

**2011-12 Officers of the
Rocky Mountain Communication Association**

Leadership Council

Past-President: Ben Mabe, University of New Mexico

President: Rebecca Roberts, University of Wyoming

President-Elect: Christina Foust, University of Denver

Exec. Director: Arne G'Schwind, Regis University

Historian: Carl Burghardt, Colorado State University - Fort Collins

Communications: Thomas Endres, University of Northern Colorado

Board of Governors Liaison: Sherry Dewald, Red Rocks Community College

Members of the RMCA Board of Governors:

Metro Colorado: Christina Foust, University of Denver

Outstate Colorado: Heidi Muller, University of Northern Colorado

New Mexico: Benjamin Mabe, University of New Mexico

Wyoming: Rebecca Roberts, University of Wyoming

Community College: Sherry Dewald, Red Rocks Community College

4-Year/Undergraduate: Diane Badzinski, Colorado Christian University

Graduate School/TA: Sherry Morreale, University of Colorado at Colorado Springs

Community/Professional: Todd Endres

At-Large: Mark Finney, Adams State College

At-Large: Denee Janda, Western Nebraska Community College

At-Large (Alternate): Elizabeth Rush, University of Colorado at Boulder

At-Large (Alternate): Elizabeth (Betsy) Brunner, University of Utah

Rocky Mountain Communication Association Conference Program
Communication: Conducting and Constructing Reality
Saturday, April 21, 2012
Group Publishing, Loveland, CO

Registration in Lobby 8:00am-Noon

Session I (8:30-9:45am)

A. The Power of Myth in Constituting Reality: Competitive Papers on Presidential Scandal, Giftedness, and the West

Room: Summit North

Chair: Heidi Muller, University of Northern Colorado

“Inside the Cauldron: The Story of Journalism in the Teapot Dome Scandal”
David R. Dewberry and Aaron J. Moore, Rider University

“What Myths? A Pilot Study of Television’s Cultivation of Beliefs about Giftedness”
Charles Ingold, University of Northern Colorado

“Manifest Destiny: Civilizing Meth and the West”
Arianna Kadlub, Colorado State University

“Tarnished Westerns: Morality, Violence, and Cowboy Heroes in Western Films”
Kaitlin Ens, University of Wyoming

B. Reality Construction through Instruction

Room: Summit South

What reality does our teaching construct and model for our students? The intention of this panel is two-fold: (1) for the panelists, to be self-reflexive in approaching the question of what it means to teach in the field of communication, and (2) for our audience, to be exposed to a variety of pedagogical standpoints including how others perform, embody, and conceptualize communication in their instruction instead of merely through their scholarship.

Chair: Darrie Burrage, University of Colorado-Boulder

Participants: Darrie Burrage, University of Colorado-Boulder
Laurel Brooks, University of Colorado-Boulder
Nicholas Burk, University of Colorado-Boulder
Meghan Dunn, University of Colorado-Boulder
Angie White, University of Colorado-Boulder
Larry Frey, University of Colorado-Boulder

C. Bringing Communication Theory to Dual Language Primary Education: A Strategy Discussion

Room: Learning Lab

Dual language primary education programs, in which students are immersed simultaneously in two languages, are growing in number and have been empirically demonstrated to match or exceed traditional schools in areas of language and content competence. However, teachers and administrators remain challenged developing curricula and measurements in the areas of cultural competence and intercultural communication. Attendees will participate in a roundtable discussion of relevant theoretical traditions and strategies for incorporating those into dual language curricula. The panel will present an overview of dual language education, including challenges presented by accountability requirements, and then open up for facilitated discussion to generate actionable recommendations.

Facilitator: Benjamin Mabe, University of New Mexico

D. FOIA: Nemesis or Namesake of National Security in Milner v. Department of the Navy

Room: Ah Ha!

This analysis examines the American value system and FOIA, weighing competing claims of national security with information acquisition and dissemination. Through framework coding, we identify communication variables comprising interpretive stances correlating to the subject. We address the question raised in a selected Supreme Court case study, *Milner v. Department of the Navy*: Should naval site maps and maneuvers be guarded or given to the public?

