

**THE 75th ANNUAL CONFERENCE OF  
THE PENNSYLVANIA COMMUNICATION ASSOCIATION**

**“Celebrating PCA’s Diamond Anniversary:  
Exploring Dimensions of Communication”  
September 26-27, 2014  
Duquesne University**

**FRIDAY, SEPTEMBER 26, 2014**

Registration 1:15-8:00 p.m. Shepperson Suite  
Power Center

Executive Council Meeting 1:15-1:45 p.m. Ballroom 1  
Power Center

**SESSION 1.1a** 2:00-3:15 p.m. Ballroom 1  
Power Center

***Rhetoric, Responsibility and Renewal: Uniting Past and Present Concepts in Communication Ethics***

Sponsor: Communication Ethics  
Chair: **Amanda G. McKendree**, University of Notre Dame  
Respondent: **Brian Gilchrist**, Eastern University

*Andrew Carnegie and the Philanthropic Tradition in Western Pennsylvania*  
**Blake Plavchak**, Duquesne University

*Spiritual Capital and Otherish Giving: The New Ethic of Economic Cooperation*  
**Marianne Pabis**, Duquesne University

*Beyond the CEO: Discourse of Renewal Theory, Social Media, and Crisis Resilience*  
**Julia Daisy Fraustino**, University of Maryland

**SESSION 1.1b** 2:00-3:15 p.m. Ballroom 2  
Power Center

***Engaging and Challenging Students in Communication Education: Theory and Practice***

Sponsor: Communication Education  
Chair: **Barbara Levine**, Robert Morris University

*Hermeneutical, Phenomenological, and Ethical Perspectives on Making a Space for the Humanities in the Communication Curriculum*  
**Chelsea R. Binnie**, Duquesne University

*Personal Branding through the Electronic Portfolio*  
**Ann Jabro**, Robert Morris University

*Existential Education: An Indirect Communicative Pedagogy*

**Jen Jones**, Seton Hill University

*Public Speaking Dilemma: Teaching Target Audiences through Marketing*

**Paul A. Lucas**, University of Pittsburgh at Johnstown

*The MOOC Phenomenon: Ignoring the Transactional Model*

**Patty Wharton-Michael**, University of Pittsburgh at Johnstown

### **SESSION 1.1c**

2:00-3:15 p.m.

Ballroom 3  
Power Center

#### ***Online News, Digital Photo Manipulation, the Disability Divide, and Civic Life in a Media and Technology Saturated World***

Sponsor: Applied Communication

Chair: **Ken Bohl**, Indiana University of Pennsylvania

*A Study of the Effects of Source Labels on College Students' Interest in Political Image*

\* **Heather Gustine**, Point Park University

*Digital Photo Manipulation in Advertisements and its Effects on Women's Body Image*

\* **Meghan Happ**, Point Park University

*The Disability Divide: Understanding the Adoption of Internet-Based Communication Technologies by People with Disabilities*

\* **Vito Caprio**, Point Park University

*Digital Technologies and the Implications of Social Media Convergence for Everyday Civic Life*

**Tatyana Dumova**, Point Park University

\* Debut

### **SESSION 1.2a**

3:30-4:45 p.m.

Ballroom 1  
Power Center

#### ***Emerging Communication from Technology and Media: Communicating in Today's Contexts***

Sponsor: Media and Technology

Chair: **Shayna Kalanish**, University of Pittsburgh at Johnstown

Respondent: **Patty Wharton-Michael**, University of Pittsburgh at Johnstown

*Human Communication and the Landscape of Social Media*

\* **Rubaiya Amin**, Duquesne University

*Uses and [Instant] Gratification: Branding of African-American and Hispanic College Students' Professional Images via Social Media to Seek Employment*

**Jamila A. Cupid**, Lincoln University

**S. Lenise Wallace**, LaGuardia Community College

*Character Portrayals and Stereotypes: A Narrative Criticism of The Vampire Diaries*

\* **Shayna Kalanish**, University of Pittsburgh at Johnstown

*A Technological Paradigm Shift: Exploring the Communicative Impact of CGA*

**Ronald K. Raymond**, Edinboro University

**Yixin Lu**, Mercyhurst University

\* Debut

**SESSION 1.2b**

3:30-4:45 p.m.

