



Friday, February 17, 2017

8:00 a.m. – 4:00 p.m.

GCA Conference Registration: MGSU Professional Sciences Conference Center RM 211 C

Session I – 9:00-9:45 a.m.

RM 212

“An Innovative Approach to Tackling Tough Social Issues in the Classroom”

Summary: Panelists who teach varying communication courses will address how they use the classroom as a forum to tackle social issues relevant to their discipline and students.

Panelists: Andre Nicholson (Chair), Rebecca Edwards, Sheree Keith, Chris Norman, and Marla Thompson-Faculty-Middle Georgia State University

RM 237

“Developing a Health Communication Survey Course From the Ground Level Up”

Summary: The presenter will describe the process she went through in developing her department’s first health communication course offering.

Presenter: Pamela Hayward -Faculty- Augusta University

“Riding the Dragon”

Summary: An Augusta University Professor’s summer experience studying Chinese culture, language, and medicine at Shanghai University

Presenter: Rick Pukis – Faculty – Augusta University

RM 238

“Teaching Interactive Storytelling for the Greater Good”

Summary: This research will consider ways to bridge the gap between Computer Science and Media Communications and, while doing, so create social entrepreneurship for student success.

Presenter: Susan Cardillo – Faculty – Piedmont College

“Mash-ups, Nostalgia, Rinse, Repeat: Remixing the Classroom with Vidding”

Summary: This paper explores the instructional limitations and creative possibilities that occur when the communication classroom focuses on vidding projects as a replacement for traditional written research papers.

Presenter: Joseph Watson – Faculty- Georgia Southwestern State University

Session II – 10:00-10:45 a.m.

RM 212

“Presidential Rhetoric: Détente, Dissociation, and Disgrace”

Summary: Panelists come together to analyze case studies in presidential rhetoric, from Richard Nixon’s diplomatic overtures towards the USSR, to Gary Johnson’s untraditional 2016 campaign, to Donald Trump’s attempts to defend his comments about women.

Panelists: Brian Amsden (Chair) – Faculty - Barbara Fortier, Jessica Charman -Student – Clayton State University

RM 237

“Adding Workplace Relevance to Your Curriculum with Soft Skills”

Summary: This presentation will take a closer look at the design of courses that contribute to students acquiring soft skills and engage them in developing these skills to be more prepared for life after graduation. Also included will be several activities used in a Business Communication classroom that could be used to develop these skills in any classroom.

Presenter: Suzanne Anthony – Faculty – University of North Georgia

“Incorporating Diversity Training into Journalism and Public Relations Curriculum”

Summary: This presentation discusses the effectiveness of using teaching strategies to increase students’ cultural awareness in Journalism and Public Relations classes.

Presenters: Merrill Morris and Caitlin Wills-Toker – Faculty – The University of North Georgia

RM 238

“Capes to Credits: *The Narrative Fidelity of Marvel Super Heroes*”

Summary: Is the narrative of superheroes shaped more by the Marvel Cinematic Universe or by Marvel Comic books?

Presenter: Joshua Beard – Student - Dalton State College

“The Effects of Cultivation within Historical Dramas”

Summary: The heavy consumption of historical dramas can have a negative effect on a viewer’s ability to discern fact from fiction.

Presenter: Sean D. Self – Student – Dalton State College

Session III – 11:00-11:45 a.m.

RM 212

“Practicums & Internships: Preparation for the Media Industry”

Summary: Panelists will discuss requirements, processes and outcomes of the types of practicums and internships students obtain through the Georgia College Department of Mass Communication. This panel will invite session participants to share their experiences and offerings both at Georgia College (current and former students) and at other universities (faculty panelists from additional institutions).

Panelists: Angela Criscoe and Amanda Respass – Faculty – Georgia College & State University

RM 237

“Did You Hear the One About the Funny Professor: Humor, Storytelling and Andragogy”

Summary: Students observed and interviewed college professors who use humor and storytelling in the classroom.

