

2019 Conference
Redrawing Boundaries

Presented by

RADFORD UNIVERSITY

School of Communication

Friday March 29, 2019

Check In 11am – 4pm

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

Hospitality Suite

Friday and Saturday
Second Floor Foyer
Friday: 11am to 4pm
Saturday: 8:30am to 3pm

Session One Panels 12 – 12:50pm

CHBS 3012

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: Geoff White, Radford University

CHBS 3009

1b. Creating My Story Workshop

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

CHBS 3016

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
VACAS President Tim Gibson

Session Two Panels

2 – 2:50pm

CHBS 3012

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

CHBS 3016

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
Nicholas 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

CHBS 3008

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

CHBS 1006

2d. Graduate School Showcase

Scott Dunn, Radford University
Tim Ball, James Madison University
Tim Gibson, George Mason University
Thomas Socha, Old Dominion University
Beth Waggenpack, Virginia Tech

CHBS 1016

2e. Redrawing Boundaries on Communication Internships

Ida Domingo, Radford University
Aaliyah Gray, Radford University
Bennett Green, Radford University
Tyahn Jenifer, Radford University
Chair: Betty Kennan, Radford University

Respondents: Susan Tomasovic, George Mason University
Whitney Harris, University of District of Columbia

Session Three Panels

3 – 3:50pm

CHBS 3008

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

CHBS 3009

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

Twange Kasoma, Radford University

Bill Kovarik, Radford University

Nick Mullins, Radford University

Denny Price, Radford University

Chair: Leigh Anne Kelley, Radford University

CHBS 1016

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

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3d. CHBS 1st Floor Atrium

The Poster Presentation Showcase (Judges Attending)

Posters will be displayed all day, judges will meet with scholars at 3pm at their poster

Evaluating Current Conduct Sanctions to Expand Boundaries

Julianna Stanley, Radford University

*Examining Cultural Boundaries When Decoding and Recognizing Trustworthiness
in Facial Features*

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

CHBS 3012

3e. Red Alert! Redrawing Boundaries in Crisis Communication

John Brummette, Crisis Communication Faculty, Radford University

David Horton, Mayor, City of Radford

Tanya Corbin, Political Science Faculty, Radford University

Sherry Wallace, University Relations, Radford University

Max Esterhuizen, University Relations, Radford University

Chair: Lisa Baker-Webster, Radford University

Communicator of the Year Presentation

4 – 4:50pm CHBS 1016

“Two Epiphanies from Undergraduate Years that Inform the Practice and Study of
Contemporary Political Communication”

Dr. Robert E. Denton, Jr.

Virginia Tech

College of Humanities and Behavioral Sciences Building Tour

5:00pm-5:50pm CHBS 1st Floor Atrium

Learn all that this technologically advanced building has to offer to the Communication discipline. Visit our Podcast Studio, Video Editing Suite, TV Studio, and Social Media Watch Center!

Evening Meet Up 5:30 – 7:30pm

Sharkey's
1202 E. Main St.
Radford, Va. 24141

No Host- Visit www.sharkeyswingandribjoint.com
for menu and pricing

Free parking available in city lots or street side

Saturday March 30, 2019

8 – 8:30am

CHBS 1016
Board Meeting

8:30 – 8:50am

CHBS 1016
Member Meeting

Check In
8:30am – 2pm

CHBS 1st Floor Atrium

Hospitality Suite

Saturday
Second Floor Foyer
Saturday: 8:30am to 3pm

Session One Panels

9 – 9:50am

CHBS 3008

1a. Redrawing Boundaries: Piety Gone, Drama Now PG-13 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

CHBS 3009

1b. Elevator Speeches: Misconceptions of Pitching Your Personal Brand Workshop

PRSSA, Radford University Chapter

CHBS 3012

1c. Media Studies: From Adult Fandom to Artist Collaboration to Activism

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: Courtney Bosworth, Radford University

