



REQUIRED Cover Page

## APPLICATION FOR PROFESSIONAL DEVELOPMENT GRANT

\*\*All applicants please complete this cover page.

<b>Choose one:</b> <input type="checkbox"/> Creative activity <input type="checkbox"/> Research activity <input checked="" type="checkbox"/> Professional Enhancement activity	<b>Date of Last PDG Award (Semester and Year awarded):</b> <u>Spring 2006</u> <b>Date of ATU Faculty Appointment (Semester and Year):</b> <u>08/15/05</u>
---	--

1. Project Title: Conference presentations  
2. Name of Principal Investigator/Project Director: Slavica Kodish, Ph.D.  
3. School (abbrev): LFA 4. Department: Speech, Theatre, & Journalism  
5. Campus Mail Address: 1209 N. Fargo 6. PI/PD Campus Phone: 356-2026  
7. Amount Requested: \$ 3,148.00 8. Total Cost of Project: \$ 3,148.00  
9. Does this project involve: 10. Duration of Project: approx. 2 weeks total

Yes No

- ☐ ☒ human subjects?  
☐ ☒ animals/animal care facility?  
☐ ☒ radioactive materials?  
☐ ☒ hazardous materials?  
☐ ☒ biological agents or toxins restricted by the USA Patriot Act?  
☐ ☒ copyright or patent potential?  
☐ ☒ utilization of space not currently available to the PI/PD?  
☐ ☒ the purchase of equipment/instrumentation/software currently available to the PI/PD?

NOTE: If the answer is "yes" to any of the above questions, the investigator must attach appropriate documentation of approval or justification for use/purchase.

SIGNATURES

Anna R. Steate 3/9/07  
Department Head Date

Duncan 3-9-07  
Dean Date

This Section to be completed by the Office of Academic Affairs

PDC Committee Award Recommendation: Yes ☒ No ☐  
PDC Committee Proposal Rank: 1 of 1 Total Proposals.  
Recommendation of VPAA: Yes ☒ No ☐  
Recommendation of President: Yes ☐ No ☐  
Award Date: 4/3/07

Slavica Kodish, Ph.D  
Assistant Professor of Speech  
Department of Speech, Theatre, and Journalism

### **Abstract**

I will be presenting three papers, one of which received the Top Faculty Paper Award of the Kenneth Burke Society, chairing a panel, and attending my students' presentations at the following conferences:

(1) Southeast Region US Conference of the Association for Business Communication, Nashville TN, March 22-24, 2007. Paper title: "Overstepping the Marketing Boundaries: Pharmaceutical Companies' Use of Public Relations Strategies."

(2) Southern States Communication Association annual convention, Louisville, KY, March 28-April 01, 2007. Paper Title: "Are We Killing the Mockingbird: Making Sense of the Avian Flu Scare" (Top Faculty Paper Award of the Kenneth Burke Society). I will also chair the panel "Analyzing Relationships in Language and Social Interaction" and attend the presentations of four students from my Organizational Communication class.

(3) International Communication Association annual convention, San Francisco CA, May 24-28, 2007. Paper title: "The Meaning of Organizational Trust."

### **Purpose/Objectives**

The purpose of my attending the above listed conferences is (1) to present my research; (2) chair a panel; (3) attend my students' presentations; (4) learn about scholarly and pedagogical advances in the field of communication; and (5) complete the work on two manuscripts that I will submit to peer reviewed journals in the course of 2007.

### **Significance/Need**

The three conferences that I plan to attend bring together outstanding scholars and educators from southern states and also from the rest of the country, and in the case of the International Communication annual convention, from all over the world. Attending these conferences will help me learn about new approaches, research methods, and pedagogical advances in the field of communication. I will also be able to exchange ideas with colleagues and meet colleagues from other universities. This enriching experience will be reflected in my educational and scholarly work. I will be able to incorporate the new knowledge in my classes, I will gain insights that I can use in my research and in guiding students in their communication research efforts.

### **Process for Attainment of Objectives/Goals**

I will be attending two regional and one international conference: (1) Southeast Region US Conference of the Association for Business Communication, Nashville TN, March 22-24, 2007; (2) Southern States Communication Association annual convention, Louisville, KY, March 28-April 01, 2007; (3) International Communication Association annual convention, San Francisco CA, May 24-28, 2007.

