



4TH BIENNIAL
PHILOSOPHY OF
COMMUNICATION
CONFERENCE

Philosophy & Rhetoric of Corporate Communication

Duquesne University | Pittsburgh, PA

June 12-14, 2019

Conference Program for
**The 4th Biennial Philosophy of Communication Conference:
 Philosophy & Rhetoric of Corporate Communication**
 Duquesne University – Pittsburgh, PA

WEDNESDAY, JUNE 12, 2019

10:00 a.m. - 6:00 p.m. **Registration/Pre-Registration**
Shepperson Suite, Power Center

10:00 a.m. - 10:30 a.m. **Conference Welcome and Opening Remarks**
Ronald C. Arnett
James Swindal
Power Center, Room A

10:45 a.m. – 12:00 p.m. **Panel Session 1A: Philosophical and Dialogical**
Insights for Marketplace Life
Power Center, Room A

Chair: Michael Kearney, Duquesne University

"The Worldhood of the World of the Brandless Brand"
Garnet C. Butchart, Duquesne University

"Applied Communicology in Organizational PR and R & D: Peirce on Synechism,
 Fuller on Synergetics, Gordon on Synectics, and Alinsky on Socialism"
Richard L. Lanigan, International Communicology Institute

"Adam Smith: Mitigating Commercial Life"
Ronald C. Arnett, Duquesne University

"Dialogic Civility and the Clinical Learning Network: Embedding Collaboration &
 Nourishing Growth"
Hannah Karolak, Starzl Network for Excellence in Pediatric Transplantation
University of Pittsburgh Medical Center (UPMC)

10:45 a.m. – 12:00 p.m. **Panel Session 1B: Corporate Communication
and Crises in the Public Sphere**
Power Center, Room B

Chair: Kati Sudnick, Duquesne University

“Corporate Communication and Political Polarization”

Joshua M. Parcha, Penn State Hazleton

“One Nation Under God: Sectarian Groups, Prophetic Rhetoric and Nationwide Crisis”

William Burgess, Duquesne University

“Image Repair: A Crisis of Hazing at Penn State”

Marc Grandillo, Duquesne University

“Corporate and Social Rhetoric, Wage Disparity, and Priorities”

John W. Howard, III, East Carolina University

12:15 p.m. – 1:15 p.m. **Lunch**
Power Center, Room C

1:30 p.m. - 2:45 p.m. **Panel Session 2A: Philosophies of
Communication Leadership and Pedagogy**
Power Center, Room A

Chair: Emmalee Torisk, Duquesne University

“The Freedom and Constraint of Case Studies as Corporate Communication Leadership Pedagogy”

Amanda G. McKendree, Notre Dame University

“Catholic Professional Communication Pedagogy: Corporate Communicative Leadership in an Age of Neoliberal ‘Body Dysphoria’”

Craig T. Maier, Duquesne University

“Follow Me Wherever I Go But Where I Go Nobody Knows: An Analysis of Leadership Communication, *The Sophist*, Prophetic Rhetoric

William Burgess, Duquesne University

1:30 p.m. – 2:45 p.m.

**Panel Session 2B: Interpersonal
Communication Issues in the Marketplace
Power Center, Room B**

Chair: Austin Hestdalen, Duquesne University

“Persuasion in Interpersonal Communication in Postmodernity: A Focus on
Invitational Rhetoric”

Nichodemus Okafor, Duquesne University

“Healthcare is a Human Right: Financial Toxicity, Crowdfunding, and the Banality
of Evil”

Emmalee C. Torisk, Duquesne University

“Freedom to Speak: Hate Speech and the First Amendment”

Carissa Kotyuha, Duquesne University

3:30 p.m. – 4:45 p.m.

Keynote Address: W. Timothy Coombs

Power Center, Room A

5:00 p.m. - 6:30 p.m.

