The Politics of Communication

Ohio Communication Association
72nd Annual Conference
Saturday, October 4, 2008
Marietta, OH
hosted by Marietta College
Dear participants in the Ohio Communication Association Conference,

Welcome to Marietta College. From the early teaching of rhetoric, one of the original liberal arts, to the requirement of speech communication of all freshmen and the more recent addition of a Master of International Corporate Media degree, Marietta College has recognized that for a person to be truly educated, he or she must know how to communicate. The search for knowledge here, as at your institutions, goes hand in hand with a commitment to open discourse. For all of these reasons, we are delighted to have students and scholars from all parts of Ohio here and hope that you will find our campus a stimulating and comfortable environment for your conference.

It is appropriate that you have chosen as your theme “The Politics of Communication,” and that you will explore that topic in all of its ramifications. Our campuses operate in highly political environments, with critics accusing faculty of forwarding their own personal agendas and administrators of ignoring the public good. Although we do not believe these criticisms are justified, they do point to the need for clarity in communication. The ways we in the academy frame questions, skirting both the pitfalls of unquestioning dogmatism and a meaningless relativism, are often misunderstood. The ways we describe our missions and educational outcomes often do not resonate with a public looking for accountability.

The current Presidential election, more than any other in decades, has caused us to reflect on the role of communication in our democracy and the links between communication and freedom. We have been reminded this year of the power of old-fashioned political oratory and debating skills. We have seen the internet used in unprecedented ways to develop grassroots support and that skillful bloggers have the power to define political issues. The ascendency of new media in political communication makes it incumbent on all of us to help students refine their critical thinking and analytical skills and to think deeply ourselves about the ways in which the media define the message today. All of the aspects of communication—style, substance, media and pedagogy converge in this challenge, and it is gratifying that your program will address such a varied set of topics.

Your work is central to educated people’s ability both to think clearly and to argue persuasively, and we thank you for the commitment you make every day. On behalf of the Marietta College faculty, students, and staff, we wish you a very productive and enjoyable conference.

Sincerely,

President

Provost

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215 Fifth Street • Marietta, Ohio 45750 • 740.376.4000 • www.marietta.edu
The Politics of Communication

Over the years, Ohio has played a significant role in our understanding of elections, political campaigns, and persuasive discourse. From the Erie County Studies to Ohio’s critical role in the 2004 presidential election, the state continues to be rich in opportunities to understand the role of communication within a democracy.

However, “The Politics of Communication” focuses on more than just the importance of communication in an election year. Politics go beyond government candidates and elections. There are politics in business, health, relationships, and the media that must be negotiated and studied. For example, under this theme, we consider the impact of politics on competent communication at our universities. Accordingly, we consider the role effective mentoring plays in helping new faculty and students navigate the politics of academic life.

Scholars and teachers were invited to address this theme by examining the nuances of political campaigns, exploring the impact of persuasive discourse on our daily lives, and providing new ideas and interesting directions for the study of the politics of communication. OCA continues to offer researchers, instructors, graduate students, and undergraduate students an opportunity to share ideas for teaching and research, and to develop relationships with Ohio communication professionals.
2008 Ohio Communication Association Conference

Conference Schedule
Saturday, October 4, 2008

7:30 a.m.  Registration Opens
Andrews Hall – 1st Floor Entrance

7:30-8:00 a.m.  Poster Set-up
Thomas Hall – 3rd Floor

Continental Breakfast
Thomas Hall – 3rd Floor

POSTER SESSION
8:00-11:00 a.m.
Thomas Hall – 3rd Floor

Graduate Student Posters

The U.S. and Its Allies in the Suez Crisis: Linking the U.S. to an International Crisis in *Time* and *Newsweek*
Kimberly Crear, Ohio University *

Charisma: A Literature Review
Rebecca Dover, West Virginia University

The Self-Efficacy of Students, Instructors, and the University: A Predictor of Retention, Productivity, Satisfaction, and Commitment
Brandy Frisbi, West Virginia University

