DEPARTMENT OF COMMUNICATION STUDIES
College of Arts & Sciences

UNT

“NEW VOICES, NEW PERSPECTIVES”

ANNUAL STUDENT CONFERENCE
FEBRUARY 21-22, 2014
Attending Universities:

Angelo State University, San Angelo, TX

Arizona State University, Phoenix, AZ

Denison University, Granville, OH

Drake University, Des Moines, IA

Oklahoma Baptist University, Shawnee, OK

Schreiner University, Kerrville, TX

University of Illinois at Urbana-Champaign, Champaign, IL

University of North Texas, Denton, TX
New Voices, New Perspectives
Student Research Conference
February 21-22, 2014
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<th>Date</th>
<th>Time</th>
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| February 21, 2014    | 5:30-6:30 PM  | Willis Library Forum | Keynote Address  
Marshall Scott Poole                                                                 |
| February 22, 2014    | 8:00-9:00 AM  | GAB 309     | Registration  
Coffee, Juice, Snacks                                                             |
| February 22, 2014    | 9:00AM–12:00 PM | GAB 309     | Sessions Part 1                                                                    |
| February 22, 2014    | 12:00-1:00 PM | GAB 309     | Lunch  
Sponsored in part by  "Moms on Main" in  
Aubrey, TX.                                                                        |
| February 22, 2014    | 1:00-6:15 PM  |             | Sessions Part 2                                                                    |
Marshall Scott Poole is a Professor in the Department of Communication, Senior Research Scientist at the National Center for Supercomputing Applications, and Director of the Institute for Computing in the Humanities, Arts, and Social Sciences at the University of Illinois Urbana-Champaign. He is also a co-Director of the Advanced Research and Technology Collaboratory of the Americas, a joint project of the Organization of American States and the University of Illinois. Scott received his Ph.D in 1980 from the University of Wisconsin-Madison. Scott has taught at the University of Illinois, the University of Minnesota, and Texas A&M University. His research interests include group and organizational communication, information systems, collaboration technologies, organizational innovation, and theory construction. Scott is the author of over 150 articles, book chapters, and proceedings publications. His articles have appeared in Communication Monographs, Human Communication Research, Quarterly Journal of Speech, Communication Research, Small Group Research Management Science, Organization Science, Information Systems Research, MIS Quarterly, and Academy of Management Review, among others. Scott has co-authored or edited eleven books including Communication and Group Decision-Making, Theories of Small Groups: Interdisciplinary Perspectives, Organizational Change and Innovation Processes: Theory and Methods for Research, and The Handbook of Organizational Change and Innovation. Scott has been named a Fellow of the International Communication Association, a Distinguished Scholar of the National Communication Association, and is recipient of the Steven A. Chaffee Career Productivity Award from the International Communication Association. Current research foci include team behavior in massive multiplayer online games, research on the role of communication in dealing with dilemmas in emergency response, and integrating theories of small groups and social networks in the explanation of large, dynamically changing groups and intergroup networks.
A Contingency Theory of Organizational Response to Paradoxical Requirements: A Study of Emergency Response Organizations

Marshall Scott Poole
Department of Communication
University of Illinois Urbana-Champaign

Organizations often face paradoxical demands, dualities, and tensions, such as the need for stability versus the need to change and adapt, the need for employee participation versus the need for management control, and the need for proactive planning versus the need for reactive responsiveness to external conditions. Traditional organizational structures and communication processes are often not effective in promoting organizational responses to paradoxical demands, and a large literature on paradox has developed in an effort to grasp paradox, its impacts, and possible responses. This presentation will describe a contingency theory of organizational response to paradoxical demands. The theory posits that it is not paradoxes per se, but rather the organization’s response to paradoxes that determines their impacts, positive or negative on organizational effectiveness. Drawing on communication and organizational research, the theory defines six distinct responses organizations may take when confronted with paradoxical demands, none of which is always the best response to paradoxical situations.
The degree to which each of the various responses is likely to effectively deal with the paradox depends on three contingency variables: (1) press, the strength and urgency of the paradoxical demands; (2) the balance between the two poles of the paradox; and (3) collaborative climate.

The contingency theory is investigated in the context of emergency management organizations in the Netherlands and Illinois. Emergency response requires organizations to deal with a number of conflicting demands connected with integrating different professions such as fire, police, and emergency medical technicians and the need to follow planned routines while maintaining flexibility that allows adaptation to changing circumstances. We investigate how emergency response organizations within the Netherlands and Illinois respond to several organizational tensions and evaluate whether the resulting responses are consistent with the predictions of the contingency theory.

