ALBERT CAMUS & PHILOSOPHY OF COMMUNICATION:
MAKING SENSE IN AN AGE OF ABSURDITY
October 17 – 18, 2013
Gannon University
Waldron Campus Center

Pre-conference for the annual convention of the
Pennsylvania Communication Association
This pre-conference was made possible, in part, by a generous
grant from the Gannon University Schuster Fund for the Arts.

Thursday, October 17, 2013

Registration Noon – 6:00 p.m. Waldron Campus Center

Welcome 1:30 – 1:45 p.m. Waldron 219
Dr. Linda Fleming, Gannon University
Dean, College of Humanities, Education & Social Sciences

Panel One 1:45 – 3:00 p.m. Waldron 219

A Dialogue with Albert Camus

Chair: Bernard Murchland, Ohio Wesleyan University

Transgressions of Existentialist and Bio-political Space: An Essay in the Exploration of the Work of Albert Camus and Michel Foucault
Stephen Bourque, Stony Brook University

Dialogue: Countering the Plague of Self-Assurance
Ronald C. Arnett, Duquesne University

Continuing the Dialogue: Thomas Merton and Albert Camus
Patrick F. O’Connell, Gannon University

Break 3:00 – 3:15 p.m. Haggerty Lounge

Panel Two 3:15 – 4:30 p.m. Waldron 219

Camus and the Communication of Science Paradox

Chair: David Whiteman, University of South Carolina

Camus and the Philosophy of Science Evident in His Literature
Kevin Donnelly, Alvernia University

Reconciling Camus’s Communication of Science Paradox in the Modern World
Adam Heinze, Alvernia University

Camus’s Philosophy and The Myth of Sisyphus
Ryan Lange, Alvernia University

Camus, Existentialism, and Scientific Thought
Caroline Fitzpatrick, Alvernia University

Break 4:30 – 4:45 p.m. Haggerty Lounge

Panel Three 5:00 – 6:15 p.m. Waldron 219

Foundations & Explorations in the Study of Albert Camus

Chair: Janie Harden Fritz, Duquesne University

Constructive Hermeneutics: Building, Not Tearing Down
Brent C. Sleasman, Gannon University

Dodos’ Nests: Absurd Homes in Camus’ “Misunderstanding” and Pinter’s “Homecoming.”
John Lawson, Robert Morris University

Teaching the Totalitarian Experience through Literature: An Exploration of Common Themes in the works of Kafka, Camus, and East Central European Dissidents
Mark Jubulis, Gannon University

Break 6:15 – 6:30 p.m. Haggerty Lounge

Dinner 6:30 – 7:15 p.m. Club LaRiccia

Director’s Notes: 7:15 – 7:45 p.m. Club LaRiccia
The Misunderstanding
Robert Connick, Gannon University

The Misunderstanding 8:00 – 9:15 p.m. Club LaRiccia

Communicative Themes in
The Misunderstanding
Fr. Shawn Clerkin, Gannon University
A continental breakfast is served for guests at the Avalon Hotel & Conference Center from 7:00 - 10:00 a.m. Coffee will be available at the conference site.

Panel Four

8:30 – 9:45 a.m.  
Waldron 219

Intersections in the Study of Albert Camus

Chair: Daniel Werner, SUNY New Paltz

Interpreting the Human: A Comparison of Camus’ "the absurd" and David Tracy’s "the uncanny;"  
In Search of a 21st-century Hermeneutic

Aaron Kerr, Gannon University

Sisyphus Smiles

Rachel Silverbloom, SUNY New Paltz

Camus and Sisyphus: Lessons for Living in an Age of Absurdity

Chelsea R. Binnie, Duquesne University

Break

9:45 – 10:00 a.m.  
Haggerty Lounge

Panel Five

10:00 – 11:15 a.m.  
Waldron 219

The Literature of Possibility: Engaging the Philosophy and literature of Camus, Dostoevsky, Barnes, and Sloterdijk in an Age of Absurdity

Chair: Jay Baldwin, University of Arkansas

Respondent: Janie Harden Fritz, Duquesne University

Dostoevsky’s story/image of ‘The Grand Inquisitor’ in The Brothers Karamazov


Popping Bubbles: Existentialism and Peter Sloterdijk’s Philosophy of Communication

