

# Carolinas Communication Association Annual Conference

**September 23-24, 2022**

University of South Carolina Aiken  
Business and Education Building Conference Center | Aiken, SC



**Back in the Saddle Again!**

# Welcome to Aiken, South Carolina and USC Aiken, Home of the Pacers!

This is our first in-person conference since we met in Hilton Head, 2019. We had to cancel our 2020 conference due to the pandemic, and last year Peter Gloviczki put on a great virtual conference. But here we are in Aiken, SC, “Back in the Saddle Again.” I picked this theme because I thought, in part, it would give us an opportunity to celebrate being “back” in lots of different ways. Additionally, Aiken, SC is well-known for its equestrian ethos and thus our university’s mascot, the Pacer. And so it also gives us opportunity to celebrate the important relationships between institutions of higher education and broader communities, states, and regions as we all attempt to effectively and strategically communicate to, as President Biden says, buck back better. Oh, and such a theme allows ample opportunities for horse puns; and that’s really the mane reason for the theme.

The planning of this conference has indeed been a collaborative effort and I am extremely grateful to everyone who has had hands on the reins. I cannot thank enough Kerri Charles, who serves as our Department of Communication and Emerging Media administrative assistant. She does not horse around and has done an amazing amount of work to make this conference go. Our College of Arts, Humanities, and Social Sciences Dean, Dr. Mark Hollingsworth, ponied up with substantial funding. Vice Chancellor for Advancement and External Affairs, Mary Driscoll, is no neigh-sayer; she has been amazingly supportive of our association and her office is sponsoring our Friday evening reception. Debbie Boggs, USCA’s Coordinator of Special Event and Donor Relations, has been like a fly on horse manure attending to implementation details. I’m thankful to Paul Crook and his team in USCA external affairs, as well as our chancellor, Dr. Dan Heimmermann, for jockeying us into position on campus—they literally gave us the rooms we needed! My faculty colleagues in our USCA Department of Communication and Emerging Media have been a supportive and stabilizing source (I count stabilizing as a horse pun!). The USCA Office Marketing and Communication has been very helpful and, Sofia Ferreira, our department and CCA social media intern, has worked very hard to make sure information gets out about the conference and that we’re all very neigh-borly.

I’m also very appreciative to Chris O’Neil, Director of Communications for the Savannah River National Laboratory, for being willing to actually get on his high horse and talk about the SRNL and the importance of collaborative and strategic communication as our keynote speaker; and thanks to SRNL as well.

We have so many quality panels and paper presentations, I’d feel a tad foal directing you to any specific panel; they all have a lot of horsepower. So enjoy! I hope everyone has a fantastic conference! And if you do not, hay, that’s your own problem. To hay or not to hay? That is the equestrian.

**Dr. Jason B. Munsell, University of South Carolina Aiken  
CCA First Vice-President and 2022 Conference Planner**

## **Acknowledgment of Reviewers**

(This was not their first rodeo)

It takes a lot of hard work to read submitted conference papers, assess them, and offer feedback to authors. All submitted papers went through anonymous review by at least two reviewers. Thank you to all reviewers!!

