

Rocky Mountain Communication Association Conference Program
From Cynicism to Civility
Saturday, April 16, 2011
Group Publishing, Loveland, CO

Registration in Lobby 8:00 a.m. – Noon

Session I

8:30-9:45 a.m.

1.1

Summit Central

Classical Rhetoric in Greece: Student Scenarios

This panel will review Classical Rhetoric in Greece from student scenarios. Visiting the land where Olympians raced, statesmen rallied, philosopher-kings ruminated, and goddesses enraptured, summer 2010 students approached the Athenian roots of democracy. Their on-site studies reveal the foundation of oratorical arts, focusing on (1) shaping the intellect and imagination of Greek athletes, artisans, and citizens, (2) recreating the discourse of the ancient Greeks through study of dialogs and declamation that shaped Greek logos and ethos, and (3) enacting the drama of the Greek courts and choruses that shaped Greek pathos.

Chair: Lin Allen, University of Northern Colorado

Panelists: Ron Boyle, University of Northern Colorado
Nico Goda, University of Northern Colorado
Jessica Jones, University of Northern Colorado

1.2

Summit North

A Look Through Time: A Historical Journey Through Communication Theory

This panel explores five groundbreaking theories in communication studies: Family Systems Theory, Muted Group Theory, Agenda-Setting Theory, Communication Accommodation Theory and Information Processing Theory. Each paper chronicles the development of the theory, its key tenets, applications, limitations, and future uses of the theory. As Communication Studies continues to grow as a field it is important to understand the roots of our discipline and how they influence the scholarship of the present and future. The theories explored in this panel are the grounding upon which we can look at civility in our world, as they provide unique frameworks to understand human communication, and ultimately, to work to enrich our understanding of the human connections that surround us everyday, be it a relationship between members of a family, friends, partners, a workplace, or within society.

Chair: Emily Sauter, Colorado State University

Panelists: *Family Systems Theory: Origins to Modern Applications*

Ashton Mouton, Colorado State University

Muted Group Theory: Exploring the Implications of Man-Made Language

Alita St. Clair, Colorado State University

The Agenda: The Life of Agenda-Setting Theory (AST)

Emily Sauter, Colorado State University

Communication Accommodation Theory: Fostering Communicative Effectiveness

Aleksandra Fedunchak, Colorado State University

Social Information Theory: How the Unseen is Known

Linnea Sudduth, Colorado State University

1.3

Summit South

Trumping Incivility

This panel discusses whether we are becoming more prone and inured to incivility in the US in the 21st century—and what makes this a topic of salience for us. We present a set of scenarios in which we find uncivil behavior, analysis of the reasons for our findings in communicative and ethical terms, some suggestions for how to best respond to such instances of incivility in ways that raise the level of discourse, together with rationales for our choices and suggestions. We will consider communication theory and ethics in our treatment of the subject of incivility. We will then call for audience input and discussion, hoping that we evoke critiques and alternative approaches from the audience.

Chair: Erica Hollander, Metropolitan State College of Denver

Panelists: David Joeks, Metropolitan State College of Denver
Ada Andrews, Metropolitan State College of Denver
Will Welch, Metropolitan State College of Denver

1.4

Learning Lab

Promotion Commotion and Strategy

Chair: Benjamin Mabe, University of New Mexico

Presenters: *Finding COJO's Mojo: An analysis of the University Of Wyoming Communication and Journalism Department's Integrated Marketing Communication*
Sheryl-Ann F. Stake, University of Wyoming

The Promotional Strategies of Cross-cultural participation for International Students-2010 ELS Halloween Party at the University of Wyoming

I-Ting (Joyce) Huang, University of Wyoming

Single and a Volunteer? Reaching the Single Volunteer through Social and Religious Service Promotion

Jessica Young, University of Wyoming

The Pixar Dream Works: DVD Special Features and the Conflict between Character and Star

Sky L. Anderson, Colorado State University

Session II

10-11:15 a.m.

