

2009 RMCA Conference Program

University of Wyoming, Classroom Building, Saturday, April 18, 2009

“Communication in a Time of Change”

8:00 a.m.-Noon: Registration, Lower West Lobby

8:00 a.m.-5:00 p.m.: Room 115 is available for those needing space to prepare presentations

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

1.1—Room 142—Life Changes and Changing Lives

Chair: *Beau Bingham, University of Wyoming*

The changing seasons: the season for change
Katherine Hurley, University of Denver

Virtually Balanced: Moving from Balance to Fusion
Sarah Blithe, University of Colorado

Divorce and Its Impact on Cultural Beliefs of Marriage in Young Adults
Lea Littleford, University of Northern Colorado

1.2—Room 103—Studies in Visual Communication

Chair: *Cary Berry-Smith, University of Wyoming*

Real world or not: A visual analysis of Second Life
Alexie Jo Pitsch, University of Wyoming

Sports Illustrated: Meaning of Images in Advertisements
Kiley Tomassi, University of Wyoming

Digital Images and Memory
Jennifer Dunn, University of Wyoming

1.3—Room 141—Explorations of Differences in Culture

Chair: *Frank Millar, University of Wyoming*

Exploring Dora: Whiteness and Othering in *Dora the Explorer*

Courtney Yost, Colorado State University

Chinese or global: Analysis of the movie *Red Cliff*
Jun Chen, University of Wyoming

Between Hello, Welcome and Goodbye: An International Student Journey
Nazmije Gjoci, University of Northern Colorado

1.4—Room 142—Mass Media: Positive Self-help Guides or Positively Disastrous for One's Self-esteem

Chair: *Kelly C. Scott, University of Northern Colorado*

The use of Ideological Criticism to examine the constructed image that popular Christian Literature promotes for women in contemporary society
Jarae Fulton, University of Northern Colorado

An exploration of the symbolic messaging presented in Britney Spears lyrics and music video for her popular new song "Womanizer"
Kelly C. Scott, University of Northern Colorado

An examination of the false narrative of the women who are unable to find and keep a male companion.
Melissa Donley, Community College of Denver

The members of this panel will discuss mass media as a source of empowerment, encouragement and self-esteem development for members of society, especially women. Media is a readily available and widely used, which sends a variety of messages to society. The problem comes when the naive consumer takes the messages at face value without any further critical thought. This panel will explore popular movies, television programs, books and music that display images posed in mass media that potentially perpetuate stereotypes and camouflage empowerment.

10:00-11:15 a.m.: Session II

2.1—Room 118—Application of Alternative Frameworks

Chair: *Eileen Gilchrist, University of Wyoming*

The New Face of Dating: An Application of Social Penetration and Uncertainty Reduction Theories to Explain Relational Development Online
Liesel Sharabi, University of New Mexico

A case study of the Rainforest Action Network to illustrate the power of alternative ideological frameworks on the environmental movement

Kristen Owen, University of Wyoming

Wizard Writers: An Analysis of Roland Barthes and Poststructural Theory

Tonya Kron, Colorado State University

2.2—Room 141—Looking at the World of Sports Through Communication Studies

Chair: *Cindy Price, University of Wyoming*

Conversational Identities of Professional Coaches

Irene Stein, Fielding Graduate University

The Spectacle of the Native: The Domination and Commodification of Native Americans through Sports Mascots

Amanda Purnell, Colorado State University

2.3—Room 103—Judicial Integrity: The Rhetoric of Recusal in *Caperton v. Massey*

Chair: *Kelly Scott, University of Northern Colorado*

Participants:

Lin Allen, University of Northern Colorado

Kelly Scott, University of Northern Colorado

Matthew Gale, University of Denver

This panel will analyze arguments in *Caperton v. Massey*, a case to be heard by the Supreme Court on March 3, 2009. The case examines ethical questions, described in a Brief *Amicus Curiae*, The Center for Political Accountability and Zicklin Center for Business Ethics Research at the Wharton School: The escalation of judicial campaign spending traps business leaders into a classic “prisoner’s dilemma.” For ethical and financial reasons, most corporations would prefer to avoid spending money . . . for a seat on a court where it has a matter pending . . . In today’s election environment, however, a corporation must consider the likelihood that its opponent in high-stakes litigation may actively support one or more of the judges that will hear its case

