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Program Content

Wednesday
March 20, 2024

11:00 AM

11:00 AM to 12:30 PM

Ballrooms

Charles View Ballroom - 16th fl

Finance Committee I

12:45 PM

12:45 PM to 1:45 PM

Ballrooms

Charles View Ballroom - 16th fl

Publication Committee

2:00 PM

2:00 PM to 3:00 PM

Ballrooms

Charles View Ballroom - 16th fl

Site Selection Committee

3:15 PM

3:15 PM to 6:00 PM

Ballrooms

Charles View Ballroom - 16th fl

Executive Council I

Thursday
March 21, 2024

8:30 AM

8:30 AM to 9:45 AM

Breakout Rooms

Porter Square

Confronting Higher Ed's Thorniest Problems: A Roundtable Discussion on Values-Based Change and Leadership

Sponsor: Communication Administration

Chair: Trevor Parry-Giles, University of Maryland

Presenters:

Timothy J. Brown, Montgomery County Community College

Janie Harden Fritz, Duquesne University

Mary L Kahl, The Pennsylvania State University, the Behrend College

Janette Kenner Muir, George Mason University

Kami Silk, University of Delaware

Bringing together current and retired administrators, this roundtable tackles some of the most challenging and difficult problems facing higher education. The panelists will draw from their experiences in higher education administration to determine how we can retain our commitments to values-based change as we seek to confront higher education's thorniest problems.

8:30 AM to 9:45 AM

Ballrooms

Amesbury A

Current Issues in Voices of Diversity

Chair: Dan Strasser, Rowan University

"Art Imitating Life: Social Media Responses to "The Talk" in Prime-Time Television" Melissa Renee Harris, Marymount University

"Belonging, Inclusion, and Collaboration in Communication Studies: Building Self-Awareness and Community" Angie Corbo, Widener University; Zora DeSeignora, Widener University; Kaitlyn Lathrop, Widener University

"Black Media Studies: A Catalyst for Change in Mass Communications" Ashley Smalls, Johnson and Wales University

"Countercurrents in Black Women's Magazine Writing, 1900-1909" Mary Trice, University of Akron

These papers address current issues and topics relevant to the Voices of Diversity Interest Group.

8:30 AM to 9:45 AM

Breakout Rooms

Kendall Square

Current Topics in Communication Law and Ethics

Sponsor: Communication Law and Ethics

Chair: Noura Hajjaj, Duquesne university

"A Special Court for an Official Violation: The Deliberate Corruption of an Environmental Advocates' Speech and Person, and The Possibility of a Just Outcome in an Attenuated Process" Tom Duncanson, Green Citizen Diplomacy Project

"How Authoritarianism and Extraversion Relate to Censorship" Kayla Wentzel, University of Delaware; Jennifer Lambe, University of Delaware

"Is it FOIA-real? A review of the freedom of information act in enhancing journalism practice in a democracy" Nathaniel Godwin, West Virginia University

These papers describe the current trends and topics in Communication Law & Ethics.

8:30 AM to 9:45 AM

Breakout Rooms

Suite 432

ECA Research Fellows Meeting

8:30 AM to 9:45 AM

Breakout Rooms

Central Square

G.I.F.T.S.: Great Ideas For Teaching Technology and Media

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

Chair: Jessica Papajcik, Stark State College

"ChatGPT for Writing: Prompt Engineering for Audience Awareness" Cathlin Clark-Gordon, Seton Hill University

"Delving into Media's Darker Sides — The Ongoing Evolution of a 100-Level Communication Research Paper" Mary Helen Millham, University of Hartford; Alexandra McNamara, University of Connecticut; Noreen Victoria Fasulo, Graduate Student; Ryan Gorneault, University of Hartford; Dominic Rascati, University of Hartford

"Fake Famous: Ethics of Social Media Influencer Relations" Sun-A Park, Robert Morris University

"Taking a "Nosedive" into Unintended Consequences of Technologically-Mediated Communication: Using Black Mirror to Reflect on Social Media as an Over-Influencer in Interpersonal Relationships" Mary Helen Millham, University of Hartford; Ryan Gorneault, University of Hartford; Dominic Rascati, University of Hartford

"The HistoryMakers Digital Archive: A Tool for Teaching Media Effects & Research Skills" Jana Duckett, Morgan State University

"How ChatGPT will [insert hyperbolic cliché verb here] the [insert industry/media topic here]": Creating Media Literacy Infographics About Conversational AI" Mark Allen Flynn, Emmanuel 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, projects, or simulations toward undergraduate courses that help students understand, apply, and appreciate communication skills, concepts, & theories relevant to the discipline.

8:30 AM to 9:45 AM

Breakout Rooms

Inman Square

Navigating Currents of Faith and Identity: An Exploration of Organizational Communication in Christian Organizations

Sponsor: Organizational Communication

Chair: Joshua Parcha, Penn State Hazleton

Respondent: Paula Hopeck, Bloomsburg University

"An Organization Story and an Analysis of the Drama Greenleaf Exposes the Undercurrents Affecting Church and Community" Robin Smith Mathis, Kennesaw State University; Mackenzie Cato, Kennesaw State University; Joshua Scott, Greater Providence Baptist Church

"Identity Tensions within Christian Organizations: Reinvigorating Currents of Christian Communication Theorizing" Casey Michael Stratton, Salisbury University

This panel delves into the undercurrents of organizational communication within Christian organizations, examining how authentic communication can rebuild struggling faith communities, and seeking to reinvigorate currents of Christian communication theorizing, providing insights to address the challenges of contemporary religious identification in a changing cultural landscape.

8:30 AM to 9:45 AM

Breakout Rooms

Remington

Otherwise than Matter: Beyond New Materialism in Communication

Sponsor: Philosophy of Communication

Chair: Garnet C. Butchart, Duquesne University

Authors:

Alex Fagin, Duquesne University

Matthew S. Lindia, Duquesne University

Austin D. Hestdalen, Purdue University Northwest

Garnet C. Butchart, Duquesne University

This panel explores new materialism's concern for the agency of things in organizational communication, media studies, and urban communication. The papers in this panel suggest that new materialism's concern for nonhuman actors leaves a gap in scholarship about what nonhuman actors do not do. As such, new materialism needs robust engagement with philosophies of nothing, negation, and negativity. These papers engage with the implications for communication about what is not done by material things.

8:30 AM to 9:45 AM

Breakout Rooms

Harvard Square A

Social Media and the Changing Current of Health Messaging and Debates

Sponsor: Health Communication

Chair: Alexa Harris, Norfolk State University

Respondent: Alexa Harris, Norfolk State University

"#SocialSupport: Examining the Informative and Emotional Functions of Bariatric Surgery Support Groups on Facebook" Adria Goldman, University of Mary Washington

"Sugar, Snacks, and Weight: An Examination of Posts and Parent Reactions to the Challenging of Nutritional Health Norms on the "Growing Intuitive Eaters" Instagram" Elizabeth A Johnson-Young, University of Mary Washington

"The Digital Cult of Thinness: Critically Engaging Ozempic "Success Stories" on Social Media" Emily Deering Crosby, University of Mary Washington

"My Obsession is with Eating Actually Healthy Food Based on Nutrient Content - I Don't See Why it's Even Viewed as a Problem": The Triple Bind of "Orthorexia" as a Social Media Diagnosis" Donica O'Malley, Bunker Hill Community College

As ECA considers the theme of currents, it is an appropriate time to reflect on the role of social media in our understanding of health. This panel will consider the ways in which social media has impacted how we perceive and act on health attitudes, beliefs, and recommendations. Utilizing a diversity of approaches that explore current topics worthy of closer analysis, this panel will provide the opportunity for a more holistic view of the changing currents of the communication of important health messages through popular social media. Topics covered in this panel will include family nutrition, diet culture, diagnoses, and social support. Panelists will present research and reflections on their topic areas followed by an overarching discussion from the panelists and audience regarding how the areas discussed can inform current and future areas of theory, methodologies, and practice.

8:30 AM to 9:45 AM

Ballrooms

Amesbury B

The 2024 Presidential Election: Review and Preview

Sponsor: Political Communication

Chair: Theodore Sheckels, Randolph-Macon College

Presenters:

Scott Wilson Dunn, Radford University

Lisa Gring-Pemle, George Mason University/Political Communication Division

Kimberley J Hannah-Prater, Community College of Baltimore County

Colin Kearney, Hampton University

Theodore Sheckels, Randolph-Macon College

Richard Eugene Vatz, Towson University

Paula Youra, University of Lynchburg

The 2024 presidential election seems more predictable than many: it looks as if it will be a Biden-Trump rematch. But that might not happen, and, even if it does, what follows March 2024 may be strikingly different than what happened in 2020. What will the conventions look like? What will the debates be like? Will the advertising be extremely negative? How will social media be used? How will voters be prompted to exercise the franchise--or suppressed? A group of ECA-linked political communication scholars will comment on what has transpired and address these questions about what will ensue.

8:30 AM to 9:45 AM

Breakout Rooms

Harvard Square B

Top Competitive Papers in Rhetoric & Public Address

Sponsor: Rhetoric and Public Address

Chair: Abbe Depretis, Carnegie Mellon University

Respondent: Valerie Schrader, Penn State University - Schuylkill Campus

"Changing the Currents of Public Memory to Change the Tide: Whose History Is Represented in the Gorgas House Museum at the University of Alabama?" Laura R Stewart, University of Alabama

"Image Repair of Fake News: The Washington Elm in Cambridge, Massachusetts" Josh Compton, Dartmouth College

"Learning From the Past: A Rhetorical Analysis Applying Blair, Dickinson, and Ott's Assumptions of Public Memory to the Film "Escaping the Madhouse: The Nellie Bly Story"" Hayley Salen, Penn State University- Schuylkill Campus

"Your Plastic Diet: Visual Arguments and Visual Enthymemes Transcending Science" Samantha Hannah, Virginia Polytechnic Institute and State University (Virginia Tech); Jim A. Kuypers, Virginia Polytechnic Institute and State University (Virginia Tech); Luke Williams, Virginia Polytechnic Institute and State University (Virginia Tech)

This panel features this year's top two faculty papers and top two student papers in the Rhetoric and Public Address Interest Group.

10:00 AM

10:00 AM to 11:15 AM

Breakout Rooms

Kendall Square

CONNECT SESSION Advance Personally with Professional Membership-- Repeat Session

Sponsor: First Vice President's Programming

Chair: Jessica Papajcik, Stark State College

Presenter:

Joel Scott Ward, Geneva College

This session will offer suggestions for how to tackle attending your first ECA. Designed for newcomers, graduate students, or industry professionals interested in field research, this session will assist with navigating the people and groups that make up the Eastern Communication Association. Along with making connections to ECA as an organization, this session offers practical tips for how to use a professional conference to enhance your personal trajectory as a professional or academic in the wide and rich field of communication.

NOTE: This session will be offered again on Friday, March 22.

10:00 AM to 11:15 AM

Breakout Rooms

Porter Square

Constructive Argumentation amid Political Controversies: Debate and Deliberation in the Public Sphere

Sponsor: Argumentation and Forensics

Chair: Tim Michaels, Penn State University

Respondent: Cem Zeytinoglu, East Stroudsburg University

"Deliberation, Trust, and Listening: How Relational History and Listening Helped a City Resolve a Public Art Controversy" Philip Dalton, Hofstra University

"A current of disinformation is shaping the public debate on abortion policy – how to support women's health in a post-Roe environment" Heather Walters, Missouri State University

Today's political climate is largely wrought with partisan conflict and widespread controversy. While many may shy away from political arguments to avoid hostility, this session features papers which reify the power argumentation and rhetorical theory as ways to more constructively approach communication within public controversies. Whether in local or national politics, the authors in this session envision argumentation as a way forward to more effective political communication and deliberation.

10:00 AM to 11:00 AM

Lobby Registration

Courtyard Foyer

ECA Morning Coffee Break

10:00 AM to 11:15 AM

Breakout Rooms

Suite 732

ECA Teaching Fellows Meeting

Chair: Anne F. Mattina, Stonehill College

10:00 AM to 11:15 AM

Ballrooms

Amesbury B

Free Speech Round Table

Sponsor: Communication Law and Ethics

Presenters:

Thomas Richard Flynn, Slippery Rock University

Susan Drucker, Hofstra University

Jason Zenor, SUNY-Oswego

Gary Gumpert, Urban Communication Foundation

Nicholas Gadino, University of Delaware

Juliet L Dee, University of Delaware

"303 Creative v. Elenis: Compelled Speech or Illegal Discrimination?" Jason Zenor, SUNY-Oswego

"Dominion Voting Systems v. Fox News: Defamatory Speech or Political Commentary?" Gary Gumpert, Urban Communication Foundation; Susan Drucker, Hofstra University

"Gonzalez v. Google LLC: Is Section 230 a Terrorist?" Nicholas Gadino, University of Delaware

"Jack Daniel's Properties, Inc. v. VIP Products LLC: Innocent Parody or Serious Trademark Violation?" Thomas Richard Flynn, Slippery Rock University

"Lemmon v. Snap: Is Section 230 a License to Kill?" Juliet L Dee, University of Delaware

This panel features presentations on six recent cases with free speech implication. Two of the cases deal with the immunity covered by section 230 of the Communications Decency Act. The other cases deal with compelled speech, true treats, defamatory speech, and trademark infringement/dilution. Each presenter will recount the facts, explain the decision, and consider the large significance of the case.

10:00 AM to 11:15 AM

Ballrooms

Amesbury A

Top Papers for Media Communication

Sponsor: Media Communication

Chair: Roseann Pluretti, Queens University of Charlotte

Respondent: Lukas Pelliccio, Lincoln University

"Shared Values, Strained Bonds: The Impact of Character-Viewer Value Alignment on Parasocial Relationships with Media Figures" Daniel Spitz, Hebrew University, Jerusalem, Israel; Rebecca Tukachinsky Forster, Chapman University; Sarah Downey, Chapman University

"“You Are More Than Just Your Gift:” Facework and Idealization in Disney’s Encanto" Valerie Schrader, Penn State University - Schuylkill Campus; Janelle Gruber, Penn State Schuylkill

"Пропаганда (Propaganda) and патриотизм (Patriotism): Examining Russian News Coverage of the War in Ukraine" Hans C. Schmidt, Penn State University, Brandywine

"The deceptive entrepreneurs in patriarchal capitalism: how women lie in a start-up world in Inventing Anna and The dropout" Micky Lee, Suffolk University

This paper session includes the top four paper submissions for the Media Communication interest group.

10:00 AM to 11:15 AM

Breakout Rooms

Central Square

Traversing Interpersonal Communication in a Digital Age

Sponsor: Interpersonal Communication

Chair: Michael R. Kearney, Duquesne University

Respondent: Janie Harden Fritz, Duquesne University

"Demystifying Technology Towards an Ethics of Interpersonal Communication in the Digital Age" Erik Garrett, Duquesne University

"Forging Connections vs Fostering Extremism: Social Media's Duality in Interpersonal Communication" Carla Rae Richards, Duquesne University

"Real Talk: The Difficulty of Distinguishing Interpersonal Communication in a Digital Age" Victor Grigsby, Duquesne University

"Social Media Creating Space for Unauthentic Business and Relationship Opportunity" Andrew Thomas Connolly, Duquesne University

In today's fast-paced and digitally driven society, the art of meaningful interpersonal communication is facing both exciting possibilities and formidable obstacles. The panel will bring together various discussions to unravel interpersonal communication complexities in cultivating genuine connections amidst screen-dominated interactions.

Exploring the evolving landscape of online interactions, this theme examines how digital communication impacts relationship dynamics-formation, maintenance, and intimacy. Panelists will discuss both hurdles and strategies for fostering robust connections in the virtual realm and insights into the interpersonal aspect of online relationships.

10:00 AM to 11:15 AM

Breakout Rooms

Harvard Square A

Using AI in the Basic Communication Course: A Primer

Sponsor: Short Course

Presenters:

Matt Corr, Shenandoah University

Tiffany Petricini, Penn State University

Like it or hate it, AI in higher ed is here to stay. A survey done by Resumebuilder.com found that 90% of business leaders in charge of hiring are scanning resumes for "ChatGPT skills" (2023). Despite these expectations, there is a gap in the implementation of AI in the classroom, in part because of lack of understanding and training (Petricini et. al., 2023). There are numerous valuable applications of AI, particularly generative AI, for communication courses. This course help participants with all levels of familiarity with AI understand what "it" (AI) is and how "it" works. Participants will be provided with an overview of different types of generators that could

be useful to participants in their courses. They will also observe demonstrations and examples of assignments and in-class applications.

10:00 AM to 11:15 AM

Breakout Rooms

Suite 632

“Well, Nobody’s Perfect!”: Questioning How Popular Culture Reimagined Examples Contribute to Diversity or Increased Marginalization

Sponsor: Voices of Diversity

Chair: Nancy Bressler, West Virginia Wesleyan College

Respondent: Jack Banks, University of Hartford

“Those Were the Days”: The Legacy of Norman Lear" Nancy Bressler, West Virginia Wesleyan College

"Life is Plastic, It’s Fantastic (When You’re White): Analyzing White Feminism in The Barbie Movie" Chloe Alysse Sotomayor, West Virginia Wesleyan College

"When You Wish Upon a Star... Have Live-Action Remakes Gone Too Far: Exploring the Racial Connotations Behind Claiming “POC Representation” Within Recycled Media" Faith Renee Yoho, West Virginia Wesleyan College

“I Would Never Make This About Race”: Competing Discourses of Colorblindness, Being ‘Not Racist’, and Anti-Racism in Reimagined Representations of Interracial Relationships" Erin Brummett, Commonwealth University of Pennsylvania - Bloomsburg

Inspired by ECA's theme of "Currents", this panel analyzes contemporary examples of popular culture that have been reimagined with an emphasis on greater diversity inclusion, highlighting marginalized voices, and dismantling racial and gender oppressions. Panelists examine Barbie, Disney live action films, and streaming television shows, and a Broadway musical to explore how these examples provide avenues for facilitating social justice conversations; however, we also question to what extent these reinvented examples lead to additional diversity issues.

11:30 AM

11:30 AM to 12:45 PM

Breakout Rooms

Porter Square

Cultivating Communities of Attention: Exploring Pedagogical Spaces, Practices, Technologies

Sponsor: Philosophy of Communication

Chair: Joel Scott Ward, Geneva College

"Building Communities of Attention: Meeting Students where they ‘need’" Annette Holba, Plymouth State University

"In the Flow: Civility, Community, Conversation" Maryl McGinley, UPJ

"Presence and Inclusion: Community and Engagement in the Classroom" Tiffany Petricini, Penn State University

"The Delightful Experience of Wonder in the Classroom and in Professional Life" Inci Ozum Sayrak, Duquesne University

"The Ground of Attention: The Semantic Environment, Shared Narratives, and the Possibility of Communities of Attention" Ryan P McCullough, West Liberty University

This panel grounds itself on the notion that attention can move us closer to "the experience of a reality from which distraction, defenses, or projection separates us" (Panizza, 2022, p. 2). Attention offers the opportunity to experience the world together. Through attention, we have a chance to participate in the world together, if only we notice that we are there with others. To recapture a sense of attention, this panel explores James Lang's (2020) metaphor, "communities of attention" (p. 95) as a way to respond to our current environment. We consider the [connections between] communities, attention, and technologies that reinforce the challenges [and opportunities] of our current technological and historical moment, and share communicative and pedagogical approaches to engage students in the classroom.

11:30 AM to 12:45 PM

Ballrooms

Amesbury B

Making Connections between Rhetoric, Health Communication, and Debate

Sponsors: Argumentation and Forensics; Health Communication; Rhetoric and Public Address

Chair: Jason Edwards, Bridgewater State University

Respondent: Benjamin R Bates, Ohio University

"Casual Radicalization and Rapid Groupthink: An Analysis of Argument on Reddit" Jeffrey St. Onge, Ohio Northern University

"Navigating Currents of Critical Approaches: Organizing Rhetorical Criticism Through the McGee-Leff Debate" Rick Olsen, UNC Wilmington

"Something Careless This Way Comes: Medical Errors in Popular Culture" Heather J Carmack, The Mayo Clinic

This panel of competitive papers examines connections between rhetoric, health communication, and debate.

