

2007

**Rocky Mountain
Communication Association
ANNUAL CONFERENCE PROGRAM**

Saturday April 21, 2007



ROCKY MOUNTAIN Communication Association

Communicating Diversity: Diversifying Communication

2007 Conference Program

Hosted by:

**The Communication Department of Regis College and
Lambda Pi Eta National Honor Society, Regis Chapter**

Welcome to the 21st Annual Rocky Mountain Communication Association Conference!

Thank you for joining us here at Regis University. This is the 21st annual conference for RMCA, Formerly known as the Colorado State Communication Association. The theme for our conference, “Communicating Diversity, Diversifying Communication,” aims to explore how differences matter in communication, and how diverse communication approaches can be developed, sustained, or transformed to meet the demands of our changing world.

Thanks to your contributions, we have put together an engaging array of panels, roundtables, dialogue sessions, competitive panels, - as well as providing opportunities for connecting with colleagues. Please take full advantage of this years conference, including:

Features:

Competitive Panels

Our Exhibit Hall showcasing publishers

Brenda Allen’s Keynote Address at 10:00 a.m. in the Science Amphitheater

Buffet Lunch and door prizes

Reception at the end of the day with snacks and beverages, including beer, wine, and soft drinks.

Special Dialogue Sessions:

Given the conference theme this year, we are holding two dialogue sessions for reflection and conversation on the keynote speech and local and national hate crimes. These dialogues are part of a national and international effort to provide constructive, cooperative processes to communities facing challenging issues.

Dialogue 1: Session 2.1 at 11:00 a.m. in Main 333.

Dialogue 2: Session 4.4 at 3:30 a.m. in Main 333.

Important RMCA Discussion:

Diversifying and Expanding RMCA Leadership: Designing a Board of Governors (ALC Mountain View) Session 4.6 3:30 – 4:45

Reminder to all presenters

All sessions last for one hour and fifteen minutes. Please plan accordingly.

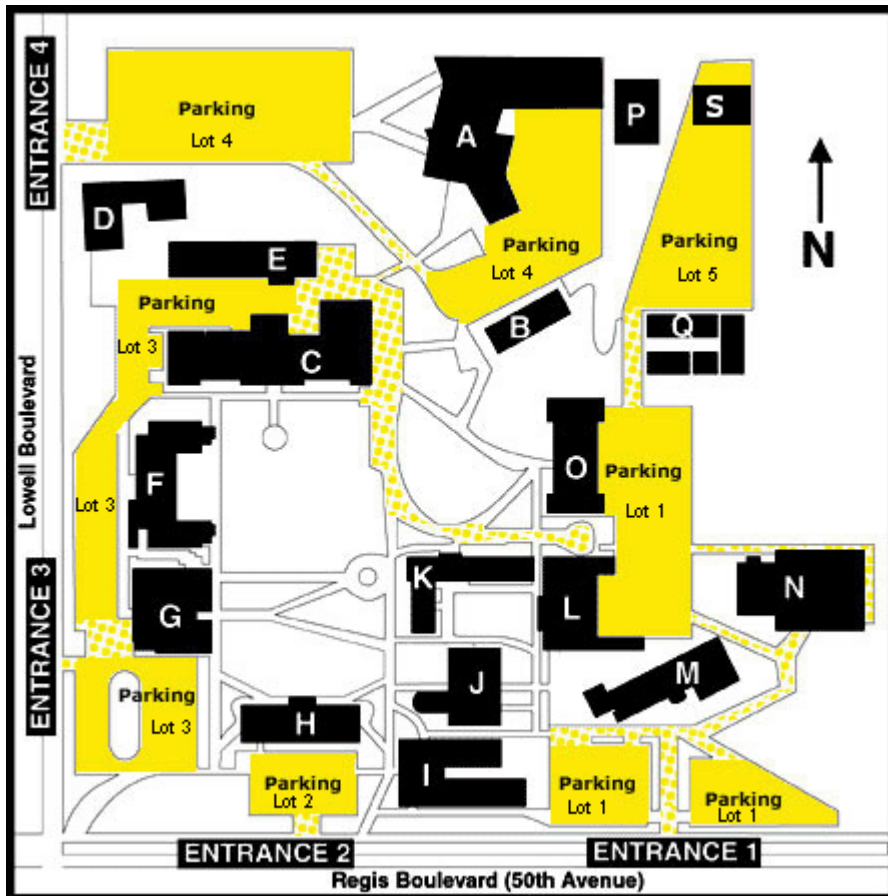
Moderators of competitive paper panels have been asked to introduce the panel/panelists and to monitor time. Sessions have 4 – 6 presenters. This allows 10 – 15 minutes for presentations, allowing for Q&A. While no formal response is required from moderators, summary comments are allowed and encouraged prior to discussion.

