



Welcome to the 2017  
Carolinas Communication Association Conference  
Hosted at Clemson University  
We are so excited that you are "All In" for this year's  
conference!



# CONFERENCE PLANNERS AND VOLUNTEERS

## Special Thanks To:

Pauline Matthey, 2017 Conference Planner

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**Don't forget to use our hashtag: #AllinCCA**

# CONFERENCE AT A GLANCE

All events will be held in the **Hendrix Student Center**, located on Clemson's Campus at 720 McMillan Rd, Clemson, SC 29634

## Thursday, September 28

5:30pm-6:30pm (Room 212)  
6:30pm-8:30pm (David Peebles)

Executive Council Meeting  
Welcome Reception

## Friday, September 29

7:30am-5:00pm  
8:00am-9:15am  
9:30am-10:45am  
11:00am-12:15pm  
12:15pm-2:30pm  
2:30pm-3:45pm  
4:00pm-5:15pm  
5:15pm-6:15pm  
6:15pm-6:30pm  
6:30pm-8:30pm

Registration  
Panel Group 1  
Panel Group 2  
Panel Group 3  
Break for Lunch  
Panel Group 4  
Business Meeting  
Keynote Address  
Shuttle to Reception  
Reception at Sole on the Green

## Saturday, September 30

7:30am-12:15pm  
8:00am-9:15am  
9:30am-10:45am  
11:00am-12:15pm  
12:15pm-12:45pm  
12:45pm-1:45pm  
1:45pm-2:45pm  
1:45pm-2:45pm

Registration  
Panel Group 5  
Panel Group 6  
Panel Group 7  
Break for Lunch  
Closing Session/Award Ceremony  
Executive Council Debrief Session  
Campus Tours

**For More Information Visit:**

**Website:** <https://ccaconference.wixsite.com/clemson2017>

**Instagram & Twitter:** @cca2k17

**Facebook:** <https://www.facebook.com/cca2k17/>

# PROGRAM OF EVENTS

FRIDAY, SEPTEMBER 29

7:30am-5:00pm

**Registration (Lobby)**

8:00am-9:15am

**PANEL 1A (Meeting Room A)**

**GIFTs - "All In" On the First Day of Class**

In this joint presentation, two instructors will describe first day activities they have conducted with success regarding the expectations and challenges that teachers and students face, as well as the barriers of technology.

**Presenters: John Edwards (Fayetteville Technical Community College), Stephen Keating (Fayetteville Technical Community College)**

8:00am-9:15am

**PANEL 1B (Meeting Room B)**

**Chair/Respondent: Pauline Matthey (Clemson University)**

**Alpha Kappa Psi & CCA: A Campus Collaboration**

AKPsi, the oldest and only international professional business fraternity, joins the Carolinas Communication Association for a panel discussing the intersection of communication and professional development by way of campus partnership.

**Presenters: Tajee' Turner (Clemson University), Antonio Harrison (Clemson University), Marisa Covington (Clemson University)**

8:00am-9:15am

**PANEL 1C (David Peebles Room)**

**"All In" for Career Readiness: The Impact of Campus and Community Partnerships**

The panel of presenters will review the seven career competencies defined by NACE and discuss the critical need for academic departments to partner with campus entities and community members.

**Presenters: Charmaine E. Wilson (USC Aiken), Jason Munsell (USC Aiken), Benjamin Triana (USC Aiken), Corey Feraldi (USC Aiken)**

9:30am-10:45am

**PANEL 2A (Meeting Room A)**

**Chair/Respondent: Richard Leeman (UNC Charlotte)**

**The Future of Communication Research: Social Media Analytics Applied to Political, Crisis and Sports Communication**

The presentation discusses how social media analytics is used to understand the 2016 Gatlinburg wildfires, the Paris terrorist attacks, the 2016 U.S. Presidential Election, and Division I basketball crises.

**Presenters: Kathryn Baker (Clemson University), Madeline Rafi (Clemson University), Alexandria Jenkins (Clemson University), Colby Lanham (Clemson University), Vanessa Vaccaro (Clemson University)**

9:30am-10:45am

**PANEL 2B (Meeting Room B)**

**Chair/Respondent: Deborah Brunson (UNC Wilmington)**

**Free Speech, Academic Freedom, and Social Media: What Do We Expect from Ourselves and From Each Others**

This interactive panel will explore how faculty's involvement on various social media outlets intersects with academic freedom and free speech.

