

# SSCA 2007

Southern States Communication Association  
77th Annual Convention

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17th Annual Theodore Clevenger Jr. Undergraduate  
Honors Conference

Charles H. Tardy, President  
Craig Allen Smith, Vice President  
Jerold L. Hale, Vice President-Elect  
J. Emmett Winn, Executive Director

**March 28th - April 1st**

**Marriott Louisville Downtown  
Louisville, Kentucky**

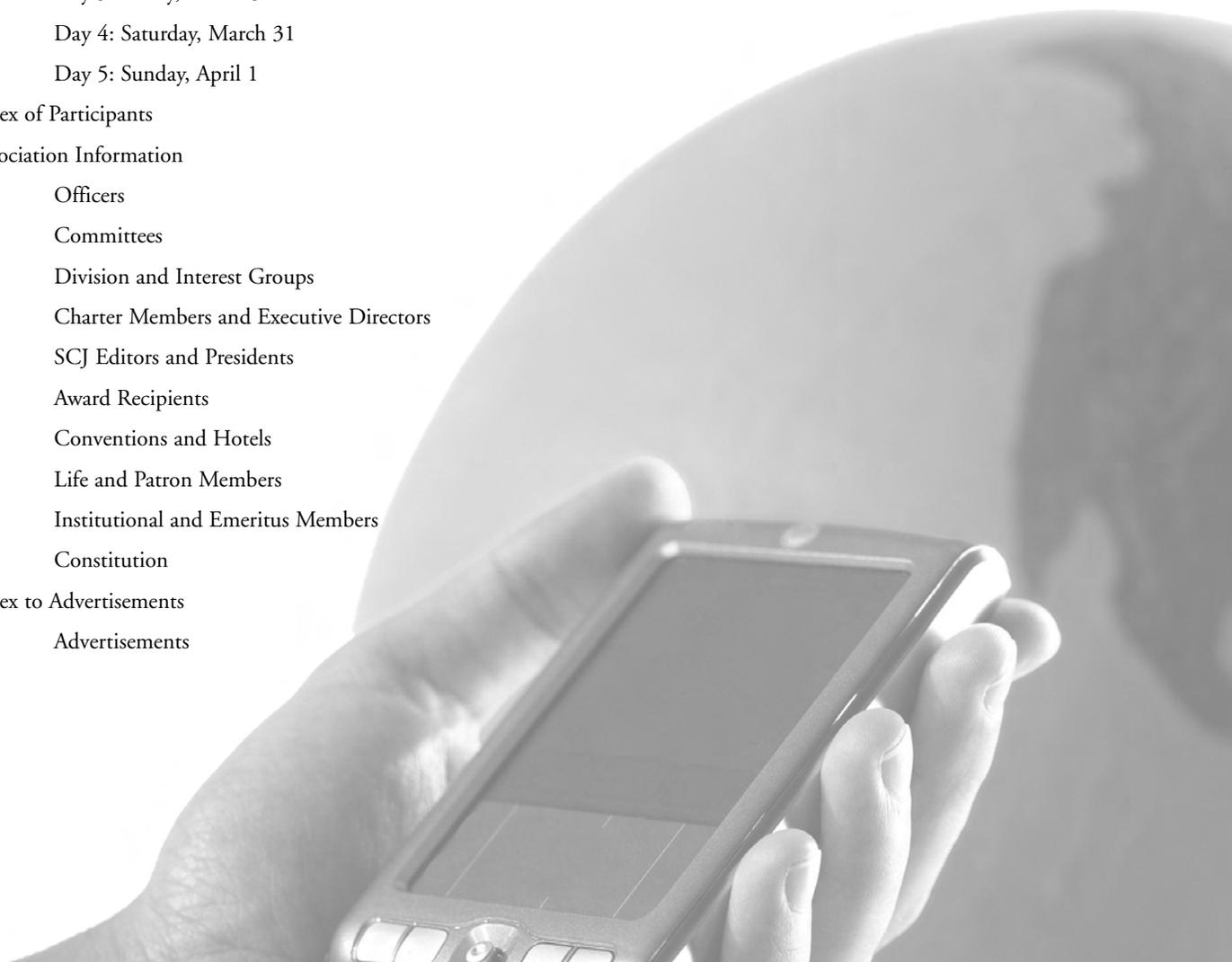




This symbol denotes Undergraduate Honors Panel

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## Welcome

### Dear SSCA Members and Conventioneers

Welcome to Louisville and the 77th Annual Convention of the Southern States Communication Association. Nearly 650 of us will participate in panels and workshops built around the conference theme of "Relationships and Communities in the Digital Age." One thing we will quickly learn is that face to face communication remains important even in the Digital Age.

I know you will join me in welcoming back to the South two distinguished scholars. **Martha Watson** will deliver the Keynote Address at Saturday's Awards Banquet. Many of you remember her as a President of SSCA, as Editor of the *Southern Communication Journal*, as Editor of the *Quarterly Journal of Speech* and for her many years of devoted service to Auburn University. Martha returns to us as the Immediate Past President of the National Communication Association and Dean of the Greenspun College of Urban Affairs at the University of Nevada Las Vegas.

Another old friend, **H. L. (Bud) Goodall, Jr.** will deliver the Plenary Session lecture, "The Scholar as Detective" on Friday afternoon. Bud is the author of 15 books and more than 40 articles and chapters. He shaped and led departments at Alabama-Huntsville, Clemson and the University of North Carolina at Greensboro prior to assuming his current position as Director of the Hugh Downs School of Communication at Arizona State University,

The convention will offer **SPOTLIGHT PROGRAMS** highlighting the work of seven outstanding people in our field—**Arthur P. Bochner, J. Robert Cox, Robert E. Denton, Jr., Dwight Freshley, Gary Kreps, Marsha Vanderford and Julia T. Wood.**

This year our **WORKSHOPS** examine the **SACS** review processes, the problems of "**Combating Plagiarism in the Digital Age,**" **Virginia Tech's public speaking course and training Graduate Teaching Assistants, and ways to teach the college course in political communication.** As an investment in future workshops, we even have a **workshop on conducting workshops.**

Division planners and the members have provided us with a wonderful slate of programs. In addition to your favorite Southern events—the **Breakfast Business Meeting, the Awards Luncheon, the Welcome Reception, the Osborn Reception and Great Ideas for Teaching Speech** - we have this year added a **Newcomers' Reception and a Welcome Breakfast for the Theodore Clevenger Undergraduate Honors Conference.**

In addition to our planned events, I hope that you will find opportunities to visit the **4th Street Live area, the Muhammad Ali Center, Churchill Downs and the Louisville Slugger Museum.**

I know I speak for all of you when I thank Executive Director **Emmett Winn**, Local Arrangements Coordinator **William Thompson**, Program Director **Ed Noriega**, Program Designer **Kim Trumbull** and all of the division program planners listed in your program who worked so hard to plan this convention.

Craig Allen Smith, Vice President  
*North Carolina State University*

## Theodore Clevenger, Jr. Undergraduate Honors Conference Acknowledgements

### Welcome to Louisville!

Dear Undergraduate Honors Conference Participants:

Welcome to the 77th annual convention of the Southern States Communication Association and the 17th annual Theodore Clevenger, Jr. Undergraduate Honors Conference. The members of SSCA are pleased to have you join us. The future of our field depends on the ability of its community of teachers and scholars to nurture and encourage the next generation of teachers, scholars and practitioners. I hope that you enjoy the conference and find your participation in it to be rewarding. The conference should afford you many opportunities to explore scholarship, make new friends, and have fun

In addition to attending Undergraduate Honors Conference programs, you are invited to attend any SSCA programs. You may also participate in business meetings sponsored by the association's various divisions. Attending panels and business meetings is a good way to meet people with similar research and teaching interests, to learn about the business of SSCA, or to talk to students and faculty members from institutions where you might wish to pursue graduate studies. One thing that sets SSCA apart from many other conferences is its friendly and collegial atmosphere. I hope you will take advantage of aspect of the annual SSCA conference. All the programs and business meetings are listed in the SSCA Convention Program. The Program also identifies the rooms in which the panels will be held and includes a map of the hotel convention area.

Your conference registration fee entitles you to attend the Undergraduate Honors Conference opening breakfast (Thursday morning), the SSCA Welcome Reception (Thursday evening), the Osborn Reception (Saturday evening), and any of programs or business meetings. There will also be some down time so you can experience the city of Louisville.

On behalf of the entire membership of SSCA I want to congratulate you again on your selection to participate in the Theodore Clevenger Undergraduate Honors Conference. I hope you experience is educational and fun. Have a great time while you are here.

Planning the Theodore Clevenger Undergraduate Honors Conference required dedication and hard work from many people. I would like to thank the following individuals for their assistance in the competitive review process and/or for agreeing to serve in the role of Chair/Respondent for conference programs:

Patricia Amason	Jarrold Atchison	Wendy Atkins-Sayre
J. Kevin Barge	Vanessa Beasley	Jennifer L. Beaven
Richard Bello	Sally Blomstrom	Kristen Davis
Megan Dillow	Kelly Dorgan	Tasha Dubrwin
Kelli Lynn Fellows	Sonja Brown Givens	Robert E. Frank
Victoria Gallagher	Todd Goen	John Haas
Tina M. Harris	Brian Householder	Thomas Lessl
Kenneth Levine	Kristy Maddux	Roseann Mandziuk
Edward M. Panetta	John M. Murphy	Rhonda Parker
Ashli Stokes	Mary Stuckey	David Sutton
M. Rachel Tighe	Kandi Walker	Michael Waltmann
Patrick Wheaton	Caitlyn Wills-Toker	Dylan Wolfe
Melissa J. Young		

Please attend one or more of the Undergraduate Honors Conference programs and show your support for the excellent scholarship contributed by more than 100 outstanding students from 28 colleges and universities.

Jerold L. Hale, Vice President-Elect  
*University of Georgia*

## Convention Information

## Registration

Wednesday, March 28	4:00 P.M. - 6:00 P.M.
Thursday, March 29	9:00 A.M. - Noon 1:30 P.M. - 4:00 P.M.
Friday, March 30	9:00 A.M. - Noon 1:30 P.M. - 4:00 P.M.
Saturday, March 31	8:00 A.M. - 11:30 A.M. 1:30 P.M. - 3 P.M.
Sunday, April 1	Closed

## Exhibit Schedule

Thursday, March 29	Noon - 5:00 P.M.
Friday, March 30	10:00 A.M. - 5 P.M.
Saturday, March 31	9:00 A.M. - Noon

## Business Meetings

### WEDNESDAY, MARCH 28TH

- 1101 Local Arrangements Committee (2007)
- 1201 Executive Committee
- 1301 Executive Council

### THURSDAY, MARCH 29TH

- 2101 Executive Council
- 2305 American Society for the History of Rhetoric Interest Group
- 2404 Mass Communication Division
- 2405 Association for Communication Administrators Interest Group
- 2605 Applied Communication Division

### FRIDAY, MARCH 30TH

- 3107 Association Business Meeting
- 3205 Communication Theory Division
- 3301 Popular Communication Division
- 3302 Freedom of Speech Division
- 3304 Intercultural Communication Division
- 3405 Public Relations Division
- 3505 Rhetoric and Public Address Division
- 3506 Performance Studies Division

### SATURDAY, MARCH 31ST

- 4101 Community College Division
- 4205 Association Nominating Committee
- 4102 Gender Studies Division
- 4103 Kenneth Burke Society Interest Group
- 4104 Language and Social Interaction Division
- 4305 Convention Planning (2008)
- 4503 Ethnography Interest Group
- 4505 Southern Forensics Division
- 4602 Instructional Development Division
- 4604 Political Communication Division
- 4610 Interpersonal Communication

### SUNDAY, APRIL 1ST

- 5203 Committee on Committees
- 5303 Convention Planning (2008)

## Special Events

### THURSDAY, MARCH 29TH

2207	Theodore Clevenger Undergraduate Honors Conference Breakfast
2309	SPOTLIGHT: Dwight Freshley
2409 & 2509	WORKSHOP: Developing a Communication -Centered SACS/QEP
2508	SPOTLIGHT: Gary Kreps
2609	Newcomers Reception
2611 & 2710	WORKSHOP: Workshop on Workshops

### FRIDAY, MARCH 30TH

3209	SPOTLIGHT: Robert L. Denton, Jr.
3211 & 3312	WORKSHOP: Graduate Teaching Assistants
3311	Past Presidents' Lunch
3412 & 3512	WORKSHOP: Combating Plagiarism in the Digital Age
3601	Plenary Lecture: "The Researcher as Detective," H. L. Goodall, Jr.

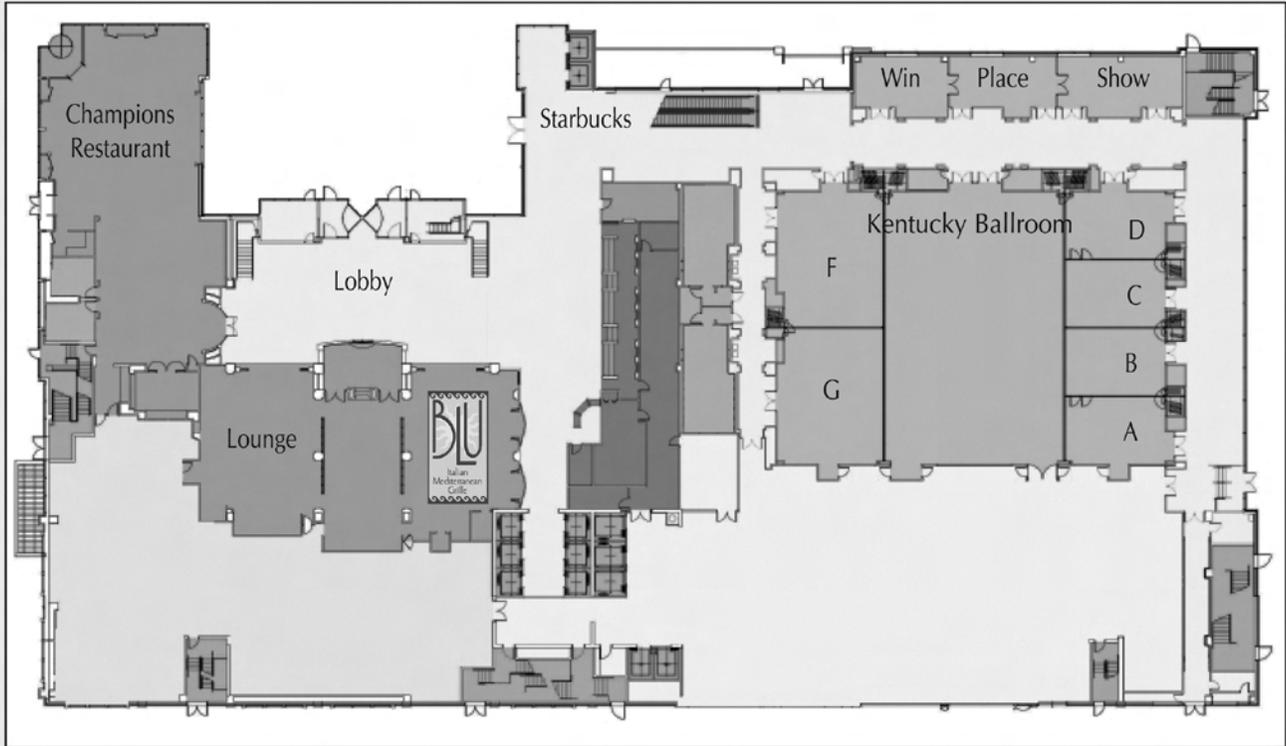
### SATURDAY, MARCH 31ST

4105	Round Table Breakfast Discussions
4211 & 4311	WORKSHOP: "Real" Public Speaking Resource Management, Online Instruction, and Communities of Practice for Graduate Student Teachers and Undergrads
4307	SPOTLIGHT: Arthur P. Bochner,
4401	Association Awards Luncheon and Keynote Address by Martha Watson
4510	SPOTLIGHT: Julia T. Wood
4608	SPOTLIGHT: J. Robert Cox,
4701	Osborn Reception

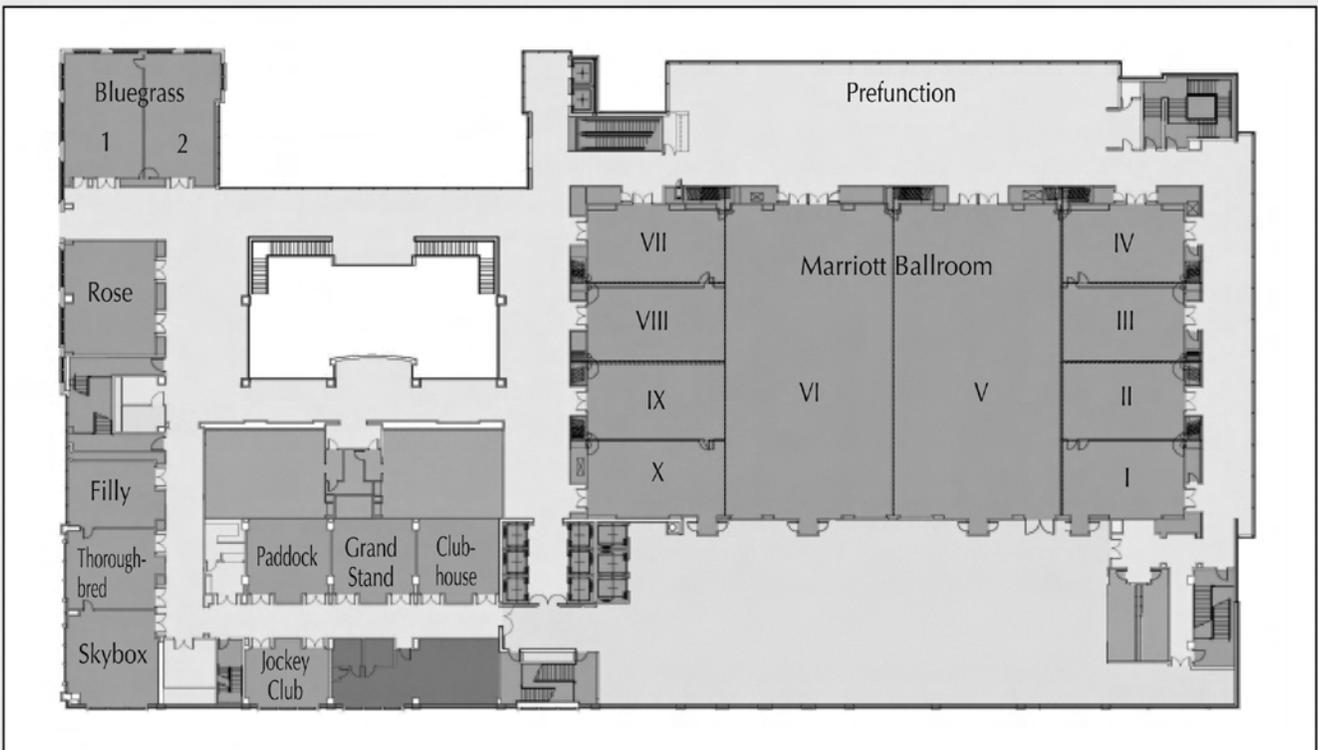
### SUNDAY, APRIL 1ST

5209 & 5307	WORKSHOP: Teaching Political Campaigning
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# Hotel Map



**First Level**



**Second Level**

**American Society for the History of Rhetoric Interest Group:**  
**M. Lane Bruner, Georgia State University**  
2205, 3208; Business Meeting 2305

**Applied Communication Division:**  
**Thomas J. Socha, Old Dominion University**  
2202, 2508, 2708, 2709, 3305, 3402, 4507, 5106, 5203, 5205; Business Meeting 2605

**Association for Communication Administrators Interest Group:**  
**Renee Edwards, Louisiana State University**  
4208, 5101; Business Meeting 2405

**Communication Theory Division:**  
**Sherry G. Ford, University of Montevallo**  
2402, 2707, 4310, 4609; Business Meeting 3205

**Community College Division:**  
**Paula Rodriguez, Hinds Community College**  
4504, 3511, 5302; Business Meeting 4101

NEW

**Ethnography Interest Group**  
Business Meeting 4503

**Freedom of Speech Division:**  
**David Dewberry, University of Denver**  
2306, 4201, 4506, 5301; Business Meeting 3302

**Gender Studies Division:**  
**Mindy Chang, Western New England College**  
2204, 2502, 2706, 4510, 4606, 5105; Business Meeting 4102

**Instructional Development Division:**  
**Ryan Loyd, West Texas A & M University**  
2301, 3401, 3508, 4302, 5206; Business Meeting 4602

**Intercultural Communication Division:**  
**Stephen A. King, Delta State University**  
3206, 4207, 4508, 5103; Business Meeting 3304

**Interpersonal Communication:**  
**Melissa Young, Texas Christian University**  
2501, 3308, 3509, 4309; Business Meeting 4610

**Kenneth Burke Society Interest Group:**  
**Kim Golombisky, University of South Florida**  
2203, 2608, 3502, 5202; Business Meeting 4103

**Language and Social Interaction Division:**  
**Linda Vangelis, Eastern Carolina University**  
2601, 3202, 4502, 4601; Business Meeting 4104

Programs  
by Division

**Mass Communication Division:**

**Melissa M. Smith, Mississippi State University**

2206, 2308, 2507, 3207, 3407, 4501, 5203, 5303; Business Meeting  
2404

**Performance Studies Division:**

**Tracy Stevenson Shaffer, Louisiana State University**

2408, 3408, 4301, 4607, 5306; Business Meeting 3506

**Political Communication Division:**

**Monette Callaway-Ezell, Hinds Community College**

2602, 3209, 3406, 4308, 5201; Business Meeting 4604

**Popular Communication Division:**

**David Silverman, Valley City State University**

2302, 2607, 3201, 4202, 4605, 5305; Business Meeting 3301

**Public Relations Division:**

**William E. Thompson, University of Louisville**

2407, 2505, 3306, 3507, 4603, 5102; Business Meeting 3405

**Rhetoric and Public Address Division:**

**Kenneth Zagacki, North Carolina State University**

2307, 2406, 2506, 2610, 3309, 3410, 4209, 4608, 5104, 5304;  
Business Meeting 3505

**Southern Forensics Division:**

**Darren C. Goins, Towson University**

2201, 3307, 3501, 5203; Business Meeting 4505



**1101**

Room: Salon 1-2  
2:00 P.M. - 3:15 P.M.

**SSCA LOCAL ARRANGEMENTS  
COMMITTEE MEETING**

**Executive Director:**  
J. Emmett Winn  
*Auburn University*

**1301**

Room: Salon G  
6:00 P.M. - 8:00 P.M.

**EXECUTIVE COUNCIL MEETING**

**President:**  
Charles H. Tardy  
*University of Southern Mississippi*

**1201**

Room: Jockey Club  
3:30 P.M. - 5:00 P.M.

**SSCA EXECUTIVE COMMITTEE  
MEETING**

**President:**  
Charles H. Tardy  
*University of Southern Mississippi*

Wednesday, March 28, 2007

**Day 1**

**Registration**  
4:00 - 6:00 p.m.

## 2101

Room: Salon G  
8:00 A.M. - 11:00 A.M.

### SSCA EXECUTIVE COUNCIL MEETING

**President:**  
Charles H. Tardy  
*University of Southern Mississippi*

## 2201

Room: Win  
9:30 A.M. - 10:45 A.M.

### TOWN HALL DEBATE: RESOLVED THAT CELL PHONE TECHNOLOGY IS DETRIMENTAL TO THE QUALITY OF HUMAN COMMUNICATION

**Sponsor:** Southern Forensics Division

**Moderator:** Tammy Rice  
*Owensboro Community & Technical College*

**Affirmative Team:**  
Robert Glenn  
*Owensboro Community & Technical College*  
James E. Reppert  
*Southern Arkansas University-Magnolia*

**Negative Team:**  
Gary Deaton  
*Transylvania University*  
Pam Gray  
*Austin Peay State University*

During the past decade, cell phone technology has exploded upon the scene and moved from a convenient luxury to an essential. Cell phones are viewed as an essential lifeline without which life would appear to be impossible. This town hall debate will provide a balanced perspective concerning the short and long-term advantages and devastating disadvantages of cell phone use. All four participants have extensive backgrounds in collegiate debate and the debate will follow a parliamentary debate format which will center upon civility, humor, and audience participation.

Thursday, March 29, 2007

# Day 2

**Registration**  
9:00 a.m. - noon  
1:30 - 4 p.m.

**2202**

Room: Place  
9:30 A.M. - 10:45 A.M.

**TOP FOUR PAPERS IN APPLIED COMMUNICATION**

**Sponsor:** Applied Communication Division

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

**Respondent:** Joy Hart  
*University of Louisville*

“THE PATIENT-PHYSICIAN RELATIONSHIP: PHYSICIAN PERCEPTIONS OF THE ROLE OF COMMUNICATION IN HEALTH CARE DELIVERY”

Cortney L. Smith  
Patricia Amason  
*University of Arkansas*

“SPIRITUAL VITAMINS: AN EXAMINATION OF HEALTH, WELLNESS AND SPIRITUALITY”

Michelle T. Violanti  
Abby M. Brooks  
*University of Tennessee*

\*\*STUDY ON COLONIALISM AND BRAND PREFERENCE IN THE CONTEXT OF IDENTITY FORMATION OF YOUNG FILIPINO ADULTS IN MANILA: IS THEIR BRAND PREFERENCE AN ARTICULATION OF THEIR IDENTITY FORMATION?”

Joanna Vanessa P. Santos  
*Indiana-Purdue University, Fort Wayne*

\*\*THE INFLUENCE OF ORGANIZATIONAL CULTURE ON CUSTOMER SERVICE”

Anu Nadina Ramcharitar  
*Dimples Car Rental*  
Greg G. Armfield  
*Angelo State University*

\*Top Student Paper In Applied Communication

\*\*Top Paper In Applied Communication

**2203**

Room: Clubhouse  
9:30 A.M. - 10:45 A.M.

**BURKEIAN BORDERLANDS: MERGING CULTURAL STUDIES AND BURKE'S RHETORICAL PROGRAM AS A CRITICAL APPROACH**

**Sponsor:** Kenneth Burke Society Interest Group

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

“BIFURCATING NATIVE IDENTITY IN THE LATE NINETEENTH CENTURY: BURKE'S SCAPEGOAT MEETS BHABHA'S OTHER IN U.S. ASSIMILATION RHETORIC”

Jason Edward Black  
*University of Alabama*

“TRANSFORMING AGRARIAN IDENTITY: A BURKEIAN ANALYSIS OF WENDELL BERRY AND WES JACKSON'S MANIFESTOS ON SUSTAINABLE AGRICULTURE”

Andrew King  
*Louisiana State University*

“DAVE CHAPPELLE GOES TO AFRICA: COMPETING INTERPRETATIONS OF CULTURE AND AGENCY”

Bjorn Stillion-Southard  
*University of Maryland*

“THE PORTRAYAL OF WOMEN IN CONTEMPORARY ADVERTISING: A BURKEIAN CLUSTER ANALYSIS OF CURRENT PRAXIS”

Robert E. West  
*University of Southern Indiana*  
Amanda B. Dobleman  
*Rexam Plastics*

“WHAT BURKE SAYS ABOUT THE 'SCENE-ACT' RATIO IN PARADISE NOW?”

Robert Patterson  
*University of Virginia*

**2204**

Room: Salon A  
9:30 A.M. - 10:45 A.M.

**MEDIATED GENDER IMAGES**

**Sponsor:** Gender Studies Division

**Chair:** Sandra Halvorson  
*Florida State University-Panama City*

**Panel Members:**

Claire E. Van Ens  
*Kutztown University*  
Christine Kleinmann  
*Lee University*  
Shelley Bradfield  
*Indiana University at Bloomington*  
Linda P. Crumley  
*Southern Adventist University*  
Erin Webber  
*Southern Adventist University*  
Megan Moe-Lunger  
*Lee University*

This panel explores the impact of mediated gender messages. From film to sports coverage, to magazines, the media sends messages to women about what is expected, the proper way to behave, and what gender roles are appropriate. It aims to examine these messages and find out what lessons are being taught.

## 2205

Room: Salon B  
9:30 A.M. - 10:45 A.M.

### EXAMINING WOMEN'S COMMUNITIES: NEW PERSPECTIVES ON FEMINIST THEORY

**Sponsor:** The American Society for the  
History of Rhetoric

**Chair:** Roseann M. Mandziuk  
*Texas State University*

#### “REVISITING MULVEY'S THEORY OF GAZE: VISUAL DESIRE AND THE DISCIPLINING OF WOMAN IN ROSEMARY'S BABY”

Jennifer Alford  
*Louisiana State University*

#### “MEMORIALIZATION: EXAMINING THE RHETORIC OF THE CLOTHESLINE PROJECT”

Annamaria Ruffino  
*Louisiana State University*

#### “DEMYSTIFYING PARIS IS BURNING: BEYOND THE HERO/INE/IC”

Andrée E. C. Betancourt  
*Louisiana State University*

#### “(AN) OTHER SOUTHERN VOICE: FEMINIST SOUTHERN IDENTITY IN CHARLOTTE HAWKINS BROWN'S SPEECH AT THE WOMEN'S INTERRACIAL CONFERENCE”

Christina Moss  
*North Carolina State University*

## 2206

Room: Salon C  
9:30 A.M. - 10:45 A.M.

### LEARNING THROUGH PRODUCING: A MASS COMMUNICATION PRODUCTION SHOWCASE

**Sponsor:** Mass Communication Division

**Chair:** Tony Demars  
*University of North Carolina at Pembroke*

#### “ASU LIVIN”

Samantha Mitchell

Dustin Jones

Joseph Newman

Yasuhito Tani

Jeremy Pappas

Brent Walker

Brad Bishop

Phillip Houston  
*Arkansas State University*

#### “CLASS PROMOTIONAL VIDEO”

Eric Zilgin

Martez Craft

Ladawn Mohr

Mark Mohr  
*Georgia Southern University*

#### “EXAMINE YOUR WORLD: THE CONVERGENCE PROGRAM AT MUW”

Joshua Hollis

Martin Hatton  
*Mississippi University for Women*

The production showcase is a good way for us to highlight the creative work of both students and faculty. In the case of all three of these productions, they relate to the conference theme by using digital technology to reach existing university communities or to recruit high school students to communication programs. This work is representative of creative work being taught and practiced at many of the universities and community colleges which are a part of SSCA.

## 2207

Room: Salon E  
9:30 A.M. - 10:45 A.M.



### WELCOME BREAKFAST FOR THE THEODORE CLEVINGER, JR. UNDERGRADUATE HONORS CONFERENCE

**Sponsor:** Undergraduate Honors Conference

**Host:** Jerold L. Hale  
*University of Georgia*  
*Vice-President-Elect*

**2301**

Room: Win  
11:00 A.M. - 12:15 P.M.