### **Dissemination of Results**

I am currently working on preparing two manuscripts for submission to peer-reviewed journals. The first manuscript is in the area of communication theory. The goal of the manuscript is to broaden the scope of applicability of communication theory by introducing communication theory into the field of relationship marketing. The second manuscript is in the area of organizational communication and, specifically, about the meaning of organizational trust. In 2006, I completed a study on trust that was approved by expedited review by the ATU Human Subjects Committee, and the manuscript will be based on the completed research. I intend to submit the first manuscript to the *Journal of Relationship Marketing*, and the second manuscript to the *Journal of Business Communication*.

### **Repeated Requests**

I was granted a Professional Development Grant at the beginning of 2006. The 2006 grant made it possible for me to attend three conferences in the first half of 2006 and it helped me directly accomplish or it contributed to my accomplishing the following: (1) journal publication; (2) manuscript accepted for publication; (3) manuscript under review; (4) submitted manuscript; (4) ten papers presented at conventions; (5) chairing a panel; and (6) responding to a panel. The details are provided in the following paragraphs:

#### ***Publication***

Kodish, S. (2006). The paradoxes of leadership: The contribution of Aristotle. *Leadership*, 2(4), 451-468.

#### ***Manuscript accepted for publication***

"Communication as an Antecedent of Organizational Trust" accepted for publication by the *Florida Communication Journal*

#### ***Manuscript under review***

"You are Not Alone: The Spiritual Message of 'The Phantom of the Opera'" under review by the *Journal of Media and Religion*.

#### ***Manuscript submitted for publication***

"Chocolate Cravings, *Seasonale*, and the Female Body" submitted to the *Body & Society*.

### ***Convention presentations***

"Dimensions and Levels of Organizational Trust." East/Southeast U.S. Conference of the Association for Business Communication, Tampa, FL. March 2006.

"Friends or Co-Workers: Exploring the Interpersonal Component of Organizational Trust." Southern States Communication Association Annual Convention, Dallas, TX. April 2006.

"Communicating Organizational Trust: An Exploration of the Link between Words and Actions." Southern States Communication Association Annual Convention, Dallas, TX. April 2006.

"Antecedents of Organizational Trust." International Communication Association Annual Convention, Dresden, Germany. June 2006.

"Trust Matters: An Exploration of Low-Trust and High-Trust Organizational Contexts." International Communication Association Annual Convention, Dresden, Germany. June 2006.

"Chocolate Cravings, *Seasonale*, and the Female Body: Resisting the Biomedical Model." International Communication Association Annual Convention, Dresden, Germany. June 2006.

"Understanding the Link between Trust Violation and Conflict: Implications for Practice." 71<sup>st</sup> Annual Convention of the Association for Business Communication, San Antonio, TX. October 2006.

Kodish, S. and R. Green. "Discussing a Sensitive Topic: Insights from the Health Care Context." 71<sup>st</sup> Annual Convention of the Association for Business Communication, San Antonio, TX. October 2006.

"The High Price of an Omitted Apology: Communication that Violates Trusting Expectations." National Communication Association Annual Convention, San Antonio, TX. November 2006.

"Complexity Reduction: Implications for Individual and Concerted Action." National Communication Association Annual Convention, San Antonio, TX. November 2006.

### ***Chair***

I chaired the panel "Competitive Papers: Defining and Fostering Excellence in the Study of Perceptions of Gender" at the Southern States Communication Association Annual Convention, Dallas, TX, April 2006.

### ***Respondent***

I was a respondent for the panel "Issues and Ethics in Communication of the Future," National Communication Association Annual Convention, San Antonio, TX, Nov, 2006.

### **Budget**

The total estimated expenses for all three conferences is \$3,148.00. Please see the attached Travel Form and itemized expenses for details.

### **Bibliography**

Please see the attached Selected Bibliography.

### **Application Vita**

Please see the attached CV abstract.

