



**Pennsylvania Communication Association 83<sup>rd</sup> Annual Convention  
September 29<sup>th</sup>–30<sup>th</sup>, 2023 “SUSTAINING COMMUNITIES”  
Philosophy of Communication Salon: “Rachel Carson: Listening to the Voices of Nature”  
Slippery Rock University – The Robert Smith Student Center  
Slippery Rock, PA**

The Pennsylvania Communication Association, originally called the Speech Communication Association of Pennsylvania, was founded in 1939 to promote teaching, research, service, and development of all areas of human communication. John Henry Frizzell of Pennsylvania State University was the first president. The state journal, the *Pennsylvania Communication Annual*, is now in its 83<sup>rd</sup> year. We have recognized important Pennsylvanians such as Fred Rogers (Mr. Rogers), Governor William Scranton, Governor Edward G. Rendell, Lieutenant Governor Mark Schweiker, Dr. Sam Hazo (Poet Laureate of Pennsylvania), and others as outstanding speakers of the year. The association recognizes its own members for their contributions to the field, as well as students and the many educational institutions in the state of Pennsylvania and beyond for their efforts in communication.

Dear Colleagues:

Welcome to the Rock! I am honored to be the host of the 83<sup>rd</sup> Pennsylvania Communication Association Conference. Slippery Rock University (SRU) was founded in 1889 as a teacher training school under the name the Slippery Rock Normal School. A member of the ten institutions that make up the Pennsylvania's State System of Higher Education, SRU offers its 8000 students a wide variety of rock-solid undergraduate and graduate programs.

SRU's campus is situated on the traditional homelands of the Seneca, Erie, Delaware, and Susquehannock peoples. Today, the Seneca Nation of Indians, part of the Hodinöhsöñih—the Six Nations (Mohawk, Oneida, Onondaga, Cayuga, Seneca, and Tuscarora)—is the only remaining Nation from this area to retain any land in the region. This land acknowledgement is connected to this year's conference theme, "Sustaining Communities," a reminder of the essential role of communication in equitably developing, nurturing, and remembering our diverse communities, past and present. I hope this conference is an opportunity for us to re-envision inclusive, equitable, and sustainable communicative practices and communities, locally and globally.

The Rachel Carson Salon will focus on the important legacy of Rachel Carson in exploring the connections between ecology, sustainability, and community. This focus will be evident in our Friday's featured program, NEPADOC, a documentary film produced by our keynote speaker, Dr. David Heineman, of Bloomsburg University of Pennsylvania.

I am excited for you to join us for the vast array of panels scheduled on Friday and Saturday. I hope you will partake in our celebration of the wonderful accomplishments of students across the state, as well as the scholarship, teaching, and service of colleagues at the awards banquet on Saturday evening.

This conference would not be possible without the assistance and support of many individuals. I would like to thank the members of the PCA Executive Committee, and the interest council chairs for their hard work on behalf of PCA. My thanks go to the Dean of the College of Business at SRU, Dean Lawrence Shao, the Department of Strategic Communication & Media Chairperson, Dr. David Keppel, and our department's secretary, Hannah Azarian. Finally, my heartfelt thanks go to Cem Zeytinoglu, Paul Lucas, Valerie Schrader, Sarah Deluliis, Jill Burk, Janie Harden Fritz, Kim da Silva, and Michael Kearney.

Thank you for being part of the 83<sup>rd</sup> edition of the PCA conference.

Fadoua Loudiy, Ph.D.  
Vice President, Pennsylvania Communication Association

Pennsylvania Communication Association Convention  
Friday, September 29 through Saturday, Saturday 30, 2023  
Slippery Rock University, Smith Student Center