**BLURRING THE LINES BETWEEN THE BOARDROOM AND THE CLASSROOM**

**Sponsor:** Instructional Development Division

**Moderator:** Kelli L. Fellows  
*Appalachian State University*

**“PRIVATE PARTNERSHIPS AND PEDAGOGY”**

Steven J. Madden  
*Appalachian State University*

**“TREATING ON-CAMPUS ORGANIZATIONS AS BUSINESS OPPORTUNITIES IN COMMUNITY BASED RESEARCH”**

Glenda J. Treadaway  
*Appalachian State University*

**“A CONTRARIAN VIEW: THE PERILS OF UNIVERSITIES AND BUSINESSES HAVING TOO CLOSE A RELATIONSHIP”**

Richard Conville  
*University of Southern Mississippi*

**“PERCEPTIONS OF COMMUNITY PARTNERS ON THEIR RELATIONSHIPS WITH AN ESTABLISHED SERVICE-LEARNING PROGRAM”**

Norman Clark  
*Appalachian State University*

**“REALISTIC NEGOTIATION OF CLIENT AND STUDENT NEEDS WHEN EMPLOYING COMMUNITY BASED RESEARCH IN A RESEARCH METHODS COURSE”**

Kelli L. Fellows  
*Appalachian State University*

**2302**

Room: Place  
11:00 A.M. - 12:15 P.M.

**SPORTS AS DELIBERATIVE SPACE FOR SOCIAL ISSUES**

**Sponsor:** Popular Communication Division

**Chair:** Ron Von Burg  
*Christopher Newport University*

**“THE SOCIAL RESPONSIBILITY OF SPORTS STARS: THEN AND NOW”**

M. Justin Davis  
*University of Tennessee*

**“POPULAR TALK IN THE PUBLIC SPHERE: THE VILIFICATION OF T.O.”**

T. Nathaniel French  
*Christopher Newport University*

**“STEROIDS, SCIENCE AND THE POWER OF TESTING”**

Ron Von Burg  
*Christopher Newport University*  
Paul Johnson  
*Wake Forest University*

Any causal examination of the popular sports talk arena, be it on radio, television, or the newspaper, reveals that the sports community is riddled with controversy and disagreement. However, these discussions are rarely exclusive to the world of sports. Rather, these debates are often microcosms of larger issues found in the broader American cultural landscape. This panel explores how the sports world functions as a site for interlocutors to engage complex social issues and hone one's argumentative skills. To that end, these papers examine how debates over representations of race, gender, and science play out in the sports world and how such debates are reflective of the broader social sphere.

**2303**

Room: Salon 7  
11:00 A.M. - 12:15 P.M.



**COMMUNICATION, INTERPERSONAL SIMILARITIES, AND INDIVIDUAL DIFFERENCES**

**Sponsor:** Theodore Clevenger Undergraduate Honors Conference

**Chair:** Kandi Walker  
*University of Louisville*

**“A STUDY OF DIVERSIFICATION ISSUES AMONG INTERNATIONAL STUDENTS: COMMUNICATION CONFIDENCE AND ACADEMIC SUCCESS”\***

Judith Novak  
*University of Kentucky*

**“WIT HAPPENS: A STUDY OF COMMUNICATIVE ADAPTABILITY AND EMBARRASSMENT”**

Sara Reichbaum  
*University of Kentucky*

**“OFF THE HOOK GHETTO GANGSTAZ: COMMUNICATION ACCOMMODATION WITHIN THE COLLEGIATE CONTEXT”**

Jonathan Quinn Smith  
*University of Kentucky*

**“TEACHER COMMUNICATOR STYLES AND AFFECTIVE LEARNING IN STUDENTS”**

Jessie Walker  
Mary Tucker  
Brendan O'Grady  
*Arkansas State University*

2304

Room: Salon F  
11:00 A.M. - 12:15 P.M.



**COMMUNICATION, RACE, AND GENDER**

**Sponsor:** Theodore Clevenger Undergraduate Honors Conference

**Chair:** Ashli Stokes  
*University of North Carolina at Charlotte*

“THE METH LAB AS WHITE SPACE”

Deborah M. Booth  
*University of Richmond*

“ENARGEIA, ENERGEIA, AND ELOQUENCE: ARISTOTELIAN THEORY AND IMPLICATIONS FOR A FEMALE CANDIDATE FOR PRESIDENT.”

Courtney Caudle  
*University of Florida*

“THE INDIVIDUATION OF WOMEN IN PARTY PLATFORMS: THE FRAGMENTATION OF THE AMERICAN COMMUNITY”

Teara Joy Collins  
Nathan Hermance  
Julie Teague  
*University of Georgia*

“THE AMERICAN GAME PLAN: SOCIALLY CONSTRUCTING GENDER IN TITLE IX SPORT CULTURE”

Maria Elizabeth Usher  
*University of North Carolina Charlotte*

“THE FLINTSTONES: AN UNLIKELY FORM OF RHETORIC”

Samantha Warner  
*West Texas A&M University*

2305

Room: Clubhouse  
11:00 A.M. - 12:15 P.M.

**AMERICAN SOCIETY FOR THE HISTORY OF RHETORIC INTEREST GROUP BUSINESS MEETING**

**Chair:**  
Christina Moss  
*North Carolina State University*

**Vice Chair / Program Planner:**  
M. Lane Bruner  
*Georgia State University*

2306

Room: Salon A  
11:00 A.M. - 12:15 P.M.

**COMPETITIVELY SELECTED PAPERS IN FREE EXPRESSION AND FIRST AMENDMENT: IN THE CONTEXT OF THE INTERNET, ABORTIONS, VIDEO GAMES, AND ILLEGAL IMMIGRATION**

**Sponsor:** Freedom of Speech Division

**Chair:** Jennifer M. Proffitt  
*Florida State University*

**Respondent:** Paul Siegel  
*University of Hartford*

“DETERMINING PLACE REGULATIONS ON THE INTERNET: BURNING THE GLOBAL VILLAGE TO ROAST THE PIG”

John S. Gossett  
Tami Sutcliffe  
*University of North Texas*

“I HAD AN ABORTION”: THE RHETORICAL SITUATION OF A PLANNED PARENTHOOD T-SHIRT

Crystal Lane Swift  
*Louisiana State University*

“WHEN PIXELS SPEAK: A BRIEF HISTORY OF VIDEO GAMES AS A MEANS TO THE FREE SPEECH QUESTION”

Joseph Bailey  
*Hardin-Simmons University*

“FREE SPEECH AND THE IMMIGRATION REFORM DEBATE: WHEN DOES HATE SPEECH AIMED AT ILLEGAL IMMIGRANTS LOSE ITS FIRST AMENDMENT PROTECTION?”

Joshua Azriel  
*Kennesaw State University*

2307

Room: Salon B  
11:00 A.M. - 12:15 P.M.

**THE ROOTS OF OUR COMMUNITY:  
LOOKING AT CLASSICAL RHETORIC  
IN THE DIGITAL AGE**

**Co-Sponsors:** Rhetoric and Public Address  
Division and American Society for the  
History of Rhetoric

**Chair:** Andrew King  
*Louisiana State University*

**Respondent:** Clarke Rountree  
*University of Alabama - Huntsville*

**“ADVICE ON ‘SURVIVAL’ IN ANCIENT  
GREEK RHETORIC”**

Betty Walters Dupont  
*Louisiana State University*

**“IDOLS OF SUBSTANCE: BACON’S  
RHETORICAL DEPLOYMENT OF THE  
HELLENIC PHILOSOPHERS IN THE  
NOVUM ORGANUM”**

Rodger Pippin  
*University of South Florida*

**“ISOCRATES, SOPHIST OR ANTI-  
SOPHIST?: MARKING A CHANGE IN  
WHAT IT MEANT TO BE A SOPHIST AND  
THE NEED TO STUDY SOPHISTIC  
THOUGHT.”**

Matthew Maddex  
*Louisiana State University*

**“THE BEST VIEW IN TOWN:  
HERMOGENES ON VISUAL RHETORIC”**

Mark Williams  
Ryan Gillespie  
*California State University - Sacramento*

**“IN MEMORY OF ASPASIA: WOMEN IN  
CLASSICAL RHETORICAL HISTORY”**

Corey Leighton  
*Louisiana State University*

In this digital age, communication scholars often debate the merits of needing to study the scholarship of ancient/classical rhetoric. Due to these debates a disconnect exist between the messages of ancient/classical rhetoric and their applicability to today’s modern age. Thus, this panel is comprised of critical papers that examine important ancient/classical rhetorical messages and attempts to reconnect the modern communication community to its ancient/classical roots. Each paper provides a

unique ancient/classical message, concept, text that needs to be examined as the modern communication community cannot provide answers to them. Therefore, these papers are designed to examine questions, concepts and messages from the past that are still suitable for examination today. Therefore, in order to settle the debate over the need to study ancient/classical rhetoric this panel uses its different texts to reconnect the community to its roots.

2308

Room: Salon C  
11:00 A.M. - 12:15 P.M.

**COMMUNICATION AND  
COMMUNITY: PARADIGMS,  
FRAMING, TRANSFORMATION AND  
EFFECTS. TOP FACULTY PAPERS IN  
MASS COMMUNICATION**

**Sponsor:** Mass Communication Division

**Chair:** Tony Demars  
*University of North Carolina at Pembroke*

**Respondent:** Darrell Roe  
*East Texas Baptist University*

**“PARADIGM SHIFT IN ORGANIZATIONAL  
COMMUNICATION: AN ANALYSIS OF  
MEDIA SELECTION AND E-MAIL  
EFFECTIVENESS”**

Christina Chung  
*East Carolina University*

**“A TALE OF COMPETING DISCOURSES:  
THE MEDIA FRAMING OF CINCINNATI’S  
URBAN NEIGHBORHOOD  
REINVESTMENT INITIATIVES (1997-2005)”**

Damion M. Waymer  
*University of Houston*

**“EXAMINING SPORTS MEDIA EFFECTS:  
NBC’S 2006 TORINO OLYMPIC TELECAST  
AND SUBSEQUENT VIEWER  
PERCEPTIONS OF GENDER, ETHNICITY,  
AND NATIONALITY”**

Andrew C. Billings  
*Clemson University*

**“TRANSFORMING MEDIA, MARKETS,  
PRODUCTS, AND VALUES: IMPLICATIONS  
OF THE DIGITAL/TELECOMMUNICATIONS  
REVOLUTION”**

Benjamin J. Bates  
*University of Tennessee*

## 2309

Room: Salon F  
11:00 A.M. - 12:15 P.M.

### **SPOTLIGHT ON DWIGHT FRESHLEY: THE DWIGHT FRESHLEY NEW TEACHER AWARD**

**Sponsor:** Vice President

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

**Respondent:** Dwight Freshley & Professor  
Emeritus  
*University of Georgia*

#### **Panel Participants:**

Richard Ranta  
*University of Memphis*

Janie Harden Fritz  
*Duquesne University*

Jean Dehart  
*Appalachian State University*

Jerold L. Hale  
*University of Georgia*

This panel honors the accomplishments in the life and career of Dwight Freshley as SSCA names it outstanding new teacher award for him. The panel represents Dwight's former students and colleagues who will share stories of their interactions with him. But as usual, Dwight will get the last word, or will it be a song? Members of the audience will be invited to share their stories of Dwight as well as to congratulate him on this honor.

## 2401

Room: Win  
12:30 P.M. - 1:45 P.M.

### **THE ROLE OF STATE COMMUNICATION ASSOCIATIONS IN THE DIGITAL AGE: EXPLORING THE KENTUCKY COMMUNICATION ASSOCIATION AS A CASE STUDY**

**Sponsor:** The Kentucky Communication  
Association and the Vice President

**Chair:** Craig Allen Smith  
*North Carolina State University*

#### **Panelists:**

Derek R. Lane  
*University of Kentucky*

Tom Sabetta  
*Jefferson Community And Technical College*

Carl Kell  
*Western Kentucky University*

State associations within the Southern region are of value to SSCA members and serve specific needs of scholarship, graduate training, pedagogy, and networking. The digital age has provided technological tools to facilitate relationship building and create a genuine sense of community within state associations. The panel begins with a brief history of the Kentucky communication association (including discussions of the relationship between KCA and SSCA—from the first SSCA meeting in Berea, Kentucky in 1933 to the present day's meeting in Louisville in 2006). Next, we discuss how relationships and communities within state associations are built using technologies to facilitate networking (administrative and membership blogs) and the sharing of resources (state association websites, digital databases of pedagogically sound communication exercises, state journals). We address how technology can enhance our collective voice to make a difference in the policies and decisions that affect our campuses statewide. Finally, we recognize outstanding communication scholarship by spotlighting one of the outstanding presentations from the 75th anniversary KCA convention that is of

potential interest to SSCA scholars and serves to illustrate why our state associations need to become more active in SSCA. The digital age has improved the ability of state associations to provide networking opportunities, demonstrate instructional strategies to help improve communication pedagogy, and recognize outstanding communication scholarship. The panel concludes with a call for state associations to become more active in the southern states communication association.

2402

Room: Salon B  
12:30 P.M. - 1:45 P.M.

**QUALITATIVE RESEARCH METHODS TO TEST INTERPERSONAL COMMUNICATION THEORY: A PANEL DISCUSSION ABOUT CHALLENGES AND REWARDS**

**Sponsor:** Communication Theory

**Moderator:** Sherry G. Ford  
*University of Montevallo*

“USING INTERVIEWS TO COLLECT INFORMATION WITH YOUNG ADULTS ABOUT SENSITIVE TOPICS”

Amber M. Walker  
*Penn State University*

“USING QUALITATIVE DATA TO CONFIRM AND EXTEND EXISTING THEORY”

Marceline Thompson-Hayes  
*Arkansas State University*

“DOES HEALTH COMMUNICATION ACCURATELY REPRESENT VERNACULAR COMMUNICATION? ENTAILMENTS OF USING FOCUS GROUPS VS. SURVEY DATA TO DEFINE SMOKING STATUS”

Kandi L. Walker  
*University of Louisville*

“USING FOCUS GROUPS TO TEST THE EXTERNAL VALIDITY OF AN ORIGINAL THEORY EXPLICATING CONFLICT IN INITIAL INTERACTIONS BETWEEN WOMEN”

Kristen M. Norwood  
*University of Iowa*

“FACILITATING THEORY DEVELOPMENT WITH NOVICE RESEARCHERS: OFFERING QUALITATIVE METHODS AS A GENTLE FIRST TEST”

Lynne M. Webb  
*University of Arkansas*

Panelists who employed qualitative methods to test interpersonal communication theory discuss the methodological issues, challenges, and rewards they encountered as well as their methodological justifications for their particular testing method, as it appears in their research reports.

2403

Room: Paddock  
12:30 P.M. - 1:45 P.M.



**COMMUNICATION AND POPULAR CULTURE**

**Sponsor:** Theodore Clevenger  
*Undergraduate Honors Conference*

**Chair:** Michael Waltman  
*University of North Carolina at Chapel Hill*

“THE EFFECTS OF GAME CONTENT ELEMENTS IN VIDEO AND ONLINE GAMING ON FEMALES AT A SMALL, LIBERAL ARTS COLLEGE”

Kyle Aebersold  
Jeremy Johnson  
*Kentucky Wesleyan College*

“MOTIVATIONAL APPEALS AND APPEALS TO NEEDS: A PERSUASIVE ANALYSIS OF THE NASCAR FOUNDATION”

Alicia Deal  
*Georgia Southern University*

“A CONTENT ANALYSIS OF FILM'S PORTRAYAL OF GREEK ORGANIZATIONS”

“A SURVEY OF COLLEGE STUDENTS' CELL PHONE USAGE HABITS”

Angela Luster  
*Arkansas State University*

2404

Room: Grandstand  
12:30 P.M. - 1:45 P.M.

**MASS COMMUNICATION DIVISION BUSINESS MEETING**

**Chair:** Tony Demars  
*Sam Houston State University*

**Vice Chair/Program Planner:** Melissa Smith  
*Mississippi State University*

**Vice Chair Elect/Secretary:**  
Justin Young  
*Tougaloo College*

2405

Room: Clubhouse  
12:30 P.M. - 1:45 P.M.

**ASSOCIATION FOR COMMUNICATION  
ADMINISTRATORS INTEREST GROUP  
BUSINESS MEETING**

Chair: David Goff  
*State University of West Georgia*

Vice Chair / Program Planner  
Renee Edwards  
*Louisiana State University*

2406

Room: Salon C  
12:30 P.M. - 1:45 P.M.

**OPPOSITION, AGITATION,  
FORMATION, AND LEGEND: PAPERS  
IN PUBLIC ADDRESS**

Sponsor: Rhetoric and Public Address  
Division

Chair: Dan Grano  
*University of North Carolina at Charlotte*

Respondent: Jason Black  
*University of Alabama*

**“JOHN PYMS' RHETORIC OF  
OPPOSITION TO THE ENGLISH CROWN”**

Jim Kuypers  
*Virginia Tech*

Matthew Althouse  
*Suny College at Brockport*

**“A CASE OF CONTEMPORARY SOUTHERN  
DEMAGOGUERY: 'GIVE 'EM HELL ZELL'  
AND THE 2004 REPUBLICAN  
CONVENTION KEYNOTE”**

Christina Moss  
*North Carolina State University*

**“PRESIDENT RUTHERFORD B. HAYES'S  
INAUGURAL ADDRESS: AN ATTEMPT TO  
SHAPE THE END OF RECONSTRUCTION”**

Steve Herro  
*Georgia State University*

**“BUILDING CASTLES IN THE AIR:  
AMERICAN CATILINE AND FALLEN  
FOUNDER, AARON BURR”**

Zachary Gershberg  
*Louisiana State University*

2407

Room: Place  
12:30 P.M. - 1:45 P.M.

**CAN'T I BE LIKE SAMANTHA JONES?:  
MEDIA IMAGES OF PRACTITIONERS  
ON STUDENTS' VOCATIONAL  
PERSPECTIVES**

Sponsor: Public Relations Division

Chair: Urkovia Jacobs Andrews  
*Georgia Southern University*

**“I LIKE PEOPLE AND WANT TO PLAN  
EVENTS: STUDENT PERCEPTIONS  
VERSUS THE REALITY OF THE PUBLIC  
RELATIONS MAJOR, INTERNSHIPS, AND  
FIRST-JOB EXPERIENCE”**

Brigitta R. Brunner  
Margaret Fitch-Hauser  
John Carvalho  
*Auburn University*

**Discussants:**

Carl Thompson  
Rita Proctor  
Casey Self  
Kate Spears  
*University of Tennessee*  
Christie Kleinmann  
*Lee University*  
Laura Richardson Walton  
*Mississippi State University*  
Pamela Bourland-Davis  
Lisa Muller  
*Georgia Southern University*

As an increasingly high number of students enroll as majors in public relations and then graduate to enter the field as trained communicators, it is important to analyze the role media images play in their selection of public relations as a field of study, as well as, what they perceive the public relations practice will entail upon completing their degrees. This panel seeks to explore the impression public relations students, both entering and graduating from their undergraduate degree programs, have of the profession. A deeper awareness of the student perspective will enable educators to strengthen the public relations curriculum by better understanding what attracts students to this field and then working with our students to help them discern true roles of communication specialists by separating fact from fiction by realistic interpretations of mediated reality.

Finally, this study will give insight and facilitate gauging the students' understanding of public relations and the communication careers they have chosen. The panelists represent both relatively new and veteran professors who have been engaged in a variety of research projects on related topics. The panelists, furthermore, were selected to represent a variety of student populations within the region.

**2408**

Room: Salon A  
12:30 P.M. - 1:45 P.M.

### **HANG IT OUT TO DRY: KATRINA'S SPUN TALES**

**Sponsor:** Performance Studies Division

**Moderator:** Tracy Stephenson Shaffer  
*Louisiana State University*

**Performer:** Danielle Sears Vignes  
*Louisiana State University*

“Hang It Out To Dry” explores the aftermath of Katrina's wrath in Saint Bernard parish. In a one-person show, conceived and performed by Danielle Sears Vignes, a doctoral candidate in the department of communication studies at LSU, collected narratives and community stories are shared.

“Hang It Out To Dry” is the finale' to a three-part cycle of performed narratives of Saint Bernard residents collected by Vignes for almost a decade. Passionate about the parish in which she was born and raised, Vignes has devoted her talents and energies to preserving and celebrating this unique culture's way of life. Her first performance “Chalmette: A Promised Land” was a light-hearted celebration that focused on the neighborhood gossip, jokes, and superstitions of the community. “A Tribute To Storytellers: Isleno Decima Singers Of Louisiana” traced a local art form within the Spanish traditions of the region.

One year ago, Hurricane Katrina devastated Saint Bernard parish, and Vignes' project took on an importance even she could not have anticipated. “Hang It Out To Dry” begins to try to preserve those stories told by a displaced community, stories of loss and hope at a time when neighborhoods and art forms must be reimagined.

Vignes' performances have been the centerpieces of performance festivals across the United States. “Hang It Out To Dry” is a collage of experience which will hopefully be a starting point for conversations about community before, during, and after disaster.

**2409**

Room: Salon D  
12:30 P.M. - 1:45 P.M.

### **WORKSHOP 1: DEVELOPING A COMMUNICATION-CENTERED SACS/QEP - SESSION 1**

**Sponsor:** Association for Communication Administrators Interest Group

**Moderator:** Susan Mallon Ross  
*University of Southern Mississippi*

“THE QUALITY ENHANCEMENT PLAN”  
Julie G. Howdeshell  
*University of Southern Mississippi*

“DESIGN, IMPLEMENTATION, AND REVISION OF A FACULTY DEVELOPMENT SEMINAR”  
Susan Mallon Ross  
*University of Southern Mississippi*

“COORDINATION OF A SPEAKING CENTER”  
Lucy Ferguson  
*University of Southern Mississippi*

“ASSESSMENT: CREATING PROCEDURES AND INSTRUMENTS TO MEASURE PROGRAM OUTCOMES”  
Charles H. Tardy  
*University of Southern Mississippi*

This program focuses on the development and implementation of a quality enhancement plan, a new accreditation requirement of the southern association of colleges and schools. The panelists are associated with the University of southern Mississippi's quality enhancement program (QEP): finding a voice: improving oral and written competencies. They will describe and evaluate strategies for developing and administering a university-wide initiative to enhance the communication skills of students and work with participants to identify and assess alternatives for their campuses.

Continues In Session #2509

## 2410

Chao Auditorium, Ekstrom Library  
University of Louisville  
12:30 P.M. - 1:45 P.M.

### **FREEDOM OF EXPRESSION IN SOCIAL MOVEMENTS OF THE 1960s: LESSONS FROM LOUISVILLE**

**Sponsor:** Freedom of Speech Division

**Chair:** Margaret U. D'Silva  
*University of Louisville*

**Respondent:** Dr. J. Blaine Hudson  
*Dean, College Of Arts & Sciences  
University of Louisville*

#### **"LESSONS OF THE BRADENS' FREEDOM OF EXPRESSION DEFENSE FOR BUILDING A DIALOGICAL COMMUNITY IN TIMES OF CONFLICT"**

Tom Gardner  
*Westfield State College*

William Allison, J.D.  
*Jefferson County Teachers' Association*

#### **"USE EVERY ATTACK AS A PLATFORM TO FIGHT BACK': ANNE BRADEN'S ACTIVIST JOURNALISM IN THE SOUTHERN CIVIL RIGHTS MOVEMENT"**

Catherine Fosl  
*University of Louisville*

This panel will examine the hampering of free expression during this period that rained on several Louisvillians and their strategies for resistance. Louisville-based activists Carl and Anne Braden worked all around the south during the 1950s and sixties recruiting white allies to the civil rights movement, but they were marginalized as "communistic" by southern image-makers, arrested several times, and barred from some southern communities. One form of their resistance was a creative use of the tools of newspaper journalism. Another was a first-amendment legal challenge that made its way to the U.S. Supreme court in 1961 in *Braden v. United States of America*. A historian of journalism, a communication law scholar, and a civil rights/civil liberties attorney will discuss the Bradens' campaign for free expression during this era and their implications for social movements in the ensuing decades. The respondent, a pan-African studies scholar, will

contextualize the Bradens' experiences in relation to a different form of free-speech challenge that emerged in this era from another Louisvillian, heavyweight boxing champion Muhammad Ali, who was heavily censured after his public refusal of the draft.

A tour of the newly established Anne Braden Institute for Social Justice research, featuring an exhibit of journalistic materials from Anne Braden's activism will conclude our session.

## 2501

Room: Win  
2:00 P.M. - 3:15 P.M.

### **SHIFTING IDENTITIES IN THE DIGITAL AGE: IMPLICATIONS OF TECHNOLOGICAL EXPANSION ON INTER- AND INTRAPERSONAL COMMUNICATION**

**Sponsor:** Interpersonal Communication  
Division

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

#### **"CONUNDRUMS OF INTERPERSONAL COMMUNICATION IN A DIGITAL AGE: I CAN HEAR WHAT YOU'RE NOT SAYING"**

Nina-Jo Moore  
*Appalachian State University*

#### **"STARGATE AND THE MISSION FOR FRIENDSHIP: ESTABLISHING AND EXTENDING IDENTITY THROUGH TELEVISION VIEWERSHIP AND ONLINE USER GROUP PARTICIPATION"**

Karen Wightman  
*Berry College*

#### **"COMPUTER MEDIATED COMMUNICATION AND GENDER: LINGUISTIC VIOLENCE ON DISCUSSION LISTS"**

Nicole Colston  
*Appalachian State University*

#### **"IDENTITY AND THE DIGITAL ERA: CREATING MEMORIES OF ONE'S SELF THROUGH ONETRUEMEDIA.COM"**

Monica Pombo  
*Appalachian State University*

#### **"LOOKING FOR LOVE IN CYBERSPACE: A QUALITATIVE ANALYSIS OF ROMANTIC RELATIONAL DEVELOPMENT OF WOMEN OVER 30 USING COMPUTER DATING SERVICES"**

Kelli L. Fellows  
*Appalachian State University*

**2502**

Room: Place  
2:00 P.M. - 3:15 P.M.

**NATURE, WOMEN & CAREER**

**Sponsor:** Gender Studies Division

**Chair:** Sally B. Bell  
*University of Montevallo*

**Respondent:** Sally B. Bell  
*University of Montevallo*

“NATURE, GENDER AND A CRITICAL RHETORIC: GENDER RELATIONS AND BIOCENTRIC COMMUNITY IN POPULAR COMMUNICATION”

Jeffrey T. Bile  
*Spalding University*

“THE ROLE OF TIME IN THE CONSTRUCTION OF CAREER SUCCESS: A CRITICAL EXAMINATION OF THE GENDERED CONSEQUENCES FOR WOMEN”

Jennifer M. Smith  
*Western Kentucky University*

“WOMEN’S TALK ABOUT MENTORING AND SOCIALIZATION IN LOCAL POLITICS”

Linda P. Jurczak  
*University of Tennessee*

**2503**

Room: Paddock  
2:00 P.M. - 3:15 P.M.



**COMMUNICATION AND RELIGION**

**Sponsor:** Theodore Clevenger Undergraduate Honors Conference

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

“THE IMPLICATIONS OF OBEDIENCE IN ‘THE KINGDOM’: A NARRATIVE ANALYSIS OF THE 2000 BAPTIST FAITH AND MESSAGE” \*\*

Drew Anderson  
*Georgia Southern University*

“ONCE UPON A TIME THERE WAS A METHODICAL MISCREANT: A RHETORICAL ANALYSIS OF BIBLICAL TRANSLATION CONTROVERSY”

Christy Curry  
*Georgia Southern University*

“A QUALITATIVE STUDY ON THE RELIGIOUS EXPERIENCES AND BELIEFS OF STUDENTS ENROLLED IN A PRIVATE, RELIGIOUSLY-AFFILIATED COLLEGE”

Tasha R. Dunn  
*Concordia College*

“SOUTHERN BAPTIST AFRICAN AMERICAN CULTURE”

Jacob A. Koressel  
*Evansville University*

“ACTING-UP: METAPHORIC CONSTRUCTIONS IN NEWS COVERAGE OF THE DECEMBER 10, 1989, ST. PATRICK’S CATHEDRAL PROTEST”

Lauren Markle  
*Georgia Southern University*

**2504**

Room: Grandstand  
2:00 P.M. - 3:15 P.M.



**RHETORIC OF WAR AND PEACE**

**Sponsor:** Theodore Clevenger Undergraduate Honors Conference

**Chair:** Vanessa Beasley  
*University of Georgia*

“DID MULTATULI EXPRESS NARRATIVE PARADIGM THROUGHOUT MAX HAVELAAR TO GAIN CHANGE IN JAVA?”

Lauren M. Barbour  
*Cameron University*

“THE RHETORICAL SIGNIFICANCE OF THE DEBATES BETWEEN PUSHMATAHA AND TECUMSEH”

Josh Barronton  
*University of Montevallo*

“THE RHETORICAL SITUATION: SITUATION AS SEEN THROUGH THE EYES OF SURVIVORS”

Pisei Chea  
*The George Washington University*

“THE DARFUR CONFLICT: AN INTRACTABLE CRISIS”

Alexandra Schultz  
*George Washington University*

“ETHIOPIA AND ERITREA: AN EXAMINATION OF INTERCULTURAL CONFLICT FROM A COMMUNICATION PERSPECTIVE”

Maryann Tan  
*George Washington University*

## 2505

Room: Salon A  
2:00 P.M. - 3:15 P.M.

### **PR PERSONAS IN THE DIGITAL AGE: IMAGE CREATION, MARKETING MOTIVATION, AND CRISIS COMMUNICATION**

**Sponsor:** Public Relations Division

**Chair:** Lisa E. Baker Webster  
*Radford University*

**Respondent:** Colleen Fitzpatrick  
*Saint Mary's College*

#### **"LIVESTRONG: THE CRITICAL ANALYSIS OF A PUBLIC RELATIONS CAMPAIGN"**

Amanda Bates  
Erika Koneczny  
*Radford University*

#### **"ENRON: A PUBLIC RELATIONS PERSPECTIVE"**

Agatha Lynch  
*Radford University*

#### **"CREATING A CARING OUTFIT: DEVELOPING A SOCIAL AWARENESS CAMPAIGN FOR EXPRESS"**

Alanna Chiefari  
*Saint Mary's College*

#### **"IT'S A NEW DAWN: AN ANALYSIS OF THE MORNINGSTAR BRAND"**

Brittany Hartford  
*Saint Mary's College*

## 2506

Room: Salon B  
2:00 P.M. - 3:15 P.M.

### **PUBLIC DISCOURSE IN TIMES OF CRISIS: SHAPING AND HEALING THE COMMUNITY**

**Sponsors:** Rhetoric and Public Address Division And American Society for the History of Rhetoric

**Chair:** William Harpine  
University of South Carolina, Aiken

**Respondent:** Jason Munsell  
*Columbia College*

#### **"SPARTAN CUBANS? . . . CASTRO'S RECREATED CUBAN IDENTITY"**

Brent Kice  
*Louisiana State University*

#### **"A TIME OF HEALING: PRESIDENT CLINTON RESPONDS TO THE OKLAHOMA CITY BOMBING"**

Arin Rose Dickerson  
*Texas A&M University*

#### **"RESPONSE OR RESPONSIBILITY: THE ILLUSION OF AGENCY IN HURRICANE KATRINA RHETORIC"**

Peggi Wood  
*California State University - Sacramento*

#### **"EXISTENTIAL EXIGENCE: THE NUCLEARISTIC RHETORICAL SITUATION"**

Zachary Gershberg  
*Louisiana State University*

## 2507

Room: Salon C  
2:00 P.M. - 3:15 P.M.

