Friday, October 12, 2012

Executive Council Meeting 3:00 – 4:00pm

Registration 4:00 – 7:30pm  Pfahler Atrium

Session 1.1a 4:15-5:15pm

Short Course Special Session: Conference 101 Short Course*

**Linda Schifino**, Carlow University

*Highly recommended for undergraduate students.* As an undergraduate student, you may find yourself asking: What is this conference all about? Why am I here and what should I be doing? Join other undergraduate students and demystify the academic conference. Former PCA President Dr. Linda Schifino will address questions such as: What is an academic conference or convention? Why is it beneficial for me to participate? How can I learn, have fun and get the most out of this experience? Join us for this informal short course where you can ask questions and meet and mingle with other students.

Session 1.2a 5:30-6:45

**Pieces of Truth: Multiple Perspectives**

Sponsor: Communication Education Interest Council

Chair: **Kristen Lynn Majocha**, University of Pittsburgh at Johnstown

*University Teaching Centers: Piecing Truth Together for Enhanced Student Learning*

**Amanda G. McKendree**, University of Notre Dame

*Facets of “Truth”: A presentation of “Archetypes on Reality Television: Problematic Peer Types on The Celebrity Apprentice as Communicative ‘Archenemies’ of Community*

**Ron Gallagher**, Duquesne University

*Mission-Centered Universities: Helping the “Other” Answer a Vocational Call*

**Christina L. Marinchak**, Duquesne University

**Ronald C. Arnett**, Duquesne University

Respondent: **Janie Harden Fritz**, Duquesne University
Session 1.2b  5:30-6:45

Piecing Together Moments of Truth (or not): Lies, Hopes, and Revolution

Sponsor: Student Interest Group
Chair: Jane S. Sutton, Penn State York

Dr. Martin Luther King, Jr., Remaining Awake through a Great Revolution
Anna Robuccio, Penn State York*

Ronald Reagan’s Remarks at the Brandenburg Gate,
Rollin W. Apgar, Penn State York*

Ronald Reagan’s “Evil Empire:” Remarks the Annual Convention of the National Association of Evangelical
John C. Arthur, Penn State York*

Charisma and the Castro Brothers
Sabine Cherenfant, Robert Morris University*

Respondent: E. Michele Ramsey, Penn State Berks

*Debut Paper

Session 1.3a  7:00-8:00  Pfahler Atrium

Poster Session

Sponsor: Geneva College

Gender Bias in Broadcasting
Maria Ortiz, Penn State Lehigh Valley

Documenting the Evolution of Cross-Sex Communication by Testing Fishman’s Theories in Interaction:
The Work Women Do
Liana Altieri, Ursinus College*

Women's Speech: An Empowerment or a Disability
Allison Nichols, Ursinus College*

Gender and the American Presidency: Nine Presidential Women and the Obstacles They Face
Nichola Gutgold, Penn State Lehigh Valley

Bigger than the Game: Media Frames and Fans’ Roles in Football Player Transformation from Athlete to Celebrity
Natalie Bigley, Point Park University*

*Debut Paper
Convention Reception  7:30-9:00  Pfahler Atrium

Saturday, October 13, 2012

Registration  7:15 am – 6:00 pm  Pfahler Atrium
Past Presidents’ Breakfast  7:15 – 8:00am

Continental Breakfast  7:30 – 9:30am  Pfahler Atrium

Session 2.1a  8:00 – 9:15am

Multiple Perspectives on Women's Health

Sponsor:  Health Communication
Chair:  Andi McClanahan, East Stroudsburg University

Content Analysis of Local Television News Stories: The November 2009 USPSTF Breast Cancer Screening Guidelines
Jodi Radosh, Alvernia University* and Lee Radosh, Reading Hospital and Medical Center*

Constructing Counternarratives of Conception in the Reality Television Series Giuliana & Bill
Andi McClanahan, East Stroudsburg University

Mixed Messages: Examining Women's Motives for Physical Activity
Paula Parker Fordyce, East Stroudsburg University*

*Debut Paper

Session 2.1b  8:00 – 9:15am

Perspectives on Performance

Sponsor:  Performance Studies Interest Council
Chair:  John Lawson, Robert Morris University

Finding historical truth in an emo musical; selections from Bloody Bloody Andrew Jackson
Barbara Burgess Lefebvre, Robert Morris University

Poems in performance
Jay Carson, Robert Morris University

Performing division: the French press on the eve of a defeat
Andre Moine, Millersville University
The blues and their opposite: Sinatra and the modernist aesthetic
John Lawson, Robert Morris University