David Deluliis, Duquesne University

Engaged Literature in Interpretive Scholarship: Barnes’s Mythodology

Jen Jones, University of Pittsburgh, Greensburg

Break

11:15 – 11:30 a.m.  
Haggerty Lounge

Panel Six

11:30 – 12:45 p.m.  
Waldron 219

Future Directions in Philosophy of Communication & Albert Camus Studies

Facilitators: Pat Arneson, Duquesne University  
Brent C. Sleasman, Gannon University

A list of local restaurants will be provided for your convenience.
Friday, October 18, 2013

PCA Executive Council Meeting  2:00 – 3:00 p.m.  Wright Room

Registration  3:15 – 7:00 p.m.  Waldron Campus Center Lobby

Session 1.1a  3:30 – 4:45 p.m.  Beyer Room 211

**Short Course Special Session: Conference 101**  
**Linda Schifino**, Carlow University

*Highly recommended for undergraduate students.* As an undergraduate student, you may find yourself asking: What is this conference all about? Why am I here and what should I be doing? Join other undergraduate students and demystify the academic conference. Former PCA President Dr. Linda Schifino will address questions such as: 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? Join us for this informal short course where you can ask questions and meet and mingle with other students.

Session 1.1b  3:30 – 4:45 p.m.  Beyer Room 214

**A Panel Discussion about Panel Discussions: A Performance Study of Conference Panel Presentations**

**Sponsor:** Performance Studies  
**Chair:**  **John Lawson**, Robert Morris University  
**Respondent:**  **John Lawson**, Robert Morris University

**Annihilating Space with Time: A Meta-Marxist Critique of the Conference Panel**  
**David Detullis**, Duquesne University

**Disputationes Rethoricae: Postmodern Panel Performances as Medieval Disputations**  
**Brian Gilchrist**, Eastern University

**Communication Competence and Q+A: Impressions of Panel Interaction**  
**Paul Lucas**, University of Pittsburgh at Johnstown

**Keeping on Time: Existential Phenomenological Considerations**  
**Celeste Grayson Seymour**, Western Governors University

Session 1.1c  3:30 – 4:45 p.m.  Beyer Room 215
Providing Clear and Effective Communication to Online Students

Sponsor: Communication Education
Chair: Mary Carol Gensheimer, Gannon University
Carol Amann, Gannon University
Tex Brieger, Gannon University
Catherine Datte, Gannon University

Keynote Address
Dr. William Rawlins, Ohio University
5:00 – 6:15 p.m.
Waldron 219

Dinner
6:15 – 7:15 p.m.
Waldron 219 & Haggerty Lounge

Poster Session
Sponsor: Student Interest Council
7:15 – 8:00 p.m.
Haggerty Lounge

Application of Rhetorical Strategies, Semiotics, and Framing on The Daily Show and The Colbert Report
* Erin Carlin, Point Park University

Internet Uses and Gratification: Implications for Social Networking, Blogging, E-Shopping, and E-Learning
* Pam Diana, Point Park University

Fashion as Communication: A Semiotic Analysis of Non-Verbal Expression through Clothes in a Popular TV Series Gossip Girl
* Caitlin Kelly, Point Park University

Kenneth Burke’s Theory of Rhetoric
Marinda LaBarre, East Stroudsburg University

The Rhetorical Theories of Kenneth Burke
Joseph LaTassa, East Stroudsburg University

Susan G. Komen and Planned Parenthood Scandal
Julia Marrero, East Stroudsburg University

A Study of Political Polarization Through Social Media Among Young People
* Tasha Pokrzywa, Point Park University

Sharing City Stories: A Content Analysis of Pittsburgh Tumblr Blogs
* Ligaya Scaff, Point Park University

* Graduate Student Debut

Welcome Reception
7:30 – 9:00 p.m.
Haggerty Lounge

Saturday, October 19, 2013
Registration
7:15 am – 6:00 p.m.
Waldron Center Lobby
Past Presidents’ Breakfast 7:15 – 8:00 a.m.