**Presenters: Jason Black (UNC Charlotte), Joseph Mazer (Clemson University), Richard Olsen (UNC Wilmington)**

9:30am-10:45am

**PANEL 2C (David Peebles Room)**

**Chair/Respondent: Travers Scott (Clemson University)**

**RESEARCH PRESENTATIONS**

**A Study of the Impact of Social Media on Dalit**

Dhyan Singh (College Dharamshala, Himachal Pradesh India)

**When Research Takes You "All In": Managing Emotional and Intellectual Tension When Research is Personal**

Donna M. Elkins (Spalding University)

**She Kicks Like a Guy!: How Gender and Commentary Style Impacts Perceptions of Televised Mixed Martial Arts as Implicitly Violent**

Alexander Moe (Texas Tech University), Derrick Holland (Texas Tech University), Glenn Cummins (Texas Tech University)



|                 |  |
|-----------------|--|
| 11:00pm-12:15pm | <b>PANEL 3A (David Peebles Room)</b> <b>Chair/Respondent: Jumah Taweh (Clemson University)</b><br><b>RESEARCH PRESENTATIONS</b><br><b>The "Wrong Direction": The Blurring of Private and Public Celebrity Culture</b><br>Olivia Sadler (UNC Charlotte) - Graduate Research<br><b>Studying the Transition from ADN to BSN: Determining Barriers and Motivation</b><br>Andrew Pyle (Clemson University), Rosanne Pruitt (Clemson University) - Faculty Research  |
| 11:00pm-12:15pm | <b>PANEL 3B (Meeting Room A)</b> <b>Chair/Respondent: Theresa Russo (Central Pied. Comm. Col.)</b><br><b>Looking for "All In" In All the Right Places: Hoping to Find New Ways NCA, SSCA, CCA and Other States Can Work Together</b><br>Continuing the discussions started at SSCA and elsewhere about how we can forge stronger relationships between our state, regional, and national communication academic organizations.<br><b>Presenters: Jason Munsell (USC Aiken), John Saunders (University of Alabama Huntsville), Jason Black (UNC Charlotte), Pauline Matthey (Clemson University)</b>  |
| 11:00pm-12:15pm | <b>PANEL 3C (Meeting Room B)</b><br><b>GIFTs - Determining Online Source Credibility: Donald Trump and Fake News</b><br>Educating students from a variety of disciplines on the processes required in determining fact from fiction when trying to select credible sources.<br><b>Presenter: Jolie Fontenot (USC Union)</b>  |
| 12:15pm-2:30pm  | <b>Break for Lunch</b>   |
| 2:30pm-3:45pm   | <b>PANEL 4A (Meeting Room A)</b><br><b>GIFTs - Class Survival Speech</b><br>This panel will discuss an activity that will be performed by students through practice in multiple areas of speaking. It will focus on impromptu speaking, facilitating discussion, logical reasoning skills, group communication, and critical thinking.<br><b>Presenter: Alyssa Davis (Clemson University)</b>  |
| 2:30pm-3:45pm   | <b>PANEL 4B (David Peebles Room)</b> <b>Chair/Respondent: Sean Kingsbury (USC Beaufort)</b><br><b>TOP PAPERS PANEL (INCLUDING JARRARD AWARD WINNER)</b><br><b>Taiwan and Night Markets: A Metaphor Analysis of How Night Markets Embody Taiwanese Cultural Value</b> - Brittany Rankin (UNC Greensboro) - Undergraduate Research<br><b>LGBTQ Iconic Memory, Empowerment Rhetoric, and the Case of Orange Tuesday</b><br>Jason Black (UNC Charlotte) - Faculty Research<br><b>#NeverTrump vs. #CrookedHillary: BIRGING and CORFING, Behaviors on Twitter Surrounding the 2016 U.S. Presidential Election</b><br>Alexandria Jenkins (Clemson University) - Graduate Research   |
| 2:30pm-3:45pm   | <b>PANEL 4C (Meeting Room B)</b> <b>Chair/Respondent: Caitlin Baker (Clemson University)</b><br><b>Collaborating for Success and Engagement: A Panel Discussion of the partnership between the First Year Reading Experience (FYRE), the Library and Public Communication Courses</b><br>This panel will present a discussion of different strategies and best practices, as well as a specific example, on how to integrate the first year reading experience (FYRE) into the general education communication course, public communication, as a method for engaging students in the first year reading experience, research, experiential learning, and civic discourse.<br><b>Presenters: Caroline E. Sawyer (USC Beaufort), Laura Bessent (USC Beaufort), Jessica Dai (USC Beaufort)</b> |
| 4:00pm-5:15pm   | <b>Business Meeting (McKissick Theatre)</b>  |