Jason Black

Jean DeHart

Wanda Little Fenimore

Mindy Fenske

Peter Gloviczki

Dan Grano

Brandon Inabinet

Richard Leeman

Camille Lewis

John McArthur

Nina-Jo Moore

David Morris

Susan Opt

Alex Patti

Jenni Simon

Rachel Whitten

## **A Big Thank You to our Sponsors for Giving us a lot of Giddy Up!**

Office of the Chancellor, USCA

Office of Advancement, USCA

Office of External Programs, Continuing Education, and Conferences, USCA

College of Arts, Humanities, and Social Sciences, USCA

Department of Communication and Emerging Media, USCA

**Thursday, September 22**

**Pre-Conference Executive Council Meeting: 6:30pm-8:30pm**

**Location TBA**

Executive Director: John McArthur, Furman University

President, Peter Gloviczki, Western Illinois University

Vice President, Jason Munsell, University of South Carolina Aiken

Second Vice President, Jenni Simon, University of North Carolina Greensboro

Secretary, Alex Patti, Sandhills Community College

Journal Editor, John Edwards, Methodist University

Treasurer, Carol Leeman, University of North Carolina at Charlotte

Web Manager, Elena Martinez-Vidal, Midlands Technical College

Immediate Past President, Caroline Sawyer, University of South Carolina Beaufort



# Day 1

## And They're Off!

Friday, September 23

Conference Registration: 8:00am-5:00pm  
USCA B&E Conference Center Foyer

Coffee/Breakfast Table: 8:00am-10:00am  
USCA B&E Conference Center Foyer

Session 1: 9:30am-10:45am

B&E 116

### **Back in the Saddle with Students: Using Student Experience to Learn and Connect**

Educators have recognized that students' lived experiences provide a repository of knowledge that enables them to contribute to the body of knowledge being taught in the classroom. From this perspective it is the students who provide a knowledge base from which learning can occur in the classroom, with the professor acting as a guide to help students make connection. This panel will discuss the ways in which we help students tap into their experiences to develop a repository of knowledge that enhances their classroom learning. It is hoped that this discussion will provide connection among students, teachers, and class material as we come back together in the post-Covid environment.

#### **Chair:**

John W. Edwards II, Methodist University

#### **Presenters:**

John W. Edwards II, Methodist University

Kevin Swift, Methodist University

Brenda Mitchell, Fayetteville Technical Community College

Kerri Mercer, Wake Technical Community College

B&E 122

### **War from a Rhetorical and a Theoretical Perspective as College Courses in Communication**

As the war in Ukraine wages on, students in college courses today know little about two distant wars: World War II and the Vietnam War. The purpose of this panel is to present how these wars can be examined through rhetoric and communication theory. Specifically, how would a rhetorician and a communication theorist examine these wars? This panel is based on two courses taught at the University of North Carolina Wilmington that utilize these two methods to help students understand these wars through a communicative lens. This panel is intended for those interested in teaching courses that some might not think could be taught in the communication classroom; yet, with further analysis, they fit quite well into the communication curriculum.

**Chair:**

Bruce C. McKinney, University of North Carolina at Wilmington

**Presenters:**

Bruce C. McKinney, University of North Carolina at Wilmington

David E. Weber, University of North Carolina at Wilmington

**B&E 124**

## **Tales of Whoa and Re-Stable-ization Considering Post-Pandemic Implications on Communication Programs**

Being a communication educator is not unlike being an equestrian. We identify wild ideas with our students. Then we pursue those ideas, we ride those ideas, and we rein them in. The COVID-19 pandemic threw us, however, like a bucking bronco. This panel represents a review of what happened over the past 18 months, a summary of shifting thoughts about communication programs at our colleges and universities, and a discussion about directions communication scholars ought to consider in anticipation of the rapidly transformative, post-pandemic "fifth wave" of higher education.

**Chair:**

Jayne Violette, University of South Carolina Beaufort

**Presenters:**

Kim Cuny, University of North Carolina Greensboro

Jessica Delk McCall, University of North Carolina Greensboro

Kristen Christman, University of North Carolina Greensboro

Lionell "Badu" Smith, University of Memphis

Jayne Violette, University of South Carolina Beaufort

**Session 2: 11:00am-12:15pm**

**B&E 116**

## **Body Politics: Rhetoric of Control and Rhetoric of Resistance**

This panel discusses a graduate class on Body Politics which examined the ways in which bodies are illegitimized, Othered, marginalized, dismissed, and discarded, as well as the rhetoric of resistance -- ways in which people who are marginalized and their supporters have used their bodies as rhetorics of power.

