



## CAROLINAS COMMUNICATION ASSOCIATION ANNUAL CONFERENCE

### *Artful Communication in the City of the Arts: Communicating about Art & the Art of Communicating*

Friday, September 30<sup>th</sup> – Saturday, October 1st, 2011  
Hawthorne Inn & Conference Center, Winston-Salem, NC 27101

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### **FRIDAY, SEPTEMBER 30<sup>TH</sup>**

- Registration, 8:00 am - 3:30 pm, Main Lobby of the Hawthorne Inn
  - Keynote Session, 9:00 – 10:00 am, Laurel Learning Center
  - Sessions from 10:15 - 5:15, 2<sup>nd</sup> floor of the Hawthorne Inn
  - Reception at 5:45 at the 1785 Single Sisters House at Salem College
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### **9:00 – 10:00: OPENING SESSION**

**Welcome:** Dr. Steve Madden, CCA President

Introduction of Speaker: Dr. Carol Reese Dykers, CCA First Vice President

**Keynote Speaker:** Richard Emmett is the Chief Operating Officer of The Arts Council of Winston-Salem and Forsyth County—the oldest arts council in the United States. Emmett owns a live music venue called “The Garage.” He is known to be a dynamic speaker and an effective advocate for the arts.

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**10:15-11:30: SESSION 2****2.A: G.I.F.T.S. (Great Ideas for Teaching Students): Teaching Television**

Inspired by the 2011 conference theme of communicating about art, this panel presents great ideas for teachers who want to require student analysis of the televisual arts. Rather than discussing television production projects in broadcast education, the panelists share course design, individual assignments, and resources that can be adapted for a variety of curricular approaches to mass communication. The student activities discussed during this panel may be appropriate for media literacy, cultural studies, social science, *or* vocational perspectives on television. At the same time, they may help new faculty to think of ways to integrate writing across the curriculum. The panelists share examples of successful student responses to the assignments, using excerpts from resulting mini-papers in their classes.

Jamie Litty, Associate Professor, UNC-Pembroke

**“Mining the *mise en scène* for meaning: The semiotics of set dressings”**

Terrence Dollard, MFA, Assistant Professor, UNC-Pembroke

**“TV taboo: How students relate to different eras of controversial subjects on American television”**

Dandan Liu, Associate Professor, UNC-Pembroke

**“Are your Intro students ready for research methods?” Television content analysis for beginners”**

*Respondent: Jason Hutchens, Assistant Professor, UNC-Pembroke*

**2.B: Healing Narratives: The Therapeutic Nature of Writing Autoethnography**

Narratives, or storytelling, may be considered the original communicative art form. "Humans tell stories and ... humans are storied" (Harter, Scott, Novak, Leeman & Morris, 2006, p. 6). People share personal narratives to create meaning, connect with others, and to make sense of their lives. This is of particular consequence when one has lived through a traumatic experience which disrupts one's expected life story. By exploring, writing, and sharing personal narratives (auto-ethnographies), an individual often undergoes a powerfully therapeutic process. Sharing stories can be healing for people dealing with illness, trauma, disability and loss, with the potential to create perspective, insight, validation and growth for the speaker/writer as well as the recipient.

*Chair: Christine S. Davis, Associate Professor, University of North Carolina at Charlotte*

