

Florida Communication Association

87th Annual Convention



Communication, Culture & Connection

October 19-21, 2017

Orlando, Florida

FCA Convention Sites



1930 Deland
1969 Daytona Beach
1970 Sarasota
1971 Jacksonville
1972 Hollywood
1973 St. Petersburg
1974 Daytona Beach
1975 Orlando
1976 Clearwater Beach
1977 Orlando
1978 Ft. Lauderdale
1979 Jacksonville Beach
1980 Daytona Beach
1981 Ft. Meyers
1982 Ft. Walton Beach
1983 Tampa
1984 Melbourne Beach
1985 Boca Raton
1986 Jacksonville Beach
1987 Clearwater Beach
1988 Ft. Meyers
1989 Orlando
1990 Tallahassee
1991 Vero Beach
1992 Ft. Lauderdale

1993 Clearwater Beach
1994 St. Augustine
1995 Venice
1996 Orlando
1997 Melbourne Beach
1998 St. Petersburg Beach
1999 Ocala
2000 Gainesville
2001 Ft. Lauderdale
2002 St. Petersburg Beach
2003 Kissimmee
2004 Kissimmee
2005 Kissimmee
2006 St. Petersburg Beach
2007 Daytona Beach Shores
2008 Gainesville
2009 Lake Buena Vista
2010 Orlando
2011 Orlando
2012 Lake Buena Vista
2012 Lake Buena Vista
2013 Lake Buena Vista
2014 Lake Buena Vista
2015 Lake Buena Vista
2016 Lake Buena Vista



Welcome to the 2017 FCA Convention

Communication, Culture & Connection



Greetings!

Welcome to the 87th annual Florida Communication Association convention, "Communication, Culture & Connection"

I'm sure this past year has been a very active one for all of us both professionally and personally. As events on the national stage have changed, we've had the opportunity to examine our national civic voice and commitments. So we can ask ourselves - what role does our discipline have in civic dialogue and empowerment of diverse cultural voices? How can we take part in productive and change-making scholarship and pedagogy?

This year's convention offers a very diverse array of scholarly enterprises that help showcase our theme of community and culture. We have invigorating pedagogical and scholarly panels that will stimulate thought. We have a particularly strong group of undergraduate and graduate work - so please join me in welcoming these young scholars to academia.

We have worked very hard putting this year's convention together and I know you will enjoy this weekend and come away with renewed energy for your own scholarship and teaching.

So welcome to both old and new friends, and I look forward to learning from all of you!

With all the best,

Laura L. Winn
1st Vice President
2017 Convention Chair

2017 FCA Executive Board Members

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Timea Varga
Lynn University

1st Vice President/Convention Chair

Laura L. Winn
Florida Atlantic University

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University of South Florida

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Honor Roll of Presidents

1930 I.C. Stover
1931 H.P. Constans
1932 H.R. Pierce
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1938 Irene Lighthiser
1939 Alma Sarrett
1940 Maxine Gause
1941 Bruce Mitchell
1942 Paul Geisenhoff
1943 Officers drafted to WWII
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1946 I.C. Stover
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1948 Irene Lighthiser
1949 G.R. Van Deusen
1950 Thelma Jones
1951 Thomas Lewis
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1965 Frazer D. White
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1971 Kenneth E. Foundation
1972 Bess C. Knowles
1973 Voncile M. Smith