Ballroom 2  
Power Center

***The Language of Public Relations: Evaluating the Success and Progress of Key Moments and Methods in Public Relations***

Sponsor: Languages of Communication

Chair: **Jill K. Burk**, Pennsylvania State University, Berks

Respondent: **Paul A. Lucas**, University of Pittsburgh at Johnstown

*Edward Bernays: Shaping Public Relations and Forever Changing the World*

**Rosalie Granato**, Duquesne University

*FDR's Fireside Chats in Public Relations*

**Katie Kovacic**, Duquesne University

*Photojournalism: Truth or Not?*

**Mackenzie Martin**, Duquesne University

*The Committee on Public Information: Success and Suppression*

**Kaitlyn Beauchamp**, Duquesne University

**SESSION 1.2c**

3:30-4:45 p.m.

Ballroom 3  
Power Center

Sponsor: Poster Session

Poster Session Chair: **Melissa A. Cook**, St. Vincent College

Wandering Scholars: **Susan Carr, Hannah Cherico, Br. Jonathan R. Crist, David Deluliis, Sarah Flinko, and Margaret Mullen**, Duquesne University

*Semiotics of Computer-Mediated Communication*

\* **Dan Hepple**, Point Park University

*Semiotics and Communicating with Color*

\* **Dean Simpson**, Point Park University

*Viral Marketing: Diffusion of Innovations in the Modern Age*

\* **David Walker**, Point Park University

*The Netflix Nation: Online Streaming Content and Traditional Television Viewing Behavior*

\* **Hali Adamson**, Point Park University

\* Debut

**SESSION 1.3a**

5:00-6:15 p.m.

Ballroom 1  
Power Center**Undergraduate Student Perspectives on Media and Communication Ethics Case Studies**

Sponsor: Student Interest Group

Chair: **Cem Zeytinoglu**, East Stroudsburg University of PennsylvaniaRespondent: **Janie Harden Fritz**, Duquesne University*C'est la Vie: The Life of a Politician after a Public Shame***Rebecca Gagliardi**, East Stroudsburg University of Pennsylvania*Seeking Answers for Students: The Case of the Undercover Reporter***Michael Malia**, East Stroudsburg University of Pennsylvania*The Importance of Fact-Checking: The Case of the Self-Plagiarist***Sarah Porterfield**, East Stroudsburg University of Pennsylvania*When Should Honesty Be Used In Job Hunting?***Kiersten Young**, East Stroudsburg University of Pennsylvania**SESSION 1.3b**

5:00-6:15 p.m.

Ballroom 2  
Power Center**Performing Criticism**

Sponsor: Performance Studies

Chair: **John Lawson**, Robert Morris University*The Reluctant Revolutionary: Bob Dylan's Musical Performances as Free Speech***Victoria R. Alcazar**, Duquesne University*Performing Change: From Military Reports to Historical Narratives***Andre Moine**, Millersville University*Advocate, Champion, Spokesperson, and/or Proponent: Promoting Knowledge or a Personal Agenda***Ann Jabro**, Robert Morris University*Performing Jeffersonism: The Agrarians, Richard Weaver, and the Tea Party***John Lawson**, Robert Morris University**SESSION 1.3c**

5:00-6:15 p.m.