Regina Young, MA Student, University of North Carolina at Charlotte

Sherri Fairbairn, MA Student, University of North Carolina at Charlotte

Laura Smailes, MA Student, University of North Carolina at Charlotte

*Respondent: Christopher N. Poulos, Associate Professor, UNC Greensboro*

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**11:45 - 1:00: SESSION 3**

**3.A: Mary Jarrard Graduate Paper Panel, Friday, September 30, 2011**

*Chair & Respondent: TBA*

Mary J. Eberhardinger, University of North Carolina at Greensboro

**“Digging Beneath Fun and Games: An Account of Critical Pedagogy Overseas”**

David Askay, University of North Carolina at Charlotte

**“Silence in the Crowd: Materiality Contributing to a Spiral of Silence in an Online Feedback System”**

Alyssa Davis, University of North Carolina at Greensboro

**“Peer Tutoring and Relationship Development Online”**

Elizabeth Likis-Werle, MS, LPC, University of North Carolina at Greensboro

**“A Comparative Analysis of Women and Drinking in Popular Media”**

Rebecca Murphy-Keith, University of North Carolina at Greensboro

**“Living Lolita: A Tale of Conflicting Identities”**

**3.B: The Art of Advocacy: Student Activists Speak Out**

This panel consists of Columbia College undergraduate students and their professor discussing the main project in a course called The Rhetoric of Public Advocacy. The project asked students to pick a particular cause they were invested in and, utilizing the rhetorical lessons the course supplied, construct very strategic rhetorical packages (thinking in terms of specific messages, audiences, situations, strategies, goals, and the like) for four different mediums of advocacy: traditional oral discourse, written discourse, new/social media, and body rhetoric (marches, protests, and the like). Students had the choice of either mapping out plans for advocacy, or else actually taking the show on the road as activists; most did. The students on this panel will each discuss how they utilized their rhetorical training to perform their art of advocacy. We hope this panel will indicate the importance of advocating for change and social justice both locally and globally (and galactically), and also how such a process is a foundational project of education in Communication Studies.

*Chair: Jason Munsell, Associate Professor of Communication Studies, Columbia College*

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**“Teaching the Art of Advocacy in South Carolina: Smiling Faces, Beautiful Places, and Lots of Racists”**

Hannah Goldberg, Undergraduate Student, Columbia College

**“Pluto: The Quest for Planetary Equality”**

Chantel Lucas, Undergraduate Student, Columbia College  
“**Arts Advocacy: Ensuring State Funding for the South Carolina Arts Commission**”

Taylor Stukes, Undergraduate Student, Columbia College  
“**Advocating for a Statewide No Texting and Driving Law in South Carolina**”

Raina Wallace, Undergraduate Student, Columbia College  
“**Advocating Against Hate: Funding the South Carolina Council on the Holocaust**”

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**1:00 – 2:30: Lunch Break**  
**Explore the nearby restaurants on your own**

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## **2:30 – 3:45: SESSION 4**

### **4.A: Spotlight on Faculty Research: The Ray Camp Research Award Panel**

The Ray Camp Research Award honors Ray Camp, professor emeritus at North Carolina State University, a beloved, longtime member of the Carolinas Communication Association. This award honors Ray’s legacy of scholarship to CCA, where he, for many years, presented fully completed, well researched papers and helped set the standard for our organization. Papers are presented on this panel and the award is presented at the Saturday luncheon.

*Chair and Respondent: Steven Madden, Coastal Carolina University*

George Lellis, Coker College; Hans Bernhard-Moeller, University of Texas at Austin  
“**Cinematic Representations of Anna Walentynowicz: Documentary, Fiction, Feminism, and the Polish Solidarity Movement**”

Jody Natalle, University of North Carolina Greensboro  
“**The Rhetorical Friendship of Anna Howard Shaw and the Students of State Normal and Industrial College**”

Jason Munsell, Columbia College  
“**The Rhetoric of Liberal Arts Education: The ‘Yale Report of 1828’ Revisited**”

Kimberly M. Cuny, University of North Carolina at Greensboro Speaking Center,  
Marnie Thompson, Fund 4 Democratic Communities, and  
Hemalatha R. Yarragunta, University of North Carolina at Greensboro Speaking Center  
“**Speaking for a Change: Leveraging the Art of Public Speaking to Support Marginalized Voices**”

**4.B: Art, Art Forms, and Traditional Communication as an Art: Exploring the Relationship Between the Medium, the Process and the Message**

This panel explores how various forms of art enhance communication in a wide range of settings, from crisis communication to interpersonal communication to persuasion.

