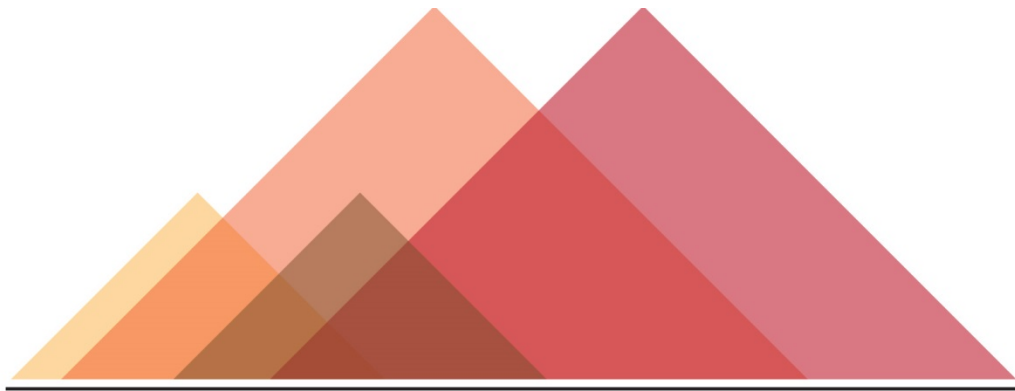


MAKE COMMUNICATION GREAT AGAIN: RECLAIMING THE ROLE OF DISCOURSE



ROCKY MOUNTAIN
COMMUNICATION ASSOCIATION | **RMCA**

April 14, 2018

RMCA Conference Program

MAKE COMMUNICATION GREAT AGAIN: RECLAIMING THE ROLE OF DISCOURSE

RMCA CONFERENCE PROGRAM

SCHEDULE SUMMARY

8:00 AM	Registration Begins (coffee and pastries available) Lobby Outside of the Mountain View Room in PCH*
8:30 – 9:45 AM	Session I
10:00 – 11:15 AM	Session II
11:30 – 12:15 PM	Keynote Session: PCH 315 Keynote Speaker: Dr. Tracey Owens Patton
12:30 – 1:30 PM	Lunch & Awards in PCH 410
1:45 – 3:00 PM	Session III
3:15 – 4:30 PM	Session IV
5:00 PM	Reception Lobby Outside of the Mountain View Room in PCH Followed by RMCA Board Meeting

*PCH – St. Peter Claver Hall

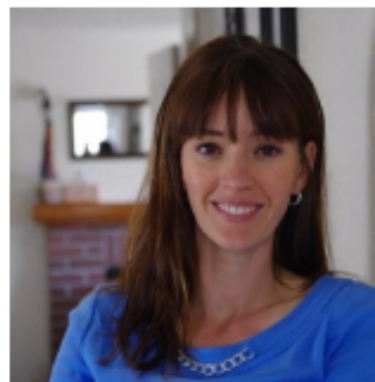
Make Communication Great Again”: Reclaiming the Role of Discourse 32nd Rocky Mountain Communication Association Conference

Greatness can represent a transhistorical permanence represented through discourse. Representation embodies what we stand for. By questioning our historical communication representations, this theme asks us to consider what we have been, what we are no longer, and what we might become. This theme explores the interplay between contextual timeframes -- past, present, and future.

To make communication great again, we cannot constrain its understanding. Rather we want to enable reconfigurations of communication that demonstrate the power of communication in any and all contexts as well as its future.

Rocky Mountain Communication Association Leadership

President	Emily Stones, <i>Regis University (right-corner)</i>
Immediate-Past President	Robert Affeldt, <i>Adams State University</i>
President-Elect/Program Planner	Leah LeFebvre, <i>University of Alabama</i>
Vice President	Stephen Collins, <i>Pikes Peak Community College</i>
Executive Director	Arne G'Schwind, <i>Regis University</i>
Communications	Thomas Endres, <i>University of Northern Colorado</i>
Board of Governors Liaison	Sherry Dewald, <i>Red Rocks Community College</i>



SESSION 1

8:30 AM – 9:45 AM

1.1 Examining Culture through Popularized Fictional Depictions

Paper Presentations

PCH 309

Chair: Arne G'Schwind, *Regis University*

Feminist Analysis of “Life is Strange”

Aubrey Kane, *Regis University*

Olivia & Fitz: A Psychoanalytic Theory on the Television Series “Scandal”

Reyna Revelle, *Regis University*

The Lizzie Bennet Diaries: Adaptation or Interactive Play?

