

Political Communication Interest Group Newsletter

Spring 2016

Volume 9, Issue 2

Message from the Chair

Hello CSCA Political Communication Interest Group members!

I hope you all are as excited as I am for the upcoming conference in Grand Rapids! What an exciting year to study Political Communication!

Before I discuss some of the highlights of our program, I want to thank everyone that made it possible. Thank you to everyone that submitted a paper or panel this year. I'd also like to thank everyone that reviewed the submissions. The papers and panels selected represent the best of our division, and your work reviewing is a critical element for a successful conference. Finally, Shawn Wahl has served as the conference program planner this year, and has been a great guide and resource for the program planners. If you see Shawn at the conference, please make sure to thank him for his hard work.

We have an excellent program planned for this year. Our program kicks off at 8 a.m. on Thursday with a panel discussion titled "Updating Foundations in Quantitative Research Methods." Next, is our group's business meeting from 11 a.m.-12:15 p.m. in Berkey. The group's leadership will update you on this conference and the 2017 conference, we will honor the top paper winners, and we will elect our next secretary.

Our top paper panel is Friday morning at 11 a.m. in Heritage Hill featuring the top student paper titled, "Disciplining the Cyber Wild West: President Obama's Model for Transparent Digital American Citizenship" by Thomas A. Salek of the University of Wisconsin, Milwaukee, and the top overall paper titled "Embracing <Change>: Obama's Ideographic Construction in the 2008 Presidential Campaign" by Jake J. Nickell of Wayne State University. I assure you that this is a session you don't want to miss.

I won't discuss every panel here, but I hope you can attend them all because we have some great scholarship being presented. We are co-sponsoring a panel with the Rhetorical Theory and Criticism Interest Group on President Ford since we will be convening in his hometown. "A Look at the Gerald R. Ford Presidency" will take place on Saturday at 2 p.m. in Emerald B.

Safe travels and I look forward to seeing you in Grand Rapids in a few weeks!

Sincerely,
Terri M. Easley-Giraldo
University of Kansas

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Thursday 8:00–9:15 AM

Haldane

Updating Foundations in Quantitative Research Methods

Sponsor: Political Communication Interest Group
 Chair: **Cassandra C. Bird**, University of Kansas

Presenters: **Joshua Hawthorne**, University of Missouri
Michael W. Kearney, University of Kansas
Jennifer Kienzle, University of San Francisco
Kristine Knutson, University of Wisconsin, Eau Claire
Andrew M. Ledbetter, Texas Christian University
Benjamin R. Warner, University of Missouri

This discussion will review cutting edge practices in quantitative research and discuss their applications in contemporary communication research. Panelists will discuss innovative study designs via online experiments and planned missingness. They will also review issues of validity in scale development and discuss several advanced statistical techniques such as latent-interactions, Bayesian estimation, and multitrait-multimethod decomposition.

Thursday 11:00 AM-12:15

Berkey

Political Communication Interest Group Business Meeting

Chair: **Terri M. Easley-Giraldo**, University of Kansas
 Vice Chair: **Joshua Hawthorne**, University of Missouri
 Secretary: **Michael W. Kearney**, University of Kansas

Thursday 2:00-3:15 PM

Kendall

Cultural Identity and Political Influence

Sponsor: Political Communication Interest Group
 Chair: **Michael W. Kearney**, University of Kansas
 Respondent: **Michael Milford**, Auburn University

Ethnosubordinance and anonymity: An identification, metaphor, and narrative analysis of ISIS rhetoric

Daniel M. Chick, Western Kentucky University

The Rhetoric of the Romanow Commission: Arguing for Reform but De-emphasizing Rhetoric in Canadian Health Care Policy

Chris Cudahy, Crandall University

Gandhi and Agenda Building: A study in strategies to address multiple audiences for political gain

Dhiman Chattopadhyay, Bowling Green State University

Broken Pieces of the Past: Understanding the Articulations of Confederate and Southern Identity

Gabriel A. Cruz, Bowling Green State University

This panel explores cultural identity through analysis of a variety of topics and political issues. Political influence is examined through these various contexts to analyze the impact and outcomes on various cultural identities.