*Chair: Debbie Poulos, Appalachian State University*

Kelli L. Fellows, Pfeiffer University

**"Impressionism as metaphor: Using Art to Illustrate the Complexities of Risk and Crisis Communication"**

Jean DeHart, Appalachian State University

**"The Art of Empowerment: An Analysis of the Use of Positive Communication Approaches in Interpersonal Communication"**

Heather Thorp, Appalachian State University

**"When Talking Isn't Helpful: Using Expressive Arts to Foster Communication"**

Monica Pombo, Appalachian State University

**"Storytelling and Audio Production: The Use of Adobe Audition in Collecting and Editing Oral Histories"**

Jeanne M. Pursuit, UNC Wilmington and Amy J. Bowman-McElhone, University of West Florida

**"Public Art as Vernacular Rhetoric: *Guernica* and the Protest Murals of Northern Ireland"**

Lynn D. Gregory, Appalachian State University

**"Art or Artifice? Visual Components in Persuasive Appeals"**

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**4:00 – 5:15: SESSION 5**

**5.A: Transformation through social media: Inspiring leadership and activism through the use of closed LinkedIn discussions.**

This program explores social media as an instrument of change. The presenters will discuss the creation of active learning through a closed LinkedIn discussion group on Exploring Activism. The course they discuss examines the integration of social networking in society and the articulation of the nexus between social justice, social media, and leadership. The speakers will discuss soliciting participation and interest from educators and administrators. They will also share their insights on the relationship between social media, leadership, and activism; the use of LinkedIn and other platforms of social media; and the ways that social networking sites contribute to students' academic, personal, and professional success. The presenters discuss several of the students' activism projects, and how these projects empowered yet challenged them to think about the interconnectedness of leadership and activism through the exploration of social media.

Evelyn Asher, Adjunct Facilitator, Appalachian State University and Brenau University

James Felton, Western Carolina University

### **5.B: Inartful Communication: Challenging the Language of Bullying**

“Bullying” is a communication act interpreted differently in different cultures. This panel explores bullying from non-traditional paradigms. We discuss an ongoing Salem College senior project to gather photographs and video interviews of children and adults telling stories of being bullied, being the bully, or being a victim who becomes a bully. Panelists argue that bullying is a harmful communication act for all involved. Like most harmful communication, it continues until members of a community/culture/nation intervene rhetorically to rename a practice as unacceptable.

Moderator: Carol Reese Dykers, PhD, Salem College

**“Intervening in a political and media culture that glorifies bullying”**

Jacqueline Causey, professional photographer & Salem College senior

**“BullyWhipped: An art photography/video project as a social intervention finding many definitions of ‘bullying’”**

Allegra Baker, R.N., nurse, mother, Salem College senior

**“What can a parent do? How participating in an anti-bullying project changed one family’s communication dynamic”**

Elizabeth Dickinson, Assistant Professor of Communication, Salem College

**“It’s not just the kids: Using Critical Theory to examine why women bully other women”**

### **5.C: Proposing and Experiencing a Fulbright Award: Artful Communication in International Contexts**

The panel—which includes Fulbright Award recipients and grant reviewers—will provide insights into the process of obtaining and managing a Fulbright Award. Panelists will point out the professional and personal benefits of being a Fulbright Scholar or Fellow, discuss different types of Fulbrights, debunk myths about the program, describe the application process, and provide tips regarding successful strategies for obtaining a Fulbright for communication academics (early, mid, and late career), students, and professionals. They will address the possibility of taking one’s family abroad while serving as a Fulbright Fellow and offer tips for what to do once you obtain a Fulbright in order to ensure the best possible experience.

