



**90th Annual Georgia Communication Association Conference
Schedule of Sessions & Events**

Georgia Highlands College

FRIDAY

Session 3 11:00-11:45:

A: Papers 122

- **“Outline your way to higher thinking skills”**
 - Use outlining to organize your metacognitive thoughts and learn to be a better thinker.
 - Charlotte Klesman- Abraham Baldwin Agricultural College
- **“Ideas worth spreading: TED Talks and dialogue in public speaking”**
 - TED Talks create dialogue, changing not only audience perceptions but also speakers’ perceptions of themselves.
 - Karla K. Jennings- Georgia Southern University- Armstrong Campus

A: Papers 124

- **“Beyond Hofstede: Cultural practices on the communication of Bangladesh”**
 - Geert Hofstede’s cultural dimensions theory provides insight into the shaping of unique verbal and nonverbal communications styles of Bangladesh.
 - Niaz Khan- Georgia Gwinnett College
- **“To curse or not to curse: Perspectives on profanity in the classroom”**
 - An explanation of the complexities expressed in surveyed instructor and student sentiment on profanity used, for any reason, in a college classroom.
 - Steve Stuglin- Georgia Highlands College

B: Interactive Workshop 135

- **“Technology tools for 21st century public speakers”**
 - Learn how Google Cardboard, Virtual Speech, Zoom, and Adobe Spark can be used in the public speaking course.
 - Meredith Ginn- Kennesaw State University, Dana Pergrem- Georgia Highlands College

- **“TILTING assignments to encourage student communication, comprehension, and assignment buy-in”**
 - TILT is an assignment design practice which helps students gain a full understanding of assignment instructions and purpose. Research shows that students are better prepared to complete an assignment when they can see the purpose of the assignment, and how it fits into the grand scheme of the class. Attendees are encouraged to bring a class assignment they would like to adapt. Small group discussions will come together to explore the TILT method of design.
 - Allen Dutch- Georgia Highlands College

C: Panel 183

- **“Incorporating intercultural communication events into the classroom”**
 - In this panel, four students will give presentations on different intercultural events they attend in a theoretical approach.
 - Sarah Jia Minn (Chair) Dalton State College, Diego Alvarado Ruiz (Student), Jessica Carrasco (Student), Troy Long (Student), Austin Patten (Student)

12:00-1:00 - GCA Luncheon and Keynote Address

Student Center Ballrooms A/B, Building B

**Opening and Welcome – GCA Past President, GHC Host, Travice Baldwin Obas
GHC Vice President of Academic Affairs, Dr. Dana Nichols**

**Keynote Speaker - Seth Ingram, Executive and Creative Director for Rome
International Film Festival (RIFF).**

1:00-1:45 – GCA Business Meeting

Room #160, Academic Building A

1:45-2:30 - Town Hall Meeting: Communication in the New USG Core

Room #160, Academic Building A

In the Fall of 2019, the University System of Georgia began discussions regarding the revision in the general education program for the State of Georgia. This action is a continuation of a national trend toward states revising general education programs to make them more relevant to multiple stakeholders. The purpose of this presentation and discussion is to explore the role that communication can play in this revision. Information provided to prompt the discussion include the role of communication in peer and aspirational institutions’ general education programs, peer institutions nationally, and professional associations.

Moderated by Mark Borzi- Valdosta State University, Meredith Ginn Kennesaw State University, Brian Kline- Gwinnett Technical College, Mark May- Clayton State University

Session 4 2:45-3:30:

A: Papers 183

- **“The media is the message: Reaching Gen-Z through TV ads and product placement”**
 - Access to traditional television is changing the way students view video content. Wired cable connectivity is declining and streaming services are proliferating, changing how advertisers deliver messages to their audiences. Gen-Z students reflect these media trends, viewing far fewer programs in real time and tuning instead to back catalogs of popular programs and platform-specific original programming. An assignment in MSMC3364: Strategic Media Planning asks students to report their personal media usage, then document the ads they see via season premieres of broadcast network shows compared to product placements served in original programs on streaming platforms including Amazon Prime, Netflix, and Hulu.
 - Amanda Respass- Georgia College and State University
- **“Space Barbie, the Final Frontier: Avatar cosmetics and virtual dress-up as play in MMORPGs”**
 - This paper examines the concept of “Space Barbie” (virtual dress-up of avatars in video games) as alternative play endgame goals in video game fan culture.
 - Ian Peters- Brenau University
- **“‘Sorry lass, I’ve got important things to do’: Exploring geek feminism, control, and agency in *Skyrim*”**
 - This paper explores feminism in the video game *Skyrim* and the experience of female players’ experiences of control and agency.
 - Kimberly Kulovitz- Valdosta State University

B: Interactive Workshop 135

- **“Where do you cook from: A recipe for intercultural and experiential learning”**
 - Ever wonder how to spice things up in your Public Speaking class? Let’s get cooking: speeches a la Food Network!
 - Alexandra Reiter (Chair)- Georgia Highlands College, Brittany Skeen (Student), Jennifer Bolanos (Student)