Ballroom 3  
Power Center**Roundtable Discussion on Assessment of Communication Education: The New "Normal"**

Sponsor: Communication Education

Chair: **Donna Weimer**, Juniata College*Learning to Communicate: Learning Skills and Processes for Assessment of Communication Competence***Fr. Shawn Clerkin**, Gannon University

A Holistic Rubric for Outcomes Assessment: *Eight Years After*  
**Ferris W. Crane**, Robert Morris University

*Assessing Student Internships*  
**Tatyana Dumova**, Point Park University

*The Capstone as an Opportunity for Students to Do Assessment Work*  
**Sheryl B. Goodman**, Ursinus College

*Degree Qualification Profile (DQP) and the Liberal Arts: Identifying Core Learning Outcomes*  
**Donna Weimer**, Juniata College

*Communication's Connections to the Core: Integrating Communication and General Education Assessment*  
**Patty Wharton-Michael and Kristen Lynn Majocha**, University of Pittsburgh at Johnstown

**Dinner on Your Own** 6:30-7:30 p.m.  
 Group Reservation at the Chinatown Inn, 522 3<sup>rd</sup> Avenue

#### **SATURDAY, SEPTEMBER 27, 2014**

**Past Presidents' Breakfast (on Your Own)** 7:15-7:50 a.m. Starbucks (opens 7:00 a.m.)  
 Duquesne Union

**Registration** 7:30 a.m.-6:00 p.m. Africa Room  
 Duquesne Union

**Coffee** 7:30-10:00 a.m. Africa Room  
 Duquesne Union

**SESSION 2.1a** 8:00-9:15 a.m. Union 609  
 Duquesne Union

#### ***Reaching Higher: Professionalizing a Student-Run Public Relations Firm***

Sponsor: Student Interest Group  
 Chair: **Katrina J. Quinn**, Slippery Rock University

*Teamwork, Planning, and Pitfalls at the Helm of a Student-Run PR Firm*  
**Lauren Jacobs**, Slippery Rock University

*Leadership and Quality Control: Developing Graphic Design and the Graphic Design Team*  
**Olivia Testa**, Slippery Rock University

*Branding, Social Media, and the Web: Time to get Digital*  
**Maria Heintzinger**, Slippery Rock University

**SESSION 2.1b**

8:00-9:15 a.m.

Union 608  
Duquesne Union***Navigating Technologically Mediated Spaces: A Communicative Experience***

Sponsor: Media and Technology  
 Chair: **David Deluliis**, Duquesne University  
 Respondent: **Craig Maier**, Duquesne University

*The Voice of Apologia: The Failure of Barilla's Crisis Management Strategy*  
**Jenna Lo Castro**, Duquesne University

*Closer Together or Farther Apart: The Implications of McLuhan's Retribalization for IMC*  
**Allison R. Peiritsch**, Duquesne University

*What Does This Mean? Experience and Understanding Moving through Museums*  
**Rachel Savorelli**, Duquesne University

*Nobody's Listening and Everybody Heard That: Practicing Civility in Social Media Conversations*  
**Margaret M. Mullan**, Duquesne University

**SESSION 2.1c**

8:00-9:15 a.m.

Union 613  
Duquesne Union***Health Communication: Multiple Facets of Engagement***

Sponsor: Health Communication  
 Chair: **Janie Harden Fritz**, Duquesne University

*Principles of Interpersonal Communication between Healthcare Providers and Recipients—  
 Reciprocity Required*  
**Ruth Boykin**, Duquesne University

*The Marginalization of Health: The Need to Encourage Conversations about Health within  
 Organizations*  
**Cody M. Clemens**, Duquesne University

*Health Communication Praxis: Working with Physician Assistant Students*  
**Linda Coleman**, Duquesne University

*Health Communication: A First Look*  
**Bonnie Reese**, California University of Pennsylvania

*Effective Communication, Including Visual Cues, for Delivering Healthcare to Diverse Groups of  
 Women*  
**Ferris W. Crane**, Robert Morris University

**SESSION 2.2a**

9:30-10:45 a.m.

Union 613  
Duquesne Union**Top Competitive Graduate and Undergraduate Papers**

Sponsor: PCA Writing Competition

Chair: **Donna S. Weimer**, Juniata CollegeRespondent: **Calvin Troup**, Duquesne University*Competing Parasites: A Cluster-Agon Analysis of Grover Norquist's Political Speech*  
**Haley Schneider**, Juniata College*The Clock Will Not be Turned Back: A Rhetorical Analysis*  
**Matthew Crager**, Penn State University*Intersubjectivity and Ethics in Augustine and Levinas: Toward a Christian Theory of Rhetoric and Hermeneutics*  
**Joshua Hill**, Duquesne University**SESSION 2.2b**

9:30-10:45 a.m.

