

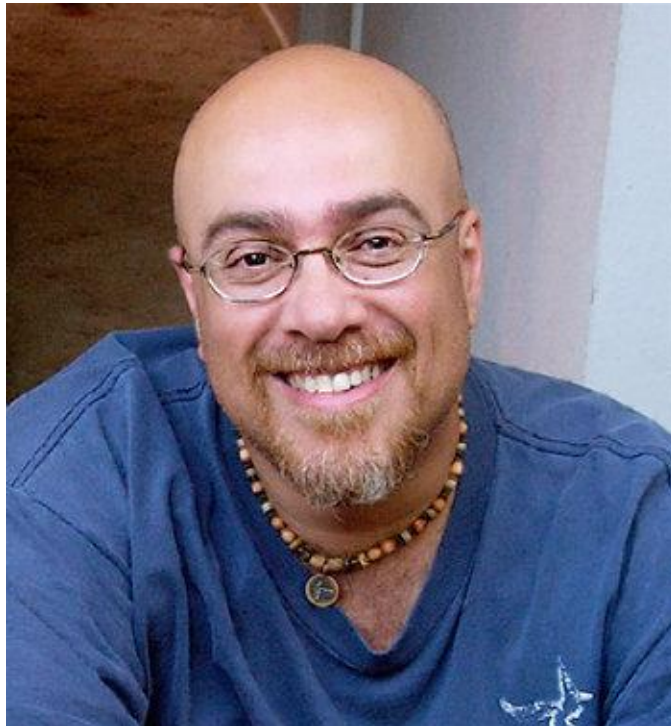
Northwest Communication Association

36th Annual Conference Program

April 12, 13 and 14, 2012

Coeur d'Alene Resort

Coeur d'Alene, Idaho



In Memory of

Nathaniel (Nacho) I. Córdova
October 22, 1964 – July 16, 2011

Conference Theme:

Disaster Relief

"Communication and Crisis" was published in the Winter of 2010, a special issue of the The Northwest Journal of Communication. In that volume, scholars examine "events that are non-routine, unexpected, and threaten high priority goals" (pg.7). The editors say the study of crisis communication has evolved. It has moved from a narrow evaluation of post-event response to new models of information diffusion and effect, prevention efforts, and message design and placement (pg. 7). This conference offers a forum for furthering these studies and building on that body of work. We will hear about contexts as diverse as Facebook, movies, television as well as disasters in the workplace, family and classroom.

Scholarly communication studies are no more meaningful than the communication acts they seek to understand. For this reason, our conference welcomes a distinguished practitioner. Denise Everhart is and External Affairs Officer for the Federal Emergency Management Agency (FEMA) as well as a volunteer Lieutenant/EMT/Public Information Officer for the Molalla Fire Department. In her career as a firefighter, first responder, crisis manager and public information officer, Denise has first-hand experience with many levels of disaster communication. From the victim's pleas and the media's demands, to the internal communications of the firehouse, Denise is a wealth of knowledge.

As you study communication this week, consider the state of your own disaster communication skills. If electricity and phone lines were down, how would you get life-saving information to people who desperately need it? If you had to, could you talk down a screamer? De-ice a walkway? Administer CPR? Being ready for the worst sends a message. And the message says, life matters, I'm here for you and you're worth it.

Thanks for participating in this year's conference, *Disaster Relief*.

Cheers,

MaryJean

MaryJean Harris Williams
NWCA First Vice President, Conference Coordinator

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Media and Cultural Studies

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Matt Schnackenberg, Oregon Institute of Technology

Heather Shearer, Montana Tech of the University of Montana

Liz Sills, Louisiana State University

Linda Young, Oregon Institute of Technology

STUDENT VOLUNTEERS

Daniel Roemer, Eastern Washington University- Slide Show Producer

Lee Wallace, Gonzaga University Technology Assistant

2012 NWCA CONFERENCE PROGRAM

Thursday, April 12, 2012

Registration: 5:00 pm - 7:00 pm Convention Center Registration

President's Reception: 7:00 pm - 9:00 pm The Shore Room

End of Thursday Activities

Friday, April 13, 2012

SESSION 1 8:15-9:20 am

Choose the Breakfast session that serves your interests:

Student Breakfast: Presenting with Conviction Bay 2

During breakfast, Kevin Brown from Oregon Institute of Technology will help those of you who would like to hone your conference presentation skills. Here you'll learn to bolster your speaker competence and learn a few simple strategies to present your paper orally.

