

**February 21, 2008**

**FINAL DRAFT**

**DRAFT 15**

## PROGRAMS AND PANELS

**Wednesday, April 9, 2008**

**0101**

**1:00 PM - 5:00 PM**

**University Room A**

### **CSCA 2008 PRE-CONFERENCE**

#### **ACTIVELY ENGAGING OUR COMMUNITIES THROUGH SERVICE LEARNING**

*Sponsor:* Second Vice-President, Christina S. Beck

*Note:* \$20 cost for pre-conference. Attendees must pre-register by March 15th

*Facilitator:* Christina S. Beck, Ohio University

Service-learning constitutes a powerful pedagogy that actively challenges our students by situating them to learn by making a difference in their communities and by reflecting on the ways in which they apply course content to service experiences. This pre-conference will provide participants with information about key aspects of service-learning (i.e., pedagogical philosophy, logistical considerations, structured reflection, developing community partnerships, and program evaluation) as panelists discuss their own experiences with service-learning in a variety of communication courses. Furthermore, it will enable participants to visit with panelists (from the communication discipline as well as representatives from non-profit organizations in Madison) about their own ideas for service-learning.

*Participants:*

Roberta Davilla, Western Illinois University

Sherry Morreale, University of Colorado at Colorado Springs

Donna R. Pawlowski, Creighton University

Kathleen Stacey, Eastern Michigan University

Michael Woeste, University of Cincinnati

**0102**

**3:00 PM - 6:00 PM**

**University Room B**

**CSCA Executive Committee meeting**



1103

8:00 AM- 9:15 AM

University Room C

**THE ACTIVISM OF MYTHIC STUDIES AND RHETORICAL CRITICISM: WHERE WE'VE BEEN, WHERE WE ARE, AND WHERE WE'RE GOING**

*Sponsor:* Rhetorical Theory and Criticism

*Chair:* Maggie Briggs, Minnesota State University, Mankato

*Participants:*

Stephanie Kelly-Romano, Bates College

Michael Milford, Tarleton State University

Robert Rowland, University of Kansas

Mythic criticism focuses on the relationship between a powerful narrative and situated audience. Myths are imbued with such great rhetorical power they are often the fulcrum upon which activism is based. Issues related to the most appropriate methodology for approaching myth have been contested in the field of rhetorical criticism over the last twenty years. This roundtable discussion includes scholars who have focused on myths in popular culture, myths in political communication, and mythic theory itself. Audience participation will be strongly encouraged.

1104

8:00 AM - 9:15 AM

University Room D

**FEMININE AND THE POLITICAL: HOW THESE TOOLS INTERTWINE AND ARE BEING AND OR CAN BE ACTIVATED FOR THE 2008 PRESIDENTIAL ELECTION**

*Sponsor:* Political Communication

*Chair:* Aaron V. Burton, Bowling Green State University

*Participants:*

"Hillary Clinton as the anti-Hillary candidate: Reconfiguring political identity." Kristi Gerding Scholten, Ferris State University

"The balance of feminine and masculine: An ideological analysis of Elizabeth Dole's moral values at the 2004 Republican National Convention." Rachel Friedman, Pennsylvania State University, Berks

"The feminization of the teaching profession: A rhetorical analysis." Nichelle McNabb, Otterbein College

"Manifestations of strict father and nurturant parent in the gay marriage debate, and the implications on the heteronormative ordering of the private and public spheres." Alexander May, University of Nebraska, Lincoln

*Respondent:* Katherine L. Hatfield, Creighton University

1105

8:00 AM - 9:15 AM

Conference Room 1

**COMMUNICATION TEXT BOOKS AS TOOLS FOR ACTIVISM: THE COVERAGE OF  
GENDER AND SEXUALITY IN BASIC COMMUNICATION TEXT BOOKS**

*Sponsor:* Basic Course

*Chair:* Ahmet Atay, Southern Illinois University, Carbondale

*Panelists:*

Ahmet Atay, Southern Illinois University, Carbondale

Cheryl Baily, Western Illinois University

Roberta A. Davilla, Western Illinois University

Darren Epping, University of Nebraska, Lincoln

Richard G. Jones, Jr., University of Denver

Cassandra LeClair-Underberg, University of Nebraska, Lincoln

Paul Siegel, University of Hartford

Satoshi Toyosaki, University of Wisconsin, LaCrosse

Lynn H. Turner, Marquette University

This roundtable discussion will critically analyze how gender and sexuality are covered, portrayed, and talked about in introductory level communication textbooks. Through this discussion, we would like to generate awareness around the unspoken and widely ignored relationship between the coverage of gender and sexuality in communication textbooks and the manifestations of this coverage in students' cultural identity formations.

1106

8:00 AM - 9:15 AM

Conference Room 2

**RHETORIC, DESIGN AND PR: THE EFFECTS OF JOHN GRISHAM'S *THE  
INNOCENT MAN* ON ADA, OKLAHOMA CITIZENS**

*Sponsor:* Argumentation and Forensics

*Chair:* Mindy Johnson, University of Wisconsin, Milwaukee

*Participants:*

"*The Innocent Man*: Ada, Oklahoma's public relations response to John Grisham's book." Rebecca Gatz, East Central University

"Design flaws: A comparison of the Grisham and Peterson websites for *The Innocent Man*." Donna Gough, East Central University

"*The Innocent Man*: The prosecutor response." Robert Greenstreet, East Central University

**1107**

**8:00 AM - 9:15 AM**

**Caucus Room**

**MEDIA STUDIES YOUNG SCHOLAR MASTER CLASS**

*Sponsor:* CSCA First Vice President, Nancy J. Brule  
Graduate Student Caucus  
Media Studies Interest Group

*Master Class Instructor:*  
James W. Chesebro, Ball State University

*CSCA Young Scholars:*  
Elizabeth Fish Hatfield, Texas A&M University  
Sara Mahle, Northern Kentucky University  
Michaela D. E. Meyer, Christopher Newport University  
Danielle M. Stern, University of Wisconsin, Whitewater  
Megan H. L. Tucker, George Mason University

The Graduate Caucus, the Media Studies Interest Group, and the Central States Communication Association are proud to announce the first Media Studies Young Scholar Master Class. This exciting new mentoring opportunity allows young scholars to engage in the ultimate classroom experience as they discuss media studies and develop potential research projects with a seasoned scholar in the discipline. Although the session is not open to general attendees (Young Scholars have been competitively selected), please join CSCA in recognizing this year's inaugural class of outstanding young scholars!

**1108**

**8:00 AM - 9:15 AM**

**Conference Room 4**

**TEACHERS' "CAN DO": TEACHING AS ACTIVISM**

*Sponsor:* Communication Education  
*Chair:* Susan R. Wilson, DePauw University

*Participants:*  
Isolde K. Anderson, Hope College  
Pamela Cooper, University of South Carolina Beaufort  
Kerry Egdorf, Marquette University  
Kathleen M. Galvin, Northwestern University  
Susan R. Wilson, DePauw University

The old adage says "Those who can -- do. Those who can't -- teach." There are many reasons that this is false, not the least of which forms the basis for our panel's contention that good teaching is a kind of activism where one moves minds and bodies into activity. Each member of our panel will profile a teacher who they believe demonstrates not only effective teaching, but has

also fostered a climate conducive to activism whether that is understanding multiculturalism, becoming involved with civic engagement or service learning, or changing values or worldviews, etc. The panelists will provide descriptions of their recent first-hand observations, reflections on these teachers' pedagogies, and explore the impact of such teaching on student growth and change. Audience members are invited to reflect as well.

**1109**

**8:00 AM - 9:15 AM**

**Conference Room 5**

**STUDENT COMPETITIVE PAPERS IN ORGANIZATIONAL AND  
PROFESSIONAL COMMUNICATION**

*Sponsor:* Organizational and Professional Communication

*Chair:* David R. Novak, Clemson University

*Participants:*

"Exit and entry as complimentary processes: A narrative approach to the EVLN." Andrew F. Herrmann, University of South Florida

"Does it matter that they are not family?: A social identity theory perspective of non-family member employees in family businesses." Anna Carmon, North Dakota State University

"High stakes: Building rapport in interrogative, law enforcement-related settings." Ryan Kozey, State University of New York at Buffalo

"Heavenly sights for blame research: Investigating inter-organizational blame in faith-based organizations." Lacy G. McNamee, University of Texas, Austin

*Respondent:* Mary F. Hoffman, Texas State University, San Marcos

**1110**

**8:00 AM - 9:15 AM**

**Senate Room A**

**EXPLORING IDENTITY NEGOTIATION AS INFLUENCED BY HEALTH  
COMMUNICATION ISSUES**

*Sponsor:* Health Communication

*Chair:* Tennley Vik, North Dakota State University

*Participants:*

"Fantasy themes and redemption in depictions of teen pregnancy in movies." Kristen Imboden, Purdue University, and Annika Hylmo

"Internet use in health information seeking among Chinese students in US: Attitudes, behavior & patterns of use." Qian Wang, Purdue University

"The drink takes the man: Personal construct theory and the (recovering) alcoholic identity." Brendan Young, University of Iowa

*Respondent:* Lynda D. Dixon, Bowling Green State University

**1111**

**8:00 AM- 9:15 AM**

**Senate Room B**

**EXPLORING CONTENT AND ASSESSMENT PRACTICES AND IMPACTS IN THE SECONDARY CLASSROOM**

*Sponsor:* Instructional Resources

*Chair:* Mira Evans, Bethel University

*Participants:*

"Content and assessment trends in Nebraska." John Heineman, Lincoln High School, NE

"Content and assessment trends in Illinois." B.J. Lawrence, Bradley University

"A survey of national K-12 content and assessment trends." Lindsay Sank, Illinois State University

"Engaging local and large scale assessment in K-12 schools." Douglas K. Jennings, Illinois State University

"The impact of K-12 content and assessment trends on the college classroom." Larry W. Long, Illinois State University

*Respondent:* David Wendt, Keokuk High School, IA

**1112**

**8:00 AM - 9:15 AM**

**Assembly Room**

**SERVICE LEARNING: HELPING STUDENTS EXPLORE, EXPLAIN, AND ENGAGE HUMAN BEHAVIOR OUTSIDE THE CLASSROOM**

*Sponsor:* Interpersonal and Small Group Communication

*Chair:* Colleen Warner Colaner, University of Nebraska, Lincoln

*Participants:*

"Teaching social skills to school children: An academic service learning project." Alan Lerstrom, Luther College

"Student-directed service learning in small group communication." Stephanie S. Rollie, Miami University

"The story of my life: Service learning in family communication." Linda Dickmeyer, University of Wisconsin-LaCrosse

“Planting the ideas of service: A course-embedded service learning project at the University of South Dakota.” Aimee Sorenson, The University of South Dakota

“After the classroom, now what?: Service-learning and scholarship.”  
Donna R. Pawlowski, Creighton University

**1113**

**8:00 AM - 9:15 AM**

**Conference Room 4**

**COMMUNICATION THEORIES THROUGH THE LENS OF FEATURE FILM**

*Sponsor:* Communication Theory

*Presenter:* Em Griffin, Wheaton College

A session offering feature film resources to illustrate specific communication theories. From an annotated list of over 20 theories, participants will choose which time-cued video clips they want to view. Theories include symbolic interactionism, CMM, expectancy violations, interpersonal deception, constructivism, social penetration, uncertainty reduction, relational dialectics, social judgment, elaboration likelihood, functional perspective, cultural and critical approaches to organizations, narrative paradigm, cultural studies, face negotiation, speech codes, standpoint, muted group, and genderlect styles.

**1201**

**9:30 AM - 10:45 AM**

**University Room A**

**BLURRING BOUNDARIES: EXPLORING RELATIONSHIPS BETWEEN ORGANIZATIONAL COMMUNICATION AND PUBLIC RELATIONS**

*Co-Sponsors:* Organizational and Professional Communication  
Public Relations

*Facilitator:* Sarah Bonewits Feldner, Marquette University

*Participants:*

Kati Tusinski Berg, Marquette University

Scott Dickmeyer, University of Wisconsin, LaCrosse

Scott C. D’Urso, Marquette University

Sarah Bonewits Feldner, Marquette University

Matthew Gill, Eastern Illinois University

Joe Gow, University of Wisconsin, LaCrosse

As the fields of organizational communication and public relations evolve, the boundaries between these disciplines are becoming increasingly blurry. This roundtable discussion explores the opportunities and challenges created by exploring the relationship between organizational communication and public relations. Panelists will address how they negotiate boundaries between these disciplines focusing on teaching decisions, curriculum development, research

agendas and professional identity. Brief position statements will be followed by a facilitated discussion and audience participation will be encouraged.

**1202**

**9:30 AM -10:45 AM**

**University Room C**

**THE WAR ON TERRORISM AND ITS RHETORICAL IMPLICATIONS**

*Sponsor:* Rhetorical Theory and Criticism Division

*Chair:* Aaron V. Burton, Bowling Green State University

*Participants:*

"9/11 - from event to ideograph: An analysis of president George W. Bush's pre-Iraq war rhetoric." Shana M. Bridges, Southern Illinois University Carbondale

"Dividing lines: The performative identification of 'terrorists'." Jay Brower, Southern Illinois University Carbondale

"The war on terrorism as the new cold war: Condeleezza Rice and implicit censorship." Elizabeth A. Petre, Southern Illinois University Carbondale

"Pre-emptive rhetoric: The 2002 U.S. National Security Strategy." James T. Petre, Southern Illinois University Carbondale

**1203**

**9:30 AM - 10:45 AM**

**University Room D**

**ETHICAL FORMATION IN HEALTH COMMUNICATION PEDAGOGY**

*Sponsor:* Health Communication

*Facilitator:* Lee Krahenbuhl, University of Toledo

*Participants:*

Holly Baumgartner, Mercy College of Northwest Ohio

Jennifer Discher, Mercy Health Partners

Lee Krahenbuhl, University of Toledo

This roundtable discussion addresses issues of ethical formation in health communication pedagogy. Holly Baumgartner discusses the ethical dimensions of teaching the Humanities as a part of a nursing and medical professional curriculum. Jennifer Discher describes the practical application of service learning in an interdisciplinary course, in an attempt to incorporate sociological and theological reflection into health and nursing pedagogy. Lee Krahenbuhl's recent work examines the ethical framework of the interpersonal communication curriculum in several American nursing and medical programs.

**1204**                                      **9:30 AM - 10:45 AM**                                      **Conference Room 1**

**POLITICS AND THE MEDIA**

*Sponsor:*      Media Studies  
*Chair:*         Susan S. Novak, University of Kansas

*Participants:*

- “Constructivism goes to Hollywood: The influence of the Soviet constructivist aesthetic on American movie poster design.” Elizabeth Crisp Crawford, University of Wisconsin, Oshkosh (Debut paper)
- “Political media paradoxes: Saturation, dependence and Hollywood.” Jayne R. Henson, University of Missouri, Columbia
- “Late night war: Depictions of Saddam Hussein on late night comedy shows.” Brian T. Kaylor, University of Missouri, Columbia
- “Vote for the worst, then vote for the president: Voting cynicism and *American Idol*.” Michelle Vlasik and Jimmie Manning, Northern Kentucky University
- “Meaning of media democracy: Application of holistic and pragmatic approaches to the assessment of media diversity.” Kim McCann, Bowling Green State University

*Respondent:* Radhika Gajjala, Bowling Green State University

**1205**                                      **9:30 AM - 10:45 AM**                                      **Conference Room 2**

**FREE EXPRESSION AND THE LAW**

*Sponsor:*      Freedom and Responsibilities of Speech  
*Chair:*         Steven Venette, University of Southern Mississippi

*Participants:*

- “Attorney communication ethics: A call for casuistry.” Shannon Lee Denney, University of Wisconsin, Milwaukee
- “The litigious ‘wall’: Reviewing China’s regulations of the internet and its effects.” Xudong Liu, Southern Illinois University, Carbondale
- “Taking action, taking rights: An examination of the role of value appeals in the selling of the USA Patriot Act.” Krista L. Phair, University of Kansas

1206

9:30 AM- 10:45 AM

Conference Room 3

**DEBUT PAPERS IN PERFORMANCE STUDIES AND THEATRE**

*Sponsor:* Performance Studies and Theatre

*Chair:* Brock Fisher, Georgia College and State University

*Participants:*

"Vignettes of gender identity creation." Richard G. Jones, Jr.,  
University of Denver

"Performance for whom?—The ontological function of the production of  
personal narrative performance." Charles Parrott, Southern  
Illinois University, Carbondale

"Staging Humanity—*Cranberry: The human revelation of Joan  
Crawford.*" Matt Saltzberg, University of Missouri-Columbia

*Respondent:* Amy Darnel, Columbia College

James Ferris, University of Wisconsin, Madison

1207

9:30 AM - 10:45 AM

Conference Room 4

**INVESTIGATIONS ON THE INTERFACE BETWEEN THEORY AND PRACTICE**

*Sponsor:* Communication Theory

*Chair:* Patric R. Spence, Calvin College

*Participants:*

"Social theory and the forgotten freelance." Kathy Brady, University of  
Wisconsin, Whitewater

"A practical theory of coming out." Jimmie Manning, Northern Kentucky  
University

"Bakhtin and narrative theory: Activists tools for researching the  
subjugated." Mark A. Leeman, Ohio University

"A reconsideration of Aristotle's theory of memory." John A. Jones,  
University of Illinois at Chicago

*Respondent:* Renee Robinson, Saint Xavier University

1208

9:30 AM - 10:45 AM

Conference Room 5

**AND THE DUNDIE GOES TO...:  
USING *THE OFFICE* TO ILLUSTRATE COMMUNICATION COURSE CONCEPTS**

*Sponsor:* Instructional Resources

*Facilitator:* Mary Carol Harris, Loras College

*Participants:*

Maggie Sullivan, Loras College

Bryan E. Asbury, Illinois State University

Lance R. Lippert, Illinois State University

Elizabeth Tolman, South Dakota State University

Kyle Zrenchick, Illinois State University

*Respondent:* Mary Carol Harris, Loras College

Participants will explain how they use the NBC television program *The Office* in a variety of communication courses including gender and communication, small group communication, organizational communication, and the basic communication course. This will include information about the course concepts that are illustrated and suggestions for how episodes or clips can be used. Participants will also discuss possible concerns regarding the appropriateness of the program.

1209

9:30 AM - 10:45 AM

Senate Room A

**A PUBLIC DEBATE: "PROFESSOR'S ACADEMIC FREEDOM SHOULD BE LIMITED"**

*Sponsor:* Argumentation and Forensics

*Moderator:* Heather Norton, Fontbonne University

*Participants:*

Affirmative: Cindie Jeter Yanow, Southeast Missouri State University

Terri Gibson, Anderson University

Negative: Larry Underberg, Southeast Missouri State University

Michael Bauer, Ball State University

This public debate will discuss the merits and detriments to limiting the academic freedom of university professors. The audience will be encouraged to ask questions and make comments after the debate. This debate will be modeled after the National Educational Debate Association's crossfire style debate.

**1210**

**9:30 AM - 10:45 AM**

**Senate Room B**

**MENTORING AS A FORM OF INSTITUTIONAL ACTIVISM**

*Sponsor:* Community College

*Chair:* Alaina M. Winters, Heartland Community College

*Participants:*

Daisy Johnson, Heartland Community College

Janet Blue, Heartland Community College

Susan Salazar, Heartland Community College

Brenda Vest, Heartland Community College

This panel will provide an overview and discussion of the ongoing mentoring program instituted two and a half years ago at Heartland Community College, in an effort to develop adjunct faculty while simultaneously initiating changes and facilitating coherence in the basic course.

**1211**

**9:30 AM - 10:45 AM**

**Assembly Room**

**"WHAT DO YOU MEAN BY 'OUTLINE'": IDENTIFYING STRATEGIES FOR DEALING WITH STUDENT SKILL DEFICITS IN THE BASIC COURSE**

*Sponsor:* Basic Course

*Chair:* Joy L. Daggs, University of Missouri, Columbia

*Panelists:*

Nikki Johnson, University of Northern Iowa

Susan Cusmano, Hawkeye Community College

Barbara McFerran, Hawkeye Community College

Lisa Ford-Brown, Columbia College

Instructors frequently experience frustration with a seemingly lackluster set of student skills entering the Basic Course. Skills such as outlining and citation seem foreign to students. Instructors are faced with formulating a solution to the problem in their classrooms. This panel will focus on strategies used in the classroom to address these issues. Audience members are encouraged to participate and contribute ideas to this roundtable discussion.

1212

9:30 AM - 10:45 AM

Caucus Room

**OUT OF THE CLASSROOM AND INTO THE COMMUNITY**

*Sponsor:* Central States Advisory Council—State of Iowa Showcase Panel

*Chair:* Mira Evans, Bethel University

*Participants:*

"A reversal of fortune: Business communication students interviewing professionals in the workplace." Keith Hardeman, Westminster College

"Cracking the culture code: Using alumni interviews to interpret organizational culture." Alan Lerstrom, Luther College

"Beyond the classroom through communication common ground." Karen Sindelar, Coe College and Mt. Mercy College

"Teaching and learning public relations through service: Benefits and challenges in a small program." Linda Laine, Central College

"Serving the community: When all benefit." Marilyn Shaw, University of Northern Iowa.