Session 2.1c 8:00 – 9:15am

Lineage of Truth: Multiple Points across Historical Periods
Sponsor: Communication Ethics
Chair: Kirstie Hettinga, Ursinus College

Media and Social Influence: How Messages Built Empires
Dorothy McClester, Duquesne University

From Aristotle to Aquinas to MacIntyre: Tracing the History of Virtue Ethics
Arshia Anwer, Duquesne University

Connecting the Dots to find Pictures of Truth that Shape Our Ideas
Rachel Kosko, Duquesne University

An Educational Journey: Marshall McLuhan's Analysis of Historical Trivium Transitions
Brian Gilchrist, Duquesne University

Respondent: Cem Zeytinogu, East Stroudsburg University

Session 2.1d 8:00 – 9:15am

The Greatest Free Technology and How to Use It: Pulling Together Perspective on Media Literacy, Instructional Technology, and Ethical Use
Sponsor: Media & Technology Interest Council
Chair: Ferris W. Crane, Robert Morris University

Panelists:
J. Kanan Sawyer, West Chester University of Pennsylvania
Hans Schmidt, Penn State Brandywine
Brent C. Sleasman, Gannon University

Session 2.2a 9:30 – 10:45am

Contemporary Issues Facing Media Scholars and Professionals
Sponsor: Mass Media and Society Interest Council
Chair: Kirstie Hettinga, Ursinus College

Multiple Truths and New Perspectives in Public Relations Practice: Neo-PR
Christopher Caldiero, Fairleigh Dickinson University

What Student Journalists Cover: An Analysis of University Student Newspaper Content
Hans C. Schmidt, Pennsylvania State University, Brandywine  
Laura Patarcity, Pennsylvania State University, Brandywine *

_Caveat Emptor: Truth and Deception in Political Advertising_  
Jodi Radosh, Alvernia University  
Victoria Williams, Alvernia University

**Child Sexual Abuse and the Media in the United States: Exploring Media Consumers’ Reactions**  
Elizaveta Provorova, Temple University

Session 2.2b  
9:30 – 10:45am

_Analyzing discourse to understand diversity: An exploration of differences in perspectives and behaviors of college students_

Sponsor: Languages of Communication Interest Council  
Chair: Sheryl Goodman, Ursinus College

_Talk about diversity: Multiple perspectives and different realities_  
Sheryl Goodman, Ursinus College

_A qualitative exploration of the communicative experiences of first-year minority students at a predominantly white institution_  
Shavonn Smith, Temple University

_Talking to Men Thirty Years Later: Testing the Relevancy of Fishman and Feminism_  
Rosemary Clark, Ursinus College*

_Gender and Race: A reexamination of Fishman’s theory on the distribution of work in cross-sex interaction_  
Epiphany Summers, Ursinus College*

*Debut Paper

Session 2.2c  
9:30 – 10:45am

_Integration, Marketing and Communication: A Collective Analysis of Contemporary Business_

Sponsor: Applied Communication Interest Council  
Chair: Brian Gilchrist, Duquesne University

_IMC as Integrated Museum Communication: Connecting Integrated Marketing Communication to Contemporary Museum Paradigms_  
Susan Carr, Duquesne University*

_Mine Safety Appliances Company: An Approach to Integrated Marketing Communication and Coordinated Management of Meaning_
Sarah Flinko, Duquesne University*

Always, Coca-Cola?: A Brand Analysis of The Coca-Cola Company in the Late Postmodern Era
Seth Young, Duquesne University*

An Examination of Organizational Communication Climate: Theory, Conceptualization, Operationalization, and Measurement
Jack Ciak, Seton Hill University

Respondent: Christina L. Marinchak, Duquesne University

*Debut Paper

Session 2.2d  9:30 – 10:45am

Looking for truth in the public sphere

Sponsor: Communication Ethics Interest Council
Chair: Ken Bohl, Duquesne University

Exploring a “Good Life”
Pat Arneson, Duquesne University

Defining Rhetoric in Levinas’ Communication (as) Ethics
David Dewberry, Rider University

Communication Ethics Through the Lens of Cosmopolitanism and Provinciality
Arshia Anwer, Duquesne University

Respondent: Janie Harden Fritz, Duquesne University

Session 2.3a  11:00 – 12:15pm

Civic Learning, Universal Design Learning, and Student Engagement in the Classroom

