

Welcome to the 95th Annual Meeting of the

**EASTERN
COMMUNICATION
ASSOCIATION**

April 22-25, 2004
Boston, MA

The Pursuit of Progress

**The
Eastern Communication
Association Convention**

April 22-25, 2004
Hilton Back Bay Hotel
Boston, Massachusetts

Wednesday, April 21, 2004

**ECA Pre-conference: Theorizing about Crisis
Communication**

The Eastern Communication Association Convention

April 22-25, 2004

**Hilton Back Bay Hotel
Boston, Massachusetts**

ECA Pre-Conference: Theorizing about Crisis Communication

WE 0.01 *Pre-conference Registration*

12:00 p.m. – 1:00 p.m.

Pre-Assembly

Pre-conference participants are invited to register and pick up their convention materials. Participation in the pre-conference is available to paid registrants only.

Pre-conference Fee: \$30.00.

WE 0.02 *Pre-conference Opening Remarks*

1:00 p.m. – 1:15 p.m.

Belvidere Salon A

Welcome and opening remarks from the Pre-conference directors,

Co-Chairs: W. Tim Coombs, Eastern Illinois University
Richard A. Kallan, California State Polytechnic Institute at Pomona.

WE 0.03 *Pre-conference Plenary Session One*

1:15 p.m. – 2:15 p.m.

Belvidere Salon A

“The Current State of Crisis Communication”

Laurence Barton, American College (Bryn Mawr, PA)

2:15 p.m. – 2:30 p.m.

Belvidere Salon A

Coffee/Soda Break

2:30 p.m. – 3:15 p.m.

Belvidere Salon A

Discussion of Barton's Speech

WE 0.04 *Pre-conference Plenary Session Two*

3:30 p.m. – 4:30 p.m.

Belvidere Salon A

“Theorizing About Crisis Communication”

Timothy L. Sellnow, North Dakota State University

4:30 p.m. – 5:00 p.m.

Belvidere Salon A

Discussion of Sellnow's Address

MTG01 *ECA Publications Committee Meeting*

WE 1:00 p.m. - 4:00 p.m.

Maverick A

Presiding: Mary L. Kahl, SUNY-New Paltz

Members of the ECA Publications Committee are invited to attend this meeting

MTG02 *ECA Site Selection Committee Meeting*

WE 6:30 p.m. - 7:45 p.m.

Maverick A

Members of the ECA Site Selection Committee are invited to attend this meeting. Discussions about site selection for the 2007 and 2008 ECA conventions will occur. Association members who wish to offer site selection recommendations should contact Mary L. Kahl, ECA President, with their suggestions.

MTG03 *ECA Finance Committee Meeting I*

WE 5:00 p.m.-6:00 p.m.

Boardroom

Presiding: Mary L. Kahl, SUNY-New Paltz
Finance Committee members are invited to attend this meeting.

MTG04 *ECA Convention Registration*

TH 8:00 a.m. - 5:00 p.m.

Lower Level Foyer

Members and guests of the Eastern Communication Association are invited to register for the 95th annual convention in the Lower Level Foyer, located outside the Fenway Room on the basement level. Convention program and conference information packets are available to those who pre-register for the convention. Programs and materials for on-site registration, including ECA membership forms, are available, as well.

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TIFF (LZW) decompressor
are needed to see this picture.

SC 01 *Starting a Forensics and Debate Team from Scratch: A Primer
for Interested Faculty and/or Departmental Representatives*

TH 8:00 a.m. – 12:00 p.m.

Maverick A

Todd Allen, Geneva College,
Carl Hyden, Morgan State University,
Helen Karchnew, HK Consulting,
Adrienne Jene Mayo, Prince George's Community College,
Jeffrey Pierson, Bridgewater College,
Theodore Sheckels, Randolph-Macon College,
Barbara Sims, Alderson-Broadbush College,
Harry Strine, Bloomsburg University

This course offers a primer of the most important information needed for starting a forensics and debate team. In addition, a structured mentorship program will be implemented between the instructors and those who take this course to offer follow-up support as they begin the task of starting a forensics and debate team.

4 hours, 30 participants maximum.

Equipment used during the session: TV/VCR and overhead projector needed.

Pre-registration Required
Short Course Fee: \$15.00

TH 1.01 *Pre-conference Seminar One*

9:00 a.m. – 10:15 am

Belvidere Salon A

Discussion Facilitators: **Matt Seeger**, Wayne State University
 Robert R. Ulmer, University of Arkansas, Little Rock

Participants will continue to discuss their individual papers, and the discussion will be anchored in the approach to theory presented by Dr. Sellnow yesterday.

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SC 02 *Understanding Media: Effective Strategies for Integrating Theory and Production*

TH 9:00 a.m. – 12:00 p.m.

Adams A

Michael Grabowski, College of New Rochelle

This short course uses a model class to demonstrate how to successfully integrate media theory with production modules so that students may understand how to apply theory to everyday media practices. By the end of the course, participants will learn how to apply media theory to print, video, and the web, teach basic video production and editing, teach basic web design, and develop a syllabus integrating these skills with media theory.

3 hours, 12 participant maximum.

Equipment used during the session: Video projector or large-screen TV with external video inputs.

Pre-registration Required
Short Course Fee: \$15.00

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SC 03 *Making a Difference Through Service Learning: A Model for Small Groups and Leadership Courses*

TH 9:00 a.m. – 12:00 p.m.

Adams B

Constance Hudspeth, Rollins College

This session will explore a process model for conducting Service Learning Projects, the proven benefits of community based projects, how to link them with critical thinking processes, and a list of over 100 projects ideas.

3 hours, 20 participants.

Equipment used during the session: TV & VCR needed.

Pre-registration Required

Short Course Fee: \$15.00

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SC 04 *Conversational Space: A Method of Inquiry to Enhance Mutual Understanding and Transform Teaching and Learning.*

TH 9:00 a.m. – 12:00 p.m.

Copley

John Chetro-Szivos, Fitchburg State College and
Patrice Gray, Fitchburg State College.

3 hours, 16 participant maximum.

Equipment used during the session: DVD Player.

Pre-registration Required

Short Course Fee: \$15.00

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TIFF (LZW) decompressor
are needed to see this picture.

SC 05 *Public Speaking Plus: A Step-By-Step Guide to Integrating Academic with Performance Skills*

TH 9:00 a.m. – 12:00 p.m.

Jefferson

Dina Dahbany-Miraglia, Queensborough Community College

This course will provide a skills infrastructure that has been successful in a hybrid Speech Communication course and can be adapted to more specialized ones. A step-by-step presentation of techniques and strategies are illustrated with instructional materials.

3 hours, 10 participant maximum.

Pre-registration Required

Short Course Fee: \$15.00

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SC 06 *Teaching the Basic Course Online with The Art of Public Speaking*

TH 9:00 a.m. – 12:00 p.m.

Lincoln

Jennifer S. Cochrane, Indiana University

This course explains basic course design principles appropriate to online pedagogy as it relates to teaching and learning public speaking online. Participants will be encouraged to discuss and share online teaching and learn ideas.

3 hours, 30 participant maximum.

Equipment used during the session: Internet connection, computer projection (LCD projection), screen for projection.

Pre-registration Required

Short Course Fee: \$15.00

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TIFF (LZW) decompressor
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SC 07 *Teaching Family Communication Using an Intercultural Approach*

TH 9:00 a.m. – 12:00 p.m.

Mariner

Richard P. Long, Columbus State University

This course is designed to help faculty apply what they know about teaching intercultural communication to the teaching of family communication.

3 hours, 15 participants maximum.

Pre-registration Required

Short Course Fee: \$15.00

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SC 08 *Freshman to Senior: The Four-Year Teaching Plan for
Instruction in Communication Research Methods*

TH 9:00 a.m. – 12:00 p.m.

Washington

Steven C. Koehn, Lycoming College and
Janet Hurlbert, Lycoming College

This course presents a new pedagogy for teaching communication research methods. A four-year model approach based on research findings that show that research skills are developed in a process-oriented way will be presented. This model details teaching activities and projects to perform in basic communication core courses at the freshman, sophomore, junior levels, and in senior level research methods courses.

3 hours, 30 participant maximum.

Equipment used during the session: Either powerpoint equipment or computer projection screen.

Pre-registration Required
Short Course Fee: \$15.00

MTG05 *ECA Executive Council Meeting I*

TH 9:30 a.m. – 12:30 p.m.

Westminster

All appointed and elected representatives of the 2004 Executive Council are invited to attend the first meeting session of the convention. A more detailed membership of the Executive Council representatives is included in the back of the convention program for your easily reference.

TH 1.02 *Papers Submitted to Voices of Diversity*

1:00 p.m. – 2:15 p.m.

Adams A

Sponsor: Voices of Diversity
Chair: **Lorin Basden Arnold**, Rowan University

Respondent: **Robert Westerfelhaus**, College of Charleston

“Deaf President Now and American Sign Language: A Look at Rhetoric”

Marilyn Daniels, The Pennsylvania State University

“Friendship Formation and Maintenance: Examining Friendship Patterns of Homosexual Men and Heterosexual Women in Close Relationships”

Amanda Goodwin, Independent

“Ain’t I a Woman? An Investigation of the Intersection of Sex and Race in the Similarities and Differences in the Identity Construct ‘Woman’ among African Americans and Caucasians”

Kara Laskowski, The Pennsylvania State University

“An Analysis of Informational and Cultural Content in Hispanic and Anglo Magazine Advertisements”

Kaitlin M. Walsh, University of Hartford*

* A debut paper

TH 1.03 *Deliberately Behaving to Increase Learning*

1:00 p.m. – 2:15 p.m.

Adams B

Sponsor: Instructional Practices

Chair: **Kristi Lawrence Wilkerson**, West Virginia Independent
Colleges & Universities, Inc.

Respondent: **Marian L. Houser**, Texas State University-San Marcos

“Further Examining the Nature and Benefits of Clear Teaching: The Relationships Between Teacher Clarity, Feedback to Students, and Student Perceptions of Fairness”

Joseph L. Chesebro, State University of New York at Brockport

Matthew M. Martin, West Virginia University

Alexander Bulson, State University of New York at Brockport

“The Relationships Among Teacher Self-Disclosure, Student Motives to Communicate and Teacher Credibility”

Jacob L. Cayanus, West Virginia University

Matthew M. Martin, West Virginia University

Alan K. Goodboy, West Virginia University

“Students’ Perceptions of How College Teachers Convey Credibility: A Qualitative Analysis”

Scott A. Meyers, West Virginia University
Leah E. Bryant, DePaul University

This panel of competitive papers examines a variety of student perceptions of teachers' behaviors that have an impact on student learning.

TH 1.04 *Queer Eye for the Straight Guy's Media: Sexual Orientations in Popular Culture*

1:00 p.m. – 2:15 p.m.

Belvidere Salon B

Sponsor: Mass Communication Interest Group
Chair: **Jack Banks**, University of Hartford
Respondent: **Jack Banks**, University of Hartford

“Men in Black Rubber: Batman Beyond”
Robert Lang, University of Hartford

“From Lance Loud to Reichen and Chip: Epidetic Rhetoric and the Gay Male Reality TV Star”
Nels P. Highberg, University of Hartford

“Stepping up to the Plate: Sports and Sexual Orientation”
Jane Horvath, University of Hartford

“Newspaper Coverage of GLBT Issues in Education”
Melinda S. Miceli, University of Hartford

TH 1.05 *Navigating Pediatric Health Care Through Communication: Pursuing Progress*

1:00 p.m. – 2:15 p.m.

Boardroom

Sponsor: Applied Communication
Chair: **Mary Mino**, The Pennsylvania State University, Dubois

“Staying in Character: Maintaining Role Boundaries in Health Emergencies”
Catherine Hastings, Susquehanna University

“‘Every Parent’s Nightmare’: Communication Strategies Used During a Pediatric Terminal Diagnosis”

Janet Reynolds Bodenman, Bloomsburg University of Pennsylvania

“Pursuing Progress in Pediatric Health Care: A Discussion of Implications for Practitioners and Scholars”

Janet Reynolds Bodenman, Bloomsburg University of Pennsylvania

This panel shares the work of scholars and parents exploring parent/health care giver interaction throughout short and long term pediatric health emergencies or crises in order to establish recommendations for participants who find themselves in this context. In response to concerns about lack of interaction in traditional panel formats, the third paper time slot permits facilitation of discussion between audience members and panelists to uncover implications and/or recommendations for this area of study and practice.

TH 1.06 *Teaching Political Engagement Inside the Communication Classroom: A Roundtable Discussion of Active-Learning Strategies*

1:00 p.m. – 2:15 p.m.

Copley

Sponsor: Rhetoric and Public Address
Co-Sponsor: Political Communication
Chair: **Valerie A. Endress**, Rhode Island College

Participants: **Janette Kenner Muir**, George Mason University
 Mary L. Kahl, SUNY, New Paltz
 Judith S. Trent, University of Cincinnati
 Kay Israel, Rhode Island College
 Ann J. Atkinson, Keene State University
 Valerie A. Endress, Rhode Island College

This roundtable discussion examines one of the most pressing challenges facing rhetoric, public address, and political communication scholars: How to foster the development of democratic civic disposition and behavior among students? Each of the panelists has undertaken this classroom challenge by conjoining creatively both the content and process of political literacy through the vehicle of the 2004 presidential Campaign. Participants will discuss the full range of active-learning strategies they employed and offer several models of successful political engagement.

TH 1.07 *Theory, Audiences, and Health Communication: In Pursuit of Positive Health Outcomes*

1:00 p.m. – 2:15 p.m.

Jefferson

Sponsor: Health Communication Interest Group
Chair: **Kami Silk**, Michigan State University
Respondent: **Judith Weiner**, The Pennsylvania State University

“Building Trust in Healthcare through Cultural Competence: An Intervention for Physicians”

Traci Kim, Michigan State University*

“Organ Donation within the African American Community: Understanding Effective Messages”

Julie Volkman, Michigan State University*

“Using the Health Belief Model to Determine Effective Heart Disease Messages Aimed at Women”

Carl William Matter, Michigan State University*

“The Effects of Shame Appeals on Individuals’ Behavior Change”

Leslie M. Deatrck, Michigan State University

“Fiction or Reality: When it Comes to Sex Does it Matter?”

Tracy R. Worrell, Michigan State University

* debut paper

TH 1.08 *Teaching Debate in the Civil Society: Engagement for Everybody*

1:00 p.m. – 2:15 p.m.

Lincoln

Sponsor: Argumentation and Forensics
Chair: **Richard A. Kallan**, California State Polytechnic Institute, Pomona

Panelists: **Ronald Grapsy**, Kutztown University
Angela Nastasee-Carder, Fitchburg State College
Karin Sergel, Kutztown University
Theresa Shaton, Kutztown University

The panel centers on the teaching of debate in the classroom setting. Discussion will include the challenges presented by the traditional debate model in teaching non-majors who take the class, non-debater majors who may be required to take the class, and the

importance of debate as a way of becoming engaged in the larger civil society. Debate teaches valuable lessons to the communication student and the non-major alike, to the forensics participant and to the specialist in Interpersonal Communication. The panel will explore these options and solicit discussion on ways to teach these lessons.

TH 1.09 *Nonverbal Communication in the Professions*

1:00 p.m. – 2:15 p.m.

Madison

Sponsor: Nonverbal Communication
Chair: **Nancy Hoar**, Western New England College

“Nonverbal Communication in Physician-Patient Communication”
James C. McCroskey, West Virginia University
Virginia Richmond, West Virginia University

“A Model and Methods to Teach Nonverbal Communication in Pharmacy Practice ”
Ellen R. Cohn, University of Pittsburgh
Gary Stoehr, University of Pittsburgh

“Getting in Synch: Nonverbal Communication in the Information Professions”
Marie L. Radford, Pratt Institute

“Supervisors’ and Subordinates’ Predispositions toward Nonverbal Communication and Nonverbal Relational Reciprocity”
Jerry L. Allen, University of New Haven

This program explores the influence of nonverbal communication in three professions -- medicine, pharmacy, and library science -- and the role of nonverbal communication in the interactions of professional superintendents and their subordinates.

TH 1.10 *Contemporary Issues in Media Policy and Media Literacy*

1:00 p.m. – 2:15 p.m.

Mariner

Sponsor: Mass Communication Interest Group
Chair: **Robert Mundorf**, University of Rhode Island
Respondent: **Sundeep Muppidi**, University of Hartford

“From Our Classroom to Yours: An Application of Media Literacy Curriculum in Second Grade Classrooms”

Andrea Bergstrom, University of Massachusetts, Amherst
Angela Paradise, University of Massachusetts, Amherst

“Moral Panics and Globalization”

Christine A. Lemesianou, Montclair State University

“New Media Policy Issues in the Transition to Broadcast Digital Television”

Mari Castaneda Paredes, University of Massachusetts, Amherst

“The Ties that Bind: Cultural Constraints in News Reporting”

Linda Schifino, Duquesne University

TH 1.11 *American Presidential Address: Is There any Progress?*

1:00 p.m. – 2:15 p.m.

Maverick A

Sponsor: Rhetoric and Public Address

Chair: **Alfred G. Mueller II**, Penn State Mont Alto

Respondent: **Alfred G. Mueller II**, Penn State Mont Alto

"Missionary and Prophet of 'True Americanism': A Metaphoric Criticism of Woodrow Wilson's League of Nations Discourse"

Benjamin Ponder, Northwestern University

"The Journey to Scare America: A Generic and Mythic Criticism of the 2003 State of the Union Address"

Kendra Rudolph, The University of Maine*

"Grading Bush: Exploring 'Critical Thinking' as a Tool for Rhetorical Criticism"

Candace E. Todd, Lynchburg College

* Debut Paper

Both Presidents Woodrow Wilson and George W. Bush could be said to have sought "progress" in international collaboration. These papers offer diverse approaches to analyzing the nature and effectiveness of their persuasion.

TH 1.12 *A Stepping Stone for Graduate and Professional Work:*

Students Share Their Experiences with Undergraduate Honors Projects

1:00 p.m. – 2:15 p.m.

Maverick B

Sponsor: Theory and Methodology
Chair: **Denise M. Polk**, Bridgewater College
Respondent: **Denise M. Polk**, Bridgewater College

“The Social Implications of Remaining Single in Today’s Society”
April Fifer, Bridgewater College

“Class Paralysis: How Parental and Teacher Communication Leaves Lower Class Youth Behind”
Sandy Lagana, Bridgewater College

“Post-Crisis Messages and Issues Management in the Death of Dale Earnhardt”
Melissa Short, Bridgewater College

“The College Roommate Relationship: Investigating the Role of Communication Competence and Predicting Relational Satisfaction”
April Spittle, Bridgewater College

“Media Defined Gender Roles: The Correlation Between Gender-Specific Programming and Behavior”
Beth Yowell, Bridgewater College

“Looking Back at Honors Project Experiences: How Using and Testing Theory as Undergraduates Prepares Students for Graduate School”
Megan Orndorf, Boston University
Marie Legg, Boston University

“The Process of Helping Students Design Honors Projects and Evaluating Them: The Advisor Perspective”
Melanie Laliker, Bridgewater College

Institutions of higher learning often encourage undergraduates to undertake research projects as a way to prepare them for graduate school or for the challenges of a professional career. The purpose of this panel is to outline possibilities for encouraging and developing undergraduate research opportunities for communication majors, as well as highlight how these experiences are valuable for their future endeavors.

TH 1.13 *Pursuit of Progress in Applied Communication Research: A Community Structure Approach to Vital Issues of the Day*

1:00 p.m. – 2:15 p.m.

