



Communication Matters

**VACAS
Conference 2016**

April 22-23

Hosted by

The Department of Communication

at

George Mason University

2016 VACAS Program

Friday April 22nd 2016

Johnson Center Meeting Room A
12:00-1:15 (75)
Panel Chair: Christopher Clarke, PhD

Communicating Energy Conservation in a Higher Education Setting
Roger LeBlanc
Office of Sustainability, George Mason University

Studying Public Awareness of Marine Overfishing and Policy Support in the United States: Implications for Effective Communication
Allison Engblom
MA Student, Department of Communication, George Mason University

When Science Becomes Story: The Use of “Weight-of-Evidence” Vaccine Narratives for Effective Risk Communication
Beatriz Vianna
Ph.D. Candidate, Department of Communication, George Mason University

Johnson Center Meeting Room B
12:00-1:15 (75)
The Power of Prose
Panel Chair: Andrew Eilola

Landry Ayres, Chair
George Mason University

Emma Bleker
George Mason University

Katie Lai
George Mason University



2016 VACAS Program

Johnson Center Meeting Room C

12:00-1:15 (75)

Social Media and College Life

Panel Chair: Xiaomei Cai, PhD

College student recognition of compliance gaining strategies in drinking places

Zhila Barzani

Kendrick McGalem

Kenia Zelaya

Nour Nadri

George Mason University

Furthering the self through social media

Robert Winship

Katherine Giere

Noor Javaid

Shevon Thompson

George Mason University

More likes, more validation

Samantha Chavez

Mary Nimoh

Jeramey Kwan

Michael Bamarni

Gabriela Peda

George Mason University

Peer approval's effect on self-assessment

Emily Theroux

Brooke Ferrier

Matthew Dallocsta

Allison Humphrey

Nishita Kotak

George Mason University



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Johnson Center Meeting Room D
12:00-1:15 (75)
Original Reporting & Storytelling
Panel Chair: Professor Beth Jannery

Page One: The Story of the New York Times analysis piece addresses the future of journalism and the writer's role in the future of journalism as a budding journalist.

Katya Beisel
George Mason University

All the President's Men illustrates the hard work journalists put into a breaking news story. As a student journalist, Woodward and Bernstein coverage of Watergate shows how complex the changing world of journalism is for a budding reporter in today's changing news world. Looking at then and now.

Megan Benitez
George Mason University

Athletic Turf May Pose Cancer Risk - EPA Addresses Concern

Sarah Weber
George Mason University

Page One - How Social Media Impacts The New York Times and National Media: Change or Become Irrelevant

2nd article: Canonization Held by Pope: A symbol of reconciliation between early settlers and Native Americans
Trina Chisholm
George Mason University

Islamaphobia in Politics, Journalism & Presidential Candidates

Omar Batterjee
George Mason University

Covering Shaming in Schools - Challenging Gender Dress Code Practices

Julie Cao
George Mason University



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Johnson Center Meeting Atrium

1:00-1:30

Poster Session 1

Notes From A (Continuously) Disappearing Girl: Examining How Eating Disorder Culture Affects the Recovery Process Experience and Communication Through Autoethnography

Jessica Rauchberg

George Mason University

16mm (a short film)

Nick DeVito

George Mason University

Johnson Center Meeting Room A

1:30- 2:35 (65)

Science Communication

Panel Chair: Christopher Clarke, PhD

Unscripted truths: An analysis of Energy in Depth's The Real Promised Land campaign

Catherine J. Bruns

James Madison University

Communicating Nuisance Flooding: Implications for Risk Communication and Mindfulness in the Face of Uncertainty

Authors: Burton St. John III, Michelle Covi, Carol Considine & Wie Yusuf

Old Dominion University

The Hampton Roads Adaptation Forum: Communicating Science Across Sectors

Michelle Covi, PhD

Old Dominion University



2016 VACAS Program

Johnson Center Meeting Room B

1:30-2:35 (65)

The Matter of Communication Education: The Role of an Undergraduate Teaching Assistant

Panel Chair: Professor Tomasovic

Enhancing Student Learning of Research Methods through the use of Undergraduate Teaching Assistants

Ana Laramore

George Mason University

Development of Undergraduate Teaching Assistants as Effective Instructors in STEM Courses

Amanda Hyde

George Mason University

The Role of Tone Choice in Improving ITA Communication in the Classroom

Omar Batterjee

George Mason University

To Be Out Or Not Be out in the Classroom: Exploring Communication Privacy Management Strategies of Lesbian, Gay, and Queer College Teachers

