

ECA 2021 | Conference Schedule-updated March 11

| Wednesday March 24, 2021 | |
|---|--|
| 12:00 PM | |
| 12:00 PM to 4:30 PM Basic Course Conference | |
| Presenters: Dawn Pfeifer Reitz, Penn State University, Berks College Jane Pierce Saulnier, Emerson College | |
| 3:00 PM | |
| 3:00 PM to 4:00 PM Finance Committee I | |
| Chair: Katherine S Thweatt, State University of New York, Oswego | |
| 4:00 PM | |
| 4:00 PM to 5:00 PM Publication Committee Meeting | |
| Chair: Katherine S Thweatt, State University of New York, Oswego | |
| 5:00 PM | |
| 5:00 PM to 6:00 PM Site Selection Committee Meeting | |
| Chair: Katherine S Thweatt, State University of New York, Oswego | |
| Thursday March 25, 2021 | |
| 8:00 AM | |
| 8:00 AM to 8:45 AM Conference Welcome | |
| 9:00 AM | |
| 9:00 AM to 10:15 AM A Dummies Guide to Open Educational Resources | |
| Sponsor: Short Course Presenters: Aura Lippincott, Western Connecticut State University MaryAnn Murtha, Western Connecticut State University and Naugatuck Valley Community College Caroline Waldbuesser, Western Connecticut State University | |
| Participants will learn about open educational resources (OERs), including how this term is defined in higher education and the benefits for faculty and students. We will explore copyright within the context of open educational practices and open pedagogy. We will demonstrate strategies for getting started with OER and show examples of successful OER implementations in communication courses. Our goal for this short course is to educate attendees on the benefits of OER in college classrooms. | |
| 9:00 AM to 10:15 AM Competitively Selected Papers in Voices of Diversity and Interpretation & Performance | |
| <p>"We Say: No More": March for Our Lives and the Rhetoric of Future Memory" Taylor A Hourigan, University of Maryland</p> <p>"Countervisuality for a Gentrifying City Center: Structuring Systems of Surveillance Through Architecture" Byulorm Park, Princeton University</p> <p>"Literature as a Performative and Relational Site of Queer Intimacy" Porntip Israsena Twishime, University of Massachusetts Amherst</p> <p>"Making Sense of our Authentic Selves Through Cultural Humility" Maria Clara Martucci, Wayne State University; Ariel E Seay-Howard, Wayne State University</p> <p>"Public Sphere and Civic Engagement: An Analysis of YouTube Video Comments" Uchenna Onuzulike, Bowie State University</p> | |
| 9:00 AM to 10:15 AM Covid and Technology: Resilient Relationships and Effects | |

Sponsor: Philosophy of Communication
 Chair: Tiffany Petricini, Penn State University
 Presenters:
 Mary J. Eberhardinger, Central Washington University
 Jaietta Jackson, Youngstown State University
 Rachel Kaplan, Pennsylvania State University, Fayette
 Tim Michaels, Slippery Rock University
 Gianna Gargano, Penn State University
 Laura Cruz, Schreyer Institute for Teaching Excellence, Penn State University

The Covid Crisis has upended and tested many human communication theories and philosophies. Traditionally, technology has served as fulcrum for cultural shifts related to relationship expectations and norms. This roundtable will discuss the implications of our rapid transition to mediated communication on our relationships of all kinds. Specifically, the participants will discuss standard communicative relationships such as family and romantic, and related themes such as grief, loss, and empowerment.

9:00 AM to 12:00 PM

Executive Council Session I

Chair: Katherine S Thweatt, State University of New York, Oswego

9:00 AM to 10:15 AM

Interview With a Scholar

Sponsor: Interpersonal Communication
 Chair: Melissa Rizzo Weller, College of Wooster
 Presenters:
 Candice Elaine Thomas-Maddox, Ohio University Lancaster
 Meredith Marko Harrigan, State University of New York, Geneseo
 Respondent: Melissa Rizzo Weller, College of Wooster

This session will feature two prominent scholars sharing their insights from their career in Interpersonal Communication.

9:00 AM to 10:15 AM

Perspectives on Media Ecology: Community, Meaning, and the Pandemic

Sponsor: Media Ecology (Affiliate Organization)
 Chair: Jeffrey S Bogaczyk, Duquesne University
 "Inspiring Consensus in Community: The Faith and Hope in Proximate Speech" Joel Scott Ward, Geneva College
 "Loose Drugs and the Collision of Hot and Cool Media Characteristics During the COVID-19 Pandemic" Erik Gustafson, North Dakota State University
 "The End of Education and the Modern Pandemic: Reflections on Digital Pedagogy and Meaning-Making" Mark Jedrzejczyk, Carthage College

The papers in this session address media ecological perspectives relative to unique contexts within the modern technological world. From addressing mediated education and drug use in the midst of a pandemic to the problem of community in an era of modern communication technologies, these scholars examine the interesting relationships of media to human experience.

9:00 AM to 10:15 AM

Resilience in Intercultural Communication Teaching and Research

Sponsor: Intercultural Communication
 Chair: Rukhsana Ahmed, University at Albany, SUNY
 Presenters:
 Erting Sa, University at Albany, SUNY
 Terrie Wong, Arizona State University
 Angela L Putman, Penn State Brandywine
 Shuzhen Huang, Bloomsburg University
 Rukhsana Ahmed, University at Albany, SUNY
 Doreen M. S. Jowi, Bloomsburg University of Pennsylvania

This panel will shed light on the experiences of communication scholars in teaching and conducting intercultural communication research amid the COVID-19 pandemic and social unrest. The panelists will cover diverse angles and offer unique perspectives in their discussion of a range of topics, including different cultural orientations towards uncertainty avoidance influencing the wearing of masks in the U.S.; viral racism and discursive resilience; global public health communicating and managing of the COVID-19 across cultures; teaching and conducting intercultural research in the face of right-wing attacks; Asian American resilience against anti-Asian racism in the COVID-19 pandemic; and advancing minority health disparities research during COVID-19.

9:00 AM to 10:15 AM

Using Wikipedia to Benefit Students in Initial Research and Improve the On-line Presence of the Communication Field

Sponsor: Community College
 Chair: Brian R. Patterson, West Virginia University

Presenters:

Alyssa Wright, West Virginia University Research Services Library
 Jeanine Turner, Georgetown University
 Kevin Wright, George Mason University
 Brian R. Patterson, West Virginia University

This discussion panel will consider the application of Wikimedia, Wikipedia specifically, to research in the Communication field with the dual purpose of exposing students to principles of research and giving the communication discipline much needed presence in terms of what we do.

10:30 AM

10:30 AM to 11:45 AM

America's Highways and the Rhetoric of the Resilient Communities They Affect

Sponsor: Rhetoric and Public Address

Chair: Theodore Sheckels, Randolph-Macon College

"The Big Dig: Boston Had to Be Resilient" Carl T Hyden, Morgan State University

"I-95 and Community Resilience in Washington and Baltimore" Theodore Sheckels, Randolph-Macon College

"Rebuilding Rondo: Performance, Memory, and Community (Re)Making" Margret McCue-Enser, St. Catherine University

Highways are not just media for transportation. They can run through communities—and threaten them. Communities so affected can collapse, or they can act resiliently. The proposed session offers three case studies of how communities, threatened by highway projects, proved resilient through rhetorical means. I-94 threatened a Minneapolis ethnic community; "The Big Dig" in Boston threatened the business district as well as close-in residential area; and I-95 threatened low socioeconomic communities of various ethnicities in Washington, DC and Baltimore, MD. Resilience can mean coming back to where one once was, but, in these cases, one could argue the resilience means coming back stronger. Thus, the rhetoric surrounding the disruption of community proved to be not only a way to combat or endure but a way to empower or improve.

10:30 AM to 11:45 AM

Communication Technology Update: 'Sharenting' Motives, Generational Differences, Sex, and Public Safety

Sponsor: Communication Technology

Chair: Yonty Friesem, Columbia College Chicago

Respondent: Rod Carveth, Morgan State University

"Exploring Sharenting Motives Among Mothers" Lin Zhu, University of Massachusetts Boston; Cynthia Oldham, University of Massachusetts Boston

"Fostering Resilience: Understanding Generational Differences in Information and Communication Technology (ICT) and Social Media Use" Ming-Yi Wu, Northeastern University

"Sexual Communication & Technology Use in Understudied Relationships: A Qualitative Communicative Interdependence Perspective Study" Valerie Rubinsky, University of Maine at Augusta

"From Public Relations to Public Safety: Police Departments on Facebook" Randall Livingstone, Endicott College

As the digital landscape continues to evolve, communication technology permeates all aspects of our daily lives. The papers presented in this session examine the current state of online communication behavior from various perspectives. Topics that will be discussed include: parents' social networking site (SNS) motives for sharing information about their children; generational differences in SNS use; technology's role in communicating about sex within relational partnerships; and the use of technology for strategic public safety initiatives.

10:30 AM to 11:45 AM

Creating and Cultivating an Online Master's Degree Program: Issues, Strategies & Successes

Sponsor: Communication Administration

Chair: Candice Elaine Thomas-Maddox, Ohio University Lancaster

"Creating Your Identity as an Online Master's Degree Program" Janie Harden Fritz, Duquesne University

"Putting the Pieces Together: Questions Administrators Should Ask When Building and Sustaining an Online Graduate Program" Candice Elaine Thomas-Maddox, Ohio University Lancaster

"Resilience, Change, and Growth: Building A Virtual Community in an Online Master's Program" Carolyn Lagoe, Queens University of Charlotte; Kenneth Qualls, Queens University of Charlotte; Timothy J. Brown, Queens University of Charlotte

As more institutions introduce online graduate degree programs, departmental administrators are faced with the challenge of developing their own online M.S. and M.A. options to compete in the changing landscape in higher education. With growing competition for attracting students to virtual programs, leaders are tasked with developing a strategic plan that takes into consideration the necessary resources, opportunities for collaboration, target marketing, recruitment strategies, and feedback from their own students to create a program that is resilient. Panelists will share strategies they have implemented to address and manage issues in creating successful online master's degree programs.

10:30 AM to 11:45 AM

Recognizing Resilience in the Body: How Physiology Impacts Interpersonal Communication

Sponsor: Interpersonal Communication

Chair: Mary E. King, Bloomsburg University

Presenters:

Meara Faw, Colorado State University
 Jimmy Manning, University of Nevada, Reno
 Zachary Glowacki, University at Buffalo
 Mary E. King, Bloomsburg University

This panel will highlight how interpersonal communication influences our body's physiology, and how our body impacts and affects our communication with others.

12:00 PM

12:00 PM to 1:15 PM

Building a Resilient Communication Curriculum with Open Educational Resources (OER)

Sponsor: Community College

Chair: Nancy Willets, Cape Cod Community College

Presenters:

Andree Betancourt, Montgomery College
 Brian Kline, The University of North Georgia
 Jessica Papajcik, Stark State College
 Stacey Peterson, Montgomery College

This round table features educators who have experience building resilient curriculum with Open Education Resources (OER). Each participant possesses a unique level of experience in the creation, adoption, and integration of OER materials into a wide variety of communication courses. This round table will address a variety of OER topics such as: utility in light of a global pandemic, effectiveness, quality/rigor, resource availability, adoption, creation, integration, opportunities, and challenges. The audience will be invited to join the discussion by sharing their own experiences, reflecting on the perspectives shared, and/or posing questions.

12:00 PM to 1:15 PM

Constituting Sports Fans: Teams on the Rise, Teams in Trouble

Sponsor: Rhetoric and Public Address

Chair: Theodore Sheckels, Randolph-Macon College

"Constituting a Winner in a Supposed Town for Losers: The Rhetoric of the Washington Nationals" Theodore Sheckels, Randolph-Macon College
 "Constitutive Rhetoric, The Washington Capitals, and a Devoted, Resilient Fan Base" Carl T Hyden, Morgan State University
 "Neoliberalism at Play: 'The Process' of Fan-Constructed Capital in Sports Media Consumption" Robert Foschia, Penn State York
 "Who Am I?: A Rhetorical Analysis of Indigenous Sports Teams" Julien Sperling, University of Kansas

Constitutive rhetoric can be rather simply applied to sports team: the team communicates in various ways to create a body of rabid fans. But the story is not always that simple: there are often complicating factors. The proposed session considers increasingly more complicated cases. The NHL Washington Capitals had to create an identity in a region that knew very little about hockey, and they had to do it despite many years of rather poor play. The MLB Washington Nationals had to overcome the city's reputation as being a "loser" when it came to supporting a baseball team, and they had to at least initially do so while still losing. NFL teams in Washington and Kansas City have had to deal with having unpopular nicknames seen by many as derisive toward indigenous people, despite the fact that the teams were strongly supported and many fans approved of the nicknames. And numerous NBA teams, notably the Philadelphia '76'ers, have had to sell fans on an identity that involved almost deliberate losing as a way to gain high draft choices and thereby rebuild.

Each rhetorical story is different. And the stories involve different types of context. The Capitals entered a hockey wasteland and had develop a fanbase from scratch. The Nationals, with fans who knew nothing about previous failures OR knew the failures were arguably not entirely the Senators' or their fans' fault, had to combat a nagging fear of being "lousy again." The problem was exacerbated by stadium issue—playing in an old RFK in a not-yet-gentrified area east of Capitol Hill and then playing in a sparkling new stadium built in an area known for drug-dealing, prostitution, crime, and abandoned buildings. The Washington and Kansas City NFL teams had to deal with growing activism directed against those who were appropriating and perhaps demeaning the culture of indigenous people for commercial purposes. The '76'ers (and others) had to deal with the economic "facts" of sports and survive with a fan base while making the fiscally necessary moves to thrive in a neoliberal environment.

The session as a whole is designed to both trace how constitutive rhetoric works in sports and expose its contextual complexities.

12:00 PM to 1:15 PM

Distinguished Research Fellows Business Meeting

Chair: Timothy J. Brown, Queens University of Charlotte

12:00 PM to 1:15 PM

Reducing Anxiety to Build Resilience and Retain Students

Sponsor: Communication Administration

Chair: Leeanne M Bell McManus, Stevenson University

"Communicating with Student Athletes for Academic Success" Chip Rouse, Stevenson University; Leeanne M Bell McManus, Stevenson University
 "Reducing Uncertainty in Times of Crisis: Communicating Through Blogs and Workshops to Help Alleviate Campus Anxiety Reducing Uncertainty in Times of Crisis: Communicating Through Blogs and Workshops to Help Alleviate Campus Anxiety Reducing Uncertainty in Times of Crisis: Communicating Thr" Stephanie Verni, Stevenson University

"Reducing Uncertainty when Nothing's Changed: Teaching in an Online Accelerated Program during a Pandemic" Jennifer M Brubaker, University of North Carolina Wilmington; Jeanne M Pursuit, University of North Carolina Wilmington

"Rethinking College Career Plans in a Disrupted Industry: Lessons from Hotel Administration Students" Christina McDowell Marinchak, Cornell University

"Uncertainty Reduction and Mission Attentiveness: Solid Ground in Shifting Times" Ronald C. Arnett, Duquesne University; Janie Harden Fritz, Duquesne University

Students and faculty alike are facing many new challenges today that test their resiliency by increasing the anxiety level in and out of the classroom. Do faculty have the capabilities necessary to overcome the obstacles presented by COVID-induced classroom modifications and pedagogical approaches to teaching? Do students know how to adapt to the uncertainty of a new age in virtual learning and remain engaged at their institution? This panel will examine ways in which the Uncertainty Reduction Theory can act as guide in helping both constituencies build resilience and overcome fear of the unknown. Panelists will rely on the theory to examine ways in which it can be used to temper anxiety, build perseverance, and strengthen educational endeavors. Issues of student engagement and retention, faculty comfort with virtual classrooms, student career plans, and concern for mission will be highlighted.

12:00 PM to 1:15 PM

Temporality, Privacy, Justice: Power Structures in Politics

Sponsor: Political Communication

Chair: Rod Carveth, Morgan State University

"How Dare You? We'll Be Watching You: Harnessing Temporality as a Means of Power" Jin R. Choi, University of Maryland

"Is it reasonable to expect the government will not track me? An empirical analysis of societal perceptions of CSLI privacy" Rebekah Melanie Chiasson, Northern Illinois University

"Professional Athletes Stand Up Against Racial Injustices: Examining How Athletes' Resilience and Athletic Activism is Perceived by Fans" Rikishi T. Rey, Chapman University; Johnny Capra, Chapman University; Keith Weber, Chapman University

This session examines political power through different lenses. From environmental activism to governmental tracking to professional athletes, the role of power and intervention in politics is showcased.

12:00 PM to 1:15 PM

Top Papers in Nonverbal Communication

"The Role of Nonverbal Communication by Leaders during a Pandemic" Divya S, University of Miami

"Making Faces" Melissa M Moore, University at Buffalo; Zachary Carr, University at Buffalo

"Men and Women Differ on Their Perceptions of Liars and Truth Tellers: An Examination of Spontaneous Microexpressions" Zachary Glowacki, University at Buffalo; Mark G. Frank, University at Buffalo; Zachary Carr, University at Buffalo

This panel represents the top-ranked competitive papers in Nonverbal Communication.

12:00 PM to 1:15 PM

Visual Aids and Presentation Design | Finding Joy and Establishing Clarity Using the Assertion-Evidence Method

Sponsor: Short Course

Presenter:

Marcy Milhomme, Penn State

In this course, we will explore the use of PowerPoint for presentation design not merely as a container for written thoughts and ideas, but instead as a blank canvas. Using the Assertion-Evidence Method for presentation design (Alley, 2013), participants will learn how to design meaningful slides with captivating claims and images that contribute to, rather than detract, from messages. The result is an increase in passion and joy from the presenter along with better engagement and comprehension of audiences.