Washington

Sponsor: Applied Communication
Chair: **Sherry Wien**, Monmouth University
Respondent: **Susan M. Fredricks**, The Pennsylvania State University-
Delaware County

“Nationwide Newspaper Coverage of The Creation of the Department of Homeland Security: A Community Structure Approach” (Debut Paper)

Megan Burtnick, The College of New Jersey*

Luke Franklin, The College of New Jersey*

Jose Balandran, The College of New Jersey*

Erica Ungerleider, The College of New Jersey*

John C. Pollock, The College of New Jersey

“Nationwide Newspaper Coverage of Same-Sex Marriage: A Community Structure Approach” (Debut Paper)

Marisa Randall, The College of New Jersey*

Courtney Howarth, The College of New Jersey*

John C. Pollock, The College of New Jersey

“Nationwide Newspaper Coverage of Church Handling of Clerical Sexual Abuse: A Community Structure Approach” (Debut Paper)

Katie Pagliara, The College of New Jersey*

Allison Rosinski, The College of New Jersey*

Jason Zuccarelli, The College of New Jersey*

John C. Pollock, The College of New Jersey

“Nationwide Newspaper Coverage of Alternative Fuel Vehicles: A Community Structure Approach” (Debut Paper)

Keith Campbell, The College of New Jersey*

William Laky, The College of New Jersey*

Tracy Praml, The College of New Jersey*

*Debut paper

A “community structure” analysis examines connections between characteristics of cities in the United States and newspaper coverage of controversial issues within them, considering community characteristics as “pre-agenda setters” that may sway news perspectives on issues. This panel presents work on four prominent topics using this approach.

TH 1.14 *On-line Websites and Electronic Voting: Dialogue and Interactivity or Information and Dissemination?*

1:00 p.m. – 2:15 p.m.

Westminster

Sponsor: Political Communication
Chair: **Mari Boor Tonn**, University of Maryland

“An Analysis of Dialogic Potential Fostered by Congressional Websites”
Maureen Taylor, Rutgers University,
Michael L. Kent, Montclair State University

“Legislative Websites and Interactivity: One or Two-Way?”
Paul Ferber, Rochester Institute of Technology,
Frank Foltz, Rochester Institute of Technology
Rudy Pugliese, Rochester Institute of Technology

“From Virtual Empowerment to Political Involvement: The Dean for America Campaign”
Jessica Sheffield, The Pennsylvania State University

“Diabolic or Angelic?: The Role of Diebold Voting Machines and the Internet in Politics and Democracy”
Bilge Yesil, New York University

“Voting in Pajamas: Exploring the Role of Interactive Television in the Electoral Process”
Gali Einav, Columbia University

MTG06

ECA Exhibits Hall Open

TH 2:00 p.m. - 5:00 p.m.

Fenway Room

Members and guests of the Eastern Communication Association are invited to visit the convention’s Exhibits Hall, to meet exhibitors, and view displays prepared for the convention. Coffee and tea will be available during scheduled times. The poster sessions will occur in the Exhibits Hall area.

TH 1.15 *Communication and Codes: Talkers, Readers, and Sufferers*

2:30 p.m. – 3:45 p.m.

Adams A

Sponsor: Voices of Diversity

Chair: **Keith Jenkins**, Rochester Institute of Technology
Respondent: **Rudy Pugliese**, Rochester Institute of Technology

“Freedom Quilts as a Vehicle of the Underground Railroad”
Chris Cameron, Rochester Institute of Technology

“The Legacy of Tuskegee”
Joan Clancy, Rochester Institute of Technology

“Braille: The Foundation of Literacy for Blind People”
Amy Hollenback, Rochester Institute of Technology

“Navajo Code Talkers and Their Contributions to WWII”
Teresa Merritt, Rochester Institute of Technology

TH 1.16 *Factors that Increase Learning and Performance*

2:30 p.m. – 3:45 p.m.

Adams B

Sponsor: Instructional Practices
Chair: **Molly A. Swiger**, Baldwin-Wallace College
Respondent: **Kevin C. Lee**, Western Carolina University

“Get “Real”: Does Practicing Speeches Before an Audience Improve Performance?”

Tony E. Smith, RETS Technical Center and
Ann Bainbridge Frymier, Miami University

“Trust in Teachers: A Motivating Element to Learning”
Michael W. Corrigan, West Virginia University

“The Pursuit of Progress: Teaching Gender and Communication”
Claire F. Sullivan, University of Maine

This panel of competitive papers takes three perspectives on the incorporation of different techniques in the classroom to increase student learning and performance.

SP 01 *Spotlight on Service-Learning: What We Know and What We’re Learning*

TH 2:30 p.m. - 3:45 p.m.

Belvidere Salon A

Sponsor: Spotlight Series
Chair: **Sara Chudnovsky Weintraub**, Regis College

Panelists: **Carolyn Brunis**, Regis College
Shirlee A. Levin, College of Southern Maryland
Laurie Mantegari, Regis College
Alisandra Monteiro, Regis College
Sherwyn P. Morreale, Associate Director,
National Communication Association
Elizabeth A. Oppe, West Virginia Wesleyan College

Over the last several years, many educators have looked to service-learning as a way to engage students and improve the teaching-learning process. This panel will examine best practices, examples of service-learning projects, ways to assess service-learning, the impact it has on students, and new directions for this pedagogy.

TH 1.17 *Gender Research in Interpersonal and Organizational Settings*

2:30 p.m. – 3:45 p.m.

Belvidere Salon B

Sponsor: Interpersonal and Organizational Communication
Chair: **Sandra E. Presar**, West Virginia Wesleyan College
Respondent: **Sandra L. Herndon**, Ithaca College

“Silence and Desire: Autoethnographic Reflections on Anticipated Motherhood”
Elissa Foster, University of Texas at San Antonio

“Femicide Bombings: Influence of Gender in Communicating Motivations for Suicide Terrorism”
Terri Toles Patkin, Eastern Connecticut State University

“Gender Differences in Conflict Management”
Audrey Wittaker, Baldwin-Wallace College*

* Debut paper.

This panel explores different conceptual and methodological approaches to investigating the relationship of gender to interpersonal communication.

TH 1.18 *Meet the National Communication Association Vice President Candidates*

2:30 p.m. - 3:45 p.m.

Boardroom

Steven A. Beebe, Texas State University-San Marcos and J. Michael Sproule, Bowling Green State University will hold office hours for ECA members and guests who wish to discuss issues that NCA is facing or will confront in the next few years. Both Dr. Beebe and Dr. Sproule are candidates for the position of NCA Second Vice President. Undergraduates, graduate students, and faculty members are welcome.

TH 1.19 *Top Papers for MEA @ ECA: Progress, Technology and Community*

2:30 p.m.-3:45 p.m.

Copley

Sponsor: Media Ecology Association
Chair: **Brian Cogan**, Molloy College
Respondent: **Salvatore J. Fallica**, New York University

“The Disappearing Community: The World Wide Web and Our Understanding of Place”

Elizabeth R. Bernat, Timothy Clukey, Jonathan R. Slater,
Plattsburgh State University of New York

“The Cell Phone as a Tool for Thought”

Janet Sternberg, Fordham University

“Symbolic Silence and Alternative Forms of Communication: The Accumulation of Knowledge in the Age of Semantic Noise”

Lily Alexander, University of Toronto

“Progress and Technology in the History of American Public Education”

Margaret Cassidy, Adelphi University

These media ecology scholars examine the role that technology plays in our understanding our sense of place, community, knowledge and education.

TH 1.20 *Teaching the U.S.A Patriot Act*

2:30 p.m. – 3:45 p.m.

Jefferson

Sponsor: Instructional Practices Interest Group
Communication and Law Interest Group
Chair: **Gary Gumpert**, Communication Landscapers, Inc.

Panelists: **Gary Gumpert**, Communication Landscapers, Inc.
Susan Drucker, Hofstra University
Dale Herbeck, Boston College
Sara Chudnovsky Weintraub, Regis College
Richard West, University of South Maine
Nancy Willets, Cape Cod Community College

The U.S.A Patriot Act was not an unexpected response to the attacks of September 11, 2001. This act cuts to the heart of the delicate balance between government's function to provide security and respect for individual civil liberties. The emotion-laden nature of these interests represents an essential issue of our times and one challenging to teach. The debate is particularly significant for students of communication. This panel will explore ways of teaching about the Act and structuring constructive classroom debate.

TH 1.21 *Nonverbal Communication in the Classroom*

2:30 p.m. – 3:45 p.m.

Lincoln

Sponsor: Nonverbal Communication
Chair: **Tina B. Carroll**, University of Miami
Respondent: **Jennifer L. Knapp**, West Virginia University

“Reflections on a Bilingual, Bimodal Teaching Experience with Japanese Students”

Marilyn Daniels, The Pennsylvania State University,

“The Relationship between College Students’ Attitudes Toward Sex and their Socio-communicative Orientation, Cognitive Flexibility, and Touch Avoidance”

Michelle L. Paulsel, West Virginia University

“The Effects of Graduate Teaching Assistant Attire on Source Credibility and Perceptions of Immediacy”

Matthew Grindy, University of Miami

“Emotional Education and Gender Specificity: A Meta Analysis of Emotional Expressiveness”

Emil Conman, University of Connecticut

TH 1.22 *Ethical Issues in Communication Research*

2:30 p.m. - 3:45 p.m.

Madison

Sponsor: First Vice President
Chair: **Greg Donaldson**, John Jay College of Criminal Justice

"Communication Ethics, Postmodern Values, and the New 'Face' of Consumer Advertising"

Dara N. Byrne, John Jay College of Criminal Justice

"Ethical Issues in Ethnographic Communication Research"

Greg Donaldson, John Jay College of Criminal Justice

"Unaccessed or Inaccessible: Ethical Issues in Physician-Adolescent Patient Communication"

Marsha Clowers, John Jay College of Criminal Justice

TH 1.23 *Top Papers in Mass Communication*

2:30 p.m. – 3:45 p.m.

Mariner

Sponsor: Mass Communication Interest Group
Chair: **Bill Yousman**, University of Hartford
Respondent: **Kevin Lee**, Western Carolina University

"Crisis Storytelling: Fisher's Narrative Paradigm and News Reporting"

Christopher Caldiero, Rutgers University

"Floating with the Current: Hegemony in Young Women's Talk about Dawson's Creek"

E. Graham McKinley, Rider University

"Married Couples' Television Coviewing and Relationship Satisfaction"

Cary W. Horvath, Youngstown State University and
Margaret O. Finucane, Joseph Carroll University

These papers are the top three submissions to the Mass Communication Interest Group for this year.

TH 1.24 *Celebrations, Apologies, and Human Rights: Critical Perspectives on Selected Public Discourse*

2:30 p.m. – 3:45 p.m.

Maverick B

Sponsor: Rhetoric and Public Address
Chair: **R. Pierre Rodgers**, George Mason University
Respondent: **Deborah F. Atwater**, The Pennsylvania State University

"Neo-Aristotelian Critique of Nelson Mandela's Speech Upon His Release from Prison"

Janine O'Neil, Morgan State University

"Ain't I A Woman?: A Neo-Aristotelian Critique"

Shawnte N. Stevenson, Morgan State University

"Critical Analysis of William Jefferson Clinton's First Inaugural Address"

Autumn T. Wallace, Morgan State University

"Cause and Effect: A Neo-Aristotelian Critique on Eli Wiesel's 'The Perils of Indifference'"

Rachel Irving, Morgan State University

"The Gloved One's Plea: A Fresh Look at Micheal Jackson's 1993 Speech"

Dionne Gray, Morgan State University

While traditional or neo-Aristotelian principles are employed by these undergraduate authors, the results of their studies show interesting readings when placed in a contemporary setting. The bedrock of rhetorical method (neo-Aristotelian) has been re-discovered as a method that features certain values.

TH 1.25 *Answering the Call of the Marketplace: Humanities Insight for Applied Communication*

2:30 p.m. – 3:45 p.m.

Washington

Sponsor: Applied Communication
Chair: **Don Swanson**, Monmouth University
Respondent: **James R. Pickett**, Monmouth University

"How Does Hermeneutics Pragmatically Interplay with Marketing

Communications in the Postmodern Condition?"

Cem Zeytinoglu, Duquesne University

"Business Communication: Rhetoric and Grammar"

Eric Grabowsky, Duquesne University

"Organizational Communication and the Rhetorical Turn: A Need for Rhetorical Responsiveness to the Postmodern Condition"

Jim Andreyo, Duquesne University

"Understanding Public Relations a la Arendt"

Loubna El Abbadi, Duquesne University

These papers demonstrate humanities contributions to applied communication research at the crossroads of business and public communication and rhetorical and philosophical studies. Phenomenological hermeneutics offers a new pragmatic practice to make sense of the complex communication in today's marketplace, while rhetoric permits a well-rounded cultural and philosophical education for future leaders in practical and pragmatic wisdom.

TH 1.26 *ECA Teaching Fellows Committee Meeting*

2:30 p.m.-3:45 p.m.

Maverick A

TH 1.27 *Moving Abroad: Rhetoric and Progress in the International Realm*

2:30 p.m. – 3:45 p.m.

Westminster

Sponsor: Rhetoric and Public Address

Chair: **Trevor Parry-Giles**, University of Maryland

Respondent: **Trevor Parry-Giles**, University of Maryland

"Rhetoric of African Cultural Dance Performance: Using Creative Ngoma as the 'available means of persuasion' for Social Change"

L. Majalia Mjomba, Ohio University

"Transcending ideology in the postcolonial era: A rhetorical criticism of two speeches by the Former South Korean President Kim Dae-Jung during the Inter-

Korean Summit 2000"

MinWha Han, University of Maine

"The Sign of the Cross in Post-Soviet Ukraine"

Alfred G. Mueller II, Penn State Mont Alto

Elements of identity, agency, and culture are analyzed in these wide ranging papers.

TH 1.28 *ECA Coffee Café*

3:00 p.m. - 4:15 p.m.

Fenway Room

ECA members and guests are cordially invited to take a moment and enjoy an all-convention coffee and tea break.

TH 1.29 *"Not on My Dime!": Charting the Contours of Contested Knowledge*

4:00 p.m. - 5:15 p.m.

Adams A

Sponsor: Voices of Diversity

Chair: **Celeste Lacroix**, College of Charleston

Panelists: **Kevin A. Clark**, Rhode Island College
 Olga Gershenson, Bridgewater State College
 Anjali Ram, Roger Williams University
 Ruma Sen, Ramapo College
 Robert Westerfelhaus, College of Charleston

Panelists identify challenges (cultural, economic, political, religious, social) currently facing those working to develop minors and majors in African American, Asian, Hispanic, Lesbian/Gay/ Bisexual/Transgendered, and Women's studies as well as other areas of concentrated study. Among the issues addressed: Who should make curricular decisions? What constitutes a legitimate area of academic inquiry? Who should decide? And, what does the future hold for such studies? Participation in this roundtable discussion by audience members is strongly encouraged.

TH 1.30 *O, What a Tangled Web: The Role of Ethics in a Progressive Communication Studies Curriculum*

4:00 p.m. – 5:15 p.m.

Adams B

Sponsor: Instructional Practices Interest Group
Chair: **Andrea Breemer Frantz**, Wilkes University

“O, What a Tangled Web: Academic Dishonesty at the University,”
Andrea Breemer Frantz, Wilkes University

“An Institutional and Program Overview,”
Bradford Kinney, Wilkes University

“Curriculum Integration of Ethics,”
Mark Stine, Wilkes University
Che Baysinger, Wilkes University

“Self-examination and the Process of Policy Revision,”
Jane Elmes-Crahall, Wilkes University

In light of recent ethics problems at the New York Times, among other media outlets, Communication Studies faculty at Wilkes University have initiated a revision of their program’s academic dishonesty policy and the (re)education of current and new students. Presenters will address the historical context for ethics at the national, university, and program levels, as well as the role of ethics in their current curriculum, and the process of policy change in which they have recently been engaged.

TH 1.31 *Top Papers in Interpersonal and Organizational Communication*

4:00 p.m. – 5:15 p.m.

Belvidere Salon B

Sponsor: Interpersonal and Organizational Communication
Chair: **Danette Ifert-Johnson**, West Virginia Wesleyan College
Respondent: **Joseph L. Chesebro**, State University of New York-Brockport

“Organizational Orientations II: Application in ‘Real World’ Context”
Linda L. McCroskey, California State University at Long Beach
James C. McCroskey, West Virginia University
Virginia P. Richmond, West Virginia University

“The Talk:’ Investigating Initial Conversations about Sex”

Robert L. Duran, University of Hartford
Diane Prusank, University of Hartford
Lynn Kelly, University of Hartford

“Supervising Motherhood: Supportive and Nonsupportive Supervisory
Communication and the Enactment of Control-Resistance Dynamics
Bonnie Farley-Lucas, Southern Connecticut State University

These were evaluated to be the top submissions to the Interpersonal and Organizational Interest Group.

Interest Group Bylaws Workshop I

TH 4:00 p.m. - 5:15 p.m.

Boardroom

Sponsor: First Vice President
Facilitators: **Ann Bainbridge Frymier**, Miami University
Ronald Jackson, Pennsylvania State University
Diane M. Millett, University of Miami
Candice Thomas-Maddox, Ohio University-Lancaster
Donald A. Fishman, Boston College

The purpose of this workshop is to facilitate interest groups in the development of their bylaws. Many interest groups began the process of revising their bylaws during the 2003 convention. The facilitators will provide information and guidance on the process of developing bylaws that are consistent with the ECA constitution. Interest group representatives are encouraged to come to the workshop with existing bylaws or “bylaws in progress.” Information and guidance will also be provided on the process of gaining approval of bylaws and on filing them with the Executive Director. All interest groups are encouraged to send a representative to this workshop.

TH 1.32 *Burkean Concepts that Provide Equipment for Living in these Troubled Times*

4:00 p.m. – 5:15 p.m.

Copley

Sponsor: Kenneth Burke Interest Group
Chair: **Kevin R. McClure**, University of Rhode Island

Panelists: **Paul Steward**, Roberts Wesleyan College
Lawrence J. Prelli, University of New Hampshire

Floyd D. Anderson, SUNY Brockport
Kevin R. McClure, University of Rhode Island
Donna Kowal, SUNY Brockport

Panelists will present short position papers identifying a single Burkean concept that imparts guidance for addressing contemporary social issues. Following paper presentations, panelists and audience members will engage in further discussion of the topics.

TH 1.33 *Pursuing Intercultural Communication Progress in Academia, Business and Health*

4:00 p.m. – 5:15 p.m.

Jefferson

Sponsor: Intercultural Communication Interest Group
Chair: **A. J. Pittsfield**, Salisbury University
Respondent: **Ronald L. Jackson II**, Pennsylvania State University

“The Academy in Black and White”

Donnetrice C. Allison, Prince George’s Community College

“Worlds Apart?: An Examination of Arab and American Cultures In a Public Relations Context”

Chris Caldiero, Rutgers University

“The Past, Present, and Future of Intercultural Health Communication: Implications for HIV/AIDS Intervention Programs in Kenya”

L. Majalia Mjomba, Ohio University

“Performing Instructional Tasks in the Other Tongue: Nonnative Teaching Assistants’ Communicative Competence”

Shiao Yun Chiang, State University of New York at Oneonta

These papers are the top submissions to the Intercultural Communication Interest Group this year.

TH 1.34 *Designing an Intercollegiate Forensics Program in the 21st Century: Meeting Academic Goals and Matching Institutional Needs*

4:00 p.m. – 5:15 p.m.

Lincoln

Sponsor: Argumentation and Forensics
Chair: **Jeffrey Pierson**, Bridgewater College

Panelists: **Todd Allen**, Geneva College
Carl T. Hyden, Morgan State University
Helen Karchner, Ursinus College
Adrienne J. Mayo, Prince George's Community College
Theodore Sheckels, Randolph-Macon College
Barbara Sims, Alderson-Broaddus College
Harry C. Strine, III, Bloomsburg University

Pursuing success in forensics is a delicate balancing act that includes setting and meeting academic goals for the team and matching the needs of the sponsoring institution. Considerations include what kind of team to have, how big it will be, what forensics affiliations are appropriate and more. Panelists will discuss their own experiences in achieving the balance and how their institutional objectives and program goals have influenced their teams. Also included will be a discussion of how program and institutional goals may be changing in the 21st century.

