

**Thursday, April 16, 8:00-9:15 AM**

1101 Thursday 8:00–9:15 AM

University Room A

## **Updating Media Theory for the Convergent Media Environment**

Sponsor: Media Studies Interest Group  
Chair: **Stephanie L. Young**, University of Southern Indiana  
Respondent: **Michelle Calka**, Manchester University

Beauty-Related Social Media Behaviors: Toward an Integration of the Hyperpersonal Model and the Theory of Planned Behavior

**Rebecca K. Britt**, South Dakota University  
**Kristen Nicole Hatten**, Western Michigan University

Branding Nature and Branching out: Deconstructing Representations of the “Wild” on Animal Planet’s *Treehouse Masters*

**Phillip Tschirhart**, University of Missouri

Dead Media, New Uses and Gratifications: Displaced Media Audiences and the Case for Divergence

**Scott M. Walus**, Eastern Illinois University

CERC, Search Strategies, and Twitter Content: Using Social Media in the Management of Crises and Disasters

**Patric R. Spence**, University of Kentucky  
**Kenneth A. Lachlan**, University of Connecticut  
**Xialing Lin**, University of Kentucky  
**Maria Del Greco**, University of Hawaii  
**Kristy Najarian**, University of Kentucky

When new media enters into the media environment, the impact is felt by producers, audiences, and scholars. This panel features the updating of classic theories for the current media environment including Theory of Planned Behavior, Representation, Uses and Gratifications, and Crisis Management. Through the deconstruction of medium (displaced media such as vinyl and VHS), platform (social media), and content (televisual and CMC), this panel modifies and updates theory to adapt to this environment.

1102 Thursday 8:00–9:15 AM

University Room B

## **Does This Community College Make Me Look Stupid? Representations of Community Colleges in Popular Culture**

Sponsor: Community College Interest Group

Chair: **Natalia Cherjovsky**, Kirkwood Community College

Presenters: **Tammie Wiebers**, North Central Missouri College  
**David Wendt**, Keokuk High School, Southwestern Community College, and University of Iowa

Jokes at the expense of community colleges, their professors, and their students are a dime a dozen in popular culture. Television shows and films often denigrate the intelligence of their student body, call into question their academic rigor, or make a mockery of the institutions themselves. Community colleges bear an underserved stigma, which not only belies the benefits they have on their communities but also is perpetuated by those who do not understand their mission.

1103 Thursday 8:00–9:15 AM

University Room C

## **In Their Voice: How Experiential Education and Internships Bridge Organizational Communication Concepts and Application**

Sponsor: Organizational and Professional Communication Interest Group

Chair: **Peggy Fisher**, Ball State University

Presenters: **Scot McCorkle**, Ball State University  
**Nancy Shitakha**, Ball State University  
**Sarah DeWitt**, Ball State University  
**Samantha Bilbrey**, Ball State University

This student panel focuses on the impact of internships and experiential learning from a student's perspective. The discussion will center on a variety of topics including an international student's perspective, how these experiences can be a win-win for both the student and the organization, how these experiences relate to the different styles of learning, and the nuances of working in the non-profit sector.

1104 Thursday 8:00–9:15 AM

University Room D

## **Competitive Papers in the Women’s Caucus I**

Sponsor: Women’s Caucus  
Chair: **Tennley A. Vik**, Emporia State University  
Respondent: **Amanda Brown**, University of Wisconsin, Stout

The Body and its Able-ness: Articulating Eligibility through Rhetorics of Motherhood, Unjust Language, and Questionable Medical Authority  
**Rachel D. Davidson**, University of Wisconsin, Milwaukee

Victimhood and the Feminist Nightmare: Identifying Criminalization as the Contemporary Feminist Problem  
**Lindsey Badger**, Indiana University

Muting Consent: Derailing for Dummies, Muted Group Theory, and Sexual Assault Prevention  
**Ashley Denney**, Kansas State University

Locks & Keys: Navigating the College Hookup Culture  
**Jillene A. Krause**, North Dakota State University  
**Kayley Erlandson**, North Dakota State University  
**Katie Ralston**, North Dakota State University  
**Erin Ahneman**, North Dakota State University  
**Dawn Berry**, North Dakota State University  
**Carrie Ann Platt**, North Dakota State University

This panel highlights competitive papers in the Women’s Caucus specifically related to women’s bodies. Papers on this panel explore issues related to body able-ness and women-specific experiences, victimhood, consent and sexual assault, and hooking up. Please join us to learn more about these important topics in women’s lives.

1105 Thursday 8:00–9:15 AM

Conference Room I

## **2014 Converging Political Strategies: Tactics Used in National, State and Local Political Advertisements**

Sponsor: Political Communication Interest Group  
Chair: **Terri M. Easley**, University of Kansas

Presenters: **Aaron V. Burton**, Tiffin University  
**John J. Makay**, Bowling Green State University  
**Kathie R. Fleck**, Ohio Northern University  
**Jennifer L. Walton**, Ohio Northern University

This discussion will review the retro messaging used in the 2012 national, state, and local elections. Despite the advances in technology, many candidates chose to use a homegrown, earthy style that was popular decades ago. This was a refreshing distinction from the commonplace attack advertisements that have become tiresome. The panelists will discuss significant similarities and differences in political advertisements over the last 30 years, focusing on a few notable advertisements and campaigns as examples.

1106 Thursday 8:00–9:15 AM

Conference Room II

### **A Convergence of Cultures: Visible and Invisible Diversity in the Classroom**

Sponsor: Intercultural Communication Interest Group

Chair: **Nancy Pearson**, Minot State University

Presenters: **Stacey Macchi**, Western Illinois University  
**Audra Myerchin**, Minot State University  
**Heather Nesemeier**, Williston State College  
**Mary Haslerud Opp**, University of North Dakota  
**Kristen Treinen**, Minnesota State University, Mankato

This panel will address visible and invisible elements of diversity and share personal experiences and research pertinent to racial, gender, country-of-origin, cross-country, and major-specific diversity. They will also address invisible diversity including political beliefs, religious affiliations, sexual orientations, prior experiences. The panelists have teaching experience that includes teaching students from various foreign countries and cultural backgrounds. Panelists have also served as advisors and in that role have become acutely aware of the invisible elements of diversity.

1107 Thursday 8:00–9:15 AM

Conference Room III

### **Complexities, Crises, and Conflicts: Theorizing Culture and Social Change**

Sponsor: Communication Theory Interest Group

Chair: **Kunto Adi Wibowo**, Wayne State University

Respondent: **Adam Tyma**, University of Nebraska, Omaha

Conflict-Sensitive Approach to Cultural/Civilizational Aspects of Ukrainian Crisis: Convergence of Theoretical Frameworks from Communication and International Relations

**Marta Lukacovic**, Wayne State University

International Students' Identities and Involvement in Student Organizations

**Igor Ristić**, University of Kansas

Can Organizations be Culture-Centered? Toward Reconciling the Culture-Centered Approach and Stakeholder Theory

**Deborah Sellnow-Richmond**, Wayne State University

Everyone Does Not Have the Same Freshman Experience: Exploring Cross-Cultural Adaptation of Non-Traditional Students

**Jason Martin**, University of Missouri, Kansas City

When Soccer Talks: The Symbolic Convergence of a United Bosnia during Bosnia's 2014 World Cup Qualification

**Emina Herovic**, University of Kentucky

Convergence of various theories is explored as a potential platform for addressing a number of culturally-rooted complexities, crises, and conflicts. While cultural aspects are acknowledged as central to many tensions, our papers look for places of common ground, where theory provides the guidance towards a point of junction. The goals are to contribute to theory-building in communication and to identify practical implications that could be useful in solving real problems in diverse contexts.

1108 Thursday 8:00–9:15 AM

Conference Room V

### **Social Support, Narrative Influences, and Information-Seeking: Competitive Papers on the Mediated Dimensions of Health Communication**

Sponsor: Health Communication Interest Group

Chair: **Donna Pawlowski**, Bemidji State University

Social Support and Social Anxiety in Use and Perceptions of Online Mental Health Resources: Exploring Social Compensation and Enhancement

**Erin K. Ruppel**, University of Wisconsin, Milwaukee

**Christopher J. McKinley**, Montclair State University

Sweat, Shame, and Vomit: Exploring Themes of Personal Responsibility and the Morality of Weight in *The Biggest Loser*

**Amanda Lash**, California State University, Sacramento

The Ideal Survivor: Exploring the Online Narratives of Susan G. Komen for the Cure

**Ashley Weingard**, University of Cincinnati

Exploring the Relationship between Online Health Information-Seeking Motivations and Patient Narratives for Orthopedic Practice Web Sites

**Liz Meridian Lareau**, Western Illinois University

**Nathan Miczo**, Western Illinois University

From television to the Internet, these papers explore the increasing popularity of mediated communication for information and support related to health and healing. Authors investigate how online resources are perceived and used, as well as the relationships between information-seeking behaviors and narrative preferences. Additionally, authors interrogate how mediated

discourses shape our understandings of identity, responsibility, and self-efficacy for health and wellness concerns.

1109 Thursday 8:00–9:15 AM

Parlor 627

## State of Minnesota Showcase

### Bringing Our Classroom to the World, and the World to Our Classroom

Sponsor: States Advisory Council

Presenters: **Sunny Lie**, St. Cloud State University  
**Eddah Mutua**, St. Cloud State University

Few will argue that the world is getting smaller—and that its people are now linked in a multitude of ways. With this reality comes an indispensable need to understand and communicate effectively with the world's diverse people and cultures. The main focus of this presentation is current pedagogical practices in which we bring the world to our classrooms and take the classroom out to the world. Examples of these practices include the presenters' community service program "Communicating Common Ground" in which students are trained in facilitation.

1110 Thursday 8:00–9:15 AM

Parlor 629

### The Convergence of Sports and Media in the Rhetoric of the Body

Sponsor: Popular Culture Interest Group  
Chair: **Michael Milford**, Auburn University  
Respondent: **Angela M. Jerome**, Western Kentucky University

Michelle's Biopower under a Foucauldian Lens  
**Michael K. McDonald**, University of Missouri, Kansas City

Validating the Body through the Label of *Sport*: A Convergence of Labels, Language, and Legitimization  
**Krista L. Phair**, Ohlone College

He looks like all of My Uncles: The Convergence of Body and Masculinity in Prince Fielder's Cover Image of ESPN's 2014 Body Issue  
**Jacqueline A. Irwin**, California State University, Sacramento

Cycling as a Rhetorical Act  
**Steven Paul Melling**, University of Missouri, Kansas City

From the commodification of bodies and brands to fumbles of the image, this panel explores how this line is blurred through the intersection of sport and identity applying the rhetorical lens to a

variety of current sport situations. These include the Let's Move Program of Michelle Obama, Misty Copeland's Under Armor ad, Prince Fielder's ESPN magazine cover photo shoot, and the polysemy of cycling.

1111 Thursday 8:00–9:15 AM

Parlor 634

## **Equity in Debate: Creating Safe Spaces for Contentious Cultural Convergence (Top Panel)**

Sponsor: Argumentation and Forensics Interest Group  
Chair: **John Patrick**, California Polytechnic University  
Respondent: **Emily Ravenscroft-Stuckenbruck**, Nicolet College

Staining the Glass Ceiling: Promoting Equity in Debate for Women.  
**Gina Iberri-Shea**, United States Air Force Academy

Does Equity Sound Better in a British Accent? Reflections on a Debater's Experience with British and American Concepts of Equity  
**Lindsay Bing**, School of Oriental and African Studies, London

Equity by Exclusion: Lessons Learned from the University of La Verne "Women's Issues" Tournament  
**Rob Ruiz**, University of La Verne

Why Do the Australian Women Always Win? Comparative Effects of International Equity Policies in Academic Debate  
**Melanie Nadon**, University of La Verne

This panel will focus on the choices, challenges, and assumptions that women often face as debate competitors, coaches, adjudicators, and professionals. How do we promote equity in the competitive sphere? What are some of the unique obstacles that women face as competitors, adjudicators, and educators in these communities? How do other nations develop equity policies and do they work better than the American model? The panel will conclude with an exploration of "best practices" for optimizing equity for women in debate.

1112 Thursday 8:00 AM–1:45 PM

Parlor 638

## **Understanding and Conducting Meta-Analysis (Seminar A)**

Sponsor: David T. McMahan, First Vice President  
Presenter: **Mike Allen**, University of Wisconsin, Milwaukee

This workshop is designed to introduce participants to meta-analysis and to its actual implementation in research. The first part of this workshop covers the justification and explanation for procedures involved in meta-analysis. The general process of data conversion, correction for artifacts, averaging process, and the test for possible sources of moderation will be

discussed along with differences between sample and variance weighting processes. The workshop will demonstrate how to use SPSS to handle many of these issues. The second part of this workshop will walk participants through the actual conduct of a meta-analysis. Participants should contact workshop leader for file of articles to be used for analysis. Participants will be engaged in the process of extracting effects, conversions, artifact correction, and then averaging of effects obtained.

1113 Thursday 8:00–9:15 AM

Assembly Room

### **Promoting the Discipline: Developing COMM Weeks and COMM Days**

Sponsor: David T. McMahan, First Vice President

Chair: **Amy Aldridge Sanford**, Texas A&M University, Corpus Christi

Presenters: **Eric Wilson**, Wichita State University

**Ahmet Atay**, College of Wooster

**Melanie Bailey Mills**, Eastern Illinois University

**Kellie W. Smith**, Texas A&M University, Corpus Christi

**Tiffany R. Wang**, University of Montevallo

Communication departments often suffer from identity crises, with many university and community decision makers not having a clear understanding of what is taught in the discipline and what communication majors can do with their degrees. COMM Weeks and COMM Days have been developed by many programs to promote the discipline, recruit students, and create traditions. Panelists will speak about their COMM events, discussing what they look like and providing tips for improving an existing event and organizing an inaugural COMM Week or Day.

