



Alabama Communication Association
2013 Convention Program
July 27, 2013
University of Montevallo, AL



Welcome, ACA attendees, to the historic University of Montevallo campus, located in the direct center of the state of Alabama. We hope you take time to wander around our beautiful campus. Thank you for joining us and we hope you have a pleasant stay while you are here.

Sally Bennett Hardig Ph.D.
Chair, Associate Professor
Department of Communication

Hola all-

As I began to consider what I would write for this letter, I was first confronted with the question of how to begin. “Dear attendees” sounded too formal. After all, I have come to know many of you and count many among my friends. “Members of the Alabama Communication Association” likewise didn’t quite seem to fit. So I’ve chosen to begin my welcome letter as I have begun my emails to so many of you. For many of us, this is the primary mode of communication, so rather than sticking this on some letterhead we’ll dispense with convention and make it a bit more personal. In other words, perhaps I should start it this way:

Hola Elise, Jason, Fay, Luke, Carl, Monette, Amanda, Randall, Kimberly, Sherry, Adrienne, Sally, Mark, Jay, Darrell, Nancy Jo, Tanner, Riley, Lauren, Whitney, Catherine, Amy, Pamela, Dave, Gyro, Bailey, Ray, Jeremy, Jade, Edward, Derrick, John, Bianca, Adam, Pavica, Daniel, Katherine, Samantha, Susan, Jeff, Tiffany, and Greg.

Did I forget anyone? I hope not. There are probably some that will come that are not on the program, so welcome to you too! This may seem an odd way to begin a presidential welcome, but it illustrates the nature of communication. How one begins constrains the potential options one has for concluding. In going meta from the very beginning, I have pretty much ruled out the possibility that I would be able to write a traditional letter from here on out. The deed is done, so I may as well embrace it, right?

But it isn’t that simple. As I write this on my computer, I am able to backspace and delete it all; I could always start over again. This is all a presentation of self and the advent of literacy has changed the ways in which we are able to do that. We have some level of control, and that was Plato’s problem with literacy. You couldn’t question the author. All you had was what the author wrote. The online world seems to be shaping communication further (perhaps moving us toward what Walter Ong called “secondary orality”).

What brings all of us together is a shared interest in this process, whatever medium it may take. As I look over the program one can see the diversity of this enterprise. Traditional public address scholarship rubs shoulders with television production techniques. Facebook and face-to-face communication mingle with mass communication and interpersonal communication. Print, spoken, and visual all come together. But what unites us is a fascination with our ability to employ symbolic communication and the ways we make sense of it (and fail to make sense of it).

Which takes us, in a roundabout sort of way, back to the beginning of this letter. This may not be a typical presidential letter, but the Alabama Communication Association is not a typical organization. Unlike some organizations that you may be part of, we do not want you to see yourselves simply as members. We want you to see yourselves as a vital part of the organization. Indeed, you *are* the organization. So come on in. Get involved. Help craft the organization that only you can help create. You’re among friends here – even if you don’t know many of us yet, you will.

I’ll see you at the panels, at lunch, and at the cookie break. We can talk more then.

Brett Lunceford
President, Alabama Communication Association

Alabama Communication Association 2013 Convention Schedule

7:30-11:30am

Registration

(Morgan Lounge Area)

8:00-8:30am

1. Alabama Communication Association Business Meeting

(Morgan 202)

Presenters:

Brett Lunceford, University of South Alabama

Jay Hunt, University of South Alabama

Gyromas Newman, University of Mobile

Ray Ozley, University of Montevallo

John H. Saunders, Huntingdon College

8:40-9:50am

2A. Communication and Change

(Morgan 203)

Chair: Ray Ozley, University of Montevallo

Respondent: Gyromas Newman, University of Mobile

Locked Out: Race and Media Coverage of the 1998 and 2011 NBA Strikes

Daniel Sipocz, University of Southern Mississippi

Wrestling with the Bad Guys: A Rhetorical Critique of World Wrestling
Entertainment's Portrayal of Villains