Jessica Rauchberg

George Mason University

Core Skills for Effective Science Communication: A Teaching Resource for Undergraduate Science Education

Molly Hoke

George Mason University

Johnson Center Meeting Room C

1:30-2:35 (65)

Social Media and College Life

Panel Chair: Xiaomei Cai, PhD

Social media and social circles

Noor Shah

Jorden Booth

Ashtin Sack

Alan Gendelman

George Mason University

Sharing is scaring: Online self-disclosure's impact on relationships in the digital age

Khalid Nour

Adetunde Dada

George Mason University



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Body diversity and feelings of self-confidence in young adult women

Gunnar Thompson

Mary Katelyn Koszycki

Darian Banks

Elizabeth Whitehead

Hannah Osman

George Mason University

Heavy music and aggression

Katryn Tumaleo

Frank Venzor

Alexa Gohl

Bianca Eckerberg

Michael Wagenhoffer

George Mason University

Johnson Center Meeting Room D

1:30-2:35 (65)

**Reporting from Richmond: How News Media Covered the 2013 Virginia Governor's Race -
Panel Chair: Stephen Farnsworth, PhD Robert Licher, PhD**

Robert Licher, PhD

Professor, George Mason University

Stephen Farnsworth, PhD

Professor, University of Mary Washington



2016 VACAS Program

Johnson Center Meeting Room A

2:45-4:00 (75)

Using Communication Research to Address Environmental and Health Challenges

Panel Chairs: Katherine Rowan, PhD and Karen Akerlof, PhD

Carlos Zavalas

George Mason University

Katie Maney

George Mason University

Morgan Noble

George Mason University

Ashley M. Hill

George Mason University

Batel Yona

George Mason University

Johnson Center Meeting Room B

2:45-4:00 (75)

Forensics: Giving a Voice

Panel Chair: Andrew Eilola

Ian Hopkins

George Mason University

Deion Hawkins

George Mason University

Avi Jaggi

George Mason University



2016 VACAS Program

Johnson Center Meeting Room C

2:45-4:00 (75)

Learning Starts Within: Critical Explorations in Intercultural Communication

Panel Chair: Ashley Thomas

Jessica Rauchberg

George Mason University

Courtney Simmons

George Mason University

Thomas Shaw

George Mason University

Shanice Ford

George Mason University

Kara Dailey

George Mason University



2016 VACAS Program

Johnson Center Meeting Room D

2:45-4:00 (75)

Communication and Health-Related Perceptions

Panel Chair: Kevin Wright, PhD

Informing E-cigarette Policy: The Influence of Risk Messaging on Students' Attitudes, Beliefs, and Perceptions about Regulation

Georgia N.L.J. Polacek, PhD
James Madison University

M. Katherine Ott Walter, PhD
James Madison University

Heather Carmack, PhD
James Madison University

Audrey Burnett, PhD
James Madison University

College Women's Perceived and Actual Knowledge About Birth Control Methods
Katie Lese
James Madison University

Attitudes Towards Willingness to Communicate about Death and Dying Across the Lifespan
Deanne Canieso, Deion Hawkins, Di Pei, Heather Smith
George Mason

Adjusted Identity Management Theory Model for Virtual Third Cultures
Heather Witmer
George Mason University

Nothing To Fear: A Proposed Intrapersonal Balance of the Fear Experience
Robert E. Tucker IV
Liberty University

Johnson Center Meeting Room A

4:15-5:00

Keynote Address by Dr. Stephen Farnsworth

"How Virginia Politics is Changing -- and How it is Not"

Dinner at Brions Grille (not included in dues)
5:30-7:30



2016 VACAS Program

Saturday April 23rd 2016

Johnson Center Meeting Room G
7:30-10:30
Breakfast (VACAS members only)

Johnson Center Meeting Room A
8:00-8:30
Board Meeting
All Welcome

Johnson Center Meeting Room A
8:30-9:00
Business Meeting
All Welcome

Poster Session
Johnson Center Atrium
9:00-9:30

Weight-Focused Reality TV Effects on Body Image
Elvera Gurevich & Dr. Sharlene Richards
James Madison University

Effects of Custodial Parent's Self-Disclosure to their Child after a Divorce
Allison Carpenter
Randolph-Macon College



2016 VACAS Program

Johnson Center Meeting Room A

9:30-10:45 (75)

Rhetorical Readings of Organizational Discourse

Panel Chair: Jennie Keohane, PhD

An Analysis of Starbucks

Danielle Cullen

George Mason University

An Analysis of the Boy Scouts of America

Rachel Eddowes

George Mason University

National Geographic Organizational Communication Analysis

Ashley Hill

George Mason University

The GoodPlanet Foundation

Ron Lapitan

George Mason University

Johnson Center Meeting Room B

9:30-10:35 (65)

New Research in Political and Strategic Communication

Panel Chair: Timothy Gibson, PhD

Interpersonal Communication's Strategic Effects: Examining Mentoring's Efficacy as a U.S. Air Force Retention Tool.

