

Rocky Mountain Communication Association Conference Program
Doin' It With E's: Extreme, Electoral and Electronic Communication
Saturday, April 20, 2013
Group Publishing, Loveland, CO

Registration in Lobby (8:00 am-Noon)

Session I (8:30-9:45am)

A. Teaching Communication Online: Course Instruction and Program Logistics

Room: Summit North

Certainly online teaching is becoming more prevalent at institutions of higher education. Using this delivery format has ramifications, not just for the instructor designing a course, but also for the program or department incorporating courses into its curriculum using this delivery method. While many institutions in the Rocky Mountain region already offer online courses, others are just beginning to investigate these teaching opportunities. This session aims to bring together experienced online educators and those new to the field to discuss the nuts and bolts and pros and cons of online teaching. Session attendees should plan to come with questions and/or stories about their experiences as online educators, both as instructors of courses and as administrators or those otherwise involved in the programmatic, institutional logistics of online education.

Chair: Denée Janda, University of Colorado, Boulder; Heidi Muller, University of Northern Colorado

B. Rhetoric of the Everyday

Room: Summit South

This diverse panel of papers examines the language that makes up our everyday lives and interrogates the particularity of usages. From coffee shops to the persuasion that took place leading up to war in Iraq, the authors of these papers look closely at our verbal and nonverbal linguistic quirks.

Chair: Jessie Stewart, Colorado State University

A Change of Heart(s): Regeneration in Doctor Who
Jessica Cox, Colorado State University

Just Your Average Cup of Joe: Starbucks Coffee and Suburbia
Kara DeGeneres, Colorado State University

“We Fight for the Future”: The Rhetoric of Children in CNN’s Coverage of the Conflict between the United States and Iraq

Mark Finney, Adams State University

The Cupcake Craze: Visual Representations of the Cupcake Phenomenon in American Culture

Haley Woerner, Colorado State University

C Metamyths in The Hunger Games

Room: Learning Lab

This panel engages the grand narratives of contemporary American society through textual examination of *The Hunger Games*. Each analysis brings out one of Western culture's defining metamyths and deconstructs those myths through *The Hunger Games*.

Chair: Christopher Bell, University of Colorado, Colorado Springs

Violence in Pop-Culture Media and *The Hunger Games* as a Prime Artifact

Jenna Benson, University of Colorado, Colorado Springs

The Hunger Games and the Cult of Conformity: A Critical Theory Analysis

Madeleine Wachtler, University of Colorado, Colorado Springs

How Fabricated Equality in *The Hunger Games* is Reflective of Illusory Equality in the United States

Nick Serrano-Piche, University of Colorado, Colorado Springs

Faux Feminism: Inside the Game of *The Hunger Games*

Christopher Bell, University of Colorado, Colorado Springs

D. From the Virtual to the Viral: Feminist Critiques of Pop Culture

Room: Ah Ha!

This panel is composed of four undergraduate women who are committed to critiquing and reimagining how women are represented in popular culture. The papers cover an array of cultural territory by examining video games, pop songs/videos, advertisements, and stand-up comedy. Together these pieces illuminate the ways that women and other identities are objectified through pop culture, while each comes to its own prescription for change. Each of these pieces reads cultural texts beyond their apparently progressive representations to identify underlying messages of oppression by considering race, class, and, of course, gender. Taken together these pieces weave a complex tapestry of how women wish to see themselves in pop culture, rather than accepting the reductive roles in which pop culture places women.

Chair: Keeley Buehler Hunter, University of Denver

Participants: Ashley Duncan, University of Denver
Mary Moeller, University of Denver
Tessa Hansen, University of Denver
Amanda Alexander, University of Denver

Session II (10:00-11:15 am)

A. Lambda Pi Eta Networking Session

Room: Summit North

The National Communication Association recognizes the Lambda Pi Eta (LPH) organization as its official honor society in the field of communication. With several chapters of LPH present in the Rocky Mountain region, we invite all LPH affiliates to come together to celebrate the commonality and uniqueness of our experiences in this organization. In both a large -- and small -- group discussion format, this interactive session seeks to achieve two primary goals: (1) to showcase the successes, challenges, and visions that are held by various chapters; and (2) to exchange insights regarding strategies of individual chapter improvement and possibilities for cross-chapter collaboration.

Chair: Darrie Matthew Burrage and Denée Janda, University of Colorado Boulder

B. Maintaining the Integrity of Communication Courses in an Online Environment

Room: Summit South

Given the increasing demand for online courses, this panel will address how we, as a discipline, can maintain the integrity of previously face-to-face communication courses in the online classroom environment. Issues to be discussed include: proportion of online curriculum; assigning online instructors; hybrid courses; and new federal designates for determining instructional method. Other issues that need to be addressed are: How can the basic public speaking course effectively maintain a minimum standard of integrity for the performance and assessment of speeches before an audience? Can a computer-mediated learning environment effectively teach and assess non-computer-mediated communication skills? Does the required "translation" of non-computer-mediated communication skills or assignments into a computer-mediated format compromise the integrity of the course?

