



OCA Conversation

Ohio Communication Association

January 2006 Vol. 2, No. 1

OCA meets Oct. 7, 2006, in Perrysburg

“Scholarship Begins at Home: Ohio’s Impact on the Discipline” will be the theme of the 70th Annual Conference of the Ohio Communication Association. The program will be Saturday, Oct. 7, 2006, at the Holiday Inn French Quarter in the Toledo suburb of Perrysburg.

OCA will celebrate the distinguished contributions of dedicated communication scholars from across Ohio. The agenda will focus on framing the various aspects of scholarship, including the scholarship of teaching and learning.

“Our scholarship shows that Ohio offers a strong base for the discipline,” observed Dr. Jason Wrench, conference planner. “Our scholarship has far-reaching consequences.”

The Ohio Communication Association (formerly the Speech Communication Association of Ohio) offers professors, graduates and undergraduate students an opportunity to share ideas for teaching and research, and to develop relationships with Ohio communication professionals. OCA is open to all communication professionals.

For a copy of the submission guidelines for programs, panels and papers,

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Journalist Michael Bugeja sees ‘Interpersonal Divide’

Keynoter calls for research on effects, solutions

By Richard Hendrickson

The Internet, e-mail, cell phones and computer games have dramatically reduced the number of interpersonal encounters and made us a people who are isolated from each other, says journalist and scholar Michael Bugeja. The change calls on communication scholars to search for ways to bridge this new divide.

Bugeja, author of “Interpersonal Divide: The Search for Community in a Technological Age,” issued the challenge in a keynote address to the Ohio Communication Association 2005 annual conference Oct. 1 at Dayton’s Sinclair Community College. Dr. Bugeja is director of the Greenlee School of Journalism and Communication at Iowa State University.

He said the trend has implications families, businesses, academia and journalism, and, because of its impact on the last of these, the future of American democracy.

“You can make a difference now as never before in research involving

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President’s message:

Our goals for 2006

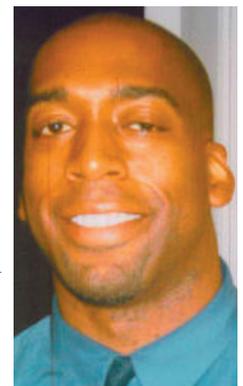
By Jeffrey Tyus

Happy New Year Communication Faculty and Scholars! On behalf of the Executive Committee of the Ohio Communication Association, I would like to wish everyone in the discipline a happy, safe, and prosperous New Year!

Last year was a very good year for our organization. We were able to achieve some of the goals we set out to reach.

Some of the accomplishments from 2005 include:

- The development and growth of our website (Thanks, Jim Aman!)
- Increasing our membership and attendance at the conference.
- Our first successful attempt at moving the conference around the state.



DR. TYUS

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OCA Profile

Constance Thomas-Maddox

This is one of a series of profiles of people in leadership for the Ohio Communication Association. Dr. Thomas-Maddox is vice president of the organization.

What is your job and employer and what do you teach?

Currently, I am an associate professor of communication studies at Ohio University Lancaster Campus. I joined the faculty at Ohio University Athens Campus in 1994 and accepted a position at the Lancaster Campus in 2000 when I was appointed as regional COMS coordinator for Ohio University's five regional campuses. I teach the following courses on a regular basis: Organizational Communication, Training & Development, Meeting & Event Planning, Advanced Presentations, Family Communication, and Empirical Research Methods.

Tell me an interesting fact about you.

Let's see... I wrecked my family's car when I was 4 years old, I've been in 40 of the 50 states, I was McDonald's "Mac Tonight" character (the moon man back in the late '80s) for several events, and I got to sit next to Nancy Reagan during a church service when I lived in California.

What was your first job?

Do you mean after college or my first job ever? It's difficult to identify my first "real" job. My family owned an insurance agency, so during my teen years I did "odd jobs" such as typing, filing, and taking Polaroid photos of insured property. My first job away from home was in the summer of 1986 -- I moved to Ocean City, MD, in between my sophomore and junior years and worked as a photographer in a t-shirt shop -- I took the "picture yourself on a magazine cover" photos! My first job after graduating with my Ed.D. from WVU was at Ohio University. I was hired by Dr. Sue DeWine as a visiting instructor in 1994. The next year I was hired as an assistant professor.

Tell me about your education.

I graduated from Bruceton High School -- I always point out that there were only 32 students in my graduating class. From there I went on to West Virginia University where I changed my major five times in the first two years before deciding to major in public relations. After spending the first 21 years of my life in West Virginia I decided to head west, and I spent two years at Pepperdine University in Malibu. While there, I began substitute teaching and discovered a passion for topics relating to communication in the classroom. After researching doctoral programs, I discovered the top program in instructional communication



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Journal has 5 articles by 6 authors

The combined Vols. 41 and 42 of the Ohio Communication Journal, published by the Ohio Communication Association, will be in the mail about March 1, reports its editor, Dr. Karyl Sabbath, a professor in the Department of Communication at Otterbein College.

