



**93rd Annual Georgia Communication Association Conference
Schedule of Sessions & Events**

Augusta University

THURSDAY (February 16)

5:30-7:30 p.m.

A: "Pay As You Go Dinner" at Nacho Mama's Mexican Restaurant, 976 Broad St., Augusta, GA (upstairs room)

- Please join us at for a pre-conference gathering so we can socialize in person as an Association for the first time since 2020!!!!

FRIDAY (February 17)

All Day:

Film Festival Finalists Screening (Skinner Conference Room – Room 231)

- Over the course of Friday and Saturday, feel free to stop by and view the 10 short film finalists for the Georgia Communication Association 2023 Film Festival! The winning films will also be screened Friday evening during the Film Festival Award Ceremony and Dinner.

Session 1 9-10:

A: Interactive Workshop (Coffee House – Room 235)

- **"Student Success in an LMS"**
 - *In this interactive session focused on D2L, we will show you some practical tips and tricks to help you promote student success in your course via the learning management system. Attendees are encouraged to bring laptops or other mobile devices so they can explore the tools we showcase during the session. At the end of the workshop, the presenters will open the floor to discussion.*
 - Meredith Ginn- Kennesaw State University

B: Papers (Butler Meeting Room – Room 227)

- **"'Ain't I A Woman?' The Role of Intersectionality and Media Representation for Black Women"**
 - *Sojourner Truth's "Ain't I A Woman" proclamation at an 1851 Women's Rights Convention reflected the challenges present in intersectionality and identity negotiation. Racial stereotypes of the Mammy, Jezebel and Sapphire reflect the dominant hegemonic ideology about Black women. However, remnants of the past*

are a subtle reminder of the imbalance of power, and various theoretical approaches – Black Feminist Thought, Cultural Studies, and Critical Race Theory – continue to challenge White supremacy in order to level the playing field.

- Davia Rose Lassiter- Georgia State University
- **“Colorism and How it Affects Black Women in Hollywood”**
 - *This communication research paper is about how black women in Hollywood have been negatively impacted by critical race theory, melanin theory, and colorism. Also, I have included a zine that includes visual examples of the things talked about in my paper.*
 - Kendalyn McBride
- **“Is W.E.B. DuBois’ ‘Mansart Builds a School’ (1959) Written About Fort Valley State University?: A Comparative Analysis Between Fiction and Non-Fiction”**
 - *This paper compares the founding of DuBois’ fictionalized institution to that of Fort Valley State University, the State of Georgia’s only 1890 land grant Historically Black College and University (HBCU). Even further than determining whether the novel was written about FVSU and its founding father, Henry A. Hunt, the paper also asks how “Blackademic” images like Dubois’ can inform the institutional identity initiatives of FVSU as well as other institutions by whom DuBois’ characterization may be represented.*
 - Maisha S. Akbar- Fort Valley State University

Session 2 10-11:

A: *Interactive Workshop* (Coffee House – Room 235)

- **“The Storyboarding Skills Inspiring Students”**
 - *This presentation will focus on the importance of storyboarding skills and how we can teach students to utilize storyboards for their media production. As a presenter, I will demonstrate storyboarding skills and present how my students collaborate with various community partners in the media production process through their storyboarding skills.*
 - Sangsun Choi- Kennesaw State University

B: *Panel* (Hardy Meeting Room – Room 232)

- **“Educating the incarcerated in Georgia: Obstacles and Opportunities”**
 - *A panel of three professors and a community partner combine to represent four organizations committed to providing college-credit courses in prisons and continued educational support for individuals after release.*
 - Laurie O’Connor and Polly Bouker - Georgia State University Prison Education Project, Elizabeth Beck- Common Good Atlanta, Patrick Rodriguez- Georgia Coalition for Higher Education in Prison

C: *Papers* (Butler Meeting Room – Room 227)

- **“The Illusion of Choice Through Consumerism: They Present the Options. You Pick Between Them”**
 - *The capitalist ideology of choice communicates that with the presence of more than one option, people are reassured of the power they possess in their own lives. By taking a critical approach to the communicative construction of choice, this analysis reveals how a false reality of freedom is constructed through consumer choice, while cultivating systematic obedience to the ruling class.*

- Arianna Long- Mercer University
- **“Comparative Analysis of the Environmental Performance and Carbon Disclosure of U.S. Energy Companies Relative to Other Large Companies”**
 - *Motivated by the recent news about the major oil companies’ unprecedented profits, allegations of non-transparency and price gouging, current climate pledges and pressures regarding renewable energy, and proposed windfall profits taxes, this study seeks to follow-up on a former study (Murray, Romanus, Collins 2015) regarding environmental performance and transparency/disclosure of U.S. energy companies relative to other large U.S. companies.*
 - Susan Murray- Augusta University

Session 3 11:00-12:00:

