



Ohio Communication Association

79th Annual Conference

October 2 – 3, 2015

The University of Dayton

Dayton, Ohio



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In memory of our friends, colleagues, and mentors:
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Welcome to Dayton and the 79th annual meeting of the Ohio Communication Association!

We have a wonderful program full of high-quality research, resources for our attendees, and a keynote address by highly decorated research scholar, Dr. Sandra Petronio, from Indiana University-Purdue University Indianapolis. The Executive Council for the Ohio Communication Association are extremely pleased that you are a member of OCA and strongly encourage you to attend as many sessions as you can in order to hear the cutting-edge research and activities that our friends and colleagues are creating. I would like to thank our Conference Coordinator Dr. Dariela Rodriguez (Ashland University), and Ms. Heather Parsons (University of Dayton), our liaison for our host the University of Dayton for working collaboratively to put together a robust program. I would also like to thank all members who contributed to the creation of this year's conference. You are all highly valued colleagues.

Our conference theme, *Praxis of Communication*, was developed to reflect the incredible opportunities and challenges that confront communication scholars on a daily basis. We are continually being challenged by social change and technological advancement. As such, scholars and teachers alike are discovering new knowledge and are taking this new knowledge and applying it to solve real world problems. While we have advanced the discipline and OCA greatly over the last 79 years, I can only wonder if the challenges that our colleagues faced 79 years ago were also due to social change and technological advancement.

Finally, I would like to thank all OCA members for their constant support of this fine and long-standing organization. The growth and advancement over the years is a testament to the commitment and motivation that is the Ohio Communication Association membership.

Best Regards,

Ted

Theodore A. Avtgis, Ph.D.

President, Ohio Communication Association



The Praxis of Communication



<p>Conference Schedule Friday October 2, 2015</p>

9:30 a.m.
Kennedy Hall 207

Board Meeting

10:30 – 11:00 a.m.
Kennedy Union Library

Undergraduate Pre-Conference Registration

11:00 a.m. – 2:00 p.m.

Undergraduate Pre-Conference

2:00 – 3:00 p.m.

Conference Registration



3:00 – 4:15 p.m.

PRESENTATION SESSIONS

101
KU 211

Discussion Panel

Qualitative Approaches to Understanding Communication Techniques and Practices: Case Studies on Romantic Relationships, Student Leadership, Sports Media Coverage, and Church Communities

This discussion panel aims to further understand emerging communication techniques and practices on the topics of romantic relationships, student leadership, sports media coverage, and church communities. The panel participants will present their research problems, how they utilized qualitative approaches to examine the subject, and then will share some results and implications of their study. In sum, audience members should leave with an in-depth look at how communication functions within these contexts.

Chair: Kristen Hungerford, *Cincinnati State Community and Technical College*

Patrick Bascom, *Youngstown State University*

Thomas Fields, *Youngstown State University*

Zachary J. Humphries, *Youngstown State University*

Jack Kucek, *Youngstown State University*

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102
KU 222

Short Course

Meeting Students in the Middle: Clarity, Encouragement, and Involvement

There are students inside our classrooms who are merely on a path to get an education because that is what society claims or their parents tell them they should be doing. Regardless of why they are furthering their education, as instructors it is our job to put every foot forward to educate them in the ways in which we see fit. Understanding every student is different and some students need more help than others. With that in mind, this short course is focused on how to meet students in the middle. Clarifying expectations of students in the classroom, writing an effective syllabus, as well as holding students accountable to the expectations are all part of answering this shift in formal instruction.

Chair/Participant: Amber Ferris, *The University of Akron Wayne College*

Respondent: Cody M. Clemens, *Bowling Green State University*

Sabrina E. Wittekind, *Washington State Community College*

103
KU 310

G.I.F.T.S. – Great Ideas for Teaching Students

Metaphorical Mapping: A Creative Reflection and Synthesis Activity

Chair: Laura D. Russell, *Denison University*

104
KU 311

Paper Panel

The Reel World: Communicating Through Film

Chair: Michelle Coleman, *Clark State Community College*

Committing the Perfect Crime: A Genre Analysis of Crime Films
Christopher Walker, *Capital University*

Future Dystopias: A Genre Analysis
Zach Hoover, *Capital University*

5:00 – 5:30 p.m.
Marriott Hotel

Hotel Check-in
1414 South Patterson Boulevard, Dayton, OH

6:15 – 7:00 p.m.
Marriott Hotel

Awards Ceremony
1414 South Patterson Boulevard, Dayton, OH

7:00 p.m.