CHBS 3016

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

Alex Kinsey, Radford University

Julianna Stanley, Radford University

Alyssa Woolwine, Radford University

Kelly Hodor, Radford University

Chair: Lisa Baker-Webster, Radford University

Session Two Panels

10 – 10:50am

CHBS 3008

2a. Public Memory of the Holocaust

Kindertransport Memorials
Sam Taylor, Radford University

The Memorial to the Murdered Jews of Europe
Sandra French, Radford University

COMS 414: Studying the Holocaust
Sarah Derrick, Radford University

It's All in A Name: Critical Analysis of Fallen Leaves (Shalechet)
Kristin Cooper, Radford University

Chair: Sandra French, Radford University

CHBS 3012

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

Ghislain L. Lewis, Lynchburg University

Chair: Matthew Turner, Radford University

CHBS 3016

2c. Adulting after College: Establishing Professional and Personal Practices

Tommy Morgan, Public Relations Senior Account Executive, Sage Communications

Amanda Radley Allen, Marketing and Communications Coordinator for Feeding America Southwest Virginia

Julia Hurley, Web Coordinator for the Virginia-Maryland College of Veterinary Medicine

Jessica Fowler, Web Content Producer and Editor for Radford University

Chair: Lisa Baker-Webster, Radford University

CHBS 3009

2d. Beyond the Boundaries of the Bachelor's Degree: Counsel from Graduate Directors across the Commonwealth

Scott Dunn, Radford University

Corey Hickerson, James Madison University

Tim Gibson, George Mason University

Thomas Socha, Old Dominion University

Beth Waggenpack, Virginia Tech

Chair: Bill Kennan, Radford University

Keynote Address
11 – 11:50am CHBS 1016
Stephanie Winebrenner



Senior Account Executive, Chairman's Club Winner, US Accelerate Leader,
Women of Impact Regional Lead & Mentor, **Cisco Systems, Inc**
Program Manager & Central Virginia Lead, **Girls Rock in Tech (GRIT)**
Current MBA Student, **The University of Richmond**
2006 Communication Dean Scholar & SGA President, **Radford University**
Chief Domestic Officer, **Winebrenner Household**

College of Humanities and Behavioral Sciences Building Tour

12-12:50pm CHBS 1st Floor Atrium

Learn all that this technologically advanced building has to offer to the Communication discipline. Visit our Podcast Studio, Video Editing Suite, TV Studio, and Social Media Watch Center!

Session Three Panels

12 – 12:50pm

CHBS 3008

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, James Madison University

John M. White, James Madison University

Images, Spatiality and Modernity: An Iconology-Framing Analysis of a Visual Consumerism

Yulong Liu, Virginia Tech

Chair: Tim Gibson, George Mason University

CHBS 3012

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

CHBS 3016

**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

CHBS 3016

**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 Waggenpack, Virginia Tech

CHBS 3008

4b. Health Communication: Bodies and Boundaries

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: Zehui Dai, Radford University

CHBS 3012

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

Session Five Panels

2 – 2:50pm

CHBS 3016

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

CHBS 3012

5b. Communication Education: Ethical Reasoning, Self-Disclosure, and Leadership

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: Kim Herbert, Radford University

CHBS 3008

5c. Political Communication: Redrawing Boundaries on Leadership

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: Ryan Stouffer, Longwood University

CHBS 3009

5d. 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

Conference Conclusion 3pm

See you at George Mason University in 2020!

Wi-Fi Instructions

Does your University use EDUROAM? If so, simply sign in to EDUROAM Wi-Fi using your log in and password that you would use at any computer at your own institution.

Don't use EDUROAM? Follow these instructions to set up guest access:

Click the Wi-Fi icon on the lower-right corner of your Windows 10 taskbar or choose the settings option on your phone or iPad and select Wi-Fi. Choose Radford_Guest, then "Don't have an account." Follow the instructions to set up an account, then check your registered email for your user name and password. You will have access to Radford_Guest Wi-Fi for 7 days.


Instructions and picture guides are available at the registration desk.

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