

Alabama Communication Association
The University of Alabama in Huntsville
July 21, 2018

Dear ACA Attendees,

Welcome to The University of Alabama in Huntsville and to the Shelby Science and Technology Center. We are delighted that you have chosen our campus for the 2018 Alabama Communication Association annual conference.

We are very proud of the growing UAH Communication Arts department and of its faculty and students. The department is very active with a bachelor of arts in two majors, Communication Arts and Theatre, and new undergraduate concentrations in User Experience, Public Relations, and Video Production. Recently, the department has added a new Master of Arts in Professional Communication.

Here at UAH, we place a great deal of value on the open discussion of ideas, research, and scholarly inquiry. What you are bringing to our campus by attending this conference is valuable, and we applaud your efforts in creating your works and sharing them. UAH joins the ACA in delivering a special welcome to the undergraduates attending this conference. We hope that you will take full advantage of this opportunity to engage with faculty and students from all over our fine state.

While you are here at UAH, we invite you to tour our buildings and beautiful campus and to talk with our faculty and students in attendance. Thank you again for choosing The University of Alabama in Huntsville as this year's host institution. I wish all of you an engaging, productive, and enjoyable conference.

Sincerely,



Christine W. Curtis,
Provost and Executive Vice President for Academic Affairs

UAB THE UNIVERSITY OF
ALABAMA AT BIRMINGHAM

Graduate School

Research Communication Certificate Program

Dear friends, colleagues, and students,

I'm thrilled to welcome y'all to Huntsville for the eighth annual convention of the Alabama Communication Association! To those of you attending ACA for the first time, I extend a special welcome! This conference prides itself on providing an intimate and encouraging forum for folks to discuss their best ideas for research, teaching, and service. To those of you attending ACA for the second, third, fourth...or eighth time, I offer my heartfelt thanks! You're the reason that this conference is thriving.

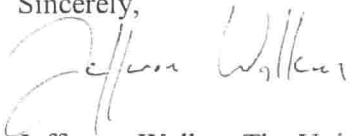
We've got an exciting convention this year featuring 10 panels and sessions, with presenters coming from 11 different institutions. We've also partnered with the University of Alabama in Huntsville and the Southern Colloquium on Rhetoric for a preconference titled, "Rhetorical Studies and the Gun Debate," featuring J. Michael Hogan, Edwin Erle Sparks Professor Emeritus of Rhetoric at the Pennsylvania State University and Visiting Professor at Davidson College.

Outside of our convention, I hope you'll also take this opportunity to explore Huntsville! Known as the "Rocket City," Huntsville is home to the U.S. Space and Rocket Center, along with numerous wonderful parks and museums. You might find me at the "Battle of the Food Truck All Stars" on Church Street, on Friday, July 20, or at Campus No. 805, a local brewery and entertainment venue after the conference on Saturday, July 21.

This convention would not be possible without the hard work of many people. First, thanks to ACA Vice President Torie Fowler who organized paper reviews and helped put much of this conference together. Second, thanks to Clarke Rountree and the Department of Communication Arts at the University of Alabama in Huntsville for being gracious and supportive hosts. Former ACA Executive Director and current conference historian John Saunders did excellent work as this year's site planner; I am grateful for John's continued dedication to the association. Thanks also to ACA Executive Director Gyromas Newman, Immediate Past President Ray Ozley, Vice President-Elect Jeremy Padgett, and Secretary Andi Duncan for their outstanding service to our organization.

I am looking forward to the great fellowship and scholarship that awaits us in Huntsville.

Sincerely,



Jefferson Walker, The University of Alabama at Birmingham
ACA President

Alabama Communication Association 2018 Convention Schedule
Saturday, July 21, 2018
University of Alabama in Huntsville

7:30-11:30am

Registration

[Shelby Center Lobby]

8:00-8:40am

1. Alabama Communication Association Business Meeting
[Shelby Center 107]

Executive Director

Gyromas W. Newman, *The University of Mobile*

Immediate Past President

Raymond R. Ozley, *The University of Montevallo*

President

Jefferson Walker, *The University of Alabama at Birmingham*

Vice President

Torie Fowler, *The University of Southern Mississippi*

Vice President-Elect

Jeremy Padgett, *The University of Mobile*

Secretary

Andi Duncan, *The University of Alabama*

8:50-10:00am

2A. Engaged Pedagogy in the Communication Classroom
[Shelby Center 103]

