

**Thursday April 17,2014**

**Registration: 5:00- 8:00pm Convention Center Registration**

**President's Reception: 7:00-9:00pm Bay 2**

**Friday April 18, 2014**

**Pre-session 1: 7:40-8:50 Bay 2**

**Presenting with Conviction**

Dr. Kevin Brown and Dr. Terry Schliesman will present a hands on workshop for conference presenters. If you'd like to increase your confidence while giving conference presentations, be sure and attend this free NWCA workshop. It is designed for undergraduate and graduate students unfamiliar with the conference setting. The presenters will provide you with simple, effective techniques that you can adopt immediately.

Workshop topics include:

- purpose(s) of the presentation
- source credibility and audience awareness
- tips for success
- what to avoid when presenting

You are encouraged to bring your presentation materials for this hands-on session!  
BREAKFAST PROVIDED!!!!

**Pre-session: 7:40-8:50 North Cape**

**Faculty Breakfast: NWCA Planning Session**

This breakfast session provides an opportunity for us to discuss the future of the Northwest Communication Association and how NWCA can best serve the needs of its members. Please come and join us to eat, discuss and decide how to improve NWCA.

**Session 1: 9:00-10:20 Bay 1A**

**Organizational Analysis: Applying Theoretical Perspectives to the Modern Organization**

Chair: Phil Backlund, Central Washington University

*Transgender discrimination in the workplace: Challenging modern solutions with a postmodern feminist perspective.*

Lauren Bramwell, Boise State University

*Organizational functions of religious difference: Effects of a minority in the majority.*

Hannah L. Carter, Western Washington University

*Millennial motivation in the workplace and the Leader-Member Exchange theory.*

Hamlet Gordillo, Chase Hart, Tiffany McKay, David Munteer, Utah Valley University

*Do hidden agendas exist and what effect do they have on the patient-provider relationship?*

Amy Hempel, Oregon Institute of Technology

*Fraternity exit process: A look at fraternity members moving out of the chapter house.*

Will Later, Oregon State University

Respondent: Michael Beachley, Oregon State University

**Session 1: 9:00-10:20**

**Bay 1B**

**Experiential Learning and Participant Observation as Teaching Approaches to the Intercultural Competence, and Community Engagement in Study-Abroad Communication Courses**

Chair: Carolyn Cunningham, Gonzaga University

Panelists:

Michael Hazel, Gonzaga University

John Caputo, Gonzaga University

Pavel Shlossberg, Gonzaga University

Kristina Morehouse, Gonzaga University

Armando Davilo, Gonzaga University

**Session 1: 9:00-10:20**

**Casco Bay**

**Session: Rhetorical Feminisms**

Chair/Respondent: Henrietta Nickels Shirk, Montana Tech of The University of Montana

*Fighting for everyone: An analysis of the Guerilla Girl's practices for feminist rhetorical strategies.*

Megan Cullinan, University of Montana

*Failing the "vagina litmus test": Feministing's coverage of Hillary Clinton in 2008.*

Rebecca Rice, University of Montana

*"She's a <woman>": How the Beatles 1964 hit song defined the ideal <woman>.*

Timothy Curran, University of Montana

*Slut pride: The reappropriation attempt by Slutwalk.*

Siena Noe, Linfield College

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**Session 1: 9:00-10:20**

**Kidd Island Bay**

**Communication in Saudi Arabia**

Chair: Galina Sinekopeva, Eastern Washington University

Panelists:

Lujain Alahmadi, Eastern Washington University

Sihmy Alahamedi, Eastern Washington University

Rayan Alolayan, Eastern Washington University

Azzam Alomran, Eastern Washington University

Mohammed Altamimi, Eastern Washington University

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**Session 1: 9:00-10:20**

**Bay 3**

**Communication and Negotiation in Close Relationships**

*An application of naïve realism to opposing groups viewpoints on prenuptial agreements.*

Andrea McCracken, Dixie State University

*We ARE family: The changing landscape of the social construction of lesbian families.*

Paula Baldwin, Western Oregon University

Joanna Kennie, Texas State University

Lauren Lamb, Texas State University

*Buried alive and alone: The relationship between compulsive hoarders and communication with their parents.*

Rachel Rogers, Lewis-Clark State College

*Recognition of non-verbal warmth, self-disclosure and the effect on closeness in various relationships.*