**Chair:**

Christine Salkin Davis, University of North Carolina at Charlotte

**Presenters:**

Christine Salkin Davis, University of North Carolina at Charlotte

Colleen Armstrong, University of North Carolina at Charlotte

Shelby Newland, University of North Carolina at Charlotte

Deborah Breede, Coastal Carolina University

**B&E 122**

## Taking Control of the “New” Reins in the Basic Course

After the 2021-2021 school year, 25% of the first year students at UNCG were on academic probation. Even more surprising, we found the Basic Communication Course (CST 105) on the DWF list for the first time. Many of us have experienced similar student challenges and are seeking ways to take control of the new reins of the Basic Course. In this panel, we plan to explore the circumstances that have changed our student population and have called us to consider how to redesign and develop “new” reins for the Basic Course. We will use Dr. Roy Scharzman’s recent article featured in the Basic Communication Course Annual (Beyond Basic: Transformational Potential of Pandemic Pedagogy) as a foundation for considering our recent experiences. Additionally we will discuss our university summer “reboot” process and the new strategies and tools we have implemented to meet our students where they are. Perspectives from the Department Head, Basic Course Director, instructors, and GTAs will be considered. Please join us for an authentic discussion addressing the challenges we were and still are facing. Additionally we will consider the process and assignments implemented to enhance student resilience, maximize inclusivity, and encourage student success without sacrificing course quality and integrity. We hope to encourage a collaborative discussion to explore the ever-present, yet always adapting, Basic Communication Course.

### Chair:

Jessica McCall, University of North Carolina Greensboro

### Presenters:

Roy Schwartzman, University of North Carolina Greensboro

Jessica McCall, University of North Carolina Greensboro

Katie Lind, University of North Carolina Greensboro

Erin Cassidy, University of North Carolina Greensboro

**B&E 124**

## A Horse of a Different Color: Addressing Anti-Blackness in the Communication Classroom

Anti-black racism is on the rise in the United States. Churches, grocery stores/markets, and schools have proved to be unsafe for Black bodies, so how do we address this in the Communication classroom? How do we engage our students in conversations that prepare them to deal with this unfortunate reality? This panel will focus on how Black instructors address anti-blackness through communication instruction. Considering this year’s conference theme, this panel calls into question the “horse of a different color” which is anti-blackness. This panel brings together teacher-scholars from several teaching and research areas (i.e., intercultural, rhetorical, and media communication studies) and institutional types (i.e., HBCUs, PWIs, and technical/two-year institutions). Each teacher-scholar will share pedagogical strategies for addressing issues of anti-blackness in their courses and provide practical examples for engaging students in robust discussions about contemporary Black issues. Trigger Warning: This panel discussion will engage sensitive topics and issues related to racial prejudice, discrimination, and violence.

### Chair:

Lionnell “Badu” Smith, University of Memphis

### Presenters:

Patrick Bennett, Midlands Technical College

Sophia Flemming, University of Georgia

Jayne Bradford Kinard, Allen University

Lionnell Smith, University of Memphis

Shukura Umi, University of Memphis

## **Hay is for Horses/ Trough Time/Lunch Break**

(On your own saddle! Make a gallop to all our cool restaurants in downtown Aiken!)

12:30pm-1:45pm

Session 3: 2:00pm-3:15pm

Afternoon Hospitality Table: 2:00pm-4:00pm

B&E Conference Center Foyer

Poster Session, Location TBA

"Family Birthdays: An Exploration of Ritual, Roles, and Relationships."

Molly Sanderson, University of South Carolina Beaufort

"On the Other Side of Addiction: Family System Recalibration of Relationships in Recovery."

Alexis Herc, University of South Carolina Beaufort

**B&E 116**

## **Mary E. Jarrard Graduate Paper Competition Panel 1**

**Chair and Respondent:**

Deborah Breede, Coastal Carolina University

**Presenters:**

"Interruptions: Students Communicating About Issues of Violence within Higher Education"

Erin Cassidy, University of North Carolina Greensboro

"I Now Pronounce You: An Exploration of Marital Name Change among Evangelical Women"

Charissa Willis, Bob Jones University

"Digitally-Mediated Foodways Encounters: A Genre Analysis of Virtual Cooking Classes"

Shelby Newland, University of North Carolina Charlotte

"North College Avenue Food Truck Commensality: Cultural Gentrification & Rhetorical Textures of Difference"

Mitch Combs, Colorado State University/University of South Carolina Aiken

**B&E 122**

## **Wild Horses, Fast Horses, Screen Horses, Real Horses: An Exploration of the Horse as Communication Icon**

We are happy to "saddle up" and present a panel that analyzes the rhetorical role of the horse. Concepts of "the horse" permeate popular culture, including music, movies, language, logos, and sport. Please gallop on in and join us as we explore societal practices and mediated depictions of "the horse."

**Chair:**

Elena Martinez-Vidal, Midlands Technical College



**Presenters:**

"Hollywood Hoofbeats: Examining the Horse's Role on the Silver Screen and the Small Screen."