Work Cited

Alley, M. (2013). *The Craft of Scientific Presentations*. (2nd ed.). New York: Springer.

1:30 PM

1:30 PM to 2:45 PM

Building Resilience into Our Pedagogy During COVID-19: Changes in Teaching and Learning with Technology

Sponsor: Instructional Communication

Chair: Eric Langstedt, Mount Saint Mary College

Respondent: Daniel Hunt, Worcester State University

"Applying nonviolent communication to online teaching during pandemic" Yonty Friesem, Columbia College Chicago

"Asynchronous vs. synchronous instruction" Norbert Mundorf, University of Rhode Island

"Digital divides during COVID-19" Carolyn Lagoe, Queens University of Charlotte

"Take me in to the ballgame: Using a sports simulation in an asynchronous class" Gerard Jalette, University of Rhode Island

Higher Education has long focused on the interface between face to face and mediated communication. Our instructional practices have typically relied on classroom communication, supplemented with media. Increasingly instructors have supplemented their pedagogy with online tools, and fully online classes and even programs have gained prominence.

However, COVID-19 has suddenly accelerated this process. Academia, along with many sectors of our economy, was forced to move to an (often exclusive) online environment. As communication scholars and practitioners we might have been somewhat prepared, but we are now in a massive field experiment. Many of us have to triage to survive in the new environment, while others have become creative and looked at this disruption as an opportunity to explore alternative educational practices. Also, for students this is often the first global and major local crisis they are experiencing. We as instructors are still trying to understand its impact on our students. In addition to discussing educational measures our presenters will reflect on student responses.

1:30 PM to 2:45 PM

Competitive Papers in Communication Traits

Chair: Xu Song, Stockton University

Respondent: Xu Song, Stockton University

"Communication Apprehension as a Function of Public Speaking State Anxiety Patterns" Chris R Sawyer, Texas Christian University; Delwin E. Richey, Tarleton State University; Karley A. Goen, Tarleton State University; Ralph R Behnke, Texas Christian University

"Conceptualization and Development of an Alternative Argumentativeness Scale" Charles J. Wigley, Canisius College; Andrew S Rancer, School of Communication, The University of Akron; Yang Lin, School of Communication, The University of Akron

This panel features competitively selected papers in Communication Traits.

1:30 PM to 2:45 PM

Contemporary Challenges in Matters of the Heart: Defining Relationships, Nonverbal Harassment, and Engagement

Sponsor: Interpersonal Communication

Chair: Nora E Radway, West Virginia University

Respondent: Candice Elaine Thomas-Maddox, Ohio University Lancaster

"An Exploratory Study: The Nonverbal Behaviors of Street Harassers" Helaina I Howe, Northeastern University; Sumayya Al-Kindy, Northeastern University; Darcey deSouza, Northeastern University

"Exploring and adjusting to contemporary romantic relationships" Mary E. King, Bloomsburg University

"Understanding Relational Maintenance During Engagement from the Bride's Perspective" Lauren E Fellers, West Virginia University

The competitively selected papers in this session highlight unique challenges in interpersonal interactions. Contemporary romantic relationships and how they are navigated, specifically in young adult relationships, nonverbal harassment of individuals on the street, and communication in engaged couples relationships all showcase difficulties at various levels of relationship closeness.

1:30 PM to 2:45 PM

Crisis Communication, Corporate Responsibility, and Journalistic Reporting During Critical Crossroads

Sponsor: James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference

Chair: Corey Jay Liberman, Marymount Manhattan College

Respondent: Chris McCollough, Jacksonville State University

"Boeing Crisis Communication" Qiuhan Shen, Northeastern University

"Sweetgreen and Corporate Social Responsibility" Elizabeth Lonergan, Northeastern University

"Differences in the Reporting of the 2017 Las Vegas Shooting" Tyler John Grasso, State University of New York Geneseo

This competitive paper panel addresses the crisis communication of the Boeing 737 MAX plane crash, Sweetgreen's centralized corporate social responsibility plan, as well as coverage of the 2017 Las Vegas shooting.

1:30 PM to 2:45 PM

Examining Identity Across Media

Sponsor: Media Communication

Chair: Fatima Albrehi, Wayne State University

"Development Model and Stereotypes in LGBTQ Media" Sydney Lynn Somerville, Northeastern University

"The Portrayal of LGBTQ Sexualities in the Television Series Parks and Recreation" Megan Clark, Northeastern University

"This is as Mexican as Taco Bell!": Critiquing Authenticity and Whiteness in Online Comments to The Pioneer Woman's Recipes" Donica O'Malley, Northeastern University

In this session presenters critique representations of LGBTQ and whiteness across media platforms.

1:30 PM to 2:45 PM

Instructional Resilience: Prioritization of Instructor Communication Behaviors by Course Modality

Sponsor: Instructional Communication

Chair: Ann Bainbridge Frymier, Ohio University

"Adapted Decision Making: Monitoring and Adjusting Self-disclosure Behaviors in Virtual Learning Environments" Maria Hannah, Ohio University

"Diversifying Immediacy Behaviors: Communicating Approach While Online" Ann Bainbridge Frymier, Ohio University

"Instructor Clarity in Multimedia Instruction: Reducing Students' Cognitive Load for Online Learning" Alan K Goodboy, West Virginia University

"Instructor Confirmation in the Hybrid Classroom: Recognizing, Acknowledging, and Endorsing Students Across Classroom Modalities" Matt Shin, West Virginia University

With the mass transition to online teaching due to the pandemic, instructors have had to adapt their teaching and communication strategies to a variety of online formats that include both synchronous and asynchronous modalities. The purpose of this panel is to discuss the use of teacher communication behaviors in in-person, synchronous, and asynchronous learning environments to achieve learning goals, as well as relational and rhetorical goals. Contemporary theories of learning and motivation will be used to frame the discussion.

1:30 PM to 2:45 PM

Maryland Communication Association

Chair: Colin Campbell, Washington D.C. Metropolitan Area Colleges and Universities

1:30 PM to 2:45 PM

New York Communication Association

Chair: Noura Ahmad Hajjaj, State University of New York at New Paltz

1:30 PM to 2:45 PM

Reflecting on Applied Communication Practice: Insights from Organizational Communication and Public Relations

Sponsor: Applied Communication

Chair: Erin Sheila Crow, Chapman University

"Falling Short of the Pinnacle: An Applied Group Communication Analysis" Casey Michael Stratton, West Virginia University

"Workplace Culture, Political Climate, Persuasive Motives: How A Pentad Analysis of a Company's Inclusive Rhetoric Reveals the Complexity of Corporate Social Responsibility Resilience." Robin Smith Mathis, Kennesaw State University

"Inoculation Theory and Public Relations" Josh Compton, Dartmouth College; Shelley Wigley, University of Texas at Arlington; Sergei Samoilenko, George Mason University

Please join us to examine the influence of applied communication in both organizational and public relations practice. The three papers include attention to an autoethnographic study on Money Mart Financial Services, an integration of Burke's Dramatism Pentad with CSR on a company's website, and a comprehensive review of inoculation theory in public relations.

1:30 PM to 2:45 PM

Resilience in Teaching Communication Ethics

"The Rules in the Classroom" Leeanne M Bell McManus, Stevenson University

"Building the Courage to Lead" Melba Vélez Ortiz, Grand Valley State University

"Resilience and Social Movements" Spoma Jovanovic, University of North Carolina at Greensboro

"Finding Your Fit" Michelle Leavitt, William Jessup University

"Racism in the Workplace" Tammy Swenson Lepper, Winona State University, Minnesota

Ethics is central and essential to understanding communication processes and the sacredness of human life. Communication ethics is the response and responsibility we express for individuals, organizations, and communities. The National Communication Association sees ethics as an important cornerstone of the organization and is committed "to fostering and promoting free and ethical communication" [and] "... promotes the widespread appreciation of the importance of communication in public and private life" (www.ncatcom.org, What is NCA?, n.d., para. 2). This panel will discuss the importance of teaching communication ethics and will offer insight on activities for the classroom.

1:30 PM to 2:45 PM

The Impact of COVID-19 on Minority Communities

Chair: Wei Sun, Howard University

Presenters:

Monica L. Ponder, Howard University

Dana Williams-Johnson, Howard University

Jamal Uddin, Howard University

Terri Davis, Howard University

Britney Gullede, Howard University

Bryan M. Jenkins, Howard University

There are a number of studies about the impact of COVID-19 but not nearly enough focus on the complex impact for marginalized groups. Varying factors like high stress levels, food insecurity and being overlooked by health initiatives are all intersecting and already make marginalized groups at higher risk of numerous health conditions, including contracting COVID-19. Therefore, it is important to study how COVID-19 may be exasperating these issues and to determine how these groups are coping with the pandemic. Furthermore, it is important to gauge what role the media plays in their understanding of the pandemic and how it uniquely impacts them.

3:00 PM

3:00 PM to 4:15 PM

Celebrating Resiliency in Women's Voices through Communicative Action: Transversal Awareness, Public Memory, Sport, and Transformational Inquiry

Sponsor: Theory and Methodology

Chair: Annette Holba, Plymouth State University

Respondent: Cem Zeytinoglu, East Stroudsburg University

"Commemorating the 19th Amendment: Local Public Memory Efforts" Elizabeth Day, St. Mary's College; Susan Mancino, St Mary's College

"Exploring Resiliency through Women's Communicative Action: How Transformational Research Informs Our Understanding" Annette Holba, Plymouth State University

"From Suffrage to Social Justice: The Mind-Body Performative Role of Women Athletes in Social Change in the United States" Dorene Ciletti, Point Park University; Elesha L Ruminski, Frostburg State University

"Viola Liuzzo, Transversal Awareness, and Freedom of Speech" Pat Arneson, Duquesne University

This year we mark the 100th anniversary of the passage of the 19th Amendment (August 26, 1920), which guaranteed the constitutional right for women to vote. This celebration is an opportunity to commemorate the resiliency of women as a social and legal milestone of democracy. Papers in the panel explore the voices of women in history explored through the lenses of transversal awareness, public memory, sport, and transformational inquiry.

3:00 PM to 4:15 PM

Contemporary Issues in News Media: News Credibility, Fake News, and News Comedy

Sponsor: Media Communication

Chair: Fatima Albrehi, Wayne State University

"A Meta-Analysis of Factors Affecting Media trust" Anna Young, UCONN; Carolyn Lin, University of Connecticut (UCONN)

"Exploring Undergraduates' Comprehension of Media Ethics within the Context of Fake News" Uchenna Onuzulike, Bowie State University

"You Have to Be Willing to Ask Questions That Almost No One Else Would Ask": Exploring How Samantha Bee Uses Late Night Comedy to Inspire Resilience" Nancy Bressler, West Virginia Wesleyan College

In this paper panel, presenters discuss a range of topics related to the consumption of news media messages including the influence of comedy news show Full Frontal with Samantha Bee, undergraduate students perspectives of fake news and media ethics, and a meta analysis of the factors that influences our trust in news media messages.

3:00 PM to 4:15 PM

Difficult Conversations with Military Students: The Role of Applied Communication for Resilient Teacher-Scholars

Sponsor: Applied Communication

Chair: Lauren Mackenzie, Marine Corps University

Respondent: Lauren Mackenzie, Marine Corps University

"I Learned This in High School': Addressing Skill Deficiencies in the Writing Process" Grant Campbell, Marine Corps University

"Stop Putting Political Thrusts into Every Example': When Students Can't See the Content Because of the Context" Todd Holm, Marine Corps University

"Trading 'Knife-Hands' for Soft Skills': Teaching Interpersonal Communication to Enlisted Marines" Rachelle Kamrath, Marine Corps University

"Fostering Resilience in Warriors Who 'Can't Write'" Katy Denman, National Defense University

This panel addresses the role of difficult conversations in working with military students. Applied Communication scholars have a unique vantage point for examining how difficult conversations can advance learning in diverse instructional contexts. Panelists from various professional military education institutions will offer a set of communication concepts and skills employed (in various formats) while engaging in difficult conversations with military students and offer strategies to help students participate in such conversations more productively.

3:00 PM to 4:15 PM

Innovative Strategies for Recruiting and Retaining Undergraduate Communication Students

Sponsor: Short Course

Presenters:

Julia K. Weiss, The University of Virginia's College at Wise

Christine K Anzur, East Tennessee State University

Jordan Atkinson, Missouri Western State University

Participants in this discussion/workshop will learn strategies for recruiting and retaining undergraduate communication students, thereby expanding the reach of our discipline and providing communication professionals with tools to maintain interest in their field and grow their departments.

Panelists will discuss the importance of gaining and keeping students in communication and offer their perspectives on methods of recruitment and retention they have used successfully. Participants will be invited to share and discuss strategies used by their own colleges/universities.

3:00 PM to 4:15 PM

Recognizing Our 2020 Top Papers in Interpersonal Communication

Sponsor: Interpersonal Communication

Chair: Aimee E. Miller-Ott, Illinois State University

Authors:

Valerie Rubinsky, University of Maine at Augusta
Angela G La Valley, Bloomsburg University of Pennsylvania
Benjamin Michael Alex Baker, Columbus State University
Respondent: Christine Elizabeth Rittenour, West Virginia University

Due to COVID-19, this panel is to highlight the important research our colleagues would have presented last year

"Exploring the Relational Nature of Identity Gap Management in Sexual Communication" Valerie Rubinsky, University of Maine at Augusta

"Attachment, Relational Maintenance, and Satisfaction in Relationships between Parents and Adult Children: An Exploratory Analysis of the 'Maintenance Gap'" Angela G La Valley, Bloomsburg University

"I don't look at it as being a father. I look at it more as being a parent." Analyzing the Competing Discourses for Fatherhood in Gay Parents' Dyadic Relational Talk" Benjamin Michael Alex Baker, Columbus State University

This panel represents the top-ranked competitive paper submissions in Interpersonal Communication.

3:00 PM to 4:15 PM

Reflecting Resilience in Practice: Course and College Assessment Practices & Protocols, Facts & Fallacies

Sponsor: Communication Administration

Chair: Rachel L. DiCioccio, University of Rhode Island, RI

"Assessment Protocols Across the Communication Curriculum: Gathering, Reporting, and Using Assessment Results" Elizabeth E. Graham, Kent State University, OH

"College Wide vs. Departmental Course Assessment: A Wall has Many Bricks, Who has the Mortar?" Leah Sciabarrasi, D'Youville College, NY

"Dispelling Three Common Myths about Course Assessment: Is Assessment a Waste of Resources?" Charles J. Wigley, Canisius College

"Equivocality in Reducing Equivocality: Treating Assessment Procedures & Practices with Flexibility" Corey Jay Liberman, Marymount Manhattan College

"Recurring Opportunities and Challenges Embedded in Implementing Assessment" Sally Vogl-Bauer, University of Southern Indiana

Assessment practices have been implemented nationwide using a variety of methods for achieving or not achieving various goals and objectives. Faculty and administrative resilience in implementing assessment practices and procedures are discussed in detail for their (occasional) usefulness and (occasional) uselessness by the experienced panelists. Each presenter will provide attendees with a meaningful handout that supports each author's contention, as apposite, that assessment is an exercise in resiliency that offers both promise and problems. The exercise may often be fruitful, but assessment procedures and practices sometimes lead to a barren path.

3:00 PM to 4:15 PM

Research-In-Progress

Sponsor: Interpersonal Communication

Chair: Katie Neary Dunleavy, La Salle University

Authors:

Michelle Matter, Colorado State University

Erin Sheila Craw, Chapman University

Kelly Matheney Weikle, Ohio University

Heather Lorraine Matthys, Ohio University

Meara Faw, Colorado State University

Elizabeth Glowacki, Northeastern University

Steve Granelli, Northeastern University

Respondent: John A Courtright, University of Delaware

This panel is for Research-in-Progress and will highlight research on the forefront of our discipline.

Erin S. Craw, Chapman University, "Mental Health-Related Conversations with First Responders: Exploring the Experiences of Their Spouses"

Kelli Weikle, Ohio University; Heather Matthys, Ohio University, "Work-Family Boundaries during the COVID-19 Pandemic"

Michelle Matter, Colorado State University; Meara Faw, Colorado State University, "Social Support and Support Gaps"

Elizabeth Glowacki, Northeastern University; Steve Granelli, Northeastern University, "Communicating with Non-Academic Audiences"

3:00 PM to 4:15 PM

The New Normal: How Technology Use Has Changed Over the Last 5 Years (Since the Beginning of 2020)

Sponsor: Communication Technology

Chair: Carolyn Lagoe, Queens University of Charlotte

Respondent: Archana Krishnan, University at Albany, State University of New York

"Rolling with advantage: Dungeons & Dragons and virtual tabletops" Gerard Jalette, University of Rhode Island

"Social networking: changing motives and hobby adoption during the pandemic" Eric Langstedt, Mount Saint Mary College
 "Streaming video usage in uncertain times" Joanne Mundorf, University of Rhode Island
 "Zooming through 2020: Changes in video conferencing" Norbert Mundorf, University of Rhode Island

This panel will focus on recreational uses for new media as the panelists discuss the pandemic's influence on how we use social media, how much video we're streaming, what we're watching for entertainment, how technology facilitates tabletop role-playing games online, and how we're using video conferencing for social gatherings. Panelists will make sure that they are un-muted before summarizing recent research studies and industry reports, along with discussion of research-in-progress and user interviews.

