



**Pennsylvania Communication Association  
80th Annual Convention  
September 27-28, 2019**

“Communicating Pennsylvania:  
An Exploration of People, Places, and Land”

**Philosophy of Communication Salon**  
“The Interwoven Thread:  
Communication in the Work of John Dewey”

Penn State University, Berks  
Reading, PA

**THE 80th ANNUAL CONFERENCE OF  
THE PENNSYLVANIA COMMUNICATION ASSOCIATION**

**Friday, September 27, 2019**

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<b>Salon &amp; Conference Registration</b>	11:00 a.m. – 5:00 p.m.	Gaige Lobby
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<b>Executive Council Meeting 1</b> (Lunch is provided)	11:30 a.m. – 12:45 p.m.	Thun 145
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<b>Hospitality Room</b> (coffee, tea, water, and snacks)	1:00 p.m. – 5:00 p.m.	
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Salon Session 1 <b>John Dewey: Application and Extension</b>	1:00 p.m. – 2:15 p.m.	Gaige 246
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*Salon Welcome*  
Jill K. Burk, Penn State University, Berks

*Saturday Night Live's Citizen Journalists and the Nature of Democracy*  
Kati Sudnick and Erik Garrett, Duquesne University

*Third Spaces and the Library: John Dewey's Philosophy of Education and Experience*  
Amy Podoletz, Independent Scholar

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Short Course 1 <b>Serving the People, Places, and Land in Pennsylvania Through Civic Engagement</b>	1:00 p.m. – 2:15 p.m.	Gaige 245
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Anne Walsh, West Chester University of Pennsylvania

The understanding of corporate responsibility, persuasion, teamwork, and speaking skills are keystones for preparing students to be civically engaged in their professional and personal futures. Service learning is a meaningful pedagogical approach, which can incorporate all of these keystones. Participants in this short course will learn more about service learning, the benefits and challenges of this pedagogical approach, and ways to create meaningful relationships with community partners. The intended audience for this short course is basic course faculty and graduate students.

## Friday, September 27, 2019

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Salon Session 2

2:30 p.m. – 3:45 p.m.

Gaige 248

### **John Dewey: Reach and Influence**

*John Dewey, His Failed Laboratory School, and Hope for the Humanities*  
Pat Arneson, Duquesne University

*Giving Voice to a Female Pragmatist: Ruth Anna Putnam*  
Jen Jones, Seton Hill University

*John Dewey's Communication/Art as Culture/Experience*  
Jeremy Swartz, University of Oregon

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Short Course 2

2:30 p.m. – 3:45 p.m.

Gaige 244

### **Promoting Student Advocacy and Citizenship**

Angela M. Corbo, Widener University  
J. Wesley Leckrone, Widener University

College instructors have tried to bridge the gap between community and political engagement through experiential learning courses. These activities have proven to increase interest in politics and help students understand the importance in engaging in the political system. Angela Corbo and J. Wesley Leckrone have had their communication and political science students collaborate on interdisciplinary endeavors since 2014. In this short course, Corbo and Leckrone will present a model that faculty can adapt and incorporate in their classrooms to engage with elected officials in the Commonwealth of Pennsylvania. The intended audience for this short course is faculty who hope to increase interdisciplinary collaboration on their campuses, increase advocacy efforts, and increase the impactfulness of their experiential learning courses.

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Salon Session 3

4:00 p.m. – 5:15 p.m.

Gaige 248

### **Mindfulness, Material, and Judgment: Dewey's Art as Experience in the Event of Communication**

*Aesthetic Experience as Apperceptive Judgment*  
Joel S. Ward, Geneva College

*Exposed and Fully Alive: Aesthetic Experience, Communication, and Mindfulness*  
Ozum Ucok-Sayrak, Duquesne University

*Title TBD*

William Earl Kofmehl, III, Geneva College

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## Friday, September 27, 2019

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Short Course 3

4:00 p.m. – 5:15 p.m.

