



Carolinas  
Communication  
Association

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# Annual Conference

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*Communicating Across Difference*

**September 29th – 30th, 2023**

School of Education Building (SOEB)

*University of North Carolina, Greensboro*



**Thursday, September 28**

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

***Location: South End Brewery***

**Executive Director:** John McArthur, *Furman University*

**President:** Jason Munsell, *University of South Carolina, Aiken*

**Vice President:** Jenni Simon, *University of North Carolina, Greensboro*

**Second Vice President:** Camille Lewis, *Furman University*

**Secretary:** Michelle Garland, *University of South Carolina, Upstate*

**Journal Editor:** John Edwards, *Methodist University*

**Treasurer:** Carol Leeman, *University of North Carolina, Charlotte*

**Web Manager:** Elena Martinez-Vidal, *Midlands Technical College*

**Immediate Past President:** Peter Gloviczki, *Western Illinois University*

**Friday, September 29**

***Conference Registration: 8:00am – 5:00pm Lobby of School of Education Building (SOEB)***

***Coffee Table: 8:00am – 10:00am SOEB***

**Session 1: 9:30am–10:45am**

***SOEB, Room 118***

***Opening and Welcome:***

***John Z. Kiss, Dean of the College of Arts and Sciences at the University of North Carolina, Greensboro***

***Keynote Speaker:***

***Renu Pariyadath, Ph.D. (she/her)***

***Associate Professor of Communication***

***Provost's Faculty Fellow – Neurodiversity***

***Affiliate Faculty – Women's and Gender Studies***

***University of South Carolina, Upstate***

**Session 2: 11:00 – 12:15pm**

***SOEB, Room 118***

**Reshaping Your Syllabus to Create Foundational Belonging and Inclusiveness**

The syllabus is a unique opportunity to set the tone for a welcoming learning environment. Applying a DEI focus to elements such as communication style, content, and delivery mode can elevate a syllabus, creating a foundation of belongingness and inclusion for the entire course.

**Presenters:**

Brittany Hochstaetter, *Wake Technical Community College*

Emily Holliday, *Wake Technical Community College*

Kate Jones, *Wake Technical Community College*

Chad B. McKenzie, *Wake Technical Community College*

***SOEB, Room 204***

**The Communication Differences of Intelligibility from the Perspectives of Speech-Language Pathology Students**

This panel is a discussion of the meaning of intelligibility as defined in the field of speech-language pathology. The panel includes four undergraduate speech-language pathology students who will explore the communication differences of intelligibility while providing their counternarratives as persons of color.

**Chair:** Joy Kennedy, *North Carolina A&T State University*

**Presenters:**

Chase Felder, *North Carolina A&T State University*

Suhaylah Abdul-Haqq, *North Carolina A&T State University*

Nubian Washington, *North Carolina A&T State University*

Cassidy Gilliam, *North Carolina A&T State University*

***Lunch Break: 12:30pm – 1:45pm***

***We recommend Tate Street Establishments, Old Town Draught House, or Yum Yums. See directions in the conference folder or at the registration table.***

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

***Afternoon Hospitality Table: 2:00pm – 4pm SOEB Lobby***

***SOEB, Room 102***

**MARY E. JARRARD GRADUATE PAPER COMPETITION PANEL 1**

**Chair and Respondent:** Jessica McCall

**Presenters:**

*“Death Stranding and the Commodification of Women in the Post-Apocalyptic Setting”*

*Audrey Curry, University of North Carolina at Charlotte*

*“Land of the Free to Leave: How Personal American Identity Is Influenced by Expatriation”*

*Jewel Schuurmans, Bob Jones University*

*“‘This type of thing happens all the time’: ‘False’ Allegations of Sexual Violence as Conspiracy Rhetoric in ‘Gossip Girl’*

*Dahlia Boyles, University of North Carolina at Chapel Hill*

*“(Re)Theorizing Resistance in Organizational Communication: Sketching an Alternative Frame”*

*Elaina Eakle, University of North Carolina at Chapel Hill*

***SOEB, Room 104***

**Communicating Across Difference: An Intensive Dialogue Session**

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). Following up on this grant, we hope to build some continuing momentum for these projects over time. One of these projects—Democracy Tables—focused on working with community members to build democratic engagement through dialogue about important (and potentially controversial) topics. The project employed a structured dialogue model created by the Living Room Conversations Group ([www.livingroomconversations.org](http://www.livingroomconversations.org)). Following this model, this fully interactive session will engage panelists with the audience in a community dialogue simulation centered on the topic of “Building Connection, Celebrating Difference.”

