



**Ohio Communication Association
75th Annual Conference
September 30 - October 1, 2011
The University of Findlay
Findlay, Ohio**



2011 Ohio Communication Association Conference



Office of the Mayor Pete Sehnert

318 Dorney Plaza, Room 310
Findlay, OH 45840
Telephone: 419-424-7137 • Fax: 419-424-7245
www.findlayohio.com

Jim Barker
Safety Director
Bruce Hardy
Service Director

September 30, 2011

On behalf of the residents of Findlay, Ohio, I would like to take this opportunity to welcome you to our vibrant community. It is a pleasure to extend this welcome to the participants of the Ohio Communication Association Conference. We are proud to be the host city to the 75th Annual Conference.

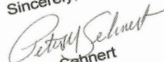
The City of Findlay had humble beginnings as a fort along the Blanchard River in 1812. From that point on the City has continually prospered. The community is rich in history and very interested in the preservation of our unique past.

Findlay was proclaimed "Flag City, USA" by an act of Congress on May 7, 1974. This designation was the result of an effort that spanned several years. Nearly every business in town and many homes proudly display our nation's flag. The patriotic spirit of Findlay shines through daily.

Findlay has many cultural, civic, and historical activities to interest visitors. The Convention and Visitors Bureau has a complete list of attractions, events, and points of interest in the area.

Again, I welcome you to our outstanding community and urge you to take advantage of the many opportunities that are available here. I truly hope that you will enjoy your visit to "Flag City, USA".

Sincerely,


Pete Sehnert
Mayor

Flag City, USA

Welcome to Findlay

Dear Conference Participant,

Welcome to the 2011 Ohio Communication Association Conference, a milestone that marks our conference's 75th year. We're pleased to have you join us on the campus of the Oilers in Flag City USA—Findlay, Ohio.

This diamond anniversary conference theme — "(Re)Collection, (Re)Cognition, (R)Evolution"—celebrates the part your school has played in communication scholarship, the role you are playing in today's communication revolution, and the value of our discipline to the future.

We'll kick things off Friday at The University of Findlay with a Digital Media Boot Camp and end the evening downtown with a special Diamond Awards dessert reception featuring Dietsch's chocolate, a Findlay tradition.

On Saturday, proclaimed "Ohio Communication Day" by Gov. John R. Kasich, we're honored to have keynote speaker Dr. Patrice M. Buzzanell, professor at Purdue University and a noted scholar on leadership, work-life issues and careers.

For this year's conference, we've gathered more than 100 leading experts from colleges and universities across the state (and beyond) along with professionals from the field. You can glean insights from more than 60 paper presentations, panel discussions, workshops and special addresses.

Please enjoy your time here in Findlay. The diamond anniversary conference is a great opportunity to recommit to the important work ahead. We wish you a successful and enjoyable conference!

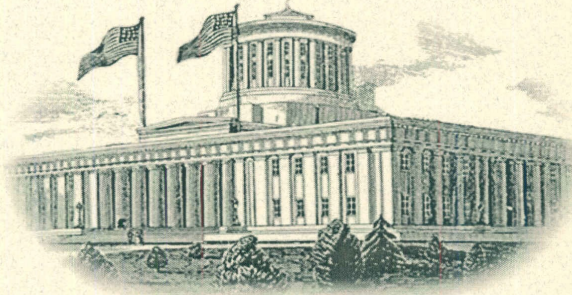
Sincerely,

Dr. Sheida Shirvani
OCA President
Ohio University – Zanesville

Ms. Michelle Coleman
OCA Conference Planner
Clark State Community College

Dr. Adam Earnhardt
OCA Executive Director
Youngstown State University

Dr. Cheri Hampton-Farmer
Host Site Committee Chair
The University of Findlay



John R. Kasich and Mary Taylor
Governor and Lieutenant Governor of Ohio

do hereby officially recognize

THE OHIO COMMUNICATION ASSOCIATION
AS YOU CELEBRATE YOUR
75TH ANNIVERSARY
AND
COMMUNICATION DAY

The 2011 Ohio Communication Conference will allow you to spotlight scholarship, recognize current endeavors, and promote future scholastic commitment. The Ohio Communication Association's legacy of scholarship, pedagogy, and service in the discipline of Communication Studies will be evident as you gather for your annual conference and celebrate your 75th Anniversary. We are confident that you will each have a moment to pause and reflect upon the theme for this year's conference: (Re)Collection, (Re)Cognition, (R)Evolution.

We extend our best wishes for a successful and memorable conference and also wish you the best as you celebrate Communication Day on October 1, 2011.

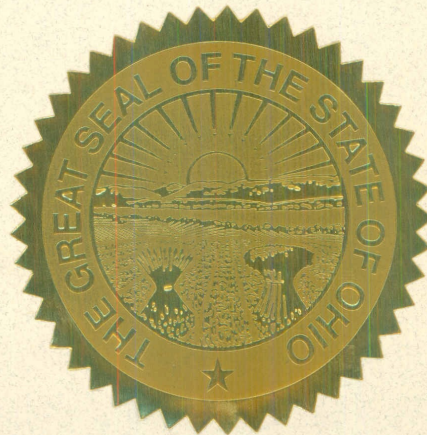
On this 1st day of October, 2011:

A handwritten signature in blue ink, appearing to read "John R. Kasich".