The Presence of the United Nations in Stories Pertaining to Iraq on NBC Six Months Prior and Six Months Following the U.S. Invasion on March 20, 2003
Melissa Gerber, Ohio University *

Literature Review of Verbal Aggression: Studies from 2004 to the Present
Tyler Louk, West Virginia University

Chinese Bloggers in PX-Protest: Opinion Leadership, Revolutionary Concept and Inter-Media Agenda-Setting
Ying Luo, Ohio University *

Xiaofang Ma, Ohio University *

A Review of Literature: Self-Handicapping
Robert Maser, West Virginia University

Politicizing Cultural Competence in the Medical Context
Mumba Mumba, Ohio University

Teaching Math and Confidence through Burkean Identification: A Rhetorical Analysis of Danica McKellar’s *Math Doesn’t Suck*
Valerie Lynn Schrader, Ohio University

Deconstructing “Ketchumgate”: Ethical Considerations of Government Contracted Public Relations
Heather M. Stassen, Ohio University

The Coverage of Kosovo Independence in the *New York Times* and Russian *Kommersant*
Arman Tarjimanyan, Ohio University

The Limits of Political Discourse in the Media: A Critical Interpretative Analysis of the July War and Operation Summer Rain in the *New York Times*, *Chicago Tribune*, and *Washington Times*
Jeffrey Tischauser, Northeastern Illinois University

Cultural Competence in Appalachia: Communicating Diabetes Prevention and Management Effectively
Kallia Wright, Ohio University

Chong Wu, Ohio University

* = debut
Undergraduate Student Posters

Using Social Identity Theory to Explain Intergroup Communication Among Heterosexual and Homosexual Males  
*Adam Bickel, Youngstown State University*

Cultivation Theory and Television Viewers’ Attitudes About Marriage  
*Ciara D’Altorio, Youngstown State University*

Family Structure and Personal Identity  
*Sara Davis, Ohio University Zanesville*

The Postchaos Narrative: Politics of the Term “Narrative Medicine” in Speech Pathology Research and Practice  
*Margaret Jane Downey, Muskingum College*

Culture Shock  
*Angela Eymann, Ohio University Zanesville*

Secrets for a Stranger: An Analysis of the Postsecret Community  
*Thomas W. Gray, Marietta College*

Why Study Cross-Culture Communications  
*Jacob Hooper, Ohio University Zanesville*

Alien Nation: Star Wars and the Effects of Space “Race”  
*Justin Lucas, Ohio University*

Cross-Cultural Family Communication  
*Keisha Norris, Ohio University Zanesville*

Communication and Leadership  
*Megan Romine, Ohio University Zanesville*

* = debut

Undergraduate and Graduate Student Poster Competition

During the undergraduate and graduate student poster session, judges will review posters in a variety of areas including **construction of the poster, presentation skills**, and the **research** from which the poster was created. The top posters will be recognized during the OCA Business Meeting immediately following lunch. Judges for the poster competition include Candice Thomas-Maddox (Ohio University-Lancaster), Anne Greenleaf (Ohio University-Lancaster), and Jennifer Lee Walton (Ohio Northern University). Poster session attendants are Jaietta Jackson (Youngstown State University) and Dorian Mermer (Youngstown State University).

PANEL SESSIONS

8:00-9:00 a.m.

101  Using Student Newspapers and Electronic Media for the Communication of Political and Social Ideas to the Millennia Generation  
Thomas Hall  
Chair, **Rita Bova, Columbus State Community College**

Panelists  
*Clay Cormany, Columbus State Community College*  
*Jessica Johnson, Columbus State Community College*  
*Matthew Lester, Columbus State Community College*  
*Robert Stein, Columbus State Community College*

The long and overwhelming primary contests have established that conventional election methods of involving the electorate in voter decision-making are a relic of the past. The use of Facebook, online debates, e-mail fundraising and e-voting have engaged a new set of voters. What place do campus publications have in this flurry of communications? Who is the target audience? What does the future hold for conventional journalism in politics? Is there a new communications style in political speech making? The panel will analyze these questions.
Learning Challenges in International Collaborative Projects: A Case Study of Ohio University's Global Leadership Center