Faculty Breakfast: NWCA Planning Discussion Bay 1A

This faculty breakfast session provides an opportunity for us to discuss the future of the Northwest Communication Association and how NWCA can best serve its members. Please come and join us and bring your ideas and suggestions.

SESSION 2 Friday 9:30 –10:50 am

Television and Identity Construction

Kidd Island Bay

Chair and Respondent: Carolyn Cunningham, Gonzaga University

Breaking the Norm: Identity Creation in The Wire
Austin Williams, Willamette University

Who Needs to be Rescued? An Analysis of “Guts,” the Pilot Episode of Rescue Me
Silas Heisler, Western Oregon University

She Made It After All: Representations of Second Wave Feminism in The Mary Tyler Moore Show
Erica Jolly, University of Puget Sound

Modern Family: A Critical Examination of the Masculine/Feminine Binary
Juliette Witous, University of Puget Sound

Adaptive Communication in an Alaskan Environment

Bay 6

Chair: Peter A. DeCaro, University of Alaska, Fairbanks

A Fresh Breath of Air: Persuasive Messages to Consider when Conducting an Environmental Health Campaign in Nome, Alaska
Heather Fries, University of Alaska, Fairbanks

Facebook and a ‘Super Storm- A new way to see things?
Richard Hum, University of Alaska, Fairbanks

Peace between nations: Intercultural negotiation tactics between the Japanese and the United States regarding whaling policy.
Michelle White, University of Alaska, Fairbanks

Gluten-Free Living: Identity Construction & Health Behavior Change in Alaska
Jean Richey, University of Alaska, Fairbanks

Creating an Environmental Health Campaign for Rural Alaska: Overcoming the Communication Challenge
Peter A. DeCaro, University of Alaska, Fairbanks

Respondent: Jean Richey, University of Alaska Fairbanks

SESSION 2 Friday 9:30 –10:50 am (continued)

Interaction between Media and Society: Text and Context in TV and Advertising Casco Bay

Chair: Charlotte Jones, Carroll College

Prevent, Reverse, & Defy: Ageism in Magazine Advertisements

Brittany Goltry, Carroll College

Islam, Judaism & Christianity on NCIS: A Framing Analysis.

Kelsea Kimerly, Carroll College

Sex Sells: An Analysis of Sexual Content on Prime Time TV over the Past 50 Years

Caley Murphy, Carroll College

Men vs. Women: A Comparison and Analysis of Nike Advertising

Corinne Wilkinson, Carroll College

Media's Text and/is Society's Context

Alan Hansen, Carroll College

Respondent: Alan Hansen, Carroll College

Situational Influences on Interpersonal Communication

Bay 3

Chair: Christopher Cardiel, Portland State University

The Influence of Uncertainty on Self-Disclosure/Intimacy in Intercultural Communication

Lishan Zeng and Kaleb Olsen, George Fox
University

Student Communication Satisfaction with Teachers: Is there a Difference Between Public and Private Schools?