**Presenters:**

Dr. Spoma Jovanovic, *University of North Carolina, Greensboro*  
Dr. Kristen Christman, *University of North Carolina, Greensboro*  
Ash Doherty, *University of North Carolina, Greensboro*  
Dr. Etsuko Kinefuchi, *University of North Carolina, Greensboro*  
Dr. Marianne LeGreco, *University of North Carolina, Greensboro*  
B. Lewis-Cobb, *University of North Carolina, Greensboro*  
David Errera, *University of North Carolina, Greensboro*  
Dr. Katherine Lind, *University of North Carolina, Greensboro*  
Dr. Jessica McCall, *University of North Carolina, Greensboro*  
Dr. Christopher Poulos, *University of North Carolina, Greensboro*  
Dr. Patrick Sawyer, *University of North Carolina, Greensboro*  
Dr. Roy Schwartzman, *North Carolina State University*  
Eric Wu, *University of North Carolina, Greensboro*  
Sara Yarbrough, *University of North Carolina, Greensboro*

***SOEB, Room 114*****Tools for Freedom, Part 1: Concrete Advice for Navigating Culture, Politics, and Identity in the Academy**

The Organizational Communication Division of the National Communication Association is hosting a virtual session on mentoring in response to the challenges facing higher education today. Established scholars will provide concrete advice for responding to efforts to dismantle academic freedom and diversity, equity, and inclusion. We will focus on navigating multiple, intersecting dominant structures such as the White-biased, patriarchal, heteronormative, and immigrant- and disability-challenged nature of the academy. The session will also offer advice for dealing with discrimination, retaliation, and hostility in the academic workplace. This session will provide recommendations for advocacy for scholars at their own institutions and beyond. This session will be continued in an in-person session at NCA in November. CCA attendees are invited to watch the virtual session together.

***SOEB, Room 118*****To Chat(GPT) or not to Chat(GPT), that is the Question: Using ChatGPT as an Instructional Tool in the Communication Classroom**

This panel discussion will delve into the practical applications of ChatGPT in the classroom, highlighting its potential to support both teachers and learners. We will explore how ChatGPT can serve as a springboard to deeper learning, providing instant feedback, answering questions, and guiding students through complex concepts.

**Presenters:**

John W. Edwards II, *Methodist University*

Brenda Mitchell, *Fayetteville Technical Community College*

Rachel Reon, *Fayetteville Technical Community College*

**SOEB, Room 202**

**Poster Session**

“The HBCU Choice Bill’: An Applied Communication Research Project to Present H.R. 40 Legislation”

Taylor Dobson, *Johnson C. Smith University*

Gabrielle Rice, *Johnson C. Smith University*

Jada Brookins, *Johnson C. Smith University*

“Diverse Dramas: The Communicative Importance of Audio Drama”

Catherine Jordan, *Lander University*

Allyson Jackson, *Lander University*

Sheridan Carpenter, *Lander University*

Katherine Wagner, *Lander University*

Ryan Thornton, *Lander University*

Quinn McKee, *Lander University*

“SOAR to Career Awareness! Integrating Career Development into the Broader Community”

Verne Walker, *Coastal Carolina University*

**Session 4: 3:30pm – 4:45pm**

**SOEB, Room 102**

**Breaking Barriers and Building Bridges: Promoting Learning Outside the Classroom**

This panel discussion will center on creative ways that our department increased our DEI efforts and engaged students to better communicate outside of the classroom. We leveraged focused tutoring services and faculty-led student workshops designed to help students feel a sense of belonging while seeing the impact of their words and how what they say carries weight in the world around them.

