

42nd Annual Conference Program

April 12-14, 2018

Coeur d'Alene Resort

Coeur d'Alene, Idaho

Communication Matters

northwestcomm.org

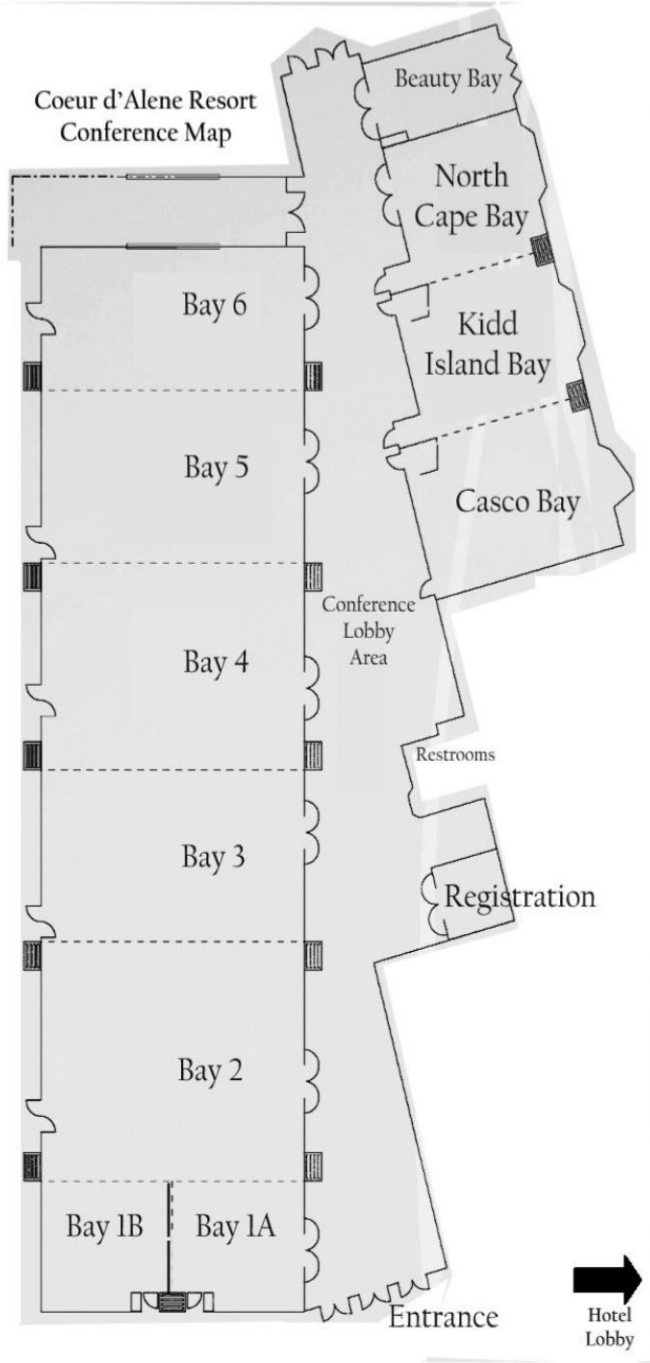


Message from the President and the First Vice President

Welcome to the 2018 Northwest Communication Association Conference. Whether you are a long-standing member of the organization or a student presenting at your first academic conference, we encourage you to immerse yourself in the strong sense of community that characterizes NWCA. The conference theme this year is “Communication Matters,” that is, the difference that communication makes. Panels and other conference events provide an outstanding platform for imparting and receiving insights about your scholarly work. We hope that the conference will facilitate your connecting with other scholars who share similar interests and help you field challenging questions that will strengthen your work and continue to understand how the work we do potentially matters, the potential that the work we do can make a difference. We also hope that you will find opportunities between sessions of the conference (in the hotel lobby, during our conference luncheon or on the boat cruise) to engage with and learn from other participants. Whether you are presenting a paper, chairing a panel, participating in a roundtable discussion, responding to a paper, or attending conference sessions, we appreciate your contributions to our growth as a scholarly community. We sincerely look forward to hearing more about the work you are doing.

