



32nd Annual Convention

Communication, Politics and Public Perception



October 21-22, 2016

Dear MCA Family,

Welcome to the Maryland Communication Association's (MCA) 32nd conference. The last time the Community College of Baltimore County (CCBC) hosted the conference was in 2009. Embracing Change was the theme in 2009 as presenters gave faculty members different methods to engage students. Some of our colleagues from that conference have since moved on, but are not forgotten. However, some are still around and we welcome your participation in this year's conference. For those of you who are new to the MCA, we hope that after this conference you will remain connected to us and continue your support. CCBC's Communication Arts Department is excited to host this year's conference!

The conference theme for 2016, Communication, Politics and Public Perception, is timely and illuminates this year's presidential campaign and other political activities. This year's contests have entered every aspect of our culture and provided us plenty to discuss and to pursue in academic scholarship. I applaud the presenters for answering the "Call for Proposals" with unique perspectives that I'm sure will enlighten us. This conference attracted all levels of scholarship, from two-year colleges to four-year universities. We've included undergraduate students, graduate students, faculty and administrators in our line-up of presenters. If you didn't present this year, perhaps you will present next year.

I'm proud of the outreach and collaboration between the Maryland Communication Association board and the CCBC Communication Arts Department to make this conference a success. I would also like to thank our Keynote Speaker, Mr. J.C. Faulk, for encouraging and motivating us to continue the fight for advocacy. I deeply appreciate the support from the following publishing houses: Cengage, MacMillian, and Oxford. Lastly, I would like to thank CCBC School of Liberal Arts Dean Watson, CCBC School of Liberal Arts Pathway Coordinator Kyle Goehner, Assistant Director of Student Life Dan Sym, CCBC Assistant Director of Creative Services Michael Elspas, CCBC Bookstore Manager Andrew Hanks, CCBC Catonsville Campus Coordinator Joan Swiston, Student Ambassador Coordinator Lesley Low, and our student ambassadors.

In closing, thank you for your support for this year's conference and I hope to see you in the coming years.

Cordially yours,

A handwritten signature in cursive script that reads "Sherry".

Sherry Tucker, MA
First Vice President, Maryland Communication Association
Assistant Professor & Coordinator, Community College of Baltimore County

Maryland Communication Association Conference Schedule At a Glance

Friday, October 21, 2016

6:30 p.m. – 8:30 p.m.

Kickoff Reception

Location: Mathematics and Science Lounge
Managing Politics in the Classroom

Saturday, October 22, 2016

Morning sessions in the Mathematics and Science Building Lecture Halls

8:30 a.m. – 9:05 a.m.

Check-in Continental Breakfast

9:10 a.m.

Conference Opening: President of Maryland
Communication Association, Dr. Jayne Cabbage

9:15 a.m.

Welcome to CCBC and Keynote Introduction

9:20 a.m. – 10:05 a.m.

Keynote Speaker: J.C. Faulk

10:15 a.m. – 11:15 a.m.

Sessions 1A – 1C

12:30 p.m. – 1:20 p.m.

Center for the Arts Lounge
Lunch, Raffle & Self Guided Art Gallery Tour

Afternoon sessions in the Center for the Arts (unless otherwise noted)

1:30 p.m. – 2:30 p.m. Sessions 3A & 3B

J.C. Faulk

Keynote Speaker



J.C. Faulk has more than 20 years of expertise in organization development, entrepreneurship, and community organizing. Each of these roles has congealed into a unique way of seeing and interacting as a diversity and inclusion consultant and group facilitator. Through Circles of Voices, he facilitates change processes to help organizations move beyond obstacles to greater effectiveness.

He is also the founder of An End to Ignorance, which uses Circles of Voices technologies on the community level in and outside of the United States, to address the pervasive impact of racism and other isms. In his upcoming book, *Maggie's Boy*, he explores race through his personal experiences and by looking through the larger lens of American culture. It is here that he unearths his deeply personal experience, and shares his undying connection to others who share a similar fate. J.C. earned his Master's Degree in Organization Development from American University.

MCA Conference Schedule



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Session 1 A – Panel

Location: Mathematics and Science
Hall, Lecture Hall 032

Agenda Setting Theory within a Political Climate:
Freedom of Expression and its Relationship to High
Profile Athletes

Dr. Otis Thomas, Chair, Bowie State University
Professor Rochelle R. Daniel, Bowie State University
Dr. Karima A. Haynes, Bowie State University

Moderator: Natasha Howard, Ph.D., Assistant Professor,
Communication Arts Department, Community College
of Baltimore County

MCA Conference Schedule



Session 1B – Individual Papers

Location: Mathematics and Science
Building Lecture Hall 034

Presidential Candidates Considerations for Planning
Messages, Selecting Venues and Understanding
Audiences

Dorothy Griggs, M.A., Instructor, Community College of
Baltimore County

Automating Formative Assessment of Vocal Delivery:
the Virtual Speech Coach

Amy Oneal-Self, PhD, Wor-Wic Community College

Debra Bond Cancro

Founder and CEO of VoiceVibes, Inc.