3:00 PM to 4:15 PM

Virtual Games as Communal Media: Cultivating Resilient Communities Through Distanced Play

Sponsor: Media Ecology (Affiliate Organization)

Chair: Erik Garrett, Duquesne University

Respondent: Erik Garrett, Duquesne University

"COVID & Dragons: The New Dungeons & Dragons Outbreak in Virtual Spaces" Christopher Stuart, University of North Carolina, Wilmington

"Islands in the Stream: Understanding Animal Crossing as Virtual Commonplace" Kati E. Sudnick, University of North Carolina Wilmington

"Sports & Video Games: The Importance of Maintaining Community Ties Through Play" Abbey McCann, Duquesne University

"Tabletop roleplaying in a digital age: A field approach" Austin D Hestdalen, Duquesne University

Focusing on the ecologies of gaming situated within digital media, this panel provides strong foundations for considering the systematic and rules-based operations of online and tabletop gaming as environments running counter to the ecologies of digital media, exploring new possibilities for uniting forms of communication within and beyond digital formats. This conflict provides freedom to explore and pragmatically operate within tensions of virtual and actual, digital and analog, and individual and collective practices of communication.

3:00 PM to 4:15 PM

World War II, American Slavery, and a Burning Ghost Town: Exploring the Construction of Public Memory

Sponsor: James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference

Chair: Beth Michalec, Penn State Lehigh Valley

Respondent: Brent Allen Saindon, Mercy College

"Where Hands Touch" and its Impact on the Public Memory of World War II" Sunnie Nicole Renee Jones, Penn State University - Schuylkill Campus

"Remembering Harriet Tubman: A Rhetorical Analysis of the 2019 Film "Harriet" through Public Memory" Dominique H Hughes, Penn State University - Schuylkill Campus

"A Burning Ghost Town or a Fun, "Safe" Place for the Family?: A Rhetorical Analysis of Centralia" Lexi Johns, Penn State University - Schuylkill Campus

These competitively selected papers rhetorically analyze the the public memory of the Holocaust, American slavery, and the abandoned town of Centralia, Pennsylvania.

3:00 PM to 4:15 PM

"Resilient Rights and Ethics": The Social Media Law And Ethics Roundtable

Sponsor: Communication Law and Ethics

Chair: Susan Drucker, Hofstra University

Presenters:

Kristie Byrum, Bloomsburg University of Pennsylvania

Thomas R Flynn, Slippery Rock University of Pennsylvania

Dale Herbeck, Northeastern University

Brian McFadden, Hofstra University

Jeffrey Morosoff, Hofstra University

Douglas C. Strahler, Slippery Rock University of Pennsylvania

Martin Wallenstein, John Jay College

Each year we have invited a distinguished panel of scholars from diverse areas of our field to react to hypothetical cases. Our future, both civic and personal, is intertwined with social media. The ethical and legal limits of free expression in this new media landscape are beginning to emerge both domestically and internationally. Social media space presents a staggering breadth of matters to consider: privacy, copyright and trademark, along with defamation, privacy, harassment, stalking, contracts, advertising, censorship issues, to name a few. A fundamental issue of "who regulates social media" has increasingly arisen. Myriad standards of professional ethics command compliance in order for various media industries to function. This roundtable will address the scope and nature of this newly developing media environment. This panel will examine a series of legal and ethical issues raised by (1) data breaches (2) deepfakes (3) legal implications of reposting (4) trolls and doxing, and (5) expanded opportunities for law enforcement.

4:30 PM

4:30 PM to 5:45 PM

City Stories: Resilience and Rhetoric

Sponsor: Rhetoric and Public Address

Chair: Theodore Sheckels, Randolph-Macon College

"Cultivating Resilience and Social Change in Greensboro, North Carolina" Roy Schwartzman, University of North Carolina, Greensboro; Chris Poulos, University of North Carolina, Greensboro; Jenni Simon, University of North Carolina, Greensboro; Marianne LeGreco, University of North Carolina, Greensboro; Cris Damasceno, University of North Carolina, Greensboro; Etsuko Kinefuchi, University of North Carolina, Greensboro; Spoma Jovanovic, University of North Carolina at Greensboro

"From Renaissance to Resilience: Detroit's Community Rebuilding Measures" Michael Smith, LaSalle University

"Gentrification in Washington, DC: Must Resilience Mean Removal?" Theodore Sheckels, Randolph-Macon College

"Resilience and Remembrance at New York's World Trade Center Site" Carl T Hyden, Morgan State University

The stories of American cities are rhetorical ones: an exigence prompts action, and action is accompanied by words in favor of and sometimes against what the city in question is doing. The conclusion to which these city stories aspire is usually thought to be a positive one, but that positioning may itself be a rhetorical construction. These and other rhetorical dimensions are explored in four very different case studies focusing in Detroit, Michigan; New York City; Greensboro, North Carolina; and Washington, D.C. Standing back from the four case studies one sees rhetoric as a means to ends of different sorts but also sees the resilient urban spaces as profoundly rhetorical statements touching on the various meanings the city possesses in American life.

4:30 PM to 5:45 PM

Covering the Campaigns from Keene to Concord: A Faculty Guide to Experiential Learning and Presidential Primary Politics

Sponsor: Political Communication

Chair: Lindsay M. McCluskey, State University of New York, Oswego

Presenters:

Michael Riecke, Assistant Professor

Catherine Loper, Visiting Assistant Professor, SUNY Oswego

In February 2020, the roundtable participants took eight students to New Hampshire to cover the Presidential Primary. Before joining academia, two panelists worked professionally with backgrounds in local, state, and national news producing and reporting and one worked in local political and governmental public relations. These backgrounds regularly inform their teaching and informed their approach to creating and executing this experience for their students.

4:30 PM to 5:45 PM

Examining Health Communication Issues in Unique Audiences: The Role of Theory and Methods

Sponsor: Health Communication

Chair: Erin Sheila Craw, Chapman University

"Academic Beliefs and Prescription Stimulant Misuse among College Students: Investigating Academic Locus of Control, Grade Orientation, and Academic Entitlement" Sara LaBelle, Chapman University; Tayah Renea Wozniak, Chapman University

"Weight Communication: How do Health Professionals Communicate About Weight with their Patients in Primary Care Settings?" Stephanie Aboueid, University of Waterloo; Rukhsana Ahmed, University at Albany, SUNY; Monika Jasinska, Griffith University; Catherine Pouliot, University of Ottawa; Billie Jane Hermosura, University of Ottawa; Ivy Bourgeault, University of Ottawa; Isabelle Giroux, University of Ottawa

"Message Themes Identification and Modeling: Application of the the Information, Motivation and Behavioral Skills (IMB) Model." Jean Claude Kwitonda, Howard University

This competitive paper session examines how to advance theory in health communication and incorporate different methodologies into understanding communication patterns among college-age students, physician-patient communication and rural/urban populations. Papers offer insights on how to use theory in health communication efforts or develop sound methodology techniques to analyze participant comments.

4:30 PM to 5:45 PM

Resilience: 78 Years of General Semantics Publishing

Chair: Susan Drucker, Hofstra University

Presenters:

Corey Anton, Grand Valley State University

Thom Gencarelli, Manhattan College

Michael Plugh, Manhattan College

Lance Strate, Fordham University

The Institute of General Semantics offers publications and, perhaps more importantly, a publication venue for scholars who study communication, media, human symbolic systems in general, the relationship among language, thought, and mind, technology, culture, and the like. The Institute's journal ETC: A Review of General Semantics is now in its 78th consecutive year of publication. The Institute's publishing arm, The New Non-Aristotelian Library, each year publishes all manner of books in our discipline, as well as the occasional book of poetry.

This roundtable panel includes the President of the Institute of General Semantics, the President of the New York Society for General Semantics, the Editors of the New Non-Aristotelian Book Series, and the Editor of ETC. to talk about our publications and publication series, and to speak with people who might be interested to publish with us.

4:30 PM to 5:45 PM

Resiliently Fighting Against Social Injustice: A Round Table Discussion on How Interpersonal Communication Professors Can Take a Stand

Sponsor: Interpersonal Communication

Chair: Mary E. King, Bloomsburg University

Presenters:

Jennifer Owlett, William Paterson University
Sara Trask, McKendree University
Rhiannon Kallis, The University of Akron
Kai Kuang, Bloomsburg University of Pennsylvania
Natasha Brown, Indiana University Northwest
Shavonne Shorter, Bloomsburg University

Arguably the most important component of interpersonal communication lies in how we treat one another based on our identities. Nationally there is tension surrounding affirming that people of difference often receive exclusionary, hostile, and harmful treatment as they interact with people one-on-one. As professors we unequivocally condemn any acts of social injustice and vow to work to promote equity and access for all. We will discuss how we are joining the fight against social injustice.

4:30 PM to 5:45 PM

The 2020 ECA Distinguished Teaching Fellows: A Discussion About Pedagogy and Resiliency

Chair: Sara C. Weintraub, Regis College

Presenters:

Kerry Byrnes-Loinette, Collin College
Sean M Horan, Fairfield University
Corey Jay Liberman, Marymount Manhattan College
Annette Madlock Gatison, Liberty University
Rebecca M. Townsend, University of Hartford
Susan Ward, Delaware County Community College

This panel will feature a conversation with the 2020 ECA Distinguished Teaching Fellows. All are invited to this special event to hear about their work and how it addresses the conference theme of resiliency.

4:30 PM to 5:45 PM

The Guts and Glory of starting an Ambassador Program in a Communication Program at a State University.

Sponsor: Short Course

Presenter:

Donell C. Murray, Morehead State University

In this course, I will explain the creating and conducting of a current student ambassador program and the benefits in recruiting current and future students into one of our communication majors. Participants will learn the importance of creating and maintaining such a program for the continued health and growth of the communication department. The attempted results are an increase in student numbers, future communication students realizing there is a major they can be successful in now and in the future and new university students realizing there is a major such as communication.

4:30 PM to 5:45 PM

The "Agenda-Spin" Method in Political Rhetoric

Sponsor: Short Course

Presenters:

D.L. Stephenson, Western Connecticut State University
Richard Eugene Vatz, Towson University

This short course "Teaching Persuasion: A Revolt," focuses on the process of how speakers, writers, and communicators of all kinds create and/or reject agendas and frame and spin facts and events in order to shape public perceptions and opinions. Public discourse, to be an actual influence, must be persuasive, not only getting across one's particular chosen points-of-discussion and points-of-view but also facilitating the kind of discourse that can resolve (or create) problems, reconcile differences, and/or find solutions. Persuasion is always grounded in some world view, some ideological perspective, regardless of the politics of the communicator, no matter the agenda, politics, or motives of those who have stakes in controlling public discourse. The Agenda/Spin model of rhetorical analysis analyzes the agenda of persuaders, that is, simply put, what we talk about and don't talk about, and the intended perspective or "spin." Spin is always a matter of what is considered to be at stake and controlling the meanings of different events for different audiences. There is an objective world that is undeniable, but social and cultural life is not simply about observable, so-called objective realities, it is a world in which human beings create topics of deliberation and struggle to contest and change the meanings therein. This course teaches the audience how to analyze the agenda and spin of political persuaders with special emphasis on the Presidential election of 2020.

6:00 PM

6:00 PM to 6:30 PM

Newcomers and Student Welcome

Chair: Katherine S Thweatt, State University of New York, Oswego

Presenters:

Amanda G McKendree, University of Notre Dame
Stacy M Smulowitz, University of Scranton
Pamela Lannutti, Widener University
Leeanne M Bell McManus, Stevenson University
Jennifer Waldeck, Chapman University

7:00 PM to 8:00 PM

Fireside Chat: Roger Bolton, President, Arthur W. Page Society

Roger Bolton is the president of the Arthur W. Page Society, the premier professional association for senior corporate communications executives. Members include the chief communications officers of the world's major corporations, the CEOs of the most influential public relations agencies and leading academics from select business and communications schools.

Bolton is also a trustee and a past chairman of the Page Society. He has co-chaired the Thought Leadership Committee, which is working to help global companies build trust in a rapidly changing global operating environment. He has been named one of the Top 100 Thought Leaders in Trustworthy Business Behavior by Trust Across America, a program of Next Decade, Inc.

Previously, he served as senior vice president of communications at Aetna, a \$35 billion provider of health care benefits, with responsibility for all internal and external communications, advertising, brand management and corporate public involvement. He also chaired Aetna's Council for Organizational Effectiveness – a group of senior executives responsible for helping the company achieve high performance through culture change – and served on the board of the Aetna Foundation.

Before Aetna, Bolton was IBM's director of corporate media relations and director of communications for the IBM server and software groups.

Prior to his business career, Bolton served as assistant secretary of the Treasury for public affairs under President George H.W. Bush, assistant U.S. trade representative for public affairs in the Executive Office of the President under President Reagan, and special assistant to President Reagan in the White House, with responsibility for the president's relations with business and labor. He is a recipient of the U.S. Treasury Distinguished Service Award.

Bolton is a member of the board of the Josephson Institute of Ethics and of advisory boards of the Yale Center for Faith & Culture, the Arthur W. Page Center for Integrity in Public Communication at Penn State University, and the Baruch College MA in Corporate Communication Program. He is a deacon of the Congregational Church of New Canaan, Connecticut.

8:00 PM

8:00 PM to 9:00 PM

12 Step Meeting**Friday
March 26, 2021**

8:00 AM

8:00 AM to 8:45 AM

Business Meeting: Communication and Technology

Chair: Daniel Hunt, Worcester State University

8:00 AM to 8:45 AM

Business Meeting: Communication Law and Ethics

Chair: Jason Zenor, SUNY-Oswego

8:00 AM to 8:45 AM

Business Meeting: Health Communication

Sponsor: Health Communication

Chair: Julie E. Volkman, Bryant University

Presenters:

Nicole Hudak, Ohio University

Kelly Daily, La Salle University

This is the business meeting for the Health Communication Interest Group.

8:00 AM to 8:45 AM

Business Meeting: Instructional Communication

Chair: Steve Granelli, Northeastern University

8:00 AM to 8:45 AM

Business Meeting: Philosophy of Communication

Chair: Ryan P McCullough, West Liberty University

8:00 AM to 8:45 AM

Business Meeting: Political Communication

Chair: Colin Kearney, Bellarmine University

8:00 AM to 8:45 AM

Business Meeting: Theory and Methodology

Chair: Susan Mancino, St Mary's College

9:00 AM

9:00 AM to 10:15 AM

Advertising and the End of the World

Sponsor: Media Communication

Chair: Brian J Snee, University of Scranton

Respondent: Cheryl A Casey, Champlain College

"It's Alive! The Condemnation of Creation in Artificially Intelligent Social Media Advertising" Stacy M Smulowitz, University of Scranton; Brian J Snee, University of Scranton

"Not Seeing It: Image, Emotion, and the #AloneTogether Ad Campaign" Holly Avella, Rutgers University

"The Lincoln Project, Clear and Present Danger and the Threat of the Trump Presidency" Grant Cos, Rochester Institute of Technology

This panel explores visual strategies in multiple genres of advertising at a bizarre and terrifying cultural moment when mediated communication has almost entirely replaced face-to-face communication. This panel thus sits at the crossroads of multiple genres, and it explores the power of mediated images at a time when symbolism may have unprecedented power and when mediated visuals are the only communication that citizens and consumers are not afraid to engage.

9:00 AM to 10:15 AM

Competitively Selected Papers in Philosophy of Communication

Sponsor: Theory and Methodology

Chair: Matthew P. Mancino, Indiana University South Bend

"Challenges to Gaining Access to Research Subjects During the Multiple Crises of 2020" Kimberly Meltzer, Marymount University; Abigail Vazquez Rosario, Marymount University

"Is there a Matilda Effect in Communication Journals?" Thomas Hugh Feeley, University at Buffalo; Zhuohui Yang, University at Buffalo

"Probabilistic Negligibility: Confirming Negligible Relationships by Statistical Induction" Charles J. Wigley, Canisius College

"Rhetorical Crisis and Corporate Resilience" Michael R. Kearney, Duquesne University

"Using Service Ethnography to Enter a Community" Erik Garrett, Duquesne University; Inci Ozum Sayrak, Duquesne University; Khaddijah Pettus, Duquesne University

These papers were competitively selected and demonstrate a variety of approaches to communication theory and methodology applied to a wide range of contexts.

9:00 AM to 10:15 AM

Family Communication and Relationships During the Covid-19 Pandemic

Sponsor: Interpersonal Communication

Chair: Erin Brummett, Bloomsburg University

Respondent: Mary E. King, Bloomsburg University

"Changes in Family Communication during the Covid 19 Pandemic Quarantine" Daniel H. Mansson, Penn State Hazleton

"The Impact of Interpersonal Expectancies on Family Experiences During the COVID-19 Global Pandemic" Nicole Blau, Ohio University Lancaster; Melissa Rizzo Weller, College of Wooster

This panel examines family relationships and the communicative challenges and opportunities encountered during the Covid-19 pandemic.

9:00 AM to 10:15 AM

Mass Communication Variety: From Video Editing to Perceptions of News Media

Sponsor: Media Communication

Chair: Lukas Pelliccio, Lincoln University

"Flattening Film: Premiere, Platformization, and the Shifting of Color Consciousness in Video Editing Practice" J.D. Swerzenski, UMass-Amherst; Brendan M McCauley, University of Massachusetts Amherst

"Use, Reliance, and Credibility perceptions of News Platforms among International Saudi Arabian Students" Yazeed A Aljasser, Indiana University of PA

In this paper panel, presenters discuss a variety of topics that embody the range of topics covered in the Media Division and Mass Communications.

9:00 AM to 10:15 AM

Pandemic Pandemonium: Best Practices for Shifting Courses to Online and Distance Learning

Sponsor: Community College
Chair: Nancy Willets, Cape Cod Community College
Presenters:
Jessica Papajcik, Stark State College
Jenny Warren, Collin College
Rita Rosenthal, Boston College

As most colleges shifted to remote and online learning over the past year, decisions had to be made about which courses could and should be rapidly developed for remote and online consumption. Presenters on this panel possess a wide range of experience developing courses – some of which they were previously convinced would not be suited outside of the traditional classroom. Multiple formats will be discussed including remote, online/traditional hybrid, and fully online. Best practices for specific courses as well as general best practices for facilitating a successful academic experience will be discussed at length.

