

**Rocky Mountain Communication Association Conference Program**  
**Saturday, April 17, 2010**  
**Embassy Suites, Loveland, CO**

**Registration 8:00 a.m. – Noon**

**Location TBD**

---

**Session I**

**8:30 – 9:45 a.m.**

**1.1**

**Location TBD**

***Cultural Values and Paths to Success in Relationships and Family Communication***

*How Do Children Adapt to a New Culture through Effective Family Communication?*  
Qingjing Xu, University of New Mexico

*Communication, Resilience and the Family: The Known and Unknown*  
Mary M. Powell, University of Northern Colorado  
Sherilyn Marrow, University of Northern Colorado

*What Makes a Great Relationship? Young Adults' Accounts of Successes and Struggles in Relationships*  
Rebecca J. James, Colorado Christian University

*“Don’t Tell Me, Show Me” : Symbolic Representations of the Grieving Process Across Cultures*  
Joelle Carlson, Colorado Christian University

Chair: TBD

**1.2**

**Location TBD**

***Rhetoric and Ideology: Classical Perspectives and New Applications***

*Toward a Platonic Rhetoric*  
Justin Eckstein, University of Denver

*Old Tricks, New Dogs... How Does Rick Warren Put St. Augustine’s Rhetorical Methods Into Practice?*  
Melissa Martin, University of Wyoming

*Vox Populi Vox Dei: Understanding Public Opinion through Vernacular Rhetoric and Symbolic Convergence Theory*  
Emily Sauter, Colorado State University

*Catching Socialism: A Rhetorical Criticism of Greer’s Press Release*  
Justin Borowsky, University of Denver  
Carrie L. West, University of Denver

Chair: TBD

### 1.3

Location TBD

#### ***“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

Panelists: Sherry Messina Dewald, Red Rocks Community College  
Jay Sullivan, Red Rocks Community College  
Carol Tarantola, University of Wyoming: Casper College Center

Bob Dylan stated, “The Times They Are A-Changin’.” Whether a reflection of economic times, or the need for flexible scheduling, the *Chronicle of Higher Education*, (January 2009) states two-year schools may find higher enrollment due to the present state of our economy and “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 changing student population, Red Rocks Community College is changing with the times. Ideological and pragmatic approaches that provide marketable skills to stimulate the economy will be addressed. Sustainability of the successful partnership between the University of Wyoming and Casper College amidst societal changes will also be discussed.

### 1.4

Location TBD

#### ***Project Interfaith: Teaching Interfaith Dialogue, Community Outreach, and Civic Engagement***

Chair: James A. Keaten, University of Northern Colorado

Panelists: James A. Keaten, University of Northern Colorado  
Charles Soukup, University of Northern Colorado  
Kelly Scott, University of Northern Colorado

Three faculty members, eleven graduate students, and over 100 undergraduate students participated in a community outreach initiative entitled, “Project Interfaith.” The purpose of the initiative was to map the networks and interfaith conversations of community members and faith leaders within the northern Colorado region. The panel explores both the outcomes, processes, and reactions associated with the project, divided into three presentations: (1) teaching interfaith dialogue in the intercultural communication course, (2) students’ reactions to engaging in a community outreach project, and (3) the opportunities and pitfalls of cross-community collaborations for students in higher education.

## Session II

10:00 – 11:15 a.m.

### 2.1

Location TBD

#### *Explorations of Discourse, Power, and Hegemony*

*Responding to Threats: A Case Study of Material and Discursive Power within a Hostage Negotiation.*

Justin Borowsky, University of Denver

*An Exigency for Awareness: The History and Potential of the Hegemonic Recycling Process*

Jeremy Grossman, Colorado State University

*The (New York) Times (Magazine): They Aren't a Changing' Stereotypical Gender Representations in Advertisements From The New York Times Magazine*

Katherine Hurley, University of Denver

*New Planet, New Slaves: The Maintenance of White Supremacy... in Space!*

Jess Jensen-Ryan, University of Wyoming

Chair: TBD

### 2.2

Location TBD

#### *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

Panelists: Gretchen Wheeler, Casper College  
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 faculty, content to receive their education via lecture and happy to let the faculty decide what was worth knowing.” Most colleges and universities are 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 communication courses.

