

# 2006

Southern States Communication Association  
76th Annual Convention

and the 16<sup>th</sup> Annual Theodore Clevenger Jr. Undergraduate Honors Conference

April 5-9, 2006

Dallas Marriot Quorum by the Galleria  
Dallas-Addison, Texas

Our Family Values:  
Defining and  
Fostering Excellence  
in Communication  
Study, Education,  
and Performance

Kenneth N. Cissna, President

Charles H. Tardy, Vice President

Craig Allen Smith, Vice President-Elect

J. Emmett Winn, Executive Director



# 2006

## Southern States Communication Association 76th Annual Convention

and the 16<sup>th</sup> Annual Theodore Clevenger Jr. Undergraduate Honors Conference

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This symbol denotes Undergraduate Honors Panel

The Marriott Quorum asserts that all room assignments are subject to change and advises members to daily check the "Reader Boards" located in the hotel lobby and next to the registration desk.

## WELCOME

Dear SSSCA Members and Conventioneers:

I hope you are as excited about this convention as I. Hundreds of individuals have spent countless hours to make this event possible and unfortunately, nobody can take in more than a small part of what they have made available to us. Let me identify some sessions you should consider attending:

*Plenary sessions.* Roderick P. Hart, Shivers Chair of Communication and Professor of Government at the University of Texas at Austin will present a keynote address at the close of the first day of the convention. Mary Anne Fitzpatrick, Dean of the College of Arts and Sciences at the University of South Carolina, will address the convention theme of “Excellence” at our awards luncheon on Saturday.

*Crisis Communication Sessions.* Scholars from across our region have responded energetically to the tragedies resulting from Hurricanes Katrina and Rita. A sequence of eight panels reporting this work has been scheduled for the first day of the conference. The day will conclude with a performance session based on the narratives of Katrina survivors.

*Workshops.* Continuing this innovation from last year’s convention, we are offering eight double-session workshops that provide opportunities for active participation and thorough discussion. Topics from job seeking to writing textbooks should appeal to members in any stage of an academic career.

*Breakfast Roundtable Discussions.* On Saturday morning, you can start the day with a stimulating conversation about issues of current importance to our profession while enjoying a light breakfast. Table topics range from the role of spirituality in our discipline to the war in Iraq.

*Social Events.* The Conference Welcome Reception on Thursday, the Awards Luncheon on Saturday, and the Osborn Reception for award winners and UHC participants Saturday evening provide great opportunities for starting, building, or nurturing the relationships that make SSSCA a “family” organization.

I have enjoyed the challenge of organizing these events. Many aided my efforts: approximately 600 individuals prepared papers and panel presentations; 19 division and interest group vice chairs worked diligently to ensure that the best work of their members was presented; Rob Ulmer and Trudy Hanson helped with the association’s responses to Hurricanes Katrina, Rita, and Wilma; Deanna Dannels organized the preconference. Also, I am grateful for the workshop and breakfast roundtable discussion leaders who shared my vision for this conference. My predecessors in this office left a legacy that I have strived to emulate. Ken Cissna has been especially generous with his time as I have frequently sought his guidance. Emmett Winn provided a steady hand throughout this process. Emily Cain, my efficient and diligent graduate assistant, handled almost all of the organizational work of scheduling the sessions and producing the program. My faculty colleagues at Southern Miss helped or covered for me in various ways as I attended SSSCA duties. I am especially grateful to Elliott Pood, Dean of the College of Arts and Letters, for his support of our department’s involvement in the association.

Take a few moments to look closely at what is available at the conference and I am certain you will share my enthusiasm.

*Charles H. Tardy*

## **UHC ACKNOWLEDGMENTS**

This year's Theodore Clevenger, Jr. Undergraduate Honors Conference results from the contributions of many people. Ken Cissna and Chuck Tardy shared their valuable experience, and Deanna Dannels, Kelly Norris and Pei Jung Sou provided advice and help at NC State. Neil Rowe of Waveland Press supported our call for papers and Mike and Suzy Osborn again sponsored the reception.

Special thanks go to Kelly Albada, Mary Evelyn Collins, Gary Copeland, Elissa Foster, Victoria Gallagher, Jerold Hale, Joy Hart, Rachel Holloway, Carl Kell, Rita Kirk, Verlaine McDonald, Randy Rogan, Kathie Turner who read the papers and will work with the students. Most important of all are the undergraduate students who submitted their papers and the professors who taught them and encouraged them to participate in the conference.

*Craig Allen Smith*

## CONVENTION INFORMATION

## REGISTRATION

The registration desk is located in the hallway near Salon D.

WEDNESDAY, APRIL 5	8:00 A.M. TO 9:00 A.M. 4:00 P.M. TO 6:00 P.M.
THURSDAY, APRIL 6	9:00 A.M. TO 5:00 P.M.
FRIDAY, APRIL 7	9:00 A.M. TO 5:00 P.M.
SATURDAY, APRIL 8	8:00 A.M. TO 4:00 P.M.

## EXHIBIT SCHEDULE

Exhibits are located in the hallway outside of Salons E & F.

THURSDAY, APRIL 6	12:00 P.M. TO 5:00 P.M.
FRIDAY, APRIL 7	10:00 A.M. TO 5:00 P.M.
SATURDAY, APRIL 8	9:00 A.M. TO 12:00 P.M.

## AUDIOVISUAL EQUIPMENT AND SUPPORT

All available audiovisual equipment has been reserved and is committed to those participants who have requested it from the Vice President. No equipment will be provided at the convention by SSSCA that has not been reserved. Participants who have not reserved audiovisual equipment through the Vice President may contract directly with the hotel for the equipment they desire, the expense of which will be the sole responsibility of the participant.

**BUSINESS MEETINGS****LOCAL ARRANGEMENTS COMMITTEE**

1501	Wednesday, April 5	3:30 p.m. – 4:00 p.m.	Yellow Rose
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**EXECUTIVE COMMITTEE**

1503	Wednesday, April 5	4:00 p.m. – 5:45 p.m.	Yellow Rose
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**EXECUTIVE COUNCIL**

1601	Wednesday, April 5	6:00 p.m. – 8:00 p.m.	Addison
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2101	Thursday, April 6	8:00 a.m. – 11:00 a.m.	Addison
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**SSCA BREAKFAST BUSINESS MEETING**

3100	Friday, April 7	8:00 a.m. – 10:15 a.m.	Salon E
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**2006 NOMINATING COMMITTEE MEETING**

4208	Saturday, April 8	9:00 a.m. – 10:15 a.m.	Addison
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**2006 CONVENTION PLANNING MEETING**

4308	Saturday, April 8	10:30 a.m. – 11:45 a.m.	Addison
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**AWARDS LUNCHEON**

4401	Saturday, April 8	12:00 p.m. – 2:15 p.m.	Salon E
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**REFLECTION ON THE CONVENTION**

5000	Sunday, April 9	7:15 a.m. – 8:00 a.m.	Lobby area
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**COMMITTEE ON COMMITTEES MEETING**

5113	Sunday, April 9	8:00 a.m. – 9:15 a.m.	Salon J
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**DIVISION BUSINESS MEETINGS**

APPLIED COMMUNICATION	3605	Friday, April 7	4:30 p.m.	Preston Trail 3
COMMUNICATION THEORY	3606	FRIDAY, APRIL 7	4:30 p.m.	PRESTON TRAIL 2
COMMUNITY COLLEGE	3604	Friday, April 7	4:30 p.m.	Bent Tree 3
FREEDOM OF SPEECH	4704	Saturday, April 8	5:30 p.m.	Cottonwood
GENDER STUDIES	3607	Friday, April 7	4:30 p.m.	Preston Trail 1
INSTRUCTIONAL DEVELOPMENT	4702	Saturday, April 8	5:30 p.m.	Bluebonnet
INTERCULTURAL DEVELOPMENT	3608	Friday, April 7	4:30 p.m.	Addison
INTERPERSONAL DEVELOPMENT	4701	Saturday, April 8	5:30 p.m.	Preston Trail 3
LANGUAGE AND SOCIAL INTERACTION	3610	Friday, April 7	4:30 p.m.	Salon C
MASS COMMUNICATION	3611	Friday, April 7	4:30 p.m.	Salon D
PERFORMANCE STUDIES	4707	Saturday, April 8	5:30 p.m.	Addison
POLITICAL COMMUNICATION	4708	Saturday, April 8	5:30 p.m.	Azalea
POPULAR COMMUNICATION	4703	Saturday, April 8	5:30 p.m.	Salon C
PUBLIC RELATIONS	4711	Saturday, April 8	5:30 p.m.	Salon D
RHETORIC AND PUBLIC ADDRESS	3601	Friday, April 7	4:30 p.m.	Mesquite 1
SOUTHERN FORENSICS	4709	Saturday, April 8	5:30 p.m.	Salon B

**INTEREST GROUP BUSINESS MEETINGS**

ACA	3609	Friday, April 7	4:30 p.m.	Salon B
ASHR	4706	Saturday, April 8	5:30 p.m.	Preston Trail 1
KENNETH BURKE SOCIETY	4705	Saturday, April 8	5:30 p.m.	Preston

## SPECIAL EVENTS

### WEDNESDAY

1001+	Communication Across the Curriculum Preconference	Bent Tree 2 & 3 & others	9:00 a.m.
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### THURSDAY

2506	Workshop: SSCA Cooperative Research Project	Addison	2:00 p.m.
2509	Workshop: Exploring New Directions in Teaching Public Speaking	Salon B	2:00 p.m.
2713	Plenary: Roderick P. Hart “The Sound of Leadership in a Time of War”	Mesquite 1 & 2	5:00 p.m.
2801	Conference Welcome Reception	Salon E	6:00 p.m.
2913	Post-Katrina Performance	Salon D	7:00 p.m.

### FRIDAY

3100	Association Business Meeting	Salon E	8:00 a.m.
3307	Workshop: Media Convergence in Dallas	Preston Trail 1	12:00 p.m.
3308	Past Presidents’ Luncheon	Presidential Suite	12:00 p.m.
3311	Workshop: Documenting Creative Achievement in Promotion Binders for Performance Studies and Theatre Faculty	Salon D	12:00 p.m.
3400	Workshop: Job Seeking in the Communication Discipline	Addison	1:30 p.m.
3402	Workshop: Writing Communication Textbooks	Bent Tree 2	1:30 p.m.
3507	Spotlight Scholar: Elizabeth Ellen Bell	Preston Trail 1	3:00 p.m.

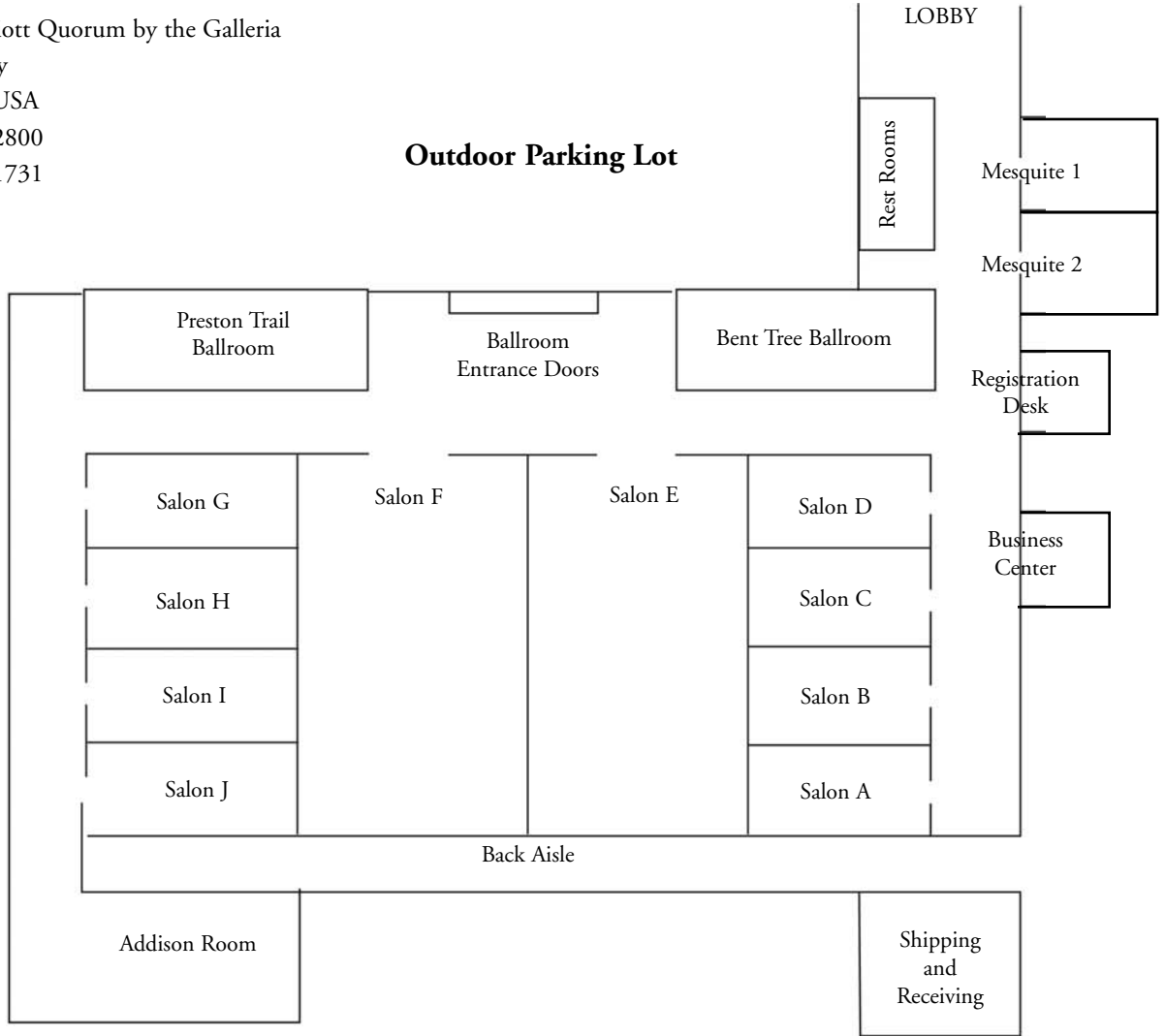
### SATURDAY

4101	Round Table Breakfast Discussions	Salon E	8:00 a.m.
4202	Workshop: Fighting Hatred and Racism through the Communication Curriculum	Salon D / Bluebonnet	9:00 a.m.
4206	Perceived Relationships between Rankings and Excellence	Preston Trail 1	9:00 a.m.
4209	Workshop: Body and Mind: Incorporating Physiology into Communication Teaching and Research	Salon B	9:00 a.m.
4301	Spotlight Scholar: Raymie McKerrow	Preston Trail 3	10:30 a.m.
4306	Papers on the History of SSCA	Preston Trail 1	10:30 a.m.
4401	Annual Awards Luncheon Keynote Address: Maryanne Fitzpatrick, “Transforming the Lives of our Students and Improving the World They Will Live In: Demanding Excellence in the Field of Human Communication in the 21st Century University”	Salon E	12:00 p.m.
4504	Meet the NCA Candidates	Cottonwood	2:30 p.m.
4501	Spotlight Scholar: Maryanne Fitzpatrick	Preston Trail 3	2:30 p.m.
4801	Osborn Reception Honoring all SSCA Award Recipients and UHC Participants	Salon E	6:30 p.m.

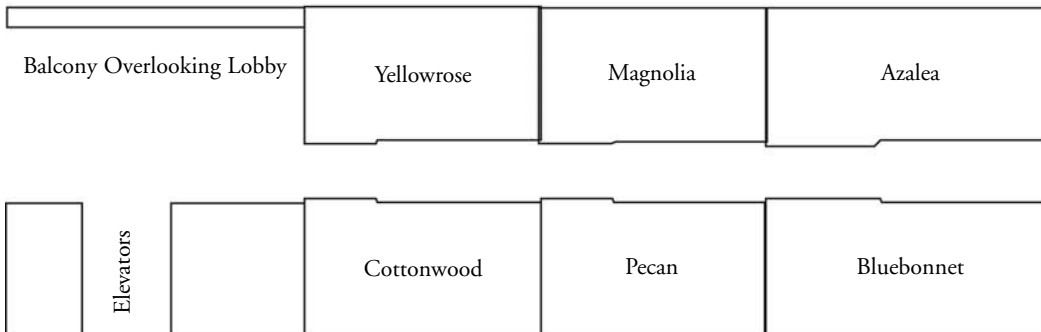


**HOTEL MAP**

Dallas/Addison Marriott Quorum by the Galleria  
 14901 Dallas Parkway  
 Dallas, Texas 75254 USA  
 Phone: 1-972-661-2800  
 Fax: 1-972-934-1731



**Mezzanine Floor  
2nd Floor**





**1001**

REGISTRATION DESK  
8:00 A.M. – 9:00 A.M.

**REGISTRATION**

4:00 P.M. – 6:00 P.M.

**1101**

BENT TREE 2 & 3  
9:00 A.M. – 10:15 A.M.

**COMMUNICATION ACROSS  
THE CURRICULUM  
PRECONFERENCE**

Chair: Deanna Dannels, North Carolina  
State University  
Plenary panel:

**SETTING THE AGENDA FOR  
COMMUNICATION ACROSS  
THE CURRICULUM:**

How Should We Focus Our Efforts?

**Plenary Speakers:**

**Kathleen M. Galvin,**  
Northwestern University  
**Roderick P. Hart,**  
University of Texas at Austin  
**Ann Q. Staton,**  
Texas Woman's University

This kickoff plenary panel will feature three speakers addressing the variety of agendas facing CXC at different institutions. Plenary speakers will address the following questions: How can communication across the curriculum help foster liberal education? How can communication across the curriculum embrace engaged pedagogy and scholarship? How can communication across the curriculum contribute to professional development?

# DAY 1

Wednesday, April 5, 2006

## 1201

BLUEBONNET

10:30 A.M. – 12:00 P.M.

### WORKING WITH WRITING

**Facilitator:** Chris M. Anson,  
North Carolina State University

As CXC becomes the “heir apparent” (Schneider) to writing across the curriculum, leaders of both established and developing programs must consider how writing and speaking relate to each other: what role they might play (together or separately) in students’ learning; how faculty can support their integration in discipline-based courses; how they relate to technology-enhanced instruction; and how they can be brought together in faculty development, curricular revision, and student services. In this workshop, participants will: consider theoretical, pedagogical, and programmatic interrelationships of writing and speaking in CXC; share new ideas, approaches, and resources for integrating writing and speaking; and begin a strategic plan, based on the unique qualities of their programs and institutions.

## 1202

COTTONWOOD

10:30 A.M. – 12:00 P.M.

### DOING CREDIBLE ASSESSMENT

**Facilitator:** Marilee Bresciani,  
Texas A&M University

Outcomes-based assessment is gaining in popularity as are demands for accountability. How does one engage in effective, efficient, and enduring assessment? How does one ensure the credibility of their assessment process and the findings? This interactive session will illustrate credible assessment strategies. Participants will have opportunities to reflect on how these strategies can be applied to their institutions and programs.

## 1203

PECAN

10:30 A.M. – 12:00 P.M.

### DEVELOPING DISCIPLINARY PARTNERSHIPS

**Facilitator:** Ann L. Darling,  
University of Utah

The evolution of CXC programs invites strong disciplinary connections. This workshop will focus on how a consultant comes to know and understand the communication practices of a particular discipline as well as to design a curriculum that enhances students’ understandings of and skills in using communication to accomplish the work of their discipline.

**1301**

BLUEBONNET

1:30 P.M. – 2:45 P.M.

**SUPPORTING COMMUNICATION ACROSS THE CURRICULUM: THE PROCESS OF STARTING A COMMUNICATION CENTER****Panelists:**

**Kathleen J. Turner,**  
Davidson College  
**Kyle Love,**  
Columbia College

Increasingly, institutions are establishing centers to enhance oral communication. Two directors share lessons from their experiences, informed by the insights of others. Kyle Love transformed a skeletal center at Columbia College into a vital part of the institution. Kathleen J. Turner created a center at Davidson College in the absence of a communication program to support it. They discuss issues from purpose and budget to location and staffing.

**1302**

COTTONWOOD

1:30 P.M. – 2:45 P.M.

**CXC AND ENGINEERING AT LOUISIANA STATE UNIVERSITY**

**Moderator: Lillian Bridwell-Bowles,**  
Louisiana State University

**“An Overview of the LSU CxC Program: Integrating CxC into Departmental Curricula and Digital Assessment and Certification of Student Work”**  
*Lillian Bridwell-Bowles, Louisiana State University*

**“Building an Engineering Communication Studio to Support Student Work”**  
*Warren Hull, Louisiana State University*

The panelists will describe the major initiatives of LSU’s university-wide CxC program, how it has been integrated into the curriculum requirements of the College of Engineering, how the newly-established Engineering Communication Studio supports students’ work in Communication-Intensive Engineering courses, students’ perspectives on these new learning models and the Studio, and CxC’s plans for assessing student communication work through a digital portfolio program.

