2019 Conference
Redrawing Boundaries
Presented by

RADFORD UNIVERSITY
School of Communication
Friday March 29, 2019

Check In
11am – 12pm

College of Humanities and Behavioral Sciences (CHBS) building
Atrium 1st Floor

Session One Panels
12noon – 12:50pm

1a. Using Student in Media to Redefine Perspectives in Communication Boundaries

Alexander Burnley, Radford University, Whim
Sarah Jennings, Radford University, The Beehive
Dylan Lepore, Radford University, The Tartan
Jessica Mundy, Radford University, Exit 109
Tristan Rines, Radford University, Radio Free Radford
Chase Wayne, Radford University, ROC-TV
Yves White, Radford University, Student Media Advertising

Chair: TBD

1b. Career Preparation Workshop

Angela Joyner, Radford University
Executive Director Center for Career & Talent Development

Chair: TBD

1c. The Digital Communication of Gender: Exploring Pressing Issues and New Platforms of Communicating Gender Research

A Normalized Cycle: Media’s Lasting Impact on Shaping Social Gender Norms
Meaghan McIntyre, University of Mary Washington

Re-visualizing Gender Roles and Expectations in Popular Cinema
Emma Baumgardner, University of Mary Washington

The Portrayals of Women in Popular Comedy: A Mixed Methods Approach
Anna Rinko, University of Mary Washington
Gender, Diversity, and Disadvantages in the Workplace: An Intersectional Approach
Jamie McGuire, University of Mary Washington

Chair: Elizabeth Johnson-Young, University of Mary Washington

Opening Ceremony
1 – 1:50pm

CHBS 1016

Speakers: Radford University President Brian O. Hemphill
City of Radford Mayor David Horton

Session Two Panels
2 – 2:50pm

2a. The Changing Horizon: From China’s Mainstream Media to New Media

China’s Family Planning Policy Evolution and News Coverage of Mainstream Media: A Content Analysis of People’s Daily in 40 Years
Jianping He, Southwest University of Political Science and Law in China
Juan Liu, Southwest University of Political Science and Law in China

Research on the Effectiveness of Institutional Wechat Communication
Xiaoping Luo, Southwest University of Political Science and Law in China

Research on Profit Model of China’s Internet Media
Zhizhong Zhang, Southwest University of Political Science and Law in China

Chair: Shuo Yao, Radford University

2b. Redrawing Boundaries in Interpersonal, Organizational, and Small Group Communication

Residential Support: A Study of the Types of Perceived Social Support Residents Receive from Resident Assistants
Steven K. Herring, Longwood University
Michael P. Dougherty, Longwood University

Organization Commitment, Employee Satisfaction and Minimum Wage Hikes: A Social Exchange Perspective Research Proposal
Yulong Liu, Virginia Tech

Beyond ‘thank you’: Recommended Modalities for Meaningful Civilian-Military Discourse
Nicolas J. Mercurio, George Mason University
Redefining Women’s Body: A Case Study of Self-Care Through Trainerize
Emily Lewis, Radford University

Chair: Elizabeth Johnson-Young, University of Mary Washington

2c. Examining the Boundaries of Under- or Misrepresented Populations

Literacy Center Documentary
Trae D. Price, Radford University
Shakis Moore, Radford University

Dolma’s Second Voice Client Cut
Shakis Moore, Radford University

This Is America
Kristi Mukk, University of Richmond

“I Am Your Queen”: A qualitative content analysis of drag queen culture in contemporary American pop culture
Blake Barefoot, Radford University

Chair: West Bowers, Radford University

2d. Grad Fair- TBA

Session Three Panels
3 – 3:50pm

3a. Video and Communities

Radford University Pet Ban
Cory Higgs, Radford University
Kevin Reid, Radford University

Radford Helps Main Street
Nicole Owens, Radford University
Jeremy Moser, Radford University

Radford University Chemistry Department
R.J. Smith, Radford University

Redrawing Boundaries: Squishy Animation Marketed Directly to Video: The Rise and Fall of Veggie Tales
Peggy Southerland, Regent University
Chair: Michael Meindl, Radford University

3b. Under Attack: The Risks and Rewards in Reporting

Twange Kasoma, Radford University
Bill Kovarik, Radford University
Denny Price, Radford University
Chair: Leigh Anne Kelley, Radford University

3c. Political Communication in Virginia: Making Sense of Scandals and Shifting Winds

Kristina Contreras, Radford University
Paula Youra, University of Lynchburg
Stephanie McFadden, Radford University
John Tedesco, Virginia Tech
Carter Turner, Radford University
Chair: Scott Dunn, Radford University