C: Roundtable Discussion 124

- **“A professor-student mentoring relationship reaches across racial lines”**
 - Current research indicates black male students are still struggling in academic environments. Barriers include an early education that did not prepare them for college, lack of male role models, and a general erosion of confidence caused by societal views at-large. The black male takes the same barriers into a job search and work environment. Black male students may most need to use college years to start a career, requiring faculty support. Hear about a mentoring relationship between a white middle-aged professor and her former black male student.
 - Laurie O’Connor- Georgia State University- Perimeter College

D: Panel 122

- **“Small teaching: A workshop exploring ways to increase instructional effectiveness”**
 - This workshop will introduce concepts from “Small Teaching” and focus on strategies that can lead to improved outcomes.
 - Pamela Hayward (Chair)- Augusta University, Linda Bowen- Georgia State University, Brian Kline- University of North Georgia, Rick Lindner- Georgia State University- Perimeter Campus/ Dunwoody

Session 5 3:40-5:05:

A: Interactive Workshop 135

- **“Creating a network circle: A practical approach”**
 - This interactive workshop will guide participants through the process of creating a network circle to overcome issues with the academy.
 - LaVette M. Burnette- Middle Georgia State University

B: Interactive Workshop 183

- **“360 video: The new frontier of visual communication”**
 - Participate in a VR-360-video experience where you will learn how to produce and implement VR technology into your advertising, journalism, and other communication courses.
 - Angela Criscoe (Chair)- Georgia College and State University, Amanda Respass- Georgia College and State University
- **“Utilizing the DISC model of human behavior in the classroom to help reach students”**
 - Explore the DISC Model of Human Behavior and discover how personality blends impact relationships, teaching and learning styles in higher education.
 - Allison Hattaway- Georgia Highlands College

C: Papers 122

- **“Using machine learning to classify online social media content”**
 - Examining virtual communities often requires processing and understanding large amounts of unstructured text data, such as forum posts, tweets, and similar content. Processing this data manually is often expensive or time consuming, requiring manual coders that need to agree. Using ULMFiT, a novel machine learning algorithm, this session will detail how to classify text data at scales large enough to be prohibitive for manual coding. This method also doesn’t require the purchase of expensive computing equipment thanks to open-source and freely-available tools. An example will be provided of sentiment classification in a Reddit community.
 - Matthew LeHew- Dalton State College

D: Roundtable Discussion 124

- **“The role of faculty in the age of artificial intelligence”**
 - *Discussion on how the teaching, research, and service roles that faculty play will be affected by artificial intelligence.*
 - Mark May- Clayton State University

Session 6 5:15-6:00:

A: Papers 122

- **“The story of an anti-communist crusade in 1950s Dalton newspapers”**
 - The story of an anti-communist crusade in 1950s Dalton newspapers.
 - Merrill Morris- University of North Georgia
- **“‘History written with light’: How to teach D.W. Griffith’s *The Birth of a Nation* in racially divisive times”**
 - Teaching D.W. Griffith’s *The Birth of a Nation* has never been easy, but teaching it in racially divisive times creates its own set of challenges that must be overcome as Griffith’s film is not only a historical document, but a cultural phenomenon as well.
 - Kevin Mace- Brenau University

B: Panel 124

- **“Best practices for teaching online”**
 - This panel of faculty will discuss a range of best practices for teaching online. Topics of discussion will include tips and techniques for faculty time management, facilitating interaction with students, and fostering community in online courses.
 - Sheree’ Keith (Chair)- Middle Georgia State University, Andre Nicholson- Middle Georgia State University, LaVette Burnette- Middle Georgia State University, Rebecca Edwards- Middle Georgia State University

C: Panel 183

- **“Maximizing your time and work through communication associations”**
 - In addition to GCA, our discipline offers regional and national associations from which GCA members can benefit. This panel brings in representatives from the GCA, the Carolinas Association, Southern States Communication Association, and the National Communication Association to discuss opportunities at all of these levels, as well as the relationships between the organizations. Knowing the schedule for submissions, conference rotations, etc., can help faculty members maximize ongoing research and opportunities for professional development.
 - Pamela G. Bourland-Davis (Chair)- Georgia Southern University, Shawn Long-Kennesaw University, Jason Munsell- University of South Carolina- Akins, Juli Clay- Brenau University

6:30 PM - Dinner and Film Festival

Student Center Ballrooms A/B, Building B

(Dinner is reserved for members who have prepaid at time of registration)

Film Festival immediately following dinner.