2.1

Ah-Ha Room

Da Vinci Civility: Codes, Coeds, & Choreography

This panel focuses on the philosophy and practice of collaboration, drawing from analysis of Dan Brown's *Da Vinci Code* to our PARTNERS of the AMERICAS international project, *The Other Wes Moore: One Name Two Fates*. We focus on setting the stage for collaboration and enactment. We trace ordering steaming cups of plum tea and buttery scones at the close of a winter term to the beginning of a series of research collaborations, establishing a tradition of discovering topics of mutual intrigue, ranging from mystery (A Rose Line) to political mantra (America, America) to monetary metaphor (A Narrows Line, A Euro's Line). Our research question is to discover rhetorical elements instrumental to successful collaboration.

Chair: Lin Allen, University of Northern Colorado

Panelists: Betty Brown, University of Northern Colorado
Lin Allen, University of Northern Colorado
YEN-I Lee, University of Northern Colorado

2.2

Summit North

Rhetoric, Civility, and Power

Chair: Thomas G. Endres, University of Northern Colorado

Presenters: *President Obama's Nobel Prize for Peace Lecture: Justification of War*
Ashton Mouton, Colorado State University

Democratic Invectives and Unparliamentary Politics
Lisa Carlton, University of Iowa

Better the Devil You Know than the Devil You Don't: The Crises in Egypt
Holly Langsdorf, University of Northern Colorado

Battling for Authority: A Comparative Analysis of Greek Life and Street Gangs

Jo Anderson, University of Northern Colorado

Cassidy Madden, University of Northern Colorado

2.3

Summit South

Cynicism Toward the Other and Ourselves

Chair: Rebecca Roberts, University of Wyoming

Presenters: *Cynicism towards Immigrant as a Cultural Other Cross-Culturally or Same Story, Different Cast*

Julia Khrebtan-Hoerhager, University of Denver

Discovery, Management, and Power Usages of Ethnic Identity

Christina M. Romero, University of Northern Colorado

Navigating Through feminism as an Alienated Soul: a Critique of Contemporary Feminist Doctrine and Praxis

Darrie Matthew Burrage, Colorado State University

The Sexual Exploitation of Children in America: The Ultimate Blame and Shame Game

Jessica Solverud, Colorado State University

2.4

Learning Lab

Cynicism, Civility, and Rhetorics of Social Change: A Showcase of Undergraduate Research

This panel engages issues of civility and cynicism through rhetorical analysis of the dynamics between institutions (or “in-groups” broadly defined) and social movements (or “out-groups” broadly defined). It raises questions which have faced rhetoric scholars since radical protests rocked the 1960s, including: How much of our understanding of “effective” and “ethical” public persuasion is predicated upon rhetoric’s contribution to social norms, the status quo, and the maintenance of institutionalized power? It also considers questions raised by social movements, from the distant past through the present: How might “civility” be used to maintain potentially unethical practices or regimes? Through close case studies of social movement rhetoric, this panel considers civility and cynicism in the context of social change.

Chair: Christina Foust, University of Denver

Panelists: *Parkour, and Movements as Meaning*
Charles St. John, University of Denver

The Prospects of Viewing Suicide Bombers as a Movement
Danielle Miller, University of Denver

The Hegemonic Nature of Social Movement "Precedents"
Jessica Morganfield, University of Denver

First Wave Feminism
Holli Crane, University of Denver

Keynote Address **11:30-12:15 p.m.**
Summit Central

Free Speech, Civility, and Symbolic Violence in Higher Education
James A. Aune, Texas A & M University

James A. Aune is a Professor of Communication at Texas A & M University. His books include *Rhetoric and Marxism* and *Selling the Free Market*. He won the 2003 National Communication Association Diamond Anniversary Book Award for *Selling the Free Market*. He has published research in *Communication Theory, Philosophy & Rhetoric, Hastings Constitutional Law Quarterly, Quarterly Journal of Speech, Rhetoric & Public Affairs*, and elsewhere. He is member of the editorial boards of *Quarterly Journal of Speech, Communication Theory, Philosophy & Rhetoric*.

