

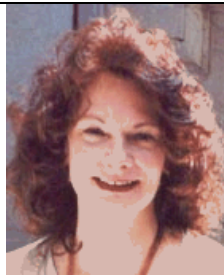
**WESTERN STATES COMMUNICATION ASSOCIATION**

**73rd ANNUAL CONVENTION**

*Communication Creates, Constrains and  
Liberates*

The Westin Hotel, Long Beach, California  
March 2-5, 2002

[www.westcomm.org](http://www.westcomm.org)



*President*  
Sandra Petronio



*President Elect*  
Katherine Adams



*First Vice President*  
Connie Bullis



*Second Vice President*  
John Cagle



*Executive Director*  
Sue Pendell



*LocalHost*  
Sharon Downey

## WELCOME TO WSCA AND LONGBEACH

On behalf of the officers and Executive Council of WSCA, it is my great privilege to welcome you to our 73<sup>rd</sup> annual convention in the great state of California. WSCA conventions always offer a supportive environment in which to learn, refresh professional relationships, and meet new colleagues. Our motto of “work hard, play hard” is a theme that threads throughout the convention and this year’s conference promises to fulfill this mantra.

For those of you who are attending WSCA for the first time, I extend a warm welcome. Please join us at the NEWCOMBER’S RECEPTION on Saturday March 2, 2002 at 4:15 in the Shoreline Room. We hope that you come to the No-Host following your reception at 6:30 in the Centennial Ball Room and the kick-off program at 5:30 in the Centennial Ball Room.

President-Elect, Kathy Adams has developed a fine program with the help of wonderful interest group chairs this year. Her theme, “*Communication Creates, Constrains, and Liberates*” permeates many of the issues raised in the program. For example, there is a discussion with Howard Rosenberg on the panel about the Oscars. The theme is evident in other panels on intercultural communication and the way we apply organizational communication. Don’t forget to attend the Basic Course PreConference and all of the other useful workshops Kathy Adams has put together. Finally, we are continuing the focus on honoring those scholars who produced theories that have stood the test of time. This year we recognize Charles Berger, Wayne Beach, and Philip Tompkins. Finally, please come to the Keynote Speaker presentation. This year Ms. Judy Shepard will talk about the “Legacy of Matthew Shepard: Judy Shepard Speaks Out Against Hate” Sunday at 10:00 am.

Local Hosts, Mary McPherson and Sharon Downey, have arranged a number of exciting events. The plans they have for you take advantage of some unique opportunities in the area. The Getty Museum is not to be missed, nor is the cruise or golf tournament. They all promise to enhance your convention experience. Don’t forget our beloved SOCK HOP either. Besides the lovely environment Long Beach has to offer, there are many things for you to see.

The Executive Council and I encourage you to be full members of our association by participating in business meetings and attending all of the events, we have planned for you this year. Please come to the Luncheon and support those colleagues receiving awards on Monday at 11:30 am.

Western States Communication Association is a very special organization. The membership is committed to each other and is supportive of

student and faculty alike. They reach all out to all who attend the convention and consequently, our conferences are warm and welcoming in a way that remains in one's memory for years to come. Serving this association as President has been one of my more memorable experiences. Like other officers, I care deeply about WSCA and know that my feelings are shared with many others. Though this year has tested us with the events of September 11<sup>th</sup>, the fabric of our membership serves us well by continuing the strong ties we hold to each other. We hope for peace, but carry on knowing we are among very special people among our WSCA membership.

Warmly,

Sandra Petronio  
President

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## GENERAL INFORMATION

**Registration:** Registration area in the Third Floor Lobby

Friday, 6:00 pm-9:00 pm  
Saturday, 7:30 am-6:00 pm  
Sunday, 7:30 am-4:00 pm  
Monday, 7:30 am-4:00 pm

**Publishers' Exhibit Area:** Centennial Ballroom Foyer-Third Floor

Saturday, Noon-5:00 pm  
Sunday, 8:00 am-5:00 pm  
Monday, 8:00 am-5:00 pm

# CONVENTION SYNOPSIS

## Friday, March 1, 2002

Finance Committee	11:00 am-2:00 pm	Odessa
Publications Committee	11:00 am-2:00 pm	Shanghai
Time & Place Committee	12:00-2:00 pm	Naples
Executive Council	2:30-10:00 pm	Tokyo

## Saturday, March 2, 2002

Basic Course PreConference: "Communication Creates, Constrains and Liberates"	8:30 am-4:00 pm	Ocean Ballroom
Workshops	8:30 am -4:00 pm	
Interest Group Convention Planners 2003	4:00-5:15 pm	Cerritos Boardroom (2 <sup>nd</sup> Floor)
Newcomers' Reception	4:15-5:15 pm	Shoreline Room (1 <sup>st</sup> Floor)
Kick-Off Program: "Performing Diversity: Enacting the Promise of Plurality"	5:30-6:30 pm	Centennial BR C
No-Host Reception	6:30-8:00 pm	Centennial BR A/B
Executives Club Dinner	7:30-9:30 pm	Shoreline Room (1 <sup>st</sup> Floor)

## Sunday, March 3, 2002

Business Meetings	7:00-8:00 am	
Organizational Communication		Melbourne
Community College		Barcelona/Casablanca
Health Communication		Naples
Performance Studies		Odessa

Rhetoric & Public Address		Shanghai
Western Forensics Association		Holiday Inn
Convention Brunch	9:30-10:00 am	Centennial Ballroom A/B
Keynote Speech:	10:00-11:20 am	Centennial Ballroom A/B
Ms. Judy Shepard: “The Legacy of Matthew Shepard: Judy Shepard Speaks Out Against Hate”		
Business Meetings	5:30-6:30 pm	
Media Studies		Odessa
Language & Social Interaction		Barcelona
Communication Theory		Naples
Interpersonal Communication		Casablanca
Communication & Instruction		Melbourne
<b>Sock Hop</b> “Beach Bash”	9:00 pm-1:00 am	Centennial Ballroom A/B
<b>Monday, March 4, 2002</b>		
Reception & Convention Luncheon	11:30 am-2:00 pm	Centennial Ballroom A/B/C
Business Meetings	5:10-6:10 pm	
Freedom of Expression & Legal Comm.		Naples
Elementary & Secondary Education		Odessa
Intercultural Communication		Melbourne
Organization for Research on Women and Communication		Barcelona/Casablanca
Legislative Assembly	6:15-8:00 pm	Centennial Ballroom



**Tuesday, March 5, 2002**

Interest Group Convention  
Planners 2003

7:30-8:45 am

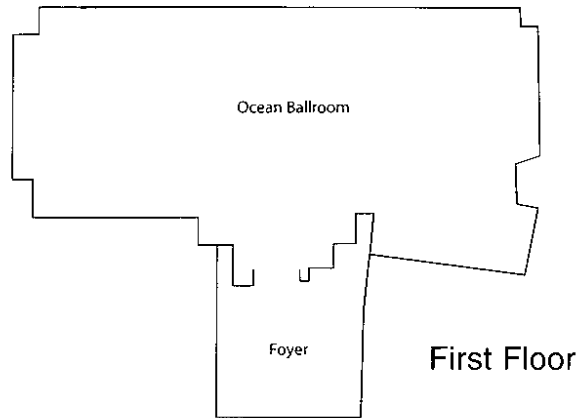
Cerritos Boardroom  
(2<sup>nd</sup> Floor)

Executive Council

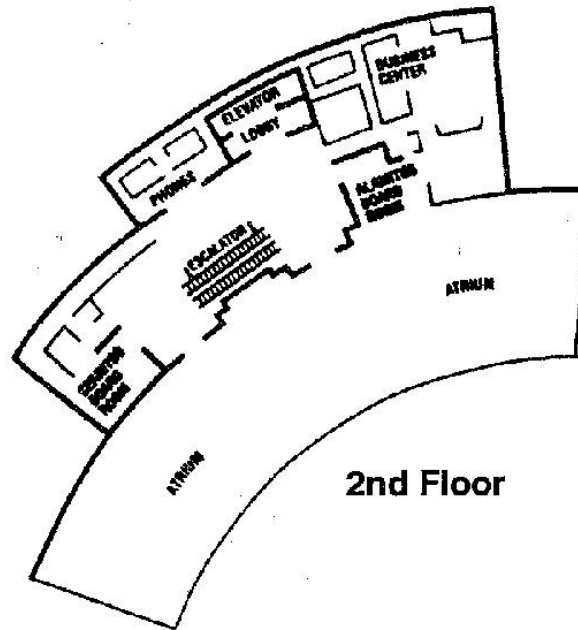
9:00-11:30 am

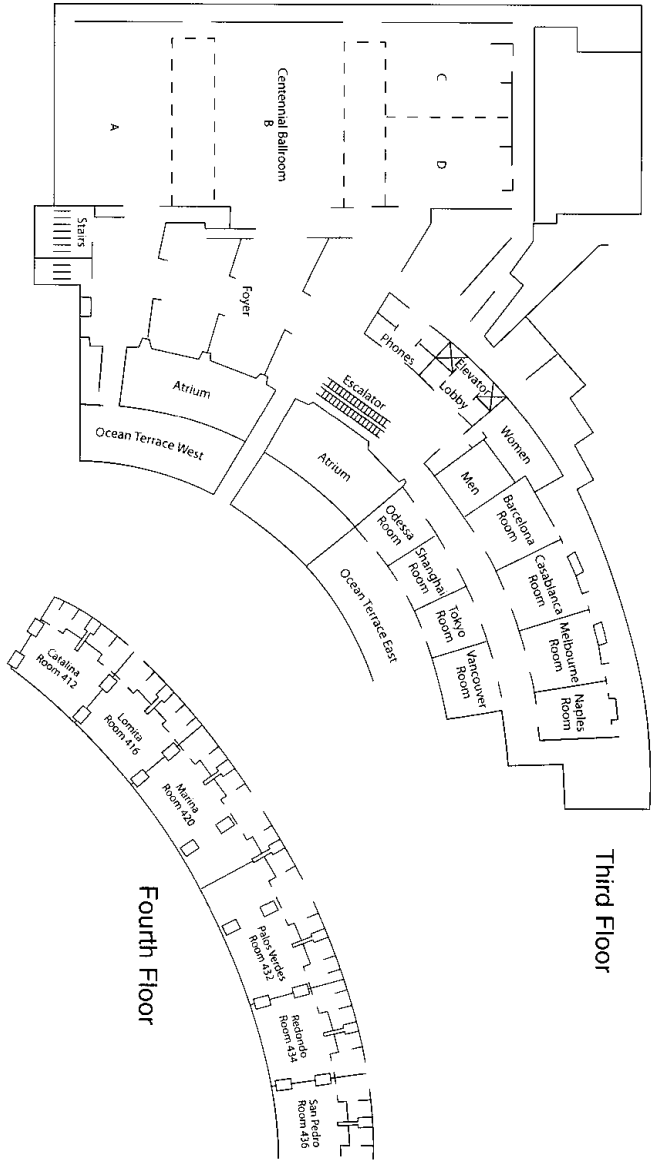
Tokyo Room

# HOTEL MAPS



*(Note: Shoreline Ballroom is also on the first floor)*





# TRAVEL & CONVENTION EVENTS

Local Host Information  
Mary B. McPherson, Local Host Coordinator

## Long Beach Description

Welcome to the WSCA, 2002 conference at the Westin, Long Beach Hotel. Long Beach offers the adventures of a big city and relaxing atmosphere of a resort town. The hotel is conveniently located within walking distance from beaches, shops, and a wide variety of superb restaurants. The world famous Queen Mary and Aquarium of the Pacific are a short walk from the hotel or a free shuttle can take you to other Long Beach museums and attractions.

## Air travel to Long Beach

Travelers have the choice of three airports:

1. Los Angeles Airport (LAX) is located 21 miles north of Long Beach. Travel time from the airport should be about 30 minutes. Web site: [www.lawa.org](http://www.lawa.org)
2. Orange County Airport (SNA) – also known as John Wayne Airport – is located 32 miles south of Long beach. This is a much smaller airport than LAX but is still serviced by many major carriers. Travel time from this airport should be around 30 minutes. Web site: [www.ocair.com](http://www.ocair.com)
3. Long Beach Airport (LGB) is only 10 miles from the hotel. This is a very small airport serviced by only three passenger airlines (American, America West and JetBlue). This is the most convenient airport, but probably the most expensive. Web site: [www.lgb.orb](http://www.lgb.orb)

Many companies provide transportation from the airports, however, we recommend the Super Shuttle. If you arrive at LAX, Super Shuttles will be waiting outside the baggage claim. If you will be arriving at either Long Beach or Orange County (John Wayne) airport, you will need to make a reservation with Super Shuttle. You can make reservations by calling (714) 517-6600 or on-line at [www.supershuttle.com](http://www.supershuttle.com) Approximate costs are: from LAX = \$30, from Long Beach = \$20, Orange County = \$35.

## Driving Directions:

From the 405 Fwy north or south (San Diego Fwy), take the 710 Fwy (Long Beach Fwy) south. Stay in the left lane going toward Downtown (**NOT** Queen Mary). Exit at Broadway (off-ramp is on the left side of the freeway – inner

lane). Go 9 lights and turn right on Elm. Go 2 blocks to Ocean Blvd. and turn right. The Westin Hotel is on your right hand side. There is a \$10 per day parking fee for hotel guests.

Convention Events:

**Friday, March 1<sup>st</sup> - Tuesday, March 5<sup>th</sup>**

*Gondola Cruise:* Information will be available for people wanting to enjoy a one-hour cruise through the canals of Naples Island aboard an Italian-style gondola. Hors d'oeuvres, ice bucket and glasses provided; bring your own beverages. Gondolas can be reserved for 2 people or an entire group. We will supply reservation information at the conference, but we recommend that you make reservations well in advance by calling the company directly at (562) 433-9595. Tell them you are with the WSCA conference to receive a discount. You can also visit them at [www.gondolagetawayinc.com](http://www.gondola getawayinc.com). You are responsible for your own transportation to this event.

**Saturday, March 2<sup>nd</sup>:**

*Golf Tournament.* Hosted by Heather Hundley, the annual gold tournament continues! Golfers will leave the hotel at 8:00 a.m. for a morning tee time at Green River Gold Club. The fee of \$75.00 includes green fees, cart, one sleeve of golf balls, continental breakfast, closest to the pin and longest putt contests, lunch, awards, and fun. Send checks to Heather Hundley at CSU, San Bernardino by February 8<sup>th</sup>.

**Sunday, March 3<sup>rd</sup>:**

*Getty Museum.* Join us for an unforgettable day at the J. Paul Getty Museum. The Getty exhibits an impressive collection of paintings, drawings, manuscripts, sculptures, decorative arts, and photographs. Our bus will leave the hotel at noon and will return at approximately 5:00 p.m. Please send your check for \$ 25 payable to Mary B. McPherson at CSU, Long Beach no later than February 8<sup>th</sup> (price may be lower depending on number of people). No refunds after February 22<sup>nd</sup>. Visit them at [www.getty.edu](http://www.getty.edu)

*Beach Bash.* This year's sock hop will be like no other! Join us Sunday evening from 9:00 p.m. to 1:00 a.m. We are featuring a beach theme with a live band. Dress in casual and comfortable clothes (tropical prints are encouraged) and get ready to dance!

**Monday, March 4<sup>th</sup>:**

*Harbor Dinner Cruise.* Enjoy an evening sail through calm waters aboard our own private yacht. We will watch the sunset and enjoy the city lights while sailing and feasting on a dinner of steak, chicken, pasta, rice and vegetables with white wine or soft drinks (cash bar available). Send your check for \$40.00 payable to Mary B. McPherson at CSU, Long Beach no later than February 1<sup>st</sup>. No refunds available for this event.

# EXECUTIVE COUNCIL

## **President**

Sandra Petronio, Wayne State University

## **President Elect**

Katherine Adams, California State University, Fresno

## **First Vice President**

Connie Bullis, University of Utah

## **Second Vice President**

John Cagle, California State University, Fresno

## **Immediate Past President**

Dawn O. Braithwaite, University of Nebraska-Lincoln

## **Executive Director**

Sue Pendell, Colorado State University

## **Members-at-Large**

Stephanie Coopman, San Jose State University

Wenshu Lee, San Jose State University

Julie Benson-Rosston, Red Rocks Community College, Lakewood

Melanie Bloom, California State University, Fresno

## **Editor, *Western Journal of Communication***

Daniel J. Canary, Arizona State University

## **Editor, *Communication Reports***

Beth A. Le Poire, University of California, Santa Barbara

## **Editor, *WSCA News & Web***

Stephanie Coopman, San Jose State University

## **Speech Activities Coordinator**

Duane Fish, Northwest College

## **President, Executives Club**

Blaine Goss, New Mexico State University

## **Publications Committee Chair**

Laura Guerrero, Arizona State University

## **Finance Committee Chair**

Pamela Kalbfleisch, University of Wyoming

## **COMMITTEES 2001-2002**

### **Time and Place Committee**

Karen Huck (Chair), Christie Beck, Robert Stockton

### **Nominating Committee**

Dawn Braithwaite (Chair), Brenda Allen,  
Nina Reich, Mary Rose Williams, Walter Zakahi

### **Finance Committee**

Pamela Kalbfleisch(Chair), Timothy Downs, Paul Krivonos

### **Distinguished Service Award**

Stephanie Coopman (Chair), Dawn Braithwaite, Blaine Goss

### **Model Teaching Program Award**

Wenshu Lee (Chair), Deanna Dannels (Communication & Instruction)  
Kay Harrison (Community College),  
Bob Stockton (Elementary & Secondary)

### **Fisher Award**

David Henry (Chair), Cheree Carlson, John Caughlin, Michael Hecht, Stuart  
Kaplan, Sandra Metts, Barbara Warnick

### **Dickens Award**

Beth Le Poire (Chair), Paul Krivonos, Sandra Metts, Barbara Wilson

### **Publications Committee**

Laura Guerrero (Chair), Patricia Geist, Leah Ceccarelli  
Dan Canary (ex-officio), Beth Le Poire (ex-officio)

### **WSCA Representatives to NCA Legislative Council**

Anneliese Harper (2001), Robert Stockton (2002), Lucy Keele (2003)

**AD HOC COMMITTEES**

**Future of the Association**

Dawn Braithwaite and Sandra Petronio (Co-Chairs), Betsy Bach, Susan  
Messman, Walter Zakahi



## **LIFE MEMBERS\***

Katherine Adams, California State University, Fresno  
Dennis Alexander, University of Utah  
James A. Anderson, University of Utah  
Dawn O. Braithwaite, University of Nebraska-Lincoln  
William Bray, San Francisco State University  
Robert Clark, University of Oregon  
Douglas Fraleigh, California State University, Fresno  
Marlene M. von Friederichs-Fitzwater, California State University, Sacramento  
Patricia M. Ganer, Cypress College  
James M. Gelwicks, Western State College  
Kimberly Barnett Gibson, St. Mary's University  
Susan A. Hellweg, San Diego State University  
Suzanne McCorkle, Boise State University  
Paul A. Mongeau, Miami University, Ohio  
Patricia O'Keefe, Evergreen Valley College  
Douglas Barry, California State University, Fresno  
Sue D. Pendell, Colorado State University  
Sandra Petronio, Wayne State University  
David R. Seibold, University of California, Santa Barbara  
Malcolm O. Sillars, University of Utah  
Robert W. Vogelsang, Portland State University  
John L. Williams, California State University, Sacramento

\*Life Members as of 11/30/01

## **WSCA DEPARTMENTAL MEMBERS\***

Boise State University  
California Polytechnic State University  
California State University, Chico  
California State University, Fresno  
California State University, Fullerton  
California State University, Long Beach  
California State University, Northridge  
California State University, San Bernardino  
Casper College  
Cerritos College  
Chulalongkorn University  
College of Wooster  
Colorado State University  
Hartnell College  
Humboldt State University  
Idaho State University  
North Idaho University  
Oregon State University  
Saddleback College  
San Francisco State University  
San Jose State University  
Santa Barbara City College  
The New School  
University of Alaska, Fairbanks  
University of Arizona  
University of Denver  
University of Nebraska  
University of New Mexico  
University of Puget Sound  
University of Utah  
University of Wyoming  
USC Annenberg School for Communication  
Wayne State University  
West Valley College  
Willamette University

\*WSCA Departmental Members as of 11/30/01

**PAST PRESIDENTS**  
**WESTERN STATES COMMUNICATION ASSOCIATION**

<b>Name</b>	<b>Year</b>	<b>School</b>	<b>Conv. City</b>	<b>Conv. Date</b>
W. Arthur Cable*	1929	U. of Arizona	San Francisco	Nov. 1929
W. Arthur Cable*	1930	U. of Arizona	San Francisco	Nov. 1930
Lee Emerson Basset*	1931	Stanford	Pasadena	Nov. 1931
Ray K. Immel*	1932	USC	Los Angeles	Dec. 1932
Frederick W. Orr*	1933		Portland	Nov. 1933
E. Ray Nichols*	1934	U. of Redlands	Salt Lake City	Nov. 1934
Joseph F. Smith*	1935	U. of Utah	San Francisco	Nov. 1935
Edward Z. Rowell*	1936		Pasadena	Nov. 1936
Elwood Murray	1937	U. of Denver	Denver	Nov. 1937
John L. Casteel	1938	U. of Colorado	Seattle	Nov. 1938
Elvena Miller*	1939	Seattle P. S.	San Francisco	Nov. 1939
J. Richard Bietry	1940	U. of Colorado	Los Angeles	Nov. 1940
Charles F. Lindsley*	1941	Occidental	Salt Lake City	Nov. 1941
T. Earl Pardoe*	1942	Brigham Young U.	no convention	
Earl W. Wells*	1943	Oregon State U.	Denver/Salem	Feb. 1944
Horace G. Rahskopf*	1944	U. of Washington	divisional	Nov. 1944
Alan Nichols*	1945	USC	Los Angeles	Apr. 1946
Mabel F. Gifford*	1946		San Francisco	Nov. 1946
Robert D. Clark	1947	U. of Oregon	Salt Lake City	Dec. 1947
Joseph H. Baccus*	1948	U. of Redlands	Seattle	Nov. 1948
Virgil A. Anderson*	1949	Stanford	San Jose	Nov. 1949
Norman Freestone*	1950	Occidental	Santa Barbara	Nov. 1950
Roy D. Mahaffey*	1951	Linfield College	San Jose	Nov. 1951
Susie S. Niles*	1952	SLC P. S.	Denver	Nov. 1952
William McCoard*	1953	USC	Fresno	Nov. 1953
Alonzo Morley*	1954	Brigham Young U.	Tucson	Nov. 1954
Wayne Eubank	1955	U. of New Mexico	Los Angeles	Dec. 1955
Milton Dickens*	1956	USC	Eugene	Aug. 1956
Kathleen Pendergast	1957	U. of Washington	Santa Barbara	Nov. 1957
Upton Palmer*	1958	UC, Santa Barbara	Salt Lake City	Nov. 1958
Johnnye Akin	1959	U. of Denver	Palo Alto	Nov. 1959
Lawrence Mouat*	1960	San Jose State	Corvallis	Nov. 1960
Theodore O. H. Karl*	1961	Pacific Lutheran	Fresno	Nov. 1961
John Wright*	1962	CSU, Fresno	Long Beach	Nov. 1962
Joseph Wagner	1963	CSU, Long Beach	San Francisco	Mar. 1964
Ruth Jackson	1964	Palo Alto P. S.	Boulder	Apr. 1965
Halbert Greaves*	1965	U. of Utah	Los Angeles	Mar. 1966
Earl Cain*	1966	CSU, Long Beach	Seattle	Nov. 1966
Milton Dobkin	1967	Humboldt State	Sacramento	Nov. 1967
Harold Livingston*	1968	Oregon State	Salt Lake City	Nov. 1968
James McBath*	1969	USC	San Diego	Nov. 1969

