

**77<sup>TH</sup> ANNUAL CONFERENCE OF  
THE PENNSYLVANIA COMMUNICATION ASSOCIATION**

**“Communicating People,  
Places, and Programs”**

**September 23-24, 2016**

**University of Pittsburgh at Johnstown  
450 Schoolhouse Road  
Johnstown, PA 15904**



**Pennsylvania Communication Association**

*Defining Communication Excellence in Teaching and Practice*

**[www.pcasite.org](http://www.pcasite.org)**

# Friday, September 23, 2016

---

<b>Registration</b>	1:00 p.m. –4:30 p.m.	Blackington Lobby
---------------------	----------------------	-------------------

---

Session 1.1 <b>PCA Executive Council Meeting</b>	2:00 p.m. – 3:15 p.m.	Blackington 131
---	-----------------------	-----------------

Session 1.2 <b>Short Course Special Session: Conference 101</b>	2:00 p.m. – 3:15 p.m.	Blackington 134
--	-----------------------	-----------------

Chair: Linda Schifino, Carlow University

*Highly recommended for students.* As a student, you may find yourself asking: What is this conference all about? Why am I here and what should I be doing? Join other students and demystify the academic conference experience. 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 2.1	3:30 p.m. – 4:45 p.m.	Blackington 131
-------------	-----------------------	-----------------

**Communication Theory in Action: The Roles of Lambda Pi Eta, National Honorary Society for Students in Communication**

Sponsor: Communication Honor Societies Interest Council

Chair: Ako Inuzuka, University of Pittsburgh at Johnstown

Lauren Faure, University of Pittsburgh at Johnstown

Ashley Grego, University of Pittsburgh at Johnstown

Jacey Hunter, University of Pittsburgh at Johnstown

Aley Zaracki, University of Pittsburgh at Johnstown

Session 2.2	3:30 p.m. – 4:45 p.m.	Blackington 134
-------------	-----------------------	-----------------

**International Communication Educational Programs in Rural Appalachia**

Sponsor: Communication Education Interest Council

Chair: Tuangtip Klinbubpa-Neff, University of Pittsburgh at Johnstown

*Creating the Program and Retaining the People*

Paul Douglas Newman, University of Pittsburgh at Johnstown

*Educating the People*

Kimberly A. Douglas, University of Pittsburgh at Johnstown

*Intercultural Communication Educational Challenges in this Place*

Tuangtip Klinbubpa-Neff, University of Pittsburgh at Johnstown

*Feedback and Improving the Program*

Kaylee Rush, University of Pittsburgh at Johnstown

*Global Communication Competency for Students in this Place*

Christopher R. Cook, University of Pittsburgh at Johnstown

---

Session 2.3	3:30 p.m. – 4:45 p.m.	Blackington 138
-------------	-----------------------	-----------------

## Roles and Values in Difficult Times

Sponsor: President's Panel

Chair: Kristen L. Majocha, University of Pittsburgh at Johnstown

*Social Media Technology During the Critical Period of a Crisis*

Joe Downing, Penn State York

*Fulfilling Roles, Assigning Values: Divisions of Domestic and Childcare Labor in New American Parents and Worry Work as Women's Work*

Katherine M. Cruger, Chatham University

*Cross-Cultural Conflict: Examining Forced Cohabitation in the United States Military*

Amy Restauri & Patty Wharton-Michael, University of Pittsburgh at Johnstown

---

Session 3

5:00 p.m. – 6:30 p.m.

Blackington Lobby

### Dinner and Keynote

Dinner in the Blackington Hall Lobby will both cap off the Philosophy of Communication preconference and formally open the 77<sup>th</sup> annual conference of the Pennsylvania Communication Association. Special guest speaker **Dr. David Levy**, co-discoverer of the Comet Shoemaker-Levy 9 in 1993 that collided with the planet Jupiter in 1994, will deliver the keynote address, "Comets as Portents of Peace."

---

Session 4

6:45 p.m. – 8:00 p.m.

Blackington Hallway

### Poster Session One, Sweet Things (dessert) & Strings (Richland High School Orchestra members)

Sponsor: Student Interest Council

*MDMA in Film: Using Transportation to Predict Attitudes Toward Ecstasy*

Carlina Dirusso, Cleveland State University

*The Unconventional Conversion: Michael Irvin's 2007 Hall of Fame Enshrinement Speech*

Arianna Johnson, Grove City College

*A Hermeneutic Approach to Commutative Humanity Through the Philosophy of Viktor Frankl*

Amanda Giachetti, Seton Hill University

*Come, Let Us Build a Tower: Idolatry and Hope in Ellul's Vision of the Technological Society*

Michael Kearney, Geneva College

*A Game of Warrior Women: Challenging Gender Portrayals in Game of Thrones*

Gabrielle Maylock, University of Pittsburgh at Johnstown

---

Session 5

8:15 p.m. – 9:30 p.m.