Panelists
Amy Bush, Ohio University
Jonathan Gray, Ohio University
Tatum Risch, Ohio University

This panel illustrates the unique teaching and learning styles at Ohio University’s Global Leadership Center (GLC). The GLC offers a two-year undergraduate certificate program that aims to prepare students to become life-long learners who embrace the world’s complexity. To accomplish this program, the students have to take eight GLC courses and acquire two international academic experiences, such as an internship abroad or attend an international conference. All GLC classes are non-traditional, lectures and exams are not applied here. Occasionally, the GLC invites guest speakers on related topics. The students in this program work in teams on real-world projects with international-focuses. Whereas the faculty members act as facilitators who give advice and guidance to the students, however, neither teach nor tell. As a result, the students strive to learn on their own through the ambiguity and complexity of the real-world. The panelists are current GLC students. They will share their thoughts and experiences on how they handle their GLC learning challenges. Each student will talk about different GLC projects that focus on Thailand, Liberia, and Japan.

Choosing Words Carefully: The Rhetoric of American Leaders

Hillary Clinton’s Conversation: Feminine Style and Presidential Politics
*Sheryl Cunningham, University of Washington*

"Because They Tell Better Stories:" The Superiority of the Republican Party’s Use of Narrative as an Explanation for the GOP’s Success in Recent Presidential Elections
*David Foster, The University of Findlay*

Addressing Public Indiscretions: A Re-Examination of Rhetorical Apologia
*Kathleen M. German, Miami University*

The Politics of Creation-Care: A Pentadic Analysis of the March 1, 2007 Global Warming Letter Sent From 25 Evangelical Leaders to the National Association of Evangelicals
*Julia A. Spiker, The University of Akron*

Policy and Practice: Competitive Papers on the Politics of Media

A Political Hot Potato: Interpreting the FCC’s Recent Policy with Regard to Indecency
*Richard J. Knecht, University of Toledo*

A Focus on China’s Dramatically Changing Media Industry
*Marilee M. Morrow, Marietta College*

Censored: Defining Controversial Content in Scholastic Publications in the 21st Century
*Audrey E. Wagsstaff, Kent State University*
*Candace Perkins Bowen, Kent State University*
Examining the Local Angle of the National and International Story: An Analysis of Northeast Ohio News

Tom Hall
Room 309
Chair, Mary Beth Earnheardt, Youngstown State University

Sam Sheppard Trial Rocks Cleveland
Elizabeth Boon, Youngstown State University *

Kent State Shootings
Dana Hilbert, Youngstown State University *

Tornado Tears through Northeast Ohio
Jessica Petrinjak, Youngstown State University *

Youngstown Man Dies on Titanic
Diane Platton, Youngstown State University *

The Cleveland Browns Move to Baltimore
Megan Villers, Youngstown State University *

Journalists are trained to localize national news stories. When a big story breaks, journalists at newsrooms across the country look for a local resident who was involved, a member of a local chapter of an interest group, or any other way to make the national news relevant to those who are served by the news organization. This panel focuses on national news stories that had strong ties to northeast Ohio. Students collected a sample of national and local news coverage of the above stories. Papers include portfolios of sample news clippings from Northeast Ohio newspapers. Clippings will be provided for audience members to review during and after the presentation. Students examined the sample for trends in coverage with special attention paid to the differences between local and national coverage.

The Interpersonal Politics of the Multicultural Classroom: Insights and Impediments

Thomas Hall
Room 312
Chair, Jack Hillwig, Marietta College

Panelists
Samantha Armacost, Marietta College
Liane Gray-Starmer, Marietta College
Mo Yi Jia, Marietta College
Yao Yu, Marietta College

According to Shuk, Berry and Williams in their article on Hong Kong students studying in the United Kingdom: "It is the dream of many parents around the world to send their children to English-speaking countries for their education. It is their belief that these countries provide a good education and, most important, an English language environment in which their children can increase their English language proficiency, thus considerably enhancing their higher education and future employment opportunities."