Thursday 5:00-6:15 PM

Nelson

Micro-level Messages as the Foundation of Politics

Sponsor: Political Communication Interest Group

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

Respondent: **James M. Schnoebelen**, Washburn University

Theoretical and Empirical Review of Political Discussion Orientation Scales

Michael W. Kearney, University of Kansas

The Decision Has Been Made: Presidential Election Night Victory Speeches as a Foundation to the Rhetorical Presidency

Joshua P. Bolton, University of Missouri

Transcending Gender Bias: Hillary Clinton and the Evolution of Criticism from First Lady to Presidential Candidate

Lindsey Kraus, Illinois State University

Perceptions of Convergent State Terrorism

Daniel M. Chick, Western Kentucky University

This panel explores micro-level messages on a variety of topics in political communication. These papers analyze how messages impact politics from differing viewpoints and methodological approaches.

Friday 11:00 AM-12:15 PM

Heritage Hill

Top Papers in Political Communication

Sponsor: Political Communication Interest Group
 Chair: **Terri M. Easley-Giraldo**, University of Kansas
 Respondent: **Craig Allen Smith**, North Carolina States University

Embracing <Change>: Obama's Ideographic Construction in the 2008 Presidential Campaign
 (Top Paper)
Jake J. Nickell, Wayne State University

Disciplining the Cyber Wild West: President Obama's Model for *Transparent* Digital American
 Citizenship (Top Student Paper)
Thomas A. Salek, University of Wisconsin, Milwaukee

"When politics fail, violence is sometimes necessary": The potential consequences of in-group
 bias and political trust
Joshua Hawthorne, University of Missouri
Sarah Smith-Frigerio, University of Missouri
Heesook Choi, University of Missouri
Calvin Coker, University of Missouri
Freddie Jennings, University of Missouri

An (In)significant Blow to Terrorism: Foundational Frames in the Killing of Anwar al-Awlaki
Cassandra C. Bird, University of Kansas

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

Friday 4:00-5:15 PM

Thornapple

Credibility, Outsiders, and the 2016 GOP Primary

Sponsor: Political Communication Interest Group
 Chair: **Ryan Neville-Shepard**, Indiana University-Purdue University Columbus

Presenters: **Craig Allen Smith**, North Carolina States University
Mitchell S. McKinney, University of Missouri
Dianne G. Bystrom, Iowa State University
Trevor Parry-Giles, National Communication Association
Kristina Horn Sheeler, Indiana University-Purdue University Indianapolis
Michael Milford, Auburn University
Kathy B. Smith, Wake Forest University

The Republican Primary of 2016 saw the rise of outsider candidates with little or no political experience. Explaining the influence of these candidates – especially Donald Trump, Carly Fiorina, and Ben Carson – this panel of experts will discuss the rhetorical forces that led to this phenomenon, its impact on the primary and general election, and its implications for political communication research.

Saturday 8:00–9:15 AM

Haldane

Social Media in the 2016 Election

Sponsor: Political Communication Interest Group
 Chair: **Terri M. Easley-Giraldo**, University of Kansas
 Respondent: **Mary C. Banwart**, University of Kansas

Candidates Live Tweeting Debates: Analysis of Trump and Sanders Tweeting Opposition Debates

Joshua P. Bolton, University of Missouri

Predicting Digital Engagement: Reading the Frequency and Content of Online Political Communication

Joshua Hawthorne, University of Missouri

The Null Effect of Social Media Use on Political Participation

Michael W. Kearney, University of Kansas

Following Candidates on Twitter: Political Efficacy and Engagement in the 2016 Presidential Primaries

Natalie Pennington, Kansas State University

Soo-Hye Han, Kansas State University

Campaign Today, White House Tomorrow? Social Media Campaigning and the Future of Presidential Communication

Joshua Scacco, Purdue University

This paper panel broadly covers the use and impact of social media in politics, ranging from analyses of candidate and citizen social media content to explorations of the effects of social media use on citizens. Each paper presents evidence to elaborate on the role of social media during the 2016 elections.