Luncheon and Business Meeting **12:30-1:30 p.m.**
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Session III **1:45-3:00 p.m.**

3.1 **Summit Central**
Top Competitive Papers

Chair: Benjamin Mabe, University of New Mexico

Presenters: *The Femme-inization of Power*
Elizabeth Brunner, University of Colorado

Disordered Eating and Father-Daughter Communication
Ashton Mouton, Colorado State University

Stuff White People Like... To Keep: Re-Appropriation and Whiteness in America

Trevor Schmitt, University of New Mexico

Benazir Bhutto and the Power of Narrative

Emily Sauter, Colorado State University

3.2

Summit North

Pedagogy and Participatory Democracy: Moving from Cynicism and Individualism to Civility and Collaboration in a Basic Communication Course

In this interactive panel, instructors from the University of Colorado at Boulder share their experiences redesigning a basic group communication course into a theoretical and experimental engagement with participatory democracy. This new design engages contemporary social challenges of our changing, diverse world (including overwhelming cynicism and limited liberal democratic theories of communication and interaction). Through their fluid and experimental pedagogy, the course instructors invite freshman university students to consider how we might collectively produce a more vibrant democracy and to improve the quality of our societal decision-making. In addition to describing their current course and how other instructors might design a similar class, the panelists will offer applications for other communication courses with various topics and structural designs.

Chair: Stanley A. Deetz, University of Colorado at Boulder

Panelists: *On Revising the Basic Communication Course: A Professor's Creative and Participatory Proposal*

Stanley A. Deetz, University of Colorado at Boulder

The Pedagogical Leap from Polarized Positions to Pluralism: Challenging Students' Ingrained Individualism and Cultivating Care, Civility, and Participation

Elizabeth K. Rush, University of Colorado at Boulder

Pedagogical Implications and the Accessibility of Deliberative Democracy

Josie L. Kness, University of Colorado at Boulder

The Assessment Dilemma: Grading the Individual in a Collaborative Course

Jenna Hanchey, University of Colorado at Boulder

Adapting as You Teach: Teaching For Change and Understanding

Kell Delaney, University of Colorado at Boulder

Engaging Communication: Taking Participation to New Levels
Carey Candrian, University of Colorado at Boulder

Online Classrooms: An Exemplar of Learning as Participatory Democracy
Sarah Blithe, University of Colorado at Boulder

3.3

Summit South

Civil response to Death and Loss

Death, whether sudden and unexpected or the result of long-term illness, severs us from a comfortable reality and thrusts us into an unknown territory. The response of others in the community is critical to healing from the assault of tragedy and grief. The traditional language of grief and recovery implies that we can be restored to what was previously normal and often is unintentionally uncaring to those who have experienced the loss. These three auto-ethnographic stories contribute to an important conversation about the impact of language in responding civility to another's loss. Each panelist explores their transformational journey of the liminal experience of death and the response of significant others.

Chair: Karen Lollar, Metropolitan State College of Denver

Panelists: Karen Lollar, Metropolitan State College of Denver
David Kottenstette, Metropolitan State College of Denver
Jacqueline Kirby, Metropolitan State College of Denver

3.4

Learning Lab

Managing Organizational Cynicism through Civility and Tolerance of Diversity

Participants of this panel come from various organizational backgrounds. Speaking from experiences and sharing their accomplishments/visions, presenters will address challenges, impacts, and benefits of having diversity in their organizations. The aim of this panel is to show how, through effective, civil and non-discriminatory management of differences, cultural diversity can become a true asset to organizational cultures.

Chair: Julia Khrebtan-Hoerhager, University of Denver

Panelists: *Civil Intercultural Communication and Non-Profit Organizations: Challenges in Working with "Well Meaning" People*
Julia Khrebtan-Hoerhager, University of Denver

Civility, Diversity and Organizational Culture of Academy: from Theory to Practice
Cassidy Higgins, University of Denver

Civility towards the Other Builds an Inclusive Academic Community
Beverly Romero Natividad, University of Denver

Commercial Airlines and Civility - Not Always In the Air
Andy Kai-chun Chuang, University of Denver

Session IV

3:15-4:30 p.m.

4.1

Summit Central

Language and Social Interaction in Action

A Language and Social Interaction ("LSI") data session is an informal meeting where researchers present data for group discussion and analysis. The participants in this panel are faculty and 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 effectively join panel participants in a collective project of analysis. The focus of the data session will be student focus group discussions on immigration. Of special concern will be the ways in which civility and cynicism are enacted in facilitated dialogue surrounding a controversial issue.