A: Interactive Workshop (Coffee House – Room 235)

- **“Is it live or is it AI: Student use of AIs and implications for academic integrity”**
 - *This session explore OpenAI using the Chat GPT model. We will use live examples from the audience, using grammar and plagiarism checkers to judge the quality of the work. After working through examples of the system, the participants will discuss ways to recognize potential student use of ChatGPT and identify the types of assignments that can minimize the system's value. Finally, the participants will discuss ways teachers might use the technology.*
 - Mark Borzi- Valdosta State University

B: Roundtable (Hardy Meeting Room – Room 232)

- **“Examining cultural shifts during times of crisis and the impacts on theory and ideas when it comes to teaching and research or turning and facing the strange”**
 - *Change is inevitable, but in the spring of 2020, everyone was asked to make drastic changes to how we go out about our daily activities. As scholars, a crisis presents unique times to examine our fields and how it is impacted. Not only has the pandemic affected and influenced researchers and the process, but how to view and conduct research regarding theories and ideas regarding our research areas within popular culture.*
 - David Nelson and Kimberly Kulovitz- Valdosta State University

C: Papers (Butler Meeting Room – Room 227)

- **“Controlling the Conversation: Campaign and PAC Ads in the Warnock-Walker Senate Race”**
 - *Nationwide, only California had more than Georgia’s \$528.8 million spent on political ads in 2022. Georgians were inundated with ads. \$341.6 million was spent on just the Senate race between incumbent Raphael Warnock and challenger Herschel Walker. In this presentation, I contrast the advertising of the Warnock and Walker campaigns, and the ways in which each competed with the strategies used by political action committee advertising in the state.*
 - Steve Stuglin- Georgia Highlands College
- **“Crisis Leadership and Moral Rhetoric Following an Invasion: Zelenskyy, Bush, and Churchill”**
 - *What kind of moral rhetoric do national leaders employ after their homelands are attacked by a foreign power? Informed by studies on crisis leadership (Wu et al., 2021), this paper presents analyses motivated by Moral Foundations Theory*

(MFT, Graham et al., 2013) of speeches delivered by Ukrainian President Zelenskyy, US President G.W. Bush, and British Prime Minister Churchill following attacks on their countries by Russia (2022), al-Qaeda (2001), and Germany (1940), respectively.

- Grantham Sandlin- Augusta University
- **“Post-Election Violence in Zimbabwe, 2018”**
 - *In this paper, I analyze the communicative dynamics of a social movement that took place in Harare, Zimbabwe in August of 2018. In July 2018, presidential elections took place and just as all the other years the votes were rigged. My analysis includes attention to threats deployed against the Zimbabwe Electoral Commission, the circumstances under which the alleged winner was announced, and how proceeding mass protests were put down with violence. This analysis sheds light and brings attention to the political situation in Zimbabwe.*
 - Gugulethu Dudula- Mercer University

D: Television/Cinema Studio Tour 1 (University Hall Room 183)

- Take a tour of AU’s studio to learn more about our facilities for broadcast, film, and podcasting.
 - Timothy Williams- Augusta University

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

Ballroom (Room 155)

Welcome/Opening Remarks

Dr. Kimberly Davies, Dean, Pamplin College of Arts, Humanities, and Social Sciences

Keynote Address

Ms. Estelle Parsley

Vice President of News, WRDW News 12/NBC 26

“Investigative Journalism: Making a Difference”

1:00-1:45 – GCA Business Meeting

Ballroom (Room 155)

Session 4 2-3:

A: Interactive Workshop (Coffee House – Room 235)

- **“Strategic self-presentation series workshop; Responding to job interview questions and other impromptu speaking situations with confidence and fluency”**
 - *These days colleges and universities are explicitly emphasizing career-readiness oral communication skills as a primary outcome for students. In this two-part workshop participants will first be provided a set of verbal cues to help them strategically respond to a variety of job interview questions provided by our university career center. The second part of the workshop will provide participants with an organizational format for an impromptu response followed by a practice round of full responses incorporating many of the practiced techniques.*

- Janet Hoffmann- Georgia College & State University

B: Panel (Hardy Meeting Room – Room 232)

- **“Face-to Face Is No Longer the Case: How One Department Caught Up with Public Speaking Trends”**
 - *This panel presentation will examine the trajectory of the general education public speaking class at Augusta University. Both advantages, disadvantages, and challenges of moving toward more virtual sections will be addressed. Panelists will encourage those in attendance to also share their departmental experiences in trying to offer a mix of instructional formats for the public speaking class.*
 - Pamela Hayward, David Bulla, and Edgar Johnson- Augusta University

