

# SPARKING CHANGE WITH COMMUNICATION

**OHIO** COMMUNICATION  
ASSOCIATION  
**OHIO** 87<sup>th</sup> Annual Conference

**OCTOBER 6-7, 2023**  
North Canton, Ohio



**STARK**



- 1. FINE ARTS** BUILDING CODE  
Classrooms, faculty offices, art studios, music recording studios, practice rooms, computer labs, conference room, Players Guild Theatre, studio theatre, Siffrin Academy
- 2. CAMPUS CENTER** RCS  
Bookstore, Flash Bistro, Academic Success Center, Counseling Center, Student Accessibility Services, Career Exploration & Development, Testing Services, Tutoring Services, Interfaith Campus Ministry, Flash's Food Pantry
- 3. LIBRARY LEARNING RESOURCE CENTER** RCL  
Reference desk, classrooms, math labs, computer stations, study areas, Veterans Commons, Writing Center, LGBTQ Resource Center, Media Services, Lactation Suite  
**Behind Library:** Greenhouse, Flash's Food Garden
- 4. MAIN HALL & EAST WING** RCM, RCE  
**Main Hall:** Student Services, Admissions, Dean's Office, Academic Affairs, Business Services, Security, Parking Services, Facilities, Human Resources & Student Employment, Global Education Initiatives, College Credit Plus, Rising Scholars, Student Involvement & Organizations, Campus Marketing & Communication, classrooms, faculty offices, mailroom, auditorium, conference rooms  
**East Wing:** Network Services, computer lab, science classrooms and labs
- 5. SCIENCE & NURSING** RCD  
Classrooms, faculty offices, nursing labs, science labs, research labs, study areas, lecture hall, computer classroom, conference room, vertical wind turbine
- 6. RECREATION & WELLNESS CENTER** RCP  
Basketball and volleyball court, weight circuit, dance studio, fitness equipment, spinning room, locker rooms
- 7. CONFERENCE CENTER** RCC  
Conference Center Administration, Philanthropy & Alumni Engagement, Corporate University, Timken Great Hall, Smith Board Room, Hoover Seminar Room, dining room, conference rooms
- 8. POND & WETLANDS RESEARCH AREA**  
1/2 mile walking track, gazebo, geologic and planetary exhibit, evolution garden



Welcome to the 87th annual conference for the Ohio Communication Association!

Our annual conference is a way that we can gather and foster a sense of community, and we're happy to have you join us at Kent State University at Stark in North Canton, Ohio.

This year's conference theme, "Sparking Change with Communication," is a way to reflect upon how we ignite change through our teaching, scholarship, and service.

If there are ways that the Ohio Communication Association can support you further, please let us know.

Have a wonderful conference!

Sincerely,  
The Ohio Communication Association Executive Board

## **Executive Board Open Positions**

**Communication Coordinator**  
**Four Members-At-Large**  
**Two Graduate Student Representatives**

If you are interested in serving OCA as a member-at-large or graduate student representative, we will be accepting nominations from the floor during the Business Meeting.

If you are interested in serving OCA as the Communication Coordinator, speak with any of our current OCA Board Members

If you have any questions about what each of the open positions require, feel free to ask any current or former OCA Board Member or review our by-laws available at [www.ohiocomm.org](http://www.ohiocomm.org).

# Sparking Change with Communication

## Thursday, October 5

5:00 pm-8:00 pm	Executive Board Meeting	Courtyard by Marriott - Canton
-----------------	-------------------------	--------------------------------

## Friday, October 6

10:00 am-1:00 pm	Undergraduate Preconference	Science & Nursing
12:00 pm-1:00 pm	Conference Registration	Science & Nursing
12:00 pm-4:00 pm	Opportunity Fair	Science & Nursing
1:00 pm-5:00 pm	Conference Sessions	Science & Nursing
5:30 pm-7:00 pm	Awards Ceremony and Raffle	Courtyard by Marriott - Canton

## Saturday, October 7

8:00 am-9:00 am	Conference Registration	Science & Nursing
8:00 am-9:00 am	Networking Breakfast	Science & Nursing
8:00 am-11:00 am	Opportunity Fair	Science & Nursing
11:00 am-12:00 pm	Keynote Speaker: Dr. Tony Adams Caterpillar Professor and Chair of the Department of Communication at Bradley University	Science & Nursing
12:30 pm-1:50 pm	Lunch, Business Meeting, & Raffle	Campus Center
2:00 pm- 3:50 pm	Conference Sessions	Science & Nursing
4:00pm	Final Raffle	Science & Nursing



**Friday, October 6**

**Friday | Undergraduate Preconference**

*Sponsored by Career Exploration and Development Kent State University at Stark*

**10:00 a.m.-1:00 p.m. | Science and Nursing Building**

*Preconference  
Room 101*

Professional development sessions tailored to communication students' needs. Engage in interactive sessions on topics such as career preparation, internships, networking, and graduate school.

Free to all undergraduate students and brunch provided.



**Ohio Communication Association  
UNDERGRADUATE PRECONFERENCE**

Professional development sessions tailored to communication students' needs. Engage in interactive sessions on topics such as career preparation, internships, networking, and graduate school.

**Friday, October 6 / 10:00 am - 1:00 pm**  
Free to all undergraduate students / Brunch is provided

Science and Nursing Building, Kent State University at Stark  
(registration is located outside SNB 101)

For those interested in attending the full conference,  
visit [www.ohiocomm.org](http://www.ohiocomm.org)

**KENT  
STATE**  
UNIVERSITY

**STARK**

*Sponsored by  
Career Exploration and Development  
Kent State University at Stark*

# Social Media & Session Evaluation Raffle!

Use #OCA2023 to tag your posts & pictures on Instagram, Facebook, or X during the conference (remember to make your posts public).



