



Ohio Communication Association
78th Annual Conference
October 3-4, 2014
Franklin University
Columbus, Ohio





Greetings and welcome to the 78th Annual Ohio Communication Association Conference!

I would like to personally thank the OCA board for their excellent work and commitment this year. I want to especially thank Dr. Dariela Rodriguez, our Conference Coordinator, and Dr. Brenda Jones, our liaison for our host, Franklin University. When I previewed the conference program, I knew we had great people paired with a great host site. This conference is certainly one that has capitalized on communication.

Capitalizing on Communication is our theme this year and one that celebrates how communication scholarship and practice are uniquely positioned to speak to and inform our wider society. Whether it is to empower women, critique social media, or understanding interpersonal and public expression, communication research is at the forefront. Communication studies is also at the center of good teaching and professional practice. You will find a number of short courses that capitalize on this praxis. Finally, as per the culture and commitment of the Ohio Communication Association, you will find scholarship and presentations from undergraduates and graduates, along with established scholars in our field. We believe that when we capitalize on communication, all levels of scholarship and inquiry are encouraged and nurtured.

Our keynote speaker certainly understands *Capitalizing on Communication*. Dr. Ron Arnett will be presenting an address titled, "The Dialogic Necessity: Acknowledging and Engaging Monologue." Dr. Arnett's scholarship is at the center of ethics and public discourse and we encourage all of you to attend the special panel presentation following the business meeting. Dr. Arnett will also be available to discuss his new book, "Conflict Between Persons: The Origins of Leadership."

None of this would be possible without the support and participation of all of you. Thank for making the Ohio Communication Association what it is today and for assuring that the OCA continues to grow into the future.

Timothy P. Pollock, Jr.

President of the Ohio Communication Association

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In memory of our friends, colleagues, and mentors:
Dom Infante and Don Yoder

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Capitalizing on Communication



Conference Schedule Friday October 3, 2014

11:00 a.m.
Phillips Hall 121

Board Meeting

1:00 p.m.
Phillips Hall Lobby

Registration

1:45-3:15 p.m.

Ohio Statehouse Tour

We will meet in Franklin University's Main St parking lot (Lot C) for transportation at 1:45 pm (advanced registration is required). If you prefer to walk, it is 1 mile (16 minutes) from Franklin University. The **tour starts in the Map room at 2:00 pm** (off Third St.), **ending at 2:45 pm**. We will be back for the 3:30 pm paper sessions! The entire experience will take about 90 minutes, including the short walk or ride.



3:30-4:45 p.m.

PAPER SESSIONS

101
PH 224

Taking a Look at Prime Time: TV and Communication

Chair: Mike Posey, *Franklin University*

It's Morphin' Time: The Study of Kinesics in The Power Rangers
Kayleigh Bowe, *Muskingum University*

Communication Accommodation in the Television Series *Switched at Birth*
Kathryn Wilson, *Muskingum University*

Who Can Resist A Good Scandal? A Feminist Critique of ABC's *Scandal*
Jazmyn Sunderland, *Capital University*

102
PH 225

Gender Displays in Popular Culture

Chair: Amber Farris, *University of Akron Wayne College*

"The Girl Who Waited" and "The Woman Who Walked the Earth": Differing
Portrayals of Significant Female Characters in *Doctor Who*
Abigail Worden, *Capital University*

Gender Stereotypes in College Mascot Dyads
Esen Saygin Koc, *Bowling Green State University*

From *The Good Wife* to *Hot Mom!*: A Comparison Between American and
Chinese Motherhood on TV
Haijing Tu, *Indiana State University*

CommConnect Challenge 2014

It's your chance to get social at the OCA this year!

Throughout the conference, tweet and re-tweet about the panels and presentations, post pictures of you and your friends during OCA, and interact on Facebook, Twitter and more to win fantastic prizes. Just be sure to tag each of your efforts with #OCA2014con. Each time you post or tweet, your name will be added to the drawing for this year's raffle. Keep following along throughout the conference, to find out if you have won as we will be announce the winner of the raffle through our Facebook and Twitter. Good Luck and we hope you enjoy #OCA2014!

Ready? Set? TAG!