2.4—Room 142—Embracing a learning-centered approach to education through service-learning: Meeting the changing needs of our students and society

Chair: *Sherry Messina Dewald, Red Rocks Community College*

Nurturing the Citizen Scholar in Public Speaking

Gretchen Wheeler, Casper College
Ryann Dubiel, University of Colorado Denver

Engaging Students: A Sampling of Service-learning Assignments
Ebba Stedillie, Casper College

In “Wake Up and Smell the New Epistemology” an article in *The Chronicle Review* (Jan. 23, 2009), Tim Clydesdale blatantly states the truth about the current college students’ view of “traditional” academic classroom approaches. “Gone are the days when students arrived in awe of the institution and its faculty, content to receive their education via lecture and happy to let the faculty decide what was worth knowing.” Most colleges and universities are now attempting to address this change in student epistemology through a learning-centered approach that emphasizes collaboration, student empowerment and meaningful assessment. This session will discuss the use of service-learning as a pedagogical solution for these challenges. Presenters will provide examples of service-learning assignments currently being used in various communication courses to meet the changing needs of our students and society. Guest students from Casper College will be present to add comments and answer questions about their service-learning experiences.

11:30-12:15: Keynote Address

Room 129

Agenda Setting in a Time of Change
Don Shaw, University of North Carolina

Don Shaw is the Kenan Professor in the School of Journalism at the University of North Carolina. He is a communication historian and theorist, a retired U.S. Army Reserve officer, and a writer who has taught at North Carolina since 1966. As a scholar he has a worldwide reputation for his work with Max McCombs of Texas about the agenda setting function of the press and for his studies of 19th and 20th century American and Southern press histories. His poetry has been presented to North Carolina state and local audiences. Shaw has won several awards for outstanding teaching, teaching appreciation, and outstanding research. Among these awards are the David Brinkley Teaching Award and the Paul J. Deutschmann Award from AEJMC for career achievements. Dr Shaw earned his Bachelors and Masters degrees from the University of North Carolina and his Ph.D. degree from the University of Wisconsin.

12:30-1:30 p.m.: Luncheon, Family Room—2nd Floor, Wyoming Union

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

3.1—Room 118—Politics and the Media: From Agenda Setting to the Media’s Role in Campaigns

Chair: *George Gladney, University of Wyoming*

Politics and news media: A long relationship
Mitzi Hettgar, University of Wyoming

From Interest in the 2008 Presidential Election to Media Bias: Some Findings from a Survey of Students
Charles Ingold, University of Northern Colorado

Memo to the White House: Allocation of Agendas through the New York times, 1925-2005
Thomas Terry, Idaho State University

3.2—Room 142—Studies in Popular Culture—Radio, Television, Internet

Chair: *Gracie Lawson-Borders, University of Wyoming*

Desperate Housewives: Now You Know its Colonial Discourse
Beverly Natividad, University of Denver

People’s Radio...For the Ghettos and the Varrio: Opening Ideographic Space in “Radio” through Hip-Hop
Matt Plush, University of Wyoming

Pentadic Analysis of Match.com
Kelsey Hardin and Liesel Sharabi, University of New Mexico

3.3—Room 141—Examinations With a Cultural Focus

Chair: *Sandy Hsu, University of Wyoming*

Reported Speech as Performative: Culture, Identity, and Interpersonal Attitudes
Jessica Robles, University of Colorado

The Dilemma of May-December Love in Taiwan
Yen-I Lee, University of Northern Colorado

Applying metaphors of the Strict Father central model to the LDS Church
Kellie Nelson, University of Wyoming

3.4—Room 103—Multi-channel Analysis of Political Discourse: Speeches, Newspapers, and Political Blogs

Chair: *Barbara J. Walkosz, University of Colorado Denver*

An Analysis of the Use of Invitational Rhetoric in Barack Obama's The Audacity of Hope Speech

Ryann Dubiel, University of Colorado Denver

Bridging the ideological divide: How new technologies unite and divide us, and what we can do about it

Shannon Daut, University of Colorado Denver

Media and Politics: How Agenda Setting Led to Action during the 2008 Presidential Campaign