Shannon Garcia, Lewis-Clark State College

Text Messaging: Negative Influences on Interpersonal Communication

Mabel Arroyo, Lewis-Clark State College

Tensing up: Primary and Secondary Tension and Communication Apprehension

Kevin James Brown, Dan Peterson and Terence Schliesman,
Oregon Institute of Technology

Respondent: Dr. Susan Poulsen, Portland State University

End of Session 2

Luncheon 11:00 – 12:30

Bay 2

NWCA Business: Michael Hazel, President

Keynote Speaker: Denise Everhart,
External Affairs Officer Federal Emergency Management Agency (FEMA)

SESSION 3 Friday 12:40 – 2:00 pm

Media and Social Issues

Kidd Island Bay

Chair and Respondent: Matt Schnackenberg, Oregon Institute of
Technology

Gran Torino: Narrating Racism and Sexism through the White Male and the Racial Other
Kim Sogge, Willamette University

Queering Comics: Kevin Keller and Queer Blindness within Archie Comics
Elliott Sawyer, University of Puget Sound

“We Will Be Cruel to the Germans”: Violence, Irony, and the Justification of War in Inglorious Bastards
Zach Goldstein, University of Puget Sound

Animated Sitcom Archer: Minimizes Serious Social Issues through Comedy
Katina Brodkorb, Western Oregon University

Vigilante Nation: Moments of Progressive Politics in Captain America after 9-11
Matt Schnackenberg, Oregon Institute of Technology

“Disasters” in the Workplace, Family and Classroom

Casco Bay

Chair & Respondent: Renee Heath, University of Portland

Quality Service With a Smile: An Examination of Employee Satisfaction in Relation to Emotional Labor,
Katie Pennington, Lewis-Clark State College

When the Child Forsakes the Faith of His Father: The Dynamic of Interfaith Families
Audrey Snyder, Lewis-Clark State College

Take a Deep Breath: Responses to Anxiety in an ESL Public Speaking Class
Anna Anderson, Oregon State University

A Stylish Pedagogy: Rewriting the Expectations
Myra Nichole Roberts, Oregon State University

SESSION 3 Friday 12:40 – 2:00 pm (continued)

Roundtable of Past NWCA Presidents Part 1: Intercultural Disaster

Casco Bay

Chair: MaryJean Harris Williams

Framing Conflict Crises

Jeanne Clark, Willamette University NWCA President 2009

The status of intercultural communication in our field

Richard Fiordo, University of North Dakota NWCA President 1990

Foreign-born Faculty facing Othering, Microaggressions, and Native Speakerism

Annette Folwell, University of Idaho NWCA President 2005

The Need for Better Intercultural Relations and Advice to Young Grad Students

Phil Backlund, Central Washington University NWCA President 1986

The Rhetoric of Disaster

Bay 3

Chair: Patty Chantrill, Eastern Washington University

Mice with Matches: The Power and Failure of Restorative Rhetoric

Paul L. Evans, Western Oregon University

Molly A. Mayhead, Western Oregon University

Melodrama in the Great Bear Rainforest

Gabrielle Grelle, University of Montana

Tragedy and Touchdowns: A fantasy theme analysis of sports coverage of the Alabama tornadoes

Christa C. Bell, Gonzaga University

Rhetoric in the Disaster Genre

Daniel Roemer, Eastern Washington University

Respondent: Heather Crandall, Gonzaga University

End of Session 3

SESSION 4 Friday 2:10-3:30 pm

Preparing for the Future: Technical Communication at NWCA

North Cape Bay

Facilitators: Mica L. DuBois, Zoot Enterprises
Cass Hemphill, Communication Designs -and- The University of Montana

Selected Papers in Organizational Communication

Kidd Island Bay

Chair: Phil Backlund, Central Washington University

An Examination of Future Nonprofit Sustainability: Creating Effective, Communicative Leadership in the Organizations We Need Most,

Caitlin G Bletscher, Gonzaga University, Anthony Andenoro, Gonzaga University

Das Family: A Critical Analysis of Parenthood Narrative Present In Four Volkswagen Advertisements

Hayden Brooks, Alicia Collier, and Samantha Evankovich, Central Washington University

Squeezing the Wine Industry: Organizational Identity and Emerging Grassroots Wineries

Amanda Cornuke, University of Montana

Can Organizations be Consistent with Sustainability? A Cultural Study of Mountain Bar,

Megan Markus, University of Portland

Respondent Michael Beachley Oregon State University

Dealing with Reification: Gendered Scripts and Gendered Practices

Bay 6

Chair: Charlotte Jones, Carroll College

Who Asks? Who Pays? A Study of College Dating Scripts

Courtney Jones, Carroll College and

Bethany Flohr, Carroll College

Not So Unlike What We've Seen Before: An Analysis of Gendered Scripts Disney's Tangled.