Natalia Zreliak, *Regis University*

1.2 Measuring Demagoguery in Cable News Broadcasts

Panel Presentation

PCH 307

Academics have raised concerns about the divisiveness of discourse in today's political arena. Within that context, this panel reports on the validity and reliability of an instrument designed to measure demagoguery quantitatively. More specifically, the instrument consists of ten items measured on a five-point Likert-type scale with items such as “Touts the superiority of one's own group,” and “Divides the world into us versus them.” To test the instrument, the initial segments of two leading cable news shows were selected for analysis (Hannity & Maddow). Both news segments focused on the gun debate following the February 14th school shooting at Marjory Stoneman Douglas High School in Parkland, Florida. Finally, audience members will actively participate in coding and analyzing representative cable news broadcasts.

Chair: Thomas Adams, *Texas A&M University*

Panelists: James Keaten, *University of Northern Colorado*
Charles Soukup, *University of Northern Colorado*
Kristen Adams, *University of Northern Colorado*

1.3 Make Communication Great Again: (Re)claiming Communication Pedagogy for Civic Participation

Panel Presentation

PCH 328

As Communication instructors, we understand that we need to equip our students with the capacities, knowledge, and ethical sensibilities to (re)claim public discourses. This panel features ideas from graduate students meant to prepare students for civic participation and engagement. We have engaged students through the identification of logical fallacies, classroom dialogue, and end-of-semester additional resources for continued civic involvement. Each activity is designed to encourage students to apply communication concepts and theories and to practice these competencies in the classroom before using them in the public sphere.

Chair: Vincent Russell, *University of Colorado Boulder*

Panelists: **Identifying Logical Fallacies: A Role-Playing Class Activity**
Juan I. Ahumada, *University of Colorado Boulder*

**Promoting a Dialogic Pedagogy:
Employing the Fishbowl Discussion Activity in the Communication Discipline**
Jeanette Musselwhite, *University of Colorado Boulder*

Pedagogical Epilogue: Continuing Civic Education After the Semester Ends
Vincent Russell, *University of Colorado Boulder*

SESSION 2

10:00 AM – 11:15 AM

2.1 Counter Cultures, Resistance, & Social Movements

Paper Presentations

PCH 307

Chair: Robert Affeldt, *Adams State University*

Counter-Monument Proposal: Remembering Fort Pillow 153 Years Later
Natalia Zreliak, *Regis University*

The Narrative, Memory, and Counter-Memorial to the Confederate Flag
Kerry Mullin & Marley Weaver-Gabel, *Regis University*

The Real Cost: Exploring a Culture of Confederacy in Entertainment
Natalie Nielsen & Ariana Badran, *Regis University*

2.2 Influences Affecting Education, Economics, and the Environment

Paper Presentations

PCH 306

Chair: Thomas G. Endres, *University of Northern Colorado*

“Darmok and Jalad at Tanagra” in U.S. Climate Science Imagery and Messaging

Theresa Stone, *University of Colorado-Denver*

Delving into Deals in the Desert:

A Cultural Analysis of the Luxury Real-Estate Culture of Bahrain

Lauren A. Smith, *Red Rocks Community College*

The Effects of Peer Support on Student Achievement in Higher Education

Jackie McMillen, Carlea Nelson, & Abdelhamid Bkar, *University of Wyoming*

2.3 Games, Geeks, and Grownups:

Making Communication of the Everyday Salient Again

Panel Presentation

PCH 328

In *The Practice of Everyday Life*, Michel de Certeau illuminated the everyday use of media and communication, and how users shape it to be their own. To that end, this interdisciplinary panel, utilizing perspectives from Art, Education, and Communication, examines different uses and interpretations of media and communication by everyday groups, including fans, game players, and Disney film viewers, in an attempt to (re)address and (re)consider communication “practices of everyday life.” In doing so, this panel progresses the continuing conversation about media and communication in everyday life, extending de Certeau’s call to examine everyday use of media, but looking beyond “poaching” to critique and reassess how resistive these efforts actually are, and offering new perspectives.

Chair: Beth E. Bonnstetter, *Adams State University*

Panelists: **New Media – New Art – New Heroes**

Roger Eriksen, *Adams State University*

A Whole New World

Clerissa Vickery, *Adams State University*

Canon & Copyright: Who’s Poaching Whom?

Beth E. Bonnstetter, *Adams State University*

A Teaching Toolkit: Adding Game-based Learning to Your Course Without Starting from Scratch

Kathryn Barnes, *Colorado Community College System*

KEYNOTE

11:00 AM – 12:15 PM

PCH 315

DR. TRACEY OWENS PATTON, UNIVERSITY OF WYOMING

We are honored to have the acclaimed Dr. Tracey Owens Patton as our Keynote Speaker. She is a Professor of Communication in the Department of Communication and Journalism at the University of Wyoming. She earned her bachelor and master's degrees from Colorado State University and doctorate from the University of Utah. Her area of specialization is critical cultural communication, rhetorical studies, and transnational studies. She has authored a number of academic articles on the interdependence between race, gender, and power and how these issues interrelate culturally and rhetorically in education, media, and speeches. Dr. Patton published a co-authored book titled, *Gender, Whiteness, and Power in Rodeo: Breaking Away from the Ties of Sexism and Racism* (2012) and is currently working a second book involving transnational and transracial studies in Germany.

