All conference sessions will be in the Fisher Hall Conference Center, except for the Friday luncheon and keynote address which will be in Union 613. Receptions will be held in Bayer Hall Rotunda.

THURSDAY, JUNE 10, 2004

1:00-2:30  Registration for On-Campus Housing

1:00-2:30  Conference Pre-Registration/Registration

2:45  Conference Welcome

President Charles J. Dougherty, Duquesne University

3:00-4:15  Rhetorical Ethics

Chair: Spoma Jovanovic, University of North Carolina at Greensboro

“The Role of Rhetorical Practice within Moral Formation,” Kenneth R. Chase, Wheaton College

“Ethics in the Emergence of American Rhetorical Studies,” Pat Gehrke, University of South Carolina

“Thomistic Natural Law: A Framework for Rhetorical Ethics,” Eric Grabowski, Duquesne University

“Bakhtin's Aesthetic Rhetorical Theory: The Interface of Aesthetics and Rhetoric as Communication Ethics,” Annette Holba, Duquesne University
Respondent: Richard Thames, Duquesne University

4:30-6:00  Dinner

6:15-8:45  Interviews about Communication Ethics
           Chair: Pat Arneson, Duquesne University
           Ken Andersen, University of Illinois at Urbana-Champaign
           Julia T. Wood, University of North Carolina at Chapel Hill

8:45-10:00  Reception in Honor of Western Michigan State University

FRIDAY, JUNE 11, 2004

7:30-8:45  Breakfast

9:00-10:15  Roundtable: The Voice of Ethics: Reflections on Ethics in Communicative Action
           Chair: Roy V. Wood, University of Denver
           Ronald C. Arnett, Duquesne University
           Kenneth R. Chase, Wheaton College
           Patrick Gehrke, University of South Carolina
           Spoma Jovanovic, University of North Carolina at Greensboro
           Lisbeth Lipari, Denison University
           Jeffrey Murray, SUNY Brockport
           Christopher Poulos, University of North Carolina at Greensboro
           Roy V. Wood, University of Denver

10:30-11:45  Communication Ethics in Education and Practice
           Chair: Linda Cardillo, College of Mount St. Joseph
           “The Importance of a Liberal Arts Education and Communication Ethics,” Leanne Bell, Duquesne University
           “Re-Opening the Question of Virtue Ethics in Communication Education,” Pat Arneson, Duquesne University
           “Facework in Responding to Unethical Communication,” Kathleen Valde, Northern Illinois University
           “Hurt not Failure: Rethinking Medical Portrayals of Heartbreaking Pregnancy Outcomes in Light of Communication Ethics,” Karen Greenberg, Raritan Valley Community College
           Respondent: Julie Belle White-Newman, College of St. Catherine

12:00-2:00  Conference Luncheon and Keynote Address
           “The One-and-Many Problem in Communication Ethics,” Clifford J. Christians, University of Illinois at Urbana-Champaign
           Professor Christians is the James A. Jaksa Communication Ethics Scholar-In-Residence for the National Communication Ethics Conference. He is Professor of Communication at the University of Illinois at Urbana-Champaign. Dr. Christians’ work links communication issues with ethical theory and seeks to construct a normative discourse for applied ethics. He has authored or edited five books on communication ethics in addition to over 65 scholarly book chapters and journal articles.
From NCA Commission to NCA Division

Chair: Paula Tompkins, St. Cloud State University

The shift from the “Communication Ethics Commission” to the “Communication Ethics Division” of NCA brings new opportunities to people interested in communication ethics. This session will divide the room into different groups to discuss topics such as changing responsibilities in the shift from commission to division, the Communication Ethics Division’s role in the NCA Mission, etc. Following group discussion, we will collectively discuss the issues.

3:30-4:30 Free Time

4:30-6:00 Dinner

Those wishing to continue discussions with our James A. Jaksa Communication Ethics Scholar-in-Residence, Clifford J. Christians, are encouraged to meet during the dinner hour.