Taylor Hoekzema, George Fox University

Ariel Hortert, George Fox University

Lizzy Riese, George Fox University

Allison Walsh, George Fox University

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**Session 1: 9:00-10:20**

**Bay 6**

**Workshop: A Conversation about Student Peer Reviews**

Presenters:

Brandi Watts, Old Dominion University

Kay Eccleston, Montana Tech

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**Session 2: 10:30-11:50**

**Bay 1A**

**Workshop: Situational Leadership as a Developmental Vehicle for Thesis (and other work) Completion**

Presenter: Jeffrey L. Stafford, Eastern Washington University

The workshop will be very interactive focusing on giving an overview of the essential aspects of the Situational Leadership (SLII) and Situational Self Leadership (SSL) theory and model. There will be a series of interactive exercises designed to expose participants to the concepts and to build skills in Diagnosis, Matching & SMART Goals (as expressed by STRAM). The specific application will be in the context of assisting students in completing projects such as thesis and major research or term projects. There will be transferable skills that apply to academic and career advising and assisting participants in understanding their own developmental needs. SLII and SSL have applications for teaching, advising, leading others and leading self. All will be explored in this interactive workshop.

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**Session 2: 10:30-11:50**

**Bay 1B**

**Culture: Popular (and not so Popular)**

Chair: Elizabeth Davis, Embry-Riddle Aeronautical University

*Law & Order:SVU: Applying rape myths to victim representation.*

Jena Boehnke, Carroll College

*The Office: Agent of change or perpetrator of corporate hegemonic ideals in a time of economic and social unrest?*

Bethany B. Andrews, Western Washington University

*Creating reality through language: The 12<sup>th</sup> man.*

Staci Jacobson, Central Washington University

*Breaking Bad: Periodically justifiable.*

Myra N. Roberts, University of New Mexico

*Surprise, surprise! Hutterites as effective change agents!*

John Friesen, University of Calgary

Richard Fiordo, North Dakota University

**Session 2: 10:30-11:50**

**Casco Bay**

**An Undergraduate's Guide to Graduate School: The Good, the Bad, and the Scary**

Chair: Desalyn Graybeal (Eastern Washington University)

Panelists:

Melissa Doty (Eastern Washington University)

Hanna Seagrave (Eastern Washington University)

Greta Underhill (Eastern Washington University)

Heather Chandler (Eastern Washington University)

**Session 2: 10:30-11:50**

**Kidd Island Bay**

**G.I.F.T.S. - The Audience's Speech**

*What do they want from me?: Strategies for co-constructed speeches.*

Heather Crandall, Gonzaga University

*Students say the darndest things. . .*

Kristina Morehouse, Gonzaga University

*Flexing the formulas: Learning from arrangement principles in public speaking.*

Matt Schnackenberg, Oregon Tech

*The other half of effective communication: Learning to listen.*

Annick Dixon, Idaho State University

*G.I.F.T.S. Persuasive speech audience analysis: The opinion spectrum*

Andi H. Zamora, Whatcom Community College

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**Session 2: 10:30-11:50**

**Bay 3**

**Governmental and Social Frames of Rhetoric**

Chair and Respondent: Molly Mayhead, Western Oregon University

*Conflict analysis of reactionary governmental frames in the potential US-led military intervention of Syria.*

Josh Filder, University of Montana

*President Obama's "New Beginning": Finding meaning, place and, paradox in American Islamic identity.*

Nichola Greenblatt, Willamette University

*A constitutional conflict frame analysis: Edward Snowden and the United States government.*

Lisa L. Muhlenfeld, University of Montana

*Taking globe at snail's pace: A narrative analysis of Slow Food USA's "stories from a slow food nation".*

Stephanie Stovall, Linfield College

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**Session 2: 10:30-11:50**

**Bay 6**

**Changing Bodies**

Chair: Sacheen Mobley-Welsh, Central Washington University

*An ethical evaluation of Special K's "body positivity" campaign.*

Anna Walling, Willamette University

*More than meets the eye: A feminist examination of the Transformers movies.*

Nicole Bogarosh, Whitworth University

*Manning up: Adolescent body image.*

Cort D. Cox, Oregon Tech

*Constructing a fantastical body: Conceptions and presentations of masculinity in print, animation and flesh.*

