

# GEORGIA COMMUNICATION ASSOCIATION



## 2024 CONFERENCE

Piedmont University

Demorest, Georgia

Thursday 2/15 – Saturday 2/17

[GACOMM.ORG](http://GACOMM.ORG)

## WELCOME

I am honored to welcome you all to the 2024 Georgia Communication Association Conference! We are delighted to see our friends and colleagues gathering here in beautiful Demorest, Georgia to share our work and learn from each other.



English philosopher and rhetorician Mary Astell wrote “the design of rhetoric is to remove those prejudices that lie in the way of truth.” It is my hope that when each of us returns to our home campus, whether that be in Athens or Valdosta, Dalton or Carrollton, Atlanta or Macon or anywhere in between, we will have been renewed and ready to continue the pursuit of truth that lies at the heart of what we do.

This organization means a lot to me. From my very first year, I was impressed with the collegial atmosphere, the quality of the sessions, and the energy of the leadership at GCA. We have come out post-pandemic with renewed determination. We have revised our bylaws, stream-lined our officers, re-imagined our film festival, and redesigned our program! In addition to our paper sessions, panels, round tables, interactive sessions, GIFTS, and film festival, this year we are thrilled to add a “Networking and Grad Fair” session, allowing our undergraduate student participants an opportunity to learn more about the graduate programs in our state. GCA has always been a friendly conference, and we are determined to continue that welcoming atmosphere even as we grow!

Thanks are due to our lovely host institution, Piedmont University, our host liaison Melissa Jackson, and Chair of the Piedmont Dept. of Mass Communication, Dr. Joe Dennis. They have worked for months with us to make every detail perfect. And huge thanks are due also to Dr. Steve Stuglin, our Secretary/Vice President elect, who has done an amazing job with his part of the planning, while also keeping me on track with mine. This conference would not have come together without him.

We are so glad you have joined us to create this community of scholarship. Presenters, attendees, film festival participants, student volunteers, guests – you all are the secret ingredient that makes this conference special. Thank you!

Warmest Regards,  
Amy Mendes, Ed.D.  
President of GCA

The 2024 event at Piedmont is the 94th meeting of the Georgia Communication Association. We're glad you're here with us!

**PIEDMONT**

One of the most dynamic small universities in the Southeast, Piedmont University is a 300-acre residential campus nestled in the foothills of the north Georgia mountains. Founded in 1897, Piedmont is a comprehensive liberal arts institution offering a variety of career-oriented majors in the arts and sciences, business, education, and nursing.