Edward Robinson, University of South Alabama

What Losing a Daily Newspaper Means

Nancy Jo Maples, University of South Alabama

Policy, Profits and Higher Education Reform

Amanda Diggs, Troy University

Enjoyment and Involvement: Streaming Media versus Traditional Television Viewing

Samantha Slover, University of South Alabama

Fay Boudreaux, University of South Alabama

Darrell Johnston, University of South Alabama

Catherine McPhillip, University of South Alabama

Edward Robinson, University of South Alabama

Derrick Rogers, University of South Alabama

Greg Zieman, University of South Alabama

2B. Connecting State Associations to SSCA

Chair: John Saunders, Huntingdon College

Panelists:

Carl Cates, Valdosta State University

Monette Calloway, Hinds Community College

Dave Nelson, Valdosta State University

Brett Lunceford, University of South Alabama

10:00-11:10am

3A. Emerging Communication Scholars

(Morgan 105)

Chair: Mark Hickson, University of Alabama at Birmingham

Respondent: Jason Black, University of Alabama

Harvey Milk's "Hope Speech": A Reframing of Equality
Riley McEuen, University of Montevallo

Is Diana Really That Dirty? A Rhetorical Analysis of Michael Jackson's "Dirty Diana"
Bianca Scott, Huntingdon College

Change: The Component of a More Perfect Union
Jade Reynolds, Huntingdon College

3B. GIFTS

(Morgan103)

Chair: Gyromas Newman, University of Mobile

1. Illustrating the Distinction Between Linguistic and Communication Competence: A Twitter-Based Activity for Military Students – Lauren McKenzie, U.S. Air Force Culture & Language Center, Maxwell AFB
2. Semester-Long Activity: Producing the College Campus Television Production - "WEEKEND WARM-UP"- Darrell Johnston, University of South Alabama
3. Using TV Shows to Teach Audience Analysis- John Saunders, Huntingdon College

3C. Communication's Role in Relationships and Occupations

(Morgan 202)

Chair: Sherry Ford, University of Montevallo

Respondent: Tiffany Wang, University of Montevallo

Faculty and Facebook Friending: Instructor-Student Online Social Communication from the Professor's Perspective

Susan H. Sarapin, Troy University

Pamela L. Morris, University of Wisconsin – La Crosse

Fiances, Flowers, Families & Fights: Engaged Couples and the Dialectical Tensions
Most Perceived During the Wedding Planning Process
Bailey Oliver, University of Alabama

The Experiences of Forgiveness among Married and Dating Adults
Pavica Sheldon, University of Alabama at Huntsville

An Analysis of Communication-Related Occupations in Alabama
Randall Dupont, University of Mobile

11:30am-1:00pm

4. Presidential Luncheon and Keynote Address

(Stewart Retreat Center)

Chair: Jay Hunt, University of South Alabama

The Shifting Nature of the Field of Communication
Brett Lunceford, University of South Alabama

State Associations: A Communication Dimension of “Think Global, Act Local”
Carl Cates, Valdosta State University, Director – Southern States Communication Association

1:20-2:30pm

5A. Rhetoric & Reform

(Morgan 203)

Chair: Pavica Sheldon, University of Alabama at Huntsville

Respondent: John Saunders, Huntingdon College

A Confident Hope: Mayor Walt Maddox’s Speech on April 27, 2011
Jeremy Reid, University of Alabama

“Save Our Children”: Ethical Suasion in Anita Bryant’s Counter-Movement Rhetoric
Adam Sharples, University of Alabama

The Gettysburg Address: A Political Transformation throughout Time
Kathryn Slover, University of Redlands

Moral Turpitude in Context
Luke Buckley, University of South Alabama

5B. Messages and Social Media

(Morgan 202)

Chair: Sally Hardig, University of Montevallo

Respondent: Jeff Walker, University of Southern Mississippi

The Battle between Managerial Control and the First and Fourth Amendments: Examining How Constitutional Rights and Values Lack Protection in Social Media
Gyromas Newman, University of Mobile