Gaige 247

### **Conference 101: The Ins and Outs of an Academic Conference**

Kesha Morant Williams, Penn State University, Berks

Attending an academic conference can be an overwhelming experience. As a student or first-time attendee, you may be asking yourself: What is this conference all about? Why am I here and what should I be doing? Join other students and first-time attendees to demystify the academic conference experience, ask questions, and network with others. This short course will address; what is an academic conference or convention, why is it beneficial for me to participate, how can I learn, have fun, and get the most out of this experience? The intended audience for this short course is undergraduate students, graduate students, and first-time conference attendees.

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Session 4

5:30 p.m. – 7:00 p.m.

Perkins Student Center  
Multi-Purpose Room

### **PCA Welcome Dinner & Salon Keynote Address**

*Title of Keynote Address TBD*

Isaac E. Catt, Ph.D.

Visiting Scholar

Simon E. Silverman Phenomenology Center and Dept. of Communication & Rhetorical Studies,  
Duquesne University

*Bio To be Added*

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Session 5

7:00 p.m. – 8:15 p.m.

Thun Library  
Cohen Lounge

### **Dessert and Discussion**

Poster Session 1, Ice Cream & Coffee Bar

*We Hold Up Half the Sky: Global and U.S. Women's Rhetoric*  
Weiming Gorman, The University of Pittsburgh

*Teaching Students Who Experience Communication Apprehension*  
Mary K. High, Penn State University

*Metaphors for Western Thought: Assessing the Rhetoric of One World "Freedom Tower"*  
Thomas Monahan, East Stroudsburg University of Pennsylvania

*My Shot: Ideological and Interpretative Analysis of a Double Narrative*  
Laura Jean Null, East Stroudsburg University of Pennsylvania

*The Role of Communication in the De-escalation of Violence in Reading, Pennsylvania*  
Candace P. Parrish, Sacred Heart University  
Demetrius L. Profic, Community Activist, Triumph Over Poverty

*The Land-Grant Library: A Rhetorical Analysis of Historical Organizational Discourse*  
Christina L. Wissinger, Penn State University

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## Saturday, September 28, 2019

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**Past Presidents' Breakfast** 7:00 a.m. – 8:00 a.m. Conference Room  
Fairfield Marriott

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**Conference Registration** 8:00 a.m. – 2:00 p.m. Gaige Lobby

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**Hospitality Room** 9:00 a.m. – 4:00 p.m.  
(coffee, tea, water, and snacks)

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Session 6.1 8:30 a.m. – 9:45 a.m. Gaige 245  
**The Undergraduate Curriculum in Communication: Foundations, Structure, and Goals**  
Sponsor: Past Presidents

In this roundtable, participants from institutions across the Commonwealth will consider various aspects of the undergraduate communication curriculum based on their experiences. Along with examining the opportunities and constraints provided by institutional sessions and departmental goals, participants will describe strategies for designing curricula, as well as perspectives on foundational courses and structuring their majors. Success, challenges, and new possibilities will be shared.

Presenters:

Sheryl B. Goodman, Ursinus College  
Janie Harden Fritz, Duquesne University  
Donna S. Weimer, Juniata College  
Cem Zeytinoglu, East Stroudsburg University of Pennsylvania

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Session 6.2 8:30 a.m. – 9:45 a.m. Gaige 120  
**Communication Ethics in Application: In Pennsylvania and Beyond**  
Sponsor: Communication Ethics Interest Council  
Chair: Joel S. Ward, Geneva College

*The Civilian Conservation Corps: Communication Ethics in Action*  
Ronald C. Arnett, Duquesne University

*An Exploratory Study in Lancaster, Pennsylvania: Recognizing Humanity in the Refugee through Levinas's Face-to-Face Communication Ethics*  
Lindsey Laverty, Duquesne University

*"No Man's Land": A Hermeneutic and Phenomenological Study of Pittsburgh's Twenty-First Century Revitalization*  
Christopher M. Bondi, Duquesne University

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## Saturday, September 28, 2019

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Session 6.3

8:30 a.m. – 9:45 a.m.