**1303**

PECAN

1:30 P.M. – 2:45 P.M.

**COMPETENCY ASSESSMENT OF ORAL COMMUNICATION AT THE UNIVERSITY OF VIRGINIA**

**“A Communication Person’s Reflections on the Importance of Offering and Assessing Oral Communication at the University of Virginia”**  
*Robert E. Patterson, University of Virginia*

**“Supporting Faculty, Service, and Programmatic Quality Through Assessing Oral Communication Competency in the Bachelor of Interdisciplinary Studies program”**  
*Lynda Phillips-Madson, University of Virginia*

**“Coordinating Competency Assessment of Oral Communication across Disciplines and Programs in the Highly Decentralized Academic Culture at UVA”**  
*Jonathan Schnyer, University of Virginia*

This panel explores recent collaborations across university disciplines and programs in assessing oral communication competency. The panel presents a case study describing the process a university-wide oral communication assessment committee at UVA took to assess competency in oral communication. The evolution of goal, student learning objectives, rubric development, and evaluation will be explored.

**1401**

BLUEBONNET

3:00 P.M. – 4:00 P.M.

**COMPETITIVE PAPERS:  
SPOTLIGHT ON  
ENGINEERING**

Chair and Discussant: Ann L. Darling,  
University of Utah

**“Professional Preparation through  
Collaboration: Communication  
Integration and Team Teaching in Civil  
and Environmental Engineering”**  
*April A. Kedrowicz, University of Utah*

**“I Know You Heard what You Thought I  
Said, but what you Understood is not  
what I Meant: When Communication  
doesn't Cross the Curriculum”**  
*Juliane Mora, University of Utah*

**1402**

COTTONWOOD

3:00 P.M. – 4:00 P.M.

**COMPETITIVE PAPERS:  
SPOTLIGHT ON NEEDS  
ASSESSMENT STUDIES**

Chair and Discussant: Marilee Bresciani,  
Texas A&M University

**“Cross-Disciplinary Innovative Strategies  
for Assessing Engineering  
Communication Competencies: A Case  
Study Exploring Communication  
Competencies in a Civil Engineering  
Capstone Curriculum”**  
*Derek R. Lane, University of Kentucky*

**“Predispositions toward Communication  
of Business School Faculty and  
Perceptions of Students' Needs from a  
Communication across the Curriculum  
Program”**  
*Jerry L. Allen, University of New Haven;  
Joan O'Mara, University of Hartford;  
Kathleen Long, West Virginia Wesleyan  
College; and Ben Judd, University of New  
Haven*

**1403**

PECAN

3:00 P.M. – 4:00 P.M.

**COMPETITIVE PAPERS:  
SPOTLIGHT ON CXC  
COLLABORATIONS**

Chair and Discussant: Chris M. Anson,  
North Carolina State University

**“Redesigning Composition Curriculum  
in a CAC Program”**  
*Steve Price, Monmouth College and Kerri  
Jordan, Mississippi College*

**“Trends, Collaborations, and  
Transformations within the CXC  
Movement in Past Decade”**  
*Stephanie Tomlinson, Boise State University*

**1501**

YELLOW ROSE

3:30 P.M. – 4:00 P.M.

SSCA LOCAL  
ARRANGEMENTS  
COMMITTEE MEETING

**1503**

YELLOW ROSE

4:00 P.M. – 5:45 P.M.

SSCA EXECUTIVE  
COMMITTEE MEETING

**1502**

MESQUITE BALLROOM

4:00 P.M. – 5:00 P.M.

CXC PROGRAM FAIR AND  
HAPPY HOUR

**1601**

ADDISON

6:00 P.M. – 8:00 P.M.

SSCA EXECUTIVE COUNCIL  
MEETING

Poster Presenters:

**Cynthia Deriemer,**

J.Sargeant Reynolds Community College

**Lillian Bridwell-Bowles,**

Louisiana State University

**Karen Powell,**

Louisiana State University

**Anand Rao,**

Mary Washington University

**Chris Anson,**

North Carolina State University

**Deanna Dannels,**

North Carolina State University

**Derek Lane,**

University of Kentucky

**Sarah Cavendish,**

University of Kentucky

**April Kedrowicz,**

University of Utah

Come socialize with your colleagues and see poster displays from five well-established CXC programs. As you share resources and learn from each other, enjoy appetizers and drinks compliments of Allyn & Bacon/Longman Publishing.

**2101**

ADDISON

8:00 A.M. – 11:00 A.M.

SSCA EXECUTIVE COUNCIL  
MEETING

**2103**

BALLROOM FOYER

10:00 A.M. – 5:00 P.M.

EXHIBITS

**2102**

REGISTRATION DESK

9:00 A.M. – 5:00 P.M.

REGISTRATION

# DAY 2

Thursday, April 6, 2006



**2205**

PRESTON TRAIL 2

9:30 A.M. – 10:45 A.M.

**TOP COMPETITIVE STUDIES  
IN GENDER: STUDENT  
DIVISION**

SPONSOR: GENDER STUDIES DIVISION

**Chair: Billy Wooten,**  
Berea College

**“Reflected Memory: A New Look at  
Holocaust Survivor Testimonies” \***

*Jon Hoffman, University of Georgia*

**“A Traditional Way to Honor Non-  
Traditional Heroes: The Total Women’s  
Trading Cards”**

*Lindsay D. Wakefield, Kansas State  
University*

**“Uses of Fantasy Themes in the Men Can  
Stop Rape Strength Campaign”**

*Crystal Lane Swift, Louisiana State  
University*

\*Top Student Paper Award

**2208**

*Crisis Communication Session*

PRESTON TRAIL 1

9:30 A.M. – 10:45 A.M.

**COMMUNICATING ON  
MULTIPLE FRONTS: THE  
INTERSECTION OF THEORY,  
INTERPERSONAL, AND MASS  
MEDIA IN A TIME OF CRISIS**

SPONSOR: VICE PRESIDENT

**Chair: Kelli L. Fellows,**  
Appalachian State University

**“Was it a Failure in Risk  
Communication?”**

*Terry W. Cole, Appalachian State University*

**“Conflict in the Midst of a Disaster: A  
Critical Analysis of Conflict Between  
Local, State, and National Government  
Officials”**

*Steven J. Madden, Appalachian State  
University*

**“Health Risk? What Health Risk?  
Assessing Health Messages and Delivery  
During and Following Hurricane  
Katrina”**

*Kelli L. Fellows, Appalachian State  
University*

**“Crisis Communication in Times of  
Disasters: The Role of College Radio  
Stations in the Aftermath of Hurricane  
Katrina”**

*Monica T. Pombo, Appalachian State  
University*

**“Providing Mass Social Support:  
Narrative Accounts of Disaster Relief  
Volunteers from Louisiana, Mississippi,  
and Texas”**

*Jean L. DeHart and Kelli L. Fellows,  
Appalachian State University*

**2211**

*Crisis Communication Session*

SALON D

9:30 A.M. – 10:45 A.M.

**HURRICANE KATRINA:  
MEDIA COVERAGE OF AN  
UNPRECEDENTED NATURAL  
DISASTER**

SPONSOR: MASS COMMUNICATION  
DIVISION

**Moderator: Teresa R. Taylor,**  
Tougaloo College

**Panelists:**

**David H. Goff,**  
University of West Georgia  
**Linda D. Goff,**  
University of Southern Mississippi  
**Wendy J. Hajjar,**  
University of New Orleans  
**Justin R. Young,**  
Tougaloo College  
**Teresa R. Taylor,**  
Tougaloo College

As Hurricane Katrina devastated parts of Louisiana, Mississippi, and Alabama, local, national and international media covered the catastrophic event and its aftermath. The papers on this panel will examine media coverage of this unprecedented disaster. The panelists will lead a discussion of their findings from personal narratives, surveys and interviews.

**2301** *Crisis Communication Session*

MESQUITE 1

11:00 A.M. – 12:15 P.M.

**SELF-DEFENSE RHETORIC IN THE AFTERMATH OF HURRICANE KATRINA**

SPONSOR: RHETORIC AND PUBLIC ADDRESS DIVISION

**Moderator: Robert A. Vartabedian,**  
Eastern New Mexico University

SPONSOR: RHETORIC AND PUBLIC ADDRESS DIVISION

**Moderator: Robert A. Vartabedian,**  
Eastern New Mexico University

**“Gulf Coast Responses: The Public Narrative Defense Surrounding Hurricane Katrina”**

*Stephanie Thomson and Melissa Hopson-Sparks, Xavier University of Louisiana*

**“A Whirlwind of Mayoral Press Announcements: Mayor Ray Nagin’s Responses Before and After Hurricane Katrina”**

*Robert Glenn, Owensboro Community and Technical College*

**“Governor Kathleen Blanco and the National Guard Imbroglia: An Exercise in Post-Tragedy Response”**

*Matthew C. Ramsey, University of Southern Mississippi*

**“Regional Exigency to National Inveective: The Post-Katrina Apologia of George W. Bush”**

*Richard A. Knight, Arkansas Tech University*

**“The FEMA Riposte: The Rhetorical Defense of Michael Brown and the Federal Emergency Management Agency”**

*Misty L. Knight, University of the Ozarks*

**“Oops! Can I Change that Tactic? Shifting the Blame and Cuddling up to Rita in the Wake of Katrina’s Aftermath”**

*Doran L. O’Donnell, Louisiana State University at Alexandria*

**2302**

MESQUITE 2

11:00 A.M. – 12:15 P.M.

**INTERPERSONAL COMMUNICATION ACROSS DISTANCES AND BOUNDARIES**

SPONSOR: INTERPERSONAL COMMUNICATION DIVISION

**Chair: Patricia Amason,**  
University of Arkansas

**“Distance and Relationships: The Effects of Moving Away on Platonic Relationships”**

*Jennifer Bernardi, Louisiana State University*

**“Family Values: Keeping the Publication Connection via CMC”**

*Marceline Thompson-Hayes, Arkansas State University; Danna Gibson, Columbus State University; Andrea Scott Towers, University of Central Florida; and Lynne M. Webb, University of Arkansas*

**“An Interpersonal and Relational Study in How Privacy Management and Boundaries are Maintained in Sibling Relationships”**

*L. Lori Poole, University of Denver*

**“It’s Not Your Mother’s Interpersonal Communication: Erving Goffman and Carl Rogers in Cyberspace”**

*Sarah E. Cavendish, University of Kentucky*

**“Names and Compliance-Gaining”**

*Thomas Baglan, Nerma Reggans, Melissa Jackson, and Vicki Spann, Arkansas State University*

Respondent: Amber Walker,  
Pennsylvania State University

**2303**

BENT TREE 3

11:00 A.M. – 12:15 P.M.

**FREE AND RESPONSIBLE  
SPEECH IN THE  
POSTMODERN PUBLIC  
SPHERE**

SPONSOR: FREEDOM OF SPEECH DIVISION

**Chair: Pat Arneson,**  
Duquesne University

**“Listening to the Other: An Argument  
for Examining Free Speech and  
Communication Ethics in  
Postmodernity”**

*Amanda G. McKendree, Duquesne  
University*

**“The Narrative Paradigm and Justice,  
Free Speech, and Communication Ethics”**

*Leanne M. Bell, Duquesne University*

**“Narrative and Ethics in Free and  
Responsible Speech: A Hermeneutic  
Inquiry”**

*Reshmi Sen, Duquesne University*

**“Freedom of Speech in a Postmodern  
Age: The ‘Practical Philosophy’ of Ethics”**

*Tricia A. Giannone Henson, Duquesne  
University*

Respondent: Terry Cole,  
Appalachian State University

**2304**

PRESTON TRAIL 3

11:00 A.M. – 12:15 P.M.

**APPLIED COMMUNICATION  
WITHIN LEADERSHIP**

SPONSOR: APPLIED COMMUNICATION  
DIVISION

**Chair: Linda Pysher Jurczak,**  
University of Tennessee

**“Descriptions of Leadership  
Communication Competence: Interviews  
with Four Female Leaders at a  
Government Agency”**

*Deborah J. Stigall, University of Wisconsin  
at Milwaukee*

**“Let’s Talk: A Constructivist Assessment  
of Managers’ Motivation in the  
Workplace”**

*Abby M. Brooks, University of Tennessee*

**“Observers’ Demographic Profile in  
Relation to Leadership Communication  
Competence”**

*Dave Gesler, Murray State University*

Respondent: Joy L. Hart,  
University of Louisville

**2305**

PRESTON TRAIL 2

11:00 A.M. – 12:15 P.M.

**OUR RESEARCH VALUES:  
ETHICAL DILEMMAS IN  
LANGUAGE AND SOCIAL  
INTERACTION RESEARCH**

SPONSOR: LANGUAGE AND SOCIAL  
INTERACTION DIVISION

**Moderator: Christine S. Davis,**  
University of North Carolina at Charlotte

**Panelists:**

**Linda Vangelis,**  
Eastern Carolina University

**Eugenia Almeida,**  
Fayetteville State University

**Patricia Rockwell,**  
University of Louisiana at Lafayette

**Heather Gallardo,**  
University of North Carolina at Charlotte

A panel of researchers will introduce the topic of research values and ethics, each giving examples of ethical decisions of dilemmas involved in their research. We will then open the discussion to the audience to discuss and process ethical situations in their research. As a group, we will come up with a list of “10 Guidelines of Ethics in Language and Social Interaction.”

**2306**

BENT TREE 2

11:00 A.M. – 12:15 P.M.

**FOSTERING EXCELLENCE IN  
THE CORE CURRICULUM:  
TEACHING STRATEGIES TO  
ENGAGE STUDENTS**

SPONSOR: INSTRUCTIONAL DEVELOPMENT  
DIVISION

**Moderator: Trudy L. Hanson,**  
West Texas A&M University

**Panelists:**

**Pat Tyrer,**

West Texas A&M University

**David Rausch,**

West Texas A&M University

**Trudy L. Hanson,**

West Texas A&M University

Professors participating in WTAMU's common readership program and who have been designated CORE Fellows discuss how their interdisciplinary approach has increased student engagement in their English composition, basic public speaking, and American government courses.

**2308**

*Crisis Communication Session*

PRESTON TRAIL 1

11:00 A.M. – 12:15 P.M.

**CRISIS COMMUNICATION**

SPONSOR: VICE PRESIDENT

**Chair, Rita Kirk,**

Southern Methodist University

**“Spin Cycle: An Analysis of the Federal Government’s use of the Press to respond to Hurricane Katrina?”**

*J. Richard Stevens, Southern Methodist University*

**“By Their Own Bootstraps: The Framing of Personal Responsibility vs. Government Response in the aftermath of Hurricane Katrina”**

*Owen Lynch, Southern Methodist University*

**“With a Little Help from My Friends: How CNN and FOX Framed the Bush Administration’s Response to Hurricane Katrina”**

*Craig Flournoy, Southern Methodist University*

**“God is Not Pleased: African American Political Speech as Prophetic Resistance”**

*Maria A. Dixon, Southern Methodist University*

**“The Self-proclaimed Scapegoat: A Critical Look at Michael Brown’s Image Repair Tactics”**

*Greg G. Armfield, San Angelo State University*

**“Should we Stay or Should We Go Now? Leadership Communication in the Face of a Potentially Catastrophic Hurricane”**

*Corinne Weisgerber, Rice University, and Shannan Butler, Prairie View A&M University*

**2309**

SALON B

11:00 A.M. – 12:15 P.M.

**TECHNOLOGY AND  
TEACHING EXCELLENCE:  
YES, THERE CAN BE  
EXCELLENCE IN THE  
CLASSROOM WHEN  
TEACHING SPEECH  
COMMUNICATION ONLINE**

SPONSOR: COMMUNITY COLLEGE  
DIVISION

**Moderator: Robin Jensen,**

St. Petersburg College

**Presenter:**

**Jan Ballantine,**

St. Petersburg College

Jan Ballantine of St. Petersburg College, will share some of the highlights and assignments of her award winning online Public Speaking Class. There will opportunities for questions and interaction during her program.

**2310**

SALON C

11:00 A.M. – 12:15 P.M.

**PUBLIC RELATIONS AT  
WORK IN MANY SECTORS**

SPONSOR: PUBLIC RELATIONS DIVISION

**Chair: Brigitta Brunner Johnson,**  
Auburn University

**“Icebergs in Contact: Intercultural  
Interpersonal Communication and Its  
Implications for International Public  
Relations”**

*Esin C. Turk, Mississippi Valley State  
University*

**“So You’re a PR Major: Students’  
Perceptions of the Education Experience,  
Internships and Entry-Level Jobs”**

*Brigitta Brunner Johnson and Margaret  
Fitch-Hauser, Auburn University*

**“The Diffusion of Environmentalism in  
Public Relations”**

*Alison F. Miller, East Carolina University*

**“Public Relations’ Role in Constructing  
Meaning: An Exploratory Examination of  
the Sponsorship Process in Framing”**

*Christie Kleinmann, Mississippi State  
University*

**“The Private Securities Litigation Reform  
Act’s Safe Harbor Statement: A New  
Format Element For The Financial News  
Release”**

*Thomas Klipstine, University of South  
Carolina*

Respondent: William Thompson,  
University of Louisville

**2311**

SALON D

11:00 A.M. – 12:15 P.M.

**INNOVATIONS IN  
CULTURAL  
COMMUNICATION**

SPONSOR: POPULAR COMMUNICATION

**Chair and Respondent: Wendy J. Hajjar,**  
University of New Orleans

**“Pop Culture’s Invasion of the Middle  
East”**

*Megan Louise Beall, Georgia State  
University*

**“Building Hyperreality”**

*Sharee LeBlanc Broussard, University of  
Southern Mississippi*

**“The Rhetoric of Kitsch: The Emotion is  
the Message”**

*Zac Gershberg, Louisiana State University*

**“Visual Communication: Computer-  
Generated Images”**

*Hana S. Noor Al-Deen, University of North  
Carolina at Wilmington*

**2312**

SALON A

11:00 A.M. – 12:15 P.M.



**STUDIES IN POLITICAL  
RHETORIC**

SPONSOR: UNDERGRADUATE CONFERENCE

**Chair and Discussant: Craig Allen Smith,**  
North Carolina State University

**“Justifying the War on Terror: A  
Burkeian Analysis of Bush’s Post-9/11  
Address to Congress”**

*Jonathan Dudley, Georgia Southern  
University*

**“The Katrina Rhetoric of George W.  
Bush: A Pentadic Analysis”**

*Kristen Seay, Samford University*

**“Finding Modern Relevance in the  
Discourse of Malcolm X: An Ideological  
Criticism of the Oxford Debate”**

*Ashonti Davis, Berea College*

**“Setting the Stage for Homosexual  
Acceptance: A Dramatic Analysis of  
Gay Marriage Rhetoric”**

*Jennifer Reed, Georgia Southern University*

**2401**

MESQUITE 1

12:30 P.M. – 1:45 P.M.

**COMPETITIVE PAPERS IN  
RHETORIC AND PUBLIC  
ADDRESS**

SPONSOR: RHETORIC AND PUBLIC ADDRESS  
DIVISION

Chair: Marna Weston,  
University of Florida

“From Hip-Hop to Rap and Back: A  
Reply to Greg Dimitriadis”

*Nader Haddad, University of North Texas*

“Authorship, Mass Consciousness, and  
Fragmented Ideographs: Animal  
Liberation as Case Study in Ideographic  
Criticism in the Post-modern Condition”

*Brent Saindon, University of North Texas*

“Symbolic Convergence of Revolutionary  
Opposites”

*James Pauff and Tracey Holley, Tarleton  
State University*

*Respondent: Patrick G. Wheaton, Georgia  
Southern University*

**2402**

MESQUITE 2

12:30 P.M. – 1:45 P.M.

**SUBCULTURES IN POPULAR  
MUSIC**

SPONSOR: POPULAR COMMUNICATION  
DIVISION

Chair and Respondent: Teresa Taylor

“Gothspotting: Adventures Studying  
Them White Kids in Black Clothes or  
Mapping Subcultural Ambivalence”

*Joshua Gunn, University of Texas at Austin*

“The Ghosts in the Mic: The Rap/Hip  
Hop Dialect”

*Roger L. Pippin, Louisiana State University*

“‘I’ve Been Treated Wrong’: Media  
Domination, Institutionalized Racism  
and the Marketing of ‘Primitive’ Blues  
Music (1920-1960)”

*Stephen A. King and P. Renee Foster, Delta  
State University*

“Hip Hop Hooray! Resisting Lyrical  
Sexism, (Re) Defining Black Female  
Subjectivity in the Culture Industry, and  
(Re) Constructing Black Feminism”

*Shatangi T. Ware, University of Alabama*

**2405**

PRESTON TRAIL 2

12:30 P.M. – 1:45 P.M.