One raffle ticket will be entered into the drawing for each public post you tag with #OCA2023.

You can earn additional raffle tickets by:

- Picking up your conference packet at registration
- Turning in completed session evaluations online (use the QR codes found throughout this program and in the conference session rooms).

We will raffle **\$50 - \$100 Amazon gift cards** at the Awards Ceremony, the Business Meeting, & the end of the conference.



Friday   Session 1 1:00-1:50 p.m.   Science and Nursing Building	
<p style="text-align: center;"><i>Discussion/ Research Paper Panel Room 111 Chair: Laura Russell (Denison University)</i></p>	<p><b>Making Sense of Fear in the Face of Reality: Phenomenological Investigations of Human Fear</b> Lily Goers (Denison University), Alina Mayton (Denison University), Thu Nguyen (Denison University), &amp; Daniel Ortiz Sifonte (Denison University)</p> <p>This panel challenges listeners to examine how fiction and truth constitute human experiences of fear. Drawing from a phenomenological perspective, panelists inquire: What does fear mean? How does it feel? How do we interpret its origins in our lives? To what extent does it impact our daily decisions and interactions with others? These questions among several others will be explored as the panelists examine how individuals make sense of fear and seek ways of reconstructing the meaning they attribute to it. In addition to shedding light on deeper understandings of fear, panelists will offer reconstructive sense-making practices for responding to and acting on the fears that individuals embody. Suggestions for future research in this vein will also be provided at the panel's conclusion.</p>

**Friday | Session 1**  
**1:00-1:50 p.m. | Science and Nursing Building**

*Research  
Papers  
Room 124  
Chair: Jeff Tyus  
(Youngstown State  
University)*

**Communication Tactics with International Students**

Alisha Dodge (Youngstown State University)

This research paper was focused on an international student population within a university. The key points of data collection were to identify themes in communication strengths and weaknesses, tactics / strategies used by the university's marketing team. The data showed strengths in social media, word-of-mouth, and the university's ambassador program. While also highlighting weaknesses in the university's international student support office and the effects that COVID-19 had over the years in international students enrollment. The data gathered was in hopes of implementing a more concise marketing plan for the university, that will be more effective and limit costs. Data collection was completed through a qualitative survey, the hope for future research is to add interviews, focus groups, and increase the time period of the research.

**Sparking Change Through Communication: How Women Working in Sports Perceive Gendered Communication**

Madison Chapman (Youngstown State University)

This qualitative study investigated how women working in sports perceive gendered communication styles and double binds in the workplace. Semi-standardized interviews were conducted with females working in sports organizations to collect data. The data collected was analyzed through a thematic analysis driven by prior gender communication theories. Tannen's (1990) genderlect theory was supported by the perceptions of women working in the sports industry. Participants identified significant differences in male and female communication. Jamieson's (1995) double bind regarding femininity and competence was reflected in the perceptions of women working in sports. Participants noted that solutions to bridging the gap between male and female communication and alleviating the double bind included female representation in sports and an inclusive and diverse organizational culture.

**Zoom Fatigue and Its Effects on Higher Education Advancement Professionals**

Maria Latta Gardner (Strategic Communication Consultant, CRA, Inc.) & Fang Wang (University of Findlay)

The paper focuses on higher education advancement professionals' communication practices before and after March 2020 when advancement professionals transitioned to the online workplace because of COVID-19 pandemic. It strives to understand the perception of Zoom as a communication technology platform among advancement professionals, and to learn if use of video conferencing has changed the way higher education advancement professionals communicate. Using Media Richness Theory, which examines the personalization of communication channels, the goal of the research is to understand if advancement professionals' Zoom use has changed the way they communicate with their colleagues and outside university stakeholders. Furthermore, the paper aims to explore factors causing Zoom fatigue and how Zoom fatigue affects professional life among advancement staff in higher education.



Cleveland State  
University



**SAVE THE DATE**

October 4-5  
2024 Annual  
OCA Conference

# PURSUE YOUR PURPOSE

**KENT STATE**  
UNIVERSITY

School of  
Communication  
Studies



*You came to OCA because you're passionate about communication. We can help you pursue that passion through our cutting edge master's degree. Or go even further with the College of Communication and Information's Ph.D. program.*

Discover your potential at:

**[WWW.KENT.EDU/COMM/GRADUATE-PROGRAM](http://WWW.KENT.EDU/COMM/GRADUATE-PROGRAM)**

**[WWW.KENT.EDU/CCI/ACADEMICS/DOCTORAL](http://WWW.KENT.EDU/CCI/ACADEMICS/DOCTORAL)**

## Friday | Session 1

1:00-1:50 p.m. | Science and Nursing Building

*Discussion/  
Research Paper  
Panel  
Room 128*

*Chair: Patrick Dillom  
(Kent State University  
at Stark)*

### **Integrating Career Services into the Communication Curriculum**

Erin Hollenbaugh (Kent State University at Stark), Bei Cai (Kent State University at Stark), Patrick Dillon (Kent State University at Stark), & Chris Paveloi (Kent State University at Stark)

While contemporary students in communication studies programs have much to offer the professional world and are motivated to apply their skills in meaningful ways, they are often unaware of the best ways to do so and may be unwilling to seek career-oriented resources and development opportunities on their own. In response to this growing need on campus, the faculty of one communication program at a public institution engaged in a thoughtful review of the curriculum and worked alongside career services professionals on campus to integrate these offerings into the coursework. By scaffolding the career-related activities along the path to a degree, this approach has helped better meet the unique needs of the students on this non-residential campus. The purpose of this discussion panel is to describe the steps we have taken to assess our students' needs, audit existing coursework, and integrate assignments and activities that help prepare students for careers.



