

The New **Normal** in Communication



FRIDAY, FEBRUARY 18, 2022
MISSISSIPPI COLLEGE, CLINTON

Conference Schedule

8:00 a.m. **Registration Opens** (Board Room)

Register for MCA 2022, pay membership dues, and pick up your goodie bag!

8:30 a.m. **Business & Breakfast** (Board Room)

Start the day with a continental breakfast courtesy of Community Bank at our annual business meeting & election of officers

9:15 a.m. **Welcome Messages**

*Carol Byrnes, MCA President 2022
Dr. Blake Thompson, President, Mississippi College*

9:30 a.m. **Session 1: Research Presentations**

Mass & Social Media Topics (Meeting Room A)

Better Homes and Gardens, or Better Posts and Sharing? How Women's Magazines Use Instagram and Pinterest – Lindsey Maxwell, University of Southern Mississippi; Jessica Payne, University of Southern Mississippi

Coronavirus's Effect on Audiences: From the Big Screen to Streaming Movies – Shannon Bowden, Mississippi Valley State University

Roles of Media in the Automotive Industry – Noah Drewes, Mississippi College

Persuasive Influence of Mass Media – Brea Jobe, Mississippi College

Journalism & Interpersonal Topics (Meeting Room B)

Crafting of Muhammad Ali's Anti-Vietnam War Move by the New York Times and the Louisville Courier-Journal - Zainul Abedin, Mississippi Valley State University

The Booster Beat: College Football Framing by Sportswriters and Bloggers – Nick Buzzelli, University of Alabama/Mississippi College

Too Big to Fail? Deep Throat, the Washington Post, and the U.S. Presidency – Carly Fisher, Mississippi College

How Latino Minor League Baseball Players Acculturate to Life in the United States While Playing in the South – Patrick Gentile, University of Alabama

Ethical Lapses in Media: Withholding Information - Jordan Little, Mississippi College

10:30 a.m. **Break**

10:45 a.m. **Session 2: Panel Discussions**

Meeting Room A

Coach Prime's Social Influence: Commodifying Hope, Resistance, Momentum in the HBCU Community & Football – Randrika C. Henderson, Jackson State University, convener; Mark G. Henderson, Jackson State University; Christina Johnson, Jackson State University

Meeting Room B

Employment Terms & Conditions at Mississippi Community Colleges – Brad Bailey, Mississippi Gulf Coast Community College, convener; Monette Callaway, Hinds Community College; Stacey Duke, Hinds Community College; Brandi Pickett, Meridian Community College; Chris Stevenson, Itawamba Community College; Jessi Stevenson, Itawamba Community College

11:45 a.m. **Break**

12:00 p.m. **Lunch and Keynote Address** (Board Room)

Mary Margaret White, CEO, Mississippi Today

1:30 p.m. **Session 3: Student Speeches & GIFTS: Great Ideas for Teaching Students**

Student Speeches (Meeting Room A)

Understanding the Male Gaze – Caroline Hunt, Mississippi College

Why Friends are Overrated – Brennen Moss, Mississippi College

Stress & Exercise – Alexis Sibley, Mississippi College

Southern Culture – Tian Zhang, Mississippi College

GIFTS (Meeting Room B)

Embedding Communication Lessons & Student Learning Outcome Assessments into a Mock Job Interview – Brad Bailey, Mississippi Gulf Coast Community College

Pros, Cons, and Control: Finding the Silver Lining in Public Speaking Assignments – Beau Foutz, Mississippi Gulf Coast Community College

How Do You Like Your Steak? Teaching Public Speaking – Laurie McBride, Itawamba Community College

You're "Virtually" There: Using Your LMS to Facilitate Peer Review in Writing-Intensive Courses – Philip Poe, Mississippi State University

2:30 p.m. **Closing Panel** (Board Room)

MCA 2023 and Beyond: Looking Toward Our 100th Anniversary