Sandy Hochel, Distinguished Professor Emerita, University of South Carolina Aiken

Susan Opt, Assistant Professor, James Madison University

Robert Westerfelhaus, Associate Professor, College of Charleston

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**Friday, September 30th**

**FRIDAY, SEPTEMBER 30<sup>TH</sup> AND SATURDAY, OCTOBER 1<sup>ST</sup>**

**5:45-6:45: RECEPTION HOSTED BY SALEM COLLEGE**

1785 Single Sisters House at Salem College

Please join us at Single Sisters House for drinks and light hors d'oeuvres while learning of the institution's 1772 founding. Dr. Susan Calovini, Salem Academy & College Vice President and Dean of the College, will greet CCA members. The group will then be invited to tour the restored 4,000-square-foot structure from its attic (with 1785 pewter date stone) to the domed cellar where meat hooks protrude from the ceiling, evidencing early settlers' "refrigeration" system.

For those able to take the 4-5 block walk: meet Carol Dykers at the Hawthorne door leading from the lobby to the back parking lot, and walk past the giant Moravian Teapot Sculpture, up historic Main Street, past Salem Square and into the 1785 Single Sisters House, the oldest building in the United States continuously devoted to educating girls and women.

After the reception, have dinner in one of the many delightful restaurants in downtown Salem.

Have a great evening and we'll see you in the morning!

**Saturday, October 1<sup>st</sup>**

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**SATURDAY, OCTOBER 1<sup>ST</sup>**

- **Registration, 7:30 am - 10:00 am, Hawthorne Inn Front Lobby**
- **Meetings and Sessions from 8:30 am - 12:15 pm, 2<sup>nd</sup> floor of Hawthorne Inn**
- **Luncheon and Keynote Address: 12:30 - 2:00 pm, Sycamore Ballroom**
- **Executive Council Meeting from 2:15 – 3:30 pm, President's Suite**

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**8:15 – 9:15: SESSION 6**

**CCA Business Meeting**

During the Business Meeting, we examine and approve minutes from last year's meeting, discuss the budget, plan for the next conferences, elect officers, etc. In short, we deal with the business of the association. Great time to meet people, find out more about CCA, voice your thoughts and get involved.

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**9:30 – 10:45: SESSION 7**

**7.A: Mary Jarrard Undergraduate Competition: Top Four Papers**

*Chair and Respondent: Wesley Fondren, Coastal Carolina University*

Caroline Altman, College of Charleston

**“Importance of Nonverbal Characteristics and Lovestyles”**

Amy Fallah, Christopher Newport University

**“The ‘Ground Zero Mosque’ controversy: Stop Islamization of America’s strategic use of militaristic and religious metaphors”**

Rachel Grider, Christopher Newport University

**“Hillary Clinton: The Struggle between Gender and Politics”**

Casey Mann, UNC Greensboro

**“Communication Activism: A Break from Tradition”**

Catherine Schiemann, UNC-Greensboro.

**“The Medium is the Facebook Message: Media Ecology and Egypt’s Facebook Revolution”**

**7.B: G.I.F.T.S. (Great Ideas for Teaching Students)**

*Chair: Susan Opt, James Madison University*

Jason Munsell, Columbia College

**“The Krewe of Patriarchy Challenge: Voice, Art, and Classroom Mardi Gras Parade Floats”**

Bethany Barnes, University of North Carolina Greensboro

**“Identity (De)construction in the Classroom”**

Crystal Edwards Oldham, University of North Carolina at Greensboro

**“Artistic Expression through Zines”**

Amanda Szabo, M.A. Student, University of North Carolina at Greensboro

**“My Intrapersonal Self Portrait”**

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SATURDAY, OCTOBER 1<sup>ST</sup>