1114 Thursday 8:00–9:15 AM

Caucus Room

### **CSCA Finance Committee Meeting**

Participants: **David Bodary**, Sinclair Community College

**Jimmie Manning**, Northern Illinois University

**Mitchell S. McKinney**, University of Missouri

**Lora Cohn**, Park University

**Chad Edwards**, Western Michigan University

**M. Chad McBride**, Creighton University

**Leah E. Bryant**, DePaul University

**Jessica Eckstein**, Western Connecticut State University

1115 Thursday 8:00–9:15 AM

Senate Room A

### **The Campus Speaker Festival: Converging Voices, Celebrating Excellence, and Confirming the Discipline (Top Panel)**

Sponsor: Basic Course Interest Group  
Chair: **Joshua Westwick**, South Dakota State University

Presenters: **Lori A. Walters-Kramer**, Monmouth College  
**Cassandra Bird**, University of Kansas  
**Aimee Sorensen**, University of South Dakota  
**Kevin Stoller**, Indiana University-Purdue University, Fort Wayne

This roundtable panel congregates Basic Course Directors who organize events that showcase the most superb speakers in the basic course. Known across campuses as “Speaker’s Night,” “Speakers’ Festival,” or a “Communication Symposium,” students have the opportunity to display their oratory skills and the department has the opportunity to demonstrate the power and value of the basic course and the discipline. The panelists will share how they organize, advertise for, and execute these celebratory events.

1116 Thursday 8:00–9:15 AM

Senate Room B

### **Embracing Risk and Vulnerability in the Classroom from the Perspective of Graduate Teaching Assistants**

Sponsor: Communication Education  
Chair: **Angela M. Hosek**, Ohio University

Presenters: **Marjorie M. Buckner**, University of Kentucky  
**Michael G. Strawser**, University of Kentucky  
**Keith Cyril Bistodeau**, Ohio University  
**Andrea Iaccheri**, Ohio University  
**Jean Claude Kwitonda**, Ohio University  
**Erin McAloon**, Ohio University  
**Kelsey Grassman**, University of Dayton

Teaching at any level involves risk and vulnerability; yet, how this is experienced is rarely discussed amongst college teachers. This is particularly true for Graduate Teaching Assistants (GTAs) who are learning the art and skill of effective teaching and finding their voice as teachers during their graduate education. The purpose of this panel is to serve as a crucial and safe space of learning and discussion about risk taking and vulnerability.

1117 Thursday 8:00–9:15 AM

PDR

## Communication Ethics and Freedom of Expression Interest Group Business Meeting

Chair: **Beth A. Messner**, Ball State University  
Vice Chair: **Suzanne V. L. Berg**, Newman State University  
Secretary: **Laura Terlip**, University of Northern Iowa

1118 Thursday 8:00–9:15 AM

Capital Ballroom A

## Great Ideas for Teaching – Session A

Sponsor: G.I.F.T. Interest Group  
Chair: **Mark Cruea**, Ohio Northern University

1. Sticky Notes for Sticky Discussions  
**Kathleen J. Turner**, Davidson College
2. Exploring Echo Chambers in News Stories' Comments Sections  
**Jenna McNallie**, Purdue University
3. The Communicator's Dilemma: Converging Game Theory and the Critical Perspective in the Classroom  
**James M. Proszek**, Southern Illinois University, Carbondale
4. How Embarrassing! Bridget Saves Face  
**Annette N. Hamel**, Western Michigan University
5. Now You See Me: Enhancing Awareness of Eye Contact during Speech Delivery  
**Michelle Blackwood**, Southern Illinois University, Edwardsville and Lewis & Clark Community College
6. Exploring Gendered Messages in Kids' Products  
**Karla Brown**, Hawkeye Community College
7. The PB&J Way of Citing Sources  
**Annie Clement**, Rochester Community and Technical College  
**Taresa Tweeten**, Rochester Community and Technical College
8. Converging in Class with Examples of Fallacies and Logical Booby-traps from Real Life Persuasive Messages  
**Kurtis D. Miller**, Purdue University
9. Convergence in the Classroom: A Speedstorming Approach to Group Formation for Projects and Presentations  
**Stacy E. Hoehl**, Wisconsin Lutheran College
10. Causing a Scene: Converging Pop Culture with Epideictic Speaking  
**Kylie M. Jacobsen**, Texas Tech University

Each presenter will share a class-tested teaching activity in a roundtable forum. These Great Ideas can be adapted and used in a many different communication courses. Approximately every 10 minutes, audience members will change presenters and listen to another exciting Great Idea. Audience members will be able to meet with six or seven presenters in the session.

**Thursday, April 16, 9:30-10:45 AM**

1201 Thursday 9:30-10:45 AM

University Room A

### **Controlling the Controversy: Historical and Current Issues in Press and Social Media**

Sponsor: Media Studies Interest Group  
Chair: **Michelle Calka**, Manchester University  
Respondent: **W. Joe Watson**, Baker University

The Ill Use of Social Media: Interpreting the British Government's Reactions toward Social Media Use in the 2011 England Riots

**Maria Maer**, University of Kansas

Exerting Control over the Colonial Press: Legal History in the Development of Norms and Normative Theory

**Mary Grace Hébert**, University of Illinois

National News Media Framing of Food Insecurity and Food Policy in the United States

**Christina Jones**, University of Wisconsin, Whitewater

Creating the Space for a Cyborg's Story: Facebook's Narratival Form

**William Cooney**, University of Nebraska, Lincoln

Censorship, governmental influence, and organizational control have long held a place of importance for media scholars. This panel examines both historic and current forms of outside influence on the generation of content in the press as well as in various social media platforms (Twitter and Facebook). Examining the evolution of external influence in the democratic and discursive processes provides a more complete understanding of the limitations and pressures found in the media encoding process.

1202 Thursday 9:30-10:45 AM

University Room B

### **Teaching Assessment and Evaluation: Exploring Methods of Convergent Cultures, Businesses and Educational Institutions**

Sponsor: Community College Interest Group  
Chair: **Cheryl Skiba-Jones**, Trine University

Presenters: **Richard L. Underwood**, Kirkwood Community College  
**Julie A. Weishar**, Parkland College  
**Robin A. Jones**, Southwestern Oklahoma State University  
**Dacia Charlesworth**, Valdosta State University

**Kevin R. Meyer**, Illinois State University  
**Brad Mello**, Saint Xavier University  
**Melissa Berg**, Moraine Park Technical College

Today's educators can benefit from examining the assessment methods of convergent cultures, businesses and educational institutions for their own professional development and that of their students. In today's rapidly changing world, educators need to prepare students for diverse career and learning opportunities, as well as serve as model educators who impact the lives of their students. Educators who can communicate, synthesize and share convergent approaches can motivate, educate and better train future citizens of the world.

1203 Thursday 9:30-10:45 AM

University Room D

### **From SlutWalks to Sex Ed: Convergent Responses to Sexual Violence**

Sponsor: Women's Caucus  
Chair: **Jennifer Kramer**, College of St. Benedict/St. John's University

Presenters: **Trudi Peterson**, Monmouth College  
**Kate Zittlow Rogness**, Monmouth College  
**Terri Russ**, St. Mary's College  
**Lori A. Walters-Kramer**, Monmouth College

Participants will approach the topic of sexual violence from different disciplinary perspectives. These disciplinary perspectives will converge in hopes to nuance our academic and activist understanding of sexual violence as a contemporary public debate. Topics addressed by the presenters include the discursive construction of rape culture as well as SlutWalks and sexuality education programs such as *Our Whole Lives* as forms of resistance. Audience members will be invited to respond to the participants' positions.

1204 Thursday 9:30-10:45 AM

Conference Room I

### **Top Papers in Political Communication**

Sponsor: Political Communication Interest Group  
Chair: **Kelly L. Winfrey**, Iowa State University  
Respondent: **Jerry L. Miller**, Ohio University

The Third Party Bind: Lar Daly and the Redefinition of Minor Parties in the Equal Time Debates of 1959 (Top Paper)

**Ryan Neville-Shepard**, Indiana University-Purdue University, Columbus

Converging Media and Political Discourse: A Reception History of the 1999 Columbine Shooting (Top Student Paper)

**Cassandra Bird**, University of Kansas

Truman's St. Patrick's Day Addresses, March 17, 1948: Establishing Foreign Policy Credentials and Preparing the Way for the Atlantic Alliance

**Denise M. Bostdorff**, College of Wooster

**Steven R. Goldzwig**, Marquette University

Political Shibboleth: Foucault and the Pre-Primary

**Alexander Hiland**, University of Minnesota

Determining Worth: Parasocial Interaction and Source Credibility in Political Commentators

**Stephanie G. Schartel**, Missouri Western State University

This collection represents the best scholarship submitted to the group this year. Each paper explores a different aspect of political communication, representing the diversity of scholarship conducted within the political communication interest group.

1205 Thursday 9:30-10:45 AM

Conference Room II

### **Kenneth Burke and Socio-Cultural Issues**

Sponsor: Kenneth Burke Society

Chair: **Nathan Webb**, Belmont University

Respondent: **Spencer Harris**, Missouri State University

No Room for Racism; Restoration of Order in the NBA

**Katherine L. Lavelle**, University of Wisconsin, La Crosse

Converging Propaganda and the Homology of Hope: Comics as Equipment for Living

**John Katsion**, Northwest Missouri State University

2016: A Rhetorical Criticism

**Joel Lansing Reed**, Texas A&M University

Order, division, and identification are prevalent throughout socio-cultural discourses. Such examples offer scholars unique opportunities to employ the works of Kenneth Burke to understand how rhetoric acts as a means of transcendence and as equipment for living.

1206 Thursday 9:30-10:45 AM

Conference Room III

### **Top Papers in Sexual Orientation and Gender Identity Research**

Sponsor: Sexual Orientation and Gender Identity Caucus

Chair: **Stephanie L. Young**, University of Southern Indiana

Respondent: **Ahmet Atay**, College of Wooster

The Dichotomy of Dissolution in Same-Sex Relationships (Top Student Paper)

**Benjamin Michael Alex Baker**, University of Wisconsin, Milwaukee

**Kristy L. Jagiello**, University of Wisconsin, Milwaukee

**Megan M. Lambertz**, University of Wisconsin, Milwaukee

It's not all One Story: Examining the Narratives of Gay and Lesbian Employees in the Workplace to Critically Expose Heteronormative (Organizational) Discourses (Top Paper)

**Tim McKenna-Buchanan**, Manchester University

Sex Guilt and Homophobia Experience of Young Adults

**Arrington Stoll**, University of Wisconsin, Milwaukee

**Kelsea Vadona Kohler**, University of Wisconsin, Milwaukee

**Michele K. Olson**, University of Wisconsin, Milwaukee

The top papers in sexual orientation and gender identity research represent exciting practical and theoretical directions for research. The first paper explores relational dialectics theory in the dissolution of same-sex relationships with three emerging themes. The second paper showcases six narratives that magnify the heteronormative discourse in the workplace and how it functions to exclude as well as include. And the last paper examines specific forms and functions individuals enact when responding to the sexual.

1207 Thursday 9:30-10:45 AM

Conference Room V

## **Strategies for Building an Undergraduate Health Communication Major or Minor**

Sponsor: Health Communication Interest Group

Chair: **Jennifer Anderson**, South Dakota State University

Presenters: **Christine North**, Ohio Northern University

**Jessica Samens**, Bethel University

**Warren Bareiss**, University of South Carolina, Upstate

**Kate Ksobiech**, University of Wisconsin, Whitewater

**Heidi Guggisberg-Coners**, Regent University

**Nancy J. Brule**, Bethel University

**Lance Brendan Young**, Western Illinois University, Quad Cities

Whether it is building a coalition within or across departments, convincing administrators of your curricular vision, or carefully considering whether to embark on this process at all, the process of developing a Health Communication major or minor is both daunting and rewarding. Panelists from a variety of institutions will converge to discuss specific insights gained from successes and setbacks in creating and sustaining not only stand-alone courses, but also Health Communication majors, minors, emphases, or concentrations.

## State of Minnesota Showcase

### Reports on Pedagogy for the College Level Communication Class: Mindfulness, Small Talk, and Application Assignments for Intercultural Communication

Sponsor: States Advisory Council

Presenters: **Julie Lynch**, College of St. Benedict/St. John's University  
**R. Jeffrey Ringer**, St. Cloud State University

In this session presenters will report on pedagogy they have each developed for their classes. Julie Lynch will describe an eight week unit teaching Mindfulness Based Stress Reduction in a first year communication class. R. Jeffrey Ringer will discuss a semester-long project in which students engaged in small talk with a different student each class period.

## If Convergence Be Undone: Rhetorics of Entropy

Sponsors: Popular Culture Interest Group  
Rhetorical Theory and Criticism Interest Group

Chair: **Kathryn Olson**, University of Wisconsin, Milwaukee

Steampunk's Entropic Rhetoric

**Barry Brummett**, University of Texas, Austin

Entropic Rhetoric and the State of Exception: A Framework for Navigating Discourses of Order and Chaos

**John McKenzie**, Lakeland College

Interrupting the Rhetoric of Disruption: Rethinking the Viral Meme Machine

**Tere Garza**, St. Edward's University

Ex-Girls: Misogyny and Rhetorical Entropy in *X3: The Last Stand*

**Billy Earnest**, St. Edward's University

In the sciences, entropy describes how ordered a system is – how much energy it has to do useful work. From a rhetorical perspective, entropy can be used to describe how something goes from a state of order and productivity to one of chaos. For example, the critic can discern how a particular narrative, character, movement, or quality degrades over time, going from a state of low entropy to high.