John R. Kasich
Governor

A handwritten signature in blue ink, appearing to read "Mary Taylor".

Mary Taylor
Lieutenant Governor



(Re)Collection, (Re)Cognition, (R)Evolution

As we recollect our past scholarship, recognize our current endeavors, and seek a revolution of scholastic commitment into the future, we invite you to celebrate the Ohio Communication Association's legacy of scholarship, pedagogy, and service in the communication discipline.



Winebrenner Theological Seminary at *The University of Findlay*

Conference Schedule Friday, September 30, 2011

11:00 a.m.
WTS 253

Board Meeting
Winebrenner Theological Seminary (WTS)

1:00 p.m.
WTS Lobby

Registration
Winebrenner Theological Seminary (WTS)

2:00-3:45 p.m.
WTS 150 - 153

DIGITAL MEDIA BOOT CAMP
Attendees are encouraged to bring laptops

Choose from a variety of interactive workshops for multimedia skills building with a focus on social media. Attendees will learn how to use emerging technologies to better engage students, cultivate scholarly conversations online, disseminate research in new ways, and develop an online identity showcasing expertise. Sponsored by the digital media major and Center for Teaching Excellence at The University of Findlay, presenters include Jeanette Drake, associate professor of communication; Jeffrey P. Drake, educational technologist; Jens Hatch, instructor of digital media; Sage Lewis, professor-in-residence; Michael A. Shaffer, academic technology specialist, Ryan Straube, academic technology specialist; Scott Trimmer, academic technology specialist; Alvin Trusty, assistant professor and director of educational technology program; Ronald J. Tulley, associate professor of English.

3:50 - 4:50 p.m.

PANEL/WORKSHOP SESSIONS

101
WTS 150

Clouds, Webinars, and Social Media: How Current Professionals Practices, and Standards are Applied in Public Relations and Communication Curriculum through Engaging Assignments

Chair:

Brenda Jones, *Franklin University*

2011 Ohio Communication Association Conference

101 (con't)

Panelists:

Jessica Hamlin, Marketing and PR Strategist: New Media at Kegler
Brown Hill & Ritter, *Franklin University*
Mike Posey, *Franklin University*

This interactive panel asks participants how they would approach instructional challenges as well as sharing examples of what we have used in our own classes. As educators we know that the “cool classes” with fun assignments are based on the undergirding of sound learning outcomes, which have not changed radically in the last 5 years. We welcome lively interaction with our colleagues and student scholars on their own challenges and how all of our offerings might be improved.

**102
WTS 151 Parliament, Pedagogical Implications, and Cultural Expectations: A
Collection of Papers from Multicultural Perspectives**

Chair/Respondent:

Stefne Lenzmeier Broz, *Wittenberg University*

Participants:

Are They Doing What They are Supposed to Do?: Assessing the
Facilitating Process of the Australian Citizens' Parliament
Li Li, *Ohio University*

Enabling Experiences: The Pedagogical Implications of Chinese TAs'
Narratives
Li Li, *Ohio University*

So What About Socialization?: Homeschool Parents Reveal How They
Negotiate Cultural Expectations and Academic Needs of Their
Children

Regenia E. Spoerndle, *The University of Akron**

**Top Graduate Paper*

**103
WTS 152 Recognizing Stereotypes: Where do Educators Fall in this Continuum?**

Facilitators:

R. A. Morales, *Sinclair Community College*
Lori Zakel, *Sinclair Community College*

Educators of different races, cultures, ethnicities, need to move beyond basic diversity awareness and become aware of stereotypes that may be present in each of us and could affect our interpersonal relationships with our students and colleagues. This activity will assist you in building a community that values and embraces diversity, equality, and inclusion through open dialogues and honest conversation. The goal of the exercise on the effect of stereotyping and prejudice is to demonstrate how stereotypes can ultimately lead to prejudicial and discriminatory behavior towards our students and colleagues.

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104
WTS 153

The Use of Students Mentoring Students in Communication Courses

Chair:

Alice L. Crume, *Kent State University at Tuscarawas*

Workshop Participants:

Alex Ballentine, *Kent State University*

Alice L. Crume, *Kent State University*

Lauren Holdsworth, *Kent State University*

Nick Ray, *Kent State University*

Tara Sanders, *Kent State University*

Megan Sauser, *Kent State University*

Richard Wassem, *Kent State University*

Amber Wood, *Kent State University*

This workshop will focus on how to use student-to-student mentoring in undergraduate communication (and other) courses. Student participants will explain the process of mentoring other students and demonstrate their experiences through a series of skits. A group discussion will include audience questions and concerns as well as the students' observations and analysis of the mentoring process. A brief handout of the process will be given to each attendee that summarizes the presentation.

