

Florida Communication Association Newsletter



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Message from the President Donald Painter, Jr.



Greetings FCA Members and Friends,

Happy New Year! I hope you had a restful and enjoyable holiday season. With the New Year comes a flurry of activity and change at the FCA.

I want to first thank all of you who participated in the 79th annual convention. The presentations were excellent. It was great to see so many scholars and students come together to share their wisdom and discuss new ideas.

At our recent executive board meeting, we discussed a variety of topics including goals for the upcoming year. One of our major initiatives is to completely revamp our website. We know many of you experienced problems submitting proposals or registering for the convention. We have heard your complaints and are working hard to address them. We envision a website that is modern, informative, and easy to use.

We also plan to increase our visibility and grow our membership. One of the ways we hope to do this is through social networking. We recently re-launched our Facebook page. We hope this platform will help us draw in new members as well as stay in better contact with existing ones. Make sure to *fan us* if you're on Facebook.

I'd also like to encourage you to get more involved with the FCA. You can do this in a variety of ways. First, promote FCA to your students. Incorporate assignments into your classes that can be submitted to our annual convention as a paper, panel, or poster. Second, volunteer to serve as a campus contact or as a member of our convention committee. Thanks to those who signed up to volunteer at the convention. Third, consider submitting a paper to the Florida Communication Journal.

Finally, we want to incorporate your news and accomplishments into our newsletter. We love hearing about members who have received tenure, published an article, or completed an advanced degree. We also want to help you promote your communication-related events such as student conferences or paper competitions. Please drop our newsletter editor, Stephanie Jackson, a line with your good news (sjackson@lynn.edu).

Remember that this is your organization. Please don't hesitate to let me know your comments, ideas, and ways that the FCA can be of better service to you. Here's to an exciting year ahead!

Donald Painter, Jr.
FCA President

2010 Conference Call for Papers Rethinking Communication: 21st Century Trends

Natalia Cherjovsky, *1st Vice President, 2009 Convention Chair*

The field of communication has undergone significant transformation over the last few decades, the pace of which can seem overwhelming. In particular, advances in technology have altered how we communicate. Even if the human imperative to commune remains virtually unchanged, we create new ways to communicate and develop new practices as fresh trends arise. As educators, researchers, and practitioners, we continue to study these patterns so that we may understand them, teach them, and harness them.

Submissions of proposals are invited for papers, posters, and panels that explore and examine the changes that our field has undergone. We are particularly interested in work that seeks to interrogate the new definitions, boundaries, and trends in communication. Projects that look at the past, present, and future of communication are also welcomed. A broad interpretation of this theme is encouraged and anticipated. The goal for this year's program is to highlight and discuss the expansive and ever-changing diversity of work that constitutes communication in the 21st century.

*Submit papers, presentations, and panels
to this year's convention now!*

Conference Submissions

Competitive Papers

Three Categories: Professional, Undergraduate Student, and Graduate Student. Submit a 100 word abstract by May 31. Final papers will be due by June 30. Please indicate on the abstract that this is a "Competitive Paper" and identify the category.

Poster Sessions

Two Categories: Undergraduate Student and Graduate Student. Submit a 100 word abstract of the nature of the poster. Please identify the category in the abstract.

Panels, Workshops, and Individual Papers

Submit a 100 word abstract. For panels, include the names and affiliations of all panel participants, including your name if you are on the panel. For workshops, develop the rationale and proposed outcomes for the workshop in addition to the abstract. Individual papers will be combined into sessions based on theme.

Submitting Your Proposal

All proposals should be submitted electronically using the FCA website at <http://www.flcom.org/>. Click the "Conventions" button on the left hand side of the screen and then click the "Proposal Submissions" button.

Registration is Required

All participants in a program session will be required to pre-register for the convention. Only those participants confirmed by participant pre-registration will be included in the program.

Report from the Educational Liaison Shelly Stein

Greetings from Ybor City in Tampa, Florida! I am Shelly Stein, FCA's new Educational Liaison. Over the next two years I will continue to develop educational contacts with colleges and our K-12 colleagues and organize the poster session for our annual convention.

I would like to thank Diana Della Costa for all of her hard work as Educational Liaison for the past two years. Because of her efforts, our 2009 convention had a successful poster session with many competitive entries. This year, we would like to continue this tradition. The poster session is a great way to encourage our undergraduate students to participate in our annual convention.

Please look through your courses for this spring, summer and fall to see if you might be able to work a convention poster project into one of your assignments. Our hope is to get more posters and undergraduate students from a variety of campuses for next year's convention. On the FCA website, we will have specific guidelines for the poster session so please encourage your students to submit their work. If anyone has any ideas or suggestions for the poster session this year, feel free to contact me at sstein2@hccfl.edu, or (813) 253-7650.





Awards & Recognition

Each year FCA presents important awards to recognize the efforts of outstanding FCA members at the annual convention. Nominations of FCA members can be made by any FCA member. For more information, contact our Association's immediate past president, Diana Karol-Nagy dnagy@ufl.edu

Faculty and Professional Awards:

- **Teacher of the Year:** for outstanding performance as a classroom teacher
- **Scholar of the Year:** for outstanding scholarly achievement in one's career
- **Outstanding Service:** for achievement and service to the FCA over several years.