## **Algorithms, Attention, and Decision Making: The Influence of System Design Features in Online Dating – 2014 CSCA Federation Prize Winner Presentation**

Sponsor: David T. McMahan, First Vice President  
Chair: **Kenneth A. Lachlan**, University of Connecticut

Presenter: **Stephanie T. Tong**, Wayne State University

A culture's social fabric is deeply dependent on how its members establish romantic bonds. What happens when the way those bonds are formed is radically changed over the course of a single generation? This is the case with online dating, which is now the second most common way for people to meet a romantic partner. Despite existing communication research exploring issues such as daters' self-presentation and online impression formation, we still do not know how dating systems affect people's *perceptions*—about technology, romantic partners, and themselves—and how those perceptions affect *behavior*. In this presentation, the development of a new process-driven model of online dating will be discussed. The results of two preliminary studies that tested how differences in dating system designs affected mate selection decisions will then be examined. Lastly, the ways in which funds from the CSCA Federation Prize were used to set up the Online Interaction Laboratory at Wayne State University will be reviewed.

## **Using Narrative to Teach the Communicative Construction of Gender/ed Identities (Short Course One)**

Sponsor: David T. McMahan, First Vice President  
Presenters: **Erika L. Kirby**, Creighton University  
**M. Chad McBride**, Creighton University

We illustrate a narrative and dialogical approach to teaching the Gender Communication course (as well as other courses centered in intersections of identity). We demonstrate how a narrative approach—specifically, a case based method—can supplement the topical content in traditional textbooks by tying concepts more closely to student experience. At a theoretical level, we discuss the narrative approach and its benefits for student learning while concomitantly providing application through outlining some specific strategies for approaching courses in this way.

1212 Thursday 9:30-10:45 AM

Senate Room A

### **Basic Course Interest Group Business Meeting**

Chair: **Tiffany R. Wang**, University of Montevallo  
Vice-Chair: **Sandra L. Pensoneau-Conway**, Southern Illinois University  
Secretary: **Karla M. Hunter**, South Dakota State University

1213 Thursday 9:30-10:45 AM

Senate Room B

### **A Happy Confluence of Assignments and Goals: Multipurpose Assignments for Communication Courses**

Sponsor: Instructional Resources Interest Group  
Chair: **Kathleen Edelmayer**, Madonna University

The Invitational Speech in the Communication Class  
**David Bodary**, Sinclair Community College

Internationalizing Your Communication Class  
**Lora Cohn**, Park University

Using Video Assignments in the Communication Class  
**Ashley Vasquez**, Johnson County Community College

Reducing Communication Apprehension in Online Communication Classes  
**Michael K. McDonald**, University of Missouri, Kansas City

Using Ethnography in the Communication Class  
**J. Mark Noe**, Park University

Tired of grading the same old assignments? Did your students groan when you assigned another paper? Would you like to do something that will engage students and energize your classroom? Learn about five go-to assignments that can be adapted to a variety of communication courses for students at many different points in their education.

## **Converging Tensions: Top Papers in Communication Ethics and Freedom of Expression**

Sponsor: Communication Ethics and Freedom of Expression

Chair: **Amanda Feder**, Eastern Illinois University

Respondent: **John J. Makay**, Bowling Green State University

Narrative Inquiry and the Praxis of Ethical and Relational Storytelling (Top Paper)

**Laura Russell**, Denison University

The Law and the Non-Consensual Commodity: The Case of Revenge Porn (Top Student Paper)

**Olivia Conti**, University of Wisconsin, Madison

Privacy and Government Contractors: The Unknown Monitoring and Surveillance of Workers

**Kendra Rohrbach**, Indiana University-Purdue University, Fort Wayne

**Barbara H. Smith**, Indiana University-Purdue University, Fort Wayne

A Communication Ethics Exploration of Freedom

**Paula Tompkins**, St. Cloud State University

These top papers explore a variety of compelling issues from a variety of perspectives. Combined, they examine a variety of tensions, from those related to teaching narrative ethics, to privacy concerns in the workplace and in failed relationships, to various understandings of “Freedom.”

## **Great Ideas for Teaching – Session B**

Sponsor: G.I.F.T. Interest Group

Chair: **Mark Cruea**, Ohio Northern University

1. Revisiting the Most Passionate Speaker in the World: Using Phil Davison to Discern the Construction and Destruction of Speaker Credibility  
**Christopher Anderson**, University of Wisconsin, Milwaukee  
**Lauren Johnsen**, University of Wisconsin, Milwaukee
2. Hippocratic Oath for Professional Communicators  
**Stacy Tye-Williams**, Iowa State University
3. Using Fish Sauce to Teach a Critical Approach to Intercultural Communication  
**Jason Moyer**, Malone University
4. Pick Your Poster: Embodying an Organization to Practice Public Advocacy  
**James M. Proszek**, Southern Illinois University, Carbondale
5. Converging on Consensus about Controversial Issues: Persuasion in Action  
**Ronda Leahy**, University of Wisconsin, La Crosse

6. Constructing Narratives and Deconstructing Ideology  
**Scott M. Walus**, Eastern Illinois University  
**Sara Potter**, Northern Michigan University
7. Convergence in Communication between Governments and Citizens  
**Gordon S. Carlson**, Fort Hays State University
8. Face It: Converging Impression Management, Identity, and Online Profiles  
**Linda B. Dickmeyer**, University of Wisconsin, La Crosse
9. Clicker Confidence  
**Annie Clement**, Rochester Community and Technical College  
**Taresa Tweeten**, Rochester Community and Technical College
10. Demystifying Statistics through Sports & GPA Discussion  
**Jennifer Schon**, University of Kansas

Each presenter will share a class-tested teaching activity in a roundtable forum. These Great Ideas can be adapted and used in a many different communication courses. Approximately every 10 minutes, audience members will change presenters and listen to another exciting Great Idea. Audience members will be able to meet with six or seven presenters in the session.

**Thursday, April 16, 11:00 AM-12:15 PM**

1301 Thursday 11:00 AM-12:15 PM

University Room A

### **Top Papers in Media Studies**

Sponsor: Media Studies Interest Group  
 Chair: **Scott M. Walus**, Eastern Illinois University  
 Respondent: **CarrieLynn D. Reinhard**, Dominican University

This is a Real Job, Man: Defining “Sex Work” In-Resistance to Dominant Discourses of Prostitution (Top Paper)  
**Jennifer C. Dunn**, Dominican University

You Didn’t See It: A Test of Competing Motion Hypotheses on Visual Attention (Top Student Paper)  
**Carie L. Cunningham**, Michigan State University

Theoretical Implications of Movie Riffing as Critical-Interpretive Performance Practice  
**Matt Foy**, Upper Iowa University

Text Me Back: Response Time as a Relational Predictor across Text and Email Messages  
**T. Kody Frey**, Illinois State University  
**Olivia Hook**, Illinois State University  
**Sarah Jamie**, Illinois State University

Social Presence on LinkedIn: Perceived Credibility and Interpersonal Attractiveness Based on User Profile Picture

**Chad Edwards**, Western Michigan University

**Brett Stoll**, Western Michigan University

**Natalie Faculak**, Western Michigan University

**Sandi Karman**, Western Michigan University

This panel encapsulates the current possibilities within media studies and mass communication research. These top papers examine very different elements of screen media (television, film, computer, third screen) from very different perspectives. The papers problematize representation versus material reality, graphic motion on screen, time in response for mobile communication, Hall's encoding/decoding model through movie riffing, and social media profile pictures. Both the micro and macro implications are considered in this panel.

1302 Thursday 11:00 AM-12:15 PM

University Room B

### **Converging Research and Teaching: Engaging Students with Interpersonal and Small Group Communication Research in the Classroom**

Sponsor: Interpersonal and Small Group Communication Interest Group

Chair: **Tiffany R. Wang**, University of Montevallo

Presenters: **Karla Mason Bergen**, College of Saint Mary

**Angela M. Hosek**, Ohio University

**Alexis Waters Johnson**, University of Nebraska, Lincoln

**M. Chad McBride**, Creighton University

**Sarah E. Wilder**, Luther College

Graduate teaching assistants and faculty members are asked to balance research, teaching, and service. As interpersonal and small group communication teacher-scholars our research and teaching responsibilities often converge in the undergraduate and graduate classrooms. During this session each panelist will share a strategy used to integrate interpersonal and/or small group communication research in the classroom. This panel will also allow time for attendees to respond to these strategies and share some of their own strategies.

1303 Thursday 11:00 AM-12:15 PM

University Room C

## **The Convergence of Organizational and Interpersonal Communication: Organizational Peers, Friendships, and Families**

Sponsor: Organizational and Professional Communication Interest Group

Chair: **Katherine M. Kelley**, Fort Hays State University

Respondent: **Erika L. Kirby**, Creighton University

Navigating Friendship and Task Networks: Implications for Centrality on Perceptual Accuracy

**Melissa Dobosh**, University of Northern Iowa

Getting By with a Little Help from Friends: Supportive Communication Behaviors between  
Close Work Friends in Nursing

**Jennifer Ptacek**, Western Michigan University

**Julie Apker**, Western Michigan University

The Day to Day Experiences of Family Business Employees: An Examination of Organizational  
Justice, Organizational Identification, Job Satisfaction, and Organizational Dissent

**Anna F. Carmon**, Indiana University-Purdue University, Columbus

Differences in Information Seeking among Organizational Peers: Perceptions of  
Appropriateness, Importance, and Frequency

**Scott A. Myers**, West Virginia University

**Hailey G. Gillen**, Weber State University

**Michael Sollitto**, Texas A&M University, Corpus Christi

**Gregory A. Cranmer**, West Virginia University

**Zachary W. Goldman**, West Virginia University

**Hannah Ball**, West Virginia University

The papers in this panel embody the convergence of organizational and interpersonal communication. Attend this panel to learn about new research on work teams and peer relationships, stress and social support, and family businesses. Authors will share their findings on information seeking among organizational peers, supportive communication between nurses, navigating friendship networks, and the experience of organizational concepts (e.g., identification, satisfaction) by family business employees.

1304 Thursday 11:00 AM-12:15 PM

Conference Room I

## **Political Communication Interest Group Business Meeting**

Chair: **Kelly L. Winfrey**, Iowa State University

Vice Chair: **Terri M. Easley**, University of Kansas

Secretary: **Joshua Hawthorne**, University of Missouri

1305 Thursday 11:00 AM-12:15 PM

Conference Room II

## **What Does Intercultural Communication Look Like Outside the Classroom in the Midwest?**

Sponsor: Intercultural Communication Interest Group

Chair: **Ahmet Atay**, College of Wooster

Faith Rhetoric and Immigration Rights Activism

**Alberto González**, Bowling Green State University

Health Literacy and Intercultural Communication: A Case Study of an Experiential Learning Project in Akron Ohio

**Nichole Egbert**, Kent State University

**Nada Alfeir**, Kent State University

**Maria Butauski**, Kent State University

**Nicolle Kovacs**, Kent State University

**Foluke Omosun**, Kent State University

**Ashley Wehr**, Kent State University

**Lin Wu**, Kent State University

Cultural Tensions Pave New Perspectives for ICC Pedagogy

**Eddah Mutua**, St. Cloud State University

In the last two decades or so, a multitude of factors have emerged that necessitate considerations for new perspectives in Intercultural Communication (ICC) research and pedagogy. We believe that the increasing number of immigrant and refugee communities in the Midwest provide opportunities to enrich ICC scholarship in the region. This panel intends to sustain conversation initiated by the Intercultural Communication Interest Group during 2014 CSCA convention to highlight how our research, pedagogy and community service has been influenced by the demographic changes in our communities. The panelists will discuss on-going projects that involve immigrant and refugee communities in Ohio and Minnesota.

1306 Thursday 11:00 AM-12:15 PM

Conference Room III

## **Sexual Orientation and Gender Identity Caucus Business Meeting**

Chair: **Stephanie L. Young**, University of Southern Indiana

Vice Chair: **Tim McKenna-Buchanan**, Manchester University

## Setting the Stage: Presence, Framing, and Vision

Sponsor: Rhetorical Theory and Criticism Interest Group  
 Chair: **Keith Cyril Bistodeau**, Ohio University  
 Respondent: **Meredith Neville-Shepard**, Indiana University-Purdue University, Columbus

Delegate, Teacher, Advocate: Hillary Rodham Clinton's Rhetorical Presence in Her Address to the United Nations

**J. Ryan Blesse**, Illinois State University

Making Homelessness a National Issue: A Convergence of Performance and Rhetoric in Mitch Snyder's 1980 Congressional Testimony

**Whitney Gent**, University of Wisconsin, Madison

From Constituting to Situating: Saddam Hussein's 1980 Vision of the Arab Nation

**Nicole T. Allen**, University of Nebraska, Lincoln

Printing and Discursive Practices in Rural Michigan: Petoskey News Review as Ideological Reinforcement

**David Rosteck**, University of Arizona

Rhetoric has the power to constitute reality in a variety of social and political contexts. One's rhetorical presence, use of rhetorical framing, and/or construction of a rhetorical vision can often invite audiences to understand an issue (or themselves) in new and different ways. The participants on this competitive paper panel will reflect upon different rhetorical situations in which convergences of presence, framing, and/or vision shape audiences' shared realities.