Chair: Jefferson Walker, *The University of Alabama at Birmingham*

Respondent: Eletra Gilchrist-Petty, *The University of Alabama in Huntsville*

Engaged Pedagogy in the Senior Seminar

Caroline Parsons, *The University of Alabama*

Engaged Pedagogy in the Research Methods Course

Tiffany R. Wang, *The University of Montevallo*

Engaged Pedagogy through Engaged Scholarship in the Mass Communication Classroom

George L. Daniels, *The University of Alabama*

Engaged Pedagogy and Statistical Analysis: Teaching Statistical Literacy to Number Averse Students

Candice Lanius, *The University of Alabama in Huntsville*

Applying Theory for Engaged Pedagogy in the Online Interpersonal Communication Classroom
Jennifer Becker, *The University of Alabama*

2B. Undergraduate and Collaborative Faculty/Undergraduate Communication Research
[Shelby Center 105]

Chair: Meridith Carter, *The University of Alabama in Huntsville*
Respondent: Clarke Rountree, *The University of Alabama in Huntsville*

Reagan's Employment of Rhetoric at the Brandenburg Gate
Zachary Taylor, *The University of Mobile*
Communication Accommodation Theory in Every Day Life
Maya Lewellyn, *The University of Mobile*
No More Rape: Andrea Dworkin's Radical Feminist Politics
Donovan Cleckley, *The University of Montevallo*
Comparing Ourselves to Friends on Social Media: The Role of Body Esteem and Instagram
Gratifications
Pavica Sheldon, *The University of Alabama in Huntsville*
Alexandra Wiegand, *The University of Alabama in Huntsville*

**2C. Crafting ACA Documents that Represent, Support, and Protect the Teaching of
Communication in Alabama**

[Shelby Center ~~103~~
158]

Panelists:

Raymond Ozley, *The University of Montevallo*
John H. Saunders, *The University of Alabama in Huntsville*

10:10-11:20am

3A. Advice for Students on Graduate School, Researching, Writing, and the Academic Life
[Shelby Center 105]

Chair: John H. Saunders, *The University of Alabama in Huntsville*
Presenter: J. Michael Hogan, *The Pennsylvania State University*

3B. GIFTS: Great Ideas for Teaching Students
[Shelby Center 103]

Chair: Pavica Sheldon, *The University of Alabama in Huntsville*

Honoring, Broadening, Civility, and Un-otherness (HBCU) in Communication themed courses
Niya Pickett Miller, *Tuskegee University*
Idrissa Snider, *Miles College*

The "superpowers" of public speaking: What is public speaking STILL capable of?

S. Brad Bailey, *Mississippi Gulf Coast Community College*

Protest Song Rhetorical Analysis

Sally Bennett Hardig, *The University of Montevallo*

Exploring Fears of Failure: An Invitation for Crisis Communicators to Find Hope

Raymond R. Ozley, *The University of Montevallo*

Seeing is Believing: An Exercise Highlighting the Interplay of Visual Perception and Communication

Sherry Ford, *The University of Montevallo*

Reflecting the Business World: Group Persuasive Presentation Activity

Piyawan Charoensap-Kelly, *The University of Southern Mississippi*

3C. Creative Approaches to Public Relations Education in Alabama

[Shelby Center 158]

Chair: Lori Miller, *Director of Research, WHNT News 19; Public Relations Council of Alabama*

Building Experiential Learning into a New Public Relations Program

Candice Lanus, *The University of Alabama in Huntsville*

Practicing What We Preach: Developing a Client-Based Curriculum

Beth Garfrerick, *The University of North Alabama*

Collaborating with Local Professionals for Successful Student Mentoring

Megan Nivens, *Flourish Consulting Services*

11:30am-1:00pm

4. Presidential Luncheon and Keynote Address

[Luncheon in Shelby Center 301, followed by the addresses in Shelby Center 107]

Chair: Torie Fowler, *The University of Southern Mississippi*

Presidential Address, "Doing Something Right"

Jefferson Walker, *The University of Alabama at Birmingham*

Keynote Address, "Educating for Citizenship in an Age of Fake News"

J. Michael Hogan, *The Pennsylvania State University*

1:20-2:30pm

5A. Rhetoric and Popular Culture: Film, Music, Comics, and Fashion as Persuasive Forms

[Shelby Center 105]