The refereed journal contains five articles representing the work of six authors. Here is the table of contents:

□ “Involving Students in the *Scholarship of Application*: Service Learning Projects Designed for a Newly-implemented Communication Program,” by **Lisa Wallace**, Associate Professor Communication Studies, Ohio University-Chillicothe, Chillicothe, OH 45601

□ “The View from the Top: Re-envisioning How Men of Privilege See — Gender and Sexuality,” by **Claire Deal**, Assistant Professor of Rhetoric, Hampden-Sydney College Hampden-Sydney, VA 23943.

□ “Political Efficacy and Its Relation to Media Use and Interpersonal Communication in Political Campaign,” **Yang Lin**, Assistant Professor, School of Communication, The University of Akron, Akron, OH 44325-1003

□ “Self-Disclosure, Immediacy, Involvement and Parasocial Interaction,” by **Paul Haridakis**, Associate Professor School of Communication Studies, Kent State University, Kent, OH 44242-000

□ “The Relationship between Esteem Protection, Personalization of Conflict and Perceived Understanding,” by **Theodore Avtgis**, Assistant Professor, Department of Communication Studies, West Virginia University, Morgantown, WV 26506, and **Jennifer Knapp**, Assistant Professor, Lycoming College, Williamsport, PA 17701.

Dr. Jason Wrench to edit Journal

Dr. Jason Wrench has been named editor of the Ohio Communication Journal, effective with the next edition. He succeeds Dr. Karyl Sabbath, who has served since 2000 and will remain on the Executive Council as a college representative. She is a professor at Otterbein College, Westerville.

Wrench, who earned his doctorate in education at West Virginia University, is an assistant professor in the School of Communication Studies at Ohio University-Eastern.

Dr. Wrench has taught courses in public speaking, business and professional communication, communication theory, interpersonal communication, persuasion, intercultural communication, communication and affect in the classroom, gender communication, risk & crisis communication, organizational communication, and quantitative research methods.

Dr. Wrench has produced three books: *Intercultural Communication: Power in Context, Communication, Affect, and Learning in the Classroom*; *Principles of Public Speaking*, and an untitled quantitative research measurement textbook due out during the 2006-2007 school year with Roxbury Publishers).

He has also published scholarly articles in *The Source: A Journal of Education*, *Communication Quarterly*, *Communication Research Reports*, and the *Journal of Intercultural Communication*.

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interpersonal communication,” he said. “You can conduct studies that not only disclose shortcomings involving media and technology, but that also foster interpersonal intelligence, addressing the theory of digital displacement and helping others find resolution to everyday problems at home and at work.”

Digital displacement measures how individuals are estranged from communities, falling into “a social void that develops when people overuse technology and over-consume media,” said Bugeja, tracing the growth in Internet use by students measured by a study at the University of Massachusetts at Amherst. The study found

that while in 1988 some 37 percent of students did not use a personal computer at all, in 2003 some 90 percent were using e-mail or searching

the World Wide Web every day. “Add this to the time students spend watching television, playing video games, downloading music and using mobile technologies like cell phones or personal digital assistants.”

Students go to their “buddy lists” and use “chat” to talk to each other even when they are in close physical proximity – “a few rows in class or a cubicle apart at work.” Parents in parks are using cell phones instead of interacting with the children that accompany them. People in the work place send e-mail messages instead of speaking face-to-face.

“Employers use e-mail, voice mail and mobile phones to interrupt activities from sex to camping on weekends and holidays, in the name of productivity. Conversely, children and spouses interrupt business meetings with inquiries about when to order pizza and what to put on it, in the name of convenience,” said Bugeja, pointing out that “productivity and convenience are banes as often as benefits. Machines that tout these benefits usually obscure interpersonal boundaries, placing people in virtual habitats at odds with physical circumstances.”

Some examples are lovers strolling hand-in-hand down a scenic lane or on a sandy beach, each with a cell phone in the free hand, speaking to someone else. “The cell phone symbolizes the deterioration of our core relationships. It asserts that someone somewhere else is more important than the place you are in and the person you are with. Rarely is that the case.”

The implications for journalism are ample. “Historically, each new technological innovation has displaced journalists farther from the communities they are supposed to cover,” he said. The telephone deleted the legwork that brought reporters and sources face to face; the reporters now cannot get interpersonal

cues to the veracity of the information. E-mail interviewing has taken away the assurance that the identified source is the person actually

“The cell phone symbolizes the deterioration of our core relationships. It asserts that someone somewhere else is more important than the place you are in and the person you are with. Rarely is that the case.”

answering the message.

There are risks to democracy when reporters remain indoors instead of going out to speak personal with their sources in the community. “The news media often get things wrong now because they witness events second- and third-hand. “Watergate would never have happened if Woodward and Bernstein e-mailed their questions to “Deep Throat at hotmail dot com.” The impact of the decline in interpersonal intelligence was seen in the government response to disasters like the hurricane Katrina, which eliminated electronic communication so that all that was left was interpersonal.