1974 Lee R. Schoeni
1975 Anthony Clark
1976 Gerald Partney
1977 Richard Quianthy
1978 Joy McClintock
1979 Art Pollock
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1983 P. Judson Newcome
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1985 Steven Beebe
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1987 Kenneth N. Cissna
1988 Peggy Hess
1989 John Masterson
1990 Linda Griffin
1991 Beverly Raznoff
1992 Adeline L. Evans
1993 Becky Mulvaney
1994 Robert Bohan
1995 Anthony J. Clark
1996 Wallace V. Schmidt
1997 Deborah Hefferin
1998 James Crews
1999 Bonnie C. Jefferis
2000 Richard Mercadante
2001 Don Orban
2002 Kathy J. Wahlers
2003 Cynthia Irizarry
2004 Christine Hanlon
2005 Sue Easton
2006 Deborah Hefferin
2007 Richard Mercadante
2008 Kim K. Johnson
2009 Diana Karol-Nagy
2010 Donald Painter
2011 Natalia Cherjovsky
2012 Beth Eschenfelder
2012 Christine Hanlon
2013 Donald Painter
2014 Stephanie Jackson
2015 Stefanie Powers
2016 Jennifer Bender

Journal Editors

1973-75 (Volumes 1-3)
Donald E. Williams
University of Florida

1976-78 (Volumes 4-6)
K. Philip Taylor
University of Central Florida

1979-81 (Volumes 7-9)
Voncile M. Smith
Florida Atlantic University

1982-84 (Volumes 10-12)
Richard L. Quianthy
Broward Community College

1985-86 (Volumes 13-14)
Keith Macksey
Manatee Community College

1987 (Volume 15)
Josephine Johnson
University of Miami

1988-90 (Volumes 16-18)
Gregg Phifer
Florida State University

1991-93 (Volumes 19-21)
Anthony J. Clark
University of Florida

1994-95 (Volume 22)
M. Violet Asmuth
Edison Community College

1995-96 (Volume 23)
Richard L. Quianthy
Broward Community College

1996-99 (Volumes 24-26)
John O'Hara
Broward Community College

2000-02 (Volumes 27-30)
Deborah Hefferin
Broward Community College

2002-04 (Volumes 31-34)
Bonnie Clark Jefferis
St. Petersburg College

2004-06 (Volume 35)
Wallace V. Schmidt
Rollins College

2007 (Volume 36)
Susan S. Easton
Rollins College

2008 (Volume 37)
Christa Arnold
University of Florida

2009-2017 (Volumes 38)
Stephen Ziegler
Embry Riddle Aeronautical University

2017-Present (Volume 39)
Chris Gurrie
University of Tampa

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Florida Communication Association Membership

We believe the FCA is a friendly and welcoming organization, and we would love to have you join us as a member. The Florida Communication Association offers on-line membership registration.

Benefits of Membership

- The Florida Communication Journal (delivered twice a year) provides current and informative research articles
- Information to improve your classroom effectiveness through networking and convention sessions
- The FCA Newsletter keeps you current on events and information between conventions
- Annual convention – guest speakers, informative panels, papers, and posters, allow you to stay current about issues relevant to communication scholars in Florida

Join Now!

Visit floridacom.org to create a free Website Account. Once you do, you will receive, a welcome e-mail with information on how to become a member. If you choose to become a member, you may pay online using a credit card or generate an invoice to pay by mail. Presenters are strongly encouraged to become members. See the benefits of membership above. Note: All presenters are required to register for the convention.

The membership year begins on October 1 and ends on September 30. Current membership dues are \$50.00 for Regular Members, \$25.00 for Student Members, and \$100.00 for Patron Members.

Please direct all membership related questions to treasurer@floridacom.org.

2017 Keynote Address



Dr. Robert S. Littlefield
University of Central Florida

The FCA is proud to announce Dr. Robert S. Littlefield as the keynote speaker at our 87th Annual Convention.