5:00 - 6:00 p.m.

PANEL/WORKSHOP SESSIONS

201
WTS 150

It's a Small World After All: Using Skype and Facebook to Connect Russian and American Students

Panelists:

Russ Crawford, *Ohio Northern University*

Jimmy Wilson, *Ohio Northern University*

This presentation discusses a program that we have been pursuing with faculty and students from the University of Perm in Russia. We have used Skype to facilitate communication between students from Ohio Northern University and Perm. After an initial contact, Perm faculty requested we regularly provide a venue for their students to practice English and ours to learn about Russia. For each of the past six quarters students have shared conversation and culture. Students from Perm have recently created a Facebook page to continue the conversations. During the past year, students from Geography classes at Ohio Northern University have also used this to explore themes they are learning in their courses. The program has been successful in facilitating communication and in spreading greater knowledge of each other's cultures. Next year, the effort may be expanded to include high school students.

202
WTS 151

(Re)flexive Authorship in Narrative Research and Praxis

Chair:

Laura D. Russell, *Denison University*

Panelists:

Mairi Adams, *Ohio University*

Vicki Crooks, *Ohio University*

Kimberly Field-Springer, *Ohio University*

Rebecca Mercado-Thornton, *Ohio University*

Steve Phalen, *Ohio University*

Lindsay Rose, *Ohio University*

Jennifer Somerville, *Ohio University*

202 (con't)

Processes of “(re)flexion, (re)collection, and (r)evolution” warrant careful consideration of the reflexive ethic underlying our scholastic endeavors. Among the many approaches to performing reflexive practices, this panel discussion focuses on how narrative sense-making impacts how we participate with others and introspectively examine ourselves when authoring our research. Essentially, how do researchers experience narrative sense-making when critically reflecting on the ways they construct and authorize meanings drawn from their engagement with others’ storied realities? The participants will dialogue about what it means to be a reflexive researcher from an array of narrative perspectives.

203
WTS 152 **The Nanny, Nick Jr., and House: Relationships for the Couch Potato**

Chair/Respondent:

Cary Horvath, *Youngstown State University*

Participants:

Fools of Faith: Depictions of Believers and Nonbelievers in “House”
Tyler Hall, *Wittenberg University*

From “Miss Fine” to “I Love You, Fran”: An Analysis of Relational Structures
in “The Nanny”
Scott O. Chappuis, *Muskingum University*

Nick Jr. Moves Towards Multiculturalism. Children’s Television: A Model for
Social Cognitive and Social Learning of Multiculturalism
Jaietta Jackson, *Kent State University*

204
WTS 153 **Student Mentoring, Doctoral Programs, Classroom Utopia: The Evolution of Collegiate Communication**

Chair/Respondent:

Jennifer L. Walton, *Ohio Northern University*

Participants:

A Classroom Utopia? The Basic Public Speaking Course as an Ideal Speech
Situation
Brent C. Sleasman, *Gannon University*

Dr. John J. Makay: A Testament to the Value of Bowling Green State
University’s Doctoral Program in Communication Studies
Brett A. Barnett, *Slippery Rock University*

Student to Student Mentoring: Learning to Teach and Learning from the
Teaching
Alice L. Crume, *Kent State University*

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205
WTS 154

Rhetorical Justice and Tea Party Discourse: Collective Perspectives on the Republican Party

Chair/Respondent:

Paul Haridakis, *Kent State University*

Participants:

Rhetorical Justice: Bush Administration Fear Appeals and the Justification of Human Rights Violations Committed by the United States

Zachary V. Sunderman, *Hiram University**

Tea Party Discourse: The Repackaging of Carefully Selected GOP Appeals from Days Past

David E. Foster, *The University of Findlay*

**Top Undergraduate Paper*

6:00 p.m. BREAK FOR DINNER ON YOUR OWN

A list of restaurants will be provided.

**7:00 p.m. Evening Reception
Findlay Inn and Conference Center**

200 E. Main Cross Street

- Reception will feature Dietsch's Chocolate, a Findlay tradition since 1937; cash bar

8:00 p.m. Diamond Awards Ceremony

Presenter: Tim Pollock, OCA Vice President, *Ohio University-Zanesville*

Music by Nancy Glick, harpist

Faculty member at *The University of Findlay*

Harpist, Nancy Glick, grew up in Fostoria, Ohio. Glick earned her bachelor's degree from B.G.S.U. and her master's from The University of Findlay in 2003. She taught elementary music in Findlay city schools for 29 years and now is a professor at the University of Findlay teaching piano and harp. Glick writes harp music, some of which she will play for us tonight. She performs for university and community events. Glick and her husband Gerald live in Arlington. They have four children and eight grandchildren. For over 30 years, they have both served in Gideons International in many different capacities and in their local church.