### **MEDIA IMAGES AND SOCIAL CHANGE**

**Sponsor:** Mass Communication Division

**Chair:** Marilyn Ellzey  
The University of Southern Mississippi

#### **"INTERNET USE BY SOCIAL OUT-GROUPS TO FORM COMMUNITY NETWORKS"**

Beth Baugh  
*The University of Southern Mississippi*

#### **"SOCIAL AND POLITICAL IMMIGRATION ISSUES"**

Nadia Bush  
*The University of South Alabama*

#### **"INFLUENCE OF RAP MUSIC ON THE POLITICAL PROCESS"**

Hazel Cole  
*The University of Southern Mississippi*

#### **"NETWORK NEWS COVERAGE OF CHURCH BURNINGS AND THE STATUS OF CIVIL RIGHTS"**

Marilyn Ellzey  
*The University of Southern Mississippi*

#### **"LOCAL NEWS COVERAGE OF URBAN CRIME"**

Kim Leduff  
*The University of Southern Mississippi*

#### **"REALITY TELEVISION PROGRAMMING'S RELATIONSHIP TO A CHANGING SOCIAL LANDSCAPE"**

Alison Miller  
*East Carolina University*

#### **"ADVERTISING IMAGES AND THE AMERICAN MALE"**

Glenda Williams  
*University of Alabama*

This panel explores the role of television and the Internet in social and political processes. A historical perspective provides the basis for discussion of future implications of traditional and news media for local and national governments as well as minority, fringe, and extremist groups, and the larger social context.

**2508**

Room: Salon F  
2:00 P.M. - 3:15 P.M.

**SPOTLIGHT PANEL: THE APPLIED LIFE OF DR. GARY KREPS**

**Sponsor:** Applied Communication Division

**Moderator:** Thomas J. Socha  
*Old Dominion University*

**Interviewee:** Gary Kreps  
*George Mason University*

Dr. Gary Kreps, considered the father of health communication by many in the field, has devoted much of his career to the advancement of applied communication in organizations and health-care settings. Dr. Kreps will be interviewed about the current state of applied communication theory and research, his research in applied communication, graduate education in applied communication (including the new PhD. Program in health communication proposed at George Mason University), among other topics. Audience participation invited and welcomed.

**2509**

Room: Salon D  
2:00 P.M. - 3:15 P.M.

**WORKSHOP 1: DEVELOPING A COMMUNICATION-CENTERED SACS/QEP - SESSION 2**

Continuation Of Session #2409

**2601**

Room: Win  
3:30 P.M. - 4:45 P.M.

**EMPOWERMENT STORIES IN INTERPERSONAL INTERACTION**

**Sponsor:** Language and Social Interaction Division

**Chair:** Shirlan Williams  
*University of South Florida*

**Respondent:** Christine Davis  
*University of North Carolina at Charlotte*

**“EMPOWERMENT STORIES AMONG LATINO UNDERGRADUATES: INTERVIEWING FAMILY MEMBERS”**

Paul Fritz  
*University of Toledo*

**“STORIES OF EMPOWERMENT: INTERPERSONAL INTERACTIONS WITH THE ELDERLY”**

Charles Grant  
*East Carolina University*

**“WOMEN’S TALK: TELLING STORIES OF EMPOWERMENT DURING FOCUS GROUP CONVERSATIONS”**

Linda Vangelis  
*East Carolina University*

**“EVERYDAY TALK: A CIVIC SITE FOR EMPOWERMENT, CONNECTION AND ACTION”**

Susan Gilpin  
*Marshall University*

This panel explores how our everyday interpersonal communication may serve to construct agency, self-esteem, and a sense of empowerment in our lives. Using narrative inquiry and autoethnographic methodologies, the panel participants explore empowerment in everyday interpersonal interactions in a variety of settings and contexts: through Latino family interviews, during interactions with the elderly, within women's talk in focus groups, and at a hair salon.

**2602**

Room: Place  
3:30 P.M. - 4:45 P.M.

**THE MEDIA, TECHNOLOGY AND  
POLITICAL POWER IN LATIN  
AMERICA**

**Sponsor:** Political Communication Division

**Moderator:** Darrell Roe  
*East Texas Baptist University*

**“MUZZLING THE WATCHDOG: CHANGES  
IN ARGENTINE PRESS PERFORMANCE  
AND IMPLICATIONS FOR DEMOCRACY”**

Juliet Gill  
*Florida International University*

**“TELEVISION AND THE STATE: FROM  
AUTHORITARIAN PARTNER TO MARKET-  
DRIVEN POTENTATE”**

Sallie Hughes  
*University of Miami*

**“BIAS THROUGH THE BACK DOOR:  
INDEPENDENT SOURCE SELECTION IN  
U.S. PRESS COVERAGE OF VENEZUELA,”**

Justin Delacour  
*University of New Mexico*

**“FRAMING ANALYSIS OF MEDIA  
COVERAGE ON SOCIAL MOVEMENTS:  
THE CASE IN LATIN AMERICA,”**

Dandan Liu  
*University of North Carolina at Pembroke*

**2603**

Room: Paddock  
3:30 P.M. - 4:45 P.M.



**COMMUNICATION, MEDIA, AND  
TECHNOLOGY**

**Sponsor:** Theodore Clevenger Undergraduate  
Honors Conference

**Chair:** M. Rachel Tighe  
*University of Virginia, Wise*

**“POSTMODERN COMMUNICATION IN  
THE 21ST CENTURY: CO-  
ORIENTATIONAL ANALYSIS AND THE  
ROLE OF TECHNOLOGY IN AUDIENCE  
TRACKING”**

Nicholas Browning  
*University of Louisville*

**“CULTIVATION IN COLLEGE STUDENTS:  
IS THERE STILL A BELIEF IN A MEAN AND  
SCARY WORLD?”**

Patrick Hill  
*University of Kentucky*

**“MEDIA USE, INTERPERSONAL  
COMMUNICATION, AND PERCEPTIONS  
OF A COLLEGE TOWN AMONG  
UNIVERSITY STUDENTS”**

Marisa K. Laufer  
Laura G. Kieffer  
Julian C. Barker  
Adam P. McPherson  
*James Madison University*

**“VIDEO GAMER'S USE OF MUSIC IN THE  
PROCESS OF IDENTIFICATION AND  
CHARACTER DEVELOPMENT: A PILOT  
STUDY”**

Rachel D. Spann  
*Mississippi University for Women*

**2604**

Room: Grandstand  
3:30 P.M. - 4:45 P.M.



**A POTPOURRI OF PAPERS ON LYING,  
ARGUING, CHEATING, AND  
DISCUSSING**

**Sponsor:** Theodore Clevenger Undergraduate  
Honors Conference

**Chair:** Richard Bello  
*Sam Houston State University*

**“PUBLIC SPEAKING STUDENTS  
PERCEPTION ON CHEATING”**

Jessica Beckelhimer  
Sarah Bing  
Chris Flowers  
Brandi Heath  
*Arkansas State University*

**“WHY ARE WE ARGUING?  
INTERACTION INVOLVEMENT  
INFLUENCING VERBAL AGGRESSION  
WITHIN ROMANTIC  
RELATIONSHIPS”**

Emily Alison Long  
*University of Kentucky*

**“THE EFFECTS OF PARENTAL  
MEDIATION OF TELEVISION ON  
ATTITUDES TOWARD TELEVISION  
CONTENT”**

Ricky Walker  
*University Kentucky*

**“A CLOSER LOOK AT DECEPTION”**

Rebecca Wood  
*University of North Carolina at Chapel Hill*

**2605**

Room: Clubhouse  
3:30 P.M. - 4:45 P.M.

**APPLIED COMMUNICATION  
DIVISION BUSINESS MEETING**

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

**Vice Chair/Program Planner:**  
Thomas J. Socha  
*Old Dominion University*

**Vice Chair Elect:** Elissa Foster  
*San Jose State University*

**Secretary:** Maria A. Dixon  
*Southern Methodist University*

The Applied Communication Division invites its members and SSCA guests to come to an informal bowling outing at the lucky strike bowling alley (427 south 4TH street, Louisville) starting at 6 pm and running throughout the evening. For further information come to the applied communication business meeting and/or contact Tom Socha at tsocha@odu.edu.

**2606**

Room: Salon A  
3:30 P.M. - 4:45 P.M.

**STRANGE BEDFELLOWS:  
NAVIGATING AN ARRANGED  
MARRIAGE BETWEEN  
COMMUNICATION AND  
INFORMATICS**

**Sponsor:** Vice President

**Moderator:** Steven M. Weiss  
*Northern Kentucky University*

**Panelists:**

Zachary P. Hart  
*Northern Kentucky University*  
Brad King  
*Northern Kentucky University*  
Jacqueline Mcnally  
*Northern Kentucky University*  
Steven M. Weiss  
*Northern Kentucky University*  
Stephen C. Yungbluth  
*Northern Kentucky University*

In 2005, Northern Kentucky University created a new College of Informatics, one of the few such named in the United States. Integral to the formation of this college was the inclusion of the Department of Communication in its structure. This organizational restructuring depicts a truly unique experience that presents a challenge intellectually and organizationally. Members of this department with differing areas of emphasis (instructional, interpersonal, new media, organizational, and rhetoric) will describe the effect the creation of this college has had upon the way they view their discipline, the life-cycle of their career, and the organizational constraints they face. They will also present their view of how communication relates to informatics in response to the digital age.

**2607**

Room: Salon B  
3:30 P.M. - 4:45 P.M.

**NEW PERSPECTIVES ON HEGEMONY**

**Sponsor:** Popular Communication Division

**Chair:** Wendy Hajjar  
*University of New Orleans*

**“TRAINING JUNIOR CAPITALISTS:  
NEOPETS MAKES CONSUMERISM  
CHILD’S PLAY”**  
Eilene Wollslager  
*Regent University*

**“IDENTIFYING RELATIONSHIPS IN  
CULTURAL REPRESENTATIONS OF CLASS:  
AN ANALYSIS OF PUBLICATIONS BY A.J.  
DOWNING, CATHARINE BEECHER, AND  
MARTHA STEWART”**  
Monica A. Moore  
*University of Minnesota*

**\*“DECIVILIZATION: THE COMPRESSIVE  
EFFECTS OF TECHNOLOGY ON CULTURE  
AND COMMUNICATION”**  
Donna R. Miller  
*Jefferson Community and Technical College*  
David C. Bruenger  
*University of Texas, San Antonio*

\*Top Paper.

## 2608

Room: Salons C  
3:30 P.M. - 4:45 P.M.

### **PLUGGING KENNETH BURKE INTO CONTEMPORARY DISCOURSES: TOP STUDENT PAPERS**

**Sponsor:** Kenneth Burke Society Interest Group

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

#### **“BLOGS ARE A BATTLEFIELD: A BURKEIAN ANALYSIS OF BLACKS AND JEWS IN CYBER SPACE”**

Rachel Silverman  
Antoine Hardy  
*University of South Florida*

#### **“THE CONFUSION OF HURRICANE KATRINA: A PENTADIC ANALYSIS OF PRESIDENT BUSH’S ADDRESS TO THE NATION” (DEBUT PAPER)**

Nadia M. Aljabri  
*Virginia Tech*

#### **“HIERARCHY AND INCONGRUITY IN WALLACE STEVENS’ THE EMPEROR OF ICE-CREAM: A BURKEIAN FLAVOR”**

Chris Oldenburg  
*University of Memphis*

#### **“BUILDING A RELATIONSHIP WITH A MEDICATION: HAVE PHARMACEUTICAL COMPANIES GONE TOO FAR IN THEIR PERSUASIVE STRATEGIES?”**

Slavica Kodish  
*Arkansas Tech University*

## 2609

Room: Salon F  
3:30 P.M. - 4:45 P.M.

### **NEWCOMERS’ RECEPTION**

The officers and members look forward to meeting all who are new to the profession, the region or SSCA.

## 2610

Room: Salon G  
3:30 P.M. - 4:45 P.M.

### **INTERSECTIONS OF VISUAL COMMUNICATION AND VISUAL RHETORIC: A ROUNDTABLE DISCUSSION OF PUBLIC ART IN A DIGITAL AGE**

**Sponsor:** Rhetoric and Public Address Division

**Chair:** Victoria J. Gallagher  
*North Carolina State University*

#### **“DIFFUSING AND FRAMING THE CONCEPT OF PUBLIC ART: NEWS COVERAGE OF THE FAILED PLENSA PROJECT”**

Melissa Johnson  
Daniel Kim  
*North Carolina State University*

#### **“PUBLIC RELATIONS PROMOTES PUBLIC ART: AN ORGANIZATIONAL PLAN”**

Stacy Cutlip  
Kimberly Smith  
Andrea Weale  
Lauren Barry  
*North Carolina State University*

#### **“THE RHETORIC OF PUBLIC ART IN URBAN PARKS: A CASE IN VISUAL WELLBEING”**

Victoria J. Gallagher  
Kenneth S. Zagacki  
*North Carolina State University*

Advances in communication technology have resulted in new and more accessible means of creating and distributing visual images and artifacts. At the same time, the last 20 years have witnessed and increase in memorial building and other types of public artwork projects, from murals (in Philadelphia) to sculptures (the monument to Joe Louis AKA “The Fist” in Detroit) to the creation of public parks with significant sculptures (millennium park in Chicago). Scholars in rhetoric and in communication have begun to analyze the discourses surrounding public art in public spaces as well as some of the artifacts themselves but there has been little, if any, attempt to engage in conversation across approaches or, for that matter, to

engage in comparative analysis from multiple perspectives. This panel provides a means for examining the possibility of intersections between visual communication and visual rhetoric research as well as exploring the challenges these two research areas or approaches pose for one another. Panelists will present 10 minute case studies or position papers and then will lead the audience in synthesizing and critiquing the papers. Ultimately we wish to assess the problems and potentialities of these two areas of scholarship in regard to public art in a digital age.

**2611**

Room: Salon D  
3:30 P.M. - 4:45 P.M.

**WORKSHOP 2: WORKSHOP ON  
WORKSHOPS: INCORPORATING  
ORAL COMMUNICATION IN THE  
CLASSROOM - SESSION 1**

**Sponsor:** Vice President

**Chair:** Kathleen J. Turner  
*Davidson College*

**Presenter:** Kathleen J. Turner  
*Davidson College*

Research consistently shows that students who are better communicators are better students, and people who are better communicators are more effective in both their professional and their personal lives. Workshops provide an effective, efficient way to help people across the institution understand the value of effective communication, and also offer specific ideas for improvement. In the process, key constituencies gain valuable insight into the centrality of communication in the educational process.

This session provides a “meta-workshop”: a workshop on giving a workshop for faculty. The session will explain why such workshops are valuable, and then show participants how such a workshop might be structured and conducted. The focus is on small, medium, and large ways to incorporate oral communication into the classroom—from creative ways to call the roll to thirty-minute presentations.

Continues In Session #2710

**2706**

Room: Salon A  
5:00- 6:15 P.M.

**GENDER, CULTURAL SPACES,  
BLOGGING & MEDIA**

**Sponsor:** Gender Studies Division

**Chair:** Brenda Garton  
*Western New England College*

“THE DIFFERENCE IN NONVERBAL  
BEHAVIORS AND HOW IT CHANGES IN  
DIFFERENT STAGES OF RELATIONSHIP”

Tracy Prinsen  
Narissra Punyanunt-Carter  
*Texas Tech University*

“‘SHOULD I ASK?’ THE EFFECTS OF  
WOMEN'S RELUCTANCE TO ASK FOR  
RESOURCES IN ORGANIZATIONS”

Patty S. Parish  
*Murray State University*

“SUBWAYS, SERVICE, AND STUDENTS:  
NEW YORK CITY THROUGH THE LENS  
OF RACE, CLASS, AND GENDER”

Sarah E. Cavendish  
*University of Kentucky*

“POSTSECRET: BLURRING THE LINES OF  
THE VISIBILITY/INVISIBILITY DEBATE”

Corey Leighton  
*Louisiana State University*

“HIP-HOP'S VIDEO 'HONEY': RAISING  
POLITICAL CONSCIOUSNESS THROUGH  
THE OBJECTIFICATION OF THE FEMALE  
'BODY'”

Matthew Maddex  
*Louisiana State University*

2707

Room: Salon B  
5:00 P.M.- 6:15 P.M.

**TOP PAPERS IN COMMUNICATION THEORY**

**Sponsor:** Communication Theory

**Chair:** Cole Franklin  
*East Texas Baptist University*

**Respondent:** J. Donald Ragsdale  
*Sam Houston State University*

“EMOTIONS AND MORALITY: A RHETORICAL AND SCIENTIFIC ANALYSIS OF THE MORAL MESSAGE COMMUNICATED BY PLAYERS IN THE MAJOR LEAGUE BASEBALL STEROID SCANDAL”

Karen Hartman  
*Louisiana State University*

\*\*“EXPANDING THE THEORETICAL FRAMEWORK OF COMMUNICATION FIDELITY”

William G. Powers  
Paul L. Witt  
*Texas Christian University*

“AN ASSESSMENT OF THE THEORY OF INDEPENDENT-MINDEDNESS”

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

\*\*“YOU CAN'T PUT A SQUARE PEG IN A ROUND HOLE: A CALL FOR GREATER DISCERNMENT AMONG RESEARCHERS USING FAMILY COMMUNICATION PATTERNS THEORY”

Todd Lee Goen  
*University of Georgia*

\*\* Top Paper

\* Top Student Paper

2708

Room: Salon C  
5:00 P.M. - 6:15 P.M.

**WHEN THE DIGITAL AGE GETS UNPLUGGED: HURRICANE KATRINA, CRISIS AND COMMUNITY**

**Sponsor:** Applied Communication Division

**Moderator:** Richard L. Conville  
*University of Southern Mississippi*

“‘CAMP CAVE’ AND HURRICANE KATRINA: A NEIGHBORHOOD’S STORY OF A NATURAL DISASTER.”

Janey Mattina  
University of Southern Mississippi

“STORIES OF SURVIVAL: USING NARRATIVES TO EXPLORE A CHURCH’S ROLE IN HURRICANE KATRINA RELIEF”

George Pacheco  
*University of Southern Mississippi*

“A NEIGHBORHOOD IN CRISIS: REDEFINING RELATIONAL BOUNDARIES POST-KATRINA”

Matthew C. Ramsey  
*Arkansas State University*

“COMMUNICATION AND SHARED IDENTITY: MUTUAL COOPERATION AND COORDINATION AS AN OUTCOME OF SOCIAL IDENTITY SALIENCE IN THE AFTERMATH OF A DISASTER.”

Victoria Smith-Butler  
*University of Southern Mississippi*

“‘TRUE LIGHT, YOU’RE DOING A HECKUVA JOB’: EMERGENCE OF NEW COMMUNICATION PROCESSES TO HANDLE UNCERTAINTY IN CRISIS SITUATIONS.”

Theron Verdon  
*University of Southern Mississippi*

Hattiesburg, Mississippi sustained 120 mile per hour winds for a three-hour period on August 29, 2005. All utilities were lost, and large sections of the city heavily damaged. Within 6 months of the storm, research teams began to contact and interview selected community groups. This roundtable examines the

communicative responses of three groups to the crisis: two churches that served as informal community relief centers and one ad hoc group of neighbors who pooled their resources to cope with the aftermath of the disaster. Due to the university’s location, the investigators had direct access to ordinary citizens who had experienced the storm. Their narratives open a window onto the problems of conducting relationships and carrying on communities in a digital age under the most severe conditions.

**2709**

Room: Salon F  
5:00 P.M.-6:15 P.M.

**SPOTLIGHT: COMMUNICATION AT  
THE CENTER FOR DISEASE  
CONTROL**

**Co-Sponsors:** President and Applied  
Communication Division

**Moderator:** Charles Tardy,  
*University of Southern Mississippi*

**Speaker:** Marsha Vanderford,  
*Center For Disease Control*

**Respondent:** Michael Arrington,  
*University of Kentucky*

**2710**

Room: Salon D  
5:00 P.M. - 6:15 P.M.

**WORKSHOP 2: WORKSHOP ON  
WORKSHOPS: INCORPORATING  
ORAL COMMUNICATION IN THE  
CLASSROOM - SESSION 2**

Continuation of #2611

**2801**

Room: Salon E -- 300  
6:30 P.M. - 8:00 P.M.

**SSCA CONFERENCE WELCOME  
RECEPTION**

## 3101

Room: Salon E  
8:00 A.M. - 10:15 A.M.

### SSCA ASSOCIATION BUSINESS MEETING

Presidential Address:  
"WHY SSCA?"

Charles H. Tardy  
*University of Southern Mississippi*

## 3201

Room: Win  
10:30 A.M. - 11:45 A.M.

### EXPLORING COMMUNITY THROUGH POPULAR RHETORIC AND GENRES

Sponsor: Popular Communication Division

Chair: David S. Silverman  
*Valley City State University*

"THE RHETORIC OF PUNK MUSIC:  
NEVER MIND THE BOLLOCKS WE WANT  
TO CHANGE THE WORLD"

David Robert Nelson  
*University of Southern Mississippi*

"JAPANESE FILM TITLES: CHANGES IN  
JAPAN AND AMERICAN CULTURAL  
IMPERIALISM"

Satomi Graham  
John H. Nicholson  
*Angelo State University*

\*"GENRE, WE HAVE A PROBLEM: HOW  
CAMP LANDED *SNAKES ON A PLANE*"

Joseph A. Watson  
*Louisiana State University*

"CONFORMING THROUGH REBELLION:  
A LOOK AT GENDERED ROLES WITHIN  
*BREAKFAST AT TIFFANY'S*"

Gretchen Stull  
*Auburn University*

\*Top Graduate Paper

Friday, March 30, 2007

# Day 3

### Registration

9:00 a.m. - noon

1:30 - 4:00 p.m.

**3202**

Room: Place  
10:30 A.M. - 11:45 A.M.

**INVESTIGATING LANGUAGE USE THROUGH SPEECH ACTS, ACQUISITION SKILLS, AND REFLEXIVITY**

**Sponsor:** Language and Social Interaction Division

**Chair:** Heather Gallardo  
*University of North Carolina at Charlotte*

**Respondent:** Eugenie Almeida  
*Fayetteville State University*

**"TECHNIQUES SALES ASSOCIATES USE TO BUILD CONNECTIONS WITH CUSTOMERS IN A SMALL RETAIL BUSINESS"**

Sterling Winslow  
*North Carolina State University*

**"COURTROOM QUESTIONING: A SPEECH ACT IN LEGAL CONTEXT"**

Yuxia Qian  
*Ohio University*

**"TEACHING ESL TO JORDANIAN STUDENTS: NEW STRATEGIES FOR ENHANCING ENGLISH LANGUAGE ACQUISITION IN THIS DISTINCT MIDDLE-EASTERN STUDENT POPULATION"**

Gerald-Mark Breen  
Ibrahim K. Bani Abdo  
*University of Texas-Pan American*

**"DOUBLE CONSCIOUSNESS: THE SPLIT PERSONALITY AFRICAN AMERICANS NEGOTIATE EACH DAY"**

Stephen Earl White  
*Columbus Technical College*

**3203**

Room: Paddock  
10:30 A.M. - 11:45 A.M.



**WATCHING TV WITH A CRITIC'S EYE**

**Sponsor:** Theodore Clevenger Undergraduate Honors Conference

**Chair:** Roseann M. Mandziuk  
*Texas State University*

**"FROM UGLY DUCKLING TO BEAUTIFUL SWAN: A NARRATIVE ANALYSIS OF MADE"**

Jessica L. Burton  
*North Texas State University*

**"COMPLETION AND ITS RELATIONSHIP TO COMMITMENT IN SEX AND THE CITY: A CONTENT ANALYSIS"**

Whitney Frahm  
Katie Hedberg  
*Concordia College*

**"SHEDDING THE SCRUBS: A RHETORICAL ANALYSIS OF GREY'S ANATOMY"**

Megan Loden  
*West Texas A&M University*

**"ADOLESCENT AND ADULT DRAMAS: PERCEPTIONS OF COMPLETION IN ROMANTIC RELATIONSHIPS"**

Jenna McNallie  
*Concordia College*

**3204**

Room: Grandstand  
10:30 A.M. - 11:45 A.M.



**PARENTS, TECHNOLOGY, AND INTERPERSONAL COMMUNICATION**

**Sponsor:** Theodore Clevenger Undergraduate Honors Conference

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

**"THE SECOND LIFE: EXAMINATION OF INTERPERSONAL COMMUNICATION WITHIN COMPUTER MEDIATED COMMUNICATION ENVIRONMENTS"**

Bethany Beck  
*Cameron University*

**"LONG-TERM EFFECTS OF AFFILIATIVE NONVERBAL COMMUNICATION BETWEEN PARENTS AND CHILDREN"**

Michelle Brady  
*University of Virginia, Wise*

**"ARE WE TOO CONNECTED? HOW CELL PHONES ARE RELATED TO MONITORING IN YOUNG ADULT INTIMATE RELATIONSHIPS"**

Olivia Ferber  
Dana Ericson  
Megan Izatt  
Katie Kindig  
*James Madison University*

**"EFFECT OF PARENTAL DIVORCE ON WOMEN'S INTIMATE RELATIONSHIPS"**

Jill M. Holtman  
*University of Kentucky*

**"SATISFYING YOUR OWN HEART WITH KEYSTROKES: TECHNOLOGY'S ROLE IN LONG-DISTANCE RELATIONSHIPS"**

Dustin McGehee  
*University of Kentucky*

## 3205

Room: Clubhouse  
10:30 A.M. - 11:45 A.M.

### COMMUNICATION THEORY DIVISION BUSINESS MEETING

**Chair:** Cole Franklin  
*East Texas Baptist University*

**Vice Chair / Program Planner:**  
Sherry Ford  
*University of Montevallo*

**Vice Chair Elect:**  
Monette Callaway-Ezell  
*Hinds Community College*

**Secretary:** Todd Goen  
*University of Georgia*

## 3206

Room: Salon A  
10:30 A.M. - 11:45 A.M.

### THE EFFECT OF TECHNOLOGY ON INTERCULTURAL PERCEPTION

**Sponsor:** Intercultural Communication  
Division

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

#### “A GLOBAL VILLAGE? INTERCULTURAL REFERENCES ON TV NEWS & SPORTS BROADCASTS”

E. Hope Bock  
*University of Evansville*

#### “GLOBALIZATION OF ADVERTISING IMAGES”

Richard Quianthy  
*Broward Community College*

#### “BEFORE FUSION: TEACHING CULTURE ON FOODTV”

Deborah Hefferin  
*Broward Community College*

This panel proposes to examine how cultural perceptions have been influenced by technology. Whether positively or negatively, technology has impacted the way that we look at ourselves, others, and our world. Our ability to engage and be engaged is influenced by the parameters of our technology. The panelists will examine some of these dimensions. Panelists will make brief presentations and encourage audience participation and discussion on the various aspects of the topic.

## 3207

Room: Salon B  
10:30 A.M. - 11:45 A.M.

### CHANGING TECHNOLOGIES AND THE TEACHING OF CONVERGED NEWS

**Sponsor:** Mass Communication Division

**Moderator:** Tony Demars  
*University of North Carolina at Pembroke*

#### Panelists:

Tony Demars  
*University of North Carolina at Pembroke*

Linda T. Bond  
*Stephen F. Austin State University*

Sybril Bennett  
*Belmont University*

Jeff Wilkinson  
*Regent University*

Tommy Booras  
*Western Kentucky University*

3208

Room: Salon C  
10:30 A.M. - 11:45 A.M.

**RHETORIC IN DIGITAL CONTEXTS**

**Sponsor:** The American Society for the  
History of Rhetoric

**Chair:** Victoria J. Gallagher  
*North Carolina State University*

**Respondent:** Carolyn Miller  
*North Carolina State University*

**“APPROACHING THE VISUAL RHETORIC  
OF POLITICAL PARODY”**

Chris Berg  
*North Carolina State University*

**“THE E-LETTER IN THE *JOURNAL OF  
SCIENCE*: A NEW SCIENTIFIC GENRE”**

Christian Casper  
*North Carolina State University*

**“A PERPETUAL STATE OF ARRESTED  
DEVELOPMENT: THE COMMUNICATIVE  
IMPLICATIONS OF FANTASY THEME  
USAGE”**

Adam Gutschmidt  
*North Carolina State University*

**“FACEBOOK: PERFORMANCES OF  
COMMUNITY”**

Elaine Brown  
*North Carolina State University*

3209

Room: Salon F  
10:30 A.M. - 11:45 A.M.

**SPOTLIGHT SCHOLAR: ROBERT E.  
DENTON, JR.**

**Sponsor:** Political Communication Division

**Moderator:** Monette Callaway-Ezell  
*Hinds Community College*

This session will focus on the accomplishments,  
career, and current works of Robert. E.  
Denton, Jr., the W. Thomas Rice Chair at  
Virginia Tech

3210

Room: Salon G  
10:30 A.M. - 11:45 A.M.

**EXPLORATIONS OF THE DISCOURSES  
OF TOLERANCE AND HATE**

**Sponsor:** Vice President

**Chair/Discussant:**  
Michael S. Waltman  
*University of North Carolina at Chapel Hill*

**“RESPONDING TO THE IDEOLOGY OF  
HATE: THE IMPORTANCE OF  
CONSTRUCTING A COUNTER-  
IDEOLOGICAL POSITION”**

Michael S. Waltman  
*University of North Carolina at Chapel Hill*

**“WHAT CAN IT MEAN TO BE WHITE? A  
COMMUNICATIVE CONCEPTION OF  
WHITE IDENTITY”**

Jennifer Mease  
*University of North Carolina at Chapel Hill*

**“GATHER ROUND THE TABLE: THE  
IMPACT OF SOCIAL INTERACTION IN  
THE PROMOTION OF TOLERANCE”**

Nelya J. Mckenzie  
*Auburn University at Montgomery*

**“TOLERANCE, ETHNOCENTRISM, AND  
CROSS-CULTURAL ENGAGEMENT”**

Amanda Welch Borden  
*Samford University*

**“TOLERANCE AND THE DIGITAL DIVIDE”**

Cathy Ayers  
*Lewis University*

**“MUSIC: A VEILED VEHICLE FOR HATE  
MESSAGES”**

M. Justin Davis  
*University of Tennessee*

This panel offers a variety of recent responses  
to the communication field's growing interest  
in promoting tolerance, both through teaching  
and research. The goal is to begin a  
conversation that can be continued-in various  
ways-annually at SSCA.

**3211**

Room: Salon D  
10:30 A.M. - 11:45 A.M.

**WORKSHOP3: TRAINING GRADUATE  
TEACHING ASSISTANTS - SESSION 1**

**Leader:** Deanna Dannels  
*North Carolina State University*

Continues In Session #3312

**3301**

Room: Win  
12:00 P.M. - 1:15 P.M.

**POPULAR COMMUNICATION  
DIVISION BUSINESS MEETING**

**Chair:** Wendy Hajjar  
*University of New Orleans*

**Vice Chair/Program Planner:**  
David Silverman  
*Valley City State University*

**Vice Chair Elect:** Mike Eaves  
*Valdosta State University*

**Secretary:** Wesley Buerkle  
*East Tennessee State University*

**3302**

Room: Place  
12:00 P.M. - 1:15 P.M.

**FREEDOM OF SPEECH DIVISION  
BUSINESS MEETING**

**Chair:** Susan Mallon Ross  
*University of Southern Mississippi*

**Vice Chair/Program Planner:**  
David Dewberry  
*University of Denver*

**Vice Chair Elect:** Pat Arneson  
*Duquesne University*

**Secretary:** Charles Howard  
*Tarleton University*

**3303**

Room: Grandstand  
12:00 P.M. - 1:15 P.M.