TH 1.35 *Pursuing Progress, Learning From the Past: Civil Liberties, McCarthyism and the USA Patriot Act.*

4:00 p.m.-5:15 p.m.

Madison

Sponsor: Communication and Law
Chair: **Thomas R. Flynn**, Slippery Rock University
Respondent: **Susan J. Drucker**, Hofstra University,
Gary Gumpert, Communication Landscapers, Inc.

"Lessons from McCarthy's Case #1, Dorothy Kenyon"
Susan M. Ross, SUNY Potsdam

"Lessons from and for the Media: McCarthy Revisited--Learning from the Past Again and Again"
Susan M. Fredricks, Penn State, Delaware County

"Lessons of Conscience from Margaret Chase Smith"
Sandra Sarkela, SUNY Potsdam

"On Being Unpatriotic and the USA Patriot Act"
Susan J. Drucker, Hofstra University

Gary Gumpert, Communication Landscapers, Inc.

Santayana's warning that we need to learn from the past to progress is worth considering in the current civil liberties under the Uniting and Strengthening America By Providing Appropriate Tools Required To Intercept And Obstruct Terrorism (USA PATRIOT) Act of 2001 (Public Law 107-56, 107th Congress). Are there lessons to be learned from the Cold War and, in particular, McCarthyism? Three retrospectives are followed by a view of the present and response/synthesis.

TH 1.36 *2005 Program Planners Meeting I*

4:00 p.m - 5:15 p.m.

Mariner

Chair: **John A. Courtright**, University of Delaware

This session is designed to discuss the 2005 ECA convention in Pittsburgh. All Interest Groups planners and planners for Affiliate Groups should attend. Important information will be distributed at the meeting.

TH 1.37 *The Progress of Life and Death: Rhetorical Evocation and Response*

4:00 p.m. – 5:15 p.m.

Maverick A

Sponsor: Rhetoric and Public Address
Chair: **Candace E. Todd**, Lynchburg College
Respondent: **Candace E. Todd**, Lynchburg College

"The Shocking and the Awesome"

Laurie Marie Frank, New York University

"Looking to Heaven for Answers: A Computer-Based Rhetorical Critique of Christian Sermons Following the Oklahoma City Bombing and the 9/11 Terrorist Attacks"

Christina M. Knopf, University at Albany, SUNY

""How Do We Talk About Dying? Reshaping Medical Discourse and Identity Through Narrative"

Diane F. Allen, University of Maine*

* Debut Paper

These papers analyze messages that respond to the crisis of death, from political cloaking, to sermonizing, and the reshaping of medical discourse.

TH 1.38 *New Approaches to Communication Theory*

4:00 p.m. – 5:15 p.m.

Maverick B

Sponsor: Theory and Methodology
Chair: **Marie L. Radford**, Pratt Institute

“Developing a Visual Communication Theory and Model”
Susan B. Barnes, Rochester Institute of Technology

“Some Implications of Mental Imagery on the Epistemic Value of Scientific Research”
Emil Coman, University of Connecticut

“A Communication Approach to the Decision Making Process: A Theoretical Overview of the Groupthink Phenomena”
Corey Jay Liberman, Rutgers University*

“Tornadoes of Utterances: A Theoretical Approach to Studying Discourse, Power, and Knowledge”
Terri L. Russ, Bridgewater College

*Debut Paper

These four competitively selected papers offer new theoretical approaches to some familiar communication issues.

TH 1.39 *Public Relations & Rhetoric: Applying the Practical Art to Public Discourse in the 21st Century*

4:00 p.m. – 5:15 p.m.

Washington

Sponsor: Applied Communication
Chair: **Janet Reynolds Bodenman**, Bloomsburg University

“Dialogic Praxis: A Constructive Rhetorical Approach to Contemporary Public Relations Practice”

John H. Prellwitz, St. Vincent College.

“‘Safety in Numbers’: Public Relations and the Images that Maintain Market Viability”

Joseph W. Sora, Duquesne University.

“The Mimetic Rivalry of Word and Image in the Warren Commission Report”

Ned O’Gorman, Penn State University.

“Ordinary People Can Reason: A Rhetorical Case for Including Vernacular Voices in Public Relations Practice”

Calvin L. Troup, Duquesne University.

In 1988, J. Michael Sproule argued in the Quarterly Journal of Speech that rhetorical studies’ preoccupation with the forms of traditional oratory was missing the contemporary rhetorical action, located in what he termed the “new managerial rhetoric.” This panel responds to Sproule’s suggestion for rhetorical scholars’ increased attention to the rhetorical dynamics of public relations, the “flagship” of managerial rhetoric and a dominant mode of public discourse, and to implications for theory, interpretation, and practice.

TH 1.40 *How To Do Performance With(out) Performativity:
Theoretical and Empirical Explorations of a Relationship*

4:00 p.m.-5:15 p.m.

Westminster

Sponsor: Interpretation and Performance Studies

Chair: **Julie Morgan**, Eastern University

Respondent: **Jennifer Shamrock**, Ithaca College

“How to Do Performance Without Performativity”

Robert Avery, University of Maine

“‘Double Trouble’: Performance Acts of Gender and Mimesis”

Erin Sullivan, University of Maine

“An American Call Center in India: Performing American Culture in a Globalized Colonized Context”

Kimberlee Perez, University of Maine

“We Feed Off Each Other”

Julie-Ann Scott, University of Maine

SP 02 *Spotlight Panel on Anita Taylor*

TH 5:00 p.m. - 6:15 p.m.

Belvidere Salon A

Anita Taylor: Feminist, Pioneer, Mentor, Leader

Sponsor: Spotlight Series

Chair: **Sandra Herndon**, Ithaca college

Respondent: **Anita Taylor**, George Mason University

Panelists: **Mary Rose Williams**, Christopher Newport University
 Joan E. Leininger, Oakland Community College
 Isa N. Engelberg, Prince George's Community College
 Judith S. Trent, University of Cincinnati
 Don Boileau, George Mason University
 Cindy Lont, George Mason University

From her work in community colleges, her path-breaking presidency of NCA, her role as mentor, her service as department chair, to her editorship of *Women and Language*, Anita Taylor has served as a model of leadership for men and women alike. This panel brings together former students and colleagues from community colleges, ECA and NCA, as well as her home Campus to celebrate and appreciate Professor Taylor's work and to reflect upon her impact on the field of communication and the people in it.

TH 1.41 *Newcomers Reception*

5:30 p.m. - 6:00 p.m.

Westminster

Hosts: **Bonnie Jefferson**, Boston College
 Anne Matina, Stonehill College
 Roberta Kosberg, Curry College
 Sara A. Mehlretter, Boston College
 Brian Moynihan, Boston College
 Sara Chudnovsky Weintraub, Regis College
 Nancy J. Willets, Cape Cod Community College

First-time convention participants and guests are invited to meet new colleagues and make new friends at this early bird reception, located in the Westminster room. Faculty members, graduate students, and undergraduates are encouraged to attend.

TH 1.42 *Eastern Communication Association Reception*

6:00 p.m. - 7:00 p.m.

Belvidere Salon A and Salon B

Eastern Communication Association members and guests are invited to join friends and colleagues for an informal reception in Belvidere Salon A and Salon B. Cash bar available.

TH 1.43 *12-Step Group Meeting*

8:00 p.m. - 9:00 p.m.

Mariner

All members of 12-Step groups are invited to attend this meeting.

FR 2.01 *Interest Group and Affiliated Associations Business Meetings*

8:15 am-9:15 am

Communication and Law	Madison
Voices of Diversity	Lincoln
Kenneth Burke	Jefferson
Instructional Practices	Adams A
Interpretation/Performance/Theatre	Adams B
Argumentation and Forensics	Washington
Health Communication	Mariner
Political Communication	Maverick A
Mass Communication	Maverick B
Nonverbal Communication	Copley

The annual convention provides an opportunity for individual interest groups and affiliate associations to conduct their annual business and to make preliminary plans for the next ECA convention. Anyone may attend a business meeting of an Interest Group and participate in the planning sessions. However, **only current ECA members may be nominated for a position as Interest Group Representative to the ECA Executive Council or may be nominated to serve as an ECA Interest Group Chair.**

FR 2.02 *ECA Exhibits Hall*

9:00 a.m. - 5:00 p.m.

Fenway Room

Members and guests of the Eastern Communication Association are invited to visit the Exhibits Hall, located in the basement level of the hotel. Stop by to meet with exhibitors and to view displays prepared for the convention. Coffee and tea will be served here during ECA Coffee Cafes on Friday and Saturday.

FR 2.03 *The Pursuit of Progress? Contestation and Controversy in Native American Identity and Issues*

9:30 a.m. – 10:45 am

Adams A

Sponsor: Voices of Diversity
Chair: **Joy M. Cypher**, Rowan University

“Constituting Rez Indian Identity? The Ironies of Paternal Imperialism in Dawes Act Rhetoric”

Jason Edward Black, University of Maryland

“Staying True to the Self while NOT Assimilating”

Lois Einhorn, SUNY Binghamton

“Shades of the ‘Cigar-Store’ Indian? Discourse Surrounding the Narragansett Indian Smoke Shop Controversy”

Celeste Lacroix, College of Charleston

“Conceptualization and Measurement of Intercultural Ritualism”

Rebecca S. Merkin, New York University

FR 2.04 *Information Technology in Organizations: Digital Divide or Unifying Force*

9:30 a.m. – 10:45 am

Adams B

Sponsor: Interpersonal and Organizational Communication Interest Group

Chair: **Norbert Mundorf**, University of Rhode Island

Respondent: **Mary Mino**, Pennsylvania State University-Du Bois

“Business and the Digital Divide”

Ken Laird, Southern Connecticut State University

“Distance Learning and the Digital Divide”

Nancy Burns-Fusaro, University of Rhode Island

“Global Impact of the Digital Divide”

Joanne Mundorf, University of Rhode Island*

“Strength in Numbers: Web Responses on the Anniversary of the September 11th Tragedy”

Kevin Pearce, Bryant College

*Debut paper

This panel addresses the effects of information technology and the subsequent digital divide on business, education, politics, and culture.

SP 03 *Spotlight on the Media Education Foundation: A Decade of Challenges to the Corporate Media*

FR 9:30 a.m. -10:45 am

Belvidere Salon A

Sponsor: Spotlight Series

Chair: **Bill Yousman**, University of Hartford

Presenter: **Sut Jhally**, University of Massachusetts, Amherst

Located in Northhampton, Massachusetts, the Media Education Foundation (MEF) was founded by Sut Jhally in 1993 with the mission of producing and distributing documentary films that challenge the practices, structure, and content of the corporate media system that has overwhelmed out culture.

In this spotlight session, Professor Jhally will discuss MEF's history, its successes and challenges, and its goals for the future. He will show clips from MEF documentaries and talk about how to best utilize MEF material in the classroom.

FR 2.05 *Pursuing Progress in Organizational Communication*

9:30 a.m. – 10:45 am

Belvidere Salon B

Sponsor: Interpersonal and Organizational Interest Group

Chair: **Joan O'Mara**, University of Hartford

Respondent: **Kathleen M. Long**, West Virginia Wesleyan College

“A Typology of Office Gossip in Organizational Communication”

Laura Jones, Texas State University, San Marcos,

Jessica Parker, Texas State University, San Marcos,
Melinda Villagram, Texas State University, San Marcos

“An Examination of Credibility, Humor, and Satisfaction in Superior Subordinate Relationships”

Leeanne M. Bell Duquesne University*
Alicia V. Pokey, West Virginia University*

“Sociality Influences on Customer Satisfaction with the Service Provider and Service Organization”

Chas D. Koermer, Baldwin-Wallace College

*Debut paper.

These competitively selected papers investigate communication influences in varied organizational settings.

FR 2.06 *Discursive Agency in Ancient Greek Rhetoric and Philosophy:
Implications for Contemporary Humanistic Disciplines*

9:30 a.m. -10:45 am

Boardroom

Sponsor: American Society for the History of Rhetoric
Chair: **Ekaterina Haskins**, Boston College
Respondent: **Ekaterina Haskins**, Boston College

“Creation through Composition in Ancient Greece and Beyond”
David Hoffman, CUNY Baruch.

“Political Agency and Democratic Rhetoric: Reading Plato’s *Menexenus* and Isocrates’ *Panegyricus*”
Ekaterina Haskins, Boston College.

“Re-presenting Plato: Platonic Argument and Neosophistic Criticism,”
Marina McCoy, Boston College.

“Philosophy as Tragedy and Comedy: Nietzsche on Plato’s *Symposium*”
Nathan Crick, University of Pittsburgh.

This program explores various aspects of classical rhetoric anchored in the notion of “discursive agency.”

FR 2.07 *The Pursuit of Progress: Burkean Perspectives*

9:30 a.m. – 10:45 am

Copley

Sponsor: Kenneth Burke Interest Group
Chair: **Elvera Berry**, Roberts Wesleyan College
Respondent: **Bernard L. Brock**, Wayne State University

“Kenneth Burke and Flannery O’Connor: Prophets of Perspective”
Shelly Samarra, Roberts Wesleyan College

“Cultural ‘Goading’: ‘Progress’ in Gabriel Garcia Marquez’s One Hundred Years of Solitude”
Celeste Grayson, Roberts Wesleyan College

“I am IM: What is the Price of Progress”
Megan Busch, Roberts Wesleyan College

Whether in literature, culture, or technology, one encounters the “pursuit of progress” and its consequences. Each panelist examines a significant illustration of Burkean tensions that provides insight into the nature of both the “pursuit” and its “progress.”

FR 2.08 *Listening Carefully to Various Voices: Proverbs of the People as Intercultural Text(s)*

9:30 a.m. – 10:45 am

Jefferson

Sponsor: Intercultural Communication Interest Group
Chair: **William J. Starosta**, Howard University
Respondent: **Sharnine S. Herbert**, Shippensburg University

“Proverbial Wisdom from Pan Africa”
Barbara Blackstone, Slippery Rock University of Pennsylvania & African University

“Proverbs as pedagogical tools”
A.J. Critchfield, The George Washington University

“Faux fortune cookies: Chinese proverbs in America”
Wei Sun, Bloomsburg University

“Television Commercials: Proverbs of Gen-X”
Deborah C. Vance, McDaniel College

This panel examines how proverbs shape experience, perceptions, beliefs, and pursuits. Through listening carefully to proverbs and the values they embed within specific, varied cultures, we will provide research on the importance of proverbs to cultures, their use and adaptability within current generations, and reliance upon them in this “progressive” world.

FR 2.09 *Understanding Autism and Aspergers Syndrome Through the Examination of Nonverbal and Health Communication Research*

9:30 a.m. – 10:45 am

Lincoln

Sponsor: Nonverbal Communication/Health Communication
Chair: **Kristen L. Campbell**, Towson University

“The Relationship between Communication Theory and Autism”
Lance Strate, Fordham University

“The Relationship between Communication Theory and Aspergers Syndrome”
Rachele J. Jones, Texas Tech University

“Aspergers and Social Skills Development: Examining Nonverbal Communication, Impression Management, and Persuasion”
Joshua Burgett, Yale University

“The Link Between Autism/Aspergers Syndrome and the Communication Discipline”
Fawn Marken McWilliams, Marshall University

“Health Communication and Autism/Aspergers Syndrome: Suggestions for Future Research”
Kevin Wright, University of Memphis

“Nonverbal Communication and Aspergers Syndrome: Suggestions for Future Research”
Kristen L. Campbell, Towson University

This round-table will discuss communication scholars’ contributions to the research in Autism and Aspergers Syndrome. Panelists will discuss past, current, and implications for future research.

FR 2.10 *Roundtable on Internet Legal Issues*

9:30 a.m.-10:45 am

Madison

Sponsor: Communication and Law
Chair: **Brian M. O'Connell**, Central Connecticut State University

Panelists: **Lisa M. Cuklanz**, Boston College
 Susan Drucker, Hofstra University
 Donald A. Fishman, Boston College
 Thomas Flynn, Slippery Rock University
 Gary Gumpert, Communication Landscapers, Inc.
 Dale Herbeck, Boston College
 Sandra L. Herndon, Ithaca College
 Harvey Jassem, University of Hartford
 Susan M. Ross, State University of New York-Potsdam

An ECA tradition, this panel will address a series of contemporary issues within online law and communication through the multi-disciplinary perspectives and extensive scholarship of the participants. The program will focus upon hypothetical cases that highlight current problems of intellectual property, privacy, expression and regulation within academic, commercial and public electronic environments. All members of the Communication & Law Interest Group are invited to attend and participate in this roundtable discussion.

FR 2.11 *Popular Culture and its Discontents: From “Unreality” to “Reality”*

9:30 a.m. – 10:45 am

Mariner

Sponsor: Mass Communication Interest Group
Chair: **Cindy Lont**, George Mason University
Respondent: **Steven Koehn**, Lycoming College

“The Effect of ‘Cops’ on Peoples’ Perceptions of Law Enforcement”
 Sean Baker, Towson University

“Decoding Dawson: A Content Analysis of the Themes of Dawson’s Creek”
 Lori Bindig, University of Hartford

“Living Among the Dead: Dimensions of Identity on Six Feet Under”
 Lyn J. Freymiller, Pennsylvania State University

“Reality TV’s Influence on Sexual Stereotypes”

Todd Myers, University of Hartford

“Reality Check: Examining the Popularity of Reality Television”

Alyson H. Thelin, Montclair State University

FR 2.12 *Persuasive Campaigns and Culture: Propaganda, Advertising and Sports*

9:30 a.m. – 10:45 am

Maverick A

Sponsor: Rhetoric and Public Address

Chair: **Valerie A. Endress**, Rhode Island College

"Toward a Clearer Differentiation Between Propaganda and Rhetoric"

Brett Lunceford, The Pennsylvania State University

"Success Through Consumption: Advertising and the New Values of the Consumer Culture"

Monica Brasted, SUNY College at Brockport

"Rhetorical Urgency in College Bowl Openers and the Cultural Significance of Televised Sport"

Kent Polk, Midwestern State University

FR 2.13 *Top Three Papers in Theory and Methodology*

9:30 a.m. – 10:45 am

Maverick B

Sponsor: Theory and Methodology

Chair: **Gary P. Radford**, Fairleigh Dickinson University

Respondent: **Jeffrey H. Pierson**, Bridgewater College

“A Dialogic Approach to Mass Communication”

Cynthia W. Walker, Rutgers University

“Personhood, Participation, and Panoptic Control: A Theoretical Review of Consumer Surveillance”

Maria A. Simone, Temple University

“Lyrical Narcissism: Rap Music and the Other”

Sheri Whalen, Liberty University

These papers are the top three submissions to the Theory and Methodology Interest Group for this year.

FR 2.14 *2004 ECA Keynote Address*

11:00 a.m. - 12:00 p.m..

Belvidere Salon A and B

Keynote Speaker: **Franklyn S. Haiman**, Northwestern University

Title: “Political and Religious Dissent in a Dumb-Downed Society”

Franklyn S. Haiman is John Evans Professor Emeritus of Communication Studies at Northwestern University, a Vice Chairperson of the American Civil Liberties Union’s National Advisory Council, and an Adjunct Professor at the University of San Francisco.

He is the author of Speech and Law in a Free Society (University of Chicago, 1981), winner of an American Bar Association Silver Gavel Award. His other writings on the First Amendment include a book entitled, “Speech Acts” and the First Amendment (Southern Illinois University Press, 1993); a volume containing 50 years of journal articles and book chapters entitled Freedom, Democracy, and Responsibility: The Selected Works of Franklyn S. Haiman (Hampton Press, 2000); and Religious Expression and the Constitution (Michigan State University Press, 2003).