Conversation, Wine, & Cheese

Shepperson Suite, Power Center

THURSDAY, JUNE 13, 2019

8:00 a.m. - 12:00 p.m. **Registration** **Shepperson Suite, Power Center**

8:00 a.m. – 9:15 a.m. **Panel Session 3A: Perspectives on the Rhetoric & Philosophy of Integrated Marketing Communication**
Power Center, Room A

Chair: Michael Kearney, Duquesne University

“Identity Commodification: Lifestyle Vloggers and Liquid Modernity”
Katherine Rogers, Duquesne University

“Integrated Marketing Communication and the Argument from Cause and Effect”
Eric Grabowsky, Dickinson State University

“Feminism Commodified: Zygmunt Bauman, Identity, and Exclusion”
Emmalee C. Torisk, Duquesne University

“IMC: The Blind Men and the Elephant Story Revisited”
Basak Guven, Duquesne University

8:00 a.m. – 9:15 a.m. **Panel Session 3B: Managing Integrated Marketing Communication & Social Media**
Power Center, Room B

Chair: Scott McCown, Duquesne University

“Social Media Knowledge Sharing: Key Challenges for Intercultural Communication Competence and Global Negotiation Success”
Steven M. Flower, Penn State Shenango

“Fyre Festival Fraud: A Communication Ethics Approach”
Catherine Evans, Duquesne University

“Trolling for Views: The Corporatization of the Social Media Influencer”
Kati Sudnick, Duquesne University

“Domino's Pizza Crisis and the Use of Social Media to Manage Crisis”
Faustine Tarimo, Duquesne University

9:30 a.m. - 10:45 a.m.

**Panel Session 4A: Rhetoric & Philosophy of
Technology in Corporate Communication and
Leadership**

Power Center, Room A

Chair: Kati Sudnick, Duquesne University

"Communication by Brand: Corporatist Behavior in the Technological Milieu"
Marianne Pabis

"Everything is an app (including us): The Media Ecology of Generation Z"
Brian Gilchrist, Mount St. Mary's University

"The Tragedy of the Commonplaces: Arendt and Ellul on Propaganda and
Rhetorical Leadership"
Michael Kearney, Duquesne University

9:30 a.m. - 10:45 a.m.

**Panel Session 4B: Communicating
Consumption Conscientiously**

Power Center, Room B

Chair: Austin Hestdalen, Duquesne University

"Towards a more conscientious consumerism streaming from a renewal of human
interaction in venues of consumption—A view from the scholarship of Zygmunt
Bauman: The case of the coffee shop versus the tavern"
Scott McCown, Duquesne University

"Marketing the Best a Man Can Get: Gillette's Professional Civility Strategies"
Paige Roberts, Mount St. Mary's University

"A Critical Theory Approach to Corporate Colonization: Examining the work of
Stanley Deetz"
Kathleen Burk, Duquesne University

10:00 a.m.

Snack Table

Shepperson Suite, Power Center

11:00 a.m. - 12:30 p.m.

**Department of Communication & Rhetorical
Studies Faculty Address: Craig T. Maier**

Power Center, Room A

12:45 p.m. - 1:45 p.m.

Lunch

Power Center, Room C

2:00 p.m. - 3:15 p.m.

Panel Session 5A: Philosophical Considerations of Advertising and Public Relations

Power Center, Room A

Chair: Michael Kearney, Duquesne University

"An Evolution from Entertainment to Political Messaging: The Changing tone of Super Bowl Commercials in the Donald Trump era and Possible Causal Factors for the Shift"

Scott McCown, Duquesne University

"The Emergence and Relevance of Issues Management as Communicative Praxis: Accordance to both Public and Private Spheres"

Kari Lynn Kosko, Duquesne University

"Philosophy of the Marketplace in Communication Ethics Literature"

Andrew Tinker, Duquesne University

2:00 p.m. - 3:15 p.m.

