

27TH ANNUAL

MCA CONFERENCE

“Communicating Politically,
Engaging Civilly”

Maryland
Communication
Association



Mountainside Community MEDIATION CENTER

A partner of the Department of Communication Studies at Frostburg State University

MCMC MISSION

- Educate members of the Allegany and Garrett County communities about conflict resolution
- Train community members in mediation and other alternative dispute resolution techniques
- Assist community members in their efforts to resolve conflicts and improve relationships *MCMC mediators are volunteers who have been professionally trained.* Training includes extensive classroom instruction, an apprenticeship, and continuing education and evaluation. Volunteers represent the racial, ethnic, class, and age diversity of Allegany and Garrett Counties

MCMC is supported by Community Mediation Maryland (CMM) and Maryland Mediation and Conflict Resolution Office (MACRO).

To arrange for a mediation or to inquire about training or volunteering, call 240.727.0408 or e-mail info@alleganymediation.org. Additional information about the organization can be found at www.alleganymediation.org.

Garrett County Maryland's 44th Annual

Autumn Glory Festival

WEDNESDAY, OCTOBER 12 - SUNDAY, OCTOBER 16

The Autumn Glory Festival offers a wide variety of things to do indoors or outdoors, including two large parades, concerts, band competitions, art exhibits, antique & craft shows, and much more!

Rated one of America's 3 Best Autumn Road Trips by travelchannel.com

Rated one of the top 5 locales for Fall Foliage by baltimoresun.com

More information about this year's festival, including detailed event information, the official 44th Annual Autumn Glory Festival brochure, a Fall Foliage Driving Tour, and lodging and dining information, are available at visitdeepcreek.com.

Home of Deep Creek Lake, named one of Budget Travel's Top Summer Lake Towns

Maryland Communication Association



Dear MCA Members and Colleagues:

Welcome to MCA's 2011 conference, "Communicating Politically, Engaging Civily." The diversity and complexity of our world require that we find ways to communicate with civility. Sustaining both our democracy and humanity depends upon that. We hope that the presentations at this year's conference inspire debate as well as dialogue that carries over into our classrooms and the various public and private contexts within which we are situated.

We thank those who have volunteered their expertise, time, and efforts to make the conference a success: the conference planners, presenters, liaisons, and sponsors. And finally, we offer much appreciation to our members who continually support these efforts.

Sincerely,

2010-2011 MCA Executive Board

Elesha L. Ruminski, President

Sheri A. Whalen, First Vice President

Clover Baker-Brown, Second Vice President

Sheri Trivane, Secretary/Treasurer

Donna Rongione, Immediate Past President

Welcome

I am delighted to welcome, on behalf of Frostburg State University (FSU), the participants in this 27th Annual Conference of the Maryland Communication Association. The theme of this year's conference, "Communicating Politically, Engaging Civilly," is an especially timely topic given the fractious tone that so often marks our contemporary public discourse. Responsible political engagement, resolving conflict, and reaching equitable solutions to social problems are at the core of moving our society forward. I want to recognize FSU's Department of Communication Studies for hosting this conference and the J. Glenn Beall, Jr., Institute for Public Affairs for sponsoring a portion of the program. I know it will be a productive and meaningful event, and I hope everyone will enjoy their visit to FSU.



Dr. Stephen Simpson

Provost and Vice President for Academic Affairs
Frostburg State University



MCA'S MISSION

We are a group of communication educators, students, and professionals throughout the state of Maryland. Many of our members are active researchers and authors in the field as well as past officers of regional and national communication associations.



Our roots are in the Maryland Communication Cooperative, formed in 1973. From 1986 to 1997, a state association ceased to function, but in September 1997, the Maryland Communication Association formally reorganized. Among our most notable accomplishments since then is the pivotal role we took in the shaping and adoption of statewide competency standards for communication courses in general education programs and our current participation to facilitate articulation agreements in communication in the state of Maryland.