Corinne Wilkinson, Carroll College

Catering to Men: Reinforcement of Gendered Roles by Waitpersons

Kirsten Rotz, Carroll College

When Is a Practice 'Gendered?' Reification in Scholarship and Everyday Life

Respondent: Alan Hansen, Carroll College

SESSION 4 Friday 2:10-3:30 pm (Continued)

Roundtable of Past NWCA Presidents Part 2: Community and College

Casco Bay

Chair: MaryJean Harris Williams

Publishing in Online Journals

Nancy Legge, Idaho State University NWCA President 2004

Communication and Civic Action: An Honors Course

Molly A. Mayhead, Western Oregon University NWCA President 2007

Supporting the Community in Times of Need

David L. Cornelius, NWCA President 1997 Eastern Washington University

The Efficacy of Community Partnerships

Susan B. Poulsen, Portland State University NWCA President 1999

Rhetoric, Image, and Ideology

Bay 3

Chair and Respondent: Christopher Cardiel, Portland State University

Narrative in the Public Sphere: The Construction of Mitt Romney's Mormon Narrative

Kaitlyn Rice, Willamette University

Should I Answer This Question? An Ideological Critique of Network Television Interviews with Sarah Palin and Hillary Clinton during the 2008 Election

Katie Patterson, Linfield College

"I'm Guilty, But Leave My Family Alone...": Circumventing Personal Disasters through Sex Scandal Apologia

Kevin T. Jones, George Fox University

The Politics of Bumper Stickers: Attitude Change and Reinforcement

Victoria Holmes, Lewis-Clark State College

End of Session 4

SESSION 5 Friday 3:40-5:00 pm

**Developing and implementing a new first-year college writing course:
Introduction to Technical Writing, an alternative for engineering students**

North Cape Bay

Dr. Heather Shearer, Montana Tech of the University of Montana

Kay Eccleston, Montana Tech of the University of Montana

Brandy Watts, Montana Tech of the University of Montana

Jane Payne, Montana Tech of the University of Montana

Dwight Thé, Montana Tech of the University of Montana

Rhetoric and Political Communication

Bay 6

Chair: Kristina Morehouse, Gonzaga University

*Analyzing the “Vertical Domain: of Judicial Rhetoric: Judge Garza’s Rhetorical Situation and
“Court of Reason” Appeal in Fisher v. Texas*

Jessica Erikson, University of Puget Sound

*Constituting Queerness through Metaphor: An Examination of Frank Kameny’s Rhetorical
Contributions*

Dustin Schneider, University of Montana

Pleading for Purification: A Burkean Analysis of Amanda Knox’s Final Testimony

Amanda Litzinger, Western Oregon University

*Race, Rhetoric, and the Roles Played in the United States’ Elections An Ideological and
Ideographic Critique of Barack Obama*

Lindsay Gehres, Linfield College

Respondent: Myra Nichole Roberts, Oregon State University

SESSION 5 Friday 3:40-5:00 pm continued

Health, Gender and Who Speaks for Whom

Casco Bay

Chair: Jeanne Clark, Willamette University

Communication, Contraception and Culture: A Semiotic Analysis of Educational Materials for Latinas

Maia M. Mercer, Linfield College

Sick Witches: Symbolic Ramifications of a Retrospective Diagnosis

Jordan Allen, University of Montana

Vulnerable among the Vulnerable: Gender and Disaster through the Lens of the Famine

Melissa L. Doty, Eastern Washington State University

Beauty and the Geek: The Portrayal of Gender, Sex, and Intelligence on The Big Bang Theory