### **Attachments**

The attached copies contain the evidence for the following:

- acceptance notifications for the 2007 conferences
- 2006 publication and manuscript status
- 2006 conference presentations
- 2006 chair and respondent roles

Ilana Kodish  
03/14/07

S. Kodish

**PROPOSED BUDGET  
FACULTY RESEARCH GRANT**  
(include budget categories as appropriate)

1. Graduate assistant stipend \$ \_\_\_\_\_  
Fringe benefits @ .4% (4/10 percent) of graduate assistant stipend \_\_\_\_\_

2. Non-work study stipend \_\_\_\_\_  
Fringe benefits @ .4% (4/10 percent) of non-work study stipend \_\_\_\_\_

3. \*Supplies (please list items to be purchased and estimated price  
per item including taxes and shipping, if appropriate):

Item No. 1 (e.g., software)	Estimated Price	_____
Item No. 2 (e.g., copying costs)	Estimated Price	_____
Item No. 3	Estimated Price	_____
(additional lines as needed)		

Total estimated supplies

\_\_\_\_\_

4. Travel (please list travel expenditures by date  
and estimated costs):

Travel No. 1	Estimated Price	} 1,794.00
Travel No. 2	Estimated Price	
Travel No. 3	Estimated Price	
(additional lines as needed)		

1,354.00

Total estimated travel

\$ 3,148.00

5. \*Capital Outlay (please list items to be purchased and estimated  
price per item including taxes and shipping, if appropriate):

Item No. 1	Estimated Price	_____
Item No. 2	Estimated Price	_____
Item No. 3	Estimated Price	_____
(additional lines as needed)		

Total estimated capital outlay

\_\_\_\_\_

TOTAL PROPOSED BUDGET

\$ 3,148.00

\*Items purchased under \$2,500 (including taxes and shipping) are considered supply items. Capital Outlay items are those which cost \$2,500 or more (including taxes and shipping). Please contact the Purchasing Office for questionable items.

Slavica Kodish, Ph.D  
Assistant Professor of Speech  
Department of Speech, Theatre, and Journalism

**Conferences:**

- (1) Southeast Region US Conference of the Association for Business Communication, Nashville TN, March 22-24, 2007.
- (2) Southern States Communication Association annual convention, Louisville, KY, March 28-April 01, 2007.
- (3) International Communication Association annual convention, San Francisco CA, May 24-28, 2007.

I combined conferences 1 and 2 because they are held very close to one another. By combining the two trips, I will be able to get a better deal on airfare.

**Estimated expenses for conferences 1 and 2 combined:**

Airfare	649.00
Russellville-Little Rock airport-Russellville	130.00
Airport-hotel-airport (Nashville)	40.00
Airport - hotel - airport (Louisville)	40.00
Hotel (Nashville)	240.00
Hotel (Louisville)	285.00
Registration fee (Nashville)	185.00
Registration fee (Louisville)	85.00
Meals	140.00
<b>Total :</b>	<b>1,794.00</b>

**Estimated expenses for conference 3:**

Airfare	392.00
Hotel	380.00
Russellville-Little Rock-Russellville	130.00
Airport - hotel - airport	50.00
Registration fee	290.00
Meals	112.00
<b>Total :</b>	<b>1,354.00</b>

**Total estimated costs for all three conferences: \$ 3,148.00**

Slavica Kodish, Ph.D  
Assistant Professor of Speech  
Department of Speech, Theatre, and Journalism