MCA EXECUTIVE BOARD

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SCHEDULE OVERVIEW

FRIDAY, OCTOBER 14

7 - 9 PM MCA reception featuring former Maryland Governor Robert Ehrlich, at the Lyric Building, 20 E. Main St., Frostburg, MD, co-sponsored by FSU's Glenn J. Beall, Jr., Institute for Public Affairs

SATURDAY, OCTOBER 15

- 8:15 - 9 AM **Registration and Breakfast Welcome Reception**
LANE UNIVERSITY CENTER (LUC), FIRST FLOOR LOBBY AND
ALICE R. MANICUR ASSEMBLY HALL (ARMAH)
- 9 AM - 4 PM **Book Exhibit, LUC, FIRST FLOOR LOBBY**
- 9 - 10 AM **PANEL OPTIONS:**
A. DEBATE: "Resolved: Maryland and the Nation Would Benefit From a Healthy Dose of Conservatism Over the Next Two Years," LUC 111
B. PANEL: "Media and Civil Political Discourse," LUC 113
- 10:15 - 11:15 AM **PANEL OPTIONS:**
A. PANEL: "Engaging Civility in Theory and Practice," LUC 111
B. PANEL: "Emerging Voices of Diversity," LUC 113
- 11:30 AM - 12:30 PM **KEYNOTE ADDRESS: "Civility and Incivility as a Misleading Dichotomy in Maryland Politics,"** ARMAH
Dr. Theodore Sheckels, Department of Communication Studies, Randolph-Macon College
- 12:30 - 1:15 PM **Lunch, ARMAH – sponsored by McGraw-Hill**
- 1:15 - 2 PM **MCA Business Meeting and Guided Discussion, ARMAH**
- 2:15 - 3:15 PM **PANEL OPTIONS:**
A. PANEL: "G.I.F.T.S. – Generating Ideas for Teaching Students"
LUC 113
B. ROUNDTABLE DISCUSSION: "Masspersonal Communication: Negotiating the Personal, Political, and Civil," LUC 111
- 3:30 - 4:30 PM **PANEL OPTIONS:**
A. PANEL: "Communicating Protest," LUC 113
B. PANEL: "Rhetorical Criticism as Cultural Engagement," LUC 111

27TH ANNUAL

MCA CONFERENCE

“Communicating Politically, Engaging Civilly”

8:15 - 9 AM

Registration and Breakfast Welcome Reception

LUC, FIRST FLOOR LOBBY AND ARMAH

9 AM - 4 PM

Book Exhibit LUC, FIRST FLOOR LOBBY

9 - 10 AM

A. DEBATE: “Resolved: Maryland and the Nation Would Benefit From a Healthy Dose of Conservatism Over the Next Two Years”

LUC 111

Moderator: Carl Hyden, Morgan State University

Theodore Sheckels, Randolph-Macon College

Richard Vatz, Towson University

B. PANEL: “Media and Civil Political Discourse”

LUC 113

Moderator: Linda Di Desidero, University of Maryland University College

“The Potential for Civil Political Discourse: A Structuration Theory Analysis”

Melinda M. Schwenk-Borrell, University of Maryland University College

What are the new rules for communicating in the political sphere? Since the 2000 election, presidential candidates have set up interactive websites where polished versions of their policies can be reviewed by voters, who are also invited to join in discussion groups on the candidates' websites. This paper analyzes the potential for greater or lesser civility in political discourse from the lens of structuration theory. Structuration theory, particularly as proposed by Giddens (1979, 1984) and described by Seibold and Myers (2006), contends that social institutions are “organized around members' interactional processes and practices: disseminating information, allocating resources, accomplishing tasks, making choices, managing disagreements, and the like” (p. 143). This paper will use the tools and terms of structuration theory to analyze how meaning is created and managed by presidential candidates, political organizations, the news, and the voters, especially through new media. This analysis will suggest possible means to strengthen the civility of public discourse about the 2012 campaign.