Panelists: Jerry Drye –Faculty – Sean Self, Monica Prince, Hayley Roberts, and Joshua Beard – Students – Dalton State College

RM 238

“Success Story: The Influence of The Group Theatre on Hollywood from 1932-1992”

Summary: Although The Group Theatre lasted for only ten years (1931-1941), its undeniable influence (triumphant/tragic) on Hollywood may be seen in the careers of five of its most illustrious members: Franchot Tone, Ruth Nelson, Lee J. Cobb, Clifford Odets, and Elia Kazan.

Presenter: Kevin M. Mace – Faculty – Brenau University

“The Dare Stones Incident and Mass Media Deception”

Summary: This paper examines the 1937-41 Dare Stones Incident and the formation of a culture of deception from a mass communications perspective.

Presenter: Ian M. Peters – Faculty – Brenau University

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**Room 211 A & B**

**12:00 – 1:30 p.m. - Luncheon and Keynote Address**

**Welcome Remarks: Christopher Blake, President, Middle Georgia State University**

**Keynote Speaker: Sherrie Marshall, Executive Editor of the Macon Telegraph and Macon.com**

**1:30 - 2:15 p.m. – GCA Business Meeting (immediately after luncheon & keynote)**

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Session IV – 2:30-3:15 p.m.

RM 212

“Photoshop, Lies, and the Kardashians: A Study on Magazine Ads and Reality TV’s Influence on College Females”

Summary: The researchers’ presentation will show the findings from two Capstone projects that connect with ideas surrounding the media’s ideal thin body type and body dissatisfaction. One researcher analyzed the effects of fashion magazine advertisements on college females’ body dissatisfaction levels after viewing cover photos and ads that are digitally manipulated. The second study examined college females’ perceptions of the reality show “Keeping Up with the Kardashians” and how the show affects the participants’ body images.

Panelists: Maggie Pruitt and Cheyenne Frady – Students – Shorter University

RM 237

“Collaborative Teaching: How to make it work”

Summary: Several members of the faculty in the Communication Arts department at Valdosta State University have engaged in collaborative teaching. This is not co-teaching. By collaborative teaching we mean instructors who are teaching sections of the course working together to ensure that the students in the multiple sections have some common educational experiences. This panel will discuss how the faculty members approached this process and what they learned from it.

Panelists: Molly Stolz, Linda Pysker Jurczak, David Nelson, and William Faux – Faculty – Valdosta State University

RM 238

“Advancing the University Mission: A Case Analysis of Service-Learning Used to Enhance Economic Development”

Summary: The presenter will present a case study about a service-learning project which helps launch state economic development initiatives and promote an emerging cultural tourism venue.

Presenter: Christopher J. McCollough – Faculty – Columbus State University

“Community-based student service learning projects: Preparing the next generation of civic change agents”

Summary: Students describe the opportunities and challenges they experienced in implementing community-based service/civic learning projects in a course called “Public Achievement,” which partners with an after-school academic enrichment program for at-risk youth in a local public High School.

Presenters: Lauren Betten and Sara Stanton –Students- Janet Hoffmann Clark – Faculty – Georgia College & State University

Session V – 3:30-4:15 p.m.

RM 212

“Amusing Ourselves to Death in the 21st Century: Contemporary Perspectives on Neil Postman”

Summary: The first panelist will interpret Millennial experiences during an electronic media hiatus using Neil Postman’s main arguments in *Amusing Ourselves to Death*. The second panelist analyzes the visual representation of Latinas in the Columbian and US television show *Ugly Betty* using Neil Postman’s main arguments in *Amusing Ourselves to Death*. Panelist 3 analyzes how the diversity of female character roles on *Grey’s Anatomy*, *Scandal*, and *How to Get Away with Murder* transforms public expression using Neil Postman’s main arguments in *Amusing Ourselves to Death*.

