



Florida Communication Association

Our purpose is to coordinate the efforts of teachers, students, and others interested in advancing the communication arts and sciences in the state of Florida.

Special Points of Interest:

- Our Keynote Speaker is Dr. Keith Berry
- Brief on Service-Learning

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Message from the FCA Board

Greetings FCA Members and Friends,

As the Florida summer continues and the fall semesters begin, we once again approach our annual convention. This, our 86th convention, is shaping up to be one a very promising one with a full program (which you can find on the FCA website) and a wonderful variety of scholarship to be presented. If you have not done so already, please be sure to register for the Convention through www.floridacom.org. The deadline for early online registration is October 1st.

We are also honored to announce our 2016 Keynote Speaker, Dr. Keith Berry (University of South Florida). Dr. Berry recently won the National Communication Association Ethnography Division's award for best book for *Bullied: Tales of Torment, Identity, and Youth* (2016). You will find a short biography of Dr. Berry in this newsletter.

Elsewhere in this issue, we are pleased to feature a contribution by Katharine O'Connor in which she discusses the use of Service-Learning in communication classes. This is the first of what we hope will be many newsletter submissions by FCA members.

Finally, we would like to once again thank our sponsors for this year—your support is vital to the continued growth of our association. Thank you.

See you in Orlando!

The FCA Board

"Thank You" to our 2016 Sponsors:

Platinum:

University of Central Florida

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In-Kind:

Lynn University

Florida Atlantic University

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2016 Convention Keynote Speaker

Dr. Keith Berry

University of South Florida

Dr. Keith Berry is an Associate Professor in the Department of Communication at the University of South Florida in Tampa. His research and teaching focus on relational communication, particularly the ways in which conversation partners co-create, interpret, and use meaning within social interactions and relationships. He primarily examines ways people form and negotiate identities through relating, especially as this process pertains to vulnerable populations and occurs within under-studied contexts of relating. His research has been published in journals such as *Journal of Applied Communication Research*, *Journal of Family Communication*, *International Journal of Qualitative Methods*, and *Qualitative Inquiry*, and edited book collections such as the *Handbook of Autoethnography and Popular Culture as Everyday Life*.

His recent book, *Bullied: Tales of Torment, Identity, and Youth* (Routledge) uses communication and personal narrative lenses to examine bullying practices and their impact on youth's identities and wellbeing generally. *Bullied* was recently named 2016 Best Book by the Ethnography Division of the National Communication Association (NCA), and serves as a central focal point for his keynote address. Dr. Berry currently serves as Co-chair of NCA's Anti-Bullying Task Force, and is a past Chair of NCA's Ethnography Division.



Service-Learning and Communication: Using Communication to Create Social Change

Katharine O'Connor
Florida Gulf Coast University

This is the first in a series of contributions from Florida Communication Association members. All members are encouraged to submit short writings, particularly those related to pedagogy. Here, Katharine O'Connor continues a thread from last year's conference, and in so doing previews the work she will be presenting this year.

This past year at FCA, Miles Mancini and I held a workshop to present ways to incorporate service-learning into the public speaking classroom. Service-learning (sometimes referred to as experiential learning) is a high impact teaching methodology that combines classroom pedagogy with community action. Through service-learning, students learn through actively participating in service experiences that meet actual community needs. Service-learning is reciprocal in that both parties are learning and teaching during the experience. Some of the proven benefits of course-based service learning are: communication skills, critical thinking skills, problem solving skills, leadership skills, higher-order thinking skills, skill building, and exploration of future career interests. Research suggests that service-learning activities develop a stronger sense of citizenship, social justice and volunteerism along with pedagogical knowledge and skills in students (Stringfellow & Edmonds-Behrend, 2013). Adding a service-learning component to the public speaking course not only provides the previously listed benefits, but it also increases rigor, adds additional intercultural knowledge, and benefits the community.

Since adding the service-learning component to this course, students have earned over 2200 service-learning hours! In addition, this assignment has added much needed rigor to the course. Moving forward, the faculty is working to incorporate this into the Public Speaking Competition as a way to engage the larger community.

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More importantly, the students are engaged! They are learning outside of the four walls of the classroom! They are excited about this speech assignment and many are choosing to carry this topic over into their persuasive speeches!

In order to build upon the prior workshop, this year at FCA I will be partnering with fellow instructor, Courtney Satkoski and students Noelle Stone and Jordan Shedrow to facilitate a workshop offering even more strategies for integrating service-learning into the communication classroom. We will be showcasing two specific examples of award-winning projects and will be discussing the need and benefit for strong communication between students, faculty, and community partners. We will offer strategies for other instructors to offer opportunities outside of the classroom in order to engage their communication students to create meaningful social change! I look forward to seeing you at this year's FCA!

Have an idea for the newsletter? Is there an FCA member you know who has recently won an award, had an article/book published, or otherwise been recognized for their professional accomplishments? Please, let the editor know! You can reach him at jyouakim@fgcu.edu.

Katharine O'Connor is a Public Speaking instructor and coordinator in the Office of Service-Learning and Civic Engagement at Florida Gulf Coast University.



Visit us at
Floridacom.org

About the Florida Communication Association

The purpose of the Florida Communication Association (FCA) is to coordinate the efforts of teachers, students, and others interested in advancing the communication arts and sciences in the state of Florida.

The FCA is an affiliate of the National Communication Association (NCA). It welcomes a diversity of members from all communication disciplines, including speech communication, mass communication, organizational communication, public



relations and theater.

Members represent both public and private institutions and enjoy numerous benefits ranging from convention registration discounts through free journal subscriptions to the mere joy of being able to share and explore practical teaching, learning and research

methods in the field. Indeed, FCA's objective is to promote the study, criticism, research, teaching, and application of the artistic, humanistic, and scientific principles of communication while connecting with colleagues in the region.

FCA membership is open to faculty and students at the high school, college, and university levels, and to anyone who is interested in becoming part of a vibrant and embracing community united by

Become a Member

Join FCA's supportive community and get connections that will last a lifetime. Some other benefits include access to:

- The *Florida Communication Journal* (delivered bi-annually), which provides current and innovative research articles
- *Networking and convention workshops* on relevant communication topics
- The *FCA Newsletter*, which keeps you up-to-date on events and information between conventions
- The *Annual FCA Convention*, where you can listen and meet guest speakers, interact with informative panels, and survey paper and poster presentations on current issues
- A personalized website profile so you and others can search the Internet database for FCA members

Sponsorship Opportunities

The FCA is seeking sponsors for a number of convention related activities including breaks, lunches, printing, keynote speaker, entertainment, etc. Becoming a sponsor is a great opportunity to highlight and promote your organization. For additional information about sponsorship, please contact Jennifer Toole, Marketing Coordinator, at Jennier.Toole02@saintleo.edu.

You Can Make a Difference

As an FCA member, you can learn while inspiring others to do the same. Send me membership highlights, classroom tips and practices, and anything you think might be relevant for our fellow FCA members to read in these newsletters. Contact the Newsletter Editor at jyouakim@fgcu.edu with "FCA" in the subject .