

Florida Communication Association Newsletter



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Message from the President Natalia Cherjovskiy



From the Office of the President:

It is hard to believe that the fall semester of 2011 is underway. Where did the summer go? As you get back into the swing of things, your FCA Executive Board is hard at work getting ready for another wonderful convention in Orlando, from October 13th through the 15th. That's right! Our 81st Annual Convention is right around the corner, and we can't wait to make it the best one yet.

We hope that you are preparing as well: making travel arrangements, booking your hotel room, or putting the final touches on your presentations if you will be joining us as presenters. We are looking forward to seeing old friends and colleagues, as well as meeting new acquaintances and contacts.

Your 1st VP, Beth Eschenfelder has been busy putting together a fantastic convention for the membership. As always, you can expect a wide array of topics put forth by experienced professionals in the field of communication, dedicated academics who are constantly pushing the envelope with their innovative research, and students whose fresh perspectives remind us why we love this field. Of course, even if we take what we do quite seriously, our convention is never all about business, is it? You are officially invited to join us in a variety of social events, from a welcome reception, to daily lunches, etc. We encourage everyone to get involved as much as they can. The Florida Communication Association is all about creating an extended community for our members.

On a personal note, I will surely be excited to come back to Florida and escape the cold that will undoubtedly be building up in my new home, Iowa. Earlier this summer, I accepted a teaching position at Kirkwood Community College in Cedar Rapids, and moved to Iowa City. Despite the distance, my heart is still with the FCA, and I will be delighted to see everyone in October.

Until then, my friends and colleagues, here's hoping your year has been fantastic and that your semester shapes up nicely.

See you in Orlando in October!

Natalia

81st Annual Convention of the Florida Communication Association
 October 13-15, 2011
Four Points by Sheraton Orlando Studio City, Orlando, Florida

Registration: Because FCA still is a grassroots organization, we still require all presenters to register for the convention. There are several options for registration, but we hope you choose to stay for the full convention and enjoy the Universal Studios area. We have a great keynote speaker and many fabulous panels and events for you to enjoy. Please go to the [FCA website](#) to register for the convention.

Book Your Hotel Reservation By 9/13: Take advantage of the promotional group rate of \$105 per night and help us meet our hotel contract commitment by booking your reservation soon – by September 13. Reservations can be made by calling 1-800-327-1366 and asking to speak with the reservations department, or by emailing reservations@fourpointsstudiocity.com. Reference the Florida Communication Association Convention rate. These special rates are available for October 13 through 15. It is a great opportunity to come for the conference and stay for a short vacation.

Register TODAY!

G.I.F.T.S.

If you're coming to FCA in Orlando, bring GIFTS!!

As a seasoned teacher, graduate teaching assistant, or someone in between, help celebrate this year's theme by participating in our community of teachers and learners. **Great Ideas for Teaching Students** are class-tested activities, assignments, projects, games, simulations, or assessment techniques that address a specific communication theory, concept, skill, or learning objective. We encourage all submissions from across the communication discipline to submit creative pedagogical ideas. In your submission, please include a brief abstract of the G.I.F.T. and up to two pages of supporting materials that articulate the goal, justification/rational, directions, and explanation of how the submission connects to/with communication concepts, theories, and/or various skills. Please submit all GIFTS via email to: Dustin Lemke at dlemke@hccfl.edu by **September 30, 2011**.

The Top 3 submissions will be recognized with a Certificate of Merit, as well as those additional GIFTS submissions with a direct connection with this year's theme: Communication and Community.

Dr. Stan Deetz

2011 Convention Keynote Speaker



Dr. Stan Deetz is internationally recognized for his expertise and leadership in community organizing and governance, central topics related to our convention theme *Communication and Community*. Dr. Deetz is Professor of Communication and a President's Teaching Scholar at the University of Colorado at Boulder, where he also is the director of the Peace and Conflict Studies Program. Dr. Deetz also is the founder and director of The Center for the Study of Conflict, Collaboration, and Creative Governance (3CG). Deetz specializes in the study of organizational communication from a critical/ cultural/ philosophic perspective. Organizations are considered to be complex contested sites where publics make critical economical, social and political decisions. His teaching, research, and applied activities consider both internal organizational practices and their consequences for society.