#Facebook Just #Tagged You in a #Post: How Social Media has Impacted Students' College Experiences
Adrienne Gannon, University of South Alabama

The Largest Whale Penis in the Jungle and Other BIG Things: Toward Simpler Messages
Mark Hickson, University of Alabama at Birmingham

Narcissistic Slacktivists? Social Media Activism and Narcissism
Samantha Slover, University of South Alabama
Elise Ankerson, University of South Alabama
Luke Buckley, University of South Alabama
Darrell Johnston, University of South Alabama
Tanner Massey, University of South Alabama

2:30-2:50pm

Cookie Break!

(Morgan Lounge Area)

Sponsored by the University of Montevallo Department of Communication

2:50-4:00pm

6. Alabama Communication Association Top Papers

(Morgan 202)

Chair: Jay Hunt, University of South Alabama

Respondent: Brett Lunceford, University of South Alabama

The Freedom from Religion Foundation's Role in Prayer at University Football Games
Whitney McMurtrey, University of Mobile

Should I Message Them First?: How Facebook Plays a Role in College Students' Relationships
Kimberly Dyer, University of Alabama in Huntsville

Interpretation, Politicization, and Institutionalization: A Rhetorical Analysis of the Martin Luther King, Jr. Memorial Dedication Ceremony
Jeff Walker, University of Alabama

Justifying Prejudice: Exclusionary Apologia
Amy Mendes, Berry College

University of Montevallo

Alabama's Public Liberal Arts University®

Identification Key

1. Palmer Hall J-7	21. Farmer Hall (Student Union Building) J-4	41. Art Facility F-5
2. Carmichael Library K-7	22. Mass Communication Building K-4	42. Peterson Hall F-5
3. ATO House M-7	23. Child Study Center K-3	43. Wallace Speech and Hearing Center F-6
4. King House K-6	24. Former McCall Swimming Pool J-3	44. Reynolds Hall F-6
5. Harman Hall L-5	25. Myrick Hall I-4	45. Davis Hall E-7
6. Greenhouse/Biology & Chemistry Storage M-5	26. Robert M. McChesney Student Activity Center J-2	46. Calkins Hall F-7
7. King Family Cemetery M-5	27. Police Station L-2	47. Peterson House D-7
8. Hill House L-5	28. Physical Plant L-2	48. Calkins House D-7
9. Flowerhill (President's Home) N-3	29. Soccer Field J-1	49. Meraney House D-6
10. Morgan Hall K-4	30. Tennis Courts J-1	50. Puryear House E-6
11. Comer Hall K-5	31. Anagama Kiln J-1	51. Sims House E-5
12. Bloch Hall J-5	32. Stewart Student Retreat Center H-1	52. Johnson Baseball Field C-4
13. Wills Hall I-6	33. Peck Hall H-3	53. Intramural Fields C-5
14. The Tower I-5	34. Bibb Graves Hall H-4	54. Traffic Safety Center B-6
15. "Becoming" sculpture I-6	35. Brooke Hall G-4	55. Beorden House B-8
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18. Anna Irvin Dining Hall H-5	38. Lund Hall F-4	58. Napier Hall H-9
19. Tutwiler Hall H-4	39. Fuller Hall F-4	59. Saylor House H-9
20. Hanson Hall I-5	40. Scene Shop F-4	60. Jeter Hall J-9



Functions will be held in Morgan (#10, highlighted). Parking is located directly next to the building. Lunch will be held in the Student Retreat (#32, highlighted), and parking will also be available directly next to the building.

Directions to Morgan from N. Boundary St.:

1. Continue straight on N. Boundary St.
2. Turn right onto King-Harmon St. (After “Becoming” statue)
3. Turn left onto College Dr. (3-way stop at Flower Hill)
4. Turn next left onto Wills Way
5. Parking will be available immediately

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