## State of South Dakota Showcase

### The Revitalization of the Speech Communication Association of South Dakota Journal

Sponsor: States Advisory Council  
 Chair: **Elizabeth Tolman**, South Dakota State University  
 Respondent: **Jerry L. Miller**, Ohio University

Presenters: **Karla M. Hunter**, South Dakota State University  
**Annamarie Trevvett**, South Dakota State University  
**Joshua Westwick**, South Dakota State University  
**Jocelyn M. DeGroot**, Southern Illinois University, Edwardsville  
**Mitchell S. McKinney**, University of Missouri

Converging perspectives of key stakeholders in the recent launch of the first volume of South Dakota's journal—revitalized after a 20+ year hiatus—this panel discusses the process involved and lessons learned. Assessment of the strengths, weaknesses, and future directions of the mission, policies and procedures, and logistics of the journal serves as a resource for other states interested in launching or revitalizing their own state journals. Audience questions, perspectives, and discussion will be invited.

1309 Thursday 11:00 AM-12:15 PM

Parlor 634

### **Job Skills and Life Skills: A Contentious Convergence in Higher Education**

Sponsor: Argumentation and Forensics Interest Group

Chair: **Nicole Johnson**, Indiana University-Purdue University, Indianapolis

Presenters: **Mike Bauer**, Ball State University

**Heather Norton-Davies**, Fontbonne University

**Natalie Holley**, Southeast Missouri State University

**Steven Koch**, Capital University

**Ian Allen Sheeler**, Indiana University-Purdue University, Indianapolis

**Larry Underberg**, Southeast Missouri State University

A growing belief that universities should be “run more like a business,” coupled with an increasing demand for easily marketable job skills by students, has had a profound impact on what we teach, how we teach, and how we assess the success of our instruction. This program features brief, diverse, and occasionally controversial positions designed to create a dialogue about the corporatization of American education.

1310 Thursday 11:00 AM-12:15 PM

Assembly Room

### **Jack Kay: A Life Remembered**

Sponsor: Leah E. Bryant, President

David T. McMahan, First Vice President

Chair: **Kathleen Edelmayer**, Madonna University

Presenters: **Don Ritzenhein**, Eastern Michigan University

**Matthew W. Seeger**, Wayne State University

**John Fritch**, University of Northern Iowa

**John Heineman**, Lincoln High School

Jack Kay was a dedicated teacher scholar, an active member of the forensics community, and Past President and longtime member of the Central States Communication Association. He will be remembered for his efforts to promote a culture of student academic success, international activity for students, and increasing community engagement. He was extensively published in argumentation, rhetoric, and political communication. He researched and spoke on issues such as

race, diversity, and the language of oppression. He was also an early and active promoter of the Debate Watch program. All who knew him benefited from his strength, intellect, and deep commitment to fairness and diversity. He believed that speech could make the world more just and humane. Today we gather to pay tribute a friend, colleague, mentor, and leader.

1311 Thursday 11:00 AM-12:15 PM

Caucus Room

### **The Art of Making a Big Class Feel Small (Short Course Two)**

Sponsor: David T. McMahan, First Vice President  
Presenter: **Adriane Stoner**, DePaul University

In a perfect world class enrollments would be limited to a handful of students, allowing the instructor to give everyone personalized attention. But as budgets get tighter, class sizes increase and instructors are regularly faced with the challenges of a large lecture section—too many students and not enough time. Although often considered a necessary evil, there are ways to make a big class feel much smaller. This short course outlines strategies to make large lecture sections more fulfilling and productive learning experiences.

1312 Thursday 11:00 AM-12:15 PM

Senate Room A

### **Dialogic Convergence: Conceptualizing, Facilitating, and Assessing Critical Dialogue in the Classroom**

Sponsor: Instructional Resources Interest Group  
Chair: **Kelsey Grassman**, University of Dayton

Presenters: **Theresa A. Donofrio**, Coe College  
**Cynthia Duquette Smith**, Indiana University  
**Jennifer L. Freitag**, University of Dayton  
**Kathryn B. Golsan**, Southern Illinois University, Carbondale  
**C. Kyle Rudick**, University of Northern Iowa  
**Cassandra L. Secrease**, University of Dayton

Many instructors facilitate dialogue as a part of their classroom practice, but it is not often discussed in pedagogy research. This panel discussion invites perspectives on what it means to teach dialogically, what motivates instructors to engage in this modality, and how its effectiveness can be assessed. Panelists will conceptualize critical dialogue, explain how they navigate its challenges, and offer ideas for practical assessment.

## Communication Students and Instructors: Converging Around Difficult Issues and Needs

Sponsor: Communication Education Interest Group  
 Chair: **Joy L. Daggs**, Northwest Missouri State University

Eleven Voices (An Audio/Visual Documentary Project)  
**David E. Engen**, Minnesota State University, Mankato  
**Robert Jersak**, Century College

College Students, Identity, and Addiction: Hi, My Name is Jane and I'm an ...  
**Kristen Treinen**, Minnesota State University, Mankato

Handing One Another Along: Seeing and Seizing Social Class in the Communication Classroom  
**Scott D. Johnson**, University of Richmond  
**David E. Engen**, Minnesota State University, Mankato

Thou Sounds: Audio Journals as a Method for Student Appreciation and Student Engagement  
**Robert Jersak**, Century College

This panel examines ways communication instructors can assist students bringing different life experiences—i.e., poverty, first-generation status, addiction—with them to college. A 20-minute presentation of a documentary project about students at Century College in St. Paul, Minnesota, will be presented, followed by papers on three topics relevant to students like those in the documentary: The communication instructor as cross-class mentor; identity and addiction in college; and using audio journals to learn from struggling students.

## I'm Not an R1 Researcher, and I'm Okay with That: Reassessing Teacher/Scholar Expectations

Sponsor: Undergraduate Programs Interest Group  
 Chair: **Leah E. Bryant**, DePaul University

Presenters: **Anne Gerbensky-Kerber**, University of Wisconsin, Stout  
**Katie Lever**, Western Connecticut University  
**Kristen L. McCauliff**, Ball State University  
**Christine North**, Ohio Northern University  
**Donna Pawlowski**, Bemidji State University  
**Elizabeth Ribarsky**, University of Illinois, Springfield

Despite the emphasis on teaching or being a teacher/scholar, there is an increasing demand for stronger research within teaching-focused undergraduate programs, pushing faculty toward “R1-like” expectations. Panel participants will reassess the meaning of teacher/scholar and the role research should play within our careers while making teaching a first priority. Attendees are encouraged to participate in this collaborative discussion.

## **Thursday, April 16, 12:30-1:45 PM**

1401 Thursday 12:30-1:45 PM

University Room A

### **Media Studies Interest Group Business Meeting**

Chair: **Scott M. Walus**, Eastern Illinois University  
Vice Chair: **CarrieLynn D. Reinhard**, Dominican University  
Secretary: **W. Joe Watson**, Baker University

1402 Thursday 12:30-1:45 PM

University Room B

### **Convergence: The Power of Intergenerational Mentoring**

Sponsors: Interpersonal and Small Group Communication Interest Group  
Organizational and Professional Communication Interest Group

Chair: **Kristine Nicolini**, University of Wisconsin, Milwaukee

Presenters: **DeAnne Priddis**, University of Wisconsin, Milwaukee  
**Audra Myerchin**, Minot State University  
**Robin Phelps-Ward**, Ball State University  
**Malynda Johnson**, Minnesota State University, Mankato  
**Rose Helens-Hart**, University of Kansas  
**Adriana Detrinidad**, Ball State University

Intergenerational mentors, established through interpersonal interactions, provide a unique support system for professionals as they navigate through their career path. In addition to offering opportunities to learn from experience and see problems and solutions through a different lens, intergenerational mentorships also enhance appreciation for the insights and values as each generation converges within the workplace. Join us for a discussion on the research, benefits, and experiences of intergenerational mentoring.

1403 Thursday 12:30-1:45 PM

University Room C

## **From Theory to Practice: Converging Communication Theory through Organizational Training and Consulting**

Sponsor: Organizational and Professional Communication Interest Group

Chair: **Matthew S. Vorell**, St. Cloud State University

Presenters: **Scott Dickmeyer**, University of Wisconsin, La Crosse  
**Katherine M. Kelley**, Fort Hays State University  
**Jenny Korn**, University of Illinois, Chicago  
**Jessica M. W. Kratzer**, Middle Tennessee State University  
**Jimmie Manning**, Northern Illinois University  
**Nicole A. Ploeger-Lyons**, University of Wisconsin, La Crosse

Communication faculty members often express the desire to share their understanding of communication theory beyond the academy. Our theories have the potential to transform organizations. Unfortunately, many find it difficult to translate communication theories into a language that effectively impresses and impacts lay audiences. In this panel, dedicated communication theorists, scholars, and practitioners identify challenges, opportunities, and strategies for engaging organizational members with communication theory in order to improve organizational relationships and experiences.

1404 Thursday 12:30-1:45 PM

University Room D

## **I'm a Feminist Football Fan! A Discussion on Reconciling Feminist Viewpoints and Sports Fandom**

Sponsor: Women's Caucus

Chair: **Joy L. Daggs**, Northwest Missouri State University

Presenters: **Anne Gerbensky-Kerber**, University of Wisconsin, Stout  
**Robin A. Jones**, Southwestern Oklahoma State University  
**Sarah Turner McGowen**, University of Missouri  
**Rebekah Watson Gaidis**, University of Indianapolis

With the recent issues in sports, particularly the NFL, with domestic violence, it can be difficult for feminist sports fans to reconcile being a fan of something that is unwelcoming to women. This discussion panel will allow each female sports fan to discuss her navigation of this paradox by sharing personal experiences and views on portrayals of masculinity and femininity in sports.

1405 Thursday 12:30-1:45 PM

Conference Room I

## **Obama in Crisis: President Obama's Rhetoric from ISIS to Ebola**

Sponsors: Political Communication Interest Group  
Rhetorical Theory and Criticism Interest Group

Chair: **Kelly L. Winfrey**, Iowa State University

Presenters: **Edward Hinck**, Central Michigan University  
**Michael Milford**, Auburn University  
**Ryan Neville-Shepard**, Indiana University-Purdue University, Columbus  
**Robert C. Rowland**, University of Kansas  
**Craig Allen Smith**, North Carolina State University

Scholars will discuss the unique rhetorical challenges faced by President Obama over the past year as he has dealt with crises like ISIS and Ebola. The strengths and weaknesses of Obama's rhetorical handling of these crises will be explored.

1406 Thursday 12:30-1:45 PM

Conference Room II

## **The Strategic Manipulation of Ethnic Identity Markers in Pseudo-Authentic Contexts: Negative Convergence beyond Satire**

Sponsor: Intercultural Communication Interest Group

Chair: **Claire A. Kochmer**, Ball State University

Presenters: **Carolyn Calloway-Thomas**, Indiana University  
**Dorothy Pennington**, University of Kansas  
**Stephanie L. Young**, University of Southern Indiana

This round table discussion by intercultural communication specialists presupposes a trope on identity markers, such as race, ethnicity, age, and gender, and an irony of the 2015 Convention theme of *convergence*. We also invoke a new consideration of the interaction strategically possible in the figure-ground relationship. We show how impostering performance is employed to show negative, transgressive "fake" images of a particular ethnic/racial out group. Our round table investigates true media-reported case studies of this negative, transgressive phenomenon that begs an extension of interethnic/interracial communication theory. We propose theoretical postulates as we chronicle tropes in out group disguised portrayals of African Americans and other ethnic groups, including the "black-face" caricatures, contemporary "masks" (mastery- of-form), the "blame-the-black-man" syndrome, and Asian disguises. We provide plausible attributions, we explore the issues of exploitative credibility, and we show how transgressive acts of negative-credibility-transfer and convergence go beyond satire, implicating issues of intercultural "manners."

## **Welcome to the Machine: Converging Theories of Polymediated Communication**

Sponsor: Communication Theory Interest Group

Chair: **Michael E. Burns**, Texas State University

Respondent: **Art Herbig**, Indiana University–Purdue University, Ft. Wayne

The Theory of Opinion Leadership in a Changing Communication Environment

**Christopher J. Carpenter**, Western Illinois University

The Affordance Utilization Model: Communication Technology Use as Relationships Develop

**Erin K. Ruppel**, University of Wisconsin, Milwaukee

Broadening Our Understanding of Social Presence in the Human-to-Human Interaction Context

**Jihyun Kim**, Kent State University

**Hayeon Song**, University of Wisconsin, Milwaukee

**Wen Luo**, Texas A&M University

The State of Online Dating, Self-presentation and Deception through Interpersonal Deception Theory

**Aviva Gordon**, Wayne State University

Living our online lives in polymediated spaces is fraught with numerous challenges and simultaneously provides abundant opportunities for communication theorists and researchers. This diverse panel examines the convergences and incongruities of examining online communicative practices and technological choices through a variety of differing frameworks including interpersonal communication - particularly deception and trust - theories of online presence, intergenerational technology use and adaptation, and the opinion leadership through the use of rhetorical strategies.

## Theorizing the Institutional Rhetoric of the U.S. Congress

Sponsor: Rhetorical Theory and Criticism Interest Group  
 Chair: **Kathryn Olson**, University of Wisconsin, Milwaukee  
 Respondent: **Robert Asen**, University of Wisconsin, Madison

The Textual State: Deliberation, Inscription and the Materiality of Congressional Power  
**Zornitsa Keremidchieva**, Macalester College

Senate Rhetoric and the Partisan Media Spectacle: The Role of Ideology in Supreme Court Confirmation Hearings  
**Chris R. Darr**, Indiana University, Kokomo

Legislation as Rhetorical Strategy in Congressional Debates  
**John C. Rountree**, Georgia State University

Hearing, Not Listening: Congressional Investigations as Sites of Anti-Democratic Coalition-Building  
**Trevor Aufderheide**, University of Wisconsin, Madison

The studies included in this panel highlight various tensions between US congressional rhetoric and democratic principles, and they theorize the role of congressional discourse in contemporary governance. Each of the four papers draws attention to a rhetorical form—from floor debates, to legislative texts, confirmation hearings, and congressional investigations—that underscores how institutional rhetorical conventions, political dynamics, and contextual forces work together to shape the character of congressional discourse.

