
Spotlight on Scholarship

Department of Communication

Behind & Ahead of Us— Achievements in Scholarship

ETSU Department of Communication

**AY 2010-2011 &
AY 2011-2012**

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Presented to

Dr. Amber Kinser, Chair

&

The Communication Faculty
Department Advance
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Spotlight on Scholarship Department of Communication

Welcome back!

As you know, **2010-2011** was the first year of our new Research Coordinator initiative, an effort to spotlight your scholarly achievements and support your hard work. During that time, we saw many successes in getting out the word about your amazing scholarship. Here's what we've done as a Department so far:

- The 2010 Fall Communication Scholarship Showcase (CSS)
- The 2011 CSS Spring Mixer
- The 2011 ETSU Boland Undergraduate Research Symposium
- The 2011 Appalachian Student Research Forum

Plus, we yielded numerous publications, conference and invited presentations, and awards.

And that's just the beginning!

Thanks to your willingness to participate in this initiative, our successes will continue. Here's some of what's coming up in **2011-2012**:

- The 2011 Fall CSS featuring Karen Brewster and Melissa Shafer (November 2, 2011)
- The 2011 CSS Spring Mixer featuring [Who will it be??] (April 11, 2012, *tent.*)

So read on, friends, and see all that we're accomplishing as scholars...

Before we begin--A quick word about Karen Brewster & Melissa Shafer...

Join us November 2 for the 2011 Fall Communication Scholarship Showcase in the East Tennessee Room, Culp (4:30-6:00PM). This year, we're featuring Karen & Melissa and their newly released book *Fundamentals of Theatrical Design!*

Karen & Melissa will be joined by Judy Slagle (Chair, Literature and Language) and Don Good (Educational Leadership and Policy Analysis)—These authors will participate in an interactive panel about the behind-the-scenes of academic book publishing. Karen, Melissa, Judy & Don have great stories. It will be an educational, enlightening and fun event. Oh! And we'll get to celebrate 2 of our newest book authors.

Thank you, Karen & Melissa, for agreeing to be featured. Many may not know how busy these 2 authors have been this last year. This summer Karen took on the ambitious task of costume design at the Barter Theatre (Alfred Hitchcock's *The 39 Steps*). Melissa served as the state theatre conference programmer at the Southeastern Theatre Conference. They've managed to do all this while publishing their first book.

Come listen about the secret world of scholarly publishing.

**Fall 2011 CSS
November 2, 2011
4:30-6:00pm
East Tennessee Room, Culp**

AY 2010-2011(Let's review what's behind us!)

Spotlighting Communication Faculty...

➤ **2010 Fall Communication Scholarship Showcase—Amber Kinser's *Motherhood & Feminism*.**

- Thanks to you, this inaugural event was a smashing success! When planning this event, we were shooting for an audience of 30-40, but the audience quickly swelled to 60+ ETSU faculty, administrators, staff, and students. Amber graciously agreed to be our spotlighted scholar. Former Communication students Elizabeth Cosentino-Vonderahe and K.C. Gott added their voices to the event, reading selections from Amber's *Mothering in the Third Wave*. Amber gave life to her own 2010 Seal Press book *Motherhood and Feminism* by reading excerpts and leading an interactive Q&A session. On a personal note, I was heartened by the number of you who came out to show the ETSU community who we are and what we're about. We were pleased that Dr. Wilsie Bishop and Dean Gordon Anderson were there to help celebrate what we're accomplishing.

▪ ***Kelly's calling you out!***

- A big ole Thank You to **Lise Cutshaw (Publicity) & Lori Ann Manis (Event Planning)** for all the help with our 2010 Fall CSS event.