5:15pm-6:15pm

**Keynote Address (McKissick Theatre)**

**Speaker: Dr. Rhondda Thomas (Clemson University)**

**Scholars as Storytellers: Communicating the Early History of African Americans at Clemson University**

Professor Thomas's talk will focus on how she utilizes the African American tradition of storytelling, which Black feminist Jewel Amoah argues is "a tradition based on the continuity of wisdom and it functions to assert the voice of the oppressed," for her *Call My Name: African Americans in Early Clemson University History* project. Amoah further asserts that "storytelling is not merely a means of entertainment. It is also an educational tool, and for many, it is a way of life. For others, it is the only way to comprehend, analyze and deal with life." Professor Thomas will discuss communication tools like her Adobe Spark project launch site, Facebook digital archive, Twitter, and crowd-sourcing tools that encourage members of the Clemson University community and the public to "comprehend, analyze and deal with" life stories about Black families and a plantation, Black laborers and higher education, and Black residents and community building.

6:15pm-6:30pm

**Shuttle for Reception at Sole on The Green**

6:30pm-8:30pm

**Reception at Sole on The Green (230 Madren Center Drive, Clemson SC 29631)**

SATURDAY, SEPTEMBER 30

7:30am-12:15pm

**Registration (Lobby)**

8:00am-9:15am

**PANEL 5A (Meeting Room A)**

**Chair/Respondent: Travers Scott (Clemson University)**

**Technology of Gender: Gendering Across Media Technologies**

In this panel, four presentations examine how media and communication technologies contribute to the meanings and practices of gendering. Rather than criticizing representations as good/bad or accurate/inaccurate, these papers explore the discursive constitution, contestation and negotiation of gendered meanings.

**Presenters: Yiwei Xu (Clemson University), Aubrianna Gonzales (Clemson University), Rachael Savage (Clemson University), Avery Allen (Clemson University), Ashley Crisp (Clemson University), Melissa Jacobs (USC Beaufort)**

8:00am-9:15am

**PANEL 5B (Meeting Room B) Chair/Respondent: Soncerey M. Speas (Winston-Salem St. Uni.)  
Communicating in a Diverse Healthcare Setting: Historical Footprints as Guidelines and Teaching Tools for Present Day Intercultural Interactions Among African American Patients and Healthcare Providers**

This panel will focus on the reasons why effective communication can be challenging within a healthcare context when diverse cultures are involved. For decades, there has been a distrust among a host of African American patients and their healthcare providers of a difference race/ethnicity.

**Presenters: DaKysha Moore (Johnson C. Smith University), Althea B. Bradford (Winston-Salem State University), Andrea Patterson-Masuka (Winston-Salem State University)**

8:00am-9:15 am

**PANEL 5C (David Peebles Room)**

**Chair/Respondent: Jason Munsell (USC Aiken)**

**GRADUATE RESEARCH PRESENTATIONS**

**The Impact of Intercultural Communication Apprehension on the GPA of International Students**

Patrick Gentile (UNC Charlotte)

**Sensemaking and Organizational Crisis: A Study of United Airlines PR Nightmare**

Gabriel Brea de la Cruz (Bob Jones University)

**No Federal Funds? President Trump's Rhetorical Intervention**

Jacob W. Wrasse (James Madison University)