- SAVE THE DATE -

76th Ohio Communication Association Conference

October 5 - 6, 2012

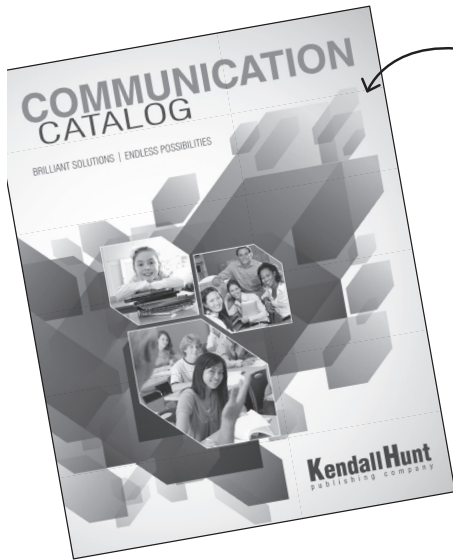
Kent State University

Kent, OH

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Conference Schedule
Saturday, October 1, 2011

8:00 a. m.
WTS Lobby **Registration**
Winebrenner Theological Seminary (WTS)
Continental Breakfast

9:00 - 4:15 p.m. **GRADUATE SCHOOL FAIR**
WTS - Lower Atrium

9:00 - 4:15 p.m. **POSTER SESSION**
WTS - Lower Atrium

Posters Include:

Facebook Fandom and *The Bachelorette*
Krysten Stein, *University of Cincinnati*

Hearing Individuals' Level of Anxiety when Interacting with Deaf Individuals Depending on Level of Education in American Sign Language
Carolyn Turpening, *Ohio University*

Intercultural Communication Apprehension of College Students with Deaf Instructors
Deborah J. Turpening, *Ohio University*

Media Portrayals of Addiction: The Use of Cultivation Analysis to Determine TV Viewers Attitude Towards People with Drug and Alcohol Addiction
Lynette Cashaw-Davis, *Ohio University-Lancaster*

The Role of Social Media in Sports
Joel Swaney, *University of Mount Union*

Poster Competition

During the poster session, judges will review posters in a variety of areas including construction of the poster, presentation skills, and the research presented. The top poster will be recognized during the OCA Business Meeting immediately following lunch. The poster session attendants are Jaietta Jackson (Youngstown State University) and Jared Hargis (Kent State University). Judges are Jerry Feezel (Kent State University) and Jeffrey Tyus (Youngstown State University).

9:00 - 10:00 a.m. PANEL/WORKSHOP SESSIONS

**301 (Re)Collecting Vocational Awareness: Formative Family, Faith, Collegiate,
WTS 150 and Professional Experiences in Life Narratives of Health Care Professionals**

Chair:

Lee Krähenbühl, *Mercy College*

Panelists:

Jennifer Discher, Director, Mission and Values Integration/Pastoral Care,
Mercy Health Partners

Lee Krähenbühl, *Mercy College*

Carol Schwartz, *Lourdes University*

We each cross the threshold between past lives and professional vocation in different ways – some in a single moment of clarity, others in a series of events that more gradually bring vocational direction into focus. This presentation explores the way in which health care professionals communicate the development of their mission-mindedness through narrative, including their collegiate experiences and family formation, analyzed through the conceptual framework of backward design.

**302 Let's Get Social: An Exploratory Look at Facebook
WTS 151**

Panelists:

Jared Harris, *Kent State University*

Jaietta Jackson, *Youngstown State University*

Kristen F. Schroath, *Kent State University*

The social networking site, Facebook, is a popular outlet allowing people to connect and reconnect with loved ones. This panel will present an exploration of communicating through the use of the social network site Facebook. The panelists, in discussing individual research about Facebook, will present a variety of approaches to utilizing this tool. One approach is how Facebook helps to increase fandom. The gratification of interpersonal interaction and socially identifying with Facebook friends who are fans of the same football team can possibly increase one's fandom level. Also discussed within this panel is research which compares the general uses of Facebook and drinking alcohol among college students. Exploratory efforts suggest a high correlation may exist between the reasons students utilize both. Research on how intergenerational communication is impacted by Facebook will be presented.

**303 Bulletproofing the Story: An Anatomy of a Controversial Story in
WTS 152 a Private College's Newspaper**

Chair:

Chris Underation, *The University of Findlay*

Panelists:

Lindsay McFadden, *The Pulse, The University of Findlay*

Genna Newman, *The Pulse, The University of Findlay*

Desmond Strooh, *WTOL-TV, Toledo*

303 (con't)

One of the hazards of communication comes in the preparation and dissemination of messages. What should be included? What should be left out and why? How should pushback or strongly negative feedback be handled? In the spring of 2011 the *The Pulse* published a three-part series about the rape of an undergraduate. The story provided students a practical education about the perils and the pride of communicating an important message. This panel will describe the way this story came together, the ethical and moral decisions made, and what, if anything, could have been done better. This panel consists of the students who faced these decisions and/or feedback.