Professor Haiman was a popular teacher at Northwestern University for 43 years; has spoken at college and university Campuses across the United States, as well as in France and Japan. He has been a Fulbright Visiting Lecturer in Communication Law at the University of Paris, France; a distinguished visiting professor at the University of Iowa, University of New Mexico, the University of Pennsylvania, San Francisco State University, and the University of Washington. In addition, he has engaged in research on freedom of expression in France, Denmark, The Netherlands, and Japan.

Haiman served as president of the ACLU of Illinois for eleven years (1965-74) when that organization was at the center of such explosive free-speech controversies as those surrounding the 1968 Democratic National Convention in Chicago and the events leading up to the attempted Nazi march in Skokie, Illinois. He was also Vice-President of the national ACLU from 1987-96. He currently resides with his wife in Oakland, California.

FR 2.15 *Private Parts: The Rhetoric of Gender, Sexuality, and Space*

12:15 p.m. – 1:30 p.m.

Adams A

Sponsor: Voices of Diversity
Chair: **Sandra L. Herndon**, Ithaca College

“Bare Necessities: Architecture, Gender, and Viagra”
Jay Baglia, Southwestern University

“Repackaging Sex: Sex, Gender, and Cultural Taste in Women-Owned Sex Toy Shops”
Lynn Comella, University of Massachusetts, Amherst

“Corporate Space/Body Space: The Built Environment, Subjectivity, and Gendered Organizational Identities”
Marie Garland, Ithaca College

“Potty Politics on Campus: Debates over Unisex Bathrooms”
Olga Gershenson, Bridgewater State College

This panel explores the material and rhetorical relationship between gender and space, and exposes gendered power in different socio-spatial contexts. The panelists will discuss the rhetoric of gender in debates about unisex bathrooms; the ideological constructions of women-owned sex toys stores; the disciplining of the gendered body in corporate spaces; and the metaphor of architecture in marketing Viagra. Collectively, the authors look at how gender, sexuality, and space are embodied in diverse public discourses.

FR 2.16 *Innovative Ideas for Bringing the Classroom to Life!*

12:15 p.m. – 1:30 p.m.

Adams B

Sponsor: Instructional Practices Interest Group
Chair: **Shannon Brogan**, Ohio University-Chillicothe

Panelists: **Shannon Brogan**, Ohio University-Chillicothe
 Kristen Campbell, Towson University
 Kathleen Long, West Virginia Wesleyan College
 Adrienne Mayo, Prince George’s Community College
 Andrea McClanahan, East Stroudsburg University
 Elizabeth Oppe, West Virginia Wesleyan College
 Kelly Rocca, St. John’s University
 Candice Thomas-Maddox, Ohio University Lancaster
 Mary C. Toale, Baldwin-Wallace College
 Bruce Wickelgren, Suffolk University
 Jason Wrench, Ohio University-Eastern

This panel will discuss innovative ideas used to enhance learning in the communication classroom. In addition to presenting ideas for making our communication classrooms more appealing and more responsive to student learning, we include assessment tools in order to give exemplars for how to rigorously evaluate students in these interactive formats.

SP 04 *Spotlight on the The Scholarship of Richard West and Lynn Turner*

FR 12:15 p.m. - 1:30 p.m.

Belvidere Salon A

Sponsor: Spotlight Series
Chair: **Sara Chudnovsky Weintraub**, Regis College
Respondents: **Richard L. West**, University of Southern Maine
 Lynn H. Turner, Marquette University

Panelists: **Holly J. Allen**, Thomson/Wadsworth Publishing
 Elizabeth E. Graham, Ohio University
 Patricia A. Sullivan, SUNY, New Paltz
 Judy C. Pearson, North Dakota State University

Richard West and Lynn Turner have been researching and writing together since 1984. As they celebrate their 20-year history as a research team, we will examine and celebrate their contributions to communication scholarship. Between the two, they have (co)authored 11 books, nearly 40 journal articles and book chapters, and dozens of convention papers. They most recently co-edited a special issue on "family diversity" for the Journal of Family Communication.

FR 2.17 *Machiavellianism and Predispositions and Orientations toward Communication in Interpersonal and Organizational Relationships*

12:15 p.m. – 1:30 p.m.

Belvidere Salon B

Sponsor: Interpersonal and Organizational Communication Interest Group
Chair: **Kathleen S. Thweatt**, Baldwin-Wallace College
Respondent: **Dannette Ifert-Johnson**, West Virginia Wesleyan College

“An Exploration of Variables that Elicit Self-Disclosure: An Examination of the Opener Construct”

Aaron D. Johnson West Virginia University*

“Machiavellian Communication in the Workplace: The Influences of the Machiavellianism Trait in an Organizational Setting”

Alan K. Goodboy* and **James C. McCroskey**, West Virginia University

“Machiavellianism, Biological Sex, and Communication Orientations”

Aaron D. Johnson, and **James C. McCroskey**, West Virginia University

*Debut paper.

These competitively selected papers investigate the relationships among orientations toward communication and Machiavellianism in interpersonal and organizational communication.

FR 2.18 *ECA Resolutions Committee Meeting I*

12:15 p.m. - 1:30 p.m.

Boardroom

Members of the ECA Resolution Committee will meet to discuss business before the committee

FR 2.19 *Religion and Media at the Crossroads: Finding Spiritual Meaning through Channels of Mass Communication*

12:15 p.m.-1:30 p.m.

Copley

Sponsor: Media Ecology Association
Chair: **Lance Strate**, Fordham University
Respondent: **Salvatore J. Fallica**, New York University

“The Case of Hell House in Understanding Religious Groups through Documentary Film”

Cheryl Casey, New York University

“The Gospel of Advertising: What Insiders Reveal About Advertising’s Meaning-Making Function”

Tony Kelso, Iona College

“Holy Feelings: The Sacred Bias of the Cinematic Experience”

Ernie J. Park, Wheaton College

“Movies, Mall and Television: The Holy Trinity of American Culture”

Read Mercer Schuchardt, Marymount Manhattan College

Media studies scholars are increasingly recognizing that to examine fully the issue of cultural meaning-making, the intersection between media and religion must be considered. This panel explores such connections in various media formats from several frameworks within the media ecological perspective. Understanding the various ways in which the media landscape and religious faith influence each other is essential if American society is to move forward in promoting mutual respect among groups with disparate religious sensibilities.

FR 2.20 *Competitive Papers: Message and Source Design in Health Communication*

12:15 p.m. – 1:30 p.m.

Jefferson

Sponsor: Health Communication Interest Group

Chair: **Rosanne Hartman**, SUNY-Geneseo

Respondent: **Janice Krieger**, The Pennsylvania State University

“Nationwide Newspaper Coverage of Abortion: A Community Structure Approach”

William Laky, The College of New Jersey

Kevin Fitzpatrick, The College of New Jersey

Kristi Scrocca, The College of New Jersey

Keith Campbell, The College of New Jersey

John C. Pollock, The College of New Jersey

“The Past, Present and Future of Intercultural Health Communication: Implications for HIV/AIDS Intervention Programs in Kenya”

L. Majalia Mjomba, Ohio University

“Rhetorical Changes in Diagnosis and Treatment of ADD/ADHD”

Richard E. Vatz, Towson University,

Lee Weinberg, University of Pittsburgh

“Persuing Progress in Social Marketing Techniques to Reduce Incidence of Breast Cancer Fatalities in African American Women”

S. Diane McFarland, SUNY- Buffalo State College

“Confidentiality Training Experiences of Internists in an Academic Medical Center”

Maria Brann, West Virginia University

“AIDS Coverage and the Reagan Administration: How a Political Agenda Contributed to a Public Health Tragedy”

Dominique Ruggieri, Temple University

This program investigates message and source variables related to message design and interpersonal processes within health communication contexts.

FR 2.21 *Change in Forensics Events: Is It Really a Pursuit of Progress?*

12:15 p.m. – 1:30 p.m.

Lincoln

Sponsor: Argumentation and Forensics
Chair: **Carl T. Hyden**, Morgan State University

Panelists: **Todd Allen**, Geneva College
 Helen Karchner, Ursinus College
 Adrienne J. Mayo, Prince George’s Community College
 Andrea McClanahan, East Stroudsburg University
 Susan Ondercin, Carroll Community College
 Jeffrey Pierson, Bridgewater College
 Theodore Sheckels, Randolph-Macon College
 Barbara Sims, Alderson-Broaddus College
 Harry C. Strine, III, Bloomsburg University

In the past few years, pursuing progress in forensics has seemed to focus more on pursuing trophies -- often at the expense of the published rules and often at the expense of the more challenging events. Directors of Forensics have discussed this among themselves, but never placed it in a public forum. This panel will discuss these changes, how they fit with the rhetorical roots of the events and whether these changes really represent progress. Finally, the panel will pursue progress toward a consensus on some solutions.

FR 2.22 *Creating a Rhetorical Identity*

12:15p.m. – 1:30 p.m.

Madison

Sponsor: First Vice President

Chair: **Gary Woodward**, University of New Jersey
Respondent: **Gary Woodward**, University of New Jersey

"'Woman's Proper Place is Everywhere': Margaret Chase Smith and Formative Leadership"

Lindsay F. Hayes, University of Maryland

"My Enemy, My Brother: The Paradox of Peace and War in Lincoln's Rhetoric of Conciliation"

James J. Kimble, George Mason University

"Theorizing the Rhetoric of Business"

Mary Marcel, Bentley College

"Mythical Constructions and the Resurgence of Identity: Jefferson Davis' Letter to the People of the Confederate States of America"

Leia E. Droll, The Pennsylvania State University

FR 2.23 *Quantitative Content Analysis Research: Trends and Developments*

12:15 p.m. – 1:30 p.m.

Mariner

Sponsor: Mass Communication Interest Group

Chair: **Erica Scharrer**, University of Massachusetts, Amherst

"Quantitative Content Analysis Research: Trends and Developments"

Erica Scharrer, University of Massachusetts, Amherst

"Aggression, Injury, and Humor in Prime-Time Commercials: A Review of the Literature"

Angela Paradise, University of Massachusetts, Amherst

"Measuring Aggression, Injury and Humor in Commercials: Methodology"

Andrea Bergstrom, University of Massachusetts, Amherst

"Reporting and Discussion Results of a Study of Aggression, Injury and Humor in Commercials"

Qianqing Ren, University of Massachusetts, Amherst

FR 2.24 *Rhetorical Interventions into Reality: News, Truth and Humor*

12:15 p.m. – 1:30 p.m.

Maverick A

Sponsor: Rhetoric and Public Address
Chair: **Paula McKenzie**, George Washington University
Respondent: **Paula McKenzie**, George Washington University

"Journalistic Practices and the Selection of News: A Rhetorical Criticism of 'The Summer of the Shark'"

Michelle Hart, The University of Maine*

"Truth and Reality: Jacques Ellul and Contemporary Rhetorical Theory"

Brent C. Sleasman, Duquesne University

"Kate Clinton Intracommunal Humor as Rhetoric: Progressing with and Beyond Burkean Analysis"

Louise Tyo, SUNY Potsdam*

* Debut Paper

These separate and different papers each explore tensions between rhetorical truth and social reality.

FR 2.25 *Communication Theory: Making a Difference*

12:15 p.m. – 1:30 p.m.

Maverick B

Sponsor: Theory and Methodology
Chair: **Gary P. Radford**, Fairleigh Dickinson University

"The Space Difference Makes: 'New Worlds' and Cultural Studies"

Garnet C. Butchart, University of Massachusetts, Amherst

"Communication Theory and Mentoring Research: Historical Development, Theoretical Underpinnings, and Future Directions"

Martha A. Turner-Fein, Rutgers University

"Modernity, Postmodernism, and Global Communication"

Zhenbin Sun, Fairleigh Dickinson University

"Some Philosophical and Ethical Perspectives on Communication Theory: From Dewy to Deetz"

Morgan Wilhelmsson, Jonkoping University, Sweden

These four competitively selected individual papers discuss the difference communication theory can make in a variety of theoretical, practical, and ethical contexts.

FR 2.26 *Identify Formation and Culture*

12:15 p.m. – 1:30 p.m.

Washington

Sponsor: First Vice President
Chair: **Marilyn Matelski**, Boston College

"Re-conceptualizing Race in Organizations: Micro and Macro Level Communication Perspectives"

Brent A. Bonine, Ohio University

"A Case Study of Freechal: The Pursuit of Hybrid Business Model among Portals in South Korea"

Songyi Park, Michigan State University

"Speech Codes Theory and Ethnography of Communication"

Yun Xia, Rider University

"Sexuality and Identity: A Qualitative Study Involving Indian Immigrant Woman in the US"

Carey Noland, Northeastern University

FR 2.27 *Teaching Political Communication*

12:15 p.m. – 1:30 p.m.

Westminster

Sponsor: Political Communication
Chair: **Laura Tropp**, Marymount Manhattan College

Panelists: **John Kares Smith**, SUNY, Oswego
 Janis L. Edwards, University of Alabama
 Bradley Freeman, Marist College
 Bonnie S. Jefferson, Boston College
 Thomas R. Flynn, Slippery Rock University of Pennsylvania
 Salvatore Fallica, New York University

This roundtable provides a discussion on techniques for teaching courses related to the field of political communication.

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TIFF (LZW) decompressor
are needed to see this picture.

SC 09 *Teaching Introduction to Journalism*

FR 1:00 p.m. – 4:00 p.m.

Emerson College

Dorothy Lauterstein, Fordham University

This course covers the basics in teaching journalism, including understanding what is news, how to construct a new story, what is a newsmaker, the reporter as wordsmith and grammarian, the art and craft of the interview, and the differences between print, radio, and television copy.

3 hours, 20 participant maximum.

Pre-registration Required
Short Course Fee: \$15.00

FR 2.28 *ECA Coffee Café*

1:30 p.m. - 2:15 p.m.

Fenway Room

ECA members and guests are cordially invited to take a moment and enjoy an all-convention coffee and tea break.

SP 01 *Undergraduate and Graduate Poster Session I*

FR 1:30 p.m.-2:45 p.m.

Fenway Room

“To Be or Not to Be: The Reality of the Portrayal of Football Injuries in ‘Playmakers’ Using Kenneth Burke’s Pentad”

Ralph Filardo, Marist College

Amer Nabil, Marist College

“Sex Appeal and Emotional Appeal in French and American Advertising Strategies”

Bethann Yarmartino, Stonehill College
Daniel Cedrone, Stonehill College

“Patrick Henry’s Liberty or Death Speech: A Dramatistic Critique”
Elizabeth E. Nease, West Virginia Wesleyan College

“A Global Crisis: A Content Analysis of How Newspapers Communicated the Events of September 11, 2001”
Alissa Brew, Marist College
Anthony Bruno, Marist College
Laura DiMugno, Marist College
Caroline Ross, Marist College
Cassi Matos, Marist College

“Political Advertising: The Role of Channel on Persuasiveness and Voter Retention”
Elizabeth Stemple, West Virginia Wesleyan College

“The Coca Cola Company in Ecuador”
Erin Maloney, Boston College

“Cultural Beliefs, Norms, Customs, and Actions: Communicative Constructs of Meaning within Interpersonal Relationships”
Gina M. Suriano, Monmouth University

“Let’s Just Be Friends: What the Relationship is Like After A Relationship”
Hillary Jackson, Lynchberg College

“Media Frenzy: The Creation and Characteristics of Recent News Agendas”
Jamie Daniel, Stonehill College

“Multiculturalism in the Classroom”
Jean Lotti, Stonehill College

“An Old Site of Struggle For a New Civil Movement: The Marginalization of Marriage”
Jessica Corwin, Stonehill College

“Motion Conveys Meaning: An Evaluation of Kinesic Theory”
Johanna L. Hartnagel, Ithaca College

“Never Mind the Bollocks: An Analysis of Diatribe’s Persuasive Power in the Music of the Sex Pistols”
Jon Tashjian, Boston College

“Immigrant Language Acquisition and its Effects on the United States Job Force”
Kaitlynn Malinowski, Regis College

“Humor in the Elementary Classroom”

Katie Schlientz, Canisius College

“News Media’s Hold on Public Opinion: A Look at How the Media Mislead and Misshape American Beliefs”

Peter Koch, Canisius College

“Gays Makeover Television: A Critical Analysis of Queer Eye for the Straight Guy”

Lauren McEnteggart, Boston College

“Rock & Roll as a Strategy in the Anti- Vietnam War Movement”

Leslie Kilnapp, Stonehill College

“Absolute Loyalty: The Path to Perdition; or is it? A Critical Appraisal of the Group Think Theory”

Pushpinder Singh, Ithaca College

“Cowboy Up! How Bush Harnessed the Power of the Cowboy Narrative”

Robin Butterhof, Boston College

“The Non-Verbal Communication of President George W. Bush”

Sana Javaid, State University of New York, New Paltz

“Coordinated Management of Meaning: Interpreting Social Interaction”

Stavros Papkonstantinitdis, Ithaca College

“You are What You Watch: The Cultivation Theory”

Lindsey Sack, Ithaca College

“Bloody Normality: Dramatistic Analysis of Freddy vs. Jason”

Louis P. Ortiz III, Marist College

“Blind and Low Vision Consumer Issues: Innovation and Access to Communication”

Mindi Scroggs, Galluadet University

“From face-to-face to cyberspace: Examining the impact of instant messaging within already established face-to-face relationships”

Noel Sarah Dietrich, University of Delaware

“Theorizing Suicide Communicatively: An Exploration of Suicidal Behavior and Parasocial Interaction”

Yvonne M. Kline, Penn State University New York

FR 2.29 *Interest Group and Affiliated Associations Business Meetings***2:15 p.m.-3:15 p.m.**

Applied Communication	Madison
Theory and Methodology	Lincoln
Rhetoric and Public Address	Jefferson
Interpersonal/Organizational	Adams A
Community College	Washington
Human Information Technologies	Mariner
Intercultural Communication	Maverick A
Lambda Pi Eta	Maverick B
Media Ecology Association	Westminster
American Soc. for the History of Rhetoric	Copley

The annual convention provides an opportunity for individual interest groups and affiliate associations to conduct their annual business and to make preliminary plans for the next ECA convention. Anyone may attend a business meeting of an Interest Group and participate in the planning sessions. However, **only current ECA members may be nominated for a position as Interest Group Representative to the ECA Executive Council or may be nominated to serve as an ECA Interest Group Chair.**

FR 2.30 *Pursuing Progress Through Rhetorical Action: Approaches of Four Progressive Era Women***2:30 p.m. – 3:45 p.m.****Maverick A**

Sponsor: Rhetoric and Public Address
Chair: **Mari Boor Tonn**, University of Maryland
Respondent: **Janette Kenner Muir**, George Mason University

"Red, Rebel, Radical: Rhetorical Strategies of Elizabeth Gurley Flynn in Lawrence & Patterson, 1912-1913"
 Anne F. Mattina, Stonehill College

"A First Lady Goes Slumming: The Progressive Politics of Ellen Axson Wilson"
 Lisa M. Burns, Quinnipiac University

"Anti-Lynching and Black Nationalism: The Case of Ida B. Wells"
 Lisa M. Corrigan, University of Maryland

"Tea and Consequence: Lou Henry Hoover as Hostess and Advocate for Change"
Ann J. Atkinson, Keene State College

On the surface, Elizabeth Gurley Flynn, Ellen Asxon Wilson, Ida B. Wells, and Lou Henry Hoover seem to have little in common. Yet using very different rhetorical approaches, each woman pursued progressive era ideals. Whether agitating for workers' rights, lobbying to improve housing conditions, crusading against lynching and racism, or challenging racism through social protocol, each woman's rhetorical actions reflected the ideals of progressivism, while also expanding the political roles of American women.

FR 2.31 *Symposium on the Enactment of Civic Engagement*

3:30 p.m. - 4:45 p.m.