"Using community engagement to teach public relations." Gayle Pohl, University of Northern Iowa.

1213

9:30 AM - 10:45 AM

Chairman's Parlor

***MEDIA STUDIES: YOUNG SCHOLARS MASTER CLASS - CONTINUED***

1214

9:30 AM - 10:45 AM

Chancellor's

**QUEER PEDAGOGY AS AN ACTIVIST'S TOOL:  
INCORPORATION OF QUEER PEDAGOGY INTO COMMUNICATION EDUCATION**

*Sponsor:* Communication Education

*Chair:* Jessica Samens, Minnesota State University, Mankato

*Participants:*

Ahmet Atay, Southern Illinois University, Carbondale

Andrew J. Kirk, Southern Illinois University, Carbondale

Kole Kleeman, University of Central Oklahoma

Kathleen McConnell, Indiana University

Satoshi Toyosaki, University of Wisconsin, LaCrosse

Katie Warber, Wittenberg University

Growing literature on queer studies prove that queer theory is establishing a respectable place in Humanities and Social Sciences as an approach and theoretical framework in understanding human communication from a different standpoint. Scholars in *Queer Theory and Communication* emphasize the

urgent need to incorporate queer theory and queer pedagogy into our discourse and classes. This roundtable discussion will generate a scholarly dialogue to analyze potential reasons for the absence of queer theory and queer pedagogies from the Mid-Western universities. Through this dialogue we hope to map out queer pedagogy and emphasize the need for such a critical lens in communication studies, while trying to find new and different ways to include queer pedagogy into communication education discourse.

**1215**

**9:30 AM - 10:45 AM**

**University Room B**

**TRAINING REBELS WITH A CAUSE: TEACHING ACTIVISM IN THE CLASSROOM**

*Sponsor:* Interpersonal and Small Group Communication

*Chair:* Isabelle Bauman, Missouri State University

*Participants:*

- "Changing the world one rule at a time: A theoretical approach to communication as activist." Katie Margavio Striley, Missouri State University
- "Taking it to the group streets: Communication activism in the group communication course." Lawrence R. Frey, University of Colorado at Boulder
- "Craft group norms in your own words! Practicing structuration theory by developing structures in student groups." Kay Yoon, DePaul University
- "Political structures in family communication: Creating awareness and action in our classrooms and beyond." Donna Pawlowski, Creighton University
- "Communicating for change." Scott Wells, St. Cloud State University
- "A symphony of silence: Giving a voice to marginalized populations." Lindsey Harness, Missouri State University
- "Making a change in the community." A. Elizabeth Lyons and Mark Orbe, Western Michigan University.

1216

9:30 AM - 10:45 AM

Alumni Parlor

**"THE DIVERSITY CLASS": DISCUSSING THE IMPLEMENTATION OF DIVERSITY REQUIREMENTS AT THE UNIVERSITY**

*Sponsor:* Intercultural Communication

*Facilitator:* Jennifer Willis-Rivera, University of Wisconsin, LaCrosse

*Participants:*

John R. Baldwin, Illinois State University

Linda Dickmeyer, University of Wisconsin, LaCrosse

Jennifer Willis-Rivera, University of Wisconsin, River Falls

Kristen Treinen, Minnesota State University, Mankato

Diversity requirements have become standard for universities across the country. But what do these requirements "teach" students about diversity? (How) Does this requirement further discussions of intercultural communication across various campuses?

1301

11:00 AM - 12:15 PM

University Room A

**TOP COMPETITIVE PAPERS IN ORGANIZATIONAL AND PROFESSIONAL COMMUNICATION**

*Sponsor:* Organizational and Professional Communication

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

*Participants:*

"Caribbean immigrants' identities and identifications: Negotiations of opportunities, work ethics, racism, and the American dream."

Melissa Jan Bridgewater, Purdue University and Patrice M.

Buzzanell, Purdue University (Top Paper)\*

"The negotiation of identity through scandal: Relying on relationships and common enemies." Elizabeth Williams, Purdue University

(Top Student Paper)\*

"'Long live the mensi-mob': Communicating support online in regard to organizational dialectical tensions of menopausal working women." Jaime E. Bochantin, Texas A&M University

"Rocking the boat and continuing to fight: Un/Productive episodes and the problem of workplace bullying." Renee L. Cowan, Texas A&M University

*Respondent:* Willis M. Watt, Methodist University







“‘Nobody thinks twice about asking’: Women with a fertility problem and requests for information.” Jennifer Bute, Ohio University  
“Examining televised advertisement influences on eating habits and disorder risk, as well as body image identity: A narrative analysis among ethnically-diverse college women.” Amanda Martinez, Texas A&M University and Jim L. Query, Jr., University of Houston.

*Respondent:* Christine North, Ohio Northern University

**1309**

**11:00 AM - 12:15 PM**

**Alumni Room**

**INTERPERSONAL COMMUNICATION YOUNG SCHOLAR MASTER CLASS**

*Sponsors:* CSCA First Vice President, Nancy J. Brule  
Graduate Student Caucus  
Interpersonal and Small Group Communication

*Master Class Instructor:*  
Steve Duck, University of Iowa

*CSCA Young Scholars:*  
Colleen Warner Colaner, University of Nebraska, Lincoln  
Katherine J. Denker, University of Missouri, Columbia  
Andrea N. Lambert, Northern Kentucky University  
Andrew M. Ledbetter, Ohio University  
Adam Z. Leftin, Northern Kentucky University  
Sachiyo Shearman, East Carolina University

The Graduate Caucus, Interpersonal and Small Group Division, and the Central States Communication Association are proud to announce the first Interpersonal Communication Young Scholar Master Class. This exciting new mentoring opportunity allows young scholars to engage in the ultimate classroom experience as they discuss interpersonal studies and develop potential research projects with a seasoned scholar in the discipline. Although the session is not open to general attendees (Young Scholars have been competitively selected), please join CSCA in recognizing this year’s inaugural class of outstanding young scholars!

1310

11:00 AM - 12:15 PM

Senate Room B

**TOP PAPERS: RHETORICAL THEORY AND CRITICISM DIVISION**

*Sponsor:* Rhetorical Theory and Criticism

*Chair:* Kristi Scholten, Ferris State University

*Participants:*

"Physical education and the labor of leisure." Rafael Cervantes, The College of St. Catherine

"Defining family: Naming, orientation, and redemption in the case of Terri Schiavo." M. Chad McBride, Creighton University, Karen L. Daas, University of Texas at San Antonio, and Paige Toller, University of Nebraska, Omaha

"Fear and loathing in the White House: A fantasy theme analysis of conservative web-based public relations." Katie Margavio Striley, Missouri State University

"The global public sphere as a citizen center network." Amy Pason, University of Minnesota-Twin Cities

*Respondent:* Katherine L. Hatfield, Creighton University

1311

11:00 AM - 12:15 PM

Assembly Room

**SPOTLIGHT PANEL**

***SO YOU WANT TO WRITE A BOOK?: SCHOLARS DISCUSS THEIR APPROACHES AND TIPS FOR WRITING BOOKS FROM INSPIRATION THROUGH IMPLEMENTATION***

*Sponsor:* CSCA First Vice President, Nancy J. Brule

*Chair:* Nancy J. Brule, Bethel University

*Participants:*

Dawn O. Braithwaite, University of Nebraska, Lincoln

William Cupach, Illinois State University, Normal

Lawrence R. Frey, University of Colorado at Boulder

Kathleen Galvin, Northwestern University

Lynn Turner, Marquette University

Julia Wood, University of North Carolina, Chapel Hill

This discussion panel provides opportunity for audience members to ask questions of scholars who have written different types of books (e.g., textbooks, theory books, edited books). Panelists will discuss the process they use to begin the task of book development starting with the idea to the signing of the final autograph.

**1313**

**11:00 AM - 12:15 PM**

**Chancellor's**

**"NO, I AM NOT A STUDENT!": PEDAGOGICAL STRATEGIES AND CHALLENGES OF BEING A YOUNG INSTRUCTOR**

*Sponsor:* Communication Education Interest Group

*Chair:* Kristen P. Treinen, Minnesota State University, Mankato

*Participants:*

Derrick Lindstrom, St. Cloud State University

Sarah Wolter, Gustavus Adolphus College

Jessica Samens, Minnesota State University - Mankato

Kathleen Crawford, Minnesota State University - Mankato

Joshua Peterson, Winona State University

Amy Wolff, Winona State University

Teaching assistants and instructors often face unique challenges. Age (or perception of age) can help or hinder status as a qualified instructor in the classroom. Further, relying on age to identify with students is a fleeting pedagogical strategy, as instructors are only granted leeway for a certain number of years. In this roundtable format, panelists will address balancing student perceptions of age as instrumental to and/or detrimental to engaged learning. Panel attendees will be encouraged to interact with participants and other attendees to generate dialogue around age and status in the classroom.

**1314**

**11:00 AM - 12:15 PM**

**Senate Room A**

**THE FIRST AMENDMENT AND RELIGIOUS EXPRESSION:  
AN ANALYSIS OF POLITICAL CARTOONS**

*Sponsor:* Freedom and Responsibilities of Speech

*Chair:* Rebecca Rick, Minnesota State University, Mankato

*Participants:*

"Posting the Ten Commandments: An analysis of political cartoons."

Joseph J. Hemmer Jr., Carroll College

"The Pledge of Allegiance: An analysis of political cartoons." Alysha

Schertz, Carroll College

"Intelligent design: An analysis of political cartoons." Hali Frankowski  
and Danielle Hendrickson, Carroll College

In this interactive program, Dr. Hemmer reports on the results of two content analyses that examine political cartoons, including those that dealt specifically with the Ten Commandments. In the second segment of this program, audience members will use his framework to examine political cartoons related

to the Pledge of Allegiance and Intelligent Design. Of particular interest to First Amendment, Religious Communication, Media Studies, Political Communication and American Culture scholars.

**1401** **12:30 PM - 1:30 PM**

**INTERPERSONAL COMMUNICATION YOUNG SCHOLAR MASTER CLASS -  
CONTINUED**

**12:30 PM - 1:30 PM**

**BUSINESS MEETINGS**

<b>1402</b>	<b>Organizational &amp; Professional Communication</b>	<b>University A</b>
<b>1403</b>	<b>Communication Education</b>	<b>University B</b>
<b>1404</b>	<b>Performance Studies and Theatre</b>	<b>University C</b>
<b>1405</b>	<b>Rhetorical Theory and Criticism</b>	<b>Conference Room 1</b>
<b>1406</b>	<b>States Advisory</b>	<b>Conference Room 2</b>
<b>1407</b>	<b>Intercultural Communication</b>	<b>Conference Room 3</b>
<b>1408</b>	<b>G.I.F.T.</b>	<b>Conference Room 4</b>

**1501** **1:30 PM - 2:45 PM** **University Room A**

**CAMPUS CRISIS INTERVENTION AND MANAGEMENT COMMUNICATIONS PLAN:  
AN ACTIVISTS' TOOL IN "GETTING THE WORD OUT" TO ADJUNCT/PART TIME  
FACULTY**

*Sponsors:* Adjunct/Part Time Faculty Caucus and Community College

*Chair:* Beverly H. Hubbard, College of Lake County

*Participants:*

Matt Kiederlen, Chief of Police, University of Wisconsin,  
Whitewater

Kevin Lowry, Director of Campus Safety, College of Lake County

Sue Riesling, Chief of Police, University of Wisconsin, Madison

Johnnie Diamante, Captain, Emergency Management, University  
of Wisconsin, Madison

Faye Schouten, Sergeant, University of Wisconsin, Whitewater

A crisis can take place in a classroom or on a campus that can range from disruptive to deadly. In order to minimize the amount of negative effects from a crisis situation (disruption, damage, injury), it is important that educational institutions develop and implement crisis intervention and management plans for the safety of students, faculty and staff. Educational institutions have an obligation to be prepared for a crisis and to readily communicate information

to the campus community. This panel will discuss comprehensive methods for the development and maintenance of a campus community crisis management and communication plan, and will focus on ways to communicate that plan to Adjunct/Part Time Faculty.

**1503**

**1:30 PM - 2:45 PM**

**University Room C**

**THE BASIC COURSE ASSESSMENT JOURNEY: WHERE HAVE WE BEEN, WHERE ARE WE GOING, AND ROADBLOCKS WE HAVE ENCOUNTERED ALONG THE WAY**

*Sponsor:* Basic Course

*Chair:* Kay Neal, University of Wisconsin, Oshkosh

*Participants:*

Tammy French, University of Wisconsin, Whitewater

Kay Neal, University of Wisconsin, Oshkosh

Michael T. Nicolai, University of Wisconsin, Stout

Stephanie Rolain-Jacobs, University of Wisconsin, Oshkosh

Marieke Spiegelhoff, University of Wisconsin, Whitewater

This panel will examine how several Midwest universities assess students' achievement in the basic course by addressing the following questions: Have departments changed the way they assess student achievement? How much focus should be on reducing communication apprehension? Should departments be assessing critical thinking skills within the basic course? What roles does technology play in achieving assessment goals? Finally, how do departments promote assessment when there is little support from the administration or their colleagues?

**1504**

**1:30 PM - 2:45 PM**

**University Room D**

**BUILDING A BETTER BRAIN - STATE OF NEBRASKA SHOWCASE PROGRAM**

*Sponsor:* Central States Advisory Council

*Facilitator:* John Heineman, Lincoln High School

*Participants:*

Matt Davis, Lincoln East High School

John Heineman, Lincoln High School

Using basic argumentation theory as a backdrop, this session will focus on strategies to get students and teachers thinking critically. The mode discussed can be implemented not only in the speech and debate classroom, but has applications for writing and literature classrooms as well. Extensions of this practice include classroom assessment and practical evaluation tools for writing and speaking.

1505

1:30 PM - 2:45 PM

Conference Room 2

**REAL WOMEN, BUFFY, LITTLE WOMEN, AND SCUM:  
FEMINIST RHETORICAL ANALYSES OF ADVERTISING, TELEVISION,  
MOVIES AND PRINT**

*Sponsor:* Women's Caucus

*Chair:* Amy Aldridge Sanford, Northeastern State University

*Participants:*

"The Dove Campaign for real beauty: A rhetorical analysis of an advertisement facing backlash." Amber N. Cowan, Northeastern State University

"All slay and no play: How *Buffy the Vampire Slayer* fights for feminism." Sarah E. Turner, Northeastern State University

"Little Women's classic embracement of feminist liberties throughout time." Sarah Stanberry, Northeastern State University

"How the marginalized become scum within their own movement." Abigail Littleton, Northeastern State University

*Respondent:* Darryl Clark, University of Indianapolis

The student authors on this panel will use a critical feminist lens to explore popular culture interests in advertising, television, movies and print. The specific artifacts explored are the Dove "Real Beauty" campaign, the television hit "Buffy the Vampire Slayer," the motion picture "Little Women," and the infamous SCUM Manifesto. This panel will be presented as a roundtable discussion encouraging audience participation.

1506

1:30 PM - 2:45 PM

Conference Room 3

**POLITICAL ACTIVISM BEFORE AND DURING THE WAR IN IRAQ**

*Sponsor:* Political Communication

*Chair:* Brian Grewe, Minnesota State University, Mankato

*Participants:*

"In defense of the war in Iraq: President Bush's use of apologia." Russell Luce, University of Kansas

"Pelosi's power: The effect of anti-war rhetoric from America's first female speaker." Brianna Abate, Miami University, Hamilton

"The continuing drumbeat: Using metaphoric clustering to justify the war in Iraq." Aaron Noland, James Madison University

"Iraq war: Media uncovered rhetoric." Josh Dickhaus, Pennsylvania State University

*Respondent:* Jeffrey P. Drury, University of Wisconsin

**1507** **1:30 PM - 2:45 PM** **Conference Room 4**

**MANAGING SELF-DISCLOSURE IN THE CLASSROOM:  
TOOLS FOR INSTRUCTORS**

*Sponsor:* Interpersonal and Small Group Communication

*Chair:* Elizabeth N. Ribarsky, University of Illinois, Springfield

*Participants:*

Aimee E. Miller, Augustana College

Jennifer Bute, Ohio University

Cassandra LeClair-Underberg, University of Nebraska, Lincoln

Stacy Tye-Williams, Creighton University

Christine E. Rittenour, University of Nebraska, Lincoln

Because teacher-student communication includes both relational and content dimensions, it is important for researchers to study how classroom relationships influences students and instructors. This forum seeks an open discussion with panelists and audience members to address the different styles and techniques employed by communication scholars to effectively manage self-disclosure of students in and outside of the classroom.

**1508** **1:30 PM - 2:45 PM** **Senate Room A**

**EXCITING DIRECTIONS AND POSSIBILITIES:  
DIALOGUE ON CULTURE AND COMMUNICATION AT CENTRAL STATES  
COMMUNICATION ASSOCIATION**

*Sponsor:* Intercultural Communication

*Chair:* Satoshi Toyosaki, University of Wisconsin, LaCrosse

*Participants:*

Melissa Beall, University of Northern Iowa

Lynda Dee Dixon, Bowling Green State University

Alberto Gonzalez, Bowling Green State University

Dorothy Pennington, University of Kansas

Satoshi, Toyosaki, University of Wisconsin, LaCrosse

CSCA Intercultural Communication Interest Group sponsors an exciting roundtable discussion panel on its exciting future directions and possibilities. In this panel, seasoned CSCA scholars of culture and

communication/intercultural communication provide their views on the interest group's impetus for the future. The panel, further, offers innovative ideas of exciting research agendas, programs, and instruction/pedagogy of this discipline that energize the interest group and CSCA at large. Intended to be dialogical, this panel invites active participants to join and discuss the exciting future of scholarship in culture and communication/intercultural communication at CSCA.

**1509**

**1:30 PM - 2:45 PM**

**Senate Room B**

**TOP PAPERS IN PERFORMANCE STUDIES AND THEATRE**

*Sponsor:* Performance Studies and Theatre

*Chair:* Brock Fisher, Georgia College and State University

*Participants:*

"Interacting with campus heterosexism: Capitalizing on social capital."

Kevin Babbitt, University of Missouri, Columbia

"Autoethnography is queer." Tony Adams and Stacy Holman Jones,

University of South Florida

"De-centering a director: Reconstructing my self as a feminist director."

Cece McFarland, University of Missouri, Columbia

*Respondent:* Jonathan Gray, Southern Illinois University

**1510**

**1:30 PM - 2:45 PM**

**Assembly Room**

**ENGAGING STUDENTS FOR THE WORKPLACE BY EXPLAINING AND EXPLORING  
A FULL SPECTRUM OF COMMUNICATION ISSUES IN THE CLASSROOM**

*Sponsor:* Communication Education

*Chair:* Jeanine M. Fassl, University of Wisconsin, Whitewater

*Participants:*

"Using a certificate program in leadership and professional communication to prepare students for roles as tomorrow's leaders." Scott Dickmeyer, University of Wisconsin, LaCrosse

"Mass media, internet, and print communication: Teaching the not-so human side of communication." Gwendolyn Olivier and Rozilyn Miller, University of Central Oklahoma

"Managerial communication: Bridging the curricular gap between colleges of business and departments of communication." Donna R. Pawlowski, Creighton University

"Technology, the friend of experimental learning in the communication classroom." Clark Germann, Metropolitan State University

“Business communication instruction: The interface of oral and written communication competencies.” William Wardrobe, University of Central Oklahoma

*Respondent:* Charissa Niedzweicki, University of Wisconsin, LaCrosse

**1511**

**1:30 PM - 2:45 PM**

**Caucus Room**

**REMEMBERING AN ORGANIZATIONAL SCHOLAR: STUDENTS AND FRIENDS PAY TRIBUTE TO JAMES I. COSTIGAN**

*Sponsor:* Organizational and Professional Communication

*Chair:* Willis M. Watt, Methodist University

*Participants:*

Patti Griffin, Fort Hays State University

Mark D. Nuss, University of Nebraska, Kearney

Mike Leikman, Fort Hays State University

Lance R. Lippert, Illinois State University

Thomas J. Pace, Southern Illinois University, Carbondale

This panel of former students and friend, and advisor pays tribute to the scholarship, teaching, leadership, and humor of Dr. James I. Costigan, who was the department chair at Fort Hays State University and taught organizational communication for over twenty years touching many lives and training many current teachers. This is a chance for us to reflect on our teachers and consider how we continue to pass it forward in our careers and lives. Even if you didn't know Jim, this is also an opportunity for everyone to share a memory of an individual who played an important role in their professional and personal development. Please join us as we share those teachable moments that influenced how we teach organizational communication.

**1512**

**1:30 PM - 2:45 PM**

**Chairman's Parlor**

**GREAT IDEAS FOR TEACHING (G.I.F.T.) - SESSION 1**

*Sponsor:* G.I.F.T.