304 **Using Media to Teach Non-Media Courses**

WTS 153

Facilitators:

Jamey Parramore, *Walsh University*

Mark Rogers, *Walsh University*

Communication educators often are called upon to teach courses across a wide range of communication subject areas encompassing distinct student learning objectives and student proficiency levels. This workshop will explore how media content can be used to facilitate student learning in courses across the communication curriculum. Facilitators will present briefly their approaches and experiences in using media content to teach speech, interpersonal communication, journalism, law and other courses not centered on media analysis. This will be followed by a discussion on how to implement such practices into various courses. Participants will be encouraged to share their own related perspectives, experiences and content suggestions.

305 **Insights from the Editors: How to Get Published in Academic Journals**

WTS 154

Chair:

David Foster, *The University of Findlay*

Panelists:

Theodore A. Avtgis, Editor, *Communication Research Reports*

Nicole Blau, Assistant Editor, *Ohio Communication Journal*

Stefne Lenzmeier Broz, Editor, *Ohio Communication Journal*

Teresa Thompson, Editor, *Health Communication*

Publish or perish is a cliché every professor knows. In addition to teaching and service, publishing scholarship is an important part of life in the academy. However, the road from manuscript submission to acceptance can be difficult and discouraging. During this panel discussion, editors from state, regional and national journals will offer advice, discussing the dos and don'ts of manuscript submissions and answering questions from the audience.

10:10 - 11:10 a.m. PANEL/WORKSHOP SESSIONS

401 WTS 150 Celebrating 75 Years of Excellence: Past OCA Presidents Share Memories, Experience, and Advice

Chair:

Nicole Blau, *Ohio University – Lancaster*

Panelists:

Jerry D. Feezel, *Kent State University*

*OCA {SPA0} President 1982

Nancy Kelley, *Loraine County Community College*

*OCA President 2000-02

Candice Thomas-Maddox, *Ohio University – Lancaster*

*OCA President 2006-08

Jeffery Tyus, *Youngstown State University*

*OCA President 2004-06

As the Ohio Communication Association celebrates our 75th anniversary, we reflect on our history and accomplishments over the years. A professional organization comprised of communication teachers, professors, and scholars in high schools and institutions of higher learning throughout the state of Ohio, the Ohio Communication Association has evolved into a first-rate association over the last 75 years. As we take a look back on all we have accomplished within this organization, it is imperative to extend our gratitude to those who served this association. The insight from these great teachers and scholars is valuable to current and future members of the Ohio Communication Association.

402 WTS 151 Personalizing the Distance Education Speech Delivery Class

Panelists:

Rita Bova, *Columbus State Community College*

Brenda Jones, *Franklin University*

Tara Narcross, *Columbus State Community College*

21st century students in speech delivery classes have a unique opportunity to learn the classical speech presentation skills through non-traditional pedagogical techniques, especially the distance education style of learning. Distance education classes provide more access, more time for explanation, and more ability for students to maintain several tasks at the same time. A major drawback can be the “distance” created for both the educator and the student. Often the distance leads to misunderstandings, misconceptions, and student/teacher dissatisfaction. Scholars in speech pedagogy from Columbus State Community College and Franklin University will communicate their shared and distinct personalization techniques for teaching the distance education public speaking class. Video-conferencing, the hybrid speech distance class, the “traditional” distance format and media/labs support which supports these methods of teaching and learning public speaking will be featured in the panel discussion of the topic.

403 WTS 152 The Good Fight: Educating Students about Major Business Institutions, Corporate Social Responsibility, Persuasive Media Campaigns, and Global Activism

Chair: Rekha Sharma, *Kent State University*

Where Did That Come From? Researching and Articulating Issues of
Commodity Chains, Institutional Relationships, and Social Responsibility

Rekha Sharma, *Kent State* & James Belcher, *Stark State College*

2011 Ohio Communication Association Conference

403 (con't)

“You Can’t Handle the Truth!”: A Burkean Paradigm on Power Motivation in Persuasive Campaigns

Kathryn B. Golsan & Danielle N. Bernat, *Kent State University*

Social Capital Group Project Assignment: Person-to-Person Microfinancing

Carol Savery, *Kent State University*

Work for Us!: Exploring Fortune 500 Careers through Group Analysis

Nicole Reamer, *Kent State University*

This panel will provide educators with various classroom activities aimed at increasing students' knowledge about consumerism, media campaigns, and activism. The activities will help students learn about domestic organizations and industry leaders and the social and environmental consequences of many of these organizations' business practices. The panel will offer ideas to help educate students about the motivations behind various health campaigns. Finally, we will present ideas about how to empower students to support small enterprises abroad.

11:20 - 12:00 p.m.