As this trend continues, the likelihood of Chinese and American students sharing a classroom becomes more and more of a certainty. As a Chinese government sanctioned institution, Marietta College enjoys a distinct reputation as a destination for would-be Chinese scholars. Consequently, understanding and managing the complex nature of the American-Chinese classroom becomes of critical importance. This panel will examine the emotional, intellectual, social and motivational differences between Chinese and American students. The panel will examine communication, language and classroom culture problems, propose solutions to those problems, and focus on the shared characteristics of the Chinese and American students as well as the differences.
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203  Top Undergraduate and Graduate Student Papers
    Thomas Hall  Chair, Candice Thomas-Maddox, Ohio University
    Room 327

Top Undergraduate Papers
Self-Presentation and Social Networking: Creativity, Expression, and Personal Information on MySpace Pages
Rachel Blazak, Youngstown State University #
Emily Betts, Youngstown State University *

Breaking the Boundaries: Barack Obama and Hillary Clinton's 2008 Campaign Rhetoric
Raymond Castronovo, State University of New York College at Oneonta *

Top Graduate Papers
Obama’s Jeremiad: A Modified Version of the Modern and African American Jeremiads
Stephanie R. Kirkpatrick, The University of Akron ^

Coming of Age: Global Warming Coverage in Australian Media since Kyoto-friendly Leadership
Annah Korpi, Ohio University ^

204  Vying for the Prize: Competitive Papers on Political Communication
    Thomas Hall  Chair, Anne Greenleaf, Ohio University-Lancaster
    Room 328  Respondent, Sheryl Cunningham, Wittenberg University

The Bifurcation of Truthiness: Immediate and Delayed Audiences of Irony
Timothy P. Pollock, Jr., Ohio University ^

Smart like a Fox: Analysis of Vicente Fox’s Presidential Campaign in Mexico
Heather M. Stassen, Ohio University ^

Pulling at Our Heartstrings: The Republican Party’s Use of Pathos in Their Presidential Campaign Rhetoric as an Explanation for Their Success in Recent Presidential Elections
David E. Foster, The University of Findlay

10:20-11:20 a.m.

301  GIFTS
    Thomas Hall  Great Ideas for Teaching Speech
    Room 309  Chair, Mabry M. O'Donnell, Marietta College

Two Dreams: Race and Gender in the 2008 Democratic Presidential Primary
Erin H. Armstrong, Ohio University ^

Audience Analysis Using Everyday Objects
Kaustubh Nande, Ohio University ^

Ten Strategies for Dealing with Politics in Your Academic Program
Nancy M. Somerick, The University of Akron

Philanthropy as a Group Persuasive Speech Assignment
Leland G. Spencer, University of Cincinnati ^

Ornamental Language Tree: An Activity for Communicating the Concept and Application of Ornamental Language
Heather M. Stassen, Ohio University ^

# - undergraduate paper
^ - graduate paper
The Politics of the Body

Chair, Jeff Tyus, Youngstown State University

Panelists
Laura Russell, Ohio University
Anne Gerbensky-Kerber, Ohio University
Sarah Heiss, Ohio University
Stephanie Young, Ohio University

From the internet to the boardroom and even the playground, there is no escape from the public discourses that influence cultural understandings of the body. Often objectifying, these discourses have political messages: what is normal or deviant, what is desirable, what can be controlled, and what is right or wrong. Not only do these messages impact what the larger society believes about the body, but they also permeate the ways in which individuals think about, value, and identify with their own bodies. Because connections between the body and the self have become a centerfold for discussions among people of all ages, it is important to explore the implications of the meanings that transpire. The scholars of this panel will present how the human body is rendered through social politics encountered in public discourse and promotion, interpersonal relationships, and artifact analysis.

OCA Past President, Lawrence “Larry” Hugenberg

Lawrence “Larry” Hugenberg, a popular Kent State University communication professor, died unexpectedly August 11, 2008. Hugenberg was widely known for his interest in popular culture, according to an August 13 story in the Kent State student newspaper, the Kent Stater.

