

Alabama Communication Association

University of Mobile
July 30, 2022





UNIVERSITY *of* MOBILE

Higher Education for a Higher Purpose

July 20, 2022

Welcome!

As dean of the College of Arts and Sciences, it is my pleasure to welcome you to the University of Mobile. We at the university are excited and honored that the Alabama Communication Association has decided to return to the Mobile for your 11th annual conference. I hope you find the time, while you're here, to explore campus and become a little more familiar with what UM has to offer.

The university is a small, Christian liberal arts institution offering undergraduate and graduate degrees with the larger goal of preparing our students to follow their calling into the global community. As we are fond of saying, we want our students to "Know and Be Known." The College of Arts and Sciences, home to our Communication program, is the largest subdivision of the university with twenty-five faculty and as many programs, ranging from Communication to History, English, Biology and Pre-Health, Mathematics, Visual Arts, and a Master's program in Marriage and Family Counseling. We pride ourselves in providing the core of the university's general education requirements, asking students to consider the "big ideas" while developing critical thinking and communication skills that serve as the foundation for advanced study. We also work closely with other university departments; our Communication faculty are an integral part of an innovative Master's programs housed in the Grace Pilot School of Business: the Master's of Science in Leadership and Communication.

Please accept my best wishes for a productive and enlightening conference. If I can be of any assistance, or can answer any questions you have about the programs, faculty, or mission of the college or university, please let me know.

Sincerely,

Matthew L. Downs, Ph.D.

Dean, College of Arts and Sciences
Associate Professor of History
mdowns@umobile.edu; 251-442-2588



Alabama Communication Association 2022 Conference Schedule

University of Mobile
 Ben May Building
 Mobile, Alabama
 July 30, 2022

Officers

Executive Director.....**Raymond R. Ozley**, University of Montevallo
Executive Director-elect.....**Jeff Walker**, University of Montevallo
Immediate Past President.....**Jeremy Padgett**, University of Mobile
President.....**Sally Bennett Hardig**, University of Montevallo
Vice President.....**George L Daniels**, The University of Alabama
Vice President-elect.....**Niya Pickett Miller**, Samford University
Secretary.....**Lindsey Sherrill**, University of North Alabama

Program at a Glance

Block 1	7:30 to 11:30 a.m.	
1A	Registration	Ben May Foyer
Block 2	8 to 8:40 a.m.	
2A	Alabama Communication Association Business Meeting	Ben May 1
Block 3	8:50 to 10:00 a.m.	
3A	Paper Panel 1: Rhetoric and Society	Ben May 2
3B	Paper Panel 2: Rhetoric, Artificial Intelligence and Social Media	Ben May 3
3C	Paper Panel 3: Communicating Race	Ben May 4
3D	G.I.F.T.S. Panel 1: Great Ideas for Teaching Students	Ben May 5
Block 4	10:10 to 11:20 a.m.	
4A	Deliberative Communication as Engaged Citizenship in the COMS Classroom and Beyond	Ben May 2
4B	G.I.F.T.S. Panel 2: Great Ideas for Teaching Students	Ben May 3
4C	Research In-Progress Panel	Ben May 4
Block 5	11:30 to 1:10 p.m.	
5A	Presidential Luncheon, Awards, and Keynote Address	Ben May Foyer & Ben May 1
Block 6	1:20 to 2:30 p.m.	
6A	Paper Panel 4: Rhetoric and History	Ben May 2
6B	Paper Panel 5: Communicating Sports	Ben May 3
6C	Folklife, the Arts and Communication: Artisans Discussing Community and Traditions	Ben May 4
6D	Reconstruction, Race, Reagan, and Rights: Examining Media Communication on Historical Movements	Ben May 5
Block 7	2:40 to 3:50 p.m.	
7A	Advice for Students at All Different Levels	Ben May 2
7B	Paper Panel 6: Politically Speaking	Ben May 3
7C	Paper Panel 7: Disney, Dr. Seuss and Diversity	Ben May 4
Block 8	3:50 to 4:10 p.m.	
8A	Cookie Break	Ben May Foyer
Block 9	4:10 to 5:20 p.m.	
9A	Alabama Communication Association Top Papers	Ben May 1

Block 1	7:30 to 11:30 a.m.
1A	Registration

7:30 to 11:30 a.m.
Ben May Foyer

Block 2	8 to 8:40 a.m.
2A	Alabama Communication Association Business Meeting

8 to 8:40 a.m.
Ben May 1

Participants:

Raymond R. Ozley, Executive Director, University of Montevallo
 Jeff Walker, Executive Director-elect, University of Montevallo
 Jeremy Padgett, Immediate Past President, University of Mobile
 Sally Bennett Hardig, President, University of Montevallo
 George L. Daniels, Vice President, The University of Alabama
 Niya Pickett Miller, Vice President-elect, Samford University
 Lindsey Sherrill, Secretary, University of North Alabama

Block 3	8:50 to 10:00 a.m.
3A	Paper Panel 1: Rhetoric and Society

8:50 to 10 a.m.
Ben May 2

Chair: Gil Carter, The University of Alabama
Respondent: Jessy Ohl, The University of Alabama

Presenters:

Women and Socialism in Rhetoric of Mary Ritter Beard and Helen Keller
 Donovan Cleckley, Independent Scholar

Critical Approaches to Andrea Dworkin's Fight for Women's Protection
 Grace Hancock, University of Montevallo

A Bear Walks into a Bar: Visual Rhetorics and Parodic Form in Situ
 Kevin Thompson, The University of Alabama

Rhetoric and Agency as Destructive Forces for Shakespeare's Women
 Anna Hargrove, The University of Alabama

3B	Paper Panel 2: Rhetoric, Artificial Intelligence and Social Media
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8:50 to 10 a.m.
Ben May 3

Chair: Edwin Lee, The University of Alabama
Respondent: Will Nevin, Alabama A&M University

Presenters:

This Just In: The Evolving Role of TikTok in Mainstream News Media
 Stefanie Hicks East, Troy University

Replicated Study of Quitting Social Media: The Benefits and Drawbacks
 Marissa Hamilton, Regent University

Artificial Intelligence, Human Creativity and Copyright
J. Patrick McGrail, Jacksonville State University

Not Living Your Best Life: Osteen's Third Person
Reginald Bell, Jr., New York Theological Seminary

3C

Research Panel 3: Communicating Race

8:50 to 10 a.m. **Chair:** Edy Aguilar, The University of Alabama in Huntsville
Ben May 4 **Respondent:** Ed Youngblood, Auburn University

Presenters:

The Unnaturalistic Distilled Enthymeme: Enthymematic Progress in Brian Walski's Altered Image of the British Soldier and Iraqi Civilian
Rebecca Oliver Bowles, The University of Alabama

A Critique of the Charles Linn Statue in Birmingham, Alabama
Macie Morgan, The University of Alabama in Huntsville

Noccalula Falls: A Commemoration of the White Imagination
Matthew Poarch, The University of Alabama in Huntsville

3D

G.I.F.T.S. Panel 1: Great Ideas for Teaching Students

8:50 to 10 a.m. **Chair:** Barbara Bateman, Baldwin County Schools
Ben May 5

Presenters:

Rural Community Engagement: Understanding Difference Through Experiential Communication
Caleb Walters, The University of Alabama

Setting Goals
Stephen White, Albany State University

Communicating with Peers: The Importance of Debriefing about Clinical Experience
Jalysa Delyn, Indiana University

The Pedagogical Benefits and Trade-offs of Practicing Deliberative Communication
Sally Bennett Hardig and Sherry Greenwood Ford, University of Montevallo

Block 4

10:10 to 11:20 a.m.

4A

Deliberative Communication as Engaged Citizenship in the COMS Classroom and Beyond

10:10 to 11:20 a.m. **Moderator:** Sally Bennett Hardig, University of Montevallo
Ben May 2

Panelists:

Joseph Honeycutt, University of Montevallo
Ramsey Thrash, University of Montevallo
Isabella Ward, University of Montevallo

4B G.I.F.T.S. Panel 1: Great Ideas for Teaching Students

10:10 to 11:20 a.m.
Ben May 3

Chair: Kathy Brewer-Strayer, Stillman College

Presenters:

Reconstructing the deconstructed: Teaching outlining in pieces
Audrey Deterding, Lindsey Wilson College

Influence Strategies in Political Campaign Mailers
Gil Carter, The University of Alabama

Why did you choose to go to school here? Teaching Theory of Planned Behavior/Reasoned Action
Brad Bailey, Mississippi Gulf Coast Community College

When the Classroom is Not a Classroom: Transforming the Learning Space as Engaging Students with Low-Cost, Low-Tech Methods
Will Nevin, Alabama A&M University