9:00 AM to 10:15 AM

Research Session: Interpretive Inquiry

Presenters:
Ronald C. Arnett, Duquesne University
Janie Harden Fritz, Duquesne University
Leeanne M Bell McManus, Stevenson University

This session explores interpretive inquiry as a form of qualitative research in communication.

9:00 AM to 10:15 AM

Top Competitive Papers in Instructional Communication

Sponsor: Instructional Communication
Chair: Steve Granelli, Northeastern University
Respondent: Kristen Campbell Eichhorn, State University of New York, Oswego
"From Student-to-Student Confirmation to Student Self-Determination: A Peer-Centered Model of Self-Determination Theory in the Classroom" Matt Shin, West Virginia University; Zac Johnson, California State University, Fullerton
"The impact of classroom confirmation on college students' academic self-efficacy and intent to persist with their education: A mediation analysis" Zac Johnson, California State University, Fullerton; Sara LaBelle, Chapman University
"What Matters Most? A Prioritization of Medical Students' Preferences for Effective Teaching" Kevin C Knoster, West Virginia University; Alan K Goodboy, West Virginia University; Matthew M. Martin, West Virginia University; Alan Thomay, West Virginia University

This panel features the top three competitively selected papers submitted to the Instructional Communication Interest Group. Topics covered in these papers include self-determination theory in the classroom, the impact of classroom confirmation on college students' academic self-efficacy, and medical students' preferences for effective teaching. Together, these papers explore myriad contexts and exciting applications in instructional communication research.

10:30 AM

10:30 AM to 11:45 AM

A Dummies Guide to Implementing OER in Communication Curriculum

Sponsor: Short Course
Presenters:
Aura Lippincott, Western Connecticut State University
MaryAnn Murtha, Western Connecticut State University and Naugatuck Valley Community College
Caroline Waldbuesser, Western Connecticut State University

This short course will focus on locating, evaluating, and implementing OER, including OER adaptation and creation. Participants will also learn about OER assessment strategies. Specifically, we will go over repositories to find OERs and apply evaluation rubrics to specific OERs. We will discuss licensing considerations when adapting and creating OERs. Participants will leave the session with sources and strategies to replace and supplement high cost commercial texts with high quality, affordable materials in their courses.

10:30 AM to 11:45 AM

Asynchronous Public Speaking: Can Anyone Hear Me?

Sponsor: Community College
Chair: Laura Dawn Morrison, College of the Albemarle
Presenters:
Josh Matthews, Pitt Community College
Alexander Patti, Sandhills Community College
Jill Lettieri, College of the Albemarle
Laura Dawn Morrison, College of the Albemarle

This round table discussion includes insights and best practices from four panelists about creating a successful student experience in an asynchronous public speaking course. Presenters will demonstrate technology options as well as share student speeches created in their prototype online versions of the public speaking course. Parameters include types of speeches assigned, length, audience options, outlines, sources, and use of visuals. The round table will conclude with a discussion of the applications of public speaking assignments to prevent academic misconduct.

10:30 AM to 11:45 AM

Debate: Debate Proposition: "Resolved: Donald Trump's Policies in Contrast with the Democratic Platform and Nominees Warranted His Re-Election"

Chair: Richard Eugene Vatz, Towson University

Authors:

Rod Carveth, Morgan State University

Theodore Sheckels, Randolph-Macon College

J Kanan Sawyer, West Chester University of Pennsylvania

Tyrone Keys, The Keys Organization

Richard Eugene Vatz, Towson University

Debate Proposition: "Resolved: Donald Trump's Policies in Contrast with the Democratic Platform and Nominees Warranted His Re-Election."

Format

1st Aff--7 minutes

1st Neg--7 minutes

2nd Aff--7 minutes

2nd Neg--7 minutes

No Cross-Examination.

Rebuttals

1st Neg -- 5 minutes

1st Aff -- 5 minutes

2nd Neg -- 5 minutes

2nd Aff -- 5 minutes

Floor Speeches

15 minutes

Q+A with Debate Principals

12 minutes

Chair: Kanan Sawyer
Former President, ECA
West Chester University

Affirmative

RICHARD E. VATZ is professor at Towson University wherein he has been a Towson Distinguished Professor, the university's highest honor, and author of *The Only Authentic of Persuasion: the Agenda-Spin Model* (Third Edition; previously published by Kendall Hunt, McGraw-Hill: current publisher, LAD: 2019)

TYRONE KEYS is president of The Keys Organization, dealing in real estate, investment, insurance, and retirement and is the author of *Quantum Dawn*. He is well known as a frequent talk show guest on presidential and political matters on ABC and National Public Radio, particularly regarding the Trump Era.

Negative

THEODORE F. SHECKELS, the Charles J. Potts Professor of Social Science and Professor of English & Communication Studies at Randolph-Macon College, is author of *Cracked but Not Shattered: Hillary Rodham Clinton's Unsuccessful Campaign for the Presidency* (Lexington Studies in Political Communication)

ROD CARVETH is an Associate Professor of Strategic Communication at Morgan State University. He is the editor of three books, and 45 articles and book chapters, including a book chapter on how Donald Trump's tweets helps build the agenda of news coverage

10:30 AM to 11:45 AM

Exploring Film Through Rhetorical and Critical Analysis

Sponsor: James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference

Chair: Kasey Hudak, Penn State

Respondent: Matthew P. Mancino, Indiana University South Bend

"Connecting with and Learning from Meg, Jo, Beth and Amy: Public Memory, Burkean Identification, and the 2019 Film "Little Women"" Courtney Weikel, Penn State Schuylkill

""Don't Stop Me Now:" A Rhetorical Analysis of Public Memory in the 2018 Biographical Film "Bohemian Rhapsody"" Sophia Nicole Bates, Penn State Schuylkill

"It's Not Always Black and White: The Portrayal of Race from Opposite Perspectives in Film" Rory Hannon, University of Connecticut

These competitively selected papers analyze four different films through rhetorical and critical lenses.

10:30 AM to 11:45 AM

Future Professors Engaging Gen Z in the Basic Course Online Teaching During the COVID-19 Outbreak

Sponsor: Instructional Communication

Chair: Wei Sun, Howard University

Respondent: Monica L. Ponder, Howard University

"Activity Based Learning and COVID-19: An Overview on How to Motivate a Gen-Z" Aisha Powell, Howard University

"Classroom and Graduate Affect: Doing Work, or the Lack Thereof, during a Pandemic" Austin Miller, University of New Mexico

"Expressing Compassion and Vulnerability Within the Classroom" Fatima Albrehi, Wayne State University

"How Much Is Too Much? Teaching Online Students at the Crossroads of Instructor Abuse" Lionnell Smith, The University of Memphis

"Navigating the online learning environment as a graduate student instructor in times of crisis" Britney Gullede, Howard University

"Using Technology as a Comforting Tool During an Uncomfortable Time" Kapriatta Jenkins, Howard University

The outbreak of COVID-19 has forced the universities to transition to online learning environment. While faculty and students are facing challenges to this change, doctoral students, especially those who are graduate teaching assistants, are battling on both sides of teaching and learning. How do TAs engage Generation Z students during an online environment? Compared to the traditional classroom teaching, what strategies do they use in an online environment? How do TAs navigate the demands of their professional lives as student, researchers, instructors with the changes that exist within their personal lives? TAs from several universities will share their thoughts on this panel.

10:30 AM to 11:45 AM

Resiliency in Response to Knowledge, Memory, and Crisis

Sponsors: First Vice President's Programming; Rhetoric and Public Address

Chair: Brent Allen Saindon, Mercy College

Respondent: Timothy Barney, Associate Professor, University of Richmond

"Corporate Resilience During COVID-19: A Thematic Analysis of Corporate Webpages" Janelle Gruber, Penn State Schuylkill

"Hidden in Plain Sight: 'Fake News', Cognitive Mapping, and the Resilience of a Rhetoric of Ignorance" Guillermo (Gui) G. Caliendo, Ph.D., Temple University

"The Voice Beyond the Frame" Evelyn Wong, Northeastern University

Papers in this panel delve into issues at the intersection of rhetoric, memory, understanding, knowledge, and crisis. From examining collective memory in interpretation of photographs to unpacking fake news weaponized against Clinton in the 2016 election, this panel seeks to problematize and explore issues of truth in seemingly objective mediated forms. Furthermore, the panel extends its considerations into the crises brought forth by COVID-19 pandemic in corporate and academic contexts.

10:30 AM to 11:45 AM

Resilient Engagement: Overcoming 2020 Through Creative Community Problem Solving

Chair: Catherine J Bruns, University of Minnesota-Twin Cities

Respondent: Monica Evans, University of Minnesota-Twin Cities

"From Rural Grocery Stores to Gas Stations: Promoting the 2020 Census During COVID19 Pandemic" Jennifer T Edwards, Tarleton State University

"Pioneer Park Master Plan: Best Practices for Community Engagement" Catherine J Bruns, University of Minnesota-Twin Cities

"Right Wing Narratives on COVID-19 and Perpetuation of Health Disparities in Minorities" Esmail Esfandiary, Tuskegee University

"Sociality in Action: Chronicling Active Social Movements During a Pandemic" James Carviou, Missouri Western State University

Throughout 2020, communities across the U.S. have navigated unprecedented health, environmental, and racial injustice issues. To address these wicked problems, scholars have turned to a resilient approach that encourages equity-driven solutions to complex community issues. This panel contributes to this growing area of resilience scholarship by sharing positive, equitable, and creative solutions that are improving the lives of those most marginalized by 2020's problems, from COVID-19 to city planning to ongoing social justice movements.

10:30 AM to 11:45 AM

The 2019 ECA Distinguished Teaching Fellows: Overcoming Challenges in Uncertain Times

Chair: Sara C. Weintraub, Regis College

Presenters:

Leeanne M Bell McManus, Stevenson University

Timothy J. Brown, Queens University of Charlotte

Thom Gencarelli, Manhattan College

Star Muir, George Mason University

Keith Weber, Chapman University

Richard West, Emerson College

This panel features the 2019 ECA Distinguished

Teaching Fellows, who discuss how they have adapted their approaches to teaching and learning over this past year. Audience members will be invited to contribute their own reflections that will strengthen our key learnings for resilient pedagogy.

10:30 AM to 11:45 AM

The Art of Lying: Scholarly Perspectives on Mendacity

"Lying and Existential Trust" Ronald C. Arnett, Duquesne University

"An Increased Penchant for Prevarication: The Congress and the Presidency in an Era of Unparalleled Political Dishonesty" Mary L. Kahl, Penn State Behrend

"Lying Isn't a Problem in Interpersonal Relationships, Until It Is" Sally Vogl-Bauer, University of Southern Indiana

"Police Narratives and the News Media: A Repressive and Ideological Regime of Power and Knowledge" D.L. Stephenson, Western Connecticut State University

"The Mediation of Lying" Susan Drucker, Hofstra University; Gary Gumpert, Urban Communication Foundation

Through generations, we are admonished not to lie. The Ten Commandments are explicit. The past fifty years, however, have brought relativism to a new level. Cascading lies by politicians destroy trust in our political institutions. Religious institutions are racked by sexual and financial scandal. Corruption runs rampant in Corporate America. We need trust to build and maintain relationships with friends and family in the course of our lives. Our social, religious and political institutions are built on trust. We need a world in which we can trust the handshake of international agreements. This panel addresses our crisis of truth and relativism from differing scholarly perspectives.

10:30 AM to 11:45 AM

Top Three Papers in Health Communication

Sponsor: Health Communication

Chair: Julie E. Volkman, Bryant University

Respondent: Julie E. Volkman, Bryant University

"Why Do Some Americans Resist Mask Wearing and Social Distancing? An Analysis of Issue Importance, Message Fatigue, and Reactance regarding COVID-19 Messaging" Hannah Ball, Chapman University; Tayah Renea Wozniak, Chapman University

"Endurance: Embodied Resilience as a Material-Discursive Process During Health Crises" Caitlyn Jarvis, Purdue University

"College Athletes' Response to Athletic Trainers Recovery Plans: An Application of Psychological Reactance Theory" Rikishi T. Rey, Chapman University; Hannah Ball, Chapman University; Tess M. Buckley, Chapman University; Tayah Renea Wozniak, Chapman University; Erin Sheila Craw, Chapman University

This panel is a presentation of the top competitive papers in the Health Communication Interest Group.

12:00 PM

12:00 PM to 1:15 PM

Explorations of Nonverbal Communication in Dating, Debating, and Storytelling

Sponsor: James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference

Chair: Emily Abellon, University of Denver

Respondent: Corey Jay Liberman, Marymount Manhattan College

"Analyzing the Functions of Laughter on Blind Dates" Elizabeth Q. Fillo, Northeastern University

"Nonverbal Behavior in Adult-Child Storytelling Interactions" Alexandra Fryman, Northeastern University

"Eye Gaze Patterns in Response to Sexist Comments: An Analysis of the 2016 Presidential Debates between Donald Trump and Hillary Clinton" Rachael Ann Snodgrass, Northeastern University

From blind dates and storytelling to the 2016 Presidential Debates between Donald Trump and Hillary Clinton, this session of competitively selected papers will explore the diversity of nonverbal communication.

12:00 PM to 1:15 PM

G.I.F.T.S.: Great Ideas for Teaching Students

Sponsor: G.I.F.T.S. (Great Ideas for Teaching Students)

Chair: Susan Ward, Delaware County Community College

"Constructing Theory: A Puzzle-Making Approach to Theory-Driven Research" Casey Michael Stratton, West Virginia University

"Logo Match: A Branding Game made for the Zoom Classroom" Janelle Gruber, Penn State Schuylkill

"Meet Callista: An Innovative Introduction to Intersectionality" Stacey Peterson, Montgomery College

"Resiliency through extemporaneous delivery | Building muscle memory through planned conversation" Marcy Milhomme, Penn State

"The Interview: An exercise in Impromptu speaking, Interpersonal & Professional speaking, and Group work." Jenny Warren, Collin College

"You're hired, now get to work! Organizational Communication in Action." Nora E Radway, West Virginia University

"Leader, Confident, Economy, Dancer": Examining Speech Delivery and Credibility Using a SNL Character" Nancy Bressler, West Virginia Wesleyan College

In this competitively selected panel, presenters will share their authentic, unique, and innovative "Great Ideas" for teaching students. G.I.F.T.S. include activities, games, or simulations geared toward entry-level, undergraduate courses that can be completed in one class period or less and connect to specific communication skills, concepts, or theories relevant to the discipline.

12:00 PM to 1:15 PM

Measuring the Impact of Communication Research: Fostering Resilience in a Shifting Landscape

Sponsor: Theory and Methodology

Chair: Preston D Carmack, Duquesne University

Respondent: Annette Holba, Plymouth State University

"Communication Journals and the Quest for Open Access" Abbey McCann, Duquesne University; Michael R. Kearney, Duquesne University
 "The Legitimation Crisis of Higher Education in the Twenty-First Century: Exploring Podcasts as an Avenue to Measure Academic Impact" Matthew P. Mancino, Indiana University South Bend
 "Whose Intellectual Property Is It, Anyway? Academia.edu, ResearchGate, and the Role of Pre-prints in Obtaining Readership" Kati E. Sudnick, University of North Carolina Wilmington

This panel session explores emergent ethical and practical questions regarding the dissemination and impact measurement of academic research. What kinds of access models are being used by peer-reviewed journals? What are some of the ethical standpoints from which we can interpret questions surrounding intellectual property and its impact factor? What does it mean to "think otherwise" in terms of the format in which rigorous academic research is presented?

12:00 PM to 1:15 PM

Meeting the goals of students and instructors before, during, and after COVID-19

Sponsor: Instructional Communication

Chair: Michael Sollitto, Texas A&M University-Corpus Christi

Respondent: Candice Elaine Thomas-Maddox, Ohio University Lancaster

"Exploring Instructors' Rhetorical and Relational Goals During COVID-19" Victoria McDermott, University of Maryland; Drew T. Ashby-King, University of Maryland

"Exploring Introductory Communication Course Administrators' Relationship Management During COVID-19" Ashley N. Aragón, University of Maryland; Drew T. Ashby-King, University of Maryland

"Investigating Student Communication Behaviors as a Function of Assimilation" Jordan Atkinson, Missouri Western State University

"The Relationship of Student-to-Student Confirmation in the Classroom to College Students' Mental Health and Well-Being" Sara LaBelle, Chapman University; Zac Johnson, California State University, Fullerton

The four competitively selected papers on this panel represent evolving concerns and areas of inquiry in instructional communication research. By looking at the role of instructors and students in different classroom contexts and meeting the challenges brought on by COVID-19, these authors apply foundational instructional communication theory to the student teacher relationship and ask important questions about both the impact and responses to challenges facing the field. Together, these papers demonstrate the potential for instructional communication research to be applied to improve learning and education in the face of the unprecedented trials.

12:00 PM to 1:15 PM

Qualitative Research Design & Navigating the IRB: Let's Get it Started!

Presenter:

Sarah J. Tracy, Arizona State University

Presenter: Sarah J. Tracy, Professor, Hugh Downs School of Human Communication, Arizona State University

12:00 PM to 1:15 PM

Resilience in Leadership and Service: Communication Technology

Chair: Daniel Hunt, Worcester State University

Presenters:

Jennifer Gregg, University of Massachusetts, Boston

Paul Mihailidis, Emerson College

Meryl Perlson, Lasell University

Stephen Stifano, University of Connecticut

As communication technology continues to transform the university, academic leaders demonstrate resilience by electing to embrace or dismiss the features offered by digital platforms. Technology can foster collaboration and remove access barriers or they can limit participation and volunteerism. This panel will focus on adoption factors and how they impact departmental and university service. Panelists will share their experiences using technology while serving in academic leadership positions during the pandemic which has put communication technology at the center of every aspect of the university.