SATURDAY

Session 7 8:30-9:15:

A: Papers 122

- **“Open wide and say ‘ha’: What happens when caregivers use humor with patients”**
 - The judicious, appropriate communication of humor between caregivers and patients has shown to be beneficial in their relationship and care.
 - Jerry Drye- Dalton State College
- **“Lingering legacies of psychological abuse: Reflections from survivors and perpetrators”**
 - Malevolent communication practices have widespread implications for our mental health. In this study, I examine these practices, specifically psychological abuse in romantic relationships, from a reflective orientation through interviews with both survivors and perpetrators of past psychological abuse in order to generate theses about past psychological abuse and current relationship practices.
 - Jonathan Bridenbaker (MA Student)- Valdosta State University

B: Panel 124

- **“Incivility, hyper-partisanship, and advocacy journalism: Discourse in the age of mean tweets”**
 - An exploration of factors responsible for changes in public discourse.
 - Steven Shields (Chair)- University of North Georgia- Gainesville Campus, Paul Raptis- University of North Georgia- Gainesville Campus, Shane Toepfer- University of North Georgia- Oconee Campus, Merrill Morris- University of North Georgia- Gainesville Campus.

C: Panel 183

- **“Teaching capstone students statistical analysis”**
 - This session will examine techniques for teaching senior-level communication students statistical analysis for their capstone papers.
 - Clint Kinkead (Chair)- Dalton State College, Students

Session 8 9:30-10:15:

A: Papers 122

- **“Information literacy and civic engagement: The role of the basic speech course”**
 - Presents the argument that information literacy gained in the basic speech course is necessary to civic engagement.
 - Amy Mendes- Dalton State College
- **“Rhetoric and reflection: A distinction and a synthesis”**
 - “Reflect” is often used inappropriately in written assignments; this session purposes a clearer path between reflection and rhetoric.
 - Barbara Tucker- Dalton State College
- **“Rhetorica ad Millenium: Lessons learned from classical Roman rhetoric”**
 - A review of the modern applications of an Ancient Roman instruction manual on oration and rhetoric.
 - Brad Jester- Southern Crescent Technical College

B: Panel 124

- **“Rethinking ‘edutainment’ in the classroom”**
 - This panel presents research focusing on the effective use of audio-visual media in the educational classroom that minimizes the negative effects of “edutainment”.
 - Tami Tomasello (Chair)- Dalton State College, Jessi Callaway (Student), Lydia Chandler (Student)

C: Roundtable Discussion 183

- **“In it for the money: Working across the state with other programs”**
 - We will discuss the relationship between Columbus State and Valdosta State programs in order to help meet student needs, maintaining the relationship, and challenges we have had to overcome.
 - David Nelson (Chair)- Valdosta State University, Danna Gibson- Columbus State University

Session 9 10:30-11:15:

A. Paper 122

- **“Graduating seniors’ perceptions of the basic course in public speaking”**
 - This session will display statistically significant survey data regarding students’ perceptions of the basic course in public speaking examined by the variables of gender and academic major.
 - Barbara Tucker- Dalton State College, Clint Kinkead- Dalton State College, Sean D. Self- Dalton State College
- **“Online Clicks: Using the system network theory to explore online learning communities’ dynamics”**
 - The purpose of this research is to explore the role that online discussions play in fostering peer-to-peer collaboration.
 - Juliana Maria Trammel- Savannah State University

B: Panel 124

- **“How do we maintain positive relationships in spite of conflict”**
 - How do we maintain positive relationships in spite of conflict? This panel discusses the causes, effects, and management of interpersonal conflict.
 - Erica Simpson (Chair)- Georgia Highlands College, Scout Hodgins (Student), Carson Graham (Student), Georgia Hamby (Student)

C: Panel 183

- **“Developing a documentary studies certificate across multiple disciplines”**
 - Discover the purpose, planning, and implementation challenges and successes involved in the development of a Documentary Studies Certificate.
 - Angela Criscoe (Chair)- Georgia College and State University, Scott Dillard- Georgia College and State University

G.I.F.T.S. Session 11:30-12:40

Room #160

- Meredith Ginn- Kennesaw State University
 - **“Putting a seasonal twist on the impromptu speech”**
- Matthew LeHew- Dalton State College
 - **“Speed speaking: Delivering speeches in a round-robin format”**
- Jennifer Furlong- Georgia Southern University
 - **“Face off! Creating an effective persuasive presentation”**
- Anna Deeb- Brenau University
 - **“Debating the First Amendment”**
- Chia-Ling Lynn Ho & Mark Borzi- Valdosta State University
 - **“Intercultural awareness virtual reality (VR) experiential learning”**
- Meredith Styer- Georgia College and State University
 - **“Teaching fallacies through observation and analysis”**
- Meredith Ginn- Kennesaw State University
 - **“The choice board approach to online participation”**
- Karla Jennings- Georgia Southern University
 - **“Let’s talk TED Talks: Ideas for using the TED model in public speaking courses”**
- Pamela Hayward- Augusta University
 - **“The second-chance appeal: Using vlogs in the persuasion class”**
- Laurie O’Connor- Georgia State University
 - **“An intercultural conversation makes dividing walls crumble”**
- Meredith Ginn- Kennesaw State University
 - **“Songs for setting the tone in your communication course”**
- Alexandra Reiter- Georgia Highlands College
 - **“Where do you cook from?”**

12:45 – Conference Adjourns. See you at GCA 2021 at Dalton State College!