Marcella Oberle*	1970	CSU, Los Angeles	Portland	Nov. 1970
Donald J. Cameron	1971	CSU, Northridge	Fresno	Nov. 1971
John W. Keltner	1972	Oregon State	Honolulu	Nov. 1972
Robert R. Boren	1973	Boise State	Albuquerque	Nov. 1973
Walter R. Fisher	1974	USC	Newport Beach	Nov. 1974
Eldon E. Baker	1975	U. of Montana	Seattle	Nov. 1975
Robert D. Kully	1976	CSU, Los Angeles	San Francisco	Nov. 1976
Lucy M. Keele	1977	CSU, Fullerton	Phoenix	Nov. 1977
R. Wayne Pace	1978	Brigham Young U.	Los Angeles	Feb. 1979
Carmendale Fernandes	1979	Fremont H. S.	Portland	Feb. 1980
Robert Vogelsang	1980	Portland State	San Jose	Feb. 1981
Nancy G. McDermid	1981	San Francisco State	Denver	Feb. 1982
William W. Wilmot	1982	U. of Montana	Albuquerque	Feb. 1983
John C. Hammerback	1983	CSU, Hayward	Seattle	Feb. 1984
Jody Nyquist	1984	U. of Washington	Fresno	Feb. 1985
B. Aubrey Fisher*	1985	U. of Utah	Tucson	Feb. 1986
Jo Sprague	1986	San Jose State	Salt Lake City	Feb. 1987
Malcolm O. Sillars	1987	U. of Utah	San Diego	Feb. 1988
David Natharius	1988	CSU, Fresno	Spokane	Feb. 1989
Lynn K. Wells	1989	Saddleback CC	Sacramento	Feb. 1990
Thomas M. Scheidel	1990	U. of Washington	Phoenix	Feb. 1991
Janis F. Andersen	1991	San Diego State	Boise	Feb. 1992
Stephen Littlejohn	1992	Humboldt State	Albuquerque	Feb. 1993
William F. Eadie	1993	CSU, Northridge	San Jose	Feb. 1994
Robert K. Avery	1994	U. of Utah	Portland	Feb. 1995
Jolene Koester	1995	CSU, Sacramento	Pasadena	Feb. 1996
Betsy W. Bach	1996	U. of Montana	Monterey Bay	Feb. 1997
Leslie A. Baxter	1997	U. of Iowa	Denver	Feb. 1998
Peter A. Andersen	1998	San Diego State	Vancouver, BC	Feb. 1999
Dennis C. Alexander	1999	U. of Utah	Sacramento	Feb. 2000
Dawn O. Braithwaite	2000	U. of Nebraska	Coeur d'Alene	Feb. 2001
Sandra Petronio	2001	Wayne State	Long Beach	Feb. 2002
Katherine Adams	2002	CSU, Fresno	Salt Lake City	Feb. 2003
Connie Bullis	2003	U. of Utah	Albuquerque	Feb. 2004

*\*Indicates deceased*

## **DISTINGUISHED SERVICE AWARDS**

1979	Thorrell Fest, University of Colorado
1980	No Award
1981	Anthony Hillbruner, California State University, Los Angeles
1982	Janet Bolton, University of Southern California
1983	No Award
1984	Fred McMahon, California State University, Northridge
1985	Marcella Oberle, California State University, Los Angeles

1986 Milton Dobkin, Humboldt State University  
Carmendale Fernandes, Humboldt State University  
Gertrude Baccus, Redlands High School  
1987 B. Aubrey Fisher, University of Utah  
1988 Robert Kully, California State University, Los Angeles  
1989 Gale Richards, Arizona State University  
1990 Walter Fisher, University of Southern California  
1991 James McBath, University of Southern California  
1992 Malcolm O. Sillars, University of Utah  
1993 Jack A. Samosky, California State University, Hayward  
1994 Thomas M. Scheidel, University of Washington  
1995 Nancy G. McDermid, San Francisco State University  
1996 John "Sam" Keltner, Oregon State University  
1997 Lucy Keele, California State University, Fullerton  
1998 Robert Boren, Boise State University  
1999 David Natharius, California State University, Fresno  
2000 Jody Nyquist, University of Washington  
2001 William W. Wilmot, University of Montana

# **WSCA 2002 CONVENTION PLANNERS**

## **Primary Program Planner and WSCA President Elect**

Katherine Adams, California State University, Fresno

## **Communication and Instruction**

Deanna Dannels, North Carolina State University

## **Communication Theory**

John Gribas, Idaho State University

## **Community College**

Kay Harrison, Ohlone College

## **Elementary and Secondary Education**

Bob Stockton, Katella High School

## **Executives Club**

Connie Conlee, California State University, Fresno

## **Freedom of Speech and Legal Communication**

Chair: Marouf Hasian, Jr., University of Utah

## **Health Communication**

Madeline Keaveney, California State University, Chico

## **Intercultural Communication**

Dreama Moon, California State University, San Marcos

## **Interpersonal Communication**

William Sharkey, University of Hawai'i

## **Language and Social Interaction**

Tanya Stivers, University of California, Los Angeles

## **Media Studies**

Heather Hundley, California State University, San Bernardino

## **Organization for Research on Women and Communication**

Lisa Flores, University of Utah

## **Organizational Communication**

Michele Jackson, University of Colorado, Boulder

**Performance Studies**

Olga I. Davis, Arizona State University

**Rhetoric and Public Address**

Sara Hayden, University of Montana

**Western Forensic Association**

Duane Fish, Northwest College

**Assistants to the President Elect**

Sabrina Ballard, California State University, Fresno

Mike Martinez, California State University, Fresno

**Assistant to the Executive Director**

Cara Buckley-Ott, Colorado State University

## **LOCAL HOST COMMITTEES**

**Local Hosts:** Sharon Downey, Long Beach State University  
Mary McPherson, Long Beach State University

**Registration and Ushers Committee**  
Christina Derme, Long Beach State University

**Keynote Speaker Coordinators**  
Sharon Downey, Long Beach State University  
Scott Lybarger, Long Beach State University

**Soc Hop Coordinator**  
Scott Allen, Long Beach State University

**Special Events Committee**  
Mary McPherson, Long Beach State University  
Amy Bippus, Long Beach State University  
Heather Hundley, California State University, San Bernardino  
Kiran Moss, Long Beach State University  
Cathrine Brooks, Long Beach State University  
Leah Wyman, Long Beach State University

## **SPECIAL THANKS**

**WSCA offers a huge “thank you” to our local hosts, especially Mary McPherson and Sharon Downey, for their significant contributions to this convention!!**



## MEETINGS

Friday, March 1

**1101 FINANCE COMMITTEE**

11:00 am-2:00 pm, Friday, March 1

Odessa

**1102 PUBLICATIONS COMMITTEE**

11:00 am -2:00 pm, Friday, March 1

Shanghai

**1103 TIME AND PLACE COMMITTEE**

12:00-2:00 pm, Friday, March 1

Naples

**1201 EXECUTIVE COUNCIL**

2:30-10:00 pm, Friday, March 1

Tokyo

## PRECONFERENCE AND WORKSHOPS

Saturday, March 2

**2201 BASIC COURSE PRECONFERENCE Sponsored by the President Elect**

8:30 am-4:00 pm, Saturday, March 2

Ocean Ballroom

**COMMUNICATION CREATES, CONSTRAINS AND LIBERATES**

In keeping with the general theme of the conference, this basic preconference will focus on the way in which the basic course constrains and liberates students.

Paper or presentations should examine issues such as: (a) which forms of discourse are privileged and which are marginalized? (b) What important features of communication are not addressed in the basic course? (c) How do issues such as instructor ideology constrain the intellectual territory of the basic course? (d) Do state mandates or University general requirements limit the manner in which the basic course is taught? And (e) Are outcome assessments a good thing?

**Basic Course Coordinator:**

Robert Powell, California State University, Fresno.

**Keynote Address:** William Eadie, San Diego State University

**Presenters:**

“Culture and the Basic Course.”

Mary Jane Collier, University of Denver

Robert G. Powell, California State University, Fresno

“Teacher Values as Constraints.”

Kathleen Torrens, Mount Union College

“The Students’ Side of the Oral Evaluation in the Basic Course.”

Tom Weise, College of the Sequoias

“Long Distance Learning and the Basic Course.”

Timothy Downs, Emporia State University

“Preparing Graduate Teaching Assistants.”

Ken Soreno, University of Southern California

Rebecca Roberts, University of Wyoming

“The Basic Course and Liberal Arts Education.”

Doug Parry, University of Alaska, Anchorage

“Understanding Developmental Issues.”

Julie Yingling, Humboldt State University

“Community College Issues.”

Michael Bridges, Cypress Community College

**2202 PRACTICAL IDEAS FOR TEACHING, SPEAKING AND LISTENING ACROSS THE K-12 CURRICULA**

8:30-4:00pm, Saturday, March 2

Barcelona and  
Casablanca

Are you curious about K-12 speaking and listening standards? Are you wondering how to apply oral communication standards in your classroom? Join our team of educators from California high schools, community colleges, and universities who have developed instructional strategies and concrete resources to help teachers integrate oral communication into their curricula. Come share your ideas including assignments and materials you are already using to successfully integrate oral communication into your curricula. Also join us if you are interested in becoming a member of our task group and conducting workshops in your local high schools.

9:00-9:50am **Workshop goals**

Room Challenges for meeting oral communication standards  
(Panelists/Facilitators: Donna Stasio, Deanna Fassett,  
Lynette Williamson)

**Morning Options**

10:00-10:50am **Choose one of the following: (concurrent sessions)**

Barcelona **Apprehension:** Hands-on teaching strategies, exercises,  
& activities to help students develop confidence in speaking.  
(Deanna Fassett, San Jose State University)

**OR**

Casablanca **Listening for Understanding:** Utilizing attention and  
memory skills to enhance classroom learning.  
(Ellen Shide Crannell, De Anza College, WestValley College)

11:00-12:00pm **Choose one of the following: (concurrent sessions)**

Barcelona **Classroom Debate:** Engaging students in the debate process  
as a means of giving students the opportunity to learn and  
practice concepts of democracy, ethical argumentation, and  
effective communication.  
(Lynette Williamson, Analy High School)

**OR**

Casablanca **Organizing for an Informative Speech:** Deciding what to talk about, what to say about it, and how to organize content for an effective informative presentation.  
(Rob Dewis, De Anza College)

12:00-1:00pm Lunch

**Afternoon Options**

1:00-1:50pm **Choose one of the following: (concurrent sessions)**  
Barcelona **Audience Analysis:** Suggestions and activities for how to engage students in audience analysis as a means of strengthening their confidence and competence in a variety of public speaking skills (e.g. from choosing a topic to engaging questions).  
(Deanna Fassett, San Jose State University)

**OR**

Casablanca **Collaborative Learning:** Engaging students in student-centered, curriculum based discussions in the classroom.

2:00-2:50pm **Choose one of the following: (concurrent sessions)**  
**Assessment:** Rubrics for standard-based assessment of oral Communication.  
(Lynette Williamson, Analy High School)

**OR**

**Constructive Feedback:** Innovative ideas for providing Reinforcement and guidance which engages students in reflection, understanding, and growth.  
(Donna Stasio, DeAnza College)

3:00-3:30 pm **Wrap-up**

Presenters:

Lynette Williamson, Analy High School  
Deanna Fassett, San Jose State University  
Ellen Shide Crannell  
Rob Dewis, DeAnza College  
Donna Stasio, DeAnza College  
Elaine Lee

Fee: \$15

**2203 COOPERATIVE ARGUMENTS IN MULTICULTURAL CONTEXTS**

8:30 am-3:00 pm, Saturday, March 2

Naples

This workshop responds to two distinct yet related developments. The first response is to the disciplinary call to develop alternative approaches to argumentation. Scholars note that feminist critiques of argumentation encourage us to seek new ways of teaching argumentation that address its patriarchal nature as well as its focus on a winner-loser outcome. One such alternative is cooperative argumentation as developed by Josina Makau and Debian Marty. Additionally, there is the concern for the role of ethics and their maintenance in an argumentation context in which disputants view themselves not as adversaries, but as potential allies. The second response is to external social factors that call for argumentation approaches that address the varied forms of social deliberation (e.g., mass mediated forms of argumentation and audience segmentation) and the changing demographics in society, which lead to increased diversity in the classroom.

First, we evaluate the constraints of competitive argumentation in multicultural contexts. Next, we posit cooperative argumentation as a communicative approach that creates and sustains diverse deliberative communities, for it encourages disputants to attend to their relationships as much as they do their convictions. Finally, we suggest that cooperative argumentation liberates us, by positing a new model that builds on the best of competitive argumentation and transforms those and other related skills into a constructive mode of deliberation, decision making, and community building.

Presenters:

Debian Marty, Ph.D., California State University, Monterey Bay  
Michelle Holling, Ph.D., Syracuse University

Fee: \$15

**2204 FUNDAMENTALS OF COMMUNICATION IN A-C-T-I-O-N**

8:30-11:30 am, Saturday, March 2

Shanghai

Studies show that teamwork is an effective way of improving academic achievement. The rationale of this workshop is to share an innovative, successful small group project that I have created. I will engage the participants in a variety of strategies that foster inquiry and creativity. The primary goals of the small group project are to concentrate on understanding, analyzing, and appreciating the role of communication in personal, professional, and societal relationships. Students are provided with new lenses with which to understand the interconnectedness among communication contexts. This presentation will illustrate what students teach themselves, what I teach students, and what students teach me. Participants will emerge from this workshop with an awareness of the challenges and rewards that are central to group work.

Presenters:

Marian Lyles, Seattle Central Community College

Fee: \$10.00

**2301 WOMEN CLIMBING THE IVORY TOWER: A FRANK DISCUSSION OF HOW TO MOVE FROM WHERE YOU WANT TO BE**

12:00-3:00 pm, Saturday, March 2

Tokyo

The highly interactive session will assist graduate students and early career professors in a proactive approach to career planning and enhancement in the academy. Faculty and administrators will present goal setting and goal development strategies.

The Scaling the Ivory Tower Institute is designed to assist graduate students and early career women to make the transition from graduate student to professor and to map the early choices that will lead to later career success. The institute staff will discuss issues such as: planning a move into academic administration, balancing career and private/family life, discipline “socialization” and networking for graduate students and junior faculty, career marketability and mobility, retaining sanity and humor, and enduring gender issues in the academy.

Presenters:

Cindy Griffin, Colorado State University  
Suzanne McCorkle, Boise State University  
Barbara Gayle, University of Portland  
Brenda Allen, Colorado University, Denver  
Dolores V. Tanno, University of Nevada, Las Vegas

Fee: \$20 (includes refreshments)

**2302 SERVICE-LEARNING FUNDAMENTALS: SERVICE-LEARNING FUNDAMENTALS: UNDERSTANDING AND IMPLEMENTING SERVICE-LEARNING IN COMMUNICATION COURSES**

1:00-4:00 pm, Saturday, March 2

Odessa

Service-learning is increasingly implemented into academic curriculums with little or no fundamental understanding of the nature of service-learning and its attendant issues. This workshop aims to provide a basic foundation of understanding of what service learning is and what it is not. Participants will leave knowing how to best implement service learning into their courses for the maximum benefit of the student, the institution, and the community.

Presenters:

Roseanna Galindo-Kuhn, California State University, Chico  
Ruth M. Guzley, California State University, Chico

Fee: \$25

**2303 USING FILM PRODUCTIVELY IN THE COMMUNICATION CLASSROOM**

1:00-4:00 pm, Saturday, March 2

Vancouver

This workshop is designed to help instructors make more productive use of film in their teaching. Because today's students are highly visual learners, film can be an excellent tool for creating dialogue, revealing constraints in human interaction, and liberating students' thinking about how communication works. Specific teaching strategies, including actual assignments, will be presented; these have been developed for and tested in intercultural communication classes, family communication classes, and critical thinking classes, but may be modified by participants for use in other subject areas. Workshop participants will help each other develop ideas for use in their own classrooms.

Presenter:

Jane Elvins, Ph.D., University of Colorado – Boulder

Fee: \$10

**2304 INCORPORATING TECHNOLOGY INTO THE  
INTERCULTURAL COMMUNICATION COURSE**

1:00-4:00 pm, Saturday, March 2

Catalina

As computer literacy becomes just as important as reading, writing, and arithmetic, the incorporation of technology into our communication classrooms is crucial if we are to have our students become engaged in our high-tech world. The proposed short course has a unique benefit over offering a broad overview of technology in the discipline. It provides specific assistance in integrating technology into a particular course – the intercultural communication course.

This course is intended for teachers who would like assistance in incorporating computer- based technologies into their intercultural communication course. The subject matter will focus on (1) how using computer technology can enhance the intercultural communication classroom (2) how to incorporate technology into everyday lectures and activities and (3) a hands-on visit to some World Wide Web sites that will enhance intercultural understanding. Supplements distributed.

Presenters:

Lisa A. Stefani, Grossmont College

Itsuo Shirono, Meikai University, Japan

Fee: \$10

**2401 INTERST GROUP PROGRAM PLANNERS CONVENTION  
2003 PLANNING MEETING**

4:00-5:15 pm, Saturday, March 2

Cerritos

Connie Bullis, WSCA First Vice President, will meet with interest group program planners for the purposes of planning the 2003 WSCA Convention.

**2501 WSCA NEWCOMERS' RECEPTION AND ORIENTATION**

4:15-5:15 pm, Saturday, March 2

Shoreline

WSCA Second Vice President John Cagle hosts this reception and brief information session for newcomers. If this is your first WSCA, be sure to come!

**2601 WSCA KICK-OFF PROGRAM: “PERFORMING DIVERSITY:  
ENACTING THE PROMISE OF PLURALITY”**

5:30-6:30 pm, Saturday, March 2

Centennial  
Ballroom B/C

Presented by the President Elect

Join us for what will prove to be an unforgettable experience. Our convention theme, “Communication Creates, Constrains, and Liberates” will be performed for us in a manner sure to make us both think and laugh.

**Participants:**

James Manseau-Sauceda and Marc Rich, G. Bruce Loganbill, Scott Allen, Jose Rodriquez, Scott Lybarger, Aaron Cargyle

**2701 CONVENTION NO HOST RECEPTION**

6:30-8:00 pm, Saturday, March 2

Centennial  
Ballroom A/B

**2801 EXECUTIVES CLUB DINNER**

7:30-9:30 pm, Saturday, March 2

Shoreline

# SUNDAY, March 3

Program

## BUSINESS MEETINGS

7:00-8:00 am, Sunday, March 3

Community College

Organizational Communication

Health Communication

Performance Studies

Rhetoric and Public Address

Western Forensics Association

Barcelona/  
Casablanca

Melbourne

Naples

Odessa

Shanghai

Holiday Inn

## 3201 THE MAKING OF THE VIDEO: PERSPECTIVES ON TEACHING PRODUCTION

8:05-9:25 am, Sunday, March 3

Barcelona

Presented by the Media Studies Interest Group

**Chair:** Brian L. Ott, Colorado State University

“Production Through a Rhetorical/Ethical Lens.”

Arne G'Schwind, Regis University

“Going Holistic: Taking the Student Newscast Digital and Getting on the Web.”

John Armstrong, University of Utah

“Negotiating Theory and Practice: Locating the Introductory Production Class.”

Geoffrey Baym, Wake Forest University

“Watching/Making Video: Using Media Criticism to Teach Production Practices.”

Brian Ott, Colorado State University

## 3202 LESSONS FROM THE CELLULOID CLASSROOM: CONSTRAINING AND LIBERATING IMAGES OF EDUCATION, TEACHERS, STUDENTS, AND CLASSROOM COMMUNICATION

8:05-9:25 am, Sunday, March 3

Casablanca

Presented by Communication and Instruction Interest Group

**Chair:** Jan Hoffmann, Macon State College

“*Ciao Professore! To Wonderboys: Celluloid Images and the Interpersonalness of Teaching.*”

John, Caputo, Gonzaga University

“Finding Forrester and the Search for Relational Authenticity in Teaching and Learning.”

Ann Darling, University of Utah

“Everything I Ever Needed to Know about Communication and Instruction I Learned at the Movies.”

Jan Hoffmann, Macon State College



“Images of Rebellion and Redemption in ‘Teachers’”

Kipp Preble, Chaffey College

“How does Immediacy Relate to Learning? Anybody? Anybody?”

Jo Sprague, San Jose State University

**3203 CIVILITY CREATES, CONSTRAINS, AND LIBERATES  
RHETORICAL THEORY AND PRACTICE**

8:05-9:25 am, Sunday, March 3

Melbourne

Presented by the Rhetoric and Public Address Interest Group

“The Limits of Irony in Queer InCivility.”

Daniel C. Brouwer, Arizona State University

“Uncivil Strategies of Maintaining White Power in Debates Over Race, Ethnicity, and Multiculturalism.”

Fernando Delgado, Arizona State University West

“Performing the Professional, or Unruly Bodies and the Question of Competence.”

Michele Hammers, Arizona State University

“The Formation of Civil Societies through Letter Writing by Prisoners of Conscience.”

Gerard A. Hauser, University of Colorado, Boulder

“Sexualities and (In)Civilities.”

