2018 Conference

The Power of Communication
Welcome to VACAS 2018: The Power of Communication

Presented by

George Mason University
A Message from the VACAS President

Welcome to George Mason University! On behalf of my colleagues in the Department of Communication, let me say that we are all very excited and honored to be the host of VACAS 2018: The Power of Communication. We would like to thank all of the undergraduate students, graduate students, and faculty from around the Commonwealth (and beyond) who submitted their work and who will enrich this conference with their research, their experiences, and their creative work related to Communication, Media, Film, and Journalism. We are looking forward to meeting you and hearing about your ideas and experiences!

I would also like to extend my personal thanks to the staff whose hard work over the last year made this conference possible, especially Megan Edmondson and Brittany Sanders. They have both been amazing, going above and beyond the call of duty to make sure our panelists, panel chairs, and guests feel supported and welcomed. Thanks also go to Maria Carabelli for her excellent work on budgeting and my colleagues Anne Nicotera, Esther Yook, and Susan Tomasovic for their ideas, support, and guidance.

Enjoy the conference!

Sincerely,

Tim Gibson
President, Virginia Association of Communication Arts and Sciences
Chair, VACAS 2018
Panels from 12noon-1:15pm

Johnson Center, Meeting Room B
The Power of Intercultural Communication to Shape our Future and Analyze our Past: From Health Care to Education and the Space Program

Intercultural Communication in Health Care
Phung Pham, George Mason University

Communication in the U.S. School System amongst ESL Students
Jenisha Chudal, George Mason University

Space Policy in an International Context
Liam Behan, George Mason University

Panel Chair: Esther Yook, George Mason University
Respondent: Joonwoo Moon, George Mason University

Johnson Center, Meeting Room C
The Communication Honors Experience

Ashley Chapman, George Mason University
Rachel Harding, George Mason University
Gillian Clarke, George Mason University
Effie Anayiotos, George Mason University
Chris Clarke, George Mason University
Logan Rice, Northrop Grumman

Panel Chair: Xiaomei Cai, George Mason University
VACAS 2018 Program

**Johnson Center, Meeting Room D**

*Post-2016 Election – Political Humor, Late Night Satire, and Mass Protest*

*Partisan Trends in Late Night Humor*
S. Robert Lichter, George Mason University
Stephen J. Farnsworth, University of Mary Washington

*Satirizing the 2016 Presidential Election: Last Week Tonight, Full Frontal, and The Daily Show*
Angela Hart, American University

*The Women’s March as a New Emotion Movement*
Olivia L. Stephens, James Madison University

Panel Chair: Steven Farnsworth, University of Mary Washington

**Johnson Center, Meeting Room E**

*Spotlight on Health Communication*

*Putting Policy into Work with PR: The Strategic Implementation of Kenya Health Policy*
Liza Ngenye, George Mason University

*Triadic Communication between Physicians, Patients, and HSOs: Health Care Partnership Model in Crohn’s Disease Communication*
Farah Latif and Elmira Hamidi, George Mason University

*The Disease that Killed an Organization: The Failed Public Relations Tactics of a Texas Hospital during the Ebola Crisis*
Noelle Larino, Marymount University

Panel Chair: Kevin Wright, George Mason University
VACAS 2018 Program

Panels from 1:30pm-2:45pm

Johnson Center, Meeting Room B
Reframing Media: Interactive Stories for Social Change

This panel will showcase several interactive projects with a social and/or political issue at root, including discourses on terrorism, gendered street harassment in Kabul, and the Syrian refugee crisis and travel ban.