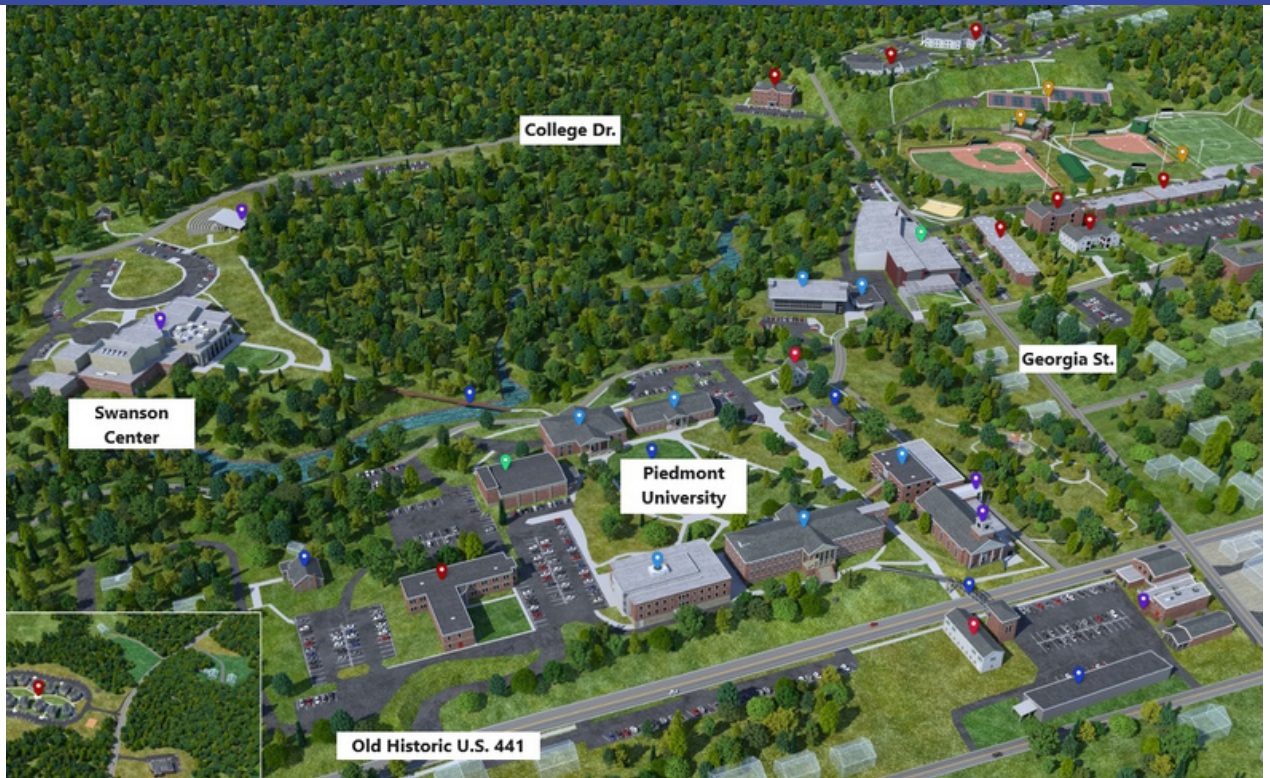
**SWANSON**

GCA 2024 will be held at Piedmont's Swanson Center for the Performing Arts and Communications, accessible on the East side of campus at Massachusetts Blvd, Demorest, GA 30535. Permitless parking is available directly in front of the Center and at 365 College Dr, Demorest, GA 30535.