**PIECING TOGETHER THE ETHICS  
PUZZLE FROM AN UNDERGRADUATE  
PERSPECTIVE**

**Sponsor:** NCA & Vice President

**Chair:** Patricia Cutspec  
*Lambda Pi Eta*  
*East Tennessee State University*

**“TO TELL OR NOT TO TELL: THE  
ETHICAL QUESTION OF STUDENTS  
REPORTING CHEATING IN THE  
COMMUNICATION CLASSROOM”**

Meghan Hill  
David Preston  
Valerie Kinney  
Amy Strong  
Sharra Coley  
Allison J. Ainsworth  
Paul R. Raptis  
*Gainesville State College*

**“REINTERPRETING ADA: UNIVERSITY  
STUDENT / FACULTY PERSPECTIVES ON  
PERCEIVED RIGHTS AND WRONGS”**

Megan Wilson  
Saadia Carnes  
Tiffany McClendon-Baxter  
Alexah Hood  
Rachel Leonidas  
Danna Gibson  
*Columbus State University*

In this interactive panel session members of a Lambda Pi Eta (four year communication honor society) and Sigma Chi Eta (two year communication honor society) chapter from the Southern region will present case studies that explore specific ethical dilemmas relating to the undergraduate student experience. Panelists and audience members will break into small groups to discuss one of three case studies and debate possible solutions to the ethical situations presented. The entire group will convene at the end of the brainstorming session to present their proposed solutions and discuss the consequences and outcomes of these measures. The panel provides an excellent opportunity for students and faculty to collaborate on practical approaches to the issue of ethics in education.

**3304**

Room: Clubhouse  
12:00 P.M. - 1:15 P.M.

**INTERCULTURAL COMMUNICATION  
DIVISION BUSINESS MEETING**

**Chair:** Mary Rucker  
*Wright State University*

**Vice Chair/Program Planner:**  
Stephen King  
*Delta State University*

**Vice Chair Elect:**  
Dominique M. Gendrin  
*Xavier University of Louisiana*

**3305**

Room: Salon A  
12:00 P.M. - 1:15 P.M.

**CURRENT TOPICS IN APPLIED  
HEALTH COMMUNICATION  
RESEARCH**

**Sponsor:** Applied Communication Division

**Chair:** Ed Brewer  
*Murray State University*

**Respondent:** Marilyn Hunt  
*Missouri Western State University*

**“DANGEROUS WORDS IN HEALTH  
COMMUNICATION”**

Ed Brewer  
Terry Holmes  
*Murray State University*

**“IF YOU'RE GOOD I'LL GIVE YOU A  
COOKIE: PARENTAL COMMUNICATION  
AND CHILDHOOD OBESITY”**

Steve Cox  
Dave Gesler  
*Murray State University*

**“THE HUMOR-HEALTH CONNECTION IN  
COMMUNICATION”**

Jerry Drye  
*Clemson University*

**“RUNNING ON EMPTY: A CASE STUDY OF  
METH ADDICTION”**

Tammy Lamb  
*Western Kentucky University*  
Lou Tillson  
*Murray State University*

**3306**

Room: Salon B  
12:00 P.M. - 1:15 P.M.

**FOR PAIN, TAKE.....: CRISIS COMMUNICATION'S INSIGHTS INTO THE ORGANIZATIONAL SOUL**

**Sponsor:** Public Relations Division

**Moderator:** Gwen Brown  
*Radford University*

“CRISIS COMMUNICATION AT PENNZOIL CORPORATION: CORPORATE COMMUNICATION DURING A LANDMARK LEGAL BATTLE”

Dennis R. Robertson  
*East Texas Baptist University*

“BLUE LIGHT BREAKDOWN: KMART'S BANKRUPTCY AND IMAGE RESTORATION”

Hannah L. Shinault  
*Radford University*

“DUCK! IT'S DICK: AN ANALYSIS OF VICE PRESIDENT CHENEY'S QUAIL HUNTING INCIDENT”

Melissa L. Janoske  
*Radford University*

“PRESSING THE RESET BUTTON: NASCAR DRIVER KURT BUSCH'S IMAGE RESTORATION DISCOURSE”

Melissa Short  
*Radford University*

**3307**

Room: Salon C  
12:00 P.M. - 1:15 P.M.

**COMPETITIVE PAPERS IN FORENSICS**

**Sponsor:** Southern Forensics Division

**Chair:** Darren C. Goins  
*Towson University*

**Respondent:** Darren C. Goins  
*Towson University*

“FORENSICS COMPETITION AS EDUCATION: AN APOLOGETIC”

Jason Hough  
*John Brown University*

“AN APPLICATION OF CHAIM PERELMAN'S VALUES AND UNIVERSAL AUDIENCE”

Crystal Lane Swift  
*Louisiana State University\**

“THE IMPACT OF TECHNOLOGY ON INTERCOLLEGIATE FORENSICS COMPETITIONS”

Tyler Thornton  
*Cameron University*

“SOCIAL ARGUMENT IN THE 1924 TEXAS DEMOCRATIC GUBERNATORIAL PRIMARY”

Daniel Schabot  
*William Carey College\**

\* Student Paper

**3308**

Room: Salon F  
12:00 P.M. - 1:15 P.M.

**STUDIES OF INTERPERSONAL COMMUNICATION IN CONTEXT**

**Sponsor:** Interpersonal Communication Division

**Chair:** Amber Walker  
*Penn State*

**Respondent:** Fran Dickson  
*University of Denver*

“ASSESSING THE IMPACT OF THE INTERPERSONAL COMMUNICATION COURSE”

Michelle Epstein Garland  
*University of Tennessee*

“A CONCEPTUAL DEFINITION OF FAMILY: A NECESSARY CONDITION FOR COMMUNICATION SCHOLARS STUDYING FAMILIES”

Todd Lee Goen  
*University of Georgia*

“SOCIAL SUPPORT AND PEOPLE LIVING WITH HIV OR AIDS”

Yan Guan  
*University of Southern Mississippi*

“THE EFFECTS OF COMMUNICATION STYLE AND CONTENT ON EMPLOYEE MORALE”

David W. Seeger  
*Lourdes College*

“DOES PHYSICAL APPEARANCE PLAY A ROLE IN FORMING A POSITIVE INITIAL IMPRESSION ABOUT OTHERS?”

Kaci Willis  
Narissra Punyanunt-Carter  
*Texas Tech University*

**3309**

Room: Salon G  
12:00 P.M. - 1:15 P.M.

**MUHAMMAD ALI AND IMAGES OF  
POPULAR SPORT IN PUBLIC  
ADDRESS**

**Sponsor:** Rhetoric and Public Address Division

**Moderator:** Victoria Gallagher  
North Carolina State University

Dan Grano  
*University North Carolina - Charlotte*

Andrew Billings  
*Clemson University*

John Llewellyn  
*Wake Forest University*

Michael Lacy  
*University of Monmouth*

Louisville, Kentucky is the birth place of boxing legend Muhammad Ali. Recently a museum was opened in honor of the boxing legend who not only gave personality and controversy to the sport of boxing but also worked for civil rights in the u.s. and abroad. This panel will ask and discuss the questions: in what ways did Muhammad Ali rhetorically represent himself to various audiences and how did these representations play on or alter existing social constructions of race?" "Who were these audiences and how did they respond?" "Why were Ali's public remarks so controversial, especially among white Americans?" "In what other ways (literature, painting, sculpture, digital media, etc.) Has Ali and/or his accomplishments been represented in the public space?" "In what manner did Ali - or other public representatives -- link Ali to or appropriate him for the civil rights/black power movements?" each of the panelists is a scholar on sport rhetoric and/or the rhetoric of civil rights. They will present a short position paper after which discussion will take place.

**3310**

Room: Blue Pdr  
12:00 P.M. - 1:15 P.M.

**PAST PRESIDENTS' LUNCH**

**3311**

Room: Salon D  
12:00 P.M. - 1:15 P.M.

**WORKSHOP 3: TRAINING GRADUATE  
TEACHING ASSISTANTS - SESSION 2**

**Leader:** Deanna Dannels  
*North Carolina State University*

Continued From #3211

**3401**

Room: Win  
1:30 P.M. - 2:45 P.M.

**COMPETITIVE PAPERS IN  
INSTRUCTIONAL DEVELOPMENT**

**Sponsor:** Instructional Development Division

**Chair:** Ryan Loyd  
*West Texas A&M University*

**“FUNCTIONS OF TEACHER SELF-  
DISCLOSURE”**

Mary Hemmelgarn  
*North Carolina State University*

**“ANALOGY, DESIGN, AND  
COLLABORATIVE ENGAGEMENT: A CID  
QUALITATIVE STUDY”**

Kelly Norris  
*North Carolina State University*

**“DO YOU HAVE THE NETWORK?  
STUDENT COMMUNICATION IN THE  
SERVICE LEARNING CLASSROOM”**

Traci Rowe  
*North Carolina State University*

**“TEACHING SOCIAL SKILLS:  
INTEGRATING AN ONLINE LEARNING  
SYSTEM INTO TRADITIONAL  
CURRICULUM”**

Graham D. Bodie  
Purdue University  
Margaret Fitch-Hausner  
Auburn University  
William G. Powers  
*Texas Christian University*

**“INDUCING IMPULSE: FACEWORK AND  
COMMUNICATION CLARITY AS  
MOTIVATORS IN THE CLASSROOM”**

Abby M. Brooks  
Andrew C. Tollison  
*University of Tennessee*

**“CONFIRMATION, IMMEDIACY AND  
MOTIVATION IN THE CLASSROOM: A  
LONGITUDINAL EXPLORATION OF  
TEACHER CONFIRMATION, IMMEDIACY  
AND STUDENT MOTIVATION”**

Ashley Jones-Bodie  
Melanie Morgan  
*Purdue University*

**3402**

Room: Place  
1:30 P.M. - 2:45 P.M.

**COMPETITIVE PAPERS IN APPLIED  
COMMUNICATION: RUMORS,  
CLOSENESS, SUPPORT AND  
CONFLICT**

**Sponsor:** Applied Communication Division

**Chair:** Elissa Foster  
*San Jose State University*

**“WHY RUMORS SPREAD AT THE FIRE  
HOUSE AND THE POST OFFICE.”**

Rhian Drain  
Brad Brewster  
Bethany Castleberry  
Rachel Dunnahoe  
Elyse M. Warford  
Kristen M. Norwood  
Myria Watkins Allen  
*University of Arkansas*

**“REVISITING TEACHER IMMEDIACY IN  
THE HBCU AND PWI CONTEXT: DOES  
TEACHER IMMEDIACY AND  
INTERPERSONAL COMMUNICATION  
SATISFACTION INFLUENCE STUDENT  
RETENTION?”**

Mary L. Rucker  
*Wright State University*  
Joanna M. Davis-Showell  
*Central State University*

**“WHAT DO YOU HAVE TO LOSE?  
COMMUNICATION IN AN IN-PERSON  
WEIGHT LOSS SUPPORT GROUP”**

Jennifer Hadra  
*North Carolina State University*

**“CONFLICT, CMC, AND DIALOGIC  
COMMUNICATION”**

Anna Turnage  
*North Carolina State University*

**3403**

Room: Paddock  
1:30 P.M. - 2:45 P.M.



**FRIENDSHIPS AND  
COMMUNICATION**

**Sponsor:** Theodore Clevenger Undergraduate  
Honors Conference

**Chair:** Melissa J. Young  
*Texas Christian University*

**“GENDERED PERCEPTIONS OF SAME-SEX  
FRIENDSHIPS”**

Ashley Crafton  
Sarah Pillsbury  
Anna Cushman  
Trent Ricketts  
*Samford University*

**“LET'S TALK ABOUT SEX, BABY: HOW  
MALE AND FEMALE COLLEGE STUDENTS  
DIFFER IN THEIR COMMUNICATION TO  
THEIR FRIENDS ABOUT 'HOOK-UPS”**

Corey Goggin  
*James Madison University*

**“TRIANGULAR RELATIONSHIPS”**

Jessee D. Sandlin  
*University of Southern Indiana*

**FLIRTING IN CROSS-SEX FRIENDSHIPS:  
AN EXPECTANCY VIOLATIONS  
FRAMEWORK**

Tim Worley  
*Samford University*

3404

Room: Grandstand  
1:30 P.M. - 2:45 P.M.



**COMMUNICATION SOCIAL  
INFLUENCE AND HEALTH**

**Sponsor:** Theodore Clevenger Undergraduate  
Honors Conference

**Chair:** Kelli Lynn Fellows  
*Appalachian State University*

**“BREAKING DOWN THE  
COMMUNICATION BARRIER:  
PHYSICIAN'S COMMUNICATION LEADS  
TO LEVELS OF PATIENT SATISFACTION”**

Katherine Ann Howard  
*University of Kentucky*

**“A HEURISTIC ANALYSIS: EXPLORING  
THE PERSUASIVE EFFECTIVENESS OF  
PRO-ANOREXIC/PRO-BULIMIC WEBSITES”**

Kathleen Kelso  
*University of North Carolina at Chapel Hill*

**“TO DO LIST: TELL SOMEONE ABOUT  
TELL SOMEONE REASONING”**

Kayce Postlewait  
*Berea College*

**“THE REPERCUSSIONS OF FRIENDS: THE  
EFFECTS OF RELATIONAL  
DEVELOPMENT ON SMOKING HABITS”**

Regan Sale  
*University of Kentucky*

**“FRAMING THEORY: A RESEARCH STUDY  
OF THE FOOD AND DRUG  
ADMINISTRATION'S ONLINE CONSUMER  
ADVISORIES”**

Beverly Wolf  
*Kennesaw State University*

3405

Room: Clubhouse  
1:30 P.M. - 2:45 P.M.

**PUBLIC RELATIONS DIVISION  
BUSINESS MEETING**

**Chair:** Brigitta Brunner  
*Auburn University*

**Vice Chair/Program Planner:**  
William Thompson  
*University of Louisville*

**Vice Chair Elect:**  
Laura Richardson Walton  
*Mississippi State University*

**Secretary:** Joe Downing  
*Southern Methodist University*

3406

Room: Salon A  
1:30 P.M. - 2:45 P.M.

**SAY IT ANYWAY-THEY'LL DETERMINE  
YOUR MEANING LATER: PUBLIC  
INTEREST, PUBLIC PERCEPTION,  
AND POLITICAL AGENDAS. (TOP  
FACULTY PAPERS)**

**Sponsor:** Political Communication Division

**Chair:** Tony Demars  
*University of North Carolina at Pembroke*

**“WE ARE THE WORLD: BURKEAN  
ANALYSIS OF TWO MAJOR SPEECHES  
MADE BY PRESIDENT GEORGE W. BUSH  
AFTER 9/11”**

Melissa M. Smith  
*Mississippi State University*

**“FRAMING PRESIDENTIAL POWER:  
ANALYSIS IF FOX NEWS REPORTS ON  
WARRANTLESS WIRETAPPING”**

Faye Mangrum  
C. W. Mangrum  
Rhonda K. Coward  
*Southeastern Oklahoma State University*

**“ORGANIZATIONAL RHETORIC: BY ANY  
OTHER NAME IT'S STILL THE SAME?”**

Damion M. Waymer  
*University of Houston*

**3407**

Room: Salon B  
1:30 P.M. - 2:45 P.M.

**ASSESSMENT TOOLS TO IMPROVE  
THE STUDENT LEARNING  
COMMUNITY**

**Sponsor:** Mass Communication Division

**Moderator/Respondent:**

Teresa Taylor  
*Tougaloo College*

**“COMMUNICATION ASSESSMENT PLANS:  
DEVELOPMENT, IMPLEMENTATION, AND  
REWARD SYSTEMS”**

John Allen Hendricks  
*Southeastern Oklahoma State University*

**“RUBRIC DRIVEN ASSESSMENT”**

Osabuohien P. Amienyi  
Mary Jackson Pitts  
*Arkansas State University*

**“ASSESSING THE CORE COURSES: WILL  
ANYONE BUY IN?”**

Myleea Hill  
*Arkansas State University*

**“ASSESSMENT IN THE AGE OF  
CONVERGENCE”**

Martin L. Hatton  
Barry P. Smith  
*Mississippi University for Women*

This panel explores the development and implementation of assessment tools within journalism, broadcast and mass communication programs. Participants will share information and provide examples of tools of assessment, and discuss the challenges and rewards of implementing assessment.

**3408**

Room: Salon C  
1:30 P.M. - 2:45 P.M.

**FRIDA KAHLO IN LOVE: A READERS  
THEATRE PERFORMANCE OF  
SELECTED POETRY AND PROSE OF  
FRIDA KAHLO**

**Sponsor:** Performance Studies Division

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

**Moderator:** Rebecca Walker  
*Louisiana State University*

Students from the University of north Texas will perform selected poetry and prose by Mexican artist, Frida Kahlo. The director will use masks and puppetry to explore and underline the ekphrastic relationship between Kahlo's well-known visual works and her lesser known written work. After the performance, a moderator will lead a discussion about the issues raised in the performance.

**3409**

Room: Salon F  
1:30 P.M. - 2:45 P.M.

**ASSESSMENT AND SACS: WHAT'S  
EXPECTED AND WHAT WORKS**

**Sponsor:** President

**Moderator:** Charles Tardy  
*University of Southern Mississippi*

**Panelists:**

David Carter  
*Southern Association of Colleges and Schools*  
Susan A. Siltanen  
*University of Southern Mississippi*

John Haas  
*University of Tennessee*

Charles H. Tardy  
*University of Southern Mississippi*

The panelists will discuss the expectations of the southern association of colleges and schools for assessment and what universities are doing to meet those expectations. General strategies as well as specific operations for assessing various levels of institutional functioning will be described and evaluated.

3410

Room: Salon G  
1:30 P.M. - 2:45 P.M.

**WHEN THE PRESS AND DIGITAL COMMUNICATORS RHETORICALLY FRAME**

**Sponsor:** Rhetoric and Public Address Division

**Chair:** Trudy Hanson  
*West Texas A&M University*

**Respondent:** Roseann M. Mandziuk  
*Texas State University*

“SOR JUANA AND LA RESPUESTA: 'THE ONLY DIFFERENCE BETWEEN MARTYRDOM AND SUICIDE IS PRESS COVERAGE' (PANIC! AT THE DISCO)”

Jessica Speed  
*Louisiana State University*

“THE PRESIDENT AND THE PRESS: A RHETORICAL FRAMING ANALYSIS OF GEORGE W. BUSH'S SPEECH TO THE UNITED NATIONS ON NOVEMBER 10, 2001”

Jim Kuypers  
*Virginia Tech*

“THE FANTASIES OF INTERNATIONAL CONFRONTATION: A FANTASY THEME ANALYSIS OF THE NEWS COVERAGE OF IRAN'S URANIUM ENRICHMENT”

Nick Temple  
*North Carolina State University*

“DRUNKCYCLIST.COM WHERE RHETORIC AND HAPPY HOUR MEET”

David Nelson  
*University of Southern Mississippi*

3412

Room: Salon D  
1:30 P.M. - 2:45 P.M.

**WORKSHOP 4: COMBATING PLAGIARISM IN THE DIGITAL AGE - SESSION 1**

**Sponsor:** Vice President

**Chair:** Kenneth S. Sexton  
*Morehead State University*

**Respondent:** Rachel Tighe  
*The University of Virginia's College at Wise*

This panel brings together faculty members, a librarian, and an instructional designer to present their strategies for combating plagiarism in today's digital environment. A department chair, whose plagiarism policy is used as a model on her campus, will respond to the presentations from the perspective of an administrator and former faculty member.

“ACADEMIC INTEGRITY IN THE DIGITAL AGE: PRE-EMPTING UNDERGRADUATE PLAGIARISM THROUGH EFFECTIVE COURSE DESIGN AND COLLABORATION”

Jason Vance  
Misty Hanks  
*Morehead State University*

Presenters will discuss strategies for out-teaching plagiarism rather than just policing it. Through creative course design, instructors can create assignments that encourage a classroom community which fosters academic integrity and honesty. Students' relationships with technology and information will be addressed, as will collaborations between faculty, librarians, and instructional designers.

“TOOLS FOR PREVENTING AND DETECTING CHEATING AND PLAGIARISM IN AN ONLINE ENVIRONMENT”

Ramune Brazionaite  
*Bowling Green State University*

Although scrutinizing academic integrity is challenging in both traditional and online class, online learning seems to present unique environment for both detecting and

combating plagiarism. The panelist will discuss which assignments can potentially increase plagiarism and which ones discourage or make it impossible for students plagiarize. The panelist will also suggest the ways online tests can be designed to prevent students from cheating. Finally, an overview of plagiarism scanning software and web-based tools for secure test environment will be presented.

**3501**

Room: Win  
3:00 P.M. - 4:15 P.M.

**UNDERSTANDING THE  
RELATIONSHIPS WITHIN HIGH  
SCHOOL AND COLLEGE-LEVEL  
DEBATE AND FORENSICS  
COMMUNITIES**

**Sponsor:** Southern Forensics Division

**Moderator:** Lindsay Wakefield  
*University of Oklahoma*

**“FROM THE PERSPECTIVE OF A COLLEGE  
COMPETITOR/COACH THAT HAS  
WORKED WITH STUDENTS IN THE HIGH  
SCHOOL SETTING”**

Lindsay Wakefield  
*University of Oklahoma*

**“FROM THE PERSPECTIVE OF A HIGH  
SCHOOL TEACHER”**

David Tibbles  
*Waynesville (MO) High School*

**“FROM THE PERSPECTIVE OF A COACH  
THAT HAS DIRECTED BOTH TYPES OF  
PROGRAMS”**

Connie Mckee  
*West Texas A&M University*

**“FROM THE PERSPECTIVE OF COLLEGE  
PROGRAM RUNNING A HIGH SCHOOL  
CAMP”**

Tyler Thornton  
*Cameron University*

**3502**

Room: Place  
3:00 P.M. - 4:15 P.M.

**USING KENNETH BURKE AS  
EQUIPMENT FOR LIVING:  
COMPETITIVE BURKE PAPERS**

**Sponsor:** Kenneth Burke Society Interest  
Group

**Chair:** C. Wesley Buerkle  
*East Tennessee State University*

**“DRAMATISTIC FORM: THE AROUSING  
AND RELIEVING OF STRESS”**

Stan A. Lindsay  
*Florida State University*

**“BONA FIDE DIALOGUE:  
IDENTIFICATION, DIFFERENCE AND THE  
COSMOPOLITAN ATTITUDE”**

Richard L. Conville  
*University of Southern Mississippi*

Carolyn Lee  
*Mississippi Gulf Coast Community College*

**“WHERE WAS KENNETH BURKE DURING  
'THE BIG ONES'?”**

David Cratis Williams  
*Florida Atlantic University*

**\*“ARE WE KILLING THE MOCKINGBIRD?:  
MAKING SENSE OF THE AVIAN FLU  
SCARE”**

Slavica Kodish  
*Arkansas Tech University*

\*Top Faculty Paper

**3503**

Room: Paddock  
3:00 P.M. - 4:15 P.M.



**COMMUNICATION AND POLITICS**

**Sponsor:** Theodore Clevenger Undergraduate  
Honors Conference

**CHAIR:** Mary Stuckey  
*Georgia State University*

**“NEWS FOR PROFIT PRACTICES AND  
THE CLINTON/WALLACE INTERVIEW”**

Kyle Arnold  
Pallie Davis  
*University of Georgia*

**“HUEY P. LONG: RHETORIC OF A  
SOCIALIST”**

Brendan Boerbaitz  
Michael Holder  
*George Washington University*

**“FROM GOLDWATER TO CLINTON:  
METAPHORICAL EVIDENCE OF A  
RIGHTWARD SHIFT IN AMERICAN  
POLITICAL VALUES”**

Jonathan Burch  
*Georgia Southern University*

**“COMMUNICATING THE REAGAN WAY”**

Matt Phillips  
Autumn Pound  
Katherine Faircloth  
*University of Georgia*

3504

Room: Grandstand  
3:00 P.M. - 4:15 P.M.



**COMMUNICATION USING VISUAL  
IMAGES AND PRINT MEDIA**

**Sponsor:** Theodore Clevenger Undergraduate  
Honors Conference

**Chair:** David Sutton  
*Auburn University*

“HOW POLITICAL COVERAGE HAS  
CHANGED IN *TIME* MAGAZINE”

Anne Marie Parker  
Illy Salehi  
Katie Shea  
*University of Georgia*

“*THE HERALD*: A SURVEY TO DETERMINE  
READERSHIP AND OPINION”

Andrew J. Wilson  
*Arkansas State University*

“GENDERED OCCASION: THE RHETORIC  
OF BRIDAL MAGAZINES”

Caroline J. Osborne  
*Columbia College*

“STUDIO PHOTOGRAPHY: A SURVEY OF  
JONESBORO RESIDENTS TO DETERMINE  
THEIR PERCEPTION OF STUDIO  
PHOTOGRAPHY”

Michael Johnson  
*Arkansas State University*

3505

Room: Clubhouse  
3:00 P.M. - 4:15 P.M.

**RHETORIC AND PUBLIC ADDRESS  
DIVISION BUSINESS MEETING**

**Chair:** Jim Kuypers  
*Virginia Tech*

**Vice Chair/Program Planner:**  
Ken Zagacki  
*North Carolina State University*

**Vice Chair Elect:** Ann Burnette  
*Texas State University*

**Secretary:** Tom Frentz  
*University of Arkansas*

3506

Room: Salon A  
3:00 P.M. - 4:15 P.M.

**PERFORMANCE STUDIES DIVISION  
BUSINESS MEETING**

**Chair:** W. Jay Baglia  
*San Jose State University*

**Vice Chair:** Tracy Stephenson Shaffer  
*Louisiana State University*

**Vice Chair Elect:** Rebecca Kennerly  
*Georgia Southern University*

3507

Room: Salon B  
3:00 P.M. - 4:15 P.M.

**SEEING PAST MY SEX: FEMALE LEADERSHIP IN PUBLIC RELATIONS CONTEXTS**

**Sponsor:** Public Relations Division

**Chair:** Shirley Willihnganz  
*University of Louisville*

**\*"THE MOTHER OF MODERN PUBLIC RELATIONS: A CASE FOR DORIS E. FLEISCHMAN"**

Eilene Wollslager  
*Regent University*

**"FEMALE ENTREPRENEURIAL SPIRIT: A CHEERLEADING APPROACH TO BOTTOM-LINE SUCCESS"**

Debbie Scoppechio  
*Creative Alliance, Louisville, KY*

**"THE GREAT EQUALIZER - WOMEN IN THE COMMUNICATIONS INDUSTRY"**

Becky Simpson  
*New West, Louisville, KY*

**"PR DECISION-MAKING AND LEADERSHIP DEVELOPMENT IN CRISIS SITUATIONS: A PR CASE STUDY"**

Wanda C. Mouton  
*Stephen F. Austin University*

\*Top Student Paper

3508

Room: Salon F  
3:00 P.M. - 4:15 P.M.

**BUILDING RELATIONSHIPS AND COMMUNITIES: INTERGRATING STUDENT SERVICE4 LEANRING INTO CALSSROOM CURRICULUM**

**Sponsor:** Instructional Development Division

**Moderator:** Retha J. Martin  
*Columbus State University*

**"SERVICE LEARNING NUTS AND BOLTS: LESSONS FROM THE FIELD"**

Carol Thompson  
*University of Arkansas at Little Rock*

**"SERVICE-LEARNING ON THE MISSISSIPPI GULF COAST, AFTER KATRINA: STUDENTS BUILDING STRONGER COMMUNITIES AS THEY LEARN ("IF IT DOESN'T KILL YOU, IT CAN MAKE YOU STRONGER")"**

Susan Mallon Ross  
*The University of Southern Mississippi*

**"STORYTELLING: BUILDING HEALTHY RELATIONSHIPS IN SCHOOLS AND COMMUNITIES"**

Trudy Hanson  
*West Texas A&M University*

**"PERSPECTIVES ON INTERCULTURAL, INTERDISCIPLINARY, AND INTERPERSONAL SERVICE LEARNING PROJECT"**

Kandi L. Walker  
Joy L. Hart  
*University of Louisville*

**"ENTERING THE BLOGOSPHERE ON THE JOURNEY TO HEALTHY COMMUNITIES: ONE DEPARTMENT'S EXPERIENCE"**

Danna M. Gibson  
Richard L. Baxter  
Danna M. Gibson  
*Columbus State University*

This discussion will provide practical insights into how communication professors have utilized technology and creativity to help them overcome geographic, cultural, technological, and educational obstacles to offer their students service-learning opportunities

that, in turn, helped create discursive realms of dialogic, healthy interaction (community). From this perspective, it could be argued that the connections made by the students engaged in their service learning experiences, created relationships built upon respect, discipline, trust, participation, cooperation, responsibility - all required elements for building and maintaining healthy communities.

**3509**

Room: Salon C  
3:00 P.M. - 4:15 P.M.

**BIOLOGY AND INTERPERSONAL COMMUNICATION**

**Sponsor:** Interpersonal Communication Division

**Chair:** Jean Bodon  
*University of Alabama at Birmingham*

“THE STUDY OF BIOLOGY AND INTERPERSONAL COMMUNICATION: THE FIRST 40 YEARS (1959-1999)”

Mark Hickson, III  
*University of Alabama at Birmingham*

“USING COMMUNIBIOLOGY TO STUDY INTERPERSONAL COMMUNICATION VARIABLES”

James C. McCroskey  
*University of Alabama at Birmingham*

“NERVISM, COGNITIVISM, AND BIOLOGICAL STUDIES IN COMMUNICATION”

Chris Sawyer  
*Texas Christian University*

“THE DIFFUSION AND INSTITUTIONALIZATION OF BIOLOGICAL ACCOUNTS OF COMMUNICATION PROCESSES: REFLECTIONS ON FOOT-IN-THE-DOOR, BRICK-THROUGH-THE-WINDOW, AND OTHER STRATEGIES FOR GAINING ENTRANCE INTO THE DISCIPLINE”

Charles Tardy  
Yan Guan  
*University of Southern Mississippi*

The presenters provide four different views of how biology and interpersonal communication interact with one another. Beginning with the history of such interdisciplinary approaches the presenters expand to include bio-social theory and communibiology.

**3510**

Room: Salon G  
3:00 P.M. - 4:15 P.M.

**TENURE AND PROMOTION IN THE DIGITAL AGE**

**Sponsor:** Vice President

**Chair:** Carl M. Cates  
*Valdosta State University*

“DEPARTMENTAL STANDARDS AND COLLEGE GUIDELINES”

Craig Allen Smith  
*North Carolina State University*

“SEEKING PROMOTION TO FULL PROFESSOR”

Katherine Hendrix  
*University of Memphis*

“ELECTRONIC PORTFOLIOS AND APPLICATIONS”

Carl M. Cates  
Michael P. Savoie  
*Valdosta State University*

**3511**

Room: Salon E  
3:00-4:15

**G.I.F.T.S. AND E.G.I.F.T.S. — GREAT IDEAS FOR TEACHING SPEECH**

**Sponsor:** Community College Division

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

“EULOGIES: CELEBRATING THE FINAL FAREWELL”

Bonnie Jefferis  
*St. Petersburg College*

“THE PEDAGOGICAL DR. SEUSS: USING CHILDREN'S LITERATURE TO ILLUSTRATE ASPECTS OF PUBLIC SPEAKING”

John Saunders  
*Columbus State University*

“TRAINING TECHNIQUES FOR THE BROADCAST VOICE”

Lisa Rose Weaver  
*Chatham College*

“MANNERS MATTER: TABLE AND COCKTAIL MANNERS FOR BUSINESS”

Mary Lou Beall  
*Mercer University*

“RESURRECTING RHETORICIANS: CORAX, GORGIAS, PLATO, ARISTOTLE...AND ALL THOSE OTHER DEAD GUYS”

Monette Callaway-Ezell  
*Hinds Community College*

“ETIQUETTE FOR DIVISIVE DEVICES: TECHNOLOGICAL ETIQUETTE FOR BUSINESS”

Megan Louise Beall  
*Mercer University*

“USING MICROSOFT EXCEL TO ORGANIZE AND GENERATE A PUBLIC SPEAKING NOTE CARD”

Richard Mercadante  
*St. Petersburg College*

“ADD TOASTMASTERS TO YOUR COURSE”

Jan Ballantine  
*St. Petersburg College*

*Continued on Next Page*

**3512**

Room: Salon D  
3:00 P.M. - 4:15 P.M.