**Presenters:**

Debra Buchanan, *Wake Technical Community College*

Traci Rowe, *Wake Technical Community College*

Angela Smedley, *Wake Technical Community College*

## ***SOEB, Room 104***

### **Innovative and Creative Ways of Understanding Communication Education**

This panel discussion features sharing successful teaching ideas. Panelists see sharing their activities, ideas, and assignments as an opportunity to examine innovative and creative ways of understanding communication education. Audience members will be invited to contribute to the discussion.

**Chair:** Kim Cuny, *University of North Carolina, Greensboro*

#### **Presenters:**

Motivated Sequence?: Narrative Elevator Pitches for Arts Administration  
Erin Harrison, *University of North Carolina, Greensboro*

Battle Island: Persuasion Edition  
Jenny Southard, *University of North Carolina, Greensboro*

Guiding the Process: Getting Started in Groups  
Patrick Sawyer, *University of North Carolina, Greensboro*

Utilizing Relatable Activities to Engage Students in Course Content  
Ashton Doherty, *University of North Carolina, Greensboro*

Communication & Community: Promoting Fire Safety and Preventing Unattended Cooking Fires Through Service-Learning with the Greensboro Fire Department.  
Kristen Christman & Ben Lambe, *University of North Carolina, Greensboro*

## ***SOEB, Room 106***

### **MARY E. JARRARD GRADUATE PAPER COMPETITION PANEL 2**

**Chair:** Roy Schwartzman, *North Carolina State University*

#### **Presenters:**

“Cultural Encounters in the Digital Era: Exploring the Impact of Internet and Digital Media on Cross-Cultural Communication”  
Sara G. Siefert, *Campbell University*

“‘Foodbanks on the Front Lines’: Reimagining Food Assistance through Organizational Tensions”  
Elaina Eakle, Ph.D. Candidate, *University of North Carolina, Chapel Hill*

“Labor and Craft Time: Theorizing Pockets of Obligated Time”

Ian G. Williams, *University of North Carolina, Chapel Hill*  
Victoria Le-Sweatman, *University of North Carolina, Chapel Hill*

**SOEB, Room 110**

**GIFTS INC (GREAT IDEAS FOR TEACHING STUDENTS IN THE CAROLINAS)**

**Chair: Jenni Simon**

**Presenters:**

“This Activity is Your Activity: Rhetoric, Public Advocacy, and Protests Songs”  
Jason Munsell, *University of South Carolina, Aiken*

“Let’s Blog About It: Communication and Disability”  
Kerri A. Mercer, *Wake Technical Community College*

“The VoiceOver Project: How the need for Inclusion and Community led to the Perfect and Different Kind of G.I.F.T.”

Mr. George Bugss, III, *Johnson C. Smith University*

Jasmine M. Corbett, *Johnson C. Smith University*

Rhunette Corbett, *Johnson C. Smith University*

Markus Gray, *Johnson C. Smith University*

Tiphane Pate *Johnson C. Smith University*

“Respecting Students’ Privacy and Preferences While Teaching with Online Digital Tools”

Corinne Dalelio, *Coastal Carolina University*

**DON’T FORGET TO ENJOY BEAUTIFUL DOWNTOWN GREENSBORO FOR YOUR  
FRIDAY EVENING!**



## **Day 2**

### **Saturday, September 30th**

**Conference Registration:** 8:00am – 11am Lobby School Of Education Building (SOEB)

**Coffee Table:** 8:00am – 10:00am SOEB Lobby

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

#### ***SOEB, Room 102***

##### **Differences and Dilemmas in the Myrtle Beach, South Carolina's J1 Visa Program**

In Myrtle Beach, SC, the J1 visa program supplies the tourism industry with short-term summer labor. Foreign student-workers come to the United States only to be met with housing precarity, violent crime, abuse, and xenophobia. Panelists describe key aspects of the J1 student-worker experience, including a call to action.