11:30 AM to 12:45 PM

Breakout Rooms

Remington

Past Officers' Club Luncheon

11:30 AM to 12:45 PM

Breakout Rooms

Kendall Square

Teaching Public Speaking Online in the Present Currents: Reflecting on Past Practices Against the Backdrop of the Pandemic

Sponsor: Community College

Chair: Rebecca Marie Townsend, Holyoke Community College

Presenters:

Susan Ward, Delaware County Community College

Kerry Byrnes-Loinette, Collin College

Amanda Davis Gatchet, Montgomery County Community College

Nick Linardopoulos, Rutgers, The State University of New Jersey

Drawing upon their experience teaching public speaking online before the pandemic, panelists will lead a round table discussion reflecting on how their views about teaching the course have been impacted by the pandemic. Along with them, panelists invite the audience to discuss any theoretical and philosophical approaches to teaching the course before the pandemic that might still ring true and how these approaches might shape the future of the course.

1:00 PM

1:00 PM to 2:15 PM

Breakout Rooms

Inman Square

Anti-Bullying Initiative: Currents in the Workplace

Presenters:

Sally Vogl-Bauer, University of Southern Indiana

Garry Bailey, Abilene Christian University

Stacy Smulowitz, University of Scranton

This workshop is sponsored by the 1st Vice President as part of NCA's Anti-Bullying Initiative.

1:00 PM to 2:15 PM

Breakout Rooms

Kendall Square

ChatGPT in the Communication Classroom: A Round Table on Speech Preparation, Delivery, and Other Considerations

Sponsor: Communication Technology

Chair: Tiffany Petricini, Penn State University

Presenters:

Tiffany Petricini, Penn State University

Jill Burk, Penn State University- Berks

Matt Corr, Shenandoah University

Robert Foschia, Kutztown University

Melissa Robinson, Penn State Fayette

This round table features experts in the communication discipline working with AI in the communication classroom. In addition to discussing two studies examining AI in higher education and AI's effects on speech preparation and delivery, it also will discuss best practices. The hope is to create a community space to share thoughts, ideas, and concerns about the advent of generative AI and its effects on the communication classroom.

1:00 PM to 2:15 PM

Breakout Rooms

Harvard Square B

Connect and Collaborate! An Interactive Networking Session for Health Communication Research

Sponsor: Health Communication

Chair: Satarupa Dasgupta, Ramapo College of New Jersey

Network with other researchers interested in health communication with the goal of finding collaboration opportunities. The Health Communication Interest Group offers this time as a moderated and semi-structured roundtable opportunity to brainstorm and discuss research topics, funding opportunities, and other ways to innovate the field.

1:00 PM to 2:15 PM

Breakout Rooms

Harvard Square A

Currents in Experiential Learning: Student-Run Firms

Chairs: Leeanne M Bell McManus, Stevenson University; Jeanne Persuit, UNC Wilmington

Presenters:

Daniel Anisimov, Stevenson University
Nilou Mollaahmad, UNC Wilmington
Maya Townsend, Stevenson University
Kati Elizabeth Sudnick, UNC Wilmington
Jacob Crosby, Stevenson University

Student-run firms offer a unique opportunity for students' experiential learning. The student-run firm offers experience in leadership and project management as well as conflict management, recruiting, and business development. Students from two student-run firms, The Mill Agency at Stevenson University and Pier601 Creative at UNC Wilmington, along with their advisors, will discuss projects, challenges, and benefits of the student-run firm model.

1:00 PM to 2:15 PM

Breakout Rooms

Central Square

Currents of Organizational Communication: Navigating Challenges, Conflict, and Anticipatory Socialization

Sponsor: Organizational Communication

Chair: Katelynn Lousie Kuijpers, University of Delaware

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

"A Scale for Vocational Anticipatory Socialization: Creating and Testing a Way to Measure the Six Sources of VAS Information" Kenneth Levine, University at Albany, SUNY; Melinda Aley, Montana State University Billings

"An Autoethnography of Organizational Conflict Rapids and Eddies That Caution the Churning Undertow of Higher Education and Communication Education" Robin Smith Mathis, Kennesaw State University

"Codes of Conduct and Chains of Command: An Examination of Organizational Conflict Management Policies in Healthcare Systems" Paula Hopeck, Bloomsburg University

This panel delves into organizational communication's currents, covering the creation of a vocational anticipatory socialization measurement scale, an autoethnographic journey through higher education challenges, and an examination of conflict management policies in healthcare systems, offering diverse insights into communication strategies, scholarship, and policy within various organizational contexts.

1:00 PM to 2:15 PM

Breakout Rooms

Porter Square

Embracing new and revisiting traditional IMC efforts: Exploring current topics and applications of IMC theories and concepts in the context of emerging technologies and long-established offline practices

Sponsor: Applied Communication

Chair: Yiyi Yang, UNC Wilmington

"Application of IMC among Small Businesses Owned by African-American Women: A Rhetorical Analysis of Social Media Accounts" Tegan Jones, UNC Wilmington

"Evolving Video Advertising Preferences and the Effects on Brand Engagement" Emily Nicole Quezada, UNC Wilmington

"Instagram and the NFL: An Exploration of NFL Teams' use of Instagram as a Tool to Manage Relationships" Emily Leigh Jones, UNC Wilmington

"Strategies for Integrated Marketing Communication among Latino Small Business Owners: A Mixed Methods Research Study" Kelly Blanchard, UNC Wilmington

The panel discusses the current applications of IMC (Integrated Marketing Communication) theories and concepts in the context of emerging technologies as well as long-established forms. The four studies included in the panel investigate IMC practices by large corporations, such as the NFL, as well as small businesses owned by minorities.

1:00 PM to 2:15 PM

Ballrooms

Amesbury A

Organizational messaging, social media engagement and crisis communication in health contexts

Sponsor: Health Communication

Chair: Jennifer Allen Catellier, Gannon University

Respondent: Benjamin R Bates, Ohio University

"Does organizational messaging make a difference? Investigating Themes and Language Style in Twitter Discourse and Engagement by Mental Health Organizations" Rebecca Katherine Britt, University of Alabama; Heather J Carmack, The Mayo Clinic; Andrew Morris, University of Alabama; Ananya Raka Chakraborty, University of Alabama; Courtney L Franco, University of Alabama

"Feeling the heat: A content analysis of tweets about the Canadian wildfires using a risk communication framework" Amanda D. Damiano, Marist College; Ming-Yi Wu, Northeastern University

"Health communication in times of crises: Catholic Priests' perspectives on Anointing of the Sick" Dios Joseph, OHIO UNIVERSITY ATHENS; Sean M Horan, Fairfield University

This panel showcases papers that delineates different trends of social media engagement from organizational and environmental perspectives and crisis communication within the context of religious observations and meaning-making.

1:00 PM to 2:15 PM

Ballrooms

Amesbury D

Public Address of 1974, Fifty Years Later

Sponsor: Rhetoric and Public Address

Chair: Theodore Sheckels, Randolph-Macon College

"Barbara Jordan's Defense of the Constitution During the Nixon Impeachment Hearings Fifty Years On: Are the Currents of History Requiring a Fresh Defense?" Carl Hyden, Morgan State University

"Four Years After Earth Day and "Environment" Is Stood on Its Head: Nixon and the 1974 Spokane International Exposition on the Environment" Tom Duncanson, Green Citizen Diplomacy Project

"Mo Udall in 1974 on What's Wrong with Our Elections and Our Governance: Still Relevant Fifty Years Later?" Theodore Sheckels, Randolph-Macon College

"The National Recurring Nightmare: Ford's Inaugural Speech Fifty Years Later" Christina M. Knopf, SUNY Cortland

Public address studies often look back. Doing so can reveal speeches largely ignored as well as ones that now should be forgotten. Doing so also reveals speeches that not only raise issues still relevant but do so in a curious way, reminding us that the nation has dealt with matters such as scandal, impeachment, division, and dysfunction before. This session considers four 1974 speeches: Barbara Jordan speaking eloquently, solemnly about impeachment; Richard Nixon deflecting attention from the natural environment by lamenting the sociopolitical one; Mo Udall reflecting (with some wit) on what's wrong with the government; Gerald Ford talking about a "national nightmare" and urging people to think it was over.

1:00 PM to 2:15 PM

Ballrooms

Amesbury B

Top Papers in Interpersonal Communication

Sponsor: Interpersonal Communication

Chair: Erin Brummett, Commonwealth University of Pennsylvania - Bloomsburg

Respondent: Mary E. King, Bloomsburg University

"Even if you don't watch it with me, I will tell you about it: Understanding Secondhand Fanship Through Romantic Partners" Ellie Weaver, University of Oklahoma; Caleb Hubbard, Sam Houston State University

"The History of Self-Relevant Research in Communication: 1948 to 2020" Xuewei Zhang, State University of New York, University at Albany; Timothy Stephen, State University of New York, University at Albany

"Interpersonal Abortion Conversations: Communication Characteristics Post-Roe" Valerie Rubinsky, University of Maine at Augusta; Angela Cooke-Jackson, California State University, Los Angeles

This session includes the three top papers in the Interpersonal Communication Interest Group.

1:00 PM to 2:15 PM

Breakout Rooms

Suite 632

Voices of Diversity Business Meeting

Chair: Dan Strasser, Rowan University

2:30 PM

2:30 PM to 3:45 PM

Breakout Rooms

Suite 432

Cultivating a Culture of Assessment for Equity in Student Learning: Shifting the Currents without Getting Caught in a Riptide

Sponsor: Community College

Chair: Rebecca Marie Townsend, Holyoke Community College

Presenters:

Kerry Byrnes-Loinette, Collin College

Dawn Lovegrove, Holyoke Community College

Trudy Milburn, Southern Connecticut State University

Jessica Papajcik, Stark State College

Michael J. Stutz, Three Rivers Community College

Rebecca Marie Townsend, Holyoke Community College

How can higher education culture flow from teaching and learning so that the promises an institution makes to students are supported? How can we avoid faculty feeling "ripped from the shores" beyond their ability to re-direct? Each speaker will describe a strategy they are using to shift the current practices of assessment toward equitable assessment. We will use nominal group technique for audience participation to generate a take-home resource guide. Participants at all levels, novice to expert, will come away with strategies for developing a culture of assessment that emerges from existing faculty practice and that preserves well-being.

2:30 PM to 3:45 PM

Breakout Rooms

Porter Square

Currents of Communication Trait Research: 2019-2024 for 5 Prominent Trait Variables

Sponsor: Communication Traits

Chair: Xu Song, Stockton University

"Trait Argumentativeness" Charles J. Wigley III, Canisius University

"Trait Communication Apprehension" Corey Jay Liberman, Marymount Manhattan College

"Trait Disclosiveness" Linda L. McCroskey, California State University, Long Beach

"Trait Taking Conflict Personally" Elizabeth Glowacki, Northeastern University

"Trait Verbal Aggressiveness" Theodore A. Avtgis, Western Illinois University-Quad Cities

The ongoing stream of research on these five trait variables has greatly enhanced our understanding of human communication. These panelists will help scholars, established and new, to navigate modern channels of research taken for each of the variables. Come aboard and sail away with some meaningful handouts that will keep your scholarship in shipshape condition!

2:30 PM to 3:45 PM

Breakout Rooms

Inman Square

Disruptive Waves on Calm Currents: A Philosophy of Communication of Technological Advancements in the 21st Century

Sponsor: Philosophy of Communication

Chair: Kati Elizabeth Sudnick, UNC Wilmington

"A Picture is Worth a Thousand Words: Instagram as Verbal Communication" Emily Leigh Jones, UNC Wilmington

"Frictionless Flow: Life on The Line in Neom's 'Cognitive City'" Austin D. Hestdalen, Purdue University Northwest

"Screens, Steams, and Love Streams: Tinder as a Communication Medium" Matthew P. Mancino, Indiana University South Bend

"'There's a Subscription for That': Streaming Services as Entertainment Industry Disruptors" Kati Elizabeth Sudnick, UNC Wilmington

This panel uses philosophy of communication's story-centered insights in order to explore how various technological media act as disruptive waves on otherwise calm communication currents. Panelists use theoretical and philosophical touchstones from the likes of urban communication, media ecology, political philosophy, and Ancient Greek rhetorical roots to understand the disruptive waves that emerge from cognitive cities, online dating apps, photo sharing social media, and the move from entertainment content ownership to perpetual borrowing via streaming services.

2:30 PM to 3:45 PM

Ballrooms

Amesbury B

In the Classroom with Kenneth Burke: A Discussion

Sponsor: Kenneth Burke Society

Chair: Annie Laurie Nichols, Saint Vincent College

Presenters:

Elvera Berry, Roberts Wesleyan College

Ryan P McCullough, West Liberty University

Tim Michaels, Penn State University

Annie Laurie Nichols, Saint Vincent College

Valerie Schrader, Penn State University - Schuylkill Campus

Cem Zeytinoglu, East Stroudsburg University

This roundtable engages with the newly published volume "In the Classroom with Kenneth Burke." Participants will discuss the book's chapters and pedagogical materials as well as their own approaches to teaching Burke and his relevance to today's students.

This book features significant Burkeans -- Jack Selzer, Bryan Crable, Elvera Berry, Ann George -- sharing their wisdom from decades of teaching Burke. Each chapter is paired with lesson plans, activities, syllabi, and other practical content. At once theoretical and practical, this volume should make teaching Burke much more accessible to a new generation of instructors.

...or will it? That is the purpose of this panel -- to discuss the merits of the book, their own

significant pedagogical practices, and whether Burke *has* a place in the contemporary communication classroom.

2:30 PM to 3:45 PM

Ballrooms

Amesbury D

Legal and Ethical Discourses Surrounding ChatGPT

Chair: Noura Hajjaj, Duquesne university

Presenters:

Janie Harden Fritz, Duquesne University

Susan Drucker, Hofstra University

Gary Gumpert, Urban Communication Foundation

Amanda G McKendree, University of Notre Dame

Sanae Elmoudden, St. John's University

Amanda D. Damiano, Marist College

Mary L Kahl, The Pennsylvania State University, the Behrend College

Thomas Richard Flynn, Slippery Rock University

Thom Gencarelli, Manhattan College

Noura Hajjaj, Duquesne university

Respondent: Erik Garrett, Duquesne University

The Chat Generative Pre-Trained Transformer (ChatGPT) has sparked controversy and interest in the communication classroom, raising both legal and ethical concerns in the field. Academic institutions are grappling with the pervasive nature of ChatGPT, making it challenging to respond adequately. In this roundtable, our goal is to explore the opportunities and challenges associated with ChatGPT in the classroom, aiming to refine our pedagogical approach. ChatGPT has gained significant popularity, boasting one million users in five days and 1.5 billion monthly visitors. Therefore, the discourse has shifted from debating whether to use or ban it to focusing on ethical and responsible utilization.

Challenges in education include legal and ethical concerns regarding regulations, bias, privacy, and broader impacts on students and faculty. The emphasis is on preserving humanity while integrating AI ethically, with less than 10% of schools having formal GenAI policies (Elmoudden, 2023). Addressing these challenges requires crucial guidelines, encompassing privacy considerations, leveraging GenAI for brainstorming and speech outlining, using it for proofreading while maintaining authenticity, and offering guidance on time management. In this roundtable, we strive to ensure students develop critical thinking skills in a world increasingly influenced by language model learning.

2:30 PM to 3:00 PM

Breakout Rooms

Suite 732

Organizational Communication Business Meeting

2:30 PM to 3:45 PM

Breakout Rooms

Kendall Square

Recruiting and Engaging Historically Underrepresented Ethnic and Minority Participants in Communication Research: The Currents

Sponsor: Voices of Diversity

Chair: Kellon Bubb, Montgomery College

Respondent: Sharifa Simon-Roberts, Emerson College

"Black Women as Research Participants: How to Create a More Inclusive Perspective in Feminist Communication Research" Dana Williams-Johnson, Howard University

"Navigating the Recruitment Maze: Engaging African American Pastors as Health Communicators in COVID-19 Research" Tanya E. Gardner, Delaware County Community College

"Recruiting and Engaging Arab Women in Research: Challenges and Solutions" Shoa Almalki, Howard University

"Recruiting and Retention of Black and Asian American Participants in Health Disparities Research" Wei Sun, Howard University

"We Still Keepin' it Real?: Can Artificial Intelligence Improve the Mental Health of African Americans? Strategies Used in the Search for African-American Survey Respondents" Tiffany Thames Copeland, Montgomery College

In this panel, researchers discuss the challenges and strategies in recruiting and engaging historically underrepresented minority participants in communication research.

2:30 PM to 3:45 PM

Breakout Rooms

Central Square

Struggling Against the Currents in Intercollegiate Debate and Forensics

Sponsor: Argumentation and Forensics

Chair: Theodore Sheckels, Randolph-Macon College

"College Debate and Forensics Has an Assessment Problem: What Can Be Done to Maintain the Currency of Our Programs to the University" Heather Walters, Missouri State University

"Intercollegiate Speech and Debate: Can It Survive Competing Cross-Currents" Carl Hyden, Morgan State University

"It's Not Just the Money Stream: Contingent Faculty, Continuing Fragmentation, and Forensics At-Bay" Theodore Sheckels, Randolph-Macon College

There are certainly intercollegiate debate and forensics programs that are thriving, but the number has steadily declined since the activity's heydays decades ago. This decline is especially striking in the states served by ECA. The presentations point to some of the activity's problems: declining funding, increasing contingent faculty, continuing fragmentation, no systematic assessment. The presentations also try to suggest what actions might be taken to reverse debate/forensics' course.

2:30 PM to 3:15 PM

Breakout Rooms

Harvard Square A

The Pedagogy of Social Media: Essential Strategies for Developing Core Competencies

Sponsor: Short Course

Presenter:

John Powers, Quinnipiac University

We all know the extreme impact social media is having on our personal and work lives, and certainly society as a whole. Numerous communication students are following a path to a career of working in the field of social media, and yet there are many important factors that need to be examined as it relates to effectively teaching and preparing students for these roles.

Research is showing that students are not as prepared to meet the social media functional needs of organizations and businesses as assumed. There is a clear gap between the student's personal use of social and their proficiency in the practice of social media communication. University educators need to create pedagogical strategies to gain student competence in this area.

This short course will examine available research and discuss practical strategies for communication faculty and programs to consider in order to help prepare students for their professional future in social media.

2:30 PM to 3:45 PM

Breakout Rooms

Remington

Top Paper Panel for Instructional Communication Division

Sponsor: Instructional Communication

Chair: Sara Pitts, Alice Lloyd College

"The Role of Student-to-Student Confirmation on Positive Achievement Emotions and Persistence Throughout the Semester" Zac Johnson, California State University, Fullerton; Matt Shin, California State University, Fullerton; Sara LaBelle, Chapman University

"Toward an Analysis of Email Literacy among Undergraduate College Students" Julian Costa, Pace University

"Using Narrative Communication as a Reflective Tool for Experiential Learning about Community Mental Health" Arla Bernstein, Mercer University; Viken A. A. Ayvazian, Mercer University

This session will have the top paper for the Instructional Communication Division as well as two additional papers presented about current research.

2:30 PM to 3:45 PM

Ballrooms

Amesbury A

"The Year to Save the Earth" – A Concert and Multimedia Experience

Sponsors: First Vice President's Programming; Interpretation Performance

Chair: Lois Einhorn, Binghamton University

"The Year to Save the Earth" – A Concert and Multimedia Experience" Jim Scott, Jim Scott Music - for a Just, Peaceful, and Sustainable World

Mixing powerful songs and beautiful projected images, "The Year to Save the Earth" takes us from celebration to grieving, and from protest to positive visions for the planet. Jim Scott's multimedia presentation speaks to our purpose, combining Communication and Engagement. We need to educate, not just assume the other side is "uneducate-able. Jim engages all with lyrical melodies and outspoken poetry to celebrate what's beautiful, amazing, and fragile about our Earth. As well as hard reality, the program's message is one of optimism, with many invitations to join in the singing. Facing the urgency of the environmental crisis, the musical and visual experiences challenge us to feel, to learn, to think, and, most importantly, to act on behalf of ourselves and our children, grandchildren, and all future generations.

3:00 PM

3:00 PM to 4:00 PM

Lobby Registration

Courtyard Foyer

Afternoon Break

3:30 PM

3:30 PM to 4:45 PM

Breakout Rooms

Suite 732

Currents Toward Connection: Dialogue and Sustained Leadership

Sponsor: Communication Administration

Chair: Rick Olsen, UNC Wilmington

Presenter:

Julie Morgan, Eastern University

"Currents Toward Connection: Dialogue and Sustained Leadership" Julie Morgan, Eastern University; Rick Olsen, UNC Wilmington

As leaders navigate in a climate of academic uncertainty and change, finding new "currents" that provide ways for academic leaders to sustain and flourish is critical. Self-care and having others "in it with them" is an important element of sustained excellence in leadership.

