



**81<sup>st</sup> Annual Convention  
Abraham Baldwin Agricultural College  
Tifton, Georgia  
February 23<sup>rd</sup> –24<sup>th</sup>, 2012**

*Thursday, February 23<sup>rd</sup>, 2012*

**12:00 p.m.**

**GCA Conference Registration:**



**Student Film Festival:**

Film Room: Viewing of Top Three Student Films  
Moderator: Paul Gaustad, Georgia Perimeter College

**Films will be in rotation through the duration of the conference**

**1:00 – 1:50 p.m.**

**Incorporating New Technologies Into Teaching**

Room #148

This panel will explore how the internet and social media can be used to enhance teaching effectiveness. Information will address the use of Facebook, You Tube and Fact Check and the awareness of self-representation in social networking sites.

Panelists: Patricia Linder, LaVette Burnette, Marla Thompson, Middle Georgia College

**Theories of Gender and Communication**

Room #149

This student panel will explore the intersection of gender and communication in the analysis of social texts. Student papers will provide a communication theory to support the analysis of gender and culture in relation to film, comics and hip hop music.

Panelists: Kevin Cummings (Chair), Sara Black, Noah Maier, Cameron Kunzelman, Sarah Wibell, Ladonna Long, Mercer University

**What does the future hold for a University based Film Series in the age of falling budgets, VOD and Qwikster?**

Room: Mercantile Room

This paper will discuss the plethora of delivery systems available to view future films, and the impact it will have on the viable use of traditional University based Film Series.

Presenter: Rick Pukis, Augusta State University

**2:00 – 2:50 p.m.**

**What Can Students Learn from World War II Speeches?**

Room #148

This interactive panel session will share methods of teaching legendary World War II speeches and how to implement the speaking delivery strategies into public speaking courses.

Panelists: Linda Harned, Bill Price, Tina Zagara, Rick Linder, Georgia Perimeter College  
Paul Raptis, Tom Preston, Brian Kline, Gainesville State College

**Senior Capstone Project: Doing It Right**

Room #149

Panel will include two faculty members and two students from GCSU who will discuss ways in which the senior capstone experience has evolved and what they have learned.

Panelists: Amy Burt, Mark Vail, Grace Greene and Patricia Fredrickson, Georgia State College and University

**Three Perspectives of College Radio**

Room: Mercantile Room

This panel will present three perspectives of college radio: The Past (Historical Overview), The Present (Results from study of student's perceptions) and The Future (Programming Guidelines).

Panelists: Laurence Etling, Michael Taylor, Kevin Cheatham, Valdosta State University

**3:00 – 3:50 p.m.**

**Service Learning and the Communication Classroom: Putting Knowledge into Action**

Room #148

This interactive panel session will provide ideas and insights for service learning projects in the classroom.

Panelists: Abby Brooks, Urkovia Andrews, Morgan Ginther, Michelle Groover, Rebecca Kennerly, Georgia Southern University.

**Public Perception of Public Speaking Anxiety**

Room #149

This panel will conclude research discussed at last year's conference, examining the idea that nervousness, when speaking in public isn't perceived as much as speakers often believe.

Panelists: Keith Perry, John Galyean, Becca Turner, Kay Weeks, Abraham Baldwin Agricultural College

**Service Learning in Introduction to Mass Communication**

Room: Mercantile Room

This presentation will explore journalism instructor's experience integrating a civic engagement/service learning project into Introduction to Mass Communication course.

Presenter: Chris Moser, Georgia Perimeter College

**4:00 – 4:50 p.m.**

**Speaking of Race and Gender: Public Speaking in Black and White, Part II**

Room #148

This panel seeks to share information about race and gender and its impact on Public Speaking. A continuation of last year’s panel, results will be shared and discussion about retention, progression and graduation within the University System of Georgia.

Panelists: Bruce Daniel, Gail Reid, Meda Rollings, Wendell Stone, University of West Georgia

**Communication and Film Courses in the Learning Community**

Room #149

This panel presentation will explore various learning communities that include Communication and/or Film courses from two different institutions.