**Friday, September 29, 2023**

- Registration Table in Lobby (3rd floor)
- 12:30 pm–1:30 pm: Executive Council Meeting, Room 323
- *1:30 pm–2:30 pm: Welcoming Reception with Performances (Smith Center Ballroom)*  
“Just Keep Dancing: Sustaining & Reclaiming African American Identity through Dance Performance”  
Marquita De Jesus, University of Texas Dallas  
“Body Loves Stories: Creating Transformation and Sustainability Through Embodied Storytelling”  
Rebeca Gamborino, University of Texas Rio Grande Valley
- *2:30 pm–3:45 pm PCA Salon (Room 320): Rachel Carson: Listening to the Voices of Nature Philosophy of Communication Interest Council*  
“The Sense of Wonder: An Antidote to the Mesmerized State of the Human Condition in a Techno-Social World”  
Özüm Üçok-Sayrak, Duquesne University  
“Working the Trails IV: Engagement with Sustainable Care in Southwestern Pennsylvania”  
Janie Harden Fritz, Duquesne University  
“A Steel City’s Call for Balance: Rachel Carson’s Activism in Pittsburgh’s Twenty-First Century Revitalization”  
Christopher M. Bondi, Butler Community College  
“Westminster’s Green Team: Communication at the Intersection of Science, Sustainability, and Social Media”  
Bradley L. Weaver, Patrick D. Krantz, Helen M. Boylan, Reid Sanderson\*, Hallie Hughes\*, and Avery Keenan\*, Westminster College
- 3:45 pm–5:00 pm: Three Concurrent Panel Sessions

*3:45 pm–5:00 pm Panel 1 (Room 320): Sustaining Classroom Community through Discussion of Controversial Topics: An Undergraduate Perspective*  
*Co-Sponsored by: The Communication Honor Societies and The Undergraduate Student Research Interest Council*

Chair: Valerie Lynn Schrader, Penn State University–Schuylkill

Respondent: Janelle L. H. Gruber, Penn State University-Schuylkill

Panel participants:

Austin Blackman\*, Penn State University-Schuylkill

Tiffany Bohner\*, Penn State University-Schuylkill

Karandhir Flora\*, Penn State University-Schuylkill

Hayley Salen\*, Penn State University-Schuylkill

Poetic Session\*, Penn State University-Schuylkill

*3:45 pm–5:00 pm Panel 2 (Room 321): Perspectives on Contemporary Issues in Media:  
Consumers, Health, Entertainment and Politics*

*Mass Media & Society Interest Council*

Chair: Tim Michaels, Penn State University

“Parasocial Relationships and the Effect on the Consumer”

Andrew Connolly, Duquesne University

“Effects of Modality on College-age Individuals’ Perception and Evaluation of Colleges: Covid-19  
Messaging and Psychological Reactance”

Jose Aviles, Albright College

“Have you Met *Boss Babe*? A New Stereotypical Archetype for Depicting African-American  
Women in TV and Other Mass Media”

Q. McElroy\*\*, Brenau University

“Information Warfare Fostering Political Polarization: Facebook, Addiction, News Credibility and  
Concern of Foreign Interference”

Danielle Mehlman-Brightwell, University of Pittsburgh Greensburgh

Mark J. Piwinsky, Indiana University of Pennsylvania

*3:45 pm–5:00 pm: Panel 3 (Room 322): Exploring Ethics of Attention in Sustaining Communities  
Communication Ethics Interest Council*

Chair: Joel S. Ward, Geneva College

“The Phenomenology of Attention: Has Technology Really Changed Anything?”

Tiffany Petricini, Penn State Shenango

“The Liberation of Human Attention as an Ethic of Communication”

Özüm Üçok-Sayrak, Duquesne University

“In the Nick of Time: The Ethical Call of Attention”

Maryl McGinley, University of Pittsburgh at Johnstown

“The Gestalt of Attention: A Media Ecology Approach”

Ryan McCullough, West Liberty University

“Love Builds a Bridge: Communication Ethics, Attention, and the New Evangelization”

Natalia Tapsak, Duquesne University

- 5:00 pm–6:15 pm: Three Concurrent Panel Sessions

*5:00 pm–6:15 pm Panel 4 (Room 320) Roundtable: Exploring Sustainable Academic Leadership:  
Connecting Past to Present*