This project contributes through basic research that develops a more general theory of paradox and response. The research also develops measurement instruments for assessing responses to paradox. The project also contributes to our understanding of emergency response organizations, an important type of organization that is representative of networked organizations and fluid organizational forms. By furthering our understanding of emergency response the project can yield practical advice on how to cope with conflicting demands in emergency situations.
New Voices, New Perspectives

Student Research Conference

February 21-22, 2014

February 21, 2014
5:30 - 6:30 PM

Keynote Address
Willis Library Forum

by Dr. Marshall Scott Poole, University of Illinois at Urbana-Champaign

February 22, 2014
9:00 - 10:30 AM

Performance and Communication: Perspectives
Black Box (GAB 321)
Chair: Dr. Justin Trudeau
Respondent: Dr. Justin Trudeau

The Square has Eyes: An Autoethnographical Analysis of a Tourist Experiencing Denton as a Haunted Space
Jake Dionne, University of North Texas

Glamazon! A Look at Nonverbal in RuPaul’s Drag Race
William Bowman & Glenda Gutierrez, Schreiner University

No. Body.: A Performative Analysis of Hegemonic Structures, the Body, and Dance
Mimi Ringness, Arizona State University

Liminality: The Effect of Mediated Representations on the Performances of Muslim Women
Nabiha Hasan, University of North Texas
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<td>GAB 317</td>
<td>Application of Communication Theories in Marketing</td>
<td>Dr. Iftekhar Ahmed</td>
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<td>Dr. Iftekhar Ahmed</td>
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<td><em>Best Undergraduate Student Research Paper</em></td>
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<td>Dr. Iftekhar Ahmed</td>
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<td>The Fictions in Which We Live: Spaces and Stories in the MMORPG as Labor-Playing, Sense-Making, and Self-Placing</td>
<td>Dr. Iftekhar Ahmed</td>
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<td>Conspicuous and Inconspicuous Consumption</td>
<td>Lili Gai</td>
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<td>Motivation for Web Companies to Advertise in Traditional Advertising Channels</td>
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<td>Abused Goddesses Campaign: Humanizing the Hindu Goddess and Crime against Women</td>
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<td>Return to Normalcy Following a Crisis: An Overview of Nathan Maki’s Accidental Death</td>
<td>Dr. Zuoming Wang</td>
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<td>A Crisis and Disaster Case Study: Post Crisis Management in the Fire Department after the Deaths of Two Firefighters in Bryan, Texas</td>
<td>Dr. Zuoming Wang</td>
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* 10:45 - 12:00 PM
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<th>Perspective Area</th>
<th>Title</th>
<th>Presenter/Institution</th>
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<tr>
<td>Perspectives on Crisis Communication</td>
<td>It's Sheer Madness!: A Critical Examination of Lululemon's Crisis Response During the See-Through Yoga Pants Scandal Nnedi Ezeala-Harrison, University of North Texas</td>
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<td>Perspectives</td>
<td>Disruption or Reiteration: Representing Fat in <em>Super Fun Night</em> Maria Hansen, Drake University</td>
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<td>Considering Gaga Feminism: Unveiling a Critique of Domination Beyond the “Aura” Joe Hatfield, University of North Texas</td>
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<td>Rhetorical Analysis of Political Discourse</td>
<td>God's People: An Analysis of Rhetorical Fantasy Theory Evan Ogden, Oklahoma Baptist University</td>
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<td>A Communal Plea: Putin's Op-ed as Constructed Agency Stephen Henry, Angelo State University</td>
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<td>You Like That, Pledge? Displays of Normalizing Sexual Rhetoric in <em>Haze Him</em> Jake Dionne, University of North Texas</td>
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| 1:00 - 2:15 PM | **Communication Processes in Groups**  
|              | GAB 105                                                                |
|              | Chair: Dr. Iftekhar Ahmed                                              |
|              | Respondent: Dr. Scott Poole                                             |
|              | **Leadership and Tradition: What Does it Mean in Group Communication?**|
|              | Cassandra Gersh, University of North Texas                              |
|              | **Leadership Influence on Group Participation in Compulsory Education Professions** |
|              | Jennifer Lees, University of North Texas                                |
|              | **Membership and Group Development in Fraternities**                   |
|              | Galdino Griego, University of North Texas                               |
|              | **Points of Views:**  
|              | Interpersonal and Mass Communication  
|              | GAB 317                                                                |
|              | Chair: Cindy Gordon                                                    |
|              | Respondent: Cindy Gordon                                               |
|              | **The Silencing of Anger: A Narrative of a Mother-Daughter Relationship Within a Triangulated Family Dynamic** |
|              | Celeste Zatarain-Alsina, Dension University                            |
|              | **Miley Cyrus Through the Eyes of the Public: An Application of Face Repairing Rituals** |
|              | Katherine Harrel, Schreiner University                                  |
|              | **Communicating Grief: Expectations, Performance, Alternatives**       |
|              | Laura Lynn Peck, University of North Texas                              |
|              | Don’t Be The Group Ass: A Film Analysis of Group Concepts in *The Human Centipede II* |
|              | Jake Dionne, University of North Texas                                  |
Social Movements/Campaigns: Opportunities and Challenges
GAB 310
Chair: Dr. Brian Lain
Respondent: Dr. Brian Lain