## The Prevalence of Spirituality in Healthcare, Well-Being, Relationships, and Instruction

Sponsor: Health Communication Interest Group  
 Chair: **Heather Nesemeier**, Minnesota State University, Moorhead

Presenters: **Keith Cyril Bistodeau**, Ohio University  
**Becky L. DeGreeff**, Kansas State University, Salina  
**Tennley A. Vik**, Emporia State University  
**Kim Weismann**, Williston State University  
**Laura Russell**, Denison University

Converging spirituality and health communication in instruction, scholarship, lived experience, and practice, these scholars will be discussing ways the focus in the healthcare field is shifting to

recognize the prevalence and importance of spirituality to individual and families, as well as in treatment and practice.

1410 Thursday 12:30-1:45 PM

Parlor 627

### State of Iowa Showcase

#### Everything I Needed to Know about Teaching Communication I Learned from My Students

Sponsor: States Advisory Council

Chair: **Cindy Cochran**, Kirkwood Community College

Presenters: **Abdul Sinno**, Clark University  
**David Wendt**, Keokuk High School, Southwestern Community College, and University of Iowa  
**Eric Upmeyer**, Vinton-Shellsburg High School  
**Marilyn Hunt**, Missouri Western State University  
**Marilynn Shaw**, University of Northern Iowa  
**Mark Mehl**, Loras College  
**Rachel C. Murdock**, Des Moines Area Community College and Iowa State University  
**Rafic Sinno**, University of Dubuque

Join your communication colleagues in a series of small group speed-sharing sessions as each reveals what she or he has learned from students over the years that have made each a better teacher. Each mini-session will last 10 minutes and at the bell, audience members will move to another table of choice.

1411 Thursday 12:30-1:45 PM

Parlor 629

#### Folklore and Philosophy and Polyamory, Oh My! Perspectives on Popular Culture

Sponsor: Popular Culture Interest Group

Chair: **Donald P. Jones**, Trine University

Respondent: **Steven Paul Melling**, University of Missouri, Kansas City

The Function of Folklore in *Grimm*: The Essential Guide

**Denise Elmer**, Southeast Community College

Infinite Possibilities and Ethical Codes: The Rhetoric of Polyamory

**Lital Pascar**, Northwestern University

*Kolchak and Twin Peaks: The Converging Streams that Created the Supernatural Drama*  
**Andrew F. Herrmann**, East Tennessee State University

The study of popular culture often involves borrowing upon traditional theories and methods of rhetorical and communication studies. It also pushes the boundaries of traditional studies by drawing upon disciplines not always seen in rhetorical and communication studies. This panel includes both by examining media texts using genre analysis, interrogating literature for its rhetorical and ethical boundaries, and employing philosophy to make sense of television.

1412 Thursday 12:30-1:45 PM

Parlor 634

### **Top Papers in the Graduate Student Caucus**

Sponsor: Graduate Student Caucus  
Chair: **Sara J. Baker**, Eastern Illinois University  
Respondent: **Jennifer Kienzle**, University of Nebraska, Lincoln

Ethical Analysis of a HIV/AIDS Prevention Campaign in India: Balbir Pasha ko AIDS hoga kya (Will Balbir Pasha get AIDS)? (Top Paper)  
**Aarti B. Arora**, Ohio University

Negotiating Cultures, Expertise, and Relational Boundaries: An Integrated Perspective to Understand Graduate Advisor-Advisee Relationships  
**Ziyu Long**, Purdue University

Emphasizing Equivalent Frames: Political Polarization and Information Processing  
**Michael W. Kearney**, University of Kansas

This panel represents the top three papers submitted to the Graduate Student Caucus.

1413 Thursday 12:30-1:45 PM

Assembly Room

### **Converging Around Craft Beer Culture**

Sponsor: Leah E. Bryant, President  
Chair: **Kathleen Turner**, Aurora University

From Mythology to Zythology: Using a Capstone Communication Course to Transform Student Understandings of Beer  
**Benjamin R. Bates**, Ohio University

Fermenting Community: Homebrewing and Rural Culture  
**Michelle Calka**, Manchester University

Women and Beer: Does Craft Beer Culture Have a Place for Women?  
**Jennifer C. Dunn**, Dominican University

Beer, There, and Back Again: Localized Nostalgia and the Story of a Beer Brand's Revival  
**Charley Reed**, University of Nebraska, Omaha

So, You Say You Like to Brew Beer? Brewing Clubs and the Reclamation of the Bowling League  
**Adam Tyma**, University of Nebraska, Omaha

Craft beer is not just about drinking; it is about culture, history, and community, at the center of which is communication. As communication scholars, our research interests converge around craft beer culture as it functions rhetorically, as it is communicated—interpersonally and in community—to build relationships, and as it constructs and/or challenges dominant notions of gender. The papers on this panel and discussion with the audience will provide an opportunity to see the role communication plays in constructing, representing, and perpetuating craft beer culture.

1414 Thursday 12:30-1:45 PM

Caucus Room

### **Teaching the Family Communication Course (Short Course Three)**

Sponsor: David T. McMahan, First Vice President  
Presenter: **Lynn H. Turner**, Marquette University

This short course enables teachers to develop their own course in family communication. It's also helpful for those wishing to develop or augment a unit in family communication for an interpersonal communication class. The course takes a "hands on" approach; participants will practice and refine several teaching tools for highlighting some of the more important topics in the area of family communication (e.g., storytelling, technology, gender socialization, and conflict among other issues). Participants will receive an e-copy of *Perspectives of Family Communication* (2013) as well as other teaching tools.

1415 Thursday 12:30-1:45 PM

Senate Room A

### **Where's the "Education" in Communication Education Research?**

Sponsor: Communication Education  
Chair: **C. Kyle Rudick**, University of Northern Iowa

Presenters: **Scott A. Myers**, West Virginia University  
**Amy Aldridge Sanford**, Texas A&M University, Corpus Christi  
**Blair Thompson**, Western Kentucky University  
**Sandra L. Pensoneau-Conway**, Southern Illinois University, Carbondale  
**Melissa L. Beall**, University of Northern Iowa

This panel features five scholars who will review current programs of research within communication education, and offer ways that education scholarship can challenge, inform, and extend our research practices. Importantly, scholars on the panel represent the paradigmatic

diversity of our field, ensuring that audience members will be able to take away insights that are specific to their research interests. Panelists will explore areas, such as educational leadership, narrative methodologies, de-schooling movements, and curriculum standardization/assessment in order to highlight what education research has to offer communication education scholars and vice-versa. Ultimately, the panel hopes to begin a rich discussion with audience members about the future of communication education research and our relevance to those within and beyond our field.

1416 Thursday 12:30-1:45 PM

Senate Room B

### **Converging the Basic Course: Utilizing Interdisciplinary Connections to Create an Applied and Professional Oral Communication Course**

Sponsor: Basic Course Interest Group

Chair: **Amanda Brown**, University of Wisconsin, Stout

Presenters: **MaryFrances Casper**, Boise State University  
**Laura C. Farrell**, Longwood University  
**Derek Jorgenson**, Pennsylvania State University  
**Wendy Marson**, Inver Hills Community College

Basic course instructors may not be well-versed in their students' majors, making it difficult to help students adapt presentations to their chosen field. This discussion panel explores strategies for converging the basic course with the university community and creating a more interdisciplinary and professional basic course experience for the students and the instructors. Specifically, we will explore the benefits of creating interdisciplinary relationships with faculty and industry and integrating that interdisciplinarity into assignments and curriculum.

1417 Thursday 12:30-1:45 PM

PDR

### **The Function of Diplomacy, Identification, Reputation Management, and Opinion Leaders in Public Relations**

Sponsor: Public Relations Interest Group

Chair: **Corey B. Davis**, University of Wisconsin, Whitewater

Respondent: **Jeffrey L. Courtright**, Illinois State University

Fostering Personal Connections: Voluntary Membership Organizations' Strategic Use of Identification Messages

**Jessica M. Rick**, University of Missouri

Public Diplomacy and the Development of U.S.-China Military Relations: Effective Dialogue or One-way Messaging?

**Robert Hinck**, Texas A&M University

The Bulls eye on Target's Reputational Identity: An Analysis of Transnational Crisis  
Communication and Crises of Malevolence

**Rachel Whitten**, Texas A&M University

Targeting the Opinion Leader in the Digital Realm: Strategy for Public Relations

**Nathan Furstenau**, Eastern Illinois University

The papers on this panel all focus on at least one way organizations use public relations strategies to communicate with their vast array of stakeholder groups. As a whole, this panel highlights the function of diplomacy, identification, reputation management, and opinion leadership to the creation of successful organizational/audience relationships.

1418 Thursday 12:30-1:45 PM

Capital Ballroom A

### **Collaboration and Staging: Responses to *Just Another Day in Paradise*, an Original Play in One Act**

Sponsor: Performance Studies and Theatre Interest Group

Chair: **Peter Seifert**, University of Northern Iowa

Respondents: **Jennifer Tudor**, St. Cloud State University  
**Paul J. Siddens III**, University of Northern Iowa

Presenters: **Sarah Kretzschmar**, University of Northern Iowa  
**Taylor Coons**, University of Northern Iowa  
**Lauren VanSpeybroeck**, University of Northern Iowa  
**Luke Hansen**, University of Northern Iowa  
**Ryan Woiwood**, University of Northern Iowa  
**Sade Butler**, University of Northern Iowa  
**Clara Tosi**, University of Northern Iowa  
**Nathan Greve**, University of Northern Iowa  
**Katie Grassi**, University of Northern Iowa

In this panel, Paul J. Siddens III and his students will discuss with the audience the collaborative nature of the creation of the script and the rehearsal process, as well as the processes involved in staging the live action segments and the videotaped flashback segments. Jennifer Tudor will also discuss her perceptions and adjudication of the production, and the students will also present live segments of the production, as well as video taped segments, providing perspectives for further discussion with the audience.

## Thursday, April 16, 2:00-3:15 PM

1501 Thursday 2:00-3:15 PM

University Room B

### **The Language of Madison's Architecture: An Unexpected Convergence**

Sponsor: Community College Interest Group

Chair: **Barbara J. Schmidt**, Des Moines Area Community College

This panel features a walking tour of downtown Madison. Architecture is a nonverbal language that speaks to us whether we are listening or not. Learn how buildings communicate according to their form, scale, color, texture, and materials. Discover building details that you didn't know existed. Become aware of how architectural history has a language all its own.

1502 Thursday 2:00-3:15 PM

University Room C

### **Faculty Burnout: Converging Experiences and Solutions**

Sponsor: Organizational and Professional Communication Interest Group

Chair: **Lori J. Joseph**, Hollins University

Presenters: **Mary F. Hoffman**, University of Wisconsin, Eau Claire

**Debra J. Ford**, University of Kansas Medical Center

**Sarah Bonewits Feldner**, Marquette University

Social, economic, and political changes have converged to alter both the big picture and the day-to-day realities of higher education for many faculty. This panel will focus on faculty burnout in academia from standpoints representing various institutions and issues. Audience discussion will follow brief presentations on topics including large scale change in higher education practices, changing perceptions of higher education, and work overload (increasing demands of teaching, service and scholarship).

1503 Thursday 2:00-3:15 PM

University Room D

### **You Studied for Prison? A Convergence of Perspectives on *Orange is the New Black***

Sponsor: Women's Caucus

Chair: **Amanda Brown**, University of Wisconsin-Stout

Presenters: **Shawna J. Blake**, Independent Researcher

**Jacki Brucher-Moore**, Kirkwood Community College

**Heather Nesemeier**, Minnesota State University, Moorhead

**Elaina M. Ross**, Northeastern State University

**Julianna Salman**, Texas A&M University, Corpus Christi  
**Kellie W. Smith**, Texas A&M University, Corpus Christi

Based on the true story by Piper Kerman, the Netflix series *Orange is the New Black* guides its viewers through a white, middle-class woman's assimilation into a federal correctional institution. The series has been both acclaimed and criticized for its pop-culture portrayal of the prison system, white privilege, racial stereotypes, and LGBT issues. Panelists will discuss and analyze the wildly popular series through various lenses.

1504 Thursday 2:00-3:15 PM

Conference Room I

### **2014 Political Campaigns: Substantive Convergence or Continued Polarization**

Sponsor: Political Communication Interest Group  
Chair: **Karla M. Hunter**, South Dakota State University

Presenters: **Mary C. Banwart**, University of Kansas  
**Dianne G. Bystrom**, Iowa State University  
**Mitchell S. McKinney**, University of Missouri  
**Robert H. Gobetz**, University of Indianapolis  
**Jerry L. Miller**, Ohio University  
**Craig Allen Smith**, North Carolina State University

Did the previous November's election represent a convergence of political minds or continued political polarization? This panel is a timely opportunity to discuss and analyze high and low points of some of the more contested and interesting 2014 election campaigns and results.