Dinner on own

**Conference Schedule
Saturday October 3, 2015**

8:00 a.m. **Registration and Networking Breakfast**
**Kennedy Union/
KU Second Floor Ballroom**

9:00 a.m. – 4:00 p.m. **Opportunity Fair & Poster Session**
KU Torch Lounge

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. **Posters will be judged between 9 a.m. and 10 a.m. Participants should be by their posters during that time.**

201 **Posters include:**

Bullies on My Phone!: A Discursive Analysis of “Yik Yak’s” Impact on the
Social Culture of Liberal Arts College
Archit Agarwal, Denison University

A Crucial Catch: A Case Study on a Masculine Sport Raising Awareness of
Feminine Health Issue
Lauren Fattlar, Ashland University
Megan Salatino, Ashland University

Do You Have What it Takes to Date a Millionaire? A Theme Analysis of
BRAVO’s Millionaire Matchmaker
Bradley S. Mickna, The University of Akron

The Lack of Institutional Control in a Sport Organization
Allison Vredenburg, Ashland University

Masculinity Through the Ages: An Academic Reflection
Jillian Foster, Denison University

Technical Quality and Engagement in a Hybrid Communication Course
Brenda Jones, Franklin University

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INDIANA UNIVERSITY OF PENNSYLVANIA

9:00 – 10:00 a.m.

PANEL/WORKSHOP SESSIONS

**301
KU 211**

Discussion Panel

Defining Opportunities for Higher Education's Future: Student-Led, Focused, and Facilitated Learning in a Variety of Communication and Media Frameworks

Chair: Betsy Pike, *Capital University*

Respondent: Chris Flook, *Ball State University*

Kristen L. McCauliff, *Ball State University*

Rodney Smith, *Ball State University*

In light of the dramatic changes affecting today's higher education, this panel was established with the charge to focus on exceptional and motivated changes needed within higher education. The work of the panel was designed as a process of strategic thinking to frame new directions and possibilities for a variety of communication and media programs including a focus on assessment demands, retention opportunities, efficient and effective introductory courses, and bridging the gap between applied instruction and theoretical concepts of media.

302
KU 222

G.I.F.T.S – Great Ideas For Teaching Students

It's Not About Me-It's About You: Audience Research & Communication Apprehension: Two Birds With One In-Class Speech Lab

Andrew E. Rudd, *Malone University*

303
KU 301

Short Course

The Praxis of Animation

Chair/Participant: Douglas A. Switzer, *Tiffin University*

Jeff Geers, *University of Dayton*
Andrew K. Hunt, *Miami University*
Matthew J. Smith, *Wittenberg University*

Panelists will explore and share ways animation can be used as a communication tool to entertain, inform, persuade, educate and train. Topics will focus on how to connect the pop culture of comic book icons and stories to traditional courses of study; how to use virtual reality machinima to engage in creative experiences; and how our host city, Dayton, has influenced animation to reinforce the idea that creative talent can be promoted and developed anywhere.



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10:10 – 11:10 a.m.

PANEL/WORKSHOP SESSIONS

401
KU 211

Short Course

Workshop on Building, Maintaining, and Facilitating Student Groups on Campus

Chair and Participant: Amber L. Ferris, *The University of Akron Wayne College*

David M. Strukel, *The University of Toledo*

Shawn C. Starcher, *Kent State University*

Nicole Blau, *Ohio University Lancaster*

Campus clubs can be highly beneficial for students, faculty, and academic institutions. Research on retention has shown that students who feel more institutional commitment, social support, and social involvement while attending college were more likely to stay in school and finish their degree (Lotkowski, Robbins, & Noeth, 2004). The study also shows that even when students succeed in the classroom, they are still at risk of dropping out if they do not feel a connection to their peers, educational goals, and/or institution. One way to connect students to their degree program as well as to their peers is through participation in discipline-based clubs and organizations. Student clubs can offer unique experiences beyond the classroom to improve student success.

402
KU 222

G.I.F.T.S – Great Ideas For Teaching Students

Fostering Community in the Large Lecture Intercultural Communication Classroom

Christine Pease-Hernandez, *Slippery Rock University*

Due to increasing class sizes, it is becoming more difficult to establish a rich, classroom community. Too many times, students enter the lecture hall, sit down and become victims of being talked ‘at.’ A true classroom community allows for teacher/student engagement and peer-to-peer interaction. This activity provides a foundation for developing an interactive and respectful classroom community.