➤ **2011 CSS Spring Mixer—Dan Brown & Wesley Buerkle...*Studying the Risky & Risqué***

Designed to be a more intimate in-house event, the Spring Mixer proved to be provocative and interactive. Author of over 30 publications, Dan highlighted his media effects and commercial sex scholarship. Wesley's critical and timely research on media, sexuality, and gender provided an eye-opening analysis of how we talk about some of the most sensitive issues of our times. Thanks to this gathering, we learned a bit more about one another's work and scholarly interests.

Kelly's calling you out!

A big ole Thank You to **Kathryn Duvall, James Fiske & Laughton Messmer** for helping with event set-up!

AY 2010-2011

Spotlighting Communication Faculty...

➤ 2011 Spring & Summer selected academic publications

Karen Brewster & Melissa Shafer (a joint publication)

Brewster, K. & Shafer, M. (2011). *Fundamentals of theatrical design*. NY, NY: Allworth Press.

Wesley Buerkle

Buerkle, C. W. (2011). *Gaywatch: A Burkean Frame Analysis of The Daily Show's treatment of queer topics*. *The Daily Show and Rhetoric: Arguments, Issues, and Strategies*. Ed. Trischa Goodnow. Lanham, MD: Lexington Books, 189-206.

Buerkle, C. W. (2011). *Masters of their domain: The discipline of mediated men's sexual economy*. *Performing American Masculinities: The 21st-Century Man in Popular Culture*. Eds. Elwood Watson and John Kille. Bloomington, IN: Indiana UP, 9-37.

Andrew Dunn

Dunn, R. A., Zhou, S., & Lent, M. (2011). *But is a picture worth a thousand people? Effects of pictorial vividness and numeric representation on attitudes toward the China- Tibet issue*. *China Media Research*, 7(2), 57-65.

Delbert Hall

Hall, D. L. & Santos, S. (2011). *Quick & easy wire rope terminations: Hardware and tools not needed*. *Theatre Design & Technology*, 69-73.

John King

Tetteh, D. & King, J.M. (2011). *Newspaper coverage of the U.S. healthcare debate: A content analysis*, *Business Research Yearbook*, 18, (2), 503-510.

King, J. M. & Litvack, S. (2011). *A global study of newspaper framing of public relations*. Chapter in *Los Mercados Del Manana: Bases Para Su Analisis Hoy (The Markets of Tomorrow: Basis for Their Analysis Today)*. Ed. J. Enrique Bigne Alcaniz, Madrid, Spain, ESIC Editorial, 2011, 176 (abstract), 1-6.

AY 2010-2011

Spotlighting Communication Faculty...

➤ 2011 Spring & Summer selected academic presentations

Karen Brewster & Melissa Shafter (joint presentations)

Brewster, K. (Panelist) & Shafer, M. (Chair). (2011). Style vs. Genre Smackdown--How Best to Teach the “isms.” Presented at the *Southeastern Theatre Conference*; Atlanta, GA. March 2011.

Kelly A. Dorgan

Hutson, S.P. & Dorgan, K.A. (2011). [Invited Speakers]. Human Papillomavirus (HPV) infection and cervical cancer communication: The protection dilemma faced by women in southern Appalachia. Presented at the *Tennessee Cancer Control Coalition 7th Annual Summit on the Burden of Cancer*; Nashville, TN [Presented by Hutson & Dorgan]. June 16, 2011.

Kelly A. Dorgan & Kathryn Duvall (joint presentations)

Hutson, S.P., Dorgan, K.A., Duvall, K.L. & Garrett., L (2011). Human Papillomavirus (HPV) and cervical cancer communication: The protection dilemma faced by women in southern Appalachia. Presented at the *Oncology Nursing Society Conference*; Los Angeles, C.A. [Presented by Hutson]. February 11, 2011.

Duvall, K.L., Dorgan, K.A. & Hutson, S.P. (2011). “We’re going to talk about it”: A qualitative analysis of family cancer communication styles Appalachia. Presented at the *Appalachian Studies Association Annual Conference*; Richmond, KY [Presented by Duvall & Dorgan]. March 12, 2011.