*Organizational and Interpersonal Communication Interest Council*

Chair and Moderator: Sheryl B. Goodman, Ursinus College

Panel Participants:

Jill K. Burk, Penn State University, Berks

Cem Zeytinoglu, East Stroudsburg University

Sheryl B. Goodman, Ursinus College

Tatyana Dumova, Point Park University

*5:00 pm–6:15 pm Panel 5 (Room 321): Ecology and Sustainability in the Classroom:  
Undergraduate Pedagogical Connections*

*Communication Education Interest Council*

Chair: Janie Harden Fritz, Duquesne University

Panel participants:

Erik Garrett, Duquesne University  
Carla Richards, Duquesne University  
Christopher Bondi, Butler Community College  
Richard L. Talbert, Alma College

5:00 pm–6:15 pm *Panel 6 (Room 322): Sticks and Stones: Communicative Practices for Sustainable Public Archeology*

*Communication Education Interest Council*

Chair: Franklyn Charles, Slippery Rock University

Panel participants:

Shivaun Corry, Graceland University  
Aksel Casson, Slippery Rock University

6:30 pm–8:30 pm: *Dinner, Keynote and Student Poster Presentations (Smith Center Ballroom)*  
*Student Poster Presentations*

Sponsored by: The Student Poster Interest Council

Elliot Schott, Ursinus College  
Flora Karandhir Singh, Penn State University  
Poetic Serenity Session, East Stroudsburg University  
Tiffany Ann Bohner, East Stroudsburg University  
Sovi Herring, Duquesne University

### **Saturday, September 30, 2023**

- 8:00 am–9:00 am: Past Presidents' Breakfast, Room 323
- 9:00 am–10:15 am: Three Concurrent Panel Sessions

9:00 am–10:15 am: *Panel 7 (Room 320): Debate Coaches' Roundtable: Questions of Sustainability for the Debate and Forensics Community*  
*Performance Studies Interest Council*

Chair and Respondent: Tim Michaels, Penn State University

Panel Participants:

Sarah M. Deluliis, Duquesne University  
Margaret Calvert, Slippery Rock University  
Heather Frederick, Slippery Rock University  
Jason Edwards, Grove City College  
Matt Corr, Shenandoah University

9:00 am–10:15 am: *Panel 8 (Room 321): Interpersonal Communication: Self-Disclosure, Compliance Gaining, and Learned Ignorance*

*Organizational and Interpersonal Communication Interest Councils*

Chair: Sheryl B. Goodman, Ursinus College

Respondent: Janie Harden Fritz, Duquesne University

"Compliance Gaining and Fun: An Ethnographic Study of Swim Lessons"

Sheryl B. Goodman, Ursinus College  
Molly Stevens\*, Ursinus College

"Social Media and Social Penetration Theory: Impact and Implications"

Maryl McGinley, University of Pittsburgh at Johnstown  
Kaitlyn Poad, Duquesne University  
“Learned Ignorance in Interpersonal Communication”  
Michael Kearney, Duquesne University

*9:00 am–10:15 am: Panel 9 (Room 322): Spicy Collaborations: Preserving and Sustaining Culture through Food: The Soul Food Initiative*

*Co-Sponsors: Intercultural Communication Interest Council & Communication Education Interest Council*

Chair: Fadoua Loudiy, Slippery Rock University

Panel Participants:

Franklyn Charles, Slippery Rock University

Ariana Mixer, Slippery Rock University

Zachary Gibson, Slippery Rock University

- 10:15 am–10:30 am: Coffee Break
- 10:30 am–11:45 am: Three Concurrent Panel Sessions

*10:30 am–11:45 am: Panel 10 (Room 320): Exploring Issues Related to Diversity, Social Sustainability, Cognitive Dissonance, and Media Violence*

*Sponsored by the Undergraduate Writing Competition*

Chair: Maryl Roberts McGinley, University of Pittsburgh at Johnstown

Respondent: Valerie Lynn Schrader, Penn State University–Schuylkill

“Using Communication Ethics Literacy to Determine the Validity of the United States’ REST”

Morgan Emery\*, Duquesne University

“Memory Dis-Membered: A Call to Re-Member the Forgotten Rhetorical Canon”

Ryan Eisenhuth\*, Geneva College

“Does Media Violence Become Communicative Violence?”