Map of Regis University Campus

ALC Annex (Registration, Lunch)

Conference Center (sessions)

Main Hall (most sessions)



To
Federal Blvd.

Science Bldg. (keynote address)

Saturday, April 21

8:00 a.m. – Noon: Registration, Mountain View Room

8:00 a.m – Hospitality, Mt. View Room

9:00 a.m – 3:00 p.m. Publishers Exhibits, Outside Mt. View Room

Session I: 8:30-9:45 a.m.

1.1 Diverse Communication Perspectives on Health and Well Being (Main 304)

Moderator: Mary Beth Callie, Regis University, Denver

Presenters: Brook Anderson, University of Colorado, Boulder
Exiting the Current: The Roles of Socialization and Intergenerational Transmission on the Transition of Young Adults Taking Personal Responsibility for Health Care Needs

Kristina Byrd Figg, University of Colorado, Boulder
The Paradox: Can the Media Fight Childhood Obesity with a Sedentary Medium?

Audrey Riffenburgh, University of New Mexico
Do Established Communication Theories Find their Limits When Applied to Diverse Message Receivers with Limited Literacy Skills?

Tatjana K. Rosev, University of New Mexico
College Students and Substance Abuse: The Role of the Internet

Diana Breshears, Colorado State University
The Use of Invitational Rhetoric in Al-Anon

1.2 Takin' it to the Streets: The Effects of Political Communication on Public Discourse about Politics, Campaigns, and Democracy (Main 305)

Moderator: Barbara Walkosz, University of Colorado at Denver and Health Sciences Center, Denver

Presenters: Denise L. Adamic, Erin Bassity, Shannon Daut, Maisha Fields, Dee Morgenthaler and M. Rosie Russo; all of University of Colorado at Denver & Health Sciences Center

Session Description:

The central theme of this panel involves how communication theory and practices can help us understand the political environment today. Questions that the panelists will answer in their individual presentations include: How does new media, such as "You Tube" or cell phones impact voter participation and evaluation of policies and candidates? What is the future role of women in political campaigns? How do organizations like the White House project facilitate this role? What rhetorical strategies did Governor Ritter use to connect with the diverse Colorado populace? How do race, gender, and age impact the construction of one's political identity? How has the onset of blogging influenced and informed the political process? All panelists will also address the following broad based questions about political discourse: What future research agendas can be developed in the field of political communication? How can political communication scholars contribute to the health of our democracy?

1.3 Rhetoric From Inside the Beltway: Political Identity and Persuasion (Main 306)

Moderator: Robert Margesson, Regis University

Presenters: Veronica Koehn, University of Denver
Splitting The Pro-Life Movement: Bush's And Reagan's Narrative Appeals to the Sanctity of Life

David R. Dewberry, University of Denver
The Religious Right into Congress: Moving from Confrontation to Supplantation

Matthew Petrunia & Christopher Brown, University of New Mexico
Constructing Defiant-Legacy: Approaching Apologia with an Aggressive Posture

1.4 Traversing Diverse Terrain: Negotiation and Dialogue Theories and Practices (Main 333)

Moderator: Janna Goodwin, Regis University

Presenters: Tiffani Baldwin, Metropolitan State University, Denver
Fundamentals: Peace Communication Course

Conlan Ellis Brown, University of Northern Colorado
Triadic Negotiation: A Perspective on Communication

Laura L. Burton, University of New Mexico, Albuquerque
Adaptive Spiral of Communication Influence and Inter-Affective Cognitive Structure Model for Dialogic Persuasive Action

Ashlee Stadig, Regis University
Community, Conflict and Dialogue: Advanced Theory and Application Final Synthesis

Elenie Opffer, Regis University
Applied Communication on the College Campus: Establishing Student Conflict and Dialogue Programs