“He cared deeply for his students and colleagues and worked harder than anybody I’ve ever known,” Stan Wearden, director of the School of Communication Studies, told the Kent Stater. Hugenberg’s research focused especially on NASCAR fans, watching them more than the cars, said Wearden. He also taught a course on movies, media and culture, along with graduate-level courses in communication, political communication and research methods and undergraduate courses in communication theory, organizational communication, communication and influence, and sports communication.

Hugenberg earned a bachelor’s degree in social work, as well as master’s and doctoral degrees, from Ohio State University. He was on the faculty at Youngstown State University for 26 years before moving to Kent State in 2006. He had written more than 30 books and more than 50 articles and book chapters, in addition to making more than 150 conference presentations. He was the current and founding editor of the Journal of Communication Studies, wrote for the Ohio Speech Journal and edited Communication Teacher and The Basic Communication Course Annual.

Survivors include his wife, Dr. Barbara Hugenberg, also on the Kent State faculty, four adult children and one adult stepchild. The School of Communication Studies established the Lawrence W. Hugenberg Scholarship Fund. For donation information, please contact Stan Wearden at swearden@kent.edu, 330-672-2659, or send your donations to: School of Communication Studies, P.O. Box 5190, Kent, OH 44242 (from OCA Conversation, September 2008).
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303   But I'm Not a Stats Major: Examination of Statistical Techniques
Thomas Hall  Chair, Rekha Sharma, Kent State University
Room 327

Advanced statistical procedures allow communication researchers to test sophisticated hypotheses and research questions, yet some scholars may not be comfortable about how to utilize these procedures. Kent State Communication Studies doctoral students will present statistical analyses that can be useful in empirical research about analysis of covariance (ANCOVA), multiple regression interactions, structural equation modeling (SEM), partial/semi-partial correlations, and distinctions between simultaneous, sequential, and stepwise multiple regressions.

Understanding the Basics of SEM
Esther Agyeman-Budu, Kent State University

Distinctions between Simultaneous, Sequential and Stepwise Entry Multiple Regression
Amy Dalessandro, Kent State University

Statistical Control, Partial and Semi-Partial Correlations
Sarah Lane, Kent State University

Multiple Regression Interactions
Carol Savery, Kent State University

Analysis of Covariance: An Overview of its Elements, Assumptions, and Applications
Rekha Sharma, Kent State University

304   Representation and Responsibility: Competitive Papers in Media
Thomas Hall  Chair, Heidi Arnold, Sinclair Community College
Room 328  Respondent, Theodore A. Avtgis, West Virginia University

Is Overall Viewing a Useful Measure in Television Research?: A Look at How Genre Impacts Media Effects
Amber L. Ferris, Kent State University

Fear Appeals in Health Organizations: Mass Media Strategy for Behavior Modification
Paul A. Kuffel, Kent State University

Politics, Private Lives, and Personal Space: The Thin Line between Investigative Reporting and Sensationalism
Judith Roberts, Louisiana Tech University/News Bureau

Deutsche Welle TV: A German European Ambassador for a Multi-National Audience?
Christina Sanko, Ohio University

2008 Ohio Communication Association Conference

OCA Conference 2009
INSPIRED

Most of us have benefitted from the inspiration of a mentor, and many of have served as the inspiration for others to embrace the Communication discipline. The 2009 conference of the Ohio Communication Association (Saturday, October 3, 2009 in Columbus, OH) will focus on acknowledging the legacy of scholarship, teaching, and service of which we are a continuing part. We welcome all kinds of programs that talk about the inspiration that has previously come to and now flows from our profession. We are particularly interested in those programs that honor those who came before us and others that discuss our roles as inspirational figures to our colleagues and students. Such inspiration may be found in the examples we set in our professional activities but might also include how we conduct ourselves beyond the academy to our civic, religious, and personal lives.
11:30 a.m.  **KEYNOTE ADDRESS**  
McDonough Auditorium