Kevin T. Jones
NWCA President

Alan D. Hansen
1st Vice President & Conference Planner



Northwest Communication Association Executive Council

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Interpersonal & Communication Theory - Donna Allen, Northwest Nazarene University

Media & Cultural Studies - Kristina Morehouse, Gonzaga University

Organizational & Technical Communication - Kevin Brown, Oregon Tech

Rhetorical Theory & Criticism - Sara Hayden, University of Montana

Reviewers, Respondents, and Chairs

Donna Allen, Northwest Nazarene University

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Diane Carter, University of Idaho

Heather Crandall, Gonzaga University

Carolyn Cunningham, Gonzaga University

Amanda Feller, Pacific Lutheran University

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Stephanie Saracco, Washington State University

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Steven Schwarze, University of Montana

Christian Vukasovich, Oregon Tech

2018 Assistant Conference Planner

Isabelle Hunt, Carroll College

Student Volunteers

Olivia Gaete, Carroll College

Hannah Prince, Carroll College

Kelsey Raymer, Carroll College

Emma Reisenauer, Carroll College

Nicole Rhang, Carroll College

Anna Yeend, Carroll College

Thursday April 12, 2018

Registration 4:00 pm - 10:00 pm **Convention Center**

President's Welcome Reception 7:00 - 9:00 pm **Bay 2**
Drinks and Dessert

Friday April 13, 2018

Pre-Session 7:40 - 8:50 am

Student Breakfast: Presenting with Conviction **Bay 2**

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

Faculty Breakfast: NWCA Planning and Progress Discussion **North Cape Bay**

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

Friday, April 13, 2018 - Session 1 9:00 - 10:20 am

Navigating Distance in Interpersonal Communication and Relationships

Kidd Island Bay - Sponsored by the Interpersonal Communication and Theory Division

Chair: Kelly Rossetto, Boise State University

Communication Accommodation in Technologically-Mediated Conflict

Ben Wassink, Callie Parrish, and Mira Cleveland, University of Montana

More than a Mile Apart: Long Distance Relationships and the Burden of Geographical Separation

Sarah Lausch, Boise State University

Proximity and Its Effect on Relationship Satisfaction

Ashlee Teeter, Northwest Nazarene

Respondent: *Donna Allen, Northwest Nazarene*

Sciences, Passions and Cultures in Rhetorical Instruction: The Difference Audience Makes

Bay 3 - Sponsored by the Instructional and Forensics Division

Chair & Respondent: *Heather Crandall, Gonzaga University*

On Confucian and Daoist Rhetoric

Tomena Flatt, Oregon State University

Written Scientific Communication on Lay Audiences: A Proposed Course of Study

Shelby Miksch, Eastern Washington University

Audience Analysis from Public Speaking to Small Group and Team

Dan Peterson, Oregon Tech

Isocratean Passion in Public Speaking and Other Rhetoric Courses

Matt Schnackenberg, Oregon Tech

Friday, April 13, 2018 - Session 2 10:30 - 11:50 am

Transferable Skills: GIFTS Concepts Informing Other Courses

Bay 1 - Sponsored by the Instructional and Forensics Division

Description: Instructors investigate the ways that skills introduced in the Basic Public Speaking course are reinforced, refined, and expanded upon in future Communication courses. Topics include: hands-on activities that help students construct knowledge for themselves; helping students better understand the effect of their beliefs, attitudes, values, and norms; how interviewing skills in the Basic Course inform a variety of other Communication courses; and how student reflection on the connection between theory and praxis might integrate with other courses.

Chair & Respondent: *Stephanie Saracco, Washington State University*

Panelists:

Kevin Brown, Oregon Tech

Armondo Davila, Klamath Community College

Veronica Koehn, Oregon Tech

Kristina Morehouse, Gonzaga University

Christian Vukasovich, Oregon Tech

Rhetorical Applications of Big Personalities, Big Ideas

Kidd Island Bay- Sponsored by the Rhetorical Theory and Criticism Division

Chair & Respondent: *Heather Robinson, Eastern Washington University*

The World is Listening: Angela Davis and the Rhetoric of Coalition

Anthony Gonzales, Eastern Washington University

Theodosius Dobzhansky: A Rhetorical Analysis of the Theistic Evolutionary Synthesis

Aubry Matter, University of Washington

Rhetorical Personas as Applied to HBO's Game of Thrones

Jake Hood, Oregon State University

Three Cheers for You, Mr. Brando: A Dramatistic Analysis of *Listen to Me Marlon*

Alyssa Swanson, Linfield College

Luncheon 12:00 - 1:30 pm

Bay 2

Keynote Speaker: Robert E. Sanders, Phd, Professor Emeritas, University at Albany, SUNY

Dr. Sanders is the author of *Cognitive Foundations of Calculated Speech*, co-editor of *Handbook of Language and Social Interaction*, and past editor of the journal, *Research on Language and Social Interaction*. Dr. Sanders has published dozens of articles and book chapters on influence, collaboration, utterance meaning, interpersonal and intercultural communication, and communication theory.

