs in Los Angeles and Europe) with the time specific special programs (the Olympics in Barcelona, Atlanta, Nagano, and plans for Athens) as well as other types of election/special events beneficial to students for enriching their understanding of theory and practice. This discussion focuses

on the application of communication principles to foster the public good.

FR 2.05

***African Americanizing the Organization:
Redefining That Which Is Considered "Good"***

9:30-10:45 am

Ashlawn South

Sponsor: Interpersonal/Organizational

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

Respondent: **Diane A. Forbes**, *George Mason University*

"The Power of Promise: The Effect of Trust, Culture and Communication on the Breached Psychological Contract"

Myneko M. Bradley, *Morgan State University*

"Blue Collar Blues: The Relationship between Culture and Organizational Promotion for African Americans"

Summar Goodman-Scroggins, *Morgan State University*

"Afrocentric Corporate Speak: Understanding the Communicative Differences between African American Men and Women in Organizational Life"

Karen E. Miller, *Morgan State University*

"The Ultimate Outsider Within: The Black Female Executive in Corporate America"

Janet D. Allen, *Morgan State University*

This program addresses the need for development of culturally diverse theory building within the area of organizational communication. More specifically, these papers explore key organizational phenomena from an *African American* communicative perspective and in doing so provide a critique of predominantly Eurocentric scholarship within the Communication discipline.

FR 2.06

Roundtable on Internet Legal Issues

9:30-10:45 am

Belle Air

Sponsor: Communication and Law

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

Panelists:

Lisa M. Cuklanz, *Boston College*

Susan J. Drucker, *Hofstra University*

Craig Dudczak, *Syracuse University*

Donald Fishman, *Boston College*

Gary Gumpert, *Communication Landscapers*

Sandra L. Herndon, *Ithaca College*

Susan Mallon Ross, *SUNY-Potsdam*

Larry Musnik, *Hofstra School of Law*

Brian M. O'Connell, *Central Connecticut State University*

This panel will address a series of contemporary issues regarding online law and communication through the multi-disciplinary perspectives and

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 are invited to attend and participate in this roundtable discussion.

FR 2.07

***Women of Words, Women of Action:
Establishing Female Agency through Public
Discourse***

9:30-10:45 am

East Room

Sponsor: Rhetoric and Public Address

Chair: **Mari Boor Tonn**, *University of Maryland*

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

"Presidential Wives and the Press: News Framing and the Construction of the First Lady Institution in the Twentieth Century"
Lisa Burns, *University of Maryland*

"Assata Shakur: Narrative Resistance and Institutional Resistance"
Lisa Corrigan, *University of Maryland*

Mammas Don't Let Your Babies Grow Up to Be Interns: Female Agency and the Press Coverage of Chandra Levy and Monica Lewinsky"
Lindsay Hayes, *University of Maryland*

"Teachers of the South and Agents of Collective Memory: The United Daughters of the Confederacy Write History Textbooks"
Amy Heyse, *University of Maryland*

This panel seeks to decipher the complex nature of feminine agency. The panelists will discuss how women use discourse to exert influence and they will explore the ways in which feminine agency is both enhanced and diminished by the rhetoric of external forces.

FR 2.08

***Tales of the Cities: Providing Insights through
Alternative Narratives***

9:30-10:45 am

Monticello East

Sponsor: Mass Communication

Chair: **Roger Mellen**, *George Mason University*

Respondent: **Susan Kehoe**, *George Mason University*

"The Story of BaltimoreStories.com"
Thom Lieb, *Towson University*

"Collaborating to Represent Community"
Mindy McAdams, *University of Florida*

"Watch Dog or Lap Dog? Seattle's Local Media and the Politics of Urban

Redevelopment"
Tim Gibson, *George Mason University*

These panelists investigate how representative U.S. east and west coast cities use media in their quest for identity. The BaltimoreStories.com project allows Baltimore residents to tell their stories of struggles, assimilation, successes and plain everyday life. The University of Florida project provides a broad collection of stories from people who move among us every day. The Seattle media analysis seeks to determine what share of a crucial public debate featured the voices of the real public.

FR 2.09

NCA Workshop on Survival Skills for Doctoral Students

9:30-10:45

Sherwood

Sponsor: First Vice President
Chair: **Judy C. Pearson**, *North Dakota State University*
Panelists:
Melbourne S. Cummings, *Howard University*
Edward L. Fink, *University of Maryland*
Gustav W. Friedrich, *Rutgers University*
James L. Gaudino, *National Communication Association*
Michael L. Hecht, *The Pennsylvania State University*
Kathleen Hall Jamieson, *University of Pennsylvania*
Sherwyn Morreale, *National Communication Association*
Paul E. Nelson, *North Dakota State University*
Allan Rubin, *Kent State University*
Rebecca Rubin, *Kent State University*
Orlando L. Taylor, *Howard University*
Judith S. Trent, *University of Cincinnati*

This informal discussion will help doctoral students better understand their sometimes hazardous journey through graduate school and into the academy. Panelists first highlight challenges and opportunities for future professors at the various types of academic institutions. Then they will candidly answer questions posed to them by audience members. Potential topics for discussion include: preparing for and getting the best job; teaching with 21st century technologies; publishing, and gaining tenure.

Spotlight Panel



FR 2.10

The Rhetoric of War

9:30-10:45 am

Vista C

Sponsor: Spotlight Series
Chair: Gary C. Woodward, College of New Jersey

"Globalism, Cosmopolitanism, and Postmodernity Now and Then: Thinking Across Erupting Critical Landscapes of 9/11"
G. Thomas Goodnight, *Northwestern University*

"The Rhetoric of War in a Time of Terror: Hyperpower, The Doctrine of Preemption, and the Changing Nature of Risk"

Cori E. Dauber, *University of North Carolina*

"Legitimation Dilemmas in the Bush National Security Strategy"

Gordon Mitchell, *University of Pittsburgh*

"Terrorism Trumps Democracy: Playing the Rhetorical Card of Evil"

Robert L. Ivie, *Indiana University*

Recent events have brought the rhetoric of war to the center of our attention once again. In this panel, four scholars who have long studied the rhetoric of war consider how it is now manifesting itself.

FR 2.11

Getting Out of the Classroom and Into the Community: Intersections Between Teaching, Learning, and the Public Good

9:30-10:45 am

West Room

Sponsor: Applied Communication

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

Panelists:

Marlene G. Fine, *Simmons College*

Lynda Beltz, *Simmons College*

Carolyn Grimes, *Simmons College*

Jennifer McKee, *Simmons College*

Participants in this workshop are variously affiliated with a master's degree program designed for working professionals. Faculty members will describe curricular efforts developed to afford students the opportunity to conduct applied communication projects that benefit community organizations. Current and former students will describe their projects. Audience members are encouraged to ask questions and to share their experiences with community-based learning activities.

FR 2.12

Listening and the Public Good

9:30-10:45 am

Westover

Sponsor: First Vice President

Chair: **Andrew D. Wolvin**, *University of Maryland*

"Listening and Community"

Michael Purdy, *Governor's State University*

"Listening and the Global Society"

William Starosta, *Howard University*

"Public Listening"

David Lightman, *Washington Bureau Chief, Hartford*

Courant

This program will engage in a conversation on the convention theme from a listening perspective. Three scholars share their insights on listening in the public arena and a professional listener offers his reflections on being a public listener who listens to our nation's leaders.

FR 2.13

Teaching as a Relational Activity: Examining Teacher-Student Communication Variables

9:30-10:45 am

Woodlawn

Sponsor: Instructional Practices

Chair: **Casey Chilton**, *Southwest Texas State University*

Respondent: **James C. McCroskey**, *West Virginia University*

"Control, Trust, and Intimacy in Teacher-Student Relationships"

Nicole D. Dobransky, *Miami University* and **Ann Bainbridge Frymier**, *Miami University*

"The Relationships Between Teacher-Self-Disclosure, Student Motives, Student Affect, and Student Participation"

Jacob L. Cayanus, *West Virginia University* and **Matthew M. Martin**, *West Virginia University*

"Status and Status Differential as Predictors of Student Learning, Teacher Evaluation, Teacher Socio-Communicative Style, and Teacher Credibility"

Boris Hellmann, *University of Buffalo*

"The Relationship Between Students' Classroom Apprehension about Participation and Fear of Negative Evaluation"

Michelle L. Paulsel, *West Virginia University* and **Scott Myers**, *West Virginia University*

For the past three decades, instructional communication researchers have been examining teaching and learning as a relational process. The papers that comprise this panel continue this paradigm of instructional research by applying variables common to interpersonal communication to the classroom.

FR 2.14

2003 ECA Keynote Address

11:am-12:00pm

Vista Ballroom

Keynote Speaker: **Michael Schudson**, *University of California, San Diego*

"How Do Americans Come to Know the Public Good? A History and a Challenge"

Michael Schudson's scholarship is concerned with how changes in communication practice relate to our understanding of democracy and of civic life. A sociologist of communication, he has written extensively about the

evolving character of citizenship in the United States. He is the recipient of a MacArthur Prize Fellowship, a Guggenheim Fellowship, and a Rockefeller Foundation Humanities Fellowship. He is the author of numerous books, including *Watergate in American Memory* (1992), *The Power of News* (1995), and *The Good Citizen* (1998). Schudson's most recent book, *The Sociology of News*, was published this spring. Winner of the 2002 NCA Distinguished Scholar Award, he is Professor of Communication and of Sociology at the University of California, San Diego.

FR 2.15

***Competitive Papers in Mass Communication:
Media Across Time and Cultures***

12:15-1:20 pm

Ashlawn North

Sponsor: Mass Communication

Chair: **Nadar Chaaban**, *Montgomery Community College*

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

"Equal Opportunity in the New Millennium: An Analysis of Government and Private Sector Efforts to Ensure Diversity in Broadcast Television Employment and Ownership Opportunities, Post Telecommunications Act 1997-2002" **

Kevin R. Slaughter, *George Mason University*

"The Propaganda Practice: Advertising Agencies in World War II"

Victor Viser, *Penn State, Harrisburg*

"Growing Under Control: The Status of the Chinese Mass Media"

Yu Zhang, *SUNY, Geneseo*

** Debut and Top Competitive Paper

This panel of competitive papers examines media across time and cultures, from U.S. advertising in the 1940s, to the demise of the U.S. telecommunications industry and its impact on hiring diverse groups, to changes in Chinese media. The top competitive paper submitted to the Mass Communication Interest Group is on this panel.

FR 2.16

Teachers' Instructional Messages: Students' Evaluations, Expectations, and Perceptions

12:15-1:30 pm

Ashlawn South

Sponsor: Instructional Practices

Chair: **Angela M. Nunziata**, *Southwest Texas State University*

Respondent: **Timothy P. Mottet**, *Southwest Texas State University*

"Appropriate and Inappropriate Uses of Humor by Teachers"

Tony Smith, *Miami University*, **Ann Bainbridge Frymier**, *Miami University*, and **Melissa Bekelja Wanzer**, *Canisius College*

"We Don't Need the Same Things! Recognizing Differing Expectations of

Instructor Communication Behavior For Traditional and Nontraditional Students"

Marian L. Houser, *University of Tennessee*

"College Faculty Use and Perceptions of Electronic Mail to Communicate with Students"

Lynne Kelly, *University of Hartford*, **Robert L. Duran**, *University of Hartford*, and **James A. Keaten**, *University of Hartford*

This panel focuses on teachers' instructional messages from multiple perspectives and using multiple research methodologies. From how students perceive instructor humor, to what traditional and non-traditional students expect in terms of instructor communication, to how faculty members perceive their use of email, each paper features instructors' insights about the use of instructional messages.

FR 2.17

Top Papers in Human Information Technologies

12:15-1:30 pm

Belle Air

Sponsor: Human Information Technologies

Chair: **Scott Kuehn**, *Clarion University of Pennsylvania*

Respondent: **Gerald M. Santoro**, *The Pennsylvania State University*

"Crunchpod List: The Culture of Harsh Noise"

Brett Lunceford, *The Pennsylvania State University*

"Distance Learning, Travel Behavior and Communication"

Norbert Mundorf, *University of Rhode Island*, **Ruby R. Dholakia**, *University of Rhode Island*, **Jing J. Xiao**, *University of Rhode Island*, and **Nikhilesh Dholakia**, *University of Rhode Island*

"Watch This Girl's Life: Cam Girls, Self-Esteem and Self-Presentation"

Amanda N. Newhall, *Salem State College*

"Democracy as Conversation? Prospects for Online Public Deliberation"

Susan Gilpin, *Carnegie Mellon University*

"Preliminary Considerations Toward a Methodology to Resolve Moral and Ethical Issues of Communications Technology in the 21st Century and Beyond"

Steven G. Cameron, *Fairleigh Dickinson University*

These papers are the top five submissions to the Human Information Technologies Interest Group for this year.

FR 2.18

The Ethics of Cyberlaw: Privacy, Piracy, and Patents

12:15-1:30 pm

East Room

Sponsor: Communication and Law

Chair: **Grant Cos**, *Rochester Institute of Technology*

Respondent: **Susan J. Drucker**, *Hofstra University*

"Diluting, Infringing, Confusing and Cybersquatting: Domain Name Disputes and The Consequences of Treading on the Wrong Domain," ******

Janet P. Ofano, *Rochester Institute of Technology*

"Standards for Privacy of Individually Identifiable Health Information: The Privacy Rule," *

Joan Clancy, *Rochester Institute of Technology*

"An On-Line Conference System, Legal and Ethical Considerations," *

Timothy Wells, *Rochester Institute of Technology*

****** Debut and Top Competitive Paper

The introduction of digital media has created new legal and ethical challenges. These papers explore the ethics and legalities of three separate domains: privacy as it relates to health care, patents as they relate to trade names, and piracy as a phenomenon in software development and marketing. This is an all-debut paper panel.

FR 2.19

ECA Resolutions Committee I

12:15-1:30 pm

Fireplace

FR 2.20

Roundtable Discussion on Women In Academic Leadership

12:15-1:30 pm

Sherwood

Chair: **Gerald Lee Ratliff**, *SUNY-Potsdam*

Participants:

Deborah F. Atwater, *The Pennsylvania State University*

Melbourne S. Cummings, *Howard University*

Sandra L Herndon, *Ithaca College*

Janette K. Muir, *George Mason University*

Anita Taylor, *George Mason University*

This program offers the opportunity for participation and interaction with a group of senior women administrators in Communication. Leaders with a wide range of academic and administrative experience will lead a roundtable discussion of issues facing women in academic leadership roles. Topics for the roundtable discussion include strategies for reappointment, tenure and promotion; diversity in leadership; managing conflict at multiple levels; modeling leadership across the campus; mentoring; communication and management styles; managing one's career, and other issues related to gender. Resources for additional exploration of these topics will be identified.

FR 2.21

Symposium on Improving Political Campaign Debates

12:15-1:30 pm

Vista C

Sponsor: First Vice President

Moderator: **Diana Carlin**, *University of Kansas*

Speakers:

"Reconsidering the Standards for Judging Political Debates"
Michael Leff, *Northwestern University*

"Is There Something Wrong with Presidential Debates?"
David Birdsell, *Baruch College, CUNY*

"How Should the Political Campaign Debates be Reformed?"
Kathleen E. Kendall, *University of Maryland*

"How Should the Political Campaign Debates be Reformed?"
David Zarefsky, *Northwestern University*

"Response from the Perspective of a Political Campaign Consultant"
Ron Faucheux, Editor-in-Chief, *Campaigns and Elections*

"Response from the Perspective of the Commission on Presidential Debates"
Janet Brown, *Director, Commission on Presidential Debates*

"Response from a Political Scientist and Practitioner"
Peter Francia, *Coordinator, Debate Standards Advisory Project, University of Maryland*

"Response from a Former Presidential Debate Participant"
John Anderson, *Center for Voting and Democracy; 1980 presidential candidate and debate participant*

Voters say consistently that political debates are valuable sources of information in the campaign process. Indeed, studies show that debates increase public interest in political campaigns and that they often enhance voter learning. Yet there are many reasons to reform political campaign debates so that they might better serve the needs of both the candidates and the public. The Communication scholars on this panel are members of The Racine Group, a select group that researched and published in 2002 a "White Paper on Televised Political Campaign Debates" in the journal *Argumentation and Advocacy*. Here they discuss their findings and the preliminary results of a second phase in their research, one involving recommendations for specific reforms in debate practices for 2004. Political and media practitioners join the discussion, responding to these suggestions on the basis of personal and professional experiences with campaign debates.

