

Alabama Communication Association

University of Montevallo
July 31, 2021





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

Dear Alabama Communication Association Attendees,

Welcome to the University of Montevallo. The College of Fine Arts is delighted to host this session for the 2021 ACA annual conference in the new Center for the Arts.

Within the context of the University's liberal arts mission, our college is enriched by its outstanding Department of Communication and nationally accredited departments of Art, Music, and Theatre. The department's Communication Studies and Mass Communication programs are housed together in Strong Hall, another state-of-the-art complex. Communication Studies received the 2017 National Communication Association Undergraduate College and University Section's Rex Mix Program of Excellence Award. More recently, Mass Communication added a new minor in Digital Filmmaking. 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.

Our college's 550 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, communication and research interact as key components of creative practice.

We are grateful for this opportunity and wish all of you an invigorating, engaging, and inspiring conference.

Sincerely,

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



Department of Communication
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Montevallo, AL 35115
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July 31, 2021

Greetings, ACA friends and colleagues, and welcome once again to the Department of Communication at the University of Montevallo, located in the heart of Alabama. We are thrilled to host this special gathering for a number of reasons. First, it allows us to yet again engage in our annual exploration and celebration of communication, the discipline that has drawn this group together for the past decade. It's a precious remnant of our "normal." Second, it permits us to reflect on a challenging past year and to think ahead to the next as we continue to cope with (post?) pandemic life, which is a persistent part of our "new normal," it seems. Third, this time together, whether in-person or virtual, proves that we as an association are adaptable, and that communication research is and always will be essential to our understanding of what it means to be human. Let's cherish this day and be renewed in our sense of purpose.

Cheers!

Sherry G. Ford, Ph.D.
Department Chair & Professor of Communication Studies



Alabama Communication Association 2021 Convention Schedule

University of Montevallo
 Strong Hall and Center for the Arts
 Montevallo, Alabama
 July 31, 2021

Officers and Staff

Executive Director **Raymond R. Ozley**, University of Montevallo
Immediate Past President **Torie Fowler**, The University of Southern Mississippi
President **Jeremy Padgett**, University of Mobile
Vice President **Sally Bennett Hardig**, University of Montevallo
Vice President-elect **George L. Daniels**, The University of Alabama
Secretary **Jay Hunt**, University of South 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	Founders' Roundtable	Strong Hall 119
04	Paper Panel 1: Rhetorical Criticism: Music as Rhetorical Artifact	Strong Hall 115
05	Paper Panel 2: The Role of Communication and Media in Shaping Protest and Memory	Strong Hall 113
Block 4	10:10 to 11:20 a.m.	
06	Paper Panel 3: Rhetoric and Politics	Strong Hall 115
07	Interpersonal Approaches to Communication	Strong Hall 115
08	The Post-Pandemic Pivot: Exploring the Future of Communication Studies Classrooms and Programs	Strong Hall 119
Block 5	11:30 a.m. to 1:10 p.m.	
09	Presidential Luncheon and Keynote Address	Center for the Arts
Block 6	1:20 to 2:30 p.m.	
10	Paper Panel 5: Gender/Body Image Themes	Strong Hall 113
11	Paper Panel 6: Rising Stars in Undergraduate Research	Strong Hall 119
12	Roundtable Discussion: Future of the Journal	Strong Hall 115
Block 7	2:30 to 2:50 p.m.	
13	Cookie Break	Strong Hall Foyer
Block 8	2:50 to 4 p.m.	
14	Vice President's Spotlight Panel: Authors Discuss their book <i>Lizzo's Black, Female, and Fat Resistance</i>	Strong Hall 119
15	G.I.F.T.S.: Great Ideas for Teaching Speech Panel	Strong Hall 115
16	Easy Steps to Add Innovation into Your Media Curriculum	Strong Hall 113
Block 9	4:10 to 5 p.m.	
17	Alabama Communication Association Top Papers	Strong Hall 119

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

Participants:

Raymond R. Ozley, Executive Director, University of Montevallo
 Torie Fowler, Immediate Past President, The University of Southern Mississippi
 Jeremy Padgett, President, University of Mobile
 Sally Bennet Hardig, Vice President, University of Montevallo
 George L. Daniels, Vice President-elect, The University of Alabama
 Jay Hunt, Secretary, University of South Alabama

Block 3	8:50 to 10 a.m.
03	Founders' Roundtable

8:50 to 10 a.m.
Strong Hall 119

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

Participants:

Jason Edward Black, University of North Carolina at Charlotte
 Sherry G. Ford, University of Montevallo
 Brett Lunceford, Independent Scholar (Zoom)
 John H. Saunders, The University of Alabama in Huntsville

04	Paper Panel 1: Rhetorical Criticism: Music as Rhetorical Artifact
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8:50 to 10 a.m.
Strong Hall 115

Chair: Jeff Walker, University of Montevallo

Respondent: Vernon Ray Harrison, Jefferson State Community College

Presenters:

Love and Politics: Identifying Themes of Protest in Tears for Fears' "Sowing the Seeds of Love"
 Mallory McDonald, The University of Alabama in Huntsville