Dr. Robert S. Littlefield is the Director and Professor of the Nicholson School of Communication at the University of Central Florida in Orlando. Formerly a Professor of Communication at North Dakota State University for 38 years, Littlefield served as President of the Communication, Speech and Theatre Association of North Dakota from 1985-1987 and was one of the founders of what has become the annual fall convention. He has served C STAND in a variety of capacities and is a 1989 Inductee into its Hall of Fame. He served in several offices, including chairperson of the States Advisory Council for the National Communication Association, when the SAC launched the current awards for state association leaders. During his forensics coaching career, students from Shanley High School in Fargo, ND enjoyed success in student congress, debate, and speech; with nearly 70 students advancing to the National Speech and Debate Association National Tournament (formerly NFL). A highlight of his coaching career was the achievement of the National Point Leader designation by both of his children (Lindsay, 2003; Brady, 2007). The author of over 85 refereed publications and books, Littlefield has received recognition from state, regional, and national organizations for his scholarly activity. He served as editor of *Communication Studies* from 2013-2015 and was editor of the C STAND Journal. His recent edited book, *Risk and Crisis Communication: Navigating the Tensions Between Organizations and the Public*, reflects his current focus on identifying the micro-processes at work when decision-makers are faced with a risk or crisis situation and must determine how best to develop and respond to prevent or mitigate the situation.



Nicholson School of Communication

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Communication

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Graduate Teaching Assistant funding pays tuition, a yearly stipend and health insurance.

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Recent faculty additions have catapulted our program to the front of the field in strategic communication and related areas.

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Welcome to our NEW FACULTY



JIHYUN KIM, PH.D.

New Media/Communication
Technology and Health
Communication



NICK SCIULLO, J.D., PH.D.

Critical and Cultural Theory
Jeff Butler Director of Debate



NAN YU, PH.D.

Health Communication, Strategic
Communication and New Media
Research

PATRIC SPENCE, PH.D.

Risk and Crisis Communication, Technology,
Research Methods

The University of North Florida's Department of Communication is proud to announce a new Master of Science degree in Communication Management.

The 36-credit degree provides graduate-level professional skills for those seeking communication-related leadership positions at public relations firms, advertising agencies, news outlets, production companies, government agencies, healthcare companies and other businesses. The program is an innovative collaboration in which the Department of Communication provides the core courses, while students customize their degree by choosing one of five outside concentrations in business, nonprofit management, public management, leadership and public health. Students will learn strategy, metrics, economics, ethical and legal issues, and social and cultural issues in communication and media management.

For details visit: www.unf.edu/coas/communication/MS_in_Communication_Management.aspx



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2017 FCA Convention Schedule

Thursday Oct. 19

Registration 4:30 – 6:30 p.m. Foyer
Welcome Reception 6:00 – 7:00 p.m. Poolside

Friday Oct. 20

Registration 8:00 a.m. – 5:00 p.m. Foyer
Coffee Break 8:20 a.m. Foyer
Membership Meeting 8:30 – 9:00 a.m. Sheer Ballroom

Breakout Session

Sable Room

9:10 – 10:00 a.m. Communication Pedagogy (Workshop)
Moderator: Cynthia Carrico-Rausch

Welcome to conferencing for students: How they work & what you need to know

Laura L. Winn, William Trapani & Cynthia Carrico-Rausch (Florida Atlantic University)

Royal Room

9:10 – 10:00 a.m. Professional Scholarship
Moderator: Timea Varga

Improving customer relations with social listening: A case study of an American academic library Competitive Communication Scholarship

Margaret Stewart, Maria Atilano, Thomas G. Carpenter, & Christa L. Arnold
(University of North Florida)

Technology Presentation: An App entitled “Astropad” and it’s use as a professional drawing tablet in conjunction with the iPad Pro and Apple Pencil

Kip Miller (Lynn University)

Everglades Room

9:10 – 10:00 a.m. Pedagogy (G.I.F.T.S.)
Moderator: Jennifer Bender

Students as Wikipedia Editors: Helping Students and the General Public Better Understand the Field of Communication

Megan Tomei-Jameson (Palm Beach State College)

Weird AI Trilogy Continues: Learning Language Chapter Jargon through Song Parody!

