

**Carolinas Communication Association  
2021 Virtual Conference**

**Program Corrections and Additions (9.10.21)**

Friends, I write to share news of a few corrections and additions to the conference program.

Corrections:

DaKysha Moore's name was misspelled. Moore's second author, Elijah O. Onsomu, at WSSU, was also inadvertently omitted from the program. My apologies to Moore and Onsomu for these mistakes, which were entirely my fault.

Additions:

Here is the link to John Edwards' conference video for his "Communication Dissonance" presentation:

Here is the link to Amanda Fusco's conference audio for her "Above the Law" presentation:

Here is a link to Amanda Fusco's conference audio for her "Overprescribing" presentation:

I'll be in touch next Friday if additional corrections or additions are needed. I am here as always for you, to offer any assistance with conference matters.

We look forward to our time together during CCA 2021!

Fondly, Peter

Carolinas Communication Association  
2021 Virtual Conference

**Conference Program**

September 24 & 25 2021

\*Note: All hyperlinks have been removed from this document

Carolinas Communication Association  
2021 Virtual Conference

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Carolinas Communication Association  
2021 Virtual Conference

**Welcome Letter**

Friends,

We are delighted to share the conference program for the 2021 Carolinas Communication Association Virtual Conference.

In the conference program, you will find a schedule of live events with Zoom instructions, for our virtual gathering on Friday September 24, 2021 and Saturday September 25, 2021, *and* an alphabetical index of conference videos.

On the schedule of live events, you will note the presence of “Zoom A” and “Zoom B”. Please make note of which live sessions you would like to attend at which times. We also kindly ask that you do not share or post Zoom information on online fora or via social media.

We are excited for our virtual offering this year, which reflects the extensive work of an entire community of scholars and supporters. At the same time, we regret that we cannot be in person in Mars Hill, North Carolina, as we had originally planned (before COVID 19). We offer deep gratitude to Mars Hill University, especially President Tony Floyd and Provost Tracy S. Parkinson, for their assistance throughout the conference planning process. We also recognize Robb Pierce at the Comfort Inn Mars Hill in Mars Hill, NC, for enduring support of our work.

I also wish to offer my grateful thanks to the Executive Committee of the Carolinas Communication Association, whose assistance has been invaluable throughout the planning process. Special thanks are owed from me to Jennifer Evans Fierke and Christopher Scott Wyatt for their assistance in formatting the conference program.

We invite all attendees to enjoy the wonderful collection of conference videos, linked within, and to join us with enthusiasm for the Zoom sessions, which will provide a wonderful opportunity for fellowship, conversation and community. Of particular note will be the wisdom of our Keynote Speaker, Dr. Shayla Thiel Stern, who will share with us about her journey within the professoriate and the professional world. We look forward to learning from her testimony.

The members of the Executive Committee and I are delighted to welcome you to CCA 2021. Please feel free to be in touch with any questions.

Fondly, Peter

Peter Joseph Gloviczki, PhD  
Associate Professor of Communication, Coker University  
[pgloviczki@coker.edu](mailto:pgloviczki@coker.edu)

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**2021 Keynote Speaker**

**Dr. Shayla Thiel Stern**

**“How to Have an Adventure in Communication”**

Shayla Thiel-Stern, Ph.D., started her career on the digital news team that launched The Washington Post to the web 25 years ago and since then has worked in academia, digital marketing, nonprofit organizations, public media, music and more.

In this keynote talk, she will discuss the importance of understanding what fulfills you as a communicator, researcher and human who constantly moves among different worlds – particularly the academic, the “professional” and the personal. Navigating these worlds, maintaining responsibilities to your field, your profession, your friends and family and yourself and not burning out is probably an impossible proposition. So, what can you do about it? Might the answer be in the pivot?

Thiel-Stern reflects on her career, shares wisdom based on her experiences and gives you the peptalk you may not have known that you needed when you signed up for this conference.