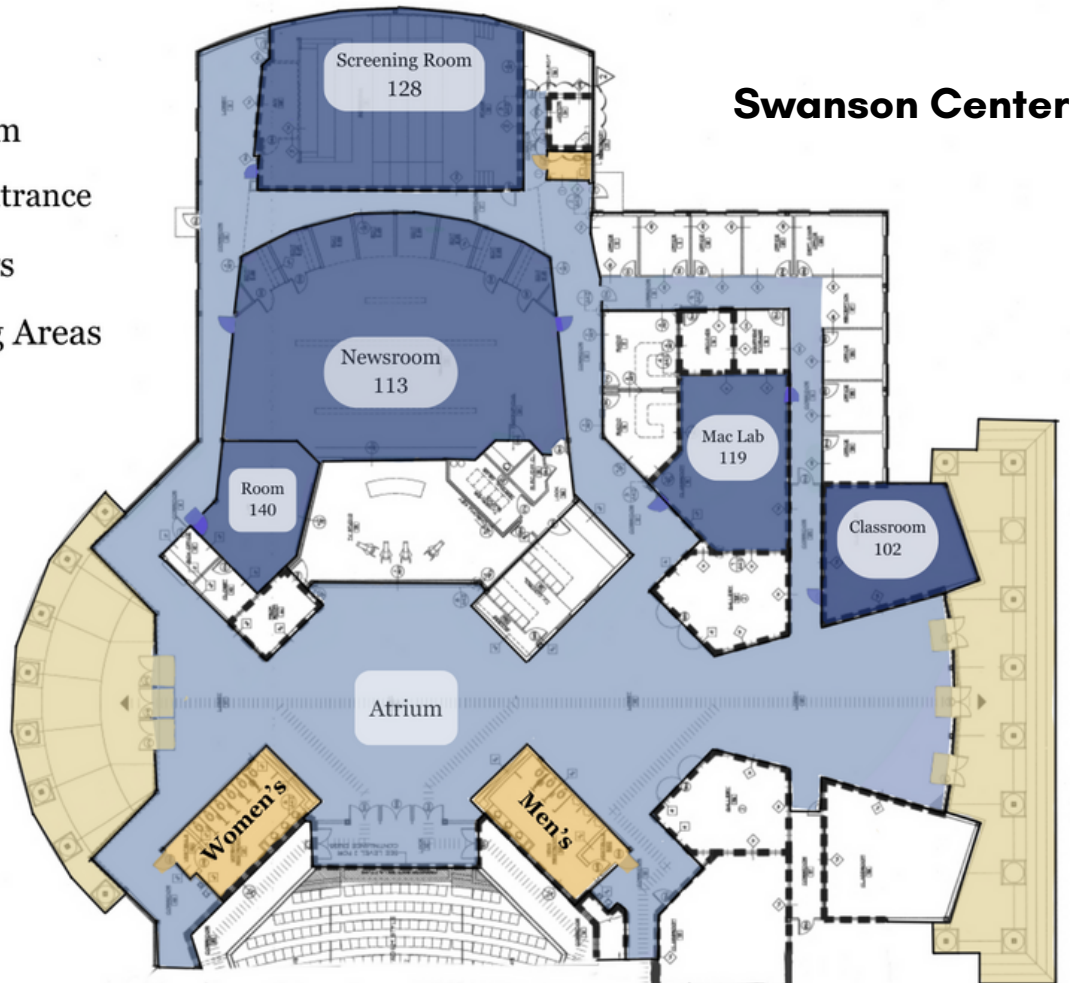


SITE MAPS

SITE MAPS



- Restroom
- Main Entrance
- Hallways
- Meeting Areas



**Thursday 2/15**

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**6:30-9pm Welcome Back Social**

**Friday 2/16**

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**8:15am Registration Desk Open**

**9:00-9:50am Sessions A1, A2**

**10:00-10:50am Sessions B1, B2, B3**

**11:00-11:50am Sessions C1, C2, C3**

**12:00-1:00pm Lunch, Welcome, Keynote Address**

**1:00-1:50pm Business Meeting**

**2:00-2:50pm Sessions D1, D2, D3**

**3:00-3:50pm Sessions E1, E2, E3**

**4:00-4:50pm Sessions F1, F2, F3**

**6:00-6:50pm Film Festival Screening**

**7:00-8:00pm Dinner, Film Festival Awards**

**Saturday 2/17**

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**8:15am Registration Desk Open**

**9:00-9:50am Sessions G1, G2**

**10:00-10:50am Sessions H1, H2, H3**

**11:00-11:50am Sessions I1, I2, I3**

**12:00-12:30pm Reception, Conference Awards**

**7:30-9:30pm "A Piece of My Heart"**

**Thursday 2/15**

**6:30-9pm Welcome Back Social**

Start with a no-host social: **Big Daddy's Restaurant & Tavern**, 137 Hodges St., Cornelia, GA 30531. *You are welcome to stop in for any part of or the whole time.* Street parking is available in front and behind the restaurant. Menu available at: [bigdaddys.com](http://bigdaddys.com)

**Friday 2/16**

**8:15am Registration Desk Open**

Pick up your conference badge and enjoy a light continental breakfast provided by Piedmont University.

**Room 140** - Selected Films submitted by the start of judging for the 2024 Film Festival will run on a continuous loop throughout the day. The top films will be screened at 6pm before the Awards Dinner.

Title	Name	University
Here To Stay	Lauren Bowman	University of North Georgia
Owls Deep	Jabari Holifield	Kennesaw State University
In Dog Years	Sean Hatten	Kennesaw State University
Two Paths: The Psychology of a Freelancer vs a Full-Time Employee	Marco Castaneda	Kennesaw State University
Spectacle	Michele Cates	Piedmont University
The Truth Behind Abuse	Maggie Bishop, Sophie Haines, Leandro Forero	Piedmont University
Keeping Together	Matthew Simpson	University of West Georgia
Remembering Lucy	Derek Duce	Kennesaw State University
Turbo Treadmill	Sebastian Soler	Kennesaw State University
Photo Story	Jazz Johnson	Spelman College
ESA	Maggie Bishop	Piedmont University
Vexagon "Scream Queen" (Official video)	"Shiloh" Sarah Reimche	Augusta University
Can We Dance	Evyn Barron	Kennesaw State University

**What Worked? What Didn't?**

Throughout the program of papers and presentations, we welcome your input. Use the QR code here (also available in every session room) to evaluate each presentation. The form asks for your rating in 5 areas and allows for comments.