6:15-8:45 Interviews about Communication Ethics

Chair: Pat Arneson, Duquesne University

Josina Makau, University of California-Monterey Bay

Cliff Christians, University of Illinois at Urbana-Champaign

8:45-10:00 Reception in Honor of Clifford J. Christians

SATURDAY, JUNE 12, 2004

8:00-8:30 Coffee, juice, muffins outside the Fisher Hall Conference Room

8:30-9:45 Duquesne University Communication Ethics Graduate Student Fellowship Recipients

Chair: Martha Hardesty, College of St. Catherine

“Red Cross, Double Cross?: Habermas’s principle of Universalization as Moral Framework for Organizational Communication,” Rebecca J. Meisenbach, Concord College

“Manipulating the Minority Student Image: The Ethics of Communicating Diversity to Promote Student Enrollment,” Adam Earnheardt, Kent State University


Respondent: Jim Gilchrist, Western Michigan University

10:00-11:15 Media Ethics

Chair: Maggie Jones Patterson, Duquesne University

“The Serendipitous Gestalt: The Credos for Communication Ethics and for Free and Responsible Communication in a Democratic Society,” Kenneth E. Andersen, University of Illinois at Urbana-Champaign
“The Ethics of Government Sponsored Media Campaigns: A Case Study of Recruitment of African Americans in World War II,” Kathleen German, Miami University of Ohio

“Reflection and Orientation: A Meta-Ethical Approach to Media Ethics,” Bernhard Debatin, Ohio University

Respondent: Clifford J. Christians, University of Illinois at Urbana-Champaign

11:15-12:00  Brunch

12:00-4:30  Leisure Activity: Ethical Communication in the Company of Colleagues

Three Rivers: Point State Park Regional Arts Festival
Carnegie Museum of Natural History (Dinosaur exhibits, Fossil exhibits, etc.)
Shopping (Saks Fifth Avenue, Lord & Taylor, etc.)

4:30-5:45  Dinner

6:00-9:00  Interviews about Communication Ethics

Chair: Pat Arneson, Duquesne University

Richard L. Johannesen, Northern Illinois University

Ronald C. Arnett, Duquesne University

Michael J. Hyde, Wake Forest University

9:00-10:00  Reception in Honor of the Duquesne University Communication Ethics Graduate Student Fellowship Recipients

The 2004 Duquesne University Communication Ethics Graduate Student Fellowship recipients are Rebecca J. Meisenbach, Purdue University; Adam Earnheardt, Kent State University; and Tina L. McDermott, California State University at Los Angeles.

SUNDAY, JUNE 13, 2004

8:00-8:30  Coffee, juice, muffins outside the Fisher Hall Conference Room

8:30-9:45  Perspectives on Communication Ethics

Chair: Ronald C. Arnett, Duquesne University

“Kant and Candide: Enlightenment Questions of God and Evil Allow for a Modern Day Discussion of Communication Ethics,” Melissa Cook, Duquesne University

“En Soi-Pour Soi: Sartrian Implications of an Existential Ethic within Interpersonal Communication,” Gerald Powell, St. Joseph’s College

“The History of Buberian Dialogue in the Field of Communication Ethics,” Marie Baker-Ohler, St. Vincent College

“Between Truth and Reality: Situating Jacques Ellul and David Hume within the Study of Communication Ethics,” Brent C. Sleasman, Duquesne University
10:00-11:15  Communication Ethics in the Marketplace

Chair: Dorene Ciletti, Duquesne University

"The Marketplace Ethic: A Multi-Dimensional and Communitarian Investigation," Fendrich Clark, Mount Union College

"Built Ford Tough: Leopold's Land Ethics and the Implications of Sustainability in Ford Advertisements," Mark Meister, North Dakota State University

"Undercover Marketing: Communication Ethics and Marketing Practices," Brandon Dunleavy, Duquesne University

"Bringing Communication Ethics to Strategic Use of Ambiguity," Andrew Bergstrom, Duquesne University

"Job Role, Length of Tenure, and Ethical Sensitivity: Organization Influence on Individual Differences," Tammy Swenson-Lepper, University of West Florida

11:15  Conference Adjourned