Do you have any good pictures from NWCA 2018?

Please email your best photos to Mark Porrovecchio (pragmatic@rocketmail.com) for potential use on the NWCA website!

Friday, April 13, 2018 - Session 3 1:40 - 2:50 pm

Content, Discourse and Text Analysis of Media and Culture

Bay 3 - Sponsored by the Media and Cultural Studies Division

Chair: *Brenda DeVore Marshall, Lindfield College*

The Business of War (Reporting): Conflict as Opportunity and Risk in the Business Press

Christian Vukasovich, Oregon Tech

No One is More Devoted: Russell Wilson's Life Narrative as a Bose Advertisement

John Collett, Eastern Washington University

Go Ask Your Father: How Shifting the Conversation about Motherhood to Parenthood Can Create Societal Change

Tiffany D. Collins, Eastern Washington University

Respondent: *Carolyn Cunningham, Gonzaga University*

Friday, April 13, 2018 - Session 3 1:40 - 2:50 pm

Data Session

Kidd Island Bay - Sponsored by the NWCA First Vice-President

Description: In this session, all participants will collaborate together on conducting micro-analysis. The data taken up in this session are parts of a telephone call. Panelists will provide initial insights and facilitate analysis by all participants.

Panelists:

Robert Sanders, University at Albany, SUNY

Charlotte Jones, Carroll College

Alan Hansen, Carroll College

Isabelle Hunt, Carroll College

Understanding Organizational Process

Bay 1 - Sponsored by Organizational and Technical Communication Division

Chair & Respondent: *Veronica Koehn, Oregon Tech*

Volunteer Motives Within the Nonprofit Sector

Brooke Damico, Boise State University

Black Gold: A Frame Analysis of Enbridge and the Coastal First Nations

Freya W. Sargent, University of Montana

Knowledge Construction Processes within the Medical Community: An Application of the Structuring Activity Theory to Capacity Assessments

Sabrina Singh, University of Montana

Fish or Farm: An Examination of Motivation to Settle in Conflict

Noheaililani Waiwaiole, Oregon Tech

“It’s a Fraternity...It Really is a Family”: Investigation into the Organizational Culture of the Fire Service

Sumaiyah K. Aloraifi, University of Portland

Refreshment Break (coffee & tea) 2:45 - 3:15 pm Hallway across from Bay 5 & 6

Mark Your Calendars Now for Future Conference Dates!!

43rd NWCA Conference - April 10-14, 2019

44th NWCA Conference - April 15-19, 2020

45th NWCA Conference - DATES TBD

Friday, April 13, 2018 - Session 4

3:00 - 4:30 pm

Gendered Scripts and Gendered Practices

Kidd Island Bay - Sponsored by the Interpersonal Communication and Theory Division

Chair: Charlotte Jones, Carroll College

Boys' Life and Girls' Life: How Magazines Misrepresent and Influence Youth

Hannah Prince and Jillian Nash, Carroll College

Self-descriptions of males and females: A modern look at similarities and differences

Kelsey Raymer and Kyle Prothe, Carroll College

Gender and Racial Stereotyping in Sitcom Child Characters: A Cultural Analysis

Nichole Rang and Victoria Kong, Carroll College

Cortese's Gender Roles: Translating From Advertisements to Senior Photos

Anna Yeend and Nicole Thornton, Carroll College

Respondent: Alan Hansen, Carroll College

Friday, April 13, 2018 - Session 4

3:00 - 4:30 pm

Papers on the Uses of Social Media in Contemporary Politics and Society

Bay 1 - Sponsored by the Media and Cultural Studies Division

Chair & Respondent: *Kristina Morehouse, Gonzaga University*

#IStandWithPP: Performing Organizational Identification in an Online Campaign
Raphaella Borros Campbell, University of Montana

#AtributetoPoliticians: A Guide Save Face with Political Communication on Social Media after an Online Shaming
Jade Everage, Linfield College