Adams A

Sponsor: President
Chair: **Mary L. Kahl**, SUNY-New Paltz

Panelists:

"Oratory as Civic Performance,"
Michael Leff, University of Memphis

"Finding the 'Public' in Public Speaking: Returning to Our Progressive Era Roots,"
William Keith, University of Wisconsin, Milwaukee

"Epideictic Rhetoric, Sites of Concord, and Civic Engagement,"
John C. Adams, Hamilton College

"The Theory and Practice of Putting Politics Back into Civic Engagement,"
Valerie A. Endress, Rhode Island College

"McGuffey Revisited: Learning Democratic Participation through Public Speaking Projects in Elementary and Secondary Schools,"
J. Michael Sproule, Bowling Green State University

"The Role of NCA in Civic Engagement,"
Raymie E. McKerrow, Ohio University

Drawing on the continuing conversation sparked by the 2003 ECA Pre-Conference on Discourses of Citizenship, this session focuses on specific practices of civic engagement occurring in a variety of contexts. Panelists will participate in informal discussion and time will be reserved for audience interaction. This is a double session. It will be continued in the same room during the 5:00 p.m. – 6:15 p.m. timeslot.

FR 2.32 *The First Time: Pursuing Progress in Communication Pedagogy*

3:30 p.m. – 4:45 p.m.

Adams B

Sponsor: Instructional Practices Interest Group
Chair: **Bonnie Farley-Lucas**, Southern Connecticut University

“The first time directing the basic course,”
 M. Sandra DiFrancesco, Southern Connecticut University

“The first time teaching communication and gender,”
 Bonnie Farley-Lucas, Southern Connecticut University

“The first time teacher teaches small group communication,”
 Melissa Ferraiolo, Southern Connecticut University

“The first time teaching communication research,”
 Linda Sampson, Southern Connecticut University

“The first time teaching communication training and development,”
 Meg Sargent, Southern Connecticut University

This interactive panel highlights progress in communication careers and in communication pedagogy by exploring faculty experiences during a variety of “firsts.” Five panelists in various career stages, ranging from a first time adjunct to a seasoned instructor with over 20 years of experience, will each address a facet of communication pedagogy. Each will provide their “Top Ten” most helpful practices or resources for enhancing pedagogical approaches, innovating curriculum, or exploring new networks..

SP 05 *Spotlight on Bernie Brock: Distinguished Scholar, Teacher, and Mentor*

FR 3:30p.m. - 4:45 p.m.

Belvidere Salon A

Sponsor: Spotlight Series
Chair: **Elvera Berry**, Roberts Wesleyan College

Respondent: **Bernie Brock**, Wayne State University

Panel Participants: **James W. Chesebro**, Ball State University
 Sharon Howell, Oakland University
 Mark Huglen, University of Minnesota, Crookston
 Jack Kay, Wayne State University
 James F. Klumpp, University of Maryland
 Peter Smudde, University of Wisconsin, Whitewater

For over forty years, Bernie Brock has been an influential figure in the discipline of communication. He has been a pioneer in developing the growing scholarship on Kenneth Burke. Brock's co-edited book on Methods of Rhetorical Criticism has become a staple in graduate education. In addition, his articles on political communication have become models for others to emulate. Equally important, Brock has been a teacher and mentor to countless students. Many students have entered the field and prospered under Brock's guidance.

Several of Dr. Brock's former students will speak about his achievements and influence. There will be an open forum toward the end of the session so that members of the audience can participate. In addition, Dr. Brock will share his current research interests with the audience.

FR 2.33 *Perceptions of Nonverbal Communication in Today's Society*

3:30 p.m. – 4:45 p.m.

Belvidere Salon B

Sponsor: Nonverbal Communication
Chair: **Kristen L. Campbell**, Towson University
Respondent: **Tina B. Carroll**, University of Miami

“The Nonverbal Behavior of Compulsive Communicators”

Jennifer L. Knapp, West Virginia University

Jacob L. Cayanus, West Virginia University

“The Effects of Sponsorship and Dress on Instructor Credibility”

Jacob L. Cayanus, West Virginia University

Matthew M. Martin, West Virginia University

“Smoking Desirability: An Assessment of Perceptions of Smoker Attractiveness and Credibility”

Alan K. Goodboy, West Virginia University

“The Effects of Nonverbal Immediacy and Sensitivity on College Students' Attitudes Toward Sex”

Michelle L. Paulsel, West Virginia University

FR 2.34 *Media and Information*

3:30 p.m. – 4:45 p.m.

Copley

Sponsor: First Vice President
Chair: **Ken Lachlan**, Boston College
Respondent: **Ken Lachlan**, Boston College

"My Enemy, My Brother: The Paradox of Peace and War in Lincoln's Rhetoric of Conciliation"

James J. Kimble, George Mason University

"The Media and Public Agendas: Media Effects and the Millennium Recession"

Jennifer Brubaker, Kent State University

"Nationwide Newspaper Coverage of Affirmative Action in Higher Education: A Community Structure Approach"

Katherine Dokus, Jean Lutkenhouse & Jonathan Smyth, The College of New Jersey

"Trimming the Fat in Network News Telecasts: How Visual Decapitation Perpetuates the 'Other' Status for Overweight People"

Matthew J. Smith, Wittenberg University

FR 2.35 *Shaping Tomorrow: Enhancing Undergraduate Communication Education through NCA's Student Organization*

3:30 p.m. – 4:45 p.m.

Jefferson

Sponsor: First Vice President
Chairs: **Isa Engleberg**, Prince George's Community College and NCA President
 Sherry Morreale, National Communication Association
Panelists: **Anne Mattina**, Stonehill College
 Jeffrey Pierson, Bridgewater College
 Michelle Pulaski, Pace University
 Susan Tomasovic, George Mason University

FR 2.36 *Cultural Studies, Media Literacy, and Critical Race Theory:
Toward Faculty, Student, and Course Transformation*

3:30 p.m. – 4:45 p.m.

Lincoln

Sponsor: First Vice President
Chair: **Nancy Willet**, Cape Cod Community College

Presenters: **Jane Banks**, Indiana University Purdue University Fort Wayne
James Cashdollar, Indiana University Purdue University Fort Wayne
Angelique Causey, Indiana University Purdue University Fort Wayne
Michelle Kuhlhorst, Indiana University Purdue University Fort Wayne
Melinda Mills, Indiana University Purdue University Fort Wayne

FR 2.37 *Progress through Deprivation: Turning off Television as an
Exercise in Personal and Scholarly Development*

3:30 p.m. – 4:45 p.m.

Mariner

Sponsor: Mass Communication Interest Group
Chair: **Laura Tropp**, Marymount Manhattan College

Respondents: **Frank Vespe**, Executive Director, TV-Turnoff Network
Laura Tropp, Marymount Manhattan College
Lewis Freeman, Fordham University
Kenneth Nigro, Marymount Manhattan College
Natasha Shick, Marymount Manhattan College
Matthew Pascarella, Marymount Manhattan College
William Phillips, New York University
Elizabeth Farber, Fordham University
Corinne Iozzio, Fordham University
Natalie Fleyser, Fordham University
Tobi Petrocelli, Fordham University

This roundtable will consist of a faculty member who required his students to “deprive” themselves of television for a full week, students who participated in this assignment, a

student who is a media activist, a scholar who studies connections between reflection and the use of electronic media, and a representative from National TV-Turnoff Week.

FR 2.38 *The Rewards and Challenges of Conducting Communication Research with Undergraduate Students*

3:30 p.m. – 4:45 p.m.

Madison

Sponsor: Instructional Practices Interest Group
Chair: **Melissa Bekelja**, Canisius College

Panelists: **Melissa Bekelja**, Canisius College
 Katie Schlientz, Canisius College
 Candice Thomas-Maddox, Ohio University-Lancaster
 Tracy Debenport, Ohio University-Lancaster
 Scott Meyers, West Virginia University
 Danette Ifert Johnson, West Virginia Wesleyan College
 Ann Bainbridge Frymier, Miami University Ohio

The purpose of this roundtable discussion is to explore the rewards and challenges of conducting research with undergraduate students. All of the panel participants have either collaborated with undergraduates or professors on research projects or prepared students for conducting research in our field. Whether the panelist taught research methods courses or worked with students and professors on projects, all can provide unique insights in to this difficult and, at the same time, extremely rewarding process.

FR 2.39 *Theory . . . Huh! What is it Good For? Communication Theory in the Undergraduate Curriculum*

3:30 p.m. – 4:45 p.m.

Maverick B

Sponsor: Theory and Methodology
Chair: **Susan A. Jasko**, California University of PA

“Using Communication Theories to Interrogate Autobiographical Texts:
Opportunities and Hazards”

Richard Bartone, William Paterson University

“Theory, Thinking, and Metadiscourse: Teaching Theory to Seniors”

Susan A. Jasko, California University of PA

“Theory Before Praxis: Or, ‘What is an Educator Good For?’”

Thomas Gencarelli, Montclair State University

“Everyone is a Theorist: Making Theory Practical in the Introductory Course”

Drew McGurkin, California University of PA

This panel will examine the role of the communication theory course in undergraduate curricula, the various approaches used to teach such a course, and challenge the panelists and audience members to critically examine the nature of communication theory and its role in the pedagogy of our discipline.

FR 2.40 *Applied Communication in the Curriculum: Pursuit of Progress in Theory and Practice*

3:30 p.m. – 4:45 p.m.

Washington

Sponsor: Applied Communication

Chair: **Janie Harden Fritz**, Duquesne University

Participants: **Janet Reynolds Bodenman**, Bloomsburg University

Sherry Wien, Monmouth University

Eric Grabowsky, Duquesne University

Ronald C. Arnett, Duquesne University

Departments in the communication discipline offer rich theoretical and practical approaches to community and marketplace settings through applied communication curricula. Participants in this symposium will showcase their department’s philosophy of and approach to an Applied Communication curriculum from a variety of standpoints. Through these presentations emerges a picture of the ongoing pursuit of progress in educating students for theory-informed practice. Following participants’ presentations, the audience will be invited to participate in an open forum discussion.

FR 2.41 *Women and Politics: The American First Lady’s Mediated Images*

3:30 p.m. – 4:45 p.m.

Westminster

Sponsor: Political Communication

Chair: **John Tedesco**, Virginia Tech

“The First Lady in Cartoons: A Look at Images from the Great Depression to the Present”

Ann J. Atkinson, Keene State College,

Janette K. Muir, George Mason University

“I Found Her on E-bay: Popular Culture Collectibles and the First Lady”

Beth M. Waggenpack, Virginia Tech

“Millie Bush and the Power of the Paw on Politics

Molly Meijer Wertheimer, Penn State University

“Patterns of Representation in Campaign Newspaper Articles”

Lisa M. Burns, Quinnipiac University

Interest Group Bylaws Workshop II

FR 5:00 p.m. - 6:15 p.m.

Boardroom

Sponsor: First Vice President

Facilitators: **Ann Bainbridge Frymier**, Miami University

Ronald Jackson, Pennsylvania State University

Diane M. Millett, University of Miami

Candice Thomas-Maddox, Ohio University-Lancaster

Donald A. Fishman, Boston College

The purpose of this workshop is to facilitate interest groups in the development of their bylaws. Many interest groups began the process of revising their bylaws during the 2003 convention. The facilitators will provide information and guidance on the process of developing bylaws that are consistent with the ECA constitution. Interest group representatives are encouraged to come to the workshop with existing bylaw or “bylaws in progress.” Information and guidance will also be provided on the process of gaining approval of bylaws and on filing them with the Executive Director. All interest groups are encouraged to send a representative to this workshop.

This session is scheduled for those unable to attend the Workshop I on Thursday, and for those who want to follow-up on previous discussions with the By-Laws Committee.

SP 06

*SPOTLIGHT ON THE SCHOLARSHIP OF FRANKLYN S.
HAIMAN*

FR 5:00 p.m. – 6:15 p.m.

Belvidere Salon A

Chair: **Dale Herbeck**, Boston College
Respondent: **Franklyn S. Haiman**, Northwestern University

“The Rhetoric of the Streets,” Quarterly Journal of Speech 53 (April 1967), 99-114.

Douglas Fraleigh, California State University, Fresno

“Speech v. Privacy: Is There a Right Not to Be Spoken to?” Northwestern University Law Review 76 (1972): 153-99.

Paul Siegel, Gallaudet University

"Nazis in Skokie: Anatomy of the Heckler's Veto," Free Speech Yearbook 17 (1978), 11-16.

John J. Makay, Bowling Green State University

“Facilitation of Citizen Expression,” from Speech and Law in a Free Society (Chicago: University of Chicago Press 1981), 297-339.

Terence S. Morrow, Gustavus Adolphus College

“The Boisterous Sea of Liberty,” from Speech and Law in a Free Society (Chicago: University of Chicago Press 1981), 425-429.

Susan Drucker, Hofstra University,

Gary Gumpert, Communication Landscapers, Inc.

“Speech Acts” and the First Amendment (Carbondale, IL: Southern Illinois University Press, 1991)

Frank Harrison, Trinity University

Franklyn S. Haiman, John Evans Professor Emeritus of Communication Studies at Northwestern University, has made substantial contributions to the study of the freedom of expression over his long and distinguished career. In this tribute to Professor Haiman, each of the participants will briefly summarize one of his major works, comment on the work’s broader significance, and conclude with a critical perspective.

FR 2.42 *Top Competitive Papers in Instructional Communication*

5:00 p.m. – 6:15 p.m.

Adams B

Sponsor: Instructional Practices
Chair: **Andrew D. Dohanos**, Baldwin-Wallace College
Respondent: **Mary C. Toale**, Baldwin-Wallace College

“Students’ Out-of-Class Communication, Loneliness, and Relational Motive”

Leeanne M. Bell, Duquesne University*

“The Effects of Antisocial Behavior Alteration Techniques on Student Resistance and Perceptions of Justice”

Michelle L. Paulsel, West Virginia University

Rebecca M. Chory-Assad, West Virginia University

“Are They Really That Different? Predictors of Motivation and Learning for Traditional and Nontraditional Students”

Marian L. Houser, Texas State University - San Marcos

“Instructional Communication: The Historical Perspective”

James C. McCroskey, West Virginia University,

Virginia P. Richmond, West Virginia University,

Linda L. McCroskey, California State University, Long Beach

*Top Student Paper

This panel features the top competitive papers from the Instructional Practices Interest Group for this year. In the pursuit of progress, an examination of our roots will help lead us into the future. This panel illustrates the history and future of instructional communication research.

FR 2.43 *Open Forum on the Status and Future of ECA Interest Groups*

5:00 p.m. – 6:15 p.m.

Copley

Sponsor:

President

Chair:

Gary Gumpert, Communication Landscapers, Inc.

Discussants:

John A. Courtright, University of Delaware

Susan J. Drucker, Hofstra University

Donald A. Fishman, Boston College

Lewis Freeman, Fordham University

Gary Gumpert, Communication Landscapers, Inc.

Danette Ifert Johnson, West Virginia Wesleyan College

Ronald L. Jackson, Pennsylvania State University

Mary L. Kahl, SUNY-New Paltz

Diane M. Millette, University of Miami

This panel offers an opportunity for the discussion of matters relating to the formation and configuration of ECA interest groups. Does our current interest group structure

respond to the contours of the discipline? Should we create more interest groups? Should we combine certain interest groups? Should we abandon the interest group structure altogether? Should we leave things as they are? Members of the Presidential Task Force on the Status of Interest Groups will engage in conversation with interest group officers and with others who wish to discuss these issues in an open forum format.

FR 2.44 *ECA Research Fellows Committee Meeting*

5:00 p.m.-6:00 p.m.

Madison

FR 2.45 *ECA Nominating Committee Meeting I*

5:00 p.m.-6:15 p.m.

Mariner

FR 2.46 *From Shakespeare to Slam: The Practice and Evaluation of Prison Theatre*

5:00 p.m.-6:15 p.m.

Maverick A

Sponsor: Interpretation and Performance Studies
Chair: **Lorraine Moller**, John Jay College of Criminal Justice

“The Proscenium Cage: Theater for the Forgotten and Theatrical Performance in Prison”

Laurence Tocci, Tufts University

“Shakespeare Behind Bars: Dramatic Adaptation in a Women's Prison”

Jean Trounstone, Middlesex Community College

“The House That Crack Built: Video Technology and Live Performance Invert How Incarcerated Women *See* and Are *Seen* by Society”

Lauren Sphall, New York University

“Project Slam: An Empirical Study on the Impact of a Rap-Drama on the Social

and Institutional Behavior of Male Inmates”

Lorraine Moller, John Jay College of Criminal Justice

FR 2.47 *Whatever Happened to Communication Theory? State of the Art 2004*

5:00 p.m. – 6:15 p.m.

Maverick B

Sponsor: Theory and Methodology
Chair: **Xuejian Yu**, Stonehill College
Respondent: **Xuejian Yu**, Stonehill College

“Communication Paradigms: State of the Art 2004”

Deanna F. Womack, Kennesaw State University

“Applying the Comunibiological Paradigm to Aggressive Communication:
Issues and Findings”

Andrew S. Rancer, University of Akron

“Five Communication Theories Worth Reconsidering: The Elusive Pursuit of
Empirical Progress”

Charles J. Wigley, III, Canisius College

This panel will present the development of communication theory-building over the past 20 years. The first panelist, Womack, will explore changes in popular theoretical paradigms themselves. The second panelist, Rancer, will describe and analyze a new paradigm, the comunibiological approach. The third panelist, Wigley, will review important theories that received early empirical support and interest and that merit further examination. The respondent, Yu, will summarize trends across the different theoretical approaches.

FR 2.48 *Communication Quarterly's Golden Anniversary: A Celebration of Excellence in Scholarship*

5:00 p.m. – 6:15 p.m.

Washington

Sponsor: First Vice President and Publication Committee

Chair: **Jerry L. Allen**, University of New Haven
 Panelists: **Michael H. Prosser**, Rochester Institute of Technology, Editor 1986-1970
Eugene Vasilew, Emeritus, State University of New York, Birmingham, Editor 1971-1972
Thomas W. Benson, Pennsylvania State University, Editor 1976-1978
Lawrence R. Wheeless, University of North Texas, Editor 1979-1978
Gerald M. Phillips, Pennsylvania State University, Editor 1982-1984
James W. Chesebro, Ball State University, Editor, 1985-1987
Linda C. Lederman, Rutgers University, Editor 1991-1993
Virginia P. Richmond, West Virginia University, Editor 1991-1993
Raymie E. McKerrow, Ohio University, Editor 1994-1996
Melanie Booth-Butterfield, West Virginia University, Editor 1997
John A. Courtright, University of Delaware, Editor 1998-2000
Dale A. Bertelsen, Bloomsburg University, Editor 2001-2003
Jerry L. Allen, University of New Haven, Editor 2004-2006

This program celebrates the 50th anniversary (1953-2003) of Communication Quarterly. The growth and transformation of this journal will be discussed by editors from various eras. In addition, the panel members will discuss the role of electronic dissemination of journals in the millennial decade.

FR 2.49 *Symposium on the Enactment of Civic Engagement*

3:30 p.m. - 4:45 p.m.

Adams A

Sponsor: President
 Chair: **Mary L. Kahl**, SUNY-New Paltz

Panelists:

“Oratory as Civic Performance,”
Michael Leff, University of Memphis

“Finding the ‘Public’ in Public Speaking: Returning to Our Progressive Era Roots,”

William Keith, University of Wisconsin, Milwaukee

“Epideictic Rhetoric, Sites of Concord, and Civic Engagement,”

John C. Adams, Hamilton College

“The Theory and Practice of Putting Politics Back into Civic Engagement,”

Valerie A. Endress, Rhode Island College

“McGuffey Revisited: Learning Democratic Participation through Public Speaking Projects in Elementary and Secondary Schools,”

J. Michael Sproule, Bowling Green State University

“The Role of NCA in Civic Engagement,”

Raymie E. McKerrow, Ohio University

Drawing on the continuing conversation sparked by the 2003 ECA Pre-Conference on Discourses of Citizenship, this session focuses on specific practices of civic engagement occurring in a variety of contexts. Panelists will participate in informal discussion and time will be reserved for audience interaction. This is a double session. It is continued from the 3:30 p.m. – 4:45 p.m. timeslot. This is the concluding session of the program.