Academics have well-established patterns of collaboration in scholarship, but we have failed to carry this into our leadership challenges. This presentation focuses on collaboration in leadership, i.e., new currents by which we can learn and support one another in leadership positions. Our interactive presentation focuses on optimizing the value of such relationships and how the authors have benefited from the collaborations.

4:00 PM

4:00 PM to 5:15 PM

Breakout Rooms

Suite 632

2023 ECA Distinguished Research Fellows Panel

Chair: Jason Edwards, Bridgewater State University

Presenters:

Jennifer Waldeck, University of Georgia

Charles J. Wigley III, Canisius University

This panel will feature a conversation with the 2023 ECA Distinguished Research Fellows. All are invited to this special event to hear the Distinguished Research Fellows discuss how their past, present, and future research. Audience questions for these distinguished researchers are especially encouraged.

4:00 PM to 5:15 PM

Breakout Rooms

Harvard Square A

A Short Course Dedicated to Merging the Currents of Content, Delivery, and Visual Aids

Sponsor: Short Course

Presenter:

Marcy Milhomme, Penn State University

Most presentations given in the communication classroom have in common three areas of assessment: content, delivery, and visual aids. Unless otherwise taught, students may view these facets as three isolated currents flowing parallel to one another. In this interactive short course, participants will learn how to merge these currents to help students quickly gain agility as presenters. We will engage with both new and familiar ideas related to content, delivery, and visual aids in the communication classroom.

This short course will happen in three organized phases. In phase one, we will take stock of the most common content, delivery, and visual aid skills that students need to practice and master over the course of a semester. These skills include quality and not quantity of gestures and body movement; concise content knowledge to increase flow and continuity of thought and in oral delivery; animated and passionate delivery; and agility when utilizing visual aids. In phase two of the course, we will put these skills into motion in the form of interactive "stations". Participants will take on the role of students and rotate around the room one station at a time to practice these specific and concrete skills. To end the course in phase three, we will debrief the activity, share other in-class exercises for content, delivery, and visual aids that can be added/expanded on, and talk about how to make communication skills more strategic, effective, and memorable for students.

4:00 PM to 5:15 PM

Breakout Rooms

Porter Square

Applied Currents: Shaping the Terrain of Theory & Practice in the Classroom and Beyond

Sponsor: Applied Communication

Chair: Mary E Donato, Central College

"Final Conversations at End-of-Life: An Analysis of Family Communication in the Television Series This is Us" Kelly Tenzek, University at Buffalo; Bonnie McCracken Nickels, University at Buffalo; Tahleen Lattimer, University at Buffalo; Emily Lapan, University at Buffalo; Madison Neurohr, University of Buffalo (SUNY)

"Currents of State Legislation Reveal the Importance of Narrative Application through an "Out of Class" Experience" Robin Smith Mathis, Kennesaw State University; Noah Criman, Kennesaw State University

"Technical vs Experiential Learning: A Case Study of Audio-Visual Education" Rich Miller, Pace University; George Chacko, Pace University; Paul Ziek, Pace University

"The Influence of Authenticity and Distinctiveness on Tourism Intentions" Michelle M Rego, Johnson & Wales University; Dana Rogers, Southern Connecticut State University

This panel explores ways in which communication concepts and theories can be applied to better understand and enhance learning, relationships, and our communities. These papers demonstrate the applicability and utility of applied communication in navigating difficult conversations, addressing and adapting to challenges in today's workforce, and improving student learning.

4:00 PM to 6:00 PM

Ballrooms

Amesbury D

Beyond the Straight and Narrow Screening

Chair: Angie Corbo, Widener University

Join us for the screening of the newest film from filmmaker and media scholar Katherine Sender (Cornell University), *Beyond the Straight and Narrow*. This is the newest installment in her groundbreaking series exploring LGBTQ representations on American television.

4:00 PM to 5:15 PM

Breakout Rooms

Remington

Communicating in Crisis: Rhetorical Explorations of Major Historical Events

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

Chair: Athar Memon, Ohio University

Respondent: Eric Fife, James Madison University

"A Spirit of Strength: The Systematic Response to the 2013 Boston Marathon Bombings" Riley Elizabeth Davis, Boston College

"Is McLuhan Right or Wrong: Understanding the Media After 9/11" Garrison Mudrick Case, University of Pittsburgh

"McLuhan's Nuclear Consequence: The Media Ecology behind Oppenheimer's Invention" Erik Otto Rodriguez, University of Pittsburgh

This panel features papers submitted to the James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference.

4:00 PM to 5:15 PM

Breakout Rooms

Harvard Square B

Currents in Media Ecology

Sponsor: Media Ecology (Affiliate Organization)

Chair: Susan Drucker, Hofstra University

Respondent: Thom Gencarelli, Manhattan College

"Comparison through Thick and Thin: The Influence of Social Media and its Relevancy to Social Psychological Theories" Ariella Dodyk, University of Delaware

"The Medium is the What?: McLuhan, Data, and 'What-Counts-as-a-Message'" Matthew S. Lindia, Duquesne University

"The Opposite of a Sacramental Media Ecology?" Michael R. Kearney, Duquesne University

This panel features current topics and ideas in the area of Media Ecology.

4:00 PM to 5:15 PM

Breakout Rooms

Central Square

Mentoring Works In Progress Roundtable

Sponsor: Rhetoric and Public Address

Chair: Carla Rae Richards, Duquesne University

Respondents: Guillermo G. Caliendo, Temple University; Ryan P McCullough, West Liberty University; David Seitz, Penn State, Mont Alto; Gregory Griffin, University of Arkansas

"Burkean Identification in College Recruitment Videos" Janelle Gruber, Penn State Schuylkill

"Concord Epideictic: Thoreau's Neighbors in Praise and Blame" Eric Miller, Bloomsburg University

"Fetterman, Disability and Debate: Reimagining Ableist Rhetoric Through Political Debate (Work in Progress)" Grant Cos, RIT

"Work in Progress History, Sex Positivity, and an Erotic Carnival: A Rhetorical Analysis of the Museum of Sex" Carrie Murawski, Roanoke College

This roundtable features four works-in-progress in Rhetoric and Public Address and is designed to provide mentorship and guidance as panelists work to bring their projects to completion. Panelists will first present their projects with respondents providing feedback for each work-in-progress afterwards. Following the respondents' feedback, audience members will be encouraged to ask questions and provide feedback of their own.

4:00 PM to 5:15 PM

Breakout Rooms

Suite 532

Political Communication Business Meeting

Chair: Christina M. Knopf, SUNY Cortland

4:00 PM to 5:15 PM

Breakout Rooms

Kendall Square

Pop culture, "passing," and interracial contact: Three student papers from the Intercultural Interest Group

Sponsor: Intercultural Communication

Chair: Gordon Alley-Young, Kingsborough Community College - CUNY

Respondent: Gordon Alley-Young, Kingsborough Community College - CUNY

"A Trio of Intercultural Communication Case Studies: Grey's Anatomy, The Bold Type, And Just Like That..." Brandy Hadden, Southern New Hampshire University

"Bearded Girls; Passing to Watch Soccer Matches" Mehri Yavari, Texas A&M University - Department of Communication

"Exploring Intercultural Willingness to Communication and Interracial Contact Across Generations in Malaysia" Adrian Tam, Student

These three student papers examine intersectional feminist rhetorical devices, gender performativity in the context of Iranian women "passing" as men to attend soccer matches, and racial prejudices among Malaysian citizens' beliefs around interracial and intercultural relationships.

5:30 PM

5:30 PM to 6:30 PM

Ballrooms

Mt. Auburn Ballroom - 14th fl

Newcomers and Undergraduate Scholars Welcome Reception

This special gathering is ECA leadership's opportunity to welcome newcomers to our association and the convention. In addition, our Undergraduate Scholars Conference Planners will give a brief orientation for our students. After this, make plans to stay for the Welcome Reception!

6:30 PM

6:30 PM to 8:00 PM

Ballrooms

Mt. Auburn Ballroom - 14th fl

Welcome Reception

Come to our official convention kickoff party on the 14th floor of the hotel with views of Boston, Cambridge, and the Charles River. Enjoy a cash bar and appetizers, compliments of ECA.

8:00 PM

8:00 PM to 9:00 PM

Breakout Rooms

Suite 432

12 Step Meeting

Friday
March 22, 2024

8:30 AM

8:30 AM to 9:45 AM

Ballrooms

Amesbury A

A New 'Current' of Students: Successes and Struggles Teaching the First Year Student

Sponsor: Interpersonal Communication

Chair: Mary E. King, Bloomsburg University

Presenters:

Erin Brummett, Commonwealth University of Pennsylvania - Bloomsburg

Paula Hopeck, Bloomsburg University

Angela G La Valley, Commonwealth University of Pennsylvania - Bloomsburg

James Petre, Bloomsburg University

Anna Turnage, Bloomsburg University of Pennsylvania

This interactive roundtable will discuss strategies for teaching first year students, and how we as professors can encourage student recruitment to Communication Studies. The panelists will address how our approaches in class, drawing on interpersonal, ethical, cultural, and organizational communication, can help students transition successfully to college. Conversations will address the special circumstance of these students, as they progressed through high school during the height of the COVID pandemic.

8:30 AM to 9:45 AM

Breakout Rooms

Suite 632

Applied Communication Business Meeting

Chair: Erin Sheila Crow, Fairfield University

8:30 AM to 9:45 AM

Ballrooms

Amesbury B

Applied Learning: IMC Projects and Community Impact

Sponsor: Applied Communication

Chair: Emily Leigh Jones, UNC Wilmington

"Community Organizations and IMC" Bruce Converse McKinney, University of North Carolina Wilmington

"IMC Campaigns and Preventing Hazardous Behaviors" Jaejin Lee, Florida State University

"IMC Interns and the Local Migrant Community" Amanda D. Damiano, Marist College

The presenters on this panel all discuss how they use applied integrated marketing communication to give both graduate and undergraduate students real-world experience in applying integrated marketing communication to their local communities. The ultimate goal of each presenter is to demonstrate how the theoretical applications of IMC can have a significant positive impact in their local communities in three different states.

8:30 AM to 9:45 AM

Breakout Rooms

Harvard Square B

Argumentation and Forensics Business Meeting-

Chair: Tim Michaels, Penn State University

8:30 AM to 9:45 AM

Ballrooms

Amesbury D

Communicating Science and the Paranormal

Sponsor: Media Communication

Chair: Wyatt Dawson, University of Delaware

Respondent: Colin Kearney, Hampton University

"Going against the current: Family communication, television exposure, and beliefs in the paranormal" Eric Fife, James Madison University; Leigh Nelson, James Madison University

"Haunting messages: Online videos and public belief in paranormal phenomena" Erin Oittinen, University of Delaware; Paul R Brewer, University of Delaware; Holly Wright, University of Delaware

"JAQing around: Podcast listening, parasocial identification, and paranormal beliefs" Avi Holtz, University of Delaware; Liam Michael Cuddy, Communication Graduate Student

"Telescopes, asteroids, and UFOs ... oh my: Media framing of space exploration from 2012 to 2022" James Bingaman, California Polytechnic State University, San Luis Obispo

Media may play important roles in shaping public beliefs about a host of scientific and pseudoscientific topics. The papers on this panel examine the nature and potential effects of media messages about such topics. In doing so, they address a range of theories (including cultivation and framing), media (including television, video sharing platforms such as YouTube, and podcasts), and topics (including space exploration, unidentified flying objects, and paranormal investigations of ghosts).

8:30 AM to 9:45 AM

Breakout Rooms

Central Square

CONNECT: Two Can Play at That Game: How Faculty Can Benefit From AI, too.

Sponsor: First Vice President's Programming

Chair: Jessica Papajcik, Stark State College

Respondents: Jenny Warren, Collin College; Kerry Byrnes-Loinette, Collin College

"Two Can Play at That Game: How Faculty Can Benefit From AI, too." Jenny Warren, Collin College; Kerry Byrnes-Loinette, Collin College

Specifically, the panelists will present various AI-generated programs that help with assignment creation, classroom activities, project-based learning, assessment, and grading. The panelists will also present contemporary research regarding the efficacy of those programs across teaching modalities and education levels.

8:30 AM to 9:45 AM

Breakout Rooms

Kendall Square

Current Topics in Communication Technology

Sponsor: Communication Technology

Chair: Joel Scott Ward, Geneva College

Respondent: Cathlin Clark-Gordon, Seton Hill University

"Inoculation Theory, Media, and Communication: Current Theorizing of the Inoculated News Consumer" Josh Compton, Dartmouth College

"Technology-mediated communication interventions for Generation Z victims of violence: Modalities, preferences, access and the road ahead" Satarupa Dasgupta, Ramapo College of New Jersey; Emily Christina Melvin, Ramapo College of New Jersey

This selection of papers reflects the current state of communication technology.

Currents in Promoting CSR, DEI and ESG Strategies: The Promise and Peril of Doing Good -- A Case Study Approach

Sponsor: Short Course

Presenters:

Allison Peiritsch, Slippery Rock University

Thomas Richard Flynn, Slippery Rock University

This workshop focuses on introducing participants to contemporary challenges in developing and in teaching corporate social responsibility; diversity, equity and inclusion; and environmental, social and governance initiatives. Increasingly, companies of all sizes are embracing the philosophy that "business for good is good for business," indicating that an organization's social impact strategy plays a critical role in championing stakeholder engagement and in protecting and promoting corporate and/or brand reputation. At the same time, and increasingly, critics denounce and/or dismiss CSR, DEI and ESG strategies as "trust washing," "purpose washing" or "woke capitalism." While social impact initiatives always have had critics, these initiatives are increasingly scrutinized-and by increasingly vocal critics.

Rationale: Increasingly an organization's integrated marketing communication and/or public relations programming is being orchestrated around CSR, DEI and ESG initiatives.

- Corporate social responsibility refers to the concept that businesses should operate in a socially responsible manner, holding themselves accountable to publics beyond their stakeholders.
- Diversity, equity and inclusion outlines an organization's policies, practices and procedures for creating a more welcoming and inclusive environment for marginalized populations.
- Environmental, social and governance is an investment strategy that suggests that investors should look beyond a company's bottom line when investing and take into account other criteria, such as its environmental impact and approach to social issues. While the term is often used in the investment community, it may also help stakeholders understand how a company approaches risks and opportunities related to environmental, social and governance issues.

Individually, and taken together, CSR, ESG and DEI intersect with and may become the focal point of integrated marketing communication and/or public relations practice. Each of these practices historically were developed-and continue to evolve-with the promise of "doing good" for the individuals an organization is meant to serve. Yet creating and promoting social impact initiatives can be fraught with unique challenges and complexities, born of today's moment.

Practitioners may be called upon to develop and promote social impact programming-and they may be called upon to defend (or to evolve) such programming when criticized. This workshop seeks to ground participants in challenges unique to the current moment, along with knowledge and tools, to prepare students to approach social impact programming from an informed and critical perspective.

This workshop will provide communication instructors insight into the forces that have created contemporary challenges in developing and executing social impact initiatives, tools for more fully teaching those initiatives, and best (and worst) practice case studies that incorporate CSR, DEI and ESG programming. With high profile news outlets, like the New York Times and the

Wall Street Journal, raising criticisms of social impact programming, this workshop will seek to answer the question "when, why and how does doing good become so bad?"

Students seek courses that provide practical knowledge and skill development, and they are increasingly aware of the reputational issues surrounding their preferred brands. While traditional communication instructors share that awareness, they may not have the background, insight or ability to teach students the contemporary challenges that accompany CSR, DEI and ESG programming. This workshop seeks to ground participants in contemporary challenges (and best practices), while ultimately giving their students the tools and knowledge needed to approach social impact programming from an informed and critical standpoint. Through a case-study approach, this workshop will equip participants with the content needed to understand why, in today's moment, some companies are criticized and how others withstand the criticism.

Participants will: learn the historical forces that catalyzed the practice of CSR, DEI and ESG programming; learn contemporary issues facing CSR, DEI and ESG practices individually and collectively; be able to teach these concepts as part of a course in applied social influence; obtain case studies, templates and assignments for use in their courses; and become familiar with communication industry terms, best practices and topics.

8:30 AM to 9:45 AM

Breakout Rooms

Remington

Exploring Current Issues in a Post-Fact World of Fake News and Comedy

Sponsor: Rhetoric and Public Address

Chair: Timothy Barney, Associate Professor, University of Richmond

Respondent: Trevor Parry-Giles, University of Maryland

"Fake News': 2016 Presidential Elections and the Rhetoric of Ignorance" Guillermo G. Caliendo, Temple University

"Hegemonic Discourse Crafters, Argumentation and the utility of Hatred in a Post Fact society" Steven Joseph, Paradise Valley Community College

"That's What She Said: Comedy as Inoculative Incongruity in Gisele Fetterman's Primary Acceptance Speech" Brian Snee, University of Scranton; Rebecca Mikesell, University of Scranton

This panel explores issues in political rhetoric and current events.

8:30 AM to 9:45 AM

Breakout Rooms

Suite 432

Intercultural Communication Business Meeting

8:30 AM to 9:45 AM

Breakout Rooms

Suite 932

Media Ecology Business Meeting

Chair: Austin D. Hestdalen, Purdue University Northwest

8:30 AM to 9:45 AM

Ballrooms

Mt. Auburn Ballroom - 14th fl

Mentoring in and through communication currents: A dialogue with communication scholars at different stages in the academic stream

Sponsor: Instructional Communication

Chair: Dan Strasser, Rowan University

"Mentoring in and through communication currents: A dialogue with communication scholars at different stages in the academic stream" Timothy J. Brown, Montgomery County Community College; Katherine Katherine Thweatt, University; Claude Taylor, Monmouth University; Rikishi T. Rey, Clemson University; Dan Strasser, Rowan University

At each stage in academia, scholars look to other scholars in similar places in their careers as well as those more experienced for guidance. From undergraduate students, to graduate students, through all levels of instruction and administration, being able to connect and communicate with another scholar helps to dissipate uncertainty and offers a space where confidence can be built in making educated, confident, and calculated leaps forward. From conceptualization and operationalization of research programs to questions about job searching and interview preparation, to collaboration on research ideas, to concerns and questions about tenure and promotion, to not knowing what happens after you become chair: at each level we remain tied to the undying truth that we do not and cannot know it all – that we need others for help. We need mentors.

Mentorship starts with a strong foundation of connection and communication. It starts in places where both people and ideas can grow and be supported; where a small interaction can become a current of innovation and support. For decades, ECA has not only been a space where these currents begin, but it also has offered a place to help others navigate career currents - the often treacherous torrents associated with becoming a communication scholar. To create an inclusive, nurturing conference community, a place to navigate the currents and torrents, ECA needs to continue to be a proactive, collaborative space where connection and relationships can not only be built, but where they can be sustained, molded, and mentored. As an association where scholars across the Communication discipline come and find themselves among like-minded others, this panel offers a shared space to contribute a unique, inviting, and collegial conference experience that fosters generative ideas surrounding mentorship.

In addition to hearing the experiences of mentoring and being mentored by the panelists, the panel will invite those in the audience to share their own experiences as well. Here questions surrounding finding/defining mentorship from non-traditional backgrounds, what is mentoring, what makes a mentor, and what makes "good" mentors will be addressed. In addition, the panelist will explore more nuanced topics in mentoring such as how to create a research pipeline, how to help mentors discover their "me-search" throughout their career, how to exist in academia without a terminal degree, how to best support first generation students, first year ECA attendees, first time presenters, reviewers, and respondents? Furthermore, the panelist will approach more ideological and theoretical perspectives of mentoring and specifically explore mentoring through conflict, mentoring as campus presence, mentoring to cultivate value-based decision making, and mentoring surrounding workplace balance and being centered in your career without your career being the center. Here, we will tie mentoring to enacting personal values in the workplace and how those values mirror our own.

As these questions stem from the panelist's experiences in mentorship, this panel will respond to the call for ECA to remain relevant, cutting-edge, unique, and future-focused as well as remain a place of support and evolution for members and mentors across the academic spectrum. This panel is an open invitation to all ECA members looking to initiate mentorship and create relationships between and among folks at varying levels of their academic journeys.