Thomas K. Nakayama, Arizona State University

Frederick C. Corey, Arizona State University

**3204 TOP PAPERS IN COMMUNICATION THEORY**

8:05-9:25 am, Sunday, March 3

Naples

Presented by the Communication Theory Interest Group

**Chair:** Kristen Berkos, Louisiana State University

“Women, Work, and Humor: Convergent Literature, Constraining Contexts”(Top paper)

Diane M. Martin, University of Portland

“The Continuing Ideological Biases of International Communication Theory: Scholarly Interest in Informatization and the Promotion of the Global Information Infrastructure as Contemporary Exemplars.” (Top Paper)

Krishna P. Kandath, University of New Mexico

Jeffery C. Peterson, University of New Mexico

“A Characterization of Practical Theory and a Question: “How” Can Gadamer Contribute?” (Top Student Debut Paper)

Joanna Brook, University of Washington

**Respondent:** Peter Wollheim, Boise State University

**3205 NEW STUDIES OF ORDINARY BEHAVIOR IN  
INTERACTION: ASSESSMENTS, WORD SEARCHES, AND  
THE MIND**

8:05-9:25 am, Sunday, March 3 Odessa  
Presented by the Language and Social Interaction Interest Group  
**Chair:** Larry D. Linton, University of California, Santa Barbara  
“The Terms of Agreement: Indexing Epistemic Authority and Subordination in Assessment Sequences.”  
John Heritage, University of California, Los Angeles  
Geoff Raymond, York University, England  
“Communication, Interaction and ‘Theory of Mind’ in Activities of Very Young Children.”  
Don H. Zimmerman University of California, Santa Barbara  
“Two Ways Action Sequence Organizational Practices Enter into Speaking Turn Construction.”  
Gene Lerner, University of California, Santa Barbara

**3206 PERFORMING NARRATIVE, PERFORMING BODY,  
PERFORMING SEXUALITY**

8:05-9:25 am, Sunday, March 3 Shanghai  
Presented by the Performance Studies Interest Group  
Description: This panel examines the performance of sexuality and the body in provocative social, cultural, and international spaces. Panelists explore performative issues of the racialized and gay-male sexualized body through narrative discourse.  
“Bu(o)ying Condoms: A Prophylactic Performance of Sexuality (or Performance as Prophylactic Agency).”  
Bryant Keith Alexander, California State University, Los Angeles  
“Cruising: Performance, Same Sex Desire, and Negotiation of Identity in International Spaces.”  
Myron M. Beasley, Brown University  
“Oh My God(dess) And/Or Diary of a Born-Again Queen: A (W)holy Performance of Identity.”  
D. Nebi Hilliard, Southern Illinois University

**3207 THE FACES OF OUR LADY OF GUADALUPE:  
ILLUSTRATIONS OF HOW COMMUNICATION CREATES,  
CONSTRAINS, AND LIBERATES**

8:05-9:25 am, Sunday, March 3 Tokyo  
Presented by the Organization for Research on Women and Communication  
**Chair:** Annette Torres, University of New Mexico  
“History and Cultural Meanings of Guadalupe.”  
Annette Torres, University of New Mexico  
“Hispanic Women’s Narratives about Guadalupe.”  
Nina Reich, University of North Carolina  
“Rhetorical Implications for Public and Formal Art.”  
Karen Rasmussen, California State University, Long Beach

“Public Argument, Free Expression and Community Standards in the Guadalupe Controversy.”

Jan Schuetz, University of New Mexico

“Internet Disputations about Gaudalupe: What Critics Say and How Lopez Responds.”

Kate Willink, University of North Carolina

**3208 TOP THREE PAPERS IN INTERCULTURAL COMMUNICATION**

8:05-9:25 am, Sunday, March 3

Vancouver

Presented by the Intercultural Communication Interest Group

**Chair:** Phillip Wander, San Jose State University

“Moving Cultures and Politics: The Structural-Cultural Dialectic of Diasporic Politics.”

Rona T. Halualani, San Jose State University

Jolanta A. Drzewiecka, Washington State University

“Open-mindedness, Ethnorelativism, and the Decentering Experience: A Phenomenological Investigation.”

Sara DeTurk, Arizona State University

“Untelling the Veil: Historical Narrative and Women's Rights Under Islam.”

Mara K. Berkland, University of Utah

**Respondent:** Lisa A. Flores, University of Utah

**3209 BEST PRACTICES IN TEACHING COMMUNICATION**

8:05-9:25 am, Sunday, March 3

Catalina

Presented by Elementary/Secondary Education Interest Group

Teachers at all levels always need activities they involve their students while they learn communication concepts. When teachers share what works best in their own teaching, everyone benefits. Panelists will share an activity, strategy or materials and how it worked in their classroom. Members of the audience are encouraged to ask questions of the panelists.

**Chair:** Pamela Cooper, Northwestern University

Panelists:

Melissa L. Beall, University of Northern Iowa

Pamela Cooper, Northwestern University

Robert Stockton, Katella High School, Anaheim, Calif.

Suzanne Munsell, Esperanza High School, Anaheim, Calif.

John Heineman, Lincoln High School, Northeast, Lincoln Nebraska

**3210 TIPS ON BECOMING A SCHOLAR**

8:05-9:25 am, Sunday, March 3

Lomita

Presented by the Interpersonal Communication Interest Group

This round table panel is directed toward students and new scholars. The panelists will address issues such as initiating a research project, collaborating with others, preparing manuscripts for conventions, and publishing in scholarly journals. The panel will also address some of the caveats that must be overcome, and they will address some of the items those reviewers and editors look for. The panelists will field questions from the attendees and provide information and suggestions.

**Chair:** Dawn O. Braithwaite, University of Nebraska-Lincoln

Panelists:

Vincent R. Waldron, Arizona State University, West  
Pamela J. Kalbfleisch, University of Wyoming  
Valerie L. Manusov, University of Washington  
Walter R. Zakahi, New Mexico State University  
Dawn O. Braithwaite, University of Nebraska-Lincoln

### **3211 TOP FOUR PANEL IN ORGANIZATIONAL COMMUNICATION**

8:05-9:25 am, Sunday, March 3

Marina

Presented by the Organizational Communication Interest Group

**Chair:** Michele H. Jackson, University of Colorado, Boulder

“The Social Construction of Professional Identity: An Analysis of Physician Communication During Morning Report.” (Top Paper)

Julie Apker, Western Michigan University

Susan Eggly, Wayne State University

“‘They make you feel like they have the right’: A Critical Analysis of Employee Mistreatment and Muted Voices in the Culturally Diverse Workplace.”

Mary M. Meares, University of New Mexico

John G. Oetzel, University of New Mexico

Annete Torres, University of New Mexico

Denise Derkacs, University of New Mexico

Tamar Ginossar, University of New Mexico

“The Exclusionary Nature of the Organizational Socialization Process: An Examination of Sorority Membership.”

Karen Rohrbauck Stout, Western Washington University

“‘Gendering’ Careers: Discourses About Work Versus Family at Regulators.”

Erika Kirby, Creighton University

**Respondent:** Renee Houston, University of Puget Sound

### **3212 GREAT IDEAS FOR TEACHING SPEECH: G.I.F.T.S**

8:05-9:25 am, Sunday, March 3

Palos Verdes

Presented by the Community College Interest Group

**Chair:** Tasha Van Horn, Citrus College

"Using the Senses to Teach Delivery Effectiveness."

Gil Puga, Rio Hondo College

"Icebreaker for Communication Courses using 'QuikDisc': The Unique and Simple Way to Introduce the Concepts of Behavioral Differences."

Clint Pardoe, San Jose State University and West Valley College

"The Final Exam Banquet in the Public Speaking Class Everyone Speaks!"

Barbara Battenbery, Sierra College

"Techniques for Empowering Minority Students in the Communication Classroom."

Raymond Puchot, Pasadena City College

"Using a Collaborative Learning Model to Teach Nonverbal Theory in the Interpersonal Communication Course."

Brenda Ahnholz, Ohlone College

### **3213 CHINESE INTERCULTURAL COMMUNICATION**

8:05-9:25 am, Sunday, March 3

Redondo

Presented by the Intercultural Communication Interest Group

**Chair:** Madeline M. Keaveney, California State University, Chico

"The Great Chinese Women: A Rhetorical Criticism of Chinese Folktales."

Yun-Hua Tsou, California State University, Chico

"Conflict Resolution Strategies for the Taiwanese: A Pilot Study."

Hsin-Ni Chen, California State University, Chico

"Cultural Influences in Relative and Mathematical Time Orientation Between American and Taiwanese College Students: A Preliminary Study."

Yung-Lan Lin, California State University, Chico.

**Respondent:** Wenshu Lee, San Jose State University

### **3214 COMPETITIVE PAPERS: TEXTUAL ANALYSES OF FILM AND TELEVISION**

8:05-9:25 am, Sunday, March 3

San Pedro

Presented by the Media Studies Interest Group

**Chair:** Lisa Barry, Trinity College

"*Saved by the Bell*: How Television Presents Education to Children." (Top Three Paper)

Mark Barner, Niagara University

"The Owls are Not What They Seem: *Twin Peaks*, Gender, and Ideology."

Matt Johnson, The University of Arizona

"Can Motion Pictures Make an Argument?: An Examination of Traditional and Subversive War Mythology as Terministic Screens in *Saving Private Ryan*."

Kevin Johnson, California State University, Long Beach

Jennifer Asenas, California State University, Long Beach

"Hitchcock, Narrativity, and Identification: An Exercise in Suspicion."

Lee Fortner, The Pennsylvania State University

"Heteroglossic Cinema: A Textual Analysis of Abbas Kiarostami's *Close-Up*."

Azadeh Saljooghi, University of Utah

**Respondent:** Caren Deming, University of Arizona

**3215 SENSE MAKING: PENETRATING THE COMMUNICATIVE  
COMPLEXITIES OF SEPTEMBER 11TH**

8:05-9:25 am, Sunday, March 3 Alamitos

Presented by the President Elect and the Language and Social Interaction  
Interest Group

**Chair:** Susan Poulsen, Portland State University

“Communication Breakdown: A Discourse Analysis of Public Conversation  
Between Islam and the West after September 11<sup>th</sup>.”

Mark West, Seattle University

“Identity Performance and Management: Emergent Themes of ‘Who We Are’  
Following September 11<sup>th</sup> Attacks.”

Susan Poulsen, Portland State University

“I thought I was in a Movie . . . and then I realized that this was no accident:  
Making Sense of the Attack on New York Through Eyewitness Reporting.”

Kathleen Haspel, University of Denver

“Bringing back the Duke:’ George Bush’s use of Western Metaphor in his  
Speeches Following September 11<sup>th</sup>.”

Chris Carey, Portland State University

“Jihad Through the Prism of Fundamentalism: An Ethnography of Islamic  
Notions of Struggle.”

Sharon Suh, Seattle University

**3301 CONVENTION BRUNCH**

Advance Tickets Required

9:30-10:00 am, Sunday, March 3 Centennial Ballroom A/B

**3302 GENERAL KEYNOTE SESSION**

10:00-11:20 am, Sunday, March 3 Centennial Ballroom A/B

Sponsored by President Elect, Katherine Adams

Keynote Speaker:

**Ms. Judy Shepard presents: “The Matthew Shepard Story: Judy  
Shepard Speaks out Against Hate Speech”**

**3401 HOLLYWOOD COMES TO THE CLASSROOM:  
INCORPORATING FEATURE FILMS IN  
COMMUNICATION COURSES**

11:30 am-12:50 pm, Sunday, March 3 Barcelona

Presented by the Communication and Instruction Interest Group

**Chair:** Cameron Basquiat, Community College of Southern Nevada

“Life Imitating Art or is it Art Imitating Life: Making the Connection Between  
Relationships and Film.”

Robin McGehee, College of the Sequoias

“Teaching Small Group Communication with Feature Films.”

Cameron Basquiat, Community College of Southern Nevada

“Now That Men Know What Women Want, Are Men Getting What THEY Want? Recent Films in Gender Communication.”

David Natharius, Arizona State University

“Bringing Culture to the Classroom: Using Film to Move from Theory to Practice.”

Jennifer Huss Basquiat, Community College of Southern Nevada

**3402      COMMUNICATION, CREATES, ENABLES, AND  
CONSTRAINS: INTERCULTURAL COMMUNICATION  
THEORY FOR A NEW MILLENNIUM (PART I)**

11:30 am-12:50 pm, Sunday, March 3

Casablanca

Presented by the Intercultural Communication Interest Group

Note: This is the first of a back-to-back session.

**Chair:** Dreama G. Moon, California State University, San Marcos

Participants:

Donal Carbaugh, University of Massachusetts

Mary Jane Collier, University of Denver

Lisa Flores, University of Utah

Etsuko Fujimoto, Southern Oregon University

Brad Hall, University of New Mexico

Priya Kapoor, Portland State University

Young Y. Kim, University of Oklahoma

Jolene Koester, CSU Northridge

Wenshu Lee, San Jose State University

Ron Lustig, San Diego State University

Judith Martin, Arizona State University

Dreama Moon, California State University, San Marcos

Thomas K. Nakayama, Arizona State University

Delores Tanno University of Las Vegas

Gust A. Yep, San Francisco State University

**3403      NEW DEVELOPMENTS IN THE FAMILY SITCOM: A  
CRITICAL DISCUSSION OF *MALCOLM IN THE MIDDLE*  
(PART I)**

11:30 am-12:50 pm, Sunday, March 3

Melbourne

Presented by the Media Studies Interest Group

Note: This is the first installment of a two-part, back-to-back session.

**Chair:** Harry Haines, Trinity University

Participants:

Caren J. Deming, University of Arizona

Harry W. Haines, Trinity University

Janellen Hill, Regis University

A. Susan Owen, University of Puget Sound

Neil Thompson, Co-Executive Producer and Writer for *Malcolm in the Middle*

Justin Wyatt, Executive Director of Research for Frank Magid  
Associates

**3404 MASTER TEACHER PANEL**

11:30 am-12:50 pm, Sunday, March 3

Naples

Presented by the Communication and Instruction Interest Group

**Chair:** Tasha J. Souza, Humboldt State University

Master Teachers:

Ronald Biddle, Clovis Community College

Angela Tretheway, Arizona State University

**3405 COMPARING PRACTICES OF INTERACTION IN  
ORDINARY AND INSTITUTIONAL SETTINGS:  
BROADCAST NEWS, ENTERTAINMENT INTERVIEWS,  
AND MEDICINE**

11:30 am-12:50 pm, Sunday, March 3

Odessa

Presented by the Language and Social Interaction Interest Group

**Chair:** Jeffrey D. Robinson, The Pennsylvania State University

"Environments of Address Term Usage."

Steven E. Clayman, University of California, Los Angeles

"Offering a Candidate Answer in Entertainment Interviews."

Larry D. Linton, University of California, Santa Barbara

"Accountability Questions in News Interviews: A Comparison of 'How  
can/could . . .' Versus 'Why . . .'"

Leah Wingard, University of California, Los Angeles

"When Non-Selected Speakers Respond to Next Actions Designed to Select  
Particular Speakers."

Tanya Stivers, University of California, Los Angeles

Jeffrey D. Robinson, The Pennsylvania State University

**3407 TEN YEARS AFTER THE L.A. RIOTS: IMPLICATIONS  
FOR PUBLIC DISCOURSE, PUBLIC POLICY, AND LAW**

11:30 am-12:50 pm, Sunday, March 3

Tokyo

Presented by the Rhetoric and Public Address and the Freedom of Expression  
and Legal Communication Interest Groups

This panel brings together scholars, lawyers, and policy analysts to discuss the  
implications of the L.A. riots incited by the videotaped police beating of Rodney  
King.

**Chair:** David Schulz, Penn State University

"Strategic Constructions of Character: A Rhetorical Analysis of the Post-Riot  
Construction of Rodney King."

Katie Gibson, Penn State University

"Aftershocks to the System: The Lingering Legal Impact of the Rodney King  
Riots."



Christopher M. McMahon, Junior Statesmen Foundation and the  
Institute for Intergovernmental Studies, University of California,  
Berkeley

“Race-related Narratives in Television Media: Ten Years After the L.A. Riots.”

Melissa Camacho, San Francisco State University

“Free Speech and Hate Speech: The Court Responds to Rodney King.”

Catherine Langford, Penn State University

“A Call to Protect and Serve: Police Reform in a Post-Riot Nation.”

Teresa Sullivan, Attorney, County of Los Angeles

“Shouting Across the Grand Canyon: The Rodney King Riots as Social Protest.”

Tracey Quigley, Penn State University

**Respondent:** Lesely Di Mare, Arizona State University West

**3408      OPPOSITIONAL CODE THEORY AND SPEECH CODE**

**THEORY: TWO COMPETING PERSPECTIVES**

11:30 am-12:50 pm, Sunday, March 3

Vancouver

Presented by the Language and Social Interaction Interest Group

**Chair:** Gary Ruud, California State University, Fullerton

"Oppositional Code Theory: A Critical Assessment of Social Interaction."

Michael Huspek, California State University, San Marcos

"Speech Code Theory: An Objectivist Perspective on Social Interaction."

Gerry Philipsen, University of Washington

**3409      POSSIBILITIES OF PERFORMATIVE WRITING: WHAT  
WE LEARNED AND UNLEARNED TOGETHER**

11:30 am-12:50 pm, Sunday, March 3

Catalina

Presented by the Performance Studies Interest Group

Description: A roundtable discussion of the expectations, experiences and  
outcomes of the Performance Writing Conference sponsored by Southern  
Illinois University, Arizona State University, and University of Texas at Austin,  
held in Carbondale in April 2001.

Participants:

Heather Carver, University of Missouri, Columbia

Fred C. Corey, Arizona State University

Stacy Holman-Jones, University of South Florida

Mercilee Jenkins, San Francisco State University

Christie Logan, California State University, Northridge

Linda Park-Fuller, Arizona State University

Elyse Pineau, Southern Illinois University

Tami Spry, St. Cloud State University

- 3410 ESTABLISHING A NETWORK AMONG STUDENTS, PARENTS, TEACHERS AND ADMINISTRATORS IN ORDER TO EMPOWER K-12 STUDENTS IN THEIR ACADEMIC PURSUITS**  
 11:30 am-12:50 pm, Sunday, March 3 Lomita  
 Presented by the Elementary and Secondary Education Interest Group  
 This panel is designed to identify current obstacles and challenges involved with K-12 educational enrichment through the identification of and the application of techniques of communication that can be solved through intensifying current networking procedures.  
**Chair:** Raymond Puchot, Pasadena City College  
**Panelists:**  
 Annette Bingham, El Paso Community College  
 Kathy Lingo, University of Texas, Dallas
- 3411 PATIENT-PROVIDER COMMUNICATION: AN INFORMAL DISCUSSION**  
 11:30 am-12:50 pm, Sunday, March 3 Marina  
 Presented by the Health Communication Interest Group  
 Description: A local physician will address issues of patient-provider communication and will then interact with panel attendees on issues relevant to health communication.  
**Facilitator:**  
 Madeline M. Keaveney, California State University, Chico  
**Discussant:**  
 Dr. Gosta Iwasiuk, general surgeon
- 3412 MAKING CONNECTIONS: CREATING INTERACTION IN THE COMMUNITY COLLEGE INTERNET BASED SPEECH COURSE**  
 11:30 am-12:50 pm, Sunday, March 3 Palos Verdes  
 Presented by the Community College Interest Group  
**Chair:** Bobbi Stringer, Tarrant County College Northwest Campus  
 "The Basic Needs and Communication."  
 Carol Hunsberger, Tarrant County College Northwest Campus  
 "The Intersection of Transactional Distance and Immediacy."  
 Bobbi Stringer, Tarrant County College Northwest Campus  
 "The Multi-Directions of Interaction."  
 Lisa Benedetti, Tarrant County College Northeast Campus
- 3413 THE DARK SIDE OF INTERPERSONAL COMMUNICATION: HURT, INTERACTIONAL ABUSE, RAGE, ENVY, AND JEALOUSY**

11:30 am-12:50 pm, Sunday, March 3

Redondo

Presented by the Interpersonal Communication Interest Group

**Chair:** Peter A. Andersen, San Diego State University

“I Don’t Want to Get Hurt Again: Effects of Past Relational Experiences on Risk-Taking and Fear of Intimacy.”

Guy Bachman, Arizona State University, Tempe

Susan J. Messman, Arizona State University, Tempe

Sandra Petronio, Wayne State University

“Inducing Darkness: De(Re)constructing the Constructs of Psychological and Interactional Abuse.”

Carmen M. Lee, University of California, Santa Barbara

Rene M. Dailey, University of California, Santa Barbara

Brian H. Spitzberg, San Diego State University

“Space to Tell Their Story: Narratives of Youth Rage in Everyday Life.”

Maria Cordischi, Arizona State University

“Friend or Foe?: The Experience and Expression of Envy in Family Relationships.”

Christina Granato, Arizona State University, Tempe

Rose Loschiavo, Arizona State University, Tempe

“The Dark Side of Love: Possessiveness and Distrust as Predictors of Jealousy Experience and Expression.”

Laura K. Guerrero, Arizona State University, Tempe

Brian H. Spitzberg, San Diego State University

#### **3414 COMPETITIVE PAPERS: MEDIATED WOMEN AND FEMINISM**

11:30 am-12:50 pm, Sunday, March 3

San Pedro

Presented by the Media Studies Interest Group

**Chair:** Heather Hundley, California State University, San Bernardino

“*Bridget Jones’s Diary*: Counter Images and Social Commentary of the Female Body.”

Mara Berkland, University of Utah

“*Ally McBeal*: A Cautionary Tale of Liberation and Female Professionalism.”

Michele Hammers, Arizona State University

“Popular Culture and Feminism: The *Thirty-Something* Narrative as a Site of Struggle.”

Natalie Jomini, University of California, Berkeley

“The Chains of U.S. Ideology: An Analysis of ‘Angels in Chains’ in Seventies Culture.” (Top Three Paper and Top Debut Paper)

Kathleen Creamer, Colorado State University

**Respondent:** Leah Vande Berg, California State University, Sacramento

#### **3415 UNDERGRADUATE STUDENT ORGANIZATIONS: FORGING BONDS WITH STUDENTS**

11:30 am-12:50 pm, Sunday, March 3

Alamitos

Presented by the President Elect

This general interest meeting provides an introduction to the national Communication Association's three student clubs, Lambda Pi Eta-an undergraduate honor society for four-year schools, Sigma Chi Eta-an undergraduate honor society for community colleges, and NCA student clubs. It is an opportunity for regional members to learn more about these vital student organizations, which encourage student interest and participation in the communication discipline outside the classroom. For current advisors of any of these student organizations, the meeting is also an opportunity to share best practices and learn about constitutional revision.

**Chair:** James L. Gaudino, Executive Director of NCA  
Sherry Morreale, Associate Director of NCA

**3416 THE LIFESPAN DEVELOPMENT OF SERVICE-LEARNING  
TEACHER-SCHOLARS: SHARING OUR STORIES (PART I)**

11:30 am-12:50 pm, Sunday, March 3

Shoreline

Presented by the President Elect

This interactive panel discussion will feature the implementation of an action plan to ascertain and describe the "lifespan development" of a communication teacher-scholar who uses service learning in her/his communication courses. The facilitators include a newcomer to the field of service learning and an experienced veteran who have been using service learning for years. The goal of this back-to-back session is to have participants share their stories through structured reflection. The session will become part of a larger research project to create profiles of service-learning practitioners at different stages of development and engagement.