FR 2.50 *President’s Reception*

6:30 p.m. - 7:30 p.m.

Belvidere Salon A and B

Members and guests of the Eastern Communication Association are cordially invited to attend this reception honoring Mary L. Kahl, ECA President.

FR 2.51 *12-Step Group Meeting*

8:00 p.m. - 9:00 p.m.

Mariner

All members of 12-Step groups are invited to attend this meeting.

FR 2.52 *Wine and Spots*

8:30 p.m. - 10:00 p.m.

Adams A and Adams B

Join members of the ECA Political Communication Interest Group and guests for a captivating evening of wine and appetizers while reviewing recent political advertisements. A spirited discussion of politics, media, and the interstices between the two domains typically occurs.

SA 3.01 *Studies in Media Images: Representation of Race and Current Events*

8:00 a.m. – 9:15 am

Belvidere Salon A

Chair: **Jack Banks**, University of Hartford

Respondent: **Jack Banks**, University of Hartford

Panelists: **Jack Banks**, University of Hartford
 James Gallagher, University of Hartford
 Marcy Gotterbarn, University of Hartford
 Robin A. Magagnoli, University of Hartford
 Craig Nelson, University of Hartford

Popular media present a representation of reality that to some extent forms the basis for audiences' view of the world. This panel addresses media coverage of specific events such as Jessica McClure's ordeal and more general concerns about news media bias. Media representation of race is addressed in other studies that examine such issues as the portrayal of African-Americans in televised football games and mixed race characters in Hollywood films.

SA 3.02 *Debut Papers on Civil Rights Rhetors*

8:00 a.m. – 9:15 am

Jefferson

Sponsor: Intercultural Communication Interest Group
Chair: **R. Pierre Rodgers**, George Mason University
Respondent: **Adrienne J. Mayo**, Prince George's Community College

“Analysis of Eldridge Cleaver's Farewell Address”
 Shawnte' N. Stevenson, Morgan State University

“A ‘Revamped’ Neo-Aristotelian Approach to Martin Luther King's Morehouse Commencement Address and His Educational Lesson”

Autumn T. Wallace, Morgan State University

Martin Luther King at the Mountaintop: An Analysis of a Self-Delivered Eulogy

Jamie N. Drew, Morgan State University

Debut Papers on Civil Rights rhetors revolves around undergraduate essays dealing with ethical, racial, and moral public communication. In their studies of public addresses leaders of the civil rights movement, the authors apply rhetorical and critical methods to differing types of discourse. While traditional or neo-Aristotelian principles are employed in their analyses, the results of their studies show interesting readings when placed in a contemporary setting. As the theme for the convention is "The Pursuit of Progress," this panel makes a contribution to the study of communication methods. In particular, are the critical limitations of traditional criticism truly limiting when applied to minority discourse? As much as we may have "progressed" to multiple, contemporary approaches to rhetorical/critical analysis, the relevance of classical precepts is very much in force.

SA 3.03 *Media and Performance Sampler: From Dance to Eye Witness Testimony*

8:00 a.m.-9:15 a.m

Lincoln

Sponsor: Interpretation and Performance Studies
Chair: **Mary Mino**, Pennsylvania State University

"The Documentary Camera's Effect on the Performance of Eyewitness Testimony"

Alan Winson, John Jay College of Criminal Justice

"High Art on Low Medium: An Analysis of Dance on Television"

Khalda Logan, Western Connecticut State University

"Dance Technology: Recording as well as Performing?"

Dina Dahbany-Miraglia, Queensborough Community College

SA 3.04 *Contributed Papers in Human Information Technologies*

8:00 a.m.-9:15 am

Washington

Sponsor: Human Information Technologies
Chair: **William Stanwood**, Boston College

“Entering the World of the Hacker: A Close Textual Analysis of ‘The Conscience of a Hacker’”

Brett Lunceford, Pennsylvania State University

“Investigation of TIP Theory in Computer-Mediated Communication and Online Learning”

Catherine Karl Wright, Regent University*

“More than Just a Communications Device: The Cellular Phone as Cultural Artifact”

Lynette Lim, Michigan State University

“Differences in Privacy Policies among Commercial, Educational, and Governmental Websites: A Cross-Sectional Content Analysis”

Rashad Bayramov, Rochester Institute of Technology

“Evaluation of Computer-Aided Collaborative Writing,”

Timothy D. Wells, Rochester Institute of Technology

*Debut Paper

SA 3.05 *Opening Spaces, Raising Concerns: Multiple Voices in Ethnographic Struggles*

9:30 a.m. – 10:45 am

Adams A

Sponsor: Voices of Diversity

Chair: **Lorin Basden Arnold**, Rowan University

Respondent: **Robert Westerfelhaus**, College of Charleston

“‘Did You Know Mr. Michael Is Gay?’ Cross Cultural Perspectives on Sexuality, Gender, and Self-Identity”

Ian David Aronson, Ramapo College

“Rethinking Power and Positionality in Feminist ‘Native’ Ethnography”

Anjali Ram, Roger Williams University

“My ‘Field’ Is My ‘Home’: Locating the Involved Researcher in Ethnography”

Ruma Sen, Ramapo College

Drawing from a range of ethnographic projects, varied in their nature and focus, panelists raise issues of diversity and identity. In any ethnographic study, when the scope of what constitutes the “field” is itself extended, the discussion inevitably leads as much to the accomplishments of the endeavor as it leads to an engagement with the contradictions,

SA 3.06 <i>New Methods and Measures: In the Pursuit of Progress</i>	
9:30 a.m. – 10:45 am	Adams B

This panel of competitive papers highlights new methods and measures being pursued in instructional practices.

Sponsor: Spotlight Series
Chair: **Anne Mattina**, Stonehill College
Respondent: **Molly Meijer Wertheheimer**, Penn State Hazleton

Panel Participants: **Nichola Gutgold**, Penn State Berks-Lehigh Valley
Myra Gutin, Rider University
Catherine Hastings, Susquehanna University
Anne Mattina, Stonehill College

This spotlight focuses on the scholarly and professional contributions of Molly Meijer Wertheimer, Associate Professor of Communication Arts and Sciences & Women's Studies at the Pennsylvania State University--Hazleton Campus. An ECA Past President's Award winner for her achievements in research, scholarship, and service, Professor Wertheimer is particularly noted for her work on recovering and including women's voices in the canon; first as editor of In Listening to Their Voices: The Rhetorical Activities of Historical Women and more recently in Inventing a Voice: The Rhetoric of American First Ladies of the 20th Century. In addition, she has served on the editorial boards of numerous journals and as reviewer for both regional and national associations.

SA 3.07 *Genetics, Emotion, and Connections: Explaining Interpersonal Communication*

9:30 a.m. – 10:45 am

Belvidere Salon B

Sponsor: Interpersonal and Organizational Communication Interest Group
Chair: **Mary Toale**, Baldwin-Wallace College
Respondent: **Jerry L. Allen**, University of New Haven

“The BIG THREE and Communication Traits: Are All Communication Traits Genetically Bases?”

James C. McCroskey West Virginia University
Virginia P. Richmond West Virginia University
Alan Heisel, University of Missouri-St. Louis
Jamie L. Hayhurst West Virginia University*

“Can You Feel the Connection?: The relationship between emotional intelligence and communication competence”

Edward Woods, Marshall University

“The Casual Relationship Between Mood and Communication Satisfaction”

Emil Coman University of Connecticut

*Debut paper

These competitively selected papers examine the genetic and emotional bases for communicating.

SA 3.08 *Beyond Borders: New Content & Contexts for Poetry Readings*

9:30 a.m.-10:45 am

Boardroom

Sponsored: Interpretation and Performance Studies
Chair: **Sal Fallica**, New York University

“Who Says There’s No Singing School? Karaoke + Poetry = Fun”
Daniel Nester, The New School University

“Titillation: Boredom and the Poetry Reading”
Kathleen Volk Miller, Rutgers University

“In Your Ears, On the Sidewalk: Poets and Performances on the Streets of New York”
Jonathan R. Wynn, CUNY Graduate Center

“I’m More Nervous Now than When I’m Naked: The Reading at Tease-o-Rama 2003”
Marion Wrenn, New York University

SA 3.09 *Progress and the Dramatistic Subject*

9:30 a.m. – 10:45 am

Copley

Sponsor: Kenneth Burke Interest Group
Chair: **Kevin R. McClure**, University of Rhode Island
Respondent: **Floyd D. Anderson**, SUNY Brockport

“Kenneth Burke’s ‘Acting Together’: Subjectivity and Social Change”
Theo Greenblatt, University of Rhode Island

“A Pentadic Analysis of Composition Student and Instructor Relations”
Valerie Vancza, University of Rhode Island

“Tragedy-Catharsis and Acceptance-Rejection in Burke’s Analysis of ‘Anthony and Cleopatra’ ”
Kathleen Brown, University of Rhode Island

“Providing the Comic Corrective in New England Town Meeting Deliberation: A Moderator’s Strategy”
Rebecca M. Townsend, University of Massachusetts

These papers consider recent critical readings of Burke’s Dramatistic actor or subject in light of postmodernism and poststructuralist thought and relate these formulations to the problems inherent in theorizing an agent of social change.

SA 3.10 *In the “Pursuit” of Intercultural Reform and Reconnaissance:
Deconstructing African American Communication Concerns
With a Critical Eye*

9:30 a.m. – 10:45 am

Jefferson

Sponsor: Intercultural Communication Interest Group
Chair: **Wei Sun**, Bloomsburg University
Respondent: **Dara Byrne**, John Jay College of Criminal Justice

“You’d Betta Recognize: African-American Learners, Communication and
Cultural Conflict and Competency in Mainstream American Classrooms”
Tracie Babb, Howard University

“The Unbearable ‘Lightness’ of Being: An Intercultural Investigation of Mixed
Race Identities at Historically Black Colleges and Universities”
Nathan Carter, Howard University

“The Manifestations of Afrocentricity Within the Lyrical Component of Tupac
Shakur”
Eric Durham, Howard University

“The Role of Media in Interethnic Relations: Nigeria as a Case Study”
Muhammed Sani, Howard University

This panel contains research papers that seek to uncover the myriad of issues in need of reform and recognition from an African-American communication standpoint. Each researcher uses a critical perspective to draw conclusions about the nature of African-American communication in various areas of our social world. Topics that will be covered include Pedagogical Concerns, Mixed-Raced Identity Construction, Mass Media Influences on African Politics, and the Significance of Pop Culture Icons on Afrocentric Ideology.

SA 3.11 *Rhetoric and Disciplinarity: Reflections after the Formation of
the Alliance of Rhetoric Societies*

9:30 a.m.-10:45 am

Lincoln

Sponsor: American Society for the History of Rhetoric
Chair: **Michael Leff**, University of Memphis

Panelists: **John C. Adams**, Hamilton College
 Thomas W. Benson, Penn State University
 Patricia Bizzell, College of the Holy Cross,
 Mary Boor Tonn, University of Maryland
 Ekaterina Haskins, Boston College
 Mary L. Kahl, SUNY-New Paltz
 Michael Leff, University of Memphis
 John Lyne, University of Pittsburgh
 Raymie McKerrow, Ohio University
 Candace Todd, Lynchburg College

This program explores a variety of ongoing changes in the study and scope of rhetoric as a discipline.

SA 3.12 *Gender and Fragmentation in a Commercial Culture*

9:30 a.m. – 10:45 am

Mariner

Sponsor: Mass Communication Interest Group
Chair: **Jack Banks**, University of Hartford
Respondent: **Jack Banks**, University of Hartford

“Media Images of ‘Friends’: An Analysis of Gender Roles”
 Kelly Smith, University of Hartford

“The Cost of Consumption: Feminism, Beauty and Consumerism in the Media”
 Lori Bindig, University of Hartford

“Whatever Happened to E Pluribus Unum? Segmentation in Media and Marketing”
 Michelle R. Neudecker Bosau, University of Hartford

“Images of Women in General Interest and Fashion Magazine Advertisements between 1955 and 2002”
 Katharina Lindner, University of Hartford

“Girl Power: The Impact of a Teen Empire”
 Karen Schermerhorn, University of Hartford

SA 3.13 *Theorizing the Audience: Re-Approaching that “Necessary*

Fiction”

9:30 a.m. – 10:45 am

Maverick B

Sponsor: Theory and Methodology
Chair: **Marc Leverette**, Rutgers University
Respondent: **Jack Z. Bratich**, Rutgers University

“Knowing the Nodes: The Audience in an Interactive, Networked Communication Environment”

Shawn McIntosh, Columbia University

“Evaluating Large Format Films Through the Lens of Audience Studies Theories”

Mary Nucci, Rutgers University

“Parents, Profit, and Pedagogy: The Rise of Commercial Educational Television – Issues and Implications”

Shawn Kildea, Rutgers University

“What is an Audience? Ontology, Interpretation, and Model Media Readers”

Marc Leverette, Rutgers University

The late Walter Ong, S.J., once famously remarked that the writer’s audience is always a fiction. While a number of approaches have attempted to quantify and understand it, the media audience often remains elusive. This panel seeks to think through a number of discursive approaches to offer critical theories of contemporary audiences by examining such phenomena as interactive audiences via social network theory, potential audience for large format entertainment cinema, the increasingly powerful role of commercial educational television, and a reassessment of the audience’s own being.

SA 3.14 *Progress in Applied Communication: Challenges of Multiple Publics and Complex Constituencies*

9:30 a.m. – 10:45 am

Washington

Sponsor: Applied Communication
Chair: **Lisa Millhous**, West Chester University

Participants: **Don Swanson**, Monmouth University
Lynda Schaaf, Duquesne University
Susan Kapusta, U. S. Steel Corporation/Duquesne University

This symposium presents research and practice in applied contexts addressing varied publics/audiences/constituencies from academic and practitioner perspectives. Presenters will offer insight on challenges facing those engaged in public relations, marketing, and community relations, each addressing the issue from one or more standpoints/perspectives: community member, academic administrator, marketplace practitioner/theory-engaged student. This symposium is designed to give audience members time to ask questions and share their experiences with related questions as well as to reflect on how theory informs practice.

SA 3.15 *Placing Public Lives on the Page: Autobiographies of Women in Politics*

9:30 a.m. – 10:45 am

Westminster

Sponsor: Political Communication
Chair: **Joan M. Donnelly**, Keene State College

Panelists: **Ann J. Atkinson**, Keene State College
 Janis L. Edwards, University of Alabama
 Valerie A. Endress, Rhode Island College
 Anne F. Mattina, Stonehill College
 Beth Waggenpack, Virginia Tech

Women in politics who document those lives must tread carefully as they convey public and private experiences as they detail a rise to power. Panelists will explore works by Hillary Rodham Clinton, Marian Wright Edelman, Pat Schroeder, Linda Chavez, and Madeleine Albright. As each autobiographical work is examined, the arc of the journey will be plotted and the rhetorical strategies employed along the way will be discussed.

SA 3.16 *ECA Coffee Café*

10:45 am - 11:30 a.m.

Fenway Room

ECA members and guests are cordially invited to take a moment and enjoy an all-convention coffee and tea break.

SP 02 *Undergraduate and Graduate Poster Session II*

“Why Tommy Wants to Watch My Little Pony: An Exploration of Factors that Support Crossing Gender Lines in Cartoon Viewing”

Allison Nussen, Marist College

Amanda Stevens, Marist College

Danielle Greenstein, Marist College

Lexi Sheldon, Marist College

Summer Kruppo, Marist College

Tara Stampe, Marist College

“Mothers’ Influence on Daughters’ Self Concept Development”

Annie Nutting, Canisius College

“A Summative Evaluation of Service Learning as an Opportunity to Apply Persuasion Techniques and Theory for Undergraduate Skills”

Catherine Bauman, Ohio University-Chilicothe-Lancaster

Amy Baker, Ohio University-Chilicothe-Lancaster

“Media-Produced Semiotics and Hegemony: The Kobe Bryant Pre-trial Phenomenon”

Chris Jackson, Boston College

“An Attempt at Image Restoration”

Eileen Melli, Boston College

“Women in Public Relations: The Pursuit of Progress”

Elizabeth A. Wilson, Miami University of Ohio

“A Review of Literature on Sibling Communication”

Elizabeth M. Kelly, Canisius College

“The Life of David Gale: A Diatribe”

Erin Maloney, Boston College

“Dialectical Theory of Friendship: An Exploration of Friendship in Contemporary USA and a Look at the Television Sitcom, Friends”

Eskil Silverstsen, Ithaca College

“Teaching as a Persuasion: A Metaphor for Instructional Use”

Hans Schmidt, West Chester University

“Participants in Action: Student Voices in a Graduate Program”

Jennifer LeBoeuf, Fitchburg State College

Clair Degutis, Fitchburg State College

“Parasocial Attachment and Breakup”

Jennifer Bunty, Lynchburg College

“Social Exchange Theory”

Kami Baker, West Virginia Wesleyan College

“When Bertha was Spinning: How Fairytales Negatively Portray Women”

Kasey Clawson, University of Pittsburgh-Johnstown

“A Feminist Critique of Hegemony in Advertising”

Kathleen Halvorsen, Boston College

“Cognitive Dissonance: Causes and Solutions”

Kimberly Leezer,

“Semiotics, Advertising and Culture: A Unique Relationship”

Carla Corbett, Marist College

Laura Montesano, Marist College

“Relational Dialectics Theory”

Lesley Woodrum, West Virginia Wesleyan College

“Relational Disengagement in the Hispanic Culture: A Woman’s Perspective”

Rosalinda Ortiz, Texas State University, San Marcos

“The Inclusive Narrative: Bush’s Rhetorical Strategy and the 2000 Presidential Debates”

Sara Ann Mehlretter, Boston College

“How Wars are Made: A Narrative Analysis of Hitler’s Declaration-of-War Speech”

Lindsey Branca, Boston College

“Negative Impacts on the Well-Being of Adolescents: A Literature Review and Proposal”

Lindsey M. Moore, Baldwin-Wallace College

“Computer Assisted Instruction and Learning: The Cyber TV Experiment”

Luis C. Almeida, Clarion University of Pennsylvania

“Scream in the Night: Using Bystander Apathy Theory to Awaken Your Organization to the Need of Crisis Management”

Mindy Jean Daniel, Ithaca College

“President George W. Bush’s Address to A Joint Session of Congress”

Miranda Blazek, Pennsylvania University of New York

“Media Message Structure and the Effects on UFO Beliefs in Males and Females”
Nicholas Hamiesevicz III, West Virginia Wesleyan College

“Freshman Metaphors for the Transition into College”
Thomas Zimmerman, Lynchburg College

"Our Needs and What They Mean: An Introduction and Evaluation of David McClelland's Theory of Socially Acquired Needs,"
Mariko Pimental, Ithaca College

"The Differences in Communication Patterns of EastAsian and Western Cultures"
Stephanie Rogers, SUNY-New Paltz

SA 3.17 *Myth and Ritual Performance: The Divine Nature of Tragedy*

11:40 a.m.-1:00 p.m.

Lincoln

Sponsor: Interpretation and Performance Studies
Chair: **Mary Mino**, Pennsylvania State University

“Man as the Measure of the Gods: Euripides and Greek Religion”
Tony Lentz, Pennsylvania State University

“A Brief Comparison of the Ancient Greek Oresteia and the Apache Na’ii’ees as Performance Ritual”
Marla Dean, Louisiana State University

“Presenting Seneca’s Oedipus As Contemporary Drama”
Michael Elliot Rutenberg, Hunter College

SA 3.18 *Top Competitive Papers Conceptualizing Health Communication Issues*

10:45 am-1:00 p.m.