**WORKSHOP 4: COMBATING  
PLAGIARISM IN THE DIGITAL AGE -  
SESSION 2**

Continued From #3412

**Respondent:** Rachel Tighe  
*The University of Virginia's College at Wise*

**“USING SERVICE LEARNING PROJECTS  
TO TEACH COPYRIGHT ISSUES”**

Janet Rice McCoy  
*Morehead State University*

Plagiarism is a slippery slope within the field of public relations. Practitioners are frequently given materials by their clients that need to be revised and rework. Consequently, service learning writing projects with community partners provide an ideal opportunity for students to learn about plagiarism. The professor can challenge the students to explore copyright issues as they work with client-provided graphics and background information.

**“CUTTING AND PASTING: IT ISN'T JUST  
STUDENTS”**

Michael T. McGill  
*The University of Virginia's College at Wise*

The digital age has made student plagiarism as simple as “cut and paste.” but the students aren't alone. College administrators and faculty members are also engaging in plagiarism. This presentation describes several recent incidents of administrative and faculty plagiarism with a discussion of potential legal and ethical consequences of that activity.

**3601**

Room: Salon F  
4:30 P.M. - 6:00 P.M.

**PLENARY SESSION: “THE  
RESEARCHER AS DETECTIVE”**

**Moderator:** Craig Allen Smith  
*North Carolina State University*

**Speaker:** H. L. Goodall, Jr.,  
*Director, Hugh Downs School of  
Communication  
Arizona State University*

**“INTRODUCING STUDENTS TO ONLINE  
RESEARCH FOR THE 'ACADEMIC  
WORLD”**

Paula Rodriguez,  
*Hinds Community College*

**“IMPROMPTU SPEAKING IN THREE  
PARTS”**

Crystal Lane Swift  
*Louisiana State University*

**4101**

Room: Win  
8:00 A.M.-9:15 A.M.

**COMMUNITY COLLEGE DIVISION  
BUSINESS MEETING**

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

**Vice Chair/Program Planner:** Paula Rodriguez  
*Hinds Community College*

**Vice Chair Elect:** Janice Ballantine  
*St. Petersburg Junior College*

**Secretary:** Deborah Hefferin  
*Broward Community College*

**4102**

Room: Place  
8:00 A.M.-9:15 A.M.

**GENDER STUDIES DIVISION  
BUSINESS MEETING**

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

**Vice Chair/Program Planner:**  
Mindy Chang  
*Western New England College*

**Vice Chair Elect:** Susan Mallon Ross  
*University of Southern Mississippi*

**Secretary:** Vice Chair serves in this position

Saturday, March 31, 2007

# Day 4

**Registration**

8:00 - 11:30 a.m.

1:30 - 3:00 p.m

**4103**

Room: Grandstand 5  
8:00 A.M. - 9:15 A.M.

**KENNETH BURKE SOCIETY  
INTEREST GROUP BUSINESS  
MEETING**

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

**Vice Chair / Program Planner**  
Kim Golombisky  
*University of South Florida*

**4104**

Room: Clubhouse  
8:00 A.M.-9:15 A.M.

**LANGUAGE AND SOCIAL  
INTERACTION DIVISION BUSINESS  
MEETING**

**Chair:** Christine S. Davis  
*University of South Florida*

**Vice Chair/Program Planner:**  
Linda Vangelis  
*East Carolina University*

**Vice Chair Elect:** Heather Gallardo  
*University of North Carolina at Charlotte*

**4105**

Room: Salon E  
8:00 A.M.-9:15 A.M.

**ROUND TABLE BREAKFAST  
DISCUSSION**

**4201**

Room: Win  
9:30 A.M. - 10:45 A.M.

**TOP PAPERS IN FREEDOM OF SPEECH: REGULATING SPEECH, SUPPORTING CENSORSHIP AND MANAGING SCHOLARSHIP**

**Sponsor:** Freedom of Speech Division

**Chair:** Susan Mallon Ross  
*University of Southern Mississippi*

**Respondent:** Terry W. Cole  
*Appalachian State University*

“SPECIALTY LICENSE PLATES AS A MOVEMENT ARENA: ACLU V. BREDESEN”  
Norma Cox Cook  
*University of Tennessee*

“RIPPED FROM THE HEADLINES: A CASE STUDY ON HOW THE DUBOIS MORNING COURIER PATRIOTICALLY RESPONDS TO VOLUNTARY CENSORSHIP DURING WORLD WAR II”  
Melissa Miller Chastain  
*Spalding University*

“FIRST AMENDMENT AND FREEDOM OF EXPRESSION SCHOLARSHIP: A COMPREHENSIVE LITERATURE REVIEW”  
Pat Arneson  
*Duquesne University*  
David R. Dewberry  
*University of Denver*

**4202**

Room: Place  
9:30 A.M. - 10:45 A.M.

**RELATIONSHIPS AT 525 LINES PER SECOND: OUR TELEVISED COMMUNITY**

**Sponsor:** Popular Communication Division

**Chair:** Carl Kell  
*Western Kentucky University*

“TWO NETWORKS, ONE EMMY, AND THE SAME OUTCOME: CENSORSHIP OF A TV NATION”  
David S. Silverman  
*Valley City State University*

“AUDIENCE PERCEPTIONS OF THE REPRESENTATION OF GAY MEN IN *QUEER AS FOLK*”  
Michaela D. E. Meyer  
Samantha Pelstring  
*Christopher Newport University*

“THE ADULT CARTOON: INTERTEXTUALITY AND GENRE VIA THE *FAMILY GUY*”  
Megan H. L. Tucker  
*Christopher Newport University*

“THE GAMES THROUGH THE NBC LENS: GENDER, ETHNIC AND NATIONAL EQUITY IN THE 2006 TORINO WINTER OLYMPICS”  
Andrew C. Billings  
Chelsea L. Brown  
James H. Crout  
*Clemson University*

“BACK TO THE FUTURE: THE BRILLIANT WITCHES IN *BEWITCHED*”  
Linda Baughman  
*Christopher Newport University*  
Allison Burr-Miller  
*Colorado State University*  
Linda Manning  
*Christopher Newport University*

**4203**

Room: Paddock  
9:30 A.M. - 10:45 A.M.



**COMMUNICATION AND THE WORLD WIDE WEB**

**Sponsor:** Theodore Clevenger Undergraduate Honors Conference

**Chair:** Victoria Gallagher  
*North Carolina State University*

“BOYS JUST WANT TO HAVE FUN?: A PERSUASIVE ANALYSIS OF THE WEBSITE FOR THE NORTH AMERICAN MAN-BOY LOVE ASSOCIATION WWW.NAMBLA.ORG”  
Paul C. Burgess  
*University of North Carolina at Chapel Hill*

“FRAMING, GENDERED MEDIATION AND MALE METAPHOR IN INTERNET NEWS ARTICLES”  
Cindy Burke  
*Clemson University*

“ACCIDENTAL MEMORIALS: BUILDING A VIRTUAL COMMUNITY AFTER THE DEATH OF A MEMBER”  
J. Daniel Elam  
*University of North Carolina at Chapel Hill*

“THE CONSTRUCTED SELF: A RHETORICAL ANALYSIS OF FACEBOOK”  
Emily Potter  
*Berea College*

4204

Room: Grandstand  
9:30 A.M. - 10:45 A.M.



**COMMUNICATION IN ORGANIZATIONS**

**Sponsor:** Theodore Clevenger Undergraduate Honors Conference

**Chair:** John Haas  
*University of Tennessee*

“GENDERED HIERARCHY AND EMPOWERMENT: AN ETHNOGRAPHY OF THE ORGANIZATIONAL CULTURAL OF BANK TELLERS”

Kayla D. Gibson  
*Columbia College*

“LANGUAGE: THE MOST ESSENTIAL ELEMENT OF ORGANIZATIONAL CULTURE”

Lacy Hefley  
*Arkansas Tech University*

“EXPLORING NARCISSISTIC TENDENCIES IN CORPORATE ORGANIZATIONS”

Willie Nelson  
*Arkansas Tech University*

“CRISIS COMMUNICATION IN ORGANIZATIONS: ENTERGY CORPORATION'S RESPONSE TO HURRICANES KATRINA AND RITA”

Adena J. Strickland  
*Arkansas Tech University*

“ORGANIZATIONAL SOCIALIZATION: ORGANIZATIONAL ASSIMILATION THEORY IN THE PANHANDLE-PLAINS HISTORICAL MUSEUM”

Jill Whitfield  
*West Texas A&M University*

4205

Room: Clubhouse  
9:30 A.M. - 10:45 A.M.

**SSCA NOMINATING COMMITTEE MEETING**

**President:** Charles H. Tardy

4206

Room: Salon G  
2:00 P.M. - 3:15 P.M.

**THE DIGITAL CRACKER BARREL: TALKING BASEBALL WITH ED PAPPAS**

**Sponsor:** Vice President

**Moderator:** Craig Allen Smith  
*North Carolina State University*

“BASEBALL NARRATIVES AND AMERICAN COMMUNITY”

Edward J. Pappas  
*Wayne State University*

Many of us first saw “Louisville” on a Louisville slugger baseball bat, and the historian Jacques Barzun once wrote that anyone who would understand the United States needs to understand baseball. Ed Pappas, professor emeritus at Wayne State University and co-author of the baseball history *They Tasted Glory*, will discuss three baseball narratives in American culture. The narrative of change encompasses baseball's struggle to integrate, the narrative of scandal (the black sox debacle) and, finally, a narrative of accomplishment (Don Larsen, Vandermeer and the pursuit of perfection).

4207

Room: Salon B  
9:30 A.M. - 10:45 A.M.

**INTERCULTURAL RELATIONSHIPS:  
FROM THE IMPERSONAL TO THE  
INTIMATE**

**Sponsor:** Intercultural Communication

**Chair:** Stephen A. King  
*Delta State University*

**Respondent:** Mary Evelyn Collins  
*Sam Houston State*

**\*\*THE EFFECT OF EXPOSURE ON  
FACULTY: DOES IT MAKE A DIFFERENCE?\***  
Soumia Dhar  
*University of New Mexico*

**"A COMPARISON OF INTERNATIONAL  
STUDENTS AND AMERICAN STUDENTS  
ON THE DIMENSIONS OF CLASSROOM  
ANXIETY, SHYNESS, AND HUMOR"**

Thomas Baglan  
Nerma Reggans  
Jessica Walker  
*Arkansas State University*

**"SELF-CONSTRUAL, INTERPERSONAL  
COMMUNICATION SATISFACTION, AND  
COMMUNICATION STYLE: ARE WOMEN  
FROM VENUS AND MEN FROM MARS?"**

Mary L. Rucker  
*Wright State University*

**"FINDING THE 'COMFORT ZONE' WHEN  
PERSUADING THOSE WE LOVE: AN  
INTERCULTURAL STUDY OF JAPANESE  
AND AMERICAN VIEWS"**

Richard I. Falvo  
*El Paso Community College*

\*Top Paper

4208

Room: Salon C  
9:30 A.M. - 10:45 A.M.

**RELATIONSHIPS AND COMMUNITIES  
FOR UNDERGRADUATE EDUCATION  
IN THE DIGITAL AGE**

**Sponsor:** Association for Communication  
Administrators Interest Group

**Moderator:** Ronald C. Arnett  
*Duquesne University*

**"BUILDING RELATIONSHIPS AMONG  
MAJORS AROUND A COMMUNITY OF  
IDEAS"**

Janie M. Harden Fritz  
*Duquesne University*

**"BUILDING RELATIONSHIPS WITH  
ADMISSIONS FOR DEPARTMENTAL  
SUCCESS"**

Leeanne M. Bell  
*Duquesne University*

**"BUILDING RELATIONSHIPS IN THE  
MARKETPLACE COMMUNITY: AN  
ADMINISTRATIVE PERSPECTIVE"**

Ronald C. Arnett  
*Duquesne University*

This panel involves three papers addressing relationships among and between communities within and external to communication departments in our digital age. Each paper addresses one element or facet of a department's constituencies, addressing multiple issues relevant to communication administration, including how new communication technologies shape interaction among persons in relation in community. The case of one department is offered as an exemplar of these ideas in practice. This panel will be moderated in such a way as to invite audience participation in discussion following these presentations.

4209

Room: Salon F  
9:30 A.M. - 10:45 A.M.

**TOP PAPERS IN RHETORIC AND  
PUBLIC ADDRESS**

**Sponsor:** Rhetoric and Public Address Division

**Chair:** Mark Williams  
*California State University - Sacramento*

**Respondent:** Tom Frenz  
*University of Arkansas*

**"THE RHETORICAL CONSTRUCTION OF  
AMBIGUITY: FRAMING *THE FOG OF WAR*"**  
Mary Stuckey  
David Cheshier  
*Georgia State University*

**"IF BY MARTYRDOM I CAN ADVANCE MY  
RACE ONE STEP, I AM READY FOR IT":  
DIVINE ETHOS AND THE RECEPTION OF  
ELIZABETH CADY STANTON'S WOMAN'S  
BIBLE"**

Kerith Woodyard  
*Northern Illinois University*

**"HYBRID RHETORIC IN CHOCTAW,  
CREEK, CHICKASAW AND SEMINOLE  
REMOVAL RESISTANCE: CONSTITUTING  
U.S. GOVERNMENTAL AND NATIVE  
IDENTITIES THROUGH THE  
'TURNAROUND'"**

Jason Black  
*University of Alabama*

4210

Room: Salon G  
9:30 A.M. - 10:45 A.M.

**SPOTLIGHT ON SSCA -- THE HOW'S  
AND WHY'S OF PROFESSIONAL  
SERVICE**

**Sponsor:** Past President

**Chair:** Kenneth N. Cissna  
University of South Florida

**Panelists:**

Keith Erickson  
*University of Southern Mississippi*

Kate Hawkins  
*Clemson University*

Trudy Hanson  
*West Texas A & M University*

Michael Osborn  
*University of Memphis*

Richard Ranta  
*University of Memphis*

Lynne Webb  
*University of Arkansas*

These past presidents and executive directors of SSCA and editors of the *SCJ* reflect on how and why they became involved in professional organizations and consider the value this service has had for them personally and professionally. They also offer suggestions regarding how to become involved in professional organizations and how to make that service make a difference.

4211

Room: Salon D  
9:30 A.M. - 10:45 A.M.

**WORKSHOP 5: "REAL" PUBLIC  
SPEAKING -- RESOURCE  
MANAGEMENT, ONLINE  
INSTRUCTION, AND COMMUNITIES  
OF PRACTICE FOR GRADUATE  
STUDENT TEACHERS AND  
UNDERGRADS - SESSION 1**

**Sponsor:** Vice-President

**Chair:** Rachel Holloway  
*Virginia Tech*

**"COURSE DESIGN TO MAXIMIZE  
LEARNING AND RESOURCES"**

Marlene Preston  
*Course Designer and Director  
Virginia Tech*

**"FROM DESIGN TO IMPLEMENTATION"**

Matt Giglio  
*Course Coordinator  
Virginia Tech*

**"CREATING AND MANAGING AN ONLINE  
LEARNING ENVIRONMENT"**

Kristin English  
*Graduate Student  
Virginia Tech*

**"MANAGING IN-CLASS ASSIGNMENTS"**

Meghan Tubbs  
*Graduate Student  
Virginia Tech*

**"THE GTA PERSPECTIVE ON TWO  
MODELS OF PUBLIC SPEAKING"**

Nadia M. Aljabri  
*Graduate Student  
Virginia Tech*

**"THE UNDERGRADUATE PERSPECTIVE"**

David Morin  
*Graduate Student  
Virginia Tech*

The new Virginia Tech model was developed as a result of an instructional analysis, which included a review of student, departmental, and stakeholder (other majors) needs. Real public speaking emphasizes academic and professional applications of public speaking, including research, ethics, analysis, and listening/language (real). This panel will include a description of the model and a discussion of its efficacy compared to the former large-lecture model. Presenters will provide handouts and brief introductions to their topics so that they can develop discussion among participants according to size of their institutions and/or topics of interest.

Continues In Session #4311

**4301**

Room: Win  
11:00 A.M. - 12:15 P.M.

**PERFORMANCE AS INTERVENTION:  
PRESENTATION AND POTENTIAL**

**Sponsor:** Performance Studies Division

**Moderator:** Jacqueline Burleson  
*Virginia State University*

**“EDUCATING THE DOCTOR: TEEN  
MOTHERS AND THE PEDIATRICIAN.”**

Charla L. Markham Shaw  
*University of Texas at Arlington*

**“EDUCATING THE STUDENTS:  
PERFORMANCE-BASED SEX  
(RE)EDUCATION AT A HBCU”**

Cindy J. Kistenberg  
*Johnson C. Smith University*

This panel explores the process of performance as intervention in different contexts. Each participant will present her project's movement from research to performance. Issues of data collection, analysis, framing, and performance challenges will be presented.

**4302**

Room: Place  
11:00 A.M. - 12:15 P.M.

**DESIGNING EFFECTIVE  
ASSIGNMENTS AND RUBRICS FOR  
THE DIGITAL COMMUNICATION  
CLASSROOM**

**Sponsor:** Instructional Development Division

**Moderator:** Michael T. McGill  
*The University of Virginia's College at Wise*

**“GROUP-DECISION MAKING THROUGH  
THE USE OF INSTANT MESSENGER”**

Deepa Oommen  
*Bowling Green State University*

**“CONVERTING PAPER RUBRICS TO AN  
ONLINE DIGITAL FORMAT FOR TABLET  
PC TECHNOLOGY”**

Calvin Lindell  
Janet Rice McCoy  
*Morehead State University*

**“THE LIVING, BREATHING RUBRIC:  
EFFECTIVE TEACHING THROUGH THE  
USE OF DIGITAL AND FUNCTIONAL  
INSTRUCTION”**

Jenny Warren  
*University of North Texas*

**“BACK TO BASICS: ASSESSMENT IN THE  
HYBRID COMMUNICATION COURSE”**

Noel Earl  
Cathy Thomas  
*Morehead State University*

**“TEACHING ON INTERACTIVE  
TELEVISION: THE SUM IS GREATER  
THAN THE PARTS”**

Lisa Shemwell  
*Morehead State University*

Faculty members on today's college campus are being challenged to adopt and integrate technology into their classrooms and delivery methods. This panel explores how technology has been integrated into face-to-face, online and interactive television environments. The focus of each presentation will be on adapting assignments and rubrics to a digital environment.

This panel includes faculty who embraced the new technology as early adopters and those who came to the technology later as it was thrust upon them. All have adapted and thrive in the new environment. The members of this panel come from all spectrums of the profession including professors with over a decade of experience that wrote and received a major technology grant to a graduate student who thrives on the challenge of using technology in teaching.

4303

Room: Paddock  
11:00 A.M. - 12:15 P.M.



**MEDIA, TECHNOLOGY, AND  
POLITICS**

**Sponsor:** Theodore Clevenger Undergraduate  
Honors Conference

**Chair:** Caitlin Wills-Toker  
*Gainesville State College*

“FRAMING MORALITY: METAPHOR AND  
MODERN POLITICS A HISTORY OF THE  
THEORY AND THE FUTURE OF  
PROGRESSIVE LANGUAGE”

Kristina Kuzma  
*University of Montevallo*

“POINT AND CLICK IN 2006: ONLINE  
CAMPAIGNING AND THE 2006 FLORIDA  
GUBERNATORIAL RACE”

Sean Luechtefeld  
*Florida State University*

“A SHIFT IN IDEOLOGY: A RHETORICAL  
ANALYSIS OF A PEACE AND WAR TIME  
PRESIDENT”

John McCord  
*West Texas A&M University*

“CAMPAIGN COVERAGE: A CONTENT  
ANALYSIS OF ELECTION COVERAGE ON  
TELEVISION NEWS WEBSITES”

Jeremy Speakes  
*Arkansas State University*

4304

Room: Grandstand  
11:00 A.M. - 12:15 P.M.



**COMMUNICATION AND SOCIAL  
INFLUENCE PROCESSES**

**Sponsor:** Theodore Clevenger Undergraduate  
Honors Conference

**Chair:** Kenneth Levine  
*University of Tennessee*

“OUTCOME VALENCE WITH REGARDS  
TO POSITIVE AND NEGATIVE  
EXPERIENCES AND THE EXPANSION OF  
IDENTITY: AN EXTENSION OF THE  
THEORY OF PLANNED BEHAVIOR”

Emory Stephen Daniel, Jr.  
*Appalachian State University*

“ACCENT EFFECTS ON POWER AND  
STATUS”

Allison Hill  
Meagan Jennings  
Sarah Koch  
Ann Zondag  
*James Madison University*

“THEATRE COMMUNICATION AND  
CONTROL”

Sarah Klocke  
*Arkansas Tech University*

“PICK A TOY, ANY TOY: IS RECOGNITION  
OF THE PERSUASIVE INTENT OF  
ADVERTISING A FUNCTION OF  
PERSPECTIVE TAKING ABILITY?”

Erin Taylor  
*University of Kentucky*

4305

Room: Clubhouse  
11:00 A.M. - 12:15 P.M.

**SSCA 2008 CONVENTION PLANNING  
COMMITTEE-SESSION 1**

**Vice-President-Elect:**  
Jerold L. Hale  
*University of Georgia*

4306

Room: Salon A  
11:00 A.M. - 12:15 P.M.

**COMPETITIVE PAPERS IN APPLIED  
COMMUNICATION: ORGANIZATIONS  
AND HEALTH**

**Sponsor:** Applied Communication Division

**Chair:** Gerald Mark Breen  
*University of Texas - Pan American*

**Respondent:** Chuck Grant  
*East Carolina University*

**“THE ROLE OF ORGANIZATION-BASED  
SELF-ESTEEM IN EMPLOYEE DISSENT  
EXPRESSION”**

Holly J. Payne  
*Western Kentucky University*

**“THE INFLUENCE OF ELECTRONIC  
MEDICAL RECORD USAGE ON  
NONVERBAL COMMUNICATION IN THE  
MEDICAL INTERVIEW”**

John M. McGrath  
*Trinity University*

Nedal H. Arar

Jacqueline A. Pugh  
*Veterans Evidence-based Research  
Dissemination and Implementation  
Center/Audie L. Murphy Memorial Veterans  
Hospital and University of Texas Health  
Science Center at San Antonio*

**“PUTTING IMAGINATION TO WORK: A  
CRITICAL ANALYSIS OF DISCOURSE,  
ORGANIZATIONAL IDENTITY AND THE  
MANAGEMENT OF THE CREATIVE CLASS”**

Mark S. Holt  
*University of North Carolina at Chapel Hill*

**“AN INVESTIGATION OF THE FOCUS AND  
SOCIAL SUPPORT IN AN ON-LINE  
WEIGHT-LOSS SUPPORT GROUP”**

Jennifer Gibb Hall  
*Purdue University*

4307

Room: Salon B  
11:00 A.M. - 12:15 P.M.

**SPOTLIGHT SCHOLAR:  
ARTHUR P. BOCHNER**

**Sponsor:** Past President

**Moderator:** Thomas Frentz  
*University of Arkansas*

**Respondent:** Lisa Tillmann  
*Rollins College*

**“COMING TO NARRATIVE”**  
Arthur P. Bochner  
*University of South Florida*

As the inaugural panel of the newly forming ethnography interest group of SSCA, we are honored to have Arthur P. Bochner, one of the foremost scholars in ethnography, present his most recent work on narration as an important form of qualitative inquiry.

4308

Room: Salon C  
11:00 A.M. - 12:15 P.M.

**POLITICAL RELATIONSHIPS IN THE  
DIGITAL AGE: 3 CASE STUDIES**

**Sponsor:** Political Communication Division

**Chair:** David L. Sutton  
*Auburn University*

**“CREATING TOLERANCE IN THE DIGITAL  
AGE: THE RE-ELECTION CAMPAIGN OF  
BERLIN'S GAY MAYOR”**

Robert E. Frank  
*Morehead State University*

**“THE ROLE OF NEW COMMUNICATION  
TECHNOLOGIES IN POLITICAL  
MOVEMENTS: THE CASE OF THE  
QUÉBEC SEPARATIST MOVEMENT”**

Andrew G. Leroy  
*Morehead State University*

**“POLITICAL DOMINATION THROUGH  
NEWS: HUGO CHAVEZ AND HIS TELESUR  
STATION”**

David T. Tarvin  
*Morehead State University*

With the advent of new communication technologies and the ability to get messages to large numbers of people quickly, political relationships between candidates/parties and the populace take on new roles. This panel will examine three international political scenarios and the role of modern technology used to create a positive relationship with the citizens of these nations. First, a look at the gay mayor of Berlin, Germany, in his race for reelection as well as in the groundwork for a possible run for the office of German chancellor in 2008 as the social democratic candidate. The second paper will present an examination of the use of modern technology in the Québec separatist movement. In this French culture, messages of the mainstream media are controlled by organizations that are not attuned to the goals of many of the Québec separatists. Therefore, they turn to new technologies to foster their relationship with the citizens of Québec.

*Continued on Next Page*

4309

The third paper will look at Hugo Chavez's rise to power and the use of his government owned television station, Telesur, to propel him to power in Venezuela. Each of the authors will analyze as aspect of the political messages sent by the new technologies as studied in the original language. As globalization increases in the world, scholars of all disciplines need to be more aware of international topics and issues.

Room: Salon F  
11:00 A.M. - 12:15 P.M.

**TOP FOUR PAPERS IN  
INTERPERSONAL COMMUNICATION**

**Sponsor:** Interpersonal Communication  
Division

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

**Respondent:** Melissa Young  
*Texas Christian University*

**\*\*"FATHER-DAUGHTER RELATIONSHIPS:  
EXAMINING FAMILY COMMUNICATION  
PATTERNS AND RELATIONSHIP  
MAINTENANCE"**

Narissra Punyanunt-Carter  
*Texas Tech University*

**"HOW IS YOUR ROMANTIC  
RELATIONSHIP REALLY GOING? DATING  
RELATIONSHIPS, JEALOUSY, RELATIONAL  
UNCERTAINTY, NONVERBAL CUES,  
AFFECTION, RELATIONAL  
MAINTENANCE AND DEPENDENCE  
POWER."**

A. Rhian Drain  
Bethany Castleberry  
Patricia Amason  
*The University of Arkansas*

**"WINNING AN ARGUMENT AT ANY COST:  
COMPETITIVENESS AND CONFLICT  
STYLES"**

Eric M. Fife  
C. Leigh Nelson  
*James Madison University*

**"INTERPERSONAL CONVERSATIONS:  
FROM THE SCOTTISH MORALISTS TO  
EMMANUEL LEVINAS"**

Melissa Miller Chastain  
*Spalding University*

**\*\*Top Paper**

4310

Room: Salon G  
11:00 A.M. - 12:15 P.M.

**BUILDING COMMUNITY IN  
UNDERGRADUATE  
COMMUNICATION THEORY  
COURSES**

**Sponsor:** Communication Theory

**Chair:** Kandi L. Walker  
*University of Louisville*

**Discussant:** Michael S. Waltman,  
*University of North Carolina at Chapel Hill*

**"USING THE SOCRATIC METHOD TO  
BUILD COMMUNITY IN THE  
UNDERGRADUATE COMMUNICATION  
THEORY CLASS"**

Lynne M. Webb  
*University of Arkansas*

**"AREN'T WE COMMUNICATION STUDIES  
MAJORS?: A COMMUNITY BUILDING  
CLASS EXERCISE ON DEFINING  
COMMUNICATION"**

Michelle T. Violanti  
*University of Tennessee*

**"CREATING COMMUNITY AND  
CONNECTIONS IN THE ONLINE  
UNDERGRADUATE COMMUNICATION  
THEORY CLASS"**

Stephanie Coopman  
*San José State University*

**"PARTICIPATIVE DECISION MAKING:  
BUILDING COMMUNITY BY MAKING  
THEORY REALITY"**

Joy L. Hart  
*University of Louisville*

4311

This panel addresses the convention theme of building community and the division interest in teaching communication theory. Each of the panelists has been teaching communication theory for a number of years and has had successful classroom experiences doing so. In particular, the panel focuses on undergraduate communication theory courses as these are likely the most commonly taught across institutions; however, some of the discussion can be applied to graduate communication theory courses as well. We will address both face-to-face and online courses and methods of building community in each environment (e.g., similarities and differences).

Communication theory can be a difficult course to teach and one that students dread. In part, this dread may arise from a lecture orientation, little chance to interact with other students, and disjoints between theories covered. This panel attempts to address such issues by arguing for building community in the classroom and addressing several specific means of accomplishing this goal.

Room: Salon D  
11:00 A.M. - 12:15 P.M.

**WORKSHOP 5: "REAL" PUBLIC  
SPEAKING -- RESOURCE  
MANAGEMENT, ONLINE  
INSTRUCTION, AND COMMUNITIES  
OF PRACTICE FOR GRADUATE  
STUDENT TEACHERS AND  
UNDERGRADS - SESSION 1**

Continued from Session #4211

4401

Room: Salon E  
12:30 P.M. - 2:45 P.M.

**AWARDS LUNCHEON**

Keynote Address:  
"BIRD BY BIRD"  
Martha Watson  
*University of Nevada Las Vegas*

## 4501

Room: Win  
3:00 P.M. - 4:15 P.M.

### THE ONLY CONSTANT IS CHANGE: CURRENT FCC ISSUES FOR BROADCASTERS

**Sponsor:** Mass Communication Division

**Moderator:** Melissa Smith  
*Mississippi State University*

#### “CAN'T WIN FOR LOSIN': CAMPAIGN FINANCE REFORM THAT DOESN'T”

Gary A. Copeland  
*The University of Alabama*

#### “CONCENTRATION, CONVERGENCE, AND CONGLOMERATION - OH MY! RECENT CHANGES IN FCC OWNERSHIP RULES”

Barry P. Smith  
*Mississippi University for Women*

#### “OF PIGS & PARLORS: THE FCC SHIFTING INTERPRETATION OF INDECENCY & COMMUNITY STANDARDS”

Gregory D. Newton  
*Ohio University*

#### “WHEN THE LOWEST UNIT RATE ISN'T THE LOWEST UNIT RATE: FCC UPDATES ON MEDIA SALES, POLITICS, & THE HIGHEST BIDDER”

Glenda C. Williams  
*The University of Alabama*

This panel provides an update of FCC, FEC and FTC policy on key topics such as indecency, media ownership, and politics, and provides a forum for discussion of the greater ramifications of enforcing these policies on the media and subsequently on society. For broadcasters and those who teach broadcasting, it's imperative to try to sort out and understand the FCC's current thinking and rulings.

## 4502

Room: Place  
3:00 P.M. - 4:15 P.M.