##### **Presenters:**

Dahlia Boyles, *University of North Carolina, Chapel Hill*  
Deborah Cunningham Breede, *Coastal Carolina University*  
Megan Foster, *University of North Carolina, Chapel Hill*  
S. Bryce Ross, *University of North Carolina, Chapel Hill*

#### ***SOEB, Room 104***

##### **RAY CAMP RESEARCH PAPER COMPETITION PANEL 1**

**Chair:** Jason Munsell

“Communicating Across Religious Differences: The Role of Family Communication Patterns and Religious Accommodative and Nonaccommodative Behaviors”

Molly Bradshaw, *Eversana*

C. Leigh Nelson, *James Madison University*

Eric M. Fife, *James Madison University*

“Martin Luther King, Jr.’s ‘A Time to Break Silence’ as Turning Point: Constituting Community through the Social Gospel”

Richard W. Leeman, *University of North Carolina, Charlotte*

“‘Layers of Adipose Tissue and Lazy Unmotivated Patients’: Weight Bias in Provider-Patient Interaction”

C. Leigh Nelson, *James Madison University*  
Sharlene T. Richards, *James Madison University*  
Tobias Reynolds-Tylus, *James Madison University*

“NFL Concussion Crisis Part Tua: An Analysis of the NFL’s Crisis Communication Response Strategies and Rhetorical Constructs used to address the Current Concussion Crisis”  
Emily Jones, *University of North Carolina, Wilmington*

### **SOEB, Room 106**

#### **GIFTS INC (GREAT IDEAS FOR TEACHING STUDENTS IN THE CAROLINAS)**

“Spotting Disinformation to Enable Civic Conversations Across Difference”  
Cristiane Damasceno, *University of North Carolina, Greensboro*

“Simulating Crisis Scenarios: Localizing International Crises to Aid in Crisis Communication Learning”  
Ahmet Aksoy, *Columbia College*  
Tamara L. Burk, *Columbia College*

“Creating a Space to Communicate Across Difference Through Student-Led Case Study Assignments”  
Danaishia Jones, *North Carolina, A&T State University*  
Brianna Barrow-Lee, *North Carolina, A&T State University*  
Davi Thornton, *North Carolina, A&T State University*

“Addressing the Hidden Curriculum: Using an ‘Orientation Module’ to Create a Foundation of Success Before Discipline Scholarship”  
Angela Smedley, *Wake Technical Community College*

### **SOEB, Room 108**

#### **Oral Communication Competency Across Diverse Disciplines**

At UNCG, we are entering our third year of a new competency-based general education program. This panel explores challenges and opportunities of developing and delivering oral communication competency courses in diverse disciplines. As our higher education landscapes evolve, it is critical that we explore how oral communication competency is being viewed and delivered.

**Chair:** Jessica McCall, *University of North Carolina at Greensboro*

**Presenters:**

Kim Cuny, *University of North Carolina, Greensboro*  
Erin Harrison, *University of North Carolina, Greensboro*  
Jodi Pettazzoni, *University of North Carolina, Greensboro*  
Frances Bottenberg, *University of North Carolina, Greensboro*

**Session 6: 9:30am-10:45am*****SOEB, Room 102*****Discussion on the Benefits of AI in Communication**

Making Friends with Hal 9000. As technology continues to advance at an unprecedented pace, it is crucial for educators and researchers in the field of communication across multiple disciplines, to explore and embrace the potential benefits of Artificial Intelligence in enhancing communication skills and pedagogy.

**Chair:** Monique Sacay-Bagwell, *Lander University*

**Presenters:**

Kathryn McLaughlin-Rojas, *Lander University*  
Cherie Rains *Lander University*  
Kristen Applegate, *Lander University*  
Robert Matheson, *NFT Museum of Newberry, SC*

**Student Presenters:**

Sheridan Carpenter, *Lander University*  
Quinn McKee, *Lander University*  
Selitah Burns, *Lander University*  
Angel McMillan, *Lander University*

***SOEB, Room 104*****RAY CAMP RESEARCH PAPER COMPETITION PANEL 2**

**Chair:** Chris Poulos

**Presenters:**

“Fat Talk Source: Examining Weight Loss Conversations from Physicians Assistants and General Physicians”  
Kimberly Kristufek, *Wingate University*  
Diana Nathaniel, *Wingate University*