Kellie W. Roberts, University of Florida

"Trotting to the Tunes: Horses as Metaphor in Music"

Kelli Lynn Fellows, Newberry College

"Horse sense or Human sense: Balancing Ethics & Promotion in the Sport of Horseracing"

Marna Weston, University of Florida

"From Horsefeathers to Horsepower: The Rhetorical Horse in Public and Corporate Representation"

Jean L. DeHart, Appalachian State University

**Session 4: 3:30pm-4:45pm**

**B&E 116**

## **Mary E. Jarrard Graduate Paper Competition Panel 2**

**Chair and Respondent:**

Christine Salkin Davis, University of North Carolina at Charlotte

**Presenters:**

"The Power of the Perception in War: Social Judgement Theory and President Zelensky's Memorable Messaging"

Alyssa C. Marks, Bob Jones University

"Life Imitating Art Far More than Art Imitating Life: Prison Life in Entertainment Media"

Pauline Matthey, Georgia State University

"'That's to Say Nothing of the Verbal Abuse': How Girlboss Feminism Fosters (Another) Form of Sexist Abuse in Hollywood"

Kiah E. Bennett, Colorado State University

**B&E 122**

## **GIFTS INC**

**(Great Ideas for Teaching Students in the Carolinas)**

**Chair:****Presenters:**

"Place Your Bets: Using Film and Assignment Choice to Help Students Complete Their Race to a Successful Semester"

Angela Smedley, Wake Technical Community College

"Winner by a Nose: Students Learning Through Competition"

John W. Edwards II, Cheyenne Ferrin, and Alyssa Hansell, Methodist University

"Utilizing Social Media Postings to Teach the Narrative Paradigm"

Pamela Hayward, Augusta University

"Breaking the Bubble: Media Representations of the Deaf Community:

How to be Thoughtful and Ethical Multimedia Storytellers!"

Roseann Pluretti and Joe Cornelius, Queens University of Charlotte

"Self-Introductions for Career Interviews"

Angela Wilson, Aiken Technical College

**B&E 124**

## **Old Town Road, Freeway, and Outerbelt: It's Where the Diverse Roads Take You that Matters**

Communication colleagues describe roads (worldviews, theories, and activities) toward student success/progress.

### **Chair:**

Jasmine M. Corbett, Johnson C. Smith University

### **Presenters:**

Jasmine M. Corbett, Johnson C. Smith University

Rhunette C. Diggs, Johnson C. Smith University

Laurie C. Porter, Johnson C. Smith University

### **Keynote Speaker/ Mane Event**

**5:00PM-6:30PM**

### **Student Activities Center Mezzanine**

Chris O'Neil, APR

Director of Communications

Savannah River National Laboratory

Chris O'Neil, APR, is the Director of Communications at Savannah River National Laboratory. He is SRNL's senior advisor to leadership for external and internal communications and leads his team in the integration, coordination and synchronization of communications designed to build understanding of and support for SRNL's mission, work and people.

Chris came to SRNL in October 2021 and has nearly 35 years of government communication experience earned through full-time and collateral-duty public affairs positions with the National Transportation Safety Board, U.S. Customs and Border Protection, U.S. Coast Guard and the U.S. Air Force. He was twice hand-selected to write the public affairs annexes to Department of Homeland Security Plans for maritime and land mass migration. He contributed to a rewrite of the National Response Team Joint Information Center Manual, focusing on better alignment between the ESF-15 and NRT JIC structures and functions. As the NTSB's Chief of Media Relations Chris modernized the division's standard operating procedures, developed media relations policy for the organization, and incorporated communication planning, measurement and analysis in the board's approach to communications. As the Deputy Assistant Commissioner for the Office of Public Affairs at CBP, Chris drafted public affairs policy that facilitated transparency in the release of CBP's updated Use of Force Policy, Use of Force Incident Teams and CBP's Use of Force Review Board. Serving as the Coast Guard's Chief of Media Relations, Chris developed and implemented policy and doctrine for all Coast Guard media relations activities and served as a national spokesperson. He also served as the Chief of Strategic Communication on the Deepwater Horizon BP Oil Spill

Response National Incident Command Staff, from May to July 2010, and served as the Gulf Coast Incident Command/Unified Area Command Public Information Officer in New Orleans, from October to November 2010. He deployed to Juneau, Alaska, to serve as the external affairs officer for Operation Arctic Shield 2012. Chris earned his Accreditation in Public Relations in 2019.