Gaige 247

### **An Exploration of Mass Media Issues and Applications**

Sponsor: Mass Media and Society Interest Council

Chair: Paul Lucas, University of Pittsburgh at Johnstown

*Snapchat, Affected Publics, and the Young Generation of Saudi Arabia*

Yazeed Aljasser,\* Indiana University of Pennsylvania

*Technology in Post-Secondary Education: A Religious, Anthropologic, and Rhetorical Framework*

Benjamin Kennedy,\* Geneva College

*Finding Intimacy in Digital Spaces: An Examination of Online ASMR Communities*

Andrew Shumway, Temple University

\*Graduate Student Paper Debut

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Session 7.1

10:00 a.m. – 11:15 a.m.

Gaige 245

### **Experiential and Active Learning in the Communication Classroom: Approaches, Benefits, and Challenges**

Sponsor: Communication Education Interest Council

Chair and Moderator: Sheryl B. Goodman, Ursinus College

Given that there are many ways to foster experiential learning and student engagement in the communication classroom, this roundtable seeks to explore the variety of approaches taken by instructors. Panelists will present one or more of their approaches and then engage in a discussion about their experiences, considering best practices. The use of case-studies, scavenger hunts, student-run dialogues, and the creation of a public relationship campaign will be considered, along with rethinking and reinventing active learning.

Presenters:

Tatyana Dumova, Point Park University

Kimberly Flanders, Penn State University, Scranton

Sheryl B. Goodman, Ursinus College

Janelle Gruber, Penn State University, Schuylkill

Craig Maier, Duquesne University

Amanda G. McKendree, University of Notre Dame

Dawn Pfeifer Reitz, Penn State University, Berks

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## Saturday, September 28, 2019

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Session 7.2

10:00 a.m. – 11:15 a.m.

Gaige 247

### **Debatesylvania: Bridging the Past, Present, and Future of Debate and Argumentation in the Keystone State**

Sponsor: Rhetoric and Public Address Interest Council

Chair: Tiffany Petricini, Penn State University, Shenango

*Learning from Derrick Bell: Implications for Civic Education and Debate in Today's Classroom*  
Sarah M. Deluliis, Duquesne University

*The State of Debate : A "Census" of Pennsylvania Collegiate Debate Programs and Possibilities for Intrastate Cohesion*

Tim Michaels, Slippery Rock University

*Independence Hall and Virtual Reality: A Glimpse into the Future of Debate*

Matt Corr, Shenandoah University

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Session 7.3

10:00 a.m. – 11:15 a.m.

Gaige 248

### **Culture, Language, and Identity: Explorations Beyond the Traveled Road**

Sponsor: Languages of Communication and Health Communication Interest Councils

Chair: Janie Harden Fritz, Duquesne University

*Undergoing Metamorphosis in the EAL Community through Language*

Linda Coleman, Independent Scholar

*Working the Trails: A Nonverbal Communicative Phenomenology of Cultural Language*

Janie Harden Fritz, Duquesne University

*The Narrative of the Self in Between Modernity and Postmodernity: Exemplified in Second Language Identity*

Rana Ramadan, Duquesne University

*Kubler-Ross's Contribution to Health Communication*

Bonnie Reese, Bluefield State College

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## Saturday, September 28, 2019

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Session 7.4 10:00 a.m. – 11:15 a.m. Gaige 120

### **Top Competitive Graduate and Undergraduate Papers**

Sponsor: Student Research

Chair: Donna Weimer, Juniata College

*Abduction, Surprise, and the Medical Value of Uncertainty*  
Michael R. Kearney, Duquesne University

*The Appropriation of Sparking Joy: KonMari, Narcissism, and Mistranslation*  
Kati Sudnick, Duquesne University

*A Visual Analysis of BTW Mental Health Narratives*  
Hannah Fassbender and Xzavior Sweeny, Penn State University, Berks

*Text and Subtext in Queen's Symbolic Convergence: Analysis of "Love of My Life" (1975)*  
Sierra Waite, Juniata College

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Session 8 11:30 a.m. – 12:30 p.m. Perkins Student Center  
**Lunch & Business Meeting** Multi-purpose Room (MPR)