Union 608  
Duquesne Union**Making Sense of Conflict: Reflecting, Mediating and Developing Narratives**

Sponsor: Interpersonal/Organizational Communication

Chair: **Jack Ciak**, Independent ScholarRespondent: **Craig Maier**, Duquesne University*Planting Lilies: Moving the Narrative of Lillian Grace Deere Smith onto the Page*  
**Nichola D. Moretti**, Robert Morris University*Mediating Conflicts about Race, Ethnicity, and Sex/Gender in the Classroom: An Examination of Strategies*  
**Sheryl B. Goodman**, Ursinus College*Contemplative Map Making: A Response to Interpersonal Conflict*  
**Amanda G. McKendree**, University of Notre Dame**SESSION 2.2c**

9:30-10:45 a.m.

Union 609  
Duquesne Union**Examining Diverse Philosophies of Communication**

Sponsor: Philosophy of Communication

Chair: **Aaron Kerr**, Gannon University*The Precariat and Public Assembly: Performativity and the Reclaiming of Public Space*  
**Hannah Cherico**, Duquesne University*Judicial Hermeneutics and Social Change*  
**Pat Arneson**, Duquesne University

*Tools, Drama, and Treasure: The Phenomenology of Reconciling Social Media-In-Itself with Social Media-For-Itself*

**Richard L. Talbert**, Geneva College

**SESSION 2.2d**

9:30-10:45 a.m.

Africa Room  
Duquesne Union

***Developing Leadership and Service-Learning Opportunities through Lambda Pi Eta***

Co-Sponsors: Student Interest Group and Communication Education

Chair: **Cem Zeyfinoglu**, East Stroudsburg University

*Lambda Leadership in the Community*

**Victor Evans**, Thiel College

*Lambda Leadership in the Department*

**Katrina Quinn**, Slippery Rock University

**SESSION 2.3a**

11:00 a.m.-12:15 p.m.

Union 609  
Duquesne Union

***The Language of Problematic Relationships in the Workplace***

Sponsor: Languages of Communication

Chair: **Kristen Lynn Majocho**, University of Pittsburgh at Johnstown

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

*The BBC and the Language of Cultural Diversity*

**Bethany Thomas**, University of Pittsburgh at Johnstown

*Whatever Happened to Total Employee Focus? A Case Study of Sheetz, Inc.*

**Kaitlin Muccino**, University of Pittsburgh at Johnstown

*Table Technology's Impact on Restaurant Impression Management*

**Olivia Heider**, University of Pittsburgh at Johnstown

*The Language of Care: Gilligan's Tactic to Caring for Others*

**William Beard**, University of Pittsburgh at Johnstown

**SESSION 2.3b**

11:00 a.m.-12:15 p.m.

Union 613  
Duquesne Union

***Communicative Leisure as Social Resistance and Creative Transformation***

Sponsor: Performance Studies

Chair: **Ozum Ucok-Sayrak**, Duquesne University

Respondent: **Annette Holba**, Plymouth State University

*Moving Beyond the "Atrophy of Leisure" as a Necessary Ethical Case for Attending to Alterity*

**Ozum Ucok-Sayrak**, Duquesne University

*From Consumption to Construction: Breaking From Spring Break to Construct Community*  
**Margaret Mullan**, Duquesne University

*Transformative Leisure: A Philosophy of Communicative Museum Praxis*  
**Susan Carr**, Duquesne University

*Transforming a Culture: Philosophy and the Scottish Enlightenment*  
**Ronald C. Arnett**, Duquesne University

**SESSION 2.3c**

11:00 a.m.-12:15 p.m.