“Semiotics and New Media: Bringing Barthes Second Order Signification to Political Communication in the Digital Age”

Sam Fletcher, Wake Forest University (Graduate Student)

As we become more reliant on digital technologies and dissemination of information through new media, how are we supposed to make sense of the constant barrage of signs and symbols that confront us in our daily existence? And from a political communication perspective, how is new media changing the way politicians craft meaning and connect with constituents? This paper approaches these questions by suggesting how and why Roland Barthes' second order signification (or mythology) of signs can be applied to current methods of digital communication. After the foundation for a semiotic reading of new media texts has been established, the paper briefly explores the use of social media as a communicative tool for politicians and campaigners. Finally, a case study proffering a close reading on photographs taken from the White House's "Photo of the Day" collection is presented with the following questions in mind: How is President Obama presented in the images leading up to the 2010 mid-term elections, what second order signification can be inferred from each visual text, and how does the meaning of each photo potentially change depending on the digital delivery medium?

“An Example of Civil Discourse”

Stacey A. Peterson, College of Notre Dame of Maryland

Although democratic societies thrive on dissent, discussion, and debate, today's discourse often teaches people to interrupt, talk over, insult, and yell at each other. Therefore, people do not know how to disagree, do not know how to build an argument, and only witness debates that are scripted or unengaging (TeachingTolerance.org, 2011). Gergen (2001) suggests we converse in a manner he defines as the "language of dispassionate objectivity." He maintains that this calls for a respect for others without questioning one's good judgment or moral worth. It should avoid "hostility, direct antagonism, or expressive persuasion." As well, it "requires modesty and an appreciation for the other participant's experiences" (pp. 71-75). Anderson (2003) encourages elevating dialogue to a level beyond basic conversation. She explains that dialogue should encourage personal inquiry and consist of continual interaction leading to new meaning. This paper provides analysis and findings from the April 12, 2011, airing of a discourse on WEAA 88.9. Although the participants were from different ideological and political perspectives, their engagement reflected an example of civil discourse as defined by the aforementioned authors. The participants were Raymond Winbush, director of the Institute for Urban Research at Morgan State University, and Trae Lewis, president of the Baltimore City Young Republicans.

10:15 - 11:15 AM

A. PANEL: “Engaging Civility in Theory and Practice”

LUC 111

Moderator: Rod Troester, The Pennsylvania State University at Erie, The Behrend College

“The Case for Civility Across the Communication Curriculum”

Rod Troester, The Pennsylvania State University at Erie, The Behrend College

This essay makes the argument that civility ought to be a central construct in the study of communication, broadly defined. Our historical rhetorical roots might suggest that we should re-claim civility as a central construct. Civility is a construct or message characteristic that cuts across all levels and types of communication from the spoken word exchanged in a variety of contexts to messages presented via the mass media. There is a growing body of literature—some of it by communication scholars, much of by others—that addresses the importance of civility in the crafting of messages. Scholars in philosophy, psychology, management and administrative science, political science, and many others—in addition to a growing number of communication scholars—are beginning to explore and emphasize the importance of civility. What should we as communication researchers, teachers, and professionals be doing? If embraced, civility across the discipline could help to positively shape message behavior regardless of context or setting and thereby enhance our ability to effectively communicate. Civility ought to be a part of the discussion of communication in nearly every class we teach.

“Engaging Community: Creating Dialogue in the College Park Town Hall”

Janeé Banks

Meghan Connell

Cole Donovan

Jeffrey Oguamanam

Sarah Brown

Jeffrey De Tora

Jenny Hollrah

Brett Schenkel

University of Maryland, College Park (Undergraduate Students)

Faculty Advisor: Kristy Maddux, University of Maryland, College Park

Concerned about poor relations between students, police, community members, and university officials and informed by theories of civic engagement, eight University of Maryland, College Park, students set out to create a forum for dialogue between the various stakeholders in the College Park community. Following the Town Hall event, they created a 10-minute video explaining the theoretical framework for the Town Hall and their planning process and featuring footage from the event itself. Informed by Jürgen Habermas’s idea of the public sphere—an opportunity for citizen deliberation to produce public opinion—the group wanted to create a local public sphere. Reading Nancy Fraser and other theorists who have considered the power imbalances of public spheres and considering the dangers of demagoguery by those in power, they attempted to create an open and fair forum. The video will be presented along with a discussion of the outcomes of this project.