**Facilitators:**

Armeda C. Reitzel, Humboldt State University  
Vickie Harvey, California State University, Stanislaus

**3501 ROUND-TABLE DISCUSSION CAMERA SHY: CREATION  
AND CONTRAINTS OF VIDEOTAPING OUR STUDENTS'  
SPEECHES**

1:00-2:20 pm, Sunday, March 3

Barcelona

Presented by the Community College Interest Group

**Chair:** Michael E. Brydges, Cypress College

Panel Members:

Patricia Ganer, Cypress College  
Donna Friess, Cypress College  
Liana Koepfel, Cypress College  
William Svendsen, Cypress College

**3502      COMMUNICATION CREATES, ENABLES, AND  
CONSTRAINS: INTERCULTURAL COMMUNICATION  
THEORY FOR A NEW MILLENNIUM (PART II)**

1:00-2:20 pm, Sunday, March 3

Casablanca

Presented by the Intercultural Communication Interest Group

Note: This is the second of a back-to-back session.

**Chair:** Dreauna G. Moon, California State University

Participants:

Donal Carbaugh, University of Massachusetts

Mary Jane Collier, University of Denver

Etsuko Fujimoto, Southern Oregon University

Brad Hall, University of New Mexico

Young Y. Kim, University of Oklahoma

Wenshu Lee, San Jose State University

Ron Lustig, San Diego State University

Priya Kapoor, Portland State University

Jolene Koester, CSU Northridge

Judith Martin, Arizona State University

Thomas K. Nakayama, Arizona State University

Delores Tanno University of Las Vegas

Gust A. Yep, San Francisco State University

**3503      NEW DEVELOPMENTS IN THE FAMILY SITCOM: A  
CRITICAL DISCUSSION OF MALCOLM IN THE MIDDLE  
(PART II)**

1:00-2:20 pm, Sunday, March 3

Melbourne

Presented by the Media Studies Interest Group

Note: This is the second installment of a two-part, back- to-back session.

**Chair:** Harry Haines, Trinity University

Participants:

Caren J. Deming, University of Arizona

Harry W. Haines, Trinity University

Janellen Hill, Regis University

A. Susan Owen, University of Puget Sound

Neil Thompson, Co-Executive Producer and Writer for *Malcolm in the Middle*

Justin Wyatt, Executive Director of Research for Frank Magid Associates

**3504      MODELS FOR ASSESSING COMMUNICATION ACROSS  
THE CURRICULUM PROGRAMS: A PANEL DISCUSSION**

1:00-2:20 pm, Sunday, March 3

Naples

Presented by the Communication and Instruction Interest Group

**Chair:** Stephanie Tomlinson, University of Washington

Panel Members:

Deanna P. Dannels, North Carolina State University  
Ann L. Darling, University of Utah  
Stephanie Tomlinson, University of Washington

**3505 THE ROLE OF DEIXIS IN THE SOCIALIZATION OF  
AGENCY AND RESPONSIBILITY IN EDUCATIONAL  
SETTINGS**

1:00-2:20 pm, Sunday, March 3

Odessa

Presented by the Language and Social Interaction Interest Group

**Chair:** Laurie Schick, University of California, Los Angeles

"Socialization of Good Eating Habits Through Deixis in a Preschool."

Namhee Han, University of California, Los Angeles

"Assigning Responsibility Through Language: An Interactionally Accomplished Moral Lesson."

Carleen Curley, University of California, Los Angeles

"Getting From Here to There: Negotiating Agency and Responsibility in a Middle School Waltz Lesson."

Laurie Schick, University of California, Los Angeles

"Is That Being a Man?": Socializing Responsibility in an All-Male Peer Training Program."

Wendy Klein, University of California, Los Angeles

**3506 WHAT ADULTS SHOULD KNOW ABOUT  
COMMUNICATION?**

1:00-2:20 pm, Sunday, March 3

Shanghai

Presented by the Communication Theory Interest Group

Description: This panel will consider what constitutes "adult communication literacy." Presentations will focus on particular aspects of communication, and time will be left for audience discussion.

**Chair:** William F. Eadie, San Diego State University

"What Should Adults Know About Rhetoric?"

Sonja K. Foss, University of Colorado, Denver

Karen A. Foss, University of New Mexico

"What Should Adults Know About Communication Theory?"

James A. Anderson, University of Utah

"What Should Adults Know About Media and Mediated Communication?"

Leah Vande Berg, California State University, Sacramento

**3507 DISCIPLINING BODIES IN THE BODY POLITIC:  
RHETORICS OF CONTROL AND COERCION**

1:00-2:20 pm, Sunday, March 3

Tokyo

Presented by the Rhetoric and Public Address Interest Group

**Chair:** Lesley Di Mare, Arizona State University West  
“(Re)presenting the Other: Rhetorical Construction of Abjection in Three German Texts.”

Claire Sisco King, Indiana University

“Reading Resistance: Media(ted) Lynching and *La Haine*.”

Tonia Edwards, Indiana University

“Spirals and Self-Surveillance: Power Implications for Coming Out of the Closet.”

Jamie Skerski, Indiana University

“Disciplining the Nomadic Citizen: Regulating the Body in the “Tokyo Rose” Trial.”

Jeff Bennett, Indiana University

**Respondent:** Eric Aoki, Colorado State University

**3508 EMBARRASSMENT CREATES, CONSTRAINS, & LIBERATES**

1:00-2:20 pm, Sunday, March 3

Vancouver

Presented by the Interpersonal Communication Interest Group

**Chair:** Randall J. Koper, University of the Pacific

“Strategic Embarrassment Creates, Constrains, and Liberates: Functions of Strategic Embarrassment in Friendships.”

Lisa Bradford, University of Wisconsin-Milwaukee

“Perceptions of Social Impropriety: The Role of Embarrassability and Perceiver Sex.”

William R. Cupach, Illinois State University

Jennifer Huggins, Illinois State University

Larry W. Long, Illinois State University

Sandra Metts, Illinois State University

“Embarrassment as a Creating and Constraining Influence on Student Perceptions.”

Mary McPherson, California State University, Long Beach

“Intentional Embarrassment: A Cultural Perspective.”

William F. Sharkey, University of Hawai`i at Manoa

Robin Nussbaum, University of Hawai`i at Manoa

“To Err Is Human: Embarrassment, Attachment, Communication Apprehension, and Attribution Styles.”

Lesley Anne Withers, Central Michigan University

**3509 CHICANAS IN TEJAS: CONVERSATIONS WITH ORALIA**

1:00-2:20 pm, Sunday, March 3

Catalina

Presented by the Performance Studies Interest Group

Description: Through performance we hope to provide insight to Chicana experiences in Tejas over the past 70 years. As such, this performance will be scripted to include poetry, history, theory, and the personal narratives of those growing up and living in the physical, psychological and emotional borderlands. The performance will last about 45 minutes with 15 minutes for discussion and interaction with audience members.

“Historical Educational Conditions for Tejanos: The Past 70 Years.”

Colleen Garside, University of Utah

“Bakhtin’s Conceptualization of Language with the Struggle between English and Spanish Speakers in Texas.”

Tracy Marafiote, University of Utah

“Personal Narratives of English Speaking Chicana(s).”

Eileen Ringnalda, University of Utah

“Oralia’s Personal Narrative.”

Carolina Rosas Webber, University of Utah

**3510 A PANEL OF PAPERS THAT DEMONSTRATE CURRENT THINKING, RESEARCH AND APPLICATION TO THE ELEMENTARY/SECONDARY CLASSROOM IN TODAY’S SCHOOL**

1:00-2:20 pm, Sunday, March 3

Lomita

Presented by the Elementary/Secondary Education Interest Group

This panel offers examples of current research and application of new theories and techniques covering issues relevant to the classroom teacher, the student who may be thinking of becoming a classroom teacher and the teacher educator.

**Chair:** Kasin Alimahomed, California State University, Fullerton

“The Effects of Personality Characteristics and Classroom-Oriented Variables on Student Motivation.”

Christine R. Ball, Point Loma Nazarene University

Erica J. Hubby, Point Loma Nazarene University

Gina K. Nardiello, Point Loma Nazarene University

“Academic Empowerment Using Academic Debate in Today’s Public Urban School.”

Ede Warner, California State University, Fullerton

“Where is and What is Communication in Today’s School.”

Joshua Gregory, California State University Fullerton

**3511 SPOTLIGHT ON THE IDEAS OF PHILLIP K. TOMPKINS**

1:00-2:20 pm, Sunday, March 3

Marina

Presented by the Organizational Communication and the Rhetoric and Public Address Interest Group



Description: Phillip Tompkins is one of the most influential theorists of organizational communication, and his work continues to extend across numerous research programs. Each program participant will address the question: "In What Directions Can Communication Scholarship Most Valuably Elaborate the Ideas Central to the Work of Phillip Tompkins?" Professor Tompkins will make an initial statement, then respond to all the presentations.

**Chair:** Robert D. McPhee, Arizona State University

Panelists:

James Barker, US Air Force Academy

Charles Conrad, Texas A&M University

Loril Gossett, University of Nevada-Las Vegas

**Respondent:** Phillip K. Tompkins, University of Colorado, Boulder

### **3512 Rhetoric, Culture, and Law: Integration and Synthesis**

1:00-2:20 pm, Sunday, March 3

Palos Verdes

Presented by the Freedom of Expression and Legal Communication Interest Group

The link between rhetorical studies and law is inscribed in our founding documents. Forensic rhetoric, for example, one of the three modes of public speaking identified by Aristotle, involved pleading cases in front of courts in Greek city-states. With such disciplinary precedent, communication studies departments have sponsored forensic teams, created law-related courses, and have established pre-law programs. The goal of this panel is to gather communication scholars with law degrees, practitioners of law, and other scholars interested in the communicative/rhetorical dimensions of law to discuss pedagogical, rhetorical, and critical issues in legal communication. To facilitate this conversation, panel participants will participate in a preconference experiential e-group discussion, which may serve as springboards for individual papers and larger conference discussion.

**Chair:** Philip Wander, San Jose State University

"Historical Reasons for the Need of a Critical Legal Rhetoric."

Omar Swartz, University of Colorado at Denver

"The Challenge of Writing about Legal Rhetoric for the Uninitiated in the Communication Field."

Clarke Rountree, University of Alabama

"Rhetoric and Law in the Twenty-First Century."

Marouf Hasian, University of Utah

"Barriers and Opportunities for Collaboration in Teaching Communication to Pre-Law and Law Students."

Eileen Scallen, William Mitchell School of Law

"Brining Rhetoric in Through the Back Door."

Lisa Perry, J.D., Minnesota State University

"The Role of Communication Styles During Trial Presentation."

Felicia R. Walker, Howard University

**3513 HEALTH COMMUNICATION COMPETITIVE PAPERS**

1:00-2:20 pm, Sunday, March 3

Redondo

Presented by the Health Communication Interest Group

**Chair:** Scott Moore, California State University, Fresno

“Breast Cancer Screening by Hispanic Women: Risk Factors and Interventions for Increased Use.”

John Oetzel, University of New Mexico

“Patient Compliance, Patient Satisfaction, Relational Communication, and Power Distance in a Health Care Context.”

Linda Prenner, California State University, Fullerton

Richard Wiseman, California State University, Fullerton

“Pentadic Mapping and Professional Demarcation: A Burkean Analysis of Obstetrics and Midwifery.”

Cyd Ropp, California Polytechnic State University

“Encouraging Family Discussion on the Decision to Donate Organs: The Role of the Willingness to Communicate Scale.”

Sandi W. Smith, Michigan State University

Jenifer Kopfman, Cleveland State University

Lisa Massi, Michigan State University

Hy-Jin Yoo, Michigan State University

**Respondent:** Scott Paynton, Humboldt State University

**3514 USING A CD-ROM “TEXTBOOK” TO TEACH PUBLIC SPEAKING**

1:00-2:20 pm, Sunday, March 3

San Pedro

Presented by the President Elect

Description: The purpose of this interactive presentation will be to demonstrate and discuss using an innovative CD-ROM textbook for public speaking courses. Both participants are co-authors and presenters featured in the CD-ROM entitled, “Thinkwell’s Public Speaking” scheduled for release December 2001. The “text” includes video tutorials, sample student speeches, and video clips and analyses of notable speeches.

**Panelists:** Jess Alberts, Arizona State University

Brenda J. Allen, University of Colorado at Denver

**3515 OFFICE HOURS WITH LAWRENCE R. FREY AND MARTHA WATSON**

1:00-2:20 pm, Sunday, March 3

Alamitos Boardroom

Presented by the President Elect

Visit professors Lawrence R. Frey and Martha Watson, candidates for 2<sup>nd</sup> Vice President of the National Communication Association, and hear their views on the future of NCA.

**3516 THE LIFESPAN DEVELOPMENT OF SERVICE-LEARNING TEACHER-SCHOLARS: SHARING OUR STORIES (PART II)**

1:00--2:20 pm, Sunday, March 3

Shoreline

Presented by the President Elect

This interactive panel discussion will feature the implementation of an action plan to ascertain and describe the “lifespan development” of a communication teacher-scholar who uses service learning in her/his communication courses. The facilitators include a newcomer to the field of service learning and an experienced veteran who have been using service learning for years. The goal of this back-to-back session is to have participants share their stories through structured reflection. The session will become part of a larger research project to create profiles of service-learning practitioners at different stages of development and engagement.

**Panelists:** Armeda C. Reitzel, Humboldt State University  
Vickie Harvey, California State University, Stanislaus

**3601 FROM IDEA TO ARTICLE: A WORKSHOP TO FACILITATE ACADEMIC SUCCESS, PART I**

2:30-3:50 pm, Sunday, March 3

Barcelona

Presented by the Organization for Research on Women and Communication

**Chair:** Sonja K. Foss, University of Colorado at Denver

“Publication from the Perspective of a Journal Editor.”

Leah R. Vande Berg, California State University, Sacramento

“Survival Tips for Beginning Scholars.”

Helene A. Shugart, University of Utah

“Increasing Productivity and Efficiency as a Scholar.”

Sonja K. Foss, University of Colorado at Denver

“Responding to Feedback and Reviewer’s Comments.”

Mary Jane Collier, University of Denver

**3602 DAY AT THE OSCARS, PART I**

2:30-3:50 pm, Sunday, March 3

Casablanca

Presented by the Media Studies Interest Group and the President Elect

Description: Each film nominated for the Academy Awards Best Picture Oscar is critiqued by reviewers drawing from the convention theme of how communication creates, constrains and liberates. This is the first of a two part series scheduled back-to-back.

Moderators:

David Natharius, Arizona State University

Mary-Lou Galician, Arizona State University

Reviewers:

Jennifer Asenas, California State University, Long Beach

Robert Avery, University of Utah

Lisa Barry, Trinity College

Sharon Downey, California State University, Long Beach

Harry Haines, Trinity University

Karen Huck, Central Oregon Community College

Heather Hundley, California State University, San Bernardino  
Kevin Johnson, California State University, Long Beach  
A. Susan Owen, University of Puget Sound  
Karen Rasmussen, California State University, Long Beach

**3603      CREATING OUR WEB PRESENCE:  
[WWW.WESTCOMM.ORG](http://WWW.WESTCOMM.ORG) 2.0**

2:30-3:50 pm, Sunday, March 3 Melbourne

Presented by the President Elect, Health Communication, Interpersonal  
Communication, and Media Studies Interest Groups  
Facilitator:

Craig R. Smith, California State University, Long Beach

Presenters:

Stephanie J. Coopman, San Jose State University

Brian Ott, Colorado State University

Michele Jackson, University of Colorado, Boulder

William F. Sharkey, University of Hawai'i at Manoa

**3604      TEACHING AND LEARNING ABOUT DIVERSITY  
THROUGH SERVICE LEARNING ACROSS THE  
COMMUNICATION DISCIPLINE**

2:30-3:50 pm, Sunday, March 3 Naples

Presented by the Communication and Instruction Interest Group

**Chair:** Armeda C. Reitzel, Humboldt State University

“The CESAR Collaboration: Teaching and Learning about Civic  
Responsiveness and Responsibility through Service Learning.”

Armeda C. Reitzel, Humboldt State University

“When Service Leads to Learning: A Case Study.”

Lawrence Chase, California State University Sacramento

“Service Learning in the Communication and Learning Course.”

Daniel S. Fox, California State University Fresno

“When Diversity Isn't the Topic.”

Sharon M. Varallo, Augustana College

“Service Learning in the Communication and Social Advocacy Course.”

Laura K. Hahn, Humboldt State University

**3605      COMMUNICATION CREATES, CONSTRAINS, AND  
LIBERATES EMOTIONS**

2:30-3:50 pm, Sunday, March 3 Odessa

Presented by the Interpersonal Communication Interest Group

**Chair:** Patricia Geist-Martin, San Diego State University

“The Pie Tastes Better When You Take Some Yourself: Feeling Lost and  
Rediscovering Happiness in Academia through Conversations with Others.”

I-Li Chao, San Diego State University  
“Communicating Choice from within the Borderlands of Chinese Culture.”  
Pamela G. Schaper-Chiu, San Diego State University  
“Graduation Means Unemployment? Communicating Emotions between a  
Taiwanese Sojourn Student and Others in Job-searching in the U.S.”  
Ning-Hsien Yang, Emerson College  
“Blurring the Boundaries: Communicating Emotion between the Private and  
Public Realms in Residential Life.”  
Marcia A. Koch, San Diego State University  
Kerk F. Kee, San Diego State University  
**Respondent:** M. Zhong, San Diego State University

**3606 BAKHTIN IN THE DISCIPLINE: FREEDOMS AND  
CONSTRAINTS**

2:30-3:50 pm, Sunday, March 3 Shanghai  
Presented by the Communication Theory Interest Group  
Description: This interactive panel will explore contributions of Bakhtin’s life  
and work on the communication field as well as constraints of his perspective  
and methodologies.  
**Chair:** Jeffrey St. John, Ohio University  
Participants:  
Todd S. Kelshaw, University of Idaho  
Jeffrey St. John, Ohio University  
Karen Zediker, University of Washington  
James Janack, Syracuse University

**3607 INTERSECTIONALITY IN THE COMMUNICATION  
DISCIPLINE: BEYOND THE ADDITIVE MODEL OF  
SOCIAL IDENTITY**

2:30-3:50 pm, Sunday, March 3 Tokyo  
Presented by the Intercultural Communication Interest Group  
**Chair:** Karen E. Lovass, San Francisco State University  
Participants:  
John P. Elias, San Francisco State University  
Parker Johnson, Loyola Marymount University  
Wenshu Lee, San Jose State University  
Karen E. Lovass, San Francisco State University  
Mark Lawrence McPhail, Miami University  
Dreama G. Moon, California State University, San Marcos  
Gust A. Yep, San Francisco State University

**3608 PERFORMANCE STUDIES: CONTRIBUTED PAPERS**

2:30-3:50 pm, Sunday, March 3 Vancouver  
Presented by the Performance Studies Interest Group

**Chair:** Lynn K. Wells, Saddleback Community College  
“Constructing Collaboration, Collaborative Constructions: A Holocaust Survivor, her Interviewer, and their Relationship.”  
Jennifer L. Shamrock, Ithaca College  
“Double Exposure: Negatives of Vietnam.” (Student Debut Paper)  
L. M. Larry Edmonds, Arizona State University  
“Home is Where the Heart is: Embodying Aztlan Through the Eyes of a Traveling Stranger.”  
Bernadette Marie Calafell, University of North Carolina-Chapel Hill

**3609 FEMINISM AND PUBLIC POLICY: HOW DOES COMMUNICATION CREATE, CONSTRAIN, AND LIBERATE WOMEN IN TODAY’S POLITICAL LANDSCAPE? (PART I)**

2:30-3:50 pm, Sunday, March 3 Catalina

Presented by the Organization for Research on Women and Communication

**Chair:** Leah Wyman, California State University, Long Beach

Panelists:

Sharon Ball, President of the National Women’s Political Caucus,  
State of California Chapter  
Helen Greico, Executive Director and Immediate Past President of the  
National Organization for Women, State of California Chapter  
Lauren Mains, Senior Advisor to Governor Gray Davis  
Elena Ong, Vice Chair, State of California Commission on the Status  
of Women  
Barbara Perkins, Chair, Los Angeles County Commission for Women,  
President of Valley Leadership  
Gerrie Schipske, Congressional Candidate, 38<sup>th</sup> District

**Respondents:** Jan Anderson, San Diego State University

Pat Ganer, Cypress College

**3610 ORGANIZING DISCOURSE: LANGUAGE IN USE, ACTION, AND SUBJECTIVITY**

2:30-3:50 pm, Sunday, March 3 Lomita

Presented by the Organizational Communication Interest Group

**Chair:** Robert D. McPhee, Arizona State University

“Organizational Discourse as Strategic Action: The ‘Corporate’ Actor, Public Messages, and Organizational (Non)Rationality.”

George Cheney, The University of Montana and The University of Waikato

Lars Thøger Christensen, Copenhagen Business School

Charles Conrad, Texas A&M University

“Gender, Discourse, and Organization: Ways of Framing Shifting Relationships.”

Karen Lee Ashcraft, University of Utah

“Language Use in Organizational Discourse.”

Francois Cooren, SUNY Albany

Gail T. Fairhurst, University of Cincinnati

**Respondent:** Robert D. McPhee, Arizona State University

**3611 TOP FOUR PAPERS IN LANGUAGE AND SOCIAL INTERACTION**

2:30-3:50 pm, Sunday, March 3

Marina

Presented by the Language and Social Interaction Interest Group

**Chair:** Jeffrey D. Robinson, The Pennsylvania State University

“‘Tell Me about Depression:’ Talking about Mental Illness during a Routine Physical Exam.”

Lanie Lockwood, San Diego State University

“In Search of the Ideal Classroom Discussion.”

Heidi L. Muller, University of Colorado, Boulder

“The Formation and Negotiation of Social Identity in an Online Community.”

Courtenay Honeycutt, The Pennsylvania State University

“Performative Embodiment in Architectural Interaction.”

C.J. Koenig, University of California, Los Angeles

**3612 COMMUNICATION IMPACTS OF AN NSF-FUNDED HIGH PERFORMANCE WIRELESS NETWORK UPON RURAL NATIVE AMERICAN LEARNING CENTERS**

2:30-3:50 pm, Sunday, March 3

Palos Verdes

Presented by the Organizational Communication Interest Group

Description: This panel presents the work of an NSF-funded project to implement broadband technology into the learning centers of Native American communities in San Diego. Panelists will demonstrate current projects, including distance learning and technology literacy education. A discussion of 'lessons learned' will be presented from the perspectives both of the researchers and of the participants in the learning centers.