8:30 AM to 9:45 AM

Breakout Rooms

Porter Square

Navigating Shifting Administrative Currents: Multiple Standpoints

Sponsor: Communication Administration

Chair: Inci Ozum Sayrak, Duquesne University

"Lifting the Hood of the Program Review: Adjunct Instructors' Autonomy and Showing an Interest in Departmental Activity" Julian Costa, Pace University

"Questions and Answers, Past and "Current" Moments: One Institution's Approach" Janie Harden Fritz, Duquesne University

"Recruitment and Retention in a New Key: Administrative Insights" Angie Corbo, Widener University

"Reflection and Re-Engagement in Higher Education: An Administrative Call" LeeAnne M Bell McManus, Stevenson University

In this moment of great uncertainty for educational institutions, questions of long-term and even short-term viability are more salient than ever. Colleges and universities are dropping programs or closing down completely due to enrollment declines, questions about the value of the traditional liberal arts, and reluctance of students to invest in higher education. Joining these institutional concerns are pedagogical challenges ranging from decreased student attention spans to the emergence of artificial intelligence and ChatGPT. Given the remarkable resilience and adaptiveness of the communication field, communication administrators are well positioned to respond creatively to these challenges. One of the richest resources available to them is the variety of perspectives of participants contributing to the work of the enterprise both within and across institutions. This panel taps the wisdom of department chairs, adjunct faculty, and full-time faculty members across institutional contexts who can offer insights for staying the course-and staying afloat-as the currents of higher education become dangerous rapids.

8:30 AM to 9:45 AM

Breakout Rooms

Suite 532

New York State Communication Association (NYSCA) Business Meeting

Chair: Arshia Anwer, Manhattan College

New York State Communication Association Executive Council Business Meeting

8:30 AM to 9:45 AM

Breakout Rooms

Inman Square

Philosophizing Interpersonal Communication: Following 20th Century French Currents into the 21st Century

Sponsor: Philosophy of Communication

"Friendship and Forgiveness in Trauma Recovery: Exploring Derrida's Politics of Friendship within the Philosophy of Communication" Sovi Herring, Duquesne University

"On Working Together: Foucault's Discipline and Punish in Corporate Co-Worker Relationships" Cameron Moore, Duquesne University

"Ricoeur and the Embedded Self: A Philosophy of Communication in Friendship" Andri Kosasih, Duquesne University

Foucault, Derrida, and Ricoeur are key philosophers of the 20th century who shaped the currents of research across several disciplines. This panel seeks to explore select theories of these French philosophers in unexpected 21st century philosophy of interpersonal communication applications. Cameron Moore uses Foucault's work on discipline to understand the corporate workplace and the construction of co-worker relationships. Sovi Herring uses Derrida's politics of friendship to better understand how friendship and forgiveness influence currents within trauma recovery groups. Andri Kosasih uses Ricoeur's concepts of ipse and idem to develop a philosophy of embedded friendship. By following these philosophical theories into new, downstream applications, we can further understand the 20th century French philosophical moment that set the stage for Foucault, Derrida, and Ricoeur and steer their work into a new generation of research.

10:00 AM

10:00 AM to 11:15 AM

Ballrooms

Amesbury A

Adapting for the Current Performance Studies Stage: Lessons in Labor, Literature, and Media Literacy.

Sponsor: Interpretation Performance

Chairs: Evan Mitchell Schares, Villanova University; Christina E. Saindon, Queensborough Community College, CUNY

Author:

Evan Mitchell Schares, Villanova University

Respondent: Julie-Ann Scott-Pollock, UNC Wilmington

"Adapting for the Current Performance Studies Stage: Lessons in Labor, Literature, and Media Literacy." Evan Mitchell Schares, Villanova University

What is old is current again. And there is something incredibly current about adaptation in performance studies. In the fall of 2023, in the Communication Department Studio, a black box theatre at Villanova University, I adapted and directed Judith Schlansky's *An Inventory of Losses*. Adaptation, a foundational cornerstone to performance studies and its predecessor interpretation, remains a central enterprise within both creative academic research and the media and entertainment economy. "Adaptation," as Sanders convincingly suggests, "is fundamental to the practice and, indeed, to the enjoyment of literature and the arts more generally" (2016, p. 2). As a scholar and practitioner of both interpretation and performance studies, in this paper and presentation I animate my recent adaptation to wholeheartedly champion the current practice of adaptation as a contributing element of what interpretation and performance can offer the current economy of performance, communication, and media studies. Specifically, I'll engage my methods employed throughout the staging process; historical and contemporary theories of

adaptation as a form of rigorous research; and the role of art-based adaptation in the future of performance and interpretation studies.

10:00 AM to 10:30 AM

Breakout Rooms

Suite 932

Communication Technology Business Meeting

Chair: Jeanne Persuit, UNC Wilmington

10:00 AM to 11:15 AM

Breakout Rooms

Inman Square

Currents at ECA: Strategic Doing Update

Chairs: Stacy Smulowitz, University of Scranton; Jennifer Waldeck, University of Georgia

In summer 2023, two groups of ECA members attended a Strategic Doing workshop to focus on membership and mentorship initiatives. This panel will offer updates, a Q&A on the process, and opportunities to engage in the future. Interested in serving ECA in a unique capacity? This session is for you!

10:00 AM to 11:00 AM

Lobby Registration

Courtyard Foyer

ECA Morning Coffee Break

Recharge and refuel with our morning coffee break, generously sponsored by Duquesne University.

10:00 AM to 11:15 AM

Breakout Rooms

Harvard Square A

Exploring Current Media Literacy Trends Focused on Diversity, Equity, and Inclusion

Sponsor: Short Course

Presenters:

Jack Banks, University of Hartford

Nancy Bressler, West Virginia Wesleyan College

Inspired by the ECA theme "Currents," this short course explores how instructors can employ analytical thinking and critical thinking skills to recognize trends in media that embrace diversity, equity, and inclusion. Given student dependence on media, students have an increased interest in and need for media literacy and media production skills. This short course employs techniques for students to examine, critique, and create media examples that promote student engagement in social justice and greater inclusion.

10:00 AM to 11:15 AM

Ballrooms

Amesbury D

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

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

Chair: Ryan P McCullough, West Liberty University

Respondents: Elizabeth Glowacki, Northeastern University; Corey Jay Liberman, Marymount Manhattan College

"'Nobody Cares About You': Gender Differences in College Students' Perceptions of Mental Health Disclosures" Luke Phillis, Saint Vincent College

"'This is the skin of a toxic male, Bella!'" : Observing Toxic Masculinity within Young Adult and Romance Novels" Faith Renee Yoho, West Virginia Wesleyan College

"A Pentadic Criticism on Bluey and the Future of Children's Media" Katherine Alene Bordonaro, University of Pittsburgh at Greensburg

"A Rhetorical Analysis of Novice Nurses' Identification Through Cognitive Dissonance in 'Call the Midwife'" Mikayla Lynn Kupstas, Penn State University Schuylkill

"Analyzing Tesco's Failure in Foreign Markets" Lillian Dalrymple, Northeastern University; Kayli Harley, Northeastern University; Catherine Caley, Northeastern University

"Communication Experiences of People of Color in Predominantly White Institutions" BEMNETTE KASSA, Towson University

"Currents of Change: Biden's 2020 Vision vs. 2024 Reality" Keena Bhanderi, Northeastern University; Ryan Coffey, Northeastern University; Nicolle Teixeira, Northeastern University

"Discrimination and Assimilation: An Analysis of the Syrian Refugee Experience Since 2012" Ashley Morgan Caplan, Towson University

"Elf: Buddy and Reflected Appraisals" Isabel Alejandra Rey-Bollentini, Northeastern University College of Social Sciences and Humanities; Caroline Roth, Northeastern University; Natalia Roseff, Northeastern University

"Exploring Male Communication Patterns in College Students' Interactions: An Observational Study" Gretchen Marie Pucklavage, Penn State University

"Exploring Social Construction in 'I, Tonya' through Rhetorical Analysis" Marshaya Tucker, Penn State Schuylkill

"For Students, by Students: Building a Legacy for Future Students with a Course Workbook" Olivia Noel Kuehner, Towson University

"From Ripples to Currents" Jacob Crosby, Stevenson University

"From Solitude to Solidarity: Exploring Mentorship as a Remedy for Workplace Isolation Among Women in Law Enforcement" Emma Claire Smalley, Kennesaw State University

"Gendered Rhetoric and F-3 Family Sponsorship: Unveiling Narratives, Influencing Policies" Princess Igwe-Icho, Southern Methodist University (SMU)

"Holocaust Education: Experiences of Jewish Individuals" Brianna Howard, Towson University

"Hulu's 'Ramy' (2019) and Muslim Representation" Aidan Tinsely Gallo, Temple University

"KUNG-FUfilling Prophecy" Ava Pedorella, Northeastern University; Christopher Tung, Northeastern University; Sky Martin, Northeastern University

"LGBTQ+ Pride Course: Communication Students Involvement at New York City and Washington D.C Pride Marches" Kimberly Gucciardi-Kriegh, Temple University

"Media Influence on the Increase of Anti-Asian Hate: Analyzing the Dynamics of Representation, Coverage, and Public Perceptions" Shanille Brizhe Rollins, Towson University

"Memorable Messages of Parental Favoritism and Perceptions of Closeness in Sibling Relationships: A Qualitative Inquiry" Yasser Perez, James Madison University; Taylor Godshall, James Madison University; Christian Diaz, James Madison University; Kylan Keehan, James Madison University

"Narratives of Power and Persuasion: Exploring Burkean Identification and Narrative Theory in 'The Hunger Games'" Kyla Valerie Carlos Guillermo, Penn State University-Schuylkill

"Navigating the Currents: The Start of American Intervention in the Middle East" Shannon McMahan, Student; Lilly D'Italia, Student; Rachel Simone Solomon, Student; Brittany Leigh Bakula, Northeastern University

"Negative Identity Management and Deception in How to Lose a Guy in 10 Days" Lucy Perkins, Northeastern University; Kirsten Mauer, Northeastern University; Olivia Watson, Northeastern University

"No Child, But Some Adults, Left Behind: Navigating Higher Education with Special Needs" Melissa Dolores Glasson, Senior student of Ramapo College

"Programmatic Advertising and the Future of Ad Buying" Jocelyn Visnov, College/University

These posters were competitively selected for presentation at the James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference.

10:00 AM to 11:15 AM

Breakout Rooms

Suite 532

Media Communication Business Meeting

Chair: Roseann Pluretti, Queens University of Charlotte

10:00 AM to 11:15 AM

Breakout Rooms

Remington

Science and Sanity at 90: Alfred Korzybski's Classic Work Reconsidered

Sponsor: Institute of General Semantics

Chair: Thom Gencarelli, Manhattan College

Respondents: Susan Drucker, Hofstra University; Thom Gencarelli, Manhattan College; Lance Strate, Fordham University

"Science and Sanity at 90: Alfred Korzybski's Classic Work Reconsidered" Lance Strate, Fordham University; Susan Drucker, Hofstra University; Thom Gencarelli, Manhattan College

Last year the Institute of General Semantics published the 6th edition of Alfred Korzybski's magnum opus, *Science and Sanity: An Introduction to Non-Aristotelian Systems and General Semantics*. Originally published in 1933, the work has had a significant and wide-ranging influence over the past century in a variety of fields, including communication. While considered the ur-text of the discipline of general semantics, many who become familiar with Korzybski's thought do so via the more accessible texts and presentations written by S.I. Hayakawa, Wendell Johnson, Irving Lee, and other scholars, arguably, omit or downplay significant aspects of the original work. Returning to the original text, and reappraising it in light of current intellectual thought and concerns, is required for any major work, and all the more so for works that are

better known through the interpretations of others. Participants on this panel will discuss Science and Sanity as a historical document, and in relation to general semantics, the broader concept of non-aristotelian perspectives, as well as its relevance for the study of perception, language, and symbolic communication, systems theory, and media ecology.

10:00 AM to 11:15 AM

Breakout Rooms

Suite 432

Scroll With Caution: Rhetorical Impacts of Current Internet Culture

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

Chair: Brent Allen Saindon, Mercy Univeristy

Respondent: Kati Elizabeth Sudnick, UNC Wilmington

"Deceptive Deficit: An Analysis of User Acquisition Strategy and Cognitive Dissonance in the Mobile Game Industry" Jason Ye-Hoon Kagan, SUNY Geneseo

"Monkey See, Monkey Do: The Convincing Performance of Knowledge by Aestheticized Bodies on #Gymtok" Snehaa Ram, Student at Northeastern University

"Perceptions of Loneliness: A Study of the Discord Platform" Johnny José Lorenzo Buck, Boston College

"Social Media's Impact on Mental Health: An Autoethnographic Study and Thematic Analysis" Haley Carolyn Sekellick, Penn State Schuylkill

This panel features papers submitted to the James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference.

10:00 AM to 11:15 AM

Breakout Rooms

Harvard Square B

State and Local Political Communication in ECA-Land

Sponsor: Political Communication

Chair: Theodore Sheckels, Randolph-Macon College

"Currents and Cross-Currents: Maryland's State-Level Election in 2024" Carl Hyden, Morgan State University

"Navigating the Off-Years: Communication Strategies in the 2023 Virginia Legislative Election" Scott Wilson Dunn, Radford University

"Scoring Points at the People's Expense: Congress' Political Abuse of the District of Columbia" Theodore Sheckels, Randolph-Macon College

"The Use of "Place" in Pennsylvania Politics" Andrea M McClanahan, East Stroudsburg University of PA

"Vote for Babydog or the Conservative Democrat: The 2024 West Virginia Senate Election" Thomas Dean Bobbitt, West Virginia University

This session continues a multi-year tradition of considering non-national political communication in our region. This year, it will focus on a U.S. Senate race in Pennsylvania, several Congressional contests in Maryland, the fight to control the state legislature in Virginia, what might prove to be fascinating U.S. Senate race in West Virginia, and the rhetoric accompanying Republican efforts to score points by ignoring the will of voters and their elected officials and

legislating for Washington, DC. The session, thus, highlights five different arenas in which political communication of different sorts occur.

10:00 AM to 11:15 AM

Breakout Rooms

Porter Square

Top Papers in Applied Communication

Sponsor: Applied Communication

Chair: Dana Borzea, Grand Rapids Community College

Respondent: Janie Harden Fritz, Duquesne University

"Antecedents and Consequences of Psychological Reactance: An Experimental Investigation of Mediated Missing Persons Messages" Cailin M Kuchenbecker, Chapman University

"Burn Pits Associated with America's Conflict in Afghanistan And Iraq: Measuring Awareness Through Social Media" Alexander Quiles, Passaic County Sheriff's Office; Sharmila Pixy Ferris, William Paterson University; Jennifer Owlett, William Paterson University

"Communicating Challenges and Imagining New Futures Through Rural Community Resiliency Collaboration: A Pilot Study Adapting COPEWELL with Texas Library Directors and Community Stakeholders" Elizabeth K. Eger, Texas State University; Rex Long, Texas State University; Anca Tonciu, Texas State University; Allister McNally, Texas State University; Rowan Lampert, Texas State University; Johnny Vasallo, Texas State University

The papers presented on this panel represent the top competitive submissions to the Applied Communication Interest Group.

10:00 AM to 11:15 AM

Breakout Rooms

Kendall Square

Top Papers in Health Communication

Sponsor: Health Communication

Chair: Satarupa Dasgupta, Ramapo College of New Jersey

Respondent: Jennifer Allen Catellier, Gannon University

"Clinician Trust and Patient Antecedents of Their Willingness to Communicate with Primary Care Clinicians" Heather J Carmack, The Mayo Clinic; Rebecca Katherine Britt, University of Alabama; Janaé Montgomery, Charles Drew University; Gulmira Amangalieva, University of Alabama

"“I Wish Someone Told Me It Would Be Draining in Every Way”: Messages that Family Caregivers Wished They Received Before Taking on the Role" Hannah Ball, Chapman University; Sawyer A. Kelly, Chapman University

"Disclosure and Supportive Communication Patterns in the Cancer Pre-Diagnosis Phase" Andrew Tollison, Merrimack College; Lisa Glebatis Perks, Merrimack College

This panel showcases the top papers in health communication with topics including clinician-patient trust and communication, strategies for coping for family caregivers, and cancer pre-diagnosis communication patterns and disclosure.

10:00 AM to 11:15 AM

Ballrooms

Amesbury B

Top Papers in Theory and Methodology

Sponsor: Theory and Methodology

Chair: Kimberly Meltzer, George Mason University

"Cocreational Securitization: Botan's Cocreational Metatheory Goes to Copenhagen" Doran Tucker, George Mason University

"Corporate Social Advocacy, Right-Wing Moral Outrage and #BoycottBudLight: A Call for New Theoretical Approaches to Scansis" Deirdre Jane Prigge, George Mason University

"Deconstructing Christianity: Opportunities for Post-structural Thought in Christian Theorizing" Casey Michael Stratton, Salisbury University

"Public Relations Practice and Theory in a Democratic Society: Connecting streams of public interest to facilitate change" Margaret Sullivan Wise, George Mason University

"The Phenomenology of Polymedia: Exploring the Effects of Technology on Marital Communication Among Millennials in the Polymedia Home" Jana Duckett, Morgan State University

Top papers submitted to the Theory and Methodology Interest Group.

11:30 AM

11:30 AM to 1:00 PM

Ballrooms

Mt. Auburn Ballroom - 14th fl

Administrators' and Academic Leaders' Luncheon: Navigating Shifting Currents with Expertise and Experience

Sponsors: Communication Administration; First Vice President's Programming

Chair: Mary L Kahl, The Pennsylvania State University, the Behrend College

Presenters:

Mary L Kahl, The Pennsylvania State University, the Behrend College

Benjamin R Bates, Ohio University

Janie Harden Fritz, Duquesne University

Andrew Herman, State University of New York, Geneseo

Mary Mino, Penn State DuBois

Janette Kenner Muir, George Mason University

Sally Vogl-Bauer, University of Southern Indiana

The Communication Administration Interest Group and the ECA First Vice President invite department chairs, deans, provosts, journal editors, and association officers to share their expertise and experiences over a light luncheon with other academic leaders. Join your colleagues to discuss opportunities, challenges, and solutions in the various realms of administrative leadership as the currents of higher education continue to shift.

11:30 AM to 12:45 PM

Ballrooms

Amesbury D

Converting and Revising a Conference Paper into a Published Journal Article

Sponsor: Instructional Communication

Chair: Divine Narkotey Aboagye, University of Maryland

Presenters:

Nana Kwame Osei Fordjour, University of Maryland
Benjamin P. Tetteh, Syracuse University
Faith Afua Otchere, University of Maryland
Ama B Appiah-Kubi, Howard University
Inusah Mohammed, Purdue University
Felicity S. Dogbatse, University of Maryland
Delight Jessica Agboada, University of Maryland
Frederick Daoyenikye, University of Alabama
Anani Yao Kuwornu, University of Maryland

Publication in reputable journals is a crucial endeavor in the academy. Publication requirements are critical before Ph.D. students interview for academic jobs. While these requirements are crucial, international students find trouble navigating the academic climate of the United States, identifying their scholarly identities, and figuring out how the publication process works. This panel explores the strategies international students could employ to be published scholars.

11:30 AM to 12:45 PM

Breakout Rooms

Central Square

From Pink Heels to Atomic Trials: Examining the Rhetoric of Barbie and Oppenheimer in Shaping Cultural Narratives

Sponsor: Rhetoric and Public Address

Chair: Christine Choi, University of Pittsburgh

Respondent: Ronald Walter Greene, University of Minnesota

""Releasing Oppy's Tension": A Critical Analysis of Oppenheimer's Female Characters" David Seitz, Penn State, Mont Alto

"Just a Girl, Living in a Girl's World: Barbie's Revival of the "Everyday" Woman in the Age of Social Media" Maria Tsangarakis, Syracuse University

"The "Pink Revolution": Barbie, Systems of Representation, and the Discourse of Pleasure" Guillermo G. Caliendo, Temple University

"The Barbie Movie's Exploration of Feminism and Hegemony" Abbe Depretis, Carnegie Mellon University

The papers in this panel explore the nuanced, complicated, emancipatory, and contradictory nature of the phenomenon that was known as Barbenheimer. Considered a feminist triumph, Barbie is analyzed for the pride it has encouraged in women through social media, lack of intersectional identities, and unquestioning loyalty to capitalist hegemony. In contrast, Oppenheimer constructs women as one-dimensional, only relevant in terms of their relationship to the men in their lives.

11:30 AM to 12:45 PM

Breakout Rooms

Inman Square

Interpretation and Performance Business Meeting

Chair: Christina E. Saindon, Queensborough Community College, CUNY

11:30 AM to 12:45 PM

Breakout Rooms

Remington

Kenneth Burke's The War of Words: A Discussion for Our Current Moment of Conflict and Rhetorical Scholarship

Sponsor: Kenneth Burke Society

Chair: Ryan P McCullough, West Liberty University

Presenters:

Annie Laurie Nichols, Saint Vincent College

Erik Garrett, Duquesne University

Cem Zeytinoglu, East Stroudsburg University

Richard H. Thames, Duquesne University

In this roundtable discussion, the participants discuss Kenneth Burke's posthumously published *The War of Words* (2018). In particular the group addresses the relationship of this book to our current understanding of Burke's larger body of work, rhetorical scholarship, and the rise of conflict and authoritarianism. Panelists will also discuss the history of the text and its relationship to Burke's *A Rhetoric of Motives* (1950).