WTS – TLB

Auditorium

“FROM OCA's 3Rs to the Next 75 Years”

KEYNOTE SPEAKER – PATRICE M. BUZZANELL

Patrice M. Buzzanell is Professor in the Brian Lamb School of Communication at Purdue University. Her research centers on leadership, work-life issues, and careers, particularly gendered careers and those associated with science, technology, engineering, and math (STEM). Buzzanell has edited *Rethinking Organizational and Managerial Communication From Feminist Perspectives* (2000), *Gender in Applied Communication Contexts* (2004, with H. Sterk and L. Turner), and *Distinctive Qualities in Communication Research* (2010, with D. Carbaugh). Author of over 100 articles and chapters, she also has edited *Management Communication Quarterly* and has been President of the International Communication Association (ICA), Organization for the Study of Communication, Language and Gender (OSCLG), and the Council of Communication Associations (CCA). She has received numerous teaching, research, and engagement awards, including the Violet Haas and Helen Schleman Gold Medal Awards from Purdue, the Teacher-Mentor Award from OSCLG, and the Francine Merritt Award from the National Communication Association (NCA) for work on behalf of women and students. Buzzanell recently was named the W. Charles and Ann Redding Faculty Fellow (2008-2010) and ICA Fellow (2011) for her scholarship and service to the discipline. She delivered NCA's Carroll Arnold Distinguished Lecture (2010), *Seduction and Sustainability: The Politics of Feminist Communication and Career Scholarship*. She has taught in Purdue's Engineering Projects in Community Service (EPICS) for over a decade and serves on Purdue's NSF ADVANCE Leadership Team for institutional change.



12:00 - 1:30 p.m.

WTS – TLB

LUNCH, BUSINESS MEETING, and ELECTIONS

Auditorium

1:45 - 2:45 p.m.

PANEL/WORKSHOP SESSIONS

501

WTS 150

You're Hired! What Employers Really Want

Moderator:

Diana Montague, *The University of Findlay*

Panelists:

Linda L. DeArment, Chief Development Officer, *Blanchard Valley Health System*

Christiana Fox, Communications Manager, *Marathon Petroleum Co.*

Amy Rogan, *Urbana University*

Matthew D. Schroder, Senior Communications Leader, Corporate Communications, *Owens Corning*

As educators we are faced with the ubiquitous demands of assessment, but are we measuring what really counts? This panel convenes individuals from major corporations and organizations involved in hiring communication graduates—top executives, human resource professionals, media organizations, communication directors, communication agencies, and placement firms. Panelists have promised to hold nothing back. They will share insights about what they see in recent graduates that they don't like and what they would like to see. They offer advice for students and compile a curriculum wish list.

502

WTS -

Auditorium

G.I.F.T.S. Session

Great Ideas For Teaching Speech – and So Much More!

Chair:

Tim Pollock, *Ohio University*

Participants:

Bringing Presence into Your Presentation: Using Acting Techniques to Improve Public Speaking

Mark D. Cruea, *Ohio Northern University*

A Congratulatory Speech

Liane Gray-Starner, *Marietta College*

Gaining a Grasp of Twitter: Collecting Information to Compare and Contrast Best Practices of Using the Tool

Alissa Agozzino, *Ohio Northern University*

Gender Lens: The Social Construction of "Breast is Best"

Kimberly Field-Springer, *Ohio University*

503
WTS 151

**Recounting Elections Past: How Yesterday's Political Media Scholarship
Informs Research for Today and Tomorrow**

Chair:

Rekha Sharma, *Kent State University*

Panelists:

Book Review: A Summary and Critique of *Mediacracy: American Parties and
Politics in the Communication Age*

Rekha Sharma, *Kent State University*

A Critical Review of Michael Parenti's *Make Believe Media: The Politics of
Entertainment*

Margaret Garmon, *Kent State University*

Entertaining Politics: A Critical Review

J.D. Ponder, *Kent State University*

Politics and Television: Lessons from 1968 Applied to 2011

Amy Dalessandro, *Kent State University*

Revisiting *The People's Choice*

James Belcher, *Stark State College*

Political communication researchers have often focused on the impacts of specific texts or messages on the voting public or on explaining the current social climate in light of recent events and trends. But to understand the dynamics of political communication today and to gain insight into how the field may change in the future, it is necessary to understand the evolution of American political scholarship and the works that have shaped it in the past. This panel provides a macro-level perspective of political communication that will provide a larger context for the findings of current studies and will form a framework for discussing the implications of those findings in the coming years.

504
WTS 152

**(Re)Collection and (Re)Cognition of Why a Health Communication
(R)Evolution Matters**

Chair:

David Foster, *The University of Findlay*

Respondent:

Mark Carroll, *The University of Findlay*

Panelists:

Anne Beekman, *The University of Findlay*

Tara Beitzel, *The University of Findlay*

David Foster, *The University of Findlay*

Cheri Hampton-Farmer, *The University of Findlay*

Nathaniel Ratnasamy, *Infectious Disease Specialist*

Health communication has become more of an important area in our discipline in recent years with the aging of the population, the crises confronting Medicare, and the heated debate over health care reform. More and more common are stories about patients who fail to get better (and even die) because of poor communication between themselves and health care workers or because of miscommunication between doctors and nurses or among other health care professionals. This panel on (re)collecting how we got to this point, (re)cognizing where we should go from here and realizing why a health communication (r)evolution must come about would be a valuable program for many OCA Conference participants.