**Help GCA planners and tell us what you think about the programming in 2024!**

**9:00-9:50am Sessions A1, A2**

**A1 - Room 102 - Critical Lenses on Gender**

- *Generating Girlhood: A Feminist Discourse Analysis of Girl Trends*; Lucy Roach, Mercer University
- *Boss Babe: A New Stereotypical Archetype for Depicting African-American Women in TV and Other Mass Media*; Q. McElroy, Brenau University
- *Misogyny as Communication in Adaptive Works from Plautus' Menaechmi*; Nicole Nelson, Mercer University

**A2 - Room 128 - Variations on a Theme: Reflections on the Dissemination of an Open-Access Public Speaking Textbook**

- Pamela Hayward, Augusta University
- Edgar Johnson, Augusta University
- Travice Obas, Georgia Highlands College
- Barbara Tucker, Dalton State University
- Jerry Drye, Dalton State University

**10:00-10:50am Sessions B1, B2, B3**

**B1 - Room 128 - Making IMPACTS: USG Core Revision, the Basic Course, and You**

- Meredith Ginn - Kennesaw State University
- Travice Obas - Georgia Highlands College
- Dana Pergrem - Georgia Highlands College

**10:00-10:50am (continued)**

**B2 - Room 119 - Recruiting from the Core: How to Market and Recruit Students to Your Major**

- Andre Nicholson - Middle Georgia State University
- Sheree Keith - Middle Georgia State University
- Christian Norman - Middle Georgia State University
- Claire Joa - Middle Georgia State University
- Mike North - Middle Georgia State University
- Rebecca Edwards - Middle Georgia State University

**B3 - Room 102 - Perspectives on Public Relations**

- *An Analysis of Press Releases and Media Pitches in Local and Hyperlocal Media Outlets in Georgia*; Mikkel Soelberg Christensen & Lillian Packard, GA College & State University
- *Examining the Impact and Growth of Student Led Experiential Learning Programs*; Kayla Henderson, The University of West Georgia
- *The Effects of Public Speaking Course Redesign on the Learners' Communication Apprehension*; Youngrak Park, Ramesh Rao, Danna Gibson, Benjamin Baker, Columbus State University

**11:00-11:50am Sessions C1, C2, C3**

**C1 - Room 102 - Analyzing Social Media**

- *TikTok and Total Control*; Kathryn Volz, Mercer University
- *ISIS Social Media Propaganda: A Comparative Analysis of English and Turkish Language Propaganda*; Yesim Erdeger, Georgia State University

**C2 - Room 119 - Improv Exercises in Communication Education - From Human Communication to Mass Media**

- Matthew Terrell, Kennesaw State University

**C3 - Room 128 - The Call Up: Faculty Mentoring and its Role in Program Success**

- Arrington Stoll - Valdosta University
- David Nelson - Valdosta University
- Holly Buglewicz - Valdosta University



## 12:00-12:50 Lunch & Keynote Address

**Atrium** - Please join us for our keynote lunch in the Atrium.

- Emcee: Amy Mendes, President of GCA
- Welcome: Marshall Criser, President of Piedmont University
- Keynote: Terry Rogers, GA House of Representatives, Dist.10

Terry Rogers is the managing partner of Rogers Strategies LLC, a firm specializing in government, corporate, and political solutions. Recently retired after 5 terms in the Georgia House of Representatives, he held numerous caucus and committee positions as well as serving as the Senior Administration Floor Leader for both Governor Nathan Deal and Governor Brian Kemp. He is the recipient of numerous awards, most notably being named by Georgia Trend Magazine as one of their 100 Most Influential Georgians. He currently serves as Chairman of the Governor's Film, Music, and Digital Entertainment Advisory Commission. Terry and his wife Laura have five children and eleven grandchildren and live on their 200 year old farm in Clarkesville. In his spare time he enjoys farm projects, golf, and being outdoors.



## 1:00-1:50 Business Meeting

**Room 128** - GCA Business Meetings are open to all attendees. Voting rights come with membership (paid at registration). We especially welcome your participation this year as we will vote on the revisions to the GCA Constitution and Bylaws.

Tentative Agenda

- Approval of Minutes
- Officer Reports
- Old Business
  - Changes to the Constitution and Bylaws
  - Review of Conference Practices to Improve
- New Business
  - GCA 2025
- Officer Elections
  - Vice President Elect, Secretary, Administrative Director, 4th Member at Large, and more

## 2:00-2:50pm Sessions D1, D2, D3

### D1 - Room 102 - Rhetorical Critiques

- *Let the Sunshine In: Constructing Rhetorical Healing in the Summer of Soul Documentary*; Amber Monroe, Georgia State University
- *Rhetoric of Past and Future: Trump, Biden, and Unionizing EV Plants*; Steve Stuglin, Georgia Highlands College

### D2 - Room 128 - Preparing Undergrads for the Rigors of the Capstone Course: The Role of Research Methods Classes

- Sarah Min, Dalton State University
- Clint Kinkead, Dalton State University
- Tami Tomasello, Dalton State University

