

**Program of the 2011 Convention of the
Alabama Communication Association
July 30, 2011
Huntingdon College**

July 30, 2011

Registration: 10.00am-2.00pm in Wilson Hall lobby

10.00-10.45am

**Panel 1. Alabama Communication Association Business Meeting
Wilson 208/209**

Presenters:

Jason Edward Black, University of Alabama

Sherry Ford, University of Montevallo

Brett Lunceford, University of South Alabama

John Saunders, Huntingdon College

Alison Slade, University of South Alabama

12.15-1.15pm

**Panel 2A: Communication and Rhetorical Theory
Wilson 208/209**

Chair: Catie Malone, Huntingdon College

The Need for Social Gratification

Daniel Scott Goslin, Huntingdon College

Samantha

Brett Lunceford, University of South Alabama

Edward M. Kennedy: A Leadership Perspective

Jeremy Reid, Huntingdon College

Predicted Outcome Value Theory: A Brief Study

Taryn Bianca Scott, Huntingdon College

Respondent: Lynn Disbrow, Huntingdon College

Panel 2B: Critical Media Studies
Wilson 104

Chair: Johnny Davis, University of South Alabama

Advancement or Stigmatization?: *The Cosby Show* and *Fresh Prince of Bel-Air* as examples of Tokenism
Ashley Joiner George, University of Alabama

Disney's *The Little Mermaid*: Becoming Part of That World
Taylor Johnson, Huntingdon College

A Rational Joker
Mary Ryan Nielsen, Huntingdon College

"I Love Lucy" A Character Analysis
Marybeth Wheatley, Huntingdon College

Respondent: Arlyn T. Anderson, Air Force Culture & Language Center

1.30-2.30pm

Panel 3A: Interpersonal and Intercultural Communication
Wilson 208/209

Chair: Evey Bell, University of South Alabama

Introducing the Elements of Cross-Cultural & Organizational Communication to the U.S. Air Force: Theory and Application
Lauren Mackenzie, U.S. Air Force Culture and Language Center
Arlyn T. Anderson, Air Force Culture & Language Center

The FLDS in Cyberspace: A Rhetorical Criticism
Stanley C. Ferrell III. University of South Alabama

Is It Really a Small World After All?: A Comparison of British and American Advertising Humor Revisited
Melissa Looney, University of South Alabama

Exploring dialectical contradictions in conversations with a stroke survivor
Niya Pickett-Miller, University of Southern Mississippi

Respondent: Sherry Ford, University of Montevallo

**Panel 3B: Great Ideas For Teaching Students (G.I.F.T.S.)
Wilson 104**

Chair: Catherine Naylor, Huntingdon College

Icebreaker Activity Used In Public Speaking Classes
Johnny Davis, University of South Alabama

Presenting the Self
Ashley Joiner George, University of Alabama

Stereotypes
Josh McFall, Huntingdon College

Organizing an Outline and Speaking Notes for your Speech
Megan S. Sparks, University of South Alabama

2.30-3.00pm

Cookie Break!

Sponsored by the Communication Studies Department at Huntingdon
College
Upstairs Wilson Lobby (Outside Wilson 208/209)

3.00-4.00pm

**Panel 4A: Communication and Popular Culture
Wilson 208/209**

Chair: Erin Looney, University of South Alabama

Why That Athlete? How the Popularity of a Sport Affects the Use of
Athletes in Print Advertisements
Evey Bell, University of South Alabama

Travels with Stanley: Flat Stanley as a Tool for Professionalization
Brett Lunceford, University of South Alabama

Hippocratic Oath: Modern versus Traditional
Catherine Naylor, Huntingdon College

Humor in Advertising: The Effectiveness of Absurd Humor vs. Traditional
Humor
Johnny Davis, University of South Alabama

Respondent: Jason Edward Black, University of Alabama

Panel 4B: Communication and Politics
Wilson 104

Chair: Jacob Davis, University of South Alabama

Generation Uninvolved: The Lack of Civic Participation in a New
Generation
Josh McFall, Huntingdon College

Lyndon B. Johnson: "We Shall Overcome"
Catie Malone, Huntingdon College

The Rhetoric of the One Dollar Bill
Marybeth Wheatley, Huntingdon College

George W. Bush: Five Years Later
Jeremy Reid, Huntingdon College

Respondent: Raymond R. Ozley, University of Montevallo

4.15-5.15pm

Panel 5: Alabama Communication Association Top Papers
Wilson 208/209

Chair: Jeremy Reid, Huntingdon College

Simulacrum or the Tribe: The Fundamental Strategic Error of Social Media Campaigns

Jacob Davis, University of South Alabama

Saving Face: Predicting Use of Privacy Settings within Facebook

James A. Hunt, University of South Alabama

Toyota, Nostalgia, and Selling Out: Does Wrigley Field's New Resident Change the Neighborhood?

Erin Looney, University of South Alabama

Mitt Romney, Mormonism, and Religion in the 2008 Election

Larry Powell, University of Alabama - Birmingham

Mark Hickson, University of Alabama - Birmingham

Respondent: John Saunders, Huntingdon College

5.30-6.30pm

Dinner (included in conference fees)

Dining Hall (next to Wilson)

6.45-7.30pm

Panel 6: Keynote Session

Ligon Chapel

Chair: Brett Lunceford, University of South Alabama

Presidential Address

John Saunders, Huntingdon College

"The Study of Communication in Alabama—Where We've Been and Where We are Going."

Beth S. Bennett, University of Alabama

Index of Participants:

Anderson, Arlyn T.: 2B, 3A
Bell, Evey: 3A, 4B
Bennett, Beth S.: 6
Black, Jason Edward: 1, 4A
Davis, Jacob: 4B, 5
Davis, Johnny: 2B, 3B, 4A
Disbrow, Lynn: 2A
Ferrell, Stanley C., III.: 3A
Ford, Sherry: 1, 3A
George, Ashley Joiner: 2B, 3B
Goslin, Daniel Scott: 2A
Hickson, Mark: 5
Hunt, James A.: 5
Johnson, Taylor: 2B
Looney, Erin: 4A, 5
Looney, Melissa: 3A
Lunceford, Brett: 1, 2A, 4A, 6
Mackenzie, Lauren: 3A
Malone, Catie: 2A, 4B
McFall, Joshua G.: 3B, 4B
Naylor, Catherine: 3B, 4A
Nielsen, Mary Ryan: 2B
Ozley, Raymond R.: 4B
Pickett-Miller, Niya: 3A
Powell, Larry: 5
Reid, Jeremy: 2A, 4B, 5
Saunders, John: 1, 5, 6
Scott, Taryn Bianca: 2A
Slade, Alison: 1
Sparks, Megan S.: 3B
Wheatley, Marybeth: 2B, 4B