*Co-Chair:* Tushar Raman Oza, Oakland University

*Participants:*

1. "Using *The King of Queens* to illustrate the implications of attribution formation in interpersonal relationships." Elizabeth Tolman, South Dakota University
2. "Affinity-seeking and online profiles." Heidi Croatt, University of Minnesota, Twin Cities

3. "The Wiki-Wiki way: Using web 2.0 to promote student collaboration." Rick Rodrick, University of Wisconsin, LaCrosse
4. "PowerPoint presentation practice." Barbara S. Spies, Cardinal Stritch University
5. "Reframing diversity: Shifting culture and perception in the classroom." Andrew J. Kirk, Southern Illinois University, Carbondale
6. "Ethical questions." Lauren Duncan, Northeastern State University
7. "Acting lessons: Exploring verbal and nonverbal communication." Jimmie Manning, Northern Kentucky University
8. "Digital imagery: Exploring nonverbal communication through photography." Renee Robinson, Saint Xavier University
9. "Investigating stereotypes." Kelly Mella, Edgewood College
10. "Concept role-playing in group." Kaustubh Nande, Ohio University
11. "And now a word from our sponsor, Aristotle." Maggie Sullivan, Loras College

Each presenter will share a class tested teaching activity in a roundtable forum with a small group. These G.I.F.T. concepts can be replicated and adapted for use in various communication courses. The number corresponds to the table where each presenter will be located. Every 10 minutes audience members will change tables and listen to another exciting G.I.F.T. concept during this session.

**1513**

**1:30 PM - 2:45 PM**

**Chancellor's**

**ACTIVE AND ENGAGED:  
APPLIED LEARNING IN THE COMMUNICATION CLASSROOM**

*Sponsor:* Instructional Resources

*Chair:* Lou Davidson Tillson, Murray State University

*Participants:*

Adam C. Jones, Missouri Western State University

John Tapia, Missouri Western State University

Marilyn Hunt, Missouri Western State University

Diane Gorcyca, Missouri Western State University

Applied learning boasts the ability to improve critical thinking skills and the integration of theory and practice. Members of this roundtable will discuss their experiences with applied learning in university-level communication classes. Each participant will describe learning objectives, applied learning assignments, evaluation/reflection and recommendations for future development. The following courses will be highlighted: small group communication, research methods in communication, health communication, and public relations. Assignments and course syllabi will be provided.

1514

1:30 PM - 2:45 PM

Alumni Parlor

**POLITICAL POSITIONING: INTERROGATING THEMES OF RACE, STRENGTH, AND  
UNITY IN PRESIDENTIAL CAMPAIGN RHETORIC**

*Sponsor:* Argumentation and Forensics

*Chair:* Mira Evans, Bethel University

*Participants:*

"Race matters for all the wrong reasons: A Lacanian take on media representation of Barack Obama's presidential campaign." Donald Peters, Wayne State University

"Healing promises: The presidential campaign rhetoric of Hillary Rodham Clinton." Denise L. Oles, Drake University

"Assessing the election as a college student - Reflections on 2008 primary." Katherine Lavelle, Augustana College

"Hands clean: The politics of deception in Karl Rove's language game in the 2004 presidential election." Patricia Kemp, Wayne State University

*Respondent:* Alison A. Fischer, Southern Illinois University

1515

1:30 PM - 2:45 PM

Conference Room 5

**RHETORICAL EXPLORATIONS OF HUMAN BEHAVIORS THROUGH  
POPULAR CULTURE**

*Sponsor:* Rhetorical Theory and Criticism

*Chair:* Nichelle McNabb, Otterbein College

*Participants:*

"Intersections of rhetoric and food: Understanding 'organic' in the United States" Elizabeth A. Petre, Southern Illinois University

"What would Tyler Durden do? An examination of Nietzsche's Overman in David Fincher's *Fight Club*." Curtis B. Livesay, University of Iowa and Joseph Zompetti, Illinois State University

"Understanding the voice of the fan: *Apologia*, *antapologia*, and the 2006 World Cup controversy." Paul D. Turman, South Dakota Board of Regents, Kevin Stein, Southern Utah University, and Matthew H. Barton, Southern Utah University

"'Like sands through the hourglass': A feminist rhetorical analysis of the daytime soap opera *Days of Our Lives*." Jenna L. Catlett, University of Nebraska, Lincoln

*Respondent:* Lora Cohn, Park University

1601

3:00 PM - 4:15 PM

University Room A

**MEDIA TEXTS AND THE CYBERFANS WHO LOVE THEM:  
FANDOM IN THE AGE OF THE INTERNET**

*Sponsor:* Media Studies

*Chair:* Angela Sisson, Indiana University Purdue University of Indianapolis

*Participants:*

"Firing the canon: Online fan resistance to the altered Superman mythos." Andrew J. Kirk, Southern Illinois University, Carbondale

"If one is sexy, two is even sexier: Female fans negotiating gendered and sexual identities through online slash." CarrieLynn Reinhard, Ohio State University

"At least we're not as weird as the Trekkies: Fan deployment of negative fan stereotypes." Melissa Stanfill, California State University, East Bay

"As the World Turns finally started to turn." Ahmet Atay, Southern Illinois University, Carbondale

*Respondent:* Michaela D. E. Meyer, Christopher Newport University

1602

3:00 PM - 4:15 PM

Conference Room 1

**LEARNING TO DO IT ALL: EXPLORING THE LESSONS OF FIRST YEAR WOMEN  
FACULTY**

*Sponsor:* Women's Caucus

Graduate Student Caucus

*Chair:* Cassandra LeClair-Underberg, University of Nebraska, Lincoln

*Participants:*

Becky Belter, Jackson Community College

Karla Bergen, College of Saint Mary

Amie Kincaid, University of Illinois, Springfield

Margarita Olivas, University of Wisconsin, LaCrosse

Elizabeth Ribarsky, University of Illinois, Springfield

Stacy Tye-Williams, Creighton University

Panel participants will reflect briefly on their diverse experiences and lessons learned as first year women faculty members, including issues such as family management, commuting, racial and religious factors, and taking a job ABD. In this roundtable format, panel attendees will be encouraged to interact with panel participants and other attendees to generate dialogue regarding the challenges of adjusting to a first year faculty.

1603

3:00 PM - 4:15 PM

University Room C

**POLITICAL COMMUNICATION: THE PERVASIVENESS OF PERSUASION**

*Sponsor:* Political Communication

*Chair:* Katherine L. Hatfield, Creighton University

*Participants:*

"Campaign persuasion through message: Independence party candidate Peter Hutchinson's success in setting the agenda in the 2006 Minnesota Gubernatorial Campaign and his failure to part from it." Meg H. Kunde, University of Minnesota

"'God Bless America' (in war): American civil religion in the *New York Times*." Brian T. Kaylor, University of Missouri

"Exploring and explaining the preemptive presidency: Eisenhower's budgetary policy leadership." Lora Cohn, Park University

*Respondent:* Jay Childers, University of Kansas

1604

3:00 PM - 4:15 PM

University Room D

**ACTIVISM! ACTIVISM! ACTIVISM! TRI-LEVEL ACTIVISM IN TEACHING GROUP COMMUNICATION BY EXPLORING AND ADDRESSING HATEFUL/HURTFUL SPEECH IN A RURAL PUBLIC SCHOOL**

*Sponsor:* Interpersonal and Small Group Communication

*Chair:* Ann Burnett, North Dakota State University

*Participants:*

"Using three levels of activism to teach group communication to graduate students: A Communicating Common Ground Project with hateful/harmful speech." E. Sam Cox and Wendy Geiger, University of Central Missouri

"Differences between face-to-face and virtual group interactions with hateful/hurtful speech." Mona Alluri, Bunyakiat Raksaphaeng, and Patra Patrasuwan, University of Central Missouri

"Environmental and cultural influences on experiences with hateful/hurtful speech." Chen, Chien-Wen, Rose Wambui, Angela M. Wohldmann, and Rod Clawson, University of Central Missouri

"Peer group effects on coping with hateful/hurtful speech." Janelle Clayton, Matthew Starnes, and Chris Ross, University of Central Missouri

*Respondent:* Lawrence R. Frey, University of Colorado, Boulder

1605

3:00 PM - 4:15 PM

University Room B

**TOP PAPERS IN COMMUNICATION EDUCATION**

*Sponsor:* Communication Education

*Chair:* Adam C. Jones, Missouri Western State University

*Participants:*

- "Learner empowerment and students' ratings of instruction as functions of teacher power use in the college classroom." Paul Schrodt and Paul L. Witt, Texas Christian University, Scott A. Myers, West Virginia University, Paul D. Turman, South Dakota Board of Regents, Matthew Barton, Southern Utah University, Kodiane Jernberg, Texas Christian University
- "Rater bias in the evaluation of instructors: A two-part study comparing current and former students." Ryan S. Kozey and Thomas H. Feeley, State University of New York at Buffalo
- "The influence of computer-mediated word-of-mouth communication on student cognitive and behavioral learning." Autumn P. Edwards, Chad Edwards, Carrie Shaver and Mark Oaks, Western Michigan University
- "Living and learning: Educational outcomes of freshman learning communities." Susan M. Wildermuth, Sally Vogl-Bauer and Diana Rogers-Adkinson, University of Wisconsin, Whitewater
- "Personal narrative and journaling: Meaning making and critical thinking in the study of mass communication." Marsha Little Matthews, University of Texas-Tyler, Donna L. Gough, East Central University

*Respondent:* Jeffrey T. Child, Kent State University

1606

3:00 PM - 4:15 PM

Conference Room 3

**ENGAGING RHETORICAL THEORY AND PRACTICE OUTSIDE THE RHETORIC CLASSROOM: TEACHING RHETORIC IN NON-RHETORIC COURSES AND SITUATIONS**

*Sponsor:* Instructional Resources

*Facilitator:* Robert Rowland, University of Kansas

*Participants:*

- Julie Davis, College of Charleston
- Mary F. Hoffman, Texas State University, San Marcos
- Angela Jerome, Western Kentucky University
- Joy Koesten, KHC Wealth Management
- Michael Milford, Tarleton State University
- Robert Rowland, University of Kansas

1607

3:00 PM - 4:15 PM

Conference Room 2

**TOP PAPERS FOR INTERCULTURAL COMMUNICATION**

*Sponsor:* Intercultural Communication

*Chair:* Satoshi Toyosaki, University of Wisconsin, LaCrosse

*Participants:*

"International teaching assistants: Making sense of teaching in U.S. American classrooms." Diana Trebing, Saginaw Valley State University

"I don't believe in Hantu (ghosts) but they do exist: Malay syncretic talk in-interaction." Cheryl L. Nicholas, Penn State University, Berks

"Thoughtless? An academic missionary navigating the intercultural exploration of hybrid identity." Ryan S. Kozey, University at Buffalo

"Leveraging social change acculturation through action research: A case study of new African American women." Charles Okigbo, Jennifer Reiersen and Shelly Stowman, North Dakota State University

*Respondent:* Jennifer Willis-Rivera, University of Wisconsin, River Falls

1608

3:00 PM - 4:15 PM

Conference Room 4

**RULES, GOALS, AND STRATEGIES: DISCOVERY NARRATIVES OF INTERPERSONAL COMMUNICATION**

**COMPETITIVE PAPER PANEL**

*Sponsor:* Interpersonal and Small Group Communication

*Chair:* Steve Phalen, University of South Florida

*Participants:*

"Divorced coparents' development of communication privacy rules guiding dating disclosures." Aimee E. Miller, Augustana College

"Exploring the effects of sex and mode of presentation in perceptions of dating goals in video-dating." David Dryden Henningsen, Mary Lynn Miller Henningsen, Emily McWorthy, Chance A. McWorthy, Nancy Orr, Amanda Brown, Northern Illinois University

"The influence of remedial account strategies on forgiveness and relationship termination following dating infidelity." Sai Sato, Illinois State University

"Communication and transitioning to widowhood: 'We just talked about what it is like to not have your buddy.'" Sarah E. Dirks, Illinois State University

"A discovery narrative from adults who were adopted as children."

Jessica W. Kratzer University of Missouri, Columbia

"Performing national identity: Appealing to the imagined community in mediated interpersonal storytelling." Dena Huisman, University of Iowa

*Respondent:* Jim Query Jr., University of Houston

**1610**

**3:00 PM - 4:15 PM**

**Caucus Room**

**TEACHING IN A TIME OF WAR: REFLECTIONS ON THE BASIC COURSE**

*Sponsor:* Basic Course

*Chair:* Tushar Raman Oza, Oakland University

*Participants:*

Kenneth M. Akers, University of Missouri, Columbia

Keith Berry, University of Wisconsin, Superior

Jay Brower, Southern Illinois University, Carbondale

Jason Del Gandio, Temple University

Jonathan Gray, Southern Illinois University, Carbondale

Richie Hao, Southern Illinois University, Carbondale

Elizabeth A. Petre, Southern Illinois University, Carbondale

James T. Petre, Southern Illinois University, Carbondale

Kristi Treinen, Minnesota State University, Mankato

With the Iraq War in its fifth year, it becomes critical to explore how we pedagogically respond to men and women who have served in Iraq and elsewhere when they enter basic course classrooms. Our panelists reflect on and critically analyze strategies for working with veterans. We present our experiences as teachers in an effort to foster dialogue on issues related to teaching students in the military, with a particular focus on the Iraq War.

**1611**

**3:00 PM - 4:15 PM**

**Senate Room B**

**EXTENDING THE REACH OF OUR DISCIPLINES:  
STATE OF MISSOURI SHOWCASE**

*Sponsor:* Central States Advisory Council

*Participants:*

Randy Dillon, Missouri State University

Chris Stephens, St. Louis Community College at Florissant Valley

Contemporary research in teaching and learning indicates that learning occurs at a deeper level when the relevance of course content is discovered by way of

connections to the larger world. After a brief overview of rationale, various projects and curricula will be explored that link the content and delivery of communication and theatre courses to those of other disciplines.

**1612**

**3:00 PM - 4:15 PM**

**Assembly Room**

**COMMUNICATION POTPOURRI:  
INNOVATIVE GRADUATE STUDENT RESEARCH**

*Sponsor:* Graduate Caucus

*Chair:* Joy Daggs, University of Missouri, Columbia

*Participants:*

- "What's in a wink? Nonverbal behaviors and conversation topics in emotional infidelity." Holly N. Wilson and Tuesday Sminchak, Ball State University
- "Calling home and checking in: Sibling relational maintenance behaviors, family communication patterns, and independent variables." Katherine J. Denker, University of Missouri, Columbia
- "I'll come if you scare me: Fear appeals and the effects of past experience, attitudes, and traits on workshop attendance." Katie M. Striley, Missouri State University
- "Communication as an activist's tool: A case study and argument regarding organizational ethics of pet manufacturer Menu Foods during the pet food recall." Darin J. Gully, University of South Dakota
- "The ACLU and anti-capital punishment rhetoric: Classical rhetorical theory as a framework for action." Sarah Steimel, University of Nebraska, Lincoln
- "Mascots in the eyes of whiteness." Martha L. Wilkinson, Eastern Illinois University
- "Traveling resistance in the Wild West: The potential for Native American activism and empowerment in tourism." Carly Gieseler, University of South Florida
- "What's black and white and read all over? An analysis of print media coverage of communist rhetoric during the 1952 and 1968 presidential campaigns." Maegan Stephens and Danielle Pye, Ball State University

**1613**

**3:00 PM - 4:15 PM**

**Senate Room A**

**“WHY WILD WEST”**

*Sponsor:* Performance Studies and Theatre

*Chair:* Brock Fisher, Georgia College and State University

*Participants:*

“*Why Wild West: A play reading.*” David J. Eshelman, Arkansas Tech University

*Respondent:* Sadie Chandler, Central Michigan University

**1614**

**3:00 PM - 4:15 PM**

**Chairman’s Parlor**

**THE PEDAGOGICAL IMPLICATIONS OF NORMS IN FORENSICS:  
A ROUNDTABLE DISUCSSION**

*Sponsor:* Argumentation and Forensics

*Participants:*

Chad Kuyper, Minnesota State University, Mankato  
Michael Chouinard, Minnesota State University, Mankato  
Sarah Jones, Minnesota State University, Mankato  
Susan Collie, University of Wisconsin, Stout

Forensics exists in a state of tension between competition and education. The competitive dimensions of the activity encourage a sometimes uncritical acceptance of norms while the pedagogical basis of forensics demands critical reflection on normative constraints on discourse. This panel, comprised of coaches and scholars, considers the efforts of the forensics community to negotiate these tensions, focusing primarily on “black books” and “slicks” that are an unspoken requirement for interpretation events.



Breast Cancer" is an original one-woman show about her autobiographical journey through illness and health. Facing her own mortality at age 37, Carver found strength both in her scholarship on women's autobiographical performance and the clowning career she began two decades earlier. She designed her performance to open up doors of communication about women and breast cancer through storytelling and narrative insight. "Booby Prize" exemplifies her assertion that women's personal narrative performance is risky while also showing that comedy and cancer often can and must co-exist as a survival tool.

**“‘Chemical’: Challenging Audiences to Examine Racism and Stereotypes.”**

Dr. A.L. Terry has designed an experimental/interactive short film that was created to act as a catalyst for the examination of racial interaction and cinematic stereotypes by challenging its audience. “Chemical” is a rare synthesis of production praxis and media theory that provokes thought and incites conversation. The narrative focuses on an incident of violence and the consequences experienced by those involved. Ideally this film will stimulate discussion and encourage interaction in addition to addressing fundamental tenets of racism and prejudice.

**“A Simple Exchange: Prison-CARE’s Invitation to Change the World.”**

Jennifer K. Wood is a co-founder of Prison-CARE (Communication, Activism, Research and Education), an organization of NCA-affiliated scholars who study, teach and speak out about the prison industrial-complex in America. Prison-CARE began with an exchange of business cards at an NCA conference session in 2000 and now includes more than 100 communication scholars, educators and activists as members. The group’s collectively authored article appears in the December 2007 issue of *Communication and Critical Cultural Studies*. This presentation recounts the development of Prison-CARE to illustrate that, as audacious as it sounds, a simple change really can begin to change the world.

**“Warped and broken but not eradicated: Cultural warrants and post-conflict message development challenges in Sierra Leone.”**

The Republic of Sierra Leone experienced devastating destruction and rupture of its infrastructural and socio-cultural foundations during ten years of a gruesome war. For Dr. Cecil Blake, as Minister of Information and Broadcasting and Chief Government Spokesman, among the tasks to be performed was the fashioning of exhortative and restorative messages targeted at a

differentiated audience comprising young combatants and a war-weary populace. A fundamental challenge in message development and dissemination was at the level of what is referred to as "cultural warrants" and their locus in a culturally fractured nation. This presentation provides an exegesis on exhortative and restorative message development and dissemination strategies for a country in transition from a conflict to a post-conflict state."

**1801**

**6:00 PM - 8:00 PM**

**Madison Ballroom**

**CSCA WELCOME RECEPTION  
MULTIMEDIA PRESENTATION & ART SHOW**

*Sponsor:* CSCA President, Jack Kay  
CSCA First Vice President, Nancy J. Brule

**"SOUNDS OF CHANGE": A MULTIMEDIA PRESENTATION**

**This presentation highlights historical and contemporary social movements through the use of music and photographs.**

*Producer:* A. L. Terry, Bethel University

**ART SHOW TITLE: "BREATHING COLOURED FIRE"**

**Art...the liberation and symbolic reconstruction of images from their illusory fixations. Art...the process of deconstructing what has been presented and turning it into 'now'! Stripping and cutting away the ideological borders of today's most popular magazines and their advertisements. A response to the symbolic world we are confronted with.**

*Artist:* Aaron D. Eckstein, Missouri University of Science and Technology

***Come enjoy hors' d'oeuvres and cash bar while revisiting the past through multimedia and exploring the future through art.***

**1802**

**7:15 PM - 10:00 PM**

**PAST OFFICER'S DINNER**

*Sponsor:* CSCA Past President, Deanna Sellnow

**Dinner will be held at the *Johnny DELMONICO'S* in the private dining room. This restaurant is within walking distance of the hotel.**

## PROGRAMS AND PANELS

**Friday, April 11, 2008**

### **SPOTLIGHT PANELS BREAKFAST NOOKS: Morning Eye Openers**

The 8:00 AM - 9:15 panels are designated as "Breakfast Nooks: Morning Eye Openers." These panels are spotlight panels and will include coffee, rolls and muffins.

**2101**

**8:00 AM - 9:15AM**

**Senate Room A**

#### **BREAKFAST NOOK #1**

#### **"DID WE REALLY MATTER?": EXPLORING THE IMPACT OF THE COMMUNICATION DISCIPLINE ON OUR LIVES AND OUR WORLD**

*Sponsor:* CSCA First Vice-President, Nancy J. Brule

*Facilitator:* Nancy J. Brule, Bethel University

*Participants:*

Steve Duck, University of Iowa

Lawrence R. Frey, University of Colorado

Jack Kay, University of Michigan, Flint

Sandra Metts, Illinois State University, Normal

Judy Pearson, North Dakota State University

Sandra Petronio, Indiana University Purdue University Indianapolis

Lynn Turner, Marquette University

Julia Wood, University of North Carolina, Chapel Hill

David Zarefsky, Northwestern University

The global community, social injustice, racism, prejudice, troubled individuals...these issues force us to ask the question: As educators and researchers, have we made a difference in our world? Key scholars in communication will reflect upon whether or not doing research and teaching has had an impact on our society. Each scholar will briefly answer the questions: Has our scholarship served its purpose? What have we done with our scholarship in the past? What should we be doing now?