**FROM THEORY TO  
APPLICATION: TAKING  
STOCK OF AND SETTING  
THE AGENDA FOR APPLIED  
COMMUNICATION  
SCHOLARSHIP**

Chair: Kenneth N. Cissna,  
University of South Florida

“A History of Applied Communication”

*Mark Hickson, III, University of Alabama,  
Birmingham ; Kenneth N. Cissna,  
University of South Florida ; and William  
F. Eadie, San Diego State University*

“Quantitative Investigations in Applied  
Communication Research: Implications  
for Theory Building and Testing”

*Jim L. Query, Jr., University of Houston;  
Kevin Wright, University of Oklahoma;  
Kristen Campbell, Towson University; and  
Melinda Weathers, University of Houston*

“Rhetorical Methods in Applied  
Communication Research”

*Benjamin R. Bates, Ohio University, and  
Celeste Condit, University of Georgia*

“Towards a Positive Ontology of Applied  
Family Communication Theory and  
Research”

*Thomas J. Socha, Old Dominion University*

“In the Public Interest: Communication  
in Nonprofit Organizations”

*Eric M. Eisenberg and Beth Eschenfelder,  
University of South Florida*

These presentations are based on the  
authors’ chapters for the forthcoming  
Handbook of Applied Communication.

**2406**

BENT TREE 2

12:30 P.M. – 1:45 P.M.

**INSTRUCTIONAL  
PEDAGOGY IN THE  
COMMUNICATION  
CLASSROOM**

SPONSOR: INSTRUCTIONAL DEVELOPMENT  
DIVISION

**Chair: Hope Bock,**  
University of Evansville

**“Instant Messaging between Students and  
Faculty: Defining a New Tool for  
Communication Education”**

*Matt Giglio, Virginia Tech and Corey A.  
Hickerson, James Madison University*

**“Initial Testing of an Online Learning  
System in an Extracurricular Context”**

*William G. Powers, Texas Christian  
University; Graham D. Bodie, Purdue  
University, and Margaret Fitch-Hauser,  
Auburn University*

**“An Analysis of Research on Nonverbal  
Communication in Instruction”**

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

**“Speaking Assignment Options:  
Manuscript Speech Versus Reasoned  
Response”**

*Narissa M. Punyanunt-Carter and David E.  
Williams, Texas Tech University*

**2408**

*Crisis Communication Session*

PRESTON TRAIL 1

12:30 P.M. – 1:45 P.M.

**UNDERSTANDING  
COMMUNICATION  
FOLLOWING  
CATASTROPHIC EVENTS:  
STUDIES FROM MULTIPLE  
PERSPECTIVES AND  
METHODOLOGIES**

SPONSOR: VICE PRESIDENT

**Chair: Brian K. Richardson,**  
University of North Texas

**“Surviving Life Storms: Hurricanes and  
Depression”**

*Robin M. Boylorn, University of South  
Florida*

**“If a Picture is Worth a Thousand Words,  
What is the President Trying to Say to  
Us? Situated Photograph Analysis  
following Hurricane Katrina”**

*Heather Palmer McFarland, University of  
Southern Mississippi*

**“Agenda Setting by the Media and the  
Public Perception: The Government’s  
Response to Hurricane Katrina”**

*Jason D. May, Southeastern Oklahoma State  
University*

**“Broken Levees, Broken Bureaucracy:  
Questioning State Government  
Legitimacy After Hurricane Katrina”**

*Kristina Drumheller, McMurry University*

**“Communication and Coping Following  
a Natural Disaster: The Aftermath of  
Hurricanes Katrina and Rita”**

*Renee Edwards, James M. Honeycutt,  
Loretta Pecchioni, & Stephanie Houston  
Grey, Louisiana State University*

**“Hurricane Katrina Case Study: A Look  
at Legitimacy and the Federal Emergency  
Management Agency”**

*Michelle Wilson, University of Arkansas at  
Little Rock*

**“Social Amplification of Risk”**

*Tatjana Magdalena Hocke, University of  
Houston*

**“The Katrina Aftermath: An Analysis of  
Irresponsible Communication”**

*Will Whiting, University of Arkansas at  
Little Rock*

**“Attributing Blame in the Aftermath of  
Hurricane Katrina: The Media’s Use of  
Issue Framing in Indicting Emergency  
Management Organizations”**

*Robert Tyler Spradley, Texas A&M  
University*

**“Aftermath: The Mourning Paper and the  
Response to Hurricane Katrina”**

*Jay Baglia and Wenshu Lee, San Jose State  
University*

In this high-density format program,  
authors will give brief presentations and  
time will be reserved for questions and  
discussion.

**2409**

SALON B

12:30 P.M. – 1:45 P.M.

**METAPHOR AND AFFECT**

SPONSOR: COMMUNICATION THEORY  
DIVISION

**Chair:** Katherine G. Hendrix,  
University of Memphis

**“Gender, Metaphor, and Affect in Online  
Cancer Support Groups”**

*Kenny Embry, Florida College*

**“Metaphor and Emotion: Two  
Theoretical Approaches”**

*William Hyatt O’Connell, University of  
Memphis*

**“Metaphorical Persuasive Message  
Production: Role of Affect”**

*Pradeep Sopory, University of Memphis;  
William Maze, University of Arkansas,  
Fayetteville; and Eletra Gilchrist, Middle  
Tennessee State University*

**2410**

SALON C

12:30 P.M. – 1:45 P.M.

**IMAGE, CULTURE AND  
CAMPAIGNS: COMPETITIVE  
STUDENT RESEARCH  
PAPERS IN MASS  
COMMUNICATION**

SPONSOR: MASS COMMUNICATION  
DIVISION

**Chair and Discussant:** Wanda Reyes  
Velazquez,

*Sam Houston State University*

**“Communication Campaigns: A Look at  
the Susan G. Komen Foundation’s Pink  
Ribbon and Lance Armstrong  
Foundation’s ‘iveStrong’ Yellow Bands”**

*Andrea M. Holt, University of Alabama*

**“Stereotypes of Latin Men in Hollywood:  
A Case Study”**

*Cristina Gonzalez, University of South  
Florida*

**“Goffman’s Framework as a Model for  
Examining Images of Women in Tourism  
Advertising”**

*Jessica E. McDonald, University of South  
Florida*

**“Duped, Doped and Degenerate: A  
Tricky Culture Hero in the Midst of  
Foolish Kids”**

*Robert Kienzle, University of Arkansas*

**“Mommy Loves her Newborn Baby!”: A  
Feminist Analysis of the Pregnant Barbie  
Doll”**

*Danielle Williams, Georgia State University*

**2411**

SALON D

12:30 P.M. – 1:45 P.M.

**COMPETITIVE PAPERS:  
DEFINING AND FOSTERING  
EXCELLENCE IN THE STUDY  
OF PERCEPTIONS OF  
GENDER**

SPONSOR: GENDER STUDIES DIVISION

**Chair:** Slavica Kodish,  
Arkansas Tech University

**“An Old-Fashioned TV Wife: A Feminist  
Critique of Newlyweds”**

*Nicole Cann, Auburn University*

**“Changing the Symbols of the 1950s:  
Women of Pleasantville, Far from  
Heaven, and The Hours Challenging the  
Traditional Roles of the 1950s”**

*Donata Nelson, University of North  
Carolina at Greensboro*

**“A Queer Situation: Theorizing a Queer  
Rhetoric”**

*Kimberly Huff, Georgia State University*

**“The Perceptions of Women Who Chose  
to Keep Surnames at Marriage”**

*Sherry G. Ford, University of Montevallo;  
Andrea T. Scott, University of Central  
Florida; and Amy B. Fountain, Mississippi  
State University*

**“Women in Conflict: A Theoretical  
Model and Proposed Test of Model”**

*Kristen M. Norwood, University of Arkansas*



**2412**

SALON A

12:30 P.M. – 1:45 P.M.



**COMMUNICATION IN THE FAMILY**

SPONSOR: UNDERGRADUATE HONORS CONFERENCE

**Chair and Discussant: Joy Hart,**  
University of Louisville

**“The Effects of Sibling Interaction on Gender Identity Development”**

*Michelle Brown, University of Central Oklahoma*

**“Parents’ Marital Relationship: No Difference of Child-Parent Communication”**

*Katie Arrowood, University of Kentucky*

**“Like Father Like Daughter: Father and Daughter Communication Competence”**

*Julia Perin, University of Kentucky*

**“Black Sundays: An Analysis of Mother-Daughter Conflict”**

*Katie E. Prince, University of Arkansas at Little Rock*

**“You Think this is What I Wanted? How Shared Meaning Influences Marital Communication”**

*Holly S. Barron, University of Arkansas at Little Rock*

**2501**

MESQUITE 1

2:00 P.M. – 3:15 P.M.

**PERSISTENT PROBLEMS IN RHETORICAL CRITICISM: REDIVIVUS**

SPONSOR RHETORIC AND PUBLIC ADDRESS DIVISION

**Moderator: John Patton,**  
Tulane University

**“Persistent Problems in Rhetorical Criticism: The Timely and the Timeless”**

*Andrew King, Louisiana State University*

**“The Rhetorical River”**

*Jim A. Kuypers, Virginia Tech*

**“Problems or Opportunities in Rhetorical Criticism?”**

*Marilyn J. Young, Florida State University*

This panel revisits Malcolm Sillars’s “Persistent Problems in Rhetorical Criticism,” on its thirty-year anniversary. Each participant will present a short position paper, followed by general discussion and audience participation.

**2503**

BENT TREE 3

2:00 P.M. – 3:15 P.M.

**CONTRIBUTED STUDENT PAPERS IN PERFORMANCE STUDIES**

SPONSOR: PERFORMANCE STUDIES DIVISION

**Chair: Jay Baglia,**  
San Jose State University

**“Understanding a War Zone: Searching for Peace on Vine Street”**

*Noell Jackson, University of Denver*

**“The Playboy Club: The Performance of a New American Community”**

*Corey Leighton, Louisiana State University*

**“The Smooth and the Striated: An Exploration of the Machinic Phylum by Way of Performance”**

*Roger Pippin, Louisiana State University*

**“The Confederados”**

*Anthony Spencer, University of Oklahoma*

Respondent: Hector Amaya,  
Southwestern University

**2504**

PRESTON TRAIL 3

2:00 P.M. – 3:15 P.M.

**OUR ACADEMIC FAMILY  
VALUES: USING LEARNING  
COMMUNITIES TO  
IMPROVE LEARNING**

SPONSOR: INSTRUCTIONAL DEVELOPMENT  
DIVISION

**Chair: Deborah Hefferin,**  
Broward Community College

**“An Overview of the Learning  
Community Movement”**

*Richard Quianthy, Broward Community  
College*

**“Learning Communities at the University  
of Evansville”**

*Hope Bock, University of Evansville*

**“Learning Communities at Broward  
Community College”**

*Deborah Hefferin, Broward Community  
College*

After the formal presentations, the  
audience will be encouraged to share  
information and insights about learning  
communities at their respective  
institutions.

**2505**

PRESTON TRAIL 2

2:00 P.M. – 3:15 P.M.

**REDEFINING THE POLITICS  
OF IDENTITY AND  
NATIONALISM**

SPONSOR: INTERCULTURAL  
COMMUNICATION DIVISION

**Chair: Mary Evelyn Collins,**  
Sam Houston State University

**“Toward an Ethic of Speaking With:  
Articulating a Politics of Location in  
Cultural Communication research”\***

*Amy N. Heuman, Texas Tech University*

**“Linking African American Racial  
Identity, Self-Construal, and  
Communication”**

*Mary L. Rucker, Wright State University,  
and Dominique M. Gendrin, Xavier  
University of Louisiana*

**“Nationalism and Sportsmanship: Bring  
Puerto Rican Athletes to International  
Headlines”**

*Mary Lou Beall, Mercer University and  
Megan Louise Beall, Georgia State  
University*

Respondent: Mary Evelyn Collins,  
Sam Houston State University

\*Top Paper

**2506**

*Workshop*

ADDISON

2:00 P.M. – 4:45 P.M.

**SSCA COOPERATIVE  
RESEARCH PROJECT:  
ADVANCING PETRONIO'S  
COMMUNICATION PRIVACY  
MANAGEMENT THEORY  
AND RESEARCH**

SPONSOR: VICE PRESIDENT

**Facilitators:**

**Sandra Petronio,**

Indiana University- Purdue University,  
Indianapolis

**Thomas Socha,**

Old Dominion University, Norfolk,  
Virginia

A pioneering group project to develop an  
omnibus study to be carried out at  
multiple sites about  
privacy/disclosure/confidentiality in the  
contexts of families and healthcare.  
Anyone who would like to collaborate is  
welcome to attend. Instructions and  
materials will be provided. Plans for  
completing this collaborative research  
project will be made during two  
consecutive sessions, as well as plans to  
reconvene to report on the project at the  
2007 SSSCA conference in Louisville,  
Kentucky. Further, we hope to take lessons  
learned from this SSSCA research initiative  
to aid development of develop future  
collaborative research projects in the field  
of communication. Please join us for a  
distinctive and exceptional experience.

**2508** *Crisis Communication Session*

PRESTON TRAIL 1

2:00 P.M. – 3:15 P.M.

**GOVERNMENT RHETORIC,  
NARRATIVES, AND MYTHS:  
EXPLORATIONS OF  
SENSEMAKING DEVICES  
DURING HURRICANE  
KATRINA**

SPONSOR: VICE PRESIDENT

Chair: Nicole Dash,  
University of North Texas

**“Stories from the Abyss: When Narrative  
Structures No Longer Cohere”**

*John M. Allison, Jr., University of North  
Texas*

**“Weather of Mass Destruction: Crisis  
Rhetoric, Hurricane Katrina, and the  
Politics of Meaning”**

*Jeff Bennett, University of North Texas*

**“Narrative Sensemaking when Disaster  
Strikes: Stories of Survival after  
Hurricane Katrina”**

*Lori Byers, University of North Texas*

**“Snipers, Sharks, and Corpses: Myths as  
(Dys)functional Sensemaking Devices in  
Hurricane Katrina”**

*Brian K. Richardson, University of North  
Texas*

Respondent: Nicole Dash,  
University of North Texas

**2509** *Workshop*

SALON B

2:00 P.M. – 4:45 P.M.

**EXPLORING NEW  
DIRECTIONS IN TEACHING  
PUBLIC SPEAKING**

Facilitators:

**Michael Osborn,**  
University of Memphis  
**Suzanne Osborn,**  
University of Memphis

SPONSOR: VICE PRESIDENT

Teaching public speaking can settle into a routine. This workshop will explore initiatives to enliven the teaching of the course, including how to supplement the traditional communication model, how to help students find, refine, and test topics for their speeches, how to develop and integrate narratives into their speeches, and how to encourage more ethical approaches to persuasion through argument. Participants should bring their own new ideas to the workshop for sharing.

**2510** *Crisis Communication Session*

SALON C

2:00 P.M. – 3:15 P.M.

**THE HURRICANE FACTOR:  
RESEARCH, TEACHING, AND  
PERSONAL PERSPECTIVES  
ON THE EFFECTS AND  
AFTERMATH OF  
HURRICANES IN THE GULF**

SPONSOR: PUBLIC RELATIONS DIVISION

Chair: Brigitta Brunner Johnson,  
Auburn University

**“Storms and Norms: The Hurricane  
Season a PR Crisis Class Blogged”**

*Pamela Bourland-Davis, Georgia Southern  
University*

**“The Linkage Between Expectations and  
Enactment in Crisis”**

*Christie Kleinmann, Mississippi State  
University*

**“A Campus Response in the Aftermath of  
Disaster: Mississippi Valley State  
University and Hurricane Katrina”**

*Esin Turk, Mississippi Valley State University*

**“Casinos in Crisis: Employee Relations in  
the Aftermath of Katrina”**

*Laura Richardson Walton, Mississippi State  
University*

**“An Analysis of Hurricane Headlines:  
What was Emphasized in the Gulf?”**

*Brigitta Brunner Johnson, Auburn  
University*

**“Disaster Relief Responses in Tennessee”**

*Faye D. Julian, University of Tennessee*

**2511**

SALON D

2:00 P.M. – 3:15 P.M.

**POLITICAL PERSUASION:  
DEBATES, CAMPAIGNS, AND  
POLITICAL PARTY AGENDAS**

SPONSOR: POLITICAL COMMUNICATION  
DIVISION

**Chair: John Allen Hendricks,**  
Southeastern Oklahoma State University

**“Anecdote Types in Presidential Debates:  
Equipment for Debating”**

*Chris Oldenburg, University of Memphis*

**“Interpersonal Perceptions of Presidential  
Candidates George W. Bush and John  
Kerry Pre- and Post- Televised Debate:  
Implications in Political Persuasion”**

*John Cook and William F. Strong, University  
of Texas – Brownsville*

**“Candidates’ Manipulation and Control  
of their Opponents’ Reaction in the  
Second Bush-Kerry Debate”**

*Jean Bodon and Mark Hickson, III,  
University of Alabama – Birmingham*

**“Image, Prudence, and Politics: The  
Creation of Image in the 1994  
Campaign”**

*Matthew M. Doggett, Denison University*

**“Can Spiral of Silence Effect be Altered  
by Fragmentation of Mass Media News?  
A Look at Political Campaign  
Volunteerism in the 2004 Presidential  
Election”**

*Melissa M. Smith, Mississippi State  
University*

**“A Personalized, Private Account of the  
Nuclear Constitution: Semnastics in the  
Republican Agenda”**

*Doyle Srader, Stephen F. Austin State  
University*

Respondent: Larry Powell, University of  
Alabama at Birmingham

**2512**

SALON A

2:00 P.M. – 3:15 P.M.

**MEDIA COVERAGE OF  
HURRICANE KATRINA**

SPONSOR: UNDERGRADUATE HONORS  
CONFERENCE

**Chair and Discussant:**

Verlaine McDonald, Berea College

**“Media Coverage of Hurricane Katrina:  
A Rhetorical Response”**

*Anna Brookshire, Berea College*

**“Agenda Setting by the Media and the  
Public Perception: The Government’s  
Response to Hurricane Katrina”**

*Jason D. May, Southeastern Oklahoma State  
University*

**“Newspaper References to Mayor  
Giuliani and Mayor Nagin”**

*Michelle Weissman, University of Georgia*

**“Impacts of Hurricane Katrina on CNN  
Anchors’ and Reporters’ Interactions with  
Politicians”**

*Alex Teh, University of Georgia*



**2601**

SALON C

3:30 P.M. – 4:45 P.M.

**FIRST FAMILY VALUES: A  
CONSIDERATION OF  
AMERICA'S FIRST FAMILIES**

SPONSOR: POLITICAL COMMUNICATION  
DIVISION

**Chair: Robert Glenn,**  
Owensboro Community College

**“Surrogates: Family Members as  
Presidential Campaigners”**

*Keith V. Erickson, University of Southern  
Mississippi; Daniel Schabot, William Carey  
College; and Theron Verdon, University of  
Southern Mississippi*

**“A White House Marriage: The First  
Family Under Scrutiny”**

*Misty L. Knight, University of the Ozarks*

**“You Can't Choose Your Relatives: The  
Impact of Extended Family on  
Presidential Rhetoric”**

*Richard A. Knight, Arkansas Tech University*

**“Presidential Progeny: Children and the  
White House”**

*Robert A. Vartabedian, Eastern New Mexico  
University*

**“The Supreme Court as an Extension of  
the First Family”**

*Linda Pysner Jurczak, University of  
Tennessee*

**2602**

PRESTON TRAIL 2

3:30 P.M. – 4:45 P.M.

**THE LEGACY OF CHIEF  
JUSTICE REHNQUIST ON  
FREEDOM OF EXPRESSION**

SPONSOR: FREEDOM OF SPEECH DIVISION

**Chair: Norma Cox Cook,**  
University of Tennessee

**Panelists:**

**Terry Cole,**  
Appalachian State University  
**James Aune,**  
Texas A&M University  
**Charles Howard,**  
Tarleton State University  
**Norma Cox Cook,**  
University of Tennessee

The panel will analyze the positions on  
First Amendment issues taken by William  
H. Rehnquist during his tenure as Chief  
Justice of the U.S. Supreme Court in  
terms of their overall effects on freedom of  
expression and their impact on rights in  
specific areas.

**2603**

BENT TREE 3

3:30 P.M. – 4:45 P.M.

**SPECTERS OF  
PERFORMANCE: BODIES,  
HISTORIES, HAUNTOLOGY**

SPONSOR: PERFORMANCE STUDIES  
DIVISION

**Chair: Benjamin Powell,**  
Louisiana State University

**“Specters in the Rear-View: Haunting  
Identity in Jack Kerouac's On The Road”**  
*Justin Trudeau, University of North Texas*

**“Phenomenology of the Voice as Ghost in  
A Magical Mystery Tour of the American  
Theatre”**

*David Terry, University of North Carolina  
Chapel Hill*

**“Stuffing Fluffy: The Self/Other Binary  
in Pet Taxidermy”**

*Amanda Reed, Louisiana State University*

**“Haunting, Histories, and the Hiroshima  
Maidens”**

*Benjamin Powell, Louisiana State University*

Respondent: Joshua Gunn, University of  
Texas at Austin

**2604**

PRESTON TRAIL 3

3:30 P.M. – 4:45 P.M.