**Presenters:**

Hans-Werner Braun, UC San Diego, San Diego Supercomputer Center

Kimberly Mann Bruch, San Diego State University and the San Diego Supercomputer Center

Director of a San Diego Native American Learning Center

Native American Student Representative from the High Performance Wireless Research and Education Network

**Respondent:** Susan Hellweg, San Diego State University

**3613 BURKEAN CRITICISM MEETS OTHER CULTURES: CONSTRAINT, LIBERATION, OR CREATION?**

2:30-3:50 pm, Sunday, March 3 Redondo  
Presented by the Presented by the Rhetoric and Public Address and the  
Intercultural Communication Interest Groups  
**Chair:** Gary Collier, California State University, Chico  
“Old Man Stupidity: A Burkean Analysis of an Ancient Chinese Folktale.”  
Yun-Hua (Beverly) Tsou, California State University, Chico  
“A Hero’s Prayer for His Country: Jose Rizal’s Farewell Poem.”  
Suheila S. Haider, California State University, Chico  
“The Rhetoric of Royal Siblings: An Analysis of the Strategies of Identification  
Utilized by the Last Two Monarchs of Hawai’i.”  
Laura Rapozo, Butte College  
**Respondent:** Myron W. (Ron) Lustig, California State University,  
Northridge (Visiting 2001-2002); San Diego State University

**3614 RHETORICAL CONSTRUCTIONS OF RACE AND  
CULTURE**

2:30-3:50 pm, Sunday, March 3 San Pedro  
Presented by the Rhetoric and Public Address Interest Group  
**Chair:** David Schulz, Penn State University  
“The Rhetoric and Poetics of the Black Arts Movement: The Critical Aesthetics  
of Amiri Baraka and Nikki Giovanni.”  
Emily Plec, University of Utah  
“Kuruksheeta and the O.K. Corral: A Comparative Narrative Analysis of *Wyatt  
Earp* and the *Mahabharat*.”  
Scott R. Stroud, San José State University  
“Ideology and the Rhetorical Construction of Racial History.”  
Michael Salvador, Washington State University  
Joy Mapaye, Washington State University  
“‘Welcome to your New Temporary Home:’ An Illusion of Community in *The  
Fresno Grapevine*.”  
Yukiko Yamamoto  
Kathleen M. Torrens, Mount Union College  
**Respondent:** Daniel C. Brouwer, Arizona State University

**3615 THE VALUE OF READER'S THEATER AS A  
COMMUNICATION DEVICE THAT CREATES, LIBERATES  
AND CONSTRAINS**

2:30-3:50 pm, Sunday, March 3 Cerritos  
Presented by the Community College Interest Group  
Description: The panelists will discuss the educational value of reader's theater,  
identify the step-by-step mechanics involved in designing a reader's theater and  
let you know how to become a member of the American Reader's Theater  
Association.  
**Chair:** Raymond Puchot, Pasadena City College  
Panelists:



**3701 FROM IDEA TO ARTICLE: A WORKSHOP TO  
FACILITATE ACADEMIC SUCCESS, PART II**

4:00-5:20 pm, Sunday, March 3 Barcelona

Presented by the Organization for Research on Women and Communication

Description: For the second part of this program, participants are invited to bring an idea that they would like to develop into a publication. In small groups, participants will work together to facilitate the development of that idea in various ways—for example, conceptual framing, making sense of reviewer’s comments, selecting appropriate methods, selecting appropriate data, organizing the paper, and letting go of the paper.

**Chair:** Sonja K. Foss, University of Colorado at Denver

Small Group Leaders:

Brenda J. Allen, University of Colorado at Denver

Mary Jane Collier, University of Denver

Lisa A. Flores, University of Utah

Karen A. Foss, University of New Mexico

Sonja K. Foss, University of Colorado at Denver

Cindy L. Griffin, Colorado State University

Patricia Geist Martin, San Diego State University

Helene A. Shugart, University of Utah

Leah R. Vande Berg, California State University, Sacramento

**3702 DAY AT THE OSCARS, PART II**

4:00-5:20 pm, Sunday, March 3 Casablanca

Presented by the Media Studies Interest Group and President Elect

Description: Mr. Rosenberg will address the convention theme through several media issues such as: the Academy Awards as a media event, the quality of the nominated films, the growing control of the media by the mega-media conglomerates. Audience questions and discussion will be invited following Mr. Rosenberg’s comments. This is the second installment of a two part series scheduled back-to-back.

**Moderators:**

David Natharius, Arizona State University

Mary-Lou Galician, Arizona State University

**Presenter:**

Howard Rosenberg, TV/Film Critic, *Los Angeles Times*

**3703 SPOTLIGHT ON THE SCHOLARSHIP OF WAYNE BEACH**

4:00-5:20 pm, Sunday, March 3

Melbourne

Presented by the Language and Social Interaction and Health Communication Interest Groups

**Chair:** John Heritage, University of California, Los Angeles

"Attending and Disattending: Recurring Problems in Medical Interviews and Family Interactions about Illness."

Wayne A. Beach, San Diego State University

**Facilitator:**

John Heritage, University of California, Los Angeles

**3704 A CLASSROOM CREATES, CONSTRAINS, AND LIBERATES**

4:00-5:20 pm, Sunday, March 3

Naples

Presented by the Communication and Instruction Interest Group

Description: This panel explores the importance of re-centering students' learning in the classroom, by critically examining the social contexts and ideologies that explicitly or implicitly dominate educational settings. Panelists call for attention to the following: inequality in educational settings, teachers' awareness of their own pedagogical assumptions, and implications of teachers' and students' social and cultural identities. Panelists suggest ways in which attention to these factors can transform classrooms into sites of liberation.

**Chair:** Daniel Brouwer, Arizona State University

Panelists:

Hsueh-hua Chen, Arizona State University

Mike Hinson, Arizona State University

Tamie Kanata, Arizona State University

Tsai-shan Shen, Arizona State University

Sara DeTurk, Arizona State University

**3705 SERVICE LEARNING IN HEALTH COMMUNICATION**

4:00-5:20 pm, Sunday, March 3

Odessa

Presented by the Health Communication Interest Group

Description: Ongoing health communication service learning projects will be discussed and general dimensions of service learning as applied to health communication will be addressed.

**Chair:** Bryan Whaley, University of San Francisco

"But What's In It For Me?: Town/Gown Partnerships and Undergraduate Service Learning in Health Communication."

Students from Persuasion class, California State University, Chico

"Win-Win Education: A Service Learning Partnership between the California Health Collaborative and CSU, Chico."

Students from the Graduate Seminar in Health Communication,  
California State University, Chico

**3706 UNDERGRADUATE RESEARCH IN RHETORIC AND  
ARGUMENTATION**

4:00-5:20 pm, Sunday, March 3

Shanghai

Presented by Western Forensics Association

Description: These investigations, completed during the undergraduate careers of the authors, demonstrate the quality of research that can be accomplished at the undergraduate level.

**Chair:** Robert Trapp, Willamette University

“An Act of Censorship at the Smithsonian: How Fallacies of Historical Narratives Were Used to Justify the Cancellation of the Original Enola Gay Exhibit.”

Christine M. Hanson, University of Maryland

“Switching Sides: A Weaverian Analysis of Bush v. Gore.”

Bjørn Southard, Willamette University

“Victims, Values, & The Fight for Justice: An Analysis of Successful Public Interest Group Rhetoric Within the field Burning.”

Katherine Gruver, Princeton, New Jersey

**Respondent:** Robert Trapp, Willamette University

**3707 WHITENESS IN THE CLASSROOM:  
AUTOETHNOGRAPHIES OF RESISTANCE**

4:00-5:20 pm, Sunday, March 3

Tokyo

Presented by the Intercultural Communication Interest Group

**Chair:** Deanna L. Fassett, San Jose State University

“Revealing Whiteness in the Educational System

Nicolas A. French, San Jose State University

“Alice in the Wonderland of Whiteness.”

Steph L. Flaharty, San Jose State University

“Using Autoethnography to Resist Whiteness in the Classroom.”

Richard Lofton, University of Utah

“Educational Struggles with the White Curriculum: An Autoethnography from the Front Row.”

Nicholas A. Zoffel, San Jose State University

“Reading, Writing, Arithmetic, and Hip-Hop: Revising and Re(vision)ing the Curriculum.”

Subrina J. Robinson, Southern Illinois University

**Respondent:** John T. Warren, Bowling Green State University

**3708 TOP PAPERS IN INTERPERSONAL COMMUNICATION**

4:00-5:20 pm, Sunday, March 3

Vancouver

Presented by the Interpersonal Communication Interest Group

**Chair:** Susan Messman, Arizona State University  
“‘Feeling caught’ in Stepfamilies: Managing Boundary Turbulence Through Appropriate Communication Boundary Rules.” (Top Paper)  
Tamara D. Golish, The Pennsylvania State University  
“Affectionate Expressions as Face-Threatening Acts: Receiver Assessment.”  
Larry A. Erbert, University of Texas at El Paso  
Kory Floyd, Arizona State University  
“Receiving Rejection Messages: Responses to Perceived Expectancy Violations in Communication about Unrequited Love.”  
Stacy L. Young, California State University, Long Beach  
“First Date Goals: Measurement and Impact of Contextual Factors.”  
Mary Claire Morr, Arizona State University  
Paul A. Mongeau, Miami University, Ohio  
**Respondent:** Beth Le Poire, University of California, Santa Barbara

**3709 FEMINISM AND PUBLIC POLICY: HOW DOES COMMUNICATION CREATE, CONSTRAIN, AND LIBERATE WOMEN IN TODAY’S POLITICAL LANDSCAPE? (PART II)**

4:00-5:20 pm, Sunday, March 3 Catalina

Presented by the Organization for Research on Women and Communication

**Chair:** Leah Wyman, California State University, Long Beach

Panelists:

Sharon Ball, President of the National Women’s Political Caucus,  
State of California Chapter  
Helen Greico, Executive Director and Immediate Past President of the  
National Organization for Women, State of California Chapter  
Lauren Mains, Senior Advisor to Governor Gray Davis  
Elena Ong, Vice Chair, State of California Commission on the Status  
of Women  
Barbara Perkins, Chair, Los Angeles County Commission for Women,  
President of Valley Leadership  
Gerrie Schipske, Congressional Candidate, 38<sup>th</sup> District

**Respondents:** Jan Anderson, San Diego State University  
Pat Ganer, Cypress College

**3710 COMMUNICATING COMMON GROUND: CRITICAL ACTION RESEARCH IN LOS ANGELES**

4:00-5:20 pm, Sunday, March 3 Lomita

Presented by the Intercultural Communication Interest Group

Description: Panel members will consist of undergraduate and graduate students from California State University, Northridge who have participated in CSUN’s Common Ground service learning project over the last year. They will share their insights about the benefits and challenges of service learning.

**Chair:** Kathryn Sorrells, CSUN  
**Respondent:** Kathryn Sorrells, CSUN

**3711            COMPETITIVE PAPERS I: CONSIDERING  
                  INSTRUCTIONAL BEHAVIORS AS THEY CREATE,  
                  CONSTRAIN, AND/OR LIBERATE CLASSROOMS**

4:00-5:20 pm, Sunday, March 3

Marina

Presented by the Communication and Instruction Interest Group

**Chair:** Bud Hazel, Gonzaga University

“The Bases of Effective Teaching; A Communiobiological Examination of  
Teacher Temperament and Teacher Communication Behaviors.”

Kristin Valencic, University of Miami

James C. McCroskey, West Virginia University

Virginia P. Richmond, West Virginia University

“To Say or Not To Say: Teachers’ Management of Privacy Boundaries in the  
Classroom.”

Shawn Wahl, University of Nebraska at Lincoln

Chad McBride, University of Nebraska at Lincoln

“Experimentally Assessing the Student Impacts of out-of-Class  
Communication.”

Ryan Clark, University of Denver

Sheree Keith, Texas Tech University

Mary Walker, Texas Tech University

“A Meta-Analytic Assessment of the Effect of Humor on Persuasion.”

Ray Priess, University of Puget Sound

Barbara Gayle, University of Portland

Diane Martin, University of Portland

Mike Allen, University of Wisconsin-Milwaukee

**Respondent:** Donna Gotch, California State University, San Bernardino

**3713            THEORETICAL AND PRACTICAL ISSUES IN  
                  ENVIRONMENTAL RHETORIC**

4:00-5:20 pm, Sunday, March 3

Redondo

Presented by the Rhetoric and Public Address Interest Group

**Chair:** Paul Turpin, University of Colorado, Boulder

“Enriching the Marketplace: A Call for the Increased Exchange of Ideas in  
Environmental Conflict Management.”

Christopher Carey, Portland State University

“Hysterical Housewives: The Rhetoric of Environmental Justice and the  
Feminine Style.”

Jennifer A. Peeples, Utah State University

Kevin DeLuca, University of Georgia

*“Crouching Tiger Hidden Dragon: A Study of Cinematic Language of Film, Nature, and Ideology.”*

Erin McNeal Reser, University of Utah

*“An Ethnography of Place and Feeling: Environmental Dialogics and Situated Experience at Powell Reservoir.”*

Richard A. Rogers, Northern Arizona University

**Respondent:** Steven Schwarze, The University of Montana

**3714 ORGANIZATIONAL COMMUNICATION AS PRACTICAL THEORIZING**

4:00-5:20 pm, Sunday, March 3

San Pedro

Presented by the Organizational Communication Interest Group

Description: Panelists have held professional positions, returned to school, and are looking forward to the next steps in becoming academics, professionals, and/or consultants. Accordingly, the panel will explore the ways in which the language of theory sometimes demands translation. Each panelist will discuss how her work spans the boundaries of theory and practice in organizational settings. Attendees will be invited to join in discussion by sharing experiences that bridge theory and practice in their work.

**Facilitator:**

Angela Tretheway, Arizona State University

**Participants:**

Laura Black, University of Washington

Joanna Brook, University of Washington

Lori Joubert, University of Washington

Sara Mangat, University of Washington

**3801 CALIFORNIA SPEECH COMMUNICATION ASSOCIATION RECEPTION**

5:30-7:00 pm, Sunday, March 3

Shanghai

**BUSINESS MEETINGS**

5:30-6:30 pm, Sunday, March 3

Language and Social Interaction

Barcelona

Interpersonal Communication

Casablanca

Communication and Instruction

Melbourne

Communication Theory

Naples

Media Studies

Odessa

California Speech Association

Shanghai

**3901 WSCA SOCK HOP!! “Beach Bash”**

9:00 pm-1:00 am, Sunday, March 3

Centennial Ballroom

**Please plan on attending our Annual WSCA Soc Hop Made Possible by  
Houghton Mifflin Publishers With Additional Support Provided by the  
CSU Long Beach Student Communication Association  
This Year the Music will be Live!!!!**

Planners: Scott Allen and his surfing pals from Long Beach

## **MONDAY, MARCH 4**

### **4101 DEBUT COMPETITIVE PAPERS**

8:30-9:50 am, Monday, March 4

Barcelona

Presented by the Health Communication Interest Group

**Chair:** Paula Edmonds-Hollifield, College of Southern Idaho

“Inside the Emergency Room: The Hierarchy of Professional Roles.”

Monica Ferguson, University of Oklahoma

“A Comparative Analysis of AIDS Prevention Communication Tools Used in the United States and the Philippines.”

Suheila Haider, California State University, Chico

“Influencing Patient Outcomes: A Framing Approach.”

Arlene McCashew, Portland State University

“Research Utilization: Implications for the Study of Health Communication.”

Jeffery Peterson, University of New Mexico

**Respondent:** Juliann Scholl, University of Nebraska, Lincoln

### **4102 TOP PAPERS FROM THE ORGANIZATION FOR RESEARCH ON WOMEN AND COMMUNICATION**

8:30-9:50 am, Monday, March 4

Casablanca

Presented by the Organization for Research on Women and Communication

**Chair:** Erin Reser, University of Utah

“Through the Guise of Civility: A Dialogue on the Complicitous Maintenance of Inferential Forms of Sexism and Racism in Higher Education.”

Tracey Owens Patton, Iowa State University (Top Paper)

“Midwifery on Trial: The Criminalization of Traditional Women’s Ways.”

Cyd C. Ropp, University of Memphis (Top Student Paper)

**Respondents:** Brenda J. Allen, University of Colorado, Denver

Cindy L. Griffin, Colorado State University

### **4103 COMPETITIVE PAPERS IN LANGUAGE AND SOCIAL INTERACTION**

8:30-9:50 am, Monday, March 4

Melbourne

Presented by the Language and Social Interaction Interest Group

**Chair:** Charles A. Braithwaite, University of Nebraska-Lincoln

“Mediator Neutrality through Conversational Footing.”

Brian L. Heisterkamp, California State University, San Bernardino

“Displays of Divergent Concerns in Institutional Service Calls: Persistent Complaints, Repeated Action Announcements, and Trouble with Getting the Job Done.”

Kathleen C. Haspel, University of Denver

“Opposing ‘the Man’: An Examination of Meanings and Interest Generated by Anti-Consumer Literature.”

Joshua Atkinson, University of Missouri-Columbia

“Reference and Identification as a Rhetorical Phenomenon in Organizational Memos and Reports: A Look at the University of Washington Discourse of Teaching Assistant Unionization.”

Cynthia L. King, University of Washington

**4104      TOWARDS TOLERABLE TOOLS: ONLINE EDUCATION  
RECOURCES FOR FACULTY**

8:30-9:50 am, Monday, March 4

Naples

Presented by the Communication and Instruction Interest Group

**Chair:** Ann L. Darling, University of Utah

“View from the Large State University: Wolfware, WebCT and UNC Tools.”

Robert L. Schrag, North Carolina State University

Lawrence Rosenfeld, University of North Carolina, Chapel Hill

“View from the Mid-Sized Private Urban University: Prometheus.”

Al May, George Washington University

“View from the Small Private University.”

John Caputo, Gonzaga University

“View from the Community College.”

Julie Benson-Rosston, Red Rocks Community College

**4105      TOP THREE PANEL IN HEALTH COMMUNICATION**

8:30-9:50 am, Monday, March 4

Odessa

Presented by the Health Communication Interest Group

**Chair:** Julie Yingling, Humboldt State University

“Interdisciplinary Health Care Teamwork in the Clinic Backstage: A Grounded Theory Analysis of Communication Processes.”

Laura L. Ellingson, Santa Clara University

“The Enactment of Protective Behaviors Against Breast Cancer: Application of the Extended Parallel Process Model to Understanding Hispanic Women in a Rural Area and Their Ability to Enact Protective Behaviors Against Breast Cancer.”

Anne P. Hubbell, New Mexico State University

“Stress, Social Support, and the Sick Role: A Communication Perspective.”

Nathan Miczo, Western Illinois University (Top Student paper)

**Respondent:** Gary Ruud, California State University, Fullerton



**4106 DISCOURSES OF IDENTITY, CONNECTION, AND CONTRADICTION: GRADUATE STUDENT SCHOLARSHIP IN INTERPERSONAL COMMUNICATION**

8:30-9:50 am, Monday, March 4 Shanghai

Presented by the Intercultural Communication Interest Group

**Chair:** Rona T. Halualani, San Jose State University

“A Voyage Between the Two Cultures: A Negotiation of Identity Among Asian Indian Women in the United States of America.”

Vesna Gosalia, San Jose State University

“Constellation of Contradictions in Communication: A New Perspective?”

Teresa Debbage, San Jose State University

“Asianness: Asian International Students’ Co-Constructed Identity in Classroom Communication.”

Akihiko Yokomizo, San Jose State University

“I am Honduran’: An Examination of Ethnic Identity Development Among Interculturally Adopted Children.”

Amy Stalder, San Jose State University

**Respondent:** Wenshu Lee, San Jose State University

**4107 RACE, CLASS, GENDER, AND SEXUALITY IN POPULAR CULTURE: DEMYSTIFYING HETERONORMATIVITY IN CULTURAL TEXTS**

8:30-9:50 am, Monday, March 4 Tokyo

Presented by the Intercultural Communication Interest Group

**Chair:** Gust A Yep, San Francisco State University

“Will the ‘Real’ Slim Shady Please Stand Up? Whiteness, White Trash, and Eminem.”

Jon Martin, San Francisco State University

“Heteronormativity in the Media: Dating 101, “Sex and the City” Style.”

Amy Cetron, San Francisco State University

“Sports and Sex: Gender, Sexuality, and Heteronormativity.”

Ana Petero, San Francisco State University

“The Depiction of Masculinity in White Trash America: An Analysis of “Boys Don’t Cry.”

Erik Zell, San Francisco State University

“Theory and Theatre: Strategies That Work.”

Corey Leighton, San Francisco State University

**Respondent:** Bryant Alexander, California State University, Los Angeles

**4108 RHETORICAL DIMENSIONS OF MASS MEDIATED TEXTS**

8:30-9:50 am, Monday, March 4 Vancouver

Presented by the Rhetorical and Public Address Interest Group

**Chair:** Scott R. Stroud, San Jose State University

“Eminem, Hate Crimes, and MTV: An Analysis of the Redemption of Quasi-Guilt.”

Kristin Chisholm Dybvig, Arizona State University  
“Constructing a False Debate: An Ideological Criticism of the Elian Gonzalez  
Media Coverage in *Newsweek*.”

Kara Heinrichs, University of Denver

“Law Enforcement and Crime on *Cops* and *World’s Wildest Police Videos*:  
Form and the Justification of Racial Profiling.”

Theodore O. Prorise, University of Washington

Ann Johnson, California State University, Long Beach

“The Cold War and the New Russia: Juxtaposed Frames in American  
Newspaper Coverage of the Kursk Tragedy.”

Christina E. Sheaff, San Diego State University

George N. Dionisopoulos, San Diego State University

**Respondent:** Lesley Di Mare, Arizona State University West

**4109 ABUSE, AGGRESSION, STRESS, AND NEGATIVE LABELS**

8:30-9:50 am, Monday, March 4

Catalina

Presented by the Interpersonal Communication Interest Group

**Chair:** Cailin Kulp, University of Hawai’i at Manoa

“The Role of Voice in the (Re)Construction of a Battered Woman’s Identity: An  
Autoethnography of One Woman’s Experiences of Abuse.”

Loreen N. Olson, Cleveland State University

“The Two Dimensions of the Verbal Aggressiveness Scale.”

Timothy R. Levine, Michigan State University

Michael J. Beatty, University of Missouri, St. Louis

Sean Limon, Illinois State University

“Coping with Separation: Women’s Experience and Expression of Stress in  
Long-Distance Romantic Relationships (LDRRs).”

Katheryn C. Maguire, Colorado State University

“Escaping the Wicked Stepmother Myth: Analysis of an On-line Stepfamily  
Support Group.”

Allison Christian, University of Denver

**Respondent:** Pamela J. Kalbfleisch, University of Wyoming

**4110 COMMUNICATION TECHNOLOGY CREATES,  
CONSTRAINS, AND LIBERATES**

8:30-9:50 am, Monday, March 4

Lomita

Presented by the Media Studies, Interpersonal, & Communication and  
Instruction Interest Groups

**Chair:** Lara Zwarun, University of Texas at Arlington

“Administrative Issues with Technology in Higher Education.”

Judy C. Pearson, North Dakota State University

“Technology and Instruction: Practicing and Encouraging Students Effective Uses of Communication Technology.”

Dawn Kelsey, California State University, Long Beach

“Classroom Courses and the World Wide Web: Transforming Supplemental Web Sites into Effective Instructional Media.”