# Master of Arts in Professional Communication

## Skills-Focused Curriculum

- Create digital and social media
- Develop strategic communication plans
- Design and deliver traditional and digital presentations
- Improve community and public relations
- Increase brand awareness
- Lead meetings and individuals
- Manage interpersonal communication and conflicts
- Persuade customers
- Research and analyze information
- Train employees

## Interdisciplinary Sequence

1. Applied Linguistics
2. Educational Technology
3. Environmental, Safety and Occupational Health Management Communication
4. Human Resource Management
5. Interpersonal Communication
6. Leadership
7. Marketing
8. Persuasive Communication
9. Technical Communication



**Dr. Fang Wang**  
Director of MAPC Program  
Assistant Professor of Communication

Office 419-434-4779  
fang.wang@findlay.edu  
304 Frazer St Room D

## FACULTY



**Dr. Kit Medjesky**  
Chair of Communication  
Associate Professor of Communication  
Email: medjesky@findlay.edu



**Dr. Megan Adam**  
Associate Professor of Communication  
Email: adamsme@findlay.edu

## Admission

- Application Form
- Official Transcripts
- GPA3.0/GPA2.75
- GRE/COMM500

## WITH US

- ✓ 33 Credits/Online/Hybrid
- ✓ TA/GA Positions
- ✓ Academic Activity Funding

<https://www.findlay.edu/arts-humanities-social-sciences/professional-communication/courses>

300 Frazer St., Findlay, Ohio 45840

Friday | Session 2

2:00-2:50 p.m.

Science and Nursing Building

*GIFTS*

*Room: 101*

*Chair: Michelle*

*Coleman (Clark State College)*

**Developing Media Literacy Skills with Reverse Image Searches**

Diana Montague (University of Findlay)

**Kindness for a Day**

Renee Hosang-Alleyne (Tidewater Community College) & Melissa Cumberbatch (Columbus State Community College)

**Media Framing Analysis Presentation**

Huixin Deng (Baldwin Wallace University)

**Social Media Campaign for Student Media**

Amy Rogan (University of Findlay)

**Video Game Analysis Project**

Melissa Cumberbatch (Columbus State Community College)

**Friday | Session 2**  
**2:00-2:50 p.m.**  
**Science and Nursing Building**

<p style="text-align: center;"><i>Discussion/ Research Paper Panel Room 124 Chair: Cody Clemens (Marietta College)</i></p>	<p><b>Crossing Disciplines, Crossing Lines: An Interdisciplinary Look at Identity on Social Media</b></p> <p>Lisa Crews (Mount St. Joseph University), Robert Bodle (Mount St. Joseph University), Elizabeth Bland (Mount St. Joseph University), Jason Weimer (Mount St. Joseph University), &amp; Megan McNulty (Mount St. Joseph University)</p> <p>The panel consists of five scholars at different points in their academic careers debuting original research. The diversity of experience on the panel gives it a unique ability to showcase the view of authors steeped in communication research, authors approaching communication through a business and marketing perspective, and scholars beginning their study in the field. One undergraduate, three assistant professors, and one professor will provide unique, yet connected, presentations of recent research. While united by an underlying theme of identity performance, expression, and development on social media, the panel will present wide ranging takes on how social media influences individuals' identity performance from an economic, interpersonal, and legal standpoint. Each panelist will present a contextual overview, methodological approach, central findings and conclusion for their respective works followed by discussion questions on the topic of interdisciplinary theories on communicating identity on social media at the close of the discussion.</p>
--	--




**Stay in touch with OCA all year long!**  

**@OhioCommunicationAssoc**

**www.ohiocomm.org**

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

**Friday | Session 2**  
**2:00-2:50 p.m.**  
**Science and Nursing Building**

<p style="text-align: center;"><i>Workshop Room: 128 Chair: Rhiannon Kallis (The University of Akron)</i></p>	<p><b>Teaching Application in the Interpersonal Classroom</b></p> <p>Mark Rogers (Walsh University)</p> <p>Research supports the use of active learning to improve student learning and engagement. This workshop discusses and explains how to implement two active learning activities that can be used to help students apply concepts from interpersonal communication theory to communication events both real and fictional.</p>
---	--

# Looking for a PhD program?



- 4 years with scholarship & internship
- Communication Research
- Social Justice focus
- Award winning faculty
- Apply by Jan. 15



**\*\*Graduate Certificate in Film & Media Studies also available for any enrolled graduate student\*\***

**Dr. John Lynch**  
**Graduate Director**  
**john.lynch@uc.edu**



@CommUC @uccomm @ucscfms



University of  
**CINCINNATI**  
 SCHOOL OF COMMUNICATION,  
 FILM, AND MEDIA STUDIES

**Friday | Session 3**

**3:00-3:50p.m.**

**Science and Nursing Building**

*Discussion/  
 Research Paper  
 Panel  
 Room 128  
 Chair: Cody Clemens  
 (Marietta College)*

**Enhancing Intergroup Discussion and Bridging Intergroup Differences in the Classroom and Beyond**

Paul Haridakis (Kent State University), Mei-Chen Lin (Kent State University), David Silva (Kent State University), Ikram Toumi (Kent State University), & Mitch McKenney (Kent State University)

In a climate of much public and academic discussion around various personal, social, and group identities, and oftentimes lead to greater group divisions and intergroup tensions, this themed panel discussion focuses on ways to improve/create intergroup conversation using different communication tools in and outside the classroom. Panelists will summarize research findings and discuss teaching strategies and practices pertaining to ways to enhance intergroup contact/relations in various contexts (e.g., civility/incivility in social media interaction, how restrictions on speech can help or hinder intergroup interactions, how storytelling can be used to bridge intergroup differences, how transnational classroom projects can create opportunities for students of different cultures to bridge differences and work together, and how Virtual Reality tools can be used to reduce intergroup threat in intergroup interaction).

