

Alabama Communication Association

University of Montevallo • Strong Hall
July 27, 2019





Office of the Provost and Vice President
for Academic Affairs

Station 6015, Calkins Hall
Montevallo, AL 35115
T. 205-665-6015

Dear ACA Attendees,

Welcome to the University of Montevallo. We are delighted to host the 2019 Alabama Communication Association annual conference. We hope you enjoy our beautiful, historic campus.

The University of Montevallo is proud of the excellent reputation of the College of Fine Arts and all departments, including Communication Studies. We are excited about all of the recent developments in the College of Fine Arts, including a new state-of-the-art complex with degree programs in Communication Studies and Mass Communication.

Thank you for choosing UM's College of Fine Arts as the host institution. We are grateful for this opportunity to share our facilities with you for this important professional meeting. I am sure it will be a successful event, and we are here to support the event in any way.

Sincerely,

Mary Beth Armstrong, Ph.D.
Provost and Vice President for Academic Affairs



Office of the Dean
College of Fine Arts
Station 6663, Davis Hall
Montevallo, AL 35115
T. 205-665-6663

Dear ACA Attendees,

Welcome to the College of Fine Arts at the University of Montevallo. We are delighted to host the 2019 Alabama Communication Association annual conference.

Within the context of the University's liberal arts mission, the 47-year-old College of Fine Arts encompasses the Department of Communication and nationally accredited departments of Art and Music, and the Department of Theatre. For the first time in its history, the Department of Communication is housed in a new state-of-the-art complex with degree programs in communication studies and mass communication. Our Communication Studies program received the 2017 National Communication Association Undergraduate College and University Section's Rex Mix Program of Excellence Award. More recently, the Mass Communication program added a new minor in digital filmmaking that launches in fall 2019. The minor features the University's first embedded certificate and is the first to be endorsed by the Alabama Industry Development and Training (AIDT) office.

The college's 600 students participate in a high-impact, experiential learning process that prepares them to become visual artists, performers, musicians, arts educators and communication scholars and practitioners. Your attendance at the ACA conference enhances our vision to become a vibrant, 21st century intersection where the enterprises of teaching, making, production and research interact as key components of creative practice.

Thank you for choosing UM's College of Fine Arts as the host institution. We are grateful for this opportunity to share our facilities with you for this important professional meeting. I wish all of you a productive, engaging, and inspiring conference.

Sincerely,

Steve Peters, Ph.D.
College of Fine Arts Dean and Professor



Department of Communication
Station 6625, Strong Hall
Montevallo, AL 35115
T. 205-665-6625
F. 205-665-6625

Dear ACA Attendees,

Welcome to the University of Montevallo!

Our Department of Communication has enthusiastically supported the ACA from its inception, and we are honored to host your 2019 convention in our new facility.

We hope your convention is successful.

Let me know if you need anything.

Best regards,

A handwritten signature in black ink that reads 'Randall K. Scott'. The signature is fluid and cursive, with the first name 'Randall' being the most prominent.

Randall K. Scott, Ph.D.
Professor and Chair



Alabama Communication Association 2019 Convention Schedule

University of Montevallo, Strong Hall

Saturday, July 27, 2019

Officers and Staff

Executive Director **Gyromas Newman**, University of Mobile
Executive Director Elect..... **Raymond R. Ozley**, University of Montevallo
Immediate Past President..... **Jefferson Walker**, University of Montevallo
President **Torie Fowler**, The University of Southern Mississippi
Vice President..... **Jeremy Padgett**, University of Mobile
Vice President Elect **Sally Bennett Hardig**, University of Montevallo
Secretary **Andi Duncan**, The University of Alabama

Program at a Glance

| | | |
|----------------|--|------------------------------------|
| Block 1 | 7:30 to 11:30 a.m. | |
| 01 | Registration | Strong Hall Lobby |
| Block 2 | 8 to 8:40 a.m. | |
| 02 | Alabama Communication Association Business Meeting | Strong Hall 119 |
| Block 3 | 8:50 to 10 a.m. | |
| 03 | #DoMore with your persuasive speeches: College freshmen use their voices to improve health care habits among their peers | Strong Hall 119 |
| 04 | Race, Gender and Culture in Mass and Popular Media | Strong Hall 115 |
| 05 | Executive Director's Panel | Strong Hall 113 |
| Block 4 | 10:10 to 11:20 a.m. | |
| 06 | Best Pedagogical Practices for Online Communication Courses | Strong Hall 115 |
| 07 | GIFTS: Great Ideas for Teaching Students | Strong Hall 113 |
| 08 | Introducing Essie: An Award-Winning Documentary about a Montevallo Artist | Strong Hall 119 |
| Block 5 | 11:30 a.m. to 1 p.m. | |
| 09 | Presidential Luncheon and Keynote | Farmer Hall |
| Block 6 | 1:10 to 2:20 p.m. | |
| 10 | When Emotion Takes Over Reason: Teacher-Student Conflict Management for Highly Emotional Situations | Strong Hall 113 |
| 11 | Communication and Media in Educational, Electoral and Legal Contexts | Strong Hall 119 |
| 12 | Building Upon Our Success and Using Student Recommendations to Chart Future Directions for the Alabama Communication Association | Strong Hall 115 |
| 13 | Hands-On Activity with New TV Studio Technology | Strong Hall 121 Strong Hall 125 |
| Block 7 | 2:20 to 2:50 p.m. | |
| 14 | Cookie Break | Strong Hall Lobby |
| Block 8 | 2:50 to 4 p.m. | |
| 15 | Alabama Communication Association Top Papers | Strong Hall 119 |

