



# 2017 Conference Schedule of Sessions and Events

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## #GCAcon17



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## Friday, February 17

Conference sessions are located in the MGA Professional Sciences Conference Center. Refer to your full program guide for complete session descriptions and presenter information. Following Session III, the luncheon and keynote address by Sherrie Marshall is in Room 211 A&B. Stay for the GCA business meeting that follows (1:30-2:15 p.m.). The evening program is "Dinner and a Movie" featuring the winners of the 2017 GCA Student Film Festival. Cocktails begin at 5:30 p.m., program begins at 6:30 p.m.

Time	Location	Event
8 a.m. – 4 p.m.	Rm 211 C	Conference registration
<b>Session I</b> 9 – 9:45 a.m.	Rm 212	<b>Panel:</b> "An Innovative Approach to Tackling Tough Social Issues in the Classroom"
	Rm 237	<b>Papers:</b> "Developing a Health Communication Survey Course From the Ground Level Up" and "Riding the Dragon"
	Rm 238	<b>Papers:</b> "Teaching Interactive Storytelling for the Greater Good" and "Mash-ups, Nostalgia, Rinse, Repeat: Remixing the Classroom with Vidding"
<b>Session II</b> 10 – 10:45 a.m.	Rm 212	<b>Panel:</b> "Presidential Rhetoric: Détente, Dissociation, and Disgrace"
	Rm 237	<b>Papers:</b> "Adding Workplace Relevance to Your Curriculum with Soft Skills" and "Incorporating Diversity Training into Journalism and Public Relations Curriculum"
	Rm 238	<b>Papers:</b> "Capes to Credits: The Narrative Fidelity of Marvel Super Heroes" and "The Effects of Cultivation within Historical Dramas"
<b>Session III</b> 11 – 11:45 a.m.	Rm 212	<b>Panel:</b> "Practicums & Internships: Preparation for the Media Industry"
	Rm 237	<b>Panel:</b> "Did You Hear the One About the Funny Professor: Humor, Storytelling and Andragogy"
	Rm 238	<b>Papers:</b> "Success Story: The Influence of The Group Theatre on Hollywood from 1932-1992" and "The Dare Stones Incident and Mass Media Deception"
<b>Luncheon and Keynote</b> 12 – 1:30 p.m.	Rm 211 A&B	Welcome by <b>Christopher Blake</b> , President, Middle Georgia State University Luncheon Keynote Address by <b>Sherrie Marshall</b> , executive editor of The Macon Telegraph and Macon.com
1:30 – 2:15 p.m.	Rm 211 A&B	<b>GCA Business Meeting</b> immediately following the luncheon

# Friday Continued .....

Time	Location	Event
<b>Session IV</b> 2:30 – 3:15 p.m.	Rm 212	<b>Panel:</b> "Photoshop, Lies, and the Kardashians: A Study on Magazine Ads and Reality TV's Influence on College Females"
	Rm 237	<b>Panel:</b> "Collaborative Teaching: How to make it work"
	Rm 238	<b>Papers:</b> "Advancing the University Mission: Case Analysis of Service-Learning to Enhance Economic Development" <b>and</b> "Community-based student service learning projects: Preparing the next generation of civic change agents"
<b>Session V</b> 3:30 – 4:15 p.m.	Rm 212	<b>Panel:</b> "Amusing Ourselves to Death in the 21st Century: Contemporary Perspectives on Neil Postman"
	Rm 237	<b>Panel:</b> "Using Assessment Rubrics for the Basic Human Communication/Public Speaking Course"
	Rm 238	<b>Papers:</b> "Serving Organizations Through Innovative Communication: Investigating Leaders' Perceptions of Follower's Motivations" <b>and</b> "Organizational Communication: The Evolution of Crocs"
<b>Session VI</b> 4:30 – 5:15 p.m.	Rm 212	<b>GIFTS:</b> Great Ideas for Teaching Students
<b>"Dinner and a Movie"</b> 5:30 – 7:30 p.m.	Rm 211 A&B	<b>2017 GCA Student Film Festival Screening and Awards</b> Cocktail hour in the Atrium from 5:30 to 6:30 p.m. with beer and wine available for purchase. Dinner and film screening 6:30 to 7:30 p.m. in Rm 211 A&B

# Saturday, February 18 .....

Time	Location	Event
7:45 – 11 a.m.	Rm 211 C	Conference registration
<b>Session VII</b> 8 – 8:45 a.m.	Rm 212	<b>Panel:</b> "Communication Innovation in the Classroom"
	Rm 237	<b>Papers:</b> "How a History of Racism, Occupation and Poverty Transformed Guns from Tools to Symbols of Self-Identity in South Georgia" <b>and</b> "Storm Talk: Exploring the Role of Media During the Hurricane Matthew Evacuation"
<b>Session VIII</b> 9 – 9:45 a.m.	Rm 212	<b>Special double-session 9 – 10:45 a.m.</b> "Elephants in the Coffee" documentary viewing and discussion session
	Rm 237	<b>Papers:</b> "What even is plagiarism? Measuring undergraduates' comprehension of source attribution standards in Public Speaking class" <b>and</b> "My OER Journey: A Case Study"
	Rm 238	<b>Panel:</b> "The Evolution of Acceptance & Equality through Communication & Social Movement: The Stonewall Riots"
<b>Session IX</b> 10 – 10:45 a.m.	Rm 237	<b>Papers:</b> "Rhetorical Analysis of the Partisan Debates on The Georgia Gang TV Program" <b>and</b> "Best Laid Plans: Requiring Political Engagement in College"
	Rm 238	<b>Panel:</b> "Capture, Share, and Create your Classroom Moments"
<b>Session X</b> 11 – 11:45 a.m.	Rm 212	<b>Panel:</b> "The Power of Humor Communication in Classroom"
	Rm 237	<b>Papers:</b> "The Emergence of Communication Design" <b>and</b> "Competition Breeding Quality: Evaluating the Impact of Competition on the Public Relations Campaigns Course"

**Conference adjourns at noon.** Thank you for attending the 2017 GCA Annual Conference! Be sure to check the GCA Facebook page and Twitter handle for conference photos and highlights. We'll see you next year at Columbus State University!