**Friday | Session 3**  
**3:00-3:50 p.m.**  
**Science and Nursing Building**

*Research  
In-Progress  
Room 124  
Chair: Seth Smith  
(Capital University)*

**Death of a People: Media Analysis of the Uyghur Genocide**

Blake Johnson (Ohio Wesleyan University) & Ashley Kennard (Ohio Wesleyan University)

This research seeks to document that shifting narrative by exploring the language of genocide used by Xinhua. Our data set includes 178 news articles published by Xinhua from 2009 to the present. These specific articles were selected if they contained the word “Uyghur,” which indicates an article relevant to Uyghur populations. Using content analysis, we analyze key developments in the conflict as illustrated by the articles, drawing upon Jones’ (2019) theory on three media tactics used by the state to perpetuate genocide: dehumanization, celebration, and evasion. Notably, Xinhua glorifies development projects in Xinjiang and blames the U.S. for fabricating lies about forced labor and genocide in Xinjiang. However, dehumanization of Uyghurs does not seem apparent. In fact, Xinhua appears to portray a positive image of Uyghurs in an effort to convince readers that development is benefiting them.

**Exploring the Role of Racial Stereotyping in Policy Support**

Ashley Kennard (Ohio Wesleyan University) & Phokeng Dailey (Ohio Wesleyan University)

Racialized attitudes toward addiction and other medical diagnoses have shaped medical and institutional responses in the United States and globally. This study aimed to determine if there is a negative correlation between viewing imagery that reinforces existing racial stereotypes associated with disease and support for policies and legislation related to those conditions. We hypothesized that there will be a negative relationship between stereotyped imagery and support for prosocial government policies. Results from this research provide useful information about how to better design theoretically-based health promotion campaigns and interventions promoting social inclusion and equality.

**SAVE THE DATE**



**CSU**

**Cleveland State  
University**



**2024 OCA Annual  
Conference**

**October 4-5, 2024**

<b>Friday   Session 3</b> <b>3:00-3:50 p.m.</b> <b>Science and Nursing Building   Common Area</b>	
<p style="text-align: center;"><i>Competitive Poster</i></p> <p style="text-align: center;"><i>Judges: Michelle Coleman (Clark State College)</i></p> <p style="text-align: center;"><i>Bill Jennings (University of Cincinnati)</i></p> <p style="text-align: center;"><i>Laura Russell (Denison University)</i></p>	<p><b>Obesity Health Communication Campaign Plan</b> Man Luo (Bowling Green State University)</p> <p><b>The Impact of Remote Learning in the Wake of COVID19</b> Dominique Richards (The University of Akron)</p> <p><b>The Insufficiency of Self-Sufficiency: A Dramatistic Analysis of Miley Cyrus' "Flowers"</b> Abigail Reiter (Cedarville University) &amp; Ellie Miskimen (Cedarville University)</p> <p><b>News Article Critique: Practice News Literacy in Intercultural Communication Class</b> Fang Wang (The University of Findlay)</p> <p><b>An Analysis on How Social Media Can Be Successful in Organizing Unions in a Modern Age</b> Spencer Hall (University of Cincinnati)</p> <p><b>It's Me, Hi," I'm the Director–It's Me: Do the Nonverbal and Verbal Elements of Anti-Hero Match?</b> Tyson Spence (Stark State College)</p> <p><b>Marcy Kaptur's Use of Rhetoric in Her 2022 Political Campaign</b> Madalyn Thayer (Bowling Green State University)</p> <p><b>Parasocial Relationships with Lifestyle YouTubers</b> Ariel Stahler (The University of Akron)</p>



**Call Out for Ohio Communication Association  
Award Nominations for 2024!**

You are cordially invited to nominate outstanding communicators in the state of Ohio for recognition.  
Visit [www.ohiocomm.org/awards](http://www.ohiocomm.org/awards) for more information

**Friday | Session 4  
4:00-4:50 p.m.  
Science and Nursing Building**

*Discussion/  
Research Paper  
Panel  
Room 128  
Chair: Michelle  
Coleman (Clark State  
College)*

**Driving Students' Success in the Classroom – An Interactive Panel Discussion**

Melissa Cumberbatch (Columbus State Community College) & Renee Hosang-Alleyne (Columbus State Community College)

As professors, we all want to see our students succeed. However, student success in the classroom comes with many challenges. This panel discussion will facilitate a few activities and/or tools to help professors overcome certain challenges faced in the classroom.

This is a two-person panel. Each panelist is a practicing educator at a community college. Each panelist has over 10 years experience teaching in the classroom.

The discussion will begin with a brief presentation on the topic of specific challenges to students' success in the classroom. The panelists will define student's success as it relates to community college.

During and after the presentation, the panelists will conduct interactive sessions with the audience. Each audience member will receive hard copies of all activities practiced during the panel discussion.

**YOUNGSTOWN STATE**

**A PLACE TO LIVE**

**A PLACE TO LEARN**

**explore.ysu.edu**

The advertisement features a black and white photograph of a young man sitting on a couch, smiling as he reads a book. The background is dark with a large, stylized 'Y' logo on the left side. The text is overlaid on the image in a clean, sans-serif font.

**Friday | Session 4**  
**4:00-4:50 p.m.**  
**Science and Nursing Building**

*Discussion/  
Research Paper  
Panel  
Room 111  
Chair: Erin  
Hollenbaugh (Kent State  
University at Stark)*

**Discussing Senate Bill 83/House Bill 151 and the Future of  
“Controversial Topics” in Ohio Communication**

Amber Ferris (University of Akron), Cody Clemens (Marietta College), Rhiannon B. Kallis (University of Akron), Andrea Meluch (University of Akron), Dominique Richards (University of Akron), Samantha Rubadue (University of Cincinnati), Spencer Hall (University of Cincinnati)

This discussion panel will focus on Ohio Senate Bill 83/House Bill 151 and the impact of this legislation on communication programs. Panelists include faculty and students from different institutions in Ohio that will discuss their experiences with "controversial" topics in the classroom. A review of the status of these bills will be provided, with the goal of engaging in a robust conversation with panelists and audience members surrounding issues of diversity, equity, and inclusion at our institutions.