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| Block 1 | 7:30 to 11:30 a.m. |
| 01 | Registration |
| 7:30 to 11:30 a.m. Strong Hall Lobby | |
| Block 2 | 8 to 8:40 a.m. |
| 02 | Alabama Communication Association Business Meeting |
| 8 to 8:40 a.m. Strong Hall 119 | <p>Participants</p> <p>Gyromas Newman, Executive Director, University of Mobile Raymond R. Ozley, Executive Director Elect, University of Montevallo Jefferson Walker, Immediate Past President, University of Montevallo Torie Fowler, President, The University of Southern Mississippi Jeremy Padgett, Vice President, University of Mobile Sally Bennett Hardig, Vice President Elect, University of Montevallo Andi Duncan, Secretary, The University of Alabama</p> |
| Block 3 | 8:50 to 10 a.m. |
| 03 | #DoMore with your persuasive speeches: College freshmen use their voices to improve health care habits among their peers |
| 8:50 to 10 a.m. Strong Hall 119 | <p>Chair</p> <p>Terri Sasser, Mississippi Gulf Coast Community College</p> <p>Participants</p> <p>S. Brad Bailey, Mississippi Gulf Coast Community College Nicole Sallis, Mississippi Gulf Coast Community College Katelyn Winstead, Mississippi Gulf Coast Community College</p> |
| 04 | Race, Gender and Culture in Mass and Popular Media |
| 8:50 to 10 a.m. Strong Hall 115 | <p>Chair</p> <p>Jessica Beckham, The University of Southern Mississippi</p> <p>Participants</p> <p>The Vocal Weeaboo: Non-Japanese Fans Effects on Cultural Identity Christie Johnson, The University of Alabama</p> <p>Beyond Jussie, Justin and R. Kelly: A Local News Market's Portrayals of African American Men George Daniels, The University of Alabama Gheni Platenburg, The University of Montevallo Danielle Deavours, The University of Alabama William Singleton, The University of Alabama</p> <p><i>Traumatic Colonialist Experiences Along with Adult Guidance and Misguidance in Avatar: The Last Airbender</i> Christie Johnson, The University of Alabama</p> <p>Discussant</p> <p>Shaquille Marsh, Pellissippi State Community College</p> |

05

Executive Director's Panel

8:50 to 10 a.m.
Strong Hall 113

Participants

Gyromas Newman, University of Mobile
Raymond R. Ozley, University of Montevallo

Block 4

10:10 to 11:20 a.m.

06

Best Pedagogical Practices for Online Communication Courses

10:10 to 11:20 a.m.
Strong Hall 115

Chair

Tiffany Wang, University of Montevallo

Participants

Caroline Parsons, The University of Alabama
Jefferson Walker, University of Montevallo
George Daniels, The University of Alabama
Caleb Walters, The University of West Alabama
Jennifer Becker, The University of Alabama

07

GIFTS: Great Ideas for Teaching Students

10:10 to 11:20 a.m.
Strong Hall 113

Chair

Donovan Cleckley, Tulane University

Participants

Using Extra Credit for Assessment
John Saunders, The University of Alabama in Huntsville

Utilizing the Yale Attitude Change Approach to Become a Better Con Artist
S. Brad Bailey, Mississippi Gulf Coast Community College
Holly Baryo, Mississippi Gulf Coast Community College
Lauren Goff, Mississippi Gulf Coast Community College
Nicole Sallis, Mississippi Gulf Coast Community College
Katelyn Winstead, Mississippi Gulf Coast Community College

Intentionally vague instructions: Assignments that mimic the working world
Jay Hunt, University of South Alabama

08

Introducing Essie: An Award-Winning Documentary about a Montevallo Artist

10:10 to 11:20 a.m.
Strong Hall 119

Chair & Participant

Brook Pruitt, The University of Montevallo

Block 5

11:30 a.m. to 1 p.m.