Panelists: Bill Price, Kim Sisson, Lindsey Icenogle, Paul Gaustad, Georgia Perimeter College.  
Meredith Ginn, Leslie Johnson, Georgia Highlands College

**Make Prezi Work For You**

Room: Mercantile Room

This workshop will demonstrate how to incorporate Prezi software into your course. The stellar features of this versatile software, provides alternative options to using standard Power point software.

Presenter: Mark Hovind, East Georgia College

**5:00 – 5:50 p.m.**

**The Rhetoric of War**

Room #148

Panel discussion about issues related to persuasion and propaganda as a means of communication and motivation. How manipulation is used to motivate opinions, attitudes and beliefs to secure support for war.

Panelists: Linda Bowen, Jane Hercules, Georgia Perimeter College

**Coen Brothers’ Films**

Room #149

This student panel presentation will examine the original film making style and themes of the films of writer-director-producer team, Joel and Ethan Coen. Exploration of the stylistic and narrative devices of the films will be analyzed.

Panelists: Cynthia Gottshall (Chair), Eric Brown, Jackie Howard, Ashley Mann, Braeden Orr, Mercer University

**An Exploratory Study Examining Classroom Incivilities**

Room: Mercantile Room

This presentation will examine classroom incivilities and the decrease of knowledge acquisition and disruption of free thought.

Presenter: Stephen White, Columbus Technical College



**6:30 p.m. – Dinner**

**Chinese Restaurant**

Dinner is reserved for members that prepaid at time of registration.



*Friday, February 24<sup>th</sup>, 2012*

**8:00 a.m.**  
**GCA Conference Registration:**

**Student Film Festival:**

Film Room: Viewing of Top Three Student Films  
Moderator: Paul Gaustad, Georgia Perimeter College

**9:00 – 9:50 a.m.**

**Open Forum for Department Administrators and Program Directors**

Room #148

This session will provide an opportunity for department administrators and program directors to meet and share successes, express concerns and gather helpful tips and advice.

**The 17<sup>th</sup> Century: Closer Than You Think**

Room #149

This student panel will present research on Puritan America's effects on contemporary American culture. Panelists: Amy Burt (Chair), Chandler Lee, Grace Greene, Simone Williams, Harrison Thacker, Georgia State College and University

**Teaching and Managing Classes with International Students**

Room: Mercantile Room

This presentation will discuss how we can improve our performance in teaching international students. Topics will include pedagogy in teaching, intercultural communication and critical inquiry.  
Presenter: Sarah Jia Min, Dalton State College

**10:00 – 10:50 a.m.**

**Teaching as a Performance**

Room #148

This panel will provide tips on how to improve your performance as a classroom instructor. Topics will include storytelling, humor, self-disclosure and teaching as a performance.  
Panelists: Cheryl Larsen, Jerry Drye, Clint Kinkead, Barbara Tucker, Dalton State College

**The Making of “Healthy Mexican Cooking” Show: Can Community Collaboration and the Convergence of Health Communication, Communication Media, and Social Justice Activism Make a Difference?**

Room #149

This panel presentation will discuss the process of making the video, the effects it had on project participants, and assess the effectiveness of social activism.  
Panelists: Rebecca Kennerly, Tyson Davis, Georgia Southern University.  
Andrea Hinojosa, Southeast Georgia Communities Project

**Teaching Methods of Open and Closed Ended Questioning via Socratic Method**

Room: Mercantile Room

Presentation on how both speakers and audience members can employ the Socratic Method to differentiate open ended and closed ended questions in interviewing.  
Presenter: Kathleen DeMarco, Georgia Perimeter College



**11:00 a.m. - 12:30 p.m.**

**GCA Annual Membership Meeting: Mercantile Room**

Meeting is open to all conference attendees.