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Session 9.1 12:45 p.m. – 2:00 p.m. Gaige 245

### **A Discussion of the People, Places, and Landscape of the Basic Course**

Sponsor: Communication Education Interest Council

Chair and Moderator: Dawn Pfeifer Reitz, Penn State University, Berks

The Basic Course encompasses many different versions of a communication course designed to foster the development of student's communication skills. Course structures can vary in content and modality. Because of the varied nature of the basic course, those that teach it often find the need to discuss concerns and trending topics with others. This roundtable is designed to introduce and explore some of these trending topics and serve as a resource connection for participants.

Presenters:

Laura K. Davis, Harrisburg Area Community College and Central Pennsylvania College

Maryl R. McGinley, University of Pittsburgh at Johnstown

Dawn Pfeifer Reitz, Penn State University, Berks

Debbie Stover, Harrisburg Area Community College

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## Saturday, September 28, 2019

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Session 9.2

12:45 p.m. – 2:00 p.m.

Gaige 120

### **Real Versus Fake News in Pennsylvania Documentaries and News**

Sponsor: Mass Media and Society Interest Council

Chair: Caroline Fitzpatrick, Alvernia University

Respondent: Ryan Lange, Alvernia University

*Coverage (Mis)Representation in Pennsylvania's Environmental News Coverage*

Caroline Fitzpatrick, Alvernia University

*Un-MOVEd: Why Don't We Remember the MOVE Bombing?*

Ryan Lange, Alvernia University

*Fact vs. Fiction: Tackling the Documentary and News Coverage of the Penn State Scandal*

Jodi Radosh, Alvernia University

*Fracking of Fiction: Drilling Through the Cracks in Two Documentaries*

Danielle Saad, Alvernia University

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Session 9.3

12:45 p.m. – 2:00 p.m.

Gaige 247

### **Communicating Brands: An Exploration of Peoples and Places**

Sponsor: Applied Communication/Rhetoric and Public Address/Comm. Ethics Interest Councils

Chair: Bell O'Neil, Clarion University of Pennsylvania

*Social Media and Influencers' Power: A Study on the Relationship between Brands and Athletes*

Yazeed Aljasser,\* Indiana University of Pennsylvania

*Parents' Perceptions of Children's Advertisements: The Perceived Impact of Brand Loyalty*

Kimberly Flanders, Penn State University, Scranton

*Hershey's Chocolate World: An Uncanny Retail-Tourist Site*

Sarah Kennedy,\* Rensselaer Polytechnic Institute

\*Graduate Student Debut

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## Saturday, September 28, 2019

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Session 9.4 12:45 p.m. – 2:00 p.m. Gaige 248

### **Up-and-coming Voices in Communication: Undergraduate Student Research Panel**

Sponsor: Communication Honor Society Interest Council

Chair: Joel S. Ward, Geneva College

*The Importance of Freirean Pedagogy: Problem-Posing Education for Political Action*  
Alyese Bolton,\*\* Seton Hill University

*The Perceptions of Females' Body Hair*  
Rowan Haldeman,\*\* DeSales University

*The Aesthetics and Ethics of Memorials: An Analysis of the Oklahoma City Bombing Memorial*  
Erika Kauffman,\*\* Geneva College

*Adolescent Autism Representation in the Media*  
Margo McGeehan,\*\* Kutztown University of Pennsylvania

\*\* Undergraduate Student Paper Debut

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Session 10.1 2:15 pm. – 3:30 p.m. Gaige 248

### **Communicating Pennsylvania's Past: Public Memory as a Bridge to Interdisciplinary Engagement**

Sponsor: Communication Education Interest Council

Chair and Moderator: Heidi Mau, Albright College

The participants in this roundtable discussion have conducted research into how Pennsylvania history is communicated, all through the theoretical lens of public memory. Brief presentations of each participant's research will be followed by discussion about the unique disciplinary perspective they bring to public memory, as well as pathways to public engagement.