Mark Graff

George Mason University

Media Framing and Cynicism: An Investigation of Super PAC Portrayal

Mary Jones

George Mason University

The Role of U.S. Public Diplomacy in National Security and Counterterrorism Policy in Pakistan

Farah Latif

George Mason University

Crisis, Military Compliance, and Social Media: Testing Military Community Members' Intentions to Comply with Warning and Safety Messages Disseminated on Social Media

Gina McKeen

George Mason University



2016 VACAS Program

Johnson Center Meeting Room C

9:30-10:35 (65)

Cold Culture, the Bicultural Experience, Whiteness, and Locus of Control: Exploring Cultural Identity Development through Intercultural Communication Theories

Panel Chair: Esther Yook, PhD

Cold Culture

Lamar Crosby

George Mason University

Being Bicultural: An American Perspective

Katharine Lai

George Mason University

“You’re So White”

Alice Rowley

George Mason University

Johnson Center Meeting Room D

9:30-10:35 (65)

Culture in Health Communication Matters: Case Studies in Action I

Panel Chair: Heather Carmack, PhD

“Dred” Doctors: A Critical Interrogation of the Health Disparities of Black Individuals Living in “Freddie Gray’s Baltimore”

Elisa Davidson

James Madison University

Ending a Wanted Pregnancy: A Theoretical Case Study

Cori A. Howard

James Madison University

Personal Freedoms and Public Health: A Case Study Approach to California’s SB 277 Bill using the PEN-3 Model

Katie Lese

James Madison University



2016 VACAS Program

Johnson Center Meeting Room A

11:00-12:15(75)

Character Assassination in Communication Studies

Panel Chair: Eric Shiraev, PhD

An Analysis of Bill Cosby

Victoria Cordova

George Mason University

Character Assassination in the 2016 Election

Sergei Samoilenko and Jennifer Keohane

George Mason University

The Character Attack that Killed Romney's 2012 Campaign

Michael Richardson

George Mason University

Defending Fragile Reputations in an Age of Instant Scandal and Hypocrisy

Thomas Shaw

George Mason University

Johnson Center Meeting Room B

10:45-11:50 (65)

Media Criticism

Panel Chair: Timothy Gibson, PhD and Professor David Miller

Transgender Identity through the Media: From Bruce to Caitlyn Jenner

Grace Novak

George Mason University

Gender and Media Representations: Once Upon A Time, Disney, and Snow White

Hazel Lovely Saunders

George Mason University

Symbolic Tears for 'Cry Baby.'

Mercy Wheeler

George Mason University

Steven Universe: A Feminist and Queer Theory Analysis.

Michelle Yabes

George Mason University



2016 VACAS Program

Johnson Center Meeting Room C

10:45-11:50 (65)

Communication Matters on Campus: Creating Safe Spaces thru Dialogue I

Panel Chair: David Reznik, PhD

““C’mon Professor, An F?!’: Students’ Perceptions toward the Grading Process”

Romario Blackwood

Bridgewater College

“Rape Culture: The Male Perspective on a Social Dilemma”

Bryan Kenward

Bridgewater College

“REALationships on College Campuses”

Triana Moore

Bridgewater College

“Identity U: Self-Perception and Expression on a College Campus”

Forest Wilkerson

Bridgewater College

Johnson Center Meeting Room D

10:45-11:50 (65)

Culture in Health Communication Matters: Case Studies in Action II

Panel Chair: Heather Carmack, PhD

Bound, Restrained, and Constrained: Using the Culture-Centered Approach to Examine Mental Health Crisis in Africa

Erin E. Casey

James Madison University

The Rise of Native American Youth Suicides: Applying the Culture-Centered Approach as a Theoretical Framework

Ashley Reynolds

James Madison University

Photo Campaign Addresses Latino/a Mental Health Issues: A Case Study of the Culture-Centered Approach to Health Communication