A Rhetorical Criticism of Bob Seger's "Turn the Page"
 Rochelle Sexton, The University of Alabama in Huntsville

Eminem's 'Stan': A Rhetorical Critique
 Sarah Morgan, The University of Alabama in Huntsville (Zoom)

Pop Culture and Body Image: A Textual Analysis of Beyonce's "Brown Skin Girl"
 Ozioma Omah, The University of Southern Mississippi

05

Paper Panel 2: The Role of Communication and Media in Shaping Protest and Memory

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

Chair: Donovan Cleckley, Tulane University
Respondent: Gyromas Newman, University of Mobile

Presenters:

A 2021 Portrayal of Alabama's Working Class: Media Coverage of the Amazon Union Vote and Warrior Met Coal Strike
George L. Daniels, The University of Alabama

Courting Social Justice: The NBA Post-George Floyd, the Media and the Protest Paradigm
Bill Singleton, The University of Alabama

Forgetting the Name of Forgetting: A Rhetorical Analysis of Alabama's Helen Keller Memorial
Kevin Thompson, The University of Alabama

Block 4

10:10 to 11:20 a.m.

06

Paper Panel 3: Rhetoric and Politics

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

Chair: Vernon Ray Harrison, Jefferson State Community College
Respondent: John H. Saunders, The University of Alabama in Huntsville

Presenters:

Blue Georgia: A Social Movement and Close Textual Analysis of Stacey Abrams' Launch of Fair Fight Georgia
Laura Catoe, The University of Alabama in Huntsville (Zoom)

A Party Divided
Eleanor Portwood, The University of Alabama

Union or Disunion? Garfield's Inaugural Address
Kate Kornegay, The University of Alabama in Huntsville

Militarism, Memorial, and the Rhetorical Participation in Chris Kyle's Memory
Kevin Thompson, The University of Alabama

07

Paper Panel 4: Interpersonal Approaches to Communication

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

Chair: Donovan Cleckley, Tulane University
Respondent: George Daniels, The University of Alabama

Presenters:

A Look at How Family Communications Influences Human-Dog Communications
Matthew Poarch, The University of Alabama in Huntsville

Prayer Communication
Joseph Honeycutt, University of Montevallo

Red Pen Paper
Hannah Powell, Beth Ann Ratliff and Pavica Sheldon, The University of Alabama in Huntsville

"Give Me A Heart": Invisible Ideology between Fantasy and Reality
Nur Makbul, The University of Southern Mississippi

08

The Post-Pandemic Pivot: Exploring the Future of Communication Studies Classrooms and Programs

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

Chair: Sherry G. Ford, University of Montevallo

Panelists:

Sherry G. Ford, University of Montevallo
Sally Bennett Hardig, University of Montevallo
Raymond R. Ozley, University of Montevallo
Jefferson Walker, University of Montevallo
Tiffany R. Wang, University of Montevallo

Block 5

11:30 a.m. to 1:10 p.m.

09

Presidential Luncheon and Keynote Address

11:30 a.m. to 1:10 p.m.
Center for the Arts

Chair: Sally Bennett Hardig, University of Montevallo

Presidential Address: *Progress with a Purpose*
Jeremy Padgett, University of Mobile

Executive Director's Award Presentation: Raymond R. Ozley, University of Montevallo

Spotlight Address: *Where Have We Been?*
John H. Saunders, The University of Alabama in Huntsville

Keynote Address: *A Decade of "Dwelling Place": How Ethos Informs Our Remembrance and Resilience*
Jason Edward Black, University of North Carolina at Charlotte

Block 6

1:20 to 2:30 p.m.

10

Paper Panel 5: Gender/Body Image Themes

1:20 to 2:30 p.m.
Strong Hall 113

Chair/Respondent: Stephanie Dean, University of Montevallo

Presenters:

Anorexia Nervosa and the Awful Rhetoric of the Body
Donovan Cleckley, Tulane University

Feminist Hashtags Movements
Ginger Cooper, The University of Alabama

Sexual and Gender Microaggressions: A Mindfulness Approach
Joseph W. Daniel, The University of Alabama (Zoom)

"Had the Parties Been of Opposite Genders" Muted Group Theory and LGBTQ+ Exclusion in Domestic Violence Laws
Crystal Stone, The University of Alabama

11

Paper Panel 6: Rising Stars in Undergraduate Research

1:20 to 2:30 p.m.
Strong Hall 113

Chair: Gyromas Newman, University of Mobile
Respondent: Tiffany R. Wang, University of Montevallo

Presenters:

Deconstructing Hope: A Descriptive Analysis of Milk's "You've Got to Have Hope" Speech
Marcos Lopez, University of Montevallo

The Saturn V Replica: A Rhetorical Criticism
Julia Cleland, The University of Alabama in Huntsville (Zoom)

Puppet Master
Zachary Young, The University of Alabama

Critiquing Marshall Applewhite's "95 Statement by an E.T. Presently Incarnate"
Using Rhetorical Methods
Meagan Myrick, The University of Alabama in Huntsville

12

Roundtable Discussion: Future of the Journal

1:20 to 2:30 p.m.
Strong Hall 115

Facilitator: Raymond R. Ozley, University of Montevallo

Participants:

Andre Johnson, University of Memphis
Brett Lunceford, Independent Scholar (Zoom)
Raymond R. Ozley, University of Montevallo
John H. Saunders, The University of Alabama in Huntsville
Mike Tumolo, California State University, Stanislaus

Block 7

2:30 to 2:50 p.m.