2011 Ohio Communication Association Conference

505 **Social Movement, Gender Difference, Compliance Gaining**
WTS 153

Chair/Respondent:

Matthew J. Smith, *Wittenberg University*

Panelists:

Leland Griffin and Herbert Simons: Pioneers in Social Movement Criticism
Brent A. Barnett, *Slippery Rock University*

Perceptions of Trust in Social Networking Profiles: A Preliminary Study of
Gender Difference in Facebook

Andrea L. Mitchell, Joan Fagan-Hoffman, Erica Wilson & Kholod Al
Mosajen, *The University of Akron**

The Use of Compliance Gaining by Radio DJs

Florentino Estose, *Muskingum University*

**Top Graduate Paper*

3:00 – 4:00 p.m. PANEL/WORKSHOP SESSIONS

601 **Public Speaking Across the Curriculum**
WTS 150

Workshop Facilitator:

Brent C. Sleasman, *Gannon University*

Theoretical support can be found whether a curriculum requires a three-credit speech course or embraces “Speaking across the Curriculum.” Too often the decision over what model of public speaking should be implemented is driven by “practical” concerns such as finding appropriate adjuncts, preparing an assessment plan, and attempting to maintain a seat limit in courses while juggling the need for additional sections. This workshop makes the assumption that any revision of the public speaking curriculum should be built upon a strong theoretical foundation; therefore, participants will be introduced to the various perspectives at work in the ongoing debate over the role of public speaking within an undergraduate education. Participants will learn about and discuss the practical aspects that one must consider when struggling over the addition, elimination, or redesign of the basic public speaking course.

602 **A 360 View of Facebook: (Re)Cognizing the (R)Evolution in the**
WTS 151 **Classroom and Beyond**

Chair:

Alisa Agozzino, *Ohio Northern University*

Panelists:

Chris North, *Ohio Northern University*

Joseph Sasak, *Ohio Northern University*

Lauren Tennet, *Ohio Northern University*

Facebook is becoming ever more prominent in our classrooms. The social media tool has the potential to change and/or reinforce some of our most fundamental relationships...including professor to student. This panel will provide a look from a variety of uses including, public relations, healthcare, arts, and Greek life. Come learn some pros and cons of using this (R)evolutionary tool!

603 **Creating Collaborative Learning Communities: The Tale of Petroleum Engineering and Fundamentals of Oral Communication**
WTS 152

Workshop Facilitators:

David C. Freema, *Marietta College*

Liane Gray-Starner, *Marietta College*

As John F. Kennedy said, "Too often we... enjoy the comfort of opinion without the discomfort of thought." This concern for critical thinking expressed by Kennedy resonates through institutions of higher education with ever more urgency. As a result professors are being called upon to stress not only course material-but the fundamental link between thinking and learning. As more and more institutions seek to integrate critical thinking into the curriculum, they are also stressing the need to teach beyond normal classroom boundaries-often in the form of learning communities. The combination of a critical thinking course in the petroleum engineering and a basic communication course seems at first an unlikely and unworkable fit. This workshop will offer concrete steps on how to create learning communities between the basic speech course and those in other disciplines. The process of deciding on areas of mutual concentration, aligning course materials, and working collaboratively with colleagues from other disciplines will be stressed. Each participant will receive a step-by-step guide for brainstorming topics, guidelines for creating assignments, materials for assessing learning outcomes as well as sample syllabi for courses.

604 **Digital Storytelling as a Learning Tool in Communication Related Classes**
WTS 153

Workshop Facilitator:

Doug Switzer, *Owens Community College*

For centuries, humans passed along information to succeeding generations via oral communication, usually in a storytelling format. In the 20th century, electronic technology allowed professionals to tell stories to much broader audiences. Twenty-first century digital technology now provides the opportunity for even grade-schoolers to easily post their multimedia stories for a worldwide audience. Storytelling, including digital storytelling, engages the learner, which makes it an ideal teaching tool in many academic disciplines. Educators may also find that their own digital stories might enhance an otherwise dull unit in online instruction or even in a regular classroom. Workshop participants will accomplish four objectives: 1) identify how digital storytelling can be used as a teaching/learning tool 2) assess hardware and software needs necessary to produce digital stories 3) access media elements that meet copyrighted guidelines, including images, video and music 4) produce a digital story.