Zelikha Shoja, George Mason University
Esraa Abo Oun, George Mason University

Panel Chair: Rebekah Mejorado, George Mason University

Johnson Center, Meeting Room C
Communication Research Methods Showcase

Evaluating Social Media Platforms and Their Effectiveness in Building and Maintaining Relationships with One Another
Kyle Stefanye, George Mason University

Instagram and its Effects on Self-Esteem
Shey Fitzgerald, Paul Arriage, Jason Moore, Nick Stampone, and Ashley Melton
George Mason University

Men and Tinder: Using the Online Dating App as a Tool for Forming Romantic Relationships from a Male Perspective
Susana Abello Silva and Hoa Nguyen, George Mason University

Self-esteem in College Students
Tracy Villa, Azalea Coste, and Jihye Rhodes, George Mason University

Narcissism and Social Media
Fatima Saeed, Alex James, Nicole Gordon, Jason Clark, Brady Black, and Kevin Opoku
George Mason University

Here Comes the Swipe: How Tinder is Shaping Millennials’ Attitudes about Committed Relationships and Marriage
Allison Needle, Ashley Gray, Camille Parker, Julian Bothwell, and Sarah Jenkins
George Mason University

Instagram: Peer Impact on Posts
Paige Downing, Jessica Hincapie, and Meredith Watkins, George Mason University
Why Do College Students Prefer Dating Apps and Websites over Face-to-Face Interaction?  
Maeve Grogan, Bethzabe Rother, Mike Hudson, and Zabina Srey, George Mason University

Reprehensive or Relatable? Analyzing why Antiheroes are Popular in Media  
Anthony Dillard, George Mason University

Internet Mediating Dating: How Online Dating has Changed Relationship Initiation  
Daniel Richard Sipes, George Mason University

Effects of Social Media on Millennials Involvement in Social Movements  
Ashley Shedlock, George Mason University

Panel Chair: Xiaomei Cai, George Mason University

Johnson Center, Meeting Room D  
The Power of Communication Internships  
Young professional Mason students embark upon internships to gain work experience and kick-start their careers. The panel of interns (past and present) will share their internship experiences: how they acquired it, the on-the-job training they received, and the benefits of internships in the marketplace.

Mary Cobb, George Mason University  
Joshua Colliluori, George Mason University  
Allison Needle, George Mason University  
Selly Ouoou Ba, George Mason University  
Daniella Rambal Pinero, George Mason University  
Tara E. Smith, George Mason University  
Lauren Sullivan, George Mason University  
Peyton Wilson, George Mason University

Panel Chair: Susan Tomasovic, George Mason University
Experiments in Social Media

What Causes People to Accept Friend Requests on Facebook? A Survey Experiment
Ashley Doyle, Virginia Tech University

Broadening Your Twitter Audience: An Experiment to See the Effect of Hashtags on an Account’s Impressions
Zachary Knerr, Virginia Tech University

Grieving Hillary on Facebook: For Better or For Worse?
Hanisha Besant, Regent University
Stephen D. Perry, Regent University

Panel Chair: Katherine Haenschen, Virginia Tech University

Panels from 3:00pm-4:15pm

Addressing the Power of Communication Using a Rhetorical Lens

On Agentic Orientation: Evaluating the Rhetorical Agency of a Pseudo Star
Bethzabe Rother, George Mason University

A Fantasy-Theme Analysis of Alessia Cara’s “River of Tears”
Ashley Palmer, George Mason University

An Artist Talks Suicide: Cluster Criticism of “1-800-273-8255”
Michael Hudson, George Mason University

Rhetorical Clusters in Sarah McShane’s TEDxUNC Talk
Katherine McShane, George Mason University

Panel Chair: Megan Tucker, George Mason University
VACAS 2018 Program

Johnson Center, Meeting Room C
Showcasing Public Relations – Students Working with Clients

*Keep it Simple: Our Logo Design Story*
Justin Kaylor, George Mason University
Camille Parker, George Mason University
Katherine Werner, George Mason University

*Client work for Open, DC: Ideas and Projects Used in Real Time that Made a Difference for the Client*
Fareeha Rehman, George Mason University

*Cupcakes and Conversation, Richmond: Securing TV Interviews and a Behind-the-Scenes Look at a Campaign*
Quianna Adams, George Mason University

Panel Chair: Kathy Rowan, George Mason University

Johnson Center, Meeting Room D
Undergraduate Teaching Assistants and the COMM 451 Experience

Undergraduate teaching assistants (UTAs) share their insights about facilitating and assisting a communication course under the supervision of a full-time faculty member: problems, rewards, understanding course objectives, and learning outcomes.