2102

8:00 AM - 9: 15 AM

Conference Room 3

**BREAKFAST NOOK # 2**  
**HOW THE REPUBLICANS STOLE CHRISTMAS**

*Sponsor:* Rhetorical Theory and Criticism  
*Chair:* MaryAnn Renz, Central Michigan University

*Participants:*

- "'Good Catholics Use Condoms': The function of ideology in electronic space of action." Alex May, University of Nebraska, Lincoln
- "Crafting the Religious 'Right': How Reagan helped the Republicans become the party for religious commitment." Kristi L. Scholten, Ferris State University
- "I'm sorry you couldn't meet my wife, but she's at work:" A critical analysis of the Doles' religious, family values at the 1996 Republican National Convention." Rachel Friedman, Penn State University, Berks
- "'You could be a preacher if you were just a little better boy': An exploration of Bill Clinton's religious rhetoric." Nichelle D. McNabb, Otterbein College

*Respondent:* Cecil Blake, University of Pittsburgh

2103

8:00 AM - 9:15 AM

Conference Room 4

**BREAKFAST NOOK # 3**  
**"NO MATTER WHAT I SAY, IT'S WRONG."**  
**ISSUES OF SOCIAL SUPPORT AMONG FAMILY MEMBERS**

*Sponsor:* Health Communication  
Women's Caucus  
*Chair:* Sheryl Lidzy, Emporia State University

*Participants:*

- Christine North, Ohio Northern University
- Tracy Frederick, Southwestern College
- Donna Pawlowski, Creighton University
- Deb Ford, University of Kansas Medical Center
- Ken Brown, St. Gregory's University

The purpose of this discussion is to consider the social support research concerning family members who are primary caregivers. Do the rules for social support among family members vary from those within institutional groups? Does the sandwich syndrome influence the support needs of family members? Does providing support to siblings differ from support to parents?

**2104**

**8:00 AM - 9:15 AM**

**Conference Room 5**

**BREAKFAST NOOK # 4  
CONFERENCING 101: TIPS AND TRICKS FOR GRADUATE STUDENTS**

*Sponsor:* Graduate Student Caucus

*Facilitator:* Nadene Vevea, North Dakota State University, Fargo

*Participants:*

Christa Brown, Regent University

Kristen Treinen, Minnesota State University, Mankato

Kathryn Cady, Northern Illinois University

Nadene Vevea, North Dakota State University, Fargo

Holly Manning, Concordia College

Nicole Schultz, University of Wisconsin, Eau Claire

Conferences are a great way for graduate students to expand their academic world. This breakfast roundtable examines some of the tips and tricks to utilizing conferencing for maximum effect. Representatives from six different universities at varying stages of their academic careers will offer insight on subjects ranging from submitting to conferences, conferencing etiquette, conferencing as a networking tool, using conferences to shop for doctoral programs, job searching and interviewing at conferences, and some of the basic do's and don'ts while at a conference. In addition, a "Top Ten" tip sheet for audience members. This panel welcomes participation and hopes to provide mentorship to new and advancing students.

**2105**

**8:00 AM - 10:45 AM**

**Chancellor's Room**

**SHORT COURSE  
OVERCOMING POTENTIAL OBSTACLES WHEN USING SERVICE-LEARNING:  
STRATEGIES FOR MAKING THIS PEDAGOGY WORK**

*Sponsor:* CSCA President

*Instructor:* Elizabeth Tolman, South Dakota State University

*Short Course Description:*

Using a service-learning assignment in a course for the first time can be an overwhelming experience. Instructors with prior experience also face many of these same challenges. This short course is designed to help instructors overcome some of the potential challenges and obstacles that arise when using this pedagogy.

This short course is designed for instructors interested in including a service-learning assignment into a specific course. The material

presented will be applicable to any communication course. Topics include: selecting a service-learning model, developing course objectives, the role of reciprocity in service-learning, establishing community partnerships, reflection learning activities, and overcoming potential obstacles. Special attention will be paid to how to overcoming potential obstacles, establishing reciprocal relationships with community partners, and identifying community needs.

Challenges can include student resistance, creating and maintaining reciprocal community partnerships, and developing effective reflection activities. Sample assignments from a variety of communication courses will be included.

**2201** **9:30 AM - 10:45 AM** **University Room B**

**BASIC COURSE AND CIVIC ENGAGEMENT: BEYOND THE CLASSROOM -  
STATE OF MINNESOTA SHOWCASE PROGRAM**

*Sponsor:* Central States Advisory Council  
*Chair:* Derrick Lindstrom, St. Cloud State University

*Participants:*

Sarah Wolter, Gustavus Adolphus College  
Kathleen Crawford, Minnesota State University, Mankato  
Jessica Samens, Minnesota State University, Mankato

The Basic Course offers a compelling opportunity to implement civic engagement as a pedagogical strategy. Public dialogue as a catalyst for addressing pressing issues in a community is vital knowledge for students to become engaged citizens beyond their years in higher education. This panel addresses requiring public service as a means to teach civic engagement with perspectives on varying degrees of project implementation followed by discussion on the merits/challenges of teaching active citizenship.

**2202** **9:30 AM - 10:45 AM** **University Room C**

**SOCIAL DISCOURSE: STORIES OF ORGANIZATIONAL MEMBERS**

*Sponsor:* Organizational and Professional Communication  
*Chair:* Renee L. Cowan, Texas A&M University

*Participants:*

"'I play damn well': Transitional identity and the graduate student academic life." Andrew F. Herrman, University of South Florida  
"A discursive analysis of *Dirty Work*: Performing humorous scripts." Zachary A. Schaefer, Texas A&M University

"Dialogic narratives and sport: The University of Colorado rape scandal."  
David R. Novak and Leslie A. Thorton, Clemson University

*Respondent:* Irwin Mallin, Indiana University-Purdue University, Fort Wayne

**2203**

**9:30 AM - 10:45 AM**

**University Room D**

**DISLOCATIONS: PERFORMANCES OF DEPARTURE AND ARRIVAL**

*Sponsor:* Performance Studies and Theatre

*Chair:* Bethany Schmelzer, University of Illinois, Urbana

*Participants:*

"Leaving Rockieville." Craig Gingrcih-Philbrook, Southern Illinois University, Carbondale

"Gravity Works." Sharon Bebout Carr, Bluefield State College

"Cross/Walking." Jonathan M. Gray, Southern Illinois University, Carbondale

**2204**

**9:30 AM - 10:45 AM**

**Conference Room 1**

**SERVICE LEARNING: A TRULY ACTIVE TOOL FOR EXPLORING, EXPLAINING, AND ENGAGING—A STUDENT PERSPECTIVE ON AN ASSIGNMENT**

*Sponsor:* Undergraduate Programs

*Chair:* Deborrah Uecker, Wisconsin Lutheran College

*Panelists:*

Lori Carrell, University of Wisconsin Oshkosh  
Jerralyn Moudry, Wisconsin Lutheran College

When students move beyond the classroom through service learning projects great things happen. This panel will discuss projects done in the field and the learning results attained that were not possible in the classroom alone. Lori Carrell took students to the Amazon Rainforest. Jerralyn Moudry had students work with a local health department on health campaigns. Deborrah Uecker had students working in a Milwaukee ESL program. Each panelist will discuss the activity and will have a student discuss the experience from their point of view.

2205

9:30 AM - 10:45 AM

Conference Room 2

**PROFESSIONAL, UNDERSTANDING, DIPLOMATIC, EMPATHETIC:  
STUDENT EXPECTATIONS OF FEMALE PROFESSORS**

*Sponsor:* Women's Caucus

*Facilitator:* Amy Capwell Burns, University of Toledo

*Participants:*

Amy Capwell Burns, University of Toledo

Tammy French, University of Wisconsin, Whitewater

Stephanie Rolain-Jacobs, University of Wisconsin, Oshkosh

Lauren Gragg, University of Toledo

This panel will use personal narratives to explore gender issues in the classroom. Participants will discuss classroom issues faced by female professors including expectations for dress, personality, and demeanor, as well as student self-disclosure and classroom engagement. The panel will present their experiences and then engage the audience in discussion.

2206

9:30 AM - 10:45 Am

Assembly Room

**ENGAGING IN MEMORABLE HEALTH COMMUNICATION  
MESSAGES THROUGH SOCIAL INFLUENCE**

*Sponsor:* Health Communication

*Chair:* Sheryl Lidzy, Emporia State University

*Participants:*

"Watch out for the Freshman 15': An investigation of the memorable health messages." Lindsey M. Rose, Western Michigan University

"Pharmaceutical representatives' social influence behaviors and communication orientations: Relationships with adaptive selling and sales performance." Jason Teven, California State University, Fullerton

"A meta-analysis examining the effectiveness of abstinence only educational programs." Mike Allen and Lindsay Timmerman, University of Wisconsin, Milwaukee, Tara Emmers-Sommer, University of Nevada, Las Vegas, Kaite LaPlant and Katie Ksobiech, University of Wisconsin, Milwaukee

*Respondent:* Jim Query Jr., University of Houston

2207

9:30 AM - 10:45 AM

Conference Room 5

**INTERCULTURAL COMMUNICATION IN CONTEXT: EXAMINING CULTURE IN EDUCATION, ATTRACTION, AND THE POLITICAL STAGE**

*Sponsor:* Intercultural Communication

*Chair:* Adolfo Garcia, University of Wisconsin, Green Bay

*Participants:*

"The effect of cultural differences and attitude similarity on interpersonal attraction: A cross cultural study." Chong (Sean) Xing, Fort Hays State University

"Examining and exploring behavior: Ethnocentrism in the United States and China." Margaret Miller Butcher, Carrol Haggard, Fort Hays State University

"Help! My ITA has an accent!": An analysis of whiteness in the *Daily Egyptian*." Richie Neil Hao, Southern Illinois University, Carbondale

"Queer/Orient/ation: Imagined communities, queer representation and the American Family Association." Andrew J. Kirk, Southern Illinois University, Carbondale

*Respondent:* Alberto Gonzalez, Bowling Green State University

2208

9:30 AM- 10:45 AM

Senate Room B

**FROM FRIENDS TO SIBLINGS: INTERPERSONAL COMMUNICATION PRACTICES COMPETITIVE PAPER PANEL**

*Sponsor:* Interpersonal and Small Group Communication

*Chair:* Elizabeth Labatt, Bethel University

*Participants:*

"Comparison of relational maintenance strategies between cross-sex friendships and same-sex friendships." Amy Beverly, Illinois State University (Top Debut Paper)

"The use of relational maintenance behaviors among emerging adult siblings." Mary A. Eidsness and Scott A. Myers, West Virginia University

"'The good, the bad, and the ugly': A holistic approach to interpersonal synchrony." Robert Mejia, University of Illinois, Urbana-Champaign, Norah E. Dunbar, California State University, Long Beach

"Instant messaging or e-mail? Comparisons of males and females use of computer-mediated synchronous and asynchronous channels for

maintaining friendships." Taerhim Ha, Katheryn Maguire, Cleveland State University, Sukki Yoon, Bryant University  
"Gender, conflict communication, and relational contexts: An examination through female only and male only focus groups."  
Sachiyo Shearman and Amanda D. Miller, East Carolina University

*Respondent:* Sandra Metts, Illinois State University

**2209**

**9:30 AM - 10:45 AM**

**Senate Room A**

**GENDER, RACE, AND MEDIA**

*Sponsor:* Media Studies

*Chair:* Megan H.L. Tucker, George Mason University

*Participants:*

- "The construction of race on websites of American Indian mascot proponents: The Honor the Chief Society." Bradley J. Bond, University of Illinois at Urbana (Debut Paper)
- "In girl world, all the fighting has to be sneaky: A critical exploration of alternative aggression in *Mean Girls*." Michaela D. E. Meyer, Newport University, Linda M. Waldron, Christopher Newport University, and Danielle M. Stern, University of Wisconsin, Whitewater
- "Father, husband, and social/cultural critic: An Afrosemiotic analysis of children's books by Spike and Tonya Lewis Lee." A. Elizabeth Lyons and Mark P. Orbe, Western Michigan University
- "Dinner and a strip tease? Exploring and explaining dating script adherence and the believability of reality dating television." Elizabeth Ribarsky, University of Illinois, Springfield
- "A context and critical analysis of *Time Warp Trio*, *Go Diego, Go* and *The Proud Family*." Kaitlyn Starks, University of Nebraska, Lincoln

*Respondent:* Christina Beck, Ohio University

2210

9:30 AM - 10:45 AM

Conference Room 4

**SPOTLIGHT PANEL  
TAKING COMMUNICATION RESEARCH TO OUR COMMUNITIES  
CENTRAL STATES COMMUNICATION ASSOCIATION ANNUAL MEETING  
MADISON, WI: APRIL 2008**

*Sponsor:* CSCA First Vice President, Nancy J. Brule

*Chair:* Dawn O. Braithwaite, University of Nebraska, Lincoln

*Participants:*

"CPM translational program: The medical disclosure tool for learning how to talk about medical mistakes." Sandra Petronio, Indiana University Purdue University Indianapolis

"Communication issues associated with a slow motion technological disaster: The case of Libby, Montana." Rebecca J. W. Cline, Barbara Ann Karmanos Cancer Institute, Wayne State University

"Ways to translate scholarship: The case of stepfamily research." Dawn O. Braithwaite, University of Nebraska, Lincoln

"Reaching communities with scholarship via the media." Mark Fernando, Marketing and Public Relations Manager, National Communication Association

Resonating with the convention theme of "Communication: An Activist's Tool," panelists will focus on ways to take our scholarship off the campus and into our communities. This panel will feature in-depth presentations on two compelling research projects, a discussion of ways to translate our research that are available to any scholar, and a presentation from the National Communication Association Marketing and Public Relationship Manager on how to connect via the media.

2211

9:30 AM - 10:45 AM

Caucus Room

**POLITICAL APOLOGIA: ADVANCES IN THEORY AND PRACTICE**

*Sponsor:* Political Communication

*Chair:* Kasie M. Roberson, Miami University

*Participants:*

"The rhetoric of impairment and addition: Defeasibility in political apologia." Terence Check, St. John's University/College of St. Benedict

"Questions and answers?: The role of the interviewer in the apologia rhetoric of Dick Cheney, Mel Gibson, and Don Imus." Michael R. Kramer, Saint Mary's College

"Resolutions of regret: Examining the first three state apologies for slavery." John B. Hatch, University of Dubuque  
"Scapegoating in political apologia: Blaming the media." Meg H. Kunde, University of Minnesota

*Respondent:* Edward A. Hinck, Central Michigan University

**2212** **9:30 AM - 10:45 AM** **Chairman's Parlor**

**STATE OF THE BASIC COURSE I: WHAT ARE WE DOING RIGHT? WHAT ARE WE DOING WRONG?**

*Sponsor:* Basic Course

*Chair:* David T. McMahan, Missouri Western State University

*Participants:*

Melissa L. Beall, University of Northern Iowa  
Steve Duck, University of Iowa  
Stephen K. Hunt, Illinois State University  
Paul E. Nelson, North Dakota State University  
Judy C. Pearson, North Dakota State University  
Cheri J. Simonds, Illinois State University  
Douglas M. Trank, Texas Tech University  
Julia T. Wood, University of North Carolina, Chapel Hill  
David W. Worley, Indiana State University  
Debra A. Worley, Indiana State University

One of two featured panels concerning the basic communication course, leading basic course scholars will discuss its strengths and weaknesses. In doing so, they will address how the strengths of the basic course can be further developed and how the weaknesses of the basic course can be overcome. Audience participation will be strongly encouraged.

**2213** **9:30 AM - 10:45 AM** **Alumni Parlor**

**ANALYSES OF NATIONAL/LOCAL MOVEMENTS, TESTIMONIES, AND DISCURSIVE SPACES**

*Sponsor:* Rhetorical Theory and Criticism

*Chair:* Don Jones, Tri State University

*Participants:*

"A push for change: Fannie Lou Hamer's testimony before the National Democratic Party Credentials Committee in 1964."  
Morgan Ginther, University of Memphis  
"When identity is threatened: A case study of the National

- Socialist Movement." Sarah Topp, University of Kansas  
"Incumbent presidential inaugurals: A new sub-genre?" Elizabeth  
Dudash, Missouri State University, Scott Wells, St. Cloud State  
University, and Ben Voth, Miami University  
"The East Tenth Street Kroger: Discursive closure in a mediated  
community discussion." Kindra Hunckler, Purdue University

*Respondent:* Barbara S. Spies, Cardinal Stritch University

**2301**

**11:00 AM - 12:15 PM**

**University B**

**THE ACTIVIST'S TOOL IN CYBERSPACE: THEORY AND VIRTUAL  
COMMUNICATION**

*Sponsor:* Communication Theory

*Chair:* Christine E. Rittenour, University of Nebraska, Lincoln

*Participants:*

- "From conventional spaces to virtual places: An exploration of  
teacher immediacy in the online course." Renee Robinson, Saint  
Xavier University, and Darylann Whitmarsh, Marian College of  
Fond du Lac  
"Please pay attention to the user in front of the screen: Moving  
towards a communication theory of identity/identification within  
online social communication." Adam W. Tyma, North Dakota State  
University.  
"Time, immediacy, and sex differences in relational e-mail: An  
empirical challenge to theoretical assumptions of chronemic cue  
potency." Andrew M. Ledbetter, Ohio University

*Respondent:* Kenneth Lachlan, Boston College

**2302**

**11:00 AM - 12:15 PM**

**University A**

**GREAT IDEAS FOR TEACHING (G.I.F.T.) - SESSION 2**

*Sponsor:* G.I.F.T.

*Co-Chairs:* Jeanine M. Fassl, University of Wisconsin, Whitewater  
Tushar Raman Oza, Oakland University

*Participants:*

1. "The ten point topic turn in." Joy L. Daggs, University of  
Missouri
2. "The speech design workshop." Becky L. Belter, Jackson  
Community College

3. "Communication rebels: Breaking the rules to free our minds." Katie Margavio Striley, Missouri State University
4. "Motivation for structuring public speeches." Amy Slagell, Iowa State University
5. "Ten distractions speech." Crystal Johnson, Wayne State University
6. "Read to me." Joshua M. Petersen, Winona State University
7. "Opening a group Johari Window." Leah LeFebvre and Kyle Kellam, Eastern Illinois University
8. "Teaching the Toulmin model." Brandi Frisby, West Virginia University
9. "The puzzling thing about groups: Exploring, explaining and engaging in key concepts." Maggie Sullivan, Loras College
10. "I-pods and the diffusion of innovations." Kelly Mella, Edgewood College

Each presenter will share a class tested teaching activity in a roundtable forum with a small group. These G.I.F.T. concepts can be replicated and adapted for use in various communication courses. The number corresponds to the table where each presenter will be located. Every 10 minutes audience members will change tables and listen to another exciting G.I.F.T. concept during this session.

**2303**

**11:00 AM - 12:15 PM**

**University C**

### **THE MENTORSHIP OF CHARLES J. STEWART**

*Sponsors:* Political Communication  
Rhetorical Theory and Criticism

*Chair:* Christopher R. Darr, Indiana University, Kokomo

*Participants:*  
John J. Makay, Bowling Green State University  
Jeffrey L. Courtright, Illinois State University  
Charles L. Johnson, Ohio Northern University  
Kasie M. Roberson, Miami University

Charles J. Stewart, the Margaret Church Distinguished Professor of Communication at Purdue University, has had an award-winning academic career. He has published several influential works in the field and has advised 140 MA and Ph.D. students (49 as advisor, 91 as committee member). Panelists from this spotlight session, all former advisees of Professor Stewart, will explore the impact of his research, teaching and mentorship on their own careers and on the field of communication.

2304

11:00 AM - 12:15 PM

University D

**ACTIVISM ON CAMPUS: ROUNDTABLE ON CONFRONTING HATE AND INTOLERANCE**

*Sponsor:* CSCA President, Jack Kay

*Chair:* Jack Kay, University of Michigan, Flint

*Presenters:*

Jay Barnes, Provost, Bethel University

Jack Kay, Chancellor, University of Michigan, Flint

Priscilla Meddaugh, Millikin University

Mike Lewis, Director of Journalism Program, University of Michigan, Flint

Incidents of hate and intolerance are on the increase at college campuses. This roundtable focuses on the approaches used by campuses to respond to incidents of hate and intolerance and to promote an environment of inclusiveness, tolerance, and justice. Audience participation is invited.

2305

11:00 AM - 12:15 PM

Conference Room 1

**COMPETITIVE PAPERS IN THE WOMEN'S CAUCUS**

*Sponsor:* Women's Caucus

*Chair:* Alison Aurelia Fisher, Southern Illinois University, Carbondale

*Participants:*

"Picturing society: An analysis of the ideology of male domination as exemplified in an advertising campaign." Rachel Copley, University of Indiana, Purdue University Indianapolis

"The 'good-girl' value construct: Asian Indian immigrant women and contested marital spaces." Suchitra Shenoy, Purdue University

"Challenging patriarchy: Martyring Susan B. Anthony and the emergence of a doctrine." Jessica M. Prody, University of Minnesota, Twin Cities

"Playaz 'n the hood': Performing masculinity in Asian American hip-hop." Richie Neil Hao, Southern Illinois University, Carbondale

"Jocks, wives and sexy starlets: The women of *Sports Illustrated* 1954-2004." Kim Klietz, University of Minnesota, Twin Cities

*Respondent:* Sheryl Lidzy, Emporia State University

**2306**

**11:00 AM - 12:15 PM**

**Conference Room 3**

**WORKING TOGETHER: RESEARCH TEAMS AND COLLABORATIONS**

*Sponsor:* Interpersonal and Small Group Communication

*Facilitator:* Dawn O. Braithwaite, University of Nebraska, Lincoln

*Panelists:*

Mike Allen, University of Wisconsin, Milwaukee

Dawn O. Braithwaite, University of Nebraska, Lincoln

Sandra Metts, Illinois State University

Paul Schrodtt, Texas Christian University

Jordan Soliz, University of Nebraska, Lincoln

Scholars on this panel represent successful research collaborations in interpersonal communication. For both quantitative and qualitative methodologists, research collaborations can provide substantial benefits to the research process, including creative synergy, methodological expertise, the ability to collect larger data sets and more input on data analysis. At the same time, research collaborations can prove to be challenging when there are different goals, working styles, time orientations, and/or skills. Finally, some scholars, especially those who are untenured, find that their institutions disagree about the role of research teams in the social sciences.