Death of a Movement: Occupy, Simulation, and the Trap of “Radical” Resistance
Joshua Mascharka, Drake University

Man Up! Analysis of Anti-rape Campaign
Mary Knickerbocker, University of North Texas

Rosie the Muslimah: A Rhetorical Analysis of a Tweaked Version of Rosie the Riveter
Nabiha Hasan, University of North Texas

Communication Processes and Human Behavior Analysis
GAB 105
Chair: Dr. Brian Richardson
Respondent: Dr. Brian Richardson

Principles of Behavior Analysis as Applied to Consumer Behavior Studies
Austin Kali Rhodes, University of North Texas

User Behavior and Pinterest
Nnedi Ezeala-Harrison,
University of North Texas

Systematic Processing of Persuasive Messages: A Comparison Between Two Perspectives
Galdino Griego, University of North Texas

Exploring Disruptive Technologies: Gaining the Student Perspective on MOOCs
Molly Shade, University of North Texas
*Best Graduate Student Research Paper*

First, do no harm’: Considering Anticipatory Ethics for Emerging Technologies Implementations in K-12
Tamara Meredith, University of North Texas
Challenges and Opportunities of Critical Communication Pedagogy: An Intercultural Perspective  
Noura El' Wazani, University of North Texas

Communication Gaps  
Xavier Henderson, University of North Texas

4:00 - 5:00 PM

Cool by Hillary St. John,  
University of North Texas

Men-story by Courtney Horst (adapted and performed by Maura Zephier),  
University of North Texas

Gaia by Hillary St. John (adapted and performed by Alicia Garavaglia),  
University of North Texas

5:15 - 6:15 PM

Cross my Heart and Hope to Die  
Flora Ceka & Joanna Luggo,  
University of North Texas
The Department of Communication Studies offers qualified students the opportunity to earn a master’s degree in our graduate program. In requires coursework, students receive a broad overview of the Communication Studies discipline, and may choose interpersonal/organizational studies, rhetorical studies, or performance studies as a primary focus on their coursework and research. Our students have the opportunity to learn about theory and research in Communication Studies by examining communication in human affairs and the symbolic processes through which humans interact. The curriculum is designed to facilitate student mastery of theory and research, to develop student research capabilities, and to enhance student preparation for a variety of careers or further graduate study.

Our coursework is broad, with classes in rhetorical, performance, and social science traditions. Coursework features the investigation of communication in interpersonal, organizational, political, legal, cultural, aesthetic, international, and mediated contexts. Among the topics that students will encounter in their graduate program are gender and diversity issues, social influence, ethics, narrative, and social change. The graduate experience is enhanced by opportunities to engage in research with faculty members, participating in regional and national festivals and professional conferences, and internships with corporations, social service organizations, and government agencies.

An overview of our program as well as descriptions of the degree program, admissions requirements and procedures, a list of graduate courses, a teaching assistant application, the graduate student handbook, and sample syllabi can be found on the graduate tab of our department website:

www.communication.unt.edu/graduate-studies-overview
Teaching Assistantships with Communication Studies

If you are pursuing graduate work in the Department of Communication Studies, you may qualify for assistance with your expenses in the form of a teaching assistantship, which includes a stipend in exchange for teaching, in-state tuition rates, and health insurance. The department offers a number of teaching assistantships that provide graduate students with valuable experience as a classroom teacher or a debate assistant. First year TAs most frequently teach “Introduction to Communication” (COMM 1010), though some may be assigned to teach recitation sections of courses in conjunction with larger lectures taught by departmental faculty. Courses with which graduate students assist include Interpersonal Communication, Public Speaking, Performance of Literature, Rhetoric and Argument, Communication Perspectives, Storytelling, Small Group Communication, and Communication Research and Praxis. The Communication Studies department strives to provide a range of teaching experiences for its graduate students over the course of a two-year program of study.

Students working toward a master’s degree carry their own 9-credit class load during the full semester, while teaching three two-hour recitation sections of Communication Studies courses. Students receiving graduate assistantships are granted an assistantship for one academic year, which may automatically be renewed for a second year as long as they remain in good standing with the Department. Summer assistantships are optional and are available based on funding and demand.
We post daily updates about our faculty and student achievements, course offerings, department events, and alumni news.

www.facebook.com/UNTCOMM

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