**Welcome**  
Jean Scott  
President, Marietta College

**Keynote Remarks**  
Jennifer Garrison  
State Representative (D-93rd District)

**Keynote Address**  
R. Lance Holbert  
The Ohio State University

12:30 - 1:50 p.m.  **LUNCH and BUSINESS MEETING**  
Andrews Hall

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**R. Lance Holbert, The Ohio State University, School of Communication**
Lance Holbert teaches at The Ohio State University in the areas of persuasion, strategic communication, political communication, and research methods. His research has appeared in the *Journal of Communication*, *American Behavioral Scientist*, *Media Psychology*, *Journal of Broadcasting & Electronic Media*, *Human Communication Research*, and *Political Communication*. He recently authored an entry on talk radio in the *Encyclopedia of Political Communication*.

As indicated by his contributions to the discipline, Holbert is an accomplished scholar in communication. In terms of political communication, his research has focused on the influence of entertainment television (e.g., *The West Wing*, *The Daily Show with Jon Stewart*) and other non-traditional political outlets (e.g., *Michael Moore’s Fahrenheit 9/11*) on basic democratic outcome variables. He has explored how the use of these non-traditional outlets complement the functions of more traditional sources of political communication (e.g., debates, TV news, newspapers) in producing a range of effects, as well as how various traditional political communication information outlets function alongside one another to influence voters. He continues to study how the field of communication can better employ the use of structural equation modeling as a multivariate analytic technique.

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**State Representative Jennifer Garrison (D-93rd District)**
Jennifer Garrison is serving her second term on behalf of her constituents in Guernsey, Monroe and Noble Counties, and parts of Washington and Muskingum Counties. She is currently running for re-election. The Cincinnati-area native and daughter of a union plumber earned a bachelor’s degree in economics and business administration from Xavier University. She then received her law degree from Catholic University Law School in D.C.

Garrison lobbied Ohio’s Congressional delegation to vote on legislation that positively impacted Ohio’s funding for transportation and natural resources. She completed a judicial clerkship in Philadelphia and became a practicing attorney. Jennifer moved to Marietta in 1990 and entered public service to protect families and find a fix for school funding.

She serves as Ranking Member of the Juvenile and Family Law Committee, and she also sits on the Education, Public Utilities and Energy, and Finance and Appropriations Committee and the Primary and Secondary Education Subcommittee. Garrison is a former board member of the domestic violence shelter EVE and the Washington County Mental Health & Alcohol Addiction Board, and she is past Commissioner on the Marietta Civil Service Board. Rep. Garrison also volunteered in the Marietta City Schools. She is licensed to practice law in Ohio, Pennsylvania, and West Virginia.
2008 Ohio Communication Association Conference

PANEL SESSIONS
2:00-3:00 p.m.

401  WORKSHOP
Thomas Hall
Room 309
Learner-Centered and Innovative Teaching: 167 Years of Teaching
Speech Communication to High School & University Students

Panelists
Ronald Fetzer, Miami University
Kathleen German, Miami University
John J. Makay, Bowling Green State University
Robert Vogel, Miami University

As professional educators settle into the twenty-first century, they face a wide variety of instructional challenges, diversity mix of students, and greater demand for life-long skills and competencies in a complete world that relies on integrating technology as well as on-demand information access. The creative opportunities for using highly engaging learning activities are numerous, exciting, but also challenging. Teachers, like all other professionals, want to excel in their careers, but also have a quality personal life. This interactive workshop for communication teachers is based on an audience-centered approach to teaching that will be demonstrated through use of an experiential learning methods designed to promote, engage, and support student learning and development. Using a team-teaching strategy, the workshop facilitators will engage all participants once they complete brief survey cards, which will become the context for sharing unique course assignments, content modules, and speech teacher tools designed and previously used over a long period of time in a wide variety of communication courses with both high school and university students.