403
KU 310

Paper Panel

The Politics of Television: Media and the Theoretical Frameworks That Shape the News

Chair: Wendy Hall, *Ashland University*

A Grounded Theory Analysis of Turkish Online New Comments After the Charlie Hebdo Attack

Esen Saygin Koc, *Bowling Green State University*

Hacking into Genre: Information Theft as Genre

Cody Pettit

To Attack or Not to Attack: U.S. Political Elites, International Media and the Desirable Solution to the Syrian Conflict

Ayleen Cabas-Mijares, *Ohio University*

404
KU 331

Paper Panel

Sport, Fandom, Communication, and the Progression of the Field

Creativity, Social Media, and College Football Recruiting: The Innovativeness of Business and Journalism

Travis Bell, *University of South Florida*

Social Interaction and College Football: Students at Youngstown State University

Patrick A. Bascom, *Youngstown State University*

Racial Bias in Professional Sports: From a Media and Fan Perspective

Zach Humphries, *Youngstown State University*





School of Communication The University of Akron

The School of Communication has developed new undergraduate majors that are structured to prepare students for careers in communication fields. The school's programs offer the diversity demanded by the twenty-first century workplace, which continues to demand advanced communication skills.

The school allows students to pursue a concentration in one of three areas – Media Studies, Public Relations, or Strategic & Organizational Communication – with electives branching into the other areas to help provide a well-rounded background in communication.

Students apply what they learn:

"Akron After Hours", a student production in **ZTV**, was honored by the Lower Great Lakes Chapter of the National Academy of Television Arts & Sciences with an Emmy award.

Bridget Linton earned a B.A. in Mass Communication with a minor in sports management at The University of Akron in 2013, and is currently: FOX Sports Ohio Girl.



Come visit us online: <http://www.uakron.edu/schlcomm>;

Find us on [Facebook](#)

call us: 330-972-6518; or visit us on campus at The University of Akron, Akron, Ohio.

Stay in touch with OCA all year long!



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**Check back for pictures and
news from the conference**

11:15 a.m. – 12:00 p.m.

**KEYNOTE PRESENTATION
Kennedy Union Ballroom**

**“Repairing Breakdowns in Managing Private Information”
Sandra Petronio, Ph.D.**



Dr. Sandra Petronio received her B.A. in Interdisciplinary Social Science from The State University of New York at Stony Brook and her M.A. in Social Psychology from the University of Michigan. She also received her Ph.D. from the University of Michigan and is currently a Professor in the Indiana University (IU) Department of Communication Studies at Indiana University-Purdue University Indianapolis (IUPUI) as well as the IU School of Medicine. Dr. Petronio is also Senior Affiliate Faculty in the Charles Warren Fairbanks Center for Medical Ethics, IU Health, and an adjunct faculty in the IU School of Nursing and Informatics.

Dr. Petronio’s areas of expertise include interpersonal communication, health communication, and family communication. Within these areas, her research includes foci such as privacy, disclosure, and confidentiality. Her extensive work over the last 35 years has led to the development of the evidenced-based “Communication Privacy Management” (CPM) theory. Dr. Petronio received the book award from the International Association of Relationship Research for her book on CPM theory entitled, “Boundaries of Privacy: Dialectics of Disclosure” (SUNY Press), which was published in 2002.

Dr. Petronio’s work on CPM theory has been used across a number of cultures, in many contexts, including social media, business, and the legal domain. Dr. Petronio has also published five other books, including one on HIV/AIDS and disclosure. She has written numerous articles in scholarly journals and chapters, and she served as a journal editor and special issues editor for several communication journals. She has also received the National Communication Association’s Bernard J. Brommel Lifetime Award for Outstanding Scholarship for Distinguished Service in Family Communication (2002), the National Communication Association’s Mark Knapp Award in Interpersonal Communication (2013), and recently received the WSCA Distinguished Scholar Award (2015). She also served as President of the International Association of Relationship Research and the Western States Communication Association.

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12:15 – 1:30 p.m. **Lunch/Business Meeting**
KU Ballroom

1:45 – 2:45 p.m. **PANEL/WORKSHOP SESSION**

501 **Short Course**
KU 211

Online Discussions: Challenges and Opportunities Across Course Formats

Chair/Participant: Erin Hollenbaugh, *Kent State University at Stark*
Amber L. Ferris, *The University of Akron Wayne College*
Pamela Kaylor, *Ohio University Lancaster*

This presentation will explore the challenges and strategies of creating and assessing discussion activities and assignments in blended and online classes. In this session, panelists will briefly present their experiences assigning and facilitating online discussions in a variety of classroom environments. Specifically, one panelist will talk about topics (e.g., intersexed and transgendered people) that are more difficult to discuss within diversity courses, and the observation that these topics are often avoided in online discussions due to their sensitivity and the unfamiliar discussion forum. There are specific challenges to setting up, facilitating, and assessing discussions, especially when they pertain to conversations about race, class, sex, and sexuality in Intercultural, Cross-Cultural, and Gendered Communication classes.