Daniel W. Vieth

James Madison University



2016 VACAS Program

Johnson Center Meeting Room A
12:30-1:35 (65)
Reading Texts Closely and Critically
Panel Chair: Jennifer Keohane, PhD

An Analysis of Emma Watson's Speech at the UN
Amal Rafiq
George Mason University

Overcoming Implicit Bias in Rhetoric
Alicja Johnson
George Mason University

An Analysis of Sarah Palin's Speech in Support of Donald Trump
Natalie Bien
George Mason University

Tomska and the Power of the Internet
Lucas Muratore
George Mason University

Johnson Center Meeting Room B
12:30-1:35 (65)
Revitalizing Imitatio for Twenty-First-Century Rhetorical Education
Panel Chair: Jessy Ohl, PhD

The Pedagogical Opportunities and Challenges of Imitatio
Dr. Jessy Ohl
University of Mary Washington

Angelina Jolie's 2014 Address at the End Sexual Violence in Conflict Summit
Samantha Davenport
University of Mary Washington

“Today Was A Good Day” Imitatio
David Mercer
University of Mary Washington

“Do Not Go Gentle Into That Good Night” Imitatio
Ryan Hastings
University of Mary Washington

Fight the Power Imitatio
Grace Howie
University of Mary Washington



2016 VACAS Program

Johnson Center Meeting Room C

12:30-1:35 (65)

Communication Matters on Campus: Creating Safe Spaces thru Dialogue II

Panel Chair: David Reznik, PhD

“Reverse Discrimination?: Attitudes toward Affirmative Action”

José Cardoso

Bridgewater College

“Differential Treatment of Athletes vs. Non-Athletes”

Nate Golden

Bridgewater College

“Who Is That Girl I See Staring Back At Me?”

Jasmine Hunter & Melissa McMindes

Bridgewater College

Johnson Center Meeting Room D

12:30-1:35 (65)

New Media

Panel Chair: Professor David Miller

Degrassi Tells All: An Investigation of Rape Narrative in Popular Television

Corie Howard

James Madison University

Hillary Clinton’s Presidential Campaign Spotify Playlist

David R. Dewberry, Ph.D.

Rider University

This Little Piggie Went to Washington: An Analysis of Joni Ernst's 2014 Campaign and the Gendered Electoral Process

Kristian Spencer

Randolph Macon

“Updating the Bard; Shakespeare on the Silver Screen”

Dr. Andrew Quicke

Liberty University



2016 VACAS Program

Johnson Center Meeting Room B

1:45-3:00 (75)

From Locality to (Trans)Nationality: Interconnected Rhetoric's of Space, Place, and Region

Panel Chair: Jessy Ohl , PhD

Eurkea!: The Rhetorical Region Making of the State of California

Christina Brown

University of Mary Washington

The Humans of New York Portraits of Africans: Counteracting Cultural Myths

Alexandra Hoenscheid

University of Mary Washington

#Revolution: The Rhetoric of Political Renewal in Tahrir Square

Christine Ayad

University of Mary Washington

Thinking Globally, Eating Locally: Addressing a World in Crisis

Maddie Goad

University of Mary Washington

Johnson Center Meeting Room C

1:45-3:00 (75)

Communication Matters to the U.S. Marine Corps

Panel Chair: Lauren Mackenzie, PhD

Dr. Heather Carmack, (respondent)

Assistant Professor of Communication Studies James Madison University

Military Cross-Cultural Competence

Dr. Lauren Mackenzie

Center for Advanced Operational Culture Learning, Marine Corps University

Leadership Communication Skills Center

Dr. Linda DiDesidero

Leadership Communication Skills Center, Marine Corps University

Expeditionary Warfare School

Dr. Todd Holm

Expeditionary Warfare School, Marine Corps University

On-Line Culture Training & Education: (Re)learning to Communicate

Dr. Liliya Karimova

Center for Advanced Operational Culture Learning, Marine Corps University



2016 VACAS Program

Johnson Center Meeting Room D

1:45-3:00 (75)

Students Without Borders: Intercultural Communication for Self-reflection and Self-definition, and Self-improvement

Panel Chair: Hyun Oh

Influenced by Two Cultures

Dineo Moja

George Mason University

Defining me

Stella Park

George Mason University

Intercultural Communication in a Globalized Workplace

Ashleigh Wright

George Mason University

Intercultural Communication: To Be, or Not to Be?

Isaiah Young

George Mason University