## 2.3

Location TBD

### *Taking Communication Studies Abroad: Reflections on Barcelona 2009*

Chair: Thomas G. Endres, University of Northern Colorado

*The Logistics and Legwork of Making Your Own Study-Abroad Course Arrangements*  
Thomas G. Endres, University of Northern Colorado

*Overcoming Communication Challenges and Reticence*  
Tara Spencer, University of Northern Colorado

*Blogging Abroad: Keeping in Touch From Around the World*  
Christina Romero, University of Northern Colorado

*Differences in Nonverbal Communication Between Two Different Cultures: Barcelona, Spain and the United States*  
Lexi Mylander, University of Northern Colorado

*“Are You Beautiful?” A Comparison of Body Image in the U.S. and Spain*  
Vicki Robbins, HealthGrade, Golden, CO

During summer 2009, one faculty member took fifteen graduate and undergraduate students to Barcelona, Spain, to study global communication and intercultural living skills. In this panel, the instructor and several of the students share their experiences and learning in hopes that others will obtain ideas and inspiration for their own study abroad adventures.

## 2.4

Location TBD

### *Converging Student Media: Perspectives from Faculty and Students of an Undergraduate College*

Chair: Beth E. Bonnstetter, Adams State College

Panelists: Beth E. Bonnstetter, Adams State College  
Mark Finney, Adams State College  
Laura Beth Garcia, Adams State College  
Emma Mueller, Adams State College

Student media at the small undergraduate college face distinct challenges in preparing students for the contemporary media landscape. As convergence of media continues in the industry, the college must reflect this change to train students for careers. With limited resources, however, student media at the undergraduate college must be innovative and creative to meet this need.

In this conversational, round-table panel, the faculty advisers and student media leaders from Adams State College will discuss converging student media at their school: combining locations, finding ways to operate symbiotically, and the beginning processes of integrating video. This panel presents an opportunity for participants and audience members to exchange ideas on managing merging media and meeting pedagogical goals at a small institution.

---

**Luncheon and Keynote Address****11:30 a.m. – 1:30 p.m.  
Location TBD**

Join us for lunch during which we will also conduct the annual RMCA business meeting and present this year's awards and honors.

Presenter: Andrew Wood, San José State University

---

**Session III****1:45 – 3:00 p.m.****3.1****Location TBD*****Narratives of Reality, Culture, and Otherness in Media and Organizations***

*An Organizational Culture of Mutual Respect: The Nice Guys of the Tattoo World*  
Crystana Dornish, Colorado Christian University

*Blurred Lines and Multiple Realities: The Real World Wrestling Entertainment*  
Tonya Kron, Colorado State University

*Green Drama: Inspiring Action via Ecotage*  
Shahreen Mat Nayan, University of Denver

*Critiquing The Navigators: A Look at the Formation of Meaning and Otherness*  
Dane J. Schulze, University of Wyoming

Chair: TBD

**3.2****Location TBD*****Barriers to Productive Interfaith Dialogue***

Chair: James A. Keaten, University of Northern Colorado

Panelists: James A. Keaten, University of Northern Colorado  
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.

### 3.3

Location TBD

#### *A Convergence of Perspectives: Disclosing the Inventional Process of Criticism*

Chair: Christina R. Foust, University of Denver

Panelists: Beth Bonnstetter, Adams State College  
Carl Burghardt, Colorado State University  
Patricia Malesh, University of Colorado, Boulder  
Lin Allen, University of Northern Colorado

From its inception, rhetoric has been associated with invention and the practical arts. For instance, Aristotle defined rhetoric as invention: “The ability to discover, in a given situation, what are the available means of persuasion.” Nothstine, Blair, and Copeland’s 1994 edited volume extends this definition to the method of criticism. They define critical invention as “the formative acts preceding and prefiguring the completed critical essay” (p. 15). Criticism is an “active process involving discovery and production” which includes choices (p. 16). However, the authors argue that critics rarely reveal their choices due to the professional-academic and scientific ideologies surrounding rhetorical criticism.