Alyssa H. Kauffman (Suffolk County Community College)

“SPAMtastic!” – When Engaged Learning, SPAM and Radio collide

Katherine Loh (Florida Southern College)



Sable Room **10:10 – 11:00 a.m.** **Communication Pedagogy (Workshop)**
Moderator: Chris Gurrie

Writing and Publishing Workshop/Panel Discussion

Chris Gurrie & Kristin Foltz (University of Tampa)

Royal Room **10:10 – 11:00 a.m.** **Competitive Scholarship**
Moderator: Rachel Copley

Communication, Culture and Division: Women Still have a Long Way to Go

Jennifer Bieselin (State College of Florida)

How Do Women Socially Construct a 'Powerful' Identity Based on Language

Emily Hamlin (University of Central Florida)

Everglades Room **10:10 – 11:00 a.m.** **Communication Pedagogy**
Moderator: Erika Grodzki

Culture in Higher Education: Pedagogical Strategies for Foreign-born and International Students

Connie Hudspeth & Modupe Soremi (Seminole State)

How STEM Professors Appreciate and Accommodate International Undergraduates at an American Technical College

Barbara Feeney Abendschein (Embry Riddle Aeronautical University)

Sable Room

11:10 – 12:00 p.m. Communication Pedagogy (Workshop)

Moderator & Chair: Myra Hale Walters

Healing a Nation Divided: Promoting Civil Discourse in the Basic Communication Courses

Myra Hale Walters (Florida South Western State College)

Katie Paschall (Florida South Western State College)

Paula McKenzie (Bethune-Cookman University)

Katharine O'Connor (University of South Florida Sarasota-Manatee)

Royal Room

11:10 – 12:00 p.m. Competitive Scholarship

Moderator: Shari Hodgson

Listening Skills and the Medical Encounter: Perceptions from Practicing Physicians

Christa Arnold, Justin J. Coran, & Tanya Koropecjy-Cox (University of North Florida)

Making Effective Health Campaigns for College Students: Finding Common Themes

Laura Bouteman (University of Central Florida)

Everglades Room

11:10 – 12:00 p.m. Communication Pedagogy (Workshop)

Moderator & Chair Gary Carlin

Fostering Collaboration and Learning in Student-Run Organizations

Gary Carlin, Stefanie Powers, Erika Grodzki & Martin Phillips (Lynn University)



Sheer Ballroom

Lunch & Keynote Address

12:00 – 1:50 p.m

Dr. Steven Littlefield, University of Central Florida



Sable Room

2:00 – 2:50 p.m.

Communication Pedagogy (Workshop)

Moderator & Chair: Christine Holland

Develop a culture workshop: Team project for intercultural communication

Christine Holland (University of North Florida)

Royal Room

2:00 – 2:50 p.m.

Competitive Scholarship

Moderator: Jennifer Biesel

***R.B.G Style: An Exploration of the Stylized Political Figure through Images of Ruth Bader Ginsburg
Of Cookies, Dresses and Sex: Consumable Prostitutes and Second-Hand Brides***

Haley Schwartz (Florida Atlantic University)

Of Cookies, Dresses and Sex: Consumable Prostitutes and Second-Hand Brides

Rachel Copley (Florida Atlantic University)

Everglades Room

2:00 – 2:50 p.m.

Communication Pedagogy (Workshop)

Moderator: Stefanie Powers

Cross class projects: How to conceive, execute, grade and catalog

Kenny Embry & Jennifer Toole (St. Leo University)

Exploring Your Purpose & Building Connections: The Power of Positivity in the Classroom

Jim Van Allen (Kaiser University)

Sable Room

3:00 – 3:50 p.m.

Communication Pedagogy (Workshop)

Moderator: Timea Varga

Connecting Cultures Through Communication: A Workshop in Civic Mindedness

Paula McKenzie (Bethune-Cookman University)

Royal Room

3:00 – 3:50 p.m.