1.5 Resistance and Control in Organizations: Socialization, Technology, Public Relations and Systems Theory (ALC Mtn View)

Moderator: Ian Dawe, University of Colorado, Denver

Presenters: Wilfredo Alvarez, University of Colorado, Boulder
Diversity in the Workplace: Overcoming the Challenges of Multicultural Socialization in Contemporary Organizations

Margaret Durfy, University of Colorado at Boulder
Control and Resistance in Technologically Saturated Work Environments

Jaclynn Castannon & Jerra Gonzales, University of New Mexico
Reputation

Lauren Wojtko, Regis University
Coordination Challenges at SLC: An application of systems theory

Keynote Address: 10:00-10:45 a.m. (Science Building Amphitheater)

Welcome: Dennis Gallagher, Professor Emeritus, Regis University
Introduction: Elenie Opffer, Regis University
Keynote Speaker: **Brenda Allen, University of Colorado at Denver and Health Sciences**
“Diversity Matters”

Session II: 11:00 – 12:15

2.1 Dialogue Session I: Responses to Keynote Speech & Other Diversity Issues and Concerns (Main 333)

Moderator: Ashlee Stadig, Institute for the Common Good

This dialogue, facilitated by Ashlee Stadig, Dialogue Facilitator for the Institute on the Common Good, will allow conference participants to reflect and respond to the ideas presented by Dr. Brenda Allen at the Keynote Address. While dialogue itself is not a new idea, Stadig will bring innovative approaches to the process as used for community dialogue, public discernment and deliberation on controversial and intractable issues across the country. Participate in what is becoming an international “community of practice dedicated to solving group and societal problems through honest talk, quality thinking and collaborative action.” (<http://www.thataway.org>)

2.2 The Public Infatuation with Real and Dramatized Crime (Main 304)

Moderator: Ian Dawe, University of Colorado, Denver

Presenters: Aubri McDonald, University of Colorado, Boulder
Investigating the Good, the Bad & the Validity of the ‘CSI Effect’

Jenny Roberts, University of New Mexico
Fame, Stardom, and the Serial Killer: An Analysis of the Serial Killer’s Infatuation With Fame and America’s Fascination with Serial Murder

Brooke Nicole Weeber, University of New Mexico
Serial Murder Thanatourism in the United States and United Kingdom

Blair Freel, Erin Gardner & Jaclyn Hall, University of New Mexico
The Media’s Effect on a Serial Killer Epidemic

2.3 Language and Social Interaction in Action: A LSI Data Session (Main 305)

Moderator: Heidi Muller, University of Northern Colorado

Presenters: Margaret Durfy, Mike Herzog, Jenifer Martin, Jaime Moreland, Mansi Sangar,
& Mike Zizzi, University of Colorado, Boulder

Session description:

A Language and Social Interaction (“LSI”) data session is an informal meeting where researchers present recordings and transcripts of human interaction for group discussion and analysis. The participants in this panel are graduate students who have experience with discourse analysis; they will publicly analyze a short segment of taped data. The data will be played several times and transcripts will be distributed for the benefit of both panelists’ and audience participation. Audience members will be invited to make

observations, raise questions, and offer commentary, and effectively join panel participants in a collective project of analysis. The data examined will be college classroom discussions.

2.4 Intercultural Connections and Challenges (Main 306)

Moderator: Jane Elvins, University of Colorado, Boulder

Presenters: Wilfredo Alvarez, University of Colorado, Boulder
Interpersonal Communication Dynamics Between African And Hispanic American Mothers And Daughters: College-Age Daughters' Reports of Their Mothers' Communication

Zheng An, University of New Mexico
Improve Intercultural Communication through Exchange Programs: A Molecular Model of Intercultural Interactions

Holly Gates-Peters, Colorado State University
Collective Ideology in Political Communication: A Content Analysis of United Nations General Assembly Addresses

Jennifer Huynh Thi Anh Morrison, University of Denver
Marriage, Sex and Labor: The Cultural and Multivocalic Resolutions to Human Trafficking

Stacey Peterson, College of Notre Dame of Maryland
An Examination of African American Female Images Via Magazine Advertisements

2.5 Digital Media as a Socio-Cultural Communication Environment (Conference Center)

Moderator: Charles Soukup, University of Northern Colorado

Presenters: Pin Chen, University of Northern Colorado
A Cultural Analysis of Lineage: The Most Popular Online Video Game in 21st Century Asia