### Selected Bibliography

- Anderson, R., Cissna, K., & Arnett, R. (Eds.). (1994). *The reach of dialogue: Confirmation, voice and community*. Cresskill, NJ: Hampton Press.
- Argyris, C. (1994). Good communication that blocks learning. *Harvard Business Review*, 72(4), 77-86.
- Argyris, C. (1995). Knowledge when used in practice tests theory: The case of applied communication research. In K. Cissna (Ed.), *Applied communication in the 21<sup>st</sup> century* (pp. 1-22). Mahwah, NJ: Lawrence Erlbaum.
- Argyris, C., Putnam, R., & Smith, D.M. (1985). *Action science: Concepts, methods and skills for research and intervention*. San Francisco: Jossey-Bass.
- Axley, S. R. (1984). Managerial and organizational communication in terms of the conduit metaphor. *Academy of Management Review*, 9(3), 428-437.
- Baier-Stein, D. & MacAaron, M. (2005). *The new marketing conversation: Creating and strengthening relationships between buyers and sellers*. Mason, OH.: Thomson.
- Bakhtin, M. (1986). *Speech genres & other late essays*. Austin: University of Texas Press.
- Barnes, J. G. (2001). *Secrets of customer relationship management: It's all about how you make them feel*. New York: McGraw Hill.
- Bochner, A. P. (1984). The functions of communication in interpersonal bonding. In C. Arnold & J. Bowers (Eds.), *The handbook of rhetoric and communication* (pp. 544-621). New York: Allyn and Bacon.
- Bohm, D. (1980). *Wholeness and the implicate order*. London: Routledge.
- Bohm, D. (1996). *On dialogue*. London: Routledge.
- Brislin, R., & Yoshida, T. (1994). *Intercultural Communication Training: An Introduction*. Thousand Oaks: Sage.
- Buber, M. (1955). *Between man and man*. Boston: Beacon Press.
- Buber, M. (1958). *I and thou* (2<sup>nd</sup> ed.). New York: Scribner.



- Buber, M. (1965). *The knowledge of man*. London: G. Allen & Unwin.
- Christy, R., Oliver, G., & Penn, J. (1996). Relationship marketing in consumer markets. *Journal of Marketing Management*, 12, 175-187.
- Cooren, F. (2000). *The organizing property of communication*. Amsterdam: John Benjamins.
- Coviello, N. E., Brodie, R. J., & Munro, H. J. (1997). Understanding contemporary marketing: Development of a classification scheme. *Journal of Marketing Management*, 13, 501-552.
- Curry, J., & Curry, A. (2000). *The customer marketing method: How to implement and profit from customer relationship management*. New York: Free Press.
- Day, G. S., & Montgomery, D. B. (1999). Charting new directions for marketing. *Journal of Marketing*, 63, 3-13.
- Denove, C., & Powers IV, J. D. (2006). *Satisfaction: How every great company listens to the voice of the customer*. New York: Penguin.
- Deshpandé, R., & Farley, J. U. (2002). Looking at your world through your customer's eyes: Cross-National differences in buyer-seller alliances. *Journal of Relationship Marketing* 1(3/4), 3-22.
- Drobis, D. R. (1998). Integrated marketing communications redefined. In A.Gronstedt & L. Siracuse (Eds.), *The ABC's of IMC: Building blocks for integrated marketing communications* (pp. 277-282). New York: Advertising Research Foundation.
- Duncan, T. & Caywood, C. (1996). The concept, process, and evolution of integrated marketing communication. In E. Thorson & J. Moore (Eds.), *Integrated communication: Synergy of persuasive voices* (pp. 13-34). Mahwah, NJ: Lawrence Erlbaum.
- Ellinor, L., & Gerard, G. (1998). *Dialogue: Rediscover the transforming power of conversation*. New York: John Wiley & Sons.
- Evans, J. R., & Laskin, R. L. (1994). The relationship marketing process: A conceptualization and application. *Industrial Marketing Management*, 23, 439-452.
- Fisher, W. (1984). Narration as a human communication paradigm: The case of public moral argument. *Communication Monographs*, 51, 1-22.
- Fortini-Campbell, L. (1998). Brand contacts. In A.Gronstedt & L. Siracuse (Eds.), *The ABC's of IMC: Building blocks for integrated marketing communications* (pp.194-198). New York: Advertising Research Foundation.