Competitive Scholarship

Moderator: William Trapani

Religious Spinning: An explanatory study on the predictive power of religiosity on Bahamian online gamblers' motivation and intensity

Chris Saunders (College of Bahamas)

GRADUATE PROGRAMS

in the School of
Communication &
Multimedia Studies



CONTACT:
Dr. Stephen Charbonneau,
Graduate Director
School of Communication and
Multimedia Studies
Florida Atlantic University
777 Glades Road
Boca Raton, FL 33431-0991
scharbo1@fau.edu • P: 561-297-3856

MA in Communication Studies

The MA program equips students with historical, theoretical, and critical knowledge of oral, written, visual, and aural symbol systems; the institutions and processes that produce them; and the audiences and readers who engage them. The program emphasizes the intersections among cultural studies, film, intercultural communication, media, and rhetoric.

MFA in Media, Technology, and Entertainment (MTEñ)

The MFA program is an interdisciplinary degree combining film, video, interactive media, and computer animation with computer science and engineering. The program fosters innovative approaches to digital entertainment that stretch creative and scientific boundaries. Students are challenged to think in artistic, scientific, and industrial terms about innovative forms of digital media practice.

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Spirituality, Religion, and Listening: An Exploration of How Communication and Listening Direct Purpose

Zachary Levensohn, University of North Florida

Everglades Room

3:00 – 3:50 p.m.

Professional Trends

Moderator & Chair: Stephanie Jackson

Communicating through Institutional Change

Stephanie Jackson & Stefanie Powers (Lynn University)

Sable Room

4:00 – 4:50 p.m.

Communication Pedagogy (Workshop)

Chair & Moderator: Jennifer Toole

Implementing a Digital Portfolio into your Curriculum

Jennifer Toole & Kenny Embry (St. Leo University)

Royal Room

4:00 – 4:50 p.m.

Competitive Scholarship

Moderator: Kailin Regutti

I Am Not a Dingo: The Evolution of Fake News and Truthiness to Satirical Exposition

Darlene Natale (Indiana University of Pennsylvania)

The smoke in your eyes: A critical examination of engagement-scholarship

John Kauth (Florida Gulf Coast)

Everglades Room

4:00 – 4:50 p.m.

Communication Pedagogy

Moderator: Cynthia Carrico-Rausch

Does Modality of Public Speaking Instruction Make a Difference?"

Shari Hodgson (University of Central Florida)

The Influence of Electronic Word-of-Mouth (eWOM) on the College Choice Process

Whitney Lehmann (Nova Southeastern University)

6:00 - 7:00 p.m.

President's Reception

Poolside

7:30 p.m.

Evening Outing

Chevy's Fresh Mexican



Saturday Oct. 21

Registration

8:00 a.m. – 1:00 p.m.

Foyer

Coffee Break

8:45 a.m.

Foyer

Breakout Session

Sable Room

9:10 – 10:00 a.m.

Communication Pedagogy

Chair & Moderator: Christine Hanlon

Campus Connections: Curriculum alignment to standardize the basic course curriculum

Christine Hanlon (University of Central Florida)

Mayra Holzer (Valencia College)

Karisa Workman (University of Central Florida)

Royal Room

9:10 – 10:00 a.m.

Competitive Scholarship

Moderator: William Trapani

How to Throw off a Dictatorship, Install an Interim Government, Write a New Constitution, and Communicate Democratic Reforms in Tunisia

Ed Kellerman (University of Florida)

Matthew Mayhem: Case Study on Media Use, Media Trust, & Affective Response as Hurricane Matthew Approached the Bahamas

Chris Saunders (College of the Bahamas)

Everglades Room

9:10 – 10:00 a.m.

Pedagogy (G.I.F.T.S.)

Moderator: Timea Varga

GIFTS – Who am I? - The Cultural Identity Project

Connie Hudspeth (Seminole State College)

GIFTS –Culture Project: Beyond the Classroom

Connie Hudspeth (Seminole State College)

10:00 -10:50 a.m.

Breakfast & Membership Meeting

Sheer Ballroom

11:00 -11:50 a.m.

Posters

Main Lobby

Breakout Session
Sable Room

12:00 – 12:50 p.m.