Panelists: Tami Tomasello – Faculty – Marlen Garcia Hernandez and Monica Prince – Students - Dalton State College

RM 237

“Using Assessment Rubrics for the Basic Human Communication/Public Speaking Course”

Summary: A panel illustration and explanation for assessment rubrics.

Panelists: Mark Hovind (Chair) – Faculty – East Georgia State University, Brian Amsden, Mark May – Faculty – Clayton State University

RM 238

“Serving Organizations Through Innovative Communication: Investigating Leaders’ Perceptions of Follower’s Motivations”

Summary: This interview project explores follower’s motivation from the understanding of leaders.
Presenter: Abby M. Brooks – Faculty – Georgia Southern University

“Organizational Communication: The Evolution of Crocs”

Summary: The history of and evolution of the famous Crocs shoe and how the company has forged a new eco-friendly organization.
Presenter: Thaddeus Nifong – Faculty – Gwinnett Technical College

Session VI – 4:30-5:15 p.m.

RM 212 G.I.F.T.S – Great Ideas for Teaching Students

1. “The Cell Phone Liberation Project: Helping Students Become Present to Each Other”
Presenter: Janet Hoffmann Clark – Faculty – Georgia College & State University
2. “The Names That Bind Us: The Power of Words to Frame Gendered Perspectives”
Presenter: Terilyn Goins – Faculty – Emmanuel College
3. “Tweeting a Thesis on Twitter: How to Use Twitter to Improve Thesis Writing”
Presenter: Terilyn Goins – Faculty – Emmanuel College
4. “Providing Audience Feedback to Students Through Online Polling”
Presenter: Laura Harrison – Faculty – Augusta University
5. “Commander, Mediator, Executive, or Adventurer? Using the 16Personalities Test in the Small Group Communication Course”
Presenter: Pamela Hayward – Faculty – Augusta University
6. “The Link Between Critical Listening, Critical Thinking, and Speech Writing in the Basic Course”
Presenter: Corbin Stephens – Faculty – Georgia State University’s Perimeter College, Clarkston Campus
7. “Children’s Book Presentation”
Presenter: Stephen Earl White – Faculty – Columbus Technical College
8. “Public Speaking Workbooks Improve Speaker’s Productivity and Organization”
Presenter: Stephen Earl White – Faculty – Columbus Technical College

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**5:30 p.m. in the Atrium – Cocktails and Conversation**  
**6:30 p.m. RM 211 A&B – Dinner and a Movie**  
**GCA Student Film Festival Award Presentation**  
**Student Film Festival Winner Premiere**  
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Saturday, February 18, 2017

8:00 – 11:00 a.m.

GCA Conference Registration: MGSU Professional Sciences Conference Center RM 211 C

Session VII – 8:00-8:45 a.m.

RM 212

“Communication Innovation in the Classroom”

Summary: Tired of your old-fogey teaching methods? Being vertical and coherent not enough to keep your students awake? This panel will present several innovative options to consider when updating your classroom presentations and assignments. Students have changed, and so must we!

Panelists: Jane Hercules, Linda Bowen, and Julie Langley – Faculty – Georgia State University’s Perimeter College, Newton Campus

RM 237

“How a History of Racism, Occupation and Poverty Transformed Guns from Tools to Symbols of Self-Identity in South Georgia”

Summary: Theoretical examination the transition of guns from tools to cultural symbols employed to communicate social meaning.

Presenter: Charlotte Klesman – Faculty – Abraham Baldwin Agricultural College

“Storm Talk: Exploring the Role of Traditional Media, Social Media and User-Generated News During the Hurricane Matthew Evacuation in Chatham County”

Summary: The purpose of this paper is to propose a typology of social media and information flow that incorporates traditional media (local and national), key organizations and social media users during national disasters.

Presenter: Juliana Maria Trammel – Faculty – Savannah State University

Session VIII – 9:00-9:45 a.m.