Paul L. Witt, University of Texas at Arlington

“Website Credibility: Review of Research and Techniques for Encouraging Student Evaluation.”

Patricia T. Kosinar, University of Kansas

“Privacy Issues in Online Environments: What are the Ends, and Do They Justify the Means?”

Lara G. Zwarun, University of Texas at Arlington

**4111 COMPETITIVE PAPERS IN COMMUNICATION THEORY I:  
PERSUASION, EVIDENCE, AND COGNITION**

8:30-9:50 am, Monday, March 4

Marina

Presented by the Communication Theory Interest Group

**Chair:** Deborah Dunn, Westmont College

“Examining the Persuasive Effects of Statistical Messages: A Test of Mediating Relationships.”

Lisa Louise Massi, Michigan State University

Kimo Ah Yun, California State University, Sacramento

“The Effects of Need for Cognition and Evidence on Involvement.”

Robert W. Bray, California State University, Long Beach

Jose I. Rodriguez, California State University, Long Beach

“Individual Differences in Processing Rebuttal Analogy in Persuasive Messages: Effect of Need for Cognition.”

Bryan B. Whaley, University of San Francisco

Lisa Smith Wagner, University of San Francisco

Kathleen E. Cook, University of Washington

Natalie Jeha, University of San Francisco

“Explaining the Anecdotal Evidence Effect: An Application of the Heuristic Systematic Model.”

Jose I. Rodriguez, California State University, Long Beach

Deborah A. Cai, University of Maryland

Cindy C. Cash, California State University, Long Beach

**Respondent:** Joann Keyton, University of Memphis

**4112 TEACHING ACTIVITIES FOR NCA’S K-12 STANDARDS  
FOR SPEAKING, LISTENING AND MEDIA LITERACY**

8:30-9:50 am, Monday, March 4 Palos Verdes  
Presented by the Elementary/Secondary Education Interest Group  
This panel introduces the latest NCA publication meant for K-12 teachers and teacher educators. Each panelist selected an activity from “Teaching Activities for the K-12 Standards on speaking, Listening and Media Literacy” and will report on the results of using the activity from their own and their students’ perspectives. Copies of the activities will be available.

**Chair:** Pamela Cooper, Northwestern University

Panelists:

Melissa L. Beall, University of Northern Iowa  
Mary Bosik, University of Northern Iowa  
Pamela Cooper, Northwestern University  
Arlie Daniel, East Central University, Oklahoma  
John Heineman, Lincoln High School, Nebraska

**4113 CREATING PUBLIC ACCESS TO THE MEDIA:  
LIBERATING MASS COMMUNICATION**

8:30-9:50 am, Monday, March 4 Redondo  
Presented by the Media Studies Interest Group

**Chair:** Robert K. Avery, University of Utah

“Localism, Then and Now.”

John Armstrong, University of Utah

“The High Powered Politics of Low-Power Radio.”

Robert K. Avery, University of Utah

Alan G. Stavitsky, University of Oregon

“What’s the Alternative? Contrasting Public, College, and Free Radio in Santa Cruz, CA.”

Ted M. Coopman, Rogue Communication

“An Alternative News Network: The Independent Media Center.”

Beth Fratkin, University of Utah

**Respondent:** Harry Haines, Trinity University

**4114 ORGANIZATIONAL IDENTIFICATION AND  
COMMITMENT**

8:30-9:50 am, Monday, March 4 San Pedro  
Presented by the Organizational Communication Interest Group

**Chair:** Diane Martin, University of Portland

“Psychological Contracts: Promises of Quality Communication and Work Life Issues.”

Jennifer Butler Ellis, Western Michigan University

“Voices From Within: Capturing the Culture of Silver Dollar City Through Storytelling.”

Gwen R. Beebe, Southwest Missouri State University

“Communication Issues Surrounding United States Air Force Identification.”

Karen Myers, Arizona State University  
Holly Andrews, University of New Mexico  
“Do As I Say, Not As I Do’: Exploring the Relationship Between  
Organizational Politics and Organizational Commitment.”  
Peter F. Jorgensen, Western Illinois University  
**Respondent:** Connie Bullis, University of Utah

**4201 MEET THE SCHOLAR: A DISCUSSION WITH CHARLES R. BERGER “UNCERTAINTY REDUCTION THEORY: ITS IMPACT ON INTERPERSONAL COMMUNICATION RESEARCH” (PART 1)**

10:00-11:20 am, Monday, March 4 Barcelona  
Co-Presented by the Interpersonal Communication and Communication Theory  
and Research Interest Groups

This is a two part panel. The second part will follow at 2:10 in the same room.

**Chair:** Kathy Kellermann, University of California, Santa Barbara  
Participants:

Charles R. Berger, University of California, Davis  
Walid A. Afifi, The Pennsylvania State University  
Jerry Jordan, University of Cincinnati  
William Douglas, University of Houston  
James W. Neuliep, St. Norbert College  
William B. Gudykunst, California State University, Fullerton  
Kathy Kellermann, University of California, Santa Barbara  
Michael Kramer, University of Missouri

**4202 COMPETITIVE PAPERS: DIGITAL, PRINT, AND ETHICS**

10:00-11:20 am, Monday, March 4 Casablanca  
Presented by the Media Studies Interest Group

**Chair:** Janelle Hill, Regis University

“*Off the Hook: An Analysis of a Donald Glaude DJ-Mixed CD.*”

Bill Herman, Colorado State University

“Testing the Validity of Presence in New Media Communication Literature.”

Sara Mangat, University of Washington

“Setting the Agenda for Reading: Oprah Winfrey’s Book Club.”

Rhonda Herb, Regent University

“The Ethics of Live Television News Coverage.”

Irene Grau, University of Iowa

**Respondent:** Karen Huck, Central Oregon Community College

**4203 THE ANNUAL CONVERSATION ANALYSIS DATA SESSION**

10:00-11:20 am, Monday, March 4 Melbourne  
Presented by the Language and Social Interaction Interest Group

**Chair:** Leslie H. Jarmon, University of Texas, Austin

Panelists:

Wayne A. Beach, San Diego State University  
Charlotte M. Jones, Carroll College  
John Heritage, University of California, Los Angeles  
Daniel P. Modaff, Ohio University  
Jeffrey D. Robinson, The Pennsylvania State University

**4205 INTERCULTURAL STEREOTYPES IN THE MASS MEDIA**

10:00-11:20 am, Monday, March 4

Odessa

Presented by the Media Studies Interest Group

**Chair:** Madeline M. Keaveney, California State University, Chico

“Intercultural Stereotypes in the Media: A Content Analysis of Prime-Time Television Commercials.”

Elizabeth Ault, California State University, Chico

“Gay Male Images on the Boob Tube: An Ideological Criticism of a Gay Man’s Reviews on Two Gay-Themes Sitcoms.”

Ryn Kramer, California State University, Chico

“African-Americans in Advertising: A Pilot Test of *Ebony* Magazine.”

Christopher Howerton, California State University, Chico

“Debunking *The Simpsons* Stereotypes: The Misrepresentation of Indian Culture in the American Media.”

Ashish Choudhari, California State University, Chico

**4206 CREATING A SCHOLARSHIP OF TEACHING AND LEARNING MOVEMENT IN THE COMMUNICATION DISCIPLINE**

10:00-11:20 am, Monday, March 4

Shanghai

Presented by the President Elect

**Chair:** Ann L. Darling, University of Utah

“Disciplinary Styles in the Scholarship of Teaching and Learning: Communication and CASTL.”

Sherry Morreale, National Communication Association

“Communication Scholars and the Carnegie Campus Conversations: The Portland State University Initiative.”

Davorah Lieberman, Portland State University

“Personalizing the Scholarship of Teaching and Learning Agenda: A 2001-2002 Carnegie Scholars Project Report.”

Barbara Mae Gayle, University of Portland

**4207 INVESTIGATIONS IN INTERCULTURAL COMMUNICATION: STUDIES IN CONFLICT, CONVERGENCE, AND COLLECTIVISM**

10:00-11:20 am, Monday, March 4 Tokyo  
Presented by the Intercultural Communication Interest Group  
**Chair:** Charmaine I. Kaimikaua, Golden West College  
“The Sources of Conflict in a College-Level Japanese Study-Abroad Program: A Qualitative Case Study.”  
Miki Yamashita, Portland State University  
“Application of the Concepts of Individualism and Collectivism to Intercultural Training.” (Top Debut paper)  
Christopher Deal, University of New Mexico  
**Respondent:** Myron Lustig, San Diego State University

**4208 EXPLORATIONS IN PRESIDENTIAL RHETORIC**

10:00-11:20 am, Monday, March 4 Vancouver  
Presented by the Rhetoric and Public Address Interest Group  
**Chair:** Jonathan A. Hammond, Georgia State University  
“The Myth of National Unity: President George W. Bush’s Inaugural Address.” (Top Debut Paper)  
William E. Belk, University of Nevada, Las Vegas  
“Strategies of Identification in the First Presidential Debate of 2000.”  
Kevin Johnson, California State University, Long Beach  
“The Accusation of Liberal Media Bias: An Analysis of Richard Nixon’s ‘Last Press Conference’ Speech.”  
Jeffrey Lawrence, University of Nebraska-Lincoln  
“George Bush and the People’s Republic of China: Rhetorical Opportunities in the Post-Cold War Era.”  
Nicolas Rangel Jr., Texas A&M University  
**Respondent:** Mathew Barton, Southern Utah University

**4209 YOU’VE GOT TO HAVE FRIENDS**

10:00-11:20 am, Monday, March 4 Catalina  
Presented by the Interpersonal Communication Interest Group  
**Chair:** Stacy Young, California State University, Long Beach  
“Nonlinear Relational Development: Tuning Points in Casual, Close, and Best Friends.”  
Amy Janan Johnson, University of Oklahoma  
Elaine Wittenberg, University of Oklahoma  
Melinda Morris Villigran, Southwest Texas State University  
Michelle Mazur, University of Hawai’i at Manoa  
Paul Villagran, University of Oklahoma  
“Attachment Style Differences in Relational Maintenance and Conflict Behaviors: Friends’ Perceptions.”  
Amy M. Bippus, California State University, Long Beach  
Emma Rollin, Santa Barbara City College  
“Becoming a Reluctant Confidant: Communication Boundary Management in Close Friendships.”

Karla J. Bergen, University of Nebraska-Lincoln  
M. Chad McBride, University of Nebraska-Lincoln  
“A Transactional Approach to Guilt: An Experimental Comparison of Guilt Induction Between Friends and Significant Others.”  
Lisa Allspach Miczo, Western Illinois University  
Judee K. Burgoon, University of Arizona  
**Respondent:** Valerie Manusov, University of Washington

**4210 CREATING GENDERED IDENTITIES THROUGH CONTESTATION AND CONFRONTATION**

10:00-11:20 am, Monday, March 4 Lomita  
Presented by the Organization for Research on Women and Communication  
**Chair:** Emily Plec, University of Utah  
“Wife, Female Candidate, Perfectionist, Woman: The Identity Constructions of Elizabeth Dole’s Run for the GOP Nomination.”  
Jennifer Emerling Bone, Colorado State University  
“Some Ripples in the First Wave: Gender, Language, and the British Women’s Suffrage Movement, 1905-1914.”  
Gary Collier, California State University, Chico  
“Finding a Home in Ms.: An In-Depth Analysis Explaining the Creation of a Discursive Space in Ms. Magazine.”  
Jill Lipmann, Colorado State University  
“Hmong Women Leaders: Identities, Roles, and Stigmas.”  
Maiknue Moua and Susan Hafen, University of Wisconsin, Eau Claire  
**Respondent:** Mary Rose Williams, Christopher Newport University

**4211 COMMUNITY-BASED APPROACHES TO REACHING MARGINALIZED POPULATIONS**

10:00-11:20 am, Monday, March 4 Marina  
Presented by the Health Communication Interest Group  
This panel examines research/practice in community with marginalized populations. Both presentations look at the challenges and opportunities presented by such practices.  
**Chair:** Stephanie Coopman, San Jose State University  
“Working Along the Margins: Developing Community-Based Strategies for Communication About Health with Marginalized Groups.”  
Leigh Ford, Western Michigan University  
“Airhihienbuwa’s PEN-3 Model in Praxis: Lessons from the ‘Dialogue in the Frontlines’ HIV/AIDS Education Project.”  
Gust Yep, San Francisco State University

**4212 FREEDOM OF SPEECH IN THE COMMUNICATION CLASSROOM: AN INTERACTIVE DISCUSSION**

10:00-11:20 am, Monday, March 4 Palos Verdes  
Presented by the Community College Interest Group



**Chair:** Heather Smith, Santa Monica College

Panelists:

Dave Zuckerman, University of Oklahoma

Julie Bruno, Sierra College

Jeremy Teitelbaum, Cal Poly, San Luis Obispo

Patty O'Keefe, Evergreen Valley College

Mark Lillis, Santa Barbara City College

**4213      COMPETITIVE PAPERS IN COMMUNICATION THEORY  
II: EXPLORING NEW GROUND IN ETHICS, E-MAIL  
SURVEYS, AND AUTOBIOGRAPHICAL RESEARCH**

10:00-11:20 am, Monday, March 4

Redondo

Presented by the Communication Theory Interest Group

**Chair:** Bryan Whaley, University of San Francisco

“Expressing the 'Ethnic Voice' in Cultural Studies: The Uses and Abuses of Self-Awareness.”

Douglas Birkhead, University of Utah

Roberto Avant-Mier, University of Utah

“Speaking at the Bedrock of Ethics: Emmanuel Levinas and the Ethical Boundaries of Dialogue.”

Roy V. Wood, University of Denver

Spoma Jovanovic, University of North Carolina, Greensboro

“On-line Compliance: An Experimental Study of Language Intensity.”

Peter A. Anderson, San Diego State University

Tammy R. Blackburn, San Diego State University

**Respondent:** Nancy Eckstein, Wheaton College

**4214      NON-GOVERNMENT ORGANIZATIONS AND  
ORGANIZATIONAL COMMUNICATION: A ROUNDTABLE  
DISCUSSION**

10:00-11:20 am, Monday, March 4

San Pedro

Presented by the Organizational Communication Interest Group

**Chair:** Patricia Riley, University of Southern California

Panelists:

Kirsten Foot, University of Washington

Shiv Ganesh, University of Montana

Renee Houston, University of Puget Sound

Krishna Kandath, University of New Mexico

Melissa Wall, California State University, Northridge

**4301      NO-HOST COCKTAILS**

11:30-11:45am, Monday, March 4

Centennial Ballroom

**4302      CONVENTION LUNCHEON**

11:45 am-2:00 pm, Monday, March 4

Centennial Ballroom

Presiding: Sandra Petronio, WSCA President  
Presidential Address: **“The New World and Scholarship Translation Practices: Necessary Changes in Defining Evidence”**

**4401 MEET THE SCHOLAR: A DISCUSSION WITH CHARLES R. BERGER “UNCERTAINTY REDUCTION THEORY: ITS IMPACT ON INTERPERSONAL COMMUNICATION RESEARCH” (PART II)**

2:10-3:30 pm, Monday, March 4 Barcelona

Co-Presented by the Interpersonal Communication and Communication Theory and Research Interest Groups

This is the second part of this panel discussion.

**Chair:** Kathy Kellermann, University of California, Santa Barbara

Participants:

Charles R. Berger, University of California, Davis

Walid A. Afifi, Pennsylvania State University

Jerry Jordan, University of Cincinnati

William Douglas, University of Houston

James W. Neuliep, St. Norbert College

William B. Gudykunst, California State University, Fullerton

Michael Kramer, University of Missouri

**4402 MEDIATING FEMINIST INQUIRY: EXPLORATIONS OF RACE, PARTIARCHY, AND POSTMODERNISM**

2:10-3:30 pm, Monday, March 4 Casablanca

Presented by the Organization for Research on Women and Communication

**Chair:** Mary Rose Williams, Christopher Newport University

“Eve, Blackness and the Recentring of White Patriarchy: The “Reality” Effects of Time Cover Art.”

Karrin Vasby Anderson and Greg Dickinson, Colorado State University

“Examining Intersections of Race, Gender and Class: A Critical Analysis of Re/presentations of Black and White Women in the Film Rosewood.”

Carolina Rosas Webber, University of Utah

“*Sex in the City*” \$400 Shoes, and A Gucci Bag Without Apologies: The Limitations of Ludic Feminism for the Emancipation of Women’s Oppression.”

Angela Aguayo, University of Texas, Austin

**Respondent:** Helene A. Shugart, University of Utah

**4403 SPOTLIGHTING THE 2001 B. AUBREY FISHER AWARD**

2:10-3:30 pm, Monday, March 4 Melbourne

Presented by the Rhetoric and Public Address Interest Group

**Chair:** David Henry, Editor of the *Western Journal of Communication*, University of Nevada, Las Vegas

Participants:

John M. Sloop, Vanderbilt University  
Robert A. Brookey, Arizona State University  
Leah Ceccarelli, University of Washington  
Dana L. Cloud, University of Texas, Austin  
Erica Erland, University of Washington  
Gerard A. Hauser, University of Colorado, Boulder  
Thomas K. Nakayama, Arizona State University  
A. Susan Owen, University of Puget Sound

**4404 THE FIELD RESPONDS TO THE TERRORIST ATTACK ON AMERICA**

2:10-3:30 pm, Monday, March 4 Naples

Presented by the WSCA President Elect

**Chair:** Katherine Adams, California State University, Fresno

“The Media, Political Communication and Problem Definition after September 11th.”

William Griswold, University of Georgia

“Speech vs. Accuracy: A Content Analysis of Media Report Veracity and the Alacrity Hypothesis.”

John Reinard, California State University, Fullerton

Rodney R. Reynolds, Pepperdine University

“Visual Arguments and Rhetorical Tropes: Containing the Discourse of 9/11.”

Glenda R. Balas, University of New Mexico

“Image/Nation: Media Representations of Islamic Fundamentalism.”

Emily Plec, University of Utah

Mara Berkland, University of Utah

“National Security vs. Freedom of Expression.”

Craig Smith, California State University, Long Beach

**4405 TECHNOLOGY IN THE SPEECH COMMUNICATION COURSE CREATES, CONSTRAINS AND LIBERATES**

2:10-3:30 pm, Monday, March 4 Odessa

Presented by the Community College Interest Group

**Chair:** Betty Ensminger, Mission College

Panelists:

Jane Patton, Mission College

Meg Laxier, West Valley College

Tasha Van Horn, Citrus College

**4406 INTERPERSONAL CIVILITY**

2:10-3:30 pm, Monday, March 4 Shanghai

Presented by the Interpersonal Communication Interest Group

**Chair:** Daniel J. Canary, Arizona State University

“Impoliteness in Social Encounters: Manifestations and Explanations.”

William R. Cupach, Illinois State University

“Maintaining Face During Interpersonal Conflict.”

John G. Oetzel, University of New Mexico

“Dis-abusing the 'Psychological Abuse' construct: Interactional Aggression as a core Concept.”

Brian H. Spitzberg, San Diego State University

“Student (In)civility Towards Others in Instructional Settings.”

Istley Melody MacGregor, University of California at Davis

“Road Rage as a Communicative Event.”

Kevin M. Forsythe, Arizona State University

Daniel J. Canary, Arizona State University

“Retaliation Versus Forgiveness.”

Stephen Yoshimura, Arizona State University

**4407 REFLECTIONS ON THE STUDY OF COMMUNICATION  
AND CULTURE**

2:10-3:30 pm, Monday, March 4

Tokyo

Presented by the Intercultural Communication Interest Group

**Chair:** Tracey Owens Patton, Iowa State University

“Communicating about Communication: Fostering the Development of the Communication Discipline in Russia.”

Yulia Mast, University of Memphis

Joann Keyton, University of Memphis

“Accommodation to Relational Problems as a Function of Culture, Self-Construal, and Culture Orientation Type.”

Young-ok Yum, Kansas State University

Min-sun Kim, University of Hawaii, Manoa

“The Validity of the PRECA as an Index of Interethnic Communication Apprehension.”

Amy M. Bippus, California State University, Long Beach

Tenzin Dorjee, California State University, Long Beach

**Respondent:** Wenshu Lee, San Jose State University

**4408 COMPETITIVE PAPERS IN RHETORIC AND PUBLIC  
ADDRESS**

2:10-3:30 pm, Monday, March 4

Vancouver

Presented by the Rhetoric and Public Address Interest Group

**Chair:** Lisa Barry, Trinity College

“‘We’ and ‘Them’: The Use of Ideographs in Phyllis Schlafly’s Anti-ERA Rhetoric.”

Irene Grau, University of Iowa

“Memorializing the King: An Epideictic Rhetorical Analysis of Elvis Presley’s Graceland.”

Amber M. Iwasiuk, California State University, Chico

“Understanding *Prevention of Marriage* Rhetoric: A Comparative Cluster Analysis of Anti-Homosexual Marriage Rhetoric and Anti-Miscegenation Rhetoric.”

Kevin Johnson, California State University, Long Beach

“The Acts of John Brown: Action and Violent Confrontation as Rhetoric.”

Paul Tibbles, Arizona State University

“From Androcentric Myth to Feminist Re-Construction: Elizabeth Cady Stanton’s *Woman’s Bible* as an Ideological Polemic.”

Kerith M. Woodyard, University of Utah

**Respondent:** Michael W. Salvador, Washington State University

**4409      COMPETITIVE PAPERS: MEDIATED POLITICS AND THE PEOPLE**

2:10-3:30 pm, Monday, March 4

Catalina

Presented by the Media Studies Interest Group

**Chair:** Allan Kennedy, Morgan State University

“Live From New York!: Invitations Found in the *Saturday Night Live* Skits During the 2000 Presidential Election.”(Top Three Paper)

Allison Searle, Colorado State University

“Fashionably Objective: When the Politics of Epistemology Encounter Progressive Political Documentary Representation.”

Teresa Bergman, California State University, Chico

“Whose Public Sphere?: The Party and the Protests of America 2000.” (Top Three Paper)

Anne Marie Todd, University of Southern California

“Newspaper Coverage of Election 2000 Leadership Debates in Canada and the United States.”

John Fisher, Boise State University

**Respondent:** Arne G’Schwind, Regis University

**4410      RE-CREATING AND CONSTRUCTING THE FIELD OF ORGANIZATIONAL COMMUNICATION? INTERNATIONAL DIFFERENCES IN DEFINITION AND PERSPECTIVE**

2:10-3:30 pm, Monday, March 4

Lomita

Presented by the Organizational Communication Interest Group

**Chair:** Tim Hegstrom, San Jose State University

“European Body of Knowledge on Communication Management.”

Dejan Vercic, Ljubljana, Slovenia

“Some Twentieth Century US-European Connections in Public Relations.”

Michael Cunczic, University of Mainz, Germany

“Organizational Communication and Speech Communication in European Universities.”