402  Competitive Papers on Media and the Electorate
Thomas Hall
Room 312
Chair, David Foster, The University of Findlay
Respondent, Aaron V. Burton, Bowling Green State University

Online Engagement: How Netizens Are Blogging on Clinton's and Obama’s Official Campaign Websites
Erin H. Armstrong, Ohio University ^

The Nation of Islam’s Internet Rhetoric and Its Potential Effect on Barack Obama’s Bid for the Presidency
Brett A. Barnett, Slippery Rock University

Material Absences: Interpellating Absence at the 2007 Values Voters Presidential Debate
Timothy P. Pollock, Jr., Ohio University ^

403  Developing Guidelines for Civil Use of New Communication Technologies:
Thomas Hall
Room 327
Toward Establishing a “Netiquette” of Communication
Chair, Cary Horvath, Youngstown State University
Respondent, Matthew Smith, Wittenberg University

Rancor and the Internet: Encouraging Civility on the Internet
Dan O’Neill, Youngstown State University
Dorian Mermer, Youngstown State University

To Text or Not to Text: Norms, Rules, and Guidelines for Text Messaging
Adam C. Earnheardt, Youngstown State University

# - undergraduate paper
^ - graduate paper
2:00-3:00 p.m. - 403 (continued)

Do’s and Don’ts in Cell Phone Etiquette
Jeff Tyus, Youngstown State University

New communication technologies have radically changed the substance of how we interact with each other. More problematically, new communication technologies like the internet, text messages, and cell phones have all too often challenged our abilities to engage in constrained civil discourse. This panel will explore the question of whether or not we need to begin to frame new standards of civil interaction when we use the new communication technologies for dialog and discussion. And if we do, what guidelines would we recommend for using the new media technologies in a less combative context.

404 Religion, Ritual, and the Return: Competitive Papers on Faith and Culture
Thomas Hall Room 328
Chair, Stefne Lenzmeier Broz, Wittenberg University
Respondent, Jennifer Walton, Ohio Northern University

Finding One’s Purpose: Faith, Innocence, and Identity in M. Night Shyamalan’s Lady in the Water
Valerie Lynn Schrader, Ohio University

Healing Warriors and Community: African and American Indian Rituals of Returning Warriors/Soldiers
Marie Thompson, Ohio University

Communicating Fellowship: Welcoming Newcomers and Using Humor in a Nondenominational Church
Kallia Wright, Ohio University

3:10-4:10 p.m.

501 Speaking out against Social Injustice: Competitive Papers on Historical Rhetoric
Thomas Hall Room 309
Chair, Heather Parsons, University of Dayton
Respondent, Suzanne Walker, Marietta College

The Politics of Abolitionist Communication: Messages from the Underground Railroad
David M. Lucas, Ohio University-Southern

To Radicalize, First Moderate: The Persuasive Strategies of Lucy Stone
Leland G. Spencer, University of Cincinnati

Carrie Chapman Catt: Persuasive Strategies of a Suffragist Organizer
Dustin A. Wood, University of Cincinnati

502 Building National Political Bridges: Intercultural Experiences in the Classroom
Thomas Hall Room 312
Chair, Cheri Hampton-Farmer, The University of Findlay

Panelists
Ramune Braziunaite, Bowling Green State University
Jon Gordon, The University of Findlay
Cheri Hampton-Farmer, The University of Findlay
3:10-4:10 p.m. - 502 (continued)

With the influx of international students in higher education across the United States, the academy has become part of the global political dynamic. As instructors, we have the opportunity to create a dialogue with these students to gain a better understanding of their culture and perspectives. International students are motivated to learn about our culture so that they can adapt and gain acceptance. American students often perceive international students as outsiders and do not have the same motivation to learn more about their culture. Disclosing political differences in the early stages of a relationship can create uncertainty. Consequently, as uncertainty decreases, communication and level of disclosure increases. Academicians can help alleviate some of this uncertainty and promote an awareness of and appreciation for other cultures by increasing the opportunities for exchanges between cultures. Relationships, developed through understanding and trust, enable negotiations and conflict resolution that transcend political barriers. Appreciation for other cultures is best learned through lived experience. This panel will discuss classroom activities in communication courses that create opportunities for intercultural exchanges. Members of the panel will discuss how they use intercultural exchanges in the communication courses and describe the results of using this kind of activity.

