

MISSISSIPPI COMMUNICATION ASSOCIATION CONFERENCE
FEBRUARY 22, 8 A.M.-3:30 P.M.
PROGRAM

8:00-9:00 **REGISTRATION**.....Foyer of Dr. Billy Kim International Center
Coffee and muffins also in foyer

9:00-9:45 **OPENING SESSION**.....Room 200
Dr. Bradford Smith, Provost at Belhaven University

10:00-10:50 Breakout Session 1

Research Presentations—Room 100

Dr. George Daniels—The University of Alabama
Title: News Media as Messenger of Race’s Relevance in 2018 Southern Statewide Elections

Sean Fourney—The University of Southern Mississippi
Title: Rhetorical Dolts: How Mediated Images Created a Permanent Distraction and Liking of Stupidity

Randrika C. Henderson—The University of Southern Mississippi
Title: The Impact of Bravo’s Married to Medicine Reality Television Show

Steven Young—The University of Southern Mississippi
Title: Esports as Sports in the Public Sphere

Research Presentations—Room 106

Torie Fowler—The University of Southern Mississippi
Title: Promoting the Past: Capitalizing on the History of Mississippi Through Cultural Tourism

G. Brandon Knight—The University of Southern Mississippi
Title: Christian Hedonism: The Immanence of a Transcendent Joy

Chrystelle E. Thames—Mississippi College
Title: Gender and Denominational Leadership

Dr. John H. Saunders—The University of Alabama in Huntsville
Title: Public Memory Relics: A Possible Theory

Roundtable—Room 200

John Burks—Jones College—Facilitator

Public Speaking on the Community College Level - Same wheel but a different student

Session description:

In this session, we will discuss Public Speaking trends in the teaching from our personal experiences, the use of technology, and the "Flip Class" technique. I am hoping that we can share some ideas to refresh our approach to engaging with students. This round table will be lively and require participants to be prepared to share.

11:00-11:50 Breakout Session 2

Panel—Room 106

Title: A Discussion of Issues Relevant to Junior Faculty Members

Participants:

Riva Brown, Ph.D., University of Central Arkansas

Dr. Brown is a fifth-year assistant professor of public relations in the School of --
Communication at the University of Central Arkansas

Loren S. Coleman, Ph.D., The University of Southern Mississippi

Dr. Coleman is a fourth-year assistant professor of public relations in the School of
Communication at the University of Southern Mississippi.

Lindsey C. Maxwell, Ph.D., The University of Southern Mississippi

Dr. Maxwell is a fourth-year assistant professor of broadcast journalism in the School of
Communication at the University of Southern Mississippi

Dylan McLemore, Ph.D., University of Central Arkansas

Dr. McLemore is a third-year assistant professor of public relations in the School of
Communication at the University of Central Arkansas.

Description:

As junior faculty members we would like to address the issues facing junior faculty members and colleagues who are transitioning out of being graduate students and into being faculty members. Specifically, we will address issues such as the job market, service and experiential learning opportunities for junior faculty, the review process (including mid-tenure review), balancing teaching, research, and service responsibilities, and mentoring students. This discussion will be directed at conference attendees who are both graduate students and junior faculty members. We welcome discussion, advice, and questions from academics at all stages of their careers.

Panel—Room 200

Title: Don't just make a speech, make a difference: community college honor students discuss how they turned a persuasive speech assignment into a campus movement

Participants: All participants are affiliated with Mississippi Gulf Coast Community College

Chair/Facilitator:

S. Brad Bailey

Respondents:

Carin Platt, Gwendolyn Carter, & Lisa Hammons

Panelists:

Zach Moseley

Michael Pugh

Morgan Rich
Liliana Singleton
Kenyatta Thomas

Description:

In a typical public speaking course, speeches die at the podium almost as fast as the obligatory, half-hearted applause. Students make a speech, they sit down, and soon the message is forgotten by the speaker almost as fast as it is by the audience. Rarely do these speeches make a lasting difference. At Mississippi Gulf Coast Community College, *making a positive difference* is more than a motto and #DoMore is more than a social media hash tag. These six first-semester freshman honors students will explain how they turned an honors public speaking assignment into a movement on campus.

12:00-1:15 LUNCH & BUSINESS MEETING.....Room 200

Keynote Speaker: Dr. Casey Maugh Funderburk, Acting Director of the School of Communication and Associate Professor of Communication at The University of Southern Mississippi and Vice Provost at The University of Southern Mississippi, Gulf Coast

1:30-2:20 Breakout Session 3

Research Presentations—Room 106

Meagan Bojarski—The University of Alabama in Huntsville
Title: Becoming a Queen: A Feminist Reading of Rumpelstiltskin

Katelyn Caughman—Mississippi College
Title: An Emerging Media: Society's Adoption of Podcasting

Calen Doty—Mississippi College
Title: Privacy and Data Collection in Advertising

G.I.F.T.S.—Room 200

S. Brad Bailey, Gwen Carter, Lisa Hammons, and Carin Platt—Mississippi Gulf Coast Community College
Title: Persuasive Speech Pitch Day: Members of the campus community compete to have their causes selected as persuasive speech topics

Abstract:

Legalize marijuana! Donate blood! Exercise! If you've taught a public speaking class, you have seen similar topics repeatedly chosen by well-meaning students.

Wouldn't you love to see students choose meaningful, relevant topics and deliver a speech that has the potential to make a real difference to your campus/community?

There are people on your campus who sponsor incredible programs, resources and opportunities that benefit students. Recruit these sponsors to pitch their causes in your class. Students can

adopt these causes, become an advocate, make a real difference and develop a real appreciation for the power of public speaking along the way.

Laurie McBride—Itawamba Community College

Title: Unlike/Like

Abstract:

To encourage practice with support material and oral documentation, a one-point group speech helps students find varied evidence and orally document each source used. Each group is given one point to support. Groups present their one-point speech twice: once using no oral documentation (the unlike version) and a second, improved (like) version including proper identification of source material. Each presentation includes at least three pieces of support (statistics, visual aids, comparisons/contrasts, testimony, examples, or description). A minimum of two types must be used and identified.

Jessi Stevenson—Itawamba Community College

Title: Sculpting Communication

Abstract:

As professionals, we know eye connection (as I like to call it) is vitally important to communication success. When we make a true connection with our audience we are establishing rapport, adding value, and allowing ourselves to feel better. We also know eye contact allows for immediate feedback. I find it very important to help students find value in EYE CONNECTION early in the semester and I find discussing the Three V's of Message (as explained by Tony Allesandra, Ph.D, and Phil Hunsaker, Ph.D. in Communication at Work) through this exercise is a creative way to start this important conversation.

2:30-3:30 Closing Session

Top Papers—Room 200

Braden Bagley—The University of Southern Mississippi

Title: Building Fear Appeals for Opioids Using the Extended Parallel Process Model

Emma Moffett—Mississippi State University

Title: Developing the Black Community through Anti-Lynching Protest Literature