**2307**

**11:00 AM - 12:15 PM**

**Conference Room 2**

**EXPLORING, EXPLAINING AND ENGAGING THROUGH TECHNOLOGY**

*Sponsor:* Instructional Resources

*Chair:* Richard E. Murphy, Wayne State College

*Participants:*

"Exploring, explaining, and engaging through course management systems." Rodney Marshall, Eastern Illinois University

"Exploring, explaining, and engaging through video in online discussion." Kristen P. Treinen, Minnesota State University, Mankato

"Exploring, explaining, and engaging through laptops in the classroom." Amanda Brown, University of Wisconsin, Stout

"Exploring, explaining, and engaging through course blogs and wikis." Denise Elmer, Southeast Community College

"Exploring, explaining, and engaging through YouTube in communication courses." Shannon VanHorn, Valley City State University

"Exploring, explaining, and engaging through online course testing and assessment." Jeffrey T. Child, Kent State University

*Respondent:* Amy Aldridge Sanford, Northeastern State University

2308

11:00 AM - 12:15 PM

Conference Room 4

**THE INTERNET AS AN ACTIVIST'S TOOL: HOW INTERNET-BASED  
POLITICAL CAMPAIGN COMMUNICATION FUNCTIONS,  
MARKETS, AND CREATES COMMUNITY**

*Sponsors:* Political Communication  
Media Studies

*Chair:* Zachary Burton, Indiana University Purdue University Indianapolis

*Participants:*

- "Why and how politics went pop: Examining youth culture in political discourse." Aron Christian, Scott Black, and Hillary Steckler, Indiana University Purdue University Indianapolis
- "Click here for your free sample of political marketing!: A study of internet political in 2006 U.S. Senate campaigns." Corey B. Davis, University of Missouri
- "Stumping on the internet: 2008 presidential primary candidate campaign webpages." Mark Glantz, Leslie Rill, Anji Phillips, and Jayne Henson, University of Missouri
- "New technology, old tension: The political conversation in politicians' campaign blogs: A case study of Barack Obama's official blog." Yifei Liu, Indiana University Purdue University Indianapolis
- "Technological expressions and uses in politics: An analysis of various co-cultures' experiences." Angela Sisson, Tilicia Mayo, Yanna Li, and Juliana Quintero, Indiana University Purdue University Indianapolis

*Respondent:* Judith S. Trent, University of Cincinnati

2309

11:00 AM - 12:15 PM

Senate Room A

**BRINGING ACTIVISM TO THE CLASSROOM: SERVICE LEARNING  
AND COMMUNICATION PEDAGOGY - TOP PANEL**

*Sponsor:* Communication Education

*Facilitator:* Jimmie Manning, Northern Kentucky University

*Participants:*

- Michele Day, Northern Kentucky University
- Sara Mahle, Media Bridges Cincinnati
- Jimmie Manning, Northern Kentucky University
- Aimee Shandy, Mazak Technologies

This panel showcases a service learning course where 14 students journeyed to the Hurricane Katrina afflicted town of Moss Point, MS and engaged ethnographic research regarding social support in the community; conducted an organizational audit of the school system; and created a video ethnography where the citizens of Moss Point took an active part in the filming process. Much more than a report of the course, this session will also offer practical advice to instructors who wish to pursue their own service learning courses including how to seek sites for service learning opportunities; engaging community partners in conducting research; and advice for managing the trip. Handouts and a question-and-answer session will be included, as will footage from the video ethnography.

**2310**

**11:00 AM - 12:15 PM**

**Conference Room 5**

**PERFORMING MASCULINTY AND GENDER**

*Sponsor:* Performance Studies & Theatre

*Chair:* Maggie Briggs, Minnesota State University, Mankato

*Participants:*

"Voices of the boy in a man's body, exhibits and transformations."  
David Lau, Oakland University

"Forgotten voices in performing the man." Charlie Rinehart,  
Eastern Michigan University.

"Finding the addicts voice, performances of masculinity." Scott Crabill,  
Oakland University

"Gender differences: An a-musing musicale." Patrick Hebert, Louisiana  
State University, Monroe

"Looking for the codpiece: Cowboys, geese, and prophylactics."  
Alexander Cherup, Oakland University

*Respondents:* The Audience

**2311**

**11:00 AM - 12:15 PM**

**Senate Room B**

**SOCIAL [PEDAGOGY-CULTURE-PERFORMANCE] CHANGE:  
TEACHING/LEARNING CULTURE THROUGH PERFORMANCE PEDAGOGY**

*Sponsor:* Intercultural Communication

*Chair:* Satoshi Toyosaki, University of Wisconsin, La Crosse

*Participants:*

"Autoethnography: A lens for intercultural communication." Ahmet  
Atay, Southern Illinois University Carbondale

"Drumming up new tools for a 'quantoid.'" Ronda Knox, University of  
Wisconsin, La Crosse

- "Autoethnography and cultural pedagogy: Personalizing Whiteness."  
Satoshi Toyosaki, University of Wisconsin, LaCrosse
- "Now, with gusto: Reading aloud in class as modes of performance,  
research, and interpretation." Adrienne Viramontes, University of  
Wisconsin Parkside

*Respondent:* Nathan Stucky, Southern Illinois University Carbondale

**2312**

**11:00 AM - 12:15 PM**

**Caucus Room**

**ADVOCATING FOR A HEALTHY TOMORROW:  
USING ACTION RESEARCH IN HEALTH COMMUNICATION**

*Sponsor:* Health Communication

*Chair:* Charles Okigbo, North Dakota State University

*Participants:*

- "Building better health communication: Vicarious learning from the  
rejection of the polio vaccine by Muslim communities in Nigeria."  
Kimberly Cowdon, Muhabbat Yakubova, Tosha Bayer, North  
Dakota State University
- "Mobilizing college students against high-risk drinking and alcohol  
poisoning: An action research case study." Jane Vangsness, Erika  
Schuler, Michael Fowler, North Dakota State University
- "Working toward health: Using action research to explore the health  
problems and health solutions of African refugees." Katherine  
Gronewold, Kai J. Western, Julie L. Semlak, Bibian Nwokedi,  
North Dakota State University

*Respondent:* Lance Lippert, Illinois State University

**2313**

**11:00 AM - 12:15 PM**

**Chairman's Parlor**

**INVESTIGATING TRAINING CHALLENGES FOR BASIC COURSE DIRECTORS AND  
INSTRUCTORS: INTRODUCING A NEW RESOURCE**

*Sponsor:* Basic Course

*Chair:* David W. Worley, Indiana State University

*Participants:*

- Debra A. Worley, Indiana State University  
Keith Kropp, Kendall-Hunt Publishers  
David W. Worley, Indiana State University

This roundtable discussion will focus on exploring the training challenges basic  
course directors and instructors face. Along with the panelists, those in



processes and outcomes of implementing specific reward-based motivators such as incentive, recognition, and outreach programs.

**2503**

**3:00 PM - 4:15 PM**

**University Room D**

**GRADUATE CALL TO ACTION: RE-INVIGORATING COMMUNICATION THEORY THROUGH DEBATE REGARDING RESEARCH, PRACTICE, AND PEDAGOGY**

*Sponsor:* Graduate Student Caucus

*Chair:* Brian Grewe, Minnesota State University, Mankato

*Panelists:*

Evan Center, Northern Kentucky University

Michele Day, Northern Kentucky University

Jessica Dirr, Northern Kentucky University

Jeffrey Fox, Northern Kentucky University

Adam Z. Leftin, Northern Kentucky University

Sarah Mahle, Northern Kentucky University

Robert Pasquinucci, Northern Kentucky University

Whitney Ross, Northern Kentucky University

Aimee Shandy, Northern Kentucky University

Where are we, as communication scholars, heading in terms of developing communication theory? Is current theory development too traditional? Is it too progressive? How do we explain paradigmatic shifts (or lack of paradigmatic shifts) in the discipline? And, most importantly, what theories are vital to the contemporary communication discipline? Those who come to this session should plan on participating in lively discussion prompted through quiz questions developed from the results of a study. Bring your opinions, observations, experiences, and a fun attitude!

**2504**

**3:00 PM - 4:15 PM**

**Conference Room 1**

**STATE OF THE BASIC COURSE II: WHAT DOES THE FUTURE HOLD FOR THE BASIC COURSE?**

*Sponsor:* Basic Course

*Chair:* David T. McMahan, Missouri Western State University

*Participants:*

Melissa Beall, University of Northern Iowa

Steve Duck, University of Iowa

Stephen K. Hunt, Illinois State University

Paul E. Nelson, North Dakota State University

Judy C. Pearson, North Dakota State University

Cheri J. Simonds, Illinois State University  
Douglas M. Trank, Texas Tech University  
Julia T. Wood, University of North Carolina, Chapel Hill  
Debra A. Worley, Indiana State University  
David W. Worley, Indiana State University

One of two featured panels concerning the basic communication course, leading basic course scholars will discuss its future directions. In doing so, they will speculate about future trends associated with the basic course along with future challenges for which the discipline of communication must prepare. Audience participation will be strongly encouraged.

**2505** **3:00 PM - 4:15 PM** **Conference Room 2**

**BURKEAN CRITICISM: COMPETITIVE PAPERS**

*Sponsor:* Kenneth Burke Society

*Chair:* Peter M. Smudde, University of Wisconsin, Whitewater

*Participants:*

"Freaking the mind: Exploring the rhetoric of magic in Criss Angel's 'Mindfreak.'" Joseph P. Zompetti, Illinois State University

"A dramatic look at George W. Bush's October 7, 2002, speech: Manipulation of the American people." Emily C. Lenard, University of Wisconsin, Milwaukee (Debut Paper)

"Found in translation: Rhetoric, fiction, and ethnographic re/presentation." Daniel Stuart Wilbur, Purdue University, North Central (Debut Paper)

"'I'm just like Meredith - But I never would have slept with George!': An audience ethnography of *Grey's Anatomy*." Jimmie Manning, Northern Kentucky University

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

**2506** **3:00 PM - 4:15 PM** **Conference Room 3**

**CONNECTING GENERAL EDUCATION TO POLITICAL ENGAGEMENT:  
MODELING A SUCCESSFUL PEP -  
STATE OF ILLINOIS SHOWCASE PROGRAM**

*Sponsor:* Central States Advisory Council

*Participants:*

Ryan Buddenhagen, Illinois State University  
Cadi Kadlecek, Illinois State University  
Andrew Matthews, Illinois State University

The Political Engagement Project (PEP) is flourishing in the general education program at Illinois State University. This panel explores the curricular structure of a basic communication course that successfully incorporates and assesses political engagement. Presenters will discuss justifications and structure for integrating PEP into the classroom, goals achieved, and student response via assessment.

**2507** **3:00 PM - 4:15 PM** **Conference Room 4**

**"HERE WE GO LOOP DE LOO. HERE WE GO LOOP DE LA": MIXED-ETHNIC AND RACIAL IDENTITY POLITICS**

*Sponsor:* Intercultural Communication

*Chair:* Jessica J. Eckstein, University of Illinois, Urbana

*Participants:*

"Filipino American in Hawaii: Strategies of cultural identity negotiation." Nobleza Asuncion-Lande, University of Kansas

"Whose skin is in?": Brazil, public policy and intercultural communication." Carolyn Calloway-Thomas, Indiana University

"Loop De Loo: Communication activist strategies of descendants of Freedmen of the Five Civilized Tribes." Dorothy Pennington, University of Kansas

**2508** **3:00 PM - 4:15 PM** **Conference Room 5**

**THE INTERSECTIONS OF VISUAL AND RELIGIOUS RHETORIC**

*Sponsor:* Rhetorical Theory and Criticism

*Chair:* Katherine L. Hatfield, Creighton University

*Participants:*

"Exploring, explaining, and engaging the visual: An analytical approach to evaluating the rhetorical image." Jacqueline Irwin, California State University, Sacramento

"Vidcasting for a living wage: Potential, power, and agency in the performance of the vernacular." Pamela Conners, University of Wisconsin, Madison

"Cartooning abortion law: A rhetorical analysis of the partial birth abortion ban amendment." Allison A. Fisher, Southern Illinois University

"Sheep without a shepherd (but with an archbishop): Foucault's pastoral power and the denying of communion." Bryan T. Kaylor, University of Missouri

*Respondent:* Jennifer Walton, Ohio Northern University

**2509**

**3:00 PM - 4:15 PM**

**Senate Room A**

**EXPLORING ONLINE COMMUNICATION EDUCATION**

*Sponsor:* Instructional Resources

*Chair:* Lynn Norris, Park University

*Participants:*

"Developing the online public speaking class: Exploring student engagement in the digital world." Rusty Norris, Park University

"Developing the online graduate communication class: Student engagement and graduate distance education." Lora Cohn, Park University

"The hybrid speaking course: Opportunities and challenges of student engagement." Allison B. DeStefano, Waubensee Community College

"Creating active learning activities for the online Basic Public Speaking Course." Joan E. Aitken, Park University and Roy M. Berko, Notre Dame College

"Pedagogical challenges: The role of the instructor in on-line delivery." Kathleen Edelmayer, Madonna University

*Respondent:* David Bodary, Sinclair Community College

**2510**

**3:00 PM - 4:15 PM**

**Senate Room B**

**TOP FOUR PAPER PANEL - INTERPERSONAL AND SMALL GROUP COMMUNICATION**

*Sponsor:* Interpersonal and Small Group Communication

*Chair:* Stephanie Rollie, University of Miami, Ohio

*Participants:*

"Family strength and satisfaction as functions of family communication environments." Paul Schrodtt, Texas Christian University (Top Paper)

"Communicative predictors of relational satisfaction, shared family identity, and ethnic group salience in multiethnic families." Jordan Soliz, Christine E. Rittenour, Allision R. Thorson, University of Nebraska, Lincoln

"Family communication patterns and relational maintenance behavior: Direct and mediated associations with closeness in local and long-distance friendships." Andrew M. Ledbetter, Ohio University

"An investigation of the relationships among implicit personal theories of communication and social well-being." Autumn P. Edwards, Lindsey M. Rose, Lindsay M. Singer, Chad Edwards, Western Michigan University

*Respondent:* Leah E. Bryant, DePaul University

**2511**

**3:00 PM - 4:15 PM**

**Caucus Room**

**INVESTIGATIONS OF SMALL GROUPS AND THE CONTINUUM  
OF SOCIAL RESPONSIBILITY - STATE OF MISSOURI SHOWCASE PROGRAM**

*Sponsor:* Central States Advisory Council

*Chair:* E. Sam Cox, University of Central Missouri

*Participants:*

"The influence of birth order on group interaction: As portrayed in *Home Improvement*." Kristin Anderson, University of Central Missouri

"Bona fide family group interaction: Differences in training children between Thai and American families." Pirasar Jiansakul, University of Central Missouri

"Communication climate differences in informal meetings, formal meetings, and social settings within a Greek organization at a regional university." Emily Mistele, University of Central Missouri

"Fantasy themes created in online gaming groups." Rebecca Jenkins, University of Central Missouri

"*Saving Private Ryan* as an expression of group cohesiveness." Chris Emiston, University of Central Missouri

"Communication climate differences in informal meetings, formal meetings, and social settings within a Greek Organization at a regional university." Emily Mistele, University of Central Missouri

"Geographical differences that impact how one sorority communicates their values and beliefs." Wendy Reagan, University of Central Missouri

*Respondent:* Terry Cunconan, University of Central Missouri

2512

3:00 PM - 4:15 PM

Chairman's Parlor

**SPOTLIGHT PANEL  
COMMUNICATION SCHOLARS IN UNIVERSITY ADMINISTRATION**

*Sponsor:* Organizational and Professional Communication  
*Chair:* Scott Dickmeyer, University of Wisconsin, La Crosse

*Participants:*

Jack Kay, Chancellor, University of Michigan, Flint  
Joe Gow, Chancellor, University of Wisconsin, La Crosse  
Mark Braun, Vice President of Academic Affairs and Dean of the  
College, Augustana College  
Fernando Delgado, Dean of the College of Liberal Arts, Hamline  
University  
Mary Gill, Associate Dean of the Faculty, Buena Vista University  
Richard Haven, Interim Dean Arts and Communication, University  
of Wisconsin, Whitewater

Recently, during an interview, a university chancellor claimed, "The advantages I have had in administration, due to my background in communication studies, are amazing, it is almost unfair!" On this panel, communication faculty from all levels of university administration will share their stories and experiences. Additionally, they will identify how the various theories, practices, and skills we teach in communication studies have helped them effectively perform their roles as university administrators. Anyone who wants to see how what we teach in communication studies can positively influence the university, its leadership, and organizational culture should attend this spotlight panel.

2513

3:00 PM - 4:15 PM

Alumni Parlor

**DIVERSITY IN PRESIDENTIAL POLITICS: EXPLORING ISSUES OF  
GENDER, RACE, AND RELIGION**

*Sponsors:* Political Communication  
Women's Caucus  
*Chair:* Karen Anderson, University of North Texas

*Participants:*

"The 2008 Democratic presidential primaries: A look at candidate diversity and apologia." Kasie M. Roberson, Miami University  
"Political identification in the presidential primaries: Connecting with diverse presidential candidates." Jenifer L. Lewis, Western Kentucky University



**2801**

**6:30 PM - 9:30 PM**

**Madison Ballroom**

**77<sup>th</sup> ANNUAL CENTRAL STATES COMMUNICATION ASSOCIATION  
PRESIDENT'S PARTY**

**PARTY DOWN AT J. K.'S CRIB:**

**CELEBRATING THE PRESIDENCY OF JACK KAY**

*Sponsor:* CSCA First Vice President, Nancy J. Brule

Come and recognize and celebrate the accomplishments of CSCA President Jack Kay. The theme and music will mirror the convention and food, cash bar, and door prizes will be awarded. Come congratulate Jack Kay as well as dance, eat, socialize and win prizes! Tickets are not required to attend this event. Come one - come all - to the ball!

**2901**

**9:00 PM - 10:30 PM**

**Assembly Room**

**THANK YOU - RECEPTION  
2008 DIVISION PLANNERS**

*Sponsor:* CSCA First Vice President, Nancy J. Brule

I would like to thank all of this year's division planners and others who have worked so hard and done such a terrific job on the 2008 conference!! I look forward to thanking you in person at this reception!



stereotypes, exploring daily interaction, using communication theory, and connecting to others through nonverbal means.

**3202**

**8:00 AM - 9:15 AM**

**Conference Room IV**

**BREAKFAST NOOK # 2**  
**ACTIVIST FOR TRUTH AND RECONCILIATION: A CONVERSATION WITH**  
**ERIK DOXTADER**

*Sponsor:* Freedom and Responsibilities of Speech

*Chair:* A. L. Terry, Bethel University

*Participants:*

Erik Doxtader, University of South Carolina  
Tom Duncanson, Millikin University

Erik Doxtader, Professor of Rhetoric at the University of South Carolina, has devoted much of his career to studying the work of "truth and reconciliation" commissions. Currently a Senior Research Fellow at the Institute for Justice and Reconciliation (Wynberg, South Africa), Doxtader soon will publish two important books: *Truth and Reconciliation in South Africa: The Fundamental Documents* and *With Faith in the Works of Words: The Beginnings of Reconciliation in South Africa, 1985-1995*.

**3203**

**8:00 AM - 9:15 AM**

**Senate Room A**

**BREAKFAST NOOK #3**  
**ONLINE COMMUNICATION COURSES: CYBER TOOLS MAKING A DIFFERENCE**

*Sponsor:* Community College

*Chair:* Ann Marie Jablonowski, Owens Community College

*Participants:*

Allison B. DeStefano, Waubensee Community College  
Denise Elmer, Southeast Community College: Beatrice Campus  
Ronald Howell, Illinois Central College  
Delois V. Medhin, Milwaukee Area Technical College  
Marcia Moore, Delta College

As educators, we have available to us multiple online tools to help students explore, explain, and engage in human communication. This roundtable discussion will focus on the strengths and weaknesses of teaching communication courses online. Participants will share their experiences of developing online courses, discuss the tools and technology used to deliver course material, and present their insights to teaching online. Participants will



this long, sometimes lonely, but ultimately enlightening and transitory educational journey.