11:30 AM to 12:45 PM

Breakout Rooms

Porter Square

Organizational Dynamics in the Currents of Change

Sponsor: Organizational Communication

Chair: Erin Sheila Craw, Fairfield University

Respondent: Cari Loeffler, Baylor University

"The Current State of Belongingness: A Construct Explication and Future Directions in the Workplace" Claire Victoria Wanzer, University of Delaware; Katelynn Lousie Kuijpers, University of Delaware; Robert W Stise, University of Delaware; Tim Edwards, University of Delaware; Kami Silk, University of Delaware; Steve Todd Mortenson, University of Delaware

"Unlocking the Potential of Collective Intelligence" Ramtin Ranjpour, California State University - San Bernardino

"Young Workers Granted Creative Autonomy: Agency Shifts Intern Debate Toward Industry Expectations" Joseph Giomboni, Susquehanna University

Dive into the ever-shifting landscape of organizational dynamics in our panel, where we delve into the intricacies of belongingness in the workplace, unlock the potential of collective intelligence, and explore the agency of young workers.

11:30 AM to 12:45 PM

Ballrooms

Amesbury A

The Medium is the Message: Marshall McLuhan, Social Media, and Popular Culture

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

Chair: Maria Hannah, Augustana College

Respondent: Corey Jay Liberman, Marymount Manhattan College

"Cringe and Social Media Harassment Examined Through Marshall McLuhan" Murray Benjamin Adler, University of Pittsburgh

"Marshall McLuhan Media Theories Relation to Instagram" Skye McKenzie Chambers, University of Pittsburgh

"New Media just dropped?: Kanye West as a Media" Benjamin Apell, University of Pittsburgh

This panel features papers submitted to the James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference.

11:30 AM to 12:45 PM

Ballrooms

Amesbury B

The Rainbow Connection: Analyses and Explorations of Queer Culture

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

Chair: Erin Brummett, Commonwealth University of Pennsylvania - Bloomsburg

Respondent: Nancy Bressler, West Virginia Wesleyan College

"Cashing in on the LGBTQIA+ Community: The Hypocrisy of Woke Advertising" Kathryn Diane Bowes, State University of New York at Geneseo

"Investigating the Role of Media Exposure to Bisexual People in Shaping the Public Support for LGBTQ+ Inclusive Education and Disapproval of Anti-LGBTQ+ Legislations" Kaitlyn L Ivory, University of Rhode Island

"Queering Carl Van Vechten's Archive: Scrapbooking and the Curation of Queer Identity in the Twentieth Century" Ethan Vroom, Undergraduate student

"Sylvia Rivera's Contribution to Pride in America: A Rhetorical Analysis of the Rhetorical Situation in 'Y'all Better Quiet Down'" Sarah Ailene Tran, Penn State University - Schuylkill

This panel features papers submitted to the James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference.

11:30 AM to 12:45 PM

Breakout Rooms

Kendall Square

Top Papers in Communication Traits

Sponsor: Communication Traits

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

Respondent: Maura J. Snyder, Canisius University

"Antecedents of Expression: Responses to Questions with Overt Bias" Alan D Heisel, University of Missouri-St. Louis

"Development and Preliminary Validation of the Public Speaking Cognitions Scale" Chris R Sawyer, Texas Christian University; Delwin E. Richey, Tarleton State University; Karley A. Goen, Tarleton State University

"Neuroticism in Malaysia: Pandemic Timelines Pre, During, Post: OCEAN Temperaments and Communication Correlates" Linda L. McCroskey, California State University, Long Beach; Gabrielle Sinata Sin, Universitas Surabaya; Lina Natalya, Universitas Surabaya

These are the top papers submitted to the Communication Traits Interest Group.

1:00 PM

1:00 PM to 1:30 PM

Breakout Rooms

Suite 932

Communication Administration Business Meeting

Chair: Janie Harden Fritz, Duquesne University

1:00 PM to 2:15 PM

Breakout Rooms

Suite 432

Communication Traits Business Meeting

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

1:00 PM to 2:15 PM

Breakout Rooms

Porter Square

CONNECT SESSION Career Readiness: Connecting NACE Competencies to Introductory Communication and Public Speaking Courses

Sponsor: First Vice President's Programming

Chair: Jessica Papajcik, Stark State College

Presenters:

Timothy J Ball, James Madison University

Christina E. Saindon, Queensborough Community College, CUNY

In this engaging CONNECT panel, presenters will discuss how they address top-ranked career skills identified by NACE, The National Association of Colleges and Employers. These career readiness skills include career and self-development, communication, critical thinking, equity and inclusion, leadership, professionalism, teamwork, and technology. Presenters will share how they build these competencies into their introductory communication and public speaking courses. As part of the interactive discussion, specific assignments and activities will be shared with the audience.

1:00 PM to 2:15 PM

Breakout Rooms

Harvard Square A

Currents of Influence: Riding the Wave of Lifelong Learning

Sponsor: Short Course

Presenter:

Jennifer Brubaker, UNC Wilmington

With the growth in podcasting and the number of adults who use them as a vehicle for lifelong learning, the demand for our theoretical knowledge as content-area experts has never been higher. Traditionally, the great majority of formal learning takes place in the classroom, prior to the age of 23. Relatedly, as academic scholars, our knowledge and corresponding scholarship is typically geared towards two audiences: a) college students, who may find the content interesting, yet often very abstract and inapplicable in their current life situations; and b) other

academics, who are also experts in the content area. But what if we took our scholarship and theoretical knowledge directly to the real-world audiences who need it now for the ultimate in praxis and applied communication? This short course focuses on helping professors rebrand themselves to take their expertise directly to those who need it most through the vehicle of podcasting.

1:00 PM to 2:15 PM

Breakout Rooms

Inman Square

ECA 2025 Planner Meeting I

Chair: Jordan T Atkinson, University of Kansas

1:00 PM to 2:15 PM

Ballrooms

Amesbury A

Evolving Currents in Modern Work and Image

Sponsor: Organizational Communication

Chair: Claire Victoria Wanzer, University of Delaware

Respondent: Maxine Gesualdi, West Chester University of Pennsylvania

"Gender Differences in Work from Home (WFH) Behaviors and Outcomes: The New Normal and Implications for the Future of Work" Ming-Yi Wu, Northeastern University

"Personal Sports Image Management (PSIM): The impact of NIL on Sports Public Relations" Paul Ziek, Pace University; Michelle Pulaski-Behling, Pace University; Katherine Fink, Pace University

"Communicating Passion for Work: Examining the Relationship Between Passion, Self-Determination, and Communication Behaviors" Mark Wayne Morris, Texas A&M University-Corpus Christi; Michael Sollitto, Texas A&M University-Corpus Christi; Stephanie Rodriguez, Texas A&M University-Corpus Christi

Explore the evolving landscape of modern work and image management in our panel, covering the relationship between passion and communication behaviors, gender disparities in work from home dynamics, and the impact of NIL policies on sports public relations, providing fresh insights into contemporary communication, work, and image management.

1:00 PM to 1:30 PM

Breakout Rooms

Suite 632

Health Communication Business Meeting

1:00 PM to 2:15 PM

Breakout Rooms

Kendall Square

Keep it Current: Research and Curriculum in Progress in Community Colleges

Sponsor: Community College

Chair: Jenny Warren, Collin College

Respondent: Susan Ward, Delaware County Community College

"Keep it Current: Research and Curriculum in Progress in Community Colleges"

This workshop panel focuses on two major themes – a) research in progress with attention given to discussion and planning of research projects within the community college setting and b) adjustments to the basic course curriculum. Specifically, attendees are invited to give voice to their current research projects, research projects they would like to begin, and themes in community college settings that should be researched, as well as attempted innovations or adjustments to curriculum in our basic courses. Attendees will leave this panel with ideas for consideration and implementation for their own research and teaching.

1:00 PM to 2:15 PM

Ballrooms

Amesbury B

Perspectives in Philosophy of Communication

Sponsor: Philosophy of Communication

Chair: Inci Ozum Sayrak, Duquesne University

"Philosophical Hermeneutics as an Approach to Communication Research" David Errera, UNC-Greensboro

"The Multidisciplinary Nature of the Transmission Model: Exploring its Academic Origins in Education Scholarship" Zachary Sapienza, Grand Canyon University

"Why We Don't Eat Pictures of Bananas But are Disgusted by Wounds on Grey's Anatomy: The Ontology of Affective Responses to Media" Rebecca Tukachinsky Forster, Chapman University

These diverse range of papers explore various frameworks and models that expand our understanding of communication phenomena in philosophy of communication research.

1:45 PM

1:45 PM to 2:15 PM

Breakout Rooms

Suite 932

Communication Law & Ethics Business Meeting

Chair: Noura Hajjaj, Duquesne university

1:45 PM to 2:15 PM

Breakout Rooms

Suite 632

Interpersonal Communication Business Meeting

Chair: Jennifer Owlett, William Paterson University

2:30 PM

2:30 PM to 3:45 PM

Ballrooms

Amesbury D

Athletes, Social Media, and Health Media

Sponsor: Media Communication

Chair: Ronald K. Raymond, PennWest Edinboro

Respondent: Gordon Alley-Young, Kingsborough Community College - CUNY

"Mapping the Field: A Content Analysis of Marketable NCAA Athletes' Social Media Self Presentation" Claire Victoria Wanzer, University of Delaware; Emily J Pfender, University of Delaware; Nicole Patricia Travis, University of Delaware; Amy Bleakley, University of Delaware

"To Scroll Or Not To Scroll: A Quantitative Investigation of Information Overload On TikTok" Ian Strate, University of Connecticut; Emily Kindred, University of California San Diego

"American Football Star vs. Film Star: Perceptions of Intimate Partner Violence" Thomas Dean Bobbitt, West Virginia University; Elizabeth Cohen, West Virginia University

"Current Practices of Mediating Access to Care: Institutional Documentation and Intimate Partner Violence" Megan Fletcher, University of Massachusetts Dartmouth

Papers in this session explore various mediated communication contexts. This includes areas such as social media and film. This panel also includes topics around athletes and media as well as mediated health communication.

2:30 PM to 3:45 PM

Breakout Rooms

Suite 532

Community College Business Meeting

Chair: Kerry Byrnes-Loinette, Collin College

2:30 PM to 3:45 PM

Breakout Rooms

Central Square

CONNECT: Reclaiming Your Classroom: Connecting Course Policies with Current Research

Sponsor: First Vice President's Programming

Chair: Jessica Papajcik, Stark State College

Respondent: Robin Smith Mathis, Kennesaw State University

"CONNECT: Reclaiming Your Classroom: Connecting Course Policies with Current Research" Robin Smith Mathis, Kennesaw State University

Does it seem like you're teaching in a consumer driven institution where non-educators steer decision-making? In this interactive workshop, we will explore related classroom concerns and the art of persuading administration on policies such as late work, classroom civility, and attendance informed by current research. Participants will gain insight into classroom policies and activities that implement workplace writing, teamwork, and individual accountability. Outcomes can also be used for instructor promotion and annual review data.

2:30 PM to 3:45 PM

Breakout Rooms

Harvard Square B

Currents in Communication Ethics

Sponsor: Communication Law and Ethics

Chair: Noura Hajjaj, Duquesne university

Respondent: Leeanne M Bell McManus, Stevenson University

"Poststructuralism: A Philosophy of Difference" Garnet C. Butchart, Duquesne University

"The Impacts of Social Media on Corporate Communication Ethics" Ariella Dodyk, University of Delaware

"We'll be keeping an AI on you! Surveillance, Deepfakes, and Cancel Culture" Jason Zenor, SUNY-Oswego

These papers explore communication ethics in theory and practice.

2:30 PM to 3:45 PM

Ballrooms

Amesbury B

Feminist Understandings of Current Media

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

Chair: Katherine Elizabeth Armstrong, Missouri Valley College

Respondent: Jennifer L Shamrock, Monmouth University

"A Tale of Two Realities: A Rhetorical Analysis of Social Constructionism in Social Media of Feminism in Social Media" Maleeha Bano, Penn State Schuylkil

"Fourth-Wave Feminism on Social Media and Generation Z" Danica Paige Propst, West Virginia Wesleyan College

"House of the Dragon: Silencing Women in Patriarchal Societies" Emma Lynn Janke, Northeastern University

This panel features papers submitted to the James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference.

2:30 PM to 3:45 PM

Breakout Rooms

Kendall Square

Intercultural Interest Group Top Paper Panel

Sponsor: Intercultural Communication

Chair: Erin Watley, McDaniel College

Respondent: Erin Watley, McDaniel College

"But I am from here! Tales of being and Belonging" Hawa Diakite, James Madison University

"“Think of the kids”": An Embodied Autoethnographic Account of Growing Up Bicultural and Interfaith in America" Mariam N Dames, James Madison University

"Nollywood Goes Global: A Cultural Studies and Critical Discourse Analysis of Nollywood's Films on Netflix." Ololade Afolabi, Sacred Heart University

This panel features the top papers submitted to the Intercultural Interest Group.

2:30 PM to 3:45 PM

Breakout Rooms

Suite 432

Philosophy of Communication Business Meeting

2:30 PM to 3:45 PM

Breakout Rooms

Remington

Replicating Reality: The Significance of High-Stakes Scenarios in Deception Research

Sponsor: Nonverbal Communication

Chair: Chloe A Milbrand, University at Buffalo, SUNY

Respondents: Zachary Carr, University at Buffalo (SUNY); Zach Glowacki, University at Buffalo; Natalie Barcia-Varno, University at Buffalo, SUNY; Rinoa Wong, University at Buffalo; Madison Neurohr, University of Buffalo (SUNY)

"Participant Perspectives in a Deception Study" Rinoa Wong, University at Buffalo

"The Inclusion of Rewards and Punishment in Mock-Crimes" Chloe A Milbrand, University at Buffalo, SUNY

"The Paradigm of Interviewer/Interviewee in High-Stakes Deception Research" Zach Glowacki, University at Buffalo

"The Roles of Emotion in Deception Research" Madison Neurohr, University of Buffalo (SUNY)

"The 'Problem' is Choice: Considerations of Participant Choice in Deception Research" Zachary Carr, University at Buffalo (SUNY)

"What we get to Choose Matters: How the Stimulus Affects the Stakes." Natalie Barcia-Varno, University at Buffalo, SUNY

This panel has been organized to provide insight into the many complexities of creating a high-stakes mock-crime scenario for deception research. Each of our panelists will use their own experience in the field to explore many critical aspects including incentives and consequences, the illusion of choice, stimuli potentials, and interviewer/interviewee dynamics, and explain how these different approaches psychologically influence the real-world application of the study.

2:30 PM to 3:45 PM

Breakout Rooms

Porter Square

The Civically Engaged Woman: The Rhetoric and Activism of the Silenced Voice

Sponsor: Voices of Diversity

Chair: Jill Burk, Penn State University- Berks

"Beyond Chocolate: Catherine "Kitty" Hershey and Hospitality of Care in a Community" Christina McDowell, Cornell University

"Lydia Hamilton Smith: Actions Speak Volumes" Jill Burk, Penn State University- Berks

"Mary Ware Dennett: Advocate for Women's Health" Christine Marie Willingham, UNC Wilmington

"Mother Cabrini: A Trailblazing Civic Servant, Community Activist, and Spiritual Leader" Anne Schwelm, Cabrini University; Angie Corbo, Widener University; Dawn Francis, Cabrini University

"Women's Fraternal Organizations from 1870-1920: E. Jean Nelson Penfield, Carrie Chapman Catt, and Alice Duer Miller as Rhetorical Exemplars" Jeanne Persuit, UNC Wilmington

"Ethel Carow Roosevelt Derby: Preserving the Past for the Future" Nichola Gutgold, Penn State Lehigh Valley

Before 1920, women in the United States did not have the right to vote. Although a woman's formal participation was silenced, her thoughtful and purposeful civic engagement was demonstrated through her communicative actions. The contributing panelists argue for recognition of women's civic contributions and celebration of their lives and legacy; therefore, enlarging our understanding of civic engagement and the heroines and narratives that guide us.

2:30 PM to 3:45 PM

Breakout Rooms

Harvard Square A

The Rhetoric of Public Places: Teaching an Undergraduate Course

Sponsor: Short Course

Presenters:

Carl Hyden, Morgan State University

Theodore Sheckels, Randolph-Macon College

In the past decades, rhetorical criticism has expanded to include public places, both memory sites and more mundane ones such as parks, stadiums, and bridges. Undergraduate instruction should reflect this progress by offering coursework in public places. This short course leads attendees through a forthcoming textbook by Sheckels, Hyden, and Bennie (November 2024) that discusses different types of places ranging from the nation's many war memorials to Disney World, the Brooklyn Bridge, and Orioles Park at Camden Yard. Then, the short course focuses on the probes--drawn from traditional rhetoric, more contemporary rhetoric, visual rhetoric, work in cognate areas such as social geography, and fieldwork--that students might use in "reading" places, concluding with discussions of two Boston places and how they might be taught.

3:00 PM

3:00 PM to 4:00 PM

Lobby Registration

Courtyard Foyer

Afternoon Break

Enjoy refreshments with your fellow attendees!

4:00 PM

4:00 PM to 5:15 PM

Breakout Rooms

Remington

A Tribute to Dr. Kathleen Kendall

Chair: Trevor Parry-Giles, University of Maryland

Presenters:

Christina M. Knopf, SUNY Cortland

Valerie Schrader, Penn State University - Schuylkill Campus

Our dear friend and colleague Kathleen Kendall passed away on February 17, 2024, after a brief illness. Kathy was 86 years old, a resident of Washington, DC, a valued colleague in the Department of Communication at the University of Maryland, and a kind friend to so many in the Communication discipline. We will miss her terribly.

Kathleen Kendall was a graduate of Oberlin College in Ohio where she majored in Government. After receiving an M.A. in Speech & Theatre from the University of Southern Mississippi, Kathy went on to pursue a Ph.D. in Speech & Theatre from Indiana University. She had a 36-year career on the faculty of the Department of Communication at the University of Albany—State University of New York, serving as chair of that department. Upon her retirement, Kathy became a Research Professor in the Department of Communication at the University of Maryland in 2001, where she was an inspiration to many and a classroom instructor for hundreds of UMD students.

To all who knew her, Kathy was always a compelling interlocuter about all things political. She made many significant contributions to the field of political communication, most notably with her ground-breaking book on presidential primaries (*Communication in Presidential Primaries: Candidates and the Media, 1912-2000*, published in 2000 by Praeger) and with the expansive book she edited in 1995 entitled *Presidential Campaign Discourse: Strategic Communication Problems* (SUNY Press).

A true public intellectual, Kathy was frequently interviewed by an assortment of media outlets about presidential primaries, presidential debates, and campaign communication, including the *New York Times*, the *Baltimore Sun*, the *Wall Street Journal*, and the *Boston Globe*. She eagerly participated in the annual Wine-and-Spots event, which she founded. Kathy was honored by ECA as both a Distinguished Teaching Fellow and a Distinguished Research Fellow. She was active as recently as 2022-23 as a program planner for the Emeritus Division of the National Communication Association and for ECA's Political Communication Interest Group.

4:00 PM to 6:00 PM

Ballrooms

Amesbury D

Celebrating the Currents of Pete Seeger's Life and Legacy: An Interactive Singalong

Sponsor: First Vice President's Programming

Chair: Lois Einhorn, Binghamton University

"Celebrating the Currents of Pete Seeger's Life and Legacy: An Interactive Singalong" Lois Einhorn, Binghamton University

This interactive singalong of Pete Seeger's music, led by musician Jim Scott, explores the currents of Pete Seeger's legacy.

4:00 PM to 5:15 PM

Breakout Rooms

Central Square

CONNECT SESSION Advance Personally with Professional Membership

Sponsor: First Vice President's Programming

Chair: Jessica Papajcik, Stark State College

Presenter:

Joel Scott Ward, Geneva College

This session will offer suggestions for how to tackle attending your first ECA. Designed for newcomers, graduate students, or industry professionals interested in field research, this session will assist with navigating the people and groups that make up the Eastern Communication Association. Along with making connections to ECA as an organization, this session offers practical tips for how to use a professional conference to enhance your personal trajectory as a professional or academic in the wide and rich field of communication. NOTE: This is a repeat of the Thursday, March 21 session.