B. PANEL: “Emerging Voices of Diversity”

LUC 113

Moderator: Linda Di Desidero, University of Maryland, University College

“Face and Identity in the Writing of the Female Political Columnist”

Linda Di Desidero, University of Maryland, University College

The rhetorical situation of a political columnist, particularly that of a *female* political columnist, is fraught with threats to individual and collective face. Not only are writers expected to display concern for their own face in the writing situation, but they are also expected to engage in attack behavior or defense behavior with respect to the face of the subjects of their columns. This paper examines facework in the writing of two prize-winning and widely read female American political columnists: Maureen Dowd, *New York Times* Op-Ed columnist since 1995, and Kathleen Parker, syndicated columnist for *The Washington Post* since 2006. While each woman holds a rather different political position (Dowd more liberal, Parker more conservative), they are both known for wittily expressing incisive insights about politicians and political events in a field that is heavily dominated by men. In this paper, the author argues that it is, in fact, their identities as women and as female writers that both drive and constrain the rhetorical choices that they make to enact, enhance, preserve, affront, or destroy face. This paper draws on delineations of face and facework in Goffman (1959, 1967) and develops a framework for analysis based on work in linguistics and intercultural communication, particularly in Brown and Levinson (1987), Fairclough (2001), and Ting-Toomey (2004).

“Communicating the Politics of Citizenship: Unauthorized Latino Youth and the DREAM Act”

Raúl D. Tovaes, Trinity University

Debates about the DREAM Act provide an opportunity to examine the discourse about citizenship as it relates to unauthorized Latino youth, the largest population of unauthorized young people in the U.S. (Flores, 2010, pp. 241-243). At the center of the discourse is the question of whether or not individuals under the age of 16 who were brought to the United States by their unauthorized parents should be given an opportunity to apply for citizenship. These unauthorized youths would also be required to complete at least two years of college or serve in the military, and be of “good character.” There is a long history of media portrayals of unauthorized Latino immigrants in the U.S. as lazy, ignorant, and unwilling, or unable, to join mainstream society. In contrast, Latino youths who support the DREAM Act appear in news stories as intelligent, hardworking, and socially integrated members of the community. Drawing on the works of Bakhtin (1984); De Cillia, Reisigl, and Wodak (1999); Ono and Sloop (2002); Romero (2000-2001); and Santa Ana (1999), this paper examines the discourse surrounding the DREAM Act to learn how discourses on Latino immigration both change and remain the same to meld current contradictions in political discourse about citizenship as they apply to unauthorized Latino youth in the U.S.

11:30 AM – 12:30 PM

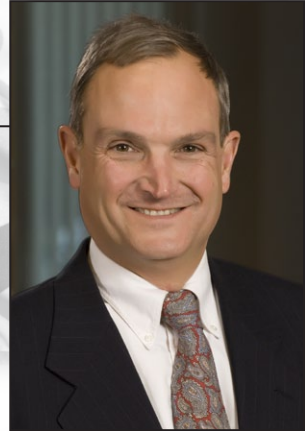
KEYNOTE ADDRESS

ARMAH

Welcome Remarks by Frostburg State University
Provost Stephen Simpson

Welcome From MCA President Elesha L. Ruminski

Introduction of Keynote Speaker by MCA
First Vice President Sheri A. Whalen



KEYNOTE SPEAKER: Theodore Sheckels

Professor and Chair, Randolph-Macon College

“Civility and Incivility as a Misleading Dichotomy in Maryland Politics”

