

**Alabama Communication Association 2017 Convention Schedule**

**University of Alabama at Birmingham  
Heritage Hall Building  
Birmingham, Alabama  
22 July 2017**

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

**Registration**

[HHB Lobby]

**8:00-8:40am**

**1. Alabama Communication Association Business Meeting**

[HHB Room 104]

Panelists:

Executive Director: Gyromas W. Newman, University of Mobile

Immediate Past President: Susan Sarapin, Troy University

President: Raymond R. Ozley, University of Montevallo

Vice President: Jeff Walker, University of Alabama at Birmingham

Vice President Elect: Torie Fowler, University of Southern Mississippi

Secretary: Jeremy Padgett, University of Mobile

**8:50-10:00am**

**2A. Communication, Crisis, and Controversy**

[HHB Room 104]

Chair: Sean Fourney, University of Southern Mississippi

Respondent: Pavica Sheldon, University of Alabama in Huntsville

Coverage of a Crisis: The Effects of International News Portrayals of Refugees and Misuse of the Term "Immigrant"

Jennifer Hoewe, University of Alabama

Uber Crisis: A Case Study of Uber's Crisis Management

Marianne McCarley, Auburn University

Zhiyuan Li, Auburn University

The Pepsi Controversy

Alison Slade, Coastal Alabama Community College/Louisiana College

Hazel Cole, University of West Georgia

Deus-Ex-Machina: Crisis and Presidential Performance  
Carrie Reif, University of Southern Mississippi  
Kathryn Anthony, University of Southern Mississippi

**2B. The Evolving Media**

[HHB Room 121]

Chair: Anthony Danner, Auburn University  
Respondent: Idrissa N. Snider, Miles College

Testing the Spiral of Silence by Analyzing Comments on a New York Times Op-ed  
Brett Sherrick, University of Alabama  
Jinjie Yang, University of Alabama

Tracking the Transformation of The Birmingham Times: A Content Comparison and Cover Story  
Analysis of the Southeast's Largest Black Weekly  
George Daniels, University of Alabama

Age Dissimilarity and Engagement in Mobile Messaging Groups  
Braden Bagley, University of Southern Mississippi

Leveling Up Culture: An Examination of Video Game's Culture Change  
Zachary Padgett, Auburn University

What Does the Rise of eSports Mean for Contemporary Society?  
Steven Young, University of Southern Mississippi

**2C: Great Ideas for Teaching Students**

[HHB Room 125]

Chair: Torie Fowler, University of Southern Mississippi

Modern Texts vs. Dale Carnegie: A Comparative Analysis of Public Speaking Texts from 1915  
and Today  
S. Brad Bailey, Mississippi Gulf Coast Community College

Adapting Older Theories for Contemporary Students: Johari Window  
John Saunders, University of Alabama in Huntsville

The Communication Studies Mission Statement: Advancing the Discipline Via Defense of the  
Discipline  
Angela Billings, University of Alabama

Group Communication Project  
Amy Mendes, Dalton State College

Combining Communication and Conscience: Teaching Field Focused Philosophy to  
Communication Ethics Students  
Gyromas W. Newman, University of Mobile

**10:10-11:20am**

**3A. Gender, Media, and Communication**

[HHB Room 104]

Chair: Amy Mendes, Dalton State College  
Respondent: Jennifer Hoewe, University of Alabama

The Woman's Film Today: Chick Flicks and Gendered Messages  
Kayleigh Murdock, Auburn University

The Eve-restoration of Dr. Louise Banks: The Perpetuation of the Lilith Myth in *Arrival* (2016)  
Anthony Dannar, Auburn University

An Investigation of the Relationship between Instagram Use and Body Image  
Pavica Sheldon, University of Alabama in Huntsville  
Dianhan Zheng, University of Alabama in Huntsville

Nike's Dichotomous Evolution: The Dual Branding from the "Every Person" to the Untouchable  
"Bad Boy" Celebrity Athlete and Back Again  
Marianne McCarley, Auburn University

**3B. GIFTS: The Silent Student**

[HHB Room 121]

Chair: Idrissa N. Snider, Miles College

Panelists:

Idrissa N. Snider, Miles College  
Te'Quia Morton, Miles College  
Kimberly Silmon, City of Bessemer Police Department  
Cherroyle Webb, Miles College  
Sherron Wilkes, Miles College  
Whitney Williams, Birmingham Education Foundation

**3C. Undergraduate Research in Communication**

[HHB Room 125]

Chair: Torie Fowler, University of Southern Mississippi  
Respondent: Tiffany R. Wang, University of Montevallo

Complicating Intercultural Communication: Denied Self-Determination and Environmental Racism in Mossville, Louisiana  
Carrie Clower, University of Alabama

Persuasive Analysis of Patrick Henry's "Give Me Liberty or Give Me Death" Speech  
Harmon Derek Acker Jr., University of Mobile

Sports Riots in America: How Violence Manifests in America's Culture  
Andi Duncan, University of Alabama

Instagram Fame Study  
Alexandra Wiegand, University of Alabama in Huntsville  
Erin Green, University of Alabama in Huntsville

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

**4. Presidential Luncheon and Keynote Address**

[HHB Lobby]

Chair: Jeff Walker, University of Alabama at Birmingham

Presidential Address  
Raymond R. Ozley, University of Montevallo

Keynote Address  
Wendy Atkins-Sayer, University of Southern Mississippi

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

**5A. Across Campus and in the Classroom: Communication Issues in Higher Education**

[HHB Room 104]

Chair: Kayleigh Murdock, Auburn University  
Respondent: S. Brad Bailey, Mississippi Gulf Coast Community College

Accent Discrimination and Misunderstanding  
Rita Nassuna, University of Southern Mississippi

The "Adjunctification" of Communication  
Amy Mendes, Dalton State College

Twitter Activism Across the Campus Racial Divide: The Case of #BamaSits  
George Daniels, University of Alabama

Flirtation Study  
Amy Lionberger, University of Southern Mississippi

**5B. Social Media and Communication**

[HHB Room 121]

Chair: TBD

Respondent: Kathryn Anthony, University of Southern Mississippi

Social Media Addiction  
Jaclyn Robinson, University of Alabama in Huntsville

“Let Me Take a Selfie:” The Communication of Dominant Societal Structures on Instagram via  
the Commodification of Kylie Jenner's Celebrity Identity  
Amanda Donato, University of Southern Mississippi

“Oh, So You're On Instagram?” Predictors of Instagram use Among College Students in Croatia  
Pavica Sheldon, University of Alabama in Huntsville  
Sandra Car, University of Zagreb, Croatia

“E”-xpectations and Violations: Using Expectancy Violations Theory to Look at Virtual  
Communities and Its Members  
Zachary Padgett, Auburn University

**5C. Academics Asking for Money**

[HHB Room 125]

Moderator: John Saunders

Finding and Securing External Grants  
Timothy R. Levine, University of Alabama at Birmingham

Internal Support for Faculty Initiatives  
Raymond R. Ozley, University of Montevallo

Creative Conference and Travel Funding  
John Saunders, University of Alabama in Huntsville

Funding Undergraduate Research  
Tiffany R. Wang, University of Montevallo

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

**6. COOKIE BREAK**

[HHB Lobby ]

Sponsored by Department of Communication Studies, University of Alabama at Birmingham

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

**7. Alabama Communication Association Top Papers**

[HHB Room 106]

Chair: Gyromas W. Newman, University of Mobile

Respondent: Raymond R. Ozley, University of Montevallo

**Bradley-Bryant Top Undergraduate Student Paper Award Winners:**

Humor and Hegemony: John R. Gregg's Failed Return to the Statehouse from Sandborn  
Andi Duncan, University of Alabama

"But I Love You!" Understanding Young Adult Reader's Chosen Conflict Styles and Management  
within Romantic Relationships

Christie Johnson, University of Montevallo

Jessica Ledford, University of Montevallo

**Top Graduate Student Paper Award:**

Let's Try to Get Along: Utilizing Conflict Management Styles as a Frame for Understanding Social  
Movement Rhetoric

Sean Fourney, University of Southern Mississippi

**Top Faculty Paper Award:**

Wrestling with Native Identity and Rhetorical Performance: The Colonized Case of  
Tatanka/Chavis

Jason Edward Black, University of North Carolina-Charlotte

Vernon Ray Harrison, Central Alabama Community College

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