Jordan Callier, University of Northern Colorado
The Blurred Empire: Identities of the 21st Century

Gina Lichte, University of Northern Colorado
Promoting Interfaith Dialogue: A Comparison of Face-to-Face and Computer-Mediated Communication in an Interfaith Dialogue Setting

Schuyler Wessels & Charles Green, University of Northern Colorado
The Role of Aggression in Video Gaming and Adolescent Male Culture

Conlan Brown, University of Northern Colorado
PSI-Fi: The Fan Film Phenomenon

In this panel, we will explore five communicative contexts of digital technologies that both mediate contemporary cultural communication and develop new cultural formations. The papers on this panel examine the digital media of video gaming, World Wide Websites, and audio/video texts in order to offer conclusions concerning the role of digital media in contemporary culture.

2.6 The State of the Union in Times of War and Discontent: A Rhetorical Analysis of President Bush's 2007 State of the Union Address (ALC Amphitheatre)

Moderator: Carl Burghardt, Colorado State University

Presenters: Tara D. Hargrove, Colorado State University
Bush's 2007 State of the Union Address: Technology as Savior

Toni-Lee A. Viney, Colorado State University
Despair and Failure: An Analysis of the 2007 State of the Union Address

Joshua Riggs, Colorado State University
Rhetoric of Hope and Opportunity: George W. Bush's Seventh State of the Union Address

Emily Scott, Colorado State University
Successfully Persuading While Public Opinion is at All Time Low: 2007 State of the Union Address

Session Description:

This panel offers four perspectives on the 2007 State of the Union Address. George W. Bush's rhetoric ignites varying degrees of agreement and disagreement both in academia and with the general public, as will be represented by this panel. It is increasingly important to analyze State of the Union addresses in times of war and discontent in our country to understand the complexities that help perpetuate and/or create the exigencies by which these speeches have been called forth.

2.7 Baseballs to Spaceballs: Television, Film, and Newspaper Criticism (Mt View Room, ALC)

Moderator: Janellen Hill, Regis University

Presenters: Beth Bonstetter, University of Minnesota, Twin Cities
Of Structures, Stories, And Spaceballs: Parody as Criticism of Genre Film and Myth

Allison Burr-Miller, Colorado State University
Traditional Criticism: Tom Davis's Discourse on Steroids in Baseball

Michael Alosi, University of Colorado, Boulder
The Extreme Sports Documentary Visual Aesthetic

Charles H. Ingold, University of Northern Colorado
Social Acceptability Bias and Self-Reported Reactions to Sex on Television

Benjamin Mabe, University of New Mexico
Loving Reality TV: The Construction of Ideal Gender Models and Romantic Goals in Reality Romance Games

**Luncheon-Awards Ceremony & Business Meeting 12:30-1:45 p.m.
(Mt. View Room, ALC)**

Session III: 2:00-3:15 p.m.

3.1 Communicating the Human (Main 304)

Moderator: Marc Leverette, Colorado State University

Presenters: Joseph Mohrfeld, Alicia Ernest, Josh Riggs and Alison Burr-Miller, Colorado State University

Session Description:

Working in the Critical Theory tradition, this panel examines the philosophy of communication in a mediated and fragmented world. We examine issues concerning political identity, political action, and ideology with the rise of new media and what this means to the philosophy of communication. Specifically, this discussion will examine the implications of critical/cultural studies and post-structural conceptions of the author/producer and how they interact with theories of communication.

3.2 New Speculations and the Role of the New Media (Main 305)

Moderator: J. A. G'Schwind, Regis University

Presenters: Ally Ostrowski, University of Colorado, Boulder
Digital Dialogue: Exploring the Potentials of Online Interfaith Discourse

Tatjana Rosev, University of New Mexico
College Students and Substance Abuse: The Role of the Internet

Schuyler Wessels, University of Northern Colorado
Communication & Video Game Violence: Does Playing Violent Video Games Really Cause Hostile or Aggressive Thoughts in Adolescents

3.3 Challenges in Education: Teaching, Learning, and Reforming (Main 306)

Moderator: Mary Beth Callie, Regis University

Presenters: Rhea Karr, LaRae Tronstad, Sally Blomstrom, Kathleen Kirsch, Mary Jo Carnot, & Susan Schaeffer, Chadron State College
The Impact of Personal Efficacy and Moral Development on Academic Motivation