Moderator: Guillermo Gibens, Ph.D., Assistant
Professor, Communication Arts Department,
Community College of Baltimore County

Session 1C - Panel

Location: Mathematics and Science Building Lecture
Hall 036

2016 Presidential Campaign: Student Reflections of
Political Discourse and Engagement

Moderator: Paige Rogers, Ph.D., Professor,
Community College of Baltimore County

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11:20 a.m. – 12:20 p.m. Session 2A – 2C

Session 2A Individual Papers

**Location: Mathematics and Science Building |
Lecture Hall 032**

Individual Graduate Papers

JPEGS, GIFS and Memes

Colin Campbell, Teaching Associate, Howard University

Politics & Entertainment Culture, Communication
& Media

Ollie L. Jefferson, Ph.D. Scholar, Howard University

To The Left, To the Left: Black Twitter Sets the Agenda
for the 2016 Democratic Presidential Campaign

Taryn K. Myers, Howard University

Moderator: Jayne Cabbage, Ph.D., Assistant Professor
Department of Communications, Bowie State University

Session 2B - Workshop

**Location: Mathematics and Science Hall
Lecture Hall 034**

Operation POTUS: Why is the Integrated
Marketing Communication Plan Key to Securing the
White House?

Talisha Dunn-Square, MA, Visiting Lecturer,
Bowie State University

MCA Conference Schedule

Session 2C – Individual Papers

Location: Mathematics and Science Hall
Lecture Hall 036

Occupy Wall Street: Reflections on a 21 Century Protest
Claudia Brown, Harford Community College

Men, Muscles and Masculinity: An analysis of body
image and masculinity in social media
Adrian Krishnasamy, Ph.D., Bowie State University

Moderator: Jayne Cabbage, Ph.D., Assistant Professor
Department of Communications, Bowie State University

12:30 p.m. – 1:20 p.m.

Location: Center for the Arts Lounge
Lunch, Raffle & Self Guide Art Gallery Tour

Afternoon sessions in the Center for the Arts

1:30 p.m. – 2:30 p.m. Sessions 3A & 3B

1:15 p.m. – 2:00 p.m.

Session 3A - Career Panel (for students)

Location: Center for the Arts – Classroom 210

Four speakers from the communications field will talk
about career and networking in today's busy world.

Moderator: Jeremy Caplan, Assistant Professor
Communication Arts Department, Community College
of Baltimore County

1:30 p.m. – 2:30 p.m.

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Session 3B- GIFTS (Great Ideas for Teaching Students)

Location: Center for the Arts 208

BARNGA! An Interactive Activity for Teaching Group
Socialization (Rules and Norms) in Small Group
Communication and/or Intercultural Communication
Topics

Trevor Setvin, MA, Instructor, Community College of
Baltimore County

Stacey A. Peterson, Ph.D., Professor,
Montgomery College

Classroom Management Through Student Engagement
Jim O'Toole, Instructor, Community College of
Baltimore County

Moderator: Carl Freundel, Professor
Communication Arts Department, Community College
of Baltimore County

2:35 p.m. – 3:30 p.m.

Location: Center for the Arts Classroom 208
Maryland Communication Association Business Meeting

Conference Conclusion

About the Maryland Communication Association

MCA's mission is to promote the study and development of effective communication; to promote cooperation among communication professionals; and to influence the practices and policies of relevant institutions.

MCA encompasses communication educators, students, and practitioners throughout the State of Maryland. Membership includes active researchers and authors in the field as well as past officers of regional and national communication associations.

MCA was rooted in the Maryland Communication Cooperative formed in 1973; unfortunately, the state association ceased to function from 1986 to 1997. However in September 1997, the Maryland Communication Association formally reorganized. Since the reorganization, MICA has had an active role in facilitating the articulation agreements in Communication in the State of Maryland. Most notable accomplishment is the pivotal role taken in shaping and adoption of state-wide competency standards for Communication courses in General Education Programs.

The MCA 2016-17 Officers

President	Jayne Cabbage, Bowie State University
First Vice President	Sherry Tucker, Community College of Baltimore Co.
Second Vice President	Denise Gilmer-Knudson, College of Southern Md.
Secretary	Ollie Jefferson, Prince George's Community College
Treasurer	Claudia Brown, Harford Community College
Past President	Nzinga Curry, Howard University
NCA States Advisory Council Representative	Clover Baker-Brown, Prince George's Community College