**3206**

**8:00 AM - 9:15 AM**

**Conference Room 3**

**BREAKFAST NOOK #6**

**ABUSED HUSBANDS AND SHAKEN BABIES: TEACHING UNDERGRADUATES TO APPLY RESEARCH AND PROMOTE CHANGE**

*Sponsor:* CSCA First Vice President  
*Chair:* Sharice Buxa, Bethel University

*Participants:*

- "Educating activists: Teaching the abusive relationship class." Nancy J. Brule, Bethel University
- "Abused men: Humanity's issue." Tyler Goodling, Andrew Kaufman, Robert Lockhorst, Robert Swanson, Bethel University
- "Shaken babies: Protecting the future." Justina Clifford, Jori Paschedag, Elizabeth Labatt, Bethel University

*Respondent:* Jessica J. Eckstein, University of Illinois, Urbana

This panel will spotlight the *Abusive Relationships* class. Goals, objectives, syllabi, and activities of the class will be shared as well as presentations by students who explored differing issues of abuse and created strategies and plans for educating others and promoting change.

**3301**

**9:30 AM - 10:45 AM**

**Conference Room 3**

**EXPLORING, EXPLAINING, AND ENGAGING GENDER:  
LOVE, DISCIPLINE, SQUAWKING, AND PEREZ HILTON**

*Sponsor:* Women's Caucus  
*Chair:* Rusty Norris, Park University

*Participants:*

- "Exploring sex and gender in the pursuit of love: Online intersections of gender and sexuality." Daniel Strasser and Adam Z. Leftin, Northern Kentucky University
- "Disciplining gender: Are studies of sex, gender, and sexuality inherently interdisciplinary?" Michelle Vlasits and Jessica Dirr, Northern Kentucky University
- "The hens are squawking again': *The View* and the rhetoric of women with opinions." Aimee Shandy and Claudine Neumann, Northern Kentucky University

"The outing politics of Perez Hilton." Jimmie Manning, Northern Kentucky University

*Respondent:* Danielle Stern, University of Wisconsin, Whitewater

**3302**

**9:30 AM - 10:45 AM**

**University Room B**

**COLLEGE AND UNIVERSITY PROFESSORS SHOULD BE ALLOWED TO BE  
ACTIVISTS IN THE CLASSROOM: A ROUNDTABLE DISCUSSION**

*Sponsor:* Freedom and Responsibilities of Speech

*Chair:* Michael Bauer, Ball State University

*Participants:*

Jeremy Christensen, Hillsdale College

Becky McDonald, Ball State University

Beth A. Messner, Ball State University

Joseph Sora, Duquesne University

Larry Underberg, Southeast Missouri State University

In general, activism is an intentional effort to bring about change via support of or opposition to a controversial issue. Activism in the classroom is a persuasive activity the professor directs towards his or her students. This panel will discuss the issues concerning instructor activism in the classroom, including the notion that "all professors are activists in the classroom." Audience participation in the discussion will be encouraged.

**3303**

**9:30 AM - 10:45 AM**

**University Room C**

**EXPLORING MEANINGFUL HEALTH COMMUNICATION MESSAGES CONCERNING  
HIV/AIDS**

*Sponsor:* Health Communication

*Chair:* Karen Braselton, University of Southern Indiana

*Participants:*

"Rural adolescents and HIV/AIDS prevention." Leah LeFebvre, Eastern Illinois University

"Communicating risk about HIV/AIDS to Chinese women: A study of the applicability of the ten best practices." Kelly Wolf, North Dakota State University, Min Liu, Kutztown University, and Tim Sellnow, University of Kentucky

“Examining the relationship between perceived solidarity in gay male friendships and engagement in risky health practices.” Richard G. Jones, Jr., University of Denver

*Respondent:* Donna Pawlowski, Creighton University

**3304**

**9:30 AM - 10:45 AM**

**University Room D**

**EFFECTIVE RHETORICAL LEADERSHIP IN ACTIVISM: OFFERING AND PROBLEMATIZING FOUR RHETORICAL TOOLS FOR ACTIVISTS**

*Sponsor:* Rhetorical Theory and Criticism

*Facilitator:* Kathryn M. Olson, University of Wisconsin, Milwaukee

*Participants:*

John W. Jordan, University of Wisconsin, Milwaukee

William Keith, University of Wisconsin, Milwaukee

Robert Kraig, Communications and Program Director, Citizen Action of Wisconsin

Kathryn M. Olson, University of Wisconsin, Milwaukee

This roundtable examines four rhetorical tools of potential use to activists, tools such as the use of amateur video of offenses by police against activists, reframing, public discourse to create government accountability, and paradiastolic strategies to defuse or even benefit from opponents' public accusations that one is an "extremist." The panelists are three faculty members who teach in UW - Milwaukee's Rhetorical Leadership Graduate Certificate/Concentration Program and a full-time activist with a Ph.D. in Rhetoric.

**3305**

**9:30 AM - 10:45 AM**

**Conference Room 1**

**FINDING SPACE AND VOICE: CREATING AND PERFORMING SOCIAL ACTIVIST THEATRE**

*Sponsor:* Performance Studies and Theatre

*Chair:* Sadie Chandler, Central Michigan University

*Participants:*

“Out of the theatre and into the night: Seattle's SITE specific theater festival playwrights challenge the notion of space or do playwrights really need a home?” Andrea J. Onstad, University of Missouri, Columbia

“Writing Chandra Levy: Real life, ritual, revision.” David J. Eshelman, Arkansas Tech University



**3308**

**9:30 AM - 10:45 AM**

**Conference Room 4**

**THE USAGE OF POPULAR CULTURE IN COMMUNICATION CLASSES:  
THEORIES, METHODS, AND ARTIFACTS OF POPULAR CULTURE**

*Sponsor:* Instructional Resources

*Facilitator:* Ahmet Atay, Southern Illinois University

*Participants:*

Ahmet Atay, Southern Illinois University, Carbondale

Jay Brower, Southern Illinois University, Carbondale

Darin Gully, University of South Dakota

Andrew J. Kirk, Southern Illinois University, Carbondale

Rita L. Raho-Gilchrest, Winona State University

Jessica Samens, Minnesota State University, Mankato

Diana Trebing, Saginaw Valley State University

The goal of this discussion panel is to generate a scholarly conversation on the usage of popular culture artifacts or popular culture forums, such as speeches from famous movies, moving images from Youtube, analysis of self presentations in Facebook pages. Moreover, we will discuss the importance and effectiveness of using popular culture artifacts in communication classes. We also hope to share sample activities in this discussion session.

**3309**

**9:30 AM - 10:45 AM**

**Conference Room 5**

**STAKEHOLDERS' PERSPECTIVES ON AMERICAN INDIAN MASCOTS - STATE OF  
OKLAHOMA SHOWCASE PROGRAM**

*Sponsor:* Central States Advisory Council

*Chair:* Amy Aldridge Sanford, Northeastern State University

*Participants:*

Hugh Foley, Rogers State University

Sarah Turner, Northeastern State University, Tahlequah, OK

Pam Broyles, Southern Nazarene University, Bethany, OK

Jeff Hale, (Formerly Southeastern State University, Durant, OK)

Currently, Office of the Regents of Oklahoma Colleges

This presentation consists of faculty members, a student and an administrator who will present their views on the process of changing their school's mascot, the effects on all of the groups involved in changing the name and the process that each school followed.

**3310**

**9:30 AM - 10:45 AM**

**Senate Room A**

**THE POLITICAL TIMES: A REVIEW OF THE 2008 PRESIDENTIAL PRIMARIES AND  
A PREVIEW OF THE GENERAL PRESIDENTIAL ELECTION**

*Sponsor:* Political Communication

*Chair:* Jenifer L. Lewis, Western Kentucky University

*Participants:*

Mitchell S. McKinney, University of Missouri

Judith S. Trent, University of Cincinnati

David Zarefsky, Northwestern University

Charles J. Stewart, Purdue University

This senior scholar panel will discuss the 2008 presidential primaries as well as preview the upcoming 2008 general presidential election. The panel will combine individual presentations with audience participation and discussion.

**3311**

**9:30 AM - 10:45 AM**

**Senate Room B**

**HONING THE ACTIVIST'S TOOL: EXAMINING DEVELOPMENTS IN  
COMMUNICATION THEORY**

*Sponsor:* Communication Theory

*Chair:* Bethany Schmelzer, University of Illinois, Urbana

*Participants:*

"Extending risk communication theory: Hazard, outrage, and HIV prevention." Kenneth A. Lachlan, Boston College, Patric R. Spence, Calvin College, Jenifer Lewis and Holly Payne, Western Kentucky University

"Strategic ambiguity and the public sphere: A theoretical extension." Anna F. Carmon, North Dakota State University

"Moderation-elasticity theory: A replication and extension." David D. Henningsen, Mary Lynn Miller Henningsen, Nancy Orr, Amanda Brown and Emily McWorthy, Northern Illinois University

"Finding the flow: Sensemaking as existential phenomenology." Andrew F. Herrmann, University of South Florida

*Respondent:* Em Griffin, Wheaton College

**3312**

**9:30 AM - 10:45 AM**

**Assembly Room**

**TOP PAPERS IN THE GRADUATE CAUCUS**

*Sponsor:* Graduate Caucus

*Chair:* Jayne R. Henson, University of Missouri, Columbia

*Participants:*

"Fool me once...twice...three times: An analysis of print media coverage of war rhetoric during the 1952 and 1968 Presidential campaigns." Danielle Pye and Maegan Stephens, Ball State University

"Media framing and intimate partner violence: Exploring coverage of the Ron Artest case and public opinion of battered women using Burke's cluster criticism." Kathaleen Reed, University of the Pacific

"Pulling the plug on claims of media bias: Examining coverage of religion during the Schiavo controversy." Brian T. Kaylor, University of Missouri, Columbia

"Refusing reality: The (mis)communication of Einstein's Theory of Relativity." J. Jacob Jenkins, University of Arkansas, Little Rock

*Respondent:* Michael Dreher, Bethel University

**3313**

**9:30 AM - 10:45 AM**

**Caucus Room**

**SOCIALLY RESPONSIBLE LEARNING: THE COMMUNICATION COURSE AND CIVIC ENGAGEMENT**

*Sponsor:* Communication Education

*Chair:* Sarah Wolter, Gustavus Adolphus College

*Participants:*

Derrick Lindstrom, St. Cloud State University

Kathleen Crawford, Minnesota State University, Mankato

Maggie Briggs, Minnesota State University, Mankato

Joshua Petersen, Winona State University

Amy Wolff, Winona State University

Robert Jersak, Century College

The communication course offers a compelling opportunity to introduce students to the notion of civic engagement. Introducing public dialogue as a catalyst for addressing pressing issues in a community is vital knowledge for students to become engaged citizens beyond their years in higher education. This panel addresses requiring public service as a means to teach civic engagement. Panelists will share perspectives of varying degrees of project

implementation, from initial ideas to full-fledged assignments, followed by audience participation.

**3314**

**9:30 AM - 10:45 AM**

**Chairman's Room**

**SENSEMAKING OR LACK THEREOF ABOUT THE RETIRING OF WORK**

*Sponsor:* Organizational and Professional Communication

*Chair:* Elizabeth Labatt, Bethel University

*Participants:*

"The meaning of retirement: Is there life after paid employment?"  
Patrice Buzzanell, Purdue University

"Gender in retirement: An assessment of the male model." Jeremy  
Fyke, Purdue University

"I don't have time to retire. The spatiotemporal boundaries of  
retirement." Jerri Faris, Purdue University

"Retiring from or retiring to something: The pains and pleasures of  
socializing into 'retired' life." Suchitra Shenoy, Purdue University

"We have to talk to each other? Finding space in retirement." Melanie  
Morgan, Purdue University

"Media portrayals of retirement: How realistic are they?" Paula Hopeck  
and Kristen Imboden, Purdue University

*Respondent:* Dawn Braithwaite, University of Nebraska

Jordan Soliz, University of Nebraska

Retirement is typically depicted as the end of employment or paid work experience as well as the last phase in organizational socialization models. In the past, it also meant that individuals were middle-aged or older and were supposed to pursue leisure, volunteer, family, and personal interests. However, with workplace changes including downsizing, job-hopping, and multiple career transitions, individuals' meanings of and abilities to do what traditionally has been known as retirement in the United States may have changed irrevocably.

**3315**

**9:30 AM - 10:45 AM**

**Chancellor's**

**UNDERGRADUATE HONORS 1**

**3401**

**11:00 AM - 12:15 PM**

**University Room A**

**IMAGINE THE POSSIBILITIES: DISCUSSION ABOUT THE VARIETY OF  
COMMUNICATION TRAINING AND DEVELOPMENT OPPORTUNITIES**

*Sponsor:* Organizational and Professional Communication  
*Chair:* Scott Dickmeyer, University of Wisconsin, La Crosse

*Participants:*

Kevin Barge, Texas A & M University  
Paaige Turner, St. Louis University  
Scott Dickmeyer, University of Wisconsin, La Crosse  
Jayne Witte, University of Northern Iowa  
Sarah Bonewits Feldner, Marquette University

Most organizational executives, managers, and members recognize that their company has a "communication problem." Unfortunately, a common misperception persists as organizational members consider communication to be a skill that when done well yields the desired results. However, communication is often both the "problem" and the "solution" to most organizational challenges. The purpose of this panel is to argue that several popular organizational concerns are communicative in nature and the solutions are found in communication scholarship. The panelists will demonstrate their efforts to illuminate strong communication scholarship to internal (university) and external (specific organizational audiences/adult learners) through a variety of training and development seminars.

**3402**

**11:00 AM - 12:15 PM**

**University Room B**

**PROBLEMATIZING SEX AND GENDER**

*Sponsor:* Graduate Caucus  
Sexual Orientation and Gender Identity Caucus  
*Chair:* Joseph Ley, Bethel University

*Participants:*

"When sex isn't enough to sell sexual fantasy: Irony and gender performance in Tag and Axe body spray television advertisements." Curtis B. Livesay, University of Iowa  
"Queering method: Performing the liminal spaces between academic and personal." Richard G. Jones, Jr., University of Denver  
"A comparative analysis of anti-war feminist rhetorics and Cold War rhetoric: The women and Presidents who speak of war." Alison A. Fisher, Southern Illinois University, Carbondale

"Packin' heat with Beatrix and Kill Bill: The violent woman in film as site of empowerment and compliance." Carly Gieseler, University of South Florida\*

*Respondent:* Aimee Shandy, Northern Kentucky University

**3403**

**11:00 AM - 12:15 PM**

**Conference Room 3**

**TOP PAPERS IN WOMENS CAUCUS**

*Sponsor:* Women's Caucus

*Chair:* Heather Nesemeier, Concordia College

*Participants:*

"The legacy of power feminism: Agency and collectivity in feminist theorizing." Michaela D.E. Meyer, Christopher Newport University

"Professionalizing the private sphere: Connecting home economics to professional organizing." Elizabeth A. Petre, Southern Illinois University, Carbondale

"There is no bright side: Feminist breast cancer activism." Samuel Boerboom, University of Minnesota-Twin Cities

"Race and the 'good mother': Planned parenthood's eugenic discourse and the privilege of childbearing." Sarah Meinen Jedd, University of Wisconsin, Madison

"On being 'one of the guys': How female police officers manage tensions and contradictions in their work and their lives." Jaime E. Bochantin and Renee L. Cowan, Texas A&M University

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

**3404**

**11:00 AM - 12:15 PM**

**University Room D**

**COMMUNICATION IN THE DIGITAL ARENA: EXPLORING, EXPLAINING, AND ENGAGING HUMAN BEHAVIOR IN ONLINE ENVIRONMENTS - STATE OF MINNESOTA SHOWCASE PROGRAM**

*Sponsor:* Central States Advisory Council

*Chair:* Christa M. Brown, Minnesota State University, Mankato

*Participants:*

Grant Anderson, Minnesota State University, Mankato

Elizabeth Bendix, Concordia College

Nicole Goebel, Minnesota State University, Mankato

Justin Hathaway, Minnesota State University, Mankato

Sarah Jones, Minnesota State University, Mankato

Stephon Sorenson, Minnesota State University, Mankato

Increasingly, online and digital environments challenge traditional models of communication and our understanding of identity and immediacy. Online environments, such as My Space, Facebook and gaming "worlds," deliberately construct environments and contexts within which interaction can take place and relationships form. The panelists will explore the role of mediated communication and the construction of identity and relationships.

**3405**

**11:00 AM - 12:15 PM**

**Conference Room 4**

**APPLICATIONS OF NEW TECHNOLOGY IN THE CLASSROOM**

*Sponsor:* Instructional Resources

*Chair:* Mindy Johnson, University of Wisconsin, Milwaukee

*Participants:*

"A university orientation class online." Dudley Turner, University of Akron

"From PowerPoint to Vodcasts: Teaching students to use new technology." Sharon A. Evans, Western Illinois University

"Teaching digital production classes with copyright law in mind." Sylvia E. White, University of Akron

"The fiction of reality: A comparison of reality crime programs and the FBI crime index statistics." N.J. Brown, University of Akron

"Using two computer applications in an advanced audio production class." Michael Murray, Western Illinois University

"Distance learning using podcast: A pilot study." Richard E. Caplan, University of Akron

*Respondent:* Stormi Moskal, Oakland Community College

**3406**

**11:00 AM - 12:15 PM**

**Conference Room 2**

**COMPETITIVE PAPERS IN THE COMMUNICATION EDUCATION INTEREST GROUP**

*Sponsor:* Communication Education

*Chair:* Amy Aldridge Sanford, Northeastern State University

*Participants:*

"Political silencing in university classrooms: An application of spiral of silence theory to communication apprehension." Katherine J. Denker and Jayne R. Henson, University of Missouri, Columbia

"An examination of first year cohort advice and friendship networks in relation to motivation and learning strategies." Brittany Peterson, University of Texas, Austin

- "Taking humor seriously: A pedagogical approach in challenging prejudice." Priscilla Marie Meddaugh, Millikin University and Daniel T. Richards, Clemson University
- "Exploring, explaining and engaging critical communication pedagogy: (Re)constructing ESL and international student identities in the oral communication course." Richie Neil Hao, Southern Illinois University, Carbondale
- "Student motivation and practices with reading preparation for college classes." Elizabeth M. Thompson and Sarah E. Dirks, Illinois State University

*Respondent:* Chad Edwards, Western Michigan University

**3407**

**11:00 AM - 12:15 PM**

**University Room C**

**PLANNING, ATTACHING, FLIRTING, PRAISING, AND CONFLICTING: AN INTERPERSONAL POTPOURRI COMPETITIVE PAPER PANEL**

*Sponsor:* Interpersonal and Small Group Communication

*Chair:* Kaitlyn Starks, University of Nebraska, Lincoln

*Participants:*

- "The role of planning in the process of romantic relationship termination: Primary and secondary goals, plans, and actions." Mary Lynn Miller Henningsen, Kathleen S. Valde, Chance A. McWorthy, Northern Illinois University
- "'Securely, preoccupied or antagonizing, but not fearful of avoiding, you': Attachment styles as predictors of distancing tactics." Elham Sliman, Cleveland State University
- "'Without flirting it wouldn't be a marriage': The relationship between flirting, relational maintenance and marital satisfaction." Brandi N. Frisby, West Virginia University
- "Dividing and uniting: A communication program for children in high conflict divorcing families." Isabelle Bauman and Charlene Berquist, Missouri State University
- "Qualitative differences in child praise by mothers high and low in child abuse potential." Felicia Roberts, Elizabeth Munz, Julie Delaney and Steven R. Wilson, Purdue University

*Respondent:* Steve Duck, University of Iowa

**3408**

**11:00 AM - 12:15 PM**

**Conference Room 1**

**RHETORIC YOUNG SCHOLARS MASTER CLASS**

*Sponsor:* CSCA First Vice President  
Graduate Student Caucus  
Rhetorical Theory and Criticism

*Master Class Instructor:*  
Karlyn Kohrs Campbell, University of Minnesota

*CSCA Young Scholars:*  
Meryl J. Irwin Carson, University of Iowa  
Evan Center, Northern Kentucky University  
Danielle Pye, Ball State University  
Tracy A. Quigley, University of San Diego  
Maegan Stephens, Ball State University  
Michelle Vlasits, Northern Kentucky University

The Graduate Caucus, the Rhetorical Theory and Criticism Division, and the Central States Communication Association are proud to announce the first Rhetoric Studies Young Scholar Master Class. This exciting new mentoring opportunity allows young scholars to engage in the ultimate classroom experience as they discuss rhetoric studies and develop potential research projects with a seasoned scholar in the discipline. Although the session is not open to general attendees (Young Scholars have been competitively selected), please join CSCA in recognizing this year's inaugural class of outstanding young scholars!