Saturday 9:30-10:45 AM

Grand View A

Hillary Rodham Clinton in 2016: Establishing a Foundation for Understanding How the Would-Be Madame President Communicates

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

She Said, She Said: Comparing Hillary Clinton's Communication Strategies in Her Campaigns for the Democratic Nomination for President

Dianne G. Bystrom, Iowa State University

'I Just Don't Want to Have a Beer with Her': The Rhetorical Constraint Posed by Clinton's Likeability

James M. Schnoebelen, Washburn University

Rhetorical Resource or Interactivity Run Amok: Hillary Clinton, Twitter, and Presidentiality during the 2016 Campaign

Kristina Horn Sheeler, Indiana University-Purdue University Indianapolis

Gender, Candidate Image, and the 2016 Presidential Primary: The Case of Hilary Clinton

Benjamin R. Warner, University of Missouri, Columbia

Calvin Coker, University of Missouri, Columbia

Molly Greenwood, University of Missouri, Columbia

Framing Hillary in Iowa: Media Frames in Local Coverage of Hillary Clinton's 2016 Campaign

Kelly L. Winfrey, Iowa State University

Hillary Clinton is once again trying to break the "highest and hardest" glass ceiling as she attempts to win the Democratic primary for president. In keeping with this year's conference theme, the goal of this panel is to present a foundation for understanding how Clinton communicates with various political entities. To that end panelists will present research regarding Clinton's interaction strategies, strengths, and weaknesses from various methodological and theoretical perspectives.

Saturday 11:00 AM-12:15 PM

Kendall

The Iowa Caucuses: Realities and Myths

Sponsor: Political Communication Interest Group
 Chair: **Fred Antczak**, Grand Valley State University

Presenters: **Dianne G. Bystrom**, Iowa State University

Mitchell S. McKinney, University of Missouri
Greg Payne, Emerson College
Craig Allen Smith, NC State University
Benjamin R. Warner, University of Missouri
Kelly L. Winfrey, Iowa State University

To better understand the realities of the Iowa caucuses a team of scholars will convene at Iowa State University on caucus weekend (January 30-February 1). The researchers will attend rallies and speeches as well as the caucuses. The participants will spend February and March completing their work for presentation at CSCA and anticipate offering a set of recommendations for campaigners, citizens, and reporters as they look toward 2020.

Saturday 12:30-1:45 PM

Berkey

Analyzing the 2016 Presidential Election: Reflections on the Primaries and Predictions for the General Election

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

Presenters: **Mary C. Banwart**, University of Kansas
Dianne G. Bystrom, Iowa State University
Mitchell S. McKinney, University of Missouri
Trevor Parry-Giles, National Communication Association
Robert C. Rowland, University of Kansas
Craig Allen Smith, North Carolina State University
Judith S. Trent, University of Cincinnati
David Zarefsky, Northwestern University

By the time we meet in Grand Rapids, both the Democratic and Republican parties will be well on their way to selecting their nominees for the 2016 presidential election. Join a roundtable discussion with several political communication scholars who will offer analysis of the ongoing primary campaigns and predictions for the general election. Audience participation will be invited.

Saturday 2:00-3:15 PM

Emerald B

A Look at the Gerald R. Ford Presidency

Co-Sponsors: Rhetorical Theory and Criticism Interest Group
 Political Communication Interest Group
 Chairs: **Terri M. Easley-Giraldo**, University of Kansas
Kristen L. McCauliff, Ball State University

Presenters: **Denise M. Bostdorff**, College of Wooster
Edward A. Hinck, Central Michigan University
Donald Holloway, Gerald R. Ford Presidential Museum
John Murphy, University of Illinois, Urbana-Champaign
Trevor Parry-Giles, National Communication Association
David Zarefsky, Northwestern University

As we gather in the hometown of Gerald Ford, 38th President of the United States, we plan to discuss his early career, his presidency, the Carter-Ford debates, his legacy and various popular culture touch tones that mark his career.

Saturday 3:30-4:45 PM

Grand View C

Analyzing the 2016 Presidential Primary Debates

Sponsor: Political Communication Interest Group
Chair: **Joshua P. Bolton**, University of Missouri

Presenters: **Mitchell S. McKinney**, University of Missouri
Trevor Parry-Giles, National Communication Association
Robert C. Rowland, University of Kansas
Kelly L. Winfrey, Iowa State University

This panel of scholars will discuss the 2016 Presidential primary debates. Attention will be given to various areas of research of the primary debates including argumentation strategies, the effects of debates, memorable and defining moments, and issues related to debate formats. The panel will then engage the audience in an open discussion to encourage dialogue, insights, and varied perspectives.