



# **Florida Communication Association**

## **Communication and Community Engagement**


*Convention Program*  
*FCA 94<sup>th</sup> Annual Convention | October 19, 2024*

Location: Zoom

Meeting ID: TBD  
Passcode: TBD

## Saturday, 10/19/24

8:30am – 9:00am EDT	Virtual Check-In	Zoom Room: MAIN
9:00am – 10:00am EDT	Breakfast & Membership Meeting <i>All members are invited to join us with their breakfast of choice to conduct the annual business meeting.</i>	Zoom Room: MAIN
10:05am – 11:00am EDT	Artificial Intelligence and Communication: Helpful or Hurtful? <i>Alyssa Kauffman: Helping students trust their writing and self-efficacy... instead of relying on ChatGPT (SUNY Suffolk)</i>  <i>Gary Carlin: The evolution of community engagement strategies in the context of advancements in artificial intelligence technologies (Lynn University)</i>  <i>Moderator: Alyssa Kauffman</i>	Zoom Room: Session A



**10:05am – 11:00am EDT**

**Making Connections**

*Larissa Little: Community or coalition: How trans non-binary people connect (University of Maine)*

*Zaria Boutan: Childhood friendships and adult romantic relationships (Louisiana State University)*

*Sarah Smith-Frigerio: Exploring negative parasocial relationships: A thematic analysis of comments on the Idaho 4 murder case (University of Tampa)*

*Moderator: Felicia Murphy*

Zoom Room:  
Session B


**11:05am – 12:00pm EDT**

**Communication and Social Media**

*Monica Ancu: Tweets in news stories: How CNN.com and FoxNews.com sourced presidential candidates' tweets during the US 2016 and 202 presidential elections (University of South Florida)*

*Katherinne Peralta: Why are GenerationZ consumers using the new TikTok Shop Feature? Consumers' purchase decisions within the beauty and personal care product category (Florida State University)*

Zoom Room:  
Session A



*Randall Fowler: Polysyndeton, social media, and the presidency: Digital culture and rhetorical style in the 2020 election (Abilene Christian University)*

*Yuan Nan: From social media communication to market success: The diffusion of knowledge comics in China (University of Florida)*

*Moderator: TBD*


**11:05am – 12:00pm EDT** *Communication and Race*  
*Wesley Johnson: Blue rage: The racial logic of Blue Bloods (Valencia College)*

Zoom Room:  
Session B

*Daria Zavodskaja: Strategic ambiguity of “Black” Super Taus in White Russia (University of South Florida)*

*Brian Munoz: A horse of a different color: A content analysis on the intersection of substance use and race in popular narrative television programming (University of Central Florida)*

*Moderator: Roy Samuelson*



**12:00pm – 1:00pm EDT**

Lunch & Keynote Speaker

*All members are invited to join us with their lunch of choice while we hear from this year's keynote speaker, Jamie Wilson.*

Zoom Room:  
MAIN

**1:05pm – 2:00pm EDT**

Student Poster Session

*Danielle Boland: "We want to empower them with a choice": Managing tensions of healthy eating within patterns of family (Rollins College)*

Zoom Room:  
Session A

*Noelani Segree: Few places to learn, few spaces to talk: Reproductive health literacy among Gen Z women (University of Tampa)*