**Friday | Session 4**  
**4:00-4:50 p.m.**  
**Science and Nursing Building**

*Workshop  
Room: 124  
Chair: Bill Jennings  
(University of  
Cincinnati)*

**Closing the Loop: Assessing Your Communication Program**

Julie Cajigas (The University of Akron) & McKenna Vietmeier (The University of Akron)

This workshop is for faculty, graduate students and other interested parties who are looking to gain an increased understanding of the assessment process and assessment planning. In this workshop, Julie Cajigas and McKenna Vietmeier will give a high-level overview of program-level assessment for Communication programs as well as detailed information on how to create a plan. The workshop will include an interactive (small group) activity related to developing and refining learning outcomes. Participants will come away with ideas on how to plan assessment activities, train and motivate their faculty, and close the loop by making data-driven adjustments to their curriculum and instruction, as well as some physical tools and templates to assist in their efforts.

**Friday | Awards Ceremony**  
**5:30 -7:00 p.m.**  
**Courtyard by Marriott Canton**



**Ohio Communication Association**  
**2023 Awards Ceremony**



Appetizers and Cash Bar

Master of Ceremonies:

Rhiannon B. Kallis, OCA Vice President (The University of Akron)

## Saturday, October 7

### Saturday | Session 1

8:00-8:50 a.m.

#### Science and Nursing Building

*Discussion/  
Research Paper  
Panel*

*Room 124  
Chair: Cody Clemens  
(Marietta College)*

#### **Elephant: Small Liberal Arts Colleges and the Enrollment Cliff**

Seth Smith (Capital University), Cody Clemens (Marietta College), Ann Nicely (Marietta College), & Ashley Kennard (Ohio Wesleyan University)

In all aspects of education, students drive an institution. From the mission and vision of an institution to the financial bottom line, institutions of higher education depend on students. Small liberal arts colleges in the Midwest will likely face declining students in their traditional student base. One of the consequences of the Great Recession of 2008 was a reduction in birth rate. This reduction in birth rate was more pronounced in the American Northeast and Midwest. As America moves past the COVID-19 pandemic's effects on college enrollment, the reduction in traditional-age high school graduates due to lower birth rates in 2008 is approaching. In exploring historical research on previous enrollment declines and current research on the upcoming enrollment cliff, it is possible to offer potential plans and solutions available to small liberal arts colleges in Ohio.

## Complete Session Evaluations!

Use the QR code to the right to give our Executive Board feedback about the sessions you're attending. Each completed evaluation will earn a raffle entry!

We will raffle **\$50 - \$100 Amazon gift cards**

at the Awards Ceremony, the Business Meeting, & the end of the conference.

2023 OCA Session Evaluation



### Saturday | Session 1

8:00-8:50 a.m.

#### Science and Nursing Building

*Workshop  
Room: 128  
Chair: Patrick Dillon  
(Kent State University at  
Stark)*

#### **Specifications Grading: An Assessment Approach to Increase Student Learning and Save Faculty Time**

Kaatie Cooper (Kent State University)

Specifications grading is a points-free, competency-based system that is well-suited to communication classes. Instead of grading assignments on a point system, student work is assessed as Complete/Incomplete based on whether the work demonstrates the course's learning goals by fulfilling each assignment's specifications/requirements. For creative assignments, loose specifications allow students to demonstrate their understanding of the material in a variety of ways, encouraging risk taking and experimentation. Students who earn an Incomplete on an assignment can revise and resubmit their work until it is deemed satisfactory, encouraging a growth mindset and emulating a professional work environment. Specifications grading also increases student motivation by giving them more control over their learning and saves faculty time. This session will provide information about various ways instructors can integrate this innovative approach into their teaching and will share insights about the student experience of specifications grading in a variety of courses.





**OHIO**  
UNIVERSITY

SCRIPPS COLLEGE OF COMMUNICATION  
**SCHOOL OF COMMUNICATION STUDIES**



**PH.D. CONCENTRATION AREAS:**

Health Communication

Interpersonal & Organizational Communication

Rhetoric & Culture

**RESOURCES AVAILABLE:**

Teaching, Research, & Forensics Assistantships

Travel Funding Opportunities

Interdisciplinary Collaborations

Housed in State-of-the-Art Schoonover Center for Communication



**CONTACT US TO  
LEARN MORE**

Dr. Christina S. Beck (beck@ohio.edu)  
[www.ohio.edu/scripps-college/comm-studies](http://www.ohio.edu/scripps-college/comm-studies)

**Saturday | Session 2**

**9:00-9:50 a.m.**

**Science and Nursing Building**

*GIFTS*

*Room: 101*

*Chair: Ann Nicely  
(Marietta College)*

**Constructions of Self: Using Building Block Imagery to Visualize the Self-Concept**

Laura Russell (Denison University)

**E-Game Development Simulation: Teaching Responsibility, Creativity, and Business Acumen**

Daniel Dieter (Slippery Rock University of Pennsylvania)

**GIFTS for Ohio Communication Association**

Reedwan Habib (Ohio University)

**Story Weaving Through Historical Photographs on Gawkadal Massacre, Kashmir**

Rayna Batool (Ohio University)