FR 2.22

Facilitating the Enactment of Citizenship: Case Studies in Communication and the Public Good

12:15-1:30 pm

West Room

Sponsor: First Vice President

Chair: **Ann E. Burlin**, *Discovery Communications*

"Useful Citizens: Power, Persuasion, and the Promise of America"

Randall (Boe) Workman, *Special Assistant to the Executive Director and CEO, AARP*

"The Role of Public Dialogue in Environmental Protection"

Judith Auer Shaw, *Administrator, Office of Brownfield Reuse, New Jersey Department of Environmental Protection*

"Fostering Dialogue for Strategic Planning in Non-Profit Organizations"

Ronald J. Placone, *Director of Learning and Development, Carnegie Mellon University*

All formally trained in the Communication discipline, these private sector practitioners will discuss their perspectives on the potential benefits and outcomes of increased civic engagement. They will review specific communicative strategies that they employ to promote civic responsibility and the enactment of citizenship in their respective occupations.

FR 2.23

Top Papers in Applied Communication

12:15-1:30 pm

Westover

Sponsor: Applied Communication

Chair: **Susan M. Fredricks**, *Pennsylvania State University, Delaware County*

Respondent: **Lewis Freeman**, *Fordham University*

"Applying the Constitutive Communication Framework of Identity to Part-Time Work in Higher Education"

Sherry Wien, *Monmouth University*

"Creating Conversational Spaces on Campus: Connecting Students & Faculty Through Appreciative Inquiry and Circular Questioning"

John Chetro-Szivos, *Fitchburg State College* and **Patrice Gray**, *Fitchburg State College*

"Advance Notice: The Effects of Priming on Brainstorming Groups"

Kenneth J. Levine, *Emerson College*

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

Spotlight Panel

**FR 2.24*****Risk and Health Communication Since 9-11:
Public, Private, and Academic Views Associated
with Communicating Evidence*****12:15-1:30 pm****Woodlawn**

Sponsor: Spotlight Series

Chair: **Kami J. Silk**, *The Pennsylvania State University*

"Translating Medical Evidence into Trustworthy Messages for the Lay Public:
Communication Research at the National Cancer Institute"

Gary Kreps, *Chief, Health Communication and Informatics Research
Branch, National Cancer Institute*

"Bridging Evidence from Medical and Behavior Science Realms: Evolving
Strategies for Dissemination and Evaluation"

Edward Maiback, *Worldwide Director of Social Marketing,
Porter Novelli*

"Communicating Evidence: Training Health Communication Scholars to Use
Evidence-Based Approaches"

Roxanne Parrott, *Director, Health Communication Program, The
Pennsylvania State University*

The presentation and use of evidence is a core issue in communication research and theory. An explosion in scientific information associated with best practices in both health care delivery and evidence-based medicine join to direct the translation and use of evidence in health communication. The efficacy of knowledge about the role of genetics in health and science associated with disease prevention and detection depend on public trust and belief in the evidence that is communicated about medical science. Here, Communication experts who work in public, private, and academic venues provide insights about these issues, assessing the impact of September 11th on these missions.

FR 2.25***ECA Coffee Café*****1:30-2:15 pm****Monticello East/West**

Sponsor: University of Maryland

ECA members and guests are cordially invited to take a moment and enjoy an all-convention coffee and tea break.

FR 2.26***Undergraduate and Master's Student Poster
Session One*****1:30-2:45 pm****Monticello East**

Chair: **Randy Jacobs**, *University of Hartford*Respondents: **Janice W. Anderson**, *SUNY-New Paltz*

Randy Jacobs, *University of Hartford*

Bill Yousman, *University of Hartford*

"Deviant Groups Examined"

Leslie Holoweiko, *University of Maryland*

"Behind the Art: Exploring the Narrative Parallels between Poetry of the Harlem Renaissance and Modern Day Hip-Hop"

Molly Williams, *James Madison University*

"Demographics, Behaviors, and Feminism in the Female Situation Comedy"

Belinda Stillion Southard, *University of Maryland*

"The Relationship between Job Stress and Job Performance"

Michelle Abbani, *George Washington University*

"Managing Controlled Chaos: Communicating Organizational Change"

Sandy Riley, *George Mason University*

"Parental Divorce and its Effects on the Development of Offspring's Interpersonal Relationships: A Literature Review and Proposal"

Jessica D. Lawson, *Baldwin-Wallace College*

"The Words of War: The Tense Relationship of the Military and the Media"

Martin Downie, *University of Maryland*

"A Rationalistic Criticism of Emma Goldman's 1917 Address to the Jury"

Christopher Bennett, *West Virginia Wesleyan College*

"Is 'My Revolution' a Protest Song?"

Tonya Blivens, *Texas Tech University*

"Emoticons: The Impact on Understanding"

Patrick R. Wiley, *West Virginia University*

"The Relations between Body Image, Self-Esteem, Perceptions of Body Shape and Size, and Touch Avoidance"

Maren E. McNeill, *West Virginia University*

"The Ethnography of Philipsen"

J.R. Steele, *Ithaca College*

"The Relationship between Effective Communication Skills and Patient Satisfaction"

Michelle Wall, *Canisius College*

"A Review of Research in Intra- and Intercultural Negotiation"

Xiaoying Xie, *University of Maryland*

"Male Athletes Compared to Their Lives of Aggression and Violence"

Kelli Craig, *Lynchburg College*

"Echoes of American Ideology in Nelson Mandela's Inaugural Address"

Elaine Boland, *SUNY-New Paltz*

-
- "Society and the Male Body Image"
Sandy Gonzales, Laura Jones, Jessica Parker, and Melissa Tisi,
Southwest Texas State University
- "Activating America: Advertisements Post September 11; Exploitation or Public Good?"
Kathryn A. Navarra, *SUNY-Geneseo*
- "The Types of Korean Television News Audiences"
Sangho Seo, *The Pennsylvania State University*
- "Relational Dialectics Theory Applied: The Bone Collector"
Aaron Norland, *West Virginia Wesleyan College*
- "Far From Camelot: Nixon Dethroned"
Delia J. Anderson, *Texas Tech University*
- "A Review of Literature on Communication in Sibling Relationships: The Effects of Birth Order, Aggression, and Relationship Maintenance on Sibling Communication"
Lauren Ratajczak, *Canisius College*
- "Muted Group Theory"
Jamie Leone, *Ithaca College*
- "The Communication of Jealousy"
Cara Shiffman, *SUNY-Geneseo*

FR 2.27

Interest Group and Affiliated Association Business Meetings

2:15-3:15 pm

Rhetoric and Public Address	Ashlawn North
Interpersonal/Organizational	Ashlawn South
Community College	Belle Air
Lambda Pi Eta	Berkeley
Applied Communication	East Room
Theory and Methodology	Sherwood
Human Information Technologies	Vista B
Intercultural Communication	West Room
Media Ecology Association	Westover
Amer. Soc. for the Hist. of Rhetoric	Woodlawn

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 2004 convention and extends through to the mid-point of the 2006 convention.

Health Communication Interest Group
Instructional Practices Interest Group
Intercultural Communication Interest Group
Interpersonal and Organizational Communication Interest Group
Interpretation, Performance Studies, and Theatre Interest Group
Kenneth Burke Interest Group

Please contact Candice Thomas-Maddox, ECA Executive Director, about election procedures.

FR 2.28	<i>Communicating with the Public: Speechwriting and Debates</i>	Ashlawn North
<hr/>		
	<p>Sponsor: Political Communication</p> <p>Chair: Dan F. Hahn, <i>New York University</i></p> <p>Respondent: Trevor Parry-Giles, <i>University of Maryland</i></p>	
	<p style="padding-left: 40px;">"A Simple Desultory Philippic on Presidential Debates" James C. Morrison, <i>Massachusetts Institute of Technology</i></p> <p style="padding-left: 40px;">"Inaccuracies in News Magazine Coverage of the 2000 Presidential Debates" Sheri Whalen, <i>Liberty University</i></p> <p style="padding-left: 40px;">"Gubernatorial Campaign Speeches and Political Subcultures: Structuring Political Participation" J. Cherie Strachan, <i>SUNY- Albany</i></p> <p style="padding-left: 40px;">"Viewing Speechwriting Through a Gendered Lens: The Political Wordsmith as Proverbial 'Wife'" Mari Boor Tonn, <i>University of Maryland</i> and Lindsay Hays, <i>University of Maryland</i></p> <p style="padding-left: 40px;">This panel combines historical perspectives and a gender analysis of speechwriting, speech making, and presidential debates.</p>	
<hr/>		
FR 2.29	<i>Expanding the Boundaries for the Public Good: An Interpretation/Performance/Theatre Interest Group Sampler</i>	Ashlawn South
<hr/>		
	<p>Sponsor: Interpretation/Performance Studies/Theatre</p> <p>Chair: Lorraine Moller, <i>John Jay College, CUNY</i></p> <p>Respondent: Mary Mino, <i>Pennsylvania State University, DuBois</i></p>	

"Something Wicca This Way Comes": Fan Identification with and Performance of Wicca in *Charmed*"

Michaela D. E. Meyer, *Ohio University*

"My Papa Writes: The Kovno Ghetto, 1941-1944 , or, The Word, the Lyric, and Spiritual Resistance"

Diane Cypkin, *Pace University, Pleasantville*

"All the World's a Stage: Using Examples from Kabuki, Sanskrit, and Nigerian Theatre to Internationalize a Theatre Course"

Joan O'Mara, *Hillyer College, University of Hartford*

"Echoes of Life in Mexico"

Janice Krieger, *The Pennsylvania State University*, and **Maggie Pitts**, *The Pennsylvania State University*

This panel includes papers in criticism, pedagogy, politically-inspired poetry, and ethnographic performance.

FR 2.30

Top Papers in the Kenneth Burke Interest Group

3:30-4:45 pm

Belle Air

Sponsor: Kenneth Burke Interest Group

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

Respondent: **Kevin R. McClure**, *University of Rhode Island*

"From Red Menace to Rave Menace: A Burkean Deconstruction of the Rhetorical Strategies of Anti-Communist and Anti-Rave Discourse"

Melanie Joy McNaughton, *The Pennsylvania State University*

"Blood at the Altar—How a First World Country Bombs the Third World and Gets Away with It: The Rhetoric of America's War on Terrorism" *

Nathalie Kuroiwa-Lewis, *University of Arizona*

"Alternative Organizational Scripts as Instruments of Unobtrusive Discipline: A Dramatic Analysis of Restructuring in a Federal Agency"

Donna Simmons, *California State University, San Bernardino*, and **Robert Westerfelhaus**, *College of Charleston*

* Debut paper

These papers are the top three submissions to the Kenneth Burke Interest Group for this year.

FR 2.31

Coaching Techniques for Forensic Events

3:30-4:45 pm

Berkeley

Chair: **Charles Fleischman**, *Hofstra University*

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

Participants: **Todd Allen**, *Geneva College*
Carl Hyden, *Morgan State University*
Alfred G. Mueller, II, *Pennsylvania State University, Mont Alto*
Jeff Pierson, *Bridgewater College*
Barbara Sims, *Alderson-Broadus College*

This panel will offer new Directors of Forensics advice from veteran coaches, many of whom played important roles in the establishment of now-successful programs. Each panelist will discuss some of the key issues involved in coaching specific Forensic events, provide written guides, and offer follow-up advice to the new coaches who attend this session. This panel offers an exciting opportunity to establish formal mentoring relationships between participants, as they begin and continue their coaching responsibilities.

FR 2.32	<i>Communication Training in the 21st Century</i>	
3:30-4:45 pm		East Room

Sponsor: Instructional Practices
Chair: **Janice W. Anderson**, *SUNY-New Paltz*

Panelists: **Anita Brady**, *Communication Training Consultants*
Kathryn Gaines, *Performance Outcomes*
Andrew D. Wolvin, *University of Maryland*

Because as many Americans are enrolled in corporate classrooms as in academic classrooms, communication educators should consider the role of communication training in this important venue. This panel will share experiences and observations about the state of communication training in the 21st century.

FR 2.33	<i>Environments: Political, Symbolic, and Literal</i>	
	<i>A Media Ecology Approach</i>	
3:30-4:45 pm		Monticello East

Sponsor: Media Ecology Association
Chair: **Jennifer Warren**, *The Pennsylvania State University*
Respondent: **Brian Cogan**, *College of Staten Island*

"Turn on the Television! The President is Feeling Your Pain': Exploring Limits and Possibilities of the Electronic Town Hall Meeting"

Lila Docken Bauman, *New York University*

"The Accidental Journalist: Shifting Boundaries in the Wake of Leonardo DiCaprio's Interview with Former President Clinton"

Ron Bishop, *Drexel University*

"Form, Content and Meaning: Interpretation and the Media Environment in Semiotics and Medium Theory"

Marc Leverette, *Rutgers University*

"The Remote Lounge: An Analysis of the Symbiotic State of Interpersonal Communication and Mass Mediated Communication in a Social Environment"

Matthew J. Pascarella, *Marymount Manhattan College*

Of particular interest to media ecologists is the nature of the environment and how it is shaped by different forms of mass media and interpersonal interaction. This panel explores how different environments, such as contemporary journalism, television and other forms of human interaction, both influence human behavior, and are equally influenced by human agency.

FR 2.34

***The Family as a Primary Site for Health
Communication: Research and Applications***

3:30-4:45 pm

Sherwood

Sponsor: First Vice President

Chair: **Mary L. Kahl**, *SUNY-New Paltz*

Panelists:

Robert L. Duran, *University of Hartford*

Gary Kreps, *National Cancer Institute*

Dan O'Hair, *University of Oklahoma* ***

Diane Prusank, *University of Hartford*

Lisa Sparks, *George Mason University*

Sharlene R. Thompson, *University of Oklahoma*

Kevin Wright, *University of Memphis*

*** A candidate for the position of NCA Second Vice President created this panel.

Individuals involve themselves in numerous agency processes with family members involving goals such as health promotion, disease prevention, curative processes, and advocacy efforts on behalf of others. Panelists will explore a number of contexts related to the influence of family processes on health communication. Cancer communication and sex talk between parents and adolescents will serve as starting points for the discussion, but additional contexts will inevitably be included. Audience members are encouraged to participate throughout the session.

FR 2.35

***Directions for Future Research in Nonverbal
Communication Across Contexts***

3:30-4:45 pm

Vista A

Sponsor: Nonverbal Communication

Chair: **Matthew M. Martin**, *West Virginia University*

"Nonverbal Communication in Public Relations and Directions for Future Research"

Tina Carroll, *University of Miami*

"Distance Learning and Nonverbal Communication: A Review of Literature and Suggestions for Future Research"

Denise Casey, *University of Miami*

"Nonverbal Communication between Health Care Professionals and Patients: An

Issue Overview"

Juliet Gill, *University of Miami*, and **Blanca Plazas**, *University of Miami*

"Nonverbal Communication in an Intercultural Context: A Nod to the Past and a Bow to the Future"

Lynn Gregory, *University of Miami*

"Providing and Soliciting Feedback Nonverbally in the Workplace: A Review of the Literature and Suggestions for Future Research"

Kristen L. Campbell, *University of Miami*

Understanding nonverbal communication is important across contexts such as organizational, instructional, intercultural, health, and public relations. Panelists will begin by discussing how nonverbal communication has contributed to their field. Afterwards each panelist will provide directions for future research. The remainder of time will be an open question and answer period.