National Communication Association
States Advisory Council
Florida Report

We held our 80th annual conference in Orlando October 14-16, 2010. We had a total of 125 participants. We had 47 student registrants and 78 non-student registrants (largely faculty, but also some from outside academia). 68 of our registrants registered for the entire convention, while 57 for just one day. Our participants came from 11 states. We also had one international participant from Dubai. 41 of our participants were not members of FCA.

We also had five sponsors this year. We are actively seeking increased support from sponsors as a way of supplementing income from dues, the Journal, and the convention. (Sponsorship Information is on back)

We continue to publish 2 issues of our juried journal each year. We also publish three issues of our Newsletter which are disseminated electronically and available at our website.

We are currently in the process of upgrading the website so that it is more user friendly and professional looking. We are looking for a web designer to assist us.

Submitted by

Richard Quianthy
SAC Representative, Florida

***PROPOSED
CONSTITUTION CHANGES
JUNE 2011***

On Saturday, June 11, 2011 the FCA Executive Board voted to propose the following changes the FCA Constitution. The proposed changes would rename the position of 2nd Vice President to Membership Coordinator and give that position responsibility for membership recruitment, development, orientation, and retention. The changes would also shift responsibility for directing the Campus Contacts program to the Florida Educational Liaison. The proposed changes would also remove language referring to a committee that has been replaced by the Campus Contacts program. Please reference the FCA website for the exact changes: added text is underlined and deleted text is indicated with a strikethrough. All changes are in blue.

**Thank you to our
2011 Convention Sponsors**

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University of South Florida, Department of Communication
Florida State University, College of Communication and Information

Silver Sponsors
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Teaching Tips and Best Practices

CMC Panel

Florida Communication Association

80th Annual Conference

Lake Buena Vista, Florida

Dr. Kenny Embry



Even if you haven't taught a class in computer-mediated communication (CMC), chances are you've had to teach something about it in one of your classes. The domination of technology hasn't just changed the face of the classroom as students bring their laptops to class, but has changed the material we cover within courses such as interpersonal communication or mass media. This year the CMC panel discussion examined some of the issues. The panel was comprised of Professor Diana Karol Nagy (University of Florida), Paul Wills (MA Student, University of Central Florida) and Dr. Kenny Embry (Florida College)

Dr. Embry suggested a way to structure the CMC course. Embry recently finished his Ph.D. studying online interpersonal relationships and noted that the field has changed considerably in just the past three years. The two texts that are popular for this course (Barnes' "Computer-Mediated Communication: Human-to-Human Communication Across the Internet" and Thurlow's "Computer Mediated Communication") are both fine histories of CMC, but are too old to reflect what's relevant today. For example, between the time those books were published (2005 and 2004 respectively), Facebook has migrated from a few college campuses and gone mainstream, Google has become a verb, and the iPad, iPhone and other smartphones have become dominant devices for Internet content consumption. In this study, to be current is to be relevant. "Hot button" topics such as "the digital divide" (the disparities between those who have Internet access and those who don't) have since been largely resolved and new topics such as "net neutrality" have taken their place. CMC has had to be redefined to incorporate the other computing devices we use daily such as smartphones, portable tablets and e-readers. Embry suggests that the best way to divide the topic rather than the "traditional" means is to examine CMC as it affects different sub-disciplines within the communication field. The communication fields he suggested were interpersonal, organizational, mass media (where the Internet is often the disrupter), small group, conflict, rhetoric, the critical tradition, health, political, and semiotics.

Paul Wills presented some "best practices" for presenting the course. First, he suggested, it is important to remember that the students will often be more technically savvy than the instructors and that "I don't know" is often the best answer we can give. However, the principles behind CMC are relatively stable and that the course could be presented as a "best practices" for using the tools the Internet has to offer. For example, online relationships often include self-disclosure. The level of that self-disclosure may need to be checked in order to keep one safe from online predators.

Diana Karol Nagy outlined some excellent practical exercises for the CMC course. Much of her course is taught via the aid of an online classroom (she currently uses Sakai). During her course, she includes many thought building questions culled from current headlines. For example, if an "online couple" get "married" via the Internet life simulation called "Second Life," does this constitute infidelity? Thought provoking questions such as this often spark discussion among students. She also requires students to learn some HTML, an online programming language, and build their own websites so they can become participants in the online culture (if they aren't already). Likewise, Nagy is quick to point out the limitations of CMC and requires students to think of the physical places that have significance to them to point out the disjunction between CMC "life" and "real life."

The panel entertained some excellent questions that helped expand on the CMC course.

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.