**Saturday | Session 2**  
**9:00-9:50 a.m.**  
**Science and Nursing Building**

<p style="text-align: center;"><i>Discussion/ Research Paper Panel</i></p> <p style="text-align: center;"><i>Room 124</i></p> <p style="text-align: center;"><i>Chair: Seth Smith (Capital University)</i></p>	<p><b>AI Sparking Strategic Change</b></p> <p>Brenda Jones (Franklin University), Elycia Taylor (Columbus State Community College), &amp; Mike Posey (Franklin University)</p> <p>The proliferation of AI writing and editing tools provides unique opportunities and challenges for strategic communication faculty, who maintain academic integrity while ensuring students develop career-relevant composition skills. In this panel discussion, we explore how the inclusion of AI tools in writing assignments may be framed with ethical theories and professional standards. We explore the practical approaches to integrating AI tools into the curriculum and the implications of ethical professional communications.</p>
--	--

**Saturday | Session 2**  
**9:00-9:50 a.m.**  
**Science and Nursing Building**

<p style="text-align: center;"><i>Discussion/ Research Paper Panel</i></p> <p style="text-align: center;"><i>Room 128</i></p> <p style="text-align: center;"><i>Chair: Cody Clemens (Marietta College)</i></p>	<p><b>Utilizing Research Methods Within and Beyond the Academy</b></p> <p>Cody Clemens (Marietta College), Tony E. Adams (Bradley University), Alberto Gonzales (Bowling Green State University), Amber Ferris (University of Akron), &amp; Nancy Jennings (University of Cincinnati)</p> <p>Often, when folks think of research methods, they are fearful of the complexities some methods possess. Although, understanding research methods can be useful both inside the university classroom and outside the walls of the academy. Whether you are working on a class project, research paper, advocating for social justice and change, promoting healthy behaviors, or working to assist a community partner, understanding different research methods can be beneficial for all involved. This discussion panel is made up of communication faculty who intend to discuss ways to utilize a variety of different communication research methods within and beyond the academy. Additionally, this panel will discuss different ways panelists have utilized research methods for class projects and outside of institutions of higher learning. Finally, the panel members will invite audience members to participate in the discussion.</p>
--	--

**Saturday | Session 3**  
**10:00-10:50 a.m.**  
**Science and Nursing Building**

<p style="text-align: center;"><i>Workshop</i></p> <p style="text-align: center;"><i>Room: 111</i></p> <p style="text-align: center;"><i>Chair: Cody Clemens (Marietta College)</i></p>	<p><b>A Hands On Experience Creating a Whiteboard</b></p> <p>Liane Gray-Starner (GrayStar Communication)</p> <p>In this session, participants will have the opportunity to learn how and to create their own Whiteboard animation. Participants will need to bring a computer and leave with an MP4 of their presentation.</p>
---	--

**Saturday | Session 3**  
**10:00-10:50 a.m.**  
**Science and Nursing Building**

*Research  
Paper  
Room 124  
Chair: Rhiannon Kallis  
(The University of  
Akron)*

**Are Local TV Stations Complying with the FCC's Children's Television Act?**

Laura Gomes (University of Cincinnati)

There is a notable gap in age-appropriate journalism in the U.S. news media market. With the lack of television usage among children, who have been preferring streaming services more and more every day, there has been some debate involving whether some kids' media policies, such as the Federal Communications Commission's Children's Television Act, should still be implemented. In this research, I have developed a comparative analysis of how local Cincinnati television stations are broadcasting children's programming and complying with this FCC policy while also exploring the current scenario of age-appropriate news in America. This paper advocates for maintaining the efficacy of this significant media policy and investigates whether local Cincinnati television stations are serving the educational and informational needs of children.

**Fatphobia in the Marvel Cinematic Universe**

Montana Kitchen (University of Findlay) & Fang Wang (University of Findlay)

While the multi-billion-dollar Marvel Cinematic Universe franchise successfully portrays a diverse range of characters, there is a significant lack of representation of fat bodies within its worldbuilding. More importantly, the rhetoric around the minimal fat bodies that are represented is detrimentally fatphobic because it invites the audience to openly laugh at fat bodies. This reinforces negative tropes and is deeply problematic due to the link between fatphobia and racist stereotypes which equate physical appearance to moral character (e.g. bumbling, lazy, incompetent, etc.). This paper is a critical analysis of Chris Hemsworth's portrayal of the Norse god, Thor, in the film, "Avengers: Endgame," and the weight stigma directed at his character's physical appearance. While the portrayal of a superhero in a fat body is welcomed, the negative rhetoric aimed at his body was unconstructive and detrimental. This critique explores how superheroes serve as misdirected representation of marginalized members of society, and yet their role is to protect a world that benefits cis-white-straight-size men in power. In addition, this examination will explore how in this protection of a world that benefits cis-white-straight-size men of power, fatness is seen as radical due to its historical intertwining with anti-fatness. It concludes with an exploration of how anti-fatness and anti-blackness are structurally upheld in our society through the medical industry, gender, and class expectations. All the analysis is based on the literature and presented in written format as well as audio--three episodes of podcast.

**Sexual Self-Disclosure Styles: Understanding Differences in Discussing Sensitive Sexual Topics**

Gwen Hullman (Cleveland State University), Daniel Weigel (University of Nevada) & Randy Brown (Independent Researcher)

Guided by communication privacy management (CPM) theory (Petronio, 2000) and the conversational goals framework (Dillard, 1990), this study explored sexual self-disclosure styles. Using an online self-report survey, participants (n = 428) reported levels of conversational goals, disclosure-related variables, and likelihood to disclose a sexual topic to their romantic partner. Cluster analysis resulted in three distinct styles of sexual self-disclosure. Functional disclosures have a strong need to disclose, and are the most likely to disclose. Relationally constrained disclosures were hesitant to disclose and worried about the risks of disclosure. Finally, seasoned disclosure reported historically positive disclosures and felt comfortable disclosing.