**DOES GOING ONLINE  
CHANGE EVERYTHING?:  
TRANSFORMING THE BASIC  
COMMUNICATION COURSE**

SPONSOR: INSTRUCTIONAL DEVELOPMENT  
DIVISION

**Chair: Brent Saindon,**  
University of North Texas

**“Drawing Connections: Exploring the  
Role of Learner-to-Learner Immediacy in  
Online Classrooms”**

*Rachael R. Brown, University of North Texas*

**“Transforming the Basic Communication  
Course: Course Development and  
Online Training for Beginning Online  
Teachers”**

*Karen Anderson, University of North Texas  
and Sue Marrufo, University of North Texas*

**“Re-envisioning the Basic  
Communication Course: A Comparison  
of Student Outcomes in Online Blended,  
and Face-to-Face Formats”**

*Karen Anderson and Joe McGlynn,  
University of North Texas*

**“Building Relationships in an Online  
Course: Examining the Function of  
Instructor Immediacy, Clarity, Humor,  
and Feedback in Online Discussion  
Forums”**

*Christina Wells, University of North Texas*

**2608**

*Crisis Communication Session*

PRESTON TRAIL 1

3:30 P.M. – 4:45 P.M.

**CONCLUDING SESSION ON  
HURRICANES KATRINA AND  
RITA: UNDERSTANDING  
RESEARCH AND PRACTICE  
IN RISK AND CRISIS  
COMMUNICATION —  
WHERE DO WE GO FROM  
HERE?**

SPONSOR: VICE PRESIDENT

**Chair: Dan O’Hair,**  
University of Oklahoma

**Participants:**

**Nicole Dash,**  
University of North Texas

**Kelli L. Fellows,**  
Appalachian State University

**Rita Kirk,**  
Southern Methodist University

**Ross Louis,**  
Xavier University of Louisiana

**Brian K. Richardson,**  
University of North Texas

**Teresa R. Taylor,**  
Tougaloo College

**Brigitta Brunner Johnson,**  
Auburn University

This discussion session brings together the chairs from the other hurricane Katrina and Rita panels to discuss future directions for research and practice in risk and crisis communication.

**2611**

SALON D

3:30 P.M. – 4:45 P.M.

**TECHNOLOGY, OWNERSHIP  
AND OPERATIONS:  
COMPETITIVE PAPERS IN  
MASS COMMUNICATION**

SPONSOR: MASS COMMUNICATION  
DIVISION

**Chair and Discussant: John Allen  
Hendricks,**  
Southeastern Oklahoma State University

**“The Clock Never Lies: Televised  
Olympic Clock-time in the 1996, 2000,  
and 2004 Summer Olympics”**

*Andrew C. Billings, Clemson University*

**“Dancing in Shackles: Foreign Media  
Companies’ Operations in China”**

*Mu Lin, University of North Florida*

**“Strategic Planning in Local Television  
Newsrooms”**

*Phyllis Slocum, University of North Texas*

**“Weblog Basics for Professional  
Communicators”**

*Sharee LeBlanc Broussard, University of  
Southern Mississippi*

**2612**

SALON A

3:30 P.M. – 4:45 P.M.



**STUDIES IN PUBLIC RELATIONS**

SPONSOR: UNDERGRADUATE HONORS CONFERENCE

**Chair and Discussant: Rachel Holloway,** Virginia Tech University  
**“Internet Advertising: A Survey of College Students to Determine Internet Ad Attitudes”**

*Chad Anthony Beckwith, Arkansas State University*

**“Critical Analyze of BP’s Crisis/Reputation Management, or Lack Thereof”**

*Courtney Phillips and Emily Caulfield, Texas A&M University*

**“Labor Unions and Public Relations: Using Public Relations to Revive Labor Unions”**

*Ruth Mitcham, Berry College*

**“Source Credibility and the Savings Card”**

*Amy Oliver, University of Louisiana at Lafayette*

**2713**

MESQUITE 1 & 2

5:00 P.M.

**PLENARY SESSION**

SPONSOR: VICE PRESIDENT

**“The Sound of Leadership in a Time of War”**

*Roderick P. Hart, Dean of the College of Communication, Shivers Chair of Communication, and Professor of Government at the University of Texas at Austin.*

This presentation addresses an age-old question: Do circumstances make the individual or does the individual create his or her own circumstances? My long-term and detailed examination of the rhetoric of George W. Bush makes the former argument. Although most observers regard Bush’s rhetoric as monolithic, I find important and consistent differences in how he has addressed the American people over time and I attribute these differences to the war on terrorism he is prosecuting. The implications of these rhetorical changes are of great importance for democratic processes, for the American people, and for the texture of political discourse in our age.

**2801**

SALON E

6:00 P.M.- 7:30 P.M.

**SSCA CONFERENCE WELCOME RECEPTION**

**2802**

ADDISON

6:30 P.M.



**UHC DINNER AT LOCAL RESTAURANTS**

SPONSOR: UNDERGRADUATE HONORS CONFERENCE

**Facilitator: Craig Allen Smith,** North Carolina State University

Undergraduate Honors Conference participants who would like to dine together are invited to this event. Information about local restaurants and directions will be provided. Students pay for their own meals. Return for dessert reception at 9:00 p.m.

**2913** *Crisis Communication Session*

SALON D

7:00 P.M.

**POST-KATRINA  
PERFORMANCE:  
WITNESSING, RECOVERY,  
AND ACTIVISM**

SPONSOR: VICE PRESIDENT

**Chair: Ross Louis,**

Xavier University of Louisiana

**“The I-10 Witness Project”**

*Bruce France and Nick Slie, Mondo Bizarro*

**“Across Difficulties: Disaster Response  
through Performance Disciplines”**

*Lisa Flanagan, Louisiana State University*

**“A Political Poetics for Post-Katrina New  
Orleans”**

*Ross Louis, Xavier University of Louisiana*

Respondent: Justin Trudeau, University of  
North Texas

This panel offers a vehicle for members of  
the SSCA Performance Studies Division to  
reflect on the role of performance in sites  
devastated by Hurricane Katrina.

Presenters on this panel turn to  
performance as a means of witnessing,  
recovery, and activism in post-Katrina  
New Orleans and south Louisiana.

Presenters address the efficacy of  
performance activism and the use of  
performance as a documentation tool in  
sites now defined by complete  
contingency.

**2999**

POOL

9:00 P.M. – 10:00 P.M.

**UHC POOLSIDE DESSERT  
RECEPTION**



**3100**

SALON E

8:00 A.M. – 10:15 A.M.

CONTINENTAL BREAKFAST  
AND ASSOCIATION  
BUSINESS MEETING

President Kenneth N. Cissna,  
University of South Florida

**3101**

REGISTRATION DESK

9:00 A.M. – 5:00 P.M.

REGISTRATION

**3102**

BALLROOM FOYER

10:00 A.M. – 5:00 P.M.

EXHIBITS

**DAY 3**

Friday, April 7, 2006

## 3201

MESQUITE 1

10:30 A.M. – 11:45 A.M.

### AMERICAN PUBLIC ADDRESS: PRACTICE, PEDAGOGY, AND SCHOLARSHIP

SPONSOR: RHETORIC AND PUBLIC ADDRESS  
DIVISION

**Moderator: Andrew King,**  
Louisiana State University

#### “Paean or Requiem for Contemporary American Oratory?”

*Bernard Duffy, California Polytechnic State  
University*

#### “Public Address as Education for Citizenship”

*J. Michael Hogan, Pennsylvania State  
University*

Panelists revisit our assumptions about the practice, teaching, and scholarship within the subject of American Public Address. Bernard Duffy will talk about the practice of public address in contemporary American life and make distinctions between how public address functioned in an earlier moment in American history and how it functions today. Michael Hogan will talk about new directions in scholarship and teaching in the history of public address, including an NEH-funded initiative to promote the study of great speeches and debates across the humanities, “Voices of Democracy: The U.S. Oratory Project.”

## 3206

PRESTON TRAIL 2

10:30 A.M. – 11:45 A.M.

### TOP FOUR PAPERS IN COMMUNICATION THEORY

SPONSOR: COMMUNICATION THEORY  
DIVISION

**Chair: Cole Franklin,**  
Louisiana College

#### “‘What Do You Mean By That?’: Interpretation of Relational Repair Messages as a Function of Equivocation Level and Marital Satisfaction”

*Richard Bello, Frances E. Brandau-Brown,  
and J. Donald Ragsdale, Sam Houston State  
University*

#### “Comparative Patterns of Anxiety and Depression in a Public Speaking Context”

*Paul L. Witt, Mendy L. Roberts, and Ralph  
R. Behnke, Texas Christian University*

#### “Making Sense of Organizational Change: A Symbolic Interactionist Perspective”

*Kathy Barnett, Loyola University New  
Orleans*

#### “Affect Intensity and Sensitivity to Punishment As Predictors of Sensitization (Arousal) During Public Speaking”

*Ele Clay, Rachel L. Fisher, Shuang Xie,  
Chris R. Sawyer, and Ralph R. Behnke,  
Texas Christian University*

Respondent: John C. Meyer, University of  
Southern Mississippi

## 3207

PRESTON TRAIL 1

10:30 A.M. – 11:45 A.M.

### TELEVISION AND ITS AUDIENCES

SPONSOR: POPULAR COMMUNICATION  
DIVISION

**Chair and Respondent: Danielle  
Williams,**  
Georgia State University

#### “When You Hire Richard Pryor, You Get Richard: The Richard Pryor Show”\*

*David S. Silverman, Xavier University of  
Louisiana*

#### “The Dialogic Audience: An Analysis of Practice-Based Meanings of the [New] Newlywed Game”

*Christopher R. Groscurth, University of  
Georgia*

#### “Workplace Communication: What The Apprentice Teaches Us About Communication Skills”

*Sabrena Parton, Berry College*

\* Top Paper

**3209**

SALON B

10:30 A.M. – 11:45 A.M.

**INSTRUCTIONAL  
DEVELOPMENT DIVISION  
TOP STUDENT PAPER PANEL**

SPONSOR: INSTRUCTIONAL DEVELOPMENT  
DIVISION

**Chair: Richard Quianthy,**  
Broward Community College

**“I’m not Homophobic and I Mean It”:  
An Investigation of Anti-Gay/Lesbian  
Rhetoric in the Rural South and the  
Creation of the Tolerant Classroom”**

*Lana H. Rogers, Georgia Southern  
University*

**“A Situated Pedagogy Approach to  
Communication Across the Curriculum”**

*Sarah E. Cavendish, University of Kentucky*

**“Teaching with Style to Manage Student  
Impressions: The Effects of Socio-  
Communicative Style and Teacher  
Credibility on Student Learning”**

*Zachary T. Henning, University of Kentucky*

**“The Role of Critical Thinking in Speech  
Communication Education”**

*Daniel W. Mourning, Dallas Baptist  
University*

**3210**

SALON C

10:30 A.M. – 11:45 A.M.

**MEDIA PRODUCTION AND  
PEDAGOGY: A MASS  
COMMUNICATION  
DIVISION PRODUCTION  
SHOWCASE**

SPONSOR: MASS COMMUNICATION  
DIVISION

**Moderator: Teresa Taylor,**  
Tougaloo College

**“Creative Film-Style Production in an  
Undergraduate Curriculum”**

*Jason Balas, Northern Michigan University  
and Tony DeMars, Sam Houston State  
University*

**“Education in Craighead County from  
1900-1967: A Way Out for African  
Americans”**

**(Documentary Demonstration)**  
*Mary Jackson Pitts, Arkansas State  
University*

**“Of the Beholder”**

**(Educational Video Demonstration)**  
*Berrin Beasley and Joshua Stewart,  
University of North Florida*

**“Guerilla Animation: Animating New  
Worlds by the Skin of Your Teeth”**

*Justin Young, Tougaloo College*

This production showcase offers insight into film-style video production, documentary production and animation creation. The first presenters demonstrate how a film school approach can be part of an effective undergraduate degree. Panelist Two discusses a faculty creative project, including interesting insights into the documentary’s development and coordination. Panelist Three provides another angle on a faculty creative project with a documentary that focuses on how women perceive their body image. The fourth presenter shows how new video and graphic programs have made it easier than ever for a talented artist to produce an animated program.

## 3211

SALON D

10:30 A.M. – 11:45 A.M.

### EXPANDING OUR HORIZON: POLITICAL COMMUNICATION IN FOREIGN CONTEXTS

SPONSOR: POLITICAL COMMUNICATION  
DIVISION

**Chair: Robert E. Frank,**  
Morehead State University

**“Kanzler oder Kanzlerin?: The Issue of  
Gender in the 2005 German Election”**  
*Robert E. Frank, Morehead State University*

**“The Political Voice of Women in Kenya:  
A Resounding Echo or a Silent Whisper?”**  
*Monette Callaway-Ezell, Hinds Community  
College*

**“Ukraine’s Orange Revolution: The  
Ukrainian Presidential Election through  
the Lens of Russian and Ukrainian  
Politics”**  
*David Cratis Williams, Florida Atlantic  
University and Marilyn J. Young, Florida  
State University*

**“Shaping an Issue through the Media:  
Brazil’s First Referendum”**  
*Monica Pombo, Appalachia State University*

## 3212

SALON A

10:30 A.M. – 11:45 A.M.

### ANALYZING TELEVISION PROGRAMS

SPONSOR: UNDERGRADUATE HONORS  
CONFERENCE

**Chair and Discussant: Gary Copeland,**  
University of Alabama

**“Constructs of Empowerment: A Critical  
Analysis of Sex in the City”**  
*Ashleen Menchaca Kelly, Trinity University*

**“CSI: What Really Happens in a  
Forensics Laboratory”**  
*Matt Johnson, Arkansas State University*

**“FCC Guidelines and Primetime  
Television Sitcoms: Are Program Ratings  
Really a Reflection of the Network  
Sitcom?”**  
*Jessica M Franklin, Arkansas State  
University*

**“Feminist Criticism of Will & Grace”**  
*Gracie Rieves, Samford University*

**“Media and Marriage: A Feminist  
Critique of Desperate Housewives”**  
*Crystal Ware, Berea College*

**“Soap Operas: A Study to Examine the  
Amount of Violence, Sex, and Social  
Issues in Today’s Daytime Serials”**  
*Clint Lewellyn, Arkansas State University*

**“The Berenstain Bears: An Exploration of  
Gender Roles and Family Structure  
Implications”**  
*Chelsey Morris, Samford University*

**“The Sopranos and Gangster Films: A  
Content Analysis of Production Styles”**  
Christopher Jameson, Arkansas State  
University

## 3301

MESQUITE 1

12:00 P.M. – 1:15 P.M.

### TEACHING BURKE ACROSS THE COMMUNICATION CURRICULUM

SPONSOR: KENNETH BURKE SOCIETY  
INTEREST GROUP

**Moderator: C. Wesley Buerkle,**  
East Tennessee State University

**Panelists:**  
**Elizabeth Bell,**  
University of South Florida  
**Jacqueline Lambiase,**  
University of North Texas  
**Laura Sells,**  
Louisiana State University  
**David Cratis Williams,**  
Florida Atlantic University

**3302**

BENT TREE 2

12:00 P.M. – 1:15 P.M.

**COMPETITIVELY SELECTED PAPERS IN FREE SPEECH**

SPONSOR: FREEDOM OF SPEECH DIVISION

Chair: Charles Howard, Tarleton State University

“Prestige Press Coverage of the FCC Before and After the 2004 Super Bowl”

*Michael Trehy and Bryan E. Denham, Clemson University*

“Hosty v Carter: A Threat to First Amendment Rights of College and University Students”

*Norma Cox Cook, University of Tennessee*

“Reconsidering the Holmes of Schenck and the Holmes of Abrams”

*David R. Dewberry, University of Denver*

Respondent: Pat Arneson, Duquesne University

**3305**

PRESTON TRAIL 3

12:00 P.M. – 1:15 P.M.

**STEREOTYPES IN POPULAR COMMUNICATION**

SPONSOR: POPULAR COMMUNICATION DIVISION

Chair and Respondent: Linda Dysart Goff,

University of Southern Mississippi

“Disciplining the Aged Body: Ideologies of Youthful Beauty in Oprah”

*Lisa Glebatis, University of Texas at Austin*

“Words From a Poet: A Gendered Approach to the Songs of Stevie Nicks”

*Krista M. Kimmel, Eastern Kentucky University.*

“Misrepresentin’: Bringing Down the House, Bringing Up Stereotypes”\*

*Shatangi T. Ware, University of Alabama.*

\*Top Student Paper

**3306**

PRESTON TRAIL 2

12:00 P.M. – 1:15 P.M.

**DISCOURSE AND LANGUAGE IN INTERPERSONAL INTERACTIONS**

SPONSOR: LANGUAGE AND SOCIAL INTERACTION

Chair and Respondent: Linda Vangelis, Eastern Carolina University

“Social Support Among Homeless Substance Abusers”

*Anna K. Turnage, North Carolina State University*

“‘They just don’t have it going on’: Perceptions of Muslims Held by Christians in the U.S”

*Nelya J. McKenzie and Carolyn Pevey, Auburn University Montgomery*

“Fly Safely”

Laura Beth Daws,  
*Auburn University*

“‘Yeah, right!’: A Linguistic Analysis of Self-Reported Sarcastic Messages and their Contexts”

*Patricia Rockwell, University of Louisiana at Lafayette*

**3307**

*Workshop*

PRESTON TRAIL 1

12:00 P.M. – 2:45 P.M.

## MEDIA CONVERGENCE IN DALLAS

SPONSOR: VICE PRESIDENT

### Facilitators:

**Alan Albarran,**

University of North Texas

**David Goff,**

University of West Georgia

**Phyllis Slocum,**

University of North Texas

**Nann Goplerud,**

University of North Texas

**Dave Muscari,**

VP Strategic Alliances, WFAA-TV

**Scott Savage,**

Entravision Communications

Professionals from the media industry in the Dallas area will discuss changes in the industry and their implications for communication education and research.

**3308**

PRESIDENTIAL SUITE

12:00 P.M. – 1:15 P.M.

## PAST PRESIDENTS' LUNCHEON

**3309**

SALON B

12:00 P.M. – 1:15 P.M.

## TRANSACTIONAL TEACHING: UNDERSTANDING OUR STUDENTS

SPONSOR: INSTRUCTIONAL DEVELOPMENT DIVISION

**Chair: Rachel R. Brown,**  
University of North Texas

### Panelists:

**Rachael R. Brown,**

University of North Texas

**Michael Calk,**

University of North Texas

**Esra Guleyupoglu,**

University of North Texas

**Elizabeth Okigbo,**

University of North Texas

**Kristie Prince,**

University of North Texas

**Sharla Smith,**

University of North Texas

**Christine Wells,**

University of North Texas

The purpose of the panel is to discuss and highlight instructional strategies for encouraging positive student communication behaviors.

**3310**

SALON C

12:00 P.M. – 1:15 P.M.

**CASE STUDIES IN PUBLIC RELATIONS**

SPONSOR: PUBLIC RELATIONS DIVISION

**Chair: Brigitta Brunner Johnson,**  
Auburn University

**“The Coordinating Committee for Fundamental American Freedoms: A Case History”\***

*Laura Richardson Walton, Mississippi State University*

**“PR Decision-making and Leadership Development in Crisis Situations: A PR Case Study”**

*Wanda C. Mouton, Stephen F. Austin State University*

**“Identification Theory and Employee Crisis Communication: TWA’s Employee Response to the Terrorist Attacks on FL 847 and FL 840”**

*Joe R. Downing, Southern Methodist University*

**“A Disconnect in Diversity: One University’s Struggle with Image”**

*Brigitta Brunner Johnson and Mary Helen Brown, Auburn University*

Respondent: Pamela G. Bourland-Davis,  
Georgia Southern University

\*Top Paper

**3311**

*Workshop*

SALON D

12:00 P.M. – 2:45 P.M.

**DOCUMENTING CREATIVE ACHIEVEMENT IN PROMOTION BINDERS FOR PERFORMANCE STUDIES AND THEATRE FACULTY**

SPONSOR: VICE PRESIDENT

**Facilitators:**

**Donna Marie Nudd,**

Florida State University

**Ronald Shields,**

Bowling Green State University

**Mindy Fenske,**

University of South Carolina

Workshop facilitators will present copies of exemplary binders and “Creative Achievement” statements. Published guidelines from various institutions and professional organizations will be discussed along with protocols for external review.

**3312**

SALON A

12:00 P.M. – 1:15 P.M.