**Toryn Rogers, Rocky Mountain College**

**Luncheon: 12:20-1:30**

**Bay 2**

**Session 3: 1:40-3:00**

**Bay 1A**

**Organizational Communication as an Agent of Change**

Chair: Dan Peterson, Oregon Institute of Technology

*General System Theory as a framework for analyzing community college.*

MaryJean Harris Williams, Oregon State University

*Just text me: The impact of technology on communication behavior.*

Daniel Lopez, Oregon Institute of Technology

*Organizational change: Technology as a change agent at a global pharmacy company.*

Christine Haskin, Utah Valley University

*Fructose corn syrup: Sweet surprise or bitter truth?, – A persuasive analysis of the Corn Refiners Association's Sweet Surprise campaign.*

Stephanie Stovall, Linfield College

*A tale of tall trees: Issue management in the fight to protect Mt. Spokane.*

Amanda Swan, Eastern Washington University

Respondent: Richard Fiordo, North Dakota University

**Session 3: 1:40-3:00**

**Bay 1B**

## **Challenges in Interpersonal Communication**

*What did you call me?: When affectionate insults change friendship quality.*

Megan Cullinan, University of Montana  
Kayla Fadenrecht, University of Montana  
Kassandra Martin, University of Montana  
Rebecca Rice, University of Montana

*Animals and their effect on high state interpersonal communication apprehension.*

Amber Baliconis-Tice, Lewis-Clark State College

*Communication and nontraditional students.*

Chazya Clements, Oregon Institute of Technology

*Power disparity and expectancy violation within doctor-patient relationships.*

Christy Carter, Utah Valley University  
Jake Frampton, Utah Valley University  
Karalee Henke, Utah Valley University  
Matthew Henke, Utah Valley University

*Physicians' communication strategies that are affective in obtaining medical goals.*

Amanda Cuchessi, Lewis-Clark State College

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## **Session 3: 1:40-3:00**

## **Casco Bay**

### **Effective Execution of Award Winning Public Relations Campaigns through Research and Application: A student and faculty perspective.**

Chair/Respondent: Maria Blevens, Utah Valley University

*Pick on this, make a change: Helping prevent youth bullying through grassroots public relations.*

Sydney Tycksen, Utah Valley University

*Be cool, not cruel: Raising awareness of youth bullying through public relations*

Henry Cervera, Utah Valley University

*Coaching multiple teams of communication students in competitive public relations campaigns – while not sharing their strategies with each other.*

Farah A. Sanders, Utah Valley University



**The Student-led Organizational Communication Audit: Change Agency as An Innovative Service Learning Project**

This year's call encourages scholars and students to situate Communication scholars and students as agents of practical positive change. In this panel, professors teaching organizational communication, in concert with a student currently engaged in an assigned ethnographic organizational audit assignment, will share their insights about the experiences, challenges and outcomes of using the communication audit as a class assignment. This panel also aims to provide strategies and best practices for using the audit in communication courses as a vehicle for service learning and positive social and organizational change.

Chair: Carolyn Cunningham, Gonzaga University

Panelists:

Mike Hazel, PhD, Associate Professor Master's Program in Communication & Leadership Studies, Gonzaga University

Heather Crandall, PhD, Assistant Professor Master's Program in Communication & Leadership Studies, Gonzaga University

Jeffrey L. Stafford, Ph.D., Professor, Department of Communication Studies, Eastern Washington University

Shelley Hepler, M.A. candidate, Communication and Leadership Studies M.A. program, Gonzaga University

**Campaign Changes**

Chair: Nadene Vevea, Central Washington University

*Candidate narratives through televised advertising in the 2012 presidential campaign.*  
E.D. Dover, Western Oregon University

*An ethical consideration of consumer and political advertising.*

Amara Fanucci, Willamette University

*A narrative analysis of AT&T's campaign to eliminate texting while driving.*

Siena Noe, Linfield College

*The power of the individual: A semiotic analysis of color, music, and silhouettes in Apple's Silhouette campaign.*

Chelsea Ploof, Linfield College

*Political influence on public attitudes towards alcohol.*

Alison Duff, Central Washington University

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**Session 3: 1:40-3:00**

**Bay 6**

**News Media as Change Agents**

Chair: Elizabeth Davis, Emory Riddle Aeronautical University

*Does the tenor of news coverage change after the opera ends? Searching for election news trends in next-evening network newscasts of the State of the Union address.*