12:00 PM to 1:15 PM

The 2019 & 2020 ECA Distinguished Research Fellows: A Discussion About Research and Resiliency

Chair: Pamela Lannutti, Widener University

Presenters:

Timothy Barney, Associate Professor, University of Richmond

Timothy J. Brown, Queens University of Charlotte

Megan R. Dillow, West Virginia University

Christina M. Knopf, State University of New York, Cortland

Thomas K Nakayama, Northeastern University

Lance Strate, Fordham University

This panel will feature a conversation with the 2019 & 2020 ECA Distinguished Research Fellows. All are invited to this special event to hear the Distinguished Research Fellows discuss their research and how it address, reflects, and manifests the conference theme of resiliency. Audience questions for these distinguished researchers are especially encouraged.

12:00 PM to 1:15 PM

The 2024 Republican Contenders: What Are They Saying Now?

Sponsor: Political Communication

Chair: Theodore Sheckels, Randolph-Macon College

Presenters:

Christopher Wernecke, Georgia State University

Tony Comer, Minnesota State University

Joe Cruz, Roanoke College

Carl T Hyden, Morgan State University

Theodore Sheckels, Randolph-Macon College

Everyone's attention is, of course, on the 2020 presidential election, but, at the same time Republicans campaign for the reelection of Donald Trump, many are also positioning themselves as possible 2024 nominees. What they say and how they situate themselves are worth attending to, and the proposed roundtable will do some, examining the anticipatory rhetoric of Vice President Mike Pence, Fox News commentator Tucker Carlson, Maryland Governor Larry Hogan, former South Carolina Governor and former UN Ambassador Nikki Haley, and South Carolina Senator Tim Scott. The roundtable format will almost certainly bring other possible nominees into the conversation: Cotton, Cruz, Rubio, Pompeo, Trump children. The focus will be on what their rhetoric is NOW in anticipation of 2024.

1:30 PM

1:30 PM to 2:45 PM

Competitive Papers in Intercultural Communication

"Identifying Barriers and Enablers for Home Reconstruction for Prevention of Chagas Disease: An interview Study in Rural Loja Province, Ecuador" Benjamin R Bates, Ohio University; Majo Tenezaca-Carrasco, Durham University; Angela M. Mendez-Trivino, Ohio University; Luis E. Mendoza, Ohio University; Claudia Nieto-Sanchez, Institute of Tropical Medicine, Antwerp; Esteban G. Baus, Pontifical Catholic University of Ecuador; Mario J Grijalva, Pontifical Catholic University of Ecuador & Ohio University

"Identifying Citizenship: Visual, Verbal and Material modes in an Inter-American Human Rights Commission Hearing for Missing Migrants" Caitlin Williams, Texas A&M University

"Reimagining Community and Strengthening Kizuna for Voluntary Submission: National Identity and Duties of Citizenship in Abe's Jishuku Centered COVID-19 Response" Megu Itoh, University of Maryland

"Systemic and Systematic Racism in America: Utilizing Social Identity Theory to Examine Ethnic Identity's Effect on the Understanding of the Black Lives Matter Movement" Isabella Sommer Pasquinelli Cato, Chapman University; Belle Catherine Jacobs, Chapman University; Lauren McNiff, Chapman University; Keith Weber, Chapman University

1:30 PM to 2:45 PM

ECA 2022 Planners Meeting I

Chair: Pamela Lannutti, Widener University

1:30 PM to 2:45 PM

ECA Nominating Committee

Chair: Leeanne M Bell McManus, Stevenson University

1:30 PM to 2:45 PM

Fostering Resilience through Praxis: Innovative Approaches to Integrated Marketing Communication

Sponsor: Applied Communication

Chair: Arshia Anwer, Manhattan College

"A Classroom Exploration of the Theoretical and Practical Implications of Consumer Response and Behavior" Jenna Lo Castro, Point Park University

"Self as Consumer: Learning About Consumer-Centricity Through Self Analysis" Allison Peiritsch, Slippery Rock University

"Translating Theory into IMC Practice: A Case Study in Effective Fear-Based Messaging" Thomas R Flynn, Slippery Rock University of Pennsylvania

"Warhol's Pop Art as a Lens for Integrated Marketing Communication" Rachel Kaplan, Pennsylvania State University, Fayette

"Pop Culture Wins: Using HBO's Succession to Illustrate Crisis Response Strategies" Robert Foschia, Penn State York

The notion of "fostering resilience" is a challenge that presents itself to instructors in various academic forms—from service to scholarship. However, it is perhaps most exemplified in the pedagogical decisions that instructors choose to help their students thrive despite challenges. This panel explores best practices and approaches for teaching Integrated Marketing Communication (IMC) in the classroom and argues that the preservation and growth of the discipline, as well as the success of our graduates, is contingent upon educators' willingness and dedication to link theoretical underpinnings with practical applications. Historically, IMC has been embraced as an ongoing process that is attentive to collaboration, responsiveness, and co-creation. This panel honors those ideas by presenting ways in which those very same principles can also help to foster resilience in IMC students through praxis-oriented classroom activities. A portion of the presentation will offer instructional takeaways.

1:30 PM to 2:45 PM

Global Discourses of Multimedia, New Media, and Mass Communication

Sponsor: Media Communication

Chair: Thom Gencarelli, Manhattan College

Respondent: Susan Drucker, Hofstra University

"Casing Media Coverage and Social Media Streaming of Beirut Deadly Explosion" Noura Ahmad Hajjaj, State University of New York at New Paltz
 "Social Media Perceptions of Diversity in the United States" Amanda Damiano, Marist College
 ""Bilkis and Narendra Modi: The Two Faces of India in Time's 100 Most Influential People"" Arshia Anwer, Manhattan College
 ""Malala Yousafzai: Trauma Survivor Performing Forgiveness"" Sakina Jangbar, St. John's University

This panel includes a group of experts exploring media coverage of diverse people in global contexts, including Muslims and Christians in the aftermath of Beirut's explosion, Bilkis and Narendra Modi in light of India's new cultural dimensions, Malala Yousafzai, the Pakistani activist and youngest Nobel Prize laureate, and perceptions of diversity on social media networks in the United States. Our findings examine cross-cultural power structures within the media industry, and address issues of controversial nature.

1:30 PM to 3:00 PM

James C. McCroskey & Virginia P. Richmond Undergraduate Scholars Conference Poster Session I

Sponsor: James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference

Chair: Jessica Papajcik, Stark State College

"Perceived Effectiveness of Teletherapy" Kira A Baran, SUNY Geneseo

"TikTok and College Students: A Study on Motivations and Short-Form Sharing" Mattie Updyke, University of Pittsburgh at Johnstown; Fiona J Knoster, University of Pittsburgh at Johnstown; Kaitlynn Hores, University of Pittsburgh at Johnstown

""Razzle Dazzle 'Em:" A Rhetorical Analysis of Facework in the Musical "Chicago"" Corinne Ellis, Penn State Schuylkill

"Excuse Me, Pardon Me" Anelise Allen, Northeastern University

"Well it is Broke but You Can't Fix it; A Reconstruction of the Argument Against Abolishing Gendered Pronouns" Sophia Axel, Northeastern University

""Let Love Shine:" Rawlins' Relational Dialectics and Friendship in the Musical "Kinky Boots"" Cassandra Ward, Penn State University - Schuylkill Campus

"To Show an Affirming Flame" Samantha Claire Lasky, Northeastern University

"Textual Analysis of College Students' Instagram Pictures, Captions, and Followers' Comments" Sudan Smith, Bowie State University; Shakira Miles, Bowie State University; Leia Wedge, Bowie State University

This poster session highlights competitively selected undergraduate student research from a diverse selection of communication contexts.

1:30 PM to 2:45 PM

New Jersey Communication Association

Chair: Todd Kelshaw, Monclair State University

1:30 PM to 2:45 PM

Pennsylvania Communication Association

Chair: Jill Burk, Penn State University- Berks

1:30 PM to 2:45 PM

Qualitative Coding and Data Analysis Basics: Forging a Path Through the Maze

Presenter:

Sarah J. Tracy, Arizona State University

This workshop will address:

- Organizing and preparing qualitative data for analysis.
- The value and distinctive features of Tracy's phronetic iterative qualitative approach
- Choosing a qualitative data analysis technology
- Primary level coding techniques such as open coding and in vivo coding
- Moving toward second level codes and interpretation

1:30 PM to 2:45 PM

Resilience through Communication in the Face of Disaster—Global Perspectives

Sponsor: Applied Communication

Chair: Patrice Buzzanell, University of South Florida

"High-risk Groups or Socially Vulnerable? Risk Communication Challenges Concerning COVID-19 in Germany" Alexander Fekete, TH Koeln University of Applied Sciences

"Interdependent Systems of Resilience: Publicly Promoting Resilience During and After COVID-19" Caitlyn Jarvis, Purdue University

"Resilience in the Face of Disaster: Beyond COVID-19" Norbert Mundorf, University of Rhode Island

"Resilience Tales of Three Pandemics: Banished from New York to Siberia with Dreams of Tampa" Evgeniya Pyatovskaya, University of South Florida

This panel examines how communicative resilience is built and strengthened in the context of disasters, including, but not exclusive to COVID-19. The panel incorporates global challenges and solutions from Germany and Russia. Authors also reflect on the experiences of first responders, and behavior change strategies are discussed which transcend COVID-19 and apply to future disaster preparedness. Social vulnerability overlaps or collides with factors attributed to risk groups for risk communication tailored to specific communities.

1:30 PM to 2:45 PM

Teaching Resilience Through a Gameful Instructional Approach

Sponsor: Short Course

Presenters:

Dana Rogers, Southern Connecticut State University
David John Petroski, Southern Connecticut State University

Gameful instructional practices motivate students, support achievement, and encourage resilient learning through navigating the unexpected. Utilizing game-like techniques such as specialized prompts, points, and wayfinding, the gameful learning approach disrupts expectations in the classroom and encourages alternative paths to knowledge acquisition. This short course introduces tenets of game-like executions that provide students with new ways to explore course content, cultivate critical inquiry, and develop the capacity to recover quickly from failure or the unexpected.

1:30 PM to 2:45 PM

The Last Trump Watch?—The Rhetoric of Reelection or Defeat

Sponsor: Political Communication

Chair: Richard Eugene Vatz, Towson University

"2020 Campaign Rhetoric and the Key Demographic" Richard Eugene Vatz, Towson University; Richard Eugene Vatz, Towson University

"Agenda-Spin and the 2020 Presidential Race" Richard Eugene Vatz, Towson University

"Herd Immunity Fest: Trump's Use of Herd" Paula Youra, University of Lynchburg; Theodore Sheckels, Randolph-Macon College; J Kanan Sawyer, West Chester University of Pennsylvania; Richard Eugene Vatz, Towson University

"Public and Political Angling for (and Against) the Impeachment that Eventually Happened" Richard Eugene Vatz, Towson University; Theodore Sheckels, Randolph-Macon College

Rationale

In 2020 the prospects out of context of a second term for President Trump seemed utterly dismal, as he has inarguably constituted the most polarizing presidency the United States has had in the last 100 years, at least. He never acquired majority support in any of the major polls leading into the election. Moreover, few disputed that his style was unpresidential and possibly unacceptably uncivil.

On the other hand, pre-COVID the economy and unemployment figures were indisputably positive, and the prospects of foreign policy successes with North Korea and China, and maybe even Iran, at least, looked promising. The Democrats seemed intent on grasping defeat from the jaws of victory by rhetorical and political preferences that pointed to presidential nominees who were either perceived by the center to the right as radically leftist, such as Vice Presidential nominee Sen. Kamala Harris or neurologically challenged nice-guy chameleon Vice President, Joe Biden.

This panel will examine the rhetoric of the 2020 Presidential Campaign and what changes might have affected the outcome.

3:00 PM

3:00 PM to 4:15 PM

Communication for Resilience: Social Media for Diverse Voices during the COVID-19 Pandemic

Chair: Wei Sun, Howard University

Respondent: Kimberly Moffitt, UMBC

"The (Mis)Information will not be Digitized: Social Media's Freedom of Speech Restrictions during the COVID-19 Crisis" Tiffany Thames Copeland, Montgomery College

"COVID-19: Forwarding Fear and Fallacies" Kimberly Eberhardt Casteline, Fordham University

"Technology and Health: How African Americans Use Social Media to Make Decisions About Their Health" Aisha Powell, Howard University

This panel will explore the following themes or other related issues to the COVID-19 pandemic: International and domestic media coverage of the public health threat; Social media usage in sharing information and creating communities; cultural behaviors, and health beliefs on coronavirus; online bullying or discrimination or stigmatization of patients, marginalized groups'/members' experiences in the pandemic.

3:00 PM to 4:15 PM

From Barr to Buttigieg; Rhetorical Analyses of the 2020 Political Cycle

Sponsor: Political Communication

Chair: Kristin English, Georgia College & State University

"Deconstructing John Bolton's Extremist Rhetoric on United States Foreign Policy" Divine Narkotey Aboagye, University of Maryland

"Pete Buttigieg's "Victory" Speech in Iowa: Burke's Rhetorical Anecdote and Soundbite Circulation" James Patrick Allan, Baylor University

"Republican Antipathy Toward Democracy and Voting Ontology" Logan S Spence, Ohio University

During 2020, various political figures including presidential candidates and cabinet members used various rhetorical devices to connect with constituents. From hope to fear to antipathy, this session will examine how three individuals, Pete Buttigieg, John Bolton, and William Barr played a role in 2020 through respective rhetorical analyses.

3:00 PM to 4:15 PM

Inspiring Resilience and Social Activism In Our Students Through Media Based Pedagogies

Sponsor: Short Course

Presenters:

Jack Banks, University of Hartford
Nancy Bressler, West Virginia Wesleyan College

In connection with ECA's theme, this short course examines how we can engage students in social and cultural awareness and civic action through the analysis and creation of media. With concerns such as slacktivism and hashtag activism for popularity, it considers how students can use media to address social issues. This course considers the opportunities of incorporating media to address larger pedagogical goals including media literacy, active learning, and critical thinking skills.

3:00 PM to 4:15 PM

Resilience Research in the ECA Journals and Conferences

Chairs: Stacy M Smulowitz, University of Scranton; Katherine S Thweatt, State University of New York, Oswego

Presenters:

Amanda G McKendree, University of Notre Dame
Benjamin R Bates, Ohio University
Nick Bowman, Texas Tech University
Stacy M Smulowitz, University of Scranton
Inci Ozum Sayrak, Duquesne University
Katherine S Thweatt, State University of New York, Oswego

3:00 PM to 4:15 PM

Teaching Fellows Business Meeting

Chair: Sara C. Weintraub, Regis College

3:00 PM to 4:15 PM

Top 3 Papers in the Applied Communication Division

Sponsor: Applied Communication

Chair: Mary E Donato, Buena Vista University

"Engagement with and Persuasiveness of HPV Vaccination Promotion Videos: An Examination of Narrative Engagement Theory" Rikishi T. Rey, Chapman University; Michelle Miller-Day, Chapman University; Erin Sheila Crow, Chapman University; Tess M. Buckley, Chapman University; Tayah Renea Wozniak, Chapman University; Suellen Hopfer, University of California, Irvine

"From What I've Heard, this is Really Bad: An Examination of Americans' Source Preferences and Information Seeking during the COVID-19 Pandemic" Kenneth Lachlan, University of Connecticut; Emily Hutter, University of Connecticut; Christine Gilbert, University of Connecticut; Patric R Spence, University of Central Florida

"Exploitative, Sensational, and Misinformed: Understanding how Veterans Consider News Coverage of America's Military" Hans C. Schmidt, Penn State University, Brandywine

Please join us to celebrate the top 3 papers in the Applied Communication Division.

3:00 PM to 4:15 PM

Top Competitive Papers in Rhetoric and Public Address

Sponsor: Rhetoric and Public Address

Chair: Abbe Depretis, Temple University

Respondent: Valerie Schrader, Penn State University - Schuylkill Campus

"On Display Eight Hours a Day: Gendering and Racializing Clerical Work during the early Cold War" Jennifer Keohane, University of Baltimore

"Nothing More Fleeting Than a Word": Theodore Parker on Transience and Permanence in Christianity" Eric Miller, Bloomsburg University

"Programming Prosopopeia: Nostalgic Machines of Hospitality" Kate Rich, University of Washington

This panel features the top three competitive papers in the Rhetoric and Public Address Interest Group.

3:00 PM to 4:15 PM

Top Papers in Interpersonal Communication

Sponsor: Interpersonal Communication

Chair: Mary E. King, Bloomsburg University

Respondent: Aimee E. Miller-Ott, Illinois State University

"Assessing the Effects of COVID-19 on Romantic Relationships and the Communal Coping Strategies Partners Use to Manage the Stress of a Pandemic" Hannah Jones, Rutgers University; Deborah B Yoon, Rutgers University; Jennifer Theiss, Rutgers University; Jorlanditha Austin, Rutgers University; Lauren Lee, Rutgers University

"Spousal Interference and Relational Turbulence during the COVID-19 Pandemic" Kevin C Knoster, West Virginia University; Heath A. Howard, West Virginia University; Alan K Goodboy, West Virginia University; Megan R. Dillow, West Virginia University

"Predicting Content Sharing Behavior on Social Media through Interpersonal Goals" Zena Toh, University at Buffalo; David Lee, University at Buffalo

This panel recognizes the top competitively selected papers in Interpersonal Communication.