*Biographical Note*

*Dr. Thiel-Stern is the Director of Content Strategy for Level2, a health-tech startup company helping people put type 2 diabetes into remission. Previously, she has been Vice President of Content Marketing for ServeMinnesota/AmeriCorps, Editorial & Content Director at PBS Next Avenue, Senior Digital Strategist at Fast Horse, Content Producer at washingtonpost.com, Weekend Announcer at Iowa Public Radio, and Affiliate Sales Manager for Cars.com. She was an Associate Professor in the University of Minnesota Hubbard School of Journalism & Mass Communication and an Assistant Professor in the DePaul University College of Communication.*

*Thiel-Stern earned a Ph.D. in Mass Communication from the University of Iowa. She has published extensively in popular and academic media, including two books – From the Dance Hall to Facebook: Teen Girls, Media and Moral Panic, 1905-2010 (U. of Massachusetts Press 2014) and Instant Identity: Adolescent Girls and the World of Instant Messaging (Peter Lang, 2007). She lives in Minneapolis, MN with her family, dogs and cats.*

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**Paper Award Winners**

(Winners in Bold)

Faculty Paper Award Finalists

**Interrogating oral history; or paths and mentorship to be a communication academic**  
**Dean Farmer and Danielle Holquist**  
**Campbell**

Protecting the “Student” in “Student-Athlete”: Rhetorical Pathways for NCAA Reform  
Rebecca Alt  
Lenoir-Rhyne

Pathways to love  
Leigh Nelson and Eric Fife  
James Madison

Graduate Student Award Finalists

**The Discourse of Discrimination**  
**Anna Harmony**  
**Bob Jones University**

Perceptions of Foreigner Talk  
Sabrina Fluegel  
University of Minnesota

Residual Surveillance  
Breigha Adeyemo  
University of Illinois Chicago

Undergraduate Student Award Finalists

**On the Offensive: Applying the Functional Analysis Theory of Political Television Advertisements to**  
**Analyze the 2020 South Carolina Senatorial Race**  
**Grace Fulton**  
**University of South Carolina Aiken**

Meme Virality: The Role of Proxemics in Political Meme Success on Twitter  
Nick Curcio, Katiemarie Owen, and Rachel Page  
Furman University

A Sense of Self  
Ariane Laprairie  
Coker University

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**Recognizing Our Conference Reviewers**

The work that we do together in preparation for the conference is possible because of our community of servant leaders. Here, we wish to recognize our conference paper reviewers, from across the Carolinas and around the country:

Andy Burkemper, Brandon Inabinet, Candi Carter Olson, Chris Patti, Christopher Scott Wyatt, Cris Davis, Cynthia King, Deborah Breede, George Lellis, Greg Perreault, James Gilmore, Jamie Litty, Jason Munsell, Jean DeHart, Jennifer Brubaker, Jessica McCall, John McArthur, Julie-Ann Scott-Pollock, Nina- Jo Moore, Rebecca Kern, Richard Leeman, Rick Olsen, Robert Westerfelhaus, Susan Opt and Volha Kananovich

**ZOOM A: DAY ONE**

**8:00-8:45AM** SELVES, CASES AND CONTROVERSIES

[ASenseofSelf](#)

Ariane Laprairie *Coker*

[HowistheCoastBeingProtected?](#)

Jordan White *Coker*

[GoodTimes/BadTimes](#)

Alexsandra Alverson *Coker*

[TrayvonMartinCase](#)

Mahari Greene *Coker*

**9:00-9:45AM** BOUNDARIES AND OPPORTUNITIES IN THE COMMUNICATION WORLD

[CommunicationDissonance](#)

John Edwards *Methodist*

[CartoonsandPolarizingPoliticalRhetoric](#)

John McArthur *Furman*

[NavigatingContestedSpacesAmidCOVID-19](#)

Spoma Jovanovic *UNCG*

**9:45-10:00AM** BREAK



**ZOOM A: DAY ONE**

**10:05-10:50AM GREAT IDEAS FOR TEACHING: TOWARD A CONNECTED FUTURE?**

[Expanding Pathways to Success: Helping Interpersonal Students Find Their Voice](#)

Angela Smedley *Wake Tech*

[Expanding Pathways Video #2](#)

[This Is How We Do It: Heart Work Vs. Hard Work](#)

Jasmine Corbett,  
Rhunette Diggs, Laurie  
Porter  
*Johnson C Smith*

["I actually like watching your lectures": Using GoReact to Increase Immediacy in Asynchronous Online Learning](#)

Rebecca Alt *Lenoir Rhyne*

**10:55-11:40AM GREAT IDEAS FOR TEACHING: STORYING COMMUNICATION LANDSCAPES**

[Facilitating Digital Literacy Training for Active Older Adults](#)

Carolyn Lagoe (all at  
*Queens*)  
Ana Sabbag Bolson  
Holly Van Kuren  
Zachary White  
Bruce Clark

[Carolina Stories: Crafting Digital History Short Films to Prompt Discussion](#)

Brandon Inabinet,  
Nick Curcio, Lindsey Cottle  
*Furman*

[ResearchSharkTank](#)