|                 |  |                                |   |
|-----------------|--|--------------------------------|---|
| 9:30am-10:45am  | <b>PANEL 6A (David Peebles Room) Chair/Respondent: Lynn Cherry (College of Charleston)</b><br><b>GRADUATE RESEARCH PRESENTATIONS</b><br><b>The Commodification of Higher Education: Denying an Ethical Obligation</b><br>Charles Brewer (University of North Carolina Greensboro)<br><b>Seeking A Brave New Classroom: A Handbook for Discussions About Race and Race-Based Communication Activism Pedagogy</b><br>Alex J. Patti (University of North Carolina Greensboro)<br><b>"Sluts," "Skeezers," and "Hoes": Tyrese and The Black Feminist</b><br>Shanice Cameron (University of North Carolina Charlotte)  |                                |   |
| 9:30am-10:45am  | <b>PANEL 6B (Meeting Room A)</b><br><b>GIFTS - "All In" on Twitter: Teachable/Tweetable Moments in the Age of Trump</b><br>This activity/approach is designed to help students learn about Computer Mediated Communication and, more specifically, the communicative contours of Twitter and Twitter's impact.<br><b>Presenter: Jason Munsell (USC Aiken)</b>  |                                |   |
| 9:30am-10:45am  | <b>PANEL 6C (Meeting Room B) Chair/Respondent: Andrew Pyle (Clemson University)</b><br><b>FACULTY RESEARCH PRESENTATIONS</b><br><b>To Intervene: A Transcending Goal for Public Speaking</b><br>Susan Opt (James Madison University)<br><b>The Unintended Consequences of "All In": The Rhetorical Missteps of White Allies</b><br>Wanda Little Fenimore (University of South Carolina Sumter)<br><b>To Code-Switch or not to Code-Switch? Analyzing African American Student Responses to Faculty Slang Users: An Application of Communication Accommodation Theory</b><br>Lionnell Smith (Voorhees College)  |                                |   |
| 11:00am-12:15pm | <b>PANEL 7A (David Peebles Room) Chair/Respondent: Susan Opt (James Madison University)</b><br><b>TOP PAPERS PANEL (INCLUDING JARRARD AND RAY CAMP AWARD WINNERS)</b><br><b>Walk a Mile in Their Shoes: A Narrative Experience in Persuasion</b><br>Julie Mission (Bob Jones University) - Graduate Research<br><b>The Radical Post: Reconstruction Rhetoric of Frederick Douglass</b><br>Richard Leeman (University of North Carolina Charlotte) - Faculty Research<br><b>Student-Parents And Their Partners: Negotiating Enrollment in Higher Education</b><br>Madeleine R. Michalik (University of North Carolina Charlotte) - Undergraduate Research |                                |   |
| 11:00am-12:15pm | <b>PANEL 7B (Meeting Room A)</b><br><b>"All In" for Globalization</b><br>In this panel, we argue that the Carolinas are, not only "All In," we are ahead of the curve when taking stock of what our schools are doing to go global.<br><b>Presenters: Elizabeth J. Natalle (University of North Carolina Greensboro), Mary Dalton (Wake Forest University), Nina-Jo Moore (Appalachian State University), Lynn Cherry (College of Charleston)</b>  |                                |   |
| 11:00am-12:15pm | <b>PANEL 7C (Meeting Room B) Chair/Respondent: Alyssa Davis (Clemson University)</b><br><b>"All In" for Carolinas Communication Center Scholarship in Progress</b><br>The purpose of this panel is to discuss communication center scholarship currently underway at UNC Greensboro. Scholars will share progress, findings, and/or conclusions while seeking input from audience members on future direction.<br><b>Presenters: Kim Cuny (UNCG), Erin Ellis (UNGG), Taylor Williams (UNCG), Jenny Southlard (UNCG), Jessica McCall (UNCG), Chanese Belton (UNCG)</b>  |                                |   |
| 12:15pm-12:45pm | <b>Break for Lunch</b>   |                                |   |
| 12:45pm-1:45pm  | <b>Closing Session/Award Ceremony</b>  | 1:45pm-2:45pm<br>1:45pm-2:45pm | <b>Executive Council Debrief Meeting</b><br><b>Campus Tours</b> |



# SPECIAL THANKS TO OUR SPONSORS



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Jumah Taweh, Lecturer, Department of Communication, Clemson University  
Jason Combs, Assistant Director, Emerging Scholars, Clemson University  
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**ALPHA KAPPA PSI**  
*The Professional Business Fraternity*

## **About Our Sponsor:**

Alpha Kappa Psi Professional Business Fraternity Inc. was founded on the principles of educating its members and the public to appreciate and demand higher ideals in business and to further the individual welfare of members during college and beyond. It was founded at New York University on October 5, 1904.

Here at Clemson University, the Omega Upsilon Chapter was chartered on April 9, 2005. Membership in Alpha Kappa Psi will promote your social, professional, and personal development to prepare you for the real world. Alpha Kappa Psi is the largest, the oldest, and the only international business fraternity in the world. Alpha Kappa Psi is a co-ed fraternity that welcomes men and women from all majors.

At Clemson University, Alpha Kappa Psi is recognized as the premier developer of principled business leaders. Our purpose at Clemson University is to build a strong sense of business among the student body as well as the community.



## NOTES

Heard something that resonated with you?  
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"All In" and write your notes here!