



**Pennsylvania Communication Association
84th Annual Convention
September 27-28, 2024
“Pondering Our Past, Forging Our Future”**

**Penn State University – Schuylkill Campus
Schuylkill Haven, PA**

About the Pennsylvania Communication Association

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 83rd 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.

A Note From the Conference Planner

Dear colleagues, students, and guests,

Welcome to Penn State Schuylkill! We are honored to host the 84th annual convention of the Pennsylvania Communication Association and hope that you all have a great experience here at our small-but-very-active campus! Founded in 1934, Penn State Schuylkill is one of Penn State's commonwealth campuses. Penn State is Pennsylvania's only land-grant institution, whose mission is to provide access to affordable high-quality education, conduct and promote research to improve people's lives, and engage with our communities in order to make them better places to live.

When I chose the conference theme of "Pondering Our Past, Forging Our Future," my intention was that this theme would enable us to reflect on the traditions of the past that have made our discipline what it is today while recognizing the importance of moving forward in a world where we face new challenges every day. We are indeed highlighting quality scholarship that focuses on the history and tradition of the communication discipline, collective memory, new media, and current issues. But I was surprised to find that a sub-theme related to the conference theme was emerging from the work that was accepted for the conference: mentorship.

We have a record number of submissions to the Writing Competition this year, and the vast majority of the student submitters named their faculty mentor – many of whom are PCA members and attendees - on their submission form. We also have a number of students presenting work at the Poster Session – some individually and some as part of a faculty-student collaboration. We have over 40 undergraduate and graduate students from nearly 20 different colleges and universities presenting work at the conference this year – and we welcome you all to PCA and hope you have a wonderful conference! The number of student participants this year speaks to the value of strong mentoring relationships. These students will go on to mentor others in their chosen fields, just as we have been mentored by those who came before us. In this way, mentorship is very much part of PCA and the conference theme this year.

I've been blessed with a number of excellent mentors throughout my career, including Chris Johnstone when I was an undergraduate at Penn State, Jerry Miller, Ben Bates, Ray McKerrow, and others during my graduate work at Ohio University, and Nikki Gutgold and Mary Mino as I navigated the tenure process. I'm pleased that one of these mentors – and the one I've worked most closely with – will be our keynote speaker this year. Dr. Darcy Medica, Provost and Vice President for Academic Affairs at SUNY-Cobleskill, helped me to navigate both the tenure process and promotion to full professor process, as well as provided me with administrative opportunities that helped me to grow as an academic. She is an outstanding mentor for both faculty and students and is a strong supporter of undergraduate research. I'm thrilled that she agreed to attend the conference and speak with us Saturday evening. Welcome back to Schuylkill, Darcy!

I'm also excited to welcome our Julia T. Wood Teacher/Scholar Award recipient, Robert T. Craig from the University of Colorado - Boulder. His work in the areas of communication theory, philosophy of communication, and argumentation has helped shape the discipline as it is today. Dr. Craig will be sharing some thoughts with us at the garden party on Friday evening, and we are so grateful that he and his wife Dr. Karen Tracy (who is also a previous Julia T. Wood Award recipient!) could join us!

This year, we have participants from over 30 different colleges and universities throughout Pennsylvania, as well as Ohio, Kentucky, and Tennessee. In addition to panels and workshops featuring important topics in communication scholarship and teaching, we have a number of receptions and special activities, including a garden party and ghost tour Friday evening, an ice cream social during the poster session and graduate fair Saturday afternoon, and the awards ceremony, banquet, and keynote Saturday night.

I am fortunate to have had an amazing team of PCA members and Penn State Schuylkill faculty and staff supporting me as I planned this conference. Thank you to all of the PCA interest group chairs and PCA Executive Council – I couldn't have done this without you. A special thank you to Cem Zeytinoglu, Maryl McGinley, Kim DaSilva, Fadoua Loudiy, Kim Flanders, Sarah DeLuliis, Rich Talbert, Paul Lucas, and our incredible Executive Director Janie Harden Fritz. From Penn State Schuylkill, thank you to Janelle Gruber, Cory Scherer, Christopher Zarker, Nicole Anzel, Harold Aurand, Mary Ann Smith, Therese Hohman, Cathy Cooper, Gianna Agnello-Parambo, the Lambda Pi Eta Alpha Epsilon Lambda Chapter, and to our wonderful IT and maintenance teams – we are...Penn State!

Thank you all for joining us as we continue this PCA tradition! I hope you have a wonderful conference!

Valerie Lynn Schrader, Ph.D.
First Vice President, Pennsylvania Communication Association

The 84th Annual Convention of the Pennsylvania Communication Association

Friday, September 27, 2024

12:00pm-6:00pm

Health & Wellness Building, Room 201

Registration & Refreshments

12:30pm-1:30pm

Classroom Building, Room 100

Executive Council Meeting

1:45pm-6:00pm

Classroom Building, Room 100

Quiet Space

If you need a place to quietly study, read over your presentation, or simply rest, you are welcome to use this room. We ask that all attendees remain quiet in this space during this time; if you wish to talk and socialize, please go to H&W 201, where there will be refreshments and meet-and-greet space.