Chris' tenure as the Immediate Past President of the National Association of Government Communicators ended in June 2022. He served on the association's board of directors for nine years.

## **Reception Immediately Following Keynote Student Activities Center Mezzanine**

(Straight from the horse's mouth, "There will be pigs in a blanket!")

**DON'T FORGET TO ENJOY BEAUTIFUL DOWNTOWN AIKEN FOR YOUR FRIDAY EVENING!**

## Day 2

### On the Homestretch!

Saturday, September 24

Conference Registration: 8:00am-11am

USCA B&E Conference Center Foyer

Coffee/Breakfast Table: 8:00am-10:00am

USCA B&E Conference Center Foyer

Session 5: 8:00am-9:15am

B&E 116

### An Offer You Can't Refuse: Co-Authoring Papers with Students

This panel consists of papers individually submitted to the conference, co-authored by faculty and their students.

#### Chair and Respondent:

"I Don't Get by With a Little Help from My Advisors:

Perceived Social Support and Students' Preferred Method of Communication with Their Advisors"

Elizabeth A. Mottola, Coastal Carolina University

Wes Fondren, Coastal Carolina University

"Corporations use of Listening: A Case Study on Disney's Relationships with their Brand Community"

Abbie Chancey, University of South Carolina Aiken

Olivia Carver, University of South Carolina Aiken

Rachel Whitten, University of South Carolina Aiken

B&E 122

### Ray Camp Research Paper Competition Panel 1

#### Chair and Respondent:

Richard Leeman, University of North Carolina Charlotte

"One Size Fits All: Examining Design Considerations on Newspaper Websites"

David L Morris II, University of South Carolina Aiken

Mathew Haught, University of Memphis

"When the Word Becomes Tech: A Framework for Analyzing the Influence of Worship Media Technologies"

Jim Y. Trammell, High Point University

"The Recurrence of Stigma in Psychiatric Rhetoric"

Davi Thornton, North Carolina A&T State University

"After the Shut Down: A Collaborative Convergence Case Study of Student Media During the COVID-19 Pandemic"

Jeffrey Ranta, Coastal Carolina University

Deborah A. Davis, Texas Tech University

**B&E 124**

## **Saddling up for Dialogue: Using Dialogue as a Transformative Tool**

The past two years have considerably limited our interactions with others. This has just added to the already declining levels of trust and respectful communication in our society. As communication scholars, we recognize that supportive listening and open communication are the foundations of ethical and meaningful human interaction. Through dialogue, we can begin to (re)build a sense of community and connection. This panel will focus on the role of dialogue in helping students to learn from and with one another. At UNCG, we have and continue to use dialogue in several contexts, assignments, and projects. Join us as we engage in a live dialogue to explore the use of dialogue as a tool to promote open expression, authentic listening, and opportunity for voice. Faculty members and GTAs on the panel have trained students to facilitate and participate in dialogues. Join us as we reflect on the challenges and opportunities of using dialogue as a pedagogical tool to speak to the many needs of our community and society.

### **Chair:**

Jessica McCall, University of North Carolina Greensboro

### **Presenters:**

Christopher Poulos, University of North Carolina Greensboro

Jenni Simon, University of North Carolina Greensboro

Jessica McCall, University of North Carolina Greensboro

Erin Cassidy, University of North Carolina Greensboro

Tabitha (Ash) Doherty, University of North Carolina Greensboro

Kiya Sellers, University of North Carolina Greensboro

**Session 6: 9:30am-10:45am**

**B&E 116**

## **A Horse is a Horse, Of Course, Of Course: Mr. (T) ED Talk About Communication Departments and Courses in the USC System (We Pity the Fools)**

### **Chair:**

Jason Munsell, University of South Carolina Aiken



**Presenters:**

Jayne Violette, University of South Carolina Beaufort  
Michelle Garland, University of South Carolina Upstate  
Wanda Little Fenimore, University of South Carolina Sumter  
Jason Munsell, University of South Carolina Aiken