Continental Breakfast 7:30 – 9:30 a.m. Haggerty Lounge (Waldron Campus Center)

Session 2.1a 8:00 – 9:15 a.m. Beyer Room 211

Voicethread: Evolution of Discussion
Sponsor: Communication Education
Chair: Lori Steadman, Gannon University
Tinukwa Boulder, Gannon University
Nicholas Artman, Gannon University
Catherine Datte, Gannon University

Session 2.1b 8:00 – 9:15 a.m. Beyer Room 212

Communication as a Liberal Art: Rhetoric in a Contemporary Age
Sponsor: Communication Ethics
Chair: Amanda G. McKendree, University of Notre Dame
Respondent: Pat Arneson, Duquesne University

Free Speech and Democratic Change in the Internet Age: Connecting Requirements of Validity and Reciprocity
Marianne Pabis, Duquesne University

For the Love of Humanity: Reclaiming the Rhetoric and Philosophy of Philanthropy
Arshia Anwer, Duquesne University

The Virtue of Critical Thinking: A Rhetorical Analysis
Ken Bohl, Duquesne University

Looking to Aurelius Augustine and Thomas Aquinas for A Discussion Regarding the Roots of Communication as a Discipline in a Liberal Arts Tradition
Rachel Kosko, Duquesne University

Session 2.1c 8:00 – 9:15 a.m. Beyer Room 213

Culture, Conflict and Crisis in Communication
Sponsor: Student Interest Council
Chair: Andrew R. Smith, Edinboro University of Pennsylvania
Respondent: Cem Zeytinoglu, East Stroudsburg University of Pennsylvania

A Content Analysis of Greenwashing and the BP Oil Spill of 2010
Alyssa Littin, Mercyhurst University

Adapting to a new culture and feeling socially alienated: an Interpretative Phenomenological Analysis of cross-cultural encounters
Mansur Mohamed-Ali, Edinboro University of Pennsylvania

Cosmopolitanism and Forgiveness in The Inttle Conflict of the Korean Peninsula
Rebecca Urey, Edinboro University of Pennsylvania
Session 2.1d  8:00 – 9:15 a.m.  Beyer Room 214

**Great Ideas for Teaching Students (G.I.F.T.S.)**

**Sponsor:** Communication Education  
**Chair:** Cheryl Guy, Gannon University

“Creative Workshops” in Public Relations, Advertising and Integrated Marketing Communication Coursework  
**Craig T. Maier,** Duquesne University

Creating a Community of Learners in Core Graduate Courses  
**Tatyana Dumova,** Point Park University

Integrating Market Research, Writing, and Communication Campaign Skills in the Classroom  
**Joe Downing,** Penn State University – York

Information Literacy in the Public Speaking Classroom  
**Emmett Lombard,** Gannon University

Re-envisioning the Basic Course: Using Our Seven Traditions to Teach Presentational Speaking  
**Thomas J. Yannuzzi,** Pennsylvania State University, Brandywine

Session 2.1e  8:00 – 9:15 a.m.  Beyer Room 215

**Narrative: Performed and Performative**

**Sponsor:** Performance Studies  
**Chair:** John Lawson, Robert Morris University

French Writers’ Reflections on the Crisis of the Late 30s  
**Andre Moine,** Millersville University.

Idolizing Narratives  
**John Lawson,** Robert Morris University.

Spring Creek in Crisis: Offended and Offender’s Narratives  
**Ann Jabro,** Robert Morris University.

Narrating 9/11, Or Every Picture Tells A Thousand Stories  
**AJ Grant,** Robert Morris University.

Session 2.2a  9:30 – 10:45 a.m.  Beyer Room 211

**Communication at the Intersection of Liberal Arts and Media Technology**

**Sponsor:** Media & Technology  
**Chair:** Ken Bohl, Westmoreland County Community College  
**Respondent:** Paul Lucas, University of Pittsburgh

**Electropolis:** A Digital Context for Human Communication
Jeff Bogaczyk, Duquesne University

SOCIAL TELEVISION: The Second Screen Currency
* Daniel Hooven, Edinboro University

The Song of the Slaves: A General Study on the Dynamic between the Potent and the Pauper from the Medieval Times to the Modern World
* Hongchao Qian, Duquesne University

* Graduate Student Debut

Session 2.2b 9:30 – 10:45 a.m. Beyer Room 212

Facilitating Difficult Conversations

Sponsor: Communication Education
Chair: Sheryl B. Goodman, Ursinus College

Teaching and Learning in Times of Tragedy
Amanda McKendree, University of Notre Dame