Sponsor: Communication Education Interest Council
Chair: Jack Ciak, Seton Hill University

Responding to a Crucible Moment: The Communication Discipline’s Role in Civic Learning and Democratic Engagement
Linda Schifino, Carlow University

I Think in Pictures
Cheryl L. Guy, Gannon University

Exploring Student Perceptions of an Engaged Classroom
Tatyana Dumova, Point Park University
Session 2.3b 11:00 – 12:15pm

**Communicating Self: Perceptions of Representation in LinkedIn**

Sponsor: Mass Media and Society Interest Council  
Chair: Caroline Fitzpatrick, Alvernia University  

*Synthesizing the Findings and Implications of Online Identity Investigations*  
Caroline Fitzpatrick, Alvernia University  

*Applying Goffman’s Self-Representation in LinkedIn: A Pilot Investigation*  
Ryan Lange, Alvernia University  

*Analyzing Data and Statistics on Social Networks and Organizational Communication*  
Jodi Radosh, Alvernia University  

Respondent: Hans Schmidt, Pennsylvania State University, Brandywine  

Session 2.3c 11:00 – 12:15pm

**English as a Second Language: Challenges in the Communication Job Market**

Sponsor: Languages of Communication Interest Council  
Chair: Kristen Majocha, University of Pittsburgh at Johnstown  

Panel Participants  
Christian Woo, University of Pittsburgh at Johnstown  
Stacy Kostyk, University of Pittsburgh at Johnstown  
Sydney Darrin, University of Pittsburgh at Johnstown  
William Rush, University of Pittsburgh at Johnstown  
Jeff Campbell, University of Pittsburgh at Johnstown  

Session 2.3d 11:00 – 12:15pm

**Finding Truth in Stories**

Sponsor: Communication Ethics Interest Council  
Chair: Ken Bohl, Duquesne University  

*Narrative Kenosis, or, The Obligations of a Narrative*  
Brent Sleasman, Gannon University  

*Virtue Ethics in Postmodern Organizational Communication*  
Arshia Anwer, Duquesne University  

*On the Pulse of Morning: A Metaphorical Analysis*
Bethany Klopfer, Grove City College (Student Debut)

Lunch and Business Meeting 12:30 – 1:45pm  Wismer Lower Lounge

All PCA members are encouraged to attend the lunch and business meeting. We will discuss matters that shape the future of the association. PCA President Colleen Burke will preside.

Session 2.4a  2:00 – 3:15pm

Piecing Together Multiple Public Discourses and Perspectives

Sponsor: Rhetoric & Public Address Interest Council
Chair: Chrys Gabrich, Carlow University

Political Rhetoric and the Public Sphere
Fr. Shawn Clerkin, Gannon University
Brent C. Sleasman, Gannon University

The Pen is Mightier than Prime Time
Nichola Gutgold, Penn State Lehigh Valley

Obama Comes Out: Barack Obama, The Black Church, and Gay Marriage
Linda Schifino, Carlow University

The ‘Bonusgate’ scandal and the Case of the Third Party Candidates
Cem Zeytinoglu, East Stroudsburg University

Session 2.4b  2:00 – 3:15pm

Top Competitive Graduate and Undergraduate Papers

Sponsor: PCA Writing Competition
Chair: Donna Weimer, Juniata College

Graduate Winners

Sophistic Rhetoric in a Postmodern Public Sphere
Jen Jones, Duquesne University

Media Ecological Implication of Walter Ong’s Treatment of Rhetoric in Orality and Literacy
David Deluliis, Duquesne University

Undergraduate Winners

When identification leads to misrepresentation: An ideological rhetorical criticism of recruitment strategies for underrepresented students at a small liberal arts college
Drew Anthony Gehman, Messiah College
Albert Speer’s Architecture and Role as a Non-Artistic Proof in the Strategic Performance of Nazi’s Germany
Kelsey Irene Markey, Juniata College

Session 2.4c 2:00 – 3:15pm

Communication Theories in New and Old Media: Origins, Adoptions, Methods, and Applications

Sponsor: Applied Communication
Chair: Paul Lucas, Duquesne University

A Comprehensive Look at the Uses and Gratifications Theory in the New Media Environment
Jennifer Strang, Point Park University*

Television and Radio in the Internet Age: How Advertisers Target their Audience
Cristina Gasbarro, Point Park University*

New Media and Old Theories: Personal and Social Influence in the Blogosphere through the Lens of the Two-Step Flow Model of Communication
Tatyana Dumova, Point Park University