Chair: Lin Allen, University of Northern Colorado

Participants: Lin Allen, University of Northern Colorado
Dale Edwards, University of Northern Colorado
Danny Beal, University of Northern Colorado

Session II (10-11:15am)

A. Discourse Analyses of Constitutive Rhetoric

Room: Summit North

Chair: Christopher Eisenhart, UMass Dartmouth

“Sick Stuff: A Case Study in the Micro-Rhetoric of Controversy”
Peter A. Cramer, Simon Fraser University

“The Roll of Metadiscourse in Constitutive Rhetoric”
Jennifer Andrus, University of Utah

“Constituting Division in Campaign Emails”
Christopher Eisenhart, UMass Dartmouth

B. More than Blood: A Roundtable with Family Communication Authors

Room: Ah Ha!

Kendall-Hunt's newest Family Communication text, *More Than Blood: Today's Reality and Tomorrow's Vision of Family*, will be released in 2012. Co-edited by Sherilyn Marrow (University of Northern Colorado) and Dennis Leoutsakas (Salisbury University), the compilation "is a research-driven, dynamic reader that features current family communication research and interpersonal behaviors and practices of understudied contemporary families." Get a sneak preview from several authors in the RMCA region, as they gather with the text's lead editor to discuss their respective chapters and research contributions. Topics to be addressed include new family definitions and narratives, contemporary identifiers such as tattoos, family resilience following crisis, and both the positive and negative impacts of television and other technologies on the family system.

Facilitator: Thomas G. Endres, University of Northern Colorado

Panelists: Sherilyn Marrow (co-editor), University of Northern Colorado
Thomas G. Endres, University of Northern Colorado
Cheryl Pawlowski, University of Northern Colorado
Betty B. Brown, University of Northern Colorado
Jeanette Valenti, Metro State College
Charles Soukup, University of Northern Colorado

C. Constructing Identity in Relationships and at Work

Room: Summit South

Chair: Elizabeth K. Rush, University of Colorado-Boulder

Guest Respondent: Tim Sellnow, University of Kentucky

"The Role of Story: Authentic Identity in Yoga Work"

Courtney Bigony, University of Colorado-Boulder

"Peer Leadership in College Student Organizations: Effects of Frequent Leadership Transition on Communication and Organizational Stability"

Anna Damm, University of Colorado-Boulder

"Adolescent Identity Development in Two Parental Households: How Teens Cope in a Post-Divorce Environment"

Rachel Larsen, University of Colorado-Boulder

D. Becoming Together: Graduate Student-Advisor Co-Authorship

Room: Learning Lab

Chair: Kate Willink, University of Denver

“Coming Out of the Dark: Advisor/Advisee Co-Authorship as Intercultural Intervention”
Jacquelynn Suzette McDaniel, Sacred Origins Institute

“The Art of Failing Successfully: The Power of Patience and Persistence in the Academic Publishing Process”
Jeanne Jacobs, University of Denver

“Writing in Community: Finding My (Academic) Voice through Co-Authorship”
Tiffany D. McDonald, University of Denver

“A Sum Greater than the Parts: Co-Authoring with Graduate Students to Develop Writers and Relationships”
Kate Willink, University of Denver

Keynote Address (11:30am-12:15pm)

Room: Summit Central

“The Role of Music in Conducting and Constructing Reality: The Illusion of Life Rhetorical Perspective”
Dr. Deanna Sellnow, University of Kentucky

Sellnow is the Gifford Blyton Endowed Professor of Communication, as well as the Director of Undergraduate Studies in Communication and the Division of Instructional Communication at the University of Kentucky. She has published and presented her scholarship in international, national, regional, and state venues. Her work focuses primarily on instructional communication, communication education, and the rhetoric of popular culture. In terms of rhetoric, Sellnow has published a book, *The Rhetorical Power of Popular Culture, Considering Mediated Texts*, with SAGE and co-authored the *Illusion of Life* rhetorical perspective as a means by which to examine how music communicates via the dynamic interaction between discursive lyrical content and nondiscursive musical form.

Luncheon and Business Meeting (12:30-1:30pm)

Room: Table of Contents

Session III (1:45-3:00pm)

A. Constructing and Discerning Mediated Reality: Competitive Papers on Narrative, Radio Listenership, and Dance

Room: Summit South

Chair: Carl Burgchardt, Colorado State University

“Who’s Listening: An Analysis of KRZA Patrons, Supporters and Content”

Mark Finney, Kevin Blomgren, William Cameron, Dominique Davis, Samantha Hall, Jesse Medina, Gerald Rodriguez, Toni Steffens-Steward, James Williams, Adams State College

“A Reinvigorated Narrative Paradigm: Combining Walter Fisher and Kenneth Burke”

Katherine Hurley, Colorado State University-Pueblo

“Gender Construction in Gravity: Ideology in Popular Dance”

Jessica K. Jones, University of Northern Colorado

B. Considering the Necessary and Productive Tensions between Viewing Communication as Conducting and Constructing Realities

Room: Ah Ha!