FR 2.36

Competitive Papers in Intercultural Communication

3:30-4:45 pm

Vista B

Sponsor: Intercultural Communication

Chair: **Abhik Roy**, *Howard University*

Respondent: **Maurice L. Hall**, *Southern Illinois University*

"Intercultural Listening in the Work Place: A Literature Synthesis"

Debra A. Schwartz, *University of Maryland*

"Sojourners' Gender Communication and Relationships Change as a Result of their Acculturation to the US: A Comparison between Latin American and Asian Travelers"

Maria Beatriz Torres, *Ohio University*

"Communicator Status and Expectations in Intercultural Communication: Implications for Language Learning in a Multicultural Community"

Carla R. Chamberlin Quinlisk, *Penn State, Abington College*

"Exposing the Mythical King: Classism, Racism, Violence, and Sexism in *The Lion King*"

Dennis Leoutsakas, *Salisbury University*

These papers are the top four submissions to the Intercultural Communication Interest Group for this year.

FR 2.37

Competitive Papers: An Analysis of Will and Grace, Philly, and Ally McBeal

3:30-4:45

Vista C

Sponsor: Mass Communication

Chair: **Tina Pieraccini**, *SUNY-Oswego*

Respondent: **Tim Gibson**, *George Mason University*

"Just Straight-Ahead Comedy: An Ideological and Discourse Analysis of Will and Grace." *

Angela Nunziata, *Southwest Texas State University*

"Uncovering the Body Culture of Will and Grace: Negative Stereotypes and Bodies that Function"

Lyn Freymiller, *The Pennsylvania State University*

"Female Lawyer or Schizophrenic?: A Feminist Textual Analysis of Philly and Ally McBeal." *

Lisa Glebatis, *The Pennsylvania State University*

* Debut Paper

Panel presenters focus on three specific media programs: Ally McBeal, Will and Grace, and Philly. Their analyses identify stereotypical portrayals of straight women and men and of gay men, exploring how these seemingly radical programs reinforce the status quo.

FR 2.38

Gender Issues in Interpersonal and Small Group Communication

3:30-4:45 pm

West Room

Sponsor: Interpersonal/Organizational Communication

Chair: **Mary Toale**, *Balwin Wallace College*

Respondent: **Danette Ifert Johnson**, *West Virginia Wesleyan College*

"Battered Women and Shelter Workers: A Communicative Analysis"

Jennifer Butler Woodside, *Ohio University*

"African American Female Small Group Communication: An Application of Group-as-a-Whole Theory"

Laura K. Dorsey-Elson, *Morgan State University*

"Communication and Gender Identity: A Retrospective Analysis"

Judy C. Pearson, *North Dakota State University*, and **Shannon Borke Van Horn**, *North Dakota State University*

These competitively selected papers analyze communication through the framework of gendered perspectives.

FR 2.39

From Washington to Denver: Teaching Political Communication Over a Distance of 1700 Miles

3:30-4:45 pm

Westover

Sponsor: First Vice President

Moderator: **Paula Youra**, *Lynchburg College*

Panelists: **Jason Damata**, *University of Denver*
Sheila E. Schroeder, *University of Denver*
Steve Scully, *Political Editor, C-SPAN*

John Splaine, *University of Denver and C-SPAN*

For over a year, University of Denver professors have been teaching political communication courses from a C-SPAN studio in Washington, DC to students on the University of Denver campus. Panel members will discuss how the courses were developed, how they have been taught, and what the preliminary results show. Panelists will identify what has worked and what has not in this on-going experiment in distance learning.

FR 2.40

Hauser's Vernacular Voices as a Rhetoric of Public Relations

3:30-4:45 pm

Woodlawn

Sponsor: Rhetoric and Public Address

Chair: **Calvin L. Troup**, *Duquesne University*

Respondent: **Gerard A. Hauser**, *University of Colorado*

"Lessons Learned: Hauser's *Vernacular Voices* and the Roman Catholic Church's Sexual Abuse Scandal"

Craig Maier, *Duquesne University*

"Aristotelian Audience and 21st Century Publics: An Alternative Approach to Modern-Day Public Relations"

Linda Schifino, *Duquesne University*

"Story-centered Public Relations Practices: Engaging Publics"

Annamarie Wyant, *Duquesne University*

In his recent book, *Vernacular Voices: The Rhetoric of Publics and Public Spheres*, Gerard Hauser offers rhetorical alternatives to common definitions of the public and public opinion. Hauser's theoretical discussion, from Aristotle through Habermas, provides points from which to consider new approaches to public communication for the common good today. This panel considers how Hauser's rhetorical commitments can produce fresh insights into the theory and conduct of contemporary public relations.

FR 2.41

ECA Nominating Committee I

5:00-6:15 pm

12th Floor Boardroom

FR 2.42

Top Papers in Rhetoric and Public Address

5:00-6:15 pm

Ashlawn North

Sponsor: Rhetoric and Public Address

Chair: **Lois J. Einhorn**, *SUNY-Binghamton*

Respondent: **Valerie A. Endress**, *Rhode Island College*

"She Rejected the 'Feminine Style': An Analysis of the Life and Works of Victoria
O. W. H. ..."

Claffin Woodhull" **

Amy L. Heyse, *University of Maryland*

"The Reframing of Traditional Cultural Values: Consumption and World War I"

Monica Brasted, *SUNY-Brockport*

"Internet Technology and United States Public Diplomacy" *

Ronald J. Placone, *Carnegie Mellon University*

* Debut Paper

** Top Competitive Paper

These papers are the top three submissions to the Rhetoric and Public Address Interest Group for this year.

FR 2.43

Communicating in Organizations: Organizational Identity and Community

5:00-6:15 pm

Ashlawn South

Sponsor: Interpersonal/Organizational Communication

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

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

"Organizational Orientations and Organizational Communication: Measurement Development and Preliminary Validity Tests"

James C. McCroskey, *West Virginia University*, **Virginia P.**

Richmond, *West Virginia University*, **Heather T. Smith**, *West*

Virginia University, and **Aaron D. Johnson**, *West Virginia University*

"Community in Organizations: Theory, Discourse, and Methodology"

Joanne L. Cattafesta, *Rutgers University*

"Organizational Identification in Telecommunicating Employees: A Comparative Study"

Robyn E. Parker, *Kent State University*

These competitively selected papers focus on understanding how individuals relate to organizations.

FR 2.44

Revisiting Inter/Media in the Age of the Internet: A Roundtable Discussion

5:00-6:15 pm

Belle Air

Sponsor: Media Ecology Association

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

Panelists:

Susan B. Barnes, *Rochester Institute of Technology*

Susan J. Drucker, *Hofstra University*

Gary Gumpert, *Communication Landscapers*

Janet Sternberg, *Fordham University*

Between 1979 and 1986 Gary Gumpert and Robert Cathcart edited three volumes of *Inter/Media: Interpersonal Communication in a Media World*, a groundbreaking anthology series which showcased research on mediated interpersonal communication. In light of widespread use of the Internet for social interaction, such research has become more relevant than ever. This panel revisits ideas presented in the *Inter/Media* series in relation to contemporary online interaction.

FR 2.45

The Research Infused Classroom: How Theory and Research Inform Our Teaching

5:00-6:15 pm

East Room

Sponsor: Instructional Practices

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

Respondent: **Matt M. Martin**, *West Virginia University*

"Cooperative Versus Competitive Learning Groups: The Effects of Group Style on Interpersonal Attraction and Class Affect"

Jacob L. Cayanus, *West Virginia University*, **Scott A. Myers**, *West Virginia University*, and **Thomas J. VanMeter**, *West Virginia University*

"The Communication Research Team as Learning Community"

Laura A. Janusik, *University of Maryland* and **Andrew D. Wolvin**, *University of Maryland*

"Reaching Out To The Public, Hoping To Do Some Good: Advanced Public Speaking As An Out-Of-Class Experience"

Judy Jones, *New England College* and **Amy Crafts**, *New England College*

"Teaching Without Technology is Not an Option: Development of the Student Technology Attitude Scale"

Kristin M. Valencic, *University of Miami*, **Michelle I. Seelig**, *University of Miami*, and **Diane M. Millette**, *University of Miami*

* Debut Paper

The scholarship of teaching and learning has received much attention during the past decade. The papers that comprise this panel are fine examples of this type of scholarship and reveal how classroom-based research can be a worthy academic pursuit.

FR 2.46

PERSONA: *Performing HIV/AIDS for the Public Good*

5:00-6:15 pm

Monticello East

Sponsor: Interpretation/Performance Studies/Theatre

Chair: **Lisa Weckerle**, *Kutztown University of Pennsylvania*

Respondents: **Bruce Henderson**, *Ithaca College*

Jennifer L. Shamrock, *Ithaca College*

Participants:

Dante Bruno, *Kutztown University of Pennsylvania*
Laura Ciganek, *Kutztown University of Pennsylvania*
Jodi Cipolla, *Kutztown University of Pennsylvania*
Ivan Gerena, *Kutztown University of Pennsylvania*
Krista Gingrich, *Kutztown University of Pennsylvania*
Destiny Manley, *Kutztown University of Pennsylvania*

Director: **Deryl B. Johnson**, *Kutztown University of Pennsylvania*

This performance/discussion features an original performance piece, *PERSONA*, performed by student actors exploring the depiction of people living with HIV/AIDS during the past 20 years. Storytelling, personal narrative, mask work, movement, and poetry will be utilized. Following the performance, the audience is encouraged to join the respondents for a discussion about living with HIV/AIDS and AIDS education on college campuses.

Spotlight Panel



FR 2.46

Communication and Empowerment: New Directions in Masculinity and Race

5:00-6:15 pm

Sherwood

Sponsor: Spotlight Series

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

"Masculinity as a Symbolic and Social Construction: Using a Communication Perspective and Cross-cultural Research to Create Strategic Alternatives that Allow Men to Achieve the Public Good"

James W. Chesebro, *Ball State University*

"Masculinity as Racial, Cultural, and Communicative Property: Analyzing the Crucible of Body Politics"

Ronald L. Jackson, II, *The Pennsylvania State University*

Identity construction plays a critical role in how we research, assess, interpret, and teach communication. This panel features the work of two scholars whose focus on masculinity and race furthers our understanding of gender and ethnic identity. Interaction with the presenters will be encouraged following their formal remarks.

FR 2.47

Congressional Communication During the Bush Presidency: Views from "The Academy" and from "The Hill"

5:00-6:15 pm

Vista A

Sponsor: Political Communicaton

Chair: **Lisa Gring-Pemle**, *George Mason University*

Respondent: **Dan F. Hahn**, *New York University*

Lauren Cohn Bell, *Randolph-Macon College*
Daniel J. Parks, *Reporter, Congressional Quarterly Weekly*
Trevor Parry-Giles, *University of Maryland*
Theodore F. Sheckels, *Randolph-Macon College*

Three scholars who study the Congress will offer insights into current communication on "the Hill." All three see an increase in partisanship, especially in confirmation proceedings. They will present remarks based on brief papers and then a political communication practitioner will offer his views on what is noteworthy about current Congressional discourses. Other interesting dimensions of Congressional communication during the Bush presidency will be addressed, as well.

FR. 2.48

Top Papers in Interpersonal/Organizational Communication

5:00-6:16 pm

Vista B

Sponsor: Interpersonal/Organizational Communication

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

Respondent: **Kathleen M. Long**, *West Virginia Wesleyan College*

"Negotiating Autonomy and Connection through Politeness: A Dialectical Approach to Workplace Conflict Management" **

Jessica Katz Jameson, *North Carolina State University*

"Extending Politeness Theory to Refusals of Requests: Face Threat as a Function of Obstacles Underlying Compliance"

Danette Ifert Johnson, *West Virginia Wesleyan College*, **Michael E. Roloff**, *Northwestern University*, and **Melissa A. Riffie**, *West Virginia Wesleyan College*

"The Effects of Anxiety, (Dis)trust, and Information Quality on Employees' Willingness to Accept Organizational Change"

Jerry L. Allen, *University of New Haven*, **Ben Judd**, *University of New Haven*, and **Frank Ceruzzi**, *University of New Haven*

"Perceived Solidarity, Self-disclosure, and Trust in Organizational Peer Relationships"

Scott A. Myers, *West Virginia University*, and **Aaron D. Johnson**, *West Virginia University*

** Top Competitive Paper

These papers are the top four submissions to the Interpersonal/Organizational Interest Group for this year.

FR 2.49

Teaching in Unusual Formats: Reaching Out to Non-Traditional Students

5:00-6:15 pm

West Room

Sponsor: Community College

Chair: **Michelle Simpson**, *College of Southern Maryland*

"You only Have to Give Up Three Weekends"

Shirlee Levin, *College of Southern Maryland*

"You Can Do It In Five Days"

Susan Richardson, *Prince George's Community College*

"Getting Interpersonal On-Line"

Sarah Evenson, *College of Southern Maryland*

Finding ways to help non-traditional students to complete a Speech Communication requirement can be a challenge. These panelists will present three innovative approaches that recognize students' needs and that have proven effective in reaching non-traditional learners.

FR 2.50

"If You Know What's Good For You...": Theoretical Perspectives on Communicating with the Public

5:00-6:15 pm

Westover

Sponsor: Theory and Methodology

Chair: **Harry C. Strine, III**, *Bloomsburg University*

Respondent: **Raymie E. McKerrow**, *Ohio University*

"Theorizing about Social Support and Health Communication: An Examination of the Man-to-Man Prostate Cancer Group"

Michael I. Arrington, *Ohio University*

"Investment and Social Control: The Performance of Sex Talk by Physicians"

Krista Hirschmann, *Pennsylvania State University, Berks-Lehigh Valley*

"An Experiment in Institutionalized Public Inclusion: The Spokane Community Assembly"

Todd S. Kelshaw, *Montclair State University*

"Private Citizens, Public Rights: Procedural Ambiguity in *Gonzalez v. Chicago*"

Jeffrey St. John, *Ohio University*

"What Audiences Don't Know Can't Hurt You? Self- and Performance-Concerns in a Public Speaking Context"

Lesley A. Withers, *Central Michigan University*

This panel explores the critical question of how research undertaken from a variety of theoretical perspectives may be applied in the service of the public good. Addressing that question from, respectively, narrative, performative, political, rhetorical and quantitative perspectives, these papers seek to

demonstrate the feasibility and utility of linking theory and public practice in a way that speaks to matters of health and prevention, political self-representation, effective public discourse, and fair treatment under law.

FR 2.51

Conceptions and Practices of Rhetoric

5:00-6:15 pm

Woodlawn

Sponsor: American Society for the History of Rhetoric

Chair: **Candace E. Todd**, *Lynchburg College*

Respondent: **Takis Poulakos**, *University of Iowa*

"The Rhetorical Possibilities of a Democratic Ideal"

Adam Roth, *University of Iowa*

"Power and the Celebration of the Self: Practicing Rhetoric Beyond Critique and Resistance"

Robert C. Danisch, *University of Pittsburgh*

"When Philosophy Became Rhetorical: Protagoras and the Legacy of the Pre-Socratics"

Nathan A. Crick, *University of Pittsburgh*

The relationship between the conception of rhetoric and its practice is a perennial issue in the Western tradition, which assumed renewed importance with the advent of post-structuralist theory and its revisionist conceptions of the self and of democratic ideals. This panel explores various aspects of this relationship from classical Greece to the present.

FR 2.52

President's Reception

6:30-7:30 pm

Vista Ballroom

Members and guests of the Eastern Communication Association are cordially invited to attend this reception honoring **Ann Bainbridge Frymier**, ECA President.

FR 2.53

12-Step Group Meeting

8:00-9:00

Westover

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

FR 2.54

Wine and Spots

8:30-10:00 pm

Ashlawn North

Sponsor: Political Communication

Join members of the ECA Political Communication Interest Group and guests for a captivating evening of wine and appetizers, reviewing of recent political advertisements, and spirited discussion.

Saturday, April 26, 2003
Convention Events, Programs, and Activities

SA 3.01	<i>ECA Convention Registration</i>	
8:00-4:00		West Foyer

Members and guests of the Eastern Communication Association are invited to register for the 94th annual convention in the West Foyer, 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.

SA 3.02	<i>ECA Exhibits Hall</i>	
9:00 am- 4:00 pm		Monticello West

Members and guests of the Eastern Communication Association are invited to visit the Exhibits Hall, located on the Lower Ballroom level of the hotel. Stop by to meet with exhibitors and to view displays prepared for the convention. Coffee and tea will be served here during ECA Coffee Cafes on Friday and Saturday.