LaRae Tronstad, Rhea Karr, Sally Blomstrom, Kathleen Kirsch, Mary Jo Carnot, & Susan Schaeffer, Chadron State College
Academic Dishonesty: The Dynamics of Self and Peer Evaluations

Stephanie Neill, Colorado State University
Negotiating Authority: An Ethnographic Look at Gender, Discipline, and Teaching Styles in a College Classroom

Gloria Pudaite, University of Colorado, Colorado Springs
The Role of Culture in Teacher Immediacy; Student Perspectives on International Teaching Assistants

Heidi Muller, University of Northern Colorado
Advantage Classroom Pedagogy I: On Mind and Teaching Communication

Sally Blomstrom, Chadron State College
*Assessing the Learning in Service Learning Projects Using Outcome Measures
recommended by the Commission of Public Relations*

Bonnie Orkow, University of Denver
*Legislative Internships: What it Teaches Students about the Importance of
Communication Skills*

3.4 Communicating Responses to Hate Crimes (Main 333)

Moderator: Elenie Opffer, Regis University

Presenters: Blake Weber, Boulder Pride; Andie Lyons, Colorado Alliance Against Violence; Jeanne Burke, Naropa Institute; Jacquelynn McDaniel, University of Denver; Martine McDonald, Naropa University; Gil Gardner and Lisa Garza, Sociology Department of Regis University

Session Description:

A top priority for diversity scholars and activists alike is the elimination of hate crimes. This panel brings together victims, activists and researchers of hate crimes for a presentation and dialogue. Fellow students of the Naropa student who was recently brutally beaten in Boulder, Colorado, local activists who led the community response to this crime, and scholars investigating hate and justice will present their experiences. This panel will be followed by a dialogue in the next session which provides conference attendees a chance to reflect and respond to hate crime on a personal and intellectual level, and strategize ways to eliminate this form of intolerance and terror.

3.5 Rhetoric as Inventional Process (ALC Amphitheatre)

Moderator: Christina Foust, University of Denver

Presenters: Greg Dickinson, Colorado State University
Memories for Sale: Nostalgia and the Construction of Identity in Old Pasadena

Lisa B. Keranen, University of Colorado, Boulder
*'Cause Someday We All Die: ' Rhetoric, Agency, and the Case of the 'Patient'
Preferences*

Charles Soukup, University of Northern Colorado
Mastering the Game: Gender and the Entelechial Motivational System of Video Games

Session Description:

This panel brings together rhetoric and media critics from the Front Range in the spirit of “diversifying communication,” by revealing the inventional choices which formed a published essay of their choice. Panelists will discuss, for instance, their initial encounters with rhetorical texts or communication artifacts; the grounds for deciding to write about a given text, artifact, place, experience, or situation; the interpretive and evaluative choices they made in probing the text’s possibilities; and the joys and frustrations of their writing process. Panelists’ commentaries will conclude with an interactive discussion between the moderator, participants, and audience, concerning criticism as an inventional process.

Session IV: 3:30-4:45 p.m.

4.1 Communication Diversity through Pop Culture (Main 304)

Moderator: Jan Whitt, University of Colorado, Boulder

Presenters: Christopher Bell, University of Colorado, Boulder
The Dilemma of Hermione Granger

Elizabeth Skewes, University of Colorado, Boulder
Frontrunners or Cannon Fodder? Early News Coverage of the 2008 Campaigns of Clinton, Obama, and Richardson

Jan Whitt, University of Colorado, Boulder
From the Wilderness into the Closet: 'Brokeback Mountain' and the Lost American Dream

4.2 Q& A Panel: Diversifying Approaches: Teaching College Communication and JMC Courses (Main 305)

Moderator: Kelly Scott, University of Northern Colorado

Presenters: Kelly Scott, Darrell Blair, Charles Green, & Matthew Gale
The University of Northern Colorado

Panel Description:

The purpose of this panel discussion will be to discuss teaching experiences from several different Communication and Journalism and Mass Communication courses such as: Public Speaking, Introduction to Communication, Persuasion, Political Communication, Newswriting, and Introduction to Journalism and Mass Communications. Each member will briefly share information related to their position and experience. After this the panel will receive questions from those in attendance.