3d. CHBS 1st Floor Atrium

Poster Presentations

Evaluating current conduct sanctions to expand boundaries
Julianna Stanley, Radford University

What’s in a Face?
Tala Rhodes, Radford University

Attitudes toward university communication: applying and extending the theory of planned behavior
Albert Raboteau, Virginia Tech

Content Analysis of University Mental Health Websites
Jose M. Bermudez, Radford University

Gender Representation in Sports Illustrated for Kids
Kelsey Wooten, Virginia Tech

Instagram Influencers: From Zero to Millions
Catalina Rogers, George Mason University

Games, Guilds, and Girl Crushes: A Study of Roleplaying Gaming as a Venue for Sexual Identity Formation in LGBTQ+ Gamers
Dylan Donlon-Moyer, George Mason University
News, Drama, or Both? True Crime Reality Television  
Tony Atwater, Norfolk State University

CrossFit (Cult)ure: a Rhetorical Analysis of Symbolic Convergence Through Digital Media  
MK DeChristopher, Virginia Tech

3e. Crisis Communication

Communicator of the Year Presentation  
4 – 4:50pm CHBS 1016  
presented to  
Dr. Robert E. Denton, Jr.  
Virginia Tech

Evening Meet Up 5:30 – 7:30pm  
Sharkey’s  
1202 E. Main St.  
Radford, Va. 24141
Saturday March 30, 2019

8 – 8:30am

**Board Meeting**

8:30 – 8:50am

**Member Meeting**

**Session One Panels**

9 – 9:50am

**1a. Redrawing Boundaries: Piety Gone, Drama Now PG13 and R-Rated in New Christian Films**

*Redrawing boundaries in “Woman thou Art Loosed”*
Monica Moore, Regent University

*Redrawing boundaries in “Inlawfully Yours”*
Anthony Utulu, Regent University

*“Women as patriarchal victims in Fireproof.”*
Elisabeth Williams, Regent University

*“Women protagonists: Tyler Perry and Madea”*
Andrew Quicke, Regent University

Chair: Andrew Quicke, Regent University

**1b. Shouting Out! Interrupting Academic Gatekeeping and Promoting Student Writing in the Digital Sphere**

Cecily Thomas, James Madison University
Sophie Margulies, James Madison University
Morgan Lewis, James Madison University
Elise Roberson, James Madison University

Chairs: Katie Lese and Sarah Taylor Mayhak, James Madison University
1c. Media Studies

The Connection Between Adolescent Fandom in Disney Princesses and Adult Fandom in Kate Middleton
Rebecca Hogge, Radford University

Designing for Interdisciplinary Artist Collaboration Through User-Centered Design Process
Maddie Counsell, James Madison University
Chen Guo, James Madison University

Media Effects: Framing Environmental Activism in the Media
Jessica Fowler, Radford University

Chair: TBD

1d. Lead and They Will Follow: Defining Student Leadership in Higher Education

Leading to Success
Taylor B. Creasey, University of Virginia – Wise
Lauren Baker, Virginia Tech

Session Two Panels
10 – 10:50am

2a. Public Memory of the Holocaust

Kinderttransport Memorials
Sam Taylor, Radford University

Jewish Museum of Berlin
Sandra French, Radford University
Sarah Derrick, Radford University
Kristin Cooper, Radford University

Chair: Sandra French, Radford University

2b. Influence of Online Media

“Is This Picture Good Enough?” How the amount of likes effects an individual’s confidence
Amber Hodges, Longwood University
Joshua Hanratty, Longwood University
Are Instagram and Pinterest the Motivation for #Vacations?
Collan Hilfiger, Longwood University
Emily Rossi, Longwood University

Sinclair Broadcast Company’s Scripted On-Air Statement Regarding Fake News: Assessing Media Response
Roberto Musso, Virginia Tech
Kellie Sharpless, Virginia Tech

Online News and China’s Colonization of Jamaica
Ghislaine L. Lewis, Lynchburg University

Chair: Matthew Turner, Radford University

2c. Adulting After College: Establishing Professional and Personal Practices
Tommy Morgan, Radford University Alumni
Chair: TBD

2d. Graduate Coordinator Panel

Keynote Address
11 – 11:50am CHBS 1016
Radford University Alumni
Priya Ramesh
CEO Communications, LLC
https://ceocommunications.co/

Session Three Panels
12 – 12:50pm

3a. Public Relations Scholarship Showcase

Understanding the Effectiveness of Protest and Social Change in Advertising Narratives
Julia Brewster, University of Lynchburg,