In the following interactive panel, master’s and doctoral students from the University of Colorado at Boulder will consider the central theme for the 2012 RMCA conference directed around the intersections of the instrumental and constitutive traditions of communication. We will explore together and with our audience members what we conceptualize as a necessary and productive set of tensions that arise in viewing communication as both conducting *and* constructing reality. Panelists will first explore this relationship from our areas of: organizational communication, rhetoric, philosophy of communication, environmental communication, discourse analysis, critical theory, and performance studies. We will further unpack the tensions of bridging the instrumental and constitutive understandings of communication in the following arenas with our audience: (1) conducting research (especially in operationalizing theses and dissertations), (2) planning pedagogy (especially in considering our students’ *a priori* focus on skills versus construction), (3) navigating work-life conversations around the “What is communication studies?” question, and (4) considering how these tensions are exacerbated around questions of discourse and materiality.

Chair: Elizabeth K. Rush, University of Colorado-Boulder

Participants: Elizabeth K. Rush, University of Colorado-Boulder
Adam Conrad, University of Colorado-Boulder
James Michael Fortney, University of Colorado-Boulder
Jorge M. Lizarzaburu, University of Colorado-Boulder
Russell M. Parks, University of Colorado-Boulder
Megan Wurster, University of Colorado-Boulder

C. Performing Progressiveness: Analyzing Popular Texts through the Critique of Freedom and the Critique of Domination

Room: Summit North

McKerrow's (1989) "Critical Rhetoric: Theory and Praxis" has served as a pivotal text in opening a dialogue between critical cultural/ideological scholarship and rhetorical theory and criticism. By understanding critiques of freedom, unfulfilled skepticism without progression, and critiques of domination, structural relationships with rigid power identities, this panel proposed to explore the notion of progress in popular contemporary texts. Specifically, through the lens of intersectionality, we analyze music artists Lady Gaga and Ani DiFranco, and films *Sex and the City 2* and *La Mission* as they stand as texts that problematize the notion of progress. The critiques of freedom and of domination will inform a reading of texts that simultaneously perform progress and reaffirm constraining ideological hierarchies.

Participants: Fatima Chrifi Alaoui, University of Denver
Leslie L. Rossman, University of Denver
Michael Lechuga, University of Denver
Raquel Moreira, University of Denver

D. Teaching Tips and Tricks

Room: Learning Lab

Chair: Denee Janda, Western Nebraska Community College

Participants: Bethany Doran, University of Denver
Krishna Pattisapu, University of Denver
Jane Michael, Pikes Peak Community College
Lin Allen, University of Northern Colorado
Jenna Shimkowski, University of Denver
Katie Hurley, Colorado State University-Pueblo
Denee Janda, Western Nebraska Community College

Session IV (3:15-4:30pm)

A. The Construction and Reality of "Communication" as Defined under Colorado State Law, A Crisis—Why the State Thinks that Communication Departments don't teach it, only English Departments do: A Two-to-Four Year Roundtable Discussion

Room: Ah Ha!

Chair: Stephen Collins, Pikes Peak Community College

Participants: Stephen Collins, Pikes Peak Community College
Sherry Messina Dewald, Red Rocks Community College

B. Constructing Race, Culture, and Policy: Competitive Papers on Presidential Rhetoric, Neo-Nazism, Material Culture, and Jury Trials

Room: Learning Lab

Chair: Mark Finney, Adams State College

“www.HATE.com: A Neo-Nazi Online Discussion Forum as a Commonplace for Material, Spiritual and Cultural (Re)Production”

Caitlin Ring, University of Colorado-Boulder

“A Foreigner’s Gaze on the Micro-culture of Senegal’s Car-Rapide—Senegalese Values vs. Monetary Lust”

Merrill Pierce, University of Denver

“The Media is Shaping Public Perception of Race: Those Perceptions Used in Pretrial Juror’s Decision-Making”

Sarah Fogerty, University of Wyoming

C. Culture Uncovered: Metamyths in Popular Media

Room: Summit North

Chair: Christopher Bell, University of Colorado-Colorado Springs

“The Unlimited Resource Myth in *Irredeemable*”

Anna Lepore, University of Colorado-Colorado Springs

“Slavery Symbolizing Love in *Pokemon*”