103
PH 226

The Progression of Social Media

Chair: Nicole Blau, *Ohio University-Lancaster Campus*

Self-Expression Through “Selfies”: The Interpersonal and Intrapersonal Effects of Posting Images to Social Media

Allyson Allwine, *Youngstown State University*

Anntonette Avery, *Youngstown State University*

Lauren Hawkins, *Youngstown State University*

Lailee Knight, *Youngstown State University*

Hannah York, *Youngstown State University*

Aristotelian Ethics of Social Networking Sites in the Workplace

Melissa Eswein, *Grove City College*

#BostonStrong: Exploring the Impression Management Strategies of Twitter Users During the 2013 Boston Marathon Bombing

Benjamin Brojakowski, *Bowling Green State University*

Student Mobile Devices in Class: Disruptive or Manageable?

Carol A. Savery, *Kent State University*

104
PH 231

The Empowerment of Women Through Communication

The Dawn Rises: Aung San Suu Kyi & Women’s Empowerment

Julia A. Spiker, *the University of Akron*

Men as Feminist Advocates: Motivations for Volunteering with Planned Parenthood

Andrew S. Golden, *The University of Akron*

Gender Isn’t Black and White, but Grey: An Analysis of Gender Ideologies in *Grey’s Anatomy*

Kayla M. Rausch, *Muskingum University*

5:00-5:30 p.m.
Drury Inn

Hotel Check-in
88 E Nationwide Blvd

5:45-6:15 p.m.
89 Fish Grill

Pre-Awards Hors d’oeuvres
89 E Nationwide Blvd

6:15-7:00 p.m.

Awards Ceremony
89 Fish Grill

7:00 p.m.

Dinner on own

**Conference Schedule
Saturday October 5, 2013**

8:00 a.m. Registration and Networking Breakfast
Philips Hall Lobby and RM 220

9:00 a.m. -4:00 p.m. Opportunity Fair & Poster Session
Philips Hall RM 220

Poster Competition

During the poster session, judges will review posters in a variety of areas including construction of the poster, presentation skills, and the research presented. The top poster will be recognized during the OCA Business Meeting immediately following lunch. **Posters will be judged between 9 a.m. and 10 a.m., so participants should be by their posters during that time.**

201 **Posters include:**

Expectancy Violation Theory: How Expectations Impact Incoming University Athletes

Lauren Fattlar, *Ashland University*

Adena A. Siefert, *Ashland University*

The Spiral of Silence: The Answer to Social Norms and Bullying Within High School

Andrew Hart, *Ashland University*

How Communication Impacts the Industry of Sports

Megan Salatino, *Ashland University*

Leadership Styles: A Case Study Analyzing YSU's Football Coaches

Christina A. Miadich, *Youngstown State University*

The United Nations: Images From Two Worlds, 1945-65

Anne Cooper-Chen, *Ohio University*

Kay-Anne Darlington, *Ohio University*

Kesha Liao, *Ohio University*

Collecting, Complementing, and Collaborating with Pinterest in a Service Learning Course

Lee Horrisberger, *Walsh University*

9:00-10:00 a.m.

PANEL/WORKSHOP SESSIONS

301
PH 224

G.I.F.T.S. – Great Ideas for Teaching Students

Chair: Elycia Taylor, *Franklin University*

“Communication Works for Those Who Work at it”

Liane Gray-Starner, *Marietta College*

Making the basic interpersonal communication relevant for students requires more than simply teaching them theory. This analysis assignment encourages students to practice the research and application skills they will need once they have graduated from the academic environment.

Linking Words with Movement: Understanding Gestures as Extensions of Meaning

Alane Presswood, *Ohio University*

The performance rubric for the COMS1030 class provides space to assess students on how they use nonverbal language to communicate, but beyond brief discussions of posture and eye contact at the beginning of the year, students are not given much other insight into how to improve scores in this area. This activity is designed to make the process of implementing gestures in public speaking as discernible as possible, providing a three-step formula for students to use to discover where emphasis should be provided in both their own speeches, and other texts they may be examining.