SA 3.03	<i>Media Ecology and Postmodernism: A Marriage of Inconvenience?</i>	
8:00-9:15 am		Ashlawn North

Sponsor: Media Ecology
Chair: **Brian Cogan**, *College of Staten Island*

"The Different Domains of Sound, Text, and Image"
James C. Morrison, *Massachusetts Institute of Technology*

"Rewriting Literacy: Mediating Postmodern and Media Ecological Constructions of Text"
Lori Ramos, *William Paterson University*

"Welcome Home: Why Should We Care What the Author Thinks, Anyway?"
Gary Radford, *Fairleigh Dickinson University*

"Postmodernism: A Media Ecological Perspective"
Paul Grosswiler, *University of Maine*

"The Appropriation Game: Choosing Our Intellectual Team Mates"
David Linton, *Marymount Manhattan College*

This panel is an extension of a 2002 ECA Convention program titled "Understanding Text: Papers in Media Ecology," a session that session raised

compelling questions raised regarding the relationship between Media Ecology and Postmodernism. Specifically, what are the implications of differing notions between the two approaches regarding the role of text in interpreting cultural productions? This roundtable discussion features participants conversant in both fields who will explore this central question and its ramifications.

SA 3.04

Is There is a “Mass” in Mass Communication?

8:00-9:15 am

Ashlawn South

Sponsor: Mass Communication

Chair: **Bill Yousman**, *University of Hartford*

“The Necessity for the “Mass” in Mass Communication”
Steven C. Koehn, *Lycoming College*

“Mass Communication Undisciplined or How I Learned What You Call
Something Might Make a Difference.”
Gary Gumpert, *Communication Landscapers*

Have changes in communication technology and cultural patterns of media use rendered the term “mass communication” outdated? Continuing a conversation from the 2002 Mass Communication Interest Group business meeting, these panelists will present arguments for and against the proposition: “Mass communication: Is it still an adequate designation of the sub-discipline?” Audience members are invited to participate in an open discussion about this and related issues.

SA 3.05

US Women as Citizens: Communicating about Law

8:00-9:15 am

Belle Air

Sponsor: Communication and Law

Chair: **Michaela D. E. Meyer**, *Ohio University*

“Florence Ellinwood Allen, Jurist and Speaker, Promoting the Public Good”
Sandra J. Sarkela, *SUNY-Potsdam*

“What Might it Mean to be “Equal?” Women Debate the Equal Rights
Amendment in 1940”
Margaret A. Lowe, *Bridgewater State College*

“Dorothy Kenyon: Local and Global Civil Libertarian, Defiantly Loyal American”
Susan Mallon Ross, *SUNY-Potsdam*

Mindful of the conference theme “Communication and the Public Good,” this program focuses upon the following definition of citizenship: “the quality of an individual’s response to membership in a community.” In that context, this program spotlights women as citizens, communicating about law. First, it portrays Florence Ellinwood Allen, jurist and accomplished rhetor, in 1925, advocating passing international laws to outlaw war. Second, it depicts members of the American Federation of Women’s Clubs, Mrs. Helen Robbins Bitterman and Mrs. Laura Hughes Lunde, in 1940, articulating new notions of equality linked to conflicting views of gender in a debate over passage of the ERA. Third,

it represents civil libertarian lawyer, Dorothy Kenyon, passionately defending herself against charges of disloyalty to the United States in the earliest days of "McCarthyism." Each paper focuses upon a moment of active citizenship, a moment of high quality engagement in discourse about important legal and civic issues.

SA 3.06

Kenneth Burke and the Public Good

8:00-9:15 am

East Room

Sponsor: Kenneth Burke Interest Group

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

Respondent: **Gerard A. Hauser**, *University of Colorado*

"Poetry as Rhetorical Purgation"

Janna Whitney, *Roberts Wesleyan College*

"A Burkean Look at Religious Idealism"

Russell Toth, *Roberts Wesleyan College*

"Technological Separation and Connection"

Matthew Cryderman, *Roberts Wesleyan College*

The artistic, business, religious and technological aspects of a culture are vital to its well being. Burke offers a nuanced understanding of not only how meanings are communicated, but also of how they may be transformed for the public good.

SA 3.07

Visual Resistance: Reading as Agitation

8:00-9:15 am

Sherwood

Sponsor: Voices of Diversity

Chair: **Debyii Thomas**, *Howard University*

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

"Fashion or Fascism: A Semiotic Analysis of Abercromie and Fitch"

Jeannette Kindred, *Marist College*, and **Maxwell Schnurer**, *Marist College*

"Viscosity (n.): Resistance to Flow: A Geneological Criticism of the Rhetoric of Sanitary Protection"

Chris Cooper, *American Planning Association*

"Visual Nature: Representation and the Eclipse of the Senses"

Paula Willoquet-Maricondi, *Marist College*

This panel focuses on the oft-unexamined sense of visuality in reading by exploring how images operate and impact the reader. Using a variety of tools, panel participants will engage with visual artifacts and critique their role, power, and meaning in society. Using deconstruction, semiotics, genealogy, environmental ethics, and feminist methodologies, these projects point to a shared goal of new reading and a new vision of change.

SA 3.08

Communication Measurement: Validity and Reliability

8:00-9:15 am

Vista B

Sponsor: Theory and Methodology

Chair: **Rebecca B. Rubin**, *Kent State University*

"The Reliability and Validity of the Interaction Involvement Scale"
William F. Bartolini, *Kent State University*

"The Relationship of Emotional Empathy to Comforting Behavior"
Nuchada Dumrongsiri, *Kent State University*

"Examining the Reliability and Validity of the Attributional Confidence and Predicted Outcome Value Scales"
Thomas R. Wagner, *Kent State University*

"Internet Motives for Political Information"
Vikanda Pornsakulvanich, *Kent State University*

"The Case of Divided Attention: Explorations of Item Validity in Audience Activity Scales"
Chris Hariasz, *The University of Akron*

"A Test of the Sensation Seeking Scale As It Relates to Third Person Effect"
Mandi Chikombero, *Kent State University*

"Validity of the Risk Behavior Diagnosis Scale for Osteoporosis Research"
Katherine Sharp, *Kent State University*

This panel presents research that investigates the validity and reliability of several scales commonly used in contemporary communication research. The panel presenters identify areas of needed validity/reliability research and report on studies that were conducted to provide that information.

SA 3.09

Interpersonal Relationships: Motives, Influence, and Patterns

8:00-9:15 am

West Room

Sponsor: Interpersonal/Organizational

Chair: **Elizabeth A. Oppe**, *West Virginia Wesleyan College*

Respondent: **Kristi R. Lawrence**, *West Virginia Wesleyan College*

"Interpersonal Communication Motives in a Disaster Situation"
Cary W. Horvath, *Westminster College*, **Mary M. Step**, *Case Western Reserve University*, and **Margaret O. Finucane**, *John Carroll University*

"An Exploratory Investigation of the Relationship between Roommates' First Impressions and Subsequent Communication Patterns"
Melissa Bekelja Wanzer, *Canisius College*, **Cristen Marek**, *Canisius College*, and **Jennifer L. Knapp**, *West Virginia University*

"Social Influence through a Power-full "I" in the Discourse of Academic Supervision"

Shiao-Yun Chiang, *SUNY-Oneonta*

"Framing Love: A Critique of Interpersonal Communication Textbooks"

Cory D. Williams, *Duquesne University*

These competitively selected papers focus on the motives, perceptions, use of power, and emotion that influence the development of interpersonal relationships.

SA 3.10

***Online Communication for the Public "Good"?
Positive and Negative Consequences***

8:00-9:15

Westover

Sponsor: Human Information Technologies

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

"Organizational 'Spirit' and Internet Technology"

Janie Harden Fritz, *Duquesne University*, and **Ronald Arnett**, *Duquesne University*

"The Role of Online Communication in the Employee Selection Process"

Janet Reynolds Bodenman, *Bloomsburg University*

"Organizing an Online Campaign: The Legacy of McCain2000.com"

James E. Tomlinson, *Bloomsburg University*

"High Tech Terrorism: An Examination of How the Internet is Being Used By Terrorists"

Timothy Rumbough, *Bloomsburg University*

This panel explores the positive and negative impact of online communication in contexts such as the workplace, politics, and public security.

SA 3.11

***"Community" as an Instructional Communication
Variable: Considering its Form and Functions***

8:00-9:15 am

Woodlawn

Sponsor: Instructional Practices

Chair: **Kristen Campbell**, *University of Miami*

Respondent: **Mary Toale**, *Baldwin-Wallace College*

"The Significance of Community: A Measurement of Community Connectedness and Implications to Instructional Communication Challenges"

Michael Corrigan, *West Virginia University*, and **Aaron Johnson**, *West Virginia University*

"The Socialization of Graduate Teaching Assistants: Communication Apprehension and Support Behaviors" *

Sara Cyr, *University of Maine*

"Building Community: Communication Patterns and Student Involvement on Campus"

Leo W. Jeffres, *Cleveland State University*, Jack Powers, *Cleveland State University*, and Jae-won Lee, *Cleveland State University*

* Debut Paper

These three papers focus on various forms of community and the role of communication and community in the lives of secondary, undergraduate, and graduate students.

SA 3.12

Interest Group Bylaws Workshop II

9:30-10:45 am

12th Floor Boardroom

Sponsor: President

Facilitators:

Donald Fishman, *Boston College*
Ann Bainbridge Frymier, *Miami University*
Ronald L. Jackson, II, *The Pennsylvania State University*
Candice Thomas-Maddox, *Ohio University-Lancaster*
Diane M. Millett, *University of Miami*

The purpose of this workshop is to facilitate ECA interest groups in the development of their bylaws. The facilitators will provide information and guidance on the process of developing bylaws that are consistent with the ECA Constitution. Interest group representatives are encouraged to come to this workshop with existing bylaws or "bylaws in progress." Information and guidance will also be provided on the process of gaining approval of bylaws and on filing them with the Executive Director. All interest groups are encouraged to send a representative to this workshop.

SA 3.13

Political Communication and the Digital Divide

9:30-10:45 am

Ashlawn North

Sponsor: Political Communication

Chair: John Kares Smith, *SUNY-Oswego*

Respondent: Janette Kenner Muir, *George Mason University*

"The Internet and Youth Civic Engagement: Is There a Digital Divide?"

Diana Owen, *Georgetown University* and Andrea Holt, *Georgetown University*

"State Legislature Websites: Why New Jersey Rules"

Paul Ferber, *Georgetown University*, Rudy Pugliese, *Rochester Institute of Technology*, and Franz Foltz, *Rochester Institute of Technology*

"Criteria for a Good Political Website: What the Webmasters Say"

Gina Albano, *Rochester Institute of Technology*, Carin Kosmoski,

Rochester Institute of Technology, and **Mary Rose Mason**, Rochester Institute of Technology

"Prelude to a Divide: Who had Access in 2000?"
Thomas P. Boyle, *Millersville University*

These papers investigate the digital divide from the characteristics and perspectives of the audiences, government and candidate websites, and the webmasters of these sites.

SA 3.14

The Cultural Strategies of Migrant Groups: Bollywood Films and the Indian Diaspora in the United States

9:30-10:45 am

Ashlawn South

Sponsor: Mass Communication
Chair: **Jyotika Virdi**, *University of Windsor*

"Imagining India: Bollywood Films as Cultural Repository"
Kalyani Chadha, *University of Maryland*

"Performing Bollywood: Identity Politics, Film and the Diasporic Imagination in the American South"
Anandam Kavoori, *University of Georgia*

"Bollywood Bytes: A Story of How I Found an Online Adda"
Aswin Punthambekar, *Massachusetts Institute of Technology*

Collectively, these papers focus on the communicative practices of the diasporic Indian community, the ways in which Bollywood films are crucially implicated in the lives of Asian Indian immigrants, and the role they play in the narratives of their lives.

SA 3.15

Breaking Dichotomies: Arguing for Negotiation, Change, and Transformation

9:30-10:45 am

Belle Air

Sponsor: Kenneth Burke Interest Group
Chair: **Donna Kowal**, *SUNY-Brockport*
Respondent: **Bill Balthrop**, *University of North Carolina*

"Ignoring the Man Behind the Curtain: A Burkean Analysis of Rhetoric in Disability"

Holly Mandes, *University of Arizona*

"Burkean Dialectic: Pedagogical Tool for Enabling Cross-cultural Communication"

Karen Peirce, *University of Arizona*

"Classroom Heuristic: Interpreting Kenneth Burke's Pentad as both Critical Tool

and Generative Principle"

Erik Juergensmeyer, *University of Arizona*

This panel will address various ways of applying Burkean theories to issues of public concern such as cross-cultural communication, disability studies, and critical thinking pedagogy.

Spotlight Panel



SA 3.16

Spotlight on Scholarship: Research on Argumentative and Aggressive Communication

9:30-10:45 am

East Room

Sponsor: Spotlight Series

Chair: **Anne Maydan Nicotera**, *Howard University*

"Research on Argumentative and Aggressive Communication: An Applied Perspective"

Andrew S. Rancer, *University of Akron*

"Temporal Stability of the Verbal Aggressiveness Scale: State and Trait Influences"

Charles J. Wigley, III, *Canisius College*

"Argumentativeness and Aggressiveness Research in Instructional Communication Contexts"

Scott A. Myers, *West Virginia University*

"Future Directions for State, Trait, and Interactional Research on Argumentative and Aggressive Communication"

Theodore A. Avtgis, *West Virginia University*

The Argumentativeness and Verbal Aggressiveness Scales have been used in numerous investigations over the past 20 years. These panelists will discuss a number of psychometric properties of the instruments that can influence research outcomes. Research in specific (applied) contexts, as well as future research "directions," will be explored. Audience members are invited to join the panel in sharing ongoing research.

SA 3.17

Competitive Papers: Media Idols, Ideals, and Loneliness

9:30-10:45 am

Fireplace

Sponsor: Mass Communication

Chair: **Bruce Manchester**, *George Mason University*

Respondent: **Susan B. Mackey-Kallis**, *Villanova University*

"American Mythology in the American Game: Constructing Mark McGwire as Archetypal Hero"

Michael Butterworth, *Indiana University*

"The Biological Clock is Ticking: The Disciplinary Tactics of Messages Surrounding Women and Fertility"

Andrea McClanahan, *Ohio University*

"Loneliness and Parasocial Interaction: A Revisit"

Qi Wang, *University of Maryland*

The potpourri of papers comprising this panel demonstrates a rich variety of topics examined by Mass Communication researchers. The first study explores the depiction of "the rugged individualist" male as portrayed in sports writing accounts of the 1998 home run race and the achievements of baseball player Mark McGwire. The second paper discusses how the media create a frenzy among single and/or childless women about the dangers of waiting too long to have children. The third essay examines the relationship between different types of loneliness and parasocial interaction based on a study of college students.

SA 3.18

***The Fugitive Interculturalist Revisited:
Communication and the Scholarship of Alberto
Gonzalez***

9:30-10:45 am

Sherwood

Sponsor: First Vice President

Chair: **Mary L. Kahl**, *SUNY-New Paltz*

Respondent: **Alberto Gonzalez**, *Bowling Green State University****

Panelists:

James W. Chesebro, *Ball State University*

Marlene G. Fine, *Simmons College*

Maurice L. Hall, *Southern Illinois University*

Michelle A. Holling, *Syracuse University*

Raymie E. McKerrow, *Ohio University*

Trudy A. Milburn, *Baruch College-CUNY*

William J. Starosta, *Howard University*

*** A candidate for the position of NCA Second Vice President created this panel.

Communication scholars review the scholarship and teaching of Alberto Gonzalez. Panelists will provide their interpretations of the impact of Gonzalez's research and collaborations in the areas of rhetorical studies, intercultural communication, and Latino/a communication studies.