1505 Thursday 2:00-3:15 PM

Conference Room II

### **Beyond Foreignness: Converging Foreign and Local Experiences to Enrich Intercultural Communication/Intercultural Interactions on Campus and Surrounding Community**

Sponsor: Intercultural Communication Interest Group  
Chair: **Sunny Lie**, St. Cloud State University

Yes We Can! Converging International and Local Experiences beyond Differences  
**Eddah Mutua**, St. Cloud State University

Converging International and Local Voices in our Classrooms: Cultural Influence on Classroom Participation  
**Kikuko Omori**, St. Cloud State University

Creating Spaces of Convergence: From Individual to Institutional Efforts  
**Astrid Villamil**, University of Missouri

Converging Resources: Supporting International Students with the Use of Campus Resources  
**Kim Omachinski**, University of Wisconsin, Milwaukee

International Students' Online and Face-to-Face Social Support and Their Adaptation  
**Seokhoon Ahn**, University of Wisconsin, Milwaukee

Studies about experiences of international faculty, students, immigrants and refugees often reveal multiple challenges encountered in U.S institutions and communities. With this awareness of struggles encountered, the question then becomes, what do we miss out when individuals are *foreignized, othered, differenced, and distanced*? This panel brings together intercultural scholars to dialogue possibilities of converging “knowledges” that foreigners and locals possess to enrich intercultural interactions in our campuses and surrounding communities.

1506 Thursday 2:00-3:15 PM

Conference Room III

### **Theory is More Than Just One Class: A Pedagogical Discussion on the Application of Theory in Content Courses**

Sponsor: Communication Theory Interest Group  
Chair: **Michael E. Burns**, Texas State University

Presenters: **Anna F. Carmon**, Indiana University-Purdue University, Columbus  
**Becky L. DeGreeff**, Kansas State University, Salina  
**Jenna Currie-Mueller**, North Dakota State University  
**Ryan Neville-Shepard**, Indiana University-Purdue University, Columbus  
**Tennley A. Vik**, Emporia State University

Theory is the backbone of communication research and many institutions treat theory as a singular class causing students to miss the application of theory in content courses. This interactive panel showcases how theory can be successfully integrated in all courses and discusses the value of theoretical assignments and application across the curriculum. Panelists represent courses covering organizational, health, interpersonal, and family communication, rhetorical and critical studies, media planning, the basic course, and training and development.

1507 Thursday 2:00-3:15 PM

Parlor 629

## **Rappers, Rednecks, Princesses, and Prophets: Exploring Race, Class, and Gender in Popular Culture**

Sponsor: Popular Culture Interest Group  
Chair: **Michael Milford**, Auburn University

Modern Day Moses: Model Minority Stereotyping in *Supernatural*  
**Caleb Malik**, Illinois State University

I'm not a Businessman, I'm a Business, Man: The Automation of Blackness and Jay-Z  
**Chris Noel**, Illinois State University

Don't Let Them In, Don't Let Them See, Be the Good Girls You Always Have to Be: An Examination of the Disney Princess Image in *Snow White*, *The Little Mermaid*, and *Frozen*  
**Emily Reardon**, Illinois State University

It's Alright to be a Redneck: Understanding Agrarian Myths in Country Music  
**Chad Woolard**, Illinois State University

Four authors will present on various genres of popular culture, ranging from portrayals of the Asian "model minority" stereotype, blackness in music, gender norms, and rural stereotypes. These authors will explore these various topics drawing upon rhetorical and media theories to uncover the underlying assumption in popular media.

1508 Thursday 2:00-3:15 PM

Parlor 634

## **Graduate Student Caucus Business Meeting**

Chair: **Sara J. Baker**, Eastern Illinois University  
Vice Chair: **Jennifer Kienzle**, University of Nebraska, Lincoln  
Secretary: **Keith Cyril Bistodeau**, Ohio University

1509 Thursday 2:00-4:45 PM

Parlor 638

## **Communication for the Classroom Teacher: What All Teachers Need to Know About Communication (Seminar B)**

Sponsor: David T. McMahan, First Vice President  
Presenter: **Cheri J. Simonds**, Illinois State University

This workshop will address the communication knowledge and skills that all teachers need to know to function competently in the classroom. Teacher communication variables that foster a positive classroom climate as well as the communication pedagogies that enhance student engagement will be examined and discussed.

1510 Thursday 2:00-3:15 PM

Assembly Room

## **What Does Successful Diversity and Inclusion Look Like in the Discipline of Communication?**

Sponsor: David T. McMahan, First Vice President  
Chairs: **Ronald L. Jackson II**, University of Cincinnati  
**David T. McMahan**, First Vice President

Presenters: **Karma R. Chávez**, University of Wisconsin, Madison  
**James W. Chesebro**, Ball State University  
**Shinsuke Eguchi**, University of New Mexico  
**Lori Kido Lopez**, University of Wisconsin, Madison  
**Mark L. McPhail**, University of Wisconsin, Whitewater  
**Catherine R. Squires**, University of Minnesota

Post-racism—the utopian notion that we are now in an era in which race is inconsequential, and therefore racism does not exist—is part of the backdrop and impetus for this panel. Yet, our identities are socially constituted in myriad ways, all of which are signaled by how we are different. So, what does it mean in 2015 to say that we are committed to diversity and inclusion? What does successful diversity and inclusion look like at personal, group, institutional, and societal levels? How do we know it when we see it? What will be the signs that will let us know we have moved to a point where we have successfully achieved or arrived at an inclusive place? Panelists from various personal and cultural backgrounds will explore these questions.

1511 Thursday 2:00-3:15 PM

Caucus Room

## **Listening and Cognition (Short Course Four)**

Sponsor: David T. McMahan, First Vice President  
Presenters: **Melissa L. Beall**, University of Northern Iowa  
**Dwight R. Harfield**, Winnipeg, Manitoba

This short course will focus on the listening-thinking connection. Listening begins in the brain and is processed through brain activity. We can improve listening if we work on the cognitive perspective: increase listeners' awareness of the process, and how to tap into the mind. We will provide background as well as teaching activities and reflections to help reach listeners to make them really listen and not just passively sit there hoping something will stick.

1512 Thursday 2:00-3:15 PM

Senate Room A

## **Lessons from the Field: Informing the Basic Course**

Sponsor: Basic Course Interest Group  
Chair: **Kathleen Edelmayer**, Madonna University

Lessons from Forensics  
**Terri M. Easley**, University of Kansas

Lessons from the Newsroom  
**Ashley Vasquez**, Johnson County Community College

Lessons from Student Life  
**Lora Cohn**, Park University

Lessons from the Hybridized Classroom  
**Kellie Mzik**, Georgia State University

Lessons from a Graduate Program  
**J. Mark Noe**, Park University

Instructors don't often think about drawing from careers outside of academia, different areas within our own university/department, or different modes of delivery to inform our teaching of the basic course. This panel looks at how the experiences and knowledge taken from a number of different perspectives can converge within the basic course—strengthening and updating both our teaching and the course.

1513 Thursday 2:00-3:15 PM

Senate Room B

## **Talking SMACC about Social Media: Converging Scholarship through Cutting-Edge Technology in the Classroom**

Sponsor: Instructional Resources Interest Group  
Chair: **Joseph P. Mazer**, Clemson University

Presenters: **Stephen K. Hunt**, Illinois State University  
**Nathan Carpenter**, Illinois State University  
**K. Megan Hopper**, Illinois State University  
**Lance Lippert**, Illinois State University  
**Maria A. Moore**, Illinois State University

This panel addresses convergence of scholarship in the communication discipline through the use of social media monitoring technology as an instructional resource to converge four areas of study: journalism, mass media, public relations, and communication studies. Panelists will discuss how this technology has been incorporated into their courses allowing for important

convergence in the curriculum and equipping students with cutting-edge skills for utilizing social media data analysis in their chosen career paths.

1514 Thursday 2:00-3:15 PM

PDR

### **Top Papers in the Public Relations Interest Group**

Sponsor: Public Relations Interest Group  
Chair: **Angela M. Jerome**, Western Kentucky University  
Respondent: **Rebekah Watson Gaidis**, University of Indianapolis

The Convergence of Stakeholder Interests: Shareholder Activism for Corporate Social Responsibility (Top Paper)  
**Nur Uysal**, Marquette University

Crisis Communication, Social Media, and Renewal: A Multi-case Study of Domino's YouTube and BP's Oil Spill Disasters  
**Amna Husain**, Wayne State University  
**Rahul Mitra**, Wayne State University  
**Jessica Archer**, Wayne State University

Responding to Boston: Improving Marathon Reputations and Stakeholder Relations through Pre-Crisis Communication (Top Student Paper)  
**Audra E. Clodfelter**, Eastern Illinois University

This panel highlights the top competitive papers submitted to the Public Relations Interest Group for the 2015 CSCA Convention. Their content illuminates a broad range of public relations phenomena. The panel only consists of three papers so ample discussion of these top works may take place after their presentation.

1515 Thursday 2:00-3:15 PM

Capital Ballroom A

### **Top and Contributed Papers and Performances in Performance Studies and Theatre**

Sponsor: Performance Studies and Theatre Interest Group  
Chair: **Erin Briddick**, University of Wisconsin, Madison  
Respondent: **Joe Hassert**, College of Southern Nevada

Performance, Dialogue, and Risk: A Critical Pedagogical Inquiry on Interactive Methodologies for Sexual Violence Prevention (Top Paper)  
**Jennifer L. Freitag**, University of Dayton

Seven Days of Waves/Work: Producing a Performance of Deconstruction  
**Hunter H. Fine**, Humboldt State University

Performative Riffing: Theory, Praxis, and Politics in Movie Riffing and Embodied Audiencing Rituals

**Matt Foy**, Upper Iowa University

It Exists Only in the Moment: A Critical Look at the Status of Dance within the Arts (Top Debut Paper)

**Roni K. Jackson**, University of Oklahoma

Gender is Stupid and Dumb: Negotiating the Complexities of Gender and Sexuality through Humor (Top Performance)

**Jennifer L. Freitag**, University of Dayton

This panel features the top contributed and debut papers and performances in the Performance Studies and Theatre Interest Group. The papers discuss diverse themes of interactive and embodied audiencing, performance of the work/life commute, and the ephemerality of dance.

**Thursday, April 16, 3:30-4:45 PM**

1601 Thursday 3:30-4:45 PM

University Room A

***True Detective* as a Convergence of Poetic, Dialectic, and Rhetorical Narrative: Re-constructing the Detective Genre in the 2010s**

Sponsor: Media Studies Interest Group

Chair: **Erich Hayes**, University of Oklahoma

Respondent: **Art Herbig**, Indiana University-Purdue University, Fort Wayne

Hero and Anti-Hero in *True Detective*: Detective Fiction as Equipment for Living

**Stephen Dine Young**, Hanover College

Nihilism, Heroism, and the Problem of the Self in *True Detective*: A Buddhist Perspective

**Donald Carrell**, Hanover College

Emerging through Nihilism: The Performance of Theology in *True Detective*

**Mridula Mascarenhas**, Hanover College

*True Detective* as Rhetorical Narrative: Transcending the Poetics of Despair

**William Bettler**, Hanover College

Building on the pioneering work of Lucaites and Condit, this panel seeks to explore how the HBO television series *True Detective* has embodied and exploded the genre of detective fiction through its convergence of poetic, dialectic, and rhetorical narratives. The show's grim outlook, distinctive setting, arresting visual style, atmospheric music, and "interrogation"-framed

narrative form allow it to confront issues about the viability of law and order, heroism, theology, and morality.

1602 Thursday 3:30-4:45 PM

University Room B

### **Teaching Interpersonal, Family and Small Group from Convergent Institutions: Sharing Best Practices (Top Panel)**

Sponsor: Interpersonal and Small Group Communication Interest Group  
Chair: **Lynn H. Turner**, Marquette University

Presenters: **Julia A. Simanski**, Des Moines Area Community College  
**Karla Mason Bergen**, College of Saint Mary  
**Donna Pawlowski**, Bemidji State University  
**Linda B. Dickmeyer**, University of Wisconsin, La Crosse  
**Jeffrey T. Child**, Kent State University

Scholars from across different institutions (i.e., community college, private, small to large public) converge to discuss pedagogical strategies and best practices for teaching courses related to Interpersonal, Small Group, and Family Communication. Participants will highlight various approaches to their courses based upon course objectives and institutional purpose of the class, student population and student needs, teaching undergraduate vs. graduate courses, offering single or multiple sections per semester, and managing collaborative work with students.

1603 Thursday 3:30-4:45 PM

University Room C

### **Organizational Communication Analyses of the Food Industry, Corporate Reputation, Career Planning...and the Culture of the New York Yankees**

Sponsor: Organizational and Professional Communication Interest Group  
Chair: **Stacy Tye-Williams**, Iowa State University  
Respondent: **Debra J. Ford**, University of Kansas Medical Center

Ethics in Artifacts, Values, and Assumptions: A Case Study on the New York Yankees' Organization Surrounding Alex Rodriguez's Original 211-Game Suspension  
**Joshua M. Parcha**, North Dakota State University

Target's Reputation under Fire: An Analysis of Data Breach Notifications and Image Restoration  
**Christina Geweke**, University of Northern Iowa  
**Jeffrey D. Brand**, University of Northern Iowa

Career Planning Rhetoric: Preparing Students for Organizational Life  
**Rose Helens-Hart**, University of Kansas

Discursive Closures and the Greenwashing of Food Discourse: Systematically Distorted Communication in a Midwestern Market

**Megan A. Koch**, University of Missouri  
**Cristin A. Compton**, University of Missouri

Papers on this panel include investigations of phenomena occurring at the larger, organizational-level. Some authors will share their findings on recent events that received media attention—the Target data breach as well as Alex Rodriguez’s suspension from baseball—and how these events link to image restoration and organizational culture. Also, rhetorical vision and discursive closures are studied in career planning rhetoric and in an ethnographic approach to the greenwashing of food discourse.