Communication Pedagogy (Workshop)
Chair & Moderator: Theresa MacNeil

The Role of Communication Across Small Group and Organizational Contexts

Theresa MacNeil, Cara Mackie, Laina Sweetney, Sherry Poonegar Brown, Destiny Blanchette,
& Pamela Dykes, (Florida Southern College)

Royal Room

12:00 – 12:50 p.m.

Competitive Scholarship Panel
Moderator & Chair Chandra Maldonado

Visual Culture: Archiving the Past to (Re)Imagine the Present

Chandra Maldonado (North Carolina State University)
Samantha Lloyd (Florida Atlantic University)
Cynthia L. Carrico (Florida Atlantic University)
Ashton Mouton (North Carolina State University)

Everglades Room

12:00 – 12:50 p.m.

Competitive Scholarship
Moderator: Jennifer Biesel

Gender Roles in Advertising: A Membership Categorization Analysis of the 2017 Super Bowl Commercials

Cynthia Nnagboro (University of Central Florida)

“The Thing Is”: Diagnosing Masculinity and Aging Through Text and Audience Readings of Viagra Advertisements

Heather Elliott (Florida Atlantic University)

Sable Room

1:00 – 1:50 p.m.

Competitive Scholarship
Moderator: Heather Elliott

“Live Boldly”: An Ableist Reading and Audience Analysis of the Film Me Before You

Kailin Regutti (Florida Atlantic University)

Hidden Damage: (Re)Constructing Porches and Brotherhood

David Purnell (Mercer University)



Royal Room

1:00 – 1:50 p.m.

Competitive Scholarship

Moderator: Shari Hodgson

Magically Splashing Our Way Through Disney's 'Song of the South'

Rick Kenney (Augusta University)

The Domestic Pavilion: A Rhetorical Study of 'The American Adventure' in Epcot's World Showcase

Samantha Lloyd (Florida Atlantic University)

Everglades Room

1:00 – 1:50 p.m.

Communication Pedagogy (Workshop)

Chair & Moderator: Ed Kellerman

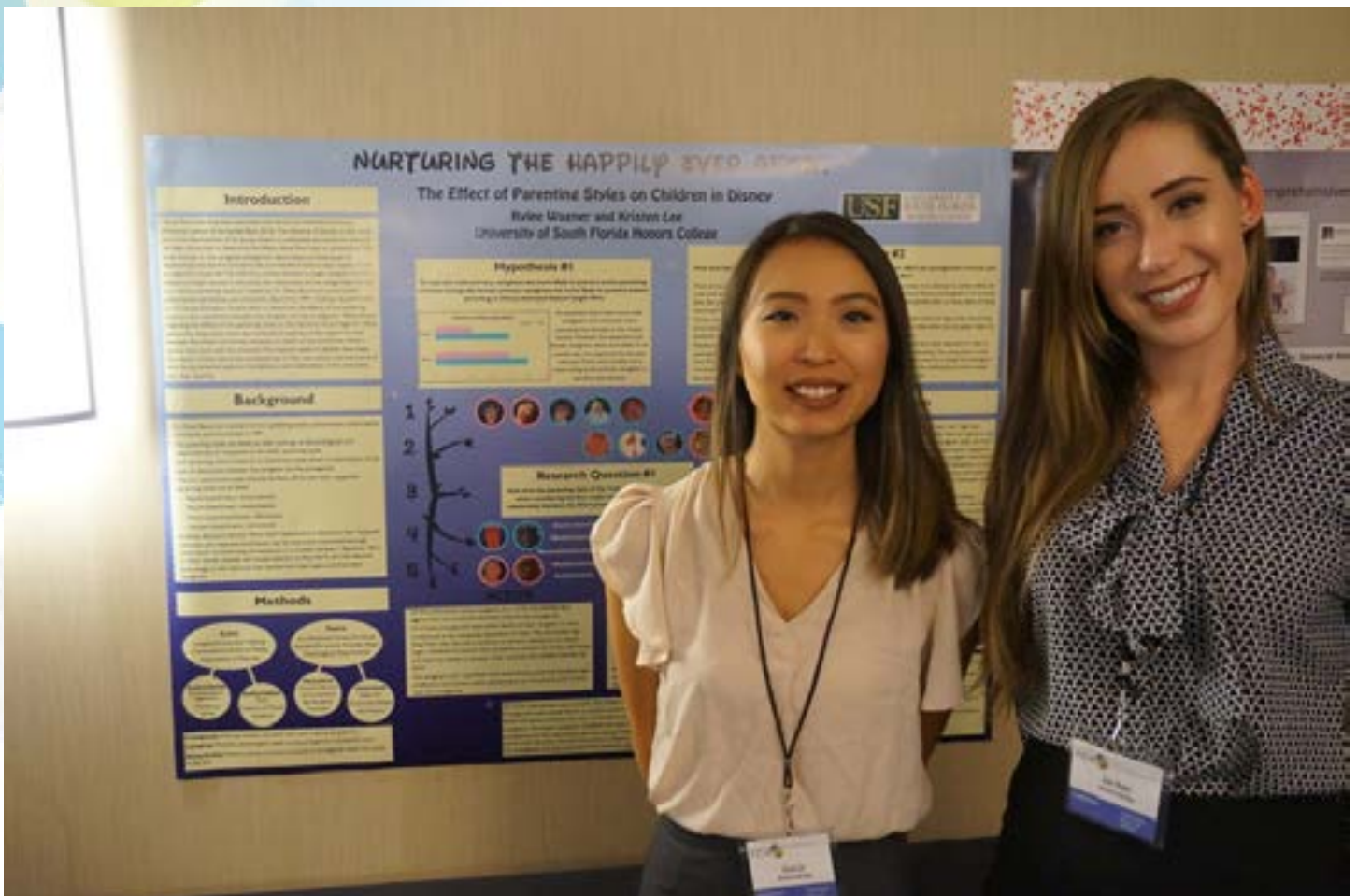
My Fabulous Fulbright and How the Fulbright Can Help Your Career