**STUDIES IN POLITICAL COMMUNICATION**

SPONSOR: UNDERGRADUATE HONORS CONFERENCE

**Chair and Discussant: Rita Kirk,**  
Southern Methodist University

**“Does What You Watch Influence How You Think?: The Relationship Between Media Exposure And Political Attitudes”**

*Melissa Cowart, University of Kentucky*

**“Yelling at the Television: How The Daily Show with Jon Stewart Has Impacted Politics”**

*Ollie Wingfield, University of Georgia*

**“Ironies, Anti-Ideologies and The Daily Show”**

*Joey Proffitt, Samford University*

**“American Newsrooms to Employ Spanish-Speaking Journalists”**

*Laurie Cook, Berry College*

**“Curtis ‘50 Cent’ Jackson: An Ideological Analysis”**

*Whitney Chapman, West Texas A&M University*

**3400**

*Workshop*

MESQUITE 2

1:30 P.M. – 4:15 P.M.

## JOB SEEKING IN THE COMMUNICATION DISCIPLINE

SPONSOR: VICE PRESIDENT

**Moderator: Jerold L. Hale,**  
University of Georgia

**Facilitators:**

**Frances Brandau-Brown,**  
Sam Houston State University

**Victoria Gallagher,**  
North Carolina State University

**John Haas,**  
University of Tennessee, Knoxville

**Rhonda G. Parker,**  
Samford University

**Paula Rodriguez,**  
Hinds Community College

**Michael Waltman**  
University of North Carolina, Chapel Hill

**Lynne Webb,**  
University of Arkansas

Participants in this workshop will hear faculty from different types of academic institutions discuss how job applicants should seek and prepare for employment. Topics will range from writing a letter of application to contract negotiation. Participants will have ample opportunity to ask questions and seek feedback about their ideas and plans

**3401**

MESQUITE 1

1:30 P.M. – 2:45 P.M.

## EXPLORING VISUAL ARGUMENT FROM DEFINITION TO PRACTICAL APPLICATION

SPONSOR: SOUTHERN FORENSICS  
ASSOCIATION DIVISION

**Chair: Jason Hough,**  
John Brown University

**“Defining Visual Rhetoric as Situational  
Based Social Construction”**  
*Daniel E. Schabot, William Carey College*

**“Bush’s Town Hall Meetings as Political  
Spectacle”**  
*Theron Verdon, University of Southern  
Mississippi*

**“Head of State on the Presidential  
Campaign Trail”**  
*George Pacheco, University of Southern  
Mississippi*

Ideas of visual argument will be explored through definition and practical application.

**3402**

*Workshop*

BENT TREE 2

1:30 P.M. – 4:15 P.M.

## WRITING COMMUNICATION TEXTBOOKS

SPONSOR: VICE PRESIDENT

**Facilitators:**

**Mark Hickson, III,**  
University of Alabama at Birmingham

**Larry Powell,**  
University of Alabama at Birmingham

Writers will present information about how to develop a textbook proposal, how to deal with publishing companies, the concept of timeliness in writing, and the technicalities involved in writing a textbook.



**3404**

BENT TREE 3

1:30 P.M. – 2:45 P.M.

**PROCESS AS FAMILY VALUE:  
'BECOMING'  
ETHNOGRAPHER AND THE  
EPISTEMICS OF  
ETHNOGRAPHY**

SPONSOR: INTERCULTURAL  
COMMUNICATION DIVISION

**Chair and Discussant: Cheryl L.  
Nicholas,**  
Southern Illinois University at Carbondale

**“Alcohol-talk on a College Campus:  
Ethnographers and Norm-Breaking as a  
Case for Ethical Participation?”**  
*Craig Engstrom, Southern Illinois University  
at Carbondale*

**“Analyzing Pagan Culture: Fieldwork  
Inundation and ‘Focusing’ Data”**  
*Gabor Hardy, Southern Illinois University at  
Carbondale*

**“Entering Cultural Sites: Logistics as  
Conundrum”**  
*Madgalena Igiel, University of Oklahoma*

**“Ethnography as a (Cultural) Balancing  
Act”**  
*Konstantin Tovstadiit, University of  
Oklahoma*

**“Gay Culture in Trinidad-Tobago:  
Neighborhood Values and Ethnographic  
Ethics”**  
*Cherisse Gill, Southern Illinois University at  
Carbondale*

**“Ethnography, Postmodernism,  
and the ‘I’”**  
*Anna Wong Lowe, University of Oklahoma*

**3405**

PRESTON TRAIL 3

1:30 P.M. – 2:45 P.M.

**G.I.F.T.S (GREAT IDEAS FOR  
TEACHING SPEECH)**

SPONSOR: COMMUNITY COLLEGE  
DIVISION

**Chair: Robin Jensen,**  
St. Petersburg College

**“The Relationship Board Game: Knapp’s  
Model of Relationship Development”**  
*Jennifer M Bernardi, Louisiana State  
University*

**“Grab Bag Speeches: Helping Students  
Overcome Speech Anxiety and Use Visual  
Aids”**  
*Christina Gesmundo, Hillsborough  
Community College*

**“In Through the Back Door”: A Strategy  
for Organizing the Body of a Research-  
Based Speech”**  
*Stephen A. King, Delta State University*

**“Half and Half: Teaching the Basic  
Course as a Hybrid Half Classroom Half  
Internet”**  
*Brian Kline, Gainesville College*

**“Designing Qualitative Questions”**  
*Danielle Grant, North Carolina State  
University*

**“Case Studies for Discipline-Specific  
Communication Practices”**  
*Kelly Norris, North Carolina State  
University*

**“Speaking Reflexively”**

*Jennifer Hadra, North Carolina State  
University*

**“Online Discussion to Increase Critical  
Thinking”**

*Traci Paxton, North Carolina State  
University*

**“Sowing Learning Seeds”**

*Mary Hemmelgarn, North Carolina State  
University*

In addition, other panelist not listed will  
also share their great ideas for teaching  
speech at the time of the conference.

**3406**

PRESTON TRAIL 2

1:30 P.M. – 2:45 P.M.

**ATTRIBUTIONS AND  
ATTACHMENT, STORIES  
AND EMOTIONS IN  
INTERPERSONAL  
COMMUNICATION  
RESEARCH**

SPONSOR: INTERPERSONAL  
COMMUNICATION DIVISION

**Chair: Patricia Rockwell,**  
University of Louisiana at Lafayette

**“The Role of Relationship Enhancing  
Attributions in Interaction Appearance  
Theory”**

*Kelly Albada, North Carolina State  
University*

**“Understanding Attachment Theory and  
Relationship Maintenance in Father-  
Daughter Relationships”**

*Narissra Maria Punyanunt-Carter, Texas  
Tech University*

**“Narrative and Recovery from  
Alcoholism: An Interpersonal Approach”**

*William M. Weathers, University of  
Kentucky*

**“Mediators’ Emotional Experience: A  
Pilot Study”**

*Melissa Young, Greg Stephens, and Erica  
Gann, Texas Christian University*

Respondent: James Pauff, Tarleton State  
University

**3409**

SALON B

1:30 P.M. – 2:45 P.M.

**THROUGH THE LOOKING-  
GLASS: PERSPECTIVES ON  
CONTEMPORARY  
COMMUNICATION  
PROGRAMS – PART I**

SPONSOR: ASSOCIATION FOR  
COMMUNICATION ADMINISTRATION  
INTEREST GROUP

**Chair: Margret Fitch-Hauser**  
Auburn University

**“Communication as Art: Allies in Media,  
Speech, Theatre and Dance”**

*Carl Cates, Valdosta State University*

**“Speechless over a State Speech  
Requirement”**

*Bruce Krajewski, Texas Woman’s University*

**“Program Reviews: Tool for Academic  
Change”**

*Dan Lattimore, University of Memphis*

**“Mega-trends for Communication  
Programs”**

*Pamela Bourland-Davis, Georgia Southern  
University*

Respondent: J. Michael Sproule, Saint  
Louis University

**3410**

SALON C

1:30 P.M. – 2:45 P.M.

**RHETORIC AND THE ROLE  
OF DEFINING AND  
CREATING “DEMOCRACY”**

SPONSOR: AMERICAN SOCIETY FOR THE  
HISTORY OF RHETORIC INTEREST GROUP

**Chair: Shaun Treat,**  
Louisiana State University

**“For the People of Romania: Parallel  
Presidential Rhetoric of Dictatorship and  
Democracy in 1989 Eastern Europe”**

*Noemi Marin, Florida Atlantic University*

**“Constructing a New Public Sphere:  
Narrative Argument and a Rhetoric of  
Secret Police Files in Post-1989 Poland”**

*Tomasz Tabako, University of Iowa*

**“‘War and the UN Declaration of 1948:’  
The Arab-Israeli War of 1948 as Covered  
by the New York Times, the San  
Francisco Examiner, the Washington  
Post, and the Atlanta Constitution during  
the month of May compared to the Arab  
Coverage”**

*Megan Louise Beall, Georgia State  
University*

Respondent: M. Lane Bruner, Georgia  
State University

**3412**

SALON A

1:30 P.M. – 2:45 P.M.



**STUDIES IN  
INTERCULTURAL  
COMMUNICATION**

SPONSOR: UNDERGRADUATE HONORS  
CONFERENCE

**Chair and Discussant: Mary Evelyn  
Collins,**  
Sam Houston State University

**“Obstacles to Citizenship Faced by  
Hispanic Immigrants in Texas”**  
*Tierney Epstein, Southern Methodist  
University*

**“Rashomon: Metaphoric Criticism  
Reveals a New and More Hopeful  
Meaning Title”**  
*Mara Wettstead, Pepperdine University*

**“The Differences In Cultural Advertising  
Campaigns: Do the Basics of Advertising  
Change from Culture to Culture?”**  
*Paige Mayhair, Arkansas State University*

**“Sports Watching Habits and Alcohol  
Consumption in the Greek Community”**  
*David Woolley, University of Kentucky*

**“Medical Communication with the  
Spanish-Speaking Patient”**  
*Liz Hoffman, Austin College*

**“An Intercultural Approach to Secondary  
Communications Education”**  
*Katie Clifford, Austin College*

**“Butoh: Dancing to Resist Oppression (?)”**  
*Sonja Taylor, Columbia College*

**“Oppressing/Emancipating Chinese  
Femininity: Genderist Pictographs and  
Empowering Nushu in the Workings of  
Chinese Language”**  
*Treva E. Dean, University of Alabama*

**3501**

MESQUITE 1

3:00 P.M. – 4:15 P.M.

**TOP THREE PAPERS IN  
RHETORIC AND PUBLIC  
ADDRESS**

SPONSOR RHETORIC AND PUBLIC ADDRESS  
DIVISION

**Chair: Robert E. Frank,**  
Morehead State University

**“Terrorism, Labor, and the Body: A  
Critical Analysis of the Daily Worker’s  
Coverage of the Emmett Till Murder”\***  
*Matthew A. Grindy, Florida State University*

**“The Hermeneutic Circle: Myth and  
‘History’ in Martin Luther King Jr.’s  
‘Birth of a New Nation’ Sermon”**  
*Gary S. Selby, Pepperdine University*

**“Inviting a Relationship: Enthymemes  
and Advertisements”**  
*Kathleen J. Turner, Davidson College*

Respondent: Thomas Frenz, University of  
Arkansas

\*Top Student Paper

**3504**

BENT TREE 3

3:00 P.M. – 4:15 P.M.

**SCHOLARSHIP WITHIN THE  
COMMUNITY COLLEGE:  
HONORS PROGRAMS AND  
SPEECH ASSIGNMENTS FOR  
HONOR STUDENTS**

SPONSOR: COMMUNITY COLLEGE  
DIVISION

**Chair: Catherine Gragg,**  
San Jacinto College

**Panelists:**  
**Catherine Gragg,**  
San Jacinto College  
**Ava Good,**  
San Jacinto College  
**Judy Carter,**  
Amarillo College  
**Cristina Cardenas,**  
Galveston College

This Panel will provide insight into how  
community colleges teach honor  
students—within an honors classroom as  
well as within a regular classroom.  
Community College faculty members will  
discuss the advantages and disadvantages  
of honors programs on their campuses as  
well as provide description of student work  
in the basic speech classes.

**3505**

PRESTON TRAIL 3

3:00 P.M. – 4:15 P.M.

**TOP PAPERS IN APPLIED  
COMMUNICATION**

SPONSOR: APPLIED COMMUNICATION  
DIVISION

**Chair: John C. Meyer,**  
University of Southern Mississippi

**“Giving at Work: Identification with the  
Company or the Charitable  
Organization?”\*\***

*Jennifer Mize Smith and Beverly Davenport  
Sypher, Purdue University*

**“Creating Change in an Urban  
Classroom: Empowering Children by  
Reducing Communication Apprehension  
through LIPSS”\***

*Jesica Speed, Louisiana State University*

**“Smiling Smooth Talkers: Charismatic  
Leadership, Politeness, and Motivation”**

*Mary Elizabeth Asbury, Abby M. Brooks,  
and Andrew Craig Tollison, University of  
Tennessee*

Respondent: Dave Gesler, Murray State  
University

\*Top Student Paper

\*\*Top Paper

**3506**

PRESTON TRAIL 2

3:00 P.M. – 4:15 P.M.

**SELECTED PAPERS IN  
COMMUNICATION THEORY**

SPONSOR: COMMUNICATION THEORY  
DIVISION

**Chair: Heather Stark,**  
University of Pittsburgh at Bradford

**“The ‘Family Values’ of Apologia  
Research: Exploring the Relationship of  
Theory and Criticism”**

*Christopher R. Darr, Wesleyan College*

**“Testing Motivating Influences in the  
Production of First-Person and Third-  
Person Perceptions”**

*Martin L. Hatton, Mississippi University for  
Women*

**“The Effects of Hierarchical Distance on  
the Frequency, Rehearsal, and Catharsis  
Functions of Imagined Interactions”**

*John DeBerry, Louisiana State University*

**“Public Speaking State Anxiety as a  
Function of Speaker Coping Style”**

*Daniel W. Mourning, Ralph R. Behnke, and  
Chris R. Sawyer, Texas Christian University*

**“Communicating Organizational Trust:  
An Exploration of the Link between  
Discourse and Action”**

*Slavica Kodish, Arkansas Tech University*

Respondent: Sherry G. Ford, University of  
Montevallo

**3507**

PRESTON TRAIL 1

3:00 P.M. – 4:15 P.M.

**SPOTLIGHT ON THE 2006  
GENDER SCHOLAR: AN  
INTERVIEW WITH  
ELIZABETH ELLEN BELL**

SPONSOR: GENDER STUDIES DIVISION

**Interviewer: Sally Bell,**  
University of Montevallo

**Gender Scholar of the Year:  
Elizabeth Ellen Bell,**  
University of South Florida

SSCA Gender Studies Division Chair,  
Sally Bell, University of Montevallo, will  
interview Elizabeth Bell of University of  
South Florida about her teaching, research,  
and service contributions to the field of  
Gender Studies.

**3508**

ADDISON

3:00 P.M. – 4:15 P.M.

**COMMUNICATING  
ECLECTISM: FAMILY VALUES,  
STIGMATIZATION,  
NARRATIVES, AND  
NATIONALISM**

SPONSOR: INTERCULTURAL  
COMMUNICATION DIVISION

**Chair and Respondent: Cheryl L.  
Nicholas,**  
Southern Illinois University at Carbondale

**“The Impact of Onset Controllability on  
Stigmatization and Supportive  
Communication Goals Toward Persons  
with HIV/AIDS versus Lung Cancer: A  
Comparison between Kenyan and U.S.  
Participants”**

*Ann Neville Miller and Kelli L. Fellows,  
University of Georgia*

**“Coming to Canada: Personal Narratives  
of Chinese Immigrants to Montreal”**

*Stephen M Croucher, University of  
Oklahoma*

**“Our Intercultural Family Values: The  
Process of Crossing ‘Colorline’”**

*Rachel Griffin, University of Denver*

**“Question of Design: National Anthem”**

*Crystal Lane Swift, Louisiana State  
University*

**3509**

SALON B

3:00 P.M. – 4:15 P.M.

**THROUGH THE LOOKING-  
GLASS: PERSPECTIVES ON  
CONTEMPORARY  
COMMUNICATION  
PROGRAMS – PART II**

SPONSOR: ASSOCIATION FOR  
COMMUNICATION ADMINISTRATION  
INTEREST GROUP

**Chair: Margaret Fitch-Hauser,**  
Auburn University

**Panelists:**

**Carl Cates,**  
Valdosta State University

**Bruce Krajewski,**  
Texas Woman’s University

**Dan Lattimore,**  
University of Memphis

**Pamela Bourland-Davis,**  
Georgia Southern University

**Respondent: J. Michael Sproule, Saint  
Louis University**

The panelists will discuss the issues raised  
by their presentations in the immediately  
preceding session.

**3510**

SALON C

3:00 P.M. – 4:15 P.M.

**TOP PAPERS IN LANGUAGE  
AND SOCIAL INTERACTION**

SPONSOR: LANGUAGE AND SOCIAL  
INTERACTION

**Chair and Respondent: Christine S.  
Davis,**  
University of North Carolina at Charlotte

**“The President, the Faculty, Power, and  
the Presence/Absence Dialectic” \*\***

*Jay M. Hudkins, Texas A&M University*

**“Postmodernism Finds God: An  
Analysis of Emergent Church  
Communication”\***

*Jennifer Ramsey, Wichita State University*

**“The Ethical Work of Patrol Officers: A  
Reflexive Ethnography on  
(Re)Constituting the Police”**

*Robert L. Ballard, University of Denver*

**“‘Alcohol Talk’ as Social Glue: Students’  
Referencing of Alcohol in Everyday  
Speech”**

*Craig L. Engstrom, Southern Illinois  
University at Carbondale*

**“Stepmothering and Identity: A Co-  
Constructed Narrative”**

*Heather L. Gallardo, University of North  
Carolina at Charlotte, and Darbe L. A.  
Mellon-Gallardo, R. Brown McAllister  
Elementary School, Concord, NC*

\*Top Paper

\*\*Top Student Paper

## 3511

SALON D

3:00 P.M. – 4:15 P.M.

### ATTITUDES, EFFECTS AND VALUES: TOP PAPERS IN MASS COMMUNICATION

SPONSOR: MASS COMMUNICATION  
DIVISION

**Chair and Discussant: Tony DeMars,**  
Sam Houston State University

**“Survival of the Stereotypical: A Study of  
Personal Characteristics and Order of  
Elimination on Reality Television” \***

*Richelle N. Jones and Bryan E. Denham,*  
Clemson University

**“Preschool Children’s Attitude Toward  
Computer Games: Gender Differences in  
Playing Competitive and Noncompetitive  
Educational Mathematics Games”**

*Fang-Yi Wei, Pradeep Sopory, and Katherine  
G. Hendrix, University of Memphis*

**“Cognitive Effects of Television Editing  
Practice”**

*Barry P. Smith, University of Alabama and  
Harper Cossar, Georgia State University*

**“Adult and Children’s Television  
Advertising: A Content Analysis of  
Production, Copy and Aesthetic Values”**

*Katrina A. Surprenant, and Mary Jackson  
Pitts, Arkansas State University*

\*Top Paper

## 3512

SALON A

3:00 P.M. – 4:15 P.M.



### STUDIES IN RELIGIOUS COMMUNICATION

SPONSOR: UNDERGRADUATE HONORS  
CONFERENCE

**Chair and Discussant: Carl Kell,**  
Western Kentucky University

**“The Portrayal of Jesus Christ in Movies:  
A Content Analysis”**

*Jennifer McLelland, Arkansas State  
University*

**“Media among Baptist Collegiate  
Ministries: Marketing the Love of God to  
the Masses”**

*Meghan Spradling, Arkansas State  
University*

**“Should I Call You Reverend? The  
Effects of Disclosure of Religiosity on  
Conversation Style Title”**

*Sarah Renfro, University of Kentucky*

**“The Call of Stories: Revisiting the  
Mountain Meadow Massacre”**

*Katie Nickels, Arkansas Tech University*

**“Building A Better Vision - A  
Comparison of Mission Statement  
Programs: A Study based on The Path by  
Beth Jones and The Power Of Vision by  
Bill Godwin”**

*Keeli Susanne Harpold, Appalachian State  
University*

**3601**

MESQUITE 1

4:30 P.M.

RHETORIC AND PUBLIC  
ADDRESS DIVISION  
BUSINESS MEETING

**3604**

BENT TREE 3

4:30 P.M.

COMMUNITY COLLEGE  
DIVISION BUSINESS  
MEETING

**3605**

PRESTON TRAIL 3

4:30 P.M.

APPLIED COMMUNICATION  
DIVISION BUSINESS  
MEETING

**3606**

PRESTON TRAIL 2

4:30 P.M.