SA 3.19

***Teaching G.I.F.T.S.: (Great Ideas for Teaching
Speech/Interpersonal Communication)***

9:30-10:45 am

Vista A

Sponsor: Community College

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

Panelists:

Todd Allen, *Geneva College*
Christopher Bates, *University of Maine, Augusta*
Catherine M. Blackburn, *The County College of Monmouth*
Isa N. Engleberg, *Prince George's Community College*
Bonnie S. Jefferson, *Boston College*
Shirlee A. Levin, *College of Southern Maryland*
Louis A. Lucca, *Fiorello H. LaGuardia Community College*
Pamela Parker-McGee, *Fiorello H. LaGuardia Community College*
Dina Dahbany-Miraglia, *Queensborough Community College*
Sol Miranda, *Eugenio Maria de Hostos Community College*
Elena Oumano, *Borough of Manhattan Community College*
Gary Richmond, *Fiorello H. LaGuardia Community College*
Michelle Simpson, *College of Southern Maryland*
Sherrie Wallington, *Howard University*
Nancy J. Willets, *Cape Cod Community College*

These faculty members will share their great teaching ideas.

Spotlight panel



SA 3.20

***Communication, Citizenship, and the Public Good:
A Symposium***

9:30-10:45 am

Vista C

Sponsor: *Spotlight Series*
Chair: **William Keith**, *University of Wisconsin, Milwaukee*

Participants:

Rosa A. Eberly, *The Pennsylvania State University*
John Gastil, *University of Washington*
Gerard A. Hauser, *University of Colorado*
Michael Schudson, *University of California, San Diego*

The panelists will engage in an informal discussion about the convention theme from their various perspectives. Several of the panelists will discuss issues raised during the pre-conference on "Discourses of Citizenship." Time will be reserved for audience participation.

SA 3.21

***Incorporating the Public Square: Applying
Argumentation in Corporate Arenas***

9:30-10:45 am

Vista B

Sponsor: *Applied Communication*
Chair: **Sherry L. Wien**, *Monmouth University*
Respondent: **Richard Roth**, *Franklin Pierce College*

"Whither Corporate Advocacy: The Rise and Stall of an Applied Paradigm"
James R. Pickett, Monmouth University

"Corporate Advocacy: The Application of Argument-Centered Models"
Don R. Swanson, Monmouth University

"Arguing in Questions Versus Questioning Arguments: Pre-emptive
Seriousness in a Corporate Health Care Controversy"
W. Thomas Duncanson, Millikin University

With a few exceptions, much of the study of argumentation focuses on political contention as the exemplar for theory and analysis, in part due to the centrality of policy debate in intercollegiate forensics. This panel argues that applying argumentation, in the form of corporate advocacy, is as important as traditional policy debate. This is especially the case given the prominence of argument within corporate settings and the prevalence of corporate advocacy in the public sphere.

SA 3.22

Understanding Jim Trafficant: The End of a Strange Story

9:30-10:45 am

West Room

Sponsor: First Vice President and Political Communication

Chair: **Paula Youra**, *Lynchburg College*

Panelists:

Damon Chappie, *Senior Staff Writer, Roll Call Magazine*

Sabrina Eaton, *Washington Correspondent, The Cleveland Plain Dealer*

Thomas R. Flynn, *Slippery Rock University*

The participants on this panel will examine the strange career and rhetoric of Congressman James A. Trafficant, Jr. Damon Chappie, a Senior Staff Writer for *Roll Call Magazine*, and Sabrina Eaton, Washington Correspondent for the *Cleveland Plain Dealer*, have covered the congressman's checkered career for their publications for a number of years. Professor Tom Flynn's research on Trafficant has been cited in *The New York Times*, the *Boston Globe*, on NPR's *All Things Considered*, and Canada's *National Post*. The panelists will discuss their impressions of Trafficant's rhetoric and will attempt to illuminate the rise and fall of this colorful political figure.

SA 3.23

Top Papers in Theory and Methodology

9:30-10:45 am

Westover

Sponsor: Theory and Methodology

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

Respondent: **Carol J. Jablonski**, *University of South Florida*

"Communication Theory in Psychotherapy"
Diane Ferrero-Paluzzi, *Iona College*

"Genetics, Neuroscience, and Interactive Decision Making: A New Look at Communication"

Mark Hickson, III, *University of Alabama at Birmingham*, and **Joshua Turner**, *University of Alabama at Birmingham*

"Sources of the Differences in Communication Apprehension Between Taiwanese and American College Students: Toward an Integrated Model of Communication Apprehension" *

Chia-Fang Hsu, *Northern State University*

"Casting a Mist Before Our Eyes: John Locke and the End of Communication"

Gary P. Radford, *Fairleigh Dickinson University*

* Debut Paper

These papers are the top submissions to the Theory and Methodology Interest Group for this year.

SA 3.24

Diffusing Resistance: Using Private Sphere Discourse to Make Social Change

9:30-10:45 am

Woodlawn

Sponsor: Rhetoric and Public Address

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

Respondent: **James F. Klumpp**, *University of Maryland*

"Diffusing Acceptance: Adolescent Gay Identity as Private Construct on Dawson's Creek."

Michaela D. E. Meyer, *Ohio University*

"Public and Private Space in Communist Eastern Europe: Totalitarian Control and Forms of Resistance"

Teodora Carabas, *Ohio University*

"Energies of Discontent: Luther's Utilization of Private Discourses to Create Public Theology"

Bruce Hurley, *Ohio University*

This panel explores situations in which private sphere discourse constitutes and shapes resistant rhetorical practices. Focusing on the diffusion of messages, panelists will examine how public media are used to create private sphere discourses of resistance.

SA 3.25

ECA Coffee Café

10:45-11:30

Monticello East/West

Sponsor: Emerson College

ECA members and guests are cordially invited to take a moment and enjoy an all-convention coffee and tea break.

SA 3.26

***Undergraduate and Master's Student Poster
Session Two***

11:00-12:15

Monticello East

Chair: **Randy Jacobs**, *University of Hartford*

Respondents: **Janice W. Anderson**, *SUNY-New Paltz*

Randy Jacobs, *University of Hartford*

Bill Yousman, *University of Hartford*

"A Study of the Groupthink Theory"

Anne N. Luckhurst, *Ithaca College*

"The Sphere Model for Imperfect Communication"

Josh Rayburn, *SUNY-Geneseo*

"Invitational Rhetoric: Theory Review and Critique"

Rebecca Lathrop, *Ithaca College*

"The Need for Research Comparing Relational Maintenance Strategies within
Different Contexts: Marriage and Dating"

Kathryn L. Smith, *SUNY-Geneseo*

"Issues of Access in the Public Sphere"

Bjørn Stillion Southard, *University of Maryland*

"Health Communication and AIDS Prevention"

Kim Sansone, *SUNY-Geneseo*

"Self in Text: An Exploration of the Place of the Self-Concept in the Situation of
Cinematic Spectatorship"

Matthew T. Jones, *William Patterson University*

"Long Distance Relationships: Why do College Students Enter Into Them?"

Amy Lynn Adams, *Lynchburg College*

"Public Relations and Community Support: Assessing Fortune 500 Web Sites"

Katie E. Reynolds, *Virginia Polytechnic Institute and State
University*

"Communication Skill Development and Successful Drug Rehabilitation"

Andrea Conde, *West Virginia Wesleyan College*

"Dimensions of Compliance-Gaining Techniques: Gerald Marwell and David
Schmitt"

Jennifer Brown, *Ithaca College*

"Anterior Cruciate Ligament Reconstructive Surgery and a Female Perspective of
the Rehabilitation that Follows; Therapist: 'Friend or Foe?'"

Jennifer Wood, *Lynchburg College*

"Sex Stereotypes, Gender Expectations and the Campaign Strategies of Women
Candidates: A Review of the Literature"

Meghan O'Shaughnessy, *University of Maryland*

"Sex on TV: A Content Analysis of Sexual Relationships on Primetime Sitcoms"
Gina M. Zirilli, *West Virginia University*

"The Use of Strategic Silence in the National Day of Silence as a Social Movement"
Kara Tisserand, *Texas Tech University*

"Homosexual Portrayals in the Media: Do They Influence a Viewer's Perception?"
Megan E. Geib, *West Virginia Wesleyan College*

"Advice Columns: Analyzing the Stories They Tell through Narrative Criticism"
Risé Lara, *Texas Tech University*

"Analyzing Ida B. Wells-Barnett's 'Southern Horrors: Lynch Law in All its Phases' using Dow and Tonn's Feminine Style"
Kristen Buttermore, *West Virginia Wesleyan College*

"Assessing, Through Use of Fisher's Narrative Paradigm, Whether the Use of Narrative Can be found in a Sample of Writings by People with Asperger Syndrome"
Ráchele Jones, *Texas Tech University*

"What Lies Beneath: The British Suffragists' Reaction to the Sinking of the Titanic"
Emily Nielsen, *Lynchburg College*

"Michael E. Pacanowsky and Nick O'Donnell-Trujillo Present the Organizational Culture Perspective"
Kristin Wurster, *Ithaca College*

"Mama's Boy: The Mother-Son Lynchburg College Dynamic and Romantic Relationships"
Heather Saunders,

"Quantum Physics: The Chaos Theory and its Application for the PostModern Organization"
Jean DeNiro, *New York University*

"Nonverbal Propaganda Strategies: Nazi Symbolism"
Joanne Mundorf, *University of Rhode Island*

SA 3.27

11:45-1:00 pm

Top Competitive Papers in Political Communication

Ashlawn North

Chair: **Anne J. Atkinson**, *Keene State College*
Respondent: **Salvatore J. Fallica**, *New York University*

"Bush and Gore on Oprah Winfrey, or the 'Oprah-fication' of American Presidential Candidates"***
John Kares Smith, *SUNY-Oswego*

"Rocking the Vote: Propaganda, Voting, and Young People"

Laura Tropp, *Marymount Manhattan College*

"Analyzing Political Cartoons from an Intertextual Perspective: Case Study of Nigeria"

Yemi S. Akande, *John Carroll University*

"Presidential Communication in the Information Age: Virtual Democracy in the Clinton White House"

Sandy L. French, *The Pennsylvania State University*

** Top Competitive Paper

This panel of competitive papers examines forms of political communication sometimes overlooked in more traditional studies. MTV public service announcements, political cartoons, talk shows, and the use of the Internet by the White House are some of the case studies that contemporary political actors use in communicating with the public. This program is composed of the top papers submitted to the Political Communication Interest Group for this year.

SA 3.28

Workshop on Visual Communication: Decoding Gender and Race in Television Commercials

11:45-1:00 pm

Ashlawn South

Sponsor: First Vice President

Chair: **S. Diane McFarland**, *Buffalo State-SUNY*

Panelists: **Carole Blair**, *University of California-Davis, Washington Center*
Robin R. Means Coleman, *University of Pittsburgh*
Janis Edwards, *University of Alabama*
Carol J. Jablonski, *University of South Florida*
Mary L. Kahl, *SUNY-New Paltz*
Leanne Pupchek, *Queens University of Charlotte*
Kathleen J. Turner, *Queens University of Charlotte*

Panelists and audience members will engage in analyses of specific contemporary television commercials.

SA 3.29

I Human: Media Influences on Identity Formation

11:45-1:00 pm

Belle Air

Sponsor: Human Information Technologies

Chair: **Ray Smith**, *Iona College*

Respondent: **Frederick Wasser**, *Brooklyn College-CUNY*

"The Presentation of Self on the Internet"

Sue B. Barnes, *Rochester Institute of Technology*

"Hello Again Dolly: Mediated Presentations of Cloning and Identity Formation"

Barbara Lewis, *Brooklyn College-CUNY*

"Nature vs. Culture: Natural Disaster Television as Identity Marker"

Katherine Fry, *Brooklyn College-CUNY*

Different media provide distinct contexts for information processing, and while media are the means through which these exchanges occur, each medium constructs and provides particular parameters for understanding. As new communication technologies are developed, we adapt by learning to present ourselves in different and new ways. This panel will explore the various ways in which identities have been shaped, reinforced, and perhaps even created through different media options.

SA 3.30

Communication and the Public Good: What Can Scholarship Contribute to Making a Difference in the Public Good?

11:45-1:00 pm

Sherwood

Sponsor: Past Officer's Club

Chair: **Raymie E. McKerrow**, *Ohio University*

"Public Good and Private Devils"

Susan J. Drucker, *Hofstra University*

"Communication and the Scholarship of Application"

Sandra Herndon, *Ithaca College*

"Scholars Liberating the Masses: Is It Really Possible?"

Ronald L. Jackson, II, *The Pennsylvania State University*

"A Conservative Commentator in a Liberal Media and Academic World"

Richard E. Vatz, *Towson University*

"Engaging in PDAs—Public Displays of (Rhetorical) Analysis"

Susan M. Zaeske, *University of Wisconsin*

How can Communication scholarship be used to impact the public good? In what ways does our research speak to ever-evolving definitions of citizenship and to the benefits of civic engagement? Each panelist will speak from his or her experience; audience participation will be emphasized.

SA 3.31

Top Competitive Papers in Health Communication: Conceptualizing the Impact of Emergent Health Issues and Technologies

11:45-1:00 pm

Vista A

Sponsor: Health Communication

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

Respondent: **Judith Weiner**, *The Pennsylvania State University*

"Redrawing the Boundaries: Conceptualizing Emergency Medicine as a Complex Communication System" **

Eric M. Eisenberg, *University of South Florida*, **Joan E. Pynes**, *University of South Florida*, and **Jay Baglia**, *University of South Florida*

"Informed Lay Preferences for Delivery of Racially Varied Pharmacogenomics"
Jennifer L. Bevan, *University of Georgia*, **John A. Lynch**, *University of Georgia*, **Tasha N. Dubriwny**, *University of Georgia*, **Tina M. Harris**, *University of Georgia*, **Paul J. Achter**, *University of Georgia*, **Amy L. Reeder**, *University of Georgia*, and **Celeste M. Condit**, *University of Georgia*

"A Community Structure Approach to Nationwide Newspaper Coverage of Embryonic Stem Cell Research: Post- President Bush's August 9th 2002 Speech"*
Matthew Donaruma, *The College of New Jersey*, **Aimee Fisher**, *The College of New Jersey*, **John C. Pollock**, *The College of New Jersey*, and **Keli Steuber**, *The College of New Jersey*

"Evaluating Direct-to-Consumer Marketing of Race-Based Pharmacogenomics: A Focus Group Study of Public Understandings of Functional Genomic Medication"
Benjamin R. Bates, *University of Georgia*, **Kristan A. Poirot**, *University of Georgia*, **Tina M. Harris**, *University of Georgia*, **Paul J. Achter**, *University of Georgia*, and **Celeste M. Condit**, *University of Georgia*

"The Reconstruction of Meaning in Creating a System of Care in Community Mental Health Care"
Christine S. Davis, *University of South Florida*, **Norin Dillard**, *University of South Florida*, and **Tiffany L. Vergon**, *University of South Florida*

"Big Tobacco: The Effects of the Master Settlement Agreement on Tobacco Advertising"*
Yvonne Lachmann, *The College of New Jersey*, **Kimberly Atwood**, *The College of New Jersey*, **Andrea Stearly**, *The College of New Jersey*, and **John C. Pollock**, *The College of New Jersey*

* Debut Paper
** Top Competitive Paper

This program examines the role of health communication as it relates to current technologies and mediated health issues. These are the top papers submitted to the Health Communication Interest Group for this year.

SA 3.32

Enhancing Student Learning and Advancing the Public Good in Prince Edward County: Communicating Common Ground in the College and in the Community

11:45-1:00 pm

Vista B

Sponsor: First Vice President
Chair: **Claire Deal**, *Hampden-Sydney College*
Respondent: **Kimberly M. Cuny**, *University of North Carolina, Greenboro*

Panelists:
Anne Lund, *Hampden-Sydney College*
Odessa Pride, *Prince Edward County Middle School*

Andre Gregory, *Prince Edward County Middle School*
Michael Thornton, *Farmville resident*
Kerry Mossler, *Farmville resident*
Hakim Sutton, *Hampden-Sydney College*
Rusty Foster, *Hampden-Sydney College*
Alex Reczkowski, *Hampden-Sydney College*
Lara Mossler, *Prince Edward County Middle School*
Chris Mossler, *Prince Edward County Middle School*
Curry Hackett, *Prince Edward County Middle School*

Communicating Common Ground is a national service-learning initiative sponsored jointly by the National Communication Association, the American Association for Higher Education, the Southern Poverty Law Center, and Campus Compact. Using service learning as a pedagogical tool to enhance student learning and, in many cases, to promote the public good, the initiative teams faculty and students from college-level communication programs with P-12 schools and community groups to implement programs that foster diversity and combat prejudice in communities across America.