**GIFTS Presentations: Mercantile Room**

**What's On Your Mind?: Increasing Public Speaking Opportunities in the Classroom**

Mark Vail, Georgia College & State University ([mark.vail@gcsu.edu](mailto:mark.vail@gcsu.edu))

**Name of Exercise: Syllabi Video for Online Speech Class**

Stephen White, Columbus Technical College ([swhite@columbustech.edu](mailto:swhite@columbustech.edu))

**Cheers: Delivering the Perfect Toast**

William Bryant, Augusta State University ([wbryant1@aug.edu](mailto:wbryant1@aug.edu))

**Illustrating the Art of Listening**

Meredith Ginn, Georgia Highlands College ([mginn@highlands.edu](mailto:mginn@highlands.edu))

**Student Film Festival Awards: Mercantile Room**



**12:30 -1:30 p.m.**

**GCA Luncheon: Sponsored by McGraw Hill: Room 148 & 149**

Lunch is reserved for registered GCA Conference Members

**Welcome**

**Introduction of Keynote Speaker**

**Bill Price, President, Georgia Communication Association**



**1:30 – 2:00 p.m.**

**Nature Walk: Abraham Baldwin Agricultural College Campus**

**2:00 - 2:50 p.m.**

**Technology Usage for On-line and Hybrid Cultural Diversity Course**

Room #148

Panel will showcase a variety of techniques used to enhance the online and hybrid Cultural Diversity course, specifically focusing on the use of technology for assignments and tools.

Panelists: Shani Clark, Victoria Smith Butler, Tina Burney, Darton College

**Testing a Concept: The Implementation of Larry Michaelsen's Team-based Learning Approach in the Small Group Classroom**

Room #149

This presentation will provide results of the implementation and evaluation of team-learning principles based on concepts by Larry Michaelsen's team-based approach to learning.

Presenter: Abby Brooks, Georgia Southern University

**Including Technology in the Public Speaking Classroom**

Room: Mercantile Room

This workshop will demonstrate how to incorporate MySpeechLab into the Public Speaking Classroom. MySpeechLab offers students help with topic selection, managing anxiety, and completion of homework assignments.

Presenter: Penny Waddell, Gwinnett Technical College

**3:00 - 3:50 p.m.**

**Recording Students in Public Speaking: Are We Ready for Their Close-up?**

Room #148

Panel topics will include the pedagogical need for recording student speeches, the various recording systems available and open discussion about other methods.

Panelists: Bruce Daniel, Gail Reid, Meda Rollings, Wendell Stone, University of West Georgia

**A Tale of Team Teaching: Partnering Across Disciplines to Connect with Community**

Room #149

These panelists will focus on making learning more engaging for students at all levels. This is the "story" of how communication students collaborated with future teachers to create digital storybooks for a local public school.

Panelists: Paula Dixon, Amy Hancock, Vicki Hollinshead, Emmanuel College

**Ideology and Rhetorical Strategy: The Rhetoric of the Tea Party**

Room: Mercantile Room

This presentation will explore the relationship between ideology and rhetorical strategy in the rhetoric of the Tea Party movement in southern political campaigns.

Presenter: Patricia Linder, Middle Georgia College

**4:00 - 4:50 p.m.**

**Representations of Race and Gender in the Media**

Room #148

This student panel presentation will explore the social construction of race and gender in the media. Papers presented are a result of their work in analyzing and presenting the representations of race or gender in the content of a medium of their choice.

Panelists: Cynthia Gottshall (Chair), Donna Bearden, Stephen Kearse, Cameron Kunzelman, Ashley Mann, Katie Matthews, Mercer University

**Legs, Feet, Shoes and Socks: Metaphor of Life in Forrest Gump**

Room #149

This paper examines the approach to life of the four main characters in the film Forrest Gump. Both a cultural and metaphorical analysis, focus will be placed on the journey motif, incorporating the character usage of legs, shoes, feet and socks.

Presenter: Molly Stolz, Valdosta State University

**The 33 Drive-In: How a roadside attraction strengthened communal ties**

Room: Mercantile Room

Historical and interpretive research methods are used to explore the impact the drive-in movie theatre had on the culture of a community.

Presenter: Mark May, Clayton State University