4:00 PM to 5:15 PM

Ballrooms

Amesbury A

G.I.F.T.S.: Great Ideas For Teaching Basic Course Communication Concepts

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

Chair: Christina E. Saindon, Queensborough Community College, CUNY

"Currents: Looking Back, Moving Forward" Margaret M Sargent, Southern Connecticut State University

"Examining Fallacies of Argument" Rita Rosenthal, Boston College

"How a Five Sentence "Letter to the Editor" Contributed to the Opioid Crisis: Why Meticulous Citation Practices are Imperative" Laura Hamilton Brown, West Chester University

"Using Current Case Studies to Teach DEIB Experiences in the Classroom" Abbe Depretis, Carnegie Mellon University

"Listen To the Song Here in My Heart": Exploring Ways to Improve Listening and Provide Feedback" 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, projects, or simulations toward undergraduate courses that help students understand, apply, and appreciate communication skills, concepts, & theories relevant to the discipline.

4:00 PM to 5:15 PM

Ballrooms

Charles View Ballroom - 16th fl

Graduate Poster Session I

Sponsor: Graduate Poster Sessions

Chair: William Burgess, Gallaudet University

"360-degree Videos with Perspective Taking Cues to Increase Positive Attitudes Towards Individuals Currently Incarcerated, Prison Reform, and Empathy Towards Individuals Currently Incarcerated: A Thematic and Hyper-qualitative Analysis" Spencer McLain Bennett, Pennsylvania State University

"A Qualitative Analysis of the Campaign Against Living Miserably (CALM's) "The Last Photo" Video Series" Sophia Nicole Bates, James Madison University

"Antecedents and Consequences of Sexual Harassment of Women at Workplace: A Perspective from Health Care Sector of Pakistan" Namra Nadeem, Ohio University

"Assessing health system responsiveness among transgender individuals of Ohio" Zahid Wali, Ohio University; Athar Memon, Ohio University

"Attachment style, perceived intimacy, and risky behavior in online dating" Trayana Kaleycheva, Florida State University

"Bestseller Best Practices: A Digital Ethnography of #BookTok Content on TikTok" Dominic Rascati, University of Hartford

"Bridging and the Great Divide: How Mediated Music Both Brings Us Together and Drives Us Apart" Katherine (Katie) Cormier, Chapman University

"Elemental: Intercultural Conflict and "third act breakup" in movies" Anca Tonciu, Texas State University

"Ethos and Identity: The Ephemera of the Anne Olsen Papers" Cameron Moore, Duquesne University

"Examining the barriers among transgender individuals of Karachi, Pakistan, and Ohio, US" Shatakshi Semwal, Ohio University

"Finding the Self in the Others: Y. B. Mangunwijaya's Church Diaspora and Religious Plurality" Andri Kosasih, Duquesne University

"From conception to realization: A student-curated exhibition informed by public pedagogy and symbolic interactionist perspectives" Erting Sa, University at Albany, State University of New York

"Jim Sinclair & The 1993 Convention on Autism: Autistic Embodied Language versus Curation of the Body and Mind" Allister McNally, Texas State University

"The Effects of Norm-based Messages on Correcting Climate Change Misinformation: Mediating Role of Anxiety and Perceive Threat" Seyeon Park, University of Maryland, College Park

Make sure to visit our Graduate Poster presenters!

4:00 PM to 6:00 PM

Ballrooms

Charles View Ballroom - 16th fl

Graduate Programs Showcase

Graduate Program Representatives and current students from both Master's and Ph.D. programs will be on hand to meet with interested prospective students. Stop by while you visit the concurrent Undergraduate Scholars' Conference and Graduate Student poster sessions.

4:00 PM to 6:00 PM

Ballrooms

Charles View Ballroom - 16th fl

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

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

Chair: Jordan T Atkinson, University of Kansas

Respondents: Mary Mino, Penn State DuBois; Eric Fife, James Madison University

"Reel Representation: A Study on How Minority Students Feel About Representation in the Film Industry" Rebecca Dechang Kranich, Manhattan College

"Showing Up as a White Queer Woman: The Material Realities of Intersectional Identities" Abigail Quinn, Student

"Social Constructionism and Conspiracy Theories: An Analysis of Mike Smith's "Out of Shadows"" Lily Teresa McDonald, Penn State University Schuylkill

"Spider-Man: Unmasked" Lillian Dalrymple, Northeastern University; Catherine Caley, Northeastern University; Kayli Harley, Northeastern University

"Taylor Swift's NYU Commencement Speech and Her Use of Conceptual Metaphors to Emphasize American Ideals" Morgan Suzanne Rich, Wilkes University

"The Development and Testing of the Sex-Positivity Measure" Samantha Marie Furtado Frias, Chapman University; Lauren Heer, Chapman University; Megan Wise, Chapman University

"The Hunger Games and Hegemony: The Politics of Panem" Danica Paige Propst, West Virginia Wesleyan College

"The Importance of Fentanyl Test Kits: Why We Need to Make Fentanyl Testing Kits Available and Legal on a Federal Level (Social Context)" William Jackson, Ramapo College of New Jersey

"The Pink Invasion: How Gender Plays a Role in The Films We Watch" Joseph Santana, Ramapo College

"The Power Messages in Music: A Rhetorical Analysis of Suicidal Ideation in the Song "45" by Shinedown" Hayley Salen, Penn State University- Schuylkill Campus

"The Rights of the "Uncivilized": Applying Social Constructionism and Agenda-Setting to Dehumanization Rhetoric in the Current Israeli-Palestinian Conflict" Poetic Serenity Session, Penn State University - Schuylkill Campus

"Tides of Choice: the ethics of assisted suicide in today's currents" Marley Borrow, Northeastern University; Webb Constable, Northeastern University; Frank Nieman, Northeastern University

"Title: "Play in College: Unraveling Discrepancies Between Cinematic Portrayals and Real-Life Experiences in Community Colleges"" Olivia Mary O'Donnell, Phi Theta Kappa Alpha Epsilon Pi; Andrew Demcher, Phi Theta Kappa Alpha Epsilon Pi; Mikaela Lijo, Phi Theta Kappa Alpha Epsilon Pi; Jordan Nussbaum, Phi Theta Kappa Alpha Epsilon Pi; Anna Quezada, Phi Theta Kappa Alpha Epsilon Pi; Lucia Robertiello, Phi Theta Kappa Alpha Epsilon Pi; Sara Banfield, Phi Theta Kappa Alpha Epsilon Pi

"To Be Free But Not to Bleed Free: America's Inequality in Menstrual Product Access" Sara Hosbach, Student at Ramapo College of New Jersey

"Unequal Pay for Women Actresses/Women Actresses of Color" BEMNETTE KASSA, Towson University

"What is #Nature? Exploring Our Perceptions of Nature in an Increasingly Mediated World" Julie Mairead Donegan, Undergraduate student

These posters were competitively selected for presentation at the James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference.

Kenneth Burke Society Business Meeting

Chair: Cem Zeytinoglu, East Stroudsburg University

4:00 PM to 5:15 PM

Breakout Rooms

Inman Square

Misinformation, stigmatization and experience denied

Sponsor: Health Communication

Chair: Amanda D. Damiano, Marist College

Respondent: Athar Memon, Ohio University

"Abortion Misinformation and Stigmatization: An Examination Following the Reversal of Roe vs. Wade" Katie Neary Dunleavy, La Salle University

"Communicating in U.S. Patient Medical Records: An Historical Analysis" Hanna Birenbaum, University of Miami; Michael Pagano, Fairfield University

"Experience denied: A qualitative analysis of student nursing experiences during the COVID-19 pandemic" Paula Hopeck, Bloomsburg University; Skye Chernichky-Karcher, Bloomsburg University of PA; Katherine Raker, Geisinger Medical Center

This panel showcases research on reproductive health misinformation and stigmatization, historical analysis of patient medical records and student nursing experiences within the context of the COVID-19 pandemic.

4:00 PM to 5:15 PM

Ballrooms

Amesbury B

Top Papers in Voices of Diversity

Chair: Dan Strasser, Rowan University

"Fattening Fashion: A Feminist Critique of Size-Inclusive Marketing and Clothing Charts" Morgan KayAnn Thoem, University of Georgia

"Left out of the family: A qualitative exploration of HBCU students' lived experiences with ostracism" Lukas Pelliccio, Lincoln University; Trejha Whitfield, Wayne State University

"Moving Latinx Youth Toward a Conocimiento Through Intergenerational Story-Sharing" Carlos G. Aleman, James Madison University; Melissa Wood Aleman, James Madison University

"Navigating the Waters of Inequality: A Rhetorical Examination of Water (In)Access, (In)Justice, and Infrastructure Failures in the United States" Carla Rae Richards, Duquesne University

These presentations are the top-rated paper submissions to the Voices of Diversity Interest Group.

4:00 PM to 5:15 PM

Breakout Rooms

Porter Square

Top Three Competitive Papers in Organizational Communication

Sponsor: Organizational Communication

Chair: Casey Michael Stratton, Salisbury University

Respondent: Robin Smith Mathis, Kennesaw State University

"Workplace Romance Policies, Behaviors, and Reputational Beliefs: Experiences of Employees from Major US Cities" Sean M Horan, Fairfield University; Rebecca M. Chory, Frostburg State University; Erin Sheila Crow, Fairfield University; Lisa Mainiero, Dolan School of Business, Fairfield University

"A General Framework and Illustration of Communicative and Relational Influences on Organizational Socialization Outcomes" Victoria Bertram, James Madison University; Joan R Rentsch, University of Tennessee, Knoxville; Emily A Paskewitz, University of Tennessee

"Anticipatory Socialization During Pre-boarding: An Examination of New Hire Communication Frequency, Organizational Commitment, and Job Satisfaction" Maxine Gesualdi, West Chester University of Pennsylvania; Johnna Capitano, San Diego State University

These three papers are the Top Papers submitted to the Organizational Communication Interest Group.

4:00 PM to 5:15 PM

Breakout Rooms

Kendall Square

Working "Collaboratory" on Open AI and Education

Sponsor: Communication Technology

Chair: Star Muir, George Mason University

Presenters:

Sharmila Pixy Ferris, William Paterson University

Colin Kearney, Hampton University

This "collaboratory" lets practitioners, critics and advocates share experiences, identify policies and practices, and create a potential collaborative community around education and Artificial Intelligence. This session focuses on 1) Professional curriculum and learning activity development, 2) Enhancing research and productivity, 3) Student workforce preparation, and 4) Originality and appropriate skill-building for assignments. The hopeful outcome is an organized chart of possibilities (sample prompts and select results), an array of policy examples, and a network of teachers and researchers interested in working together. A brief summary of the recent wave of conferences and publications will be available as a session handout.

6:00 PM

6:00 PM to 8:00 PM

Undergraduate Scholars Conference Dinner

Chairs: Basak M. Guven, Duquesne University; Kati Elizabeth Sudnick, UNC Wilmington

6:00 PM to 8:00 PM

Ballrooms

Mt. Auburn Ballroom - 14th fl

Wine and Spots

Wine & Spots, one of ECA's most distinctive traditions, is generously sponsored by Dr. Richard Vatz.

8:00 PM

8:00 PM to 9:00 PM

Breakout Rooms

Suite 432

12 Step Meeting

Saturday
March 23, 2024

8:30 AM

8:30 AM to 9:45 AM

Breakout Rooms

Harvard Square B

"Marketing To" or "Marketing With"? Analyzing Current Marketing Trends and Issues

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

Chair: Mehri Yavari, Texas A&M University - Department of Communication

Respondent: Mehri Yavari, Texas A&M University - Department of Communication

"Bad Blood: Taylor Swift vs. Ticketmaster" Charlotte Fleckenstein, Boston College

"Communicating Locally, Communicating Globally: An Analysis of Starbucks' Global Marketing Strategy" Alexandra Pucci-Schaefer, SUNY Geneseo

"Critical Analysis on Paid Political Advertisements and Their Effects on Voters" Justin Michael Blakesslee, SUNY Geneseo

"Rihanna's Fenty "Beauty for All" Campaign and the Destabilization of the Meaning of Beauty" Isabella Mare Skrela, St. Johns University

This panel features papers submitted to the James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference.

8:30 AM to 9:45 AM

Ballrooms

Amesbury D

African American College Students' Mental Wellness Post-Pandemic: Trends and Solutions

Sponsor: Voices of Diversity

Chair: Wei Sun, Howard University

Presenters:

Tanya E. Gardner, Delaware County Community College

Kellon Bubb, Montgomery College

Kisha Dasent, St. John's University

Melissa Renee Harris, Marymount University

Bryan Jenkins, Howard University

Shoaa Almalki, Howard University

There is an overall lack of support for Black college students in terms of mental health resources from various colleges and universities. With exacerbated mental health issues faced by Black students, there is an urgent need to call for action to help our students. In this roundtable discussion, educators from PWIs (Predominately White Institutions) and HBCUs (Historically Black Colleges and Universities) discuss the trends of their campuses and offer insights and solutions to help Black students achieve academic goals and manage stress.

8:30 AM to 9:45 AM

Breakout Rooms

Central Square

Competitively Selected Papers: Kenneth Burke Society

Sponsor: Kenneth Burke Society

Chair: Cem Zeytinoglu, East Stroudsburg University

Respondent: Ryan P McCullough, West Liberty University

"Mystical Ontology of Burke's Team Human" Andri Kosasih, Duquesne University

"The Incongruities of Environmental Injustice in National Geographic's [i]Global Water Wars[/i]" Mariam N Dames, James Madison University

"Utilizing the Current to Navigate the Currents. Or, Everything I Needed to Know [about Doing and Teaching] Rhetorical Criticism, I Learned from Ted Lasso" Matt Brigham, James Madison University

These papers promote the ongoing study, understanding, dissemination, research, critical analysis, and extension of Kenneth Burke's work.

8:30 AM to 9:45 AM

Breakout Rooms

Suite 532

Conference Currents: The Convention of the Future

Chair: Jeanne Pursuit, UNC Wilmington

Join us for a roundtable that continues the conversation "what does the convention of the future look like?"

8:30 AM to 9:45 AM

Breakout Rooms

Kendall Square

CONNECT SESSION Elevate the Quality of Your Online Course Design

Sponsor: First Vice President's Programming

Chair: Jessica Papajcik, Stark State College

Presenter:

Susan Ward, Delaware County Community College

This session focuses on how recognized standards for online course design can elevate the quality of the learning experience for your students. The standards will be discussed using practical strategies for integrating active learning opportunities, ensuring accessibility, and implementing a user-friendly design.

8:30 AM to 9:45 AM

Breakout Rooms

Inman Square

Currents of Communication, a Debate: RESOLVED: Rhetorical Sensitivity is best studied and taught as a Communication Predisposition (trait approach) vs. Situationist Approach (state approach) vs. an Ideological Approach (neither State nor Trait, but ideological).

Sponsor: Communication Traits

Chair: Charles J. Wigley III, Canisius University

"Advocates for Ideological Approach (Neither Trait nor State) to Studying and Teaching Rhetsen" Kristen Campbell Eichhorn, State University of New York, Oswego; David E. Schneider, Saginaw Valley State University

"Advocates for Situationist/State Approach to Studying & Teaching Rhetsen" Linda L. McCroskey, California State University, Long Beach; Elizabeth Glowacki, Northeastern University

"Advocates for Trait/Predispositionist Approach to Studying & Teaching Rhetsen" Theodore A. Avtgis, Western Illinois University-Quad Cities; Corey Jay Liberman, Marymount Manhattan College

"Rhetorical Reflector," "Noble Self" and "Rhetorically Sensitive," have been part of our discipline's nomenclature for more than four decades. Do these terms describe personality types or are they better understood as differences in communicator style based on situational variables or, instead, ideological principles held by communicators? Join us in addressing these somewhat sensitive issues!

8:30 AM to 9:45 AM

Breakout Rooms

Porter Square

G.I.F.T.S.: Great Ideas For Teaching Public Speaking

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

Chair: Nancy J Willets, Cape Cod Community College

"A Student Run Speech Contest | Empowering students to assume the role we [Instructors] play" Marcy Milhomme, Penn State University

"Film Critic for a Day: Formal/Full Sentence Movie Outlining Activity" Caroline Wilson, SUNY Oneonta

"Learning About Past Marginalized People Who Did Amazing Things: A Public Speaking Assignment" Lewis Freeman, Fordham University

"Shoot, Move, Snap! Nonverbal Delivery in Public Speaking" Margaret M Sargent, Southern Connecticut State University

"Speech Variation Activities: Embracing Momentary Discomfort to Gain Confidence, Attenuate Anxiety, and Paradoxically Increase Comfort During Public Speaking" Joshua Parcha, Penn State Hazleton

"That food sounds scrumptious! Describing food to practice utilizing vivid language in speeches" Leigh Nelson, James Madison University; Eric Fife, James Madison University

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, projects, or simulations toward undergraduate courses that help students understand, apply, and appreciate communication skills, concepts, & theories relevant to the discipline.

8:30 AM to 9:45 AM

Breakout Rooms

Harvard Square A

Generative AI and Ethical Communication: Shaping the Current in Education

Sponsor: Short Course

Presenter:

Heather Walters, Missouri State University

Unveiling new possibilities for our global community requires action on a tremendous scale to ensure safety, connectivity, vitality, and an informed citizenry.

The world of generative AI is here, and a necessary response is training in how to sustain ethical communication while exploring and grasping new potential. Simultaneously, rising levels of hate and selfishness are targeting the most vulnerable. Our current dynamic fosters social division and endangers rational dialogue and evidence-based policymaking.

What factors should guide our response to new technological developments? Why have Americans become so depressed, lonely, and consumed by hate? This workshop is a move to engage answers. Our new community requires a better pedagogy of ethical communication. How do you disagree with someone constructively? We must become a culture invested in shaping individuals in ideals they can cling to when things get hard and offer practical guidance through the toughest challenges of our time.

This workshop addresses how the corresponding growth in technology and collapse in our structures for teaching ethical capacity threatens our future.

8:30 AM to 9:45 AM

Integrating Nonviolent Communication Principles into the Communication Classroom: An Interactive Workshop

Sponsor: Instructional Communication

Chair: Jeannette Kindred, Eastern Michigan University

Presenters:

Phillip Glenn, Emerson College

Lois Einhorn, Binghamton University

This workshop will introduce participants to the basic principles of Nonviolent Communication (NVC), a communication model developed by Dr. Marshall Rosenberg that fosters connection and understanding through compassionate listening, reflecting, and expressing. Panelists will discuss best practices of introducing NVC to new learners, and highlight ways the concepts of NVC can be incorporated into various communication courses. Sample exercises will be shared

and resources will be provided for participants.

8:30 AM to 9:45 AM

Breakout Rooms

Suite 432

Resistance, Choice and Access to Quality Care

Sponsor: Health Communication

Chair: Julie Volkman, Bryant University

Respondent: Amanda D. Damiano, Marist College

"Associations of satisfaction with healthcare and self-reported quality of life in a rural cantonal capital in Ecuador" Benjamin R Bates, Ohio University; Talia L. Caridi, Heritage College of Osteopathic Medicine, Ohio University; Athar Memon, Ohio University; Cora G. Farra, Ohio University; Fernanda Marino, Pontifical Catholic University of Ecuador; Alison M. Mingus, Ohio University; Mario J Grijalva, Pontifical Catholic University of Ecuador & Ohio University

"Communicating Choice on Motor Vehicle Forms in Relation to Organ Donation" Thomas Hugh Feeley, University at Buffalo; Stephanie Lyons Gillis, University at Buffalo (SUNY); Valerie Xu-Friedman, University of Michigan

"Inoculation Theory and Health: Current Trends and Movements" Josh Compton, Dartmouth College

This panel showcases papers that analyzes access to healthcare and overall wellbeing, communication choices and responses to deceased organ donation, and current trends in inoculation theory in health contexts.

8:30 AM to 9:45 AM

Ballrooms

Amesbury B

Scholars' Roundtable: Whither American Democracy?

Sponsor: Political Communication

Chair: Trevor Parry-Giles, University of Maryland

Presenters:

Timothy Barney, Associate Professor, University of Richmond

Timothy J. Brown, Montgomery County Community College

Jason Edwards, Bridgewater State University

Kimberley J Hannah-Prater, Community College of Baltimore County

Christina M. Knopf, SUNY Cortland

Star Muir, George Mason University

Thomas K Nakayama, Northeastern University

Colin Kearney, Hampton University

U.S. political culture is aswirl with persistent, lingering, troubling questions: Can we survive an insurrection? What does it mean that a former president is indicted and facing 91 felony counts? Why does the news media persist in the pernicious practice of "false equivalencies"? It all boils down to the master question: Whither American Democracy? This panel assembles a diverse cross-section of political communication scholars to consider this fundamental, indeed existential, question.