Jaakko Lehtonen, University of Jyvaskyla, Finland

“Organizational Communication in Latin American Universities.”

Federico Varona, San Jose State University, US  
“Successes and Constraints in the Study of Organizational Communication in Taiwan.”

Jensen Chung, San Francisco State University, US

**4411 DEBATING NARRATIVES: EXPLORING THE POTENTIAL OF PERFORMANCE AS ARGUMENT**

2:10-3:30 pm, Monday, March 4

Marina

Presented by the Performance Studies Interest Group

Participants:

Lisa Kawamura, California Polytechnic State University

Kristina Schriver, California State University, Chico

Jay Brouwer, California State University, Chico

**Respondent:** Linda Parker-Fuller, Arizona State University

**4412 USING URBAN DEBATE FORMAT AS A MEANS OF STUDENT INTEREST, INVOLVEMENT, EMPOWERMENT AND OUTREACH**

2:10-3:30 pm, Monday, March 4

Palos Verdes

Presented by the Elementary/Secondary Education Interest Group

The High School student of today is faced with greater academic requirements needed to graduate, and the development of skills that allow students to be successful within school and in the expanding lives beyond the doors of the urban high school. The panelists will share their experiences derived from using debate in the urban high school as a means for success growth and development of students in school, in life and beyond.

**Chair:** Jon Brusckke, California State University, Fullerton

Panelists:

Sylvia Beltran, California State University, Fullerton

Bill Neesen, California State University, Fullerton

Ede Warner, California State University, Fullerton

Joshua Gregory, California State University, Fullerton

Casey Arbenz, California State University, Fullerton

Kasim Alimahomed, California State University, Fullerton

**4413 TOP FOUR PAPERS IN COMMUNICATION AND INSTRUCTION**

2:10-3:30 pm, Monday, March 4

Redondo

Presented by the Communication and Instruction Interest Group

**Chair:** Deanna Dannels, North Carolina State University

“Not Consumers: Student-Generated Metaphors Concerning their Roles in School.”

Bohn Lattin, University of Portland

Jeff Kerksen-Griep, University of Portland

Jennifer Thede, Portland State University

“Students’ Perceptions of Part-time and Tenured/Tenure-Track Faculty: Accessibility, Mentoring, and Extra-Class Communication.”

Amy bippus, California State University, Long Beach  
Catherine Brooks, California State University, Long Beach  
Particia Kearney, California State University, Long Beach  
Timothy Plax, California State University, Long Beach

“Learning to be a College Student: The Communication Strategies and Sources used by Six University Freshmen Women.”

Stephanie Tomlinson, University of Washington

“Relationships of Instructional Communication Styles of Domestic and Foreign Instructors with Instructional Outcomes.”

Lynda McCroskey, California State University, Long Beach

**Respondent:** Tasha J. Souza, Humboldt State University

**4414 IDENTITY CONSTRUCTION AT WORK: PUBLIC AND PRIVATE INTERSECTIONS**

2:10-3:30 pm, Monday, March 4

San Pedro

Presented by the Organizational Communication Interest Group

**Chair:** Sarah J. Tracy, Arizona State University

“Managing Fractured Identities in Total Institutions: Intersections Among Societal Stereotypes, Organizational Constructions and Private Understandings.”

Sarah J. Tracy, Arizona State University

“Romancing the Craft: Public and Private Profiles of U.S. Airline Pilots.”

Karen Lee Ashcraft, University of Utah

“Growing Concerns: Pregnancy, (Organizational) Performance, and Identity.”

Angela Trethewey and Laura Marshall, Arizona State University

“I’m Not Really a Temp: Examining the Ways in Which Temporary Workers Make Sense of Their Organizational Identity.”

Loril M. Gossett, University of Nevada at Las Vegas

“The Times They Are A’ Changing: Expertise, Power And Organizational Drift In Academic Libraries.”

Renée Houston, University of Puget Sound

Lori Ricigliano, University of Puget Sound

**4415 PREPARING FUTURE COMMUNICATION FACULTY (PFF): AN NCA WORKSHOP ON WHAT OUR DOCTORAL STUDENTS SHOULD KNOW (PART I)**

2:10-3:30 pm, Monday, March 4

Shoreline

Presented by the President Elect

This interactive workshop is presented for doctoral students to acquaint them with the wide array of roles, responsibilities, and opportunities that await them as the professoriate of the 21<sup>st</sup> century. Representatives of NCA's regional "Preparing Future Faculty (PFF)" program will focus on what students need to know about teaching, research, and service/engagement. Graduate students will learn about how they, as aspiring faculty members, can prepare for their careers by introducing them experientially to the wide range of expectations they may face as professors in a variety of institutional settings. Information about the communication discipline will be followed by an informal reception (Part II).

**Chair:** Janet Cramer, PFF Program Director, University of New Mexico  
Judith S. Trent, NCA Past President  
Sherwyn P. Morreale, NCA Associate Director

**Presenters:**

Janet Cramer, PFF Program Director, University of New Mexico  
Mary Meares, PFF Graduate Student Coordinator, University of New Mexico  
Janice Schueta, Professor, University of New Mexico  
Kenneth Frandsen, Interim Dean of Graduate Studies, University of New Mexico

**4416 MODEL TEACHING PROGRAM AWARD PRESENTATIONS**

2:10-3:30 pm, Monday, March 4 Alamos Boardroom

Presented by the President Elect

Description: This presentation reviews the program designed and implemented by the Model Teaching Program Award Recipients. This year's Model Teaching Award Recipient's are San Mateo College and Holtville High School.

**4501 OLD GHOSTS, POST-TRAUMATIC STRESS, AND COLLATERAL DAMAGE**

3:40-5:00 pm, Monday, March 4 Barcelona

Presented by the Media Studies Interest Group

**Chair:** Peter Ehrenhaus, Pacific Lutheran University  
"Cinematic Memory and Cultural Trauma: Crisis Narratives in American Popular War Film."

A. Susan Owen, University of Puget Sound

"Strategies of Denial: Bob Kerrey, Tim McVeigh and the Contradictions of Collateral Damage."

Harry Haines, Trinity University

"The Senator and the Sociopath: Sites of Reclamation of American National Virtue."

Peter Ehrenhaus, Pacific Lutheran University

**Respondent:** Marouf Hasian, University of Utah  
Rick Berg, Media Critic



**4502            COMMUNICATION CONSTRAINS: EXAMPLES FROM  
                         APPLIED ORGANIZATIONAL CONTEXTS**

3:40-5:00 pm, Monday, March 4 Casablanca

Presented by the Organizational Communication Interest Group

**Chair:** Erika Kirby, Creighton University

“Using Deception to Manage Mental Illness Stigma in an Organizational Setting.”

Lanie Lockwood, San Diego State University

“Crisis of Leadership: A Critical Perspective on the Discourse of Leadership.”

Kristin Browning Johnson, University of New Mexico

“‘And Justice For All?’: Expressions of Injustice in a Police Institution.”

Juan M. Cephas, San Diego State University

“Communication About Welfare Reform: Signaling Up and Down the Line.”  
(Top Debut Paper)

Lise VanderVoort, University of Iowa

**Respondent:** Joann Keyton, University of Memphis

**4503            INTERACTIVE PERFORMANCE AND SEXUAL ASSAULT:  
                         A MODEL FOR UNDERSTANDING AND HEALING**

3:40-5:00 pm, Monday, March 4 Melbourne

Presented by the Performance Studies Interest Group

**Chair:** Marc D. Rich, California State University, Long Beach

Dr. Lori Katz, Licensed Psychologist and Chair of the Sexual  
Trauma Team at the Long Beach Veterans Medical Center

Facilitator:

Christie Logan, California State University, Northridge

Participants:

Members of the CSULB Education Troupe

**4504            COMPETITIVE PAPERS II: MOVING BEYOND  
                         ‘TRADITIONAL’ CONCEPTIONS OF INSTRUCTORS,  
                         CLASSROOMS, STUDENTS, AND EDUCATIONAL  
                         REFORM**

3:40-5:00 pm, Monday, March 4 Naples

Presented by the Communication and Instruction Interest Group

**Chair:** Jan Hoffmann, Macon State College

“Review paper on Distance Education.”

Hongmei Li, University of Southern California

“Students’ Meanings and Interpretations Regarding their Distance Learning Experience.”

Wendy Kuntz, California State University, Fullerton

Gary Ruud, California State University, Fullerton

“The Core Values for Sixth Graders Engaged in Interethnic Encounters.”

Marjorie Jaasma, California State University, Stanislaus

“The Rhetoric of Education: Tradition vs. Reform.”

Janet Colvin, University of Utah

**Respondent:** Colleen Garside, Weber State University

**4505      WHEN THE "OLOGIES" COLLIDE: INTEGRATING FAITH  
AND LEARNING IN THE COMMUNICATION THEORY  
CLASSROOM**

3:40-5:00 pm, Monday, March 4

Odessa

Presented by the Communication Theory Interest Group

**Chair:** John Gribas, Idaho State University

Participants:

Roxane Lulofs, Azusa Pacific University

Carrie Peirce, Azusa Pacific University

Deborah Dunn, Westmont College

Juanie Walker, Pepperdine University

**4506      COMMUNICATION CREATES, CHALLENGES, AND  
LIBERATES FAMILIES: FAMILY COMMUNICATION  
STRENGTHS AND CHALLENGES**

3:40-5:00 pm, Monday, March 4

Shanghai

Presented by the Interpersonal Communication Interest Group

**Chair:** Leah Bryant, University of Nebraska-Lincoln

“Stepchildren’s Perceptions of Contradictions of Relating with the  
Nonresidential Parent.”

Dawn O. Braithwaite, University of Nebraska-Lincoln

Leslie A. Baxter, University of Iowa

“Parent-Adolescent Conversations about Potential Conflict Issues.”

John P. Caughlin, University of Illinois

“Keys to Lifelong Marriage.”

Douglas L. Kelley, Arizona State University West

Vincent R. Waldron, Arizona State University West

“Creating Strong Stepfamily Bonds: Examining Circumstances that Contribute  
to Inappropriate Boundary Integration.”

Tamara Golish, Pennsylvania State University

**4507      AFTER CRITIQUE: POSSIBILITIES IN THE WAKE OF  
WHITENESS**

3:40-5:00 pm, Monday, March 4

Tokyo

Presented by the Intercultural Communication Interest Group

**Chair:** Deanna L. Fassett, San Jose State University

Presenters:

Aimee Carillo-Rowe, University of Iowa  
Jolanta Drzewiecka, Washington State University  
Deanna L. Fassett, San Jose State University  
Rona T. Halualani, San Jose State University  
Wenshu Lee, San Jose State University  
Thomas K. Nakayama, Arizona State University  
John T. Warren, Bowling Green State University

**4508 CULTURAL PATTERNS, POLITICS, AND PUBLIC RADIO**  
3:40-5:00 pm, Monday, March 4 Vancouver  
Presented by the Intercultural Communication Interest Group  
**Chair:** Karen Lovass, San Francisco State University  
“Images of Moslems and Hindus in the Communal Rhetoric of India's Shiv Sena Party: A Textual Analysis.”  
Abhik Roy, Howard University  
“No Easy Answers: Culture, Context, and Power in the Homosexuality Debate.”  
Irene Grau, University of Iowa  
“Competition, Cooperation, and Challenge: Public Radio Volunteer Disk Jockeys Creating an Intercultural Community.”  
Mary M. Meares, University of New Mexico  
**Respondent:** Melissa Beall, University of Northern Iowa

**4509 GRADUATE STUDENT OPEN HOUSE**  
3:40-5:00 pm, Monday, March 4 Catalina  
Presented by the President Elect  
Students, come and find the perfect graduate program. Departments, come and find the best graduate students.

**4510 INVESTIGATING GENDER AND FEMINISM: THOUGHTS ON THE CONSTRUCTIONS OF KNOWLEDGE AND NATURE**  
3:40-5:00 pm, Monday, March 4 Lomita  
Presented by the Organization for Research on Women and Communication  
**Chair:** Aimee Carillo Rowe, University of Iowa  
“Qualitative Methods Liberate Feminist Ways of Knowing.”  
Monique A. Myers, University of Denver  
“Gendered Beings in Social Science Research: Are Women Liberated or Constrained in the Reporting of Sex and Gender Difference?”  
Nina M. Reich, University of North Carolina  
“Sensual Experience and the ‘Wild’: Glen Canyon Before ‘Lake’ Powell.”  
Richard A. Rogers, Northern Arizona University  
**Respondent:** Barb Mae Gayle, University of Portland

**4511 HOW TO SUCCESSFULLY RECRUIT MINORITY STUDENTS AND STUDENTS WITH DISABILITIES INTO YOUR DEBATE PROGRAM**

3:40-5:00 pm, Monday, March 4

Marina

Presented by the Western Forensics Association

**Chair:** Raymond Puchot, Pasadena City College

“Recruitment and Empowerment of Women Through Forensics.”

Kathy Lingo, University of Texas Dallas

“Cultural Heterogeneous Speech Team: Unifying and Dividing Communication Behavior.”

Gil Puga, Rio Hondo College

“Language, Ethnic Identity, and Traditional Cultural Values: The Latino Academic Debate Recruitment Process.”

Cynthia Arellano-Lavariere, Cerritos College

**Respondent:** Annette Bigham, El Paso Community College

**4512 A LARGE SCALE, SUN SAFETY HEALTH COMMUNICATION CAMPAIGN: SUN SAFETY FOR HIGH ALTITUDE SKI AREA EMPLOYEES AND GUESTS**

3:40-5:00 pm, Monday, March 4

Palos Verdes

Presented by the Health Communication Interest Group

**Chair:** Peter A. Andersen, San Diego State University

Panelists:

Peter A. Andersen, San Diego State University

Michael D. Scott, California State University, Chico

Salina Monreal, San Diego State University

Barbara Walkosz, University of Colorado, Denver

David B. Buller, AMC Cancer Research Center, Denver

**4513 HOW TO USE DEVELOPED COMMUNICATION SKILLS IN THE YEARS AFTER YOUR FIRST CAREER**

3:40-5:00 pm, Monday, March 4

Redondo

Presented by the Elementary/Secondary Education Interest Group

After reaching the age of retirement and having been involved in the communication field for the greater part of your working career, there is at least partial curiosity on the part of many in the field of communication as to what opportunities are now available. These panelists will offer experiences and suggestions about what people may do with developed, tested skills and experiences in the field of communication.

**Chair:** Bob Stockton, Katella High School, Anaheim CA

Panelists:

Nancy Oft Rose, Eugene Oregon Public Library Foundation

Michael Rose, Lane Community College, Oregon

Robert Kully, California State University, Northridge

**4514      ROUND-TABLE DISCUSSION HOW TO GET A  
COMMUNITY COLLEGE JOB**

3:40-5:00 pm, Monday, March 4

San Pedro

Presented by the Community College Interest Group

**Chair:** Kevin Baaske, California State University, Los Angeles

Panelists:

Liana Koeppel, Cypress College

Mark Whitworth, Pasadena City College

Roxanne Tuscany, Grossmont College

**4515      PREPARING FUTURE COMMUNICATION FACULTY  
(PFF): AN NCA WORKSHOP ON WHAT OUR DOCTORAL  
STUDENTS SHOULD KNOW (PART II)**

3:40-5:00 pm, Monday, March 4

Shoreline

Presented by the President Elect

This interactive workshop is presented for doctoral students to acquaint them with the wide array of roles, responsibilities, and opportunities that await them as the professoriate of the 21<sup>st</sup> century. Representatives of NCA's regional "Preparing Future Faculty (PFF)" program will focus on what students need to know about teaching, research, and service/engagement. Graduate students will learn about how they, as aspiring faculty members, can prepare for their careers by introducing them experientially to the wide range of expectations they may face as professors in a variety of institutional settings. Information about the communication discipline will be followed by an informal reception (Part II).

**Chair:** Janet Cramer, PFF Program Director, University of New Mexico

Judith S. Trent, NCA Past President

Sherwyn P. Morreale, NCA Associate Director

Panelists:

Janet Cramer, PFF Program Director, University of New Mexico

Mary Meares, PFF Graduate Student Coordinator, University of New Mexico

Janice Schueta, Professor, University of New Mexico

Kenneth Frandsen, Interim Dean of Graduate Studies, University of New Mexico

## **BUSINESS MEETINGS**

5:10-6:10 pm, Monday, March 4

Organization for Research on Women and Communication	Barcelona
Organization for Research on Women and Communication	Casablanca
Intercultural Communication	Melbourne
Freedom of Expression & Legal Communication	Naples
Elementary-Secondary	Odessa
Western Forensics Association	Shanghai

### **4701 LEGISLATIVE ASSEMBLY**

6:15-8:00 pm, Monday, March 4

Centennial Ballroom

**Presiding:** John Cagle, WSCA Second Vice President

## **TUESDAY, MARCH 5**

### **5101 INTEREST GROUP PROGRAM PLANNERS CONVENTION 2003 PLANNING MEETING**

7:30-8:45 am, Tuesday, March 5

Cerritos

Connie Bullis, WSCA President Elect, will meet with interest group program planners for the purposes of planning the 2003 WSCA Convention.

### **5201 EXECUTIVE COUNCIL**

9:00-11:30 am, Tuesday, March 5

Tokyo

### **5301 FREEDOM OF SPEECH AND LEGAL COMMUNICATION: COMPETITIVE PAPERS**

8:30-9:50 am, Tuesday, March 5

Barcelona

Presented by the Freedom of Speech and Legal Communication Interest Group

**Chair:** Marouf Hasian, Jr., University of Utah

“Medicine or Midwifery? Pretrial Arguments of *The People of the State of California v. Abigail Odam*.” (Top Paper)

Cyd C. Ropp, California Polytechnic State University

“Will the Cookie Crumble? Personal Information Collection on the Internet.”

Christine Janssen, University of Nevada, Las Vegas

“Carving Up Free Exercise: Religion, Dissociation and the Pauline Legacy.”

Roger Stahl, Penn State University

“Children’s Television Regulations: An Issue Between the Federal Communications and Action for Children’s Television.”

Magdalena M. Zepeda, University of Nevada, Las Vegas

“The Polygraph and the Privacy Tort.”

Alton Barbour, University of Denver

**Respondent:** Paul Siegel, Gallaudet University

**5302 REVISITING FEMINIST ALLIANCES: INTERROGATING WHITENESS ACROSS LINES OF DIFFERENCE**

8:30-9:50 am, Tuesday, March 5 Casablanca

Presented by the Organization for Research on Women and Communication

**Chair:** Aimee M. Carrillo Rowe, University of Iowa

Panelists:

Aimee M. Rowe, University of Iowa  
Sheena Malhotra, California State University, Northridge  
Kathryn Sorrells, California State University, Northridge

**5303 LIBERATING THE RADICAL EVOLUTIONARY ROOTS OF INTERPERSONAL COMMUNICATION**

8:30-9:50 am, Sunday, March 3 Catalina

Presented by the Interpersonal Communication and Communication Theory and Research Interest Groups

**Chair:** Melanie Trost, Arizona State University

“Evolutionary Theory: A Critical Analysis of the Construction of Interpersonal Power.”

Carol Lynn Bower, Arizona State University

“An Evolutionary Perspective on Sibling Rivalry.”

Kristin Dybvig, Arizona State University

“Affection as an Adaptive Behavior.”

Kory Floyd, Arizona State University

“Negotiating the Self for Multi-cultural Children: An Evolutionary Perspective.”

Puvana Ganesan, Arizona State University

“An Evolutionary Perspective on Understanding the Communicative Aspects of Emotional Contagion.”

Donna Henson, Arizona State University

“An Evolutionary Approach to Relational Termination.”

Rose Loschiavo, Arizona State University

**5304 REFLEXIVITY IN CYBERSPACE: A CASE STUDY OF ONLINE PEDAGOGY**

8:30-9:50 am, Tuesday, March 5 Naples

Presented by the Communication and Instruction and Performance Studies Interest Groups

**Chair:** Christie Logan, California State University, Northridge

Panelists:

Robert Elder, California State University, Northridge  
Jarrod Holland, California State University, Northridge  
Denise Kaye, California State University, Northridge  
Angela Prelip, California State University, Northridge  
Frank Rosales, California State University, Northridge

**Respondent:** Bernardo Attias, California State University, Northridge

**5305 A MENAGERIE OF INTERPERSONAL COMMUNICATION RESEARCH**

8:30-9:50 am, Tuesday, March 5

Odessa

Presented by the Interpersonal Communication Interest Group

**Chair:** Loreen Olson, Cleveland State University

“The Interaction of Self-Efficacy and Feedback Valence on Information-Seeking During Initial Interactions.”

Walid A. Afifi, Pennsylvania State University

Judith L. Weiner, Pennsylvania State University

Janice L. Krieger, Pennsylvania State University

“Honesty as a Function of Perspective: Self and Others’ Selection and Judgment of Truthful and Deceptive Messages.”

Hee Sun Park, University of California at Santa Barbara

Sun Young Lee, Michigan State University

“Interpersonal Argument Functions: Differences Between Public and Personal Issue Arguments.”

Amy Janan Johnson, University of Oklahoma

“You’ve Got Mail: E-Mail and the Maintenance of Parent-Child Relationships.”

Gwendolyn H. Costa, University of Illinois at Urbana-Champaign

**Respondent:** Jess Alberts, Arizona State University

**5306 CREATING CULTURAL IDENTITY IN INTER/CULTURAL CONTEXTS**

8:30-9:50 am, Tuesday, March 5

Shanghai

Presented by the Intercultural Communication Interest Group

**Chair:** Richard Lofton, University of Utah

“In Search of Naunmy's Ethnicity: An (Auto)Ethnographic Study of a Family's Ethnic Identity.”

Nick Trujillo, California State University, Sacramento

“Log On to Your Identity: An Exploration of Virtual Communities and Cultural Choice.”

Shawn T. Wahl, University of Nebraska-Lincoln

Matthew H. Barton, University of Nebraska-Lincoln

“Korean Immigrants' Viewing Patterns of Satellite Television and its Role in Ethnicity Construction.”

Changho Lee, University of Texas, Austin

**Respondent:** Anneliese Harper, Scottsdale Community College

**5307 COMPETITIVE PAPERS: MEDIATED CULTURAL REALITIES**

8:30-9:50 am, Tuesday, March 5

Tokyo

Presented by the Media Studies Interest Group

**Chair:** Emily Plec, University of Utah

“Gothic Subculture Through the Eyes of Media & Resistance Through Public Discourse.”