Beth Eickhoff, University of Montana

Respondent: Patty Chantrill, Eastern Washington University

Media and Personal Identities, Constructions and Relationships

Bay 3

Chair, Kristina Morehouse, Gonzaga University

Becoming Anonymous: Credibility in the Digital Age

Matt Pitchford, Willamette University

Mass Media Study: Online Exposure Compared to Internet Involvement and Disclosure

Amanda Kate Winkelman and Matayah Fox, George Fox University

Is It Sexy? A Semiotic Analysis of Sexual Imagery in Japanese and United States Advertising

Marc Pereira, Linfield College

A Semiotic Analysis of Nike Women's Advertisements

Kori Thornburg, Oregon State University

Respondent: Michael Beachley Oregon State University

End of Session 5

Friday Evening Festivities

Friday Evening Festivities

Boat Cruise on the Mish an Nock. Boarding at 5:00, sail at 5:30 pm

The Boardwalk

Food is provided. The Boardwalk may be accessed through the doors at the end of the conference area between Beauty Bay and Bay 6. Bring a coat. Friends and family are welcome!

Gonzaga University Open House 7:30 pm

7th Floor Boardroom 5ABC

Hosted by the MA in Communication & Leadership Studies Program

Immediately following the boat cruise

Hors d'oeuvres, drinks, and good conversation

End of Friday Activities

Saturday, April 14

Session 6 9:00 to 10:20 am

Ideology Exposed

North Cape Bay

Chair: Shannon Corrick, Eastern Washington University

A Slice of Turkey and Gender

Melissa Doty, Eastern Washington University

Ideological Analysis and Concepts within *True Blood*, a TV series

Samuel Nemri, Eastern Washington University

The Ideology of Gilligan's Island

Emily Kuiper, Eastern Washington University

Respondent: Dan Peterson, Oregon Institute of Technology

Session 6 Saturday 9:00 to 10:20 am (continued)

History, Community, and British Politics

Bay 6

Chair: Ed Dover, Western Oregon University

British National Party: Investigating the ideological rise of Europe's Right

Nicole Allen, University of Montana

American Foundations Found in Colonial Revolutionary Rhetoric An Analysis of Patrick Henry's "Give Me Liberty or Give Me Death" Speech

Abigail Connolly, University of Montana

Creating Community: The Dory Fleet of Pacific City

Casee Clark, Linfield College

Respondent: Heather Crandall, Gonzaga University

Media and Social Issues (II)

Bay 1A

Chair and Respondent, Jeanne Clark, Willamette University

The Occupy Olympia Movement: An Ethnographic and Rhetorical Analysis

Dave McReynolds, Centralia College

Media Portrayal of the Feminist Movement: The Seattle Times Coverage from 1970 to 1979

Kelly Darrah, Gonzaga University

"You Idiot...": An Evaluation of "Flaming" in the Comments Section of an Online Newspaper

Loren Sickles, University of the Pacific

Leaderless Revolution: The Effect of Social Media on Social Movements

Noura Alfadl-Andreasson, Lewis-Clark State College

End of Session 6

Session 7 Saturday 10:30-11:50 am

**An Old Name for Some New Ways of Thinking:
Classic Pragmatism and Contemporary Rhetoric**

North Cape Bay

Chair: Mark Porrovecchio, Oregon State University

Pragmatic Humanism: Through the Eyes of Egypt
Matt O'Brien, Oregon State University

The 'Will to Believe' as a Prescription for Pain
Anna Thompson, Oregon State University

Dewey's Pragmatism and the Practicality of Propaganda
Forest Ledbetter, Oregon State University

Respondent: Nick Backus, Western Oregon University

Ingroup Affiliations and the Influence of Social Support on Human Behavior

Bay 6

Chair: Daniel Roemer

Social Support and How It Affects Student Retention In a Higher Education Setting
Minkyong Cho, Charlotte Glidden, and Brigitte McKamey , University of Montana

Group Identification and How College Students React to Perceived Negative Ingroup Members
Alyssa Clements, Oregon Institute of Technology

Myopic Justice: The Effects of Defendant's Gender in Criminal Cases of Child Abuse:
Jordan Allen, University of Montana