Talk about Race in the Classroom: A Consideration of Facilitator Dilemmas
Sheryl B. Goodman, Ursinus College

Catastrophe, Chaos and Resilience
Ferris Werbin Crane, Robert Morris University

In the World, Not of the World: Religious Identity and Artistic Freedom
Fr. Shawn Clerkin, Gannon University

Session 2.2c 9:30 – 10:45 a.m. Beyer Room 213

Rhetorical Analyses in a Contemporary Age

Sponsor: Rhetoric & Public Address
Chair: Jennifer K. Wood, Penn State University – New Kensington

Corazon Aquino: A Rise to Power
Nichola Gutgold, Penn State University

Mahmud Muhammad Taha: The Legacy of Muslim Modernist Rhetoric
Mansur Mohamed-Ali, Edinboro University of Pennsylvania

The Lover, Madness, and the Message of Love in Plato’s Phaedrus
Joshua Friedberg, Duquesne University

Following in the Footsteps of Kenneth Burke: Incarnation
* Daniel Kunkel, Grove City College

* Student Debut

Session 2.2d 9:30 – 10:45 a.m. Beyer Room 214
A Lens on Literature: Literary Applications of Rhetorical and Communications Theory

Sponsor: Applied Communication
Chair: Jacki Kubiak, Gannon University

Conversation, Conflict and the Self: An Examination of Identity Formation through Dialogic Tensionalities in Great Expectations and David Copperfield
* Emily Maria Conaway, Gannon University

Maggie Tulliver: Reclaiming the Body of Rhetoric
Denise Divins, Gannon University

Symbolic Order as Persuasion to Sacrifice: Burkean Rhetoric and Toni Morrison’s Sula
Laura E. Rutland, Gannon University

Ardency Through Narrative: Parthesiastic Speech in A Room of One’s Own
* Kalyn Zamierowski, Gannon University

*Graduate Student Debut

Session 2.2e  9:30 – 10:45 a.m.  Beyer Room 215

From Legacy Media to Social Media: Issues, Concepts, and Applications

Sponsor: Applied Communication
Chair: Luke Trotz, University of Pittsburgh at Johnstown
Respondent: Tatyana Dumova, Point Park University

A Rhetorical Analysis of ‘Discovering China’: Advocating Falun Gong to the West
* Tinamaria Colaizzi, Point Park University

Social Media and Collaborative Storytelling: Implications of the Narrative Paradigm and New Media Theories
* Ligaya Scaff, Point Park University

Digital Technologies and Community Engagement: The Role of User-Generated Content, Knowledge Sharing, and Technology Enabled Collaboration in University-Community Partnerships
Tatyana Dumova, Point Park University

Teaching Media Literacy through Video Production: An Analysis of Student Learning
Hans Schmidt, Pennsylvania State University, Brandywine

* Graduate Student Debut

Spotlight Session  11:00 – 11:45 a.m.  Yehl Ballroom

Welcome
Dr. Keith Taylor, Gannon University
President

“Communicating the Absurd”
Dr. Stephen Bronner, Rutgers University

This Spotlight Session is made possible, in part, by a generous grant from Dr. Linda Fleming, Dean of the College of Humanities, Education and Social Sciences at Gannon University.
Lunch & Business Meeting 11:45 – 1:00 p.m.  Yehl Ballroom

All PCA members are encouraged to attend the lunch and business meeting. We will discuss matters that shape the future of the association. PCA President Sheryl Goodman will preside.

Session 2.3a 1:15 – 2:30 p.m.  Beyer Room 211

The Art of History: Communicating & Researching The Past

Sponsor: Applied Communication
Chair: AJ Miceli, Gannon University

Willie Stargell: Sport as History
Frank Garland, Gannon University

History through Space
Chris Dubbs, Gannon University

Loser History: Liberalism during the Wilderness Years
Jeff Bloodworth, Gannon University

Session 2.3b 1:15 – 2:30 p.m.  Beyer Room 212

Top Competitive Graduate and Undergraduate Papers

Sponsor: PCA Writing Competition
Chair: Donna Weimer, Juniata College

Graduate Winners
Professional Civility During an Era of Institutional Change Within Museums
Susan Carr, Duquesne University