Union 608  
 Duquesne Union

**Exploring Dimensions of Applied Communication**

Sponsor: Applied Communication  
 Chair: **Jack Ciak**, Independent Scholar  
 Respondent: **Ken Bohl**, Indiana University of Pennsylvania

*Nationality, Culture, and Sport: Historical Conflicts Decided on the Playing Field*  
**Joshua Friedberg**, Duquesne University

*Persuasion in Advertising and IMC*  
 \* **Shayna Kalanish**, University of Pittsburgh at Johnstown

*Martin Buber and Facebook: Dialogue in Computer Mediated Communication*  
**Jeff Bogaczyk**, Duquesne University

*Mobile Video Production: Breaking Down the Lines*  
**Julia Costa**, Northampton Community College  
**Colin Passma**, East Stroudsburg University

\* Debut

**Lunch and Business Meeting**

12:30-1:30 p.m.

Africa Room  
 Duquesne Union

**Break**

1:30-2:00 p.m.

**SESSION 2.4a**

2:00-3:15 p.m.

Union 609  
 Duquesne Union

**Philosophy of Religious Communication**

Sponsor: Philosophy of Communication  
 Chair: **Brent C. Sleasman**, Gannon University  
 Respondent: **Aaron Kerr**, Gannon University

*A Phenomenology of Hope: An Examination of Emmanuel Levinas and Meaning in Suffering*  
**Sarah Flinko**, Duquesne University

*Diocesan Institutional Rhetoric and Administrative Play*  
**Craig Maier**, Duquesne University

*Phenomenology and Hospitality of the Home*  
**Karen Fetter**, Duquesne University

**SESSION 2.4b**

2:00-3:15 p.m.

Union 608  
 Duquesne Union

***Speaking of Health: Bureaucrats, Mergers, and Conflict***

Sponsor: Languages of Communication  
 Chair: **Bethany Thomas**, University of Pittsburgh at Johnstown

*Mergers of the Health Care Market*  
**Samuel Barbera**, University of Pittsburgh at Johnstown

*The Bureaucracy of Healthcare: Health Management Associates and the Problematic Other*  
**Brandon Laffoon**, University of Pittsburgh at Johnstown

*Vapor Corp: How to Vaporize Conflict*  
**David Paronish**, University of Pittsburgh at Johnstown

**SESSION 2.4c**

2:00-3:15 p.m.

Union 613  
 Duquesne Union

***Exploring Rhetorical Dimensions of the World Stage: Preliminary Analyses of Speeches by Activists and World Leaders***

Sponsor: Rhetoric and Public Address  
 Chair: **Nichola Gutgold**, Pennsylvania State University  
 Respondent: **Michael Vicaro**, Pennsylvania State University, Greater Allegheny

*Invitational Rhetoric in Malala Yousafzai's Speech at the United Nations*  
**Melissa Eswein**, Grove City College

*Elie Wiesel Meets Kenneth Burke: An Analysis of "The Perils of Indifference"*  
**Daniel Kunkel**, Grove City College

*A Critical Analysis of Barack Obama's Speech at Newtown Prayer Vigil*  
**\* Maegan P. Faitsch**, Grove City College

*The Presidential Rhetoric of the Marys of Ireland: The Opportunities and Obstacles of the First Two Women Presidents*  
**Nichola Gutgold**, Pennsylvania State University

\* Debut

**SESSION 2.5a**

3:30-4:45 p.m.

Union 609  
Duquesne Union**Exploring Dimensions of the Undergraduate Rhetorical Theory Course: A Roundtable Discussion**

Co-Sponsors: Rhetoric and Public Address and Communication Education

Chair: **Jennifer K. Wood**, Pennsylvania State University, New Kensington*Roundtable Participants:***Daniel S. Brown**, Grove City College**Lynn Clarke**, University of Pittsburgh**Michael Vicaro**, Pennsylvania State University, Greater Allegheny**Donna Weimer**, Juniata College**Jennifer K. Wood**, Pennsylvania State University, New Kensington**SESSION 2.5b**

3:30-4:45 p.m.