Chair: Jessica M. Fridy, University of Colorado

Panelists: David Boromisza-Habashi, University of Colorado
Robert T. Craig, University of Colorado
Heidi Muller, University of Northern Colorado
Leah Sprain, Colorado State University
Karen Tracy, University of Colorado
Michael P. Zizzi, University of Colorado

4.2

Summit North

Supreme Civility: Snyder v. Phelps Frames Privacy Versus First Amendment Rights

Symbols of civility in 09-751, *Snyder v. Phelps*, are compared in this panel discussion. Pitting the right to grieve privately against the right to protest publicly, Petitioner Sean E. Summers argues on behalf of "[T]he father of a fallen marine," "If context is ever going to matter, it has to matter in the context of a funeral," (Liptak, 2010.) Respondent Margie J. Phelps, daughter of Topeka's Westboro Baptist Church's pastor, counters, "The words that were at issue in this case were people from a church delivering a religious viewpoint, commenting not only on the broader public issues that the discussion was underway in this nation about dying soldiers, about the morals of the nation--" We analyze briefs and oral argument in *Snyder v. Phelps* through frame analysis including charismatic terms and tyrannizing images.

Chair: Lin Allen, University of Northern Colorado

Panelists: Lin Allen, University of Northern Colorado
Dale Edwards, University of Northern Colorado
Paul Hodapp, University of Northern Colorado

4.3

Summit South

Symbols and Substance of Contemporary Times

Chair: Sherry Messina Dewald, Red Rocks Community College

Presenters: *Miss Money Penny's Secondhand Fashion Emporium: A Postmodern Critique of "Unfashionable" Fashion*
Keeley M. Buehler, University of Denver

Revolutionizing Dating: A Feminist Critique of Romy Miller's Dating Advice Book for Men
Abby Zwier, Colorado State University

Veils, Cigarettes, and You Tube Videos: The History and (Online) Relevance of Ideographic Scholarship
Sky L. Anderson, Colorado State University

Sacred Scars: The Symbolic Significance of Tattoos
Carla Egner, Colorado Christian University
Daniel Barnes, Colorado Christian University
Kara Ten Eyck, Colorado Christian University

4.4

Learning Lab

Dynamics Of Mass Communication

Chair: Carl Burghardt, Colorado State University

Presenters: *Core Dynamics in Mass Communication History*
Charles H. Ingold, University of Northern Colorado, Greeley

Gatekeeping and Social Control: An Analysis of Personal Experience
Patrick Schmiedt, University of Wyoming

Press Freedom vs. the PC Police: A Media Ethics Case Study in Cynicism and Civility Examined through the Lens of Symbolic Convergence Theory
Nicole Bomgardner, University of Missouri
Donald C. Shields, University of Missouri

On Individual Sovereignty: A future of Ubiquitous Communication Technology
Ron Boyle, University of Northern Colorado

4.5

Ah-Ha Room

What Moves the Social? Rethinking the Boundaries of Social Movement Scholarship: A Roundtable Discussion

Building on recent social movement scholarship in our discipline (Cox & Foust, 2008), faculty members and graduate students in this roundtable discussion discuss ways that their research about particular movements challenges and complicates traditional conceptualizations and boundaries of social movements. Studying globalization protests, public school reform movements, and environmental justice actions, the panelists will also reflect on the ways that scholars interested in social change interpret and narrate what moves the social in contemporary efforts for social change.

Chair: Christina Foust, University of Denver

Panelists: *Transgression, Hegemony and Anarchy*
Christina Foust, University of Denver

"The Long Civil Rights Movement": Possibilities and Pitfalls of Extending the Parameters of the Freedom Struggle
Kate Willink, University of Denver

Resurfacing Movements: The Nature of Time and Space in Social Change
Tiffany McDonald, University of Denver

In the Name of Change: Understanding New Social Movements across the Globe
Gordana Lazic, University of Denver

RMCA Planning Meeting

4:45-5:30 p.m.

Aspen Leaf Grille, 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.