*Moderator: Alyssa Kauffman*

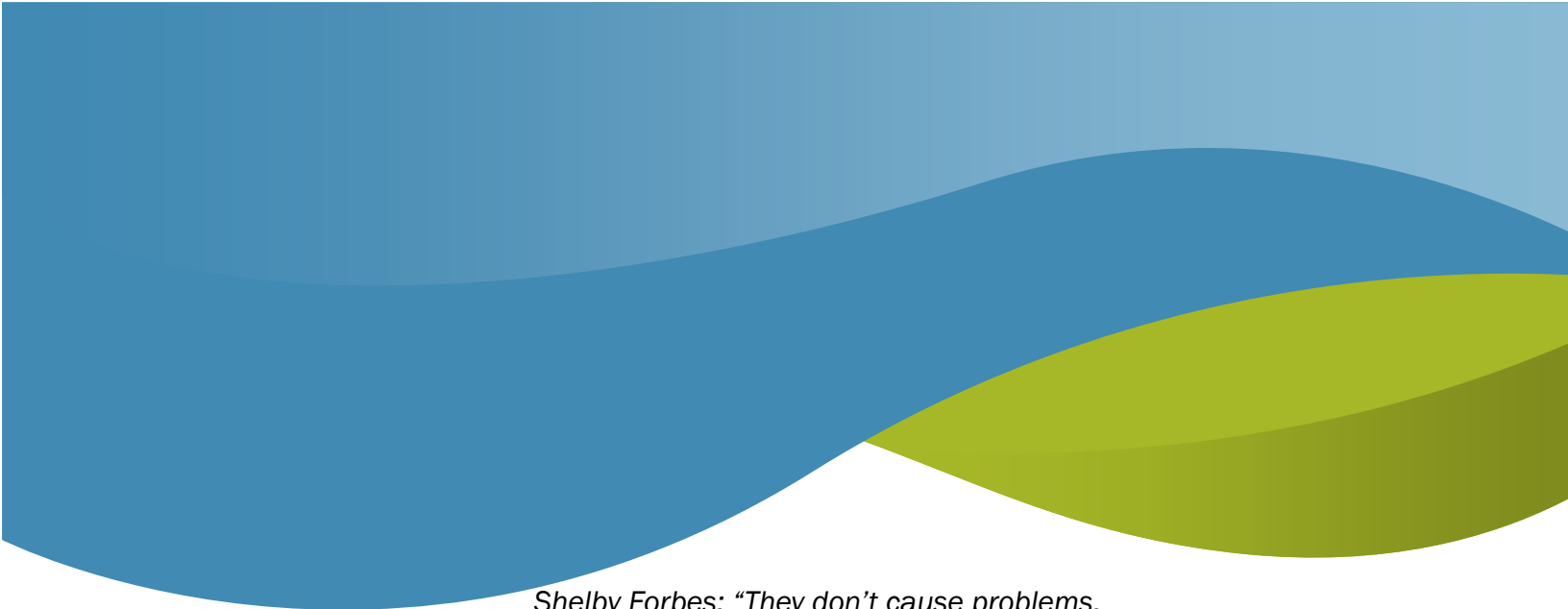
**2:05pm – 3:00pm EDT**

Community for Classroom Engagement

*Cara Mackie: Experiential learning through community engagement (Florida Southern College)*

Zoom Room:  
Session A

*Ed Kellerman: The best classroom exercise ever in non-verbal artifactual communication (University of Florida)*



*Shelby Forbes: “They don’t cause problems, but I never hear from them”: Applying a theory of change to foster classroom engagement among East Asian international students (University of North Carolina)*

*Moderator: Erin Christie*

**2:05pm – 3:00pm EDT**

Health, Rights, and Personal Choice

*Stefanie Davis Kempton: MissInformation: Analyzing women’s reproductive health myths and their impact on online communities (Florida Gulf Coast University)*

Zoom Room:  
Session B

*Shana Cooper: The rhetoric of personal choice in the public sphere: The modern marijuana movement in Florida*


*Moderator: Roy Samuelson*

**3:05pm – 4:00pm EDT**

Organizational Communication

*Pamela Dykes: From academia to the academy: Studying organizational communication from multiple perspectives (Florida Southern College)*

Zoom Room:  
Session A



*Elena Chudnovskaya: Organizational culture as a tool of engagement in a virtual community (Texas Tech University)*

*Shelby Forbes: Engaging internal and external stakeholders to overcome organizational crises (University of North Carolina)*

*Moderator: Ashley Johns*

**3:05pm – 4:00pm EDT**

Professionalism and Community

*Aimee Whiteside: A call for unity: Closing the divide between the humanities and professionalization (University of Tampa)*

Zoom Room:  
Session B

*Iryna Savich: Building a corporate identity in an institution of higher (University of Houston)*

*Moderator: Felicia Murphy*

**4:00pm – 5:00pm EDT**

Closing Award Ceremony and Membership Meeting

Zoom Room:  
MAIN



**Thank you to our 2024 Reviewers!**

*Elena Chudnovskaya*

*Ashley Johns*

*Alyssa Kauffman*

*Rebecca Riccardi*

**Thank you to our 2024 keynote speaker!**

*Jamie Wilson*