SCRUMING through Public Relations Writing
Annick H. Dupal and John M. White, James Madison University,
Images, Spatiality and Modernity: An Iconology-Framing Analysis of a Visual Consumerism
Youlong Liu, Virginia Tech

Chair: Tim Gibson, George Mason University

3b. Redrawing Cultural Artifacts Through Rhetorical Critique

Harry Potter: An International Phenomena
Meagan Campbell, University of Lynchburg

Reconciling Remembrance: A Rhetorical Critique of Canada’s National Holocaust Monument
Sarah Derrick, Radford University

The Old South and Cinema: Reevaluating Gone with the Wind in America’s Social Context by Framing through Standpoint Theory and Cultural Studies
Kelsey Marchant, Radford University

Chair: Alec R. Hosterman, Longwood University

3c. Redrawing Boundaries as a Department Head: A Roundtable Conversation

Robert Denton, Professor and Department Head, Department of Communication, Virginia Tech
Eric Fife, Professor and Director, School of Communication Studies, James Madison University
William Kennan, Professor and Interim Director, School of Communication, Radford University
Anne Nicotera, Professor and Chair, Department of Communication, George Mason University

Chair: Eric Fife, James Madison University

Session Four Panels
1 – 1:50pm

4a. Perfecting the Balancing Act of a Graduate Student/Teacher Role

Jenna Davis, Virginia Tech
Kelsey Marchant, Radford University
Jocelyn Hotter, Virginia Tech
Jenna Sudol, Radford University
Emily McCaul, Virginia Tech

Chair: Beth Waggenspack, Virginia Tech
**4b. Health Communication**

*Cannabis Legalization in Virginia: Analyzing Polarized Viewpoints in Public Discourse*
Tylisia Crews, Radford University
Jazmine Burnette, Radford University

*Closer Than It May Seem: America’s Unspoken Health Crises*
Elmira Hamidi, George Mason University
Farah Latif, George Mason University

*The “Love My Healthy Body” Campaign*
Langlee King, Virginia Tech
Natalie King, Virginia Tech

*Crying Expands the Lungs” to “You’re Going to Spoil That Baby”: An Analysis of the Social Construction of the Cry-It-Out Sleep Training Method*
Jennifer Rosier, James Madison University
Tracy Cassels, Evolutionary Parenting

Chair: Jimmy Roux, University of Lynchburg

**4c. Cultural Politics and Popular Culture: A Media Criticism Showcase**

*Disrupting the cultural narrative: A multi-perspectival analysis of Janelle Monae’s Dirty Computer*
Kier Askew, George Mason University

*Fox’s Empire: Multidimensional representations of race, class, gender, and sexuality*
Tifara Davis, George Mason University

*Feminism and cosplay: Gender, harassment, and microcelebrity in fan communities*
Phanida Langner, George Mason University

*Victoria’s Secret Fashion Show: A critical analysis*
Melanie Miller, George Mason University

Chair: Timothy A. Gibson, George Mason University

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**Session Five Panels**

**2 – 2:50pm**

**5a. Zoom through Boundaries in Public Speaking**

Jessalyn Coble, Rowan-Cabarrus Community College
Dorothy Conner, Virginia Tech
Brandi Quesenberry, Virginia Tech
Laura Purcell, Virginia Tech
Zach Sowder, Virginia Tech
Chair: Dr. Marlene Preston, Virginia Tech

5b. Communication Education

The Impact of an Interactive Intervention on Students’ Ethical Reasoning Skills in a Basic Communication Course
Tim Ball, James Madison University

Self-Disclosure/Social Media Analysis- GiFTS
Sylvia Mphofe, George Mason University

Did a Professor Edit This? A Primer on Student Press Freedoms, and the Limits of Administrative Influence
Geoff White, Radford University
Chair: TBD

5c. Political Communication

A Woman of Great Contradictions
Makenna Fitzsimmons, University of Richmond

Justifying Deregulations at Reagan’s First Presidency: A Rhetorical Framing Analysis
Yulong Liu, Virginia Tech

Flipping fake news: How Donald Trump attempts to undermine the press on Twitter
Blayne Fink, Virginia Tech
Cathy Grimes, Virginia Tech
Caitlin McDaniel, Virginia Tech

Credibility, Candor, and Character: Analyzing the Weight of Narratives and Identity through Dr. Ford and Judge Kavanaugh
Jess Ritenour, University of Lynchburg
Chair: TBD

5d. Event Planning 101

Conference Conclusion 3:00pm