1:45pm-3:00pm

Classroom Building, Room 101

**Considering New Ways of Understanding and Approaches to Communication Challenges: Difficult Dialogues,
Boundary Setting, and Ostracism**

Sponsored by: Interpersonal & Organizational Communication

Chair: *Sheryl Goodman, Ursinus College*
Respondent: *Janie Harden Fritz, Duquesne University*

Difficult Dialogues: Student Perspectives on "Really Talking" to People with Whom They Strongly Disagree
Sheryl Goodman, Ursinus College

Boundary Management: The Impact of Social Communities
Maryl McGinley, University of Pittsburgh at Johnstown

The Paradoxes of Social Ostracism: Examining Reports of Social Ostracism as a Learning Experience and the Communication Used to Help Foster Personal Growth
Lukas Pelliccio, Lincoln University of Pennsylvania

1:45pm-3:00pm

Classroom Building, Room 119

Storytelling, Narrative, and Metaphor in Communicative Contexts

Sponsored by: Strategic Communication/IMC and Media, Society & Technology

Chair: *Georgia Bedford, Duquesne University*

Respondent: *Tim Michaels, Penn State University*

Storytelling in Advertising: From *Blair Witch* to *Barbie* and Beyond

John Capo, Lycoming College

Tridents and Whips: The Importance of Signature Weapons

Paul A. Lucas, University of Pittsburgh at Johnstown

Making Science Fiction Real: Marvel's "Iron Man" as a Recurring Metaphor in Mass Media Depictions of Advanced Technologies

Nicholas R. Maradin III, Washington & Jefferson College

Interactive Narrative: A Case Study of Collaborative Storytelling through Interdisciplinary Multimedia Production

Katya Gorker, Chestnut Hill College

1:45pm-3:00pm

Classroom Building, Room 203

Understanding Marketing and Promotional Strategies in Today's Business World

Sponsored by: Undergraduate Student Research

Chair: *Janelle L.H. Gruber, Penn State Schuylkill*

Respondent: *Kim Flanders, St. Francis University*

Consignment Market Research

Allison Kirsch, St. Francis University

Kayley Sossong, St. Francis University

Maximus Rigby, St. Francis University

Julia Breneman, St. Francis University

Social Media Promotional Strategies: How Fast Fashion Advertising Campaigns Interact with Socioeconomic Theories

Madison Butina, Chatham University

Exploration of Customers' Motives to Utilize a Landscaping Supply

Jared Oakes, Saint Francis University

Arianna Keller, Saint Francis University

Carmen Lefoer, Saint Francis University

Kaitlyn Bailey, Saint Francis University

Valeria Vincas, Saint Francis University

3:15pm-4:30pm

Classroom Building, Room 101

Fairness, Inclusivity, and Vulnerability: Making Improvements in Diverse Communication Contexts

Sponsored by: Health Communication, Intercultural Communication, and Communication Education

Chair: *Richard Talbert, Campbellsville University*

Respondent: *Fadoua Loudiy, Slippery Rock University*

Nouwen's Spirituality of Vulnerability and Health Communication

Andri Kosasih, Duquesne University

Examining the Impact of Fake News on the Mental Health of Residents in Jos
Bapyibi Job Guyson, Universidade Catolica Portuguesa – Lisbon
Kefas Bangripga, NTA Television College - Jos

Communicating about Fairness: A Study Proposal for Potential Brides in Indian Matrimonial Websites
Sreashi Das, Immaculata University

The Universal Design For Learning Course Syllabus: Pondering the Past, and Forging an Inclusive Future
Jennifer Hennessey-Booth, Eastern University

3:15pm-4:30pm

Classroom Building, Room 119

The Role of Image in Sports Communication and the Shaping of Public Opinion

Sponsored by: Undergraduate Student Research

Chair: *Janie Harden Fritz, Duquesne University*
 Respondent: *Paul Lucas, University of Pittsburgh-Johnstown*

Burkean Identification in Jimmy Rollins' "Team to Beat" Statement
Christopher Duffy, Penn State Schuylkill

Nonverbal Communication of Public Figures in Shaping Public Opinion
Grace Nealy, Eastern University

3:15pm-4:30pm

Classroom Building, Room 203

Examining the Role of News as We Remember our Past and Forge our Future

Sponsored by: Media, Society & Technology

Chair: *Sheryl Goodman, Ursinus College*

Pondering Our Past through "Potpourri:" Exploring Public Memory of the Weirton Community through Ruth Plunkett's
 Newspaper Column in the Late 1970s
Valerie Lynn Schrader, Penn State Schuylkill

Racism in Country Music: Let the Headlines Speak for Themselves
Kimberly Flanders, St. Francis University

Exploring the Roles of Framing and Agenda Setting in News Coverage of Gaza protests on US college campuses in
 April/May 2024
Janelle L.H. Gruber, Penn State Schuylkill

AI in News Reporting: Exploring Transparency in Disclosing AI Use to the Audience
Natalya Vodopyanova, Penn State Wilkes-Barre

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Walking the Humanities into the Marketplace

The Ethical Difference

4:45pm-6:00pm**Classroom Building, Room 101**

Philosophy, Religion, Rhetoric, and Ethics

Sponsored by: Philosophy of Communication and Rhetoric & Public Address

Chair: *Joel Ward, Geneva College*Respondent: *Cem Zeytinoglu, East Stroudsburg University*

Presentism, Present Shock, and the False Now: Revisiting Rushkoff After a Decade of Information Affliction

Richard L. Talbert, Campbellsville University

“God Bless You”: The Rhetorical Theology of Keith Lee

Kenneth Avery, Jr., University of Memphis

Rhetoric is a and “the Faculty:” The Interdisciplinary Implications of Aristotle’s Definition

*Georgia Bedford, Duquesne University***4:45pm-6:00pm****Classroom Building, Room 119**

Debate Coaches Roundtable: Bridging the Past and Future of Debate and Forensics

Sponsored by: Communication Education

Chair and Respondent: *Tim Michaels, Penn State University*Participants: *Sarah M. DeJuliis, Duquesne University**Courtney Wright, Penn State University**Alvin J. Primack, University of Pittsburgh**Robert J. Green, Commonwealth University – Bloomsburg*

In light of this year’s conference theme, the participants on this roundtable will look to the past of the organizations, institutions, and debate community at large as important piers from which we might better build towards the challenges and difficulties looming ahead for debate and forensics education. The participants are comprised of current and former debate coaches and program directors from a variety of institutions around Pennsylvania, representing debate teams that span a multitude of traditions and histories, including policy debate, public forum, civic debate, Lincoln-Douglas, and limited preparation styles of competition. Collectively, the coaches will be able leverage their own experiences in the tension between being anchored within an institutional legacy while also confronting the inevitable change wrought by technological advancement, institutional conflict, pedagogical philosophies, and economic hardship. In lieu of individual papers—and in the spirit of debate’s embrace of dialogue as a means of scholarly inquiry—the participants will treat the session as a deliberation with one another, using a series of questions regarding debate education as a guide, ultimately resulting in an engaging roundtable with insights not just for debate coaches but for everyone with a stake in communication education.