Reconceiving the Internal Brand in the Postmodern Moment as Communication in a Burkean and Bakhtinian Comedic Frame
Joshua Hill, Duquesne University

Undergraduate Winners
One Nation under God: The Rhetoric of American Exceptionalism in the Inaugural Address of Barack Obama
Joshua Pilat, Penn State University-New Kensington

Hypochondria as a Problem of Language
Allison Blumling, Juniata College

Session 2.3c 1:15 – 2:30 p.m.  Beyer Room 213

Intersections in the Study of Media & Culture

Sponsor: Media & Society
Chair: Fr. Shawn Clerkin, Gannon University
Editorial Independence and Censorship at Student Newspapers: A Comparative Analysis of Perceptions and Content
Hans Schmidt, Pennsylvania State University, Brandywine

The Limitation of Woman: A Beauvoirian Perspective of Gender Roles in Contemporary Advertising
Jenna LoCastro, Duquesne University

Cultivation Theory and Superheroes: A Theological Analysis of The Dark Knight Rises
Lance Kyle-Leon Bennett, Eastern University

Session 2.3d 1:15 – 2:30 p.m. Beyer Room 214

Cross Cultural Connections via The Language of Care

Sponsor: Languages of Communication
Chair: Anthony Harris, University of Pittsburgh at Johnstown

Visual Voices: Native American and Jewish Communications
Ferris Crane, Associate Professor, Robert Morris University

Cross-Religious Connections of Care between the Old Testament Psalms and the Jewish Tanakh (TNK)
Luke Trotz & Caleb Love, University of Pittsburgh at Johnstown

Care in a Closed Community: The Amish of Western Pennsylvania
Christy Lambert & Sally Haluska, University of Pittsburgh at Johnstown

Bible Beaters and their Disregard for Care Ethics
Jennifer Martin, University of Pittsburgh at Johnstown

Session 2.3e 1:15 – 2:30 p.m. Beyer Room 215

Rhetoric and Advertising in the Public Sphere

Sponsor: Student Interest Council
Chair: Jeffrey Bloodworth, Gannon University

Noam Chomsky, the Propaganda Model, and Coverage of the Occupy Wall Street Movement
Jacob Steen, Gannon University

Natural and Organic Advertising: How Consumers are Influenced by their Food
Ryan Reed-Campbell, Penn State Behrend (Erie)

The Rhetoric of Jack Kemp
Evan Cook, Gannon University

The Rhetoric of Reinhold Niebuhr
Ian Van Dyke, Gannon University

Session 2.4a 2:45 – 4:00 p.m. Beyer Room 211
Civility within Diverse Communities

Sponsor: Applied Communication
Chair: Janie Harden Fritz, Duquesne University
Respondent: Janie Harden Fritz, Duquesne University

Working for Google: Professional Civility within the Organizational Home
Sarah Flinko, Duquesne University

Attending to Local and Cosmopolitan Organizational Goods: Joining Bellah and Fritz
Susan Carr, Duquesne University

Teamwork is OP: Using Video Game Community to Defeat Incivility
Steven Zwier, Duquesne University

Session 2.4b 2:45 – 4:00 p.m.  Beyer Room 212

Rhetoric, Politics & Religion in a Contemporary Age

Sponsor: Rhetoric & Public Address
Chair: David Blaetz, Gannon University

Sandy Hook and News Coverage in the Age of Social Media
* John Parry, Ursinus College

ths in Classical and Christian Rhetoric
Weiwen Tu, Duquesne University

Rhetorical and Communicative Approaches to Inquiry of Political Discourse
David R. Dewberry, Rider University

* Student Debut

Session 2.4c 2:45 – 4:00 p.m.  Beyer Room 213

Making Sense of Communication about Health Issues: Papers in Health Communication

Sponsor: Health Communication
Chair: Andi McClanahan, East Stroudsburg University of PA

Oral Health Knowledge and Information-Seeking Behaviors among Adult Chinese Immigrants in Philadelphia
Weidan Cao, Temple University
Grace X. Ma, Temple University
Yin Tan, Temple University
Philip Siu, Chinatown Medical Services

An integrated model for health communication: Examining cognitive, affective, and informational motivators of health behaviors
Jennifer R. Allen Catellier, John Carroll University