COMMUNICATION THEORY  
DIVISION BUSINESS  
MEETING

**3607**

PRESTON TRAIL 1

4:30 P.M.

GENDER STUDIES DIVISION  
BUSINESS MEETING

**3608**

ADDISON

4:30 P.M. – 5:30 P.M.

INTERCULTURAL  
COMMUNICATION  
DIVISION BUSINESS  
MEETING

**3609**

SALON B

4:30 P.M.

ASSOCIATION FOR  
COMMUNICATION  
ADMINISTRATORS INTEREST  
GROUP BUSINESS MEETING

**3610**

SALON C

4:30 P.M.

LANGUAGE AND SOCIAL  
INTERACTION DIVISION  
BUSINESS MEETING

**3611**

SALON D

4:30 P.M.

MASS COMMUNICATION  
DIVISION BUSINESS  
MEETING

**3708**

ADDISON

6:00 P.M. – 7:15 P.M.

READERS THEATRE IN THE  
21ST CENTURY

SPONSOR: PERFORMANCE STUDIES  
DIVISION

Moderator: Justin Trudeau,  
University of North Texas

Panelists:  
Sharon E. Croft,  
Capital  
University  
Kelly S. Taylor,  
University of North Texas  
Oldooz Mohammadi,  
Louisiana State University  
Darren C. Goins,  
Towson University  
Daniel W. Heaton,  
Capital University  
Leigh Anne Howard,  
University of Southern Indiana

Audience members are invited to  
participate in this panel discussion of the  
many uses, variations, and possible new  
theoretical implications of Readers  
Theatre, the art form of the 21st century.

## 4101

Salon E  
8:00 – 8:50 a.m.

### ROUND TABLE BREAKFAST DISCUSSIONS

Sponsor: Vice President

Informal discussions at separate tables will be held on the following topics. Join one for a lively conversation and light breakfast.

“How can our discipline through its scholarship, teaching, and professional associations best address the intersections of faith, intellect, and ethics?”

*Art Bochner,  
University of South Florida*

“How can the Southern States Communication Association better serve our members and profession?”

*Kenneth N. Cissna, University of South  
Florida*

“Civic Engagement/ Service Learning/Community Based Research: How can individuals, departments, and the profession foster learning in the community?”

*Joann Keyton, Kansas University*

“What is the state of contemporary Southern rhetoric?”

*Carl Kell, Western Kentucky University*

“The Rhetorical Battleground for the War in Iraq”

*Martin Medhurst, Baylor University*

“The Southern Communication Journal: What should be published, how to get published, and the future of the journal”

*John Meyer, University of Southern  
Mississippi*

“Taking on the tough problems: How can individuals and institutions address injustices in academic life?”

*Lynne Webb, University of Arkansas*

## 4102

Registration Desk  
9:00 a.m. – 4:00 p.m.

### REGISTRATION

## 4103

Ballroom Foyer  
9:00 a.m. – 12:00 p.m.

### EXHIBIT

# DAY 4

Saturday, April 8, 2006



**4201**

PRESTON TRAIL 3

9:00 A.M. – 10:15 A.M.

**TEACHING THE HISTORY OF RHETORIC: WHY AND HOW**

SPONSOR: AMERICAN SOCIETY FOR THE HISTORY OF RHETORIC INTEREST GROUP

**Chair: M. Lane Bruner,**  
Georgia State University

**Panelists:**

**Beth Bennett,**  
University of Alabama

**John Campbell,**  
University of Memphis

**James Darsey,**  
Georgia State University

**Victoria J. Gallagher,**  
North Carolina State University

**Ken Zagacki,**  
North Carolina State University

This panel of experienced instructors in the history of rhetoric will discuss their pedagogical positions and influences in how they teach the class.

**4202**

*Workshop*

SALON D

9:00 A.M. – 10:15 A.M.

BLUEBONNET

10:30 A.M. – 11:45 A.M.

**FIGHTING HATRED AND RACISM THROUGH THE COMMUNICATION CURRICULUM.**

SPONSOR: VICE PRESIDENT

**Facilitators:**

**Michael Waltman,**  
University of North Carolina

**Jennifer Mease,**  
UNC

**John Haas,**  
University of Tennessee

**M. Justin Davis,**  
University of Tennessee

This workshop explores ways that communication scholars can study and teach about hatred and racism while resisting its expansion within their communities.

**4203**

SALON C

9:00 A.M. – 10:15 A.M.

**GENDER STUDIES DIVISION TOP FOUR PAPERS**

SPONSOR: GENDER STUDIES DIVISION

**Chair: Sandra Halvorson,**  
Florida State University at Panama City

**“Cerita Pontianak: Gendered Dualism and Malay Social Reality”**  
*Cheryl Nicholas, Southern Illinois University*

**“Byline Gender and News Source Selection: Coverage of the 2004 Summer Olympics”**  
*April L. Cook and Bryan E. Denham, Clemson University*

**“Combating Gender Inequality: Nicaraguan Dialectical Theatre”**  
*Margaret E. Moe-Lunger, Lee University*

**“The Influence of Biological Sex on the Determinants of Communicative Responses to Jealousy in Romantic Relationships: Comparing and Contrasting Patterns of Association”\***  
*Elyse M. Warford and Lynne M. Webb, University of Arkansas*

\*Top Paper

## 4204

COTTONWOOD

9:00 A.M. – 10:15 A.M.

### FILM AND HEGEMONY

SPONSOR: POPULAR COMMUNICATION  
DIVISION

**Chair: David Silverman,**  
Xavier University of Louisiana

**“The Culture War Hits the Big Screen:  
Mel Gibson’s Passion of the Christ and  
the Search for Hegemonic Concordance”**  
*David Cisneros, University of Georgia*

**“Historical Poetics and Jane Austen: An  
Analysis of Emma, Pride and Prejudice,  
and Sense and Sensibility”**  
*Nicole Cann, Auburn University*

**“More Than Meets the Eye: A Cultural  
Criticism of the Film Armageddon”**  
*Matt Brigham, University of Pittsburgh*

## 4205

PRESTON TRAIL 2

9:00 A.M. – 10:15 A.M.

### INVESTIGATING THE INTERPERSONAL SIDE OF APPLIED COMMUNICATION: ORGANIZATIONAL TRUST, PEER REPORTING AND MEDIATION

SPONSOR: APPLIED COMMUNICATION  
DIVISION

**Chair: Joy L. Hart,**  
University of Louisville

**“Friends or Co-Workers: Exploring the  
Interpersonal Component of  
Organizational Trust”**  
*Slavica Kodish, Arkansas Tech University*

**“Tattling On the Teacher: The Influence  
of Confidence, Attitudes, Receptivity, and  
Organizational Culture on Peer  
Reporting”**  
*Brian K. Richardson, Lawrence R. Wheeler,  
and Cody Cunningham, University of North  
Texas*

**“Extending the Politeness Theory to  
Mediation Discourse: Does Facework  
Make a Difference?”**  
*Andrew C. Tollison and Kenneth J. Levine,  
University of Tennessee*

Respondent: Kathy Barnett, Loyola  
University

## 4206

PRESTON TRAIL 1

9:00 A.M. – 10:15 A.M.

### PERCEIVED RELATIONSHIPS BETWEEN RANKINGS AND EXCELLENCE

SPONSOR: VICE PRESIDENT

**Chair: Mark Hickson, III,**  
University of Alabama at Birmingham

**“Why Create Rankings in the First  
Place?”**  
*Mark Hickson, III, University of Alabama  
at Birmingham*

**“A Perspective of a Ranked Person”**  
*James C. McCroskey, West Virginia  
University*

**“Excellence and the Teacher-Scholar  
Model”**  
*Chris R. Sawyer, Texas Christian University*

**“Assessing Communication Scholarship:  
A Multimodal Approach”**  
*Martin J. Medhurst, Baylor University*

Several perspectives are offered regarding  
the use of rankings of communication  
scholars and their relationship to  
excellence in the discipline.

**4207**

AZALEA

9:00 A.M. – 10:15 A.M.

**A BURKEIAN ANALYSIS OF SOUTHERN STEREOTYPES**

SPONSOR: KENNETH BURKE SOCIETY INTEREST GROUP

**Chair: Jim A. Kuypers,**  
Virginia Tech

“Language, the Forbidden Fruit: Kenneth Burke, Mark Twain, and the Garden of Eden”\*

*Zac Gershberg, Louisiana State University*

“The Pathetic Appeal in Public Relations: Hurricane Relief in Florida, Mississippi, Louisiana and Texas”

*Rise Samra, Barry University*

“The South as the Media’s ‘Heart of Darkness’: A Burkeian Cluster Analysis of the South’s Conradian Image”

*Andrew King, Louisiana State University*

“A Burkeian Analysis of the Southwestern Speech Codes by President George W. Bush”

*Mary Evelyn Collins, Sam Houston State University*

“The Burkean Burger: Whataburger’s Rhetorical Advantage in Texas”

*Robert E. Patterson, University of Virginia*

\*Top Student Paper

**4208**

ADDISON

9:00 A.M. – 10:15 A.M.

**SSCA NOMINATING COMMITTEE MEETING**

**Chair: Kenneth N. Cissna, Retiring**  
**SSCA President,**  
University of South Florida

**Members:**

**Jim N. Adams,**

Troy University

**Sally Bell,**

University of Montevallo

**Steve Madden,**

Appalachian State University

**Don Love,**

East Tennessee State University

**Monette Callaway-Ezell,**

Hinds Community College

**Deborah K. Phillips,**

Muskingum College

**Mindy Fenske,**

University of South Carolina

**Richard Olsen,**

University of North Carolina, Wilmington

**Kathleen Farrell,**

Saint Louis University

**Nina-Jo Moore,**

Appalachian State University

Note: All divisions must be represented at this meeting

**4209**

*Workshop*

SALON B

9:00 A.M. – 11:45 A.M.

**BODY AND MIND: INCORPORATING PHYSIOLOGY INTO COMMUNICATION TEACHING AND RESEARCH**

SPONSOR: VICE PRESIDENT

**Facilitator: Kory Floyd,**

Arizona State University

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

**4212**

SALON A

9:00 A.M. – 10:15 A.M.



## COMMUNICATION IN THE WORKPLACE

SPONSOR: UNDERGRADUATE HONORS  
CONFERENCE

**Chair and Discussant: Randall G. Rogan,**  
Wake Forest University

“Working on Small Talk: Looking at  
Small Talk in the Workplace and  
Employees with Disabilities”

*Brittany Rose, University of Kentucky*

“Looking to Become a Leader:  
Correlation between Eye Contact and Self  
Perceived Leader”

*Brian K. Inman, University of Kentucky*

“Predicting Helping Behaviors: An  
Analysis of Gender and Age and How it  
Influences Decision Making Title”

*Fernando Juarez and Jamie Seely, University  
of Central Oklahoma*

“Perceived Uncertainty in Athletes: Is it  
Related to Autocracy in Coaches?”

*Matt Emery, University of Kentucky*

“Patient Perceptions of Physician  
Communication: Extended Research  
Proposal”

*Cortney Smith, University of Arkansas  
Fayetteville*

“College and University Differences in  
Defining Sexual Assault Policy”

*Erin Melchior, University of Kentucky*

“How Conversational Narcissism Affects  
Conflict Style”

*Shayna Priluck, George Washington  
University*

**4301**

PRESTON TRAIL 3

10:30 A.M. – 11:45 A.M.

## RHETORICAL DEMOCRACY: PRINCIPLES AND PRACTICES

SPONSOR: RHETORIC AND PUBLIC ADDRESS  
DIVISION

**Chair: Jim A. Kuypers,**  
Virginia Tech

“The Principles and Practices of  
Rhetorical Democracy”

*Raymie McKerrow, Ohio University*

Raymie McKerrow presents his latest work  
concerning “civility” and “deliberative  
democracy.” There will be time for  
audience participation.

**4304**

COTTONWOOD

10:30 A.M. – 11:45 A.M.

## TOP PAPERS IN PERFORMANCE STUDIES

SPONSOR: PERFORMANCE STUDIES  
DIVISION

**Chair: Jay Baglia,**  
San Jose State University

“From Happenings to Flash Mobs: The  
Evolution of a Form”\*

*Rebecca Walker, Louisiana State University*

“African American Orality at the Movies:  
New Approaches to African American  
Tropes”

*Julie Berman, University of Louisville*

“Neural-Performance: Nomad Science  
and the Embodiment of Neural Nets”

*Benjamin Powell, Louisiana State University*

“Historicizing Change: A Brechtian and  
Habermasian Review of Robbie  
McCauley’s Sally’s Rape”

*Billy Wooten, Berea*

Respondent: Elizabeth Ellen Bell,  
University of South Florida

\*Top Paper

**4305**

PRESTON TRAIL 2

10:30 A.M. – 11:45 A.M.

**FINANCES, FAMILIES AND FRIENDS**

SPONSOR: INTERPERSONAL  
COMMUNICATION DIVISION

**Chair: Andrew F. Herrmann,**  
University of South Florida

**“Family Matters: Negotiating Social Class  
in the Home”**

*Sara B. Dykins Callahan, University of  
South Florida*

**“A Future With Hope: The Social  
Construction of Hope, Help and Dialogic  
Reconciliation in a Community Mental  
Health System of Care”**

*Christine S. Davis, University of North  
Carolina at Charlotte*

**“Undesirable and Desiring: The Stigma  
of an Inability to Consume”**

*Liz Edgecomb, University of South Florida*

**“Heart is Where the Home Was: A  
Family’s Stories of Foreclosure”**

*Andrew F. Herrmann, University of South  
Florida*

**4306**

PRESTON TRAIL 1

10:30 A.M. – 11:45 A.M.

**PAPERS ON THE HISTORY  
OF THE SOUTHERN STATES  
COMMUNICATION  
ASSOCIATION**

SPONSOR: PRESIDENT

**Chair: Richard R. Ranta,**  
University of Memphis

**“Southern Strategies and Political  
Problematics in Early 20th Century  
Speech Studies”**

*Pat J. Gehrke, University of South Carolina*

**“Finding a Place for Non-Traditional  
Speech/Communication in SSCA”**

*Mark Hickson, III, University of Alabama  
at Birmingham*

**“How the South Saved the North When  
the Lights Went Out”**

*Larry D. Miller, United States Army War  
College*

**“Identity Wars: Changing the Name of  
Southern”**

*Richard R. Ranta, University of Memphis*

**4307**

AZALEA

10:30 A.M. – 11:45 A.M.

**DISCOURSE, MESSAGES,  
AND SEMIOTICS IN PUBLIC  
AND PRIVATE SPACES**

SPONSOR: LANGUAGE AND SOCIAL  
INTERACTION

**Chair and Respondent: Eugenia Almeida,**  
Fayetteville State University

**“Turn-Taking Patterns in  
Videoconference and Face-to-Face  
Conversations”**

*Alla Kushniryk, University of Tennessee,  
Knoxville*

**“A Semiotic Analysis of the Ford  
Explorer”**

*Andrew Boozer, Clemson University, and  
Steve Madden, Appalachian State University*

**“The Performativity of Magazine Editors  
in a Time Magazine Budget Meeting: A  
Case Study of How News Matters,  
Interpellates Us, and Shapes Our  
Identities”**

*Elaine Gale, University of Denver*

**“Discourse, Identity and the Problem of  
Root Cause Analysis: A Case Study of the  
Rogers Commission and the Challenger  
Disaster”**

*Christy E. Cooksey, Auburn University*

**4308**

ADDISON

10:30 A.M. – 11:45 A.M.

**SSCA 2006 CONVENTION  
PLANNING COMMITTEE**

**Chair: Craig Allen Smith,**  
SSCA Vice President-Elect,  
North Carolina State University

**Members:**

**Thomas J. Socha,**  
Old Dominion University  
**Sherry G. Ford,**  
University of Montevallo  
**Paula Rodriguez,**  
Hinds Community College  
**Susan Mallon Ross,**  
University of Southern Mississippi  
**Mindy Chang,**  
Texas A & M University, Corpus Christi  
**Ryan Loyd,**  
West Texas A & M University  
**Stephen A. King,**  
Delta State University  
**Melissa Young,**  
Texas Christian University  
**Linda Vangelis,**  
Eastern Carolina University  
**Melissa M. Smith,**  
Mississippi State University  
**Tracy Stevenson Shaffer,**  
Louisiana State University  
**Monette Callaway-Ezell,**  
Hinds Community College  
**David Silverman,**  
Xavier University of Louisiana  
**William E. Thompson,**  
University of Louisville  
**Kenneth Zagacki,**  
North Carolina State University  
**Darren C. Goins,**  
Towson University  
**Renee Edwards,**  
Louisiana State University  
**M. Lane Bruner,**  
Georgia State University  
**Christina L. Moss,**  
Louisiana State University

**4310**

SALON C

10:30 A.M. – 11:45 A.M.

**NEWS, WEATHER AND  
MEDIA PERCEPTIONS: TOP  
STUDENT PAPERS IN MASS  
COMMUNICATION**

SPONSOR: MASS COMMUNICATION  
DIVISION

**Chair and Discussant: Gracie Lawson-  
Borders,**  
Kent State University

**“Fashion Faux Pas: Fashion Advertising,  
Sexy Women, and Men’s Magazines”**  
*Jennifer N. Ford, University of South  
Florida*

**“A Content Analysis of Local Television  
News in Orlando, Florida” \***  
*Erik M. Peterson, Florida State University*

**“Health and Drugs on Broadcast News”**  
*Kristin Haun and Michelle Epstein Garland,  
University of Tennessee, Knoxville*

**“Cone of Uncertainty or Cone of  
Possibility: Audience Reception of the  
Graphic Depiction of a Hurricane Path”**  
*Lorna M. Geggis, University of South  
Florida*

**“Seeing with Eyes Unclouded by Hate:  
The Initiatory Journey of Ashitaka in  
Princess Mononoke”**  
*Jeremy R. Miller, University of Arkansas*

\* Top Graduate Student Paper in Mass  
Communication

**4311**

SALON D

10:30 A.M. – 11:45 A.M.

**“THE LONG AND WINDING  
ROAD”: IDENTIFYING  
ESSENTIAL PERSONALITIES  
AND KEY LINES OF  
ARGUMENT EMPLOYED BY  
PRETENDERS AND  
CONTENDERS IN THE 2008  
PRESIDENTIAL CAMPAIGN**

SPONSOR: SOUTHERN FORENSICS  
ASSOCIATION DIVISION

**Moderator: Thomas Sabetta,**  
Jefferson Community College

**Panelists:**

**Gary Deaton,**  
Transylvania University  
**Robert Glenn,**  
Owensboro Community College  
**James E. Reppert,**  
Southern Arkansas University, Magnolia  
**Richard A. Knight,**  
Arkansas Tech University

**4312**

SALON A



10:30 A.M. – 11:45 A.M.

**ANALYZING THE LYRICS OF POPULAR SONGS**

SPONSOR: UNDERGRADUATE HONORS CONFERENCE

**Chair and Discussant: Kathleen Turner,**  
Davidson College

**“Rebel with a Rebel Yell, Raise Hell, We Gon’ Let ‘em Know’: Comprehension and Perceptions of Eminem’s ‘Mosh’”**

*John Gillispie, University of Kentucky*

**“Bitch, Get In My Car’: 50 Cent, Hip-Hop, and the Patriarchal Dividend”**

*Lindsey A. Sherrill, University of Montevallo*

**“Becoming a Man: An Analysis of Masculinity in Johnny Cash Songs”**

*Dwight Castle, Samford University*

**“Feminist Criticism: Shania Twain’s, Any Man of Mine”**

*Claire Kimberly, Samford University*

**“Analyzing Female Artists’ Music Video Messages to Adolescent Girls”**

*Therese Wilson, University of Louisville*

**“MTV’s Watch and Learn Campaign: A Rhetorical Analysis”**

*Amy Thompson, West Texas A&M University*

**4401**

SALON E

12:00 P.M. – 2:15 P.M.

**AWARDS LUNCHEON**

**President Kenneth N. Cissna,**  
University of South Florida, Presiding

Keynote Address:

**“Transforming the lives of our students and improving the world they will live in: Demanding excellence in the field of human communication in the 21st century University”**

*Mary Anne Fitzpatrick,*  
*University of South Carolina*

With millions of students enrolling in our colleges and universities, we have the opportunity to provide this generation of students with a transformational educational experience. The study of communication is not merely the development of basic skills but it is also core to the humanities and social science curriculum as it develops an understanding of what it means to be human and to organize into groups to achieve specific goals. Moreover, as universities are faced with rising expectations for accountability to our publics, the expertise of communication scholars is critical in providing new levels of leadership and models of commitment to our institutions.

**4501**

PRESTON TRAIL 3

2:30 P.M. – 3:45 P.M.

**MARY ANNE FITZPATRICK SPOTLIGHT**

**Moderator: Jerold Hale,**  
University of Georgia.

This session will focus on the career and accomplishments of Mary Anne Fitzpatrick, Dean of the College of Arts and Sciences, University of South Carolina

## 4504

COTTONWOOD

2:30 P.M. – 3:45 P.M.