502 **G.I.F.T.S – Great Ideas For Teaching Students**
KU 222

Developing and Implementing a “Flipped Classroom” for Business Communication

Krysten Stein, *University of Cincinnati*

503 **Paper Panel**
KU 310

Health, Research, and the Communication of Practice

Chair: Liane Gray-Starner, *Marietta College*

Narratives for Communicating: Utilizing Margaret Edson’s “Wit” to Aid Medical Education

Cody M. Clemens, *Bowling Green State University*

Priorities in Public Health in Latin America: Aspirations for Universal Health Coverage: An Analysis of Dr. Guillermo Mendoza’s Proposal for Latin American Universal Health Coverage

Wendy Hall, *Ashland University*

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3:00 – 4:00 p.m.

PANEL/WORKSHOP SESSIONS

601
KU 211

Paper Panel

Identity Through the Lens of the “Other”

Chair: Dariela Rodriguez, *Ashland University*

Genghis Khan... The Great Wall... Gourmet Coffee? Chinese Consumption
Identity and the Launch of Starbucks in Inner Mongolia
Ruimeng Yang, *Indiana University of Pennsylvania*

Santa “Just” is White: A Strategic Rhetoric of Maintaining and Protecting
Whiteness
Esen Saygin Koc, *Bowling Green State University*





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602
KU 222

Paper Panel

Changing Trends in the Field: Alternative Forms of Communication

Chair: Andrew Hunt, *Miami University*

Obsolescence of Bound *Encyclopedia Britannica*: Mediums, Media, Noise-Isolation, and the User Experience

Andrew Donofrio, *Bowling Green State University*

Pedagogical Effectiveness of Social Media in Public Relations Writing Courses

Hannah Peterson, *Ohio Northern University*

The Praxis of Social Media: How its Effectiveness Can Impact Campus Recreational Facilities

Nick Cimoric, *Youngstown State University*

Julian Davis, *Youngstown State University*

Ricky Murphy, *Youngstown State University*

Jennifer Orr, *Youngstown State University*

Olivia Valentini, *Youngstown State University*

Nick Vitale, *Youngstown State University*

Jeff Tyus, *Youngstown State University*

Archiver, Documents, & Proxy Tool: A Multimedia Analysis of the Tablet as the Social Scientist Researcher's Tool

Shane Tiltion, *Ohio Northern*

603
KU 310

Paper Panel

The Flux of Gender and Communication

Chair: Michelle Coleman, *Clark State Community College*

Dead Women Walking: Executions of U.S. Female as Deviant News
Anne M. Cooper-Chen, *Ohio University*

Gender Role Orientations at Work: Job Satisfaction in Male-Dominated Industries
Erin Deal, *The University of Akron*

“Pretty Dark-Haired Women and Breakfast Food”: A Critical Analysis of Ron Swanson and Hegemonic Masculinity
Jillian Foster, *Dennison University*

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The School of Communication Studies holds a record of academic excellence and achievement since its establishment in 1932. It is ranked a top three program by Education-Portal.net and DegreeDirectory.org.

The school currently seeks applicants for a director and, due to program growth, anticipates hiring two tenure-track assistant professors: one with a global concentration and one with a health concentration.

For more information, visit www.kent.edu/comm.

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**80th Annual Ohio Communication Association Conference
Ashland University**

“Strong Roots - Branches of Communication”

Next year’s conference theme, “Strong Roots - Branches of Communication” was selected to represent the evolution of the Ohio Communication Association as an organization. Since its inception, OCA has continued to grow, helping develop its membership, whether it’s students, professors, or practitioners. The conference has witnessed the evolution of the field of communication showcasing all that communication has to offer from a multitude of intellectual perspectives. Every year the members of OCA have seen the intellectual roots of our discipline strengthen. More recently, we have also seen the membership of OCA branch out to other states as members also become more diverse in both research paradigms and institutional affiliations. Stay tuned for information regarding our 80th conference to be held at Ashland University.

Theodore A. Avtgis, Ph.D.
President of the Ohio Communication Association

See you in Ashland!

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