Overcoming Illness: Support Systems and Moving Forward (Pilot Study)
Tolerating Difference: The Political Voice of Care

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

Interpreting Difference: Hannah Arendt's Reflections on Little Rock
Pat Arneson, Duquesne University

Student Religious Organizations: Care through Student Government Association Support
Justin Kubiak, University of Pittsburgh at Johnstown

Hindu Goddesses and Rastafari Queens: Case Studies in Feminine Care Ethics
Kayla Ceryak & Jordan Kohler, University of Pittsburgh at Johnstown

St. Thomas Aquinas and the Language of Care in Natural Law: Dealing with Evil
Brianna Aultz, University of Pittsburgh at Johnstown

Caring for Homosexuals: The Rhetoric of Pope Francis
Antony Harris, University of Pittsburgh at Johnstown

Using Tuesdays with Morrie to Teach Interpersonal Relationships

Sponsor: Interpersonal and Organizational Communication
Chair: Jack Ciak, CIAK COMM
Respondent: Anthony Esposito, Edinboro University

The Importance of Interpersonal Relationships and Stereotypes in Tuesdays with Morrie
Andrea Velez, Edinboro University

The Importance of Proxemics in Tuesdays with Morrie
Ian Willoughby, Edinboro University

The Perception of Self in Tuesdays with Morrie
Leanne Cook, Edinboro University

Explorations in Health Communication

Sponsor: Health Communication
Chair: Paula Barrett, Gannon University
Calorie Postings as Health Communication: The Limited Effects in Chain Restaurants  
Weidan Cao, Temple University—School of Media and Communications

Communications: A Case for Plain Language in Health Information  
Dawna T. Mughal, Gannon University

Compulsive Internet Use and Online Gaming: Harmless Pastime or Addictive Disorder?  
Ronald K. Raymond, Edinboro University

Session 2.5b 4:15 – 5:30 p.m.  Beyer Room 212

Analyzing Communication in the 21st Century: Various Perspectives

Sponsor: Applied Communication  
Chair: Laura Rutland, Gannon University

Native American Language Loss and Revival in the 21st Century  
Deb Carlson, Gannon University

Schutz and Frankl: Making Meaning Through Experience  
Alexander Regina, Gannon University

Two Sides of the Same Coin? The Transactional Model of Communication vs. Acting and the Stanislavsky System  
* Jeanne W. Zingale, Penn State Shenango

* Student Debut

Session 2.5c 4:15 – 5:30 p.m.  Beyer Room 213

The Liberal Art of Understanding Interpersonal and Organizational Relationships

Sponsor: Interpersonal and Organizational Communication  
Chair: Jack Ciak, CIAK COMM  
Respondent: Tatyana Dumova, Point Park University

Why Stay Friends? Understanding Former Romantic Partners Turned Friends through Relational Dialectics  
Sean Fourney & Ashley Flood, West Chester University

Technic, Technopoly, the Terministic Screen, and the Technological Society: Technology Using Humanity to Revive Modernism in a Postmodern Age  
Rich Talbert & Aimee Lynch, Grove City College

Voice, Identity, and the Organizing of Student Experience: Managing Pedagogical Dilemmas in Critical Classroom Discussions  
Thomas J. Yannuzzi, Pennsylvania State University, Brandywine

Session 2.5d 4:15 – 5:30 p.m.  Beyer Room 214

Emerging Shifts and Trends in Institutions and the Workplace: Establishing Frameworks of Thought
Narrative-Paradigm Approach to Rebranding Public Relations
Dominic Maximilian Ofori, Duquesne University

To See and To Be Seen: Chinese White-Collar Workers' Interpretation of Microblogging and Social Capital
Xiaoqing Fan, Minzu University of China & Huan Chen, Penn State Behrend (Erie)

Discerning “The Signs of the Times” in American Catholicism: Parish Pastoral Councils and Parish Pastoral Research
Craig T. Maier, Duquesne University

* Student Debut

**Banquet & Awards Ceremony** 5:45 – 7:00 p.m.  Yehl Ballroom

**Sunday, October 20, 2012**

**Executive Council Meeting** 8:00 – 9:30 a.m.  Avalon Hotel & Conference Center