Chairs: Stephen Collins, Pikes Peak Community College
Sherry Messina Dewald, Red Rocks Community College

Panelists: Stephen Collins, Pikes Peak Community College
Sherry Messina Dewald, Red Rocks Community College
Thomas Endres, University of Northern Colorado
Tracey Mahoney, Red Rocks Community College

C. Family, Places, Spaces, People

Room: Learning Lab

The verbal and nonverbal linguistic patterns that bind us together and tear us apart will make up the content of this competitive paper panel.

Chair: Beth Bonnstetter, Adams State University

A Proposal for Analyzing Personal Relationships: The Pragmatic Metamodel of Communication
Leonarda Garcia-Jimenez, University of Colorado, Boulder

Obstacle or Opportunity? : Reflections on Rhetorical Resilience Following Family Crises
Sherilyn Marrow, University of Northern Colorado

From Affective Communication to Effective Results: A Survey of Non-Linguistic
Communication Patterns
Charles St. John, University of Denver

Interpersonal Deception Theory and the General Petreus Affair
Ren Washington, University of Colorado, Colorado Springs

D. Extreme Engagement: Teams in the Classroom

Room: Ah Ha!

This presentation is based on a workshop conducted February 22, 2013 at the Scholar/Teacher Forum at the Metropolitan State University of Denver. It covers research-based concepts in engagement, involvement, and participation using teams in college classrooms.

We must engage others. Engross each other outside the humble envelope of tradition. When we involve learners in enriched environments we develop minds. Educators in all disciplines must promote involvement that transforms the novice into the fully functional adult. Lead by flipping. Put the student in charge. Engage people in learning adventures. They discover their interactive potential by solving problems and making decisions with others. It is an expedition of the mind that matters. Don't send your Avatar to class! Harness your team and come on!

Presenter: Joseph (J) Sullivan, Metropolitan State University of Denver, Red Rocks Community College

Keynote Address (11:30-12:15pm)

Room: Summit Central

“Human-Computer Symbiosis Revisited: Implications for Communication in the Next Decade”

Dr. Pete Seel, Colorado State University

In 1960, legendary M.I.T computer scientist J.C.R. Licklider published *Man-Computer Symbiosis*, in which he presciently described our contemporary digitally connected communication universe. Dr. Pete Seel will examine the state of the art in machine-mediated communication and augmented-reality technologies and explore how humans may co-evolve with these in the near future. Utopian and dystopian perspectives will be explored in this analysis of an evolving critical paradigm in communication study.

Luncheon and Business Meeting (12:30-1:30pm)

Room: Table of Contents

Session III (1:45-3:00pm)

A. Electronic Communities

Room: Summit North

From text messages to online bulletin boards, this panel explores the emotional and contextual range of possibilities for electronic communication.

Chair: Rebecca Roberts, University of Wyoming

Minding the Medium: Considering the Effects of CMC Moderated Forums on Dialogue and Online Community

Andrea Bennett, University of Northern Colorado

Text Based Romantic Messages in 21st Century Intimate Relationships: The Computer Mediated Love Letter

Tajshen Campbell, University of Colorado, Colorado Springs

Heaven? Hell? Reincarnation? Nothing? Or is it Something Else Entirely? : Mourning Processes, Community Structures, Public Grief, and Identity on Facebook

Allie Jordan, Millsaps College

Function or Disfunction: The Role Social Media Play in Organizations’ Public Relations Efforts

Amy Reitz, University of Northern Colorado

B. Lock and Load Discourse: A Discussion on American Gun Control Policy

Room: Summit South!

After the tragedy that unfolded with the Sandy Hook Elementary School shooting, talk of weapon use has stormed our news channels, legislative systems, social media outlets, and our general interactions with one another. America's contemporary social circumstance has placed the topic of gun control on its priority list, drawing communication scholars to the hefty question: What are the conceptual and practical implications of our nation's current conversation on gun control? Instead of advocating positions or reinforcing polarized structures, this session seeks to equip its participants with the lenses to view the issue on gun control from different angles using a communicative approach. Once panelists have expressed their sentiments on the issue, the session will further develop into a learning space where panelists and participants will co-construct the examination of this "lock and load" discourse by having a discussion on how their teaching, research, and service interests connect to the issue.

Chair: Darrie Matthew Burrage, University of Colorado, Boulder

Participants: Eric Burrage, University of Pitt
Claire Chase, University of Colorado, Boulder
Mar Parsaye, Colorado State University
Katherine Peters, University of Colorado, Boulder

C. Pedagogical Borderlines

Room: Learning Lab

The authors on this paper panel are concerned with the role of language and performance in the classroom and on campus, focusing on precision, Inclusive excellence, linguistic competency, outreach, and pedagogy.

Chair: Christopher Bell, University of Colorado, Colorado Springs

The Women's Resource Center: Gender Performance and how Norms are Reproduced and Challenged

Natasha Sheu, University of Colorado, Boulder

Rhetoric on the Border: Negotiating Bodily Space in the Writing Classroom

Robert Affeldt, Adams State University

STEM Literacy: How Electronic Communication Increases Outreach

Sally Blomstrom, Embry-Riddle Aeronautical University

Logos Is the Beginning of Wisdom, not the End

Benjamin Syn, University of Colorado, Colorado Springs

D. Myster-E: Persuasion Design Online

Room: Ah Ha!