Adams A

Sponsor: Health Communication Interest Group
Chair: **Sharlene Thompson**, University of Oklahoma
Respondent: **Kathy Rowan**, George Mason University

“The Lay Public’s Uncertainty about Genetically Modified Foods”

Kami Silk, Michigan State University,
Judith Weiner, The Pennsylvania State University,
Roxanne L. Parrot, The Pennsylvania State University*

“Individual Differences and Risk Perception: Malaysian College Students’
Evaluation of Low and High Social Threat Messages”
Wai Hsien Cheah, University of Kentucky**

“Nationwide Newspaper Coverage of Alternative Medicine: A Community
Structure Approach”
Kristy Hall, The College of New Jersey,
Angela Martinez, The College of New Jersey,
David Schaller, The College of New Jersey,
Ryan Schradin, The College of New Jersey,
Colleen Wysocki, The College of New Jersey,
John C. Pollock, The College of New Jersey***

“Sources of Information Used by Primary Caregivers of Individuals Diagnosed
with Lung Cancer”
Lisa Sparks, George Mason University,
Loretta Pecchioni, Louisiana State University,
Kavita Mittapalli, RMC Research Corporation

“The Impact of Communication and Sources of Health Information on Health
Care Access for Members of Low Income Drug Using Populations”
Victoria Orrego Dunleavy, University of Miami,
Lee Crandall, University of Miami,
Lisa R. Metsch, University of Miami

“Looking Backward to Go Forward: Hospice as a Progressive Model of Health
Care Delivery”
Elissa Foster, University of Texas at San Antonio

This program examines the role of health communication as it relates to interpersonal and mediated health issues.

* Top Ranked Paper

** Top Ranked Graduate Paper

*** Top Ranked Undergraduate Paper

SA 3.19 *E-mail, E-newsletters, and Instant Messaging: What research
says about Preferences, Competencies, Anxieties, and Best and
Worst Practices*

11:45 am-1:00 p.m.

Adams B

Sponsor: Human Information Technologies
Chair: **Susan Barnes**, Rochester Institute of Technology
Respondent: **Rod Carveth**, Rochester Institute of Technology

“The Vortex Beckons: Best Practices of Departmental Email”

Bruce Austin, Rochester Institute of Technology

Rudy Pugliese, Rochester Institute of Technology

“Using E-Newsletters to Reach, Retain and Recruit”

Bruce Austin, Rochester Institute of Technology

“Communicative Competence and Email: New Life for an Old Construct,”

Rudy Pugliese, Rochester Institute of Technology

“Instant Messaging and Email: Oral or Computer Anxiety?”

David Neumann, Rochester Institute of Technology

“Don’t shoot the Messenger: He’ll Probably Want to do it Himself,”

Joette Hartman, Rochester Institute of Technology

Increasingly, academic departments use email to stay in contact with students. This panel investigates media by which departments may reach, retain, and recruit students focusing on what information students want, what they do with that information, and how they rate the importance of that information. Communication competence and anxiety regarding email and instant messaging are addressed. As students increase their use of the web and email, understanding this audience and these media become even more crucial. Despite how competent individuals may be regarding email, mistakes do happen. The last paper details some of the disastrous mistakes made by individuals who should have known better.

SA 3.20 *Methodologies, Analyses, and Practices in Interpersonal and Organizational Communication*

11:45 am – 1:00 p.m.

Belvidere Salon B

Sponsor: Interpersonal and Organizational Communication Interest Group
Chair: **Elizabeth Oppe**, West Virginia Wesleyan College
Respondent: **Diane M. Millette**, University of Miami

“Communication Consulting: Design and Implementation of an Audit Model”
Janet L. Fallon, Marymount University

“Establishing Course Criteria for Teaching Intercultural and Cross-Cultural Communication”
JR Steele, Ithaca College*

“Organizational Communication to Motivation: Problems Associated with Communicating Long Term Plans to Lower Level Staff”
Derek R. Kindle, Howard University*

“Analyzing Interpersonal Transactions: Two Statistical Methodologies”
Phillip P. Amato and **Eiki Satake**, Emerson College

*Debut paper

The authors of these competitively selected papers use methods for analyzing and applying communication in varied interpersonal and organizational contexts.

SA 3.21 *NCA's Communication Journals and Archives of Journals...Go Electronic!*

11:45 am – 1:00 p.m.

Boardroom

Sponsor: First Vice President
Chair: **Isa Engleberg**, Prince George's Community College and NCA President

Panelists: Representative, EBSCO Publishing
Christine Appel, Managing Editor, Routledge/Taylor & Francis
Sherry Morreale, NCA National Office

SA 3.22 *Questions About Online and Mass Communication*

11:45 am-1:00 p.m.

Jefferson

Sponsor: First Vice President and Human Information Technologies
Chair: **Wilbur Rich**, Wellesley College

“Motives for Acquiring Political Information: A Review of the Uses and Gratifications Perspective and its Application in Political Contexts”

Jennifer Brubaker Kent State University

“Synchronous Messaging and Symptoms of Dependency”

Kevin C. Lee, Western Carolina University

“Colonization of the 21st Century: British and French Telecommunications Interests in their Former Territories”

Lynette Lim, Michigan State University

“Students Self-Reported Preferences for Print and Online Newspapers,”

Kristin A. Williams, Rochester Institute of Technology

SA 3.23 *New Technology, Information Acquisition, and Society*

11:45 am – 1:00 p.m.

Madison

Sponsor: First Vice President

Chair: **Elfriede Fursich**, Boston College

"E-mail Communication Competency in Capitol Telecommunications Professionals"

David M. Mercer, George Mason University

"Domestic Violence: Perceptions of How the Law Protects the Abused"

Alison Fennell and **Kristin Hake**, Wilkes University

"The Internet's Impact on Communication and Society"

Peter Galarneau, Jr., West Virginia Wesleyan College

"Do You Read Us? Teaching Strategies for Discussion Based Online Courses"

Sharon S. Kleinman, Quinnipiac University

"Racing Forward With an Eye in the Rearview Mirror: Simulated Vintage Artifacts, Technologies, and Processes in Popular Culture"

Sharon S. Kleinman, Quinnipiac University

“After COPA: The Federal Government’s Third Attempt at Pornography Regulation”

Michael A. Horning, Rochester Institute of Technology

SA 3.24 *Turning Toward the Personal in Recent Documentary*

11:45 am – 1:00 p.m.

Mariner

Sponsor: Mass Communication Interest Group
Chair: **Carolyn Anderson**, University of Massachusetts, Amherst

“First Person Plural: Reading Autodocumentary as Autoethnography”
Carolyn Anderson, University of Massachusetts, Amherst,

“Whose Dirty Laundry is it Anyway? The Ethics and Power of Autodocumentary”
Gu Li, University of Massachusetts, Amherst

“Interpreting History, Making Memory: Reimagining the Documentary in Ruth Ozeki Loundsbury's HALVING THE BONES”
Scott Oberacker, University of Massachusetts, Amherst

“Collecting the Vernacular: Snapshots of the Other”
Todd Wemmer, University of Massachusetts, Amherst

SA 3.25 *Teaching the Undergraduate Course in Quantitative Research Methodology*

11:45 am – 1:00 p.m.

Maverick B

Sponsor: Theory and Methodology
Chair: **Jason S. Wrench**, Ohio University Eastern

Panelists: **Shannon Brogan**, Ohio University Chillicothe
Candace Thomas-Maddiox, Ohio University Lancaster
Jason S. Wrench, Ohio University Eastern
Christinia Handy, Ohio University Lancaster
Tracy Debenport, Ohio University Lancaster
Sarah Wagner, Ohio University Lancaster
Ashley Duggan, Boston College

This panel is designed to discuss teaching ideas and activities related to the undergraduate course in quantitative research methodology. All panelists will discuss teaching activities and strategies they have used while teaching quantitative research methodology courses. Additionally, undergraduate students will discuss the types of projects they have conducted in quantitative methodology courses.

SA 3.26 *The Impact of 9/11 on Communication Practice: Past, Present, and Future*

11:45 am – 1:00 p.m.

Washington

Sponsor: First Vice President
Chair: **Robert Rosenthal**, Suffolk University

"Freedom of Information in a Post 9-11 World"
Charles H. Sides, Fitchburg State College

"Reactive Law: Changes in Information Rights Following the 2001 Attacks"
George F. Bohrer Jr., Fitchburg State College

"Emergent Communication Technologies and the Slippery Slope to Transparency"
Robert Carr, Fitchburg State College

"Addressing the Intercultural Challenges of 9/11"
John Chetro-Szivos, Fitchburg State College

SA 3.27 *The Rhetorical Challenges of Democratic Presidential Primaries 2004*

11:45 am – 1:00 p.m.

Westminster

Sponsor: Political Communication
Chair: **Lindsay Hayes**, University of Maryland

"The Pre-Primary Debates, 2003: Who Best Met the Rhetorical Exigence?"
Kathleen Kendall, University of Maryland

"Ending Stony Silence in the Granite State: An Analysis of the Democratic Contenders' Articulation of a Foreign-Policy Vision"
Valerie Endress, University of Hartford

"(Inter)Networking the Primaries: Techno-Rhetorical Innovation in the Dean Presidential Campaign"
Mary L. Kahl, SUNY- New Paltz

"Average Joe: Lieberman's 'Ordinary Citizen' Campaign"
Paula Youra, Lynchburg College,

SP 08 *Spotlight on Chris Sterling: Distinguished Scholar and Teacher*

SA 12:15 p.m.-1:30 p.m.

Belvidere Salon A

Sponsor: Spotlight Series
Chair: **Donald A. Fishman**, Boston College
Reponent: **Chris Sterling**, George Washington

Panel Participants: **Gary Gumpert**, Communication Landscapers, Inc., Inc.
 Robert Hilliard, Emerson College
 Michael Keith, Boston College
 Joshua Meyrowitz, University of New Hampshire

Chris Sterling has been in academia for 35 years, and he has served on the George Washington University faculty since 1982. During his tenure there, he has filled the roles of Associate Dean of Graduate Studies and Director the Graduate Telecommunications Program. He has authored and edited 20 books and dozens of articles on a wide range of communication topics. Perhaps most prominent among his published works are Stay Tuned (coauthored with John Kittross), which is the most comprehensive single volume history of American broadcasting, and for many years he coauthored new editions of Broadcasting In America with noted scholar Sydney Head. Both books hold distinguished and important places in the canon of broadcast studies. Recently Sterling completed work on the three volume Encyclopedia Of Radio, which won the 2004 American Library Association's "RUSA" Award. He is the founding editor of Communication Booknotes Quarterly, and he was editor of the Journal Of Broadcasting from 1972 to 1976. His other editorial positions comprise a formidable list. In 2003, he was the recipient of the Stanton Fellowship Award presented annually by the International Radio and Television Society, and in 1992 he was recognized for his vast contribution to broadcast education with the Broadcast Education Association's Distinguished Education Service Award.

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TIFF (LZW) decompressor
are needed to see this picture.

SC 10 *Teaching With Technology: Taking the First Steps in the Communication Classroom*

SA 1:00 p.m. – 4:00 p.m.

Boardroom

Steven L. Epstein, Suffolk Community College

This course will present a rationale as to why professors and administrators need to adopt multiple new technologies to reach their increasingly diverse student body, and will include a presentation of several "technology packages" that are offered by publishers.

3 hours, 25 participants.

Equipment used during the session: Computer projector.

Pre-registration Required

Short Course Fee: \$15.00

SA 3.28 *Symposium: Practical Innovations in Teaching the Undergraduate Research Methods Course*

1:15 p.m. – 2:30 p.m.

Adams B

Sponsor: Instructional Practices Interest Group

Chair: **Joseph L. Chesebro**, SUNY-Brockport

“Making reliability and validity ‘come alive’ to communication research students,”

Andrew S. Rancer, University of Akron

“Introducing structural equation modeling: Initiating student interest in causal models and latent variables at the undergraduate level,”

Kristen L. Campbell, Towson University

“An extended exercise in designing and writing research proposals,”

Bruce Austin, Rochester Institute of Technology

“Introducing ISI’s social sciences citation index to undergraduates: Related records and ‘cited ref’ functions,”

Charles J. Wigley III, Canisius College

“Challenges in Teaching the Undergraduate Research Methods Course,”

Robert Kosberg, Curry College

As teachers of the undergraduate research methods course, the panelists have developed some useful innovations for making the quantitative course more meaningful to their students. Audience members are invited and encouraged to join the panel in sharing ideas for innovation in the pursuit of progress in such courses.

SP 09 *Spotlight on The Writings of Neil Postman and Communication Theory*

1:15 p.m. – 2:30 p.m.

Belvidere Salon A

Sponsor: Theory and Methodology and Media Ecology
Chair: **Sal Fallica**, New York University
Respondent: **Brian Cogan**, Molloy College

“Crazy Talk, Stupid Talk: ”Postman and General Semantics”
Janet Sternberg, Fordham University

“Teaching as a Conserving Activity: “Education and Symbolic Representation”
Susan B. Barnes, Rochester Institute of Technology

“‘Amusing Ourselves to Death’ in a Technopoly: Examining Media Environments”
Lance Strate, Fordham University

“‘Amused to Death’: Neil Postman meets Roger Waters”
Gary P. Radford, Fairleigh Dickinson University

Neil Postman first gained national recognition in 1969 for his book Teaching as a Subversive Activity. This work inspired a generation of teachers by advocating an inquiry-based approach to teaching and learning. Following his own advice, Postman’s provocative approach to media criticism was applied to both his teaching and writing. Participants on this panel will discuss the theoretical and methodological roots of Postman’s work and their relationship to communication theory and practice.

SA 3.29 *ECA Resolutions Committee Meeting II*

1:15 p.m.-2:30 p.m.

Copley

Members of the ECA Resolution Committee continue to deliberate the business before the committee.

SA 3.30 *The Negotiation of Identities: Theoretic and Practical Perspectives*

1:15 p.m. – 2:30 p.m.

Jefferson

Sponsor: Intercultural Communication Interest Group
Chair: **Mary Carpenter**, New York University
Respondent: **Ronald L. Jackson II**, Pennsylvania State University

“Conceptual Paradigm of Women’s Communicated Identities”
Kara Laskowski, Shippensburg University

"Exploring links between communication, postcolonialism, and cultural identities"
Margaret Pitts & Ronald L. Jackson II, Pennsylvania State University

“Poetry as Revolutionary Language in Black Communities”
Amber Johnson, Pennsylvania State University

“Race, roles and stereotypes of African Americans in Film and Music”
Ronald L. Jackson II, Pennsylvania State University

This panel will explore the social construction of identity and its meaning in interpersonal, gendered, cultural and mass mediated contexts in order to deconstruct imposed social identities.

SA 3.31 *Issues in Interpersonal Communication*

1:15 p.m. – 2:30 p.m.

Lincoln

Sponsor: First Vice President
Chair: **Pamela Lannutti**, Boston College
Respondent: **Pamela Lannutti**, Boston College

"The Function of Sleep in the Reduction of Communication Apprehension and the Improvement of Performance in Classroom Public Speaking"
Roberta Mitchell, James Madison University

"When a Group is Not a Group: The Pursuit of Progress Transforms Notions of 'Group'"
Lisa M. Millhous, West Chester University

"The Only One: Perceptions or Misperceptions of College Students and Drinking Behaviors"
Stacey A. Peterson, Kean University

"Personalization of Conflict and Perceived Understanding as a Function of Esteem Protection"

Theodore A. Avtgis, West Virginia University
Jennifer L. Knapp, West Virginia University

"Gender, Perspective-taking, and Strategy Selection in Interpersonal Conflict"
Sachiyo M. Shearman, Michigan State University

SA 3.32 *ECA Nominating Committee Meeting II*

1:15 p.m.-2:30 p.m.

Madison

SA 3.33 *Exploring Contemporary Rhetorical Strategies*

1:15 p.m. – 2:30 p.m.

Maverick B

Sponsor: First Vice President
Chair: **Jean Jones**, Edinboro University of Pennsylvania
Respondent: **Terr Warburton**, Edinboro University of Pennsylvania

"An Arab View of Global Conflict: Queen Noor Speaks to America"
Elaine Gibson, Edinboro University of Pennsylvania

"An American View of Global Conflict: Military Recruiting as Viewed Through
the Army's New Recruitment Campaign"
Brittany Rowe, Edinboro University of Pennsylvania

SA 3.34 *The Pursuit of Progress in Health Communication Theory,
Research, and Instruction*

1:15 p.m. – 2:30 p.m.

Washington

Sponsor: First Vice President
Chair: **Gary Kreps**, National Cancer Institute
Respondent: **Gary Kreps**, National Cancer Institute

"Health Communication - the Next Generation: Examining new approaches to
education of health communication researchers"
Melanie Booth-Butterfield, West Virginia University

"Educating adults about 'whole body scan' cams"

Katherine Rowan, George Mason University

"The Standard Model: Review of Evidence and Implications for Future Theory, Research, and Application"

Steve Booth-Butterfield, West Virginia University

"Cancer care and the aging patient: Complexities of age-related communication barriers"

Lisa Sparks, George Mason University

SA 3.35 *Looking at the State Level*

1:15 p.m. – 2:30 p.m.

Westminster

Sponsor: Political Communication

Chair: **Joan L. Conners**, Randolph-Macon College

"Targeting Publics in Campaign Press Releases: An Assessment of Candidate Strategies in Four States"

John C. Tedesco, Virginia Tech University

"Norms of Participation and Mississippi Gubernatorial Rhetoric"

J. Cherie Strachan, University of Albany, SUNY

"Governor Robert Ehrlich's First 100 Days: Making the Transition from the Rhetoric of Campaigning to the Rhetoric of Governing"

Theodore F. Sheckels, Randolph-Macon College

"Intermedia Agenda Setting and Influences on Public Opinion in the 2002 Florida Gubernatorial Election"

Andrew Paul Williams, University of Florida

SA 3.36 *Past Officers Club Luncheon Meeting*

1:30 p.m.-2:30 p.m.

Mariner

Past officers of the Eastern Communication Association are cordially invited to attend this annual luncheon meeting.

SA 3.37 *Technology and Teaching: Benefits and Drawbacks for Diverse Student Populations*

2:45 p.m. – 4:00 p.m.

Adams A

Sponsor: Voices of Diversity
Chair: **Robert Westerfelhaus**, College of Charleston

“Computers, Technology, and Non-Traditional Students”
Derek Arnold, LaSalle University

“Never Really There: Student-Parents and Computer-Based Learning”
Lorin Basden Arnold, Rowan University

“Technology and Diversity in Learning: DL and the Imposition of the Visual”
Bryan Crable, Villanova University

“Technology as a Pathway to Equality? Disability, Technology, and Pedagogy”
Joy M. Cypher, Rowan University

SA 3.38 *Making Your Graduate Teaching Assistantship an Educational Experience*

2:45 p.m. – 4:00 p.m.

Adams B

Sponsor: Instructional Practices Interest Group
Chair: **Nicole D. Dobransky**, Miami University

“Making unproductive mentoring relationships better,”
Nicole D. Dobransky, Miami University

“The value of mentoring for doctoral students and faculty,”
Marian L. Houser, Texas State University-San Marcos

“Teaching Assistantships as an educational process/dimension: The basic course director’s perspective,”
Timothy P. Mottet, Texas State University-San Marcos

“The benefits of membership: Being a department member when you’re a graduate student,”
Ann Bainbridge-Frymier, Miami University

This panel will focus on helping graduate students view their teaching assistantships as an educational opportunity and helping them increase the value of their teaching assistantship opportunities. Issues such as mentoring relationships and team teaching will be addressed, along with a discussion of what graduate students (both full-time and part-time) can do to make their graduate experience most advantageous. A significant portion of the panel will be devoted to discussion with participants and their unique situations.