- Fournier, S., Dobscha, S., & Mick, D. G. (1998). Preventing the premature death of relationship marketing. *Harvard Business Review*, 76(1), 42-51.
- Funkenhouser, G. R. (1999). An action-based theory of persuasion in marketing. *Journal of Marketing*, 7(3), 27-40.
- Garbarino, E., & Johnosn, M. S. (1999). The different roles of satisfaction, trust and commitment in customer relationships. *Journal of Marketing*, 63(2), 70-87.
- Goodall, H. L., Jr. (1995). Response to Miller: Sexing his text for plurals. In K. Cissna (Ed.), *Applied communication in the 21<sup>st</sup> century* (pp. 57-78). Mahwah, NJ: Lawrence Erlbaum.
- Grönroos, C. (1998). Relationship marketing: Strategic and tactical implications. In A. Gronstedt & L. Siracuse (Eds.), *The ABC's of IMC: Building blocks for integrated marketing communications* (pp. 162-178). New York: Advertising Research Foundation.
- Gronstedt, A. (1996). Integrating marketing communication and public relations: A stakeholder relations model. In E. Thorson & J. Moore (Eds.), *Integrated communication: Synergy of persuasive voices* (pp. 287-304). Mahwah, NJ: Lawrence Erlbaum.
- Isaacs, W. (1999). *Dialogue and the art of thinking together*. New York: Currency.
- Johnson, M. D. (1998). *Customer orientation and market action*. Upper Saddle River, NJ.: Prentice Hall.
- Kaplan, A. (1994). The life of dialogue. In R. Anderson, K. Cissna, & R. Arnett, (Eds.), *The reach of dialogue: Confirmation, voice and community*. Cresskill, New Jersey: Hampton Press.
- Kozinets, R. V. (2002). Can consumers escape the market? Emancipatory illuminations from burning man. *Journal of Consumer Research*, 29, 20-32.
- Lutz, R. J. (1996). Some general observations about research on integrated marketing communications. In E. Thorson & J. Moore (Eds.), *Integrated communication: Synergy of persuasive voices* (pp. 355-368). Mahwah, NJ.: Lawrence Erlbaum.
- MacInnis, D. J., & Jaworski, B. J. (1989). Information processing from advertisements: Toward an integrative framework. *Journal of Marketing*, 53(4), 1-24.
- MacIntyre, A. (1985). *After virtue*. London, Duckworth.
- Makau, J. M. & Arnett, R. C. (Eds.). (1997). *Communication ethics in an age of diversity*. Urbana: University of Illinois Press.
- Matson, F. & Montagu, A. (Eds.). (1967). *The human dialogue: Perspectives on communication*. New York: Free Press.

- McKenzie, R. (2001). *The relationship based enterprise: Powering business success through customer relationship management*. Toronto: McGraw Hill/Ryerson.
- Miller, G. R. (1995). "I think my schizophrenia is better today," said the communication researcher unanimously: Some thoughts on the dysfunctional dichotomy between pure and applied communication research. In K. Cissna (Ed.), *Applied communication in the 21<sup>st</sup> century* (pp. 47-55). Mahwah, NJ: Lawrence Erlbaum.
- Miller, G. R., & Sunnafrank, M. J. (1984). Theoretical dimensions of applied communication research. *Quarterly Journal of Speech*, 70, 255-263.
- Morris, D. (1995). Do marketing professors really know marketing? *Marketing News*, 29(3), 4-6.
- O'Malley, L., Patterson, M., & Evans, M. J. (1997). Intimacy or intrusion: The privacy dilemma for relationship marketing in consumer markets. *Journal of Marketing Management*, 13(6), 541-560.
- O'Malley, L., & Tynan, C. (2000). Relationship marketing in consumer markets - rhetoric or reality? *European Journal of Marketing*, 34(7), 797-815.
- Palmer, A. (2000). Co-operation and competition: A Darwinian synthesis of relationship marketing. *European Journal of Marketing*, 34(5/6), 687-704.
- Pålshaugen O. (1998). *The end of organizational theory? Language as a tool in action research and organizational development*. Amsterdam: John Benjamins.
- Petrof, J. V. (1997). Relationship marketing: The wheel reinvented. *Business Horizons*, 40(6), 26-31.
- Pettegrew, L. S., Midili, A., & McGuff, D. T. (2004 ). How the telemarketing industry's biggest customers view service quality. *Telemarketing*, 11, 42-48.
- Petty, R. E., & Cacioppo, J. T. (1981). *Attitudes and persuasion: Classic and contemporary approaches*. Dubuque: W. C. Brown Company.
- Polanyi, M. (1958). *Personal knowledge: Towards a post-critical philosophy*. London: Routledge and Kegan Paul.
- Postman, N. (1995). *Building a bridge to the 18<sup>th</sup> century: How the past can improve our future*. New York: Alfred A. Knopf.
- Redding, W. C. (1972). *Communication within the organization*. New York: Industrial Communication Council.