8:30 AM to 9:45 AM

Breakout Rooms

Suite 632

Terror, Sex Work, and Racial Identity

Sponsor: Intercultural Communication

Chair: Salvador Guzman, Rutgers University

Respondent: Salvador Guzman, Rutgers University

"Conceptualizing State Sponsored Terrorism: Slippery Definitions/Designations, Deadly Diplomacy, and Digital Futures" Gordon Alley-Young, Kingsborough Community College - CUNY

"Experiencing, negotiating and challenging stigma in sex work: A study among brothel-based and non-brothel-based sex workers in India" Satarupa Dasgupta, Ramapo College of New Jersey

"Racial Identity Development of African International Students" Ashley Watson, SUNY Geneseo

In this panel, authors will discuss a review of the ways in which state-sponsored terror is conceptualized, how sex workers in India feel about the stigma surrounding their work, and the racialization experienced by international Black African collegians.

8:30 AM to 9:45 AM

Ballrooms

Amesbury A

The Rhetoric of Belonging, Identifying, and Understanding: Meaning Making through Communication

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

Chair: Basak M. Guven, Duquesne University

Respondent: Basak M. Guven, Duquesne University

"Finding Meaning through Game Play: Narrative Theory and Burkean Identification in the Video Game "The Last of Us"" Karandhir Singh Flora, Penn State University Schuylkill

"Intercultural Communication and Islam: Pathways to Understanding Within a United States Context" Matt Puente, Towson University

"“Will I fit in?": International Students' Decision in Communicating Self-Information and Sense of Belonging, Uncertainty Reduction, and Self-Image During Student Organizations' First Meetings" Thien Pham, Ohio University

This panel features papers submitted to the James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference.

8:30 AM to 9:45 AM

Breakout Rooms

Remington

Topics in Performance Studies

Sponsor: Interpretation Performance

Chair: Christina E. Saindon, Queensborough Community College, CUNY

Respondent: Evan Mitchell Schares, Villanova University

"Freedom within Shackles: Re-Adapting Dance Dramas in Response to Prisoners in Kolkata" Reshmi Sen, Waubensee Community College

"Oral Interpretation Amid Changing Frontiers in Communication Education" Julian Costa, Pace University

"Rhetorical Criticism as a Research Method for Analyzing Musical Theatre Texts" Valerie Schrader, Penn State University - Schuylkill Campus

"Parenting White Masculinity in the Cultural Currents: Caught in the Waves" Julie-Ann Scott-Pollock, UNC Wilmington

The authors in this panel will present on a variety of topics, using diverse performance methodologies.

10:00 AM

10:00 AM to 11:15 AM

Ballrooms

Amesbury A

A Tribute to Dr. Dale Herbeck

Chairs: Rita Rosenthal, Boston College; Bonnie S. Jefferson, Boston College, retired

Presenters:

John Katsulas, Boston College

Donald Fishman, Boston College

Pamela Lannutti, Widener University

Gary Gumpert, Urban Communication Foundation

Susan Drucker, Hofstra University

Thomas Richard Flynn, Slippery Rock University

Steve Granelli, Northeastern University

Susan Mello, Northeastern University

Sara A. Mehlretter Drury, Wabash College

Emily Ann Berg Paup, College of St. Benedict, St. John's University

Dale Herbeck died unexpectedly in late October 2023. Dale was a life-time member of ECA and one of the anchors of its Communication Law and Ethics, Argumentation and Forensics and Political Communication Interest Groups. This panel is designed to remember Dale and to discuss his influence on the discipline, his colleagues and his students.

10:00 AM to 11:15 AM

Breakout Rooms

Harvard Square B

Analyzing Social Movements in Current Focus

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

Chair: Catherine Wright, George Mason University

Respondent: Brent Allen Saindon, Mercy Univeristy

"An Analysis of the Vegan Movement as a Social Movement" Mary Collier, Boston College

"Meritocracy and the Re(Current) Justifications of Unjust Systems: A Case Study Analysis of the Supreme Court Decision to Terminate Affirmative Action" Emma Gosselin, Suffolk University

"The Right to an Education: Malala Yousafzai's 2013 speech to the United Nations" Brooke Emily Richards, Keene State College

This panel features papers submitted to the James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference.

10:00 AM to 11:15 AM

Breakout Rooms

Porter Square

CONNECT SESSION Incorporating Linguistic Justice in the Communication Classroom

Sponsor: First Vice President's Programming

Chair: Jessica Papajcik, Stark State College

Presenters:

Poppy Slocum, LaGuardia Community College, CUNY

Carlos de Cuba, Kingsborough Community College

This CONNECT workshop examines and challenges linguistic discrimination in communication classrooms. Conscious or unconscious biases against speakers of "nonstandard" varieties of English are often reflected in our teaching practices, to the detriment of students. Do your syllabus or rubrics reference use of "standard English" or "appropriate grammar"? Do you correct grammar and pronunciation? If so, what are the consequences for your students? Are there any alternatives? In this workshop, participants will learn about linguistic discrimination and identify ways to move away from approaches that unfairly penalize speakers of "nonstandard" varieties of English without sacrificing academic rigor.

10:00 AM to 11:15 AM

Breakout Rooms

Central Square

Current Trends in Instructional Communication

Sponsor: Instructional Communication

Chair: Sara Pitts, Alice Lloyd College

Presenters:

Sara Pitts, Alice Lloyd College

Zac Johnson, California State University, Fullerton

Maria Hannah, Augustana College

Stephen M Kromka, The University of Tampa

A roundtable discussion of the current and future trends in research in Instructional Communication.

10:00 AM to 11:15 AM

Breakout Rooms

Harvard Square A

Currents in Interpersonal and Family Communication

Sponsor: Interpersonal Communication

Chair: Meredith Marko Harrigan, State University of New York, Geneseo

"A Thematic Co-Occurrence Analysis of Stressors Experienced by Young Adults Navigating Grief After Parental Death" Hannah E. Jones, Rutgers University; Jennifer A Theiss, Rutgers University

"A Thematic Co-Occurrence Analysis of Relational Turbulence and Dyadic Resilience in Romantic Couples Following the Birth of a Child" Jorlanditha T Austin, Rutgers University; Hannah E. Jones, Rutgers University; Jennifer A Theiss, Rutgers University; Salvador Guzman, Rutgers University

"Communication in the Context of Disability: Understanding Families and their Children with Disabilities" Dious Joseph, OHIO UNIVERSITY ATHENS

The papers in this session reflect current topics in Interpersonal and Family Communication. The included papers examine grief after parental death, resilience following the birth of a child, and communication in the context of disability.

10:00 AM to 11:15 AM

Breakout Rooms

Suite 432

Currents in Nonverbal Communication

Sponsor: Nonverbal Communication

Chair: Madison Neurohr, University of Buffalo (SUNY)

"Mahatma Gandhi's Semiotics: A Response to Current Ethnonationalism" Reshmi Sen, Waubonsee Community College

"Should I Smile? Comparing different facial displays of joy on authenticity and deceptiveness" Zach Glowacki, University at Buffalo; Natalie Barcia-Varno, University at Buffalo, SUNY; Chloe A Milbrand, University at Buffalo, SUNY; Mark G. Frank, University at Buffalo, SUNY

These papers address current topics in nonverbal communication.

10:00 AM to 11:15 AM

Breakout Rooms

Suite 632

Currents of Female Bodies: Navigating cross-disciplinary, multiple modality scholarship toward holistic approaches to menstrual health in young females in Puerto Rico

Sponsor: Voices of Diversity

Chair: Angela Cooke-Jackson, California State University, Los Angeles

Presenters:

Idhaliz Flores, Department of Basic Sciences & Ob-Gyn Ponce Health Sciences University

Valerie Rubinsky, University of Maine at Augusta

Barbara Barros-Cartagena, Brain and Behavioral Sciences Program Ponce Health Sciences University

Maricarmen Colón-Díaz, Department of Physiology and Pathology San Juan Bautista School of Medicine

Kavita Shah, Los Angeles County Department of Public Health Center for Health Equity

This round table discussion brings panelist from cross-disciplinary research approaches into a dialogue on their collaborative research on menstrual health among Puerto Rico adolescents. The goal is to explore a constellation of ongoing research by intersecting medical knowledge surrounding menstrual cycle dysregulation and gynecological, with communication discourse, as well as curriculum development for future applied practices and/or resources.

10:00 AM to 11:00 AM

Lobby Registration

Courtyard Foyer

ECA Morning Coffee Break

10:00 AM to 11:15 AM

Ballrooms

Amesbury B

G.I.F.T.S.: Great Ideas in Progress

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

Chair: Jenny Warren, Collin College

Do you have a great idea for teaching that needs tweaking or an outsider's perspective? Then this session is for you! Attendees are invited to this roundtable workshop to improve & update their teaching activities. Those attending are encouraged to come prepared to discuss any current assignments or activities that they would like to update. As a collective, we will brainstorm ideas and suggest innovative solutions.

10:00 AM to 11:15 AM

Ballrooms

Amesbury D

Graduate Poster Session II

Sponsor: Graduate Poster Sessions

Chair: William Burgess, Gallaudet University

"Challenges, Attitudes, and Satisfaction of International Students Towards Higher Education at Ohio University" Zahid Wali, Ohio University; Athar Memon, Ohio University

"Mpox and the Theory of Planned Behavior: An Investigation of Attitudes Towards the Mpox Vaccine" Michael Angelo May, Regis College; Colleen Malachowski, Regis College

"Online Video Linking History and Reality: How YouTube Helps Shape Perceptions on South Korea-Japan Relationship" Yekai Xu, University of Tokyo, Yale University

"Repoliticization in Morocco: The February 20 Movement Discourses in Cyberspace" Hamdi Echkaou Echkaou, Indiana University of Pennsylvania

"Self-Portra.I.t: Humanization of AI, Robots, and Humans in AI art through HMC Framework Contexts" Gavin C Raffloer, University at Buffalo

"The counterspeech effect in crime news about mentally challenged people and immigrants: Focusing on the influence of message types and source types on cognitive, emotional, and behavioral attitudes toward target groups" Seyeon Park, University of Maryland, College Park; Eun-Young Na, Sogang University

"The Current of Questioning the Promoting of the Traditional Family as the Norm" Andrew Thomas Connolly, Duquesne University

"Transformation of the Embodied Word: Is True Persuasion in Social Media Marketing an Impossible Task?" Kelsey Ingold, Duquesne University

"Trump Supports Biafra: Conspiracy Theories and Misinformation as Catalysts of Social Movement" Ebuka Ifeanyichukwu, University of Delaware

"Twitter Killer or Media Filler? A "Meta" Analysis of Threads" Ryan Gorneault, University of Hartford

"When Real or Imagined Love Ends: Understanding Breakups and Grief" Nicole Patricia Travis, University of Delaware

"Who is to Blame?: Reactions to imagery of the Kabul Airport during the Afghanistan Withdrawal" Rebecca Oliver, University of Alabama

"Willingness of changing smoking practices in response to increasing prices among students at Ohio University" Athar Memon, Ohio University

"“Playing the Game”: An Analysis of Performative Professionalism Experiences of Black Women" Daisha Holmes, University of Kansas

Second Graduate Student Poster Session.

10:00 AM to 11:15 AM

Breakout Rooms

Suite 532

Keeping Current: Continuing Last Year's Conversations About Organizational Communication Teaching, Core Competencies, and Curriculum Development

Sponsor: Organizational Communication

Chair: Candice Elaine Thomas-Maddox, Ohio University Lancaster

"Rolling the Dice: Uncertain Case Studies with Incomplete Endings" Casey Michael Stratton, Salisbury University

"How Artificial Intelligence Agents are Affecting Organizational Communication Practices in a Post-COVID World: Implications for Curricular Changes and Adoptions" Corey Jay Liberman, Marymount Manhattan College

"Monitoring and Presenting Self: Current Methods to Assess Accountability and Responsibility that Assist Student, Educator, and Organization" Robin Smith Mathis, Kennesaw State University

"Google Bosses: Image Search, Algorithms, and Gender and Racial Bias" Maxine Gesualdi, West Chester University of Pennsylvania

"A Twist of True Colors: Career Research Through Self- and Other-Oriented Personality Assessments" Dana Borzea, Grand Rapids Community College

Building upon the success of last year's engaging discussions, this panel promises to be a dynamic extension of our previous sessions. In the first part of this panel, we will kick off the conversation by sharing innovative teaching ideas, tools, and assignments created specifically for the undergraduate organizational communication course. Each panelist will present a unique resource tailored to highlight a core course concept, theory, or perspective, offering step-by-step guidance on its seamless integration into existing curricula and ways to assess student learning. This portion aims to equip educators with a diverse toolkit for enhanced teaching experiences.

Following this, we'll dive into an informal discussion, inspired by the groundbreaking work of Engleberg et al. (2017), who identified seven core competencies for introductory communication courses (i.e., monitoring and presenting yourself, practicing communication ethics, adapting to others, practicing effective listening, expressing messages, identifying and explaining fundamental communication processes, creating and analyzing message strategies). Our panelists will draw from their expertise to explore how these competencies can be applied to undergraduate organizational communication curriculum, with a focus on aligning them with key organizational communication constructs, concepts, perspectives, and theories. We'll also consider the potential need for additional core competencies in an interactive and informal setting. This comprehensive panel ensures a dynamic and collaborative exploration of organizational communication education, aiming to enrich the teaching and learning experiences for both educators and students alike.

10:00 AM to 11:15 AM

Breakout Rooms

Kendall Square

**Navigating the Currents during a Category Five Culture War - Academic Freedom
Under Fire: Five Perspectives from the Front Lines**

Sponsor: Communication Law and Ethics

Chair: Dr. Neil Alexander Patten, Ferris State University

Presenters:

David Dewberry, Rider University

Rebekah L. Fox, Texas State University

Dr. Neil Alexander Patten, Ferris State University

Ann Burnette, Texas State University

Aimee Miller, Ferris State University

Mari Kermit, Ferris State University

Six panelists will explore recent serious threats to academic freedom from various perspectives: legal, from the view of teaching at both tenured and adjunct levels, and from the purview of academic librarians and forensics and debate instructors.

"What Is and Is Not Academic Freedom: Structural Constraints and Opportunities for Faculty"

David Dewberry

"'We need to do something about Richard!': Examining the rhetoric in free speech battles in Texas"

Rebekah L. Fox and Ann E. Burnette

"Loaded for Bear: Best practices for navigating and anticipating challenges to and reasonably protecting academic freedom"

Neil Patten

"Left High and Dry: The Disquieting Relationship Between Contingent Faculty, Academic Freedom, and Forensics (Speech and Debate)"

Aimee Miller

"Guardians at the Gate: Intellectual freedom and the struggle for fair access in academic libraries during the culture wars"

Mari Kermit

10:00 AM to 11:15 AM

Breakout Rooms

Inman Square

The Complex Life of the Mind: Using Media Ecology to Understand Mental Health

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

Chair: Ann-Marie S Rowe-Whyte, N/A

Respondent: Scott Wilson Dunn, Radford University

"Delaying Gratification and Denying the Digital Third Place to Improve Well-being" Madilyn Cianci, University of Pittsburgh

"Suicide Contagion and the Werther Effect in the Media: A Review" Sabrina Oliveri, Fordham University

"The Face of Grieving: An Autoethnographic Study of Grief" Hayley Salen, Penn State University- Schuylkill Campus

"We are killing ourselves: The Media is Telling Us To Kill Ourselves" Madelyn Engel, SUNY Geneseo

This panel features papers submitted to the James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference.

10:00 AM to 11:15 AM

Breakout Rooms

Suite 732

The Value of Praxis: Integrating Theory with Applied Learning Projects in Integrated Marketing Communication

Sponsor: Instructional Communication

Chair: Christine Marie Willingham, UNC Wilmington

"Applied Learning: Helping Students in the Classroom and Beyond" Amanda D. Damiano, Marist College

"Implementing Praxis: Theorizing the instructor/learner relationship as a point of confluence from which disciplinary knowledge flows into professional practice." Christine Marie Willingham, UNC Wilmington

"The Power of Collaborative Learning with Praxis: A Story of My Professional Growth in IMC" Philip J. Wirchansky, Appalachian State University

"Theory Into Practice: From Applied Learning to Tackling Real-World Communication Challenges" Morgan Griffin, Duke University's Fuqua School of Business

Faculty and student panelists consider the learning relationship between instructor and student as a point of confluence wherein disciplinary knowledge meets student experience and flows into the integrated marketing communication (IMC) profession as students become practitioners. The panelists discuss the role of praxis, as a philosophy of practice, for preparing students to assume their roles in the profession and as disciplinary advocates.

10:00 AM to 11:15 AM

Breakout Rooms

Remington

Transcending Currents: Considerations of Transcendentalism as Philosophies of Communication

Sponsor: Philosophy of Communication

Chair: Robert Foschia, Kutztown University

"All Things Through Thee: Currents of Interpersonal Communication in Emerson's Philosophy of Friendship" Tim Michaels, Penn State University

"Generating Insights Aloud: Margaret Fuller's Clearing for Women to Learn in Conversing" Margaret M. Mullan, East Stroudsburg University

"Tools of Their Tools: A Transcendentalist's View" Jennifer Spiegel, Independent Scholar

"Transcendentalism and Existentialism: Major Themes and Connections for Rhetorical Discourse and Action" Matthew P. Mancino, Indiana University South Bend

First conceived in this year's host city of Cambridge, American transcendentalism was a philosophical movement flowing through the cross-currents of nature and society, and of self-reliance and social change. By resituating Massachusetts-based figures like Henry David Thoreau, Ralph Waldo Emerson, and Margaret Fuller as transcendental philosophers of communication, the papers in this session channel American transcendentalism to re-examine some of the current trends and tribulations of communication, rhetoric, media, and ethics.

11:30 AM

11:30 AM to 12:45 PM

Ballrooms

Amesbury B

Bodies in Crisis: Analyzing Rhetoric Surrounding Sexual Assault, Harrassement, and Domestic Violence

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

Chair: Atsushi Tajima, State University of New York Geneseo

Respondent: Sarah DeJuliis, Duquesne University

"An Analysis of the Public's Attack on Colleen Ballinger" Taylor Elizabeth Logan, University of Pittsburgh at Greensburg

"Jerry Sandusky & Pennsylvania State University: Sexual Assault" Mikey Patrick Gaffney, University of Pittsburgh at Greensburg

"The 'Face' of Defense: Applying Goffman's Facework to the Wander Franco Allegation Situation" Brendan James Welsh-Lowe, Penn State Schuylkill

"'My Dog Stepped on a Bee!': An Analysis of the Memeification of Domestic Violence through the Case of Amber Heard Using Social Constructionism, Framing, and Agenda-Setting" Poetic Serenity Session, Penn State University - Schuylkill Campus

This panel features papers submitted to the James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference.

11:30 AM to 12:45 PM

Ballrooms

Mt. Auburn Ballroom - 14th fl

Communication Merging Professional and Personal Currents: ECA Keynote Address and Awards Luncheon

Join us for this celebratory convention-wide luncheon honoring ECA award winner and fellows. Our Keynote Speaker is Allyson Corbin, Vice President, Consumer Insights & Strategy, Navigate. Allyson received her M.A. in Communication from Marquette University and her B.A. in Communication Studies from the University of North Carolina Wilmington. She's excited to share her story about how her communication education has supported her work as the "primary research guru" at Navigate, one of the top sports and entertainment research and consulting firms in the U.S. and enabled her to be a more thoughtful, empathetic, and motivating leader.

11:30 AM to 12:45 PM

Ballrooms

Amesbury A

Friendship, Love, and Collegiality: Interpersonal Communication Currents

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

Chair: Basak M. Guven, Duquesne University

Respondent: Philip Dalton, Hofstra University

"Love on Reality TV: The Portrayal of Love in Netflix Original Series 'Love Is Blind'" Olivia Butler, University of Connecticut

"Siblings and Cross-Sex Friendships: Examining the perceived impact of siblings in college students' ability to maintain and create cross-sex friendships." Isabel Mees Ransanz, Boston College

"Social Exchange Theory and Friendship Conflict Analysis" Jensyn A Ford, Northeastern University

"The Power of Professor-Student Interactions on Perceptions of Career Attainment and Educational Aspiration: Examining College Sophomore, Junior, and Senior Relationships with Professors" Chloe Wu, Boston College

This panel features papers submitted to the James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference.

