11th National Communication Ethics Conference

“Communication as Loving Struggle:” Love, Family, and Social Responsibility in the Technological Age

Entire program takes place in the Duquesne University Student Union Building

Home Base: Duquesne Room (location for keynotes, book display, and meals)

Thursday, June 3rd

Noon Registration for Conference Opens
Noon – 2:00 p.m. Registration and Welcome Reception
2:00 – 2:30 p.m. Duquesne Room
   Welcome
   Opening prayer: Father David Smith, C.S.Sp, Duquesne University
   Welcome: Dr. Charles J. Dougherty, President of Duquesne University
   Welcome and Logistics: Erik Garrett, Duquesne University

2:30 – 4:00 p.m. Session 1A: Room 613
   Panel Title: Branding: Applying Aristotelian and Ricoeurian Axiological Perspectives

   Chair: Kim Schade, Duquesne University
   Respondent: S. Alyssa Groom, Duquesne University
   Presenters:
   Paul Lucas, Duquesne University
   Used for Exchange: How Aristotle’s Use and Exchange Values Can Inform Branding

   Jill Seibert Burk, Duquesne University
   Towards a More Ethical Practice of Product Placement: An Aristotelian Perspective

   Matthew A Fuss, Duquesne University *Debut Submission*
   Is There a Current Use of Alienation for/in IMC and, Is There a Place for Alienation as a Strategy or Part of a Strategy in Branding?

4:15 – 5:45 p.m. Session 2A: Room 613
   Panel Title: Philosophical Issues in Communication Theory: Tensions “Betwixt and Between” the Universal and the Practical

   Chair: Victoria Byrd, Duquesne University
   Presenters:
   Jessica Nicole Sturgess, University of Pittsburgh
We Must Love Understanding to Understand Love: Hermeneutics, Critical Theory, and Communicative Ethics

Paula S. Tompkins, St. Cloud State University
A Contribution of Communication Theory to Ethical Theory and Practice

Richard K. Olsen, and Jeanne M. Persuit, University of North Carolina at Wilmington
Walter Fisher's Narrative Paradigm: Finding Ground in Universal Minimalist Ethics

Pat Gehrke, The University of South Carolina
Situated Universals and Counterfactual Communities: Making Publics Disappear

G. L. Ercolini, The University of South Carolina
The Situated and Contextual Nature of Ostensibly Universal and Timeless Kantian Ethics: Kant's Groundwork to a Metaphysics of Morals

Session 2B: Room 608
Panel Title: Craftsmanship and Ethical Decision Making in the Marketplace and the University

Chair: Mary Roberts, Duquesne University
Respondent: Janie Harden Fritz, Duquesne University
Presenters:
Rebecca Meisenbach, University of Missouri
On a Mission: Searching for Ethical Decision Making amidst the Process of Identification in Fund Raising

Leanne Bell, Stevenson University
Communication Ethics: The Marketplace Connection

S. Alyssa Groom, Duquesne University
Reclaiming Craftsmanship in the Marketplace: Innovation and 'Productness' as Good Work Done Well

6:00 p.m. 1st Keynote Speaker Presentation (Will be held in the Duquesne Room)

Calvin O. Schrag, George Ade Distinguished Professor of Philosophy Emeritus, Purdue University
The Communicative Turn in the Dynamics of Philosophical Discourse

(This will be held in the Duquesne Room)

**Sit down dinner will come after the speaker**
Dr. Schrag will receive the James A. Jaksa Distinguished Scholar Award for his continued contributions to the area of Communication Ethics and Philosophy of Communication. James A. Jaksa was the former director of the Western Michigan University Center for Communication Ethics who petitioned NCA to form an Ethics Commission in 1984. He was also instrumental in creating the first Communication Ethics Conference co-hosted by WMU’s Ethics Center and WMU’s Department of Communication that was held at the Kellogg Biological Station in Gull Lake, Michigan. Since its inception this conference has had a tradition of being an intimate and supportive environment for presenting ideas focusing on Communication Ethics.