Union 608  
Duquesne Union**Video Game Non-addictions: Explorations of Less Criticized Aspects of the Medium**

Sponsor: Applied Communication

Chair: **Kristen Lynn Majocho**, University of Pittsburgh at JohnstownRespondent: **Kristen Lynn Majocho**, University of Pittsburgh at Johnstown*The "Dullness" (or not) of the Visual Novel Video Game Experience***Paul Lucas**, University of Pittsburgh at Johnstown*Playground Emerges out of Play: An Exploration into Gadamer on Play and Its Implications in Video Game Studies***Hongchao Qian**, Duquesne University*The Hoarde: How Zombies took over Popular Culture in Video Games***Steven Zwier**, Duquesne University*Mario's Marathon: Kenneth Burke and the Video Game as "Equipment for Living"***Matthew P. Mancino**, Duquesne University**SESSION 2.5c**

3:30-4:45 p.m.

Union 613  
Duquesne Union**Contemporary Issues Involving Media and Society**

Sponsor: Mass Media and Society

Chair: **Tatyana Dumova**, Point Park University*Consuming Childhood one Child at a Time***Rachel Sussman-Wander Kaplan**, Duquesne University*Media Literacy and Journalism Education: Examining the Media Production Competencies of Today's Student Journalists***Hans C. Schmidt**, Pennsylvania State University, Brandywine

*Communicative Perspectives on Persuasion: Ethics or Cookery in the Marketplace?*  
**Chelsea Binnie**, Duquesne University

*"Both Men in Black Movies Have Vore in Them": Vorarephilia Forums as Unique Participatory Cultures*

\* **Steven Theisler**, Pennsylvania State University, Greater Allegheny

\* Debut

<b>Banquet</b>	5:00-5:45 p.m.	Africa Room Duquesne Union
----------------	----------------	-------------------------------

<b>Keynote Address</b>	5:45-6:45 p.m.	Africa Room Duquesne Union
------------------------	----------------	-------------------------------

***New Media, New Emotions, Old Politics***

Roderick Hart, University of Texas at Austin

Roderick Hart (Ph.D., Pennsylvania State University) is the dean of Moody College of Communication, Shivers Chair in Communication, Professor of Government, and the Founding Director of the Annette Strauss Institute for Civic Life at the University of Texas. Dr. Hart is the author of twelve books, the most recent of which is *Political Tone: How Leaders Talk and Why* (University Of Chicago Press, 2013). He is also the author of DIRECTION 7.0, a computer program designed to analyze language patterns. Hart has delivered public lectures at more than eighty colleges and universities and received grant support from the Ford Foundation, Carnegie Foundation, Exxon Foundation, Hatton Sumners Foundation, Annenberg Foundation, Dorot Foundation, and the Pew Charitable Trusts. A former Woodrow Wilson Fellow, Hart is listed in *Who's Who in America*, the *Directory of American Scholars*, *International Who's Who in Education*, and *American Men and Women of Science*. He was named a Research Fellow of the International Communication Association, a Distinguished Scholar by the National Communication Association, received the National Scholar of the Year Award from Phi Kappa Phi Honor Society, and has received the Graber Book Award and the Edelman Career Award from the American Political Science Association. Hart has been inducted into the Academy of Distinguished Teachers at the University of Texas and has also been designated Professor of the Year for the State of Texas from the Carnegie/C.A.S.E. Foundation. Previously he received the Eyes of Texas Student Involvement Award and the Texas Excellence Teaching Award from the University of Texas, the Excellence in Teaching Award in the Humanities from Purdue University, and the Outstanding Young Teacher Award from the Central States Communication Association.

<b>Awards Ceremony</b>	6:45-7:00 p.m.	Africa Room Duquesne Union
------------------------	----------------	-------------------------------

<b>Executive Council Meeting</b>	7:15-8:00 p.m.	Union 613 Duquesne Union
----------------------------------	----------------	-----------------------------