This panel highlights the Hampden-Sydney College Communicating Common Ground program by looking at the endeavor from the perspectives of several participants: the director, college students and faculty, an administrator and teacher from the middle school, community members who volunteer in the program, and middle school students who benefit from the interactions. These diverse reflections offer a glimpse into the power of service learning and what can be accomplished through communicating for the public good.

SA 3.33	<i>Top Three Papers in Instructional Communication</i>	
11:45-1:00 pm		Vista C

Sponsor: Instructional Practices
 Chair: **Michelle Paulsel**, *West Virginia University*
 Respondent: **Danette Ifert Johnson**, *West Virginia Wesleyan College*

"The Relationship Between Student Participation in Out of Class Communication and Perceived Instructor Interpersonal Communication Behaviors" **

Scott A. Myers, *West Virginia University*, **Matthew M. Martin**, *West Virginia University*, and **Jennifer L. Knapp**, *West Virginia University*

"The Effects of Student Verbal and Nonverbal Classroom Communication Behaviors on Teacher Perceptions of Self-Efficacy and Job Satisfaction"

Timothy P. Mottet, *Southwest Texas State University*, **Steven A. Beebe**, *Southwest Texas State University*, **Paul C. Raffeld**, *Southwest Texas State University*, and **Amanda L. Medlock**, *Truman State University*

"Teacher Temperament and Student Learning"

Kristin Marie Valencic, *University of Miami*, **James C. McCroskey**, *West Virginia University*, and **Virginia P. Richmond**, *West Virginia University*

** Top Competitive Paper

This panel features the top competitive papers from the Instructional Practices Interest Group for this year. Each paper examines the role of communication in the classroom, but from three unique perspectives. The panel showcases the diversity of research being conducted in the area of instructional communication.

SA 3.34

Nonverbal Communication and Culture

11:45-1:00 pm

West Room

Sponsor: Nonverbal Communication

Chair: **Alan D. Heisel**, *University of Missouri-St. Louis*

Respondent: **Michael Corrigan**, *West Virginia University*

"Comparing Touch Apprehension and Affective Orientation between Asian-American and European-American Siblings" **

Theodore A. Avtgis, *West Virginia University*, and **Andrew S. Rancer**, *University of Akron* **

"Verbal and Nonverbal Orientation toward Communication and the Development of Intracultural and Intercultural Relationships"

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

"The Meaning of Touch in Culture"

Michele Norman, *Florida State University*

"Teachers' Nonverbal Communication in the Classroom: Armenian Students' Perceptions of their Non-native Teachers"

Lynn Gregory, *University of Miami*

** Top Competitive Paper

Scholars have long recognized that while people from different cultures may differ in their verbal communication, to have a better understanding of any given culture, one must study and investigate the role that nonverbal communication plays in intracultural and intercultural communication. The four papers on this program address this issue.

SA 3.35

Competitive Papers in Communication and Law

11:45-1:00 pm

Westover

Sponsor: Communication and Law

Chair: **Susan Mallon Ross**, *SUNY-Potsdam*

Respondent: **Lisa M. Cuklanz**, *Boston College*

"Searching for the Public Good in America's Courtrooms: An Initial Survey of the Perceptions of Judges Regarding Emotion"

Richard Katula, *Northeastern University*, and **David S. (Scotty) Hargrove**, *University of Mississippi*

"Telecommunications Reform: Nigeria Sweats to Achieve State Goals"
Chuka Onwumechili, *Bowie State University*, and **Ritchard M'Bayo**,
Bowie State University

"Picking Prime Time: The Effect of the Repeal of Fin-Syn on the Prime Time
Program Selection Process"
Mara Einstein, *Queens College-CUNY*

The papers presented here have widely divergent research foci: they range from an investigation of judges' emotions and courtroom communication, to the regulation and development of telephony in Nigeria, to the effect of regulatory evolution on the U.S. prime time television selection process. Yet each paper, in its own way, reflects on the convention theme, *Communication and the Public Good*.

SA 3.36

***Creating Communication and Community Among
Diversities***

11:45-1:00 pm

Woodlawn

Sponsor: *Voices of Diversity*

Chair: **Sharnine S. Herbert**, *Shippensburg University*

Respondent: **Wei J. Sun**, *Bloomsburg University*

"The Same Yet Different—Creating Unity Among Diversity" **
Deborah Clark Vance, *McDaniel College*

"Facilitating Communication Between the Hearing and Deaf Communities: Using
a Signed Language as a Second Language"
Marilyn Daniels, *Pennsylvania State University, Worthington Scranton*

"Communication Apprehension, the Expectation of Social Support, and
Communication Satisfaction in the Culturally Diverse Workplace"
Amanda Goodwin, *University of Maine*

"The Vietnam Veterans War Memorial: A Wall to Experience"
Lois Einhorn, *SUNY-Binghamton*

** Top Competitive Paper

"Diversity" and the "creation of community" are buzzwords in today's marketplace and interpersonal relationship maintenance. Here, four scholars analyze, describe, and discuss communication interactions among specific communities.

SA 3.37

Past Officers Club Luncheon Meeting

1:00-2:30 pm

Fireplace

Past officers of the Eastern Communication Association are cordially invited to attend this annual luncheon meeting.

SA 3.38

The Quality of Argument Used to Justify Public Policy: Does it Serve the Public Good?

1:15-2:30

Ashlawn North

Sponsor: Argumentation and Forensics

Chair: **Sheryl Friedley**, *George Mason University*

Participants:

Brett O'Donnell, *Liberty University*

Mike Hall, *Liberty University*

Warren Decker, *George Mason University*

This panel examines the arguments related to several controversial issues as they are presented in the public arena. Each presenter will provide an evaluation of the quality of the arguments used to justify a particular policy.

SA 3.39

Mediated and Legislated Realities: Conflict and Confluence

1:15-2:30 pm

Ashlawn South

Sponsor: Voices of Diversity

Chair: **Lois J. Einhorn**, *SUNY-Binghamton*

Respondent: **Dara Byrne**, *City College of New York*

"Black Masculinity in the Hip-Hop Generation: Allen Iverson and The New Black Aesthetics as a Cultural Site of Struggle"

Timothy J. Brown, *West Chester University*

"Low-Income Grandparents as the Newest Draftees in the Government's War on Drugs: A Legal and Rhetorical Analysis of *Department of Housing and Urban Development v. Rucker*"

Michael A. Cavanaugh, *East Carolina University*, and **M. Jason Williams**,
Office of Public Defender, Greenville, North Carolina

"Legislation and Animal Rights: The Media Portrayal of Animal Rights / Animal Welfare"

Michele Norman, *Florida State University*

"Media and Community: Transitional Woman in the United Arab Emirates"

Timothy N. Walters, *Zayed University*

This panel offers diverse perspectives on the often-contested relationships between mediated and legislated realities.

SA 3.40

The Critical Lens: Contributed Papers in Communication, Law, and Culture

1:15-2:30 pm

Belle Air

Sponsor: Communication and Law

Chair: **Susan M. Fredricks**, *Pennsylvania State University, Delaware County*

Respondent: **Donald Fishman**, *Boston College*

"The US Rejoins UNESCO: Speculations of Culture and War"
Lara D. Nielsen, *Hampshire College*

"Discursive Staging in Judith Butler's Excitable Speech" *
Jennifer Blevins, *SUNY-Potsdam*

"Lifting the Pall of Orthodoxy: The Need for Hearing a Multitude of Tongues in the Sexual Education Curriculums at Public High Schools" *
Carlo A. Pedrioli, *University of Utah*

* Debut Paper

The papers on this panel form a collage that reflects the rich variety of topics explored in Communication and Law.

SA 3.41

ECA Nominating Committee II

1:15-2:30 pm

Berkeley

SA 3.42

Developing the Community College Communication Program

1:15-2:30 pm

East Room

Sponsor: Community College

Chair: **Marlene Cohen**, *Prince George's Community College*

Respondent: **Gail Kettlewell**, *George Mason University*

"Developing Technology in the Basic Course"
Kim Lewis, *Lord Fairfax Community College*

"Developing Community College Programs to Respond to the Communication Needs of Ministers"
Wally Jensen, *Northern Virginia Community College, Woodbridge*

"Developing Community College Programs for Military Personnel"
James Van Zummeren, *Marine Corps University*

"Responding to Students with Disabilities"
Nadar Chaban, *Montgomery Community College*

These papers discuss ways that community college instructors can respond to the unique needs of the populations they serve.

Spotlight panel



SA 3.43

Celebrating the Life and Legacy of Ronald F. Reid

1:15-2:30 pm

Sherwood

Sponsor: Spotlight Series

Chair: **Rita Miller**, *Keene State College*

"Resisting the 'Bandwagon': Lessons in Rhetoric from John Dickinson to Ron Reid"

Sandra J. Sarkela, *SUNY-Potsdam*

"Ronald Reid and The Rhetorical History of the United States"

Martin J. Medhurst, *Texas A & M University*

"Argument from Principle: Diminished Form in a Debased Culture"

David Snowball, *Augustana College*

"Ron: A Scholar, a Competitor, a Mentor"

Donald A. Mahley, *U.S. Department of State*

"Ronald Reid: Remarkable Scholar, Generous Colleague, and Dear Friend"

Jane Blankenship, *University of Massachusetts*

This panel honors the life and work of public address scholar, long-time University of Massachusetts faculty member, and former ECA President, Ronald F. Reid.

SA 3.44

Competitive Papers: Interpersonal and Message Strategies for Communicating about Disease, Dying, and Deviance

1:15-2:30 pm

Vista A

Sponsor: Health Communication

Chair: **Doreen Baringer**, *The Pennsylvania State University*

Respondent: **Kathy Rowan**, *George Mason University*

"Hepatitis C Prevention for Massachusetts' Nurses: Implications for Health Education Strategies"

Sarah Keller, *Emerson College*, **Karen Daley**, *Boston College*, **James N. Hyde**, *Tufts University School of Medicine*, **Richard S. Grief**, *John Snow, Incorporated*, and **Dan Church**, *Bureau of Communicable Disease Control*

"Missed Opportunities in College Alcohol Education Programs: The Role of Perceived Control"

Janice L. Krieger, *The Pennsylvania State University*, **Roxanne Parrott**, *The Pennsylvania State University*, and **Walid Afifi**, *The Pennsylvania State University*

"The Effect of High Sensation Seeking on Perceptions of Social Norms"

Julianna Bowman, *West Virginia University*, and **Melanie Booth-Butterfield**, *West Virginia University*

"Private Communication as Public Good: Volunteer-Patient Relationships in Hospice"

Elissa Foster, *University of Texas at San Antonio*

"Sources of Information Used by Individuals Diagnosed with Lung Cancer"

Lisa Sparks, *George Mason University*, Loretta Pecchioni, *Louisiana State University*, and Kavita Mittapalli, *George Mason University*

This program investigates message and source variables related to message design and interpersonal processes within health communication contexts.

SA 3. 45

The Ancients Speaking to Contemporary Critics and Audiences

1:15-2:30 pm

Vista B

Sponsor: Rhetoric and Public Address

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

Respondent: **Catherine M. Hastings**, *Susquehanna University*

"Sophistic Historiography: A Feminist-Sophistic Analysis of Karen Finley's Performance Piece "I Was Not Expected to be Talented"

Andrea M. McClanahan, *Ohio University*

"Antiphon and the Austere: The Beginnings of Literacy"

Tony M. Lentz, *The Pennsylvania State University*

"The Rhetorical Work of Ethos: The Case of Ernst Junger and *Auf den Marmorklippen*"

Todd S. Frobish, *Iona College*

Through theoretical examination and case studies, each paper addresses some concerns of early rhetoricians from a contemporary perspective.

SA 3.46

Evolving and Emerging Genres on Television and the Web

1:15-2:30 pm

Vista C

Sponsor: Mass Communication

Chair: **Michael Weatherson**, *Southeast Missouri State University*

"Television Drama"

Mary Cassata, *University of Buffalo*

"Reality -based Television"

Barbara Irwin, *Canisius College*

"Integrated Marketing Communication on the Internet"

John Dahlberg, *Canisius College*

"Identity on the Web: Trolls, Shills, and Newbies"

Ben Dunkle, *Canisius College*

This panel explores emerging and evolving genres. Each of the four panelists will analyze a different genre: television drama; reality -based television programming; Internet advertising vehicles; and message boards, guestbooks,

and instant messaging services on the Web. Together these papers address: the study of genres; changes in entertainment and information content; economic, social and technological factors driving these changes, and the theoretical issues raised in looking at these genres in the context of mass communication processes.

SA 3.47

Lambda Pi Eta Showcases Undergraduate Research in Communication

1:15-2:30 pm

West Room

Chair: **Susan Tomasovic**, *George Mason University*

"William Edward Burghardt DuBois: Analysis of a Citizen" *

Ayele Chesson, *George Mason University*

"Analysis of the Limited Effects Model and Political Media Campaigns" *

Lisa Hubbard, *George Mason University*

"Ideological Criticism: Osama bin Laden's Use of Symbols" *

Patrick Livingston, *George Mason University*

"Neo-Aristotelian Criticism: 1996 Democratic National Convention" *

Megan McAllister, *George Mason University*

"Narrative Criticism of the Turkish National Anthem" *

Diden Ozsoy, *George Mason University*

"Dramatism and Face in the Aftermath of September 11th" *

Jerrica Rau, *George Mason University*

* Debut Paper

Undergraduate students studying public, intercultural, and mass communication deliver research papers.

SA 3.48

A Roundtable Discussion about Intercultural Communication in Public Spaces: Renegotiating Customer Service, Education, and Health Care for the Public Good

1:15-2:30 pm

Westover

Sponsor: Intercultural Communication

Chair: **Abhik Roy**, *Howard University*

Participants:

Marcia J. Clinkscales, *Howard University*

Maurice L. Hall, *Southern Illinois University*

Jennifer Keane Dawes, *Norfolk State University*

Amardo J. Rodriguez, *Syracuse University*

The focus of this roundtable discussion is intercultural communication as it occurs

between immigrants and U.S.-born persons in various organizational contexts. Heightened immigration to the United States has led to increasing numbers of foreign-born nationals interacting in large numbers, and in differing roles, with American organizations, particularly with those that provide significant levels of public service. The panelists address how communication can serve the public good through innovations in research and training that address the impact of immigration on approaches to customer service, education, and health care. Panel members will make short statements and then open the floor for discussion.

SA 3.49

The Rhetorical Construction of Identity: Elizabeth Dole as Politician and Rhetorical Phenomenon

1:15-2:30 pm

Woodlawn

Sponsor: Rhetoric and Public Address
 Chair: **Bonnie S. Jefferson**, *Boston College*
 Respondent: **Anne F. Mattina**, *Stonehill College*

“‘Feminine’ and a ‘Feminist’? Elizabeth Dole’s Rhetoric on the Glass Ceiling”
Molly Meijer Wertheimer, *Pennsylvania State University, Hazelton*

“In the Line of Duty: Elizabeth Dole as Cabinet Member and American Red Cross President”
Nichola Gutgold, *Pennsylvania State University, Berks-Lehigh Valley*

“Deference and Docility as Rhetorical Strategies: Elizabeth Dole’s Speech at the 1996 Republican National Convention”
Lisa R. Barry, *Trinity College*

“The Secrecy and Disclosure of Elizabeth Dole: The 1996 Republican National Convention”
Andrew C. Hansen, *Trinity University*

“Transforming Mythic Rhetoric: Female Myth in Elizabeth Dole’s Campaign Televisuals”
Janis L. Edwards, *University of Alabama*

Elizabeth Hanford Dole has been a political presence since the Nixon administration and has thrived in a male-dominated political arena. This panel will examine the discourse of Dole’s political career, looking at her speeches, campaign film, media coverage and political advertisements, to gain a better understanding of Dole as a politician and as a rhetorical phenomenon.