Respondent: Tatyana Dumova, Point Park University

*Debut Paper

Session 2.4d 2:00 – 3:15pm

Women Forming Identity in a World of Conflict

Sponsor: Mass Media & Society Interest Council
Chair: Dorothy McClester, Duquesne University

Technology and the Body: Changing What it Means to be a Woman
Dorothy McClester, Duquesne University

Reshaping Identity by Unveiling the Voice of Women in Afghanistan
Arshia Anwer, Duquesne University

The Identity of Women Portrayed Through Feminist Rhetoric
Lisa A. Davis, Duquesne University

Social Media as a Dimension of Female Identity Formation
Allison Peiritsch, Duquesne University

Respondent: Craig T. Maier, Duquesne University

Session 2.5a 3:30 – 4:45pm


**Orality and Narrative: A Philosophical Perspective**

Sponsor: Languages of Communication Interest Council  
Chair: **Stacy Kostyk**, University of Pittsburgh at Johnstown

The Hermeneutics of Paul Ricoeur and Umberto Eco: An Ongian Perspective  
**Dave DeLuliis**, Duquesne University

Was Mother Teresa a Prophet? Identifying Prophetic Qualities via the Narrative Paradigm  
**Kristen Majocha**, University of Pittsburgh at Johnstown

“Yo soy yo y mi circunstancia!” Examining Narrative via José Gasset  
**Emily Erickson**, University of Pittsburgh at Johnstown

Meeting the World: Understanding the “Social” via Hanna Arendt  
**Brooke DiGiorgio**, University of Pittsburgh at Johnstown

Session 2.5b 3:30 – 4:45pm

**The Networked Human**

Sponsor: Media & Technology Interest Council  
Chair: **Ferris W. Crane**, Robert Morris University

Credibility on Corporate Blogs: Developing a Social Media Credibility Inventory  
**Kirsten A. Johnson**, Elizabethtown College

Piecing Together identity: The Data Machine and Fragmented Simulacra of Unconscious, Online Identities”  
**Nicholas Hanford**, Rensselaer Polytechnic Institute

You Are Not a Gadget: Prophetic Critique in the Age of Google  
**Kevin Healey**, University of New Hampshire

Engaged or So Over It: Current Student Attitudes Towards Social Media  
**Ferris W. Crane**, Robert Morris University

Session 2.5c 3:30 – 4:45pm

**Great Ideas for Teaching Students (G.I.F.T.S.)**

Sponsor: Communication Education Interest Council  
Chair: **Amanda McKendree**, University of Notre Dame

Impromptu Speaking: Standing In The Hot Spot  
**Dorothy McClester**, Duquesne University

“PowerPoints with Punch”: Death to Academic Karaoke
Yvonne Sacripant Bland, Robert Morris University

4 Heads Are Better Than 1: Group Collaboration Leads to Better Presentations
Chris Gabrich, Carlow University

Using the Wall Street Journal in the Crisis Management Course
Joe R. Downing, Penn State University York

Utilizing Role-Play in a Conflict Communication Seminar
Amanda G. McKendree, University of Notre Dame

Creating a Course Wiki to Provide a Learning Experience and Evolving Knowledge Repository
Jack Ciak, Seton Hill University

Communication Theory Made Simple Through a Group Wiki Assignment
Tatyana Dumova, Point Park University

Session 2.5d 3:30 – 4:45pm

Public Relations and Audience Response: Multiple Perspectives and Different Vantage Points
Sponsor: Applied Communication Interest Council
Chair: Paul Lucas, Duquesne University

Child Sexual Abuse and the Media in the United States: Exploring media consumers’ reactions
Elizaveta Provorova, Temple University*

Vatican Statements of Social Communications: Implications and Opportunities
Craig Maier, Duquesne University

Source Monitoring and Public Relations: Attributions of New and Traditional Media
Maxine Gesualdi, Temple University*

Product Innovation as PR: How Nintendo Dealt with Crisis
Paul Lucas, Duquesne University

*Debut Paper

Keynote Address 5:00 – 6:15pm Musser Auditorium/Pfahler Hall

Banquet and Awards Ceremony 6:30 – 9:30pm Wismer Lower Lounge

Sunday, October 14, 2012
<table>
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<tr>
<th>Event</th>
<th>Time</th>
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<tr>
<td>Executive Council Meeting</td>
<td>8:00 – 9:30am</td>
<td>Hampton Inn &amp; Suites, Oaks, PA</td>
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