1604 Thursday 3:30-4:45 PM

University Room D

### **It’s What She Said: Empowerment through the Convergence of Women (Top Panel)**

Sponsor: Women’s Caucus  
Chair: **Malynda Johnson**, Minnesota State University, Mankato

Presenters: **Sarah White**, Editor, *What She Said*  
**Leslie Ann Howard**, Author, *What She Said*  
**Eve Scheffenacker**, Author, *What She Said*  
**Dawn Crim**, Author, *What She Said*  
**Jen Winiger**, Author, *What She Said*  
**Connie Lovett**, Author, *What She Said*

This panel brings together voices of Wisconsin women from all ages and backgrounds. A book titled *What She Said* brought the stories of 30 women how have been empowered to do great things. From helping make Title IX become reality, working in industries known as being for men only, to challenging the narratives of marriage and motherhood.

1605 Thursday 3:30-4:45 PM

Conference Room II

### **Top Papers in Intercultural Communication**

Sponsor: Intercultural Communication Interest Group  
Chair: **Satoshi Toyosaki**, Southern Illinois University, Carbondale  
Respondent: **Carolyn Calloway-Thomas**, Indiana University

The Sensory Construction of Culture: Embodied Senses and the Racialized Politics of Pain (Top Paper)

**Sachi Sekimoto**, Minnesota State University, Mankato

Speaking Subsumes Hearing: Understanding the Significance of a Rwandan Genocide  
Testimony for Rwandan Youths (Top Student Paper)  
**Chervin Lam**, Purdue University

Metaphorical Combat: The Use of Negative Metaphors by Mainland China and Hong Kong to  
Delegitimize the Outgroup  
**Justin Wright**, Illinois State University  
**John R. Baldwin**, Illinois State University

Assessing Student Convergence with Internationalization: The Case of Western Kentucky  
University  
**Minh Dao**, Western Kentucky University  
**Jieyoung Kong**, Western Kentucky University

The top paper panel spans the globe before returning first to the United States, and then to our  
own bodies. The scholars will consider current events in China, recent history in Rwanda,  
experiences of students in the classroom, and our body's role in communication studies. For each  
paper, the study of intercultural communication is used to give voice to the oppressed, ignored,  
and voiceless.

1606 Thursday 3:30-4:45 PM

Conference Room III

## **What's the Point of Theory? Where Communication Theory and Application Converge**

Sponsor: Communication Theory Interest Group  
Chair: **Jihyun Kim**, Kent State University  
Respondent: **Becky L. DeGreeff**, Kansas State University, Salina

Sender Preferences for Feedback Delivery: Channels, Privacy, and Synchronicity  
**Catherine Y. Kingsley Westerman**, North Dakota State University  
**Katie M. Reno**, University of Tennessee, Knoxville  
**Kyle B. Heuett**, University of Tennessee, Knoxville  
**Stephen A. Spates**, University of Tennessee, Knoxville  
**David K. Westerman**, North Dakota State University

Converging the Diverged: Testing Effects of UTAUT on Informing Decisions on Tablet  
Adoption among Generations  
**Kate Magsamen-Conrad**, Bowling Green State University  
**Shrinkhala Upadhyaya**, Bowling Green State University  
**Claire Youngnyo Joa**, Bowling Green State University  
**John Dowd**, Bowling Green State University

The Denim Burqa  
**Meg Burns**, Southwest Baptist University

Goal Importance in Interpersonal Influence: An Examination of Goal Structure

**Melissa Maier**, Missouri State University  
**Melanie Bay**, Missouri State University  
**Qiuning Chen**, Missouri State University  
**Andrew Frisbie**, Ohio University  
**James Halpern**, Missouri State University  
**Rebecca Kharsa**, Missouri State University  
**Denea Malone**, Oklahoma City University  
**Daniel Murray**, Missouri State University  
**Jennifer Miller**, Missouri State University  
**Florice Pearce**, Missouri State University  
**Miles Pearson**, Missouri State University  
**Melissa Rice**, Missouri State University

Territorialized Publics: Questions of Circulation and Space in the City

**Megan Rooney**, University of Wisconsin, Madison

“What’s the point of theory?” is a question that confronts many communication scholars. This panel provides examples of how communication theory is applicable and useful in research and application, across mediated communication, cultural communication, and intergenerational technology adaptation.

1607 Thursday 3:30-4:45 PM

Conference Room IV

**Rhetorical Theory and Criticism Business Meeting**

Chair: **James T. Petre**, Bloomsburg University of Pennsylvania  
Vice Chair: **Kristen L. McCauliff**, Ball State University  
Secretary: **Justin Killian**, St. Cloud State University

1608 Thursday 3:30-4:45 PM

Parlor 629

**The True Nature of Professional Wrestling: The Convergent Practices and Experiences of Sports Entertainment**

Sponsor: Popular Culture Interest Group  
Chair: **Charley Reed**, University of Nebraska, Omaha  
Respondent: **CarrieLynn D. Reinhard**, Dominican University

The Invisible Champion: Absent Elements, CM Punk, and the Mise-en-Scene of the WWE  
**Lowery A. Woodall, III**, Millersville University

Tweets, Tights, and Telecasting: How the WWE Engages Its Audience through Social Media  
**Jack V. Karlis**, State University of New York College, Buffalo

I'm Ready to Rumble, Mr. DeMille: Genre Tropes, Recurring Characters, and Aesthetic Style at the Intersection of Wrestling and Movies

**Christopher J. Olson**, DePaul University

The WWE Universe: How Divergence Can Foster Convergence in Collective Identity

**Chad M. Wertley**, Robert Morris University

Professional wrestling has been criticized for its emphasis on the fiction of its entertainment rather than the reality of its sport. This panel argues that professional wrestling functions as convergent media, representing a vital text for examining the media landscape of the 21<sup>st</sup> century. The nature of professional wrestling is in how it combines fiction with reality; it exists at the intersection of different identities, realities and conventions, which can seem oppositional to one another.

1609 Thursday 3:30-4:45 PM

Parlor 634

### **Finding “Grit” in Forensics**

Sponsor: Argumentation and Forensics Interest Group

Chair: **Jessica Samens**, Bethel University

Presenters: **Brian Klosa**, South Central College

**Ben Walker**, Southwest Minnesota State University

In a recent TedTalk by Angela Duckworth, a psychology professor at the University of Pennsylvania, coined the term “grit” as being able to sustain passionate pursuit of your goals over long, trying times. Students who participate in forensics go through many trying times, but often the successful students are the ones who show “grit.” Expanding upon these concepts, several forensics coaches will discuss how they have seen “grit” in forensics and examine how it has developed inside of the activity.

1610 Thursday 3:30-4:45 PM

Assembly Room

### **Facets of Forgiveness: Converging NCA Faculty Institute Discussions and Future Directions of Forgiveness Research**

Sponsor: David T. McMahan, First Vice President

Chair: **Scott A. Myers**, West Virginia University

Presenters: **Laura Russell**, Denison University

**Charee M. Thompson**, Ohio University

**Laura A. Sullivan**, Northern Kentucky University

**Katherine J. Denker**, Ball State University

**Sarah E. Riforgiate**, Kansas State University

**Andrea Lambert South**, Northern Kentucky University

**Garry Bailey**, Abilene Christian University

Hurtful situations are inescapable, occurring in personal, work, and community relationships. Communication allows individuals to make sense of these situations, gain information, and express or withhold forgiveness. Exploring this important topic, panel members will discuss future research directions forgiveness from individual, dyadic, third party, and community perspectives. Presenters explain forgiveness in terms of readiness practices, ongoing hurtful events, stigmatized health conditions, silencing practices, divorce and custody mediations, third party influences, and diverse cultural conceptualizations.

1611 Thursday 3:30-4:45 PM

Caucus Room

### **Understanding the Balance of Privacy in Everyday Life: Learning Where to Look Using Communication Privacy Management Theory (Short Course Five)**

Sponsor: David T. McMahan, First Vice President

Presenter: **Sandra G. Petronio**, Indiana University-Purdue University, Indianapolis

Making choices about the best way to manage your private information, whether talking to your family, friends on Facebook, deciding to disclose a genetic predisposition, or even giving financial information to open a bank account, all involve assessments about revealing and concealing; disclosing or protecting your privacy boundaries. Those choices have consequences both for the person revealing or concealing and for the recipient. This short course uses Communication Privacy Management theory to explore the ways privacy management works in everyday life.

1612 Thursday 3:30-4:45 PM

Senate Room A

### **Navigating the Nontraditional Classroom**

Sponsor: Instructional Resources Interest Group

Chair: **Deanna D. Sellnow**, University of Kentucky

Presenters: **Deborah Sellnow-Richmond**, Wayne State University

**Michael G. Strawser**, University of Kentucky

**Shawn Apostel**, Bellarmine University

**Renee Kaufmann**, University of Kentucky

**Scott Sellnow-Richmond**, Wayne State University

**Jason Martin**, University of Missouri, Kansas City

This panel will discuss ways in which instructors address teaching in alternative classrooms. This will include online classrooms, hybrid classrooms, summer bridge programs for inner city students offered a second chance at college admissions, diverse student body make up, blended learning, and using technology and social media sites in the classroom. This panel will discuss

issues that can be better addressed through these alternative formats/teaching methods to reach students when traditional face-to-face methods fall short.

1613 Thursday 3:30-4:45 PM

Senate Room B

### **Converging Student and Departmental Goals: Challenges and Strategies for Recruiting and Retaining Students in Graduate Programs**

Sponsor: Communication Education Interest Group  
Chair: **Jesse DeLeon**, Texas A&M University, Corpus Christi

Presenters: **Stephanie Rollie Rodriguez**, Texas A&M University, Corpus Christi  
**Kristopher Copeland**, Northeastern State University  
**Kathleen S. Valde**, Northern Illinois University  
**Randy K. Dillon**, Missouri State University  
**Christopher Brown**, Minnesota State University, Mankato  
**Corey B. Davis**, University of Wisconsin, Whitewater

Graduate school is not something that every student dreams about doing. In this panel participants will discuss challenges and strategies associated with recruiting, retaining, and developing students in the current economic environment. They will address fostering potential in students, developing a graduate culture and identity, creating relevant curriculum, identifying means of constructing graduate school as a realistic option for students, and challenges of helping students be successful after obtaining their degree.

1614 Thursday 3:30-4:45 PM

PDR

### **Public Relations Interest Group Business Meeting**

Chair: **Angela M. Jerome**, Western Kentucky University  
Vice Chair: **Robert S. Littlefield**, North Dakota State University  
Secretary: **Diana L. Tucker**, Walden University

1615 Thursday 3:30-4:45 PM

Capital Ballroom A

### **Performance Studies and Theatre Interest Group Business Meeting**

Co-Chair: **Joe Hassert**, College of Southern Nevada  
Co-Chair: **Patrick Santoro**, Governors State University  
Secretary: **Hunter H. Fine**, Humboldt State

## Thursday, April 16, 5:00-6:15 PM

1701 Thursday 5:00-6:15 PM

University Room A

### Issues, Allies, and Appeals in Media: Tracing and Measuring the Formation of Opinion

Sponsor: Media Studies Interest Group  
Chair: **Rick Schutta**, Bethel University  
Respondent: **Erich Hayes**, University of Oklahoma

On the Use and Measurement of Warmth in Advertising Appeals  
**David Dryden Henningsen**, Northern Illinois University  
**Michael G. Cruz**, HANSA GCR  
**Wayne Marks**, HANSA GCR  
**Daniel Dick**, Northern Illinois University

Television Creating Allies: The Relationship between Television Viewing and Attitudes and Knowledge about Lesbians, Gays, and Bisexuals  
**Brandon Miller**, University of Missouri

Framing Wind Energy: Strategic Communication Influences on Media Coverage  
**Keith J. Zukas**, Carroll University

Issue Ownership or Convergence with Political Entertainment Surrogates  
**Joshua Hawthorne**, University of Missouri

Media studies and mass communication research have long-examined the construction, reinforcement, and replacement of opinions due to media content. This panel traces the interplay of various factors on the communication of these opinions and their subsequent adoption/rejection by audiences. Specifically they examine the interplay of mediated expectations with issue ownership in politics, viewership and knowledge about sexual orientation, warmth and advertising (through communicology), and public relations and media coverage.

1702 Thursday 5:00-6:15 PM

University Room B

### Community College Interest Group Business Meeting

Chair: **Tammie Wiebers**, North Central Missouri College  
Vice Chair: **David Wendt**, Keokuk High School, Southwestern Community College, and University of Iowa  
Secretary: **Julia A. Simanski**, Des Moines Area Community College

1703 Thursday 5:00-6:15 PM

University Room C

## **Converging Positively in Communication Classrooms, Employment Communication, and Communication Curricula**

Sponsor: Organizational and Professional Communication Interest Group

Chair: **Jenny Korn**, University of Illinois, Chicago

Presenters: **Becky L. DeGreeff**, Kansas State University, Salina  
**Kathy Brockway**, Kansas State University  
**Pamela Lutgen-Sandvik**, North Dakota State University  
**Renee Bourdeaux**, North Dakota State University

Perhaps the most powerful spirit of convergence is positivity. Heralding a new direction for our field, these emerging and established scholars transform the positive into communication exercises, research, and curricula, ready to be used in enhancing positive communication in classrooms and workplaces. This panel contributes to intentional positivity across the convergence of audiences, research, practice, pedagogy, and application. We invite you to join our conversation about cultivating positive convergences in communication classrooms, organizational communication, and communication curricula.