4:45pm-6:00pm**Classroom Building, Room 203**

Pondering our Past to Forge our Future: Reviving the Song Circle at PCA

Sponsored by: Performance Studies

Co-Chairs: *Janie Harden Fritz, Duquesne University**Valerie Lynn Schrader, Penn State Schuylkill**Janelle L.H. Gruber, Penn State Schuylkill*

This sing-along panel invites all PCA participants to join in celebrating music and song, a practice that almost became a PCA ritual over a decade ago but has not resurfaced for some time. With our restored face-to-face gatherings, it seems fitting to ponder this past practice in the present and forge a way into the future with this wonderful community-building creative practice. Come one, come all! We have song sheets and a guitar!

6:15pm-7:45pm**Hidden Stream Café & Terrace**

Garden Party

Sponsored by: Penn State Schuylkill

All attendees are invited to attend a special garden party event where a variety of hot and cold hor d'oeuvres will be served as well as tea and coffee. Don't forget to try our signature mocktail drink, the "Schuylkill Spritzer!"

The garden party will also feature welcoming remarks by Dr. Cory Scherer, Director of Academic Affairs and Interim Chancellor of Penn State Schuylkill and a speech by Dr. Robert T. Craig, Professor Emeritus of Communication at the University of Colorado – Boulder.



Robert T. Craig (Ph.D., Michigan State University) is a Professor Emeritus of Communication at the University of Colorado – Boulder. He previously taught at Temple University, Penn State University, and the University of Illinois – Chicago. His research focuses on communication theory, the philosophy of communication, discourse analysis, and argumentation, and he is well-known in the field for his work on the constitutive metamodel of communication theory, the philosophy of communication as a practical discipline, and studies of meta-discourse.

7:45pm-8:45pm

Hidden Stream Café & Terrace

Ghost Tour

Sponsored by: Penn State Schuylkill and the Alpha Epsilon Lambda Chapter of Lambda Pi Eta

Penn State Schuylkill, which was built on the grounds of the former Schuylkill County Almshouse, is thought to be haunted by the ghosts of its past. Are these stories real, or just the result of very active imaginations? You be the judge! All attendees are invited to join Penn State Schuylkill faculty and students for a "ghost tour" of campus, where they will be regaled with tales of history and mystery!



The Department of Communication at Geneva College congratulates Maria Shemer and Reagan Shields for papers selected for presentation at the annual PCA Conference.



Reagan Shields is a Junior with a minor in Political Science currently interning with the District Attorney's office of Beaver County.

Work and Cultivation: A Reevaluation of Mother and Home

Reagan Shields

This essay aims to provide a new look at the value of homemaking and motherhood in today's culture, beginning with an explanation of how these roles came to be widely diminished in status in the mid-1900s reviewing the work of several feminist thinkers. Then, it examines the impacts of these ideologies, particularly in defeminizing women. Finally, the paper provides an alternative view of the worth of motherhood and homemaking, based on the task of cultivation that mothers and homemakers participate in.

Homosexuality and the Church

Maria Shemer

The LGBTQ+ movement continues to take center stage in every sphere of American society over demands for normal integration into societal life. Finding success in many areas, the movement continues to fight over recognition within the Church. Though several denominations grant full integration into the community, others deny members of the LGBTQ+ movement a place within their polity over concern of blurring the distinction between the culture of the world and the culture of the church. The movement continues to remain unsatisfied with the state of exclusion creating the question of whether their integration into the church is possible, both from cultural and religious points of view.



Maria Shemer is a Junior dual enrolled in the Masters in Higher Education program

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Saturday, September 28, 2024

8:00am-4:00pm

Hidden Stream Cafe

Registration & Refreshments

8:00am-9:00am

Classroom Building, Room 100

Past Presidents' Breakfast

8:00am-6:00pm

Health & Wellness Building, Room 208

Quiet Space

If you need a place to quietly study, read over your presentation, or simply rest, you are welcome to use this room. We ask that all attendees remain quiet in this space during this time; if you wish to talk and socialize, please go to the Hidden Stream Cafe, where there will be refreshments and meet-and-greet space.

8:00am-11:45am

Classroom Building, Room 202

Theory Development and the Scientific Process in Communication: An Experimental Study Workshop

Sponsored by: Media, Society & Technology

Researchers: *Beatrice Epwene, Penn State Harrisburg (Principal Investigator)*
Ruhi Banerjee, Penn State Harrisburg (Research Assistant)

Come be part of an experimental study in communication! All conference attendees are invited to participate in Dr. Beatrice Epwene's study on media artifacts and cultural communication. Stop in anytime during Saturday morning to take part in this study!

