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Alabama Communication Association  
2012 Convention Program  
July 28, 2012  
University of South Alabama  
Mobile, AL

## **Alabama Communication Association 2012 Convention Schedule**

### **7:30-11:30am**

**Registration**

(UCOM Lobby)

### **8:00-8:30am**

**1. Alabama Communication Association Business Meeting** (UCOM1219)

**Presenters:**

John H. Saunders, Huntingdon College  
Brett Lunceford, University of South Alabama  
Jay Hunt, University of South Alabama  
Ray Ozley, University of Montevallo

### **8:40-9:50am**

**2A. Building Communication Theory**

(UCOM1263)

**Chair:** Kendra Day, University of South Alabama

**Respondent:** John H. Saunders, Huntingdon College

The Constitution of (Smaller) Societies: A Literature Review of Structuration Theory in Group and Organizational Contexts

Ian Summers, University of Alabama

Winning In More Ways Than One: The Milton McGregor Statement

Jeremy K. Reid, University of Alabama

The Myth of the Net Generation

Brett Lunceford, University of South Alabama

Steven Rockwell, University of South Alabama

## **2B. Communication and Technology**

(UCOM1265)

**Chair:** Sara Frye, University of South Alabama

**Respondent:** Pavica Sheldon, University of Alabama, Huntsville

Mobile Texting as a Social Medium for Relationship Pursuit and Maintenance

Eletra Gilchrist, University of Alabama, Huntsville

Kimberly Young, University of Alabama, Huntsville

Outlaw Bikers on the Web: A Rhetorical Analysis of the Hells Angels Motorcycle Club Website

Samantha Slover, University of South Alabama

Social Media and Interpersonal Communication

Bianca Scott, Huntingdon College

## **2C. Film and Television I**

(UCOM1219)

**Chair:** Melissa Looney, University of South Alabama

**Respondent:** Gyromas Newman, University of Mobile

May the Denial Be With You: Cognitive Dissonance in *Star Wars*

Benjamin Mallett, Huntingdon College

Rhetorical Critique of "Forks Over Knives"

Jamie Proctor, University of South Alabama

The Potentially Traumatic Nature of the Entertainment Media: An Exploratory Survey of Adults Aged 30 and Above

Michael D. Andrews, University of Alabama

April's Fury and the Pentad of Tragedy

Kyle Fox, University of Alabama

Strategic Communication: A Cross-Cultural Comparison of American, Chinese, and Japanese Film Studio Websites

Qiong Xu, University of Alabama

**10:00-11:10am**

**3A. GIFTS I**

(UCOM1263)

**Chair:** Jeremy K. Reid, University of Alabama

1. Teaching Strategic Communication via Terra Incognita - Bruce Swain, University of West Florida
2. Teaching Delivery through Children's Literature - Jeff Walker, University of Alabama
3. Video Editing & Storytelling - Kendra Day, University of South Alabama
4. I Lost on Jeopardy - Katherine Rigsby, University of South Alabama
5. Inviting Social Media Into Class Discussion - Nekita Huling, University of South Alabama and Megan Sparks, University of South Alabama

**3B. Film and Television II**

(UCOM1219)

**Chair:** Erin Looney, Florida State University

**Respondent:** Steven Rockwell, University of South Alabama

Adapt and Perish: Comparing Disney's and Collodi's *Pinocchio*  
Benjamin Mallett, Huntingdon College

The Sophisticated Serpent: An Example of Layered Rhetorical Analysis of Disney's  
Identification Techniques for Anthropomorphic Characters  
Anneliese DeVyldere, University of Alabama, Huntsville

The Office Mockumentary on Both Sides of the Pond: Television Sitcom Meets Documentary  
Melissa Looney, University of South Alabama

**3C. Gender, Sexuality, and Communication**

(UCOM1265)