Our panel explores Teaching Academy Online as a resource for designing persuasion course materials to engage students in an innovative way. Honoring Plato's dialogue, *Phaedrus*, we focus on "the use of words [and images] to influence the soul." The authors will discuss this alignment of expertise from the perspectives of a communication instructor paired with an online academy instructor, illustrating the design process from conceptualization of a mystery motif to fruition.

Chairs: Lin Allen and Kathryn A. Boyers-Endres, University of Northern Colorado

Session IV (3:15-4:30 pm)

A. Is Pedagogy Ableist? : Exploring the Intersection of Disability and Communication Pedagogy

Room: Summit North

In the following interactive panel, doctoral students and advising staff from the University of Colorado at Boulder will explore the intersections of disability and communication pedagogy. In line with RMCA's theme of the "3 E's," we will specifically trouble "effective communication" as it relates to teaching and disability. Our five panelists will begin by presenting multiple perspectives on these intersections including: (1) the problematics of ignoring disability in teaching until a "problem" presents itself, (2) the forced "coming out" process and disability treated as suspect with university documentation, (3) personal experiences navigating disability support, accommodation, and stigma; (4) campus advising and resources for students with disabilities, and (5) moving beyond accommodation to considering diverse pedagogy at the forefront of teaching, advising, and policy creation. We will then invite the audience to join our conversation and to consider questions like: (How) is pedagogy in and of itself ableist, and how does disability factor into your courses, teaching, or advising?

Chair: Elizabeth K. Eger, University of Colorado, Boulder

Participants: James Michael Fortney, University of Colorado, Boulder
Jessica M.F. Hughes, University of Colorado, Boulder
Denée Janda, University of Colorado, Boulder
Samira Rajabi, University of Colorado, Boulder
Elizabeth K. Eger, University of Colorado, Boulder

B. E-Voking Dialogue Between Instructional Designers and Online Professors

Room: Summit South

A professor struggles with transitioning traditional course material to the electronic environment. An instructional designer works to assist them. In what should be an amiable dialogue, hidden tensions arise. In this session, a designer and a professor explore tensions -- spoken and unspoken -- that can hinder their interaction. By looking at strengths and challenges both parties bring to the collaboration, strategies for effective dialogue are examined.

Role-playing scenarios demonstrating productive and destructive tactics will be showcased. Topics addressed include the distinction between content knowledge and knowledge of online pedagogy, classroom versus typography skills, and the challenge of time constraints. Following the scenarios, audience members are invited to share their experiences and concerns about moving courses to the online environment.

Chairs: Kathryn A. Boyers-Endres and Thomas G. Endres, University of Northern Colorado

C. Charity and Ethos of Revenge: Hyperbole in American Christo-Capitalist Rhetoric

Room: Ah Ha!

Religious discourse is pervasive in American society. Those such as Kenneth Burke suggest that to study the terminology of religion – words about the Word – is a crucial task for rhetorical and religious scholars since it can tell us much about human motivations via the drama of hierarchy, guilt, victimage, and redemption. In this panel, we will discuss religious language in relation to what William E. Connolly calls Christo-Capitalism. We will advance a new theory of the neglected trope hyperbole. We will discuss hyperbolic discourse as it is related to “charity” and political/economic discourse, which we will also connect to a discussion of evangelical rhetoric. We conclude that these instances of political/economic discourse most effectively occur through extreme communication, namely, hyperbole.

Panelists: Joshua R. Ritter, University of Colorado, Colorado Springs
Jeffrey Scholes, University of Colorado, Colorado Springs
Graham B. Walker, Mercer University

D. Political Communication: Past and Present

Room: Learning Lab

Campaigns, elections, bill negotiations, and conflict provide rich opportunities to study language and rhetoric. These papers examine such linguistic gymnastics in the world of politics.

Chair: Mark Finney, Adams State University

The Theory of Political Agenda Setting and the Push to the 2003 Invasion of Iraq
Kate S.L. Sickelka, University of Colorado, Colorado Springs

Doing it with Ease: Truman's Veto of the Taft Hartley Act
David Dewberry, Rider University

Election 2008 and Election 2012: Campaign Interest, News Media Use, and Perceived Media Bias
Among Mass Communication Students
Charles Ingold, University of Northern Colorado

A Look at Ron Paul's "Has Capitalism Failed?" Address through a Dramatic Lens
Svilen Trifonov, University of Colorado, Boulder

RMCA Planning Meeting (4:45-5:30pm)

Backbone Gourmet Grub and Brewhouse, La Quinta Inn (across Cascade Avenue from Group Publishing)

Join the RMCA Executive Council and Board of Governors in reviewing this year's convention and planning for the future. A great opportunity for new and renewing members to network, give feedback, and explore opportunities to become more involved in the organization. Open to all interested RMCA members.