605 **Undergraduate Critical Thinking Development from Mediation Training in a Communication and Conflict Course**
WTS 154

Chair: Alice L. Crume, *Kent State University at Tuscarawas*

Panelists:

Alice L. Crume, *Kent State University at Tuscarawas*

Terry Aughinbaugh, *Kent State University at Tuscarawas*

Alex Ballentine, *Kent State University at Tuscarawas*

Marcus Battista, *Kent State University at Tuscarawas*

Lauren Holdsworth, *Kent State University at Tuscarawas*

Nick Ray, *Kent State University at Tuscarawas*

Tara Sanders, *Kent State University at Tuscarawas*

Megan Sauser, *Kent State University at Tuscarawas*

Savanna Vance, *Kent State University at Tuscarawas*

Richard Wasseem, *Kent State University at Tuscarawas*

Amber Wood, *Kent State University at Tuscarawas*

2011 Ohio Communication Association Conference

605 (con't)

This panel is composed of students in the applied communication major who participated in mediation training under the direction of Alice Crume, a certified mediator from Capital University. In mock and actual mediation sessions, the panel participants experienced mediation and wrote about their discoveries from the mediation process and their clients. The steps of critical thinking development are evident from each of the different perspectives of the mediation trainees.

4:00 p.m.

CONFERENCE DRAWING

WTS Lower Atrium

DON'T LEAVE YET!!!! Win great prizes just for sticking around!

THANK YOU!

Thank you to our paper and panel reviewers, panel chairs/respondents, and poster judges. *Special thanks to the following groups and individuals who made the conference possible:*

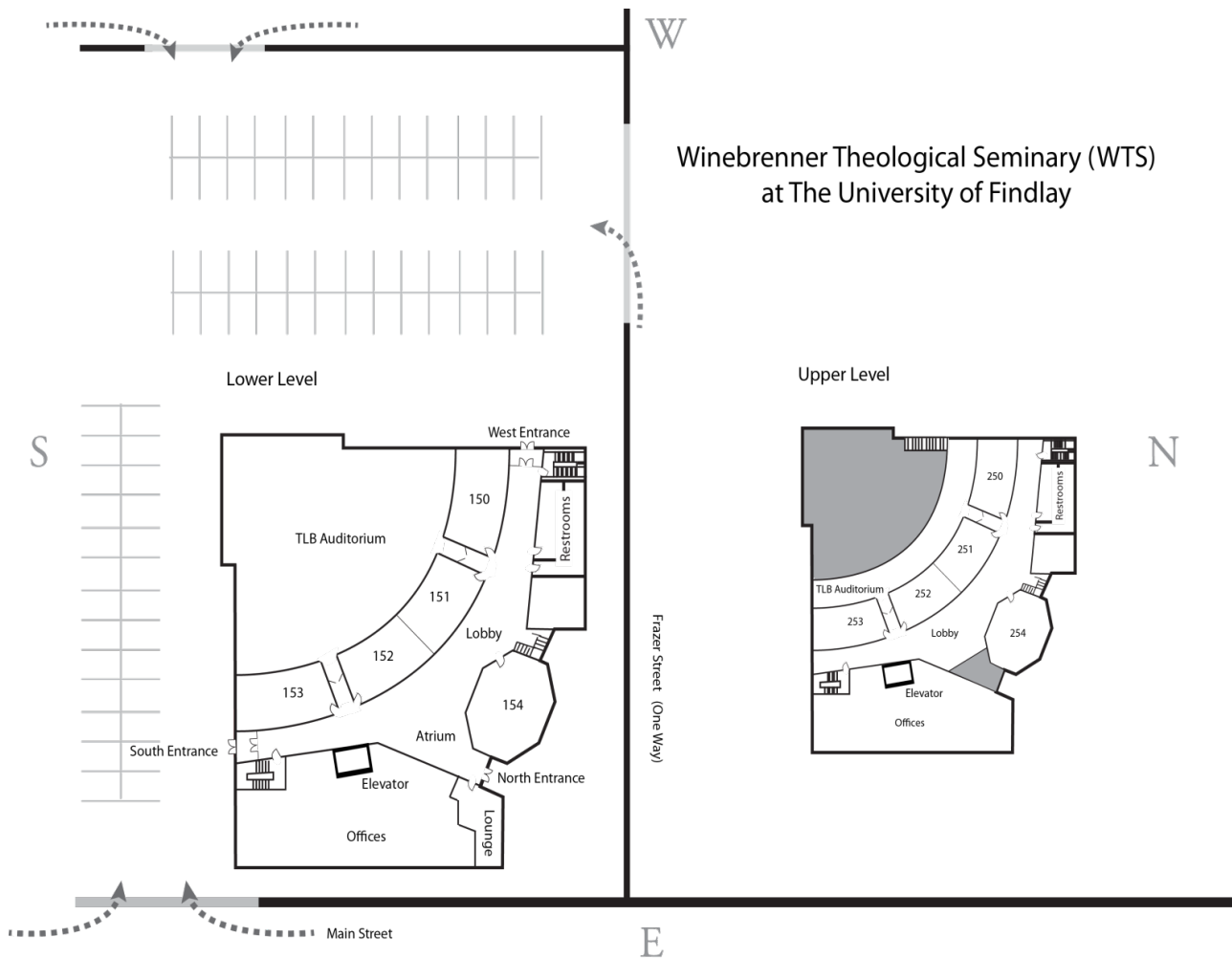
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Cheri Hampton-Farmer, Host Committee Chair, *The University of Findlay*



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