C. Papers (Butler Meeting Room – Room 227)

- **“HBCUs, Blues Performance and Bottom-Up Leadership for Social Change”**
 - *This paper examines Blues performance strategies used at FVSU to effect cross generational social change. Such performance-based strategies include: theatre as a pedagogical tool, the aesthetics of display and data portraits, and using folklore research techniques to conduct audience analysis. Furthermore, these strategies are found to establish a basis for a “bottom- up” leadership model which can be taught through the newly established FVSU Center for Social Justice.*
 - Maisha S. Akbar- Fort Valley State University
- **“Landscape in John MacLean’s Slow West”**
 - *Throughout the history of film, the western has been explored through many different lenses. One film that utilizes the aesthetics of landscape is John Maclean’s Slow West (2015). The way in which Maclean embraces the landscape in Slow West is indicative of how landscapes are used in modern westerns. This paper argues that modern westerns have placed an emphasis on aesthetics by embracing an often overlooked aspect of the genre.*
 - Jake Fraley- Mercer University
- **“Becoming as Observed: Point of View in Three Films about Dementia”**
 - *This essay focuses on how point of view in three different films from the first quarter of the 21st century that deal with the problem of dementia, Away from Her (2006), Still Alice (2014), and What They Had (2018) not only directs the gaze of the viewer but also determines the subject of the narrative, whose story it becomes.*
 - Bonnie Million- Augusta University

Session 5 3:00-4:00:

A: Interactive Workshop (Coffee House – Room 235)

- **“Who among you is a wolf in sheep’s clothing: A game to teach people the ideas of narrative paradigm through their own subconscious thoughts and actions”**
 - *In this interactive presentation, participants play through a game of mafia run by the narrator. During this game, another presenter will secretly take notes on the things that the various participants say that exemplify Fisher’s Narrative Paradigm for us to use as examples afterward in the presentation on the subject.*

Once the game has concluded, we will go through a presentation that discusses Fisher's Theory and use the examples from the playthrough to help highlight the material.

- Stephanie 'Marie' West, Hannah Muza, Mikaela Graf, Mia Dickens- Augusta University

B: Papers (Butler Meeting Room – Room 227)

- **“Teaching Podcasting: Assignments for Use in an Introductory Podcasting Course”**
 - *This presentation will provide instructors already teaching podcasting or considering teaching a course insights and assignments from an introductory podcasting course created by the presenter. The presenter will share what has worked and has not worked in the classroom to set you up for success in your podcasting teaching journey.*
 - Chad Whittle- Georgia College & State University
- **“Music, Positive Reframing and Spirituality: Strategies for Improving Mental Health Through Mood Management”**
 - *Emerging from the COVID-19 pandemic is a "second pandemic," identified as a global mental health crisis. Strategies that facilitate enjoyment and meaningful participation to manage mood can be critical in mitigating the current “mental health crisis” and its long-term positive effects. The use of music, positive reframing, and solely psycho-spiritual intervention are strategies utilized to mitigate mental health challenges. The primary aim of the present study is to learn of the gains to improvements in mood when participants engage in music-assisted, written positive reframing informed by spiritual or religious beliefs.*
 - Leaf Seeney- Georgia State University
- **“A Tale of Two Grievs: a Metaphorical Analysis on Avenged Sevenfold’s Nightmare Album”**
 - *This paper examines the band Avenged Sevenfold and their Nightmare Album to show how it represents the grief felt by the band, and more particularly by one of their core members. Avenged Sevenfold's drummer passed away due to an overdose while this album was being created and the band then continued on the album after his death. This paper examines metaphoric criticism in a whole new way.*
 - Gabrielle Lamura- Valdosta State University

Session 6 4:00-5:00:

A: Interactive Workshop (Coffee House – Room 235)

- **“45 Years in the Basic Course”**
 - *The speaker has spent over 45 years in the communication classroom, and that includes over one hundred sections of "the basic course." This session is an interactive discussion on the basic course, its purpose, its curriculum, its highs and lows, and how we can all thrive in the classroom.*
 - Barbara G. Tucker- Dalton State College

B: Papers (Butler Meeting Room – Room 227)

- **“Practical Ethics: Covering Suicide”**

- *Ethics is a daily concern for journalists and especially so where suicide is concerned. When the victim is a newly elected public servant accused of wrongdoing, clearly the story is newsworthy, but what happens when the reporter assigned to the story has a family member who fell victim to suicide? Especially if that reporter is young, not even finished with her degree, and has only been working as a journalist a few months? The Augusta Press faced this situation in Fall 2021. Staff members will join Dr. David Bulla in a presentation/discussion/evaluation of how they handled this situation. Panelists include Bulla; Dr. Debbie van Tuyll, executive editor and AU professor emerita, Joe Edge, publisher; and Liz Wright, reporter.*
- Debbie van Tuyll and David Bulla- Augusta University
- **“Language Barriers in Georgia K-12 Education”**
 - *Students speaking primary languages other than English have access to a variety of resources in their education in Georgia. However, the structure of these resources and the services they provide fall short of adequate for many students and their families. This raises into question the quality of the connection between parents and schools and the level of success that an English Learner (EL) is able to achieve in their education. Without proper action, Georgia’s education system will continue to fail some of its most vulnerable stakeholders.*
 - Paige Riser- Mercer University