It's a Drag: Examining the Costs and Benefits of Intercollegiate Athletics
Matt Miles & Colleen Hunt, Oregon Institute of Technology

Respondent: Kevin Brown, Oregon Institute of Technology

Session 7 Saturday 10:30-11:50 am (continued)

Memory, Identity and Resistance

Bay 1A

Chair: Lisa Davis, Gonzaga University

Antagonism, (Re)Articulation, and Confrontation in the Third Wave: SlutWalk New York City
Dana Underwood, University of Montana

(de)Constructing the Real American, or How Vitamins, a Prayer, and 24-Inch Pylons Reflect Self-Conceptions of American Identity in the 1980s
Michael Leveton, University of Puget Sound

Everyday Acts of Resistance: An Analysis of Racism and Sexism Resistance in the Novel The Help
Megan Gesler, University of Montana

He Belongs on This Mall: A Neo-Aristotelian Criticism of Obama's "Remarks at the Martin Luther King, Jr. Memorial Dedication"
Lindsay Gehres, Linfield College

Respondent: Molly A. Mayhead, Western Oregon University

Environmental Rhetoric and Discourses

Bay 1B

Chair & Respondent: Peter A. DeCaro, University of Alaska, Fairbanks

Sharing the Experience: The Human-Nature Relationship in Newspaper Coverage of Global Warming
Mark DeLaurier, Washington State University

Discursive Identity Work: An Analysis of the Discourses Surrounding the Identities of the Firefighters in the South Canyon Fire
Jamie Taylor, The University of Montana

Safety, Danger, and Distrust: The Rhetorical Narrative Structure of Eco-Memoir
Cory Robinson, Utah State University

Assessing Agricultural Familiarity and Perceptions
Colleen Gale Hunt, Oregon Institute of Technology

End of Session 7

***Thank you
for Participating
in***

the 36th Annual NWCA Conference.

***Save the dates for next year:
April 25-27, 2013***

See you then!

PAST PRESIDENTS

- 2012 Michael Hazel, Gonzaga University
- 2011 Bohn Lattin, University of Portland
- 2010 Trischa Goodnow, Oregon State University
- 2009 Jeanne Clark, Willamette University
- 2008 Karen Stout, Western Washington University
- 2007 Molly A. Mayhead, Western Oregon University
- 2006 Jeff Kerssen-Griep, University of Portland
- 2005 Annette Folwell, University of Idaho
- 2004 Nancy J. Legge, Idaho State University
- 2003 Jon Stewart, University of Dubuque
- 2002 Elizabeth J. Kissling, Eastern Washington University
- 2001 Martha Einerson Said, University of Idaho
- 2000 Barbara Mae Gayle, University of Portland
- 1999 Susan B. Poulsen, Portland State University
- 1998 Ann Darling, University of Utah
- 1997 David L. Cornelius, Eastern Washington University
- 1996 Thomas Scheidel, University of Washington
- 1995 Dayle C. Hardy-Short, Northern Arizona University
- 1994 James R. DiSanza, Idaho State University
- 1993 Martha Ann Hagan, Whatcom Community College
- 1992 Betsy Wachernagle Bach, University of Montana
- 1991 Robert Chamberlain, Seattle Pacific University
- 1990 Richard Fiordo, University of Calgary
- 1989 Paul Miles, University of Idaho
- 1988 John Leipzig, University of Alaska
- 1987 Shirlee Hennigan, Lewis-Clark State College
- 1986 Phil Backlund, Central Washington University
- 1985 Jack Barwind, Montana State University
- 1984 Suzanne McCorkle, Boise State University
- 1983 Harold Kinzer, Utah State University
- 1982 Robert Nofsinger, Washington State University
- 1981 Joe Ayers, Washington State University
- 1980 Marvin Cox, Boise State University
- 1979 Larry Richardson, Western Washington University
- 1978 Ray Fenton, University of Alaska
- 1977 Gary Wilson, Pacific Lutheran University

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