The image is a dark gray rectangular advertisement for Ashland University's Master of Arts in Health and Risk Communication (MAHRC) program. At the top, the Ashland University logo is centered, featuring the word "ASHLAND" in a large, bold, serif font, with "UNIVERSITY" in a smaller, bold, serif font below it. Underneath the logo is the tagline "Where extraordinary happens on ordinary days." in a smaller, italicized font. Below the tagline, the text "Master of Arts in" is written in a large, white, cursive script font. Underneath that, "Health and Risk Communication (MAHRC)" is written in a large, bold, white, sans-serif font. Below this, "100% ONLINE 18 MONTH PROGRAM" is written in a medium-sized, white, sans-serif font. Further down, "Courses include:" is written in a bold, white, sans-serif font, followed by a list of courses: "Health Communication, Crisis Communication, Health Informatics, Strategic Communication" in a white, sans-serif font. At the bottom, the text "For more information contact: 419.289.5738 | www.ashland.edu/MAHRC" is written in a white, sans-serif font. The background of the advertisement is dark gray with a faint, circular seal of Ashland University visible behind the text.

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302
PH 226

Short Course

Capitalizing on Communication to Enhance Millennial Student Learning

Respondent/Participant:

Tomeka Robinson, *Hofstra University*

Chair/Participant:

Alane Sanders, *Marietta College*

Participant:

Cody Clemens, *Duquesne University*

As communication scholars, we can capitalize on our knowledge of instructional, interpersonal, and group communication to enhance the quality of undergraduate education for Millennial students. Panelists will discuss trends in Millennial students' expectations for teaching and experiences of learning related to each of the seven principles, and offer strategies for effectively communicating with millennial learners. Panelists will share ways to learn about student needs, build relationships, craft effective messages, and approach active learning.

303
PH 225

G.I.F.T.S. Session

Chair: Michelle Coleman, *Clark State Community College*

A Campaign for Theory, a Theory for Campaigns
Sarah Parsloe, *Ohio University*

The overarching goal of this activity is to familiarize students with the Theory of Reasoned Action and the Theory of Planned Behavior, providing them with a theoretical understanding of the process of persuasion and an example of how persuasion theories have been applied in health contexts. The TRA and TPB are two of the most widely applied theoretical frameworks used in persuasive campaign planning. Thus, focusing on these two theories provides several student benefits.

Defining Moments: Living the Praxis of Narrative Ethics
Laura D. Russell, *Denison University*

As may often be the case in ethics courses, students tend to make generalized claims about their values and beliefs without providing much context or underlying interpretations of how their understandings evolve. Moreover, when writing and speaking about their values, they often employ objective terms and distance themselves from realizing their own subjectivity in the claims they advance. Overall, this project calls upon students to utilize skills involving narrative inquiry, reflexive research methods, interpretive analysis, and applied praxis.

10:10-11:10 a.m.

PANEL/WORKSHOP SESSIONS

401
PH 231

Ohio Public Relations Students Society of America Innovations

Chair: Dariela Rodriguez, *Ashland University*

Nell A. Cronin, *Ashland University*
Taylor Campbell, *Ashland University*
Mike Posey, *Franklin University*
Jessica Hamlin, *Franklin University*

The intent of this panel is to discuss the Public Relations Student Society of America (PRSSA) organization from the perspective of officers in a new chapter. The discussion will start with the history of PRSSA and the process of starting a functioning program and lead into what a larger more active organization looks like. Throughout the panel, the officers will discuss the networking they have done as well as the fundraising each chapter has completed.

402
PH 225

Publishing: Have it Your Way

Chair: Theodore A. Avtigs, *Ashland University*

Paul Carty, *Kendall-Hunt Publishing*

403
PH 224

G.I.F.T.S. Session

Chair: Erin Hollenbaugh, *Kent State University, Stark*

Capitalizing on Communication: Enhancing a Training and Development Class Through Service Learning Pedagogical Practices
Cody M. Clemens, *Duquesne University*

Within the field of communication, it is the duty of scholars to capitalize on communication and enhance the learning of students both inside and outside of the classroom. It is argued that when service learning is partnered with social capital, this will take place.



