

Florida Communication Association

88th Annual Convention



Transnationality, Tolerance, & Communication

October 18-20, 2018
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
2017 Lake Buena Vista
2018 Lake Buena Vista

Welcome to the 2018 FCA Convention

Transnationality, Tolerance, & Communication



Greetings, Members and Attendees!

Welcome to the 88th annual Florida Communication Association convention, “Transnationality, Tolerance, & Communication.”

The events of the past year have shown us that it is increasingly necessary for members of our field to question processes of globalization-- especially its role in connecting nations and cultures-- and to investigate ways in which we may create and sustain a global community.

The scholars presenting at this year’s convention confront these issues both in the local context within our campuses and classrooms as well as in the context of communities regionally, nationally, and globally. In addition, we have a variety of pedagogical panels and workshops that are sure to galvanize your commitment to communication education and inspire new ways of thinking about teaching and learning in our digitally-connected world.

Our hope is that you enjoy the weekend, engage with peers, colleagues, and friends new and old, and leave our convention energized and equipped to confront the challenges of our field.

Here’s to learning from and with one another at our FCA Convention!

With all the best,

A handwritten signature in cursive script that reads "Haley Swartz".

Haley Swartz
1st Vice President
2018 Convention Chair



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Florida Atlantic University

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2011 Natalia Cherjovsky
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2013 Donald Painter
2014 Stephanie Jackson
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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
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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



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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.



2018 Keynote Address



Dr. Noemi Marin
Florida Atlantic University

The FCA is proud to announce Dr. Noemi Marin as the keynote speaker at our 88th Annual Convention. Adhering to the theme, Transnationality, Tolerance & Communication, Dr. Marin will speak to the role of communication in traversing international disparities in the current globalized milieu.

Dr. Marin is a prolific international scholar whose research focuses on communist and post-communist discourse and societies in transition. As a Romanian who emigrated to the United States before the fall of communism, Dr. Marin is uniquely situated to critique public voices in communist and transitional governments. In addition to teaching graduate and undergraduate courses in communication and rhetoric at Florida Atlantic University, Dr. Marin has been a guest lecturer at several national and international institutions, including Harvard University, Columbia University, and University of Lisbon. Dr. Marin is widely published, and has authored and co-authored several books: *Rhetorics of 1989* (2015), *After the Fall: Rhetoric in the Aftermath of Dissent in Post-Communist Times* (2007), *Negotiating Democracy: Media Transformation in Emerging Democracies* (contributor, 2007); *Advances in the History of Rhetoric* (contributor, 2007; 2006); *Realms of Exile: Nomadism, Diaspora and Eastern European Voices* (contributor, 2005); *Intercultural Communication and Creative Practices* (contributor, 2005); *Culture and Technology in the New Europe: Civic Discourse in Transformation in Post-Communist Nations* (contributor, 2000). Most recently, Dr. Marin published her second book of poetry in her native Romanian; the title roughly translates to *Air of Escape* (2017).

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2018 FCA Convention Schedule

Thursday Oct. 18

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

Friday Oct. 19

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.	Trends in Communication Education Moderator: Myra Hale Walters
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State of the Discipline: Analysis of Communication Requirements at Florida Colleges and Universities – 2018

Constance Hudspeth (Seminole State College) and Rich Mercadante (St. Petersburg College)

Changing Trends in Oral Communication Instruction

Shari Hodgson (University of Central Florida)

Royal Room	9:10 – 10:00 a.m.	Communication Pedagogy Moderator & Chair: Laurie Lawrence
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G.I.F.T.S for Corporate Communication: Cultivating Culture and Tolerance

Laurie Lawrence (Stephen F. Austin State University), Kimberly Flanders (Pennsylvania State University), Darlene Natale (Indiana University of Pennsylvania)

Everglades Room	9:10 – 10:00 a.m.	Competitive Scholarship Moderator: Lakelyn Taylor
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News Media Literacy in Young Adults: Effects of Agenda Melding

Christine McWhorter (Norfolk State University)

Digital Ignominy and Shame Campaigns Among Undergraduate Students: Social Justice Online

Chad Collins, Skylar Freeman, Pryia Lachlan, Nichole Lamaritata (University of Central Florida)





Sable Room

10:10 – 11:00 a.m.

Communication Pedagogy (Panel)

Moderator: Laura Dickinson

Transgress, Digress, Discuss: Classroom Content with a Global Perspective

Laura Dickinson, Constance Hudspeth, Modupe Soremi (Seminole State College)

Royal Room

10:10 – 11:00 a.m.

G.I.F.T.S. Workshops

Moderator: Tara Koosak

Escape Room Classroom

Lori Crane (Palm Beach State College)

Consultancy and the Case Pitch: A Group Presentation Exercise

Chris Gurrie (University of Tampa)

Everglades Room

10:10 – 11:00 a.m.