Leah Harris\*\*, Slippery Rock University

“Cognitive Dissonance Over Time”

Mia Testa\*, East Stroudsburg University

“Duolingo Diversity, Equity, and Inclusion Report”

Sarah Minghini\*, Seton Hill University

“A Modern-Day Loraz and Looking Beyond the Trees: Navigating Ethical Communication and Social Sustainability Online”

Myla Sroka\*, Duquesne University

*10:30 am–11:45 am Panel 11 (Room 321): Committee Work as Performative Praxis: Sustaining Communities through Professional Decision-Making*

*Performance Studies Interest Council*

Chair: Michael Kearney, Duquesne University

“Fragmented Communities: Navigating Physical and Digital Spaces as Rural Nonprofit Organizations”

Mikayla Covington, Duquesne University

“Structuring Dialogue from Conciliar Theory to *Robert’s Rules*”

Michael Kearney, Duquesne University

“Identity and Identification in Organization: A Burkeian Perspective”

Andri Kosasih, Duquesne University  
“Meeting in Person: Teaching Assistantships in Undergraduate Education”  
Joel Ward, Geneva College

*10:30 am–11:45 am Panel 12 (Room 322): Utilizing Project-Based Learning to Preserve History: The Dominica Centenarian Project*

*Communication Education Interest Council*

Chair: Fadoua Loudiy, Slippery Rock University

Panel Participants:

Franklyn Charles, Slippery Rock University

Enoh Nkana, Slippery Rock University

- 12:00 pm–1:30 pm: Business Lunch (Macoskey Center, SRU’s Sustainability Center)
- 1:30 pm–2:45 pm: Three Concurrent Panel Sessions

*1:30 pm–2:45 pm: Panel 13 (Room 320): Sustainable Communication, Organizational Conflict, and the Contemporary Workplace*

*Sponsored by the Graduate Writing Competition*

Chair: Maryl McGinley, University of Pittsburgh at Johnstown

Respondent: Cem Zeytinoglu, East Stroudsburg University

“Knowledge Management Contributions to Organizational Conflict”

Sovi Herring, Duquesne University

“We All Must Fight: An Analysis of Emma Watson’s United Nations Speech on Gender Equality”

Ginamarie Canepa, East Stroudsburg University

“The Ideological and Feminist Criticism of the Television Adaptation of the Handmaid’s Tale”

Shawna Campanaro, East Stroudsburg University

“Communication for Sustainable Community Building: Fostering Resilience and Collaboration in a Global Context”

Augustine John Temu, Duquesne University

“Rhetoric and Advocacy Metaphoric Rhetorical Analysis of The Love Song of J. Alfred Prufrock by T. S. Eliott”

Katie Coyne, East Stroudsburg University

“Organizational Space: Freedom Versus Restriction”

Kelsey Ingold, Duquesne University

“Quiet-Quitting and the Achievement Society: Human Limits in the Contemporary Workplace”

Marianna Orth, Duquesne University

*1:30 pm–2:45 pm: Panel 14 (Room 321): Utilizing Community Based Projects in Strategic Communication and Media Courses*

*Communication Education Interest Council*

Chair: Douglas Strahler, Slippery Rock University

Panel participants:

Franklyn Charles, Slippery Rock University

Brittany Fleming, Slippery Rock University

Allison Peiritsch, Slippery Rock University

Douglas Strahler, Slippery Rock University

*1:30 pm–2:45 pm: Panel 15 (Room 322): Intercultural Communication Workshop: Sustainable Pedagogy*

*Intercultural Communication Interest Council*

Chair: Janie Harden Fritz, Duquesne University

Panel participants:

Erik Garrett, Duquesne University

Carla Richards, Duquesne University

- 2:45 pm–3:00 pm: Coffee Break
- 3:00 pm–4:15 pm: Three Concurrent Panel Sessions