Laura Purcell *Virginia Tech*

## ZOOM A: DAY ONE

**11:45-12:55PM** LUNCH BREAK

**1:00-1:45PM** [ResilientCommunities\(DoubleSession\)](#)

Daniel Bayer, MA Student and Program Coordinator  
Olivia Biro, UNCG Alum  
Jessica Clifford, MA Student and Program Coordinator  
Kimberly M. Cuny, Senior Academic Professional and  
Speaking Center Director  
Cristiane Damasceno, Assistant Professor  
Spoma Jovanovic, Professor and Program Director  
Etsuko Kinefuchi, Associate Professor  
Marianne LeGreco, Associate Professor and Director of  
Graduate Studies  
Marianna Levithan, MA Graduate Student  
Jessica Delk McCall, Senior Lecturer and Basic Course  
Director  
Jasmine Palmer, MA Graduate Student  
Christopher N. Poulos, Professor  
Patrick Sawyer, Lecturer  
Roy Schwartzman, Professor and Department Head  
Jenni Simon, Lecturer and Director of Undergraduate  
*UNCG*

**ZOOM A: DAY ONE**

**1:45-2:00PM** BREAK

**2:05-2:50PM** [ResilientCommunities \(DoubleSession\)](#)

*UNCG*

**3:00-3:45PM** PATHS TOWARD CONTINUITY & CHANGE

[AnalyzingRomance&DatinginToday’sSociety:ACriticalApproachtoSocialConstructivi](#)

*Emily Abellon Denver*

[YouAreCanceled:AModelforUnderstandingCancelCultureParticipationandItsIneffec](#)

*Aisha Powell Howard*

[PerceptionsofAgenda-settingUsingtheThird-personEffect](#)

*Colin Piacentine UofSC*

[“BreakaLeg”](#)

*Pauline Matthey Georgia State*

**ZOOM A: DAY ONE**

**4:00-4:45PM** PASTS, PRESENTS AND FUTURES

9/11

[AbovetheLaw](#)

[AmericaShareMeaningAgain](#)

Trey Young *Coker*

Amanda Fusco *Coker* [Make](#)

Madison Avery *Bob Jones*

**5:00-6:00PM** KEYNOTE SPEAKER DR. SHAYLA THIEL STERN

## ZOOM B: DAY ONE

**8:00-8:45AM** ORGANIZATIONAL COMMUNICATION PRAXIS

[OrganizationalCommunicationPraxis:TheDirector’sDilemma](#)

Kim Cuny *UNCG*

[BuildingaCenterthatThrivesWhenBudgetsareTight](#)

Rebecca Alt *Lenoir Rhyne*

[AvoidingStudentStaffBurnoutinthePursuitofSupportingFaculty](#)

Jenny Southard *UNCG*

[MakingCenterAppointments](#)

Erin Ellis-Harrison *UNCG*

[VirtuallyPrepared?](#)

Emily Moore *Wake Tech*

**9:00-9:45AM** CULTIVATING A SENSE OF PLACE

[FlightlessJourney](#)

Hannah Allen *UNCG* [Digital](#)

[DivideDuringaPandemic](#)

Helen Taylor *Queens* [Success](#)

[Coach-StudentRelationshipDevelopment...](#)

Lisa Cooper *Nash CC/Regent*

**ZOOM B: DAY ONE**

**9:45-10:00AM** BREAK

**10:05-10:50AM** REPRESENTATION AND IDENTITY

[OntheOffensive](#)

Grace Fulton *USCA*

[ExclusionaryIdentityinBlackFemaleLiterature](#)

Jayna Mitchell *Coker*

[IntoBeing](#)

Ariane Laprairie *Coker*

[ProfanityinR&B](#)

Tamara Covington *UNCFSU*

**ZOOM B: DAY ONE**

**10:55-11:40AM** [LookingBack](#)

Alex Patti *Sandhills CC*

Brian Heslop *Coker*

Amber Holland *North Carolina State*

Lionnell "Badu" Smith *Memphis*

**11:45-12:55PM** LUNCH BREAK

**1:00-1:45PM** [PandemicPathwaysofPublicAdvocacyintheCarolinas:TeachingPanel](#)

Jason Munsell (*all at USCA*)

[PublicAdvocacy](#)

Natalie Bowers

[ImportanceofShoppingSmall](#)

Anna Grace Langley

[BodyRhetoric:T-ShirtDesign](#)

Madi Self

[EndStandardizedTesting](#)