Panel Session 5B: Explorations in Popular Culture and Philosophy of Communication

Power Center, Room B

Chair: Austin Hestdalen, Duquesne University

"I Can See Russia from My House: Examining the Exploitative Relationship between *Saturday Night Live* and American Politicians"

Christopher M. Bondi, Duquesne University

"Fyre Failure: A Case Study of the Pitfalls of Charismatic Leadership"

Kati Sudnick, Duquesne University

"How to Interpret the Cosmos: Reading Peirce Alongside Jonas"

Justin Bonanno, Duquesne University

3:30 p.m. - 4:45 p.m.

Keynote Address: Göran Sonesson

Power Center, Room A

4:45 p.m. - 6:30 p.m.

Award Presentations followed by Conversation, Wine & Cheese

Shepperson Suite, Power Center

FRIDAY, JUNE 14, 2019

8:00 a.m. – 12:00 p.m. **Registration**
Shepperson Suite, Power Center

8:00 a.m. – 9:15 a.m. **Breakfast Buffet**
Power Center, Room C

9:30 a.m. - 10:45 a.m. **Keynote Address: Deanna Sellnow**
Power Center, Room A

11:00 a.m. - 12:15 p.m. **Panel Session 6A: Considering *The Interruption that We Are***
Power Center, Room A

Chair: Kati Sudnick, Duquesne University

"The Interruption That We Are: The Health of the Lived Body, Narrative, and Public Moral Argument"

Michael J. Hyde, Wake Forest University

"Rhetorical Interruption: Irruption and Human Awareness"

Pat Arneson, Duquesne University

"Whose Humanity? Whose Heroes? Whose Futures? An Interruption Beyond Perfection and Defeatism"

John H. Prellwitz, University of Pittsburgh at Greensburg

"What Remains Uninterrupted: Reflections on Grace, Conscience, and Horror"

Andrew R. Smith, Edinboro University

"'A House Built on Sand': An Inquiry on Interruption, Slippage, and the Self"

Ozum Ucok-Sayrak, Duquesne University

11:00 a.m. - 12:15 p.m. **Panel Session 6B: Corporate Communication Ethics as Pragmatic Response**
Power Center, Room B

Chair: Kari Lynn Kosko, Duquesne University

"Human Errors and Corporate Indifference: The Costa Concordia Crisis Management"

Aurora Pinto, Duquesne University

"First Week of the Spiritual Exercises: Further Explorations into the Prison-cage Emblem"

Hongchao Qian, Duquesne University

"Other-Imposed Aloneness: Implications of Isolation as Communication Problem"
Tim Michaels, Slippery Rock University

"The Revolting Consumer: A Critical Moment for Marketing Communication"
Austin Hestdalen, Duquesne University

11:00 a.m.

Snack Table

Shepperson Suite, Power Center

12:30 p.m. – 1:45 p.m.

Panel Session 7A: Touchstones of Philosophy of Communication

Power Center, Room A

Chair: Christopher Bondi, Duquesne University

"Merleau-Ponty's Aesthetic Ontology of Organization"
Johan Bodaski

"Situating the Scene: How the Encouragement of Individuality in Music Can Lead to the Misstep of Individualism"
Brandy Hadden, Duquesne University

"A Philosophy of Communication from the Phenomenology of the Pipe Organ"
Michael Kearney, Duquesne University

"Contributions of Alasdair MacIntyre to the Field of Communication"
Janie Harden Fritz, Duquesne University

12:30 p.m. – 1:45 p.m.

Panel Session 7B: Putting Organizational Communication Ethics to Work

Power Center, Room B

Chair: Kathleen Burk, Duquesne University

"Badiou and the Mathematical Ontology of Organization(s)"
Robert Foschia, Penn State York

"When All Work Becomes a Calling: Work Time and Technology"
Ryan McCullough, West Liberty University

"The Task at Hand: Explorations in Making a Living, Together"
Austin Hestdalen, Duquesne University

1:45 p.m. – 2:15 p.m.

Closing Remarks by Ronald C. Arnett, Chair of Department of Communication & Rhetorical Studies

Power Center, Room A