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404 **Past President's Panel**
PH 226

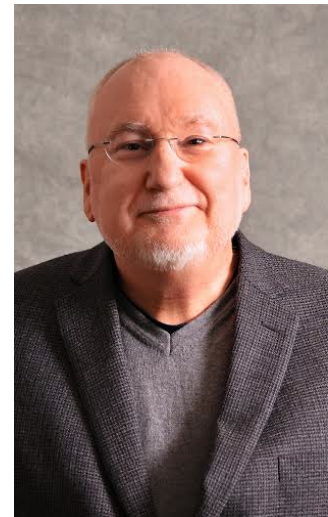
Chair: Sheida Shirvani

Candice Maddox Thomas, *OCA, ECA Past President*
Matthew Smith, *OCA Past President*
Christina S. Beck, *NCA Second Vice President*
Jeff Tyus, *OCA Past President*

11:15 a.m.-12:00 p.m. KEYNOTE PRESENTATION
Alumni Hall

“The Dialogic Necessity: Acknowledging and Engaging Monologue”
Ronald C. Arnett, Ph.D.

Dr. Ronald Arnett is a professor and chair of the Department of Communication & Rhetorical Studies at Duquesne University. Dr. Arnett also holds the title of Henry Koren, C.S.SP., Endowed Chair for Scholarly Excellence. He earned his Doctorate and Master of Arts in Interpersonal Communication from Ohio University, as well as a Bachelor of Science in Psychology from Manchester College. His research, which has produced several published works, centers on ethics, rhetorical theory, and religion.



Dr. Arnett received the 2006 Everett Lee Hunt Award for Outstanding Scholarship for his book *Dialogic Confessions: Bonhoeffer's Rhetoric of Responsibility Communication*. He also won the 1988 Book of the Year Award from the Religious Speech Communication Association for his book entitled, *Communication and Community: Implications of Martin Buber's Dialogue*. He also coauthored *Ethics Literacy: Dialogue and Difference* for Sage Publications. In addition to these, and many more titles, Dr. Arnett has also published many peer reviewed journal articles thorough out his career. Journals include the *Journal of Business Ethics*, *Qualitative Research Reports in Communication*, *Journal of Communication*, *Business Communication Quarterly*, and the *Journal of Mass Media Ethics*, to name just a few.

Dr. Arnett has also received many awards for his teaching and scholarship including the 2013 National Communication Association, Best Book Award for the Philosophy of Communication Ethics from the Communication Ethics Division for his work entitled *Communication Ethics in Dark Times: Hannah Arednt's Rhetoric of Warning and Hope*. He received the Presidential Award for Excellence from the National Communication Association's National States Advisory Council. He was honored as a Teaching Fellow by the Eastern Communication Association in 2008. Dr. Arnett has also served as editor for both the *Journal of Communication and Religion* and *Communication Education*, among others.

Thank you to our partners!

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12:15-1:30 p.m.
Ross Auditorium
Alumni Hall

Lunch/Business Meeting

1:45-2:45 p.m.

PANEL/WORKSHOP SESSION

501

Alumni Hall

Communication Ethics: Context & Consequences

Ronald Arnett, *Duquesne University*

Timothy P. Pollock, Jr., *President of the Ohio Communication Association*

Theodore A. Avtgis, *Ashland University*

Dariela Rodriguez, *Ashland University*

3:00-4:00 p.m.

PANEL/WORKSHOP SESSIONS

601

Short Course

PH 224

Developing and Executing a Bullying Awareness Day in Middle School

Chair: Stefne L. Broz, *Wittenberg University*

Melissa Weller, *Ohio University-Lancaster Campus*

Nicole Blau, *Ohio University-Lancaster Campus*

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Fiona Hughes, "If money equals power, and power equals happiness, then money can buy happiness:
How power influences relationship satisfaction"

Kelly Ruszkiewicz, "From the News Desk: How anchors communicate emotion during tragic stories"

Andrew S. Golden, "Men as Feminist Advocates: Motivations for Volunteering with Planned Parenthood"

602
PH 225

Short Course

Capitalizing on Technology in the Communication Classroom

Chair/Respondent:

Amber L. Ferris, *The University of Akron Wayne College*

David M. Strukel, *The University of Toledo*

Lee Horrisberger, *Walsh University*

Dudley B. Turner, *The University of Akron*

Angela D. Mensah, *Cuyahoga Community College*

Roxanne Basel, *Kent State University*

The panelists have experience with implementing various technologies in the classroom. These technologies can be applied to many communication courses and within many contexts. The goal is to discuss the pedagogical decisions to implement technology, give a brief demonstration of the technologies used, as well as to discuss successes and problems that have occurred when embracing technology in the classroom.