SP 10 *Spotlight on Hermann Stelzner: Distinguished Scholar, Teacher, Editor, and Mentor*

SA 2:45 - 4:00 p.m.

Belvidere Salon A

Sponsor: Spotlight Series
Chair: **Carolyn Anderson**, University of Massachusetts, Amherst

Panel Participants **Tom Benson**, Pennsylvania State University,
 Jane Blankenship, University of Massachusetts, Amherst
 Kenneth Brown, University of Massachusetts, Amherst
 Richard Stromgren, University of Massachusetts, Amherst
 Rebecca Townsend, University of Massachusetts, Amherst

Former students, Rebecca Townsend and Eric Metcalf and former colleagues Jane Blankenship, Kenneth Brown, and Richard Stromgren, University of Massachusetts and Thomas W. Benson from Pennsylvania State University will share memories of Herm Stelzner.

There will be an open forum in the last part of the program so that others who knew him will be able to speak.

SA 3.29 *The Absence and Presence of the Word: A Roundtable Discussion in Memory of Walter J. Ong, SJ.*

2:45 p.m.-4:00 p.m.

Copley

Sponsor: Media Ecology Association
Chair: **Lance Strait**, Fordham University
Respondent: **Janet Sternberg**, New York University

Panelists: **James W. Chesebro**, Indiana State University
 Joshua Meyrowitz, University of New Hampshire
 Lori Ramos, William Patterson College, NJ.

Edward Wachtel, Fordham University

Walter Jackson Ong, S.J., passed away on August 12, 2003, leaving behind a remarkable legacy of scholarship and ideas. His work has influenced dozens of disciplines, including our own areas of rhetoric, communication and media studies. Participants on this roundtable will consider his impact on their own research, fields of study and scholarship in general.

SA 3.40 *Intercultural Communication Across Varied Contexts*

2:45 p.m. – 4:00 p.m.

Jefferson

Sponsor: Intercultural Communication Interest Group
Chair: **Paula McKenzie**, The George Washington University
Respondent: **Deborah Clark Vance**, McDaniel College

“Recent Jewish Immigrants’ Communication in Postville, Iowa: A Case Study”
Anna Levina, University of Northern Iowa

“Intercultural Communication in the Online Business Environment”
Stavros Papakonstantinidis, Ithaca College
Wenshan Jia, State University of New York at New Paltz

“Russian and American Managers: A Cross-Cultural Comparison of Intercultural Communication Competence”
Alexei V. Mateev, College of Staten Island
Paul E. Nelson, North Dakota State University

SA 3.41 *Pursuing Progress in Understanding Diversity: A Closer Look at the Communicating Common Ground Initiative*

2:45 p.m. – 4:00 p.m.

Lincoln

Sponsor: First Vice President
Chair: **Todd Allen**, Geneva College
Panelists: **John Kelly**, Beaver Falls Senior High School
 Claire Deal, Hampden-Sydney College
 Sharnine Herbert, Shippensburg University
 Joel Litvin, Bridgewater State College
 Ruth Hannon, Bridgewater State College

SA 3.42 *Gender Issues and Communication*

2:45 p.m. – 4:00 p.m.

Madison

Sponsor: First Vice President
Chair: **Rita Rosenthal**, Boston College

"Thin is in, or it is?: Examining the Media's Influence on Female Body Image"
Allison M. Sanders, Kent State University

"Communication Variables that Precipitate Dating Violence in Adolescents"
Kelly Clancy, Ryan McPherson, Marisa Saavedra, Ryan Suarez,
Matt Taylor, Texas State University

"The Sex Objectification of Women in Advertising: A Contemporary Cultural Perspective"
Amanda Zimmerman, Canisius College

SA 3.43 *Service Learning 101: Grant Acquisition, Basic Course Application and Lessons*

2:45 p.m. - 4:00 p.m.

Maverick B

Sponsor: Community College
Chair: **Alberta Arnold**, Fiorello H. LaGuardia Community College

Panelists: **Sarah E. Evenson**, College of Southern Maryland
 Shirlee A. Levin, College of Southern Maryland
 Cheryl J. Wilson, Harrisburg Area Community College

SA 3.44 *2005 Program Planners Meeting II*

2:45 p.m. 4:00 p.m.

Washington

SA 3.45 *Pitching, Spinning, and Mystifying the Terrorist and Iraq Wars*

2:45 p.m. – 4:00 p.m.

Westminster

Sponsor: Political Communication
Chair: **Joseph Bulsys**, SUNY Geneseo

“The Selling of the Patriot Act”

Jarice Hanson, University of Massachusetts, Amherst

“Cruel Buffoons: The Arab as Fanatical Clown in U.S. Media”

Russell Barclay, Quinnipiac University

“The War in Iraq as Entertainment: Television News and the Commodification of Misery”

Bill Yousman, University of Hartford

“Pitching Jessica Lynch”

Thomas J. Conroy, Castleton State College

“Participation, Privacy and the PATRIOT: A Theoretical Exploration of Communication in the Public Sphere”

Maria A. Simone, Temple University

SA 3.46 *ECA General Business Meeting*

4:15 - 5:45 p.m.

Belvidere Salon A and Salon B

Presiding: **Mary L. Kahl**, SUNY-New Paltz

All members of the Eastern Communication Association are cordially invited to attend the General Business meeting of the 95th annual convention. Reports about the Association’s governance will be presented. Annual awards for service, scholarship, and teaching will be given, including citations for the ECA Distinguished Service Award, the ECA Past Presidents’ Award, the Everett Lee Hunt Award, and the Donald Ecroyd and Caroline Drumond Ecroyd Award. Top paper awards also will be presented.

SA 3.47 *First Vice President’s Reception*

5:45 p.m.-6:45 p.m.

Westminster

ECA First Vice President Donald A. Fishman cordially invites you to a reception honoring the exceptional work of this year’s interest group planners and convention planners. For their superb efforts, join him in thanking, W. Tim Coombs and Richard A.

Kallan, Pre-Conference Directors; Bonnie Jefferson, Spotlight Programs Coordinator; Anne Matina, Second Vice President; S. Diane McFarland, Director of Marketing; Lance Strate, Short Courses Chair; and Sara Chudnovsky Weintraub, Poster Session Coordinator. In addition, we will extend a robust round of thanks to Candice Thomas Maddox for five marvelous years as the Executive Director of the Eastern Communication and for her selfless devotion to the myriad of tasks necessary operate an Association.

SU 4.01 *Fatherhood, Feminism and Religion in the Media*

8:00 a.m.-9:15 am

Copley

Sponsor: Interpretation and Performance Studies
Chair: **Janice Kelly**, Marymount Manhattan
Respondent: **Norma Manatu**, John Jay College of Criminal Justice

“Big Mother is Watching You: Psycho-social Consequences for the Fatherless Protagonists in Fight Club, The Matrix and American Beauty.”

Read Mercer Schuchardt, Marymount Manhattan College

“Liberating Images: Black Women and Film”

Celeste A. Fisher, Marymount Manhattan College

“The Male Urban Message: Themes of Fatherlessness Found in Rap Music”

Janice Kelly, Marymount Manhattan

SU 4.02 *Embodying the Postcolonial Subject/Object: Reflections on Subalternity in Academe*

8:00 a.m. – 9:15 am

Belvidere Salon B

Sponsor: Intercultural Communication Interest Group
Chair: **Bayo Oludaja**, Northwest Missouri State University

Panelists: **Maurice L. Hall**, Southern Illinois University Carbondale
Jennifer Keane-Dawes, Norfolk State University
Armardo J. Rodriguez, Syracuse University

This roundtable discussion examines four theoretical and pedagogical perspectives offered by Caribbean scholars employing a postcolonial framework. As post-colonial

peoples, we still have to reckon with theories that are alien to our experiences, and methods that will never make sense of our complex realities. For us, culture is more than a variable; we believe that human beings are really embedded with complex historical and cultural webs of relations. We, therefore, question some of the biological and psychological based theories that abound in academe. Yet, academe's ruling order demands that we try and do something constructive with its strange and simplistic theories and methods, and, in so doing, remain oblivious to the fact that they were never meant for us. As resistance comes with a high price in academe, we continue to burden ourselves with these theories and methods, trying desperately to get them, in one way or the other, to work for us. We rationalize about the need to survive before we can change the ruling order. But we continue to perish.

SU 4.03 *G.I.F.T.S. Online (Great Ideas for Teaching
Speech/Interpersonal Communication)*

8:00 a.m. - 9:15 am

Maverick A

Sponsor: Community College
Chair: **Gary W. Eckles**, Thomas Nelson Community College

Panelists: **Tom Jewell**, Bergen Community College
 Michelle Simpson, College of Southern Maryland
 Nadine Poznanski, College of Southern Maryland
 James Fernandes, Gallaudet university
 Eric Fife, James Madison University
 C. Leigh Nelson, James Madison University
 Steven L. Epstein, Suffolk Community College
 Roberta Mitchell, James Madison University
 Beryl Gutekunst, Chestnut Hill College

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SC 11 *Dialogues on Diversity: Using Video as a Tool to Facilitate
Social Responsibility in the Digital Age*

SU 9:00 a.m. – 12:00 p.m.

Adams A

Marilyn D. Pennell, Pine Manor College

This workshop for faculty is based on research on diversity involving the production of a series of videos featuring personal profiles of people from a

variety of backgrounds, including but not limited to race, ethnicity, and age. The intent of the videos is to give a voice to people from diverse backgrounds, dispel stereotypes and promote tolerance of differences. The videos are designed to assist faculty to open up a dialogue on differences, dispel stereotypes, support “civility across cultures.” and give a “voice to diversity” in classrooms and on college Campuses. The course will cover how to use video profiles about diverse people and groups as a classroom aid.

3 hours, 25 participants maximum.

Equipment used during the session: VCR & monitor.

Pre-registration Required

Short Course Fee: \$15.00

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SC 12 *Past Meets Future: An Interdisciplinary Model for Integrating
Documentary, Research, and History in the Communication
Classroom*

SU 9:00 a.m. – 12:00 p.m.

Adams B

Mark Stine, Wilkes University,
John Hepp, Wilkes University,
Andrea Frantz, Wilkes University.

This course will present an innovative way of teaching documentary video production and research methods through collaboration with advanced classes in varied disciplines. Course attendees will be provided with a detailed plan for identifying interdisciplinary opportunities and implementing them in their own classrooms.

3 hours, 30 participants maximum.

Equipment used during the session: VCR/monitor.

Pre-registration Required

Short Course Fee: \$15.00

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SC 13

Risk Communication

SU 9:00 a.m. – 12:00 p.m.

Jefferson

Katherine E. Rowan, George Mason University,
Lisa Sparks, George Mason University,
Kristina Gehrki, George Mason University

This course is for instructors teaching students or working professionals about risk communication, i.e., communication about effective management of physical hazards such as toxic waste, genetically modified foods, x-rays, acts of terrorism.

3 hours, 30 participants maximum.

Equipment used during the session: Overhead projector.

Pre-registration Required

Short Course Fee: \$15.00

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SC 14 *Fear and Loathing of Speaking Out in Public: A Cognitive Behavioral Approach*

SU 9:00 a.m. – 12:00 p.m.

Lincoln

Elena Oumano, Borough of Manhattan Community College

Cognitive behavioral therapy is the mode of psychotherapy scientifically demonstrated to be the most effective modality for alleviating fears and phobias. The objective of this course is to provide instructors with strategies they can teach their students in order to systematically challenge and overcome the fear of speaking in public.

3 hours, no maximum.

Pre-registration Required

Short Course Fee: \$15.00

QuickTime™ and a
TIFF (LZW) decompressor
are needed to see this picture.

SC 15 *Effective Teaching/Learning Strategies: Intercultural Issues Inhibiting Effective Classroom Instruction/Learning*

SU 9:00 a.m. – 12:00 p.m.

Madison

MacCamas Ikpah, Rowan University

This course helps international instructors working with students from other cultures to deal effectively with them, minimize intercultural misunderstandings in their interaction, and teach effectively. This course focuses on concepts of high vs. low context cultures, polychronic vs. monochronic time, and differences in patterns of eye contact.

3 hours, 30 participant maximum.

Pre-registration Required
Short Course Fee: \$15.00

SU 4.04 *Modern Politics: Fear, Celebrity, Parody, and Country Music and Political Messages*

9:30 a.m. – 10:45 am

Adams B

Sponsor: Political Communication
Chair: **John Kares Smith**, SUNY, Oswego

“ ‘In Other Views...’: The History of Women’s Political Satire and Parody Writing”

MJ Robinson, New York University

“The Fightin’ Side of Country: Political Messages from ‘Music City’ in Wartime”

Christina M. Knopf, University at Albany, SUNY

“The ‘Total Recall’: High Concept Celebrity and the Political Process”

Sue Collins, New York University

“Scare Tactics: An Exploration of Fear in Rhetoric and Polling Data”

Matt Pascarella, Marymount Manhattan College

SU 4.05 *Teaching G.I.F.T.S. (Great Ideas for Teaching Speech/Interpersonal Communication)*

9:30 a.m. - 10:45 am

Lincoln

Sponsor: Community College
 Chair: **Alberta Arnold**, Fiorello H. LaGuardia Community College

Panelists: **Todd Allen**, Geneva College
Christopher Bates, University of Maine at Augusta
Catherine M. Blackburn, The County College of Monmouth Brookdale Community College
Dina Dahbany-Miraglia, Queensborough Community College
Bonnie S. Jefferson, Boston College
Shirlee A. Levin, College of Southern Maryland
Sol Miranda, Eugenio Maria de Hostos Community College
Elena Oumano, Borough of Manhattan Community College
Gary Richmond, Fiorello H. LaGuardia Community College
Rita Rosenthal, Boston College
Michelle Simpson, College of Southern Maryland
Sherrie Wallington, Howard University
Nancy J. Willets, Cape Cod Community College
Cheryl Wilson, Harrisburg Area Community College
Thomas E. Jewell, Bergen Community College

SU 4.06 *Learning How to Kiss at the Movies: The Cultural Pedagogy of Hollywood Teen Films*

9:30 a.m. – 10:45 am

Mariner

Sponsor: Mass Communication Interest Group
 Chair: **Bonnie MacDonald**, Rhode Island College

Robert L. Duran, University of Hartford
Bonnie MacDonald, Rhode Island College
Diane Prusank, University of Hartford

This round table begins a discussion of what Hollywood presents and represents to youth about one of the most important transitions into adult identity and subjectivity.

SU 4.07 *Rhetorical Interventions into Reality: News, Truth and Humor*

9:30 a.m. – 10:45 am

Maverick A

Sponsor: Rhetoric and Public Address
Chair: **Paula McKenzie**, George Washington University
Respondent: **Paula McKenzie**, George Washington University

"Journalistic Practices and the Selection of News: A Rhetorical Criticism of 'The Summer of the Shark'"

Michelle Hart, The University of Maine*

"Truth and Reality: Jacques Ellul and Contemporary Rhetorical Theory:

Brent C. Sleasman, Duquesne University

"Kate Clinton Intracommunal Humor as Rhetoric: Progressing with and Beyond Burkean Analysis"

Louise Tyo, SUNY Potsdam*

* Debut Paper

These separate and different papers each explore tensions between rhetorical truth and social reality.

SU 4.08 *Building Researcher Identity Through Phenomenological Inquiry*

9:30 a.m. – 10:45 am

Maverick B

Sponsor: Theory and Methodology
Chair: **Heidi M. Rose**, Villanova University
Respondents: **Heidi M. Rose**, Villanova University
Bryan Crable, Villanova University

"The Performance of Whiteness in a Course on Race and Ethnicity"

Eric Nowak, Villanova University

"Superheroes and Me"

Christian Ramirez, Villanova University

"A Strategic Look at Pharmaceutical Ads Targeted Toward Women"

Cailin Langan, Villanova University

This panel addresses the relationship between young scholars and their scholarship. The participants are graduate students simultaneously involved in: approaching research from the qualitative paradigm for the first time; conducting original research; building theory from research; and articulating a researcher identity. Respondents are current instructors of theory and method courses in a newly-developed graduate program in communication. Discussion will focus on the challenges and implications of understanding and balancing distinctions between the qualitative and social science paradigms in the process of building theory and conducting research, as well as on the reflexive insights necessary both to phenomenological inquiry and to a young scholar=s sense of self in relation to the larger world of scholarship.

SU 4.09 *Rhetorical Ecologies in Electronic Media*

9:30 a.m.10:45 am

Madsion

Sponsor: Media Ecology Association
Chair: **Teadora Carabas**, Ohio Univeristy
Respondent: **Brian Cogan**, Molloy College

“News to Go: How Online reporting Can Compromise Journalistic Ethics”
Michael Powell, Ohio University

“Journalism is Dead: Long Live Online Journalism”
Ronald Rogers, Ohio University

“How the Live-Action Medium Imitates the Animation Medium in Spielberg’s
‘Minority Report’”
Ozge Samanci, Ohio University

“Making Sense of Online Communities: A Rhetoric of Power and Technology in
Online Discussion Groups”
Syahgena Ardhila, Ohio University

“Radio Vision: Ways in Which Radio Generates Mental Imagery”
Anca Micheti, Ohio University

“Searching for Media’s Holy Grail: A Comparative Study of Indonesian and US
Broadcasts Rhetoric.”
Putut Widjanarko, Ohio University

The subjects this panel covers are as varied as electronic media itself. These young scholars examine the latest contentious areas in online journalism: online ethics, online communities, what enables radio to be a visual medium, the relationship of computer

modeling and live action in contemporary film, and a comparative look at two broadcast systems at different stages of development.

SU 4.10 *The Ecology of Information in Large Institutions*

9:30 a.m.-10:45 am

Washington

Sponsor: Media Ecology Association
Chair: **Laura Tropp**, Marymount Manhattan College
Respondent: **M. J. Robinson**, New York University

“Tomorrowland: The Future Is Here. Isn’t It Mesmerizing”

Arthur William Hunt III, Geneva College

“Cyberinsurance Development: A Look at the Economic and Political Influences Affecting its Progress”

Elizabeth Ann Fish, Promontory Insurance Co., Arlington VA

“Too Much Information: An Advisory on Self-Disclosure in Online Communities”

Brent Whitmore, Creighton University

Valerie Whitmore, CDKitchen.com, Omaha, NE

“Conversation in the Global Village: Extending Ourselves Through Convergent Technology”

Crystal Salazar, Marymount Manhattan College

This program involves a wide-ranging discussion of the value and role of information in large institutions, and how these institutions are grappling with the expanding task of information management.

SU 4.11 *ECA Finance Committee II*

11:00 a.m.-12:15 p.m.

Boardroom

Presiding: **Donald A. Fishman**, Boston College

Members of the ECA Finance Committee are invited to attend this second meeting of the convention devoted to financial issues in the

Association.

SU 4.12 *Applied Communication Brainstorming Session*

11:00 a.m. – 12:15 p.m.

Washington

Facilitator: **Sherry Wien**, Monmouth University
Purpose: To brainstorm and network for Applied Communication projects to be presented at the 2005 ECA conference in Pittsburgh

Members of the Applied Communication Interest Group are invited to participate in a creative and fun brainstorming session. The group requires between 4 and 30 people. More people means more diverse ideas. Please bring a notepad, pen, and your business card. The facilitator will introduce the session, watch the time, and ensure that brainstorming rules are followed. There will be a circle of chairs, flipcharts, colored pens, and toys to stimulate creativity (e.g., Slinkys and Koosh balls). After the brainstorming session, participants will vote on which topics to work on for the next ECA conference. Then participants will network at the session to start the projects. Results of the session will be posted on the ECA website under Applied Communication so that those who could not attend the session can still network and participate in the proposed projects.

SU 4.13 *ECA Executive Council Meeting II*

12:30 p.m.-2:00 p.m.

Belvidere Salon A

Presiding: **Donald A. Fishman**, Boston College

All appointed and elected members of the 2003 ECA Executive Council are invited to attend this second meeting of the convention.