Vanessa Delgado, University of Colorado Denver

Political campaign communication scholars agree that voters seek information from political actors in a variety of ways in order to make informed decisions. The effectiveness and the nature of how political information is sent, accessed, and utilized by voters is a key concern of communication scholars. In order to examine this phenomenon, this panel analyzes three communication channels that politicians employ to disseminate information: political speeches, newspapers, and political blogs. The panelists utilize invitational rhetoric, agenda setting, and framing theories as the frameworks for their analysis of political discourse. The 2008 Presidential campaign, which underscored the use of multiple channels in the dissemination of political information, will provide a context for the discussion

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

4.1—Room 142—Behavioral Studies in Communication

Chair: *Arne G'Schwind, Regis University*

Experience Inclusive Communication: A Framework for Consideration

Heidi Muller, University of Northern Colorado

Handling Nietzsche's Two Men with Four Yellow Fingers: A Brief Attempt to Construct a Methodology by Dwelling with the Intuitive Man and the Rational Man

Matt Plush, University of Wyoming

You're Supposed to Laugh: Predicted Outcome Values, Humor, and Likeability

Peter Koprince, University of North Dakota

4.2—Room 141—Rhetorical Studies of Politics and Community

Chair: *Thomas Endres, University of Northern Colorado*

Obama's inaugural speech interpreted through the five stages of speech preparation and compared to the ethos, logos and pathos of Abraham Lincoln and Martin Luther King, Jr.

Melissa Martin, University of Wyoming

Collective rhetoric and the collective communication technique: Searching for a rhetoric of community.

Mallorie Bruns, Colorado State University

“Take It From a Gal Who Knows”: The Rhetorical Roles of Sarah Palin's 2008 Vice Presidential Nomination Acceptance Address

Alyson Wallberg, Colorado State University

4.3—Room103—Barriers to Productive Interfaith Dialogue

Chair: *David Palmer, University of Northern Colorado*

“The Perfect Storm”: A Four Factor Model of Religious Anti-Pluralism

James A. Keaten, University of Northern Colorado

Barriers to Productive Discourse in American Foreign Policy

David L. Palmer University of Northern Colorado

Effective interfaith dialogue requires an understanding of the historical and symbolic barriers that impede productive discourse among members of different faith traditions. The panel is designed to examine common themes of symbolic barriers that impede effective dialogue among people who inhabit different religious systems. The topic of ‘barriers to interfaith dialogue’ fits into the larger project of the Center for the Advancement of Pluralistic Dialogue at the University of Northern Colorado—a project that seeks to examine and advance effective dialogic strategies between the various religious traditions

4.4—Room 118— “The Times They Are a Changin'” (Dylan, 1964): How Community Colleges and Universities Change to Fit the Times

Chair: *Sherry Messina Dewald, Red Rocks Community College*

Community Colleges Change With the Times

Sherry Messina Dewald, Red Rocks Community College

Tracey Mahoney, College of Southern Nevada

Jay Sullivan, Red Rocks Community College

Casper College and the University of Wyoming: Sustainability of a Successful Partnership

Carol Tarantola, University of Wyoming/Casper College Center

As Bob Dylan so aptly stated, “The Times They Are A-Changin'.” Whether it is a reflection of the recent economic times, or the need for flexible scheduling, according to the *Chronicle of Higher Education*, (January 16, 2009) two-year schools may find higher enrollment due to the present state of our economy. According to the article, “The trend is attributed to higher unemployment and the fact that those institutions have more online courses, which appeal to adult continuing education learners.” To meet the demands of this changing student population, community colleges such as Red Rocks Community College and the College of Southern Nevada are changing with the times. The ideological and pragmatic approaches that provide marketable skills for a workforce that may stimulate the economy will be addressed. The sustainability of the successful partnership between the University of Wyoming and Casper College amidst the societal changes will also be discussed.

5:00-6:30 p.m.

West Atrium—RMCA Brainstorming Session/Business Meeting and Reception

Facilitator: *Thomas Endres, University of Northern Colorado*
Reception sponsored by the *University of Wyoming*

RMCA is both a vibrant organization and one that struggles. While having many advocates and supporters, it is still in need of additional human and physical resources. Please join RMCA officers and Board of Governors members for this planning session devoted to the continuing growth and vitality of the Rocky Mountain Communication Association. Ideas for the future of RMCA? Come share them. Suggestions for improvement? Bring them along. Want to get involved? Join us.