### MEET THE NCA CANDIDATES

SPONSOR: VICE PRESIDENT

**Chair: Martha Watson,**  
University of Nevada, Las Vegas

#### Panelists:

**Lynda Lee Kaid,**  
University of Florida  
**Betsy L. Bach,**  
University of Montana - Missoula

SSCA members can meet the candidates for 2nd vice president of the National Communication Association. The candidate elected will be the chief program planner for the 2007 NCA meeting in Chicago and will lead the Association in 2008. Each candidate will make an opening statement, followed by questions and answers from the audience.

## 4505

PRESTON TRAIL 2

2:30 P.M. – 3:45 P.M.

### BIO-CRITICAL ASSESSMENTS OF RHETORICAL ARTISTRY

SPONSOR: RHETORIC AND PUBLIC ADDRESS  
DIVISION

**Chair: Jason Edward Black,**  
University of Alabama

**“The Impious Political Prophet: Sir  
Garfield Todd’s Effort before the United  
Nations to End White Supremacy in  
Africa”**  
*Michael W. Casey, Pepperdine University*

**“Prudence and the 1999 Tennessee State  
of State Address: The Use and Misuse of  
Power”**  
*Matthew M. Doggett, Capital University*

**“Fate and Duty in William McKinley’s  
Speech to the Home Market Club”**  
*William D. Harpine, University of South  
Carolina Aiken*

**“John B. Rayner and Texas Populism:  
Race, Rhetorical Status, and Interest  
Convergence”**  
*Jean Costanza Miller, The George  
Washington University*

Respondent: Carl Kell, Western Kentucky  
University

## 4506

PRESTON TRAIL 1

2:30 P.M. – 3:45 P.M.

### APPLIED COMMUNICATION AND IMAGE: THE PERPETUATION OF VALUES

SPONSOR: APPLIED COMMUNICATION  
DIVISION

**Chair: David Gesler,**  
Murray State University

**“Advertising Hate on the Internet”**  
*Michael S. Waltman, University of North  
Carolina at Chapel Hill and John W. Haas,  
University of Tennessee at Knoxville*

**“Sustaining Intercultural Family Values  
Via Ritual, Narrative, and Symbols”**  
*Jim N. Adams, Troy University*

**“It’s a Good Thing: MarthaTalks.Com  
and the Theory of Image Restoration”**  
*John R. DeBerry, Louisiana State University*

Respondent: Thomas J. Socha, Old  
Dominion University



**4507**

AZALEA

2:30 P.M. – 3:45 P.M.

**AN ANALYSIS OF GENDER IN THE GAMING INDUSTRY**

SPONSOR: GENDER STUDIES DIVISION

**Chair:** Sandra Halvorson,  
Florida State University

**“Reality TV & Gender: An Examination of the Poker Phenomena”**

*Mike Eaves, Valdosta State University*

**“Gender-switching in Gaming Situations”**

*Charles F. Beadle, Valdosta State University*

**“Males and Female Preferences and Motivations in Casino Gambling”**

*Deborah K. Phillips, Muskingum College*

**“Deception for Profit: Reading Nonverbal Communication Cues”**

*Sandra Halvorson, Florida State University – Panama City*

**4511**

SALON D

2:30 P.M. – 3:45 P.M.

**FAMILIES IN CRISIS**

SPONSOR: PERFORMANCE STUDIES DIVISION

**Chair:** Jay Baglia,  
San Jose State University

**“Spreading the Funk: Mold, Guilt, and How Lucky We Are”**

*Wendy Armington, Louisiana State University*

**“Performing Family: Autobiography, Memory and Identity”**

*Elizabeth Lee-Brown, Independent Scholar*

**“The Dual Positioning of (My)Self”**

*Oli Mohammadi, Louisiana State University*

**“Chosen Family in Crisis: A Mystory”**

*Darren C. Goins, Towson University*

**Drinking with Displaced Dagos: An Autoethnography of Hurricane Katrina”**

*Annamaria Ruffino, Louisiana State University*

**Respondent:** Rebecca Kennerly, Georgia Southern University

**4512**

SALON A

2:30 P.M. – 3:45 P.M.



**ANALYZING FILMS & PHOTOGRAPHS**

SPONSOR: UNDERGRADUATE HONORS CONFERENCE

**Chair and Discussant:** Victoria Gallagher,  
North Carolina State University

**“What Happened when Harry met Sally? Intimate Self-disclosure and Attraction in Cross-sex Friendships”**

*Susanna Y. Dailey, University of Kentucky*

**“The Shrek Narrative: Peeling Back the Layers of Animated Culture”**

*Jade Chelsea Huell, Columbia College*

**“Merciful Friends: Cluster Criticism of The Deer Hunter”**

*James Brandon Dye, Berea College*

**“From Father to Son: An Ideological Analysis of Finding Nemo”**

*Emily Puckett, Berea College*

**“Point of Impact: An Analysis of Race and Gender in Crash”**

*S.A. Throop, Berea College*

**“Saved!: A Rhetorical Analysis of the Controversial Movie”**

*Daniel Proffitt, West Texas A&M University*

**“Pictures of Community: A Narrative Analysis of Wing Young Huie’s Lake Street USA”**

*Melissa Buchanan, Berea College*

**“Communication Through The Arts: Symbolism and Interpretation”**

*Maggie McCoy, Muskingum College*

## 4601

PRESTON TRAIL 3

4:00 P.M. – 5:15 P.M.

### TOP PAPERS IN INTERPERSONAL COMMUNICATION

SPONSOR: INTERPERSONAL  
COMMUNICATION DIVISION

**Chair:** Michael Irvin Arrington,  
University of Kentucky

“Differential Benefits and Risks of  
Nonverbal Affection Behavior for Women  
and Men”\*

*Kory Floyd, Arizona State University, and  
Alan C. Mikkelsen, Whitworth College*

“Interpersonal Communication and the  
Illness Experience in the Sex and the City  
Breast Cancer Narrative” \*\*

*Jennifer B. Gray, University of Kentucky*

“Perceptions of Normal Family  
Communication in the U.S.: A  
Preliminary Assessment among Young  
Adults”

*Todd Lee Goen, University of Georgia, Lynne  
M. Webb, Patricia Amason, and Robert H.  
Wicks, University of Arkansas*

“Sequential Persuasion in ‘Change  
Relationship’ Goals: The Effects of Goal  
Complexity and Resistance Strategy”

*David C. Schrader, Oklahoma State  
University*

“Stretching Our ‘Family Values:’  
Commitment, Communication, and  
Confronting Heteronormativity in  
Interpersonal Research”

*Elissa Foster, San Jose State University*

Respondent: J. Donald Ragsdale, Sam  
Houston State University

## 4602

BLUEBONNET

4:00 P.M. – 5:15 P.M.

### DO YOU SEE WHAT I SEE?: PERCEPTIONS OF IMPROVEMENT OF AND ACTUAL IMPROVEMENT IN PUBLIC SPEAKING CLASSES AS A FUNCTION OF TECHNOLOGICAL INTERVENTIONS

SPONSOR: INSTRUCTIONAL DEVELOPMENT  
DIVISION

**Moderator:** Suzette Plaisance Bryan,  
Southeastern State University

**Panelists:**

Suzette Plaisance Bryan,  
Southeastern State University

Terri Miller-Drufner,  
Southeastern State University

Steve Smith,  
Southeastern State University

Charles Drey,  
Southeastern State University

Sue Terrillion,  
Southeastern State University

## 4603

SALON C

4:00 P.M. – 5:15 P.M.

### CONTROVERSY IN CULTURAL HISTORIES

SPONSOR: POPULAR COMMUNICATION  
DIVISION

**Chair:** Hana S. Noor Al-Deen,  
University of North Carolina at  
Willmington

“Controversy Through Absence and  
Distortion: The Misrepresentation of the  
Rosa Parks Story in Children’s  
Biographies, Historical Accounts of the  
Civil Rights Movement, and Elementary  
Textbooks”

*John H. Saunders, University of Memphis.*

“Looking Through the Eyes of an  
Assassin: The Need For Community and  
Place in The Assassination of Richard  
Nixon”

*Joseph A. Watson, University of Memphis*

““In Space, All Warriors are Cold  
Warriors:” Russian Stereotypes in Star  
Trek VI: The Undiscovered Country”

*Kristine Weglarz, Louisiana State University*

“Melodrama and the Scapegoat: Popular  
Memories of the Trial Against Byron de  
la Beckwith for the Murder of Medgar  
Evers”

*Kristen Hoerl, Auburn University.*

**4604**

COTTONWOOD

4:00 P.M. – 5:15 P.M.

**TOP THREE STUDENT PAPERS IN FREEDOM OF SPEECH**

SPONSOR: FREEDOM OF SPEECH DIVISION

**Chair: James Pauff,**  
Tarleton State University

**“Atari, All Grown Up: Pushing the Boundaries of Games as Speech”\***  
*Joseph Bailey, Texas A&M University*

**“Hate Speech on the College Campus: A Review of the Literature”**  
*Mary Beth Asbury, University of Tennessee*

Respondent: Susan Mallon Ross,  
University of Southern Mississippi

\*Top Paper

**4605**

PRESTON TRAIL 2

4:00 P.M. – 5:15 P.M.

**WHEN BAD THINGS HAPPEN WITH GOOD COMMUNICATION**

SPONSOR: KENNETH BURKE SOCIETY INTEREST GROUP

**Chair: Kim Golombisky,**  
University of South Florida

**“Symbolic Suicide as Mortification: Transformation and Counterstatement: The Conciliatory (Yet) Resistant Surrender of Maka-ti-mesh-ekia-kiak”\***  
*Jason Edward Black, University of Alabama*

**“An Analysis of Anti-West Rhetoric in Saudi Arabia”**  
*Samiah Baroni, Florida Atlantic University*

**“Fidel Castro: Adapting Agent to Scene in Burke’s Dramatism”**  
*Brent Kice, Louisiana State University*

**“Rhetoric and the Other: A Rhetorical Analysis of Nazi Party Propaganda”**  
*Jacqueline May, Florida Atlantic University*

**“AKA Michael Duvac: The Literary Aspirations of Young Kenneth Burke”**  
*David Cratis Williams, Florida Atlantic University*

\*Top Paper

**4606**

PRESTON TRAIL 1

4:00 P.M. – 5:15 P.M.

**TOP 3 STUDENT PAPERS IN THE HISTORY OF RHETORIC**

SPONSOR: AMERICAN SOCIETY FOR THE HISTORY OF RHETORIC INTEREST GROUP

**Chair: Daniel Grano,**  
University of North Carolina at Charlotte

**“Keep the Faith – Keep a Scrapbook: The Scrapbook Trend as Reaction to a Postmodern World”**  
*Karen Yeager Kimball, University of North Texas*

**“Aristotelian Constitutional Foundations: Does the Iraqi Provisional Constitution Measure Up? U.S. and Arab Media Reactions”**  
*Mary Lou Beall, Mercer University*

**“Ethos as Enthymeme: Aristotle’s Concept of Ethos in the Nichomachean Ethics and Rhetoric”\***  
*Monica A. Moore, University of Minnesota*

Respondents: Beth Bennett, University of Alabama and Kenneth Zagacki, North Carolina State University

\* Top Paper

**4607**

ADDISON

4:00 P.M. – 5:15 P.M.

**THE PETRIFIED MAN: A  
READER'S THEATRE  
PERFORMANCE**

SPONSOR: PERFORMANCE STUDIES  
DIVISION

**Chair:** Kelly S. Taylor,  
University of North Texas

**Cast:**

Christi Wells, University of North Texas  
Rachael R. Brown, University of North  
Texas  
Elizabeth Snyder, University of North  
Texas

**Respondent:** Sharon Croft, Capitol  
University

This Reader's Theatre adaptation of  
Eudora Welty's short story "The Petrified  
Man" focuses on the juxtaposition of the  
grotesque and the mundane in this black  
comedy about Southern life.

**4608**

AZALEA

4:00 P.M. – 5:15 P.M.

**OF BEGINNINGS AND  
ENDINGS: PRESIDENTIAL  
RHETORIC IN INAUGURALS  
AND LEGACIES**

SPONSOR: POLITICAL COMMUNICATION  
DIVISION

**Chair:** Jerry K. Frye,  
Stephen F. Austin State University

**"Inaugurals in Times of War"**  
*Nicki L. Michalski, Lamar University*

**"Winning One More for the Gipper:  
Ronald Reagan's Funeral as His Parting  
Narrative"**  
*Kaylene Barbe, Oklahoma Baptist University*

**"Inaugural influence: Using Medium  
Metaphor Analysis to Assess Agenda  
Creation in George W. Bush's Second  
Inaugural Address"**  
*Robert Tyler Spradley, Stephen F. Austin  
State University*

**"America the Savior: An Analysis of  
Religious Metaphors in Bush's Second  
Inaugural Address"**  
*Elizabeth Spradley, Stephen F. Austin State  
University*

**"George W. Bush: A Legacy of Faith"**  
*Jim Towns, Stephen F. Austin State  
University*

**"Presidential Inaugural Addresses: The  
Forgotten Bill of Rights"**  
*John Yearwood and Mary Alice Baker,  
Lamar University*

**Respondent:** Larry J. King, Stephen F.  
Austin State University

**4609**

SALON B

4:00 P.M. – 5:15 P.M.

**TOP PAPERS IN FORENSICS  
AND ARGUMENTATIONS**

SPONSOR: SOUTHERN FORENSICS  
ASSOCIATION DIVISION

**Chair:** Jason Hough,  
John Brown University

**"Organization Identity, Culture and  
Student Motivation among Intercollegiate  
Forensics Competitors"\*\*\***  
*Stephen Croucher, University of Oklahoma;  
Tyler Thornton, Cameron University; and  
Jacqueline M. Eckstein, University of  
Oklahoma*

**"Declaring the Sub-field of Public Health  
an Argumentative Disaster Area: Michael  
Chertoff's Post-Katrina Arguments"\***  
*Doyle Srader, Stephen F. Austin State  
University*

**Respondent:** David Nelson, University of  
Southern Mississippi

\* Top Paper

\*\* Top Student Paper

**4611**

SALON D

4:00 P.M. – 5:15 P.M.

**COMPETITIVE STUDENT  
PAPERS IN PUBLIC  
RELATIONS**

SPONSOR: PUBLIC RELATIONS DIVISION

**Chair: Brigitta Brunner Johnson,**  
Auburn University

**“The Mission of the Medical College of  
the Midwest as Reflected Through  
The Center for Science Excellence: A  
Study in Organizational  
Communication”**  
*Katie Clifford, Austin College*

**“Public Relations In Vietnam: An  
Overview”**  
*Phuong Nguyen, Texas Tech University*

**“The ‘Hidden Epidemic’ of Childhood  
Obesity and U.S. Food Marketing: An  
Investigation of How Stakeholders Frame  
Crisis Communication Responses”\***  
*Courtney Carpenter, Andrea Holt, and  
Laura Ware, University of Alabama*

Respondent: Margaret Fitch-Hauser,  
Auburn University

\*Top Student Paper

**4612**

SALON A

4:00 P.M. – 5:15 P.M.



**STUDIES IN  
INTERPERSONAL  
COMMUNICATION**

SPONSOR: UNDERGRADUATE HONORS  
CONFERENCE

**Chair and Discussant: Jerold Hale,**  
University of Georgia

**“The Impact of Appearance on  
Perceptions of Trustworthiness”**  
*Heather M. Hourigan, University of  
Kentucky*

**“Communicative Reactions to ‘Dirty  
Words”**  
*Carolyn Jean Brooks, University of Southern  
Mississippi*

**“You Say You’re Just a Friend: The  
Relational Dialectics of a Blended  
Friendship”**  
*Courtney Dycus, University of Arkansas at  
Little Rock*

**“The Long Term Effects of Exposure to  
Video Game Violence on Adult  
Aggressive Behavior”**  
*Brad McDowell, University of Kentucky*

**4701**

PRESTON TRAIL 3  
5:30 P.M.

INTERPERSONAL  
COMMUNICATION  
DIVISION BUSINESS  
MEETING

**4705**

PRESTON TRAIL 2  
5:30 P.M.

KENNETH BURKE SOCIETY  
INTEREST GROUP BUSINESS  
MEETING

**4709**

SALON B  
5:30 P.M.

SOUTHERN FORENSICS  
ASSOCIATION DIVISION  
BUSINESS MEETING

**4702**

BLUEBONNET  
5:30 P.M.

INSTRUCTIONAL  
DEVELOPMENT DIVISION  
BUSINESS MEETING

**4706**

PRESTON TRAIL 1  
5:30 P.M.

AMERICAN SOCIETY FOR  
THE HISTORY OF  
RHETORIC INTEREST  
GROUP BUSINESS MEETING

**4711**

SALON D  
5:30 P.M.

PUBLIC RELATIONS  
DIVISION BUSINESS  
MEETING

**4703**

SALON C  
5:30 P.M.

POPULAR  
COMMUNICATION  
DIVISION BUSINESS  
MEETING

**4707**

ADDISON  
5:30 P.M.

PERFORMANCE STUDIES  
DIVISION BUSINESS  
MEETING

**4801**

SALON E  
6:30 P.M. – 8:00 P.M.

OSBORN RECEPTION

Honoring all SSSCA award winners and  
participants in the Theodore Clevenger, Jr.  
Undergraduate Honors Conference

SPONSORED BY THE HOUGHTON MIFFLIN  
COMPANY, DR. MICHAEL AND  
SUZANNE OSBORN, AND THE COLLEGE  
OF COMMUNICATION AND FINE ARTS,  
THE UNIVERSITY OF MEMPHIS.

**4704**

COTTONWOOD  
5:30 P.M.

FREEDOM OF SPEECH  
DIVISION BUSINESS  
MEETING

**4708**

AZALEA  
5:30 P.M.

POLITICAL  
COMMUNICATION  
DIVISION BUSINESS  
MEETING

**5000**

HOTEL LOBBY BAR AREA

7:15 - 8:00 A.M.

## REFLECTIONS ON THE CONVENTION

SSCA Vice President and convention planner, Chuck Tardy, Vice President Elect and next year's convention planner, Craig Smith, and Executive Director, Emmett Winn invite you to join them for coffee and to reflect on the convention. Anyone interested in sharing their reactions to and ideas about our convention are welcome.

**DAY 5**  
Sunday, April 9, 2006

## 5101

PRESTON TRAIL 1

8:00 A.M. – 9:15 A.M.

### HISTORY OF SOUTHERN FORENSICS: A CLOSER EXAMINATION

SPONSOR: SOUTHERN FORENSICS ASSOCIATION DIVISION

**Chair:** Mike Eaves,  
Valdosta State University

“A Content Analysis of Titles of Journal Articles in Debate from 1995 to 2005”  
*Carl Cates, Valdosta State University*

“History Through Publications: A Look at the History of an Honorary Forensic Organization’s Journal”  
*Nina-Jo Moore, Appalachian State University*

“A Rhetorical Analysis of the 1918 Debate Between the University of Florida and the University of Tennessee”  
*Mike Eaves, Valdosta State University*

“The History of IPDA in the South”  
*Christopher B. Joffrion, Texas Tech University*

At the conclusion of the papers, there will be open discussion about the papers and our southern forensics history.

## 5102

SALON G

8:00 A.M. – 9:15 A.M.

### AT THE TOP: RHETORICAL CONCERNS OF PRESIDENTS

SPONSOR: RHETORIC AND PUBLIC ADDRESS DIVISION

**Chair:** Sally Bell,  
University of Montevallo

“University Presidents and Rhetorical Themes of Inaugural Addresses”  
*Jason W. Hough, John Brown University*

“Reagan, Reykjavík, and Human Rights: The Strategic Defense Initiative (SDI) as a Tool of Diplomacy”  
*B. Wayne Howell, Purdue University*

“The Wonder-Working Power of Religious Rhetoric: An Analysis of the Major Speeches of George W. Bush”  
*Rebecca Kuhn, Florida Atlantic University*

“Uniting the Family: The Atomizing Rhetoric of the ‘Race Problem’ in Presidential Address”  
*Eric Jenkins, University of Georgia*

Respondent: M. Lane Bruner, Georgia State University

## 5105

PRESTON TRAIL 3

8:00 A.M. – 9:15 A.M.

### EMERGING ISSUES IN FREEDOM OF EXPRESSION: SALIENT CONFLICTING NARRATIVES

SPONSOR: FREEDOM OF SPEECH DIVISION

**Chair:** Roseann Kincannon,  
Tarleton State University

“United States v. Carmichael: Prior Restraint and the Internet”  
*William Self and Mark Hickson, III, University of Alabama at Birmingham*

“National Memorial for the Unborn: Public Memory and Private Grief”  
*Crystal Lane Swift, Louisiana State University*



**5106**

SALON H

8:00 A.M. – 9:15 A.M.