Speak Unless Spoken to: Bumble Users and Gender Role Relationship Adherence
Stephanie Gibbons, Washington State University

Dinner Break - Friday, April 13, 2018

4:30 - 6:00 pm

Cruise Boarding - Friday, April 13, 2018 - Boardwalk

Mish’N’Nock Cruise **5:00 Boarding Begins**

5:30-7:00pm Cruise with drinks, appetizers, desserts

Saturday April 14, 2018

Refreshment Break (coffee & tea) 8:00 - 8:30am Hallway Across From Bay 5 & 6

Saturday, April 14, 2018 - Session 5

8:30-9:50 am

Rhetoric in, and the Rhetoric of, Politics and Society

Bay 3 - Sponsored by the Rhetorical Theory and Criticism Division

Chair & Respondent: *Veronica Koehn, Oregon Tech*

Making the Unlikely, Attainable: How Steve Bullock Won the Montana Governor's Race in 2016
Kelsey Severson, University of Montana

The Climate Change Sublime: The Immense Awe of a Planetary Threat
Sean Quartz, University of Montana

Fantasizing the Presidency: A Fantasy Theme Analysis of Donald Trump's Responses to the Domestic Terror in Charlottesville, Virginia
Alec Pasqualina, Gonzaga University

Prescience and Delinquency in the Columbia Gorge: Scapegoat Ecology in the Rhetoric of the Eagly Creek Fire Narrative
Casey Schmitt, Gonzaga University

Understanding Organizational Life

Kidd Island Bay - Sponsored by the Organizational & Technical Communication Division

Chair & Respondent: *Dan Peterson, Oregon Tech*

Does Classical Music Increase Recall?
Damien Johnson, Oregon Tech

Misrepresentation in Relationships
Brett Bliss, Oregon Tech

The Impacts of Engineering Internships on Interpersonal Communication Skill: Examining the Multiple Engineering Cooperative MECOP
Evan Steele, Oregon State University

"I've Got a Question": The Use of Turn Reservation in Interaction
Kevin J. Brown and Veronica Koehn, Oregon Tech

What's in a Name? A Look at the Use of Nicknames and Connectedness
David Pratt, Oregon Tech

Saturday, April 14, 2018 - Session 6

10:00 - 11:20 am

Interpersonal Relationships and College Life

Bay 1 - Sponsored by the Interpersonal Communication and Theory Division

Chair & Respondent: *Michael Hazel*

Relational Maximization and Friendship Quality and Quantity in First Year College Students
Skyler Noble, Whitworth University

Homeschooled Students' Transition to College
Julianne Robinson and Savanna Poston, George Fox University

The Effects of Family Structure on Close Relationships During Transition to College
Cayla Bleoja, George Fox University

Sign of the Times: Case Studies in Public Apologia as a Mediated Societal Ritual

Kidd Island Bay - Sponsored by the Media and Cultural Studies Division

Chair: *Charlotte Jones, Carroll College*

The Hamilton/Reynolds Affair: The *Reynolds Pamphlet* as *apologia*
Emma Reisenauer and Grayson Fiveash, Carroll College

“Some nappy-headed hos”: Shock jock Don Imus’s attempt to recover from abusive discourse
Isabelle Hunt and Kelsey Raymer, Carroll College

“I’d like my life back”: Rhetorical disaster following the Deepwater Horizon disaster
Anna Yeend, Carroll College

Amy Schumer’s *Formation*: *Apologia* in a case of cultural appropriation (or tribute, or parody)
Hannah Prince and Jillian Nash, Carroll College

The fake decapitated head heard ‘round the world: Kathy Griffin’s scandal
Olivia Gaete and Simrit Gill, Carroll College

Respondent: *Alan Hansen, Carroll College*

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The Hall of Past Presidents

2017	Jackson B. Miller, Linfield College
2016	Patricia Lucero Chantrill, Eastern Washington University
2015	Sacheen Mobley-Welsh, Central Washington University
2014	Kevin Brown, Oregon Institute of Technology
2013	MaryJean Williams, Portland State University
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 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, University of Idaho
2000	Barbara Mae Gayle, University of Portland
1999	Susan B. Poulson, 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 Wackernagel 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 Ayres, 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

NOTES

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M.A. in

Communication and Leadership Studies

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