“Using Public Relations Theory to Communicate Across Differences: Expanding on Situational Theory of Publics to Account for Demographic and Social Differences Among Publics

L. Meredith Morgoch, *Salisbury University*  
Hollie Smith, *University of Oregon*  
Dean Mundy, *University of Oregon*

“The Blacksmith and the Rhetorician”

Keith H. Griffin, *Retired, Formerly of the University of South Carolina-Aiken*

“Interpersonal Communication as a Workaround for Obstacles in Public Library Work Routines”

Darin Freeburg, *University of South Carolina*

### **SOEB, Room 106**

#### **Nikki Haley’s Lessons from the New South**

This panel will discuss Wanda Little Fenimore’s book, *Nikki Haley’s Lessons from the New South*, that interrogates the persistence of New South from the nineteenth to twenty-first centuries as evidenced in former South Carolina Governor Nikki Haley’s gubernatorial rhetoric.

**Chair:** Camille Lewis, *Furman University*

#### **Panelists:**

Camille Lewis, *Furman University*

J. Dean Farmer, *Campbell University*

Jason Munsell, *University of South Carolina, Aiken*

**Respondent:** Wanda Little Fenimore, *University of South Carolina, Sumter*

### **SOEB, Room 110**

#### **Bridging Divides: Positive Pedagogy-Strategies for Communicating Across Difference**

In the spring of 2023, the newly formed *Positive Communication Network* held their inaugural online conference. Positive communication pedagogy is the “mindful application of positive communication in instructional and training contexts” (2023). To be mindful is to feel an increased sense of involvement or being in the present moment (Langer & Modoveanu, 2001). This panel provides an overview of the merging fields contributing to positive pedagogy and rationalizes positive pedagogy as a life-giving strategy for today’s academic classrooms and communities. We will discuss positive pedagogy and explore possibilities for future directions for the field.

#### **Presenters:**

Kristen Christman, *University of North Carolina, Greensboro*

Jessica D. McCall, *University of North Carolina, Greensboro*

Thomas Socha, *Old Dominion University*

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

***SOEB, Room 102***

**Achieving Liberation By 'Talking Back' and 'Back Talking': Communicating Across Differences in Higher Education Classrooms**

The panelists will explore bell hooks' advice that moving classroom dialogues from the margins to the center require listening and encouraging minoritized and marginalized students, while challenging them to find the courage to "talk back" and "back talk" across communication differences until liberation is achieved.

**Moderator:** Shannon B. Campbell, *Appalachian State University*

**Panelists:**

Marianne LeGreco, *University of North Carolina, Greensboro*

DaKysa Moore, *North Carolina Agricultural and Technical State University*

Andrea Patterson-Masuka, *Winston-Salem State University*

Amy Aldridge Sanford, *Middle Tennessee State University*

Soncerey M. Speas, *Winston-Salem State University*

***SOEB, Room 104***

**Bridging Difference Across the Table: Exploring Opportunities for Teaching and Practice in Culinary Communication**

Food connects people, allowing them to share their uniqueness and to bridge personal and social difference. Please join us to sample (literally and figuratively) the connections between food and communication, as we spotlight opportunities for teaching and practice that are available in this growing area of study.

**Chair:**

Elena Martinez-Vidal, *Midlands Technical College*

**Presentations:**

"Food and Communication: The New Frontier Where Unique and Common Identities are Forged"

Jean L. DeHart, *Appalachian State University*

"Visual Culinary Communication: The Persuasive Practice of Advertising and Presenting Food"

Laura Brittain, *Appalachian State University*

“Sweet ‘T’ Picnics and the 6th Love Language: Celebrating Connection through Food”  
Marcie Walsh, *Sweet T Picnics*

“Bridging Difference in the Classroom: A Recipe for Teaching a Course in Culinary Communication”  
Kellie W. Roberts, *University of Florida*

**SOEB, Room 106**

**Mary E. Jarrard Undergraduate Award Competition Panel**

**Chair:** Jenni Simon, *University of North Carolina, Greensboro*

“The Invisible Language of Whiteness: An Autoethnographic Examination of Coming into a New Consciousness”  
Reaghan Wiltbank, *Western Carolina University*