4C Research In-Progress

10:10 to 11:20 a.m.
Ben May 4

Chair: Stefanie Hicks East, Troy University

Presenters:

The Rhetoric of Violence of Shocked and Awe
Jessy Ohl, The University of Alabama

NBA Players on Twitter: Users Characteristics and Social Media Content
Edwin Lee, The University of Alabama

There's Trauma There: Student Perceptions of Alabama Universities Renaming Buildings
Lindsey Sherrill, University of North Alabama

Aging in a Digital World: Exploring the Elderly's Perspectives and Attitudes Smart Home
Meghni (Hansen) Li, Clemson University

Block 5 11:30 a.m. to 1:10pm

5A Presidential Luncheon, Awards and Keynote Address

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

Chair: George L. Daniels, The University of Alabama

Lunch served in
Ben May Foyer

Presidential Address:

Deliberative Communication is my "Superpower," What's Yours?
Sally Bennett Hardig, University of Montevallo

Presentations in
Ben May 1

Awards:

John H. Saunders Service Award
Brad Bailey, Mississippi Gulf Coast Community College

ACA Award for Outstanding Teaching
Caroline S. Parsons, The University of Alabama

Keynote Address:

Challenging Religious Convictions and Traditions: The Role of Faith in the BLM Movement
Andre E. Johnson, University of Memphis

Block 6	1:20 to 2:30 p.m.
6A	Paper Panel 4: Rhetoric and History

1:20 to 2:30 p.m.
Ben May 2

Chair: Caleb Walters, The University of Alabama
Respondent: Tiffany R. Wang, University of Montevallo

Presenters:

Hitler's Speech at Nuremberg: A Rhetorical Critique
Grace Andrejcyk, The University of Alabama in Huntsville

FDR's Dagger Address: Disarming the Anti-Interventionists at the University of Virginia
Randall P. Fowler, Fresno Pacific University

Encountering Colonialism history of Goias, Brazil through Google Arts and Culture
Edwin Lee, The University of Alabama

6B	Paper Panel 5: Communicating Sports
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1:20 to 2:30 p.m.
Ben May 3

Chair: Gil Carter, The University of Alabama
Respondent: Lindsey Sherrill, University of North Alabama

Presenters:

Covering the Olympic Summer Games During a Global Pandemic: Four Journalists
Neal Reid, Auburn University

Myth Ideology – Performance in Sport: A Critical Paradigmatic Perspective
Kevin Thompson, The University of Alabama

Dream Crazy: A Case Study of Nike and the Colin Kaepernick Campaign
Amani Jeane Simon, University of North Alabama

How Olympic Sponsorship Affect Consumers' Perceptions of Brand Awareness
Meghni (Hansen) Li, Clemson University

6C	Folklife, the Arts and Communication: Artisans Discussing Community and Tradition
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1:20 to 2:30 p.m.
Ben May 4

Chair: Macie Morgan, The University of Alabama in Huntsville

Panelists:

Edy Aguilar, The University of Alabama in Huntsville
Emily Blejwas, Alabama Folklife Association
Dave Nelson, Valdosta State University
Jeff Walker, University of Montevallo
John H. Saunders, The University of Alabama in Huntsville

6D	Reconstruction, Race, Reagan, and Rights: Examining Media Communication on Historical Movements
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1:20 to 2:30 p.m.
Ben May 5

Moderator: Dianne Bragg, The University of Alabama

Panelists:

Newspaper and new magazine coverage of President Ronald Reagan's Anti-Drug Abuse Act of 1986

Andrew T. Daws, The University of Alabama

Newspaper coverage of a riot in 1875 in Clinton, Miss., that ultimately led to the end of Reconstruction in the state.

Kyle Hamrick, The University of Alabama

Changes in newspaper coverage of American Lesbian Women from 1945-1999

Lacey Alexander, The University of Alabama

Hazel Brannon Smith's commentary on racial issues in Mississippi in her column, "Through Hazel Eyes," 1937-1962

Ellen Gomory, The University of Alabama

Block 7	2:40 to 3:50 p.m.
7A	Advice for Students at All Different Levels

2:40 to 3:50 p.m.
Ben May 2

Chair: Ed Youngblood, Auburn University

Presenters:

The Imposter Syndrome

Sherry Greenwood Ford, University of Montevallo

Networking

Brad Bailey, Mississippi Gulf Community College

Job Searching with Communication Degree

Allison Foster, American Public University System

Choosing Interesting Research Subjects

Dave Nelson, Valdosta State University

Picking the Right Graduate Program

John H. Saunders, The University of Alabama in Huntsville

Ways to Get Involved with Discipline/Professional Associations

Tiffany R. Wang, University of Montevallo

7B	Paper Panel 6: Politically Speaking
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2:40 to 3:50 p.m.
Ben May 3

Chair: Neal Reid, Auburn University

Respondent: J. Patrick McGrail, Jacksonville State University

Presenters:

Reimagining a Presidential Endorsement: How Joel Osteen Uses Rhetoric to Unofficially Endorse Reginald Bell, Jr., New Your Theological Seminary

Exploring Political Ideology, Media Literacy and Dogmatism as Predictors of Belief of Fake News
Gyromas Newman, University of Mobile, and Stephen Rockwell, University of South Alabama

Are We Out of Woods Yet? Gubernatorial Gender and Partisan Differences in 2021

Rebecca Oliver Bowles, The University of Alabama

7C	Paper Panel 7: Disney, Dr. Seuss and Diversity
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2:40 to 3:50 p.m. **Chair:** Jake Paul, The University of Alabama
Ben May 4 **Respondent:** Kathy Brewer-Strayer, Stillman College

- Presenters:**
- Comparing Mediums: The Great Locomotive Chase*
Macie Morgan, The University of Alabama in Huntsville
 - The Pedagogical Implications of Sr. Seuss's Children's Literature*
Anna Hargrove, The University of Alabama in Huntsville
 - The Metaphorical Wall Built by Donald Trump's Rhetoric*
Edy Aguilar, The University of Alabama in Huntsville
 - Black Media Educators Meeting the Diversity Challenge*
George L. Daniels, The University of Alabama

Block 8	3:50 to 4:10 p.m.
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8A	Cookie Break
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3:50 to 4:10 p.m. **Sponsor:**
Ben May Foyer University of Mobile Communication Faculty

Block 9	4:10 to 5:20 p.m.
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9A	Alabama Communication Association Top Papers
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4:10 to 5:20 p.m. **Chair:** George L. Daniels, The University of Alabama
Ben May 1 **Respondent:** Sally Bennett Hardig, University of Montevallo

Bradley-Bryant Top Undergraduate Student Paper Award Winners:

- Parasocial Relationships: A Look at Sex and Interest on Instagram*
Joseph Honeycutt, University of Montevallo
- The Persuasion of Paradise Lost*
Hailey Morgan, University of Mobile

Top Graduate Student Paper Award:

Dirt Road, Alabama: A White Boy's Autoethnography of Growing Up in Rural Alabama
 Jake Paul, The University of Alabama

Top Faculty Paper Award:

Effects of Social Media Comment on Affective Reaction to a Movie Trailer
 Steve Rockwell, The University of Alabama; Patricia Mark, University of South Alabama;
 and Gyromas Newman, University of Mobile

Index of Participants

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Bateman, Barbara; Baldwin County Schools	3D
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Youngblood, Ed; Auburn University	3C, 7A



ACADEMIC/ADMINISTRATION

1. Weaver Hall/ College of Health Professions & University Administrative Offices
2. Bedsole Library, Bedsole Commons
3. Martin Hall/Alabama School of the Arts
4. Farmer Hall/Department of Fine Arts
5. Garner Hall
6. W. Dwight Harrigan Hall/School of Business Success Center
7. Rosemary Adams Hall/Student
8. Oakdale Hall/School of Education
9. School of Christian Studies
10. Ben May Hall/College of Arts and Sciences

RESIDENCE/CAMPUS LIFE

11. Lyon Chapel
12. Bedsole Hall
13. Ram Hall & Ingram Cafeteria
14. Averdall Hall
15. Ingram Hall
16. Samford Hall
17. Faulkner Hall
18. Timbers Apartments
19. Avery Woods Cottages
20. Intranural Complex
21. Great Commission Lawn

ATHLETICS

22. Jim & Dot Boothe Building/Athletic Training Education Center
23. Wallace Tennis Complex
24. Swimming Pool
25. Sand Volleyball Courts
26. Pharr Gym
27. Softball Building & Field
28. Jacobs Field
29. JC Romero Batting Facility
30. Athletics Offices
31. Soccer Fields
32. Golf Driving Range

Alabama Communication Association State Tour

2023 Samford University

2024 University of North Alabama

2025 The University of Alabama
in Huntsville

2026 TBD