**Saturday | Session 3**  
**10:00-10:50 a.m.**  
**Science and Nursing Building**

*Discussion/  
Research Paper  
Panel  
Room 128  
Chair: Amber Ferris  
(The University of  
Akron)*

**Probing the Communication World of Social Media Influencers and Their Avid Followers: A Two-Paper Panel**

Filippa Frogner (Cleveland State University), Aurora Harris (Cleveland State), Sophia G. Farrar (Cleveland State), Julia Lastic (Cleveland State University), Stephanie Williamson (Cleveland State University) & Richard Perloff (Cleveland State University)

More than half of Gen Z women who are active on social media follow social media influencers, and half of these 18-29 year-olds confess that they have bought a product after reading an influencer's post. Yet not nearly enough research has been conducted to determine the communication appeals social media influencers employ and how their avid followers react to them online. This two-paper panel examines these topics in depth, with a first study a detailed quantitative content analysis of the communication attributes social media influencers employ in life style and beauty videos on TikTok, and the second an in-depth qualitative exploration of how avid followers emotionally respond online to influencer controversies, in this way offering a snapshot of the communication world that so many Gen Z women inhabit.



**CLEVELAND STATE UNIVERSITY**

**EARN A GRADUATE DEGREE OR  
CERTIFICATE IN COMMUNICATION**

**AFFORDABILITY, FLEXIBILITY, OPPORTUNITIES  
FOR CAREER ADVANCEMENT**

**SCHOOL OF COMMUNICATION OUR PROGRAMS**

- Master of Applied Communication Theory and Methodology (MACTM)
- Graduate Certificate in Corporate Communication

Cleveland State University is proud to introduce a revamped Master's Program in Applied Communication Theory and Methodology. This 30-credit-hour program features advanced training in corporate and public communication and can be completed in 18 months.



Applications are open for the 2023-2024 academic year: [GRAD.ENGAGECSU.COM](http://GRAD.ENGAGECSU.COM)

**Saturday | Keynote Speaker | Session 4**  
**11:00-12:15 p.m.**  
**Science and Nursing Building | Room 101**

**Missing Each Other: Queer Lapses, Loves, and Longings**

Dr. Tony E. Adams (he/they), Bradley University

There are many popular sayings about the consequentiality of everyday relational affairs. There's the quote attributed to Margaret Mead: "Never doubt that a small group of thoughtful, committed citizens can change the world. Indeed, it's the only thing that ever has." And the aphorism credited to Aesop: "No act of kindness, no matter how small, is ever wasted." There are those inspirational memes: "Some stranger somewhere remembers you because you were kind to them," "Someone heard a song that reminded them of you," and "You knew the other for only a short time but they changed your life for the better." And there's the "butterfly effect," the concept that suggests even the slightest act can motivate infinite iterative and compounding acts.

In this keynote, Dr. Tony Adams will demonstrate the consequentiality of our everyday relational affairs. He will focus specifically on mundane queer encounters—moments of meeting that reference same-gender attraction and LGBTQ+ identities and/or challenge heteronormative expectations about when, where, how, and with whom intimacy can occur. Throughout, he will show how we can, knowingly and unknowingly, change someone with our words and deeds. He pays homage to social interactions that, at the time they occurred, may have felt trivial and unremarkable yet now, upon reflection, feel formative and momentous. In so doing, he illustrates the potential iterative and compounding impact of what we say and don't say, do and don't do.



**Saturday**  
**12:30-1:50 p.m.**  
**Campus Center**

**Lunch & OCA Business Meeting**

**Complete your session evaluations for raffle entries!**



**Saturday | Session 5**  
**Top Papers Panel | 2:00-2:50 p.m.**  
**Science and Nursing Building | Room 101**

*Respondent: Tony E. Adams (Bradley University)*  
*Chair: Samantha Rubadue (University of Cincinnati)*

**Sparking Change by Reasoning Together: Toward Better Conversations**

Jeff Thomas Bile (Spalding University)  
Professional/Educator

In 1923 OCA, and our discipline, had an active agenda of curricular and pedagogical interventions in civic life. A century later, our priorities have changed. How far we have come in the last hundred years! How far have we come? Well, the future ain't what it used to be. Political polarization is persistent, proliferating, and pernicious. The take-no-prisoners approach in which push-back must be escalated to ad hominem, name-calling, punching back "ten times harder" and total war—is not resulting in either a more humane world or better decisions. We accept diversity but we "disagree badly." Conversely, Audre Lorde (1984) wrote that "difference must be not merely tolerated but seen as a fund of necessary polarities between which our creativity can spark, like a dialectic" (p. 111). Too much is at stake, and communication studies has too much to offer, not to try.

**Managing the Issue of Corporate Responsibility to Racial Justice**

Kevin Hardges (Wayne State University)  
Graduate

This paper employs a case study research design that analyzes the racial justice communication of PepsiCo using discourse analysis. Guided by the public relations theories of Issue Management and Corporate Responsibility to Race (CRR) this paper seeks to understand how PepsiCo's racial justice discourse is constructed and what it achieves for public relations theory and research. Findings indicate that PepsiCo demonstrates all five communication principles described in CRR theory. This paper contributes to PR scholarship, it has implications for PR practitioners, and adds to the growing conversations on race in public relations.

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

Ryan Eisenhuth (Geneva College)  
Undergraduate

This research paper addresses the exigence of the dis-membering of the canon of memory facing the work of contemporary rhetoricians and communication professionals. Using the "Memory Lane" scene from Doctor Strange in the Multiverse of Madness to enter the discussion, I argue our culture has largely forgotten the importance of cultivating memory for the purpose of engaging in the public sphere. Then, primarily using the work of Toye and Herrick, I demonstrate that memory is an essential component to invention, arrangement, style, and delivery – the other members of the rhetorical canon – even though many rhetoricians today argue that memory is unnecessary in our contemporary world when compared to the other rhetorical canons. Then, primarily using Ong's work, I argue that memory has been dis-membered from the rhetorical canon as a result of the proliferation of communication technologies that "remember so you can forget" throughout Western culture. Finally, I conclude with a call to re-member the forgotten canon of memory by seeking to cultivate what Arnett refers to as "communities of memory" within the communication classroom.