3:00 PM to 4:15 PM

Top Papers of the James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference

Sponsor: James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference

Chair: Jessica Papajcik, Stark State College

Respondent: Linda L. McCroskey, California State University, Long Beach

"One Cel, Two Cel, Blackcel, Truecel: Language Creation in the Incel Community" Brooke Stanley, Northeastern University

"Our War Against the Virus: Analyzing Trump's Use of War Metaphors During Coronavirus Briefings" Sean Patrick Pauley, Alma College

"The Trap of Inclusion-Exclusion: Viola Davis, the #MeToo Movement, and the Mechanics of Resilient Feminist Narratives" Maria I Tsangarakis, Temple University; Guillermo (Gui) G. Caliendo, Ph.D., Temple University

These are the top-ranked competitively selected submissions to the James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference.

4:30 PM

4:30 PM to 5:15 PM

Business Meeting: American Society for the History of Rhetoric

4:30 PM to 5:15 PM

Business Meeting: Applied Communication

4:30 PM to 5:15 PM

Business Meeting: Communication Administration

4:30 PM to 5:15 PM

Business Meeting: Communication Traits

4:30 PM to 5:15 PM

Business Meeting: Interpersonal Communication

Sponsor: Interpersonal Communication

Chair: Mary E. King, Bloomsburg University

Presenters:

Candice Elaine Thomas-Maddox, Ohio University Lancaster

Elizabeth Glowacki, Northeastern University

Dana Borzea, Grand Rapids Community College

Erin Brummett, Bloomsburg University

Chair: Mary King

Vice Chair: Candice Thomas-Maddox

Secretary: Elizabeth Glowacki

EC Representative (term ending 2021): Dana Borzea

EC Representative (term beginning 2021): Erin Brummett

4:30 PM to 5:15 PM

Business Meeting: Interpretation and Performance

Chair: Elizabeth Yvonne Whittington, Prairie View A&M University

4:30 PM to 5:15 PM

Business Meeting: Kenneth Burke

Chair: Cem Zeytinoglu, East Stroudsburg University

4:30 PM to 5:15 PM

Business Meeting: Media Ecology

Chair: Jeffrey S Bogaczyk, Duquesne University

4:30 PM to 5:15 PM

Business Meeting: Rhetoric and Public Address

Chair: Heather M Stassen, Cazenovia College

4:30 PM to 5:45 PM

From Students to Subways: Ethnographic Experiences and Exploration

Sponsor: James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference

Chair: Elizabeth Shiller, Ohio University

Respondent: Maggie Williams, Northeastern University

"Education in the Time of Coronavirus: An Autoethnographic Study of an Undergraduate Student's Experiences in the Era of COVID-19" Adam Clayton Moyer, Penn State Schuylkill

"That's so Euro: International Students Communication Experiences at an American University" Caroline Kavanagh, Boston College

"There's Only 1 Train: All Aboard the Cosmopolitan Canopy from 242nd St. to South Ferry" Deirdre Mary Heavey, Manhattan College

The authors of these competitively-selected papers will highlight their observations of self during a global pandemic, international student's experiences communicating in a new socio-cultural environment, and the community of riders on New York City's 1 Train.

4:30 PM to 5:45 PM

Innovating Assessment: Crafting Public Speaking Assessments to Meet the Changing Needs of Higher Education

Sponsor: Instructional Communication

Chair: Lauren Lemley, Abilene Christian University

"Building Rubrics to Streamline Grading and University Assessment" Mary Carver, University of Central Oklahoma

"Increasing Assessment Consistency and Adjunct Support Through Tutorial Programs" Patty Wharton-Michael, University of Pittsburgh at Johnstown; susan m wieczorek, University of Pittsburgh at Johnstown

"Public Speaking Assessment for Online and Non-Traditional Students" Mary High, Penn State

"Scaffolding Delivery Assessment within the Gen Ed Curriculum" Emily Womble, Abilene Christian University; Alexandra Ritchie, Abilene Christian University

This panel discusses how innovations in public speaking assessment can help communication instructors and departments respond to higher education's increasing emphasis on outcomes, efficiency, and the general education curriculum. Specifically, panelists discuss how they have innovated assessments/assessment processes in response to the challenges resulting from university assessment requirements, assessing online and non-traditional students, assessing students with limited (or no) K-12 oral communication instruction, and increasing assessment consistency through greater inclusion of adjunct/contingent faculty.

4:30 PM to 5:45 PM

Qualitative Methods Provide Rich Understanding to Communicating Organizational Resilience

Sponsor: Organizational Communication

Chair: Robin Smith Mathis, Kennesaw State University

Respondent: Brian Richardson, University of North Texas

"Are the Olympics as Resilient as they Claim: Examining Fans' Perceptions of the Olympics and the Olympic Organization" Rikishi T. Rey, Chapman University; Zac Johnson, California State University, Fullerton

"Centering the Experiences of Marginalized Communities and People of Color in Environmental Justice Discourse. A Case Study of Climate Justice Alliance." christine nyawaga, wayne state university

"Training on Trial: A Cross-Examination of Organizational Culture and Management Approaches and Its Impact on Learning and Development" Casey Michael Stratton, West Virginia University

This session provides perspectives from an autoethnography, grounded theory, and a case study approach to understanding organizational resilience. In addition to the diverse research and theoretical lens, this session provides exploration in a variety of organizational contexts such as learning, training, perceptions, and climate.

The autoethnographic paper offers a critical view of how organizational affordances dictate managerial mindset and organizational culture, which in turn impacts organizational initiatives. The autoethnographic journey is performed as a metaphoric courtroom trial. It demonstrates the insatiable nature of proving a return-on-investment (ROI) for a corporate training initiative. Second, in this session, the authors will explain the perceptions of the Olympic organization from a grounded theory approach. Finally, the unfortunate reality of organizational climate reflecting our social, economic, political, and environmental effects is significant. This session will explore specifically the effects on marginalized and people of color and critically examine climate change from an environmental justice perspective and how it intersects with human rights and equity.

4:30 PM to 5:45 PM

Resilience in Forensics and Debate: The Collegiate Forensic Association Goes Virtual During Pandemic

Sponsor: Argumentation and Forensics

Chair: Theodore Sheckels, Randolph-Macon College

Presenters:

Emma K. Reilly, Randolph-Macon College

Robert C. Thomas, Arc Aspicio Consulting

Carl T Hyden, Morgan State University

Paula Youra, University of Lynchburg

Unable to convene traditional tournaments, the CFA hosted four virtual ones. The experience was, on the whole, successful, but there were quite a few issues. The panelists will talk about this example of resilience from four perspectives: tournament administrator, coach, judge, and undergraduate competitor.

4:30 PM to 5:45 PM

Resilience or Reification?: Using Media Artifacts to Analyze Gendered and Racialized Norms in Popular Culture

Sponsor: James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference

Chair: Katrina T Webber, University of Connecticut

"What About Pleasure (WAP)?: An Analysis of the Hypersexuality of Black Women" Zula Blair, University of Connecticut

"TERF Wars: Using Performativity Theory to Analyze the Impact of J.K. Rowling's Anti-Trans Tweets" Sarah Farney, University of Connecticut

"The Marvelous Mrs. Maisel': Examining Social Learning Theory and Standpoint Theory within a Conflicting Feminist Narrative" Laura Contreras, University of Connecticut

"Wakanda Forever: Analyzing Black Panther Using Social Learning and Gender Schema Theory" Isaiah Davis, University of Connecticut

"From Spongebob to Doc McStuffins: Exploring the Impacts of the Gender and Racial Evolution of Popular Cartoons" Katelyn Walsh, University of Connecticut

"I Find Your Lack of Representation Disturbing: An Analysis of the Racial and Gendered Evolution of Representation in Star Wars Films" Jake Otten, University of Connecticut

"A Critical Analysis of a Parent-Child Relationships and Gender Roles in BoJackman Horseman" Ellery Plansky, University of Connecticut

This discussion panel features seven undergraduates who took unique and creative approaches to an upper-level Gender and Communication course project, examining gendered and racialized stereotypes across popular media artifacts. Through overlapping behavioral, critical, and feminist frameworks, each panelist will add to the conversation, highlighting instances of empowerment and/or reestablishment of long-standing systems of oppression. Each presenter will be detailed, but brief, with the hope of starting a dialogue with the interdisciplinary expertise of audience members.

4:30 PM to 5:45 PM

Top Competitive Papers in Philosophy of Communication

Sponsor: Philosophy of Communication

Chair: Tiffany Petricini, Penn State University

"Philosophy of Communication Ethics and the Scottish Enlightenment: The Dark Side of Progress" Ronald C. Arnett, Duquesne University

"Sense and Ontology in Jacques Rancière's Dramatistic Rhetorical Theory" Jason Scott Andrews, Colorado Mesa University

"The True Burden of All Masters": Religious Communication Through the Eyes of Skywalker, Augustine, and Arendt" Christopher M Bondi, University of Louisiana Monroe

"Mapping MacIntyre as a Philosopher of Communication: Intersections with Merleau-Ponty, Hyde, Arendt, and Habermas" Natalia Wohar, Duquesne University

"Unflinching Paradigmatic Analysis (?): Greta Thunberg through the lens of Afro-Pessimism" Kristopher A Samuel, James Madison University

These top competitive papers in the Philosophy of Communication explore the various intersections of philosophical approaches to communication in ways which mark resiliency.

6:00 PM

6:00 PM to 8:00 PM

Wine and Spots

Chair: Kimberley Hannah-Prater, Community College of Baltimore County

7:00 PM

7:00 PM to 8:00 PM

Fireside Chat: Ronald L. Jackson II, Professor of Communication, University of Cincinnati

Dr. Ronald L. Jackson II was awarded the 2020 Distinguished Scholar Award from the National Communication Association in November 2020, a prestigious lifetime research achievement award. He is Past President of the National Communication Association, Dean Emeritus of the College of Arts & Sciences at University of Cincinnati, Past Co-editor (with Kent Ono) of Critical Studies in Media Communication, and previous winner of the coveted Comic-Con International's Will Eisner Award for Best Academic Scholarly Work. His research explores empirical, conceptual, and critical approaches to the study of race, masculinity, identity negotiation, whiteness, and Afrocentricity. He is author of 17 books, including his most recent book (with Amber Johnson, Michael Hecht, and Sidney Ribeau) entitled African American Communication, and the well-received anthology Gladiators in Suits: Race, Gender, and Politics of Representation in Scandal, with Simone Adams and Kimberly Moffitt. He also is co-writing (with Tina Harris) a public speaking book to be published by Oxford University Press. The book will likely debut in 2021.

8:00 PM

8:00 PM to 9:00 PM

12 Step Meeting

Saturday

March 27, 2021

8:00 AM

8:00 AM to 8:45 AM

Business Meeting: Argumentation and Forensics

Chair: Robert J Green, Bloomsburg University

8:00 AM to 8:45 AM

Business Meeting: Community College

Chair: Jessica Papajcik, Stark State College

8:00 AM to 8:45 AM

Business Meeting: Institute of General Semantics

Chair: Thom Gencarelli, Manhattan College

8:00 AM to 8:45 AM

Business Meeting: Intercultural Communication

Chair: Rukhsana Ahmed, University at Albany, SUNY

8:00 AM to 8:45 AM

Business Meeting: Media Communication

Chair: Lukas Pelliccio, Lincoln University

8:00 AM to 8:45 AM

Business Meeting: Nonverbal Communication

Chair: Caroline Waldbuesser, Western Connecticut State University

8:00 AM to 8:45 AM

Business Meeting: Organizational Communication

Chair: Robin Smith Mathis, Kennesaw State University

8:00 AM to 8:45 AM

Business Meeting: Voices of Diversity

Chair: Kathryn Hobson, James Madison University

8:00 AM to 8:45 AM

Past and Present Executive Directors

Chair: Stacy M Smulowitz, University of Scranton

9:00 AM

9:00 AM to 10:15 AM

A Whole New World?: Inquiring To What Extent Corporations Can Encourage Resilience When Engaging in Social Activism

Chair: Nancy Bressler, West Virginia Wesleyan College

Respondent: Jack Banks, University of Hartford

"Hi guys, welcome back to my channel it's your girl, Jackie Aina! Jackie, Jackie, Jackie, Jackie, Jackie, Jackie, Jackie, Jackie, Jackie, Jackie, Jackie, Jackie, Jackie, Jackie":

A Textual Analysis of How YouTube is Affecting Social Change and Discussions of Social Issues" Amber Byrd, University of Hartford

"Can 'The Chosen One' Save Us?: Examining How LeBron James Inspires Resilience" Dana Young, West Virginia Wesleyan College

"Step Aside Prince Ali, This Princess Won't Go Speechless: Questioning the Remake of Aladdin" Kaitlin Shields, Wheeling Jesuit University

"To open ourselves to the unknown, not the end of the story, but a new beginning": How Jordan Peele Inspires Resilience in The Twilight Zone" Nancy Bressler, West Virginia Wesleyan College

Taking its cue from the ECA theme "Resilience", this panel explores how social justice issues are discussed, challenged, and transformed through a variety of media platforms. Disney movies, news broadcasts, YouTube personalities, and online streaming content strive for viewers to buy their products, tune into the broadcasts, and subscribe to their online services. Yet this panel questions how these capitalist corporations frame and foster discourse about social justice issues related to race and gender.

9:00 AM to 10:15 AM

Big Tech, Big Power, Big Problems: Comprehending (and Teaching) Big Tech's Unfathomable Influence over Human Communication.

Sponsor: Short Course

Presenter:

Thomas R Flynn, Slippery Rock University of Pennsylvania

Digital media transformed human communication, expanding the reach of social connections and providing marketers with messaging capabilities previously unimagined. The rapid consolidation of the digital communication environment by Big Tech giants, however, has produced growing criticism and concern. While instructors may feel they lack the background to teach the negative social influence of digital media, this workshop provides an understanding of relevant technology, law and communication theory to provide the tools necessary for effective instruction.

9:00 AM to 10:15 AM

Making Your Presence Known: Innovative Practices for Nonverbal Immediacy in the Online Classroom

Sponsor: Community College

"Being Immediate in a Seemingly Non-immediate Environment: Translating Classroom Nonverbal Immediacy Behaviors to Online Teaching" Sara C. Weintraub, Regis College

"Effective On-line Feedback: Moving Away From a Top-down Protocol Toward a More Dialogic Approach" Jenny Warren, Collin College

"Infusing Immediacy Through Audio: Using Podcast-style Lectures to Combine Paralinguistics With Narrative in an Online-only Course" Steve Granelli, Northeastern University

"Mind the Design: Using Effective Formatting to Shrink the Distance Between Instructor and Student in the Online Classroom" Susan Ward, Delaware County Community College

"Using Chronemics to Enhance Perceptions of Immediacy in the Online Classroom" Kerry Byrnes-Loinette, Collin College

Nonverbal behavior has been shown to decrease the psychological distance between people. How these behaviors are enacted in the online classroom are of particular importance given that they influence students' engagement in the course and their perception of the instructor. This session focuses on ways in which instructors can effectively use nonverbal immediacy behaviors such as response time, tone, aesthetics, and feedback to make their presence known in the online classroom.

9:00 AM to 10:15 AM

Mentoring – Resilient Perspectives on the Mentor/Mentee Relationship

Sponsor: Instructional Communication

Chair: Dawn Pfeifer Reitz, Penn State University, Berks College

Respondent: Jane Pierce Saulnier, Emerson College

"Building upon your existing network to develop well-matched mentor-mentee relationships" Kesha Morant Williams, Penn State University, Berks College

"Examining the intersection of mentor-mentee relationships and social identity" Emily Jo Pfender, Villanova University

"Go Find a Mentor: An Alternative Communicative Perspective" Jill Burk, Penn State University- Berks

"Innovative and unconventional interpretations: One instructors' journey in both sides of the mentoring relationship" Dawn Pfeifer Reitz, Penn State University, Berks College

"Supporting adjunct faculty development" Bessie Lawton, West Chester University

There can be no doubt that mentoring relationships are vital in the growth of a student or junior faculty and can be found in various places in and out of academia. This panel discussion will examine innovative and resilient ways of interpreting mentoring, view the process of mentoring through a supportive communication lens, address best practices to supporting adjunct faculty, and provide some unconventional ways to uncover mentoring relationships. An innovative twist will unveil how the panel chair has a mentor or mentee relationship with each panelist.

9:00 AM to 10:15 AM

National Communication Association: Building Resilience in Difficult Times

Chair: Trevor Parry-Giles, National Communication Association/University of Maryland

Presenters:

Walid Afifi, University of California-Santa Barbara

Roseann M. Mandziuk, Texas State University

Kent A. Ono, University of Utah

David T. McMahan, Missouri Western

9:00 AM to 10:15 AM

National Communication Association: Building Resilience in Difficult Times

Title: National Communication Association: Building Resilience in Difficult Times

Sponsor: NCA Informational Panel

Chair: Trevor Parry-Giles, National Communication Association

Presenters: Roseann M. Mandziuk, Texas State University; Kent A. Ono, University of Utah; Walid Afifi, University of California-Santa Barbara; and David T. McMahan, Missouri Western State University

9:00 AM to 10:15 AM

Parenting, Publishing, Pedagogy in a Pandemic: Performative Reflections of Role Conflict and Systems of Support

Sponsor: Interpretation Performance

Chair: Heather J Carmack, University of Alabama

Respondent: Maureen Louis, Cazenovia College

"A Guide for First-Time Parents (During a Pandemic and a Change in Pedagogy)" Douglas C. Strahler, Slippery Rock University of Pennsylvania

"Disconfirming Conventional Motherhood in Re-designating Home Office Spaces During the Pandemic" Noura Ahmad Hajjaj, State University of New York at New Paltz

"Pedagogical Obstacles Amidst the COVID Pandemic: The Professional Metamorphosis in Action" Corey Jay Liberman, Marymount Manhattan College

"Structural Disruption: Rethinking Teaching and Academic Structures" Michael Plugh, Manhattan College

"Nothing to See Here": Reinforcing the Status Quo in a Pandemic" Heather M Stassen, Cazenovia College

This panel engages in narratives and discussion of role intersection – parent, academic, educator – during the pandemic. In this panel, we seek to specifically examine parenting as professor during the pandemic with shifts to remote and virtual learning for our students and, in most cases, our own children. We explore themes related to work-performance criteria, reinventing/reimagining teaching, structural barriers, corporate colonization of academia, and unconventional parenting.