**3409**

**11:00 AM - 12:15 PM**

**Conference Room 5**

**TOP THREE PAPERS IN COMMUNICATION THEORY**

*Sponsor:* Communication Theory  
*Chair:* Rick Rodrick, University of Wisconsin, LaCrosse

*Participants:*  
"Identity, communication, inclusion: The Roma and (new) Europe."  
Liliana L. Herakova, North Dakota State University  
"No one says I or speaks to a you: Kierkegaard's communication of capability." Andrew F. Herrmann, University of South Florida  
"The long term effectiveness of HIV education for gay men." Katie LaPlant, Mike Allen, Jennifer Peterson and Susan Szmania, University of Wisconsin, Milwaukee

*Respondent:* Sheryl Lidzy, Emporia State University

**3410**

**11:00 AM - 12:15 PM**

**Assembly Room**

**COMPETITIVE PAPERS IN ARGUMENTATION & FORENSICS**

*Sponsor:* Argumentation and Forensics

*Chair:* Larry Underberg, Southeast Missouri State University

*Participants:*

"Argumentation and debate isn't just for the forensics team: Using multiple-intelligence theory to explore, explain, and engage first generation college students." Lora Cohn, Park University

"Location, location, location: Exploring the educational benefits of local, regional, and national tournaments." Nichelle D. McNabb, Otterbein College and Kristi Gerding Scholten, Ferris State University

"Justifying personal testimony as argument." Sarah Topp, University of Kansas (Top Paper)

*Respondent:* Larry Underberg, Southeast Missouri State University

**3411**

**11:00 AM - 12:15 PM**

**Senate Room B**

**ROUNDTABLE FOR STATE ASSOCIATION OFFICERS**

*Sponsor:* CSCA President

*Chair:* CSCA President - Jack Kay

*Participants:*

Open invitation to all officers of state speech/communication associations.

*Program Description:*

Officers of state speech/communication associations are invited to participate in this roundtable at which the role of the Central States Communication Association in servicing the needs of the state communication association will be discussed.

3412

11:00 AM - 12:15 PM

Senate Room A

**TOP PAPERS IN POLITICAL COMMUNICATION**

*Sponsor:* Political Communication

*Chair:* Kasie M. Roberson, Miami University

*Participants:*

"The Republicans are coming: A qualitative thematic analysis of parental partisan socialization." Jayne Henson, University of Missouri

"Boil in tar in Hell eternally: Soviet discursive attack and the 1960 U-2 incident." Kevin A. Stein, Southern Utah University

"Apologia, narrative coherence and antecedent ethos: An analysis of the 'Macaca incident.'" Neal E. Stewart, Kansas State University (J. Jeffrey Auer Award Winner; Top Graduate Student Paper)

"An examination of perceived credibility of the 2008 presidential candidates: Relationship with believability, likeability, and deceptiveness." Jason J. Teven, California State University, Fullerton (Top Competitive Paper)

*Respondent:* David Zarefsky, Northwestern University

3413

11:00 AM - 12:15 PM

Caucus Room

**OUTSTANDING SCHOLAR IN PERFORMANCE STUDIES AND THEATRE:  
LINDA PARK-FULLER'S *HEART MURMURS***

*Sponsor:* Performance Studies and Theatre

*Chair:* Brock Fisher, Georgia College & State University

*Participants:*

Linda Park-Fuller, Arizona State University

Ron Shields, Bowling Green State University

Ronald Pelias, Southern Illinois University, Carbondale

Jacqueline Taylor, DePaul University

3414

11:00 AM - 12:15 PM

Chairman's Parlor

**EXPLORING THE APPLICATIONS OF THE 10 BEST PRACTICES OF RISK AND  
CRISIS COMMUNICATION TO MESSAGES AFFECTING THE SAFETY AND  
SECURITY OF THE AMERICAN FOOD SYSTEM: EXPLAINING MESSAGE  
VARIABLES AFFECTING THE RESPONSES OF DIVERSE PUBLICS**

*Sponsor:* Public Relations

*Chair:* Timothy Sellnow, University of Kentucky

*Participants:*

- "The 10 best practices of risk and crisis communication: Effects of information needs on message variables." Steven Venette, University of Southern Mississippi
- "Exploring African American and Native American responses to foodborne crises messages." Rob Ulmer, University of Arkansas-Little Rock, Kelly Wolf and Jennifer Reiersen, North Dakota State University
- "Aversion to risk messages: Challenges for food contamination alerts directed toward Native American populations." Kimberly Cowden, Robert Littlefield and Kimberly Beauchamp, North Dakota State University
- "Foodborne crisis messages: Middle Eastern / Arab American perceptions of the "official" alerts." Julie Novak, Wayne State University

*Respondent:* Timothy Sellnow, University of Kentucky

3415

11:00 AM - 12:15 PM

Chancellor's

**UNDERGRADUATE HONORS 2**

3416

11:00 AM - 12:15 PM

Alumni Parlor

**MORE QUEER IMAGES: REPRESENTATION OF QUEERS IN VISUAL CULTURE**

*Sponsor:* Media Studies

*Chair:* Tony Adams, University of South Florida

*Panelists:*

- "Are all queers white? Where are the others?" Ahmet Atay, Southern Illinois University, Carbondale
- "Setting sons, rising daughters: Mediated messages about transsexual identity on *Ugly Betty*." Andrew J. Kirk, Southern Illinois University, Carbondale

- "Dykonology 101: Queer affluence and lesbian representation." Owen L. Pillion, California State University, Stanislaus  
"Queer images from the fall and winter of 2007-2008 on Youtube."  
Daniel Lintin, Winona State University

In this roundtable discussion, we aim to examine a variety of queer representations from television, cinema, and visual culture. We believe that although the number of queer characters in the U.S. American media is increasing, the nature of these characters and their representations still remain stereotypical. In this panel, our goal is to articulate some of these contemporary representations of homosexuality to articulate the need for diversity. We intend to critically analyze these images, while we will be offering alternative readings for these chosen texts.

**12:30 PM - 1:30 PM**

**3501 RHETORIC YOUNG SCHOLARS MASTER CLASS - CONTINUED**

**12:30 PM - 1:30 PM**

**3502 Past Presidents' Luncheon Alumni Parlor**

**BUSINESS MEETINGS**

<b>3503</b>	<b>Freedom and Responsibilities of Speech</b>	<b>University Room A</b>
<b>3504</b>	<b>Public Relations</b>	<b>University Room B</b>
<b>3505</b>	<b>Adjunct/ Temporary Faculty Caucus</b>	<b>University Room C</b>
<b>3506</b>	<b>Argumentation and Forensics</b>	<b>University Room D</b>
<b>3507</b>	<b>Women's Caucus</b>	<b>Conference Room 1</b>
<b>3508</b>	<b>Communication Theory</b>	<b>Conference Room 2</b>
<b>3509</b>	<b>Undergraduate Programs</b>	<b>Conference Room 3</b>
<b>3510</b>	<b>Basic Course</b>	<b>Conference Room 4</b>

**12:30 PM - 1:30 PM**

**3511 UNDERGRADUATE LUNCHEON & GRADUATE SCHOOL FAIR Assembly Room**

Various colleges and universities will be promoting their graduate programs in Communication Studies.

**3601**

**1:30 PM - 2:45 PM**

**University Room A**

**ADVOCATING COMMUNICATION PRACTICES IN GENERAL EDUCATION COURSES**

*Sponsor:* Community College

*Chair:* Tony Arduini, Kirkwood Community College

*Participants:*

Rich Underwood, Kirkwood Community College

Ronald Howell, Illinois Central College

Marcia Moore, Delta College

Arness Krause, Prairie State College

As teachers of basic speech communication courses, we advocate various communication practices that we believe will improve students' skills in a variety of contexts, including their roles in families, in the workplace, and in communities. This roundtable discussion will provide a chance to reflect on the practices we advocate and what theory, research, or experience provides the rationale for these practices.

**3602**

**1:30 PM - 2:45 PM**

**University Room B**

**TOP PAPERS IN PUBLIC RELATIONS**

*Sponsor:* Public Relations

*Chair:* J.J. McIntyre, University of Central Arkansas

*Participants:*

"Adapting risk and crisis communication messages based on learning styles." Steven Venette, University of Southern Mississippi,  
Timothy Sellnow, University of Kentucky

"Branding the nation: 'Germany - land of ideas.'" Claudia Janssen,  
Purdue University

"Public relations through a new lens - Critical praxis via the Excellence Theory." Adam Tyma, North Dakota State University

"Public relations students representing the university." Scott Dickmeyer,  
University of Wisconsin, LaCrosse

*Respondent:* Jeffery Brand, Millikin University

**3603**

**1:30 PM - 2:45 PM**

**University Room C**

**ORGANIZATIONAL COMMUNICATION YOUNG SCHOLAR MASTER CLASS**

*Sponsor:* CSCA First Vice President  
Graduate Student Caucus  
Organizational and Professional Communication

*Master Class Instructor:*  
Patrice Buzzanell, Purdue University

*CSCA Young Scholars:*  
Jaime E. Bochantin, Texas A&M University  
Renee L. Cowan, Texas A&M University  
Andrew F. Herrmann, University of South Florida  
Sarah Steimel, University of Nebraska, Lincoln  
Amy O'Connor, North Dakota State University  
Aimee Shandy, Northern Kentucky University

The Graduate Caucus, the Organizational and Professional Communication Interest Group, and the Central States Communication Association are proud to announce the first Organizational Communication Young Scholar Master Class. This exciting new mentoring opportunity allows young scholars to engage in the ultimate classroom experience as they discuss organizational studies and develop potential research projects with a seasoned scholar in the discipline. Although the session not open to general attendees (Young Scholars have been competitively selected), please join CSCA in recognizing this year's inaugural class of outstanding young scholars!

**3604**

**1:30 PM - 2:45 PM**

**University Room D**

**ADVANCED ISSUES IN TEACHING THE BASIC COURSE ONLINE**

*Sponsor:* Basic Course  
*Chair:* John J. Miller, Western Illinois University

*Participants:*  
"Student engagement, satisfaction and retention: Challenges of online teaching." Ryan Loyd, Odessa College  
"Discussion boards." Rodney K. Marshall, Eastern Illinois University  
"Online speech portfolio as a course assessment tool." Richard Murphy, University of Nebraska, Lincoln  
"Addressing speech anxiety in the online basic communication course." Sue Stohkirch and Carrol Haggard, Fort Hays State University  
"Incorporating activities in the online basic communication course." Kristi Treinen, Minnesota State University

"Evaluating the instructor/designer?: Teaching evaluations in online basic communication courses." John J. Miller, Western Illinois University

*Discussion Leader:* John J. Miller, Western Illinois University

**3605**

**1:30 PM- 2:45 PM**

**Conference Room I**

**BECOMING AN ACTIVE WRITER: OVERCOMING THE OBSTACLES**

*Sponsor:* Interpersonal and Small Group Communication

*Chair:* Joe Ley, Bethel University

*Participants:*

"Constructing your "pipeline" of research: Building and sustaining a research program that leads to tenure and promotion" Paul Schrodt, Texas Christian University

"The challenge of feeling successful in the academy" Mike Allen, University of Wisconsin, Milwaukee

"Exploring Motivation, explaining goals, and engaging the research: Tools for maintaining a productive communication research agenda at teaching-focused institutions." Leah E. Bryant, DePaul University

"Developing and participating in an Interdisciplinary Writing Group." Stephanie S. Rollie, Miami University

"Reviewing for journals: Some editorial tips that might help you to review... or to understand reviewers." Steve Duck, University of Iowa

**3606**

**1:30 PM - 2:45 PM**

**Conference Room 3**

**'WRITING UP THE GROUP SHOW': CIRCUMVENTING MODERN AND POSTMODERN ROADBLOCKS TO THE PRODUCTION OF TEXTUAL SCHOLARSHIP**

*Sponsor:* Performance Studies and Theater Interest Group

*Chair:* Jonathan Gray, Southern Illinois University Carbondale

*Participants:*

Charles Parrot, Southern Illinois University Carbondale

Christopher Collins, Southern Illinois University Carbondale

Jacob Simmons, Southern Illinois University Carbondale

*Respondent:* Ron Shields, Bowling Green State University

3607

1:30 PM - 2:45 PM

Conference Room 2

**RHETORICAL TOOLS FOR INVESTIGATING ACTIVISM AND CIVILITY**

*Sponsor:* Rhetorical Theory and Criticism

*Chair:* Kathleen Edelmayer, Madonna University

*Participants:*

"Why do activists want to tell the other side that they are wrong?: A psychic approach to communication as a tool for social change, nationalism, and the spectre of the whole." Ryan Gillespie, Sacramento State University

"Should taglines argue? Enthymematic approaches for activists constructing high elaboration taglines, slogans, and mottos." Michael W. Corrigan, Marshall University and Daniel Mortensen, Edgewood College

"Epideictic, enthymeme, and the problems of activism." Samuel Boerboom, University of Minnesota, Twin Cities

"Pathos and incivility in United States Senate rhetoric: Aristotle, Campbell and "civil rationality." Christopher R. Darr, Indiana University Kokomo

*Respondent:* Thomas Discenna, Oakland University

3608

1:30 PM - 2:45 PM

Conference Room 4

**NEGOTIATING NON-NORMATIVE IDENTITIES:  
GENDER, SEXUAL ORIENTATION & MARITAL STATUS**

*Sponsor:* Women's Caucus

*Chair:* Aaron V. Burton, Bowling Green State University

*Participants:*

"To disclose or not disclose: How does an instructor's sexual orientation inform identity formation in the college classroom?" Karen Anderson, University of North Texas and Heather Giovanni, University of North Texas

"Negotiating the public/private sphere of motherhood." Margarita Refugia Olivas, University of Wisconsin, LaCrosse

"Commuter wives constructing identities as 'good' wives." Karla Mason Bergen, College of Saint Mary

"How does widowhood affect the dependency of women?" Susan Waters, Missouri State University

"Negotiating identity as a single adult: Walking on foreign soil." Mary Anna Kidd, St. Ambrose University

*Respondent:* M. Chad McBride, Creighton University

**3609**

**1:30 PM - 2:45 PM**

**Conference Room 5**

**ORGANIZATIONAL TENSION: INDIVIDUALS AT WORK**

*Sponsor:* Organizational and Professional Communication

*Chair:* Anna Carmon, North Dakota State University

*Participants:*

"The agonistic unification of physicians' work: Conceptualizing a study of a healthcare organization's role in shaping physicians' work experience." Daniel Stuart Wilbur, Purdue University North Central

"She told me to just stick it out: Exploratory research on communication between nannies and parents." Rebecca S. Imes and Elizabeth Ramus, Carroll College

"Anti-clutter, pro-mess: Exploring professional organizing as 'women's work.'" Elizabeth Petre, Southern Illinois University, Carbondale

"Who's not asking and what's being told: Student athlete's as puppets in the game of control." Brittany L. Peterson and Nicole Laster, University of Texas, Austin

*Respondent:* Debra J. Ford, Kansas University School of Nursing

**3610**

**1:30 PM - 2:45 PM**

**Senate Room A**

**ENGAGING ONLINE STUDENTS: THE CHALLENGES OF A MEDIATED COMMUNICATION COURSE**

*Sponsor:* Instructional Resources

*Chair:* Tammy French, University of Wisconsin, Whitewater

*Participants:*

Amy Capwell Burns, University of Toledo

Lee Krahenbuhl, University of Toledo

Martin Ferguson, University of Toledo

Moira Lychwick, University of Wisconsin, Whitewater

Stephanie Nowak, University of Toledo

Technology can be both friend and foe to a professor trying to explain his or her discipline to students. This panel will explore the opportunities and limitations that technology provides the classroom via three contexts: the fully

online course, the partially online, or hybrid, course, as well as the course that uses computers in the classroom daily. Both students and instructors on the panel will weigh in with their experiences in this new teaching venue.

**3611**

**1:30 PM - 2:45 PM**

**Senate Room B**

**SPOTLIGHT PANEL  
THE PERSONAL COST OF ACTIVISM: THE WHITEWATER FOUR**

*Sponsor:* CSCA First Vice President

*Facilitator:* Jeanine M. Fassl, University of Wisconsin, Whitewater

*Participants:*

Dr. Robert Borrows

Dr. George Adams

Dr. Vlad Thomas

All three of these esteemed professors, along with Dr. Richard Adamany (deceased), are Emeriti Faculty of the University of Wisconsin, Whitewater and were instrumental in several demonstrations against the Vietnam war and though not fired from their jobs, suffered several types of "punishment" for attempting to make their voices heard. Dubbed the "Whitewater Four" by local media, they will share their stories and engage in a discussion of the risks and merits of activism, then and now.

**3612**

**1:30 PM - 2:45 PM**

**Caucus Room**

**THE INFOTAINMENT CULTURE**

*Sponsors:* Media Studies  
Political Communication

*Chair:* Steve Phalen, University of South Florida

*Participants:*

"Colbert and carnival: A Bakhtinian analysis of the *Colbert Report*."

Priscilla Marie Meddaugh and Carol Colby, Millikin University

"Changing channels: A critical analysis of infotainment and political information." Jack Kay, University of Michigan, Flint

"All of the news you need to know: The influence of infotainment culture on American youth ages 18 to 24." Daniel T. Richards, Clemson University and Kyle Fritz, Human Kinetics Publishing

"The documentary sense of humor and the question of orientation." Thomas Duncanson, Millikin University

**3613**

**1:30 PM - 2:45 PM**

**Chairman's Parlor**

**PAYING IT FORWARD: EXAMINATIONS OF THE ROLE OF SERVICE IN INTERCOLLEGIATE FORENSICS**

*Sponsor:* Argumentation and Forensics

*Chair:* Sandra Alspach, Ferris State University

*Participants:*

- "A service ethic?: A case for service as an ethical responsibility of forensic programs." Scott Jensen and Gina Jensen, Webster University
- "The role of honoraries in service learning." Susan Millsap, Otterbein College
- "Service and the forensic student: Implications of service commitments on students' forensic experiences." Alaina Gonzalez-White and Megan Goodrich, Webster University
- "Service learning and forensics: Reconsidering the role of educational outreach as a mission of forensic programs." Sarah Collins and Zachary Fort, Central Michigan University
- "Conversing about contexts for speech activities as a way to develop teaching opportunities in forensics." Edward A. Hinck, Central Michigan University

*Respondent:* Robert Littlefield, North Dakota State University

**3614**

**1:30 PM - 2:45 PM**

**Chancellor's**

**TOP COMPETITIVE PAPERS SUBMITTED TO THE SEXUAL ORIENTATION AND GENDER IDENTITY CAUCUS**

*Sponsor:* Sexual Orientation and Gender Identity

*Chair:* Tony E. Adams, University of South Florida

*Participants:*

- "LGBT students and informal organizing." Martha D. Dove and David R. Novak, Clemson University
- "A thematic analysis of the 'coming out' process for transgendered individuals." Dawn E. New, Indiana University
- "Coming out or staying in? The unfortunate specificity of the pedagogical 'closet.'" Andrew J. Kirk, Southern Illinois University, Carbondale (Top Student Paper)
- "Sex lives in second life." Robert A. Brookey, Northern Illinois University, and Kristopher L. Cannon, Georgia State University (Top Paper)

*Respondent:* Jimmie Manning, Northern Kentucky University

**3615**

**1:30 PM - 2:45 PM**

**Alumni Parlor**

**NCA STUDENT ORGANIZATIONAL PANEL  
CONNECTING CIVILITY TO THE UNDERGRADUATE CLASSROOM: A  
FACULTY/STUDENT ROUNDTABLE DISCUSSION**

*Sponsor:* CSCA First Vice President

*Chair:* Stephen Hunt, NCASC faculty adviser, Illinois State University.

*Participants:*

“When Mr. Chips Goes Bad! Student Response to Instructor Incivility”  
Cassidy Morrissey, Ashley Shelton, John Jordan, Angela Mitchum,  
and Ellen Hay, Faculty Adviser, Alpha Eta chapter of Lambda Pi  
Eta, Augustana College

“Civility in the Undergraduate Global Classroom”  
Tim McKenna, Tony Miller, and Deborah Whitt, Faculty Adviser,  
Mu Gamma chapter of Lambda Pi Eta, Wayne State College.

“Promoting Civic and Political Engagement through COMM”  
Kelly Lambert, Jen Heimberg, Catie LeMaster, and Stephen Hunt,  
Faculty Adviser, NCASC COMM Club, Illinois State University.

In this interactive roundtable discussion, members of Lambda Pi Eta chapter and NCA student clubs in the central region will present case studies that explore the issue of civility, and its role in the undergraduate classroom. Topics will include the increase in communication technology and inappropriate behavior. This session will provide a forum for students and faculty to collaborate on ethical approaches to the service of civility in the classroom

**3701**

**3:00 PM - 4:15 PM**

**Conference Room 3**

**MEASUREMENT & SCALING ISSUES IN COMMUNICATION SCIENCE: WHAT'S  
GOOD, WHAT'S BAD, AND WHAT'S NEEDED TO DEVELOP AND ADVANCE  
THEORY IN THE FIELD**

*Sponsor:* Communication Theory

*Chair:* Terry A. Kinney, Wayne State University

*Participants:*

“‘I’ll know it when I see it’: The challenges of assessing creative communication in romantic relationships.” Karyl Daughters,  
College of St. Benedict/St. John’s University

“Measurement and scaling issues in compliance-gaining research: Reliability and validity of typology-based assessments.” Kristen Eis Cvacara, Minnesota State University

- “Communication-based measurement and scaling issues encountered during the development and validation of an Attitude Function Rating Task.” Colleen Klatt, University of Minnesota
- “Is ‘satisfied’ really enough? The measurement and meaning of satisfaction in romantic relationships.” Katheryn C. Maguire, Cleveland State University
- “Do you need immediacy immediately? Measurement and scaling issues in research on immediacy, attachment style, and relationship satisfaction.” Ricardo Perez, Wayne State University
- “Internet use and internet mediation: Adapting previous measurements for a new medium.” Jessi McCabe, Wayne State University
- “Perceived repentance in communication: Measurement and scale development issues surrounding apologies within abusive relationships.” Crystal Johnson, Wayne State University
- “Remodeling Rusbult’s Investment Model: Conceptual and measurement issues surrounding introducing new constructs into an established typology.” Diana Hadad, Wayne State University

This discussion-oriented panel will bring together two sets of participants who have done or are currently doing work on measurement and scaling issues in communication science. The first group consists of individuals who have completed their Ph.D.’s and who are currently working on developing and refining their research niche in the field. The second group consists of current Ph.D. candidates who are at the pre-dissertation stage and deciding how to carve out their research interests. Participants will discuss the significance of their respective research as a way to examine the link between measurement and scaling issues, knowledge production, and theoretical development. Each participant will be responsible for representing a specific area of the field within which the specific measurement and scaling issues most relevant to that area will be highlighted. Thus, the main aim of this panel is to hold a discussion regarding measurement and scaling to illustrate how measurement and scaling link to knowledge production and theoretical development.