Quianna Adams, George Mason University
Katya Beisel, George Mason University
Ta'Shara Bully, George Mason University
Huong Cao, George Mason University
Victoria Huynh, George Mason University
Alice Rowley, George Mason University
Audrey Sonntag, George Mason University
Laura Tarantino, George Mason University

Panel Chair: Susan Tomasovic, George Mason University
**VACAS 2018 Program**

**Johnson Center, Meeting Room E**  
*Race and Representation in Social Media and Film*

*Racist Discourse in Disguise: Exploring How White Facebook Users Expressed Ambivalence Following the Police Shooting of Philando Castile*  
Donte Newman, American University

*The Great Collegiate Transition: Adapting from a Racial Majority into a Racial Minority: A Mini-Documentary*  
Joshua Nehemiah Bester, Radford University

*The Impact of Self-Representation in Filmmaking on Cultural Perceptions of Minorities*  
Marlene Free, George Mason University

Panel Chair: Jacquelyn Poapst, George Mason University

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**Panels from 4:30pm-5:45pm**

**Johnson Center, Meeting Room B**  
*Empowering Communication in Various Intercultural Communication Contexts: Workplace, Community, and Higher Education*

*Conflict in the Intercultural Workplace*  
Julia Baines, George Mason University

*The Story of African American Vernacular English*  
Zaria Talley, George Mason University

*Understanding Challenges in Intercultural Communication Faces by International Students: My Personal Journey*  
Huong Cao, George Mason University

*Black Celebrity Voices of Dissent in a “Post-Racial” America*  
Lily Kunda, Old Dominion University

Panel Chair: Esther Yook and Rachel Jongin Chang, George Mason University
VACAS 2018 Program

Johnson Center, Meeting Room C
A Media Criticism Showcase: Top Student Papers from Communication 380

The Internet: Music Review
Stephanie Gomez, George Mason University

A Cultural Analysis of the Film Get Out
Tiarra Lowery, George Mason University

It’s Always Sunny in Philadelphia: Unconventional Means of Encoding Unconventional Messages
Morgan Smalley, George Mason University

Messaging Effects and Impact in Political News
Laura Tarantino, George Mason University

Panel Chair: David Miller, George Mason University

Johnson Center, Meeting Room D
Strategic Communication Showcase: Graduate Research

Gauging Awareness of Federal Nuclear Preparedness Guidelines for Members of the Public
Rebecca Crapo, George Mason University

Creating Guidelines for Effective Weather Communication on Social Media
Jessica Hubbard, George Mason University

What's the Buzz? A Quantitative Survey of the Public's Perception of Colony Collapse Disorder and Bee Gardens
Allister Nelson, George Mason University

Panel Chair: Katherine Rowan, George Mason University
VACAS 2018 Program

Johnson Center, Meeting Room E
Spotlight on Environmental Communication

Building a Bridge: Extending the Relevance of Community-Based Conservation in Environmental Public Participation
Catherine Bruns, James Madison University

Environmental Communication and the NIMBY Problem: The Swedish Wolf Controversy
Michael Allen, East Tennessee State University
Erica von Essen, Swedish University of Agricultural Studies

Art in the Urban Environment: The Social Artist Organization of Montmartre
Caitlin Vierra, George Mason University

Building Greater Capacity for Actionable Climate Science
Kristin Timm, George Mason University

Panel Chair: Chris Clarke, George Mason University

Keynote Address -- Friday, April 6th, 6:00pm

Virginia’s Communicator of the Year: Edward Maibach

Johnson Center, Meeting Room A
Edward Maibach, George Mason University

TV weathercasters as local climate change educators:
From exploratory research to a national network in five years