Communication Trends

Moderator: Jennifer Toole

Tolerance & Politics: A Discussion-Based Conversation on Narratives Surrounding the Trump Presidency

Jennifer Bender (University of South Florida)

Europa Rising (Again): The Role of Symbolic Politics in European Nationalism Post-Communism Through Present Times

Timea Varga (Lynn University)

Sable Room

11:10 – 12:00 p.m.

Pedagogical Scholarship

Technology in the Collaborative Classroom

Jennifer Toole & Kenny Embry (Saint Leo University)

Royal Room

11:10 – 12:00 p.m.

Communication Trends

Moderator: Laurie Lawrence

Emerging Themes from the Physicians' Perspective: Considering Health Communication with Patients from a Global and Networked World

Christa L. Arnold and Margaret C. Stewart (University of North Florida)

“Oh my God, she can really walk?!”: Narrating “Disability” from a Standardized Patient Perspective

Jennifer Bender (University of South Florida)

Everglades Room

11:10 – 12:00 p.m.

Competitive Scholarship

Moderator: Catalina Ruiz de Gamboa

The Glee Effect

Pryia Lachlan and Michael Nunes (University of Central Florida)

‘Yas Honey’: A Virtual Ethnography of Netflix’s Queer Eye Through Trujillo’s Five Characteristics of Hegemonic Masculinity

Shannon McGinley (Florida Atlantic University)



Sheer Ballroom

Lunch & Keynote Address

12:00 – 1:50 p.m

Dr. Noemi Marin, Florida Atlantic University

Sable Room

2:00 – 2:50 p.m.

Trends in Communication Education

Moderator & Chair: Christine Hanlon

The State of the Public Speaking Course in Florida

Christine Hanlon (University of Central Florida), Karen Borglum (Valencia State College),
Laura Dickinson (Seminole State College), Jeff Melton (Lake Sumter College),
Shari Hodgson (University of Central Florida), Connie Hudspeth (Seminole State College),
Michael Moniz (Valencia State College)

Royal Room

2:00 – 2:50 p.m.

Communication Trends

Moderator: Jennifer Bieselin

Interpersonal and Organizational Social Listening Purposes in a Global Mediated Society

Margaret Stewart and Christa Arnold (University of North Florida)

Tolerating Voices: The Shame Involved in Responses to How You Look

Jennifer Bender (University of South Florida)

Everglades Room

2:00 – 2:50 p.m.

Pedagogical Scholarship

Moderator: Katie Paschall

Building a Classroom Community: Strategies for Multicultural Student Success

Deandre Poole (Florida Atlantic University)

Teaching Strategies of Civility and Tolerance as Tools of Student Engagement and Institutional Effectiveness

Timea Varga (Lynn University)

Sable Room

3:00 – 3:50 p.m.

Communication Pedagogy (Panel)

Moderator & Chair: Jennifer Toole

Ditching the Semester Project

Jennifer Toole (Saint Leo University), Kenny Embry (Saint Leo University), Chris Gurrie (University of Tampa),
Gary Carlin (Lynn University), Stephanie Jackson (Lynn University), Stefanie Powers (Lynn University)

Royal Room

3:00 – 3:50 p.m.

G.I.F.T.S. Workshops

Moderator: Christine McWhorter

Cultural Speed Friending

Alyssa Kauffman (SUNY Suffolk)

Creating Experiential Learning Opportunities for Students that tie into Your Department's Goals

Whitney Lehmann (Nova Southeastern University)

Everglades Room

3:00 – 3:50 p.m.

Competitive Scholarship

Moderator: Shari Hodgson

Political Perceptions of Trump and Disclosure of Political Affiliation

Amanda Brown, Chad Collins, Morayma Cubero, David Mercadante, Lakelyn Taylor (University of Central Florida)

Complicit: A Postmodern Visual Analysis and a Social Semiotic Look at Visual Metaphors in a 2018 Trump Campaign

Charles Keith (North Carolina State University)

Confirmation Bias in Media Coverage of Kavanaugh’s Nomination and Confirmation

Chad Collins, Aaron Scott, Kelly Merrill, Jr. (University of Central Florida)

Sable Room

4:00 – 4:50 p.m.

Communication Pedagogy (Workshop)

Moderator & Chair: Margaret Chojnacki

Circuit Training for the Communication Classroom

Margaret Chojnacki (Barry University), Mark Gatlin (Palm Beach State College), Catherine Montero (Palm Beach State College), Carrie Thompson (Palm Beach State College)

Royal Room

4:00 – 4:50 p.m.

Communication Trends

Moderator & Chair: Paula McKenzie

A Workshop in Social Justice: Learning Tolerance through Communication

Paula McKenzie (Bethune-Cookman University)

Everglades Room

4:00 – 4:50 p.m.

Competitive Scholarship

Moderator: Shannon McGinley

Legacy of Struggle: Transnational Themes of Black Feminism in *La Noire de...*, *Burning an Illusion*, and *Precious*

Jennifer Scott (Embry-Riddle Aeronautical University)

Arousing Activism: An Analysis of Media Activism in the World of Pornography

Catalina Ruiz de Gamboa (Florida Atlantic University)

Digital Power: Is Social Media a tool for Activism?