9:00am-10:15am

Classroom Building, Room 101

Feminism, Hegemony, & Power Dynamics in Pop Culture:

Sponsored by: Undergraduate Student Research

Chair: *Georgia Bedford, Duquesne University*
Respondent: *Valerie Lynn Schrader, Penn State Schuylkill*

The Role of Hegemony in *9 to 5: The Musical*
Lily Kreiser, Penn State Schuylkill

Hegemony in the Musical *Allegiance*
Erik Dubbs, Penn State Schuylkill

Migrant Women in Film
Crystal Manion, Washington and Jefferson College

9:00am-10:15am

Classroom Building, Room 119

Infusing Historical Context into the Practice of Public Relations

Sponsored by: Strategic Communication/Integrated Marketing Communication

Chair: *Linda Burkey, Susquehanna University*

Panelists: *David Kaszuba, Susquehanna University*
Linda Burkey, Susquehanna University
Dylan Smith, St. John's University

This panel seeks to spur a discussion about the importance of infusing history into PR course content, to showcase some ways this can be done, and to brainstorm even more ways to accomplish this goal.

9:00am-10:15am

Classroom Building, Room 203

Examining Roles in Institutions through Communication

Sponsored by: Undergraduate Student Research

Chair: *Natalya Vodopyanova, Penn State Wilkes-Barre*
 Respondent: *Janelle L.H. Gruber, Penn State Schuylkill*

“Should I Text My Professor?”: Examining How College Students and Professors Adapt to Technology
Lily Bertolet, Eastern University

Explaining How a Higher Education Institution Uses the Information-Transfer and the Transactional-Process Models of Communication and When They Are Most Successful
Amelia Joubert, Penn State Wilkes-Barre

Work and Cultivation: A Reevaluation of Mother and Home
Reagan Shields, Geneva College

Homosexuality Within the Church: A Biblical Analysis
Maria T. Shemer, Geneva College

10:30am-11:45am

Classroom Building, Room 101

Pondering Our Past through Memory Places: Creating Public Memory of Schuylkill County

Sponsored by: Undergraduate Student Research

Chair: *Janelle L.H. Gruber, Penn State Schuylkill*
 Respondent: *Valerie Lynn Schrader, Penn State Schuylkill*

Panelists: *Tiffany Bohner, Penn State Schuylkill*
Erik Dubbs, Penn State Schuylkill
Kacey Harper, Penn State Schuylkill
Lily Kreiser, Penn State Schuylkill
Anastasia Rakowsky, Penn State Schuylkill
Carter Strouse, Penn State Schuylkill

Public memory, which is often associated with place has been described as “a body of beliefs and ideas about the past that help a public or society understand both its past and its present, and, by implication, its future” (Bodnar, 1994, p. 76) These “memory places” are “simple and ambiguous, natural and artificial, at once immediately available in concrete sensual experience and susceptible to the most abstract elaboration” (Nora, 1989, p. 18). In this panel, six undergraduate scholars from the host institution, Penn State Schuylkill, will discuss different memory places in Schuylkill County using Blair, Dickinson & Ott’s (2010) six assumptions of public memory. This panel will encourage discussion between the panelists and the audience about public memory and memory places, and conference attendees may wish to visit some of the places discussed after attending this panel.

10:30am-11:45am

Classroom Building, Room 119

Communication Ethics Pedagogy in Contexts: Pondering Past Perspectives and Forging Future Frontiers

Sponsored by: Communication Ethics

Chair: *Richard Talbert, Campbellsville University*
 Respondent: *Cem Zeytinoglu, East Stroudsburg University*

From Past to Future: Tracing the Trajectory of Communication Ethics in *Dialogue and Difference*
Janie Harden Fritz, Duquesne University

Andy Warhol's Communication Ethics: Pedagogical Implications
Sarah DeLuliis, Duquesne University

Communication ethics has a storied past; we can trace our history from Aristotle's *Nicomachean Ethics* through historical periods up to the postmodern age. This panel offers reflections on understandings of communication ethics as reflected in one of our field's key scholarly textbooks, a consideration of Andy Warhol's implications for communication ethics pedagogy in integrated marketing communication, and insights from intercultural communication ethics as dialogic learning in the classroom. After paper presentations, the audience will be invited to contribute insights related to the future of communication ethics in our field.

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10:30am-11:45am

Classroom Building, Room 203

It's Still Relevant: Exploring Critical Feminist Media Studies from the Third Wave in Contemporary Classrooms, an Undergraduate Panel and Roundtable
 Sponsored by: Undergraduate Student Research

Chair: *Stevie Nova Berberick, Washington and Jefferson College*

Panelists: *Stevie Nova Berberick, Washington and Jefferson College*
Isabella Dipietro-Harvey, Washington and Jefferson College
Liana Kerr Luciano, Washington and Jefferson College
Crystal Manion, Washington and Jefferson College

This panel seeks to highlight the ways in which an upper-level undergraduate course on race and sexuality in the cinema at a small, liberal arts college pondered the legacies left by BIPOC, feminist, and/or queer media scholars, and how those legacies can assist emerging scholars in the building of progressive futures. Ostensibly, this panel presentation applies the scholarship of bell hooks, Richard Dyer, Laura Mulvey, and Kimberlé Crenshaw to undergraduate textual analyses of contemporary films that represent Black lesbians, Puerto Rican women, and migrant women as protagonists. Three students from the course will first present their work from the course to illustrate their applications of an intersectional lens to cinematic analyses. Following the three formalized student presentations (ten minutes each), the students will be joined by their professor (and panel moderator) to discuss, in a roundtable format, how readings for the course were also applied to the critical work of imagining possible futures.

12:00pm-1:15pm

Hidden Stream Cafe

PCA General Business Meeting & Luncheon

All attendees are welcome to join us for the PCA General Business Meeting and Luncheon.