“Expectancy Violations Theory in Media Relationships”  
Savannah Steele, *University of North Carolina, Greensboro*

“Back to the basics: An Autoethnography of Working Within the Church”  
Elle Soistmann, *Campbell University*

“Facing My Own Misogyny”: A Rhetorical Analysis of Personal Essays on the Subreddit r/exredpill”  
AJ Siegel, *The University of North Carolina at Charlotte*

**Session 8: 12:30 – 1:45**

**Catered Lunch and  
Business Meeting and Award Ceremony  
SOEB Lecture Hall, Room 114**

**Session 9: 2:00pm – 3:15pm**

**SOEB, Room 102**

**Communicating Across Difference on College Campuses: Challenges and Opportunities for Students Today**

This panel is comprised of scholars and practitioners of civic communication pedagogy to share insights gleaned from their respective efforts to foster robust

public discourse on college campuses. The panel will also explore opportunities to establish a vibrant network of “Campus Discourse Leaders” across the Carolinas to serve as a national model of civic excellence.

**Chair:** Kevin Marinelli, *University of North Carolina at Chapel Hill*

**Presenters:**

Graham Bullock, *Davidson College*

Leslie Garvin, *Executive Director of NC Campus Engagement*

Anne Moore, *University of North Carolina at Charlotte*

Matthew Metzgar, *University of North Carolina at Charlotte*

**SOEB, Room 104**

**Remember Their Names: Transforming South Carolina’s Memoryscape**

Panelists discuss efforts in South Carolina to grapple with the state’s racist past across a memoryscape that reveres white supremacy. The discussion focuses on a marker erected in Greenville by the Equal Justice Initiative, the African American History Memorial at the statehouse grounds and other markers in Columbia, and statue of Judge J. Waties Waring in Charleston. We raise questions about who gets remembered by whom and how this public commemoration works to contradict or affirm the master narrative of the Civil Rights Movement.

**Presenters:**

Camille M. Lewis, *Furman University*

Jason Munsell, *University of South Carolina, Aiken*

Wanda Little Fenimore, *University of South Carolina, Sumter*

**SOEB, Room 106**

**Intentionally Inclusive: Best Practices for Creating a Supportive Classroom Community**

Join us as we share some of the teaching practices, activities, and assignments that we use to promote an inclusive classroom environment. Participants will have the chance to ask questions and to share ideas with colleagues.

**Presenters:**

Paul Hesman, *Wake Technical Community College*

Kerri Mercer, *Wake Technical Community College*

Emily Moore, *Wake Technical Community College*

Rochelle Robertson, *Wake Technical Community College*

Jessica Soto, *Wake Technical Community College*

**SOEB, Room 108**

**Centering Student Mental Health as a Communicative Process and Project:  
Experiences with Student-Centered Learning in Graduate Education**

Panelists discuss unique ways to socialize communication graduate students by centering student mental health and wellbeing. Our goal is twofold: 1) to imagine how student voice and choice in semester-long projects fosters wellbeing and 2). To create a space for conversation about innovative and holistic pedagogical approaches to graduate training.

**Chair:** Stephanie Norander, *University of North Carolina at Charlotte*

**Presenters:**

Stephanie Norander, *University of North Carolina at Charlotte*  
Sherrell Streetie, *University of North Carolina at Charlotte*  
Kristen Zhang, *University of North Carolina at Charlotte*  
Audrey Curry, *University of North Carolina at Charlotte*

**SOEB 118**

**Embracing our 2023 Student: Communicating Across Differences and Finding  
Common Motivators for Success**

This panel will explore some of the challenges that college students and instructors are currently facing. We will then consider possible motivational strategies to help both students and instructors meet the often-overwhelming diverse challenges of the educational system and continue to demonstrate resilience and productivity throughout the semester. Join us for a collaborative strategy development session.

**Chair:** Jessica McCall, *University of North Carolina at Greensboro*

**Panelists:**

Ashton Doherty, *University of North Carolina at Greensboro UNCG*  
Kiya Sellers, *University of North Carolina at Greensboro*  
Additional first and second year graduate teaching assistants