603
PH 226

Short Course

Capitalizing on Global Opportunities: Intercultural Communication as Course Content and in Practice for U.S.-based and International Distance Learners
Chair: Elizabeth A. Madson, *Franklin University*

Rita Bova, *Columbus State Community College*
Phyllis Duryee, *Franklin University*
Sheida Shirvani, *Ohio University- Zanesville*

There is an increasing emphasis on global components of student experiences at universities. This may be based on the composition of student populations at physical universities, international students at American universities (either physically present or by electronic inclusion of international-based students), or international experiences for American students in other countries. Panel participants will present and review the changing global network of student studies and experiences in a multi-cultural world.

604
PH 231

Short Course

Capitalizing on a Communication Tool: Animation

Chair: Douglas A. Switzer, *Tiffin University*

Panelists:

Andrew K. Hunt, *Sinclair Community College and University of Miami*
Dr. Matthew J. Smith, *Wittenberg University*

Animation is a communication tool that is often used. Yet its pervasiveness in our lives is generally overlooked. This interactive panel will explore and share ways in which animation is used to entertain, inform, educate, persuade and even manipulate through propaganda. It is hoped that discussion among panelists and participants will encourage future research of animation as a tool for communication.

Stay in touch with OCA all year long!



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**Check back for pictures and
news from the conference**

4:10- 5:10 p.m.

PAPER SESSIONS

**701
PH 224**

Communication in Relational Settings

Chair: Theodore A. Avtgis, *Ashland University*

Connection Between Team Efficacy and Team Immediacy in Women's Basketball

Kathryn Lentz, *Ashland University*

Dariela Rodriguez, *Ashland University*

Understanding How Parasocial Relationships Influence Interpersonal Interaction: An Exploratory Study

Scott Owen Chappuis, *Bowling Green State University*

If Money Equals Power, and Power Equals Happiness, Then Money Can Buy Happiness: How Power Influences Relational Satisfaction

Fiona Hughes, *The University of Akron*

**702
PH 225**

Health Practices and Communication

Chair: Michelle Coleman, *Clark State Community College*

The Effects of Powerless Language on Public Perception of Orthorexia Nervosa

Leah Szalai, *Ohio University*

Tell Me, But Don't Tell Me: An Exploratory Study of Mandatory Health Campaigns on Campus

Jennifer L. Seifert, *Ohio University*

Amanda J. Weed, *Ohio University*



703
PH 226

Public Displays of Communication

Faith, Family, and Freedom: A Cluster Analysis of Ron Paul's Speech at the 2011 Values Voter Summit

Kristen D. Hilfiger, *Grove City College*

From the News Desk: How Anchors Communicate Emotions During Tragic Stories

Kelly Ruszkiewicz, *The University of Akron*

Burkean Identification and *Wicked*: Deviation of Audience and Character Perception

Lindsey Schrock, *Marietta College*

Calvin Klein and the Use of Sex in Advertising

Lauren Nicole Staley, *Ohio Northern University*

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79th Annual Ohio Communication Association Conference
The University of Dayton
October 2-3, 2015

"Praxis of Communication"

Next year's conference theme "Praxis of Communication" came about by the unique nature of our host city, Dayton, Ohio. Dayton, a city that has seen true innovative processes and people that include the step ladder (John Balsley), human heart-lung machine (Leland Clark) 100 Octane aviation fuel (F. D. Klein), space food (Maurice Krug), and of course Orville and Wilbur Wright's airplane. These are but a few of the revolutionary ways that Dayton's sons and daughters have changed our world. As communication scholars and professionals, we find ourselves in truly unique times that require various ways of conceptualizing, theorizing and researching various communication phenomena. Thus, in 2015, we look forward to seeing you in to the beautiful city of Dayton as we engage in praxis of communication.

Theodore A. Avtgis

Vice President of the Ohio Communication Association

See you in Dayton!