1:30pm-2:45pm

Classroom Building, Room 101

Teaching Diversity: Challenges, Strategies, Methods, and Experiences

Sponsored by: Past President's Interest Council/Communication Education Interest Council

Chair: *Janie Harden Fritz, Duquesne University*

Panelists: *Fadoua Loudiy, Slippery Rock University*

Valerie Lynn Schrader, Penn State Schuylkill

Georgia Bedford, Duquesne University

Tatyana Dumova, Point Park University

On the eve of its Quarter Millennial in 2026, America is changing—demographically, socially, and culturally. From being a part of a national conversation about shared values that unite Americans, diversity turned into a fodder for culture wars. Teaching diversity came under scrutiny, as a number of states had limited or even restricted it. This panel will focus on the challenges of diversity education in a college setting, ranging from affirmative action diversity to intellectual and viewpoint diversity. Panelists—department chairs, program directors, and participating faculty—will share teaching strategies, methods, experiences, and best practices as they apply to teaching diversity-related topics in a communication classroom.

1:30pm-2:45pm

Classroom Building, Room 119

From Burke to Twitter: Rhetorical, Philosophical, and Quantitative Approaches to Communication Questions

Sponsored by: Rhetoric & Public Address and Media, Society & Technology

Chair: *Cem Zeytinoglu, East Stroudsburg University*

Respondent: *Paul Lucas, University of Pittsburgh at Johnstown*

Inoculative Incongruity: The Rhetoric of Comic Relief in Gisele Fetterman's Primary Acceptance Speech

Brian Snee, University of Scranton

Situating Nietzsche in Burke's System

Andri Kosasih, Duquesne University

Communication on X: An Analysis of User Sentiment Towards Race Before and After Musk's Acquisition of Twitter

Keith Massie, Kutztown University

Rebecca Riccardi, Kutztown University

1:30pm-2:45pm

Classroom Building, Room 203

Pondering Our Past and Forging Our Future through Ethnography and Autoethnography

Sponsored by: Undergraduate Student Research

Chair: *Sheryl Goodman, Ursinus College*

Respondent: *Richard Talbert, Campbellsville University*

Beers, Bar Food, and Breasts: “Hooters Girls” in an Industry of Objectification
Jessica Schnur, Ursinus College

Do Not Pet My Sister Please: Applying Cultivation Theory to Beauty Standards
Annika Pickard, Eastern University

From Stigma to Strength: Understanding Mental Illness through the Application of Social Constructionism, and Standpoint Theory
Poetic Session, Penn State Schuylkill

Chernobyl Disaster and the Importance of Historical Narratives
Ana Laska, East Stroudsburg University

3:00pm-4:15pm

Health & Wellness Building, Room 201

PCA Ice Cream Social, Poster Session & Graduate School Fair

Sponsored by: Poster Sessions

Please join us in H&W 201 for the PCA Poster Session, featuring student posters, faculty posters, and student-faculty team posters. This event will also include the Graduate School Fair – if you are an undergraduate student looking to attend graduate school, or a masters student looking for a Ph.D. program, please stop by the event to learn about different graduate programs. All attendees are invited to take part in the Ice Cream Social as well, featuring ice cream from Penn State’s Berkey Creamery! We also encourage attendees to vote for their favorite student poster and favorite faculty or faculty/student collaboration poster using the QR provided at the Poster Session; winners receive a special “People’s Choice” award at the Awards Banquet Saturday evening.

Posters:

Climate Change, Greta Thunberg, and Simons’ Social Movement Leadership and Strategies Theory
Tiffany Bohner, Penn State Schuylkill

Communication Models in Higher Education: Where They Are Found and Why They Are Successful
Amelia Joubert, Penn State Wilkes-Barre

El Laberinto Del Fauno: Exploring the Horrifically Beautiful Maze of *Pan's Labyrinth* through Bruner's Narrative Theory
Erik Dubbs, Penn State Schuylkill

Bitzer’s Rhetorical Situation and the MLB’s Crackdown on Foreign Substances
Chris Duffy, Penn State Schuylkill

Burkean Identification and *Hadestown*
Jenalise Muir, Penn State Schuylkill

Music and Messages of Bruce Springsteen
Christopher Crafter, Penn State Brandywine

Understanding Persuasive Tactics Used By Tobacco Companies: A Rhetorical Analysis Using Aristotle’s Artistic Proofs
Karandhir Singh Flora, Penn State Schuylkill

Tokenism, (In)visibility, or Presence: A Case Study of Three Memory Spaces in West Chester, PA
Casey R. Schmitt, West Chester University
Tyanna Alexander, West Chester University
Lenora Overton, West Chester University

Developing & Testing the Parental Nutritional Communication Scale (PNCS): Messages Parents Exchange with Preschool-Aged Children About Healthy & Unhealthy Eating
Vanessa Heeman, Hiram College
Nichole Egbert, Kent State University

“I Made a Private Appeal”: Women’s Agency and Activism in 19th-Century Reading Newspapers
Kris Lowrey, Alvernia University

Cultural Identity and Intercultural Communication in the Carpatho-Rusyn Shepherd Carolers
Nicole Andel, Penn State Schuylkill
Harold Aurand, Penn State Schuylkill

Energetic Rhetorics in Lithium Extraction
Megan O'Byrne, Kutztown University
Amanda Celentano, Kutztown University

Bridging Education and Community Engagement: The Impact of Organ Donation PR Campaigns and Student Learning
Linda Burkley, Susquehanna University
Katrina Hook, Susquehanna University
Ashlea Oakum, Susquehanna University

Taylor Swift – Princess of Promotion & Publicity: Creating Her Own Communication Strategies
Jodi Radosh, Alvernia University

4:30pm-5:45pm

Classroom Building, Room 101

Top Papers in the Graduate and Undergraduate Writing Competition
 Sponsored by: Communication Honor Societies & the PCA Writing Competition

Chair: *Maryl McGinley, University of Pittsburgh at Johnstown*
 Respondent: *Valerie Lynn Schrader, Penn State Schuylkill*