Naida Zukic, Arizona State University  
“Uses of the Internet in Culturally Isolated Communities, Media Gratifications,  
and Participation in Public Decision Making.”  
Marcella LaFever, California State University, Sacramento  
“It’s a Small and Perfect World After All: The Postmodern and Modern  
Tendencies of Walt Disney World.”  
Kelly Ish, Colorado State University  
“Oppositional Media: Culture Jamming as a Practice of Critical Theory.”  
Afsheen J. Nomai, University of Texas at Austin  
**Respondent:** Brian Ott, Colorado State University

**5309 MEDIA SPACES AND SOCIAL ACTION: FROM THEORY  
TO PRAXIS**

8:30-9:50 am, Tuesday, March 5 Catalina  
Presented by the Media Studies Interest Group  
**Chair:** D. Robert DeChaine, The Claremont Graduate University  
“The Cybernetic Search for Social, Cultural and Political Emancipation in the  
21<sup>st</sup> Century: An Examination of the Intersection of Electricity, Culture, History,  
and Oppression.”  
Fred Avalos-C’deBaca, California State University, San Marcos  
“New Media and Virtual Democratic Space: The Case of the International  
Campaign to Ban Landmines.”  
D. Robert DeChaine, California State University, Los Angeles  
“The Political Economy of Praxis: Alternative Media in Chile during the  
Pinochet Dictatorship and the ‘Transition to Democracy’.”  
Rosalind Bresnahan, California State University, San Bernardino  
**Respondent:** Alexandra Juhasz, Pitzer College

**5310 A CASE STUDY IN AGONISTIC RACIAL DISCOURSE ON A  
UNIVERSITY CAMPUS**

8:30-9:50 am, Tuesday, March 5 Lomita  
Presented by the Language and Social Interaction Interest Group  
The participants present a detailed case study of an incident in which an article  
in a campus newspaper evoked charges of racism and in which various writers  
and speakers responded to the charge. The incident is examined as a case study  
in permission to speak the discourse of difference. After presentations by the  
panel members, audience comments will be invited.  
**Chair:** Gerry Philipsen, University of Washington  
“Introduction to the Case.”  
Gerry Philipsen, University of Washington  
“The Visual Context of the Offending Item.”  
Nancy Bixler, University of Washington  
“Discourse Features in the Offending Item.”  
Saskia Witteborn, University of Washington  
“The Discourse of Challenge.”

Reiko Nagae Foster, University of Washington  
“The Offender’s Response.”  
Cynthia King, University of Washington  
“Characteristics and Commonalities of Defenders’ Speech.”  
Lawrence Massey, University of Washington

**5311      COMPETITIVE PAPERS IN COMMUNICATION THEORY  
                 III: A STUDENT PAPER PANEL**

8:30-9:50 am, Tuesday, March 5 Marina  
Presented by the Communication Theory Interest Group  
**Chair:** Kevin Brown, Oregon Institute of Technology  
“Practicing on Prime-Time Television Audiences.”  
Joshua Barnett, New Mexico State University  
“An Initial Exploration of a Security Theory of Laughter.”  
Nathan Miczo, Western Illinois University  
“The Use of Imagined Interactions to Improve the Supervisor-Subordinate  
Relationship.”  
Kristen M. Berkos, Louisiana State University  
Jon M. Croghan, Louisiana State University  
Suzette Plaisance Bryan, Louisiana State University  
“If Women Ruled the World...or at Least the Social System: Exploring the  
Gender Biases of Structuration Theories.”  
Marianne E. LeGreco, Arizona State University  
“Verbal and Nonverbal Self-Presentation Strategies in the “Best Actress” Oscar  
Speech.”  
Kevin Stein, Idaho State University

**5312      FEMINIST STUDIES ACROSS THE DISCIPLINE**

8:30-9:50 am, Tuesday, March 5 Palos Verdes  
Presented by the Organization for Research on Women and Communication  
**Chair:** Lisa A. Flores, University of Utah  
“Feminist Studies in Organizational Communication.”  
Karen Lee Ashcraft, University of Utah  
“Feminist Studies in Rhetorical Studies.”  
Sara Hayden, University of Montana  
“Feminist Studies in Intercultural Communication.”  
Dreama Moon, California State University, San Marcos  
“Feminist Studies in Media Studies.”  
A. Susan Owen, University of Puget Sound

**5313      PERCEPTIONS OF COMPETENCE AND CREDIBILITY IN  
                 ORGANIZATIONS**

8:30-9:50 am, Tuesday, March 5 Redondo  
Presented by the Organizational Communication Interest Group

**Chair:** Jeanne S. McPherson, University of Colorado, Boulder  
“Supervisor’s Communication Competence and Worker Satisfaction.”  
Angela Glatfelter, California State University, Fullerton  
Richard L. Wiseman, California State University, Fullerton  
“Remote Management, Communication Competence, and Job Performance.”  
Jeff Markle, University of Portland  
“The Relationship Between Sex and Gender in the Evaluation of Leadership Behavior.”  
Dean Hondros, AXA Financial, Inc.  
Lawrence B. Rosenfeld, University of North Carolina at Chapel Hill  
“Pierced to Kill?: The Effects of Body Piercing Jewelry on Perceptions of Job Candidates’ Credibility.”  
John S. Seiter, Utah State University  
Andrea Sandry, Weber State University  
**Respondent:** Anne Hubbell, New Mexico State University

**5401 RESEARCH IN PROGRESS**

10:00-11:20 am, Tuesday, March 5 Barcelona  
Presented by the Health Communication Interest Group  
**Chair:** Cyd Ropp, California Polytechnic State University, San Luis Obispo  
“The Impact of Supervisor Referral Strategy and Relational context on Readiness to Change for the Alcohol Abusing Employee.”  
John Gribas, Idaho State University  
Peter Vik, Idaho State University  
John Christensen, Idaho State University  
“Making Sense of Breast Cancer: Narratives of Identity Lost and Found.”  
Leigh Ford, Western Michigan University  
“Styling for Life: Raising Breast Cancer Awareness Among Rural Women Over 40.”  
Madeline Keaveney, California State University, Chico

**5402 APPROACHING THE STUDY OF LANGUAGE AND SOCIAL INTERACTION**

10:00-11:20 am, Tuesday, March 5 Casablanca  
Presented by the Language and Social Interaction Interest Group  
**Chair:** Christina S. Beck, Ohio University  
“Reshaping a Reputation: A Discourse Analysis of the Identity Management Strategies Employed by Philip Morris.”  
Kara Hendricks, University of Denver  
“Storied Relationships: Macro-, Mid-, and Micro-level Approaches to Narrative and Storytelling in and about Personal Relationships.”  
Jody Koenig, University of Washington  
“DyadMetrics: A Software Program for Analyzing Transcripts of Couple Conversations.”  
Jerry Buley, The Hugh Downs School of Human Communication

**5404 ASSESSMENT TRENDS AND RESEARCH IN  
COMMUNICATION: THE POTENTIAL TO CREATE,  
CONSTRAIN, AND LIBERATE**

10:00-11:20 am, Tuesday, March 5

Naples

Presented by the Communication and Instruction Interest Group

**Chair:** Susan Messman, Arizona State University

“Assessment Trends in Communication: An Overview.”

Susan Messman, Arizona State University

“Service-Learning Outcomes in Undergraduate Coursework: Assessment of Service-Learning in a Small Group Communication Course Paper.”

Alysson Satterlund, University of North Carolina at Chapel Hill

“Assessing Learning on the Job: Experiential Learning and Outcomes Assessment in a Communication Internship Program.”

Stephanie A. Hamel, University of Texas at Austin

“Assessing the Effects of Technology Use on Student Learning.”

Susan Messman, Arizona State University

“Focus Groups: A Qualitative Method for Assessing Program Outcomes.”

Ruth M. Guzley, California State University, Chico

Vivi S. McEuen, California State University, Chico

**5405 A LITTLE ROMANCE, A LITTLE AFFECTION, A LITTLE  
SATISFYING**

10:00-11:20 am, Tuesday, March 5

Odessa

Presented by the Interpersonal Communication Interest Group

**Chair:** Hee Sun Park, University of California, Santa Barbara

“Compliments in Romantic Relationships: An Investigation of Relational Satisfaction and Sex Differences in Compliment Behavior.” (Top Student Paper)

Eve-Anne M. Doohan, University of Washington

“Huggy Bears and Snuggle Bunnies: Attributes of the Highly Affectionate.”

Kory Floyd, Arizona State University

“Would You Like to Meet in Person? Gay Mens’ Compliance-Gaining Strategies in Internet Chatrooms.”

Jack Sargent, Kean University

Mark Di Carcio, Kean University

“Mapping the Topography of Couples’ Daily Conversation.”

Jess K. Alberts, Arizona State University

Christina G. Yoshimura, Arizona State University

Michael Rabby, Arizona State University

Rosie Loschiavo, Arizona State University

**Respondent:** Sandra Metts, Illinois State University

**5406 IDENTITIES IN CONTEXT: CONFLICTS, COMPLICITIES,  
AND POSSIBILITIES FOR CREATIVE NEGOTIATIONS OF  
DIFFERENCE AND MARGINALITY**

10:00-11:20 am, Tuesday, March 5 Shanghai

Presented by the Intercultural Communication Interest Group

**Chair:** Myron Lustig, San Diego State University

“Exploring White Identity in a Multicultural University: Complicities and Oppositions.”

Deanna L. Fassett and Rona T. Halualani San Jose State University

“Communicating Ethnic Identity: The Role of Ambiguity in Filipino and Filipino American Communication Patterns.”

S. Lily Mendoza, University of Denver

“Communicating Orientalism in the U.S. Southwest: The Historical Geography of Whiteness in Arizona.”

Kathleen Wong(Lau), Arizona State University

“Between Jews and Gentiles: Dialogue in the Diaspora.”

Jolanta A. Drzewiecka, Washington State University

**5407 BREAKING THE SILENCE: ADDRESSING LESBIAN, GAY,  
AND BISEXUAL ISSUES IN THE CLASSROOM**

10:00-11:20 am, Tuesday, March 5 Tokyo

Presented by the Intercultural Communication Interest Group

**Chairs:** Kathryn Sorrells, California State University, Northridge

Aimee Carrillo Rowe, University of Iowa

Panalists:

Kathryn Sorrells, California State University, Northridge

Aimee Carrillo Rowe, University of Iowa

Robbin D. Crabtree, Fairfield University

Bernardo Attias, California State University, Northridge

Karen E. Lovass, San Francisco State University

Gust A. Yep, San Francisco State University

John P. Elias, San Francisco State University

**5408 CASE STUDIES IN PUBLIC ADDRESS**

10:00-11:20 am, Tuesday, March 5 Vancouver

Presented by the Rhetoric and Public Address Interest Group

**Chair:** Rebecca Fielding, The University of Montana

“Mary Fisher’s “A Whisper of AIDS”: A Rhetorical Analysis.”

Rebecca Moldenhauer, University of Nevada, Las Vegas

“Androgyny as a Tool to Gain Support for Women’s Rights: Hillary Rodham Clinton’s Address at the United Nation’s Fourth World Conference.”

Karen Roybal, University of Nevada, Las Vegas

“David Duke: Rhetorical Strategies for Achieving Political Credibility.”

Kevin Stein, Idaho State University

“Uncovering the Persuasive Strategies in Ellen Wartella’s Speech, “Children as a Special Audience.”

Magdalena M. Zepeda, University of Nevada, Las Vegas

**Respondent:** Harry Sharp, California Polytechnic State University

**5409 IMAGES OF “LIBERATION” CONSTRAINED BY MASCULINITY: CRITICAL ANALYSES OF PRIME TIME TELEVISION’S MOBSTERS, QUEERS, AND WITCHES**

10:00-11:20 am, Tuesday, March 5

Catalina

Presented by the Media Studies Interest Group

**Chair:** A. Susan Owen, University of Puget Sound

“*The Sopranos*’ Men and Women Sing a Different Tune: A Gender Ideology Analysis of Family, Friendship, and Identity.”

Anne M. Bialowas, California State University, Sacramento

“Searching for Closet Space: Depictions of Homosexuality on *Will & Grace*, *Normal, Ohio*, and *Queer as Folk*.”

Jay R. Clarkson, California State University, Sacramento

“The (S)Heroes of Prime Time Television: A Feminist Cultural Criticism of Femininity, “Otherness,” and Heroism in *Sabrina, the Teenage Witch* and *Charmed*.”

Candace S. Taffolla, Southwestern College

**Respondent:** Harry Haines, Trinity University

**5410 VIVA LA RAZA: INCORPORATING SPANISH LITERATURE FOR DYNAMIC PERFORMANCE IN ORAL INTERPRETATION**

10:00-11:20 am, Tuesday, March 5

Marina

Presented by the Performance Studies Interest Group

This panel is designed to show participants how to effectively select, adapt, and even translate Spanish literature into a competitive performance or oral interpretation.

**Chair:** Raymond Puchot, Pasadena City College

Panelists:

Raymond Puchot, Pasadena City College

Annette Bigham, El Paso Community College

Cynthia Arellano-Lavariere, Cerritos College

Gil Puga, Rio Hondo College

**5411 PROCESSES OF ORGANIZATIONAL POWER AND CONTROL**

10:00-11:20 am, Tuesday, March 5

San Pedro

Presented by the Organizational Communication Interest Group

**Chair:** Shiv Ganesh, University of Montana

“The Discipline of Empowerment: Empowered Work Teams as Exemplars of Foucault’s Concept of Discipline.”

Donna Simmons, California State University, San Bernardino  
“The Hegemonic Production and Reproduction of Ideology Through Subject  
and Object Positions Within Organizations.”

Melanie Murkle-Davis, California State University, Fullerton  
“Practicing "Sorority Rush": Mockery and the Dramatistic Rehearsing of  
Organizational Conversations.”

Dean Scheibel, Loyola Marymount University

Katie Gibson, Penn State University

Carrie Anderson, Loyola Marymount University

“The Discourse of Hierarchy: The Reproduction of Roles in a High Technology  
Organization.”

Jeanne S. McPherson, University of Colorado, Boulder

**Respondent:** Gerri Smith, California State University, Sacramento

# WESTERN STATES COMMUNICATION ASSOCIATION

2003 Annual Convention, Salt Lake City, Utah

February 14-18, 2003

CALL

Workshop Proposals, Program Proposals, And Competitive Papers

“Communicating for Sustainability”

WSCA announces its call for papers, program proposals, and workshops for its annual convention to be held February 14-18, 2003 at the Marriott in Salt Lake City, Utah.

Connie Bullis, WSCA President-Elect  
Primary Program Planner

- I. Competitive Papers (**deadline received by 8/15/02**)\*
- II. Program Proposals (**deadline received by 8/15/02**)
- III. Workshop Proposals (**deadline received by 8/15/02**)
- IV. Sustainability PreConference Announcement

***\*Special Note: Beginning 2003, WSCA program planning will no longer use two deadlines. There is one deadline for papers, programs, and workshops.***

Send all program proposals and competitive papers directly to the appropriate program planner for each interest group. Only workshop proposals should be mailed directly to the WSCA President Elect, Connie Bullis, Department of Communication, 255 S. Central Campus Drive, University of Utah, Salt Lake City, UT 84112.

## **I. Competitive Papers**

- 1. Authors are encouraged to submit papers** to the interest groups for competitive selection. Papers may include research reports employing any methodology, theoretical developments or critiques, critical analyses, and in some cases, works in progress. Submit each paper to **one** interest group only.

**Special Note:** Historically the Community College, Elementary and Secondary Education Interest Groups have not sponsored competitive



papers. Please contact the interest group planner before submitting a competitive paper to either interest group.

*(Note: Competitive papers should not have been presented previously to another conference, (with the exception of a student-only conference), be accepted for publication, or published, with the exception of a student-only publication.)*

2. **Submitted papers should include:**
  - (a) A detachable title page with the title of the paper, names of all authors, and their addresses, phone numbers, e-mail addresses, and affiliations. Again, this information should be included for each author
  - (b) A 250-500 word abstract of the paper (with title appearing on this page)
  - (c) Typically, a maximum of twenty-five pages of text
  - (d) No information identifying the author may appear in the paper beyond the title page
3. **Submission:** Information on individual interest group requirements and addresses for submission to interest group planners will be on the WSCA web site after February 2002 and printed in the WSCA Newsletter prior to the conference. Completed papers are submitted directly to the interest group planners, unless the interest group indicates otherwise.
4. **Research in Progress:** Some interest groups sponsor programs of “Research in Progress.” Papers submitted to these programs should be so designated on the cover page and should not exceed ten pages in length. Be sure that the interest group you are planning to send your paper to accepts “research in progress” before submitting it.
5. **Debut Award:** The WSCA Executive Club Debut Award is made to the author of a paper presented at the convention by an author or co-authors “who have not presented a paper at a state, regional, national or international convention, or published in any academic journal.” All authors of a co-authored paper must meet eligibility requirements to be considered a Debut paper. **If you believe you qualify, please write DEBUT PAPER in the upper right-hand corner of the title page.** Papers presented at student-only conferences or published in student-only journals are exempted from the requirement.

Any paper eligible for the Debut Award should be marked “Debut” in the upper right-hand corner of the title page (indicate bachelors, masters, or doctoral student). Some interest groups also sponsor debut programs, but paper need not be presented on a debut panel to be eligible for the Executive Club Debut Award.

6. **Five** copies of each competitive paper must be **RECEIVED** by the

appropriate interest group planner **NO LATER THAN Thursday, August 15, 2002.**

## **II. PROGRAM PROPOSALS**

1. **Program proposals** should be focused on a unifying theme relevant to research, theory, or instruction in the area of the sponsoring interest group. Typically, a program will consist of a chair and individual presenters, although round-table discussions, performance venues, or other unique formats are encouraged. Respondents may be included or omitted as appropriate. Alternatively, people are encouraged to use facilitators instead of respondents to promote conversations between the participants and audience. Innovative program proposals are encouraged, especially those that provide opportunities for meaningful interaction between participants and attendees. Programs co-sponsored with other interest groups are also welcomed.
2. **Thematic programs** that capture the spirit of “Communicating for Sustainability” are encouraged. Panels should critically engage the myriad of implications of this theme in our theory and research as well as our personal and social practices.
3. **Program proposals should include:**
  - (a) Thematic title of the program
  - (b) Names, addresses, phone numbers, e-mail addresses, and affiliation of all participants
  - (c) Title and brief description of each presentation
  - (d) Equipment needed for the panel

*(Note: Equipment availability is extremely limited. See the WSCA Policy on the Use of Audio Visual Equipment at Conventions.)*

The appropriate interest group program planner must receive **FIVE** copies of each program proposal **NO LATER THAN Thursday, August 15, 2002.**

## **III. Workshop Proposals**

1. A **workshop** is intended as a training or informational short course that can be presented in a three-hour or six-hour time block. A workshop topic may concern the presentation of teaching innovations, an area of research, a new theoretical perspective, and the application of some body of knowledge, skill development, or any clearly focused topic. Workshop presenters are encouraged to advertise their workshops and solicit participation.
2. Workshops are scheduled for the first full day of the convention on February 15th, 2003. Participants pay a modest registration fee. The fee is

intended to cover only the direct costs (materials, etc.) incurred in conducting the workshop (see #4 below).

3. Workshops of interest to members of the Western Forensics Association are encouraged and will be programmed on Sunday evening, after completion of the WFA tournament.
4. Workshop proposals should include:
  - (a) Title of the workshop
  - (b) Names, full addresses, e-mail, and affiliations of all presenters
  - (c) Rationale and goals of the workshop
  - (d) Outline and description of workshop activities
  - (e) Room size and configuration requested (theater seating, etc.)
  - (f) Equipment requirements  
*(Note: Equipment availability is extremely limited. See the WSCA Policy on the Use of Audio-Visual Equipment at Conventions)*
  - (g) Maximum enrollment
  - (h) Fee amount, set in accordance with WSCA policy (see below)
  - (i) Time block requested (e.g., three hours, six hours)
5. **Guide to setting fees for workshop leaders:** WSCA has set \$5.00 as the base fee for any workshop. The first \$5.00 of each registrant's fee goes to cover convention costs. The fee above \$5.00 should be set at such a level as to provide reimbursement to the workshop leader (s) only for the cost of materials and any out-of-the-ordinary expenses. The cost of producing materials for participants and unusual audio-visual requests must be covered within the fees you suggest. The Association cannot reimburse more money to a workshop leader than it receives from participant fees. **Special Note:** If a part or all of a fee is proposed as covering an individual's expenses or as an honorarium, the president elect prior to any commitment to the individual must approve it.

**One** copy of each workshop proposal should be mailed, faxed, or sent as an e-mail attachment (saved in MS Word and followed by a mailed hard copy) to the President Elect. The proposal must be received **NO LATER THAN Thursday, August 14, 2002.**

Connie Bullis, President-Elect  
Department of Communication  
255 S. Central Campus Drive  
University of Utah  
Salt Lake City, Utah 84112  
E-mail: bullis@admin.comm.utah.edu  
Fax: (801) 585-6255; Telephone: (801) 532-7241

#### IV. PRECONFERENCE ANNOUNCEMENT

The PreConference will be held Saturday, February 15.

Title: "Communication and Sustainability across Dimensions of Life"

In keeping with the general conference theme, this preconference will highlight the symbolic-material interplays that are too often ignored in our discipline's preoccupation with its own mythos (read: symbol worship). Asserting some variety of social constructions (which most of us do) does not mean that is "all there is" or that our very symbolicity is free from constraints by material conditions (as, for example, the great social and communication theorist Jürgen Habermas has observed). At the same time, this preconference theme alerts us to the various ways in which rhetoric and communication help to shape or reshape the material world. The *Oxford English Dictionary* defines sustainability with these terms: ability to be borne, endured, upheld, defended. Thus, the very term "sustainability" suggests a bridge between the symbolic and material dimensions of life. The preconference theme, along with the overall theme of the conference, directs us to profound practical and philosophical questions about "How can we do this?" "How can we justify this?" "How long can we do this? And: "How could we do things better?"

Relevant sub-themes or sub-topics include:

- Consumption and Consumerism
- The Market and Marketing
- Time and Human Energy
- Personal and Family Life
- Labor and Work life
- Natural Resources and the Physical Environment
- Health, Wellness and Resilience
- Structural Inequalities and Forms of Oppression
- Roles of Technology
- Ideas of Growth and Progress
- Violence and War
- The Communication Explosion/Implosion (depending upon the point of view!)
- Cross-cultural and Trans-historical Aspects of Any of the Above
- The Role of Education in any of the Above
- Alternative Models and Visions

The format will include several "keynote" addresses, small group break-out sessions, and general discussions.

**Please contact:** George Cheney ([gcheney@selway.umt.edu](mailto:gcheney@selway.umt.edu)), Jennifer Peeples ([jpeeples@cc.usu.edu](mailto:jpeeples@cc.usu.edu)), or Sally Planalp ([sallyp@selway.umt.edu](mailto:sallyp@selway.umt.edu)) for more information.

Interested participants are invited to submit five-page position papers in two forms; via e-mail AND regular (snail) mail, by **November 1, 2002** to:

George Cheney, WSCA PreConference Coordinator  
Department of Communication Studies  
The University of Montana-Missoula  
Missoula, MT 59812 USA  
Tel.: 406-243-4426  
Fax: 406-243-6136  
E-mail: [gcheney@selway.umt.edu](mailto:gcheney@selway.umt.edu)

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