The terms civility and incivility have lately entered the communication discipline’s operating lexicon. They can, of course, be applied to politics; and the post-1950 history of Maryland provides examples of both. On the civility side, one can cite the careers of Theodore Roosevelt McKeldin, Charles “Mac” Matthias, Paul Sarbanes, Constance Morella, and even Spiro T. Agnew when he was Baltimore County executive. On the incivility side, one can cite anti-communist zealots’ attacks on Millard Tydings, Linda Chavez’s campaign attacks against Barbara Mikulski, Parris Glendening’s campaign attacks against Ellen Sauerbrey, Kathleen Kennedy Townsend’s debate performance against Robert Ehrlich, as well as Spiro Agnew (as governor) lecturing selected Black leaders during the 1968 Baltimore City riots.

The term “incivility” can, however, be applied too quickly to politics, for there may be communication events that look “incivil”—i.e., are not “nice and polite”—but are quite “civil” insofar as they attempt to serve the good of the community. Three examples will be explored: Barbara Mikulski’s defying rhetoric to stop the construction of a freeway link that would have bisected the Baltimore neighborhood Fell’s Point; William Donald Schaeffer’s defiant and strategic bypassing of existing city government structures when Baltimore mayor; and H. Rap Brown’s defiant, arguably riot- and arson-inciting speech in Cambridge, MD, in 1967. These cases, each one more “problematic” than the one before, alert one to the role of dissent in American and Maryland political communication, something the false civility-incivility dichotomy may unfortunately obscure.

12:30 – 1:15 PM

Lunch, LUC, ARMAH - *Sponsored by McGraw-Hill*

1:15 – 2 PM

MCA Business Meeting and Guided Discussion, ARMAH

“The Future of MCA: Where Do We Go From Here?”

Moderator: Elesha L. Ruminski, Frostburg State University

Clover Baker-Brown, Prince George’s Community College

Denise Gilmer-Knudson, College of Southern Maryland

Scholastique Koolimo, Frostburg State University

Shavonne Shorter, Purdue University

Sheri A. Whalen, Frostburg State University

This guided discussion will engage the audience with a conversation about the future of MCA and its mission and functions as a state-level disciplinary organization. The discussion will offer undergraduate and graduate student perspectives as well as MCA leadership and membership perspectives. Returning and new members are invited to join in the conversation to help determine the future of MCA. Brainstorming new ideas for its mission and proposing nominations for leadership roles will also be part of this session.

2:15 – 3:15 PM

A. PANEL: “G.I.F.T.S. – Generating Ideas for Teaching Students,” LUC 113

Moderator: Roger Smitter, Chesapeake College

“The ‘No Study’ Quiz: Engaging Students in the First Minutes of Class”

Roger Smitter, Chesapeake College

Students often come to class sessions with multiple concerns on their mind. These concerns become distractions that, as the class session unfolds, interfere with learning. This can impair class discussions and question-asking in class. Students can benefit when the very first event in a class session focuses their attention and sparks curiosity. The “No Study” Quiz combines the power of a “pop quiz” to focus student attention with the arousal of curiosity about a topic that can apply to everyday life. It also helps students understand how the seemingly obvious can become problematic and worthy of study. It also taps the curiosity most students have about how humans communicate.

“Stories That Break the Ice”

LaTanya K. Eggleston, Anne Arundel Community College

Non-native speakers experience communication apprehension and uncertainties of how people perceive them because of their dialect/grammar. They experience miscommunication, which has led to more concerns about their capability to be effective communicators. This G.I.F.T. uses a narrative/exemplum speech project description to demonstrate how non-native speakers can receive the confidence they need.

B. ROUNDTABLE DISCUSSION: “Masspersonal Communication: Negotiating the Personal, Political, and Civil”

LUC 111

Moderator: Lori E. Vela, West Virginia University

Nick Bowman, West Virginia University

C. J. Claus, West Virginia University

John Lombardi, Frostburg State University

Elesha L. Ruminski, Frostburg State University

David Westerman, West Virginia University

This roundtable will begin with an introduction of the topic of masspersonal communication and move to discussion of interpersonal privacy, surveillance, and legal issues surrounding “personal,” “public,” and “mass” uses of social media as well as political correctness and civility in online postings. The question of censorship (self and imposed) will be discussed, with this central question under debate: “Does anything go with social networking?”