LUNCH & AWARDS

12:30 PM – 1:30 PM

PCH 410

SESSION 3

1:45 PM – 3:00 PM

3.1 TOP UNDERGRADUATE AND GRADUATE PAPERS

Paper Presentations

PCH 306

Chair: Emily Stones, *Regis University*

Weird Little White Girl: A Narrative Exploration of Sexual Identities

Lauren A. Smith, *Red Rocks Community College*

Our Ugly Reflections: A Lacanian Analysis of Black Mirror

David Cecil-Few, *Regis University*

‘The World’s Catalog of Ideas’ – A Hobby of Consumption

Natalie Scholander, *Regis University*

Aileen Wuornos: Print News Depictions of a “Lesbian Serial Killer”

Leah Horn, *University of Colorado Denver*

A Picture is Worth A Thousand Votes: A Study of Print News Discourse Surrounding the Use of Instagram During the 2016 United States Presidential Election

Kiki Miller, *University of Texas at Austin*

3.2 *Keeping Public Speaking Great: Sharing Best Practices in the Basic Course*

Panel Presentation

PCH 328

In continually working to keep the basic public speaking course contemporary and great, as a teaching team we have been working to develop a set of best practices. In this session, we bring approximately 10 best practices to share. We open the session by presenting descriptions of the activities and sharing the materials incorporated in these practices. In the following discussion, we invite follow-up suggestions, new ideas, as well as others sharing their best practices. A hope of the session is to develop a community of practice where ideas for keeping this course great are continually shared among RMCA members.

Chair: Heidi L. Muller, *University of Northern Colorado*

Panelists: Breelyn Bowe, *University of Northern Colorado*
Jarae Fulton, *University of Northern Colorado*
Julie Kennedy, *University of Northern Colorado*
Brad McCauley, *University of Northern Colorado*
Sara Pollett, *University of Northern Colorado*

SESSION 4

3:15 PM – 4:30 PM

4.1 Examining the Culture of Political Power

Paper Presentations

PCH 306

Chair: Leah E. LeFebvre, *University of Alabama*

The Effects of Loss of Power on White Nationalism

Maria I. DeYapp, *Pueblo Community College*

Finding Common Ground: Exploring the Rise of Social Movements among Millennials and the Role of Peacebuilding Frameworks

Kiki Miller, *University of Texas at Austin*

The Perfect Political Partner: Exploring Politically-Explicit Dating Application Profiles

Aleksander Wilms, *University of Alabama*

4.2 Working Toward Great Peer Tutoring Discourse: A Data Session

Panel Presentation

PCH 309

In this version of an oft-occurring RMCA session, the scholarship of discourse analysis is enacted. The data session, where participants will watch and/or listen to real world recorded data while closely reading transcripts, is a key community component of this empirical research. What is taking place in the interaction? Session participants propose answers that are grounded in the data. The session is an open conversation punctuated by revisiting the recordings. The data is played, the panelists share initial observations, and the floor is opened to all participants. The data in this year's session is from peer-tutoring sessions in which the usual back and forth between tutor and tutee has broken down. What is made accessible about this instructional communication practice in these moments?

Chair: Heidi L. Muller, *University of Northern Colorado*

Panelists: Natasha Shrikant, *University of Colorado-Boulder*
Jeanette Musselwhite, *University of Colorado-Boulder*
Brad McCauley, *University of Northern Colorado*

4.3 The Continuing Relevance of Bitzer's 1968 Article, "The Rhetorical Situation" Fifty Years Later: The Role of the Basic Course in Preparing Students for Situations that One Day will Demand Greatness

Panel Presentation

PCH 328

To make communication "great again" in our nation, students in the basic public speaking course need to study the heritage of great discourse in our nation and around the world. This panel will look at how Bitzer's "Rhetorical Situation" 50 years after its publication still informs the basic course. We will look at innovative ways a heritage of great discourse can form the core of the basic course; ways in which the ontological, epistemological, and teleological foundations of public dissent during times of crisis can inform students today; and the need to prepare our students, our potential "Churchills," for the everyday situations in their communities so that they will be ready for the "finest hours" when they do arrive.

Chair: Stephen Collins, *Pikes Peak Community College*

Panelists: Stephen Collins, *Pikes Peak Community College*
Sherry Dewald, *RMCA Board of Governors Liaison*
Tracey Mahoney, *Metropolitan State University of Denver*

RECEPTION

5:00 PM

LOBBY OF PCH

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