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
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

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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

**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

### Paper Panel 1: Rhetorical Criticism: Music as Rhetorical Artifact
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 Beyoncé’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. | **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. | **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. | **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 |
### 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.**

**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.**

**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
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<td>Chair: Sally Bennett Hardig, University of Montevallo</td>
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|         | Strong Hall 119  | Panelists: Niya Pickett Miller, Samford University  
|         |                  | Gheni N. Platenburg, Auburn University |
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)

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

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 Cieland, 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
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<td>Black, Jason Edward</td>
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<tr>
<td>Catoe, Laura</td>
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<td>Cleland, Julia</td>
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<tr>
<td>East, Stefanie Hicks</td>
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<td>Foutz, Beau</td>
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<td>Heath Will</td>
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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 Harmon 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 Callins 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