9:00 AM to 10:15 AM

Questioning Resilience: (Dis)Engaging Demands

Sponsor: Philosophy of Communication

Chair: Tim Michaels, Slippery Rock University

"A Stranger in Her Own Land: Practicing Heartlessness as Existential Resiliency" Jenna Lo Castro, Point Park University

"Injuries, Accidents and Wounds: Resilient Pathologies of the Sporting Body" Robert Foschia, Penn State York

"Reimagining Resilience During Times of Crisis" Margaret Mullan, East Stroudsburg University

A call to resilience may sound from spaces of economic, job, physical, emotional security. This panel explores if/when this discourse remains (im)permeable to objections, refusals, or concerns. Philosophies of communication call attention to these restrictions on or barriers to voices that challenge. Calls upon laborers to practice resilience sound discordant amid sounds of vast upheaval. The discord invites our attention. A rallying cry to resilience invites the question, for what purpose? Resilience until when? Using philosophical texts as lenses for these studies, the authors of this panel explore what (dis)engaging resilience means for now. Philosophies of communication attend to embodied, emotional, and expected experiences. As those called upon by a discourse to resilience, we pause as laborers, communicators, educators to listen for openings to question, resilient to what end?

9:00 AM to 10:15 AM

Refreshing and Updating Quantitative Research Methods

Presenter:

Nick Bowman, Texas Tech University

For first-time and seasoned scholars alike, pairing methods of data collection with the theories and questions that drive that research can be a complicated affair. Decisions made in the planning stages of a study have important consequences for the validity of the data and the claims based on that data, and no single study can be free from error. Our workshop will review common research designs in communication studies, discuss their strengths and weaknesses with respect to validity, and discuss the implications of research design for data analysis. In addition, we will also share observations from "inside the peer review process" to suggest common pitfalls and peer reviewer concerns related to research design, including open science practices. Although our conversations are aimed at an introductory audience, all are invited to join for an interactive dialogue at the end of the session.

9:00 AM to 10:15 AM

Resilience in the Face of Death: White Supremacy, Zombies, and White Walkers

Sponsor: Media Communication

Chair: Anne M. Czerwinski, University of Pittsburgh at Greensburg

"Risk Resilience: Watching a Long Night Bleed into Dawn Encountering Romero's Allegories of Zombies and the Decaying of American Empire" John H. Prellwitz, University of Pittsburgh at Greensburg

"Shared Resilience: On the Kinship Between White Supremacy and Zombism" Clifford T. Manlove, Penn State Greater Allegheny

"The Long Night is Coming and the Dead Come With it": Prophecy, Cosmic Order, Resilience, and Comic Frame in Game of Thrones" Anne M. Czerwinski, University of Pittsburgh at Greensburg

"They Keep Coming Back in a Bloodthirsty Lust for Human Flesh": Film Franchise Resilience, Economic Production, and the Changing Cultural Meaning of: The Night of the Living Dead" Jessica L. Ghilani, University of Pittsburgh at Greensburg

This panel explores the notion of resilience in the face of death across a variety of media landscapes—from George A. Romero's iconic zombie horror films and Spaghetti Westerns to white supremacy and the apocalyptic discourse in the hit HBO series, Game of Thrones, we examine the resilience of the zombie myth across a variety of media landscapes and what has made it so successful.

9:00 AM to 10:15 AM

Rhetorical Analysis and Criticism of Music, Musicals, and Essential Workers

Sponsor: James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference

Chair: Valerie Schrader, Penn State University - Schuylkill Campus

Respondent: Jon Judy, Stark State College

"To Express Oneself or to Talk Less, Smile More?: Rawlins' Relational Dialectic of Expressiveness and Protectiveness in the Musical

"Hamilton" Cassandra Ward, Penn State University - Schuylkill Campus

"Can You Feel the Emotion?: A Rhetorical Analysis of "Kinky Boots" through Burkean Identification" Madison Haley Throne, Pennsylvania State University - Schuylkill

"Activism Through Song: Herbert W. Simons' Social Movement Rhetoric Strategies and the Music of Woody Guthrie" Adam Clayton Moyer, Penn State Schuylkill

"Essential Workers as Saviors or Martyrs: Shifting the Dominant Hero Narrative After the COVID-19 Pandemic" Amanda Go, Northeastern University

This competitive paper panel features rhetorical analyses of the Broadway musical's "Hamilton" and "Kinky Boots" as well as the folk music of Woody Guthrie. This panel also features a rhetorical criticism of the "Hero" narrative of essential workers during the COVID-19 pandemic.

9:00 AM to 10:15 AM

The 2020 Presidential Election, Pictured: Framing Theory and Nostalgia during the Biden/Trump Election

Sponsor: Political Communication

"Capturing the Juggernaut Black Vote: The Biden Campaign's Use of Relationship-Management and Framing Theories to Seize a Stunning Presidential Primary Win" Kimberly M. Reason, American University

"Mourning in America: Critical Nostalgia in the Time of MAGA" Christina M. Knopf, State University of New York, Cortland

"Trump's Tweets: How National Newspapers Frame Their Discourse on the President's Twitter Activity" Brian Lepine, University of Wisconsin-Madison

During the 2020 Presidential Election, each major candidate, President Donald Trump and Vice-President Joe Biden used various devices to relate to their voters. For Biden, it was creating interpersonal relationships whereas Trump utilized mass media nostalgia and Twitter followers. This session examines how framing theory and critical nostalgia played a role in each candidate's campaign.

9:00 AM to 10:15 AM

Top Papers in Media Communication

Sponsor: Media Communication

Chair: Lukas Pelliccio, Lincoln University

"Communicating with Friends and Family During COVID-19: An Exploration of Social Support Online" Erin Sheila Crow, Chapman University; Julia Ross, Chapman University; Michelle Miller-Day, Chapman University

"Wuhan Bats, Chinese Face Masks and Dirty Wet Markets: The Spectacle of 'othering' Chinese and people of Chinese descent on Twitter in the Wake of the Corona Virus Pandemic: A Critical Rhetorical Analysis." Kellon Bubbs, Howard University

This panel consists of the top ranked competitive papers for the Media division.

9:00 AM to 10:15 AM

Top Papers in Resilient Organizational Communication

Sponsor: Organizational Communication

Chair: Robin Smith Mathis, Kennesaw State University

Respondent: Brian Richardson, University of North Texas

"Communicating Institutional Ethos through Ventriloquism and Strategic Ambiguity: An Exploration of Diversity Discourses in U.S. Universities' Strategic Plans" Drew T. Ashby-King, University of Maryland; Lindsey B. Anderson, University of Maryland

"The Positive Act of Forgiveness: A Review of Literature" Isabella Ruggiero, Texas A&M University-Corpus Christi; Michael Sollitto, Texas A&M University-Corpus Christi

This session features the top papers submitted to the organizational communication interest group. After the events of 2020 and the impact on our organizations, you will not want to miss these authors explain authentic diverse discourse and the power of forgiveness. First, one paper acknowledges the numerous calls for an increased commitment to diversity initiatives that seek to upend structural inequities. More important to our field these authors establish the importance of understanding how diversity discourses function within cultural institutions, such as higher education. A thematic analysis of data collected from 37 universities, found that these organizations position diversity as central to three main areas you need to know as organizational scholars and practitioners. Come and discuss how institutions of higher education continue to create diverse and inclusive campus communities and how they should communicate about diversity in a transparent and collaborating way that incorporates their community members throughout the process of setting and implementing strategic goals in a meaningful and genuine manner. Finally, organizations and their members make mistakes. Presenters will discuss a theoretical argument that positions forgiveness as a positive action among organizational members. Thought-provoking conclusions and directions for future research will be discussed.

10:15 AM

10:15 AM to 11:45 AM

James C. McCroskey & Virginia P. Richmond Undergraduate Scholars Conference Poster Session II

Sponsor: James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference

Chair: Jessica Papajcik, Stark State College

"When Race, Gender, and Media Intersect: A Content Analysis of the Construction of Race and Gender in News Media Coverage of Political Candidates in the United States" Savannah M Martincic, George Mason University

"Framing of Environmental Justice Issues and its Effects" April Horency, George Mason University

"Give Her the Promotion: Media's Role in Perpetuating Workplace Gender Inequalities" Elizabeth Cooney, State University of New York Geneseo

"Influenced Identities: The Relationship Between Muslim Religious Identification and Muslim Instagram Influencers" Al-Batool Ibrahim, Student at George Mason University

"Philadelphia's < Chinatown Friendship Arch > : An Ideographic Analysis" Grace E Rogers, Temple University

"The Two Faces of Jervis Pendleton: A Rhetorical Analysis of Facework in the Musical "Daddy Long Legs"" Poetic Serenity Session, Penn State University - Schuylkill Campus

"Change Don't Come Easy:" Public Memory in the Musical "Memphis"" Hayley N Salen, Penn State University - Schuylkill Campus

"Pursue the Truth" and "Learn Something New:" Uncertainty Reduction Theory in the Musical "Kinky Boots"" Sunnie Nicole Renee Jones, Penn State University - Schuylkill Campus

This poster session highlights competitively selected undergraduate student research from a diverse selection of communication contexts.

10:30 AM

10:30 AM to 11:45 AM

How do We Manage This?: Researching Teacher and Student Experiences during COVID-19

Sponsor: Instructional Communication

Chair: Jordan Atkinson, Missouri Western State University

Respondent: Robin Smith Mathis, Kennesaw State University

"New explorations in remote communication: Building models through case studies." Laurie Sadler Lawrence, Florida State University

"Online-by-Choice vs. Online-by-COVID: Redefining Learner Experiences & Instructor Connectedness" Amy May, Shippensburg University

"Pedagogical Resilience: (Teaching) Communicative Responsiveness in a Time of Disruption and Uncertainty" Janie Harden Fritz, Duquesne University

"Reimagining Instructor Immediacy in Light of COVID-19" Victoria McDermott, University of Maryland; Drew T. Ashby-King, University of Maryland

"Teaching During the COVID-19 Crisis: Teacher Motivation, Self-Efficacy, Burnout, and Emotions" Melissa Rizzo Weller, College of Wooster; Katie Marie Lever, Western Connecticut State University; Caroline Waldbuesser, Western Connecticut State University

"Women, the Academy, and COVID: Navigating Ms. Everything during a Seemingly Apocalyptic Reckoning" Mary Helen Millham, University of Hartford; Karin Haberlin, University of Connecticut; Graciela Quiñones-Rodríguez, University of Connecticut; Diana I. Rios, University of Connecticut

This is a high-density paper panel aimed at sharing several research projects related to teaching during the COVID-19 crisis. With the ongoing pandemic, research understanding teacher experiences is paramount. Our papers explore teacher and student experiences during COVID-19, strategies used with various teaching formats, and theory related to instructional communication. In addition to presenting our research, we invite the audience to share their experiences supporting student success during the COVID-19 crisis.

10:30 AM to 11:45 AM

Minority Stress and Mental Wellness during the COVID-19 Pandemic

Sponsor: Health Communication

Chair: Kimberly Moffitt, UMBC

Respondent: Andrew Jared Critchfield, Independent Scholar

"African American College Students Stress Management and Wellness during COVID-19" Bryan M. Jenkins, Howard University

"African American Community College Students' Lived Experiences: Stress, Stressors, and Coping Strategies before and during COVID-19" Tanya Gardner, Delaware County Community College

"Exploring the COVID-19 related Stress among Undocumented Immigrants Living in the DC Area" Jamal Uddin, Howard University

"Minority-Serving Frontline Health Care Workers Perceived Stress Signals During the COVID-19 Pandemic" Monica L. Ponder, Howard University; Wei Sun, Howard University; Tamara L. Owens, Howard University

Research shows occupational stress and burnout permeate many professions and affect many people. Members from minority and underrepresented groups are more likely to experience minority stress. Especially during COVID-19, stress is perceived by people from all professionals and backgrounds. The panelists investigate various stressors among minority-serving frontline health care workers, African American college students, and undocumented immigrants. The panel will give voices to affected minority members in dealing with COVID-19 related stress, and their perspectives on the minority members who have suffered the most from the pandemic.

10:30 AM to 11:45 AM

Past Officers Club

This private invitation-only gathering honors past ECA leaders.

10:30 AM to 11:45 AM

Refreshing and Updating Quantitative Data Analysis

Presenter:

Nick Bowman, Texas Tech University

For communication scholars and science broadly, our understanding of data analysis techniques is constantly evolving. As a result, many of our "gold standards" are no longer standard and likewise, the introduction of new analysis techniques can often feel more *du jour* than *de jure*. Conversely, a rote preference for newer analysis techniques can sometimes obfuscate the robustness and parsimony of established techniques. Our workshop will demystify established and emerging techniques for understanding our data and making that data interpretable for others. Our workshop will also share common critiques made during the peer review process to help attendees understand and avoid these pitfalls in their work. Although our conversations are aimed at an introductory audience, all are invited to join for an interactive dialogue at the end of the session.

10:30 AM to 11:45 AM

Resilience in Presidential Campaign Debates: Examining the Past, Present, and Future of an Institution in Turbulent Times

Sponsor: Argumentation and Forensics

Chair: Robert J Green, Bloomsburg University

"Contested interruption as micropolitical practice in the 2020 U.S. presidential campaign debates" Robert J Green, Bloomsburg University

"Strict father vs. nurturant parent: Updating Lakoff's metaphorical distinction in the age of Trump" James T Petre, Bloomsburg University of Pennsylvania

"The uniquely consequential presidential and vice presidential debates of 2020" Richard Eugene Vatz, Towson University

"Then and now: In search of telling parallels" Theodore Sheckels, Randolph-Macon College

"It was pretty fun to watch, as long as you don't live in America": the shifting role of "Saturday Night Live" debate parodies" Scott Wilson Dunn, Radford University

Although political campaign debates have been a fixture of United States presidential elections for over sixty years, their continued viability has itself become an issue for discussion. This panel examines the resilience of this civic institution on a landscape of growing public mistrust and divisiveness in the midst of global pandemic. Panelists identify, analyze and evaluate the changing dynamics of the 2020 debates with respect to their interactional, social, political, cultural, and media contexts.

10:30 AM to 11:45 AM

Societal Resilience from Self-Reliance: American Transcendentalism as a Philosophy of Communication

Sponsor: Philosophy of Communication

Chair: Robert Foschia, Penn State York

"John Brown as Transcendentalists' Exemplar" Matt Corr, Shenandoah University

"Postman and Thoreau: Transcendentalist Prose and Technopoly" Matthew P. Mancino, Indiana University South Bend

"Resilient Eloquence: Inviting Emersonian Ethics and Philosophy into the Communication Post-Discipline" Tim Michaels, Slippery Rock University

This panel unites the host site of Cambridge with the conference theme of resilience under the lens of Transcendentalism, a philosophy conceived in this city that emphasizes overcoming internal and external conflict. The papers included transform the tensions that defined this philosophy into a dialectic of self and other caught between their duty to each other and need for freedom, blazing a path to resilience for society in a radical self-reliance.

12:30 PM

12:30 PM to 1:30 PM

Keynote: Patrice M. Buzzanell, Professor & Department Chair, University of South Florida

Patrice M. Buzzanell (Ph.D., Purdue) is Chair and Professor of the Department of Communication at the University of South Florida and Endowed Visiting Professor for the School of Media and Design at Shanghai Jiaotong University. Fellow and Past President of the International Communication Association, she also has served as President of the Council of Communication Associations and the Organization for the Study of Communication, Language and Gender. She became a Distinguished Scholar of the National Communication Association (NCA) in 2017. Her research focuses on career, work-life policy, resilience, gender, and engineering design in micro-macro contexts.

She has published: 4 edited books; over 200 journal articles, chapters, and encyclopedia entries; and numerous engineering education and other proceedings. She has edited Management Communication Quarterly (MCQ) and forums or special issues for several journals. She has served on 25 editorial boards (17 current) and on the Oxford Research Encyclopedia and other advisory boards. Her NSF grants focus on engineering ethics scales and processes as well as design thinking for the professional formation of engineers.

Among her awards and honors, she recently received ICA's B. Aubrey Fisher Mentorship Award and the Provost Outstanding Mentor Award at Purdue, where she was University Distinguished Professor and Endowed Chair and Director of the Susan Bulkeley Butler Center for Leadership Excellence.

1:45 PM

1:45 PM to 3:00 PM

Graduate Poster Session

"Why Am I Here?" - A Graduate Student Autoethnography Exploring Mental Health, A Growth Mindset, and Personal Narrative During the COVID-19 Epidemic" James Louie Cartee, The University of Tennessee-Knoxville

"*Debut* Bleeding While Employed: How Our Toxic Hustle Culture Reinforces Menstruation Stigma and Taboos" Sarah Pammer, East Stroudsburg University

"Media Use and Democratic Citizenship in Kenya" Gilbert Kipkoech, University of Delaware

"Standby Lovers: An Investigation of Maintenance Behaviors in Back Burner Relationships" Dana Borzea, Grand Rapids Community College

"Step Up to the Plate: Student-Athlete Activism from the Theory of Planned Behavior Perspective" James DiCairano, William Paterson University

1:45 PM to 4:00 PM

Graduate Programs Showcase

Graduate program representatives and current students from both Master's and Ph.D. programs will be available to meet with interested prospective students.