Spotlight Panel



SA 3.50

Spotlight on the Scholarship and Influence of Dan F. Hahn

2:45-4:00pm

Ashlawn North

Sponsor: Spotlight Series
 Chair: **Susan J. Drucker**, *Hofstra University*

Respondent: **Dan F. Hahn**, *New York University*

"Dan Hahn as Rhetorical Scholar"
Lawrence W. Rosenfield, *University of New Hampshire*

"Dan Hahn as Political Communication Scholar"
Judith S. Trent, *University of Cincinnati*

"Dan Hahn as Mentor"
Susan B. Mackey-Kallis, *Villanova University*

"Dan Hahn as Teacher"
Susan Drucker, *Hofstra University*

"Dan Hahn as Contributor to Professional Organizations"
James W. Chesebro, *Ball State University*

"Dan Hahn as Co-author and Colleague"
Deborah J. Borisoff, *New York University*

This spotlight program celebrates the significant and varied contributions of Dan Hahn on the occasion of his retirement. Panelists reflect on the important roles that Professor Hahn has occupied during his long and distinguished career in the discipline.

SA 3.51

America Goes to War: Presidential Rhetoric, National Security, Free Expression, and the Redefinition of Dissent

2:45-4:00 pm

Ashlawn South

Sponsor: First Vice President

Chair: **Paula Youra**, *Lynchburg College*

"The September 11 Anniversary as a 'Focusing Event': Rhetoric and the Silencing of Congressional and 2002 Election Campaign Criticism of the Bush Administration's Rationale for the War on Iraq"
Montague Kern, *Rutgers University*

"Constructing American Identity as a Motive for War: An Examination of Iraqi Entanglements in Two Bush Administrations"
Valerie A. Endress, *Rhode Island College*, and **Christopher Anderson**, *University of Hartford*

"The Jeremiads of John Ashcroft: The Rhetorical Comforts of Finding that America is 'At War'"
Gary C. Woodward, *The College of New Jersey*

"Security vs. Freedom: Some—But Not Much—Rhetorical Mutual Exclusivity"
Richard E. Vatz, *Towson University*

The conventions for public discourse and for publicly acceptable discourse have changed considerably as our nation continues its war on terrorism and escalates

the conflict with Iraq. The papers on this panel discuss the ways in which these changes have manifested themselves from the Congress to the White House to the press to Main Street America.

SA 3.52

Contributed Papers in Argumentation and Forensics

2:45-4:00 pm

Belle Air

Sponsor: Argumentation and Forensics

Chair: **Anne Mattina**, *Stonehill College*

Respondent: **Alfred G. Mueller, II**, *Pennsylvania State University, Mont Alto*

"Cicero Revisited: Notions of Delivery in Collegiate Debate" **

Annette Holba, *Duquesne University*

"Making Nonsense of Pure Negation: Complexity Theory and the Presumption for Change"

Christopher Cooper, *Independent Scholar*

"*Topoi*, Enthymeme, and *Stasis*: Finding a Proper Relationship between the Modes of Classical *Inventio*"

James Andreyo, *Duquesne University*

** Top Competitive Paper

The papers on this panel are the top contributed papers in Argumentation and Forensics for this year.

SA 3.53

Convention Planners Meeting II

2:45-4:00 pm

Berkeley

Chair: **Donald Fishman**, *Boston College*

SA 3.54

Competitive Papers in Mass Communication: Media Coverage of U.S. Issues

2:45-4:00 pm

East Room

Sponsor: Mass Communication

Chair: **Paul Caron**, *Northern Virginia Community College, Woodbridge*

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

"One Nation Under Question: How the Media Did (or Didn't) Cover the Ruling on the Pledge of Allegiance"

Christina Knopf, *SUNY- Albany*

"Cross-national Study of Detainee Rights in Guantanamo Bay, Cuba"

Amanda Botti, *The College of New Jersey*, **Peter Fontana**, *The College of New Jersey*, **Kristen Hassey**, *The College of New Jersey*, and **John**

Pollock, *The College of New Jersey*

"Personalized Risk and Reactions to the September 11th Attacks"

Larry Powell, *University of Alabama at Birmingham*, and William R. Self,
University of Alabama at Birmingham

Focusing on the images of the United States as portrayed through the media, the first paper on this panel examines how religion and the media interact or fail to interact in a case study of Newdow versus U.S. Congress. A second essay explores how U.S. treatment of detainees in Guantanamo Bay is perceived by others nationally and internationally, while the third paper discusses the effect of the September 11th attacks on the public in terms of personalized risk.

SA 3.55

Resolutions Committee II

2:45-4:00 pm

EBS 216

SA 3.56

***Putting Words in His Mouth: Presidential
Speechwriting on "The West Wing"***

2:45-4:00 pm

Sherwood

Sponsor: Rhetoric and Public Address

Chair: William S. Klein, *Headline Update columnist, The Christian Science Monitor*

"So That's How They Do It: Representations of Presidential Speechwriting on
"The West Wing"

Catherine M. Hastings, *Susquehanna University*

"Speechwriting as a Process in TV's 'The West Wing': Fictional Criticism of
Fictional Rhetoric"

Daniel Dzikowski, *The Pennsylvania State University*

Panelists examine the fictional representation of presidential discourse on the
award-winning television drama, *The West Wing*.

SA 3.57

***The Scholarship of Teaching and Learning:
Annotated Bibliographies Showcasing
Contributions from Instructional Communication
Research***

2:45-4:00 pm

Vista C

Sponsor: Instructional Practices

Chair: Scott Myers, *West Virginia University*

"Teacher Interpersonal Power and Influence from 1990 to the Present"

Casey Chilton, *Southwest Texas State University*

"Teacher Communicator Style: A Program of Research"

Angi Cunningham, *Southwest Texas State University*

"Argumentativeness and Verbal Aggressiveness in the Classroom"

Doug Mudd, *Southwest Texas State University*

"Verbal Effectiveness in the Classroom: Using Verbal Immediacy and Self-Disclosure"

Angela M. Nunziata, *Southwest Texas State University*

This panel showcases annotated bibliographies updating the programs of research originally reported in Richmond and McCroskey's *Power in the Classroom*, which was published in 1992. Each bibliography includes four sections. The first section defines the program of research. The second section includes 12-15 abstracts. The third section summarizes knowledge claims and prescriptions. The fourth and final section examines how the program of research can be extended. Panelists will provide copies of their papers for researchers who want to update their instructional communication bibliographies.

SA 3.58

Measuring and Investigating Communication Traits in Interpersonal Relationships

2:45-4:00 pm

West Room

Sponsor: Interpersonal/Organizational Communication

Chair: **Andrew S. Rancer**, *University of Akron*

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

"Temperament and Brain Systems as Predictors of Assertive Communication Traits"

Jodi Sauders Wahba, *North Carolina State University and Shaw University*, and **James C. McCroskey**, *West Virginia University*

"Affective, Behavioral, and Cognitive Dimensions of Argumentativeness: A New Measure"

Lois Hinkle, *West Virginia University*

"An Exploratory Investigation of the Relationship between Communicator Traits and Satisfaction with Communication in Roommate Relationships"

Cristen Marek, *Canisius College*, **Jennifer L. Knapp**, *West Virginia University*, and **Melissa Bekelja Wanzer**, *Canisius College*

These competitively selected papers examine the causes, effects, and measurement of communication traits.

SA 3.59

Competitive Papers in Nonverbal Communication

2:45-4:00 pm

Westover

Sponsor: Nonverbal Communication

Chair: **Philip Amato**, *Emerson College*

Respondent: **Michelle Pausel**, *West Virginia University*

"Computer-Mediated Communication and Face-to-Face: A Comparison of Uncertainty Reduction Strategies Involving Nonverbal Cues"

Alan D. Heisel, *University of Missouri-St. Louis*, and **Alice E. Hall**,
University of Missouri-St. Louis

"Nonverbal Computer-Mediated Communication: Understanding How Individuals Use E-mail to Express Themselves Nonverbally"

Susan Willis, *University of Miami*

"LABYRINTHS: An Ancient Space for Nonverbal Communication"

Marilyn Daniels, *Pennsylvania State University, Worthington-Scranton*

This collection of three papers focuses on nonverbal communication issues in the 21st century. While labyrinths have been a part of human history for over four thousand years, Dr. Daniels argues that labyrinths are as relevant today as ever. The additional two papers provide more information of the role that nonverbal communication plays in computer-mediated communication.

SA 3.60

ECA General Business Meeting

4:15-5:45 pm

Vista Ballroom

Presiding: **Ann Bainbridge Freymier**, *Miami University*

All members and guests of the Eastern Communication Association are cordially invited to attend the General Business Meeting of the 94th 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 be presented, as well.

SA 3.61

First Vice President's Reception

5:45-6:45 pm

Vista C

ECA First Vice President **Mary L. Kahl** 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 her in thanking **Carole Blair**, ECA Second Vice President, **Valerie A. Endress**, Short Courses Chair, **Jerry Hauser**, Pre-conference Director, **Randy Jacobs**, Poster Sessions Coordinator, **Michael Leff**, Spotlight Series Chair, **S. Diane McFarland**, Director of Marketing, and **Janette Kenner Muir**, Basic Course Conference Director.

SA 3.62

12-Step Group Meeting

8:00-9:00 pm

Westover

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

Sunday, April 27, 2003

Convention Programs and Activities

SU 4.01	<i>ECA Convention Registration</i>	
8:00-10:00 am		West Foyer

Members and guests of the Eastern Communication Association are invited to register for the 94th annual convention in the West Foyer, 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 2003 Short Courses **(Courses 1-3 held on Thursday; 4-5 held on Sunday)**

SU 4.02	<i>Teaching Critical Media Literacy to Undergraduates</i> <i>Short Course Four</i>	
9:30-11:30 am		Ashlawn North

Course Instructor: **Bill Yousman**, *University of Hartford*

Description: This short course focuses on strategies for introducing a contextual, critical form of media literacy education to college undergraduates. Some of the key topics include: What should the main objective of such a course encompass? What are some effective strategies for meeting those objectives? How might we deal with student resistance to ideas that challenge mainstream conceptions? Is it ethical to introduce your own ideological perspective in the classroom?

Pre-registration Required

Short Course Fee: \$15.00

SU 4.03	<i>Civic Engagement on Campus: Building a Center</i> <i>for the Public Good</i> <i>Short Course Five</i>	
9:00-12:00 am		East Room

Course Instructors: **Rosa A. Eberly**, *The Pennsylvania State University*
Emily Dressel, *The Pennsylvania State University*
Tiffany Maiolo, *The Pennsylvania State University*
Dora E. McQuaid, *The Pennsylvania State University*

Description: This short course presents the case for encouraging departmental communities to begin the process toward building centers for the public good. Presenters will tell the tale of the first year of Penn State's *Center for Public Speaking and Civic Engagement*, a collaborative project intended to show by example the various

ways and means of building such centers. In addition to faculty, graduate and undergraduate students are especially welcome in this course and are encouraged to participate in the discussion.

Pre-registration Required
Short Course Fee: \$15.00

SU 4.04	<i>Mediated Politics: Non-Traditional Sources of Political Information</i>	
8:00-9:15 am		Ashlawn North
<hr/>		
Sponsor:	Political Communication	
Chair:	Judith S. Trent , <i>University of Cincinnati</i>	
Respondent:	Brett A. Mueller , <i>University of Pennsylvania</i>	
	 "Newspaper Editorial Page Endorsements of Political Candidates: The Practice, Process, and Effects" Kimberly Meltzer , <i>University of Pennsylvania</i>	
	 "Self-efficacy, Public Policy, and <i>The West Wing</i> " Russ Tisinger , <i>University of Pennsylvania</i>	
	 "From <i>Rolling Stone</i> to <i>Seventeen</i> : Youth Voices and the Public Sphere" Kelli Lammie , <i>University of Pennsylvania</i>	
	 "Political Stars: Investigating Celebrity Endorsements of Political Issues and Candidates" Natalie (Talia) Jomini , <i>University of Pennsylvania</i>	
	 These papers investigate messages transmitted to the public about politics through a broad range of non-traditional sources, including fictional media, youth magazines, celebrity endorsements, and newspaper endorsements where the assumption of objectivity is violated.	

SU 4.05	<i>Cultural, Corporate, and Applied Communication: Theoretical Perspectives Toward Civility</i>	
8:00-9:15 am		Belle Air
<hr/>		
Sponsor:	Theory and Methodology	
Chair:	R. Pierre Rodgers , <i>Morgan State University</i>	
Respondent:	Grant C. Cos , <i>Rochester Institute of Technology</i>	
	 "Courtroom Communication" * Thomas G. Campbell, III , <i>Morgan State University</i>	
	 "The Contribution of Communication Within the White Castle System" * Shekinah G. Corn , <i>Morgan State University</i>	
	 "Robert Erlich's Persuasive and Strategic Appeals to African-American Voters in the 2002 Maryland Gubernatorial Election" *	

Letta Forrest, *Morgan State University*

"An Ideological Critique of M&M's Ad Campaign's Global Vote Count" *

Judy R. Pryor, *George Mason University*

"Communication: The Lifeblood of Kimbrough Ambulatory Care Center" *

Joanie T. Rainey, *Morgan State University*

* Debut Paper

Communication students gain knowledge by learning about theories and processes. They gain needed perspective by assessing the pragmatic use of these theories in "real world" situations. In this way, applied communication research can illustrate principles as well as highlight how communication can affect everyday activity and the questions that attend civility and public life. These undergraduate papers deal with pragmatic uses of public communication and disparate methods of analysis (e.g. participant observation, ideological criticism, and cultural analysis).

SU 4.06

Some Innovations in the Instruction of Intercultural Communication

8:00-9:15 am

East Room

Sponsor: Intercultural Communication

Chair: **Ronald L. Jackson, II**, *The Pennsylvania State University*

"Some Creative Ideas about the Use of BAFA BAFA Simulation for Teaching Intercultural Communication"

Nemi C. Jain, *Arizona State University* and **Sara DeTurk**, *Arizona State University*

"Intercultural Perspectives: Using Simulation to Cultivate Intercultural Empathy"

Bayo Olludaja, *Northwest Missouri State University*

"Teaching Justice: Community Building through Intercultural Education and Training"

Maurice L. Hall, *Southern Illinois University*

Intercultural communication is one of the fastest growing areas in the discipline. Globalization and increasing awareness of diversity issues in heterogeneous societies like the United States have resulted in considerable growth of both academic teaching and applied training in intercultural communication within the last three decades. This panel offers a sample of innovations that have proven useful in both global and domestic instructional efforts.

SU 4.07

Open Forum: Future Status of the Interpersonal/Organizational Interest Group

8:00-9:15 am

Fireplace

Sponsor: Interpersonal/Organizational Interest Group

Facilitator: **Danette Ifert Johnson**, *West Virginia Wesleyan College*

This discussion will focus on whether the Interpersonal/Organizational Interest Group should remain as a single group or split and become separate interest groups.

SU 4.08

Remediating Online Environments

8:00-9:15 am

Vista C

Sponsor: Media Ecology Association

Chair: **Lila Docken Bauman**, *New York University*

"Worlds Revealed: Personal Home Pages and Interpersonal Communication"
Jennifer Warren, *The Pennsylvania State University*

"Toward an Understanding of Communication and Sustainability: Substitution of Virtual Mobility for Transportation"
Norbert Mundorf, *University of Rhode Island*

"A Study of Internet-Related Conglomerations: An Application and Revision of a Corporate Culture Model"
Yan Tian, *Temple University*

"Database as Cultural Form"
Andrea Nugent, *Goucher College*

This panel analyzes the changing nature of the Internet as it has evolved from its origins as a largely closed forum for scientific research and dialogue to a forum for interaction and personal expression. Panelists examine various forms of online expression and ask whether the increasingly corporatized nature of the Internet will change ideas of access and interaction that are now taken for granted by most users.