09

Presidential Luncheon and Keynote

11:30 a.m. to 1 p.m.
Farmer Hall

Chair

Jeremy Padgett, University of Mobile

Presidential Address: Define Success for Yourself

Torie Fowler, The University of Southern Mississippi

Keynote Speech: Confronting Racism in Today's Academy

Casey Maugh Funderburk, The University of Southern Mississippi

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|---|---|
| Block 6 | 1:10 to 2:20 p.m. |
| 10 | When Emotion Takes Over Reason: Teacher-Student Conflict Management for Highly Emotional Situations |
| <i>1:10 to 2:20 p.m. Strong Hall 113</i> | <p>Chair Piyawan Charoensap-Kelly, The University of Alabama in Huntsville</p> <p>Participants Piyawan Charoensap-Kelly, The University of Alabama in Huntsville Mohamed Ismail, Independent Scholar Carley Young, The University of Southern Mississippi</p> |
| 11 | Communication and Media in Educational, Electoral and Legal Contexts |
| <i>1:10 to 2:20 p.m. Strong Hall 119</i> | <p>Chair Maggie Jones, University of Mobile</p> <p>Participants Social Media role in Election Campaigns: A case study of Safa Al Hashem, the only elected woman in Kuwait's parliament 2016 Ahmad Alhaidar, The University of Southern Mississippi "Red Pen Survey:" Understanding How Students Perceive Their Professors Based on the Color Pen They Grade With Hannah Powell, The University of Alabama in Huntsville Elizabeth Ratliff, The University of Alabama in Huntsville Denying an Alabama death-row prisoner's religious rights: Politics, caprice and media commentary about the Supreme Court evince the absurdity of capital punishment Susan Sarapin, Troy University</p> <p>Discussant John Saunders, The University of Alabama in Huntsville</p> |
| 12 | Building Upon Our Success and Using Student Recommendations to Chart Future Directions for the Alabama Communication Association |
| <i>1:10 to 2:20 p.m. Strong Hall 115</i> | <p>Chair Raymond R. Ozley, University of Montevallo</p> <p>Participants Maggie Jo Benson, University of Montevallo Sally Bennett Hardig, University of Montevallo Kirsty Neely, University of Montevallo Raymond R. Ozley, University of Montevallo</p> |
| 13 | Hands-On Activity with New TV Studio Technology |
| <i>1:10 to 2:20 p.m. Strong Hall 121, 125</i> | <p>Facilitator Brook Pruitt, University of Montevallo</p> |
| Block 7 | 2:20 to 2:50 p.m. |
| 14 | Cookie Break |
| <i>2:20 to 2:50 p.m. Strong Hall Lobby</i> | <i>Sponsored by the University of Montevallo Department of Communication</i> |

*2:50 to 4 p.m.**Strong Hall 119***Chair****Jeremy Padgett**, University of Mobile**Participants****Bradley-Bryant Top Undergraduate Student Paper Award Winners**

Her Rights Matter Because Her Life Matters: A Radical Feminist Analysis of Reproductive Rights Rhetoric

Donovan Cleckley, Tulane University

Chief Justice William Rehnquist of the Supreme Court

Maggie Jones, University of Mobile**Top Graduate Student Paper Award**

Patient-Provider Communication Involving Opioid Dependent Expecting Mothers: Determining Factors Impacting Communication

Jessica Beckham, The University of Southern Mississippi**Top Faculty Paper Award**

Narrative Theory as a Pedagogical Strategy for Culturally Responsive Teaching at Historically Black Colleges and Universities

Niya Pickett-Miller, Samford University**Discussant****Torie Fowler**, The University of Southern Mississippi**Participant Index**

name, panel number(s)

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M UNIVERSITY of MONTEVALLO

ACADEMIC BUILDINGS

- 1 University of Montevallo on Main
- 2 Davis Hall
- 3 Wallace Speech & Hearing
- 4 Peterson Hall
- 5 3D Art Complex
- 6 Bibb Graves Hall
- 7 Anagama Kiln
- 8 Myrick Hall
- 9 Child Study Center
- 10 Strong Hall
- 11 Hill House
- 12 Harman Hall
- 13 Morgan Hall
- 14 Comer Hall
- 15 Bloch Hall
- 16 Wills Hall

- 17 Tower

- 18 Sharp House
- 19 Carmichael Library
- 20 Center for the Arts

RESIDENCE HALLS

- 21 Napier Hall
- 22 Main Hall
- 23 Hanson Hall
- 24 Tutwiler Hall
- 25 Ramsay Hall
- 26 Brooke Hall
- 27 Lund Hall
- 28 New Hall
- 29 Peck Hall

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- 30 John W. Stewart Student Retreat

- 31 McChesney Student Activity Center

- 32 Organic Community Garden
- 33 Farmer Hall & Wilkenson Student Life Center
- 34 Anna Irvin Dining Hall
- 35 Barnes & Noble Campus Bookstore

ATHLETIC FACILITIES

- 36 Softball Complex
- 37 Track & Lacrosse Field
- 38 Cross Creek Field
- 39 Kermit A. Johnson Baseball Complex
- 40 Intramural Field
- 41 Outdoor Basketball Court
- 42 Soccer Field
- 43 Tennis Courts
- 44 Sand Volleyball

ADMINISTRATIVE BUILDINGS

- 45 Campus Police
- 46 Flowerhill
- 47 King House
- 48 Palmer Hall
- 49 Global & Community Outreach
- 50 Softball Office
- 51 Van Tuyl House
- 52 Will Lyman House
- 53 Calkins Hall
- 54 Reynolds Hall
- 55 Peterson House
- 56 Meroney House
- 57 Puryear House
- 58 Track & Lacrosse Offices
- 59 Central Utilities Plant