### D3 - Room 113 - Networking and Grad Fair

*Use this time for some dedicated networking. Schools listed will have representatives on hand with information for prospective students and employees!*

- Agnes Scott College
- Georgia State University
- Middle Georgia State University
- Piedmont University
- The University of West Georgia
- Valdosta University

## 3:00-3:50pm Sessions E1, E2, E3

### E1 - Room 102 - Appreciations of Sound in All Its Forms

- *Shattering the Concrete Ceiling: The Brown Table Talk Podcast*; Davia Rose Lassiter, Georgia State University
- *The Art of Radio Acting*; Scott Dillard, Georgia College and State University
- *The Connection Between Communication, Music, and the Individual: A Business Communication Application*; Alex Bercik and Philip J. Aust, Kennesaw State University

### E2 - Room 119 - Professors Take On "Pilot" Cross-Cultural Online Certificate Program for Female Students, Bangladesh

- Caitlin Wills, University of North Georgia

### E3 - Room 113 - Networking and Grad Fair

*(continued from earlier event)*

## 4:00-4:50pm Sessions F1, F2, F3

### F1 - Room 102 - Analysis of Games and Gaming

- *Exploring Player-Designer Intercommunication Through Interactivity in Video Games*; Rajwol Chapagain, Mercer University
- *Global Identities and The Sims 4*; Marcus Simmons, Georgia State University
- *Nonverbal Communication and Affective User Interfaces in Contemporary Video Games*; Steve Spence, Clayton State University

### F2 - Room 119 - Escape the Office: Teaching Students Through Interactive Experiences

- Meredith Ginn, Kennesaw State University

### F3 - Atrium - Campus Tour

*Please join representatives from Piedmont University to tour some of the features of the campus and facilities. Meet in the Atrium for the tour, which will use a van for transportation to the main campus.*



### What Worked? What Didn't?

Throughout the program of papers and presentations, we welcome your input. Use the QR code here (also available in every session room) to evaluate each presentation. The form asks for your rating in 5 areas and allows for comments.

**Help GCA planners and tell us what you think about the programming in 2024!**



**5:00-5:50pm Rest and Refresh**

**6:00-6:50pm Film Festival Screening**

**Room 128 - Open Screening and Q&A with filmmakers**

*The Georgia Communication Association Film Festival showcases outstanding films and videos made by students at GCA member institutions in Georgia. We seek to highlight students' inspiring work that reflects their creative voices and unique talents.*

- Welcome: Amy Mendes, President of GCA
- Film Fest Director: Sangsun Choi, Kennesaw State University

**7:00-8:00pm Dinner & Film Festival Awards**

**Atrium - Ticketed Dinner**

*Dinner is reserved for those that purchased a dinner ticket at time of registration. Midway through the meal, our Film Festival Director will deliver awards to the filmmakers that won this year.*

**Film Festival Awards for 2024**

Award	Title	Name	University
Best of Narrative Award	Turbo Treadmill	Sebastian Soler	Kennesaw State University
Award of Excellence - Narrative	Keeping Together	Matthew Simpson	University of West Georgia
Best of Documentary	Two Paths: The Psychology of a Freelancer vs a Full-Time Employee	Marco Castaneda	Kennesaw State University
Award of Excellence - Documentary	Spectacle	Michele Cates	Piedmont University
Best of Micro-Work	Can We Dance	Evyn Barron	Kennesaw State University
Award of Excellence - Micro-Work	Vexagon "Scream Queen"	Sarah Reimche	Augusta University

Saturday 2/17

**8:15am Registration Desk Open**

**9:00-9:50am Sessions G1, G2**

**G1 - Room 102 - Theory & Application in Public Comm.**

- *Digital Diplomacy in Action: Analyzing RT's Strategic Communication on Weibo During the Russian-Ukrainian War*; Yilin Alen Chen, Georgia State University
- *Toward a Theory of Mindfulness in Public Relations*; Steven Shields and Caitlin Wells, University of North Georgia
- *A Theoretical Analysis of Social Media Influencer Marketing and Implications for Kidfluencing*; Jasmine Hope Jackson, Georgia State University