Student Awards:

- **FCA Grant \$500** - for outstanding scholarly research and performance activities as a student, faculty or professional member of FCA
- **Student Scholarship Award \$250** – for outstanding performance and scholarly activities as a student member of the FCA.

Scholarship Recognition:

- **Juried Paper Awards:** At our convention, we award the top undergraduate and graduate papers, as well as professional papers. Be sure to indicate that you are submitting your paper for these categories when you submit your proposal for our annual convention.

Poster Session Awards: Participants must submit a conference proposal and be awarded a slot for poster session during which selected formal judges and convention attendees vote for several award categories.

Deadline for faculty, professional and student award submissions is September 1, 2010 to Diana Karol-Nagy dnagy@ufl.edu

FCA Membership....

Why become a member of the FCA?

The Florida Communication Journal
The FCJ is a state journal that attracts national and international submissions.

Annual Conference

Every year participants comment on the "warm" atmosphere of our annual convention. In contrast to larger conventions, it is easy to make new contacts, share information and be involved.

Information to improve your classroom effectiveness

Many of our conference panels provide helpful teaching strategies and classroom activities that are geared toward a variety of communication sub-specialties.

Guest Speakers

The opportunity to meet and discuss important communication issues with knowledgeable guest speakers. Our guest speaker in 2008 was Creed Greer, PhD, Associate Director of the William and Grace Dial Center for Written and Oral Communication, and the Director of the University Writing Program at the University of Florida.

Great Value!

At \$30.00, membership for faculty in FCA is the most economical in the communication discipline, and student membership is offered at an even lower cost to encourage participation.

Our Newsletter

The newsletter provides a way to keep members updated and connected throughout the year. It now features a teaching tips and best practices section!

Our Website

The website provides added value where you can keep up with the association's activities. We are currently working on complete website revision to suit member needs.

Teaching Tips and Ideas

“Oral Interpretation” * Delivery Activity
Shelly Stein, Hillsborough Community College Ybor City



Once a semester, I devote an entire class period (1 hr 15 minutes) to this delivery activity. For this assignment, students are expected to choose a manuscript such as a piece of prose, poetry, dialogue from a play or movie, or a song and deliver it with the appropriate emotional display. Students are encouraged to choose a manuscript that will help them work on whatever delivery skill is their focus for their next presentation. For example, some Dr. Seuss stories might be a good choice for students working on articulation and enunciation. The piece may be edited as necessary and must be between 1-2 minutes in length. It is okay if they go a little over the time period but they receive significant point deductions for going UNDER the length of 1 minute. The piece does not have to be memorized but they must have at least 50/50 eye contact. I also grade on projection, variety in pitch, volume, rate and movement. Lastly, I grade them on their choice of manuscript just as I award points for choice of topic for their other presentations.

The manuscript must have vivid language or lend itself to emotional display while delivering. For example, I will often have a student choose a passage from a philosophy or engineering (!) textbook where upon reading it, they experienced a strong personal, emotional response. If they cannot convey this emotional response in their delivery of this passage to our class, then it is not an appropriate choice for this exercise. I require two copies of the manuscript including author and title. One manuscript is for me and the other is for the student's delivery. I reserve the theatre or some other special room for the day so students have the chance to try out a different venue.

If the manuscript is spoken in the language or dialect for which it was intended, students receive extra credit. I do this for the sake of students who speak English as a second language. In this case, students may choose to deliver a piece in, say, Spanish for one minute and then spend their second minute providing the English translation (also in manuscript form). Or, they don't have to provide a translation at all as the meaning of the message should be apparent from their delivery. For dialect, I provide Langston Hughes as an example of an author who writes in the Southern Black dialect. I discuss the difference between a manuscript written for a particular dialect and, say, delivering a limerick with an Irish accent which would not count as extra credit!

If the manuscript is a song, including rap, the students receive extra credit for singing it rather than just speaking it. They may bring an instrument, back-up singers, or music to accompany their performance, and may sing a duet. Since most songs are 3 to 3½ minutes in length, editing will be necessary. The theme song from the “Fresh Prince of Bel-Air” is approximately 2 minutes in length. I have also heard an impressive medley compilation from the theme songs of “Gilligan’s Island”, “Good Times”, and the “Brady Bunch”. Students may NOT all stand up as a group and sing “Take Me Out to the Ballgame” and receive extra credit. Over the years, I have had two classes that decided they would ALL sing for extra credit which led to some humorous results.

This activity is worth 5 % of their overall grade. It is assigned just before their final persuasive presentations and is designed to help students try out some new delivery skills in a safe and fun environment. I encourage students to use their own work, such as freestyle and spoken word. This is usually the one assignment that students consistently remark upon (in a positive way) in my course evaluations.

*Please note that this is *not* like the Oral Interpretation from Individual Events Competitions!

We invite everyone to contribute their favorite assignment or activity. Please send your submission to: sjackson@lynn.edu and use “FCA Teaching Tips” as your subject line.