Todd Schaefer, Central Washington University

Robert Fordan, Central Washington University

*The media's watchdog role in the depiction of the Ruby Ridge siege.*

Montana Rafferty Moss, University of Montana

*Creating the political conscience: Extending Murray Edelman's ideas on the nature of political news.*

Brent Yergensen, Dixie State University

*Framing the Boston marathon tragedy: A case against citizen journalism.*

Miles Sari, Willamette University

*Humanitarian intervention, a predictive narrative?: A comparative analysis of media narratives from Serbia to Syria.*

Christian Vukasovich, Oregon Institute of Technology

Tamara Dejanovic-Vukasovich, Oregon Institute of Technology

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**Session 4: 3:00-4:20**

**Bay 1A**

**Rhetorical Agents of Change:**

Chair/Respondent: Kevin Jones, George Fox University

*Ignoring the change agent: A rhetorical analysis*

Aunja Norland, Eastern Washington University

*The Supreme Court as agent of change: Arguments about the 'M' word in the DOMA*

Molly Mayhead, Western Oregon University

*Elitist ethics in state-level abortion regulations: A Burkean analysis of the ethical effects of reducing active agents to part of the scene*

Veronica L. Koehn, Oregon Institute of Technology

**Session 4: 3:00-4:20**

**Bay 1B**

**Workshop: Students for Change: Making Communication Connections Through Use of Student-Led Programs and Technology**

Presenters:

Mia Patterson, Central Washington University

Ann Reynolds, Central Washington University

**Session 4: 3:00-4:20**

**Casco Bay**

**The Online Basic Course: Responding to Public Speaking Change Agents**

Chair: Sherry Simkins, North Idaho College

Panelists:

Ashley Duchow-Moore, North Idaho College

Audry Bourne, North Idaho College

Tracy Struble, North Idaho College

**Session 4: 3:00-4:20**

**Kidd Island Bay**

**Public Portrayals of Gender and Sexuality: Positive Change or Negative Stagnation?**

Chair: Elizabeth Root, Oregon State University

Panelists:

Alexandra Cook, Oregon State University  
April Whitney, Oregon State University  
Corrina Ward, Oregon State University

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**Session 4: 3:00-4:20**

**Bay 3**

**Interpersonal Dynamics in Group Communication Contexts**

Chair: Chris Cardiel, Oregon Museum of Science and Industry

*Text messaging as a catalyst for change in cultural values*  
Hannah Seagrave, Eastern Washington University

*Using LMX Theory to examine group experience and trust*  
Zach Baker, George Fox University  
Rebecca Muller, George Fox University  
Keri Potter, George Fox University  
Andrew Olson, George Fox University  
Dylan Harris, George Fox University

*“Ha ha ha, very funny”: An ethnographic study of conversational humor among college students*

Carly Garrison, Carroll College  
Alan Hansen, Carroll College

*“Git’r done!”: An investigation of a Three Style Coaching Model*  
Maria Ramirez, Oregon Institute of Technology

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**Session 4: 3:00-4:20**

**Bay 6**

**Ong 2.0: Identity, Knowledge, Education, Social Change, and Digital Media**

Chair/Respondent: John Caputo, Gonzaga University

Panelists:

Pavel Shlossberg, MCLS, Gonzaga University  
Nobuya Inagaki, MCLS, Gonzaga University  
William Cooney, MCLS, Gonzaga University

**Lake Couer d"Alene Boat Cruise      Boarding begins at 5pm, Cruising at 5:30pm**

**Saturday, April 19, 2014**

**Session 5: 8:30-9:50**

**Bay 1A**

**Workshop: VeteranSpeak: An Introduction to the Language of Veterans**

Presenter: Paul Evans (Chemeketa Community College)

**Session 5: 8:30-9:50**

**Bay 1B**

**Outside the Classroom, Inside the Speech**

Chair: Brian Simmons, University of Portland

*15 minutes is worth more than 55.*

Bohn Lattin, Faculty, University of Portland

*Learning Monroe's Motivated sequence: A hands-on approach to teaching persuasion.*

Veronica Koehn, Faculty, Oregon Tech

*What's in it for me: Applying models of adult learning to co-create the public speaking classroom.*

Andria Fultz, Faculty, Oregon Tech

*The outside speech: Putting in practice the skills of the basic public speaking course.*