**G2 - Room 119 - Thematic Analyses Using QUIRKOS (Qualitative Data Analysis Software)**

- Mohsin Hassan Khan, Bahria University

**10:00-10:50am Sessions H1, H2, H3**

**H1 - Room 102 - Great Ideas for Teaching Speech (GIFTS)**

- *The Riipen Experience: Work Based Learning and Public Speaking*; Anna Dudley Deeb, Brenau University
- *Pitch the Dean*; Steve Stuglin, Georgia Highlands College
- *A Social Life: Reflection of Social Media Usage and Personas*; Meredith Ginn, Kennesaw State University
- *Media & Gender: An Interactive Experience*; Davia Rose Lassiter and Pauline Matthey, Georgia State University

**H2 - Room 119 - Incorporating Artificial Intelligence Tools in Media Production Courses**

- Sangsun Choi, Kennesaw State University

**H3 - Room 128 - Moving From Theory to Practice: Teaching Communication Competencies in the Basic Course**

- William Price - Georgia State University
- Richard Kimberly Sisson - Georgia State University

SATURDAY

**11:00-11:50am Sessions 11, 12, 13**

**11 - Room 102 - Technological Approaches to Pedagogy**

- *What Can ChatGPT Do For You? Teach Public Speaking;* Niaz Khan, Georgia Gwinnett College
- *Pilot Study on Adding News Podcasts as a Class Assignment to Expand Student News Engagement;* Chad Whittle, Georgia College and State University

**12 - Room 128 - How to Plan and Run a Communication-Based Two Week Study Abroad Program From Scratch (and Why We Are Doing It Again!)**

- Mikkel Soelberg Christensen, GA College & State University
- Jan Hoffman, Georgia College & State University

**13 - Room 119 - Amplifying Your Work and Effectively Capturing Your Academic Contributions in Annual Reviews and Promotion/Tenure Portfolios**

- Erin L. Ryan, Kennesaw State University

**12:00-12:30pm Awards Reception**

**Atrium - Closing Remarks and Awards**

*Please join us for some brief closing remarks, dessert, and the announcement of the winners of our conference awards: Top Paper and Top Presentation. Presentation will be made by 2024 conference planners Amy Mendes and Steve Stuglin. (Under the Revised Bylaws, the bulk of conference planning is conducted by GCA's Vice President and Vice President-elect, in cooperation with the President and the Site Host.)*

**12:30pm Conference Adjourns**

**7:30-9:30pm "A Piece of My Heart"**

**Theater at the Swanson Center**

*Conference attendees that choose to stay in the area are invited to this performance. Tickets are available at the box office or online (\$6-11). "A Piece of My Heart," by Shirley Lauro, is the true story of six courageous women sent to Vietnam, their struggle to make sense of a war that irrevocably changed them, and of a nation that shunned them.*



## GCA Leadership 2023-2024

- President: Amy Mendes, The University of West Georgia
- Vice-President: shared by Amy Mendes and Steve Stuglin
- Secretary: Steve Stuglin, Georgia Highlands College
- Treasurer: Rick Lindner, Perimeter College, GA State University
- Executive Director: Vacant; member is on personal leave
- Proceedings Editor: Barbara Tucker, Dalton State College
- PR: Mikkell Christensen, Georgia College & State University
- Private Institution Delegate: Anna Deeb, Brenau University
- 4-Year Delegate: Meredith Ginn, Kennesaw State University
- 2-Year Delegate: Brian Kline, University of North Georgia
- Film Fest Director: Sansung Choi, Kennesaw State University

*\*Many of these roles are redefined or combined into new roles in the overhauled version of the Bylaws up for a vote at the 2024 business meeting. If adopted, this list of roles will change in 24-25. The old and proposed versions of the Constitution and Bylaws are available at our website.*



## Thank You!

**A conference like this is only possible through the volunteer labor of lots of people. We want to make sure to thank:**

- Melissa Jackson was a wonderful contact to work with and Piedmont University has been a gracious and welcoming site. Thank you Joe Dennis, Erin Forester, Marshall Criser, Lainey Pettit, Imani Spence, Chloe Spradlin, Kate Nye, Sophie Haines, Matthew Kodrowski, and Nahomi Itzel Solorzano Centeno!
- We are thankful for Terry Rogers' generosity with his time!
- Sangsun Choi and volunteer judges for the Film Festival allow us to honor the hard work of student filmmakers. Thank you!
- The conference was organized by Amy Mendes and Steve Stuglin, with generous support and reviewing work from the rest of the GCA board and friends of GCA (David Nelson and others, thank you!).
- The event relies on every author, presenter, panelist, and attendee to come together to have something to talk about. Thank you all, and we look forward to seeing you next year!