**Chair:** Robert D. Byrd Jr., University of Southern Mississippi

**Respondent:** Brett Lunceford, University of South Alabama

Revisiting Cox Broadcasting v. Cohn: How Television News Directors Treat the Naming of  
Rape Victims  
Jeff Spurlock, Troy University

They Spoke in Defense of Others: A Rhetorical Critique of Public Apologies from Penn State  
Alumni, Fans, Students, and Faculty on Facebook in Response to the Sex Scandal in Fall 2011  
John H. Saunders, Huntingdon College

Do Funny Guys Finish First? The Role of Humor in Mate Selection  
Javann Jones, University of Alabama, Huntsville

Examining Sex Differences in Self-Disclosure on Facebook and Face-to-Face  
Pavica Sheldon, University of Alabama, Huntsville

**11:30am-1:00pm**

**4. Presidential Luncheon and Keynote Address**

(Faculty Club)

**Chair:** Brett Lunceford, University of South Alabama

Scholars and Scholarship in Alabama  
John H. Saunders, Huntingdon College

Scholarship on Alabama  
J. Emmett Winn, Auburn University

**1:20-2:30pm**

**5A. Historical Rhetoric**

(UCOM1219)

**Chair:** Nekita Huling, University of South Alabama

**Respondent:** Jason Edward Black, University of Alabama

Parallel Voices: An Analysis of *The American in Algiers, or the Patriot of Seventy-Six in Captivity*

Jeff Walker, University of Alabama

Sinners in the Hands of Identification  
Daniel New, University of South Alabama

Mary McLeod Bethune, "What Does American Democracy Mean to Me?"

Caitlin Malone, University of Alabama

Competing Myths: AMEA Testimony  
Kendra Day, University of South Alabama

## **5B. Political Communication**

(UCOM1265)

**Chair:** Samantha Slover, University of South Alabama

**Respondent:** Ray Ozley, University of Montevallo

College Radicals as a Collective Fantasy: The Constitutive Rhetoric of the Port Huron Statement  
Ian Summers, University of Alabama

The Response: Governor Robert Bentley's Address to the Legislature  
Jeremy K. Reid, University of Alabama

Rallying for Unity: Jon Stewart's "Moment of Sincerity" Provided a Divided Nation with a  
Moment of Rhetorical Relief  
Sara Frye, University of South Alabama

Hailing Margaret Chase Smith: Rethinking Media Representations of Political Women  
Janis L. Edwards, University of Alabama

## **5C. GIFTS II**

(UCOM1263)

**Chair:** Jamie Proctor, University of South Alabama

1. Using *Communication Teacher* as a Pedagogical Tool - Brett Lunceford, University of South Alabama
2. "Don't Just Hear Me, Listen to Me!" An Exercise to Illustrate Fundamental Differences Between Hearing and Listening - John H. Saunders, Huntingdon College
3. From Starbucks to a Street Car Floor: How did I get here from there? - Erin Looney, Florida State University
4. What Kind of Communicator are YOU? The Importance of Understanding How You Communicate Before You Communicate With Others - Melissa Loony, University of South Alabama
5. Coming to Terms - Angela Billings, University of Alabama

**2:30-2:50pm**

**Cookie Break!**

(UCOM Lobby)

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**2:50-4:00pm**

**6. Alabama Communication Association Top Papers**

(UCOM1219)

**Chair:** Jay Hunt, University of South Alabama

**Respondent:** John H. Saunders, Huntingdon College

Just Another “Snark” Piece? Outsports.com’s Queering of Tim Tebow Through the Scope of a Homophobic “Gaydar”

Robert D. Byrd Jr., University of Southern Mississippi

Constituting an African American Rhetorical Genre: A Comparative Analysis of Jordan, Jackson, and Obama Democratic National Convention Speeches

Kyle Fox, University of Alabama

Harvey Milk and the Populist Rhetoric of Alliance, LGBTQ Leadership, and Transcendent Hope  
Jason Edward Black, University of Alabama and Charles E. Morris, III, Boston College

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