Dorgan, K.A., Hutson, S.P. Duvall, K.L. & Garrett., L (2011). Human Papillomavirus (HPV) and cervical cancer communication: The protection dilemma faced by women in southern Appalachia. Presented at the *Appalachian Studies Association Annual Conference*; Richmond, KY. [Presented by Dorgan and Duvall]. March 12, 2011.

Andrew Dunn

Dunn, R. A. (2011). Blogs, tweets and streaming, oh my: Technological state of internship assessments. Presented at the *Association for Education in Journalism and Mass Communication*; St. Louis, MO. August, 2011.

Dunn, R. A., & Guadagno, R. E. (2011). Hiding or priding? A study of gender, race, and gamer status and context on avatar selection. Presented at the *Association for Education in Journalism and Mass Communication*; St. Louis, MO. August 2011.

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Spotlighting Communication Faculty...

Kathryn Duvall

Duvall, K. L., Ferguson, M., & Lyons, T. (2011). Education beyond borders. Presented at the 39th Annual Southeastern Association of Educational Opportunity Program Personnel Conference; Atlanta, GA. February 28, 2011.

Delbert Hall

Hall, D. (2011). Why you should NOT be intimidated by flying effects. Presented at the Southeastern Theatre Conference; Atlanta, GA. March 4, 2011.

Hall, D. (2011). Creating theatre apps (for non-programmers). Presented at the United States Institute for Theatre Technology National Conference; Charlotte, NC. March 12, 2011.

Cara Harker

Harker, C. (2011). Believe in ballroom: Every dancer should know how to tango. Presented at the American College Dance Festival Association's Southeast Regional Conference; Tallahassee, FL, March 2011.

Harker, C. (2011). Performing musical theatre dance. Presented at the American College Dance Festival Association's Southeast Regional Conference; Tallahassee, FL, March 2011.

Harker, C. (2011). Believe in ballroom: Every actor should know how to waltz. Presented at the Southeast Theatre Conference; Atlanta, GA., March 2011.

Harker, C. (2011). Performing musical theatre dance. Presented at the Southeast Theatre Conference; Atlanta, GA., March 2011.

Harker, C. (2011). Social dance: Let's swing! Presented at the Southeast Theatre Conference; Atlanta, GA., March 2011.

Andrew Herrmann

Herrmann, A. F. (2011). Academic life, interrupted. Paper presented at the Central States Communication Association Convention; Milwaukee, WI. March 2011.

Herrmann, A. F. (2011). Socialization, leveling, and edification: Existentialism and the development of leaders. Paper presented at the Central States Communication Association Convention; Milwaukee, WI. March 2011.

Herrmann, A. F. (2011). "I'm moving out": Exploring the home metaphor of users leaving Yahoo 360°. Paper presented at the Central States Communication Association Convention; Milwaukee, WI. March 2011.

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Spotlighting Communication Faculty...

John King

King, J. M. & Litvack, S. (2011). A global study of newspaper framing of public relations. Paper presented (keynote speakers) at the European Academy of Management and Business Economics; Valencia, Spain, June 2011.

Tetteh, D. & King, J. M. (2011). Newspaper coverage of the U.S. healthcare debate: A content analysis. Paper presented at the International Academy of Business Disciplines National Conference; New Orleans, Louisiana, April 2011.

King, J. M. (2011). Global PR mindset, local PR reality: Public relations and culture. Presented at the GlobComm Public Relations Conference; Barcelona, Spain, June 27, 2011.

Amber Kinser

Kinser, A.E. (2011). [Keynote Address]. Holding on by letting go: Personal agency as maternal activism. Presented at the International Conference on Motherhood Activism, Advocacy, Agency. Motherhood Initiative for Research and Community Involvement; Toronto, ON. May 13-15.

Charles Roberts

Roberts, C. (2011). Test driving the Watson-Barker Listening Assessment Instrument. Paper presented at the International Listening Association Convention; Johnson City, TN., March 2011.