Post-keynote meet-up at Brion’s Grille at 7pm!
(10621 Braddock Rd, Fairfax, VA 22032)
John Center, Meeting Room F  
9am-10:30am  
Breakfast (VACAS members only)

John Center, Meeting Room C  
9:00am-9:30am  
Board Meeting -- All are welcome

John Center, Meeting Room C  
9:30-10:00am  
Business Meeting -- All are welcome

Panels from 10:30am-11:45am

John Center, Meeting Room A  
"Sort of Feminism": A Rhetorical Examination of Lean In for Graduates

A Critical Understanding of Lean in for Graduates Addressing Intersection  
Ikram Aberra, Marymount University

Capitalist Heterosexuality  
Kiley Cargill, Marymount University

Tactical Submission in Lean in for Graduates  
Micaela Healy, Marymount University

Panel Chair: Megan McFarlane, Marymount University
Johnson Center, Meeting Room B

Critical Analyses of Media Coverage and Communication about Public Issues

Promoting or Preventing? Media Coverage of Teen Pregnancy
Gina Fendley, Marymount University

A Critical Analysis of the Political Communication and Media Coverage of the Non-Acceptance of Our Current Transgender Community
Katherine Hage, Marymount University

Glamorization of Domestic and Emotional Abuse
Emily Kern, Marymount University

Mass Shootings and Media
Cristiana Salazar, Marymount University

Media Coverage on Terrorism
Maria Silva, Marymount University

Panel Chair: Kimberly Meltzer, Marymount University

Johnson Center, Meeting Room C

A Conversation on the Work-Life Balance of Graduate Teaching Assistants in the Communication Field

Katie DeChristopher, Virginia Tech University
Tylisia Crews, Radford University
Lindsey Hanks, Virginia Tech University
Rebecca Hogge, Radford University
Caitlin McDaniel, Virginia Tech University
Joshua Stokes, Radford University

Panel Chair: Beth Waggenspack, Virginia Tech University
Johnson Center, Meeting Room D

The Power of (Collaborative) Communication: How One University Manages Increasing Enrollment in the Basic Course

Keeping Up with Enrollment: Using the Large-Lecture Classroom Format with TA Recitation Sections
Tim Ball, James Madison University

Keeping Up with Enrollment: Creating a General Education Capstone Course for Junior and Senior Transfer Students
Gretchen A. Hazard, James Madison University

Keeping Up with Enrollment: Developing a Diverse Honors Version of the Basic Course
Michael W. Clay, James Madison University

Panel Chair: Tim Ball, James Madison University

Johnson Center, Meeting Room E

Rhetorical Criticism – War, Politics, Race

Lifting a Nation from the Ashes of Terrorism: An Analysis of George W. Bush’s Address to the American People on September 11, 2001
Patrick Dolan, University of Richmond

The Use of the Atomic Bomb: Costly but Calculated
Emily Turkington, University of Richmond

Genre Critique on Ta-Nehisi Coates’s Between the World and Me
Liam Behan, George Mason University

Panel Chair: Linda Hobgood, University of Richmond
Exploring Graduate Study in Communication
12:00noon-1:15pm

Johnson Center, Meeting Room C
Thinking about Applying to Graduate School? Questions and Answers from Six Virginia Universities.

This panel features faculty representatives from six Virginia-based graduate programs in Communication, Advocacy, Media Management, Journalism, and Strategic Public Relations. The panelists will share their advice how to apply to graduate school and to how to thrive during your graduate studies and beyond. There will be lots of time for questions from the audience, especially from undergraduates who are considering applying for graduate school, either right after graduation or at some point in their careers.

Peter Bsumek
*James Madison University, MA in Communication and Advocacy*

Richard Craig
*George Mason University, MA in Communication*

June Nicholson
*Virginia Commonwealth University, MS in Mass Communications (Multimedia Journalism and Strategic Public Relations)*

Bridgett Robertson
*Virginia State University, MA in Media Management*

Matthew J. Smith
*Radford University, MS in Strategic Communication*

Beth Waggenspack
*Virginia Tech University, MA in Communication*

Panel Chair: Tim Gibson, George Mason University
VACAS 2018 Program

Graduate School Showcase 1:15pm-2:15pm

Johnson Center, George’s (follow signs to venue)

At this showcase, representatives from the following programs will be available to answer questions about their programs at information tables.