3:30 - 4:30 PM

A. PANEL: “Communicating Protest”

LUC 113

Moderator: Dionne C. Clemons, Towson University

“An Examination of the 2011 Wisconsin Protests Using the Situational Theory of Publics”

Dionne C. Clemons, Towson University

This paper examines the series of ongoing demonstrations held in the state of Wisconsin beginning in February 2011 that involved thousands who opposed Wisconsin Gov. Scott Walker’s proposal of his Wisconsin Budget Repair Bill—legislation introduced to address the state’s projected \$3.6 billion budget deficit. By conducting a content analysis of the social media sites used by the various protest groups to organize the numerous protests that took place in February and March of 2011, this study applies Grunig’s situational theory of publics, which helps to explain when and why individuals become active in communication behaviors (Grunig, 2003), as well as Grunig’s situational theory of problem solving (Kim and Grunig, 2011), which extends the situational theory of publics to explain when and why publics are moved to act around an issue with an end goal in mind of seeking resolution of a problem.

“The Art of Protest: Elizabeth Catlett, Faith Ringgold, and the Black Arts Movement”

Artesha Taylor, University of Maryland College Park (Graduate Student)

By understanding how women like Catlett and Ringgold participated in the Black Arts Movement, scholars can gain insight into the alternative ways Black women engaged in political activism when traditional leadership and public speaking roles were limited. To further this area of research, the author explores how the artwork of Catlett and Ringgold critiques social injustice from their particular social location as Black women, while also championing the more narrow race-center causes of the Black Arts Movement. First, Taylor argues that these artists use representational art to present accessible messages that critique social injustice and to allow their messages to reach diverse audiences. Second, Taylor shows that this strategy helped their art serve as powerful images that give visibility to Black liberation movements and their message, while at the same time their art addresses particular issues facing Black women in the 1960s and 1970s to allow for a Black feminist consciousness to enter Black liberation discourse. Third, Taylor argues that retelling, challenging, and creating history in art are significant aspects of activism for Black women artists. The combination of these strategies allows the artists to work toward political change by directly addressing political issues, confronting social stereotypes, and redefining notions of Blackness and Black womanhood.

B. PANEL: “Rhetorical Criticism as Cultural Engagement”

LUC 111

Moderator and Faculty Advisor: Jennifer Potter, Towson University

Andrew Ames **Jayce Price**

Ashleigh Payne **Dana Schroeder**

Towson University (Undergraduate Students)

This panel uses traditional rhetorical criticism methods to engage in popular cultural rhetorical artifacts. Panelists analyze the film *The Kids Are Alright* and the television series *Dexter* using cluster criticism or fantasy-theme criticism, but each paper relies on a distinct theoretical approach to the analysis. This panel highlights the utility of using rhetorical criticism on popular cultural rhetorical artifacts as a means of examining our cultural norms, attitudes, values, and beliefs.

Special thanks to the following groups and individuals:

Aramark

Lane University Center staff

Austin Huot, Assistant Director/LUC,
FSU's Office of Student & Community
Involvement

Shirley Maase

Dr. Stephen Simpson, Provost,
Frostburg State University

Dr. Joseph Hoffman, Dean of Liberal Arts
and Science, Frostburg State University

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**Wor-Wic Community
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Elaine Vander Clute

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PEARSON



RC Theaters

Save the date:

28TH ANNUAL

MCA CONFERENCE

FRIDAY, OCTOBER 12 - SATURDAY, OCTOBER 13, 2012

Theme and Location to be announced. Check in on www.marylandcomm.org
and through the Maryland Communication Association Facebook group



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Association