Saturday, October 1<sup>st</sup>

**11:00 – 12:15: SESSION 8**

**8.A: Mary Jarrard Graduate Paper Competition: Top Four Papers**

*Chair and Respondent: Dr. Elizabeth Dickinson, Salem College*

Amanda Szabo, University of North Carolina at Greensboro

**“White Girls in Schools, White Women in Society: The Art of Socializing Females through K-12 Schools”**

Sherri Fairbairn, University of North Carolina at Charlotte

**“Seeing Spencer: Tensions of Acceptance and Rejection of Disability”**

Catherine Coelho, Wake Forest University

**“A Semiotic Combat against ‘Awful Billboard Blight’”**

Heather Murphy Woolwine, College of Charleston

**“Tradition in Crisis: An Exploratory Look at Print Journalism and the Non-profit News Model”**

**3.B: Messages of the Veil**

Over the last few decades, the hair and face covering worn by many Muslim women has become a powerful symbol worldwide. To some the veil is a symbol of oppression; to others it is one of piety and devotion. Panel members will explore these strong symbols in three different milieux.

Sandy Hochel, Distinguished Professor Emerita, University of South Carolina Aiken **“Voices of Malaysian Muslim Women: Why I Cover? Why I Don't? Why Do You Care?”**

Spring-Serenity Duvall, Assistant Professor, University of South Carolina Aiken

**“Ephemeral Veils, Enduring Images: Tracing Media Representations of Western Celebrity Activism, Veiling, and Femininity in Muslim Cultures”**

Elizabeth J. Natalle, Associate Professor, UNC Greensboro

**“French Policy on the Veil: An Intercultural Communication Crisis”**

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**12:30-2:00: AWARDS LUNCHEON AND KEYNOTE SPEAKER  
SYCAMORE BALLROOM AT THE HAWTHORNE INN**

Join us (must reserve a seat and pay in advance) for a tasty lunch and collegial conversation. As we finish with lunch, the winners of the Mary E. Jarrard Awards, the Ray Camp Award, and the Betty Jo Welch award will be announced.

**SATURDAY, OCTOBER 1<sup>ST</sup>**

**Saturday, October 1<sup>st</sup>**

- Mary E. Jarrard, a longtime member of the Carolinas Communication Association, was devoted to encouraging students to attend and participate in the annual convention. There are two Mary E. Jarrard awards—one for the top undergraduate student papers and one for the top graduate student paper.
- The Ray Camp Research Award honors Ray Camp, Professor Emeritus at North Carolina State University. The award is competitively selected from completed papers that are research-based.
- The Betty Jo Welch Award recognizes another long term member of the CCA. Betty Jo was known for her efforts to keep the CCA vital and strong and served in various capacities to ensure the Association's health. The award is given to a CCA member who has shown continuing and outstanding service to CCA and the discipline.

Keynote Speaker: **Erika Paige Barnette, Independent Producer, New York City.**

Erika is a 2002 graduate of Salem College, whose senior project was the first documentary film in the Comm program. She interned with documentarian Barbara Kopple in NYC twice while in school.

According to Erika, she has worked as a freelance producer on Discovery Channel, A&E and PBS shows. From 2008-2010 Erika was the Line Producer and Producer on three seasons of A&E's "DOG: The Bounty Hunter." In the fall of 2010 she (in her own words): "signed on with Public Affairs Media Group as a producer on an documentary film about a program in Kabul, Afghanistan which teaches Afghan teenagers how to be journalists and documentary filmmakers. The film presents an Afghanistan rarely seen outside the country, providing an intimate look at the dreams and struggles of four young journalists in the Afghan Voices training program. They are learning the often intimidating tasks of finding their voice as broadcast journalists and filmmakers amidst turmoil, civil war and insecure futures. Our film focuses on the lives of 4 of the participants and will allow the west to see what Afghanistan looks like through their eyes.

Erika's topic today is **Adapt or Die: The Art of Crossing Borders**

## **2:15 – 3:30: EXECUTIVE COUNCIL MEETING**

Current and newly elected officers meet to debrief and make plans for 2012.

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**SAFE TRAVELS TO HOME. SEE YOU NEXT YEAR IN AIKEN, SC!**