Chris Conyers (Florida Atlantic University)

6:00 - 7:00 p.m.

President’s Reception

Poolside

7:30 p.m.

Evening Outing

Disney Springs

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 (Panel)

Moderator & Chair: Josh Youakim

Fake News and Alternative Views: A Discussion of Today's Challenges in Public Speaking

Josh Youakim, Roy W. Samuelson, Kacee Keegan (Florida Gulf Coast University)

Royal Room

9:10 – 10:00 a.m.

G.I.F.T.S Workshops

Moderator: Margaret Chojnacki

Let's Recap: Creating Critical Thinkers and Confident Speakers through a Video App

Megan Tomei-Jameson (Palm Beach State College)

Using Facebook to Create a Close and Civil Culture in Online, Hybrid, and Accelerated Courses

Chris Gurrie (University of Tampa)

Everglades Room

9:10 – 10:00 a.m.

Competitive Scholarship

Moderator: Jennifer Bieselin

Widow narratives: Using Current Stories to Compare Formula Stories of Grief and Loss for Older Women After the Death of a Spouse

Jennifer Bender (University of South Florida)

First Wives Advocacy Facebook Page: An Analysis of Forms of Engagement

Cindy Stewart (Florida State University)

10:00 -10:50 a.m.

Breakfast & Membership Meeting

Sheer Ballroom

FCA 2017 Grant Recipient Presentation

Chandra Maldonado (North Carolina State University)

Recovering Roosevelt and the Rhetorical Archive

11:00 -11:50 a.m.

Poster Session

Main Lobby





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Contact Information

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- Public relations
- Radio & TV station management
- Sales and marketing
- Social media management
- Training and development
- University administration

Breakout Session

Sable Room

12:00 – 12:50 p.m.

Communication Pedagogy (Panel)

Moderator & Chair: Chris Fenner

Active & Experiential Learning and High Impact Practices: Moving Beyond Buzzwords to Practical Application

Chris Fenner (University of West Florida), Kelly Carr (University of West Florida), Kat Loh (Florida Southern College), Cara Mackie (Florida Southern College), Paul Pilger (University of West Florida), Mike Trice (Florida Southern College), Libby Woodard (University of West Florida)

Royal Room

12:00 – 12:50 p.m.

Communication Trends (Workshop)

Moderator: Haley Swartz

Mentorship in Publishing: Strategies for Success in Submitting Scholarship for Publication

Noemi Marin (Florida Atlantic University) and Chris Gurrie (University of Tampa)

Everglades Room

12:00 – 12:50 p.m.

Communication Pedagogy (Workshop)

Moderator: Laura Dickinson

Photography and Videography Tips for Multimedia Presentations on Portraying Culture

Ed Kellerman and Sarjit Kellerman (University of Florida)

The Culture of Fear: Scare Tactics Across Borders and the Transnational Saturation of Culturally-Distinct Fears

Chad Collins (University of Central Florida)

Sable Room

1:00 – 1:50 p.m.

Communication Pedagogy (Panel)

Moderator & Chair: Miles Mancini

Monsters and Mayhem: How Scenario-Based Learning and Gamification Engage Communication & Global Community/Ethics in the Classroom

Roberto Garcia, Miles Mancini, Eric Otto, Sam Walch, Andrew Wilkinson
Joana Edme, Alicia Frank, Sulinez Santos, Jacob Fratti, Mark Terwilliger, Ashley Papp
(Florida Gulf Coast University)

Royal Room

1:00 – 1:50 p.m.

Communication Trends (Panel)

Moderator & Chair: Alex Ortiz

The Role of Communication in Connecting People Across the World

Cara Mackie (Florida Southern College), *Strengthening friendship through religious diversity*

Pamela Dykes (Florida Southern College), *Easily connected: Teaching, coaching, communicating, and global interaction*

Theresa MacNeil (Florida Southern College), *The Up with People experience: Making connections around the world*

Matthew Herbertz (Florida Southern College), *Universal cinematic language in Myroslav Slaboshpytskyi's 'The Tribe'*

Everglades Room

1:00 – 1:50 p.m.

Competitive Scholarship

Moderator: Deandre Poole

Protecting the House Love Built: A Case Study of Diffusion Theory and Technology at Oviedo Ronald McDonald House

Lakelyn Taylor (University of Central Florida)

The Financial Impact of Divorce on Women

Cindy Stewart (Florida State University)

2:00 – 3:00 p.m.

Closing Awards Ceremony

Sheer Ballroom





invites you to its
Annual Convention Outings

Thursday, Oct. 18th @ 7:30 PM

Chevy's Fresh Mexican Lake Buena Vista
In Crossroads Plaza across the street from Hotel Plaza Blvd.

Friday, Oct. 19th @ 7:45 PM

Explore Disney Springs

Meet in the hotel lobby at 7:30 PM

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



FCA CONVENTION QUESTIONNAIRE & EVALUATION

Thank you for attending the 88th annual Florida Communication Association Convention. In an effort to improve for the 89th 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?

FCA