Ed Kellerman (University of Florida)

2:00 – 3:00 p.m.

Closing Awards Ceremony

Sheer Ballroom





invites you to its
Annual Convention Outings

Thursday, Oct. 19th at 8:00 p.m.

Walk to Disney Springs

Meeting in the hotel lobby at 7:45 p.m.

A flexible event - once the group arrives, you are welcome to explore, dine, bowl, see a movie, etc. in a group or individually.

Friday, Oct. 20th at 7:30 p.m.

Chevy's Fresh Mexican Lake Buena Vista

in Crossroads Plaza across the street from Hotel Plaza Blvd.
(Please sign up at the registration area if you plan to attend)





Notes:



FCA CONVENTION QUESTIONNAIRE & EVALUATION

Thank you for attending the 86th annual Florida Communication Association Convention. In an effort to improve for the 87th annual convention, please take the time to share your thoughts and opinions regarding FCA and your experience at the convention.

Your feedback is important to us.

1. What did you enjoy most about the convention? Enjoy least?

2. What suggestions can you make for the receptions, luncheons and/or breaks?

3. What recommendations can you make for topics at future FCA conventions?

4. What was the name of your favorite session?

5. At the next FCA convention, the following adjustments to scheduling should be considered: (Please check all that apply): **Longer academic sessions** ____ **Shorter academic sessions** ____ **Longer receptions** ____ **Shorter receptions** ____ **Longer breaks** ____ **Shorter Breaks** ____ **Other** _____

1. How did you hear about FCA? _____

2. Are you currently a member? ____ If so, how long have you been a member? _____

3. What do you enjoy most about FCA? Enjoy Least?

4. Have you ever served on a FCA committee or board? ____ If so, which one? _____

5. Are available to serve FCA as either a Campus Contact or a committee member? If so, please place your name and email address: _____

6. Do you find the FCA website, flordacom.org useful? ____ Are there any changes you would like to see? If so, please indicate what: _____

Other comments about FCA and/or the convention?