Eva Slagle

**1:45-2:00PM** BREAK



## ZOOM B: DAY ONE

**2:05-2:50PM** [MeetingStudents...](#)

John Edwards *Methodist*  
Jessica McCall, *UNCG*  
Lionnell "Badu" Smith, *Memphis*  
Alex Patti, *Sandhills CC*  
Sonny Kelly, *Fayetteville Tech*  
Kevin Swift. *Methodist*

**3:00-3:45PM** INTERPRETIVE JOURNEYING

Perceptions of Foreigner Talk

[TheDiscourse ofDiscrimination](#)

[StudentReporterPerceptions](#)

Sabrina Fluegel *Minnesota*

Anna Harmony *Bob Jones*

Lisa Cooper *Nash CC/Regent*

**4:00-4:45PM** [Resilience inBasicCourse](#)

Jessica McCall (all at *UNCG*)  
Erin Cassidy- *UNCG CST GTA (second year)*  
Gabriel Parks- *UNCG CST GTA (second year)*  
Marianna Levithan- *UNCG CST GTA (second year)*  
Hannah Allen- *UNCG CST GTA (2021 MA alumna)*  
Additional *UNCG GTAs teaching the Basic*

**5:00-6:00PM** KEYNOTE WILL BE IN ZOOM A

**ZOOM A: DAY TWO**

**8:00-8:45AM** [ForgingPathwaysfromFrustrationtoPeaceintheTransitiontoanOnlineAcademicEnvir](#) Jean DeHart *App State*

Edward Brewer *Appalachian State University*

Deborah Burris *Pfeiffer University*

Kellie Roberts *University of Florida*

Marna Weston *Oak Hall School*

**9:00-9:45AM** [CreatingPathwaysThroughandBeyondCovid](#)

Jessica McCall Basic Course Director and Senior Lecturer,

Marianne LeGreco Director of Graduate Students

Kim Cuny Director of Speaking Center

Roy Schwartzman Department Head

Jenni Simon Director of Undergraduate Students

April Wright Internship Supervisor, *all at UNCG*

**10:05-10:50AM** MODELS OF POWER & IMPACT

[CancerAfterRemission](#)

Grace Johnson *Bob Jones*

[ResidualSurveillance](#)

Breigha Adeyemo *Illinois Chicago*

[BossBabes](#)

Anna Harmony *Bob Jones*

[AHopefulIntervention:IncreasingHopeThroughDiscourse](#)

Lesa Stern and Kyle Mayl *Westmont*

**ZOOM A: DAY TWO**

**10:55-11:40AM** TOP FACULTY PAPER SESSION

[Interrogating oral history; or paths and mentorship to be a communication academic](#)

Dean Farmer & Danielle Holquist *Campbell*

[Protecting the “Student” in “Student-Athlete”: Rhetorical Pathways for NCAA Reform](#)

Rebecca Alt *Lenoir Rhyne*

[Pathways to love](#)

Leigh Nelson & Eric Fife *James Madison*

**LUNCH BREAK**

**1:00-1:45PM** CCA Business Meeting

**ZOOM B: DAY TWO**

**8:00-8:45AM** NO SESSION IN ZOOM B @ 8AM ON DAY TWO

**9:00-9:45AM** BONDS AND BINDS IN COMMUNICATION RESEARCH

[Buildingafamilyinthefuture:YoungBlackfemales](#)

[Pretzl:AnInnovativeOptionforOnlineCourses](#)

[FromClassroomtoZoomRoom](#)

DaKysa Moore *North Carolina A & T*  
Elijah O. Onsomu *Winston Salem State University*

Kerri Mercer *Wake Tech*

John McArthur *Furman*

**9:45-10:00AM** BREAK

**ZOOM B: DAY TWO**

**10:05-10:50AM** TIME, SPACE AND PLACE

[PasttoPresent](#)

Jordan White *Coker*

[MemeVirality:TheRoleofProxemicsinPoliticalMemeSuccessonTwitter](#)

Nick Curcio, Katie Marie Owen, Rachel Page

*Furman* [Overprescribing](#)

Amanda Fusco *Coker*

**10:55-11:40AM** Top Faculty Paper Session in Zoom A

**1:00-1:45PM** CCA Business Meeting in Zoom A

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**Notes and  
Thanks**

Thanks are due to our members, whose steadfast support helps CCA be all that it is and do all that it does. Thank you also to Tony Adams, for his kindness and feedback in virtual conference planning.

We look forward to seeing everyone at CCA 2022, which will be held in Aiken, South

Carolina. Stay safe and well!