**Saturday | Session 6**  
**3:00-3:50 p.m.**  
**Science and Nursing Building**

*Research  
Papers  
Room 111  
Chair: Sam Rubadue  
(University Cincinnati)*

**Female Jihadism in the Age of Digital Media and COVID-19:  
Insights from Bangladesh**

Suudipta Sharma (Bowling Green State University)

This paper aims to understand Bangladeshi female jihadists' evolving socio-demographic backgrounds, organizational roles, and the driving factors that radicalize them. It is found that besides homemakers and students, female jihadists, who are mainly young, come from various professions, including education, health, business, law, and private jobs. The results indicate that women in higher socioeconomic status, who endorse violent tactics and militant objectives, may be more inclined to participate in jihadism actively. During the COVID-19 pandemic, instead of carrying out violent attacks, they use social media to spread their extremist ideologies, recruit new members, and raise funds. The results show that the Internet played a significant role in the radicalization of women during the pandemic, while family and friends played the leading role in the past.

**The Influence of Social Media on Cultural Adjustment Among  
International Students at UC**

Jessica Ka Wai Fung Liang (University of Cincinnati)

Since most universities in the US have high percentages of international students, they usually need to adjust to the host culture, and therefore, cultural adjustment is worth discussing. Universities, especially international offices, have the responsibility to find out which kinds of services and ways of communication can help international students to overcome homesickness and cultural shock. This study discusses the relationship between social support and cultural adjustment, with a focus on building social networks that help overcome cultural shock and accelerate cultural adjustment. Events hosted by UC International and the way they make use of social media serve as the primary sources to analyze the influences of social media on cultural adjustment among international students.

**Traditional Symbolism and Symbolic Interactionism in  
Contemporary Iran: The Poetry of Hafez and Khe**

Fariba Pajooh (Wayne State University)

In this textual analysis study, I analyze a short film, "Thursday Appointment," about how Iranian poetic, visual, historical, and cultural symbols depict forgiveness and love and how these symbolic values play a role in human communication. This paper's analysis attempts to show how the director uses a variety of symbols (visual, language, cultural, etc.) in the film to expand the meaning of Hafiz's poem and broadcast the importance of love and kindness, a key ingredient in Iranian culture, to a modern international audience. Additionally, I will analyze how this short film uses symbolic interactions to make an intercultural connection and communication.

**Saturday | Session 6**  
**3:00-3:50 p.m.**  
**Science and Nursing Building**

*Workshop*  
*Room: 124*  
*Chair: Cody Clemens*  
*(Marietta College)*

**Unleashing the Potential: Exploring ChatGPT and AI Applications in Higher Education**

James Jarc (Central Ohio Technical College) & Jon Jarc (St. Ignatius High School)

Join us and discover how AI can spark transformative change in your communication practices and classrooms.

Through this engaging workshop, you'll receive practical guidance on integrating AI technologies into your educational practices while addressing the ethical considerations, challenges, and future implications of AI in higher education. Our expert facilitators will share how AI can enhance teaching, optimize research processes, support student success, and enable personalized learning experiences.

Walk away equipped with a valuable toolkit that includes resources, guidelines, and real-life examples of AI applications in higher education. Additionally, you'll receive a curated collection of references and recommended readings for further exploration. Don't miss this opportunity to be at the forefront of AI integration in education.

## Social Media & Session Evaluation Raffle!

Use **#OCA2023** to tag your posts & pictures on Instagram, Facebook, or X during the conference (remember to make your posts public).

One raffle ticket will be entered into the drawing for each public post you tag with **#OCA2023**.

You can earn additional raffle tickets by turning in completed session evaluations online (use the QR code to the right and found in the conference session rooms).

We will raffle **\$50 - \$100 Amazon gift cards** at the Awards Ceremony, the Business Meeting, & the end of the conference.



**OHIO**  
**THANK YOU** to **UNIVERSITY** for sponsoring the \$100 final raffle give away!

Come to the registration desk after the last session for a chance to win \$100!



# THANK YOU!

A special thank you to the following groups and individuals who made the conference possible:

- Our hosts, Kent State University at Stark
- Special thanks to Erin Hollenbaugh, Patrick Dillon, and the rest of KSU at Stark faculty, staff, and students
- Our partners and sponsors whose contributions help to keep registration costs low
- All conference paper, poster, and panel reviewers; session chairs, respondents; and poster judges
- Dr. Tony E. Adams for sharing his time and wisdom with us

## The 2023 Ohio Communication Association Executive Board thanks you for attending!

Executive Director Elycia Taylor	President Cody Clemens
Vice President Rhiannon B. Kallis	Immediate Past President Amber Ferris
Ohio Communication Journal Editor Patrick Dillon	Ohio Communication Journal Associate Editor Andrea Meluch
Communication Coordinator Maria Hannah	Conference Coordinator Ann Nicely
Awards Coordinator Jeff Tyus	Sponsorship Coordinator Nancy Jennings
Archivist Bill Jennings	Member-at-Large Alane Sanders
Member-at-Large Jaiette Jackson	Member-at-Large Seth Smith
Graduate Student Representative Taylor Vanderveen	Graduate Student Representative Roshni Ashiq



**THANK YOU** to our Partners for their generous support of the Ohio Communication Association!

Interested in partnering your organization with OCA?  
Contact Nancy Jennings, Sponsorship Coordinator, at [jenninna@ucmail.uc.edu](mailto:jenninna@ucmail.uc.edu).



**School of  
Communication  
Studies**

College of Communication  
and Information



SCRIPPS COLLEGE OF COMMUNICATION  
**SCHOOL OF COMMUNICATION STUDIES**



**University of Findlay®**

Meaningful Lives. Productive Careers.