Campus Mall

### Star Gazing (weather permitting)

Join Dr. David Levy and Dr. Martin Rice on the campus lawn as they gaze at constellations and planets. Take a peek through their powerful telescopes and see the rings of Saturn, the craters on the moon, and maybe a moon or two of Jupiter!

# Saturday, September 24, 2016

---

**Registration** 8:00 a.m. – 4:00 p.m. Blackington Lobby

---

**Coffee and Breakfast Breads** 8:00 a.m. – 11:00 a.m. Blackington Lobby

---

Session 6.1 8:00 a.m. – 9:15 a.m. Blackington 131

**Encouraging Dialogue in the Classroom: Pedagogy, Classroom Management, and Climate**

Sponsor: Communication Education Interest Council

Chair: Jill K. Burk, Penn State Berks

*"Community of Truth": Helping Students Engage in Discussions about Race in the First-year Liberal Studies Seminar*

Sheryl B. Goodman & Leighnah Perkins, Ursinus College

*The Role of "Listening" in Establishing a Positive Classroom Climate*

Amanda G. McKendree, University of Notre Dame

*Teaching Senior Level Seminar Courses*

**Cem Zeytinoglu, East Stroudsburg University**

Session 6.2 8:00 a.m. – 9:15 a.m. Blackington 134

**Preserving the Patient Voice: Shared Decision Making through Electronic Media**

Sponsor: Media and Technology Interest Council

Chair: Jen Jones, Seton Hill University

*Information and Influence Beyond an Internet Search: Understanding How Parents' Online Search Practices and Interpersonal Interactions Influence their Decisions Not to Vaccinate*

Patty Wharton-Michael & Alyssa Wharton, University of Pittsburgh at Johnstown

*Oral History Recordings: Preserving the Patient's Voice*

Madeline Leidberg, University of Pittsburgh at Johnstown

*Medical Communication Training: A 'Mixed Methods' Approach*

Susan Wieczorek, University of Pittsburgh at Johnstown

Session 6.3 8:00 a.m. – 9:15 a.m. Blackington 138

**Communication Ethics: Communicating Material and Spiritual Dimensions through People and Places**

Sponsor: Communication Ethics Interest Council

Chair: Janie Harden Fritz, Duquesne University

*Clarifying the Possibilities and Ethical Limitations of Material Artifacts for Intercultural Communication Research: From Discovery to Identification and Interpretation to Reporting*

Andrew Tinker, Duquesne University

*Crypt or Treasure Room? Toward a Program of Geo-Centrism in Intercultural Communication*

Robert Foschia, Duquesne University

*Investigating God, Love, and the Other in St. Therese's The Story of a Soul*

Nancy B. Parish, Duquesne University

*The Precariat and Audience Segmentation*

Sr. Judith Udechukwu, Duquesne University

---

Session 7.1

9:30 – 10:45 a.m.

Blackington 131

**Pedagogical Lessons Learned in the Communication Classroom: A Roundtable Discussion**

Sponsor: Communication Education Interest Council

Moderator: Dawn Pfeifer Reitz, Penn State Berks

*Public Speaking Course Hybrid Project*

Dawn Pfeifer Ritz, Penn State Berks

*Implementing Team-Based Learning in the Upper Level Communication Classroom*

Jill K. Burk, Penn State Berks

*Experiential Learning in the Public Speaking Classroom*

Jesse Piersol, West Chester University

*Service Learning & Community-Based Research (SL&CBR) in Health Communication Courses*

Kesha Morant Williams, Penn State Berks

Session 7.2

9:30 – 10:45 a.m.

Blackington 134

**Assessment in the Context of NCA Learning Outcomes**

Sponsor: Past President's Interest Council

Chair: Donna S. Weimer, Juniata College

Tatyana Dumova, Point Park University

Kristen L. Majocha, University of Pittsburgh at Johnstown

Jen Jones, Seton Hill University

Donna S. Weimer, Juniata College

Patty Wharton Michael, University of Pittsburgh at Johnstown

Session 7.3

9:30 – 10:45 a.m.