**B&E 122**

## **Ray Camp Research Paper Competition Panel 2**

**Chair and Respondent:**

Camille Lewis, Furman University

**Presenters:**

“‘I Don’t Have Time for This’: Time Perspectives and Conflict Management Message Styles”

C. Leigh Nelson, James Madison University

Eric M. Fife, James Madison University

“Male Body Talk: Investigating Fat Talk and Muscle Talk in a Romantic Context”

Kimberly Kristufek, Wingate University

“Saddling Up to Win Over ‘The Boys’: Musings on Christian Autoethnographic Apologia in a Post-Trump World”

J. Dean Farmer, Campbell University

**B&E 124**

## **The NCA Center for Communication, Community Collaboration, and Change: Cultivating Resilient Communities Amid Pandemic Pandemonium and Possibilities**

In the Fall of 2019, the Department of Communication Studies at UNCG was awarded the largest grant in the history of the National Communication Association, which supports the department’s work as the inaugural NCA Center for Communication, Community Collaboration, and Change (NCA-CCCC). Partnering with five community organizations, the Center foregrounds the role communication can play in energizing projects dedicated to food insecurity and sovereignty, racial justice, digital literacy and peer education, and building democracy through dialogue. The theme, Cultivate Resilient Communities, quickly assumed added significance as community partners dedicated to improving persistent social problems had to withstand pandemic-induced disruptions to community activism. This interactive panel discusses how the various initiatives were designed and sustained throughout the COVID-19 pandemic. The discussion equips attendees to build strong community partnerships resilient enough to persist when faced with adversity. Participants will receive the full NCA-CCCC interim report as well as a magazine feature that profiles all five community partnerships.

**Panelists:**

- Roy Schwartzman, Cultivate Resilient Communities PI; Director, NCA Center for Communication, Community Collaboration, and Change

- Chris Poulos, Cultivate Resilient Communities, Democracy Tables Researcher, NCA Center for Communication, Community Collaboration, and Change
- Jenni Simon, Cultivate Resilient Communities, Democracy Tables Researcher, NCA Center for Communication, Community Collaboration, and Change
- Jessica McCall, Cultivate Resilient Communities Beloved Community Researcher, NCA Center for Communication, Community Collaboration, and Change
- Cris Damaceno, Cultivate Resilient Communities, Learning Circles Researcher, NCA Center for Communication, Community Collaboration, and Change
- Marianne LeGreco, Cultivate Resilient Communities Community Garden Researcher, NCA Center for Communication, Community Collaboration, and Change
- Etsuko Kinefuchi, Cultivate Resilient Communities GUFU Researcher, NCA Center for Communication, Community Collaboration, and Change

**Session 7: 11:00am-12:15pm**

**B&E 116**

## **We Don't Horse Around in Pacer Nation: Irony, and Celebrating Over 20 Years of Communication at USC Aiken**

**Chair:**

Jason Munsell, University of South Carolina Aiken

**Presenters:**

Sandra Hochel, Distinguished Professor Emeritus University of South Carolina Aiken

Peggy Elliott, Retired University of South Carolina Aiken

Tammy Davis Ruth, Director of Alumni Affairs, University of South Carolina Aiken

Jason Munsell, University of South Carolina Aiken

**B&E 122**

## **Mary E. Jarrard Undergraduate Paper Competition**

**Chair and Respondent:**

**Presenters:**

"The Revolution Centered Rhetoric of the January 6 Insurrection"

Taylor Herndon, University of South Carolina Aiken

"'Feels Bad Man': The Mutation of Pepe the Frog through Online Remixes and Meme Communities"

AJ Siegel, University of North Carolina Charlotte

"Use of Semiotics through mise en scene in WandaVision"

Annie Sechrist, University of North Carolina Greensboro

"Understanding Furman's View of Social Consciousness and the Civil Rights Movement: The 1955 Destruction of The Echo"

Allison Bolton, Furman University

**B&E 124**

# END OF PARADE

## Chair:

Peter Gloviczki, Western Illinois University

## Are you interested in getting more involved in CCA?

Join CCA President, Peter Gloviczki and other officers (as able) will discuss leadership roles in CCA.

Session 8: 12:30pm-1:45pm

CCA 2022 Business Meeting and Awards Ceremony

Peter Gloviczki Presiding

Student Activities Center Mezzanine

Southern BBQ Lunch provided