



**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 LaRiccica

**Director's Notes:** 7:15 – 7:45 p.m. Club LaRiccica

***The Misunderstanding***

**Robert Connick**, Gannon University

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

***Communicative Themes in*** 9:15 – 9:45 p.m. Club LaRiccica

***The Misunderstanding***

**Fr. Shawn Clerkin**, Gannon University



**THE 74th ANNUAL CONFERENCE OF  
THE PENNSYLVANIA COMMUNICATION ASSOCIATION**

**Communication as a Liberal Art: The Historical Roots of the Discipline  
October 18 – 19, 2013  
Gannon University  
Waldron Campus Center**

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 Deluliis**, Duquesne University

*Disputationes Rethoricæ: 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** 5:00 – 6:15 p.m. Waldron 219  
**Dr. William Rawlins**, Ohio University

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

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

*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 Intble 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





**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

*□thos in Classical and Christian Rhetoric*

**Weiwun 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)*

\* **Brett Luther**, Edinboro University of Pennsylvania  
**Tamara Minns**, Edinboro University of Pennsylvania  
**Michelle Mitchell**, Edinboro University of Pennsylvania  
**Pablo Reyes-Cruz**, Edinboro University of Pennsylvania

\* Graduate Student Debut

Session 2.4d

2:45 – 4:00 p.m.

Beyer Room 214

***Tolerating Difference: The Political Voice of Care***

Sponsor: Languages of Communication  
Chair: **Kristen Majocho**, 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 Frances*  
**Antony Harris**, University of Pittsburgh at Johnstown

Session 2.4e

2:45 – 4:00 p.m.

Beyer Room 215

***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

Session 2.5a

4:15 – 5:30 p.m.

Beyer Room 211

***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 21<sup>st</sup> Century: Various Perspectives***

Sponsor: Applied Communication  
Chair: **Laura Rutland**, Gannon University

*Native American Language Loss and Revival in the 21<sup>st</sup> 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***

Sponsor: Applied Communication  
Chair: **Sally Haluska**, University of Pittsburgh at Johnstown  
Respondent: **Ken Bohl**, Westmoreland Community College

*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