Communication scholars can examine how technology and media affect us as individuals estranged from communities,” Bugeja concluded. “How else will communication scholars leave a legacy for future generations so that they, too, can enhance interpersonal skills to deepen their relationships at home and at work? How else will we foresee consequences of our actions with others if those actions are mediated according to the dictates of marketing and circuitry?”

THOMAS-MADDOX

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was right back where I had initially started -- West Virginia University! I completed my Ed.D. in Curriculum & Instruction and Communication Studies in 1994 with Dr. Virginia Richmond serving as my dissertation advisor. Dr. James McCroskey played a major role in helping me survive the data analysis phase of the project.

What was your dissertation topic and what is your current research focus?

My dissertation focused on instructional communication variables. It proposed a model of the relationship between teacher personality variables, communication strategies, and student outcomes (learning and motivation). Currently, I'm co-authoring two textbooks. One is a research methods text and the other is an interpersonal text -- both will be published in January 2007. My current research interests focus on interpersonal communication in cyberspace, instructional communication in distance learning environments, and relationships after retirement.

What do you like about your job and your workplace?

The thing I love most about my job is that I have the opportunity to do something different every day -- and I find that I learn something new each day as well! The two things I love most about my job are my students and my colleagues. Working with a mix of traditional and non-traditional students is energizing. I find that they learn from one another by sharing their experiences at work and life. They keep me on my toes! Often I don't have to ask questions -- they ask me how concepts apply to their own experiences. My colleagues at OUL make my job enjoyable as well. Working and interacting with colleagues from a variety of disciplines has opened my eyes to new worlds in academe beyond communication. I've had the opportunity to develop and team-teach a class with a colleague from sociology, and I have attended pedagogical conferences with a colleague from chemistry. The opportunities for learning from one another are endless!

Tell me something about your personal life (such as family).

I'm blessed to have three handsome guys in my life -- my husband Rick and our two sons -- Greyson (6) and Parker (3). We've lived in Pickerington for seven years, and our families are from West Virginia. Our family is obsessed with Disney World -- we try to plan an annual trip to visit Mickey. In my free time, I enjoy photography, traveling

(especially to sunny locales), cheering for my sons at their sports events, shopping and skiing (when I can get near snow).

What other significant achievements have you had?

The achievements I'm most proud of are my teaching awards. I received the Ecroyd Teaching Award from the Eastern Communication Association in 2003, Ohio University RHE Outstanding Professor for 2003-2005, and OU-Lancaster's Professor of the Year in 2002.

What are your goals now?

At the moment I want to finish these two textbooks so my life can return to normal. Once these projects are finished, I want to begin researching issues focusing on relationships after retirement.

What goal do you have for the Ohio Communication Association?

My primary goals for OCA would be: (1) Increase member involvement, (2) Create opportunities for undergraduate and graduate students to network and learn about the benefits of professional associations, and (3) Focus on ways our association can provide service back to our state through research and teaching.

If you had to describe yourself, what words would you use?

Happy, blessed, and optimistic.

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visit the OCA website at www.ohiocomm.org

Submissions are encouraged in the following areas:

- Debut presentations by faculty and students
- G.I.F.T.S. (Great Ideas for Teaching Speech)
- Demonstrations of innovative instructional methods
- Teaching or research challenges
- Program assessment and issues of accreditation
- Statewide issues or concerns for the discipline
- Further developing OCA to meet the needs of its constituents
 - Specific university, private college, community college, or high school issues or concerns
 - Workshops for undergraduate or graduate success in the discipline
 - Hands-on workshops on topics relating to research or to specific topic areas (technology in the classroom, the basic course, developing critical thinking, the at-risk student, etc.)

For more information, contact Dr. Wrench at (740) 699-2509

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- Reaching out to more colleges and universities. We had quite a few “first-timers” attend the conference.
- Increasing participation from community colleges in the state.
- Increasing the number of undergraduate and graduate students who attended the conference.

As we usher in 2006, our goals and expectations continue to grow. While we will look to carry on and improve upon our successes from 2005, there are other areas we would like to address as well. These goals include:

- Improving the quality and efficiency of the *Ohio Journal*.
- Providing an outlet for Ohio’s graduating Ph.D. students to find teaching positions in the state.
- Increasing the number of undergraduate and graduate students who participate in on the Executive Committee of OCA.
- Continuing to reach out to institutions who

haven’t participated in the annual conference in the past

Please take a moment to visit our website at www.ohiocomm.org. There you will find information about the *Ohio Journal* as well as the Call for Papers for OCA 2006. If there are issues you would like to see the Ohio Communication Association address, please feel free to contact me or any other member of the Executive Committee. We promise to address your issues and concerns with thoughtful consideration as we look to improve the way we do Communication in Ohio.

To reach Dr. Tyus, write to Jeffrey.tyus@sinclair.edu

This newsletter was edited by Dr. Richard D. Hendrickson, assistant professor in the Department of Communication and Theater Arts at John Carroll University, using InDesign software in the offices of *The Carroll News*. If you have corrections or suggestions, send e-mail to rhendrickson@jcu.edu.