4.3 Diversifying Pedagogical Practices in the Information Age (Main 306)

Moderator: Marc Leverette, Colorado State University

Presenters: Barry T. Janes, Rider University
Web-based Distance Education: A Convergence of Diversity and Technology

Shawn Kildea, Rider University
Diversifying Online Teaching Solutions: Using Facebook in Blended Learning

George McHendry, Colorado State University
Where is Television?: TV Studies, Technology, and the Problem of Place in the Classroom; or Why Marc and Guy Invented "YouTube Friday"

Shawn McIntosh, Columbia University
When the Classroom Meets the Blogosphere: Using Blogs to Diversify and Expand the Learning Experience

4.4 Dialogue Session II: Responses to Hate Crime Presentation (Main 333)

Moderators: Elenie Opffer and Janna Goodwin, Regis University

This dialogue, facilitated will bring innovative approaches to the process as used for community dialogue, public discernment and deliberation on controversial and intractable issues across the country. Participate in what is becoming an international “community of practice dedicated to solving group and societal problems through honest talk, quality thinking and collaborative action.” (<http://www.thataway.org>)

4.5 Aesthetic and Cultural Criticisms (Conference Center)

Moderator: J.A. G'Schwind, Regis University

Presenters: Betty Burton Brown, University of Northern Colorado
The Enthymeme as a Persuasive Device in Empire of the Sun

Melanie Salazar, University of New Mexico
Putting Society under the Microscope: A Rhetorical Analysis of Diane Arbus's Child with a Toy Hand Grenade

Michelle Gurule, Colorado State University
Leisure and Wealth in Nightclubs: Rhetoric of Space in Denver's The Church

Myra Luna Lucero, University of New Mexico
En Unidad, Hay Poder: An Examination of One Historic Photograph

Bethany Porter, Colorado State University
Exploring Women's Letter Writing through Jane Austen

4.6 Roundtable Discussion: Diversifying and Expanding RMCA Leadership: Designing a Board of Governors (ALC Mountain View)

Moderator: RMCA President Thomas Endres

Panel: Newly appointed Board of Governors members (TBD)

Session Description:

In 2007, the RMCA Executive Council approved the creation of an RMCA Board of Governors (BOG) who would assist with the association's governance and planning of the annual conference. Board members represent the various constituent groups that comprise RMCA. The purpose of this roundtable is to further design the nature of the board, e.g. job duties, terms of office, decision-making authority. This roundtable is open to (a) any members of the BOG already appointed, (b) any individuals interested in a vacant BOG position, and (c) any RMCA members who would like to provide input to the design process. Ideas are welcome!

4.7 Theorizing and Interpreting Resistance: The Relevance of Nietzsche & Gramsci (ALC Amphitheatre)

Moderator: Christina R. Foust, University of Denver

Presenters: Daniel Foster, William Murphy, Brian Schrader, Jennifer Simon, all of University of Denver

Panel Description:

This panel considers the work of two “foundational” figures for theorizing and interpreting resistance, post-orthodox Marxism: Friedrich Nietzsche and Antonio Gramsci. Gramsci and Nietzsche each bring a distinctively rhetorical eye toward resistance, conceiving it as struggles waged—for and through—ideas, issues, and identities.

Reception 4:45-6:15 p.m.: Mountain View Room, ALC

Come to an inspired reception with snacks, drinks, music performed by guitarist Dan Van der Vieren. Snacks, Beer, wine, or a soft drink courtesy of the Dean of Regis College. Connect with colleagues and friends and make plans for dinner in Denver!

6:15 Officer’s Meeting, Mountain View Room, ALC

2007 RMCA Conference Schools in Attendance

**Chadron State College
College of Notre Dame of Maryland
Columbia University
Colorado State College
Metropolitan State University
Naropa Institute
Regis University
Rider University
University of Colorado, Boulder
University of Colorado, Colorado Springs
University of Colorado at Denver and Health Sciences Center
University of Minnesota, Twin Cities
University of New Mexico
University of Northern Colorado**

2007 RMCA Conference Community and Civic Organizations in Attendance

**Boulder Pride
City of Denver
Colorado United Against Violence
Institute on the Common Good**

Remember to bookmark the association website at:

www.unco.ude.RMCA

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