Roberts, C. (2011). The creation and validation of the Watson-Barker Listening Assessment Instrument. Paper presented at the International Listening Association Convention; Johnson City, TN., March 2011.

Roberts, C. (Chair). (2011) Musical listening: Expanding the appreciative listening model. Presented at the International Listening Association Convention; Johnson City, TN., March 2011.

AY 2010-2011

Spotlighting Communication Faculty...

➤ 2011 Spring research-related awards

***Kathryn Duvall**

2011 Outstanding Thesis in Social Science/Education – School of Graduate Studies, East Tennessee State University

** A student award but Ms. Duvall was teaching as a department adjunct when she was nominated and received this award.*

Amber Kinser

2011 YW Tribute to Women Award for Education, East Tennessee and Southwest Virginia YWCA.

Spotlighting Communication Students...

➤ 2011 ETSU Boland Undergraduate Research Symposium

This was quite a year for our Communication student-scholars! Eight (**8**) of our students participated in the 2011 symposium—That’s a record number of Communication participants. In fact, Frosty Levy, Director of Undergraduate Research, recognized our department during the luncheon, acknowledging our spectacular number of student scholars.

Who participated? Here’s a list of our students and their advisors: Savannah Arwood (Herb Parker), Kelly Harris (Mary Alice Basconi) Brittany Long (Wesley Buerkle), Amanda Milstead (Andrew Dunn), Danielle Mumpower (Cara Harker), Stephanie Myers (Kelly Dorgan), Donald Peppers (Mary Alice Basconi), Noah Wall (Candy Bryant & Tammy Hayes).

➤ 2011 ETSU Appalachian Student Research Forum (ASRF)

This year, we were represented at ASRF by two celebrated PCOM graduate students: James Fiske & Dinah Tetteh. Under the guidance of their Thesis Advisor, John King, both participated in the poster competition. Excitingly, Dinah received **the second place** prize in the Arts & Humanities and Social & Behavioral Sciences Division for her research on newspaper coverage of the U.S. healthcare debate. Not surprisingly, Dinah also received our 2011 department award for outstanding graduate research.

Kelly's calling you out!

A loud “Thank You!” to the faculty members who supported our student scholars at the 2011 Boland Symposium. Throughout the day, I saw so many of you: **Pat Cronin, Wesley Buerkle, Mary Alice Basconi, Carrie Oliveira, Andrew Dunn, Tammy Hayes (Who did I miss?)**. Several of our Communication students also came out in support, including **Crystal Smallwood** and **Casimiro Razo**. A special thanks to **John King** for representing the faculty at the 2011 ASRF.

AY 2011-2012 (What's ahead of us!)

Spotlighting Communication Faculty...

➤ **Forthcoming academic publications**

Wesley Buerkle

Buerkle, C. W. (Forthcoming). Metrosexuality can stuff it: Beef consumption as hetero-masculine fortification. *Taking Food Public: Redefining Foodways in a Changing World*. Eds. Psyche Williams Forson and Carole Counihan. Routledge [Reprint].

Andrew Dunn

Dunn, R. A. (Forthcoming). The status of journalistic routines within reporter-run political blogs. *International Journal of Interactive Communication Systems and Technologies*.

Dunn, R. A., & Guadagno, R. E. (Forthcoming). My avatar and me: Gender and personality predictors of avatar-self discrepancy. *Computers in Human Behavior*.

Andrew Herrmann

Herrmann, A. F. (Forthcoming). Narrative as an organizing process: Identity and story in a new nonprofit. *Qualitative Research in Organizations and Management*.

Herrmann, A. F., Herrmann, F. N, Herrmann, J. S, & Cromeans, M. A. (Forthcoming). “Losing things was nothing new”: A family’s story of foreclosure. *Journal of Loss & Trauma*.