### ANALYZING RELATIONSHIPS IN LANGUAGE AND SOCIAL INTERACTION

**Sponsor:** Language and Social Interaction

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

**Respondent:** Linda Vangelis  
*East Carolina University*

#### “DOES THIS PENIS MAKE ME LOOK FAT? DIALECTIC TENSIONS OF GAY BAR REGULARS IN THE DEEP SOUTH”

Erica Elliott  
*Auburn University*

#### “A CELEBRATION OF FANTASY: DISNEY'S EFFORTS TO CONSTRUCT THE PERFECT AMERICAN TOWN AND ONE GROUP'S WILLINGNESS TO MAINTAIN THE FANTASY”

Patrick Leddin  
*University of Kentucky*

#### “THE KATRINA BLAME GAME”

Eric James  
Khristie Prince  
*University of North Texas*

#### “NEWS COVERAGE OF THE ISRAELI- PALESTINIAN CONFLICT AS A DISCOURSE OF VIOLENCE, BLOODSHED AND NEGATIVE EMOTION”

Eugenie Almeida  
*Fayetteville State University*

#### “THE DROWNING MARSHMALLOWS IN A BOWL OF LUCKY CHARMS: A STUDY OF STUDENT SIMILES FOR THE FIRST- SEMESTER COLLEGE EXPERIENCE”

Michelle T. Violanti  
Linda Pyscher-Jurczak  
*University of Tennessee*

## 4503

Room: Paddock  
3:00 P.M. - 4:15 P.M.

### ETHNOGRAPHY INTEREST GROUP BUSINESS MEETING

Thomas Frentz  
*University of Arkansas*

**4504**

Room: Grandstand  
3:00 P.M. - 4:15 P.M.

**INTERACTIVE PANEL DISCUSSION:  
EFFECTIVE ASSESSMENT AND  
EVALUATION FOR THE  
EDUCATIONAL COMMUNITY**

**Sponsor:** Community College Division

**Moderator:** Paula Rodriguez  
*Hinds Community College*

**Panelists:**

Jan Ballantine  
*St. Petersburg College*  
Deborah Hefferin  
*Broward Community College*  
Richard Quianthy  
*Broward Community College*

Based on their respective institutions' journeys through the world of sacs reaffirmation, and/or work with NCA, panelists will explore assessment and evaluation of student work, courses, and programs as a whole. All panelists have been instrumental in leading their respective colleges as they developed assessment reports for reaccreditation documents or for NCA and have received specialized training in assessment and evaluation.

**4505**

Room: Clubhouse  
3:00 P.M. - 4:15 P.M.

**SOUTHERN FORENSICS  
ASSOCIATION DIVISION BUSINESS  
MEETING**

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

**Vice Chair/Program Planner:** Darren Goins  
*Towson University*

**Vice Chair Elect:** Tyler Thornton  
*Cameron University*

**Secretary:** Matthew Grindy  
*Florida State University*

**4506**

Room: Salon A  
3:00 P.M. - 4:15 P.M.

**“YOU'RE EITHER WITH US OR  
AGAINST US”: EVALUATING THE  
TONE OF THE DEBATE AMONG 2008  
PRESIDENTIAL CANDIDATES  
CONCERNING PATRIOTISM VS.  
PRUDENCE IN THE WAR ON TERROR.**

**Sponsor:** Free Speech Division.

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

**Panelists:**

Robert Glenn  
*Owensboro Community & Technical College*  
James E. Reppert  
*Southern Arkansas University-Magnolia*  
Gary Deaton  
*Transylvania University*  
Pam Gray  
*Austin Peay State University*  
Gary Lafleur  
*Morehead State University*

4507

Room: Salon B  
3:00 P.M. - 4:15 P.M.

**HOPEFUL COMMUNICATION IN  
RELATIONSHIPS AND COMMUNITIES  
IN THE DIGITAL AGE**

**Sponsor:** Applied Communication

**Chair/Discussant:**

Basma Ibriham Devries  
*Concordia University of St. Paul*

**“TOWARD A POSITIVE COMMUNICATION  
ONTOLOGY: THE VARIABLE OF HOPE IN  
RESEARCH AND THE CLASSROOM.”**

Thomas J Socha  
*Old Dominion University*

**“AN EXPLORATORY STUDY: IDENTIFYING  
COMMUNICATION PRACTICES OF  
HOPE,”**

Patricia Lynch Knoll  
*Thomas More College*

**“HOPE AGAINST ALL ODDS: A FEATURE  
FILM FORESEES THE JEWISH SITUATION  
IN NAZI GERMANY,”**

Daniel S. Brown  
*Grove City College*

**“THE CO-CONSTRUCTION OF HOPE IN  
AN ONLINE GUESTBOOK,”**

Isolde Anderson  
*Hope College*

This panel takes a broad approach to study the creation, offering, and impact of hopeful messages. Each presenter approaches the research of hopeful messages using different research methodologies (qualitative methods, rhetorical methods, and content analysis) to consider hope across interpersonal, rhetorical, and media contexts. An overriding goal for the program is draw attention to the importance of the concept of hope in communication research and more broadly to the study of positive communication.

4508

Room: Salon C  
3:00 P.M. - 4:15 P.M.

**CRITICAL ISSUES OF RACE AND  
IDENTITY**

**Sponsor:** Intercultural Communication

**Chair:** Gerald Mark-Breen  
University of Texas-Pan American

**Respondent:** Mary L. Rucker  
*Wright State University*

**“DIVIDED KINGDOM: A CONTENT  
ANALYSIS FOCUSING ON EMERGENT  
THEMES OF COLORISM WITHIN  
DISNEY'S ANIMATED FILM, *THE LION  
KING*”**

Ryan D. Kinane  
Narissra Punyanunt-Carter  
*Texas Tech University*

**“GOIN' DOWN SOUTH: BLUES FESTIVALS,  
AUTHENTICITY, AND CULTURAL  
TOURISM IN THE MISSISSIPPI DELTA  
(1978-1990)”**

Stephen A. King  
*Delta State University*

**“AN EXPLORATION OF IDENTITY  
NEGOTIATION WITHIN INTERCULTURAL  
RELATIONSHIPS”**

Tara Koosak  
*University of South Carolina Aiken*

**“MEDIA USE, ACCULTURATION AND  
ETHNIC IDENTITY OF CHINESE  
STUDENTS IN THE UNITED STATES”**

Qing Tian  
*Georgia State University*

4509

Room: Salon F  
3:00 P.M. - 4:15 P.M.

**MEET WITH THE EDITOR**

**Sponsor:** Vice President

**Host:** John C. Meyer  
*University of Southern Mississippi*  
Editor of *The Southern Communication  
Journal*

4510

Room: Salon G  
3:00 P.M. - 4:15 P.M.

**SPOTLIGHT: GENDER SCHOLAR OF THE YEAR: JULIA T. WOOD**

**Sponsor:** Gender Studies Division

**Chair:** H.J. Mindy Chang  
*Western New England College*

**Speaker:** Julia Wood  
*University of North Carolina at Chapel Hill*

4511

Room: Salon D  
3:00 P.M. - 4:15 P.M.

**MEET THE NCA CANDIDATES**

**Sponsor:** President

**Chair:** Roger Smitter  
*National Communication Association*

**The Candidates:**

Dawn O. Braithwaite  
*University of Nebraska*  
Diana Carlin  
*University of Kansas*

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 2008 NCA meeting in San Diego and will lead the association in 2009.

Each candidate will make an opening statement, followed by questions and answers from the audience.

4601

Room: Win  
4:30 P.M. - 5:45 P.M.

**“CATCHING OURSELVES IN THE ACT” REVISITED: REFLECTIONS ON THE NCA SUMMER INSTITUTE ON SOCIAL CONSTRUCTION**

**Sponsor:** Language and Social Interaction Division

**Chair:** Colleen Harrington Fleming  
*San Jose State University*

**Panelists:**

Kenneth N. Cissna  
*University of South Florida*  
Elissa Foster  
*San José State University*  
David E. Weber  
*University of North Carolina at Wilmington*  
Carolyn Lee  
*University of Southern Mississippi*

**Discussant:** Arthur P. Bochner  
*University of South Florida*

In this round-table discussion, participants from the NCA summer institute will present brief reflections on the major activities and outcomes related to teaching and research, providing opportunities for SSCA members to become involved in new initiatives. NCA president-elect, Art Bochner will provide his perspectives on recent developments in social constructionism in the communication discipline.

4602

Room: Place  
4:30 P.M. - 5:45 P.M.

**INSTRUCTIONAL DEVELOPMENT  
DIVISION BUSINESS MEETING**

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

**Vice Chair/Program Planner:**  
Ryan Loyd  
*West Texas A&M University*

**Vice Chair Elect:** Deborah Hefferin  
*Broward Community College*

**Secretary:** Quintan Moser  
*Sullivan University*

4603

Room: Grandstand  
4:30 P.M. - 5:45 P.M.

**“DO YOU SEE WHAT I SEE? CAMPUS  
IMAGES TRANSLATED BY DIFFERENT  
PUBLICS”**

**Sponsor:** Public Relations Division

**Chair:** Pamela Bourland-Davis  
*Georgia Southern University*

**“BE CAREFUL! THE STUDENTS HAVE  
EARS...: A CRITICAL ANALYSIS OF  
ORGANIZATIONAL COMMUNICATIONS  
AND CRISIS COMMUNICATION AT THE  
UNIVERSITY OF RICHMOND”**

Mary Britt  
Erin Huddleston  
*University of Richmond*

**“VIRGINIA TECH'S HANDLING OF THE  
MARCUS VICK CRISES”**

Johnny Doane  
*Radford University*

**“PULLING UP BY THE BOOTSTRAPS:  
MEDIA RELATIONS SUPPORT FOR A  
MOVE INTO THE MAJOR LEAGUES”**

John Drees  
*University of Louisville*

**\*“DID YOU GET MY MESSAGE?  
TRANSFERRING PUBLIC RELATIONS  
FRAMES TO MEDIA DISCOURSE”**

Christie M. Kleinmann  
*Lee University*

University campuses not only provide the settings for communication departments, but also provide opportunities to both influence and study communication efficiency. The academic environment, with its plethora of audiences, ranging from legislators to sports fans to academic societies and major media outlets, this panel demonstrates the research possibilities that can be used to challenge students in an accessible and relevant manner, and further examines from a practical and academic standpoint, the power and the impotence of communication to advance a university's institutional goals.

\*Top Faculty Paper

4604

Room: Clubhouse  
4:30 P.M. - 5:45 P.M.

**POLITICAL COMMUNICATION  
DIVISION BUSINESS MEETING**

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

**Vice Chair/Program Planner:**  
Monette Callaway-Ezell  
*Hinds Community College*

**Vice Chair Elect:** Barry Smith  
*University of Alabama*

**Secretary:** Monica Pombo  
*Appalachian State University*

**4605**

Room: Salon A  
4:30 P.M. - 5:45 P.M.

**WALKING THROUGH MEMPHIS:  
WHEN POPULAR CULTURE,  
POLITICS, AND PROFIT COLLIDE IN  
THE SOUTH**

**Sponsor:** Popular Communication Division

**Chair:** Dan Grano  
*University of North Carolina at Charlotte*

“RHETORICIANS WALKING THROUGH  
MEMPHIS “

Cindy Spurlock  
*University of North Carolina at Chapel Hill*

“CONJURING THE KING AT THE  
HAUNTED MANSION: (DIS)EMBODIED  
TOURISM AND THE RHETORICAL  
PERFORMANCE OF GRACELAND'S AUDIO  
TOUR”

Stace Treat  
*University of North Carolina at Chapel Hill*

“SOUTHERNERS HAUNTING THROUGH  
MEMPHIS: GRACELAND, CIVIL RIGHTS,  
AND SOUTHERN IDENTITY”

Christi Moss  
*North Carolina State University*

“A POST-KATRINA WALK THROUGH NEW  
ORLEANS IN MCMEMPHIS: TOURING PAT  
O'BRIEN'S AS GENTRIFICATION  
SIMULACRA”

Shaun Treat  
*North Texas State University*

This panel seeks to understand how and if a southern city such as Memphis, TN seeped in the past of Elvis Presley, Martin Luther King Jr., and Beale Street can maintain a sense of memory and cultural identity in an age of such contextual multiplicity. The relationship of Memphis to the south, various communities to Memphis and the overriding sense of cultural manipulation makes it both unique and an “every city.”

**4606**

Room: Salon B  
4:30 P.M. - 5:45 P.M.

**GENDER STUDIES DIVISION TOP  
THREE PAPERS**

**Sponsor:** Gender Studies Division

**Chair/Respondent:** H.J. Mindy Chang  
*Western New England College*

“VIXEN OR VICTIM?: AN  
AUTOETHNOGRAPHIC ANALYSIS OF THE  
GENDERED RHETORIC OF ALCOHOLICS  
ANONYMOUS”

Sally B. Bell  
*University of Montevallo*

“VIEWER APPROPRIATION OF LAUREN  
REED AS COMMENTARY ON  
FEMALE/FEMALE DESIRE”

Linda Baughman  
Michaela D. E. Meyer  
*Christopher Newport University*

“YOUNG ADULTS' PERCEPTIONS OF  
FEMINISTS IN THE 21ST CENTURY:  
PHASE ONE”

Kristen M. Norwood  
*University of Iowa*  
Elyse M. Warford  
*University of Georgia*  
Lynne M. Webb  
*University of Arkansas\**

\*Gender Studies Division Top Paper Award

**4607**

Room: Salon C  
4:30 P.M. - 5:45 P.M.

**HOTPANTS: AUTOPERFORMANCE,  
ACTION & AUTOMATISM**

**Sponsor:** Performance Studies Division

**Chair:** Rebecca Walker  
*Louisiana State University*

“MAP WITH TOY SOLDIER”

John Le Bret  
*Louisiana State University*

“THREE BODY PROBLEM: A POLEMIC”

Roger Pippin  
*University of South Florida*

“UNTITLED #6”

Benjamin Powell  
*Louisiana State University*

“QUALIFIED”

Holley Vaughn  
*Louisiana State University*

“THE HARDEST PART IS ALWAYS  
GETTING ON”

Rebecca Walker  
*Louisiana State University*

The performances on this panel use performance techniques developed in the autoperformance class at Louisiana state university and explore embodiment using physical and linguistic actions in an effort to explore the limits of representation and meaning-making between both audience and performer. After the performances are over, the chair will facilitate discussion with the audience.

4608

Room: Salon F  
4:30 P.M. - 5:45 P.M.

**SPOTLIGHT: J. ROBERT COX'S  
ENVIRONMENTAL COMMUNICATION  
AND THE PUBLIC SPHERE**

**Sponsor:** Rhetoric and Public Address Division

**Chair:** Kenneth S. Zagacki  
*North Carolina State University*

**Respondent:** Robert Cox  
*University of North Carolina*

Stephen P. Depoe  
*University of Cincinnati*

William J. Kinsella  
*North Carolina State University*

Caitlin Wills-Toker  
*Gainesville State College*

Jennifer Duffield Hamilton  
*University of Cincinnati*

Robert Cox's new book, *Environmental Communication and the Public Sphere* (sage, 2006) addresses a crucial need for a comprehensive and accessible review of the emerging field of environmental communication. In this session, the panelists provide comments on the book's value as a review of the state of the field, as a pedagogical tool and a resource for teaching, and as a stimulus for disciplinary engagement with a set of important social problems. Professor Cox will respond to the panelists' comments and provide additional comments of his own.

4609

Room: Salon G  
4:30 P.M. - 5:45 P.M.

**SELECTED PAPERS IN  
COMMUNICATION THEORY**

**Sponsor:** Communication Theory

**Chair:** Joy Hart  
*University of Louisville*

**Respondent:** Monette Callaway-Ezell  
*Hinds Community College*

**"EXPLORING SMOKER IDENTITY  
THROUGH A SOCIAL IDENTITY THEORY  
LENS: DEVELOPMENT AND EVALUATION  
OF A QUANTITATIVE MEASURE OF  
SMOKER IDENTITY"**

Kelli L. Fellows  
*Appalachian State University*

**"IMPLICATIONS OF DIFFERENCES  
BETWEEN LONG-TERM MARRIED AND  
REMARRIED PERSON IN THE USE OF  
RELATIONAL REPAIR STRATEGIES"**

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

**"BLENDED FAMILIES: EXPANDING THE  
INTERACTIONAL VIEW TO EXPLAIN THE  
INFLUENCE OF THE 'SHADOW RULES'"**

Megan Wilson  
Retha J. Martin  
*Columbus State University*

**"RETHINKING ARISTOTLE'S RHETORIC  
AND ITS INFLUENCE ON PUBLIC  
SPEAKING CURRICULA"**

Tracy Rutledge  
*University of Memphis*

**"RESEARCHING THE FAMILY BUSINESS: A  
COMMUNICATION PERSPECTIVE"**

Joyceia Banner  
*Louisiana State University*

4610

Room: Salon D  
4:30 P.M. - 5:45 P.M.

**INTERPERSONAL COMMUNICATION  
DIVISION BUSINESS MEETING**

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

**Vice Chair/Program Planner:**  
Melissa Young  
*Texas Christian University*

**Vice Chair Elect:** Abby Brooks  
*University of Tennessee*

**Secretary:** Amber Walker  
*Pennsylvania State University*

**4701**

Room: Salon E  
6:00 P.M. - 8:00 P.M.

**THE OSBORN RECEPTION**

**Sponsors:** Allyn & Bacon/Longman Publishers  
and Drs. Michael and Suzanne Osborn

Honoring all SSCA award winners and  
participants in The Theodore Clevenger, Jr.  
Undergraduate Honors Conference.

## 5101

Room: Win  
8:00 A.M. - 9:15 A.M.

### DEVELOPING THE MASTER OF SCIENCE IN BUSINESS COMMUNICATION

**Sponsor:** Association for Communication  
Administrators Interest Group

**Chair:** Brian R. McGee  
*College of Charleston*

**Panelists:**

Margaret McCullough  
*Dean, College of Business and Communication  
Spalding University*

Brian R. McGee  
*College of Charleston*

Deborah S. McGee  
*College of Charleston*

Michelle Reiss  
*Chair, School Of Business  
Spalding University*

Iverson Warinner  
*Spalding University*

The panelists worked together from 2002-2004 to create an interdisciplinary graduate program in Business Communication at Spalding University in Louisville. They discuss the challenges in working across disciplinary lines to create and seek institutional approval for this innovative proposal.

## 5102

Room: Place  
8:00 A.M. - 9:15 A.M.

### CLASS ENHANCING COMMUNITY: COMMUNITY-BASED EXPERIENTIAL LEARNING IN PUBLIC RELATIONS COURSES

**Sponsor:** Public Relations Division

**Chair:** Colleen Fitzpatrick  
*Saint Mary's College*

**Discussant:** Lisa Baker Webster  
*Radford University*

#### “THE BURSON-MARSTELLER UNIVERSITY PROJECT: BROADENING THE SCOPE OF EXPERIENTIAL/SERVICE LEARNING”

Joe R. Downing  
*Southern Methodist University*

Mike Lake  
*Burson-Marsteller*

#### “THE REALITY OF EVENT-MARKETING: CREATING A CAMPAIGN FOR CAMPUS SPEAKER ANNA DEEVERE SMITH”

Alanna Chiefari  
Brittany Hartford  
*Saint Mary's College*

#### “PROMOTING A DEPARTMENT WITH CLASS: DEVELOPING DEPARTMENTAL COMMUNICATION TACTICS AS A COURSE PROJECT”

Rosemary Walsh  
*Saint Mary's College*

#### “BINGE DRINKING: A CAMPUS AFFAIR”

Marit Wilson  
Ashley Baker  
Jo White  
Alyssa Boudreau  
Amanda Bates  
Erika Koneczny  
*Radford University*

Sunday, April 1, 2007

# Day 5

**Registration**  
closed

5103

Room: Paddock  
8:00 A.M. - 9:15 A.M.

**FROM TRAINING TO TRADITION:  
DIVERSE SCHOLARSHIP IN  
INTERCULTURAL COMMUNICATION**

**Sponsor:** Intercultural Communication  
Division

**Chair:** Margaret D'Silva

“(AUTO)ETHNOGRAPHY AND SELF-  
REFLECTIVITY: METHODS FOR  
INTERCULTURAL COMMUNICATION  
TRAINING”

Craig Engstrom  
*Southern Illinois University Carbondale*

“CELEBRATING TRADITIONS: ANGLO-  
FRENCH AS INTERCULTURAL  
COMMUNICATION”

Melissa Miller Chastain  
*Spalding University*

“RISK FRAMING AND READABILITY IN  
CROSS-CULTURAL CIGARETTE WARNING  
MESSAGES”

Christopher D. Bond  
*University of Memphis*

5104

Room: Grandstand  
8:00 A.M. - 9:15 A.M.

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

**Sponsor:** Rhetoric and Public Address Division

**Chair:** Jim Kuypers  
*Virginia Tech*

**Respondent:** Michael Sproule  
*St. Louis University*

“MISSION ORIENTED PROPHECY AS A  
(RE)CONSTITUTIVE RHETORIC”

Andre Johnson  
*University of Memphis*

“A QUESTION OF COMPATIBILITY: THE  
RHETORIC OF RICHARD M. WEAVER AND  
A THEORY OF ABILITIES”

Drew Mosley  
*Georgia State University*

\*”INTERFACE OF POLITICAL  
OPPORTUNISM AND ISLAMIC  
EXTREMISM IN BANGLADESH:  
RHETORICAL IDENTIFICATION IN  
GOVERNMENT RESPONSE”

Rukhsana Ahmed  
*Ohio University*

\*Top Paper

5105

Room: Clubhouse  
8:00 A.M. - 9:15 A.M.

**MOMMYBLOGGING: COMMUNAL  
ACTIVISM OR SELF-CENTERED  
BLATHER?**

**Sponsor:** Gender Studies Division

**Chair/Moderator:** Joy Palmer  
*Michigan State University*

**Panelists:**

Paula Rosinski  
*Elon University*

Gabrielle Poulton  
*University of Western Ontario*

Catherine Connors  
*University of Toronto*

Joy Palmer  
*Michigan State University*

This panel proposes a series of talks and interactions that address the recent explosion in parenting blogs, and specifically the exponential rise of the “mommyblogger” over the last few years. As the phenomenon of mommyblogging continues to escalate, so too does the need for critical analyses of these communities. These analyses must move beyond value-laden questions over the authorial or social “merit” of mommyblogging, and interrogate the rhetorical work mommybloggers do to construct and maintain their communities of practice, and to be “online citizens” within these communities.

## 5106

Room: Salon A  
8:00 A.M. - 9:15 A.M.

### **CHALLENGES AND REWARDS OF APPLIED HEALTH COMMUNICATION PROJECTS: PERSPECTIVES OF FACULTY AND STUDENT RESEARCHERS**

**Sponsor:** Applied Communication Division

**Discussant:** Charles Grant  
*East Carolina University*

**Panelists:**

Kandi Walker

H. Renee Flaherty  
*University of Louisville*

Elissa Foster

Julieta Pomares  
*San José State University*

Christine Davis

Rebecca Stamp  
*University of North Carolina at Charlotte*

This panel discussion pairs of faculty and students who are actively engaged in programs of applied health communication research to discuss their projects, the challenges and benefits of doing applied health communication work, and specific ways in which faculty mentors can facilitate applied experiences for health communication students.

## 5109

Room: Salon F  
8:00 A.M. - 11:00 A.M.

### **COMMITTEE ON COMMITTEES**

**Vice-President:** Craig Allen Smith

## 5201

Room: Win  
9:30 A.M. - 10:45 A.M.

### **LET ME EXPLAIN...USING MEDIA TO FRAME AND DEFEND POLITICAL POSTURING IN THE DIGITAL AGE. (TOP STUDENT PAPERS)**

**Chair:** Paula Rodriguez  
*Hinds Community College*

**Respondent:** Robert E. Frank  
*Morehead State University*

#### **“PRO-LIFE EXTREMISM: A QUESTION OF ETHICS IN THE POLITICAL REALM”**

Crystal Lane Swift  
*Louisiana State University*

#### **“BLOG RHETORIC: EXAMINING THE HISTORY AND FUTURE OF CAMPAIGN DISCOURSE”**

Kristin N. English  
*Virginia Tech*

#### **“VIOLATION OF PRESIDENTIAL DEBATE DECORUM: JOHN KERRY, JOHN EDWARDS, AND THE RHETORICAL OWNERSHIP OF MARY CHENEY”**

Joseph Delfin  
*University of South Carolina Sumter*

#### **\*\*“HURRICANE KATRINA: PRESIDENT BUSH VS. NETWORK NEWS”**

Nadia Michele Aljabri  
*Virginia Tech*

\*\*Top Student Paper

5202

Room: Place  
9:30 A.M. - 10:45 A.M.

**TERMINISTIC SCREEN PASS: BURKE AND THE RHETORIC OF SPORT**

**Sponsor:** Kenneth Burke Society Interest Group

**Chair:** Zac Gershberg  
*Louisiana State University*

**Respondent:** Andrew King  
*Louisiana State University*

**\*"SCENE, AGENT AND THE COMIC FRAME IN THE DUKE RAPE CASE"**

Anna Turnage  
*North Carolina State University*

**"GUILT, PURIFICATION, REDEMPTION: BARRY BONDS AS SCAPEGOAT FOR MAJOR LEAGUE BASEBALL, SPORTS MEDIA, AND FANS"**

Karen Hartman  
*Louisiana State University*

**"MARIJUANA, YOGA, AND TACKLE FOOTBALL: THE IMPIOUS JOURNEY OF RICKY WILLIAMS"**

Daniel Grano  
*University of North Carolina at Charlotte*

**"SHIFTING CIRCUMFERENCE AND FRAMES OF THE GRIDIRON: THE CONFEDERATE BATTLE FLAG AND SEC FOOTBALL"**

Shaun Treat  
*North Texas University*

**"THE KENTUCKY DERBY AS THE BIRTHPLACE OF GONZO: A BURKEIAN ANALYSIS OF HUNTER S THOMPSON'S METHOD AND STYLE"**

Zac Gershberg  
*Louisiana State University*

\*Top Student Paper

5203

Room: Paddock  
9:30 A.M. - 10:45 A.M.

**VISUAL IMAGES AND MEDIA INFLUENCE: TOP STUDENT PAPERS IN MASS COMMUNICATION**

**Sponsor:** Mass Communication Division

**Chair/ Respondent:** Melissa Smith  
*Mississippi State University*

**"PIERCIAN SEMIOTICS AND APPLE: A FOCUS ON THE VISUAL ELEMENTS OF THE IPOD SILHOUETTE ADS"**

Kelly Norris  
*North Carolina State University*

**"TSUNAMI IMAGES: CULTURAL VARIATIONS REGARDING NEWS PHOTOGRAPHS"**

Daniel Kim  
*North Carolina State University*

**"CAUGHT IN THE WEB?: AN EXPLORATION OF INTERNET ADDICTION"**

Jennifer B. Gray  
*University of Kentucky*

**"TRUTH IN THE NEWS?: A HISTORY OF SECRET SOCIETY INFLUENCE IN THE AUBURN PLAINSMAN"**

Erica Elliott  
*Auburn University*

5204

Room: Clubhouse  
9:30 A.M. - 10:45 A.M.

**THE IMPACT OF THE LOUISVILLE PROJECT ON DEBATE**

**Sponsor:** Southern Forensics Division

**Chair:** Carl Cates  
*Valdosta State University*

**Respondent:** Ede Warner  
*University of Louisville*

**"THE ROLE OF PERSUASION IN DEBATE AS A METHOD OF EMPOWERING MINORITIES IN CIVIC DEMOCRACY"**

Tiffany Dillard  
*University of Louisville*

**"THE ROLE OF THE LOUISVILLE PROJECT IN HIGH SCHOOL DEBATE"**

Marna Weston  
*University of Florida*

**"THE PROMISE OF THE LOUISVILLE PROJECT IN ACADEMIC DEBATE: SOME CONSIDERATIONS"**

Mike Eaves  
*Valdosta State University*

5205

Room: Salon A  
9:30 A.M. - 10:45 A.M.

**HEALTH LITERACY AS A  
MULTIDIMENSIONAL  
INTERPERSONAL AND  
INTRAPERSONAL CONSTRUCT**

**Sponsor:** Applied Communication Division

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

“HEALTH LITERACY AMONG CAREGIVERS  
OF CHILDREN WITH SEVERE  
EMOTIONAL DISTURBANCES (SED): A  
CASE FOR A MULTIDIMENSIONAL AND  
COMMUNICATION COMPETENCE VIEW”

Christine S. Davis  
*University of North Carolina at Charlotte*  
Richard Smith  
*University of South Florida-St. Petersburg*  
Mary Armstrong  
*Louis De La Parte Florida Mental Health  
Institute, University of South Florida*

“HEALTH LITERACY AS EMPOWERMENT  
AMONG MARGINALIZED AND  
UNDERSERVED HEALTHCARE  
CONSUMERS”

Heather Gallardo  
*University of North Carolina at Charlotte*

“PATIENT COMPETENCY/LITERACY AS  
MODERATED BY CONTEXT OF THE  
MEDICAL INTERVIEW”

Maria Brann  
Theodore A. Avtgis  
*West Virginia University*

“THE EFFECT OF QUALITY OF LIFE AND  
LISTENING COMPETENCE ON HEALTH  
LITERACY IN CAREGIVERS”

Christopher Bond  
*University of Memphis*

“PATIENT REPORTS REVEAL MULTIPLE  
COMMUNICATION-RELATED  
DIMENSIONS OF HEALTH LITERACY”

Mary Brown  
*Arizona Center For Education And Research  
On Therapeutics, Education Core.*

5206

Room: Salon B  
9:30 A.M. - 10:45 A.M.

**TEACHING COMMUNICATION, THE  
DIGITAL AGE, AND THE “CREATIVE  
CLASS”**

**Sponsor:** Instructional Development Division

**Moderator:** Kathy B. Smith  
*Wake Forest University*

“PUBLIC RELATIONS AND IDENTITY  
WITH THE CREATIVE CLASS:  
REINSERTING CREATIVITY INTO THE  
PUBLIC RELATIONS CURRICULUM”

Melissa A. Johnson  
*North Carolina State University*

“BEYOND THE MEDIA MARKETPLACE:  
DIGITAL TECHNOLOGY AS A PALETTE  
FOR CREATIVE EXPRESSION.”

Robert Schrag  
*North Carolina State University*

“RHETORICAL TRAINING AND THE  
'CREATIVE CLASS': A PHILOSOPHICAL  
REASSESSMENT”

Kenneth Zagacki  
*North Carolina State University*

“COMMUNICATION ACROSS THE  
CURRICULUM: BALANCING  
ACCOMMODATION AND CREATIVITY IN  
TECHNOLOGICALLY-RICH DISCIPLINES”

Deanna P. Dannels  
*North Carolina State University*

5207

Room: Salon C  
9:30 A.M. - 10:45 A.M.

**THE STANDARD FOR ASSESSING  
ONLINE COMMUNICATION  
COURSES: A THREE YEAR RESEARCH  
PROJECT FOR SSCA**

**Sponsor:** Vice President

**Moderator:** Ryan L. Loyd  
*West Texas A&M University*

**Panelists:**

Ryan L. Loyd  
*West Texas A&M University*  
Trudy L. Hanson  
*West Texas A&M University*  
Kelli L. Fellows  
*Appalachian State University*  
Steven J. Madden  
*Appalachian State University*

**Respondent:** Richard Quainthly  
*Broward Community College*

As online communication courses have become increasingly popular, the need to manage and assess these courses has become a challenge. This panel poses a three year research project, sponsored by the SSCA, to look globally at how communication courses should be structured in an online environment. The intended outcome of this project is to create an assessment of the effectiveness of online communication courses and to create criteria for departments to use when creating new online communication courses. Anticipated focal points include student learning, student engagement, course delivery, instructor creativity, and information design.

