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

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

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 Delullis, 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 Pennsylvania  
Respondent:  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 3rd 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 Delullis, 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 College
Respondent: 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 Scholar
Respondent: Craig Maier, Duquesne University

Planting Lilies: Moving the Narrative of Lilian 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 Zeytinoglu, 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 613 Duquesne Union

The Language of Problematic Relationships in the Workplace

Sponsor: Languages of Communication
Chair: Kristen Lynn Majocha, 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 Majocha, University of Pittsburgh at Johnstown
Respondent: Kristen Lynn Majocha, 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?

Chelse 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

Banquet 5:00-5:45 p.m.  Africa Room  Duquesne Union

Keynote Address 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 DICTION 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.

Awards Ceremony 6:45-7:00 p.m.  Africa Room  Duquesne Union

Executive Council Meeting 7:15-8:00 p.m.  Union 613  Duquesne Union