*Deradicalizing Suffrage: Alice Paul and Memory from a Public History and Communication Perspective*  
Dana Dabek, Temple University

*The Not Forgotten War in Pennsylvania Public Memory: Keystone Korea Monuments and Exhibits*  
Levi Fox, Stockton University and Monmouth University

*What's Left Behind and How to Talk About It: Pathways for Public Engagement in the History of Deinstitutionalization in Pennsylvania*  
Kelly C. George, Immaculata University

*Stories on the Land: The Communicative Intersections of Cultural Geography, Public History, and Economic Development in Pennsylvania*  
Carolyn Kitch, Temple University

*Participatory Methods as Ethnography for Memory and Place in Pennsylvania's Post-Industrial Anthracite Region*  
Melissa R. Meade, Villanova University

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## Saturday, September 28, 2019

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Session 10.2

2:15 p.m. – 3:30 p.m.

Gaige 120

### **Teaching in Pennsylvania: Discussing Challenges and Triumphs**

Sponsor: Communication Education Interest Council

Chair and Moderator: Tiffany Petricini, Penn State University, Shenango

*Service and Experiential Learning in Impoverished Institutions - Creating Opportunities for Meaning in the Rust Belt*

Tiffany Petricini, Penn State University, Shenango

*Moderating Debate, Argumentation, and Advocacy in Politically Divided Classrooms*

Tim Michaels, Slippery Rock University

*Challenges in Critical Instruction: Moving Students Away from Tasks and Towards Qualitative Writing and Thinking*

Christopher M. Bondi, Duquesne University

*Dialoguing Through Difference*

Margaret M. Mullan, East Stroudsburg University

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Session 10.3

2:15 p.m. – 3:30 p.m.

Gaige 245

### **Bullying as a Communicative Practice: A Discussion**

Sponsor: Communication Education Interest Council

Co-Chairs and Discussion Leaders:

Tatyana Dumova, Point Park University

Janie Harden Fritz, Duquesne University

In 2015 - 2018, the National Communication Association made a concerted effort to tackle bullying as a communicative practice. NCA launched an Anti-Bullying Project and the NCA Anti-Bullying Task Force was appointed. A digital repository of anti-bullying research and resources was created and anti-bullying summits, workshops, and engagement occurred. Additionally, *The Routledge Handbook of Communication and Bullying* was published. This roundtable brings the conversation from the national to the local level with the aim to internalize the outcomes of the NCA Anti-Bullying Project and further delineate the role of the Communication discipline in tackling bullying on the front line.

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## Saturday, September 28, 2019

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Session 10.4

2:15 p.m. – 3:30 p.m.

Gaige 247

### **Undergraduate Perspectives on Rhetoric: From Renaissance to Contemporary Era**

Sponsor: Undergraduate Research Interest Council

Chair: Paul Lucas, University of Pittsburgh at Johnstown

Respondent: Donna Weimer, Juniata College

*Women of Renaissance into Men of Enlightenment: Christine de Pisan, Vico, Campbell  
Brianna Carty,\*\* East Stroudsburg University of Pennsylvania*

*Ingenium, Scientific Rhetoric, and Belletristic Movement: Enlightenment Rhetoric  
Emily Eder,\*\* East Stroudsburg University of Pennsylvania*

*Please Make Yourself Uncomfortable: Habermas and Derrida in Conversation  
Elizabeth Reeves,\*\* East Stroudsburg University of Pennsylvania*

*Beyond Labels, Identity, and Exclusion: Foucault's Rhetorical Escape  
Irvin Zuzic,\*\* East Stroudsburg University of Pennsylvania*

\*\*Undergraduate Student Paper Debut

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Session 11.1

3:45 p.m. – 5:00 p.m.