Chair: Clarke Rountree, *The University of Alabama in Huntsville*

Respondent: John H. Saunders, *The University of Alabama in Huntsville*

“The Sour Truth: An Ideological Criticism of Lynnyrd Skynnyrd’s *Sweet Home Alabama* in response to Neil Young’s *Southern Man*

Latoya Tisdale, *The University of Alabama in Huntsville*

“The Story of Cyborg: Narrative Criticism of Gucci Fall/Winter 2018/2019”

Kathleen Kirkland, *The University of Alabama in Huntsville*

“A Narrative Criticism of Disney’s *Cars*”

Ashlyn Edde, *The University of Alabama in Huntsville*

“More Variety than in Just the Spandex Wardrobe: Analyzing the Implementation of Diversity in Comics Media through the Lens of Critical Rhetoric”

Ellis Gossett, *The University of Alabama in Huntsville*

5B. Graduate Research in Communication

[Shelby Center 158]

Chair: Marcella Nobles, *The University of Alabama in Huntsville*

Respondent: Candice Lanius, *The University of Alabama in Huntsville*

Seeking the Truth: A Critical Analysis of Moana

Torie Fowler, *The University of Southern Mississippi*

<Progressive>: An Ideographic Criticism of the Democratic Party

Dylan Schrader, *The University of Alabama in Huntsville*

Female Immigrant Professors' Perceptions

Rita Nassuna, *The University of Southern Mississippi*

5C. #DoMore with your persuasive speeches: Undergraduate honor students and faculty discuss how a class assignment affected positive change on their entire college campus

[Shelby Center 103]

Moderator: S. Brad Bailey, *Mississippi Gulf Coast Community College*

Participants:

Carman Ly, *Honors Program Student, Mississippi Gulf Coast Community College*

Jaylin Mazingo, *Honors Program Student, Mississippi Gulf Coast Community College*

Danielle Williamson, *Honors Program Student, Mississippi Gulf Coast Community College*

Carin Platt, *Faculty Sponsor for the #DoMore Pantry, Mississippi Gulf Coast Community College*

S. Brad Bailey, *Honors Public Speaking Instructor, Mississippi Gulf Coast Community College*

2:30pm-2:50pm

6. COOKIE BREAK

[Shelby Center Lobby]

Sponsored by the University of Alabama in Huntsville Department of Communication Arts

2:50pm-4:00pm

7. Alabama Communication Association Top Papers

[Shelby Center 107]

Chair: Olivia Tucker, *The University of Alabama in Huntsville*

Respondent: Jefferson Walker, *The University of Alabama at Birmingham*

Bradley-Bryant Top Undergraduate Student Paper Award Winners:

Rewriting History: The Movement for Women's Suffrage, as Told by Angela Davis

Jasmine Baxter, *The University of Montevallo*

Small Screen Parallels: Analyzing Contemporary Narratives of Black Women on Television

Jasmyne Ray, *The University of Montevallo*

Top Graduate Student Paper Award:

"It Happened to #metoo": A Qualitative Analysis of Broken Privacy Boundaries and Powerful Messaging on Twitter

Amy Jo Ellefson, *The University of Southern Mississippi*

Top Faculty Paper Award:

When Protest Songs Outlive Their Controversy: How the Rolling Stones' Song "Street Fighting Man" Found Satisfaction in Post-Vietnam War Era Performances

John H. Saunders, *The University of Alabama in Huntsville*

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**DEPARTMENT OF
COMMUNICATION ARTS**
THE UNIVERSITY OF ALABAMA IN HUNTSVILLE

<p>Dr. Pavica Sheldon Social Media & Interpersonal Communication</p>	<p>Dr. Clarke Rountree Legal and Political Rhetoric & Burkeian Rhetorical Theory</p>
<p>Ms. Piyawan Charoensap-Kelly Organizational Communication & Conflict Management</p>	<p>Dr. Eletra Gilchrist-Petty Culture and Communication & Communication Pedagogy</p>
<p>Dr. Candice Lanus User Experience, Digital Rhetoric, & Public Relations</p>	<p>Ms. Nicole McDavid Gender and Communication & Effective Public Engagement</p>
<p>Dr. John H. Saunders Rhetorical Criticism & Rhetoric of Children's Literature</p>	<p>Dr. Joseph Watson Cinema Production and Criticism & Rhetoric</p>