SU 4.09

The Community as the Classroom: Performing Communication Audits in Small Group Settings

8:00-9:15 am

Westover

Sponsor: Applied Communication

Chair: **Robyn E. Parker**, *Kent State University*

"When Friends Fight: A Report on a Communication Audit of a Group Friendship"
Mandi Chikombero, *Kent State University*

"Physicians in Crisis: An Analysis of the Political Strategies for Tort Reform in West Virginia"
J. Susan Christopher, *Kent State University*

"Information Flow and Identification in a Nightclub"
Gwen Hullman, *Kent State University*

"Breaking Down the Walls of Communication in an Organization: A Small Group Communication Audit of a Dental Practice"

Jacqueline Fisher, Kent State University

"The Calm Before the Storm: Using an Audit to Identify Family Communication Issues"

Denise M. Polk, Kent State University

"Communication Audit of International Film Society"

Clara Popa, Kent State University

"Strengthening Communication at the ROTC Office"

Lee Tjelmeland, Kent State University

One goal of a communication audit is to provide a means of assessing communication in a particular organization or group against desirable criteria. In practice, individuals often rely on their instincts to identify problems. During this presentation, panelists will share their experiences with audits designed to identify communication issues in a variety of contexts. In addition to sharing information about each group audited, panelists will discuss data collection, analysis, and proposed solutions.

SU 4.10

Communicating for the Public's Good after Ten Years of OBRA 93

8:00-9:15 am

Woodlawn

Sponsor: Health Communication

Chair: Nancy Hoar, Western New England College

"Pharmacists, Physicians, Patients, and Trust: The Impact of OBRA"

Lorin Basden Arnold, Rowan University

"Conceptual Ambiguity in OBRA 93"

Richard E. Vatz, Towson University

"A Collaborative Approach to Pharmacy-based Professional Communication Instruction at the University of Pittsburgh"

Ellen R. Cohn, University of Pittsburgh, and Gary Stoehr, University of Pittsburgh

"Teaching Pharmacists Active Listening Skills: An Analysis of Pfizer's Seminar for Improving Pharmacists' Communication Skills"

Kathy Rowan, George Mason University

This program addresses a broad range of issues associated with OBRA 93, legislation that required pharmacists to inform patients about all cogent aspects of their prescription medications. This panel highlights the important information, insight, and services communication scholarship can provide.

SU 4.11

Service-Learning and Community-Based Research: Students' Perspectives

9:30-10:45 am

12th Floor Boardroom

Sponsor: Instructional Practices

Chair: **Candice Thomas-Maddox**, *Ohio University-Lancaster*
Respondent: **Isa Engleberg**, *Prince George's Community College*

Panelists:

Elizabeth Oppe, *West Virginia Wesleyan College*
Kathleen M. Long, *West Virginia Wesleyan College*
Erin C. Bryan, *West Virginia Wesleyan College*
Katie M. Bowles, *West Virginia Wesleyan College*
Stephen R. McGrew, *West Virginia Wesleyan College*
Ashley L. Durkin, *West Virginia Wesleyan College*

The presentation will begin with an overview of the purposes and expectations of service learning (S-L) and community-based research (C-BR) as instructional tools and offer a summary of the value as assessed by community recipients. Students will then discuss their perspectives and perceived learning outcomes from both the S-L and C-BR recent placements. Finally, the results of data gathered from instructors, community recipients, and student participants will be shared in order to understand the successes and challenges associated with this type of experiential learning.

SU 4.12

Developing New Courses and Approaches to Teaching Communication in Community Colleges

9:30-10:45 am

Ashlawn South

Sponsor: Community College

Chair: **Darlyn Wolvin**, *Prince George's Community College*

"Developing an Honors Colloquium in Communication and Conflict in Various Contexts"

Donnetrice Allison, *Prince George's Community College*

"Developing and Teaching an Integrated Arts Course"

Janey Richards, *Prince George's Community College*

"Developing an Humanities-based Leadership Course"

Susan Richardson, *Prince George's Community College*

"Developing a Radio Station and Program"

Fred Fair, *Prince George's Community College*

"Developing the Use of Technology in a Learning-Centered College"

Michon Parker, *Prince George's Community College*

The presenters on this program discuss the challenges and opportunities of advanced curricular development in the community college setting.

SU 4.13

In Their Own Words: Turning Political Interviews into Scholarship

9:30-10:45 am

Belle Air

Sponsor: Political Communication

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

"Communication and Community in Las Vegas: Interviews with Political Leaders Past and Present"

Lawrence Mullen, *University of Nevada, Las Vegas*

"Interviewing National Endowment of the Arts Players"

David Olsen, *California State University, Los Angeles*

"Interviewing 'Ramrod and Rainbow' (Bob and Elizabeth Dole)"

Nichola D. Gutgold, *Pennsylvania State University, Berks-Lehigh Valley*

This panel explores the practice of turning interviews with political and civic figures into scholarship. Each paper recounts an experience of interviewing prominent figures and discusses strategies for obtaining interviews, asking pertinent questions, and using silence as part of the scholarship of interviewing.

SU 4.14

Communication Communities: An Intersection of Disciplines

9:30-10:45 am

Fireplace

Sponsor: Theory and Methodology

Chair: **Osmond Farrell**, *Morgan State University*

Respondent: **Kathleen J. Turner**, *Queens College of Charlotte*

"Where Rhetoric Thrives: Traversing Communication Boundaries"

Roy Joseph, *Duquesne University*

"Communication and Rhetoric: Application and Critique in the Same Department"

Joseph Sora, *Duquesne University*

"Ethnography and the Fields of Communication: Understanding Rhetoric and Democracy"

Margaret Dorsey, *Indiana University*

"Narrative and Sociolinguistic Approaches to Intercultural Communication"

Kathleen Glenister Roberts, *Duquesne University*

"Narrative Indeterminacy, Narratives *Dramatically* Reconsidered: Situating Stories within the Communication Discipline"

James Cianciola, *Duquesne University*

While common ground between disciplines is increasingly emphasized and encouraged, few academic communities are reflective about the factors impacting such work. Diverse in terms of disciplinary interest, yet gathered around the

common community of Communication scholarship and teaching, this panel will explore theoretical and practical ways in which to approach the intersection of disciplines within Communication. This panel will call for a blurring of boundaries that recognizes the paradigm shift of interdisciplinary work, but at the same time reinforces Communication's disciplinary uniqueness.

SU 4.15

***NCA Undergraduate Student Organizations:
Bringing the Communication Discipline into the 21st
Century***

9:30-10:45 am

Sherwood

Sponsor: First Vice President

Chair: **Sherwyn Morreale**, *National Communication Association*

Panelists:

Sue Barnes, *Rochester Institute of Technology*

Tara Crowell, *Richard Stockton College*

Andrea Mitnick, *Kutztown University of Pennsylvania*

Gregory Phelps, *Lindsey Wilson College*

Jeff Pierson, *Bridgewater College*

Michelle Pulaski, *Pace University*

NCA supports the success of undergraduate students through three vibrant organizations. Lambda Pi Eta is an undergraduate honor society for communication students in four-year colleges and universities, while Sigma Chi Eta serves students in community colleges. NCASC is an organization of student clubs, active on two-and four-year campuses. These organizations foster student interest and participation in the discipline.

This general interest meeting will provide information about these student groups. Learn how to start a chapter or club, why these clubs are good for Communication departments, and what to do once a student organization is established. Current faculty advisors from these groups will share lessons learned and best practices.

SU 4.16

***Competitive Papers: Analyzing Content in Mass
Communication***

9:30-10:45 am

Vista B

Sponsor: Mass Communication

Chair: **Rodney Carveth**, *Texas Tech University*

Respondent: **Mary Step**, *Case Western Reserve University*

"Television Sitcom Exposure and Aggressive Communication"

Rebecca Chory-Assad, *West Virginia University*, and **Ron Tamborini**,
Michigan State University

"Being Friends with Superman: Defining Friendship Through Dialectics in
Television's Smallville."

Michaela D. E. Meyer, *Ohio University*

"Easing Public Anxiety for Dummies: National Nightly News Broadcast Analysis"

of the War on Terror Before, During and After the 2002 Winter Olympics" *
Mary Brady, *Clemson University*, and **Jennifer Cricenti**, *Clemson University*

* Debut Paper

Concerned with televised content, the papers on this panel focus on audience anxiety and how network news affects the public anxiety level, how situation comedies may affect levels of aggression, and how *Smallville* presents an ideologically complex view of friendship.

SU 4.17

Language, Speech, and Rhetoric: The Dialectics of Communicative Interaction

9:30-10:45 am

Vista C

Sponsor: American Society of the History of Rhetoric

Chair: **Molly M. Wertheimer**, *Pennsylvania State University, Hazleton*

"The Tragedy of Demos: The Sacred-Profane Dialectic in Thucydides' *History of the Peloponnesian War*"

Alfred G. Mueller, II, *Pennsylvania State University, Mont Alto*

"Language and Action: Rhetoric and Simone Weil"

Margaret Hamilton, *University of Minnesota, Twin Cities*

"Anti-Rhetoric and Anti-Philosophy in the Speech Thought of Eugen Rosenstock-Huussy"

Tom Duncanson, *Millikin University*

Spanning the period from Thucydides to the present, these papers explore problems related to the tension between the philosophical conception of rhetoric and the force of rhetoric as grounded linguistic practice.

SU 4.18

Undergraduate Research in Interpersonal Communication

9:30-10:45 am

West Room

Sponsor: Interpersonal/Organizational Communication

Chair: **Kristen Campbell**, *University of Miami*

Respondent: **Ann Bainbridge Frymier**, *Miami University*

"Investigating the Relationship between Self-reported and Observer-reported Compulsive Communication and Listening Competence"

Erin C. Bryan, *West Virginia Wesleyan College*

"An Analysis of On-air Talent's Use of Humor"

Alison Shoonover, *Canisius College*

"Conflict Management in Heterosexual Romantic Relationships"

Elizabeth A. Wilson, *West Virginia Wesleyan College*, **Steven A. Barr**, *West Virginia Wesleyan College*, and **Kirk R. Wilson**, *West Virginia*

Wesleyan College

"The Relationship among Emotional Intelligence, Communication Competence, and Self-perceived Success in the Workplace"

Kate Schlientz, *Canisius College*

These papers from undergraduate students report quantitative studies of interpersonal communication.

SU 4.19

***Roundtable Discussion on Embracing Argument:
Encouraging the Argument Culture***

9:30-10:45 am

Westover

Sponsor: First Vice President and Argumentation and Forensics

Chair: **Michelle Mason**, *University of Maryland*

Participants: **Elvera Berry**, *Roberts Wesleyan College*
James F. Klumpp, *University of Maryland*
Michael Leff, *Northwestern University*
Paul B. Stewart, *Roberts Wesleyan College*
Mari Boor Tonn, *University of Maryland*

According to Deborah Tannen's *Argument Culture*, the American public good is being undermined by contentious argument. Yet the system of checks and balances and the First Amendment assume that political and public action will not only be grounded in disagreement and disputation, but that such conflict is healthy, even necessary. Disputants in American political, public, and mediated discourses are increasingly beset by an inability to recognize or appreciate healthy argument. A distinction between disagreement and attack is needed, as are strategies for encouraging vigorous and pointed debate.

SU 4.20

***New Technologies and Functional Alternatives for
Personal Mediated Communication: Cell Phones,
Video, and the Internet***

9:30-10:45 am

Woodlawn

Sponsor: Human Information Technologies

Chair: **Rebecca B. Rubin**, *Kent State University*

Respondent: **Scott Kuehn**, *Clarion University of Pennsylvania*

"Videoconferencing in Organizations: A Functional Alternative to the Face-to-Face Meeting?"

Mandi Chikombero, *Kent State University*

"Personal Image Recording Technology: Examining a New Link between Personal and Mediated Communication"

Mary Beth Earnhardt, *Clarion University of Pennsylvania*

"A Literature Review and Future Research into Interpersonal Motives and Internet Use"

Jacqueline S. Fisher, *Kent State University*

"Audience Activity in VCR Use and Some Predictions of DVD Use"
Yang Song, *Kent State University*

"Cell Phones and Interpersonal Communication: Motives and Consequences"
Thomas R. Wagner, *Kent State University*

This panel presents research investigating the technologies and channels that mediate human communication. Papers examine technological research endeavors, identify new technologies for human interaction, and extend theory to analyze present and future concerns.

SU 4.21

***Roundtable Conversation on the Relationship
between Burkean and Feminist Projects***

11:-12:15 pm

Belle Air

Sponsor: Kenneth Burke Interest Group

Facilitator: **Carole Blair**, *University of California-Davis, Washington Center*

Panelists:

Patrice M. Buzzanell, *Purdue University*
Susan Jasko, *California University of Pennsylvania*
Pamela Kaylor, *Ohio University-Lancaster*
James F. Klumpp, *University of Maryland*
Rebecca Meisenbach, *Purdue University*
Robyn Remke, *Purdue University*
Mari Boor Tonn, *University of Maryland*
Robert Westerfelhaus, *College of Charleston*

This panel offers an opportunity for novice, developing, and established Burkean and feminist scholars to seek common ground, gain new insights, learn from one another, and enrich their own scholarship by identifying and discussing mutual concerns, sharing approaches to social criticism, suggesting ways that Burkean theory can be integrated into feminist scholarship, and examining how feminist scholarship can inform the development of Burkean theory

SU 4.22

ECA Finance Committee II

11:-12:15 pm

Berkeley

Presiding: **Mary L. Kahl**, *SUNY-New Paltz*

Members of the ECA Finance Committee are invited to attend this second meeting of the convention.

SU 4.23

***Marching, Defining, and Extending: Rhetorical
Activism in Social Movements***

11:-12:15 pm

Sherwood

Sponsor: Rhetoric and Public Address

Chair: **Nichola Gutgold**, *Pennsylvania State University, Lehigh Valley*
Respondent: **Candace Todd**, *Lynchburg College*

"Marching to Freedom's Land: Rhetoric and Ritual in the Civil Rights Movement"
Gary S. Selby, *The George Washington University*

"Defining the Suffrage Movement: Susan B. Anthony's Use of Historical Narrative
in her 1896 'Bible Resolution' Speech"
Kristy Maddux, *University of Georgia*

"Extending the <Rights> of Personhood, Voice and Life"
Jason Edward Black, *University of Maryland*

These presentations offer critical analysis of rhetorical strategies employed by
social movement activists from three distinct periods in our national history.

SU 4.24

***Communicating Identities: Creating New
Communities in Race and Gender***

11:-12:15 pm

West Room

Sponsor: Voices of Diversity

Chair: **Heather Harris**, *Baruch College-CUNY*

Respondent: **Debyii L. S. Thomas**, *Howard University*

"Women's Experiences of Gender and Ethnic Identities"
Kara Laskowski, *Juniata College*, and **Eriko Maeda**, *The Pennsylvania
State University*

"Avatars, Intelligence Agents, and a Cyber Identity: Will the "Real You" Please
Stand Up?"
Donna Weimer, *Juniata College*

"Communicating Beyond Race and Gender: Identity Negotiation Among Black
Women in the Academy"
Celnisha Dangerfield, *The Pennsylvania State University*

"Good Girls: The Making of Mothers in Labor and Delivery"
Kara Laskowski, *Juniata College*

The changing nature of gender roles and the status of women prompt this panel
on what it means to be a woman. Women's identities are situated, complex,
negotiated through communication, and changing. These papers address critical
and feminist perspectives, qualitative and quantitative inquiry, and theoretical
concerns to expand the scope of our understanding regarding the ways in which
women's identities are communicated.

SU 4.25

Across Contexts: Asian Women Seeking a Voice

11:-12:15 pm

Westover

Sponsor: Intercultural Communication

Chair: **Audrey Byrd**, *Howard University*

Respondent: **A.J. Critchfield**, *The George Washington University*

"Persian Baha'i Women in the United States—Do They Feel Freer?"

Deborah Clark Vance, *McDaniel College*

"Finding a Voice: Chinese Women in Public Places"

Wei J. Sun, *Bloomsburg University* and **William J. Starosta**, *Howard University*

"Interpretation of Women's Roles in Hong Kong Cinema: Cultural Considerations"

Sean Tierney, *Howard University*

Traditionally, Asian women have been muted and compartmentalized to specific sets of communication patterns due to hegemonic forces. This panel offers insights into the situations of women from varying nationalities and ethnicities who share a common Asian female experience.

SU 4.26

ECA Executive Council Meeting II

12:30-2:00 pm

Berkeley

Presiding: **Mary L. Kahl**, *SUNY-New Paltz*

All appointed and elected representatives of the 2003 ECA Executive Council are invited to attend this second meeting of the convention.