1:45 PM to 3:00 PM

Interpersonal Communication During COVID-19

Sponsor: Interpersonal Communication

Chair: Nicole Blau, Ohio University Lancaster

Presenters:

Zachary Glowacki, University at Buffalo

Ann Bainbridge Frymier, Ohio University

Corey Jay Liberman, Marymount Manhattan College

Angie Corbo, Widener University

This panel will explore the unique challenges individuals in relationships, scholars, and faculty encountered during COVID-19.

1:45 PM to 3:00 PM

Interrupting Environmental Communication: Resilient Rhetoric(s) for the Anthropocene

Sponsor: Rhetoric and Public Address

Chair: Margaret Mullan, East Stroudsburg University

"Earth Time: Interpreting the Earth's Narrative of Resilience" Joshua Friedberg, Pennsylvania State University

"Toward a Resilient Environmental Rhetoric to Contend with the Interruption of Hyperobjects" Tim Michaels, Slippery Rock University

"Toxic Inheritances: Opening up Intergenerational Conversations on Climate and Change" Robert Foschia, Penn State York

Resilience is often framed as an organism 'bounces back' from some trauma or hardship stronger than before, a cycle that is often repeated throughout out life cycles. The idea of cycles has trapped aspects of discourse within a pessimistic frame, negating action. This panel seeks to interrupt the standard temporal drive of resilience, featuring three rhetorical interruptions that question our relation to temporality in terms of generations, objects, and narrative.

1:45 PM to 3:00 PM

Panel Discussion: Building Community During a Pandemic Using Zoom

Sponsor: Organizational Communication

Chair: Laura Beth Daws, Kennesaw State University

Authors:

Lisa Bergson, Bridgewater State University

Thomasena Shaw, Bridgewater State University

Nancy Van Leuven, California State University, Fresno

Respondent: Robin Smith Mathis, Kennesaw State University

The COVID-19 pandemic has changed the way all organizations operate. According to The New York Times, Fortune 100 companies like Ford and Microsoft are planning to further extend remote work from home until July of 2021. Many universities and colleges are also teaching and working remotely with no plans to return to the classroom in large numbers until as late as the fall 2021 semester. Experts suggest that many of these workplace adaptations will remain even after the pandemic is under control. This is the new normal. A 'normal' where organizations are still required to operate and fulfill their company mission and business goals remotely, in what many consider a less than ideal situation. To accomplish this, many are turning to online conferencing tools such as Microsoft Teams, GoToMeeting, and Zoom to conduct day-to-day business. Although there are many benefits to this technology, not the least of which is working safely from home ensuring less risk of exposure to and transmission of the virus, there are also many challenges, especially the strain it places on organizations' ability to build relationships and community and fight the new phenomenon called "Zoom Fatigue." This case study explores the resilience of one communication studies department in a regional public university in the northeast and its efforts to support and build community via Zoom. Organizations, regardless of industry, size, or location, can implement these best practices to build community. Experts have long suggested that building a community in an online environment is key to its success.

Best practices discussed in this panel include:

- Instituting "Bull Sessions" or informal discussions
- Establishing a "Sunshine Committee"
- Establishing a Mentor Program
- Using Breakout Rooms

1:45 PM to 3:00 PM

Pivot & Turn: Communication Lessons for Turning Lemons into Lemonade when Event Plans Get Squashed

Sponsor: Applied Communication

Chair: Candice Elaine Thomas-Maddox, Ohio University Lancaster

"Drinking the Lemonade You've Made: ECA Leaders Pushing Forward" Jennifer Waldeck, Chapman University

"Keep Calm and Communicate: Applying What We Know to Innovatively and Effectively Transition Events" Candice Elaine Thomas-Maddox, Ohio University Lancaster

"The Resilience of the Event Planning Industry: Turning Obstacles into Learning Opportunities" Chip Rouse, Stevenson University; Stephanie Verni, Stevenson University; Leeanne M Bell McManus, Stevenson University

Over the past year, organizers of meetings and events have faced the difficult decision to transition these events to virtual formats, postpone, or cancel. Careful consideration must be made with regard to "how" and "what" messages are communicated about the decision to alter or cancel events. This session will discuss strategies that have been used by ECA's leadership team and other organizations when faced with decision-making and communicating about changes to events scheduled in 2020. Panelists will also examine the intersection between theory and praxis as they explore opportunities for creating "teachable moments" about the importance of resilience in the context of meeting and event planning.

1:45 PM to 3:00 PM

Princesses, Villains, Superheroes, and Race Car Drivers Changing the World: Can these Characters Inspire Resilience Since the Disney/Fox Merger?

Sponsor: Media Communication

Chair: Nancy Bressler, West Virginia Wesleyan College

Respondent: Jack Banks, University of Hartford

"Being Evil, A Pirate's Life, and The Queen of Mean: Questioning the Innovative Potential of Female Characters in Descendants 3" Nancy Bressler, West Virginia Wesleyan College

"Toward a More Diverse Group of TV Superheroes?" Rod Carveth, Morgan State University

""What's Mixed?": Exploring the Relationship of Agenda-Setting Theory and Priming in Regards to Race in the ABC Show Mixed-ish." Amber Byrd, University of Hartford

""What Kind of Woman Are You?": Examining the Role of the Only Female Character in Ford v Ferrari."" Anthony Damcott, West Virginia Wesleyan College

When Disney acquired Fox in March 2019, it was one of the largest media mergers ever. This panel will examine how this acquisition potentially influences the diversity of representation in those products and questions if this media conglomerate allows for innovative representation. Given the ECA theme of "Resilience", we question if the combination of Disney and Fox products initiate ground-breaking narrative expressions and character development or if unique ideas struggle to be seen.

1:45 PM to 3:00 PM

Relationship Resilience: An Open Discussion of the Navigation of Romantic Relationships for Women with Physical Differences

Chair: Alyce Viens, University of Connecticut

Respondents: Lisa J DeWeert, Illinois State University; Jasmine (Jaz) Gray, University of North Carolina at Chapel Hill; Abby Meyer, University of Nebraska-Lincoln

"Relationship Resilience: An Open Discussion of the Navigation of Romantic Relationships for Women with Physical Differences" Alyce Viens, University of Connecticut

Women with physical differences face unique challenges in romantic relationship formation, maintenance, and termination. This panel intends to generate discussion for women with physical differences to discuss these challenges and engage with important academic research on this topic. Further, this panel will establish an open forum to discuss how to best use and spread academic research to create meaningful and helpful resources for women with physical differences.

1:45 PM to 3:00 PM

Resilient Pedagogy

Sponsor: Community College

"Building Resiliency Through Connection Around Social Justice and Equity" Tony Kroll, Dallas College

"Community Builders, Social Support, and Narratives: The Factors that Make us Resilient" Laura Dawn Morrison, College of the Albemarle

"Resilient Teaching and Leadership" Denise Gilmer-Knudson, College of Southern Maryland

"Teaching and Practicing Resiliency: Self Talk, Personal Wellness, and Support" Stacey Peterson, Montgomery College

1:45 PM to 3:00 PM

Talking about politics in times of turmoil: Testing the boundaries of resilience through meaning-making

Sponsor: Argumentation and Forensics

Chair: Robert J Green, Bloomsburg University

Presenters:

Robert J Green, Bloomsburg University

Jade Olson, University of Maryland

Erin Brummett, Bloomsburg University

Scott Wilson Dunn, Radford University

Shavonne Shorter, Bloomsburg University

Sean Luechtefeld, Johns Hopkins University

Taylor W Hahn, Johns Hopkins University

Talking about politics has the potential to be a collaborative meaning-making process whereby we discover shared goals, values, and commitments. In this era of public turmoil, social protest, and global pandemic, talking about politics often tests the limits of resilience in our personal, professional, and public deliberations. Panelists offer their scholarly expertise on and experiences with talking about politics in areas that include teaching and learning, diversity and inclusion, and interpersonal relationships.

1:45 PM to 3:00 PM

The Important Incidentals of Political Communication: Flags, Songs, and the Like

Sponsor: Political Communication

Chair: Theodore Sheckels, Randolph-Macon College

"Creating the "Rainbow Nation": A New Flag and a New Anthem for a New South Africa" Theodore Sheckels, Randolph-Macon College

"Flags, Seals, and Anthems, O My!: Symbols of National Sovereignty and National Identity in the Countries of the Former Soviet Union" Marilyn Young, Florida State University; Michael Launer, Florida State University; David Williams, Florida Atlantic University

"Glory to Anywhere But China: The Role of National Symbols in Hong Kong's Pro-Democracy Protest" Andrew Gilmore, Colorado State University

"Maryland's State Song and Flag: Resilience v. Resilience" Carl T Hyden, Morgan State University

The study of political communication usually focuses on "large" items such as speeches or campaigns or ads, but smaller, symbolic entities can be quite important in creating the identity of both nations and protesting groups within nations. This session focuses on such entities—specifically flags and songs. The initial three papers consider international examples—the nations that once made up the Soviet Union, Hong Kong, and post-apartheid South Africa. The final paper suggests that what is true in nations around the globe can also be true in the states that make up OUR nation. That paper examines Maryland's controversial state flag and state song. At the core of the session as a whole is how national (or state) identity is symbolically created. Flags and songs are not trivial pieces of political communication, but items that can evoke strong feelings, even violence.

1:45 PM to 3:00 PM

Unmasking this Historical Moment: Ethical Considerations

Sponsor: Communication Law and Ethics

Chair: Susan Drucker, Hofstra University

Presenters:

Ronald C. Arnett, Duquesne University

Gary Gumpert, Urban Communication Foundation

Susan Drucker, Hofstra University

Annette Holba, Plymouth State University

Susan Mancino, St Mary's College

Lance Strate, Fordham University

Matthew Gumpert, Boğaziçi University

Times of disaster, cataclysm, catastrophe and crisis are not new. They disrupt the everyday, they reset thinking to frames of "before and after" as things will never be the same. Throughout history they have exposed what has been concealed about societies, communities, individuals. Likewise, telling stories about such events has historically been part of enduring. There is a long history of the power of narrative in reestablishing order and surviving in the face of massive disturbance. Times of crisis have been times of reflection. What is revealed with the arrival of a global threat to life? What ethical challenges have emerged? What obligations to others have been tested? What have we learned with the "sudden suspension of everyday life"(Gumpert, 2012). What have we learned from the willing suspension of disbelief? What has been displaced? Is there anything unique to this historical moment? Is this moment distinguished by the speed of transmission or the technologies of isolation? What will the world reshaped look like in terms of community and communication practices? This panel will critically examine these ethical and philosophical issues in the current pandemic dominated world. Ultimately, it will explore how resilient are our ethical standards when faced with risk and upheaval on a global scale?

3:15 PM

3:15 PM to 4:30 PM

Insurrection, Impeachment, Inauguration: The 2020 Post-election and Where We Go From Here

Presenters:

Scott Wilson Dunn, Radford University

Rod Carveth, Morgan State University

Theodore Sheckels, Randolph-Macon College

Colin Kearney, Bellarmine University

Sean Luechtefeld, Johns Hopkins University

Following the presidential election of Joe Biden in November 2020, the events in January 2021 showcased three straight weeks of political history. On January 6, 2021, as the House and Senate were preparing to certify the election, the insurrection of the Capitol Building was the culmination of a two-month effort to overturn the result by Donald Trump. One week later, Trump became the first President to be impeached twice. The following Wednesday, on January 20, Joe Biden was inaugurated as the 46th president. The three I's: Insurrection, Impeachment, and Inauguration all have deep implications on the landscape of political communication. Panelists will discuss how each respective event will impact the country moving forward.

3:15 PM to 4:30 PM

James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference Awards Ceremony and Keynote

Chair: Jessica Papajcik, Stark State College

This ceremony will celebrate the outstanding work of our student presenters. Top paper and poster awards will be presented. This session will also feature a keynote by Dr. Dannagal Young titled "Communication Theory Saves the World." Dr. Young is an Associate Professor of Communication and Political Science at the University of Delaware, where she studies political and social media effects, public opinion, political satire and humor, and political psychology. Her research on the psychology and influence of political entertainment has been widely published including articles in The Columbia Journalism Review, International Journal of Press/Politics, Journal of Broadcasting and Electronic Media, and Mass Media and Society. According to Google Scholar, her work has been cited more than 2,200 times. As author of the book "Irony and Outrage" Dr. Young examines the genres of satire and outrage as logical extensions of political ideology. Her research has also been published by the popular press, including The Washington Post, The New York Times, and National Public Radio. In 2020, Dr. Young presented a TED Talk (that has been viewed more than 1.5 million times) where she explores the link between our psychology and politics. She is a Research Fellow with the University of Delaware's Center for Political Communication and was awarded the University of Delaware's Excellence in Teaching Award in 2014. Additionally, Young is cofounder of vMOBilize.org, which is an online voter mobilization game whose mission is to increase rates of political participation in primary elections. Last, Dr. Young is also an improvisational comedian, performing for over twenty years with comedy troupe, ComedySportz (CSZ) Philadelphia. This Awards Ceremony and Keynote is open to the entire convention.

3:15 PM to 4:30 PM

Leading with Resilience Instead of Avoiding Difficult and Challenging Organizational Needs

Sponsor: Organizational Communication

Chair: Maxine Gesualdi, West Chester University of Pennsylvania

Respondent: Robin Smith Mathis, Kennesaw State University

"Constructing the heroic whistleblower: A social scientific approach" Brian Richardson, University of North Texas; Joseph McGlynn, University of North Texas

"Strengths-based Leadership: Utopia or Dystopia" Paul Ziek, Pace University

"The Role of Transformational Leadership in the Organizational Assimilation of Autistic Newcomers" Jessica Vermaelen, Texas A&M University-Corpus Christi; Michael Sollitto, Texas A&M University-Corpus Christi

The papers in this session will stimulate rich discussion on resilient leadership communication. Presenters will discuss research on strengths-based leadership, using transformational leadership to aid assimilation, and whistleblowing. One paper focuses on strengths-based leadership in general and moves specifically into academia's skepticism. Then, another presentation addresses the calls for more research about workplace diversity, specifically about organizational members with unique challenges. Finally, the session will also distinguish the organizational influence and sustainability of whistleblowers. Are they heroes, leaders, or instigators? This session will stimulate discussion on leading organizational change and further needs for research through a critical, quantitative, and qualitative lens.

3:15 PM to 4:30 PM

Queer Representation and Heteronormativity: Navigating LGBTQ+ Identities in Popular Television and Country Music

Sponsor: James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference

Chair: Sean Maulding, California State University San Bernardino

Respondent: Nancy Bressler, West Virginia Wesleyan College

"Steve Grand: Co-Cultural Navigation of Country Music" Cameron Scott Jamison, Northeastern University

"Bisexual Representation in Fleabag: Bisexual Erasure, Communication Theory of Identity, and Queer Theory" Jenna Clark, Northeastern University

"She-Ra and the Communication of Identity" Amelia Brighenti, Northeastern University

This competitive paper session examines queer identities, queer representation, heteronormativity, and bisexuality in popular television and country music.

3:15 PM to 4:30 PM

Resilient Teaching: Integrating Kenneth Burke into the Classroom

Sponsor: Kenneth Burke Society

Chair: Matthew P. Mancino, Indiana University South Bend

Presenters:

Bryan Crable, Villanova University

Cem Zeytinoglu, East Stroudsburg University

Richard H. Thames, Duquesne University

Elvera Berry, Roberts Wesleyan College

This panel celebrates the resiliency of Kenneth Burke's rhetorical theory. Panelists announce the possibilities of Burke's work in the twenty-first century and reviews strategies for integrating Burke into undergraduate and graduate courses.

3:15 PM to 4:30 PM

Teaching Listening Across the Communication Curriculum

Sponsor: Short Course

Presenter:

Molly Stoltz, Frostburg State University

This short course will offer tips and resources on how to teach listening as a module in several different communication courses. Dr. Stoltz is a long-time member of the International Listening Association and editor of the listening textbook *Listening Across Lives*. Participants may receive a free textbook.

3:15 PM to 4:30 PM

Understanding the Many Facets and Audiences Related to COVID-19 Health Communication

Sponsor: Health Communication

Chair: Kylie J. Wilson, West Virginia University

"Health misinformation and individual factors affecting compliance with COVID-19 health behavior recommendations" Tayah Renea Wozniak, Chapman University; Seungcheol Austin Lee, Chapman University; Michelle Miller-Day, Chapman University

"Knowledge, attitudes, and practices towards COVID-19 among Ecuadorians during the outbreak: An online cross-sectional survey" Benjamin R Bates, Ohio University; Ana Lucia Moncayo, Pontifical Catholic University of Ecuador; Jaime A. Costales, Pontifical Catholic University of Ecuador; Carolina Herrera, Pontifical Catholic University of Ecuador; Mario J Grijalva, Pontifical Catholic University of Ecuador & Ohio University

"Hitting the unlike button: Responses to coronavirus-related conversations on social media" Amanda Damiano, Marist College; Jennifer Allen Catellier, Gannon University

Communicating COVID-19 has presented many challenges and opportunities for health communication. The competitive papers in this panel explore the many audiences and applications of health communication concepts for this health issue. Papers offer opportunities to explore next steps for health communication in regards to COVID-19.

4:45 PM

4:45 PM to 6:00 PM

ECA General Business Meeting

Chair: Katherine S Thweatt, State University of New York, Oswego

6:00 PM

6:00 PM to 7:00 PM

President's Reception & Awards Ceremony

8:00 PM

8:00 PM to 9:00 PM

12 Step Meeting

Sunday

March 28, 2021

8:30 AM

8:30 AM to 9:30 AM

Finance Committee II

Chair: Amanda G McKendree, University of Notre Dame

9:45 AM

9:45 AM to 12:45 PM

Executive Council Meeting II

Chair: Amanda G McKendree, University of Notre Dame