Immediately following the keynotes there will be a sit down dinner. We also encourage everyone to stay for a reception with musicians playing from 8-10pm in the Duquesne room.

DAY 1 ENDS
Friday, June 4th

8:30 am. Registration Opens

8:30 – 9:30 a.m. Breakfast
(Breakfast will be held in the Duquesne Room)

9:30 – 11:00 a.m. Session 1: Room 613
Panel Title: What Is Language Good for?

Chair: Anthony Wachs, Duquesne University
Respondent: Pat Gehrke, University of South Carolina
Presenters:
Meredith A. Cargill, Independent Scholar
The Unbearable Violence of Being

Craig E. Mattson, Trinity Christian College
Eloquence and Ethics in Michael Polanyi’s Participative Ontology

Kenneth Chase, Wheaton College
The Eloquence of the Totally Other

11:15 – 12:45 p.m. Session 2A: Room 613
Panel Title: Loving Resistance Fighters: Media Ecology as a Philosophy of Communication

Chair: Kim Schade, Duquesne University
Presenters:
Annette Holba, Plymouth State University
A Media Ecology Perspective Today: Lance Strate and Reflections on Media

John Prellwitz, University of Pittsburgh at Greensburg
Amusing Ourselves to Educated Lives: Neil Postman’s Ethical Ground for a Constructivist Philosophy of Communication

Brent Sleasman, Gannon University

Calvin L. Troup, Duquesne University
Jacques Ellul’s La Technique: The Mouth that Cannot Speak

Cem Zeytinoglu, East Stroudsburg University of Pennsylvania
Kenneth Burke’s Seven Offices for Media “Ecology” as the Rehabilitation of Corruptive Technology

Session 2B: Room 608
Panel Title: Struggling for Ethics Between Philosophy and Communication: Education, Cinema, Poetry

Chair: Victoria Byrd, Duquesne University
Respondent: Ramsey Eric Ramsey, Arizona State University at the West Campus
Presenters:
Jamie Mesa-Lema, Arizona State University at the West Campus
Thinking about Education to Think about Ethics: Searching for a Fitting Response to an Unbalanced Society

John Pierandozzi, Arizona State University at the West Campus
Cinema as Life: Love as Revolutionary Responses

Kimberly Singleton, Arizona State University at the West Campus
Acknowledging the Unacknowledged Legislators: The Ethics of a Poetic Dwelling

1:00 – 2:30 p.m. Lunch
(Lunch will be held in the Duquesne Room)

2:30 – 4:00 p.m. Session 3A: Room 613
Panel Title: Principles of Intercultural Communication and Ethics: Undergraduate Reflections on Responsibility

Chair: Cem Zeytinoglu, East Stroudsburg University
Respondent: Janie Harden Fritz, Duquesne University
Presenters:
Jamie Bennett, East Stroudsburg University
Weber and Geertz on Intercultural Communication: Positionality and Commensurability

Andrew McCloskey, East Stroudsburg University
The Uncertainty of the Face: Gadamer and Levinas on Cultural Positionality

Marissa Wagner, East Stroudsburg University
Responses to Essentialism: Between Max Weber and Martin Buber

Jamison Yerger, East Stroudsburg University
Reading Gadamer and Ricoeur for Hermeneutics of Performance in Uncertain Intercultural Settings

Session 3B: Room 608
Panel Title: Corporate Crisis: Answering an Ethical Call

Chair: Sarah Flinko, Duquesne University
Respondent: Calvin L. Troup, Duquesne University
Presenters:
Susan B. Malcolm, Robert Morris University
Corporations and Crisis: Meaning in the Marketplace through the Enlarged Mentality

Amanda G. McKendree, University of Notre Dame
Corporate Identity Formation through Crisis: An Ethic of Response

Jeanne M. Persuit, University of North Carolina Wilmington
Corporate Philanthropy and Crisis Communication: St. Thomas Aquinas' Virtue of Justice

4:15 – 5:45 p.m.  Session 4A: Room 613
Panel Title: Knowing, Meaning, and Loving in a Technological Age: To What Degree a Struggle?