Stephen Marshall

Marshall, S. W., & Roberts, M. (Forthcoming). International advertising strategy. *The Handbook of International Advertising Research*. Ed. Hong Cheng. Wiley-Blackwell.

There's more to know about our two Andrews....

For over a year now, we've worked with Andrew Dunn in Mass Communication/Journalism. Just a quick glance above and below and you'll see his multiple publications and conference presentations—all in his first year too!

Now here comes Andrew Herrmann, our brand new Speech faculty member who also has an impressive record of scholarship—**6 publications** under his belt and more on the way!

While our two Andrews come from different disciplines, their scholarship is connected. First, both researchers were trained in Florida, with Dunn completing his M.S. at Florida State and Herrmann completing his PhD at the University of South Florida. Second, both focus much of their research on cyberspace.

Dunn's recent work on avatars and online self presentation has resulted in 1 forthcoming peer-reviewed publication and 1 presentation at the prestigious *International Communication Association*.

Herrmann combines his interests in Organizational Communication and Computer-Mediated Communication by investigating how people use the internet to reduce ambiguity about stocks.

There's something else about these two...

Combined, they have **4 forthcoming publications** ! Congratulations to both of you.

AY 2011-2012

Spotlighting Communication Faculty...

➤ **Forthcoming academic presentations**

Kelly A. Dorgan

Dorgan, K.A. (2011, November). [Invited Speaker]. Cancer communication & collaboration with rural Appalachian communities. To be presented at the *Breast Cancer and Environmental Research Program*; Cincinnati, OH, November 17-18, 2011.

Kathryn L. Duvall

Duvall, K. L. (2011, September). "I just kept it to myself": A qualitative analysis of barriers to family cancer communication experienced by female Appalachian cancer survivors. Paper to be presented at the *Kentucky Communication Association/Tennessee Communication Association Conference*; Cadiz; KY. September 16-17, 2011.

Andrew Herrmann

Herrmann, A. F. (2011, November). "I know I'm unlovable": Desperation, dislocation, despair, and discourse on the academic job hunt. Paper to be presented at the *97th National Communication Association Convention*; New Orleans, LA. November 2011.

Herrmann, A. F. (2011, November). "Criteria against ourselves?": Or, how I stopped worrying and started writing narrative again. Paper to be presented at the *97th National Communication Association Convention*; New Orleans, LA. November 2011.

Amber Kinser

Kinser, A.E. (2011, November). Maternal Identity and Agency: 3 Performances." To be presented at the *National Women's Studies Association Conference*; Atlanta, GA. November 10-13, 2011.

Laughton Messmer

Messmer, L. (Chair). (2011, September). The state of argumentation in the classroom. To be presented at the *Kentucky Communication Association/Tennessee Communication Association Conference*; Cadiz, KY. September 17, 2011.

Carrie Oliveira

Shaw, A.S., Oliveira, C.M., & Zorzie, M.C. (2012, January). The effect of prenatal androgen exposure on the development of neural reactivity systems: A study of the HEXACO personality inventory. Paper to be presented at *the Society for Personality and Social Psychology 13th Annual Conference*; San Diego, CA. January 2012.

Oliveira, C.M., Shaw, A.S., Kotowski, M.R. & Zorzie, M.C. (2012, January). Prenatal androgen exposure and the Big Five personality inventory. Paper to be presented at *the Society for Personality and Social Psychology 13th Annual Conference*; San Diego, CA. January 2012.

Reminders for AY 2011-2012!

- ➔ 2011 Fall CSS featuring Karen & Melissa: Wednesday, November 2, 2011, 4:30-6:00PM [East Tennessee Room, Culp]

-And-

- ➔ 2012 CSS Spring Mixer: Wednesday, April 11, 2012, noon-1:30PM [503, Warf Pickel]. *Tentative*

Also...

Please send me updates regarding peer-reviewed/juried academic publications & presentations.

And if you have any ideas, suggestions, or notifications about oversights/corrections email me (Dorgan@etsu.edu).