Antony Mitchell, University of Colorado-Colorado Springs

“The Filmic Hermione: How *Harry Potter and the Deathly Hallows Part 1* Portrays Hermione Granger and Feminism”

Julie Alexander, University of Colorado-Colorado Springs

“The Ballad of Derpy Hooves: The Transgressive Nature of Fandom in *My Little Pony: Friendship is Magic*”

Christopher Bell, University of Colorado-Colorado Springs

D. Kenneth Burke: Reflections and Applications

Room: Summit South

The theoretical and practical implications of Kenneth Burke's work have been foundational to the field of rhetoric and have thoroughly expanded our present-day understanding of the discipline, criticism, symbol usage, and the landscape of human experience. This panel proposes to explore some of Burke's most commonly utilized tenets and conceptual tools, so as to establish their use and value within modern constructs and contemporary issues. We draw on Burke's concepts of identification, division, trained incapacity, frames of acceptance and rejection as particularly useful concepts situated in the realms of mainstream media and construction of contemporary identity. We propose to explore new connections among Burke's theoretical constructs and their application to the ever-evolving relationship between language and society.

Chair: Gordana Lazic, University of Denver

Participants: Gordana Lazic, University of Denver
Keeley Buehler Hunter, University of Denver
Samuel Jay, University of Denver
Lacey Stein, University of Denver
Leslie L. Rossman, University of Denver

RMCA Planning Meeting (4:45-5:30pm)

Backbone Gourmet Grub and Brewhouse, 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.

Index of Participants

Alaoui, Fatima Chrifi III.C.
 Alexander, Julie IV.C.
 Allen, Lin I.D., III.D.
 Andrus, Jennifer II.A.

Beal, Danny I.D.
 Bell, Christopher IV.C.
 Bigony, Courtney II.C.
 Blomgren, Kevin III.A.
 Brooks, Laurel I.B.
 Brown, Betty B. II.B.
 Burghardt, Carl III.A.
 Burk, Nicholas I.B.
 Burrage, Darrie I.B.

Cameron, William III.A.
 Collins, Stephen IV.A.
 Conrad, Adam III.B.
 Cramer, Peter A. II.A.

Damm, Anna II.C.
 Davis, Dominique III.A.
 Dewald, Sherry Messina IV.A.
 Dewberry, David R. I.A.
 Doran, Bethany III.D.
 Dunn, Meghan I.B.

Edwards, Dale I.D.
 Eisenhart, Christopher II.A.
 Endres, Thomas G. II.B.
 Ens, Kaitlin I.A.

Finney, Mark III.A., IV.A.
 Fogerty, Sarah IV.B.
 Fortney, James M. III.B.
 Frey, Larry I.B.

Hall, Samantha III.A.
 Hunter, Keeley Buehler IV.D.
 Hurley, Katherine III.A. III.D.

Ingold, Charles I.A.

Jacobs, Jeanne II.D.
 Janda, Denee III.D.
 Jay, Samuel IV.D.
 Jones, Jessica K. III.A.

Kadlub, Arianna I.A.

Larsen, Rachel II.C.
 Lazic, Gordana IV.D.
 Lechuga, Michael III.C.
 Lepore, Anna IV.C.
 Lizarzaburu, Jorge M. III.B.

Mabe, Benjamin I.C.
 Marrow, Sherilyn II.B.
 McDaniel, Jaqueline S. II.D.
 McDonald, Tiffany D. II.D.
 Medina, Jesse III.A.
 Michael, Jane III.D.
 Mitchell, Antony IV.C.
 Moore, Aaron J. I.A.
 Moreira, Raquel III.C.
 Muller, Heidi I.A.

Parks, Russell M. III.B.
 Pattisapu, Krishna III.D.
 Pawlowski, Cheryl II.B.
 Pierce, Merrill IV.B.

Ring, Caitlin IV.B.
 Rodriguez, Gerald III.A.
 Rossman, Leslie L. III.C., IV.D.
 Rush, Elizabeth K. II.C., III.B.

Sellnow, Deanna Keynote
 Sellnow, Tim II.C.
 Shimkowski, Jenna III.D.
 Soukup, Charles II.B.
 Steffens-Steward, Toni III.A.
 Stein, Lacey IV.D.

Valenti, Jeanette II.B.

White, Angie I.B.
 Williams, James III.A.
 Willink, Kate II.D.
 Wurster, Megan III.B.