Gaige 120

### **The Technology Apocalypse: Deconstructing Technology's Presence in the "Un-Present" World**

Sponsor: Media and Technology Interest Council

Chair and Respondent: Tatyana Dumova, Point Park University

*Pilgrim at Tinker Creek: Discovery in the Natural World  
Maryl McGinley, University of Pittsburgh at Johnstown*

*Surviving Outside the Forest: Technology, Tools, and the Downfall of Money  
Paul Lucas, University of Pittsburgh at Johnstown*

*Under His Eye: A Rhetorical Analysis of Hulu's The Handmaid's Tale and the Reconstruction of  
Technology as Means of Oppression  
Abbey McCann, Duquesne University*

*The 100 Interactive: The Characterization of Use of Technology in Critical Times  
Joshua Chapman\*\*, University of Pittsburgh at Johnstown*

\*\*Undergraduate Student Paper Debut

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## Saturday, September 28, 2019

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Session 11.2

3:45 p.m. – 5:00 p.m.

Gaige 247

### **Philosophy of Communication: Exploring Diverse Contexts**

Sponsor: Philosophy of Communication Interest Council

Chair: Joel S. Ward, Geneva College

*Richard T. Rives: Philosophy of Judicial Communication*

Pat Arneson, Duquesne University

*"What They Grow Beyond": Heroes and Myth in Popular Culture*

Christopher M. Bondi, Duquesne University

*Corporate Communication and Social Theory: The Contribution of Ulrich Beck's Reflexive Social Philosophy*

Craig Maier, Duquesne University

*A Philosophy of Communication on Credit*

M.J. Eberhardinger, Duquesne University

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Session 11.3

3:45 p.m. – 5:00 p.m.

Gaige 248

### **Communication Research in Pennsylvania and Beyond**

Sponsor: Mass Media and Society/Communication Ethics/Interpersonal Communication Interest Councils

Chair: Dawn Pfeifer Reitz, Penn State University, Berks

*Reviving the Ancient Playbook: How Can the Aristotelian Treatment of Emotions Help Us Understand Why Voters in Appalachia Support Donald Trump*

Scott McCown, Duquesne University

*The Difficult Nature of War and Conflict Journalism: Considering Past and Contemporary Challenges Facing War Reporters*

Hans C. Schmidt, Penn State University, Brandywine

*The Pennsylvania Women's Agricultural Network (PA-WAgN)*

Kesha Morant Williams, Penn State University, Berks

*Freedom to Speak: Hate Speech and the First Amendment*

Carissa Kotyuha, Duquesne University

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**Graduate Fair**

3:45 p.m. – 6:00 p.m.

Thun Library  
Cohen Lounge

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## Saturday, September 28, 2019

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Session 12	5:00 p.m. – 6:00 p.m.	Thun Library Cohen Lounge
<b>Research and Reception</b> Poster Session 2, Graduate Fair, and Hors D'oeuvres		
<i>The Importance of Freirean Pedagogy in Divided Times</i> Alyese Bolton, Seton Hill University		
<i>Deconstructing Justice in Death Note</i> Shane Hamar, East Stroudsburg University of Pennsylvania		
<i>Friedrich Nietzsche's Influence of Perspectivism on Political Affirmation</i> Hannah Long, Seton Hill University		
<i>Serving Zachary's Mission: 360 Degree Non-Profit IMC</i> Jacob Mercer, Chaice Truex, William Cook, Briget Fertal, and Meghan Zwickle Saint Vincent College		
<i>Zooming into Music Videos: A Breakdown of Female Representation</i> Angela Pender, East Stroudsburg University of Pennsylvania		
<i>A Kantian Approach to Leadership</i> Brittaney Pietrangelo, Seton Hill University		
<i>Is the Smoky City Really Now the Most Livable City? Pittsburgh's Sustainability Rhetoric vs. Practice</i> Carla R. Richards, Chatham University		

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Session 13	6:00 p.m. – 8:00 p.m.	Perkins Student Center Multi-Purpose Room (MPR)
<b>Banquet and Awards Ceremony</b>		

*Keynote Address Title TBD*  
Karen Tracy, Ph.D.  
Chair, Department of Communication, University of Colorado, Boulder  
*Add Bio*

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Session 14	8:00 p.m. – 9:00 p.m.	Perkins Student Center Lion's Den
<b>Executive Council Meeting II</b>		

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