Balancing Fire and Water: An Exploration of Relational Dialectics in *Elemental*
Kyla Valerie Guillermo, Penn State Schuylkill
 (Graduate Competition – First Place)

“See Me” Through Autoethnography: Invitational Rhetoric and the Importance of Reading Books Together
Tiffany Bohner, Penn State Schuylkill
 (Undergraduate Competition – First Place)

Shop Until You Drop: “Fast Fashion” at the Expense of Environmental Pollution
Ava Steneken, Temple University
 (Undergraduate Competition – First Runner-Up)

Navigating the Labyrinth of Privacy: An Analysis of Communication Privacy Management in *March Comes in Like a Lion*
Karandhir Singh Flora, Penn State Schuylkill
 (Undergraduate Competition – Second Runner-Up)

4:30pm-5:45pm

Classroom Building, Room 119

Pedagogical Capital: Education in an Applied Communication Key to Pondering our Past and Forging our Future

Sponsored by: Applied Communication

Chair: *Janie Harden Fritz, Duquesne University*

Pedagogy and the Marketplace: Past, Present, and Future Implications for Student and Faculty in the Internship Course
Sarah M. DeLuliis, Duquesne University

Toward a Theory of Pedagogical Capital
Janie Harden Fritz, Duquesne University
Linda A. Coleman, University of Pittsburgh

Building Pedagogical Capital Through Undergraduate Research
Sheryl Goodman, Ursinus College

In this panel, we introduce facets of the idea of pedagogical capital, which we consider as rooted generally in Bourdieu's (1986) notions of cultural and social capital. As in Bourdieu's conceptualization, "capital" implies resources that lead to desired personal, social, and/or cultural outcomes. Pedagogical capital results from particular ways of teaching, including structuring learning, engaging students, developing assignments, and evaluating work. Pedagogical capital may accrue from approaches that work for students and take the form of goodwill and likelihood of recommendations of professors and/or classes based on reputation derived from student experience. In this sense, the past feeds the present and the future. Pedagogical capital may also refer to departmental reputation in the eyes of administrators. The work of Arnett (1992), focused on the importance of conversation about ideas and between persons taking place in an educational institution's mission, provides such insights, suggesting that the notion of pedagogical capital is situated on the narrative ground of a given place. The notion of pedagogical capital resonates with applied communication as philosophically-informed communicative practices (Fritz, Bell McManus, & Kearney, 2023) given life in educational institutions. This panel offers three contributions to explore this concept, each taking a different perspective to inform and develop the idea of pedagogical capital as we ponder our past and forge our future in the communication field, an area traditionally rich with such capital.

4:30pm-5:45pm

Classroom Building, Room 203

Forging Our Future: Using Faculty Learning Communities To Tackle Development and Implementation of Innovative AI in Our Courses

Interest Group: Communication Education

Chair: *Julie Morgan, Eastern University*

Panelists: *Laura Brown, West Chester University*

Dawn Francis, Eastern University

Jennifer Hennessey-Booth, Eastern University

Mary Horchus, JPMorgan Chase & Co.

Faculty Learning Communities (FLCs) often bring cross-disciplinary faculty and professional staff together around a common goal. Many times, that goal is to enhance pedagogy and praxis. We have now entered an unprecedented time where our pedagogy and praxis are being significantly disrupted and reshaped by generative AI tools. How should we respond? This presentation will outline the way a small group of Communication faculty from multiple universities and industry leaders engaged in a collaborative FLC experience that served to demystify AI and facilitate its innovative use in their classrooms. In the process, it also positively impacted participants' productivity and well-being. Tips for developing and implementing an AI-focused FLC will be shared.

6:00pm-7:30pm

Hidden Stream Cafe

PCA Awards Ceremony, Banquet, and Keynote Address

All attendees are invited to attend PCA's annual awards ceremony, banquet, and keynote address.

Keynote Speaker:

Dr. Darcy L. Medica

Provost & Vice President for Academic Affairs, SUNY – Cobleskill



Darcy L. Medica (Ph.D., Rutgers University) is the Chief Academic Officer at SUNY-Cobleskill, where she spearheads the campus' efforts in program innovation, curriculum development, advancement of student achievement, and sustaining a culture of inclusion and belonging. She previously served as the Director of Academic Affairs and Interim Chancellor at Penn State Schuylkill and as an Associate Professor of Biology. Dr. Medica is an outstanding mentor for both students and faculty and is a strong advocate for undergraduate research.

7:30pm-8:00pm

Hidden Stream Cafe

Executive Council Meeting

PCA Awards

- ☞ **Julia T. Wood Teacher/Scholar Award** recognizes achievements of a Pennsylvania related teacher/scholar whose outstanding service and contributions are highly visible and influential on students and fellow scholars alike.
- ☞ **The Pennsylvania Communication Association Speaker of the Year Award** honors Pennsylvanians who excel at public speaking.
- ☞ **The Robert T. Oliver Lifetime Achievement Award** recognizes contributions of an outstanding PCA member at, during, or near retirement. The award honors people in various aspects of communication within which members ordinarily work.
- ☞ **The Carroll Arnold Distinguished Service Award** recognizes contributions of a PCA member to the profession and/or to PCA. The award could be for long and faithful service, outstanding teaching, distinctive service, and/or a single outstanding contribution.
- ☞ **The Donald Ecroyd Research and Scholarship Award** recognizes a PCA member who has a commitment to and a sustained record of research and publication in the field of communication.
- ☞ **The Harvey Kelly Excellence in Teaching Award** recognizes a PCA member who has demonstrated a passion for and a mastery of teaching, both in and out of the classroom. The award could be for innovative methods in the classroom, community-based education, demonstrated impact, lifetime accomplishment, or a single exceptional accomplishment.
- ☞ **The Voices of Tomorrow College Communicator of the Year Award** recognizes excellent communicators at the college level. This award is presented to a Pennsylvania college student who excels in curricular and extracurricular communication (including speech or media) work, who uses communication skills in a service capacity, and who demonstrates promise of future leadership through communication.
- ☞ **The Jeanne Lutz High School Speaker of the Year Award** recognizes excellent communicators and/or role models at the high-school level.