Chair: Erik Garrett, Duquesne University
Presenters:
Richard Cain, Wheeling Jesuit University
Language as a Technology of Love: Levinas and Aquinas on the Ethics of Knowledge, Transcendence, and Discourse

Gregory Gillette, Penn State Greater Allegheny
Mathematics, Education, and Technological Considerations

Eric Grabowsky, University of Mary
Imagination, History, and Reality: Struggling Before and Beyond Language in an Age of Technology

Brent C. Sleasman, Gannon University
Free Will, Choice, and Personal Responsibility: The Tensions of a Technological Age

Session 4B: Room 608
Panel Title: Friendship, Empathy, and Forgiveness

Chair: Josina Makau, California State University Monterey Bay
Presenters:
Kathleen Glenister Roberts, Duquesne University
Anam Cara: Friendship Communication as Loving Struggle

Beth Walter, Duquesne University
Aesthetic Empathy and the Authoring of Value: The Rhetorical Intersection of Self and Other

Rev. John Amankwah, College of Mount St. Joseph
Communicating Forgiveness through Dialogue: The Buberian Between of the I-Thou and the Levinasian Ethical Alterity
6:00 pm  
2nd Keynote Speaker Presentation then Dinner

Øyvind Ihlen, B.I. Norwegian School of Management

Wolves Shopping for Sheepskin Clothes: The Ethics of Corporate Social Responsibility Rhetoric

(This will be held in the Duquesne Room)

**Sit down dinner will come after the speaker**

Immediately following the keynotes there will be a sit down dinner. We also encourage everyone to stay for a reception with musicians playing from 8-10pm in the Duquesne room.

DAY 2 ENDS
Saturday, June 5th
8:30 a.m. Registration Opens

8:30 – 9:30 a.m. Breakfast
(Breakfast will be held in the Duquesne Room)

9:30 – 11:00 a.m. Session 1: Room 613
Panel Title: Communication Ethics and Virtue Theories: Approaching Wealth, Property, and Leisure

Chair: Victoria Byrd, Duquesne University
Respondent: Ronald C. Arnett, Duquesne University
Presenters:
Jennifer Brunner, Duquesne University
Foundations in Oikonomiê: And the Juxtaposition of Justice and Wealth

Celeste Grayson Seymour, Duquesne University
The Aristotelian Virtue of Property

Annette M. Holba, Plymouth State University
Examining Josef Pieper’s Virtue Philosophy: Leisure as a Virtue Ethic

11:15 – 12:45 p.m. Session 2A: Room 613
Panel Title: Corporate Social Responsibility: Sophomores Take on the Value-Driven PR Campaigns

Chair: Cem Zeytinoglu, East Stroudsburg University
Respondent: Kathleen Glenister Roberts, Duquesne University
Presenters:
Craig Augustine, East Stroudsburg University
Pepsi’s Eco-Challenge Campaign in Packaging

Marlea Lewis, East Stroudsburg University
The Body Shop: Stop Sex Trafficking of Children & Young People Campaign

Stacy L. Wertz, East Stroudsburg University
Coca Cola and the Water Initiative and Sustainability

Session 2B: Room 608
Panel Title: Discussing Ethics through Case Studies of Organizations when Faced with Scandals

Chair: Sarah Flinko, Duquesne University
Respondent: Theodore A. Avtgis, West Virginia University
Presenters:
Kimberly Goddard, West Virginia University
West Virginia University and the Governor’s Daughter

Madeleine Hummer, West Virginia University
Governments as well as Organizations Need to Focus on Proper Ethics with Crisis Communication

Charles K. Rudick, West Virginia University
Growing Bananas…and Death: Chiquita’s Funding of Paramilitary Groups

1:00 – 2:00 p.m.     Lunch
(Lunch will be held in the Duquesne Room)

2:00 – 2:40 p.m.     Duquesne Room
Communication Ethics Division Business Meeting
This is open to everyone, and all are welcome to attend.