This panel brings together rhetoric and media critics from the Front Range as a “convergence of perspectives” on the art of criticism. Panelists have selected one of their published essays, and will reveal their inventional choices as interpreters, writers, revisers—in short, as critics. 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 with the audience, concerning the various perspectives on criticism as an inventional process.

### 3.4

Location TBD

#### *Converging Disciplines: Interdisciplinary Learning Communities and Communication Curriculum for Success*

Chair: Sherry Messina Dewald, Red Rocks Community College

Panelists: Stephen Collins, Pikes Peak Community College  
Katherine Scott Sturdevant, Pikes Peak Community College  
Sherry Messina Dewald, Red Rocks Community College  
Jay Sullivan, Red Rocks Community College

This panel will present how the convergence of communication curricula and methods with those of other fields has produced synergetic, interdisciplinary, undergraduate experiences that result in higher-level learning, academic and social engagement, and higher retention and success rates at Colorado’s community colleges. Nationally recognized learning communities that fully integrate communication and history courses have succeeded in these goals for six years at Pikes Peak Community College. Additionally, communication curriculum at Red Rocks Community College, for example, converges with the needs of specific career paths to enhance the business, medical, and law enforcement fields. The panel will make clear the benefits to students of these integrated projects.

**Session IV**

**3:15 – 4:30 p.m.**

**4.1**

**Location TBD**

***Pedagogy and the Culture of Education***

*Peter Ramus: Humanistic Agitation to Modern Pedagogy*

Alex T. Coughlin, Colorado State University

*Multiculturalism: Searching for Voice and Agency in the Classroom*

Emily Moreland, Colorado State University

*The Relationships of Teacher Vocal Qualities and Confirmation Behaviors to Receiver Apprehension, Affective and Cognitive Learning among College Students of Nonnative English-Speaking Instructors*

Chia-Fang Hsu, University of Wyoming

*From the Pockets of Alumni: Communication Behaviors Affecting Donations*

Sarah Shibley, Colorado Christian University

Chair: TBD

**4.2**

**Location TBD**

***The Rhetoric(s) of Religion and Social Justice***

Chair: John J. Rief, University of Pittsburgh

Panelists: John A. Foy, Weber State University  
John J. Rief, University of Pittsburgh  
Brian J. Schrader, University of Denver

Rhetoric and religion are often seen as divergent approaches to human understanding. Many contemporary rhetoricians have remarked that their worldview presumes contingency rather than truth, a hallmark of religious belief. Neo-liberal conceptions of democratic praxis largely affirm this rhetorical worldview and banish religious belief to the private sphere for fear that it might undermine egalitarian conceptions of justice. This panel seeks a kind of convergence in rhetorical and religious studies animated by contemporary concerns with the role that religion plays in liberal democratic polities. By investigating this role (often couched in terms of social justice), this panel seeks an interdisciplinary and trans-historical account of religion and rhetoric that entertains both the best and worst consequences of such a convergence.

***Sure, It's Convergence, But Is It Good Journalism?***

Chair: Lynn Klyde-Silverstein, University of Northern Colorado

Panelists: Paula Aven Gladych, Lehman Communications Corp.  
Randy Bangert, *The Tribune*, Greeley CO  
Charles Soukup, University of Northern Colorado  
Gary Swanson, University of Northern Colorado

Convergence is being discussed in journalism departments and newsrooms throughout the country. But are we focusing on convergence to the point that good journalistic practices are being ignored? Is getting the news online first more important than checking facts? Is objectivity being sacrificed in our desire to create a conversation with our readers? Topics for discussion will include the following and more: Are we sacrificing good journalistic principals in our quest to merge the Internet and social media into news coverage? Where does ethics fit in? What about good editing and fact checking? Can journalists be objective when using social media? Are reporters becoming jacks of all trades and masters of none?

---

**RMCA Planning Meeting**

**4:45 – 5:30**  
**Location TBD**

Join the RMCA Executive Council and Board of Governors in reviewing this year's convention and planning for the future. This is also a time for new and existing members to network, give feedback, and explore opportunities to become more involved in the organization. Of particular interest will be reactions to this year's venue. Open to all interested RMCA members.