D: Television/Cinema Studio Tour 1 (University Hall Room 183)

- Take a tour of AU’s studio to learn more about our facilities for broadcast, film, and podcasting.
 - Timothy Williams- Augusta University

6:00 PM - Dinner and Film Festival

Ballroom (Room 155)

- Please join us for dinner and a screening of the Georgia Communication Association Film Festival 2023 winning films! Participants will get to network with Augusta filmmakers Nick Laws and Timothy Johnson. Opening remarks by Dr. Neil MacKinnon, Augusta University’s Executive Vice President and Provost.

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

SATURDAY (February 18)

Session 7 9-10:

A: Interactive Workshop (Coffee House – Room 235)

- **“Breathe New Life into Your Assignments: High Impact Practices (HIPs)”**
 - *Allows faculty, students, and/or communication practitioners to actively teach models for engaged or community-based learning. This workshop session allows participants to take a current assignment and improve its impact by incorporating High Impact Practices: Eight Key Elements and Examples. After reviewing the 8 key elements, faculty can break into small groups (or work alone) and brainstorm about how to “level-up” a current assignment*
 - Laurie O’Connor- Georgia State University’s Perimeter College

Session 8 10-11:

A: *Interactive Workshop* (Coffee House – Room 235)

- **“Peer evaluations: How I learned to stop worrying and love them”**
 - *Creating or adopting a peer evaluation system requires more than just creating the steps, rubrics, and instructions. During this interactive workshop, we will discuss the process of creating a peer evaluation system to help meet the changing demands placed upon faculty. The workshop will share the steps that can be taken in the creation or adoption of a peer evaluation system requires more than just fashioning the steps, rubrics, and instructions.*
 - David Nelson- Valdosta State College

B. *Papers* (Butler Meeting Room – Room 227)

- **“How to Reach Gen Z: Rethinking the Scaffolding of Public Speaking Assignments”**
 - *Each generation of students presents challenges for effective instructional methods. The current Generation Z cohort is no different, presenting unique challenges to instruction and learning. A process improvement approach to teaching public speaking can improve Gen Z presentations. This thinking process parallels the history of quality management, where one of the key mantras is to work on the process, and the outcomes will follow (Barber, 2014). This effort aims to outline a process of public speaking training and how this approach will improve the quality of Gen Z performances. Preliminary data analysis shows the success of the approach.*
 - Mark Borzi- Valdosta State University
- **“The Goal Post for Attire for Public Speaking Students is Moving”**
 - *In my proposed presentation, I intend to discuss that colors, styles, and accessories remain the same as the previous times. However, certain compromises are called for to that dress code. Those involve hairstyles, tattoos, and nose piercings. First, people now have the right to wear natural hair or styles associated with their racial, ethnic, or cultural backgrounds. Second, tattoos are part of students’ fashion statements, and it is impossible to erase them from faces, necks, and hands for each class presentation. Finally, piercings on noses are common. Sometimes, they are difficult to remove the nose rings, causing pain and infection. Overall, we must emphasize to our students that while speaking in public, they are to dress to make a first good impression, not emphasize their clothes over their personalities.*
 - Niaz A. Khan- Georgia Gwinnett College

Session 9 11-12: GIFTS

Ballroom (Room 155)

- Barbara G. Tucker- Dalton State College
 - **“Fallacy Skits”**
- Chad Whittle- Georgia College & State University
 - **“Why Your University Should Add Podcasting as a Student Organization”**
- Meredith Ginn- Kennesaw State University
 - **“Meaningful Conversations”**
- Anna Deeb- Brenau University
 - **“Speech Workshops”**
- Mark Borzi- Valdosta State University

- **“Starting Class Groups”**
- Davia Rose Lassiter- Georgia State University
 - **“Cancel Culture: Public Relations in Action”**
- Meredith Ginn- Kennesaw State University
 - **“Crafting a Personal Mission Statement”**
- Mikkel Soelberg Christensen- Georgia College and State University
 - **“Assignment: The Art of the Subtle Protest”**
- Laura Harrison Graves- Augusta University
 - **“‘Real-life’ Public Speaking: Capitalizing on Virtual Experiences in the Classroom”**
- Penny Joyner Waddell- Gwinnett Technical College
 - **“What is your *APP*titude?”**
- Jane M. Hercules- Georgia State University Perimeter College
 - **“All the Voices in my Thread: Interaction made easy with VoiceThread Online”**
- Meredith Ginn- Kennesaw State University
 - **“Your Legacy on Social Media”**

12:00 – Conference Adjourns. See you at GCA 2024!