RM 237

“What even is plagiarism? Measuring undergraduates’ comprehension of source attribution standards in a Public Speaking class”

Summary: Using a combination of quantitative and qualitative measures, the study examines students knowledge of source attribution, and their ability to apply these standards successfully.

Presenter: Amy E. Mendes – Faculty – Dalton State College

“My OER Journey: A Case Study”

Summary: Presenter will detail the experiences in creating an open educational resource textbook for her institution’s basic course.

Presenter: Barbara G. Tucker – Faculty – Dalton State College

RM 238

“The Evolution of Acceptance & Equality through Communication & Social Movement: The Stonewall Riots”

Summary: This session will examine LGBTQ history in the US leading to the events that sparked a social movement known as the 1969 Stonewall Riots.

Panelists: Richard (Kim) Sisson – Faculty - Georgia State University’s Perimeter College, Clarkston Campus and Bill Price - Faculty - Georgia State University’s Perimeter College, Dunwoody Campus

RM 212

***9:00-10:45 a.m.** special double VIII and IX documentary film viewing and discussion session

“Elephants in the Coffee”

Summary: A 60-minute documentary about elephants shot and produced by study abroad students and faculty from Abraham Baldwin Agricultural College. They traveled to southern India in 2014 and 2015, primarily to observe the Jenu Kuruba tribal mahouts. The mahouts are hired by the government to capture and provide lifetime care for elephants who have killed people. The elephant, which was once seen as a living embodiment of the Hindu god Ganesh, is now often referenced as the “elephant menace.” The documentary examines the conflict from multiple points of view, including that of farmers, conservationists, forestry officials and tribal mahouts, and looks at possible solutions to the conflict.

Session IX – 10:00-10:45 p.m.

RM 237

“A Rhetorical Analysis of the Partisan Debates on *The Georgia Gang* Television Program”

Summary: A rhetorical analysis of the debates on this roundtable political discussion program will provide insights into the underlying reasons for the racial and political tensions that exist, especially as those issues are reported in the media. I will examine the arguments and attempt to uncover the themes and assumptions that sustain the positions both sides hold in an attempt to better understand the barriers we face as we try to make progress on race relations and on the major issues affecting our country.

Presenter: Mark May – Faculty – Clayton State University

“Best Laid Plans: Requiring Political Engagement in College”

Summary: Report on the risks and rewards of requiring college students to engage in politics

Presenter: Steve A. Stuglin – Faculty – Georgia Highlands College

RM 238

“Capture, Share, and Create your Classroom Moments”

Summary: What happens when you embrace millennials’ energy and social media use to create the #bestclasssever.

Panelists: David R Nelson, William Faux, and Ashley Myers-Cooper – Faculty – Valdosta State University

Session X – 11:00-11:45 p.m.

RM 212

“The Power of Humor Communication in Classroom”

Summary: Presenting benefits of humorous communication in the classroom, and how to effectively use humor communication in the classroom from different perspectives.

Presenters: Sarah Jia Min and Jerry Drye – Faculty – Dalton State College

RM 237

“The Emergence of Communication Design”

Summary: A discussion of the evolution of “communication design”, a term architects and graphic designers have appropriated to create brand awareness and recognizability of products and services by proclaiming “good design is good communication”

Presenter: Niaz A. Khan – Faculty – Georgia Gwinnett College

“Competition Breeding Quality: Evaluating the Impact of Competition on the Public Relations Campaigns Course”

Summary: The researcher will present a case study, consisting of a comparative analysis of campaign courses that employed competitive and non-competitive campaign course models to demonstrate the impact of incorporating competition within his own public relations courses.

Presenter: Christopher J. McCollough – Faculty – Columbus State University

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**12:00 Noon: Conference adjourns**  
**Safe travels home and see you next year for the 88<sup>th</sup> Annual GCA Conference**  
**hosted by Columbus State University**