George Mason University, MA in Communication
Georgetown University, MA in Communication, Culture, and Technology
James Madison University, MA in Communication and Advocacy
Radford University, MS in Strategic Communication
Virginia Commonwealth University, MS in Mass Communication
Virginia State University, MA in Media Management
Virginia Tech University, MA in Communication

Panels from 2:15pm-3:30pm

Johnson Center, Meeting Room A

GIFTS – Sharing Our Ideas for Effective Teaching

Internship Performance, Site Supervision, and Management: Best Practices from Learner-Defined Objectives to Assessment
Betty Kennan, Radford University
Brittany Harlow, Radford University

Creating Engaged and Collaborative Learning at Blue Ridge High Performance Consulting
William R. Kennan, Radford University

You Say Tomato, I Say Tomato! Lesson Activities to Broach Conversations about Diversity Issues with Adolescents and Young Adults
Jenny Mischel, George Mason University
Aubrey Whitehead, George Mason University
Anthony Arciero, George Mason University

Mindset and Speech Performance in the Basic Course
Tim Ball, James Madison University

The Cost of Hunger
Samantha Shepherd, James Madison University

Friends and Followers
Christine Rosenfeld, George Mason University
VACAS 2018 Program

SCRU/Ming through Public Relations Writing
Annick Dupal, James Madison University
John White, James Madison University

Panel Chairs: Tim Ball, James Madison University
Melissa Broeckelman-Post, George Mason University

Johnson Center, Meeting Room B
Creating and Maintaining Online Identities: Exploring Style, Invention, Arrangement, and the Remediation of Content and Platforms

@realDonaldTrump and 2016 Presidential Election: Using Twitter as a Digital Tool to Persuade a Nation
Olivia Taylor, University of Mary Washington

The Rhetoric of Online Identity Creation: An Analysis of the Furry Community
Grace Howie, University of Mary Washington

It’s a Match! The Procedural Rhetoric of Gaming and Online Dating in Tinder
Christina Brown, University of Mary Washington

The Rhetoric of the Right to be Forgotten
Xuelian He, Georgia State University

Panel Chair: Elizabeth A. Johnson-Young, University of Mary Washington
VACAS 2018 Program

Johnson Center, Meeting Room C
Communication, Gender, and Social Change

The Trump Campaign
Hailey Frye, George Mason University

Breaking the Muscular Mold: The Application of Homophily, Credibility, and Physical Attractiveness within Attitude and Perceived Behavioral Control towards Weight Lifting
Jessica Hotter, Virginia Tech University

Feminism in the Star Wars Universe
Langlee King, Virginia Tech University

Wizards of the Coast: Changing the Status Quo
Michael Hudson, George Mason University

A Communication Analysis of M+R Campaigns
Bethzabe Rother, George Mason University

Panel Chair: Jennifer Keohane, University of Baltimore

Johnson Center, Meeting Room D
Skeptics and Adopters: Millennial Responses to Media and Marketing Portrayals

Framing the Confederacy: How the News Affects the Public’s Discussion of Confederate Symbols
Payton A Conway and Halle Parker, Longwood University

Impact of Campus Tours as Marketing Materials
Emilee Jones and Abigail Stanzione, Longwood University

Incentivized Crisis Management for Millennials
Jackyn Nungesser and Laikyn Farmer, Longwood University

Effects of Binge-Watching on Romantic Relationships
Alexa Kiszka and Emily Neighbors, Longwood University

Panel Chair: Naomi Johnson, Longwood University
VACAS 2018 Program

And announcing...

VACAS 2019
Redrawing Boundaries
Radford University

Spring 2019