Dan Peterson, Faculty, Oregon Tech

**Session 5: 8:30-9:50**

**Casco Bay**

**Racism, Homophobia, Social Critique and Objectification: Explorations of Public Apologia as a Contemporary Mediated Ritual**

Chair: Charlotte Jones, Carroll College

*"Throw (whose) ass out"?: The prolonged fallout from Michael Richards' racist rant.*

Anne Duletski & Jena Boehnke, Carroll College

*"Genuine concern": On Tracy Morgan's improbable recovery from a flagrant homophobic foul.*

Alaina Hull & Reed Baker, Carroll College

*#nazitailor: Russell Brand, Hugo Boss and contemporary social criticism.*

Allie Reynolds & Carly Garrison, Carroll College

*Boldly where none have gone before? Gratuitousness and objectification in Star Trek.*

Amanda Page & Dana Miller, Carroll College

Respondent: Alan Hansen, Carroll College

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**Session 5: 8:30-9:50**

**Kidd Island Bay**

**Health and the Healing Power of Communication**

Panelists:

Peter Decaro, University of Alaska – Fairbanks

Lora Henley, University of Alaska – Fairbanks

Jean Richey, University of Alaska - Fairbanks

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**Session 5: 8:30-9:50**

**Bay 2**

**Forensics Division Competitive Papers**

Chair/Respondent: Annette Folwell, University of Idaho

*Adding culture to public speaking courses: A description and analysis of the student culture speech as a change agent*

Janet Colvin, Utah Valley University

Nancy Tobler, Utah Valley University

Kody Hansen, University of Utah

*Communication education as transformation: Perspectives from students*

Andi H. Zamora, Whatcom Community College

Barthalamew J. Arnold, Whatcom Community College

Cameron Clay, Whatcom Community College

Steve Gelwicks, Whatcom Community College

Kayla Hackman, Whatcom Community College

*Communication studies – “That’s just public speaking, right?”*  
Courtney N. Hook, Western Washington University

**Session 5: 8:30-9:50**

**Bay 6**

**Environmental Division and Technical Division Competitive Papers**

Chair: Cassie Hemphill, Missoula College of the University of Montana

*Constructing knowledge in technology communication: Practical applications of a Theory of Lists.*

Henrietta Nickels Shirk, Montana Tech at the University of Montana

*Neighbors helping neighbors: The Butte volunteer firefighters.*

Adam M. Hawks, Montana Tech at the University of Montana

*Knowledge, biopower, and subjectivities in 2013 Montana legislature climate discourses.*

Ana Nelson Shaw, Montana Tech at the University of Montana

*Regeneration of myth in environmental discourse: The American frontier myth and James Cameron’s Avatar.*

Ryan Anderson, Willamette University

*Education, activism and future generations: Perspectives in environmentally conscious parents.*

Mollie K. Murphy, University of Montana

**Session 6: 10-11:15**

**Bay 1A**

**Seeking Change in a (Still? Still!) Gendered World: Empirical and Critical Exploration**

Chair: Charlotte Jones, Carroll College

*Ladies and gentlemen, boys and girls, dicks and bitches: A study of gendered slang.*

Reed Baker & Megan Towles, Carroll College

*Self-concept among college students.*

Jena Boehnke & Anne Duletski, Carroll College

*Sex role stereotypes and self-evaluation.*

Alaina Hull & Matelyn Joseph, Carroll College

*Gender studies: Perspectives on how gender shapes our own schemas.*

Amanda Page & Tevin Stutzman, Carroll College

*The globalization of sexuality: Modern discourses.*

Mary Beall, Carroll College

*The forgotten war: Official and silenced discourses of Korean "Comfort Women"*

Hannah Conroy, Carroll College

Respondent: Alan Hansen, Carroll College

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**Session 6 10:11:15**

**Bay 1B**

**Rhetorics of Science, Justice, and the Individual**

Chair/Respondent: Jeanne Clark, Willamette University

*Understanding vernacular science through the Plato-Aristotle debate: The case of invention and translation.*

Brent Yergensen, Dixie State University

*The Cask of Amontillado: Man's obsession with being in the right.*

Samuel Jamison, Dixie State College

*I'm first: A phenomenological analysis of the University of North Carolina's "Carolina Firsts" interviews of first-generation students.*

Clara Martinez, Linfield College

*Constructing America's first enlightened city: An ideological critique of rhetoric in Rajneeshpruam.*

Stephanie Stovall, Linfield College