Blackington 138

**Thinking People, Places, and Programs: Competitive Papers in Philosophy of Communication**

Sponsor: Philosophy of Communication Interest Council

Chair: Craig T. Maier, Duquesne University

*Collections as Temporal Philosophies of Communication: A Historical Examination of Libraries, Archives, and Museums*

Susan Mancino, Duquesne University

*Muting Shalom*

Nichole Brazelton, Duquesne University

*Promotional Communication Dilemma in Postmodernity*

Đorđe Ivković, Duquesne University

*A Review: Salient Schools in Dialectic Thought*

Matthew Mancino, Duquesne University

*From 'Wicked Crisis' to Discourse of Renewal: Jean-Luc Marion and the American Roman Catholic Sexual Abuse Scandal*

Craig T. Maier and Jonathan R. Crist, Duquesne University

---

Session 8 11:00 a.m. – 11:30 a.m. Blackington Hallway  
**Poster Session Two, Snacks (lunch appetizers), & Graduate School Fair**

*The Unspoken Dominance: Men in Advertising*  
Casey Ansbro, University of Pittsburgh at Johnstown

*Consumer Relations Viewed through a Buberian Lens*  
Merritt Bailey, Seton Hill University

*Cultural Shifts of the Apocalypse: A Fantasy Theme Criticism of The Walking Dead*  
Victoria Mercado, University of Pittsburgh at Johnstown

*The Future of Journalism*  
Penn Highlands Community College Students

*Clashing Dramas: A Pentadic Analysis of Netanyahu's and Rouhani's Reactions to the Iran Nuclear Deal*  
Aimee Lynch, Grove City College

---

Session 9 11:30 a.m. – 12:45pm Blackington Lobby  
**Business Meeting Lunch**

---

Session 10.1 1:00 p.m. – 2:15 p.m. Blackington 131

**Diversity Matters: Communication and Equality without Sameness**

Sponsor: Languages of Communication Interest Council

Chair: Pat Arneson, Duquesne University

*Annie Lola Price, Alabama Court of Appeals Judge: Gender, Communication, and the 1950s Courtroom*  
Pat Arneson, Duquesne University

*The Ethics and Politics of Service in Campus Communities*  
Tahirah Duncan Walker, Penn State Greater Allegheny

*Marriage, Liberation and Suppression: The Debate of Marriage Rituals as Liberating or Hegemonic Practice for LGBTQ People*  
Andrew Tinker, Duquesne University

*Coming Out Stories in the Media: Affects on LGBTQ Attitudes about Identity*  
Kristen L. Majocha, University of Pittsburgh at Johnstown, and Avery K. Malone, SUNY Buffalo.

*Alexander Hamilton and the Sankofa Effect*  
Autumn Redcross, Point Park University

Session 10.2

1:00 p.m. – 2:15 p.m.

Blackington 134

**New Interactions: An Exploration of Mass and Social Media on Interpersonal Relationships**

Sponsor: Interpersonal and Organizational Communication Interest Council

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

*Matching the Rhetoric: Looking at Yourself and Others*

Paul A. Lucas, University of Pittsburgh at Johnstown

*Talking without Words: Instagram (and Ellul)*

Maryl McGinley, University of Pittsburgh at Johnstown

*You Aren't on Facebook?! An Exploration into Facebook Non-Use and its Affect on Interpersonal Communication*

Jill K. Burk, Penn State Berks

*Social Media as Social Change: A Basis of Culture*

Jen Jones, Seton Hill University

Session 10.3

1:00 p.m. – 2:15 p.m.

Blackington 138

**Up and Coming Voices in Academia: Top Undergraduate Research Papers**

Sponsor: Student Interest Council

Chair: Donna S. Weimer, Juniata College

*Winner: Are We There Yet?: A Phenomenological Analysis of the Freeway*

Michael Kearney, Geneva College

*Runner up: 'Any Questions?' Political Advertisement: Discovering the Success of a Smear Communication Campaign through Fantasy Theme Analysis*

Sarah More, Juniata College

*Runner up: A Cluster-Agon Analysis of the Ad Council's Love Has No Labels*

Olivia Claycomb, Juniata College

*Runner up: Contemporary Communication Ethics: A Perspective From Frankl's Approach to Meaning*

Charlotte Cunningham, Seton Hill University

---

Session 11.1

2:30 p.m. – 3:45 p.m.

Blackington 131

**Classroom Voices Matter**

Sponsor: Communication Education Interest Council

Chair: Linda Schifino, Carlow University

*Therapeutic Methods of Communication with Students*

Charles F. Aust, Kennesaw State University

*Helping Students Use Their Voices for Social Justice*

Chrys Gabrich, Linda Schifino, & Jennifer Snyder-Duch, Carlow University

*Communication's Connection to the Core: Oral Communication Skills in General Education across Campus*

Patty Wharton-Michael & Susan Wieczorek, University of Pittsburgh at Johnstown

Session 11.2

2:30 p.m. – 3:45 p.m.