The Julia T. Wood Teacher/Scholar Award

2024 Robert T. Craig	2014 Roderick Hart
2022 Maria del Guadalupe Davidson	2013 William K. Rawlins
2021 Annette Holba	2012 Carole Blair
2019 Karen Tracy	2011 Martin J. Medhurst
2018 Arthur P. Bochner	2010 Stephen Lucas
2017 Barbara Biesecker	2009 James C. McCroskey
2016 Gary Gumpert	2008 Julia T. Wood
2015 Mary Ann Fitzpatrick	

The Pennsylvania Communication Association Speaker of the Year Award

2024 Darcy L. Medica	2008 Glenn Kranzley
2023 Autumn Redcross	2007 Luke Ravenstahl
2022 Tameko Patterson	2006 David Brown
2019 Daniel Egusquiza	2005 Carol A. Tschop
2018 Susan Yochum, SC	2004 Edward Rendell
2017 Kenneth G. Gormley	2002 Jane Claire Orie
2010 Michael Gross	2001 John Chapin
2009 Rick Sebak	2000 Graham Spanier

1999	Mark Schweiker	1975	Herman Cohen
1998	John E. Murray, Jr.	1974	Metropolitan Pittsburgh
1997	Karen Wiley Sandler	1973	K. Leroy Irvis
1996	The Young Center for the Study of Anabaptist & Pietist Groups	1972	Richard S. Schweiker
1994	James H. McCormick	1971	Westinghouse Broadcasting Co, Inc.
1993	Robert E. Feir	1970	Helen D. Wise
1992	Charles Gray	1969	Fred Rogers
1991	Senator John Heinz	1968	Robert Lionne DeWitt
1990	Dennis S. Gouran	1967	Millard E. Gladfelter
1989	Helen McLain	1966	William W. Scranton
1988	John Meehan	1965	Emma Guffey Miller
1987	Carroll C. Arnold	1964	Anne Herr
1986	Samuel Hazo	1963	Robert T. Oliver
1985	G. Terry Madonna	1962	David Lawrence
1984	Robert C. Milburn	1961	Gerald F. Flood
1983	Wayne Van Dine	1960	Josie Carey
1982	Mary J. Purcell	1959	Cloyd S. Harkins
1981	Sandy Starobin	1958	Charles Nutting
1980	Willie Stargel	1957	Janet Blair
1979	Ethel D. Allen	1956	Everett Lee Hunt
1978	Cyril Wecht	1955	James Stewart
1977	Caryl M. Kline	1954	Daniel A. Poling
1976	Martin H. Morand	1953	Benjamin Fairless

The Robert T. Oliver Lifetime Achievement Award

2024	John Chapin	2006	Jean Ann Streif
2023	Molly Wertheimer	2005	Joseph G. Meyers
2022	Ronald C. Arnett	2004	Glen Richey
2021	Pat Arneson	2003	Richard Gregg
2019	Linda Schifino	2002	Dennis Gouran
2018	John Lawson	2001	Diane Casagrande
2017	Donna S. Weimer	2000	Herman Cohen
2014	James Tomlinson	1999	Richard Coffman
2012	Richard Goedkoop	1998	Harvey R. Kelly, Jr.
2008	Chrys Gabrich	1997	Jeanne M. Lutz
2007	Harry Strine	1996	Thomas A. Hopkins

The Carroll Arnold Distinguished Service Award

2024	Joel Ward	2002	Donna Weimer
2023	Paul Lucas	2001	Ronald C. Arnett
2022	Jill K. Burk	2000	Chrys Gabrich
2021	Jen Jones	1999	Dale Bertelsen
2019	Donna Weimer	1998	Barbara W. Uncapher
2018	Amanda G. McKendree	1997	Joseph G. Myers
2017	Cem Zeytinoglu	1996	Myrna Foster-Kuehn
2016	John Lawson	1995	Jean Ann Streiff
2015	Nichola Gutgold	1994	Richard A. Coffman
2014	Kristen Lynn Majocha	1994	Madeline Boyland
2013	Sheryl Baratz Goodman	1993	Glen Richey
2012	Linda Schifino	1992	Richard J. Goedkoop
2011	Ann Jabro	1991	Robert T. Oliver
2010	Dennis S. Gouran	1990	Harriet Rudolph
2008	Grace Fala	1989	Beryl A. MacLean
2007	Terrie Baumgardner	1987	Harvey R. Kelly, Jr.
2006	Janie Harden Fritz	1986	Thomas A. Hopkins
2005	Grace Coleman	1985	Warren O. Richardson
2004	John Chapin	1984	Herman Cohen
2003	Dennis Woytek	1982	Ralph Towne

1981 Jeanne M. Lutz
 1980 Donald Ecroyd
 1979 Thelma Caruso

1978 William S. Tacey
 1977 Vernon Metz

The Donald H. Ecroyd Research and Scholarship Award

2024 Tatyana Dumova
 2022 Valerie Lynn Schrader
 2021 Inci Ozum Ucok-Sayrak
 2019 Fadoua Loudiy
 2018 Craig T. Maier
 2017 Marianne Dainton
 2016 Andrew Smith
 2015 Isaac Catt
 2014 John Lyne
 2013 Pat Arneson
 2012 Deborah Eicher-Catt
 2011 Janie Harden Fritz
 2010 Christopher Lyle Johnstone
 2009 Nichola D. Gutgold
 2008 James P. Dillard
 2007 Alfred G. Mueller, II
 2006 Mary Mino
 2005 Molly Wertheimer
 2004 Calvin L. Troup
 2003 Ronald C. Arnett