1:00 PM

1:00 PM to 2:15 PM

Breakout Rooms

Suite 532

Burkean Reflections on Technology, Disinformation, and Hierarchy

Sponsor: Kenneth Burke Society

Chair: Ryan P McCullough, West Liberty University

Respondent: Annie Laurie Nichols, Saint Vincent College

"Burkean Bull: Dramatistic Attitudes in the Political Rhetoric of Conspiracies and Disinformation" Tim Michaels, Penn State University

"Meditations on Creation and Spread of Disinformation via Burkean Dramatism" Cem Zeytinoglu, East Stroudsburg University

"The Hierarchy of Anarchy: Disruption, Stasis and Plasticity in Organizational Forms" Robert Foschia, Kutztown University

When Burke lived the world witnessed major tensions between democratic and autocratic powers, major economic collapse and crisis, great technological advancements, and even a global pandemic. Many of his ideas responded to these events. As we go through similar complex problems, his ideas help us materially and symbolically cope with the world. The presentations in this panel will try to exemplify such an effort.

1:00 PM to 2:15 PM

Breakout Rooms

Harvard Square A

Currents in Relational Communication: Navigating Friendships, Dating Apps, and Infidelity

Sponsor: Interpersonal Communication

Chair: Katherine Elizabeth Armstrong, Missouri Valley College

"Social Media Conflicts in Friendships: The Role of Fear of Missing Out, Social Comparison, and Jealousy" Alexandra McNamara, University of Connecticut

"Intimacy-seeking Among Individuals to Be Networked: Dating App Use Among Chinese City Newcomers Aged Between 18-29 Years" Junwen Hu, Michigan State University

"Motivations and Responses to Infidelity: A Modern Look Into the Topic of Cheating" Jessica Cochrane, Radford University

The papers in this session explore current themes in relational communication and examine social media conflicts in friendships, dating app use, and infidelity.

1:00 PM to 2:15 PM

Breakout Rooms

Remington

Exploring Democracy and Polarization in Political Communication

Sponsor: Political Communication

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

Respondent: Scott Wilson Dunn, Radford University

"A Pragma-Dialectical Analysis of Democratic Responsiveness to Political Preferences in Town Hall Meetings" Robert J. Green, Commonwealth University of PA Bloomsburg

"How Technology Impacts Gender Differently: Exploring Behavior and Communication with 'Fake News' During Elections" Danielle R Mehlman-Brightwell, University of Pittsburgh at Greensburg; Mark J Piwinsky, Indiana University of Pennsylvania

"Network Agendas of Political Advertising: How Presidential Candidates in 2020 build Associative Issue Agendas through Facebook" Zahedur Rahman Arman, Framingham State University; Yuhosua Ryoo, University of Minnesota Duluth

"Reflections on Occupy: Democracy and the question of dissent" Sidi Becar Meyara, Utah State University

This competitive paper panel features studies concerned with issues of democratic discourse in the modern political sphere, examining issues and influences of technology, argumentation, and dissent.

1:00 PM to 2:15 PM

Breakout Rooms

Suite 432

Instructional Communication Business Meeting

Chair: Sara Pitts, Alice Lloyd College

1:00 PM to 2:15 PM

Breakout Rooms

Central Square

Navigating the Currents of Higher Education Leadership

Sponsor: Communication Administration

Chair: Dan Strasser, Rowan University

"An African American Leadership Approach: The Homeplace as a Site of Resistance, Liberation, and Transformation" Timothy J. Brown, Montgomery County Community College

"Chairing is Caring: Embodying an Ethic of Care as Department Chair" Jennifer Potter, Townson University

"Leadership Styles in Career Technical Education Crisis Communication" Jordan D Smith, Ottawa University

"Opportunities and Challenges of Networking in Higher Education Leadership" Jessica Elton, Eastern Michigan University; Jeannette Kindred, Eastern Michigan University

In support of the conference theme "currents," this panel focuses on how communication theories and research offer new insights to counter the challenges faced by those in higher education academic leadership positions. Using various methodologies and applying a range of theory, panelists will address challenges related to building social capital, crisis management, relationship building, and fostering an inclusive and welcoming environment.

1:00 PM to 2:15 PM

Breakout Rooms

Harvard Square B

Speak On It: Rhetorical Analyses of Speech Acts

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

Chair: Steve Granelli, Northeastern University

Respondent: Steve Granelli, Northeastern University

"Analyzing the Authenticity of Critical Argumentation in Intercollegiate Policy Debate" Sebastian M. Rao, Richard Bland College and Virginia Commonwealth Governor's School

"Blinken, Blues, and the "Betterment of the World"" Cara Elizabeth Cordova, St. John's University

"Taylor Swift's NYU Commencement Speech and Her Use of Conceptual Metaphors to Emphasize American Ideals" Morgan Suzanne Rich, Wilkes University

This panel features papers submitted to the James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference.

1:00 PM to 2:15 PM

Breakout Rooms

Inman Square

Sports and Scandal: Analyzing Controversy in Athletics

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

Chair: Doreen M. S. Jowi, Bloomsburg University of Pennsylvania

Respondent: Doreen M. S. Jowi, Bloomsburg University of Pennsylvania

"Second Place is the First to Lose": An analysis of Abby Lee Miller's coaching on Dance Moms" Mary Stella Knight, Northeastern University

"Deflategate: A Crisis Communication Analysis of the Controversy and its Impact on the NFL, the New England Patriots, and Tom Brady" Ryan Eysie, Student

"Operation Varsity Blues: The Attacks on Rick Singer and Those Involved in the College Admissions Scandal" Caileigh Emily Johnston, University of Pittsburgh at Greensburg

"The Ongoing Drug Case that Puts Olympians in the Dark: An Analysis of an Attack on Kamila Valieva's Skating During the 2022 Olympic Games" Katherine Alene Bordonaro, University of Pittsburgh at Greensburg

This panel features papers submitted to the James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference.

1:00 PM to 2:15 PM

Ballrooms

Amesbury A

Student success in public speaking courses: A modality and perception study

Sponsor: Community College

Chair: Nancy Rosen, Rockland Community College-SUNY

Presenters:

Nancy Bressler, West Virginia Wesleyan College

Talia Lipton, SUNY Rockland Community College

Leigh Nelson, James Madison University

Christina E. Saindon, Queensborough Community College, CUNY

Glossophobia! Many students fear public speaking and report low levels of skills and confidence to effectively communicate in front of an audience. Historically, the preferred modality for public speaking classes was in-person, however, most institutions now offer this course in a variety of modalities. Roundtable participants will discuss experiences with public speaking courses and outcomes in in-person, synchronous, hybrid and asynchronous modalities; successes and challenges; student survey results regarding levels of public speaking skills and confidence based on modality; and how to use these tools to enhance student public speaking success and reduce glossophobia. Session attendees are invited to participate!

1:00 PM to 2:15 PM

Ballrooms

Amesbury D

The Currents of Teaching Communication Ethics

Sponsor: Philosophy of Communication

Chair: Leanne M Bell McManus, Stevenson University

Presenters:

Janie Harden Fritz, Duquesne University

Leanne M Bell McManus, Stevenson University

Susan Mancino, Saint Mary's College

Matthew P. Mancino, Indiana University South Bend

Lori Charron, St. Mary's University of Minnesota, Winona

Kati Elizabeth Sudnick, UNC Wilmington

Sovi Herring, Duquesne University

This round table will discuss how the current trends and movements are changing the direction of teaching, learning, practicing, and theorizing about communication ethics. Over the last 50 plus years many scholars have articulated the importance of making ethics central to the discipline of communication. Moreover, many scholars will argue that the philosophical "why" is a central part of our communication process; as seen in the NCA Credo for ethical communication. However, many instructors struggle with how to teach communication ethics. As a result, scholars will discuss the philosophical (why) and practical (how) application of communication ethics.

1:00 PM to 2:15 PM

Ballrooms

Amesbury B

The Shifting Currents of Trump's Legal Imbroglis: Indictments, Integrity, and Impenitence

Sponsor: Political Communication

Chair: Mary L Kahl, The Pennsylvania State University, the Behrend College

"Distortions and Distractions: The Visual Rhetoric of Celebrity Spectacle Surrounding Trump's Indictments" Christina M. Knopf, SUNY Cortland

"Donald J. Trump, E. Jean Carroll, Sex Abuse, and the Libel/Sex Abuse Controversy" Donald Fishman, Boston College

"The Entertainment Function of Indictments and Reality TV Court" Gary Gumpert, Urban Communication Foundation; Susan Drucker, Hofstra University

"Trump, Law, Politics, and Popular Culture: How Fictionalized Depictions of Donald Trump Conditioned Cultural Understandings of the Trump Indictments" Trevor Parry-Giles, University of Maryland

The scholars on this panel offer diverse analyses of the former President's legal entanglements, embroiled as he is with four different sets of indictments for conduct ranging from paying off a porn star to retaining classified documents to subverting the electoral process to sexual abuse coupled with defamation. These papers explore the political ramifications of the indictments through examinations of first amendment claims, popular media representations, the public figure

doctrine, the indictments as spectacle, and troubling arguments against the democratic rule of law.

1:00 PM to 2:15 PM

Breakout Rooms

Suite 932

Theory & Methodology Business Meeting

Chair: Kimberly Meltzer, George Mason University

1:00 PM to 2:15 PM

Breakout Rooms

Porter Square

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: Basak M. Guven, Duquesne University

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

"A Crisis Comeback Story or Circumstance? How Bill Clinton Regained a Favorable Image Despite Scrutiny Post-Lewinsky Affair." Gabrielle Theresa Bucci, Boston College

"Beyond the Bechdel: Representation of Women in Popular and Critically Acclaimed Films" Molly McGuigan, University of Connecticut; Kirstie M Farrar, University of Connecticut

"Conflict Resolution in College Roommates" Alexandra O'Neil, Boston College

"GlowMotion: A Clean Personal Care Product Health Campaign" Azara Mahtani, Northeastern University; Milan Sakhrani, Northeastern University; Erin Gill, Northeastern University

These papers are the Top Papers submitted to the Undergraduate Scholars Conference.

2:30 PM

2:30 PM to 3:45 PM

Breakout Rooms

Harvard Square A

Agenda(s), Spin, and Rhetorical Currents

Sponsor: Short Course

Presenters:

Richard Eugene Vatz, Towson University

D.L. Stephenson, Western Connecticut State University

This short course focuses on the process of how speakers, writers, and communicators make meaning, create salience, and frame and spin facts and events in order to shape public discourse. The agenda/spin model of persuasion assumes that knowledge, information, and public discourse, generally, come from sources that have the power to create and shape public understandings. The agenda/spin model of persuasions assumes that all communication comes from a source that has a particular agenda. It is assumed in this model that persuasion is always grounded in a worldview or ideological perspective, regardless of the politics of the communicator, regardless of the communicator's stated agenda or reason for the communication, and regardless of the communicator's stated motives. The agenda/spin model assumes that there

is always something at stake in controlling public discourse. What we draw attention to, dispute, challenge, and accept is always a matter of persuasion. The agenda/spin model of rhetorical analysis and persuasion makes explicit that persuasion is always about a particular perspective or "spin" and that spin is always a matter of not only who gets to tell the "story," but also of who gets to determine what the actual "story" is. Ultimately, the agenda/spin model provides a framework for interpreting rhetoric or persuasion in its many contexts. Like a body of water or air moving in a definite direction, the agenda/spin model of persuasion always makes central the currents that carry public discourse. This year's seminar/short course begins with a brief overview (lecture) of *The Only Authentic Book of Persuasion: The Agenda Spin Model* and then opens the floor to participants who will be asked to apply the model and discuss its merits and/or any limitations or weaknesses of the model. The co-presenters will take turns explaining the agenda/spin model and providing clear examples of its use and relevance to the study of rhetoric and persuasion.

2:30 PM to 3:45 PM

Breakout Rooms

Central Square

Currents in Student Organization Advising: Lambda Pi Eta and Affiliated Student Organizations

Chairs: Jeanne Pursuit, UNC Wilmington; Leanne M Bell McManus, Stevenson University

Presenter:

Rick Olsen, UNC Wilmington

Calling all Lambda Pi Eta and affiliated communication student groups advisors! This session is for networking, exchanging ideas, and support for faculty and staff who advise student organizations. We'll discuss issues such as in-person engagement post-COVID, advisor roles and responsibilities, and benefits of a communication student organization.

2:30 PM to 3:45 PM

Ballrooms

Amesbury A

Global Currents in Communication Technology

Sponsor: Communication Technology

Chair: Catherine Wright, George Mason University

"Explaining transportation modality choices in a rural Ecuadorian context: An application of the Theory of Planned Behavior" Cora G. Farra, Ohio University; Athar Memon, Ohio University; Alison M. Mingus, Ohio University; Talia L. Caridi, Heritage College of Osteopathic Medicine, Ohio University; Fernanda Marino, Pontifical Catholic University of Ecuador; Mario J Grijalva, Pontifical Catholic University of Ecuador & Ohio Universty; Benjamin R Bates, Ohio University

"From WWII to Anime" Cole Cameron, Merrimack College

"The Media Literacy Divide: An Institutional Analysis of Job Postings at Global Public Relations and Communication Agencies" Joseph Giomboni, Susquehanna University

This panel explores current communication technology topics across the globe.

2:30 PM to 3:45 PM

Breakout Rooms

Suite 432

Institute of General Semantics Business Meeting

2:30 PM to 3:45 PM

Breakout Rooms

Remington

Media Ecology, General Semantics, and Urban Communication: A Discussion of Intellectual Crosscurrents and Future Directions for the Study of Human Communication

Sponsor: Media Ecology (Affiliate Organization)

Chair: Ryan P McCullough, West Liberty University

Presenters:

Susan Drucker, Hofstra University

Lance Strate, Fordham University

Erik Garrett, Duquesne University

Thom Gencarelli, Manhattan College

Austin D. Hestdalen, Purdue University Northwest

In this roundtable discussion panelists discuss the common ground, or crosscurrents, that exist between media ecology, general semantics, and urban communication. This discussion will also serve as a primer for audience members who might be unfamiliar with one or all of these traditions to studying human communication. The panelists will also offer suggestion on how the traditions can continue to influence one another by offering scholars guidance and direction for future study within these traditions and how they might be mutually supportive.

2:30 PM to 3:45 PM

Ballrooms

Amesbury D

Navigating Currents: Guiding Lights, Mentorship, and Influential Teaching in Organizational Communication

Sponsor: Organizational Communication

Chair: Corey Jay Liberman, Marymount Manhattan College

"Teacher as a Performer: Enacting Leadership and Mentoring Styles to Promote Engaged Learning" Casey Michael Stratton, Salisbury University

"Encouraging the Use of the Case Study as a Pedagogical Tool: Applied Organizational Communication" Corey Jay Liberman, Marymount Manhattan College

"Project-based Learning to Address Department Needs, Increase Student Retention, and Improve Student-Faculty Collaboration" Maxine Gesualdi, West Chester University of Pennsylvania

"Part of the Ship, Part of the Crew: Fostering Social Support Among Graduate Student Cohorts" Jordan T Atkinson, University of Kansas; Dana Borzea, Grand Rapids Community College

Join us in celebrating the unsung heroes of our teaching and mentoring journeys in Organizational Communication at this panel. We'll explore the profound impact of mentorship and peer support, going beyond the conventional advisor-advisee relationship to embrace the wealth of wisdom passed down by colleagues, peers, professors, and more. Together, we'll uncover specific pedagogical gems, from assignments to teaching philosophies, that have shaped

our approaches, and we'll delve into often-overlooked topics such as work-life balance and handling student issues. This panel is a tribute to the 'little' things that have profoundly influenced our teaching, offering valuable insights for educators in the field.

2:30 PM to 3:45 PM

Ballrooms

Amesbury B

The Rhetoric of the Silver Screen: Understanding Communication through Film

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

Chair: Poppy Slocum, LaGuardia Community College, CUNY

Respondent: Poppy Slocum, LaGuardia Community College, CUNY

"Emotional Odyssey: A Rhetorical Analysis of Pixar's "Inside Out" and Understanding Mental Health Through Social Constructionism" Kyla Valerie Carlos Guillermo, Penn State University-Schuylkill

"Gratefulness, an Additional Cognitive Dissonance Strategy – A Rhetorical Analysis of Cognitive Dissonance Theory in the Film "It's a Wonderful Life"" Mikayla Lynn Kupstas, Penn State University Schuylkill

"Neoliberalist Rhetorics and Women's Autonomy in Family Planning Films of the 1960s and 1970s" Lily Stevenson, University of Richmond

"“In Moonlight, Black Boys Turn Blue:” The Visual Rhetoric of Trauma Through Color in Moonlight" Ava Grant, St. John's University

This panel features papers submitted to the James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference.

2:30 PM to 3:45 PM

Breakout Rooms

Porter Square

Top Papers in Political Communication

Sponsor: Political Communication

Chair: Christina M. Knopf, SUNY Cortland

Respondent: Colin Kearney, Hampton University

"Assessing the Impact of Radicalization on Domestic Terrorism and Political Violence: Empirical Evidence from the United States" Kai Xu, University of Minnesota-Duluth

"Don't Use "Don't Care": How Negative Question Wording Suppresses External Political Efficacy" Katherine Haenschen, Northeastern University; Anna Zhang, Northeastern University; Marisa A. Smith, Michigan State University

"Mediated Self-Presentation, Authenticity, and Image-Construction: A Multimodal Analysis of an African Vice President's Communication on Twitter" Nana Kwame Osei Fordjour, University of Maryland College Park; David Weiss, The University of New Mexico

This panel is comprised of the top ranked competitive papers submitted to the Political Communication interest group.

2:30 PM to 3:45 PM

Breakout Rooms

Suite 632

**“We Fixed Everything in the Real World So All Women Are Happy and Powerful”:
Exploring the Currents of Female Media Creators and Female Empowerment**

Sponsor: Media Communication

Chair: Christina E. Saindon, Queensborough Community College, CUNY

Respondent: Jack Banks, University of Hartford

"A New Kind of Shero? Promising Young Woman Plays With Genre to Challenge Sexual Assault Narratives in Film" Alison A Fisher Bodkin, James Madison University; Ina Seethaler, Coastal Carolina University; Christopher Collins, Missouri State University; Wendy Weinholt, Coastal Carolina University

"Magic, Dragons, and Postmodern Feminism: How Female Authors are Taking Over Bestselling Lists in Previously Male-Dominated Genres" Danica Paige Propst, West Virginia Wesleyan College

"The Summer of Barbie" Rod Carveth, Central Connecticut State University

"We Got the Pynk: Reclaiming Femininity and Sexuality Through Black Queer Artists" Chloe Alyse Sotomayor, West Virginia Wesleyan College

““I Don’t Care If You Think I’m Good at This or Not Anymore. I Care About Whether or Not I Can Make a Change”: The Influence of Quinta Brunson and Feminist Humor" Nancy Bressler, West Virginia Wesleyan College

This panel analyzes present-day media examples that are produced by female creators and highlight diverse female voices. Panelists explore how female empowerment is created, depicted, and received by audiences utilizing examples from music, books, movies, and television. This panel takes its cue from the convention theme of "Currents", as panelists investigate how contemporary female driven media narratives reflect and communicate a female perspective to contribute to social and cultural discourses.

3:00 PM

3:00 PM to 4:00 PM

Lobby Registration

Courtyard Foyer

Afternoon Break

4:00 PM

4:00 PM to 5:15 PM

Breakout Rooms

Harvard Square B

ECA 2025 Planner Meeting II

Chair: Jordan T Atkinson, University of Kansas

If you are a 2025 Interest Group Planner and didn't get to attend the first planners' meeting, please attend this session to prepare for ECA 2025 in Buffalo!

5:00 PM

5:00 PM to 6:15 PM

Ballrooms

Mt. Auburn Ballroom - 14th fl

General Business Meeting

Chair: Jennifer Waldeck, University of Georgia

Join ECA Leadership for this year-in-review of the association, to learn about the incoming President's initiatives for the year to come, and to hear about ECA 2025 in Buffalo.

Light appetizers available as you arrive. The meeting will be called to order at 5:15 p.m.

6:30 PM

6:30 PM to 10:00 PM

Ballrooms

Charles View Ballroom - 16th fl

President's Reception

Join ECA President Jennifer Waldeck and your colleagues for a gala celebration of the 2024 convention and this year's accomplishments. Enjoy a cash bar, appetizers, and live music from the Schoolboys Trio with sweeping views of the Charles River, Boston, and Cambridge.

8:00 PM

8:00 PM to 9:00 PM

Breakout Rooms

Suite 432

12 Step Meeting

Sunday
March 24, 2024

9:00 AM

9:00 AM to 11:00 AM

Breakout Rooms

Harvard Square A

Executive Council II

***** end of report *****

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