Blackington 134

**Pioneering New Spaces for Connections and Conclusions**

Sponsor: Media and Technology Interest Council

Chair & Respondent: Jill Burk, Penn State Berks

*Digital Sports Media and the Factors Influencing the Perceived Credibility of Online Sports Articles*  
Sean Sadri, Old Dominion University

*Reddit as a Social Community: A Study in Uses and Gratifications*  
Brooke S. Dunbar, Regent University and Messiah College, and Dwight D. Hanshew III, Messiah College

*Sound, Sight, and the Sacred in "The Presence of the Word"*  
David Impellizzeri, Duquesne University

*The Mechanical Clock and Standard Time*  
Kati Sudnick, Duquesne University

Session 11.3

2:30 p.m. – 3:45 p.m.

Blackington 138

**Contemporary Issues Involving Media and Society**

Sponsor: Mass Media and Society Interest Council

Chair & Respondent: Keshia Morant Williams, Penn State Berks

*Examining the State of Environmental Journalism Training in American Colleges and Universities*  
Hans C. Schmidt, Penn State Brandywine

*Not Quite a Hero, Not Quite a Villain: An Exploration of Heroic Villains in the DC Universe*  
Kristin Cafaro & Paul A. Lucas, University of Pittsburgh at Johnstown

*The New Culture Industry: Taylor Swift Switching Music Genres in the Modern Era*  
Kimberly J. Flanders, Indiana University of Pennsylvania

*Motivated consubstantiality: Ethical use of identification and interpretation for a proposed turn from the hyper-racial to the post-racial*  
Richard L. Talbert, Geneva College

*Wearable Technology: The Future of Communication*  
Richard Bukoski, Penn Highlands Community College

---

Session 12.1

4:00 p.m. – 5:15 p.m.

Blackington 131

**Experiential Learning through Interpersonal Classroom Activities**

Sponsor: Interpersonal and Organizational Communication Interest Council

Chair: Diane Nicodemus, University of Pittsburgh at Johnstown

*"We Learn and Remember Best Through Pictures, Not Through Written or Spoken Words" (Medina, 2014)*  
Diane Nicodemus, University of Pittsburgh at Johnstown

*How many Paperclips are in the Abalone Shell? An Interactive Small Group Decision-Making Activity for the Organizational Communication Classroom*  
Kristen L. Majocha, University of Pittsburgh at Johnstown

*Exploring Mill's Marketplace of Ideas: Identifying Rhetorical Appeals in the Public Sphere*  
Patty Wharton-Michael, University of Pittsburgh at Johnstown

*'Real World' Consulting Applications in the Small Group Classroom*  
Susan M. Wiczorek, University of Pittsburgh at Johnstown



Session 12.2

4:00 p.m. – 5:15 p.m.

Blackington 134

**The Rhetoric of People and Places**

Sponsor: Rhetoric and Public Address Interest Council

Chair: Dan Brown, Grove City College

*Rhetoric as Fundamentally Epideictic: Hesiod, Isocrates, and Neo-Aristotelians*  
David Impellizzeri, Duquesne University

*Dog Whistle Messaging: The Rhetorical Styles of Donald J. Trump and George Wallace*  
Linda Schifino, Carlow University

*Communicating Neighborhood Change: Renewal Rhetoric and Gentrification in Pittsburgh*  
Curry Chandler, University of Pittsburgh

*"I'm in and I'm in to Win" and "I'm getting ready to run for President: A Rhetorical Analysis of the 2008 and 2016 Internet Announcement Videos of Hillary Clinton for President*  
Nichola D. Gutgold, Penn State Lehigh Valley & Johnna Purcell, Penn State University

Session 12.3

4:00 p.m. – 5:15 p.m.

Blackington 138

**Performance, Text, World**

Sponsor: Performance Studies Interest Council

Chair: John Lawson, Robert Morris University

*Cause-Effect Ideologies in Performance: A Sampling from Dramatic Literature*  
John Lawson, Robert Morris University

*In Search of a Narrative Structure: Weaving Voices and Plots at the Intersection of Diary, Memories and History*  
Andre Moine, Millersville University

*Technological Innovations in Chemistry: Who Did What to Whom?*  
Ann Jabro, Robert Morris University

---

Session 13

5:30 p.m. – 7:30 p.m.

Blackington Lobby

**Banquet Dinner, Keynote,  
& Awards Ceremony**

Dinner and an awards ceremony in the Blackington Hall Lobby will cap off the 77<sup>th</sup> annual conference of the Pennsylvania Communication Association. Special guest speaker **Dr. Gary Gumpert**, President of the Urban Communication Foundation, will present the keynote address.

---

Session 14

7:30 p.m. – 8:30 p.m.

Blackington Lobby

**Executive Council Meeting**