Year one will allow for the organization of the project. Year two will be used to collect data and year three will be used to analyze data and establish criteria.

**5208**

Room: Salon G  
9:30 A.M. - 10:45 A.M.

**COMMITTEE ON COMMITTEES**  
(Continues)

**5209**

Room: Salon D  
9:30 A.M. - 10:45 A.M.

**WORKSHOP 6: TEACHING POLITICAL  
CAMPAIGNING -- A WORKSHOP ON  
DEVELOPING A POLITICAL  
CAMPAIGN COURSE - SESSION 1**

**Sponsor:** Political Communication Division

**Chair:** William H. Edwards  
*Columbus State University*

**“POLITICAL COMMUNICATION: A  
CAMPAIGN PRACTICUM”**

William H. Edwards  
*Columbus State University*

**“POLITICAL CAMPAIGN  
COMMUNICATION: INSIDE AND OUT,  
THE TEXTBOOK”**

Larry Powell  
*University of Alabama, Birmingham*

The purpose of this panel is to share information about how and what to teach in a political communication class which emphasizes the campaigning. It is intended to serve as a forum sharing experiences and material.

The format will be a round table discussion with will invite all in attendance to join in the discussion. The responsibility of the panelist is to provide a brief opening statement, copies of their syllabus (or an appropriate unit), and directions of a favorite assignment.

If successful, this program should provide teachers of political communication with new ideas and material. The format will be a round table discussion/workshop with the panelists leading off the discussion. The goal of the panel is to provide instructional ideas and material for teaching political campaign communication. Panelists will provide materials such as syllabi, selected assignments, critiques of textbooks, favorite assignments, and recommendations of textbooks, classic articles, and films.

Continues in session #5307

**5301**

Room: Place  
11:00 A.M. - 12:15 P.M.

**THE CONUNDRUM OF FREE SPEECH  
PROTECTION FOR CITIZEN  
JOURNALISTS COMPARED TO  
TRADITIONAL JOURNALISTS**

**Sponsor:** Freedom of Speech Division

**Moderator:** Tommy Booras  
*Western Kentucky University*

**Panelists:**

Linda T. Bond  
*Stephen F. Austin State University*

Darrell Roe  
*East Texas Baptist University*

Wanda Mouton  
*Stephen F. Austin State University*

Jamie Litty  
*University of North Carolina at Pembroke*

Representatives of top journalism schools, heads of news services such as the associated press and journalists are increasingly discussing theory and practice about guarantees of freedom for the press. As electronic media continues to blur the line, do members of the media stand on the same ground as private citizens in reporting the media? Recognizing that journalists have no means of accredited, professional status, should those consider non-journalists have the same first amendment rights and protections as traditional journalists?

Panelists will present results from studies indicating how members of the news media feel about first amendment protections for so-called citizen journalists, which will be compared to results from studies indicating how bloggers and others categorized as citizen journalists feel about first amendment issues related to themselves and to the mainstream media.

5302

Room: Grandstand  
11:00 A.M. - 12:15 P.M.

**“BROWNIE LESSONS”: UTILIZING MEDIA NARRATIVES AND PUBLIC ADDRESS ARTIFACTS FROM HURRICANE KATRINA IN THE COMMUNICATION CLASSROOM**

**Sponsor:** Community College Division

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

**“INTERPERSONAL COMMUNICATION ACTIVITIES”**

Robert Glenn  
*Owensboro Community & Technical College*

**“BROADCASTING COURSE APPLICATIONS”**

James E. Reppert  
*Southern Arkansas University-Magnolia*

**“LIBERAL ARTS CONSORTIUM APPLICATIONS”**

Gary Deaton  
*Pennsylvania State University*

**“PUBLIC SPEAKING ACTIVITIES”**

Pam Gray  
*Austin Peay State University*

**“INTERCULTURAL COMMUNICATION”**

Tammy Rice  
*Owensboro Community & Technical College*

5303

Room: Clubhouse  
11:00 A.M. - 12:15 P.M.

**REFLECTIONS IN A MEDIA MIRROR: COMPETITIVE FACULTY PAPERS IN MASS COMMUNICATION**

**Sponsor:** Mass Communication Division

**Chair:** Barry P. Smith  
*Mississippi University For Women*

**Respondent:** Barry P. Smith  
*Mississippi University For Women*

**“UNIVERSITY QUALITY: STUDENT PERCEPTION VS. MEDIA REPRESENTATIONS”**

Joel Kendall  
*Southwestern Oklahoma State University*

**“THE BIRTH OF A NATION: AN EXAMPLE OF THE HATE STRATAGEM AND AN IMPORTANT CONTRIBUTION TO THE COLLECTIVE MEMORY OF THE U. S. HATE MOVEMENT”**

Chet Roach  
Michael S. Waltman  
*University of North Carolina at Chapel Hill*

**“THE CAMERA THAT SAID TOO MUCH: THE NEO-CLASSICAL HOLLYWOOD STYLE OF PRODUCTION”**

Brian J. Snee  
*State University of New York-Potsdam*

**“TELEVISION USE PATTERNS AMONG ADOLESCENTS AND HEALTHY PEOPLE 2010 OBJECTIVES ON PHYSICAL ACTIVITY, NUTRITION AND BODY MASS INDEX”**

J. Mark Prather  
*University of Tennessee*

The papers on this panel represent an overall look at how the big screen and the small screen impact our communities and society. From student and media perceptions of what “quality” means in a university setting to how Hollywood films influence our perceptions of hatred in our society, they provide a look at how communication technologies are helping to transform our universities, our physical bodies and even our historical memories.

5304

Room: Salon A  
11:00 A.M. - 12:15 P.M.

**“RELATIONSHIPS AND COMMUNITIES IN THE DIGITAL AGE: INTERDISCIPLINARY PERSPECTIVES”**

**Sponsor:** Rhetoric and Public Address Division

**Moderator:** Kenneth S. Zagacki  
*North Carolina State University*

**Panelists:**

Carolyn Miller  
*North Carolina State University*

Joy Hart  
*University of Louisville*

Myria Allen  
*University of Arkansas*

Mindy Fenske  
*University of South Carolina*

Each panelist will discuss how they would approach the theme from their own perspectives of rhetoric, interpersonal communication, organization communication, and performance studies.

**5305**

Room: Salon B  
11:00 A.M. - 12:15 P.M.

**SPACES, PLACES, AND RACES: THE ARCHITECTURE OF COMMUNITIES**

**Sponsor:** Popular Communication Division

**Chair:** Shahira Fahmy  
*Southern Illinois University, Carbondale*

**“RACE AND PHOTOJOURNALISM: HOW THE NEW YORK TIMES COVERED HURRICANE KATRINA IN PICTURES”**

Len Cooper  
*Bellarmino University,*

**“POPULAR COMMUNICATION AND A CRITICAL RHETORIC: LEGITIMATION OF BUSINESS AS USUAL AND THE NIHILATION OF NATURE”**

Jeffrey Thomas Bile  
*Spalding University,*

**“RACE RECORDS, HILLBILLY MUSIC, AND AUTHENTICITY IN THE U.S. RECORDING INDUSTRY: RACE & AUTHENTICITY IN POPULAR MUSIC”**

Kyle S. Barnett  
*Bellarmino University*

**POPULAR HOME STYLES AS RHETORICAL DEPICTION: THE TEXAS ROCK HOUSE**

Mary Evelyn Collins  
*Sam Houston State University*

**5306**

Room: Salon C  
11:00 A.M. - 12:15 P.M.

**MATTERING ACTS: EMBODIED TECHNOLOGIES AND MATERIAL PERFORMANCES IN THE “DIGITAL” AGE**

**Sponsor:** Performance Studies Division

**Chair:** David P. Terry  
*University of North Carolina at Chapel Hill*

**“THE PERFORMANCE OF KILLING, OR, ON DISCIPLINE AND AGENTIAL REALISM”**

Roger L. Pippin  
*University of South Florida*

**“RADICAL FUNHOUSES: THE POLITICAL POTENTIAL OF IMMERSIVE, AMBULATORY PERFORMANCE”**

Annisia Clarke  
*University of North Carolina at Chapel Hill*

**“COLLECTING COMICS, READING SCANLATIONS, AND THE DELILLOAN ETHICS OF PRINT”**

Jeremy Powell  
*University of North Carolina at Chapel Hill*

**“COME ON BABY MAKE IT HURT SO GOOD: THE (MATTER)IAL PERFORMANCE OF HIKING.”**

David Terry  
*University of North Carolina at Chapel Hill*

From long distance hiking and military training to instillation art and comic book collecting, this panel examines important examples of material performance practices that work at the intersection of aesthetics, ethics and politics to problematize the widespread idea that our age is primarily and or most importantly a “digital” one.

**5307**

Room: Salon D  
11:00 A.M. - 12:15 P.M.

**WORKSHOP 6: TEACHING POLITICAL CAMPAIGNING: A WORKSHOP ON DEVELOPING A POLITICAL CAMPAIGN COURSE - SESSION 2**

Continued From #5209

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1959	McDonald Held <i>Howard Payne College</i>	1986	Keith V. Erickson <i>University of Southern Mississippi</i>
1960	Joseph C. Wetherby <i>Duke University</i>	1987	Richard R. Ranta <i>University of Memphis</i>
1961	William S. Smith <i>Auburn University</i>	1988	Martha Solomon <i>Auburn University</i>
1962	Roy E. Tew <i>University of Florida</i>	1989	James L. Applegate <i>University of Kentucky</i>
1963	Roy D. Murphy <i>University of Southwestern Louisiana</i>	1990	E. Culpepper Clark <i>University of Alabama, Tuscaloosa</i>
1964	Carroll B. Ellis <i>David Lipscomb College</i>	1991	Howard Dorgan <i>Appalachian State University</i>
1965	James E. Popvich <i>University of South Florida</i>	1992	Lawrence A. Hosman <i>University of Southern Mississippi</i>
1966	Franklin Shirley <i>Wake Forrest University</i>	1993	Navita Cummings James <i>University of South Florida</i>
1967	L. L. Zimmerman <i>University of Florida</i>	1994	Thomas S. Frentz <i>University of Arkansas, Fayetteville</i>
1968	Marguerite Metcalf <i>Catholic High School (Ark.)</i>	1995	Lynne M. Webb <i>University of Memphis</i>
1969	Waldo W. Braden <i>Louisiana State University</i>	1996	Nina-Jo Moore <i>Appalachian State University</i>
1970	Gregg Phifer <i>Florida State University</i>	1997	Renee Edwards <i>Louisiana State University</i>
1971	E. Samuel Dudley <i>Mississippi State University</i>	1998	Susan Siltanen <i>University of Southern Mississippi</i>
1972	John I. Sisco <i>University of South Florida</i>	1999	Gary A. Copeland <i>University of Alabama</i>
1973	Wayne N. Thompson <i>University of Houston</i>	2000	Mary Evelyn Collins <i>Sam Houston State University</i>
1974	Dwight L. Freshley <i>University of Georgia</i>	2001	Trudy L. Hanson <i>West Texas A &amp; M University</i>
1975	Beverly Whitaker Long <i>University of Texas, Austin</i>	2002	Katherine W. Hawkins <i>Wichita State University</i>
1976	Calvin M. Logue <i>University of Georgia</i>	2003	Marilyn Young <i>Florida State University</i>
1977	J. Donald Ragsdale <i>Louisiana State University</i>	2004	Terry Thibodeaux <i>Sam Houston State University</i>
1978	Bert E. Bradley <i>Auburn University</i>	2005	Kenneth N. Cissna <i>University of South Florida</i>
1979	Carl L. Kell <i>Western Kentucky University</i>	2006	Charles H. Tardy <i>University of Southern Mississippi</i>
1980	Mary Frances Hopkins <i>Louisiana State University</i>		
1981	Ralph T. Eubanks <i>University of West Florida</i>		
1982	Michael M. Osborn <i>University of Memphis</i>		

## Award Recipients

### Robert Bostrom Young Scholar Award

1987	Stephanie Zimmerman <i>University of Kentucky</i>
1988	Roy J. Schwartzman <i>University of Iowa</i>
1989	Regina M. Hoffman <i>Louisiana State University</i>
1990	Cindy J. Kistenberg <i>Louisiana State University</i>
	Krystyna Strzyzewski <i>University of Arizona</i>
1991	Kim E. Freeman <i>University of Florida</i>
1992	Kathryn Greene <i>University of Georgia</i>
	Rhonda G. Parker <i>University of Georgia</i>
1993	E. M. I. Sefcovic <i>University of Georgia</i>
1994	Raka Shome <i>University of Georgia</i>
1995	Dionel Cotanda <i>University of South Florida</i>
1996	Garth Pauley <i>Penn State University</i>
1997	Preston Coleman <i>University of Iowa</i>
1998	Christie Trinastich <i>University of Texas, Austin</i>
1999	Martin Carcasson <i>Texas A &amp; M University</i>
2000	Pat Ferguson <i>University of Memphis</i>
2001	William Harlow <i>Texas A &amp; M University</i>
2002	Mark A. Williams <i>Texas A &amp; M University</i>
2003	Kelli L. Fellows <i>University of Georgia</i>
2004	Kelli L. Fellows <i>University of Georgia</i>
2005	Carey L. Powers <i>City University of New York</i>
2006	Zac Gershberg <i>Louisiana State University</i>

### Rose B. Johnson SCJ Article Award

1984	David Zarefsky <i>Northwestern University</i>
1987	Charles R. Conrad <i>Texas A &amp; M University</i>
1993	Dilip Parameshwar Gaonkar <i>University of Illinois</i>
1994	Calvin M. Logue <i>University of Georgia</i>
	Thurmon Garner <i>University of Georgia</i>
1995	Abra J. Salazar <i>Texas A &amp; M University</i>
	Samuel L. Becker <i>University of Iowa</i>

	Virginia Daughety <i>University of Iowa</i>
1996	Jill Taft Kaufman <i>Central Michigan University</i>
1997	William Bailey <i>University of Arizona</i>
1998	Robert E. Terrill <i>Indiana University</i>
	David Zarefsky <i>Northwestern University</i>
	Marouf Hasian, Jr. <i>Arizona State University</i>
	Lisa A. Flores <i>Arizona State University</i>
1999	Michael Pfau <i>University of Wisconsin</i>
	Patricia Moy <i>University of Wisconsin</i>
	Barry Radler <i>University of Wisconsin</i>
	Michael K. Bridgeman <i>University of Wisconsin</i>
2000	Jacqueline Bacon
2001	John R. Stewart Karen Zediker <i>University of Washington</i>
2002	Suzanne Fitch <i>Southwest Texas State University</i>
	Roseann M. Mandziuk <i>Southwest Texas State University</i>
2003	Kathryn M. Olsen <i>University of Wisconsin, Milwaukee</i>
2004	Carol B. Mills <i>Northern Illinois University</i>
	Austin S. Babrow <i>Purdue University</i>
2005	Michael Waltman <i>University of North Carolina</i>
2006	Katherine Hendrix <i>University of Memphis</i>

### T. Earle Johnson - Edwin Paget Distinguished Service Award

1994	John I. Sisco <i>Southwest Missouri State University</i>
1995	Howard Dorgan <i>Appalachian State University</i>
1996	Dwight Freshley <i>University of Georgia</i>
	Gregg Phifer <i>Florida State University</i>
1997	Jerry Tarver <i>University of Richmond</i>
1998	Keith Erickson <i>University of Southern Mississippi</i>
1999	Bert Bradley <i>Auburn University</i>
2000	Susan Siltanen <i>University of Southern Mississippi</i>

2001	Richard Ranta <i>University of Memphis</i>
2002	Nina-Jo Moore <i>Appalachian State University</i>
2003	Richard L. Conville <i>University of Southern Mississippi</i>
2004	Mary Evelyn Collins <i>Sam Houston State University</i>
2005	None Given
2006	Marilyn Young <i>Florida State University</i>

### Michael M. Osborn Teacher-Scholar Award

1994	Michael M. Osborn <i>University of Memphis</i>
1995	Beverly Whitaker Long <i>University of North Carolina at Chapel Hill</i>
1996	None Given
1997	Tom Frentz <i>University of Arkansas, Fayetteville</i>
1998	Mary Frances Hopkins (emeritus) <i>Louisiana State University</i>
1999	Ronald H. Carpenter <i>University of Florida</i>
2000	None Given
2001	Janice Rushing <i>University of Arkansas</i>
2002	None Given
2003	Robert E. Denton, Jr. <i>Virginia Polytechnic Institute</i>
2004	None Given
2005	Marilyn Young <i>Florida State University</i>
2006	None Given

### Minority Recruitment and Retention Award

2006	None Given
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### Outreach Award

1994	Theodore Clevenger, Jr. <i>Florida State University</i>
1995	E. Culpepper Clark <i>University of Alabama, Tuscaloosa</i>
1996	Andrew King <i>Louisiana State University</i>
1997	Lynne M. Webb <i>University of Memphis</i>
1998	Suzanne Osborn
1999	Robert Denton <i>Virginia Tech</i>
2000	Tyrone L. Adams <i>University of Louisiana, Lafayette</i>
2001	None Given
2002	Marsha Houston <i>University of Alabama</i>
2003	None Given
2004	None Given
2005	Steve Madden

2006 *Clemson University*  
Carol Winkler  
*Georgia State University*

**Outstanding New Teacher Award**

1995 Enrique D. Rigsby  
*Texas A & M University*  
1996 Carl M. Cates  
*Valdosta State University*  
1997 None Given  
1998 Charla Markhum Shaw  
*University of Texas, Arlington*  
1999 Karla K. Jensen  
*Texas Tech University*  
2000 Vanessa Beasley  
*Texas A & M University*  
2001 Melanie Morgan  
*University of Louisville*  
2002 Frances Brandau-Brown  
*Sam Houston State University*  
2003 None Given  
2004 Kandi L. Walker  
*University of Louisville*  
2005 Daryl W. Wiesman  
*Clemson University*  
2006 Marcyrose Chvasta  
*University of South Florida*

**Janice Hocker Rushing Early Career Research Award**

1995 Cindy J. Kistenberg  
*University of Houston, Downtown*  
Roxanne L. Parrot  
*University of Georgia*  
1996 Sean Patrick O'Rourke  
*Vanderbilt University*  
1997 Kathryn Greene  
*East Carolina University*  
1998 Jennifer Monahan  
*University of Georgia*  
1999 Jim Kuypers  
*Dartmouth College*  
2000 None Given  
2001 None Given  
2002 None Given  
2003 Kevin Wright  
*University of Memphis*  
2004 Michael I. Arrington  
*Ohio University*  
2005 Arthur Raney  
*Florida State University*  
2006 Stacy Holman Jones  
*University of South Florida*

**The Franklin Shirley Award for the Top Undergraduate Honors Conference Paper**

1992 Lorice Evans  
*Trinity University*  
1993 Joshua Boyd  
*David Lipscomb University*  
1994 Gerard Pfannensteil

1995 *Trinity University*  
Blaine Hummel  
Garret Ulosevich  
*Trinity University*

1996 Andrea Doughty  
Kelli Jones  
*University of Alabama at  
Birmingham*

1997 Amy Tilton  
*University of Texas, Corpus  
Christi*

1998 Kevin Hooper  
*North Carolina State University*

1999 Mark T. Witko  
*University of Wyoming*

2000 Melanie Dotson  
*Samford University*

2001 Sara Bakker  
*George Washington University*

2002 Cynthia Ledford  
*University of Kentucky*

2003 Andrew Thomas Ross  
*George Washington University*

2004 Lindsey Ilion  
*George Washington University*

2005 Jennifer Bafundo  
*Furman University*

2006 Alex Teh  
*University of Georgia*

**John I. Sisco Excellence in Teaching Award**

1994 Marsha L. Vanderford  
*University of South Florida*

1995 Calvin M. Logue  
*University of Georgia*

1996 Nina-Jo Moore  
*Appalachian State University*

1997 George Grice  
*Radford University*

1998 Mark Hickson III  
*University of Alabama,  
Birmingham*

1999 Lawrence A. Hosman  
*University of Mississippi*

2000 James A. Aune  
*Texas A & M University*

2001 Bonnie J. Dow  
*University of Georgia*

2002 Katherine Hendrix  
*University of Memphis*

2003 None Given

2004 Stephen Braden  
*Georgia State University*

2005 None Given

2006 Mary E. Stuckey  
*Georgia State University*

## Past Conventions and Hotels

1930 Birmingham, AL Thomas Jefferson Hotel	1952 Jackson, MS Heidelberg Hotel	1973 Lexington, KY Phoenix Hotel	1994 Norfolk, VA Omni Hotel
1931 Atlanta, GA Henry Grady Hotel	1953 Greenville, SC Poinsett Hotel	1974 Richmond, VA John Marshall Hotel	1995 New Orleans, LA The Monteleone Hotel
1932 Asheville, NC Berea, KY	1954 Dallas, TX Adolphus Hotel	1975 Tallahassee, FL Tallahassee Hilton Hotel	1996 Memphis, TN The Peabody Hotel
1934 Birmingham, AL Thomas Jefferson Hotel	1955 Memphis, TN Peabody Hotel	1976 San Antonio, TX El Tropicano Hotel	1997 Savannah, GA Hyatt Regency
1935 New Orleans, LA Stevens Hotel with NATS	1956 Hattiesburg, MS Forrest Hotel	1977 Knoxville, TN Hyatt Regency Hotel	1998 San Antonio, TX La Mansion del Rio
1936 Gainesville, FL Thomas Hotel	1957 Athens, GA Georgia Center for Cont. Education	1978 Atlanta, GA Sheraton Biltmore Hotel	1999 St. Louis, MO Adams Mark Hotel
1937 Nashville, TN Andrew Jackson Hotel	1958 Houston, TX Rice Hotel	1979 Biloxi, MS Broadwater Beach Hotel	2000 New Orleans, LA The Monteleone Hotel
1938 Atlanta, GA Henry Grady Hotel	1959 Louisville, KY Sheraton Seelbach Hotel	1980 Birmingham, AL Hyatt House Hotel	2001 Lexington, KY Radisson Plaza Hotel
1939 Baton Rouge, LA Heidelberg Hotel	1960 Winston-Salem, NC Robert E. Lee Hotel	1981 Austin, TX Hilton Palacio del Rio	2002 Winston-Salem, NC The Adams Mark
1940 Chattanooga, TN Patten Hotel	1961 Miami, FL Everglades Hotel	1982 Hot Springs, AR Arlington Hotel	2003 Birmingham, AL Sheraton Hotel
1941 Birmingham, AL Tutwiler Hotel	1962 Austin, TX Driskell Hotel	1983 Orlando, FL Hilton Inn-Florida Center	2004 Tampa, FL Wyndam Harbour Island Hotel
1942 Atlanta, GA Henry Grady Hotel	1963 Nashville, TN Andrew Jackson Hotel	1984 Baton Rouge, LA Hilton Hotel	2005 Baton Rouge, LA Radisson Hotel
1943 Jackson, MS Heidelberg Hotel	1964 Houston, TX Texas State Hotel	1985 Winston-Salem, NC Hyatt House Hotel	2006 Dallas, TX Marriott Galleria-Addison
1944 Jackson, MS Heidelberg Hotel	1965 Durham, NC Jack Tar Hotel	1986 Houston, TX Shamrock Hilton Hotel	2007 Louisville, KY Marriott Downtown
1945 Cleveland, TN (cancelled) Cherokee Hotel	1966 Miami, FL Everglades Hotel	1987 St. Louis, MO Clarion Hotel with CSCA	2008 Savannah, GA Hyatt Regency
1946 Atlanta, GA Henry Grady Hotel	1967 Little Rock, AR Marion Hotel	1988 Memphis, TN The Peabody Hotel	2009 Norfolk, VA Marriott Waterside
1947 Baton Rouge, LA Heidelberg Hotel	1968 Memphis, TN (cancelled) Peabody Hotel	1989 Louisville, KY Brown Hotel	2010 Memphis, TN The Peabody Hotel
1948 Nashville, TN Maxwell Hotel	1969 Memphis, TN Peabody Hotel	1990 Birmingham, AL Radisson Hotel	
1949 Waco, TX Roosevelt Hotel	1970 Winston-Salem, NC Robert E. Lee Hotel	1991 Tampa, FL Hyatt Regency	
1950 Birmingham, AL Tutwiler Hotel	1971 New Orleans, LA Roosevelt Hotel	1992 San Antonio, TX St. Anthony Hotel	
1951 Gainesville, FL Thomas Hotel	1972 San Antonio, TX El Tropicano Hotel	1993 Lexington, KY Hyatt Regency & Radisson Plaza with CSCA	

## SSCA Life Members

(As of February 2007)

Andersen, Kenneth E.  
Arrington, Michael I.  
Balthrop, Bill  
Bates, Benjamin  
Bock, Douglas  
Bostrom, Robert N.  
Brandau-Brown, Frances  
Cardenas, Cristina  
Chesebro, James  
Cissna, Kenneth N.  
Collins, Mary Evelyn  
Condit, Celeste M.  
Copeland, Gary A.  
DeHart, Jean  
Edwards, Renee  
Edwards, William H.  
Erickson, Keith V.  
Foster, John R.  
Frank, Robert E.  
Fulmer, Hal W.  
Guthrie, Russell A.  
Hart, Joy  
Hawkins, Katherine W.  
Hickson III, Mark  
Hosman, Lawrence A.  
Hudson, Marcia I.  
Kalbfleisch, Pamela J.  
Kuypers, Jim A.  
Long, Beverly W.  
McGee, Brian R.  
McMahan, Eva M.  
Moore, Nina-Jo  
Newcombe, P.  
Judson O'Rourke  
Sean Patrick  
Olson, Kathryn M.  
Osborn, Michael  
Osborn, Suzanne  
Petress, Kenneth  
Powell, Larry  
Ranta, Richard R.  
Siltanen, Susan A.  
Sisco, John I.  
Smith, Robert M.  
Tarver, Jerry L.  
Thibodeaux, Terry M.  
Towns, Stuart  
Violanti, Michelle T.  
Webb, Lynne M.  
Weiss, Steven  
Wheaton, Patrick G.  
Winn, J. Emmett

## SSCA Patron Members

(As of February 2007)

Amason, Patricia  
Anderson, Rebecca  
Borden, Amanda Welch  
Bruner, M. Lane  
Carpenter, Ronald H.  
Cheshier, David M.  
Cole, Terry W.  
Conville, Jr. Richard L.  
Cook, Norma  
Cox Daly, John  
Darsey, James  
Griffin, Keith H.  
Hale, Jerry L.  
Halvorson, Sandra  
Hanson, Trudy L.  
Hart, Roderick P.  
Hill, L. Brooks  
Jellicorse, John  
Lee Kell, Carl  
Kent-Willette, Annmarie  
King, Paul E.  
Medhurst, Martin J.  
Meyer, John C.  
Ritter, Kurt  
Rohler, Lloyd E.  
Schabot, Daniel  
Schwartzman, Roy  
Smith, Craig A.  
Tardy, Charles H.  
Vartabedian, Robert  
Waldhart, Enid S.  
Williams, David C.

## SSCA Emeritus Members

(As of February 2007)

Anderson, Robert  
Asmuth, M. Violet  
Bailey, Richard E.  
Bakke, John P.  
Bangham, Jerry  
Barefield, Paul  
Blyton, Gifford  
Bock, E. Hope  
Brooks, Fred L.  
Cooper, Stephen  
Cornell, Jean H.  
Croft, Blanton  
Culp, Ralph B.  
Dorgan, Howard  
Dudley, E. Samuel  
Eiland, Millard F.  
Eubanks, Ralph T.  
Freshley, Dwight L.  
Gantt, Vernon W.  
George, Don  
Gruner, Charles R.  
Herndon, Rosanna T.  
Holm, Joan  
Hopkins, Mary Frances  
Karns, C. Franklin  
Kaufman, Sondra O.  
Loeffler, Donald L.  
Logue, Cal M.  
Merritt, Francine  
Mixon, Harold D.  
Parker, Charles A.  
Parkerson, James W.  
Queener, Lea  
Quianthy, Richard L.  
Reynolds, Beatrice Kay  
Roach, Carol A.  
Sanders, Gerald H.  
Swinny, Frances R.  
Torsey, Kathleen E.  
Ulrey, Evan  
Williams, Donald E.  
Young, Marilyn

## SSCA Institutional Members

(As of February 2007)

Alabama State University  
Albany State University  
Arkansas State University  
Auburn University  
Baylor University  
Clemson University  
College of Charleston Davidson  
College Eastern Kentucky University  
Georgia Southern University  
James Madison University  
Louisiana State University  
Mississippi College  
Mississippi State University  
Morehead State University  
Old Dominion University  
Rollins College  
Sam Houston State University  
San Antonio College  
Southeastern Louisiana University  
Stephen F. Austin State University  
Texas A&M University  
Texas Christian University  
Texas Tech University  
University of Arkansas  
University of Central Arkansas  
University of Georgia  
University of Kentucky  
University of Louisiana at Lafayette  
University of Memphis  
University of Miami  
University of North Texas  
University of Richmond  
University of South Alabama  
University of South Carolina  
University of South Florida  
University of Southern Mississippi  
University of Tennessee University of Texas at Arlington  
University of Texas at Austin  
University of Texas of the Permian Basin Valdosta State  
University Western Carolina University

## SSCA Constitution

### ARTICLE I: NAME

The name of the Association shall be the Southern States Communication Association.

### ARTICLE II: PURPOSE

The purpose of the Association shall be to promote study, criticism, research, teaching, and application of the artistic, humanistic, and scientific principles of communication. The Association, a not-for-profit organization, exists for educational, scientific, and literary purposes only. No part of the net revenues of the Association, if any, may be used for the private benefit of any individual or group, except that the Executive Council may establish scholarships or research grants for projects or purposes appropriate to the Association.

### ARTICLE III: MEMBERSHIP

**Section 1. Individual Membership.** Individual membership in the Association shall be open, upon application, to any interested person upon payment of the current annual dues. Regular membership, student membership, sustaining membership, patron membership, and lifetime membership are all individual memberships. The services provided the different categories of membership shall be set by the Executive Council.

**Section 2. Honorary Membership.** A person may be elected to honorary membership by a majority vote of the Association.

**Section 3. Emeritus Membership.** Any member of the Association who, upon retirement from active teaching, has been a member of the Association for not less than fifteen (15) years and submits proper notification to the Executive Director shall be granted the status of emeritus membership. Emeritus members shall have all the privileges of sustaining members without further payment of dues. These memberships shall be indicated by the abbreviation "(Ret.)" after the name of the member on all published lists of sustaining members.

**Section 4. Institutional membership.** Institutional memberships are available to institutions, organizations, and agencies who wish to be listed in the Association's newsletter and convention program.

### ARTICLE IV: OFFICERS

**Section 1. Officers.** The officers of this Association shall be:

- A. The President
- B. The Vice President
- C. The Vice President-Elect
- D. The Executive Director
- E. The Journal Editor
- F. The Advertising Manager
- G. The High School, College, and Community/Two Year College Representatives to the Legislative Council of the National Communication Association.
- H. The Immediate Past President

**Section 2. Term of Office.** The terms of office of the President, Vice President, and Vice President-Elect shall be for one year; of the Journal Editor, and the Advertising Manager, three years; of the Executive Director, five years; the representatives to the national association in accordance with the constitution of the National Communication Association.