1704 Thursday 5:00-6:15 PM

University Room D

## **Converging Stories: Bringing Women on the Fringe into Focus through Narrative**

Sponsor: Women's Caucus

Chair: **Karyl Daughters**, College of St. Benedict/St. John's University

Respondent: **Jennifer Adams**, DePauw University

I Thought I Would be put in an Insane Asylum: Expanding narratives of the lived experience of menopause

**Terri Russ**, St. Mary's College

No Matter What I Have, It's Because I'm Fat: Harm in framing weight as a medical concern

**Jennifer Kramer**, College of St. Benedict/St. John's University

Waiting for the invitation: Women's narratives of struggling to enact partnership with their cancer surviving spouses

**Rebecca Imes**, Carroll University

You just have to be Careful: Support network building strategies among victim advocates

**Johnanna Ganz**, Bowling Green State University

Hear Our Voices: Narratives of Indiana girls  
**Marne Austin**, St. Mary's College

Oppression pervades such that “absence of choices” (hooks, 2000) becomes the norm for many women. As Allen (1996) explains, “When we privilege the knowledge of the oppressed...we reveal aspects of the social order that previously had not been exposed.” This panel highlights the previously neglected narratives of women entering menopause, obese women experiencing discriminatory medical encounters, domestic violence advocates’ occupational stigma, and young girls. Convergence of these unheard narratives is vital to changing oppressive systems.

1705 Thursday 5:00-6:15 PM

Conference Room I

### **Communicating Executive Leadership: The Rhetoric of Presidents and Governors**

Sponsor: Political Communication Interest Group

Chair: **Cassandra Bird**, University of Kansas

Respondent: **Kristina Sheeler**, Indiana University-Purdue University, Indianapolis

America's Prometheus: John F. Kennedy Reigniting Transatlantic Relations with Germany  
**Nicholas Labinski**, University of Kansas

The September 12, 2012 Rose Garden Address: Channeling the Public Memory of 9/11  
**Michael Eisenstadt**, University of Kansas

The Rhetoric of Rogue *Ethos*: Chris Christie's Swing from “Boss” to “Bully”  
**Jeffrey P. Mehlretter Drury**, Wabash College

Guns, G-d and the GOP – A Rhetorical Analysis of Martinez' 2012 Republican National Convention Speech  
**Rachel Friedman**, Embry-Riddle Aeronautical University

The single person holding the highest executive office in the country or state embodies political leadership. These papers examine these leaders' rhetoric as they speak to citizens about major issues and crises, provide leadership to voters, and shape their own image.

1706 Thursday 5:00-6:15 PM

Conference Room II

### **Intercultural Communication Interest Group Business Meeting**

Chair: **Diana Trebing**, Saginaw Valley State University

Vice Chair: **Christopher Brown**, Minnesota State University, Mankato

Secretary: **Hsin-I Sydney Yueh**, Northeastern State University

1707 Thursday 5:00-6:15 PM

Conference Room IV

## **Challenging Dominant Discourses: Convergence and Change**

Sponsor: Rhetorical Theory and Criticism Interest Group  
Chair: **Donald P. Jones**, Trine University  
Respondent: **Rita Rahoi-Gilchrest**, Winona State University

Transcending the “Private” in Caregiving: Definition, Ownership, and a Rhetorical Expansion of Care

**Rachel D. Davidson**, University of Wisconsin, Milwaukee

Technologies as Tools: Exploring the Convergence of Rhetoric, Rationalism, and Neutrality in Higher Education

**John Dowd**, Bowling Green State University

Employing Charges of Absurdity and Ridicule to Compel Change: The Case of the NCAA’s Losing Hand (Top Paper)

**Angela M. Jerome**, Western Kentucky University

Rhetorical critiques of dominant discourses provide a critical tool for unmasking the convergence of influences that lead organizations, institutions, and societies to value and give voice to certain perspectives over others. Through a variety of approaches and formats, the participants on this panel of competitive paper submissions address different ways dominant discourses manifest themselves, and how challenging these discourses can bring about social change.

1708 Thursday 5:00-6:15 PM

Conference Room V

## **The Convergence of Risk, Education, and Community: Competitive Papers in Applied Health Communication**

Sponsor: Health Communication Interest Group  
Chair: **Jessica Eckstein**, Western Connecticut State University

Communicating Healthful Food Choice: Cultural Difference in Regulatory Focus

**Sang-yeon Kim**, University of Wisconsin, Milwaukee  
**Seokhoon Ahn**, University of Wisconsin, Milwaukee  
**Emily Cramer**, North Central College

A Collaborative Effort: Identifying Student Learning During IPE Activities

**Michael G. Strawser**, University of Kentucky

It’s Deadly, and it can be Prevented, but Should I Worry, and Should I do Something About It? Comparative Risk Perception in Young Female Adults Melanoma Incidence

**Vinita Agarwal**, Salisbury University

Community (Re)Development: Handing it Over  
**Deborah Sellnow-Richmond**, Wayne State University

This panel illuminates how health communication is situated at the convergence of theory and practice. Authors investigate a diverse array of applied health issues, ranging from understanding intercultural preferences surrounding messages about healthy dietary practices; developing effective communication-related pedagogies for interprofessional medical education; engaging narrative practices to improve community health; and exploring the connections between peer influences, risk assessments, and self-protective practices related to tanning bed usage.

1709 Thursday 5:00-6:15 PM

Parlor 629

### **Celebrity Culture: A Discussion on Communication Scholarship and Celebrity**

Sponsor: Popular Culture Interest Group  
Chair: **Rebecca M. Johnson**, Northern Illinois University

Presenters: **Art Herbig**, Indiana University-Purdue University, Fort Wayne  
**Amanda Torrens**, Ohio University  
**Chris R. Darr**, Indiana University, Kokomo  
**Harry C. "Neil" Strine, IV**, Bloomsburg University of Pennsylvania  
**Herman Howard**, Benedict College  
**Kristin Lindsley**, Indiana University  
**Richard Murphy**, Wayne State College

All panelists have distinct ideas about celebrity culture and will touch on the following communication phenomenon throughout the discussion: identity, fandom, social media, parasocial communication, and celebrity in politics. The goal for this panel is to spur further research on communication and celebrity culture.

1710 Thursday 5:00-6:15 PM

Parlor 634

### **Converging Perspectives for Health Equity: Exploring Disparities Impacted by Communication (Top Panel)**

Sponsor: Graduate Student Caucus  
Chair: **Laura Russell**, Denison University  
Respondent: **Christine North**, Ohio Northern University

Redefining the Digital Divide: Accounting for Culture in Health Disparities  
**Nicole Johnson**, Indiana University-Purdue University, Indianapolis

Expressing Ability through Talk: Cultural impacts on Health Efficacy  
**Aron DiBacco**, Indiana University-Purdue University, Indianapolis

Bridging the Gap with Stories: Examining Minority Health Narratives in Health Communication Campaigns

**Pedro Lara**, Indiana University-Purdue University, Indianapolis

This panel converges perspectives within the health discipline to reconcile health disparities among racial/ethnic minorities and those of lower socioeconomic status. Each panelist will address a different form of communication, and propose possible solutions for moving toward more health equity. Internet-based patient portals, campaign communication, and interpersonal communication are discussed as they impact health efficacy, health literacy, and health outcomes. Racial/ethnic cultural health disparities are central to the presentations.

1711 Thursday 5:00-6:15 PM

Assembly Room

### **National Communication Association (NCA) Initiatives and Member Resources**

Sponsor: David T. McMahan, First Vice President

Presenters: **Christina S. Beck**, First Vice President, National Communication Association  
**Nancy Kidd**, Executive Director, National Communication Association  
**Kathleen J. Turner**, Immediate Past President, National Communication Association

This panel features NCA National Office staff and elected leadership who will highlight the resources available through NCA to support teaching, research, and career development in communication. Among other topics, the panel will provide a forum for discussing the Learning Outcomes in Communication project, proposed changes to NCA's governance documents, and other NCA initiatives. The panel will dedicate time for attendees to share input and ask questions about NCA.

1712 Thursday 5:00-6:15 PM

Caucus Room

### **The 2015 Outstanding Undergraduate Communication Program Award**

Sponsor: Leah E. Bryant, President  
Chair: **Nancy J. Brule**, Bethel University

The Outstanding Undergraduate Communication Program Award was given by the Undergraduate Programs Interest Group from 1988 to 1996, and was reinstated in 2014. The purpose of the award is to encourage and recognize excellence in undergraduate departments of communication, with an emphasis on curriculum, program quality, course design, and/or special programs. This panel will feature the department selected to receive this award as they discuss how they developed their program, strengths of the program, challenges they face, and what their

vision and goals are for the future. Audience members will participate in an engaged discussion on what it takes to build an undergraduate program of excellence.

1713 Thursday 5:00-6:15 PM

Senate Room A

## **Communicating Differences and Advocating for Social Justice through Teaching**

Sponsor: Communication Education Interest Group  
Chair: **Deepti Bharthur**, Bowling Green State University  
Respondent: **Brenda J. Allen**, University of Colorado, Denver

Leadership Communication: Creating Diversity Assignments for Future Leaders  
**Sarah E. Riforgiate**, Kansas State University

Analyzing Organizational Messages: Encouraging Difference through Communication Training  
**Alison M. Lietzenmayer**, Old Dominion University

Making a Difference: A Community-Oriented Campaign to Promoting Diversity and Inclusion  
**Lisa K. Hanasono**, Bowling Green State University

Reflexive Pedagogy: Building Diversity-Affirming Assignments  
**Mary Lahman**, Manchester University

Rapidly shifting U.S. demographic trends indicate that minority groups will represent one third of the population by 2030 and four age generations are in the workforce (Allen, 2011). Increasing diversity offers opportunities if members communicate effectively and value differences. Communication scholars are poised to create learning opportunities that recognize and value diversity. This panel converges across organizational, persuasion, intercultural and leadership communication classes to present assignments across curriculums that enhance diversity learning.

1714 Thursday 5:00-6:15 PM

Senate Room B

## **Converging Basic Course Pedagogy/Administration and Published Peer-Reviewed Scholarship**

Sponsor: Basic Course Interest Group  
Chair: **Tiffany R. Wang**, University of Montevallo

Presenters: **Stephen K. Hunt**, Illinois State University  
**Scott A. Myers**, West Virginia University  
**Deanna D. Sellnow**, University of Kentucky  
**Cheri J. Simonds**, Illinois State University

This panel features four Past Editors of the *Basic Communication Course Annual* and *Communication Teacher*: Stephen K. Hunt: *BCCA* 2012-2013 Editor, Scott A. Myers: *CT* 2001-2004 Editor, Deanna D. Sellnow: *BCCA* 2001-2003 Editor/*CT* 2008-2010 Editor, and Cheri J. Simonds: *CT* 2011-2013 Editor. Each presenter will provide advice to aspiring and current Basic Course Directors on how to translate basic course pedagogy and administration into published peer-reviewed scholarship in communication journals.

1715 Thursday 5:00-6:15 PM

PDR

## **A Call for Convergence: Ethics & Science Communication in STEM Initiatives**

Sponsor: Communication Ethics and Freedom of Expression

Chair: **Beth A. Messner**, Ball State University

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

From Ecology to Engineering, From S-T-S to STEM, and the Discourse of EdHeads  
**Tom Duncanson**, Millikin University

Ethical Reasoning and Communication Skills in STEM Curriculum Content: An Evaluation of Current Efforts

**Jeffrey Brand**, University of Northern Iowa

Assessing the Need for Inclusion of Communication Ethics in STEM: The View of STEM Educators

**Laura Terlip**, University of Northern Iowa

An Examination of Gender and Communication in the Education of STEM Professionals

**Stefani Keller**, University of Northern Iowa

Efforts to increase participation in STEM education and activities have drawn much attention from government officials, the business community, and the media. This has resulted in a push to increase education by focusing on technical aspects of STEM. This panel explores issues surrounding the need to include communication ethics education in existing and future STEM programs.

1716 Thursday 5:00-6:15 PM

Capital Ballroom A

## **Sharing Women's Wisdom thru Convergent Writing, Stories and Experience**

Sponsor: Performance Studies and Theatre Interest Group

Chair: **Cheryl Skiba-Jones**, Trine University

Presenters: **Megan M. Lambertz**, University of Wisconsin, Milwaukee

**Carolyn Calloway-Thomas**, Indiana University

**Kiranjeet Dhillon**, University of Wisconsin, Milwaukee

**Deatra Sullivan-Morgan**, Elmhurst College  
**Dacia Charlesworth**, Valdosta State University  
**Melissa L. Beall**, University of Northern Iowa  
**Hunter H. Fine**, Humboldt State University

The purpose of this panel is to share the readings, poems, writings, and songs of women who represent convergent cultures. These resources can be adapted to a variety of audiences, classes, and learning objectives. Participants will reflect upon the value and meaning of the contribution they share.

**Thursday, April 16, 6:30-8:30 PM**

1801 Thursday 6:30-8:30 PM

Madison Ballroom

### **Central States Communication Association Welcome Reception and Dance**

Open to all conference attendees, the Welcome Reception and Dance presents an opportunity to celebrate the beginning of a new conference. It allows previous conference attendees to reconnect and allows newcomers to begin creating the connections that make this association so special. The reception will feature hors d'oeuvre and dessert stations along with a cash bar. A DJ will get everyone dancing and enjoying the evening.

**Thursday, April 16, 7:00-9:00 PM**

1802 Thursday 7:30-8:30 PM

Fresco

### **Central States Communication Association Presidents Dinner**

The Presidents Dinner is an opportunity for past and present leaders of the association to visit, reminisce, and celebrate the association.