2:45 – 4:15 p.m.     Session 3A: Room 613
Panel Title: Meeting the Historical Moment: Communication Ethics Theory and Practice in Historical Context

Chair: Celeste Grayson Seymour, Duquesne University
Respondent: Leanne M. Bell, Stevenson University
Presenters:
Michael Dern, Duquesne University
Kosovo’s Proclamation of Independence

Linsey Diloreto, Duquesne University
The Holocaust in Relation to Communication Ethics

Blake Plavchak, Duquesne University
Pittsburgh’s Proposed Tuition Tax: Finding the Good

Session 3B: Room 608
Panel Title: Communication Ethics and Applied Communication: Deliberation, Crisis Communication, and Technical Communication

Chair: Victoria Byrd, Duquesne University
Presenters:
Steven F. Rafferty, University of Southern California
Nicholas Muellerleile, University of Southern California
What’s Love Got To Do With It? Deliberation in Contemporary Popular Communication

Timothy L. Sellnow, University of Kentucky
Deanna D. Sellnow, University of Kentucky.
Robert Littlefield, *North Dakota State University*
Contemplations on the Ethic of First and Second things in Risk and Crisis Communication

Joel Ward, *Duquesne University*
Levinas' Instrumental Humanism: How Levinas Humanist Ethic can Inform Technical Writing and Communication

*4:15 – 5:45 p.m.*  **Session 4A:**  **Room 613**
Panel Title: *Rhetorical Theory and Communication Ethics*

Chair: Celeste Grayson Seymour, *Duquesne University*
Presenters:
Cyril Latzoo, *Duquesne University*
"Prejudice Against Rhetorical Prejudice": Socrates’ Disavowal of Knowledge
Meredith A. Cargill, *Independent Scholar*
Living in the Second Person: A Listening-Based Ethic
Gerald J. Cavanaugh, *Duquesne University*
Rhetorical Aspects of the Disease Discourse as Viewed Through a Diagnosis of Cancer
Curt McDaniel, *Duquesne University*
Soul-Dynamics in the Platonic Tradition: Appreciating Metaphysical Values in Today’s Technological Times
Linda Ann Coleman, *Duquesne University*
The Form of Justice and Social Responsibility in Communication Ethics

Session 4B: **Room 608**
Panel Title: *New Technologies and Communication Ethics*

Chair: Blake Plavchak, *Duquesne University*
Presenters:
Richard L. Talbert, *Duquesne University*
The Ethics of Political Blogging: Civic Involvement and Ownership of the Information Dissemination Narrative
Laurie Moroco and Victor Evans, *Thiel College*
Relationship Development: Social Networking in a Digital Age
Kristen Lynn Majocha, *University of Pittsburgh at Johnstown*
Building Community through Civility and Social Action: Media’s Responsibility in Reporting Prophetic Calls to Social Action
6:00 pm

3rd Keynote Speaker Presentation then Dinner

Lynn Turner, Marquette University

Constructing and Reconstructing Family: The Ethics of Definition

(This will be held in the Duquesne Room)

**Sit down dinner will come after the speaker**

At the end of the dinner there will be a performance in celebration of the 10th anniversary of the Doctoral Program in the Department of Communication & Rhetorical Studies at Duquesne University.

Immediately following the keynotes there will be a sit down dinner. We also encourage everyone to stay for a reception with professional musicians playing from 8-10pm in the Duquesne room.

DAY 3 ENDS

Duquesne University’s Department of Communication & Rhetorical Studies would like to extend their sincere thanks and gratitude to President Charles J. Dougherty, Provost Ralph Pearson, Dean Christopher Duncan, and the Duquesne University Press for support of the program.