**SHIFTING REALITIES  
THROUGH APPLIED  
COMMUNICATION:  
COMPETENCY, CULTURE,  
AND UNIFIED THEORY**

SPONSOR: APPLIED COMMUNICATION  
DIVISION

**Chair: Jennifer Mize Smith,**  
Purdue University

**“Public Speaking Anxiety and Self-  
Perceived Competency: A Complex  
Relationship”**  
*Kristin Haun, University of Tennessee,  
Knoxville*

**“The Effects of Organizational Culture  
on Crisis Management: Lessons for  
FEMA”**  
*Dedra Barefoot and David F. Dufty,  
University of Memphis*

**“Understanding Through the Use of  
Symbolic Interactionism, Labeling, and  
Standpoint”**  
*Linda Pysker Jurczak, University of  
Tennessee*

Respondent: Jim N. Adams, Troy  
University

**5108**

SALON B

8:00 A.M. – 9:15 A.M.

**POPULAR FOLKLORE AND  
CULTURAL  
COMMUNICATIONS: FROM  
THE FIRESIDE TO TV TO PC**

SPONSOR: POPULAR COMMUNICATION  
DIVISION

**Chair: Mark Mohr,**  
Georgia Southern University

**Panelists:**  
**Rebecca M. Kennerly,**  
Georgia Southern University  
**Bryan A. Dawson,**  
Georgia Southern University  
**Lillie M. Fears,**  
Arkansas State University  
**Dharma Adhikari,**  
Georgia Southern University  
**Osabuohien P. Amienyi,**  
Arkansas State University

“From the Fireside to TV to PC” will discuss in detail several topics on the evolution of folklore and cultural communications from within the family or reference group to modern society including the new technologies of mass communications.

## 5109

SALON C

8:00 A.M. – 9:15 A.M.

### CAN YOU HEAR ME NOW? ADDRESSING AUDIENCE ANALYSIS ANGST FOR STUDENTS AND PRACTITIONERS

SPONSOR: PUBLIC RELATIONS DIVISION

**Chair: Brigitta Brunner Johnson,**  
Auburn University

#### “Critical Liaisons: Matches Made in Heaven”

*Pamela Bourland-Davis, Georgia Southern  
University*

#### “Hitting the Bull’s Eye in a Technologically Segmented Marketplace”

*LaDawn Mohr, Georgia Southern University*

#### “Target Practice 4000 for Students and Clients”

*Margaret Fitch-Hauser, Auburn*

#### “Divide and Conquer: The Power of Audience Segmentation”

*Christie Kleinmann, Mississippi State  
University*

#### “The Emergence of Audience Aggregation”

*William Thompson, University of Louisville*

#### “All Publics Are NOT Created equal”

*Laura Walton, Mississippi State University*

This panel explores audience analysis from traditional and contemporary perspectives. Developing our definitions of audiences and then reaching those audiences are both critical components of any communication, and especially of public relations plans and campaigns. The discussion will offer pedagogical and practitioner-based ideas for developing means by which professors can blend theory with applied approaches. The panel offers views from both professors and practitioners.

## 5110

SALON D

8:00 A.M. – 9:15 A.M.

### PRODUCTION & IMPACT OF RADIO THEATRE: MASS COMMUNICATION DIVISION PRODUCTION SHOWCASE

SPONSOR: MASS COMMUNICATION  
DIVISION

**Chair: Esther Rumsey,**  
Sul Ross State University

#### “Cultural Aspects of Radio Theatre”

*Joseph Velasco, Sul Ross State University*

#### “Multidisciplinary Aspect of Radio Theatre”

*Dona Roman, Sul Ross State University*

#### “Performance Aspects of Radio Theatre: Direction/Voice and Technical”

*Student Members of the Sul Ross Radio  
Theatre Project*

This panel will examine the impact of and production techniques inherent in Radio Theatre performance. Sul Ross State University has sponsored Radio Theatre through the Sul Ross Radio Theatre Project since 1994. Dedicated to producing radio drama before a studio/theatre audience, the Project has sponsored historical and original scripts, along with recreations of various presentation approaches.

**5112**

SALON A

11:00 A.M. – 12:15 P.M.

**STUDIES OF SELF-DISCLOSURE IN PERSONAL RELATIONSHIPS**

SPONSOR: UNDERGRADUATE HONORS CONFERENCE

**Chair and Discussant: Elissa Foster,**  
San Jose State University

**“Personality and Openness: The Relationship between Extraversion and Self-Disclosure”**

*Laura E. Richter, George Washington University*

**“The Effects of Occupational Stress on Marital Self-Disclosure”**

*Erin Kathleen Day, University of Kentucky*

**“Love is in the Air, Literally: Self Disclosure and Text Messaging”**

*Lynn Anne Gower, University of Kentucky*

**“How Long Will We Last? Self-Disclosure Effects on the Longevity of Romantic Relationships”**

*Danielle J. Lovejoy, University of Kentucky*

**“The Effect of Self Disclosure on Romantic Relationship Satisfaction”**

*Lindsay Lurding, University of Kentucky*

**5113**

YELLOW ROSE

8:00 A.M. – 9:15 A.M.

**SSCA COMMITTEE ON COMMITTEES**

**Members:**

**Kenneth N. Cissna,**  
University of South Florida  
**Charles H. Tardy,**  
University of Southern Mississippi  
**Craig Allen Smith,**  
North Carolina State University  
**J. Emmett Winn,**  
Auburn University  
**John C. Meyer,**  
University of Southern Mississippi  
**Jean L. DeHart,**  
Appalachian State University  
**Joy Hart,**  
University of Louisville  
**Hal Fulmer,**  
Troy University

**5201**

PRESTON TRAIL 1

9:30 A.M. – 10:45 A.M.

**THE DISCURSIVE CALL TO ACTIVISM**

SPONSOR: KENNETH BURKE SOCIETY INTEREST GROUP

**Chair: Elena Strauman,**  
College of Charleston

**“Call to Reason: Bill Moyers on Religion and the Environment”**

*Robert Kienzle, University of Arkansas*

**“Chicks and Nuggets: A Burkean Cluster Analysis of Animal-Rights Rhetoric”**

*Shereen Siddiqui, Florida Atlantic University*

**“Image as Act: A Burkean Analysis of the Image Events of Earth First!”**

*Rebecca Walker, Louisiana State University*

**“Religious Aspects of Politics: A Logology of Presidential Elections”**

*Robert E. West and Julie A. Stevens, University of Southern Indiana*

**“Enter Stage Right—Exit Stage Left: The Rise and Fall of Fra Girolama Savonarola’s Rhetoric”**

*Rebecca McCarthy, Florida Atlantic University*

## 5202

SALON G

9:30 A.M. – 10:45 A.M.

### RHETORICAL DIMENSIONS OF RECOVERY: EXAMINING THE RENEWING FUNCTION OF CRISIS DISCOURSE

SPONSOR RHETORIC AND PUBLIC ADDRESS  
DIVISION

**Chair: Stuart Towns,**  
Appalachian State University

**“Post-9/11 Hysteria, the Renewal of the  
National Character, and the Emergence  
of America’s Detective Mode”**

*William Trapani and Laura Winn, Wayne  
State University*

**“The Cinematic Citizen: Renewed  
Community in the Wake of 9/11”**

*Danna Prather, University of North Texas*

**“Race, Religion, and Renewal: The  
Rhetorical Dimensions of Recovering  
From Hurricane Katrina”**

*Matthew G. Gerber, Baylor University*

**“Renewal through Spectacle:  
Guantanamo as Formative of  
Contemporary American Culture”**

*Brian Lain, University of North Texas*

## 5203

SALON I

9:30 A.M. – 10:45 A.M.

### TRANSITIONS AND TRANSFORMATIONS: VALUES IN FLUX

SPONSOR: PERFORMANCE STUDIES  
DIVISION

**Chair and Respondent: Charla Markham  
Shaw,**

University of Texas at Arlington

**“Transformation of Space(s)”**

*Jacqueline Burlison, Louisiana State  
University*

**“Transportational Transformation: A  
Factional Account of  
Rediscovering/Repairing Self in Middle  
Age”**

*Cindy Kistenberg, Queens University*

**“The –ectomy and Feminism:  
Performing Absence”**

*Charla Markham Shaw, University of Texas  
at Arlington*

**“Losing My Religion: Performance and  
Ethics”**

*Kelly S. Taylor, University of North Texas*

## 5204

SALON H

9:30 A.M. – 10:45 A.M.

### ABOLISHING FAMILY VIOLENCE THROUGH CHANGING VERBAL AND NONVERBAL COMMUNICATION PATTERNS

SPONSOR: INTERPERSONAL  
COMMUNICATION DIVISION

**Chair: James Stacy,**  
Louisiana State University at Alexandria

**Panelists:**

**Marcus Porter,**

LSU Baton Rouge

**Jennifer Fontenot,**

LSU Alexandria

**Elizabeth Norwood,**

LSU Alexandria

**Vicki Parrish,**

Northwestern State University (LA)

The panel will focus on family violence from a communication perspective. A survivor of marital abuse will tell her story, and other panelists will discuss family relationships and programs of intervention now in place in Louisiana.

**5206**

PRESTON TRAIL 2

9:30 A.M. – 10:45 A.M.

**TEXAS AND THE WEST IN  
POPULAR CULTURE MEDIA  
AND FORMS**

SPONSOR: POPULAR COMMUNICATION  
DIVISION

**Chair: Joshua Gunn,**  
University of Texas at Austin

**“Publishing the Story of the West: Tom  
Lea and Others in Press”**

*Randy Armstrong, Hardin Simmons  
University*

**“Texas, the West, and West Texas in  
Storytelling”**

*Trudy Hanson, West Texas A&M University*

**“Big Talk in Texas: Political Speech as  
Media Event”**

*Mary Evelyn Collins, Sam Houston State  
University*

**5207**

PRESTON TRAIL 3

9:30 A.M. – 10:45 A.M.

**FOSTERING EXCELLENCE IN  
THE COMMUNICATION  
CLASSROOM**

SPONSOR: INSTRUCTIONAL DEVELOPMENT  
DIVISION

**Chair: Erica Gann,**  
Texas Christian University

**“Promoting Excellence in Education  
through Communication Ethics”**

*Leeanne M. Bell, Janie Harden Fritz, and  
Ronald C. Arnett, Duquesne University*

**“Assessing the Impact of the  
Interpersonal Communication Course”**

*Michelle Epstein Garland, University of  
Tennessee*

**“Colored Bodies in the Classroom: An  
Exploratory Investigation of Graduate  
Teaching Assistants of Color (GTACs)”**

*Katherine Grace Hendrix, University of  
Memphis; Aparna Bulusu Hebbani,  
University of Newcastle, Australia; and Orin  
Johnson, University of Memphis*

**“Teacher Socio-Communicator Style and  
Tolerance for Disagreement and their  
Association with Student Learning in the  
College Classroom”**

*Jason J. Teven, West Texas A&M University*

**5208**

SALON B

9:30 A.M. – 10:45 A.M.

**SERVICE LEARNING: THE  
GOOD, THE BAD, AND THE  
UGLY**

SPONSOR: APPLIED COMMUNICATION  
DIVISION

**Chair: Suzette Plaisance Bryan,**  
Southeastern State University

**Panelists:**

**Suzette Plaisance Bryan,**  
Southeastern State University

**Betty Attaway-Fink,**  
Southeastern State University

**Carol Madere,**  
Southeastern State University

**Joe Burns,**  
Southeastern State University

## 5209

SALON C

9:30 A.M. – 10:45 A.M.

### APPLICATIONS OF ENTERTAINMENT THEORY ACROSS MASS MEDIA

SPONSOR: MASS COMMUNICATION  
DIVISION

**Moderator: Pete Smith,**  
Mississippi State University

**Panelists:**

**Brian C. Brantley,**

University of Texas of the Permian Basin

**R. Glenn Cummins,**

Kennesaw State University

**Barry P. Smith,**

University of Alabama

**Melissa M. Smith,**

Mississippi State University

The participants will discuss the application of specific theories, such as mood management and affective disposition, to mass-mediated content with a connection to the convention's host city and state. The panel demonstrates how entertainment theory has been, and can be, applied to the study of mass-mediated communication across a number of media and content types.

## 5210

SALON D

9:30 A.M. – 10:45 A.M.

### (RE)UNDERSTANDING FEMINIST PEDAGOGIES

SPONSOR: GENDER STUDIES DIVISION

**Chair: Laura Sells,**  
Louisiana State University

**“From Ghost World to Six Feet Under:  
Exploring Intersections of Art,  
Identity and Feminist Pedagogy”**  
*Dre Betancourt, Louisiana State University*

**“Composing a Difference: Embodying  
Activism in the Classroom”**  
*Jessica Ketcham, Louisiana State University*

**“Space in the Classroom: Male Students  
in a Feminist Pedagogical Setting”**  
*Corey Leighton, Louisiana State University*

**“Feminism and Martial Arts: Power &  
Pedagogy in the Dojo”**  
*Roger Pippin, Louisiana State University*

Respondent: Kim Golombisky, University  
of South Florida



## 5212

SALON A

9:30 A.M. – 10:45 A.M.

### STUDIES OF MEDIA, WOMEN AND THE FAMILY

SPONSOR: UNDERGRADUATE HONORS  
CONFERENCE

**Chair and Discussant: Kelly Albada,**  
North Carolina State University

**“When Situation Comedies Go Bad:  
Negative Depictions of Women on  
Television”**  
*Gary W. Williams, University of Kentucky*

**“Debunking the Beauty Myth through  
Shampoo and Body Wash: An Ideological  
Analysis of Dove’s Campaign for Real  
Beauty”**  
*Christina Poteet, Berea College*

**“Love and Marriage: A Rhetorical  
Analysis of Redbook Magazine”**  
*Cindie Mills, Berea College*

**“Do Junky Kids Make Chunky Kids?:  
Media Exposure and Children’s Sugar  
Preference”**  
*Lauren Keller, University of Kentucky*

**“Descriptive Children’s Television:  
Bridging the Gap for Blind Kids While  
Benefiting All Kids”**  
*Melanie Peskoe, University of Louisville*

**5302**

SALON G

11:00 A.M. – 12:15 P.M.

**COMPETITIVE STUDENT PAPERS IN RHETORIC AND PUBLIC ADDRESS**

SPONSOR RHETORIC AND PUBLIC ADDRESS DIVISION

**Chair: Kerry Owens,**  
University of Mary Hardin-Baylor

**“A Rhetorical Assessment of the Vioxx Matter”**

*Chris Cudaby, Texas A&M University*

**“Intertextuality and Apologia: Rhetorical Efficacy Through Shared Values”**

*Karen Hartman, Louisiana State University*

**“Expanding Generic Criticism: Establishing the Genre of Special Relationship Discourse”**

*Brent Kice, Louisiana State University*

**“Pronouns and Christian Metaphors in Presidential Terrorism Rhetoric: A Comparative Study”**

*Veronica Koehn, University of Denver*

**“Realms of Reception: An Overview of the Rhetorical Response to Martin Luther King Jr.’s ‘Letter from Birmingham Jail’”**

*Mark Vail, The University of Memphis*

Respondent: Mark A. E. Williams,  
California State University, Sacramento

**5303**

SALON I

11:00 A.M. – 12:15 P.M.

**THE MACHINIC PHYLUM**

SPONSOR: PERFORMANCE STUDIES DIVISION

**Chair: Roger Pippin,**  
Louisiana State University

**“A User’s Guide to the Machinic Phylum”**

*Roger Pippin, Louisiana State University*

**“Shock and Awe: Channeling Bio-Power through the Repetition of Traumatic Images”**

*Jennifer Alford, Louisiana State University*

**“Mythos Reloaded: Postmodern Fantasy Culture Types and the Unconscious Rhizomatic Rhetoric of the Cyborganic Superhero”**

*Shaun Treat, Louisiana State University*

**“On War: Neurosis, Power, and Normalcy”**

*Kristine Weglarz, Louisiana State University*

**“Neural-Corporeal Performance: Nomad Science and the Embodiment of Neural Nets”**

*Benjamin Powell, Louisiana State University*

Respondent: Michael Levan, University of South Florida

**5304**

PRESTON TRAIL 2

11:00 A.M. – 12:15 P.M.

**ETHICS IN ORGANIZATIONAL COMMUNICATION: PUTTING CRITICAL THEORY INTO PRACTICE**

SPONSOR: APPLIED COMMUNICATION DIVISION

**Chair: Victoria J. Gallagher,**  
North Carolina State University

**“Service with a Smile: Discursive Privilege in Non-traditional Service Sector Organizations”**

*Ray Riordan, North Carolina State University*

**“Corporate Profits, Political Ideologies, and the News”**

*Anna Turnage, North Carolina State University*

**“Concertive Control Manifest through Self-Managed Work Teams: Ethical Considerations”**

*Ruth Currin, North Carolina State University*

Respondent: Kenneth Zagacki, North Carolina State University

## 5305

PRESTON TRAIL 3

11:00 A.M. – 12:15 P.M.

### BRING THE RESUME BUILDER TO LIFE: THE REWARDS AND CHALLENGES OF NCA STUDENT ORGANIZATIONS FOR YOUR DEPARTMENT

SPONSOR: VICE PRESIDENT

**Chair:** Essin C. Turk,  
Mississippi Valley State University

#### Participants:

**Patricia A. Cutspec,**  
East Tennessee State University  
**Lambda Pi Eta and Sigma Chi Eta**  
student representatives

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

## 5309

SALON C

11:00 A.M. – 12:15 P.M.

### "TO CELL OR EX-CELL": PRACTICAL AND PEDAGOGICAL ISSUES INVOLVED WITH CONFRONTING THE USE OF CELL TECHNOLOGY IN THE COMMUNICATION CLASSROOM

SPONSOR: COMMUNITY COLLEGE  
DIVISION

**Chair:** Robert Glenn, Owensboro  
Community and Technical College

#### Panelists:

**Gary Deaton,**  
Transylvania University  
**Thomas Sabetta,**  
Jefferson Community College  
**James E. Reppert,**  
Southern Arkansas University  
**Richard A. Knight,**  
Arkansas Tech University

Currently, over 168 million Americans possess access to cell phones for personal and professional use. During the past half decade, a number of significant social issues have emerged concerning the use of this technology including those related to safety (driving while operating a cell phone), inappropriate social behaviors (public conversations of private matters), academic dishonesty (students using the devices to cheat on exams in class), dehumanization (cell phone use as a substitute for real human contact), and invasion of privacy (newer cell phones allow individuals to take photos while on the go in virtually any setting or locale). Discussants will analyze and contrast the benefits and problems associated with cell phone use, in the communication classroom and the academic environment.

## 5310

SALON D

11:00 A.M. – 12:15 P.M.

### DEREGULATION, ORGANIZATIONAL CHANGE AND CONVERGENCE IN MEDIA ORGANIZATIONS

SPONSOR: MASS COMMUNICATION  
DIVISION

**Chair and Discussant:** Gracie Lawson-  
Borders,  
Kent State University

**"Organizational Change and  
Convergence in the Media Industry"**  
*Joe Downing, Southern Methodist University*

**"How Far Has Convergence Come and  
Where is it Going"**  
*Camille Krapelin, Southern Methodist  
University*

**"Snapshot of Convergence in Media  
Organizations"**  
*Gracie Lawson-Borders, Kent State  
University*

**"Re-evaluation of Teaching News  
Convergence in the University  
Curriculum"**  
*Tony DeMars, Sam Houston State University  
and Linda T. Bond, Stephen F. Austin State  
University*



**5311**

SALON B



11:00 A.M. – 12:15 P.M.

**OF STORMS AND SONGS  
AND ORGANIZATIONS: A  
POTPOURRI OF  
SCHOLARSHIP**

SPONSOR: VICE PRESIDENT

**Chair: Trudy L. Hanson,**  
West Texas A&M University

**“Walter Benjamin’s The Storyteller and  
Isleno Decima Singers of Louisiana: An  
Analysis and Interpretation of the  
Communicable Experience”**

*Danielle Sears Vignes, Louisiana State  
University,*

**“Managing Change Through  
Organizational Symbolism: A Study in  
Higher Education”**

*Kathy Barnett, Loyola University, New  
Orleans*

**“Epidictic Rhetoric Sized to Fit the  
White Coat Ceremony”**

*Doyle Srader, Stephen F. Austin State  
University*

**“Nonverbal Sensitivity: The Relationship  
Between Formative Household Size and  
Subsequent Adult Decoding Ability”**

*Kristy Wilkerson, West Texas A&M  
University*

**“Grieving Losses Incurred When Natural  
Disaster Strikes”**

*Jim Towns, Stephen F. Austin State  
University*

**“War Has Been Declared: Managing the  
Meaning of a Crisis for a Community”**

*Carolyn Kyhkymen Lee, University of  
Southern Mississippi*

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