503 Raising Consciousness: Incorporating Political Discourse into the Basic Course
Thomas Hall
Room 327

Preparing for the Future: Promoting Civic Engagement in the Basic Course
Ephraim Kotey, Ohio University

Following the Trail: Tailoring the Basic Course to Incorporate Discussion of the Current Political Climate
Valerie Lynn Schrader, Ohio University

Becoming Informed Conversationalists: Incorporating Mandatory Political Topics in the Basic Course
Natalie Shubert, Ohio University

Protecting an Image: Incorporating Notions of Image Restoration and Credibility into the Basic Public Speaking Course
Kenny Sibal, Ohio University

Keeping Up with the Times: Using Current Events to Evaluate Potential Speech Topics
Heather M. Stassen, Ohio University

This panel discusses techniques used to incorporate political discourse into the basic public speaking course. Each presenter offers strategies to raise undergraduate students’ awareness of current political activities and to promote civic engagement. Topics to be discussed include ways to encourage brainstorming for speech topics through current event activities, strategies for promoting interest and engagement with the local, state, federal, and global political climate, and techniques for incorporating current political crises and successes as exemplars for discussions of credibility. Each presenter uses the political events as learning opportunities in his or her classroom. Additionally, these presenters believe that these activities not only enable greater learning, but give students greater awareness and discussion skills outside the classroom.

504 Getting out the Word: Competitive Papers on News and Advertising
Thomas Hall
Room 328

Chair, Paul Kuffel, Kent State University
Respondent, Lori Smith, Marietta College

# - undergraduate paper
^ - graduate paper
3:10-4:10 p.m. - 504 (continued)

Raising Hell: Analyzing the Developing Story of Madonna's Malawi Adoption Controversy
Karen Grabowski, Ohio University * ^

Making The Consumer's Heart Pump (RED)?: An Analysis of the (Product)RED Campaign and the Construction of a Consumer-Citizen
Sarah Heiss, Ohio University * ^

The Politics of Aid Agencies: Investigating Online News Discourse of UNESCO India
Kaustubh Nande, Ohio University ^

4:30 p.m.  
CONFERENCE DRAWING  
Thomas Hall - Room 309  

DON'T LEAVE YET! Win great prizes just for sticking around.

Thank You!  
Special thanks to the following groups and individuals who made the conference possible:

Thank you to our paper and panel reviewers, panel chairs and respondents, and poster judges.

Dawn Carusi, Marietta College, Local Arrangements Coordinator  
The entire OCA Executive Board  
Marietta College Department of Communication  
R. Lance Holbert, The Ohio State University  
Jennifer Garrison, State Representative (D-93rd)  
Jaietta Jackson, Youngstown State University  
Dorian Mermer, Youngstown State University  
Sheida Shirvani, Ohio University, Zanesville  
Matthew J. Smith, Wittenberg University  
Candice Thomas-Maddox, Ohio University  
Heather Boomer, Marietta College  
Kati Crowder O’Conner, Marietta College  
Shawna Dunaway, Marietta College  
Christa Dunlevy, Marietta College  
Molly Gore, Marietta College  
Tom Gray, Marietta College  
Hilary Heinzman, Marietta College  
David Hood, Marietta College  
Philip LaMaster, Marietta College  
Emily McGinty, Marietta College  
Sarah Vadaj, Marietta College  
Carol Vroom, Marietta College  

SAVE THE DATE  
INSPIRED.  
Saturday, October 3, 2009  
Ohio Communication Association Conference  
Columbus, OH
Marietta College Map

Note: poster and panel sessions will take place in Thomas Hall on the third floor (building 8 on the map below). The keynote event will take place in the McDonough Auditorium (McDonough Center, building 7). Lunch, the business meeting, and conference registration will take place in Andrews Hall (building 3). Parking is available in the Hermann Fine Arts Lot (parking area next to building 13).