2002 John Chapin
 2001 Marilyn Daniels
 2000 Wayne McMullen
 1999 Mary Mino
 1998 Margaret J. Patterson
 1993 Marilyn Daniels
 1991 Eric Zook
 1990 Hal Witteman
 1989 Thomas Rostek
 1988 Susan Jarboe
 1987 Stephen Browne
 1986 Lester Olson
 1983 William Rawlins
 1983 Karen Tracy
 1982 Randy Hirokawa
 1981 Tony Lentz
 1977 Bonnie Johnston
 1976 Lyle Sussman
 1975 Art Bochner
 1974 Jan Kubicki

The Harvey Kelly Award for Excellence in Teaching

2024 Valerie Lynn Schrader
 2023 Sarah DeLuliis
 2022 Tatyana Dumova
 2021 Paul Lucas
 2019 Inci Ozum Ucok-Sayrak
 2018 Dawn Pfeiffer Reitz
 2017 Craig T. Meier
 2016 Jennifer Wood
 2015 Hans Schmidt
 2014 Sheryl Baratz Goodman

2013 Melissa Cook
 2012 Cem Zeytinoglu
 2011 Jennifer Snyder-Duch
 2010 Alfred G. Mueller, II
 2009 Janie Harden Fritz
 2008 Ann Jabro
 2007 Donna S. Weimer
 2006 Kathleen Taylor Brown
 2005 Kathleen Glenister Roberts
 2004 Pat Arneson

The Voices of Tomorrow College Communicator of the Year Award

2024 Kacey Harper
 2023 Jayden Furge and Ashley Farrell
 2022 Francesca Palmeri
 2021 Emily Learn
 2019 Hannah Fassbender
 2018 Paige Parise
 2017 Molly Mitchell
 2016 Alyssa Wharton
 2015 Jacey L. Hunter

2014 Taylor Coniglio
 2013 Natalie Pertz
 2012 Rosemary Clark
 2011 Kelly Matune
 2010 Davnese J. Booker
 2009 Joshua M. Seacco
 2008 Sherrie Dunlap
 2007 Ralph Gigliotti
 2005 Heather Papinchak

The William S. Tacey School of the Year Award

2024 Pottsville High School
 2023 Pine Richland High School
 2022 Abington Heights High School
 2021 Beaver County Christian School
 2019 Unionville High School

2018 Greensburg Salem High School
 2016 Richland High School
 2015 Mt. Lebanon High School
 2014 Oakland Catholic High School
 2011 North Allegheny High School

2010 Pocono Mountain West High School	1982 Radnor High School
2007 St. Bonaventure Parish	1981 Sacred Heart High School
2005 Mechanicsburg High School	1980 Shikellamy High School
2004 Oakland Catholic High School	1978 Northern High School
2003 Centre Area School Districts	1977 Derry Area High School
2000 North Hills High School	1976 Scranton Central High School
1999 Danville Area High School	1975 Bethel Park High School
1994 Shikellamy High School	1974 Pennsbury High School
1992 Penncrest High School	1973 Edgewood High School
1991 Mercer Area High School	1972 Shamokin Area High School
1990 Scranton Central High School	1970 Grove City High School
1989 Mechanicsburg High School	1969 Hempfield High School
1988 Cedar Cliff High School	1968 North Hills High School
1987 McCaskey High School	1967 Charleroi Area High School
1986 Pennsbury High School	1966 Cedar Cliff High School
1985 North Hills High School	1965 Moon High School
1984 Harry S. Truman High School	1964 Eisenhower High School
1983 McKeesport Area High School	

The Jeanne Lutz High School Speaker of the Year Award

2024 Ryan March	2007 Grace Muller
2023 Udbhav Akolkar	2005 Kourtney Stone
2022 Faith Bennett	2004 Tim Michaux
2019 Daisy Qiu	2003 Katie Koehler
2018 Audrey Johnson	1999 Khaldoun Makhoud
2017 Ryan Patrick McNelis	1999 Danielle Buchma
2016 Noah Glatkke	1995 Anne King
2015 Alexis Galvis	1994 Brandy Sue Lait
2014 Maria Navarro-Gutierrez	1993 Julie A. McCabe
2011 Lilly Zhang	1992 Joshua Decker
2010 Joseph LoPresti	1991 Aileen Green

Honorary Life Members

☞ Ronald C. Arnett	☞ Beryl MacLean
☞ Diane Casagrande	☞ Joe Meyers
☞ Richard A. Coffman	☞ Charlotte McLain
☞ Herman Cohen	☞ Callistos Milan
☞ Paul Holtzman	☞ Robert T. Oliver
☞ Tom Hopkins	☞ Glen Richey
☞ Harvey Kelly	☞ Ralph Towne
☞ Manuel Kuhr	☞ Barbara Uncapher
☞ Jeanne M. Lutz	

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- ☞ Intercultural Communication – Linda Coleman, *University of Pittsburgh*
- ☞ Media, Society & Technology – Tim Michaels, *Penn State University*
- ☞ Performance Studies – Paul A. Lucas, *University of Pittsburgh–Johnstown*
- ☞ Philosophy of Communication – Joel Ward, *Geneva College*
- ☞ Poster Session – Cem Zeytinoglu, *East Stroudsburg University*
- ☞ Rhetoric and Public Address – Georgia Bedford, *Duquesne University*
- ☞ Strategic Communication/IMC – Kimberly Flanders, *St. Francis University*
- ☞ Undergraduate Student Research – Janelle L.H. Gruber, *Penn State–Schuylkill*