13

Cookie Break

2:30 to 2:50 p.m.
Strong Hall Foyer

Sponsors:
University of Montevallo Department of Communication
Lambda Pi Eta, Lambda Nu Chapter

Block 8

2:50 to 4 p.m.

14

Vice President's Spotlight Panel: Authors Discuss their book *Lizzo's Black, Female, and Fat Resistance*

2:50 to 4:00 p.m.
Strong Hall 119

Chair: Sally Bennett Hardig, University of Montevallo

Panelists:

Niya Pickett Miller, Samford University
Gheni N. Platenburg, Auburn University

15

G.I.F.T.S.: Great Ideas for Teaching Speech Panel

2:50 to 4 p.m.
Strong Hall 115

Chair: Jay Hunt, University of South Alabama

Presenters:

Embracing Essential Skills: The Job Interview Game
Brad Bailey and Beau Foutz, Mississippi Gulf Coast Community College

"Yes, and" Story Circles: Using Improv to Improve Communication and Teamwork
Jeff Walker, University of Montevallo

Using Student-Made Infomercials to Teach Persuasion
John H. Saunders, The University of Alabama in Huntsville

Teaching Semiotics
Audrey L. Deterding, Lindsey Wilson College (ZOOM)

16

Easy Steps to Add Innovation into Your Media Curriculum

2:50 to 4 p.m.
Strong Hall 113

Moderator: Danielle Deavours, University of Montevallo (Zoom)

Panelists:

Stephanie Dean, University of Montevallo
Topic: *Immersive Environmental Storytelling — Using 360 video storytelling methods to showcase environmental justice issues locally*

Will Heath, The University of Alabama at Birmingham
Topic: *Using social media as a journalistic teaching tool*

Stefanie Hicks East, Troy University
Topic: *Adapting storytelling for the digital age while maintaining the foundations of journalistic practice*

Bill Singleton, The University of Alabama
Topic: *Adapting curriculum to updates in the industry*

Chalise Macklin, The University of Alabama
Topic: *Innovating the classroom with diversity, equity and inclusion initiatives*

Block 9

4:10 to 5 p.m.

17

Alabama Communication Association Top Papers

4:10 to 5 p.m.
Strong Hall 119

Chair: Sally Bennett Hardig, University of Montevallo

Respondent: Jeremy Padgett, University of Mobile

Bradley-Bryant Top Undergraduate Student Paper Award Winner:

"Streamlined please! More streamlined!" Student and Faculty Perceptions of a University's Crisis Communication in Response to the COVID-19 Pandemic
Julia Cleland, The University of Alabama in Huntsville (Zoom)

Top Graduate Student Paper Award:

Framing the Assassination of Qassem Soleimani: Perspective from CNN and Fox News Editorials and Commentaries
Bill Singleton, The University of Alabama

2021 ACA Teaching Award:

Tiffany R. Wang, University of Montevallo

Participant Index

Presenter	Panel(s)
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Black, Jason Edward	2A, 4,
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University of Montevallo

CAMPUS MAP

ACADEMIC BUILDINGS

- 1 University of Montevallo on Main
- 2 Davis Hall
- 3 Speech & Hearing
- 4 Peterson Hall
- 5 3D Art Complex
- 6 Old Gym
- 7 Anagama Kiln
- 8 Myrick Hall
- 9 Child Study Center
- 10 Strong Hall
- 11 Hill House
- 12 Harman Hall
- 13 Stephens Hall
- 14 Morgan Hall
- 15 Humanities Hall
- 16 Bloch Hall
- 17 Wills Hall
- 18 Tower
- 19 Sharp House
- 20 Carmichael Library
- 21 Center for the Arts

RESIDENCE HALLS

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

STUDENT ACTIVITIES & DINING

- 31 John W. Stewart Student Retreat
- 32 McChesney Student Activity Center
- 33 Organic Community Garden
- 34 Farmer Hall & Wilkenson Student Life Center
- 35 Anna Irvin Dining Hall
- 36 Barnes & Noble Campus Bookstore

ATHLETIC FACILITIES

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

ADMINISTRATIVE BUILDINGS

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



Alabama Communication Association

State Tour

2011 HUNTINGDON COLLEGE

2012 UNIV. OF SOUTH ALABAMA

2013 UNIV. OF MONTEVALLO

2014 TROY UNIVERSITY

2015 UNIV. OF ALABAMA

2016 UNIV. OF MOBILE

2017 UNIV. OF ALABAMA BIRMINGHAM

2018 UNIV. OF ALABAMA HUNTSVILLE

2019 UNIV. OF MONTEVALLO

2020 ZOOM

2021 UNIV. OF MONTEVALLO

10+1 Our Journey Has Just Begun