**Section 3. Succession.**

- A. The Vice President shall automatically succeed to the office of the President upon the expiration of the President's term of office. The Vice President shall succeed the President should the President's office become vacant through death, resignation, or disability.
- B. The Vice President-Elect shall automatically succeed to the office of Vice President upon expiration of the Vice President's term of office. The Vice President-Elect shall serve as assistant to the Vice President.

**Section 4. Duties of Officers.**

- A. The President shall perform the following duties and such other related duties as shall arise:
  1. Preside at all business meetings of the Association and of the Executive Council.
  2. Appoint and notify all committees except those otherwise provided for.
  3. Provide oversight over divisions and interest groups.
  4. Serve as liaison officer between the Southern States Communication Association and all other national, regional, and similar associations with similar or related interests.
  5. See that members of the profession receive notice of meetings and activities of the Association and of the Executive Council, unless the transmission of such notices has been otherwise assigned.
- B. The Vice President shall perform the following duties and such other related duties as shall arise:
  1. Prepare the program for the annual convention.
  2. Serve as program coordinator of the sectional programs arranged by the officers of the recognized Divisions of the Association. The Vice President, as program chairperson, shall consider the recommendations of the Division Vice Chairpersons as to programs, but shall have final authority regarding the program.
  3. Assist the President in promoting the activities and interests of the Association as needed or requested.
- C. The Vice President Elect shall perform the

following duties and other such related duties as shall arise:

1. Be responsible for the annual recruitment efforts of the Association.
2. Assist the President and Vice President in promoting the activities and interests of the Association as needed or requested.
3. Plan the annual Theodore Clevenger, Jr. Undergraduate Honors Conference.

D. The Executive Director shall perform all ordinary duties of the Secretary and Treasurer of the Association and of the Executive Council. As Treasurer, the Executive Director shall furnish a financial report at each annual convention. The Executive Director shall incorporate into the report a financial accounting covering all publications and the results of the official independent accounting review. The Executive Director shall notify the National Communication Association Executive Offices of the names and addresses of the newly elected High School, College, and Community/Two Year College Representatives to LC immediately after the close of the convention when they assume office. The Executive Director shall appoint a newsletter editor and a Webpage Editor. The Executive Director shall publish the SSCA newsletter and conduct Association elections in accordance with procedures outlined elsewhere in the Constitution. The Executive Director shall negotiate and sign all contracts on behalf of the Association, subject to approval of the Association.

E. The Journal Editor shall direct and supervise the publication of the Southern Communication Journal as authorized by the Executive Council.

F. The Advertising Manager shall perform duties connected with procuring advertising and exhibits for the annual convention, and with procuring funding for other activities of SSCA as directed by the Executive Council.

G. The Immediate Past President shall chair the Nominating Committee and other duties accepted in consultation with the President.

H. The Executive Committee includes the President, the Vice President, the Vice President-Elect, the Executive Director, the Journal Editor, the Advertising Manager, and the Immediate Past President.

**Section 5. Vacancies.** The Executive Council shall have authority to fill any vacancy, other than the Presidency, created by the death, resignation, or disability of an elected officer of the Association.

## ARTICLE V: EXECUTIVE COUNCIL

### Section 1. Membership.

The membership to the Executive Council of the Association shall be:

- A. President, Vice President, Vice President-Elect, Executive Director, Journal Editor, Advertising Manager, and Chairperson of the Finance Committee.
- B. The chairpersons of the established Divisions of the Association.
- C. The immediate retiring President, retiring Executive Director, and retiring Journal Editor, each for one year following that person's term of office.
- D. Three members elected at large by members of the Association for three-year term, one new member to be elected each year. These members will also serve as representatives to the Legislative Council of the national association as prescribed by the constitution of the National Communication Association. The High School, College, and Community/Two Year College Representatives to the Legislative Council of the National Communication Association

shall present a report based on correspondence and notes from business meetings of the National Communication Association to the Executive Council at its first meeting at the annual convention.

**Section 2. Terms of Office.** Newly elected officers and Council members shall assume office at the close of the annual convention with the exception of the Executive Director, who shall take office as provided in Article VII, Section 4B and 4C.

**Section 3. Meetings.** The Executive Council shall normally meet at least three (3) times each year, twice at the annual convention prior to the Association business meetings, and once at the national convention of the NCA.

**Section 4. Duties and Responsibilities.** The Executive Council shall receive reports, recommend budgets, initiate action, and oversee the long-range planning for the Association. In the period between annual conventions, the Executive Council shall act for the membership of the Association.

**Section 5. Emergency Procedures.** In case of an emergency which would make it either impossible or impractical for the president to convene the Executive Council, the President may empower an Emergency Council consisting of the President, the Immediate Past President, the Vice President, the Vice President-Elect, and the Executive Director to act for the Executive Council. The President may consult each member to determine what action is to be taken on behalf of the Executive Council. Items not requiring an immediate decision are to be decided by polling the entire Executive Council.

**Section 6. Quorum.** Those members of the Executive Council present at a regularly scheduled and announced meeting of the Executive Council shall constitute a quorum.

## ARTICLE VI: MEETINGS

**Section 1. Business Meetings.** The Association shall hold at least two (2) business meetings at each annual convention.

### Section 2.

A. Annual Convention. The Association shall hold a convention each year in the months of March or April, preferably during the first full week in April or as near thereto as feasible, at a time determined by the Executive Council upon recommendation by the Time and Place Committee as provided in Article IX, Section 1.

B. Regional Rotation. Whenever possible, the Time and Place Committee should seek to systematically rotate the Annual Convention site among the several geographical regions within the larger region covered by the Southern States Communication Association.

C. Local Arrangements. An SSCA member living in or near the host convention city shall chair a local committee to assist the Executive Committee with convention arrangements.

**Section 3. Strategic Planning Meeting.** Upon the call of the President, the Executive Committee, Immediate Past Executive Director, Chair of the Finance Committee, and other appropriate members as designated by the President, shall meet for the purpose of strategic planning. No more than five years shall elapse between such meetings.

**Section 4. Quorum.** Those members of the Association present at a regularly scheduled and announced meeting of the Association shall constitute a quorum.

## ARTICLE VII: NOMINATIONS, ELECTIONS, AND APPOINTMENTS

### Section 1. Nominating Committee.

A. Method of Selection. A Nominating Committee shall be chosen in the following manner:

1. Each Division of the Association shall select one member to serve a two year term on the committee. The member selected may not have served on the Nominating Committee in the last two years. This selection may be done at the Division's convention business meeting or by mail ballot to members.
2. Terms shall be staggered so that half of the members are elected each year. In odd numbered years, members shall be selected from those divisions listed in Article X, Section 2, A, C, E, G, I, K, M, O, et cetera. In even numbered years, members shall be selected from those divisions listed in Article X, Section B, D, F, H, J, L, N, P, et cetera. The service of the two-year term shall begin in the year following election.
3. The Immediate Past President shall chair the Nominating Committee. The Chair shall coordinate the committee's work. The Chair or designee must give an update to the Executive Council at its annual meeting during the National Communication Association convention.

B. Restrictions. A member of the Nominating Committee shall not be eligible for any office to be considered by that committee.

C. Responsibilities.

1. Nominations for the Slate of Officers may be made by the following methods:
  - a. By the Nominating Committee
  - b. Any SSCA member in good standing may make recommendations to the Nominating Committee.
  - c. Nominators may submit materials supporting nominees.
  - d. Other names may be added to the Slate of Officers by petition filed with the Nominating Committee at least six months before the annual convention. The petition shall state the names of the nominee and the office to which the person is being nominated and shall be signed by at least twenty-five (25) Association members in good standing at the time and who represent at least two states and five separate institutions.
2. The Nominating Committee shall check with all possible nominees to make each one aware of the responsibilities of the office to which the person is being nominated and to determine that the nominee will accept and assume the responsibility if elected. Nominees must be members in good standing at the time of the nomination.
3. The chairperson of the Nominating Committee shall submit to the Executive Director a list of nominees along with vita information on each candidate and platform statements from each candidate for the office of Vice President-Elect at least one hundred twenty (120) days prior to the annual convention.

**Section 2. Officers to be Elected.** Officers to be elected each year are the Vice President-Elect and one Member-at-Large to the Executive Council, who is also the representative to the Legislative Council of NCA.

### Section 3. Election.

A. First Ballot.

1. At least seventy (70) days before each annual convention the

Executive Director shall mail a ballot to each member of the Association who is in good standing at the time.

2. This ballot shall contain the names of the candidates for the various offices for which the Nominating Committee is charged to present candidates. The ballot shall be accompanied by vita information for each candidate and the platform statements of no more than 300 words for all candidates for the office of Vice President-Elect.

3. A deadline of at least thirty-five (35) days prior to the annual convention for the return of the marked ballots shall be indicated on the ballot.

4. To be valid, each ballot must meet four requirements:

- a. It must not identify the voting member by name, address, or school.
- b. It must be mailed in an individual envelope, only one ballot to each envelope.
- c. The name and address of the voting member must appear on the outside of the envelope.
- d. The envelope must bear a postmark no later than the deadline shown on the official ballot.

B. Second Ballot. If a candidate does not receive a majority vote by the first ballot, a second ballot listing the two candidates who received the plurality of votes will be taken in the same manner as the first ballot, except that the Executive Director shall mail the second ballot at least thirty (30) days prior to the convention and the deadline for its return shall be fifteen (15) days prior to the convention.

### Section 4. Officers to be Appointed.

A. The Executive Director and the Advertising Manager shall be appointed by the Executive Council upon recommendation of a sub-committee appointed by the President and ratified by the membership at the convention.

B. The Journal Editor shall be appointed by the Executive Council, upon the recommendation of the Publications Committee, and ratification by the membership at the convention.

C. The Executive Director and Journal Editor shall be appointed one year prior to their taking office.

D. The term of the Executive Director shall correspond to the fiscal year of the Association, August 1 to July 31, and continue for five (5) consecutive fiscal years.

## ARTICLE VIII: DUES AND FEES

### Section 1. Categories.

A. Dues and fees of the Association shall be established for the following categories:

1. Regular Membership
2. Student Membership
3. Sustaining Membership
4. Patron Membership
5. Institutional Membership
6. Life Membership
7. Convention Fees
8. Undergraduate Honors Conference Fee

B. Establishment of Rates: The rates for the dues and fees in each of the categories shall be established by a two-thirds (2/3) vote of the membership voting in convention.

Section 2. The Executive Director and Advertising Manager, in consultation with the Executive Committee, shall set fees for the following: exhibitor fees, advertising fees for the convention program, and ads for job postings.

## ARTICLE IX: COMMITTEES

### Section 1. Standing Committees.

A. Committee and Purposes. The standing committees and their purposes shall be:

1. Committee on Committees, whose purpose shall be to make committee appointments at each convention, and to review assignments in the fall, filling vacancies as needed. While any committee may recommend new members, the power of appointment shall reside in the Committee on Committees.
2. Constitution Committee, whose purpose shall be to review the Constitution periodically and to recommend such amendments as may seem necessary to provide for new developments within the Association and in its relationship with the National Communication Association.
3. Finance Committee, whose purpose shall be to prepare an annual budget, present it to the Council for approval, and supervise its use. The Executive Director shall be an ex-officio member of the Finance Committee. The Finance Committee shall make recommendations on the investment of money raised through the payment of Life Membership dues.
4. Nominating Committee, whose purpose shall be to nominate yearly a slate of one or more candidates for Vice President-Elect, candidates for the other elected offices that may be vacant, and perform such duties as prescribed in Article VII, Section 1C.
5. Publications Committee, whose purpose shall be to monitor and make recommendations concerning the publication needs of the Association, to develop and approve policies related to the appearance, frequency, and graphic layout of the publications, and to recommend to the Executive Council editors of SSCA publications (other than the newsletter editor).
6. Resolutions Committee, whose purpose shall be to draft and present the standard and any special resolutions at the annual convention.
7. Time and Place Committee, whose purpose shall be to solicit and receive competitive bids from cities for the annual convention.
8. Minority Recruitment and Retention Committee, whose purpose is to recruit and retain underrepresented populations as members and determine the recipient of the Minority Recruitment/Retention Award.
9. Resource Development Committee, whose purpose is to research, plan, and develop financial resources and fundraisers to benefit the organization. The Executive Director shall serve as an ex-officio member of this committee.

### B. Awards Committees

1. T. Earle Johnson-Edwin Paget Distinguished Service Award Committee, whose purpose shall be to solicit nominees for the award, evaluate them based on criteria established by the Association in the "Guidelines for Awards," and designate a recipient or recipients, unless none of the nominees meets the criteria.
2. Janice Hocker Rushing Early Career Research Award, whose purpose shall be to solicit nominees for the award, evaluate them based on criteria established by the Association in the "Guidelines for Awards," and designate a recipient or recipients, unless none of the nominees meets the criteria.
3. John I. Sisco Excellence in Teaching Award Committee, whose purpose shall be to solicit nominees for the award, evaluate them based on the criteria established in the

- "Guidelines for Awards," and designate a recipient or recipients, unless none of the nominees meets the criteria.
4. SSCA Outreach Award Committee, whose purpose shall be to solicit nominees for the award, evaluate them based on the criteria established in the "Guidelines for Awards," and designate a recipient or recipients, unless none of the nominees meets the criteria.
5. SSCA Outstanding New Teacher Award, whose purpose shall be to solicit nominees for the award, evaluate them based on the criteria established in the "Guidelines for Awards," and designate a recipient or recipients, unless none of the nominees meets the criteria.
6. Rose B. Johnson SCJ Article Award Committee, whose purpose is to determine the recipient or recipients based on criteria established by the Association in the "Guidelines for Awards."
7. Michael M. Osborn Teacher-Scholar Award Committee, whose purpose shall be to solicit nominees for the award, evaluate them based on the criteria established in the "Guidelines for Awards" and designate a recipient or recipients, unless none of the nominees meets the criteria.

### C. Appointment

1. The Committee on Committees shall consist of the Executive Committee, the retiring Editor, and retiring Executive Director.
2. Standing Committees should consist of three members in good standing.
3. Members of the Standing Committees and Awards Committees, except the Nominating Committee, the Committee on Committees, and the Rose B. Johnson Award Committee, shall be appointed for a term of three years, with staggered terms, shall be eligible for reappointment, and have the retiring member serve as chair.
4. Members of the Rose B. Johnson SCJ Article Award Committee shall consist of the SCJ Editor and the Editorial Board.

D. Reports. Each committee shall present its reports to the Executive Council in session at the convention as requested by the President, and the President is empowered to require reports of progress during the year.

**Section 2. Special Ad Hoc Committees.** The President may appoint special committees as deemed necessary and desirable to assist in carrying out the program for the year. Such appointments will expire with the end of the President's term in office. The Executive Council may authorize the appointment of special committees to serve longer than one year.

## ARTICLE X: DIVISIONS

**Section 1. Purpose.** The purpose of the Division structure of the Association shall be to recognize and to encourage the spheres of interest and activities of the specialties of communication.

**Section 2. Division Names.** Each Division will represent a major specialization of communication. In order to be an officially recognized Division of the Southern States Communication Association, at least 5% of the Association's membership shall have indicated membership in the Division. Any Division failing to attract 5% of the membership (determined 60 days prior to the meeting of the Executive Committee at the annual convention) shall be placed on a one-year probationary status during which time it has the opportunity to achieve the minimum. The Executive Director shall notify divisions of probationary status when

membership falls below 5%. Failing to achieve the minimum or failing to elect officers shall result in the Divisional status being revoked and the division becoming an Interest Group. The following Divisions are recognized and shall be guaranteed space on the convention program, which will be allocated based on division size:

- A. Communication Theory
- B. Freedom of Speech
- C. Intercultural Communication
- D. Performance Studies
- E. Mass Communication
- F. Rhetoric and Public Address
- G. Southern Forensics Association
- H. Language and Social Interaction
- I. Instructional Development
- J. Applied Communication
- K. Gender Studies
- L. Popular Communication
- M. Interpersonal Communication
- N. Public Relations
- O. Community College
- P. Political Communication

**Section 3.** Each member of the Association shall be an official member of two (2) Divisions and may pay a small fee to affiliate with other divisions. The fee will be set by the Finance Committee.

**Section 4. Meetings.** At each annual convention there will be a designated time in the program for a business meeting of each Division.

**Section 5. Officers.** Members of each Division shall elect the officers for the Division.

- A. The officers and their responsibilities shall be:
  - 1. The Chair, who shall be the chief officer of a Division and shall be responsible to the President of the Association.
  - 2. The Vice Chair, who shall serve as program chair for the section programs at the annual convention and shall be responsible to the Vice President of the Association and ascends to the office of Chair.
  - 3. The Vice Chair-Elect, who ascends to the office of Vice Chair and assists the Chair with divisional responsibilities.
  - 4. The Secretary, who shall take minutes and publicize activities of the Division and shall be responsible to the Executive Director of the Association.
- B. Activities and specialty interests within each Division shall be directed by the officers of that Division.

**Section 6. Establishment of New Divisions.** New Divisions of the Association may be arranged by concerned individuals petitioning the Executive Council for such recognition, detailing the academic rationale for such status, and indicating specifically the membership of the proposed division. A new Division cannot be recognized until 5% of the membership of the Association has indicated their desire to join such a division.

#### ARTICLE XI: INTEREST GROUPS

**Section 1. Purpose.** The purpose of the Interest Group structure of the Association shall be to recognize and to encourage the spheres of interest and activities of the expanding specialties of communication.

**Section 2. Interest Group Names.** Each Interest Group will represent a major or emerging specialization of communication. In order to be an officially recognized Interest Group of the Southern States

Communication Association, at least 2% of the Association's membership shall have indicated membership in the Interest Group. Any Interest Group failing to attract 2% of the membership (as determined 60 days prior to the meeting of the Executive Committee at the time of the annual convention) shall be placed on a one-year probationary status during which time it has the opportunity to achieve the minimum. Any Interest Group failing to attract 2% of the membership (as determined 60 days prior to the meeting of the Executive Committee at the annual convention) shall be placed on a one-year probationary status during which time it has the opportunity to achieve the minimum. Any Interest Group failing to achieve the minimum a second year or failing to elect officers or failing to submit a program or failing to submit minutes of the business meeting to the Executive Director will have its status as an Interest Group revoked. The list of recognized Interest Groups will be kept by the Executive Director and published in Connections at least once a year. Recognized Interest Groups will be guaranteed one program slot and one business meeting at the annual convention. Additional time slots may be allocated if available, based on the size of the membership in the Interest Group.

**Section 3. Membership.** Each member of the association may be an official member of 1 Interest Group and may affiliate with other Interest Groups for an additional fee. This fee will be set by the Finance Committee.

**Section 4. Meetings.** At each annual convention there will be a designated time in the program for either a program or a business meeting of each Interest Group (see Section 2 above).

**Section 5. Officers.** Members of each Interest Group shall elect the officers for the Interest Group.

- A. The officers and their responsibilities shall be:
  - 1. The Chair, who shall be the chief officer of an Interest Group and shall be responsible to the President of the Association.
  - 2. The Vice-Chair, who shall serve as program chair for the Interest Group program(s) at the annual convention and shall be responsible to the Vice-President of the Association.
  - 3. The Interest Group shall take minutes and publicize activities of the Interest Group and shall be responsible to the Executive Director of the Association.
- B. Activities and specialty interests within each Interest Group shall be directed by the officers of that Interest Group.

**Section 6. Establishment of New Interest Groups.** New Interest Groups of the Association may be arranged by concerned individuals petitioning the Executive Council for such recognition, detailing the academic rationale for such status, and indicating specifically the membership of the proposed Interest Group. A new Interest Group cannot be recognized until 2% of the membership of the Association has indicated the desire to join such an Interest Group.

#### ARTICLE XII: PARLIAMENTARY AUTHORITY

**Section 1.** The Sturgis Standard Code of Parliamentary Procedure, most recent edition, shall be the parliamentary authority for all matters of procedure not specifically covered in this Constitution.

**Section 2. Parliamentarian.** The President may appoint a parliamentarian to serve at the President's pleasure.

#### ARTICLE XIII: AMENDMENT

This Constitution may be amended:

- A. By approval of the Executive Council and two-thirds (2/3) of the votes cast at an annual convention business meeting, or
- B. By a majority vote at two consecutive annual conventions, or
- C. On approval of the Executive Council by a two-thirds (2/3) vote and a majority of the votes cast at the annual convention, or
- D. By approval of the Executive Council and a majority of the votes cast at an annual convention provided the Amendment had prior approval of the Constitution Committee and was circulated among the membership at least thirty (30) days before the date of the annual convention.

#### ARTICLE XIV: DISSOLUTION

**Section 1. Dissolution by Vote.** The Association may be dissolved only at a special meeting called for that purpose, and in the manner prescribed by the relevant state laws, by vote of three-fourths (3/4) of the members present. Subject to compliance with the applicable provisions of such laws, upon any such dissolution of the Association all its property remaining after satisfaction of all its obligations shall be distributed to one or more corporations, funds, foundations, or learned societies such as the Executive Council may select, organized or operated exclusively for charitable, scientific, literary, or educational purposes, no part of the net earnings of which inures to the benefit of any private shareholder, member or individual, and which does not carry on propaganda or participate or intervene in any political campaign.

**Section 2. Dissolution by Inaction.** If for any reason the Association shall be unable to elect officers and conduct business in the manner prescribed by its Constitution, including Section 1 above, all property remaining after satisfaction of all its obligations shall be turned over to the National Communication Association, the national organization with which this regional association is affiliated.

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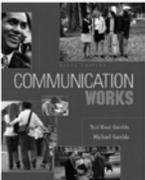
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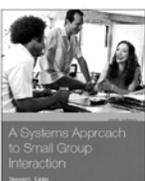
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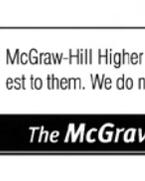
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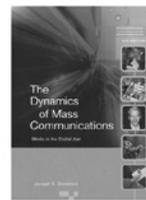
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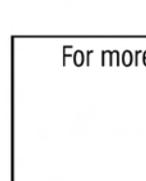
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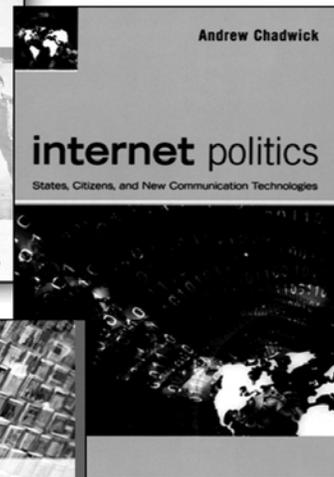
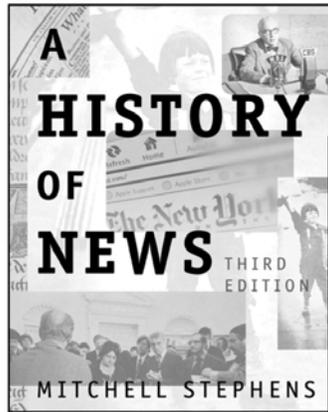
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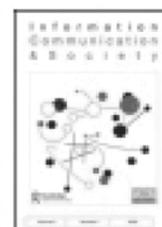
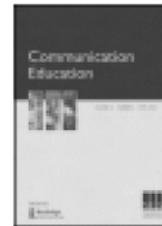
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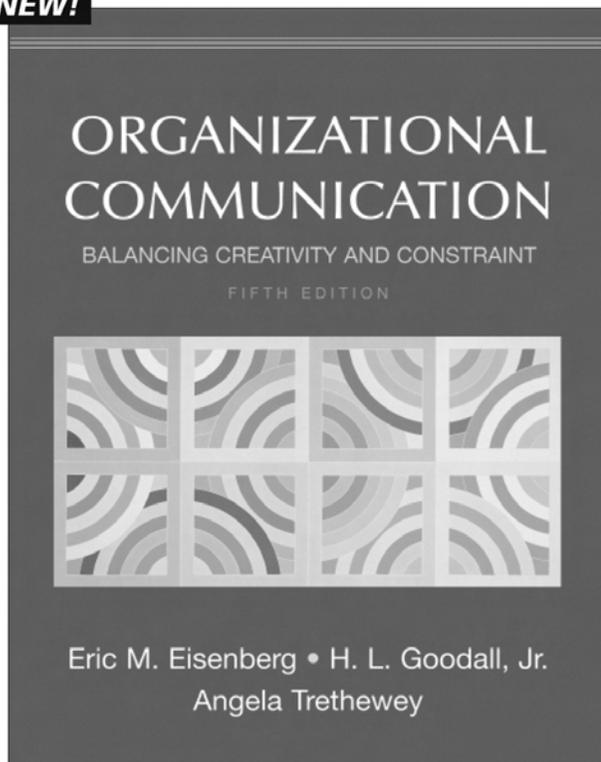


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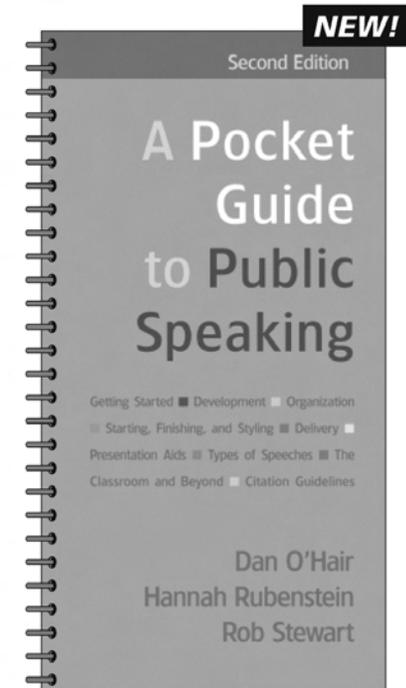
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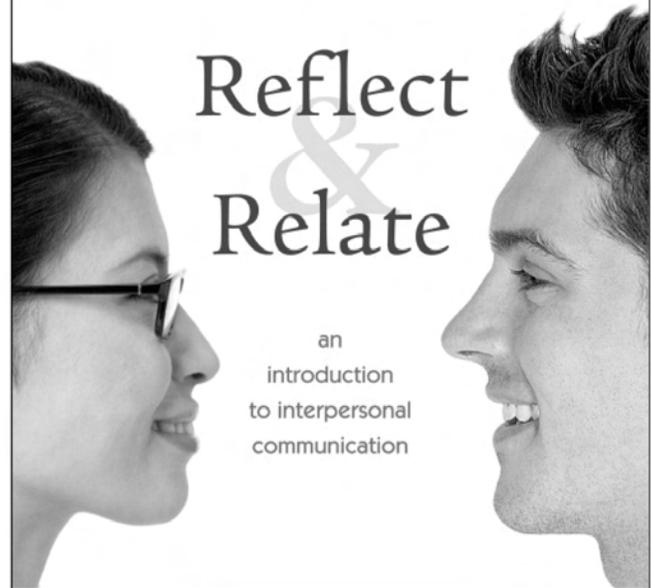
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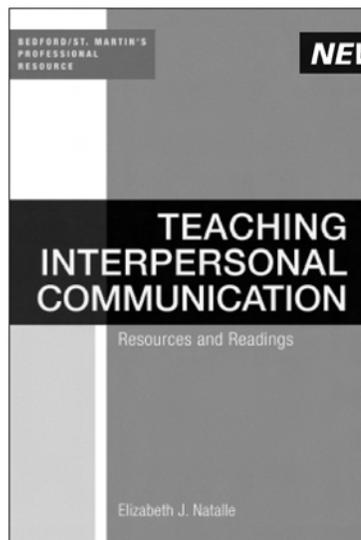
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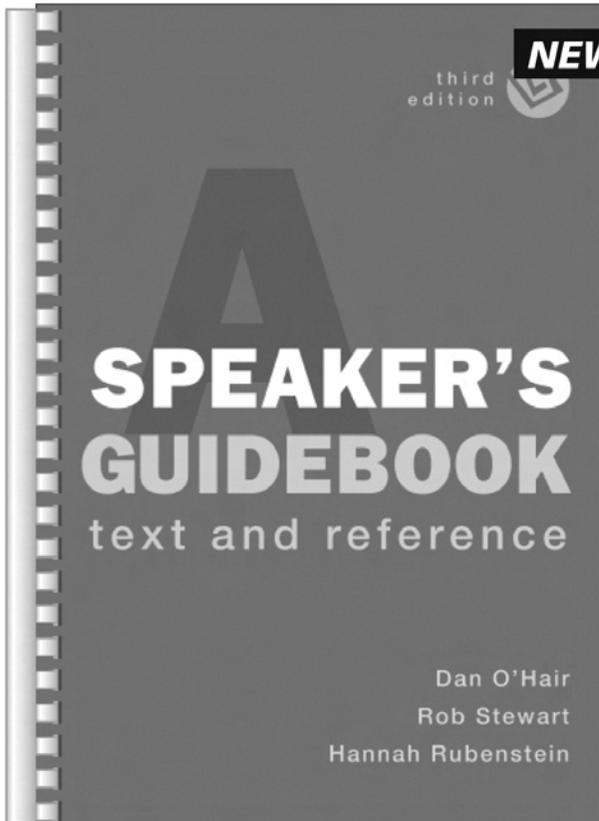
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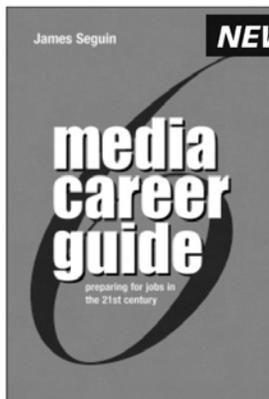
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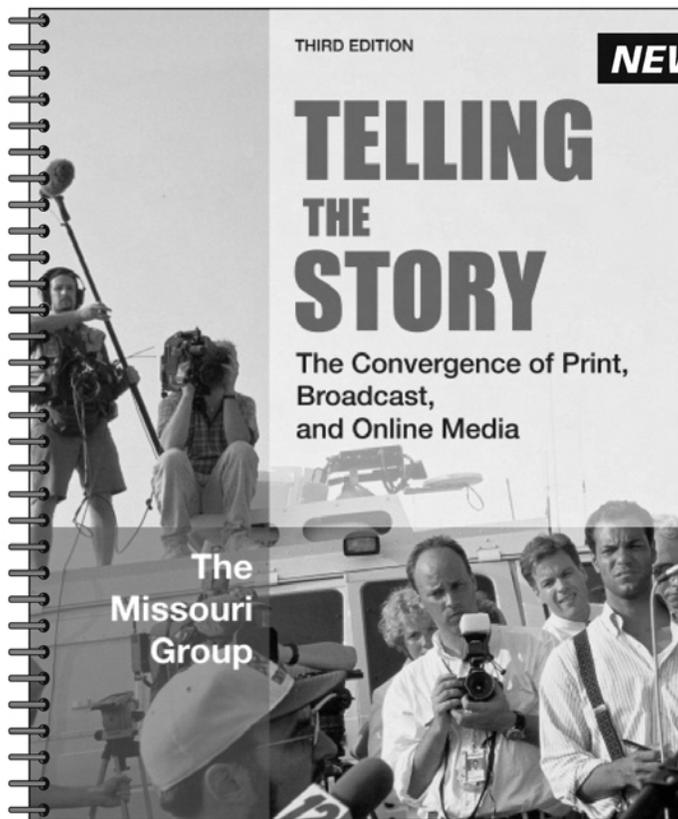
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