**3702**

**3:00 PM - 4:15 PM**

**University Room C**

**ORGANIZATIONAL COMMUNICATION YOUNG SCHOLAR MASTER CLASS  
CONTINUED**

**3703**

**3:00 PM - 4:15 PM**

**University Room D**

**CONTROVERSY IN THE CLASSROOM: ADDRESSING NEGATIVE STUDENT  
COMMENTS THROUGH A THEORETICAL LENS - STATE OF WISCONSIN  
SHOWCASE PANEL**

*Sponsor:* Central States Advisory Council

*Presenters:*

Jennifer Willis-Rivera, University of Wisconsin, River Falls  
Tricia Clasen, University of Wisconsin, River Falls

Students bring problematic cultural attitudes into the classroom resulting in challenging situations. In this interactive session, participants will role-play and discuss common student comments regarding race, gender, sexual orientation, etc. Participants will explore effective ways to use theory to address student comments, thus improving classroom climate and increasing learning.

**3704**

**3:00 PM - 4:15 PM**

**Conference Room 2**

**NONPROFIT ORGANIZATIONS: ATTRACTING AND RETAINING EMPLOYEES AND  
VOLUNTEERS**

*Sponsor:* Organizational and Professional Communication

*Chair:* Bethany Schmelzer, University of Illinois, Urbana

*Participants:*

"Effects of coaching on ministry team development: A case study exploration of employee attrition using an agent based model." Ryan Kozey and Derek Lackaff, State University of New York at Buffalo

"Volunteerism: Conceptualizing volunteer work as a life role." Disraelly Cruz, University of Missouri

"Learning by the 'seat of your pants': Board member assimilation in nonprofit organizations." Theresa Castor and Mary Jo Jiter, University of Wisconsin, Parkside

*Respondent:* J. Kevin Barge, Texas A & M University

**3705**

**3:00 PM - 4:15 PM**

**University Room B**

**DEVELOPING ALTERNATIVES AND ADDITIONS TO COMPETITIVE SPEAKING  
CONTESTS AND IN-CLASS SPEECHES: FORMING A SPEAKERS BUREAU ON  
CAMPUS**

*Sponsor:* Argumentation and Forensics

*Chair:* Heather Norton, Fontbonne University

*Participants:*

"Service-learning and real world speaking: The origins of the speakers bureau." Steve Martin, Ripon College

"Infusing real world speaking into the academic curriculum." Jody Roy, Ripon College

"Real world versus in-class speaking: Lessons learned from a student's perspective." John McGuire and Shawn Karsten, Ripon College

**3706**

**3:00 PM - 4:15 PM**

**Conference Room 4**

**INTERCULTURALLY SPEAKING**

*Sponsor:* Community College

*Chair:* Ronald Howell, Illinois Central College

*Participants:*

Arness Krause, Prairie State College

Margarita Refugia Olivas, University of Wisconsin, LaCrosse

This panel will present various aspects of the intercultural puzzle; examining the uses/roles of intercultural communication both inside and outside the classroom. Finally, with the changing demographic face of college campuses, it is important to generate a more inclusive atmosphere. However, most colleges may not be able to succeed at these goals because of an environment charged with uncertainty and miscommunication. The panel will examine intercultural communication as a means of improving campus climates and helping to reach the desired diversity goals.

**3707**

**3:00 PM - 4:15 PM**

**Conference Room 5**

**TOP PAPERS IN MEDIA STUDIES**

*Sponsor:* Media Studies Interest Group

*Chair:* Mary Kidd, St. Ambrose University

*Participants:*

"Ideologies of sex—Ideologies of power: *300* and the use of spectacle as reality." Adam W. Tyma, North Dakota State University (Top Student Paper)

"Transcending Hollywood: The referendum on *United 93* as cinematic memorial." John W. Jordan, University of Wisconsin, Milwaukee (Top Faculty Paper)

"'All who are honorable are in your debt': Anna Politkovskaya's rhetorical fight for a liberal public sphere in Russia." Susan S. Novak, University of Kansas (Debut Paper)

"'Que esse mundo e' mesmo assim': Gilberto Gil, the tropicalia movement and afro-brazilian identity postmodern times." Phil Chidester, Illinois State University

*Respondent:* Rob Gobetz, University of Indianapolis

**3708**

**3:00 PM - 4:15 PM**

**Assembly Room**

**A TRANSIENT POPULATION: IS THAT ALL WE REALLY ARE?**

*Sponsor:* Adjunct/Temporary Faculty

*Chair:* Derrick Lindstrom, St. Cloud State University

*Participants:*

Sarah Wolter, Gustavus Adolphus College

Kathleen Crawford, Minnesota State University, Mankato

Jessica Samens, Minnesota State University, Mankato

Joshua M. Petersen, Winona State University

Amy Wolff, Winona State University

Mridula Mascarenhas, St. Cloud State University

This roundtable discussion will begin with comments and issues face by fixed term and temporary faculty as they attempt to negotiate what it means to be temporary within the academic communities. This public dialogue will be used as a catalyst for addressing pressing issues in our academic community, providing a voice within the Adjunct/Temporary Faculty Caucus.

**3709**

**3:00 PM - 4:15 PM**

**Senate Room B**

**HEALTH COMMUNICATION INTEREST GROUP TOP PAPERS**

*Sponsor:* Health Communication

*Chair:* Chris North, Ohio Northern University

*Participant:*

- "Understanding health literacy in a Native American context: Communication practices of health practitioners as perceived by clients on the Rosebud Indian Reservation." Terry Robertson, University of South Dakota
- "Closing the divide: A public relations' perspective on the dynamics between health organizations and online proana communities." Jessica Rae Smith, Purdue University
- "Psychological health and uncertainty: Coping strategies among Hurricane Katrina evacuees." Patric R. Spence, DeVos Communication Center and Kenneth A. Lachlan, Boston College

*Respondent:* Christina S. Beck, Ohio University

**3710**

**3:00 PM - 4:15 PM**

**Senate Room A**

**EMOTION IN CLOSE RELATIONSHIPS - TOP PANEL**

*Sponsor:* Interpersonal and Small Group Communication

*Chair:* Curtis B. Livesay, University of Iowa

*Participants:*

- "Emotions in an unfolding life: Does communication studies really understand everyday experience?" Steve Duck, University of Iowa
- "Emotions in ongoing conflict and arguments." Michael Roloff, Northwestern University
- "The lingering effects of emotion experience and expression on post-breakup relationships." Sandra Metts, Illinois State University and Adam Smith, Arizona State University
- "Mother-in-law jealousy." Sylvia Mikucki, University of Illinois
- "Hurt in post-divorce relationships: Processes and consequences." Dawn O. Braithwaite, University of Nebraska, Lincoln

**3711** **3:00 PM - 4:15 PM** **Caucus Room**

**HYBRID EPISTEMOLOGIES: SITUATING THE SELF AT THE INTERSECTIONS OF  
RHETORIC AND PERFORMANCE**

*Sponsor:* Performance Studies and Theatre

*Chair:* Jonathan M. Gray, Southern Illinois University, Carbondale

*Participants:*

"When answering a rhetorical call isn't enough: Understanding rhetoric-performance and the black political body as text." Cornelius Fair, Southern Illinois University, Carbondale

"A rhetorical argument for compost, a performative display." Alison Aurelia Fisher, Janet Donoghue-Wilson, Southern Illinois University, Carbondale

"Poetically and performatively yours: The possibilities of rhetoric and the rhetoric of possibilities." Patrick Santoro, Southern Illinois University, Carbondale

*Respondent:* Amy Pinney, Georgia College & State University

**3713** **3:00 PM - 4:15 PM** **Chancellor's**

**EXPLORING, EXPLAINING, AND ENGAGING THE MODERN FORMS OF GENRE**

*Sponsor:* Rhetorical Theory and Criticism

*Chair:* Jacqueline A. Irwin, California State University, Sacramento

*Participants:*

"Exploring the shepherds of the court: Christian activism in the judiciary using Amicus Curiae Briefs." Miles Cochran, California State University

"Engaging errors: An exploration into right-wing conservative's reformapologia stemming from sex scandals." Chris Maben, California State University

"Exploring a change in rhetoric: Explaining an Al Queda apologia." Glenn E. Miller, California State University, Sacramento

*Respondent:* Russell Luce, University of Kansas

**3714** **3:00 PM - 4:15 PM** **Alumni Parlor**

**UNDERGRADUATE 3**

**3715**

**3:00 PM - 4:15 PM**

**University Room A**

**The Rhetoric of Disasters: An Undergraduate Scholarship Spotlight Panel**

*Sponsor:* CSCA First Vice President, Nancy J. Brule

*Chair:* Michael Dreher, Bethel University

*Panelists:*

"Evacuation rhetoric: Assessing Ray Nagin's attempts to evacuate New Orleans." Amanda Ingle, Bethel University

"Creating social movements out of disaster: A movement analysis of Levees.org." Jake Wienke, Bethel University

"Where Ray Nagin's paranoid style and public policy intersect: An examination of the 'Chocolate City' Speech." Chase Alexander Johnson, Bethel University

"The bridge falls down: Whose fault is it? An examination of the rhetoric of the Interstate 35W Bridge Collapse." Mira Evans, Bethel University

"Come on down and see us...: Women of the storm's attempts to influence post-Katrina reconstruction." Christina Coulter, Bethel University

*Respondents:*

Timothy L. Sellnow, University of Kentucky

Steven Venette, University of Southern Mississippi

Various parts of the United States have been subjected to a long list of disasters: hurricanes, wildfires, tornadoes, earthquakes, and so forth. If scholars such as William Gray and Phil Klotzbach and organizations such as the US Geological Survey are correct, we will see more disasters in upcoming years. Thus, it is important as scholars of communication that we understand how disasters are addressed rhetorically. This panel will explore disaster rhetoric from the crisis stage through the reflection and blaming stage. The panel will explore responses from both local and national leaders in an attempt to uncover insights into the genre of disaster rhetoric. The papers will explore both regional disasters (such as the I-35W bridge collapse in the Twin Cities) as well as Hurricane Katrina, a national disaster.

**3801**

**4:30 PM - 5:45 PM**

**University Room B**

**INCORPORATING POLITICAL ENGAGEMENT IN THE CLASSROOM - STATE OF ILLINOIS SHOWCASE PROGRAM**

*Sponsor:* Central States Advisory Council

*Participants:*

Bryan E. Asbury, Illinois State University  
Travis Mason, Illinois State University  
Lindsay Stuart-Doig, Illinois State University  
Elizabeth Thompson, Illinois State University

The communication discipline is a natural venue for incorporating political engagement into classrooms. This panel will examine methods of integrating political engagement into the classroom through discussion prompts, assignments, activities, speeches, etc. Discussion will begin with broad concepts for incorporating political engagement and then focus on incorporating PEP in an election year with issues such as importance of voting, becoming informed voters, and understanding campaign messages.

**3802**

**4:30 PM - 5:45 PM**

**University Room C**

**FROM COMMUNITY ENGAGEMENT TO STUDENT ACTIVISM: CLASSROOM STRATEGIES FOR CREATING SENSITIVITY AND RESPONSIBLE COMMUNITY CITIZENS**

*Sponsor:* Instructional Resources

*Chair:* Jessica J. Eckstein, University of Illinois, Urbana

*Participants:*

- "The role of emotional intelligence and communication competence for the community's greater good." Michael Elkins, Indiana State University
- "Nonviolent communication: Examining personal responses." David W. Worley, Indiana State University
- "Community engagement redefined: Moving from 'volunteerism' to 'social justice' in the communication classroom." Debra A. Worley, Indiana State University

*Respondent:* Robin Jones, Southwest Oklahoma State University

**3803**

**4:30 PM - 5:45 PM**

**Conference Room 3**

**SUPERNANNY: TO THE RESCUE?**

*Sponsor:* Women's Caucus

*Facilitator:* Lynn Kuechle, Minnesota State University, Mankato

*Participants:*

Lynn Kuechle, Minnesota State University, Mankato

Christa M. Brown, Minnesota State University, Mankato

Kathleen Crawford, Minnesota State University, Mankato

This panel will discuss the hit ABC show *Supernanny* and discuss its narrow representation of the family and mother role. We will apply the idea of *intensive mothering* introduced by Hays (1996) in her book *The Cultural Contradictions of Motherhood* and discuss problems that arise when mothers perceive that this formula will work for all mothers and children in all situations.

**3804**

**4:30 PM - 5:45 PM**

**Conference Room 4**

**CSCA CELEBRATES A DECADE OF POLITICAL COMMUNICATION RESEARCH**

*Sponsor:* Political Communication

*Chair:* Jenifer L. Lewis, Western Kentucky University

*Participant:*

"Women and politics: Have we come a long way, baby?" Mary Christine Banwart, University of Kansas

"The 'old' and 'new' of political media." Robert Gobetz, University of Indianapolis

"Debating presidential elections: Charting a course for presidential debates and research," Mitchell S. McKinney, University of Missouri

"The past and future of the rhetorical presidency." Terry Robertson, University of South Dakota

"Engaging the future of our democracy: Communicating with young citizens." Julia A. Spiker, University of Akron

In 1998, CSCA established the Political Communication Interest Group and over the past decade this group has become one of the association's larger units. This panel features presentations by past Chairs of Political Communication who have each developed specific programs of research. These presentations highlight research within each of these areas, suggesting an agenda for future research. The panel will combine presentations with audience participation.



**3807**

**4:30 PM - 5:45 PM**

**Conference Room 1**

**“THE EMPEROR HAS NO CLOTHES”: SOLIDIFYING INCONSISTENCIES IN THE INTERPRETATION OF JUDGE’S PREFERENCE IN INTERCOLLEGIATE FORENSICS**

*Sponsor:* Argumentation and Forensics

*Facilitator:* Edward E. Hinck, Central Michigan University

*Participants:*

Anthony Cavaiani, Wayne State University

David Nadolski, College of Lake County

Maegan Stephens, Ball State University

Kyle Zrenchik, Illinois State University

This roundtable discussion is intended to stimulate ideas and concerns regarding how definitions of judges’ preference as a tie-breaking procedure in intercollegiate speech tournaments are interpreted. Additionally, the discussion will include discourse in regards to a definition of judges’ preference in NFA and AFA by-laws. Participant’s papers would include topics ranging from why judges preference should not be considered an unwritten rule of forensics; and preliminary results of a study regarding judges’ preference.

**3808**

**4:30 PM - 5:45 PM**

**Conference Room 5**

**CRAFTING HEALTH COMMUNICATION FOR CONSUMERS: A HEALTH CARE MARKETING ORGANIZATION INTERACTS WITH CLIENTS**

*Sponsors:* Organizational & Professional Communication  
Health Communication

*Chair:* Larry W. Long, Executive Director, School of Communication,  
Illinois State University

*Participants:*

Mark Clark, Strategic Marketing Manager, CPM Marketing Group

Lance R. Lippert, Illinois State University

Megan R. Taylor, CPM Marketing Group, Director of  
Marketing & PR

*Respondent:* Jim L. Query Jr., University of Houston

A pragmatic model of health care communication involves crafting an appropriate message. A Madison-based health care marketing organization provides health care practitioners with strategies, channel choice, and health information to communicate effectively with patients in a timely fashion. Practitioners and scholars examine the role communication plays in influencing consumer healthcare behavior and patient loyalty.

**3809**

**4:30 PM - 5:45 PM**

**Senate Room A**

**THE HOPE CONFERENCE: WHAT A SITE!**

*Sponsor:* Undergraduate Programs  
*Chair:* Alan Lerstrom, Luther College

*Participants:*

Teresa Heinz Housel, Hope College  
Scott Marshall, University of St. Francis  
Isolde K. Anderson, Hope College  
Kathleen Edelmayer, Madonna University  
Deborrah Uecker, Wisconsin Lutheran College

Participants on this panel are all past attendees of the Hope Conference. They will discuss how the conference has influenced their professional lives by helping them: 1) develop new courses, revise old ones, and create new assignments and projects; 2) initiate research projects, conference papers and panels; and 3) create lasting friendships and professional relationships.

**3810**

**4:30 PM - 5:45 PM**

**Senate Room B**

**MEDIATED HEROISM - THE POSITION OF THE "HERO" IN POST-9/11 AMERICAN CULTURE**

*Sponsor:* Media Studies Interest Group  
*Chair:* Michelle M. Maresh, University of Nebraska, Lincoln

*Participants:*

"Spiderman, the cultural and religious reasons the icon was created."  
Christopher Anderson, University of Iowa  
"Shallow lives, saintly sacrifice, and stereotypes - the heroes of *Rescue Me*." Joseph Dailey, Carroll College, Wisconsin  
"From the offensive line to the front line - Pat Tillman and American heroism." Kate Gronewold, North Dakota State University  
"Becoming the hero: The position of everyday citizens as "Hero" within American popular media - CNN's *Heroes*." Adam W. Tyma, North Dakota State University

*Respondent:* Lora Cohn, Park University

**3811**

**4:30 PM - 5:45 PM**

**Assembly Room**

**Service and Social Activism: Exploring the  
Role of Regional Associations  
*Roundtable of Past Presidents***

*Sponsor:* CSCA First Vice President

*Facilitator:* Lynn H. Turner, Marquette University

*Participants:*

Roberta Davilla, Western Illinois University

Lawrence R. Frey, University of Colorado

Lynn H. Turner, Marquette University

Judy C. Pearson, North Dakota State University

Judith S. Trent, University of Cincinnati

David Zarefsky, Northwestern University

The panelists (all of whom have served CSCA as president in the past) will discuss the degree of social activism appropriate for a regional association like CSCA, the role presidents play in setting a social activist agenda for the association, and the role CSCA may play as a vehicle for service for junior faculty. The panel will also grapple with questions such as how to define social activism and how (or whether) it is appropriate as an agenda for our association. Further, this panel could be an encouragement to graduate students and new faculty about the value of becoming involved in the regional professional organization and the "benefits" for one's career and life. This topic might be particularly valuable to this generation of student/faculty because the literature suggests that young people don't see the immediate value of joining groups.

**3812**

**4:30 PM - 5:45 PM**

**Chancellor's**

**TALKING ABOUT HEALTH IN FAMILIES: NEW DIRECTIONS ROUNDTABLE  
PROGRAM**

*Sponsor:* Interpersonal and Small Group Communication

*Chair:* Ben DiPaola, Northwestern University

*Participants:*

"Communication between long-time married couples surviving cancer."

Rebecca Imes, Carroll College

"Pediatric cancer survival in the long-run: A family perspective." Lauren

Grill, Northwestern University

"HIV disclosure by gay and bisexual men to nuclear and extended family members." David Moskowitz, Medical College of Wisconsin  
"Genetic health and family interaction." Kathleen M. Galvin, Northwestern University

**3813**

**4:30 PM - 5:45 PM**

**Alumni Parlor**

**INSTRUCTION AS ACTIVISM: ADDRESSING OPPRESSION(S)**

*Sponsor:* Communication Education  
*Chair:* Marcia Moore, Delta College

*Participants:*

Anna Maria Flores, Wayne State University  
Diana Hadad, Wayne State University  
Barbara Handley-Miller, Delta College  
Kyle Leathers, Wayne State University  
Denise L. Oles, Drake University

Language serves to maintain and perpetuate multiple oppressions. Exploring this dynamic in the classroom can be as difficult as it is rewarding. This roundtable brings together social activist scholars from diverse backgrounds. Each offers a classroom exercise or assignment with a particular critical focus, such as stereotyping of White privilege. All will share their experiences in bringing activism to the communication classroom.

**3814**

**4:30 pm - 5:45 pm**

**Caucus Room**

**UNDERGRADUATE 4**

**6:00 PM- 7:00 PM**

**BUSINESS MEETINGS**

<b>3901</b>	<b>CSCA Executive Council Meeting</b>	<b>University Room A</b>
<b>3902</b>	<b>Media Studies</b>	<b>University Room B</b>
<b>3903</b>	<b>Political Communication</b>	<b>University Room C</b>
<b>3904</b>	<b>Health Communication</b>	<b>University Room D</b>
<b>3905</b>	<b>CSCA Research Committee</b>	<b>Conference Room 1</b>
<b>3906</b>	<b>CSCA Technology Committee</b>	<b>Conference Room 2</b>