*3:00pm–4:15 pm: Panel 16 (Room 320): Communicating with, within and about Diverse Communities*

*Health Communication Interest Council*

Chair: Daniel G. Dieter, Slippery Rock University

Panel Participants:

“Effects of Social Media Communities on Health Decisions and Behaviors”

Jennifer Allen Catellier, Gannon University

Lindsey DiTirro, Gannon University

“Intercultural Communities: Culturally Aware Communication with Patients and Clients”

Alessia Zanin-Yost, Slippery Rock University

“Reaching People Living with HIV: Global Communication Strategies when Studying Vulnerable Communities”

Tarek B. Eshak, Slippery Rock University

“Patient Perspectives on AI Use in Healthcare: How Communicators Can Help”

Daniel Dieter, Slippery Rock University

“A DEIB Perspective: Sustaining Healthy Communicative practices”

Fadoua Loudiy, Slippery Rock University

*3:00 pm–4:15 pm: Panel 17 (Room 321): Crisis, social media, and Sustainability Philosophy of Communication Interest Council*

Chair: Paul A. Lucas, University of Pittsburgh at Johnstown

“Branded Music of Characterization: Professional Wrestling’s Use of Theme Music”

Paul A. Lucas, University of Pittsburgh at Johnstown

“Reorientation Before Renovation: Applying Burkeian’s Perspective on Crisis Transformation”

Andri Kosasih, Duquesne University

*3:00 pm–4:15 pm: Panel 18 (Room 322): Critical Communication Pedagogy and Film Communication Education Interest Council*

Chair: Anthony Esposito, PennWest University

Panel participants:

Anthony Esposito, PennWest University

Ronald K. Raymond, PennWest University

- 4:15 pm–4:30 pm: Coffee Break
- 4:30 pm–5:45 pm: Three Concurrent Panel Sessions



*4: 30 pm–5:45 pm: Panel 19 (Room 320): The Use of Social Media in Corporate and Political Campaigns*

*Mass Media and Society Interest Council*

Chair: Valerie Lynn Schrader, Penn State University–Schuylkill

Respondent: Cem Zeytinoglu, East Stroudsburg University

“They’re Our Communities, Too: Identification in the KeyBank Opens Doors Campaign”

Janelle L.H. Gruber, Penn State University–Schuylkill

“A CEO’s Efforts to Reduce Marketing Costs by Becoming an Influencer: A Case Study of Analysis of #MarcusGrants”

Kimberly Flanders, Saint Francis University

“Hoodies, Tattoos, and a Veggie Tray: Burkean Identification and the Fetterman Senate Campaign”

Valerie Lynn Schrader, Penn State University–Schuylkill

“The Ontology of Silent Communication in Performative Studies”

Lina H. Erekat, Duquesne University

*4:30 pm–5:45 pm: Panel 20 (Room 321): Diversity as a Communicative Practice and Field of Research*

*Past President’s Interest Council*

Chair: Janie Harden Fritz, Duquesne University

Panel Participants:

Tatyana Dumova, Point Park University

Georgia Bedford, University of Pittsburgh

Janie Harden Fritz, Duquesne University

Fadoua Loudiy, Slippery Rock University

*4:30 pm–5:45 pm: Panel 21 (Room 322): Health Communication in the Digital Age*

*Health Communication Interest Council*

Chair: Daniel Dieter, Slippery Rock University

“eHealth Unveiled: Enhancing Communication and Health Outcomes”

Sovi Herring, Duquesne University

“Navigating Health and Wellbeing in the Digital Age: Unraveling the Influence of Social Media”

Carla Rae Richards, Duquesne University

*4:30 pm–5:45 pm: GradFair (Temple, West Chester, Point Park, East Stroudsburg, Duquesne University)*

- 6:00 pm–7:30 pm Keynote, Dinner and Awards Ceremony, Robert Smith Student Center Ballroom
- 7:30 pm–8:00 pm Executive Council Meeting

\* Student Presenter

\*\*Debut Presenter