

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: **Maryl 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

Leeanne 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*
A Technological Revolution? Marshall McLuhan and the rise of the Global Village

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 Ricouer 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. Pursuit, *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 *Oikonomikê*: 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: **Leeanne 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 Majocho, *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.

Personality and Motivation

Journal of Applied Psychology, 55(1), 1-10

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