- Reddy, M. J. (1979). The conduit metaphor: A case of frame conflict in our language about language. In A. Ortony (Ed.), *Metaphor and thought* (pp.164-201). Cambridge: Cambridge University Press.
- Reichheld, F. F. (2001). *Loyalty rules! How today's leaders build lasting relationships*. Boston: Harvard Business School Press.
- Rust, R. T. & Oliver, R. W. (1998). The death of advertising. In A. Gronstedt & L. Siracuse (Eds.), *The ABC's of IMC: Building blocks for integrated marketing communications* (pp. 253-259). New York: Advertising Research Foundation.
- Schramm, W. L. (1973). *Men, messages and media: A look at human communication*. New York: Harper & Row.
- Schultz, D. E. & Wang, P. (1998). Real world results. In A. Gronstedt & L. Siracuse (Eds.), *The ABC's of IMC: Building blocks for integrated marketing communications* (pp. 222-227). New York: Advertising Research Foundation.
- Schultz, D. E., Tannenbaum, S. I., & Lauterborn, R. F.(1994). *Integrated marketing communications*. Lincolnwood, IL: NTC Business Books.
- Seibold, D. R. Theoria and praxis: Means and ends in applied communication research. In K. Cissna (Ed.), *Applied communication in the 21<sup>st</sup> century* (pp. 23-38). Mahwah, NJ: Lawrence Erlbaum.
- Senge, P. (1990). *The fifth discipline: The art and practice of the learning organization*. New York: Currency/Doubleday.
- Senge, P., Kleiner, A., Roberts, C., Ross, R., Roth, G., & Smith, B. (1999). *The dance of change: The challenges to sustaining momentum in learning organizations*. New York: Doubleday.
- Shimp, T. A. (1997). *Advertising, promotion and supplemental aspects of integrated marketing communications* (4<sup>th</sup> ed.). Fort Worth: Dryden Press.
- Shotter, J. (2000). Inside dialogical realities: From an abstract-systematic to a participatory-wholistic understanding of communication. *Southern Communication Journal*, 65 (2&3), 119-132.
- Simmons, A. (1999). *A safe place for dangerous truths: Using dialogue to overcome fear & distrust at work*. New York: AMACOM.
- Smircic, L. (1983). Studying organizations as cultures. In G. Morgan (Ed.), *Beyond method* (pp. 173-187). Beverly Hills, CA: Sage.

- Smith, D. H. (1972). Communication research and the idea of process. *Speech Monographs*, 39, 137-147.
- Solomon, P. (2001). Lecture to the Department of Marketing. University of South Florida, November, 2001.
- Stewart, D. W. (1998). The market-back approach to the design of integrated communications programs: A change in paradigm and a focus on determinants of success. In A. Gronstedt & L. Siracuse (Eds.), *The ABC's of IMC: Building blocks for integrated marketing communications* (pp. 23-29). New York: Advertising Research Foundation.
- Stewart, J. (1994). Foreword. In R. Anderson, K. Cissna, & R. Arnett (Eds.), *The reach of dialogue: Confirmation, voice and community* (pp. viii-xx). Cresskill, NJ: Hampton Press.
- Tannen, D. (2002). The power of talk: Who gets heard and why. *Harvard Business Review*, 73, 138-148.
- Temporal, P., & Trott, M. (2001). *Romancing the customer: Maximizing brand value through powerful relationship management*. Singapore: John Wiley.
- Watzlawick, P. (1978). *The language of change*. New York: W.W. Norton.
- Watzlawick, P., Beavin Bavelas, J., & Jackson, D. D. (1967). *Pragmatics of human communication: A study of interactional patterns, pathologies, and paradoxes*. New York: W. W. Norton.
- Watzlawick, P., Weakland, J. H. & Fisch, R. (1974). *Change: Principles of problem formation and problem resolution*. New York: W.W. Norton.
- Weick, K. E. (1995). *Sensemaking in organizations*. Thousand Oaks: Sage.
- Whitney, M. A. (1994). Analyzing corporate communications policy using ethnographic methods. In M. B. Goodman (Ed.), *Corporate communication: Theory and practice* (pp. 185-197). New York: State University of New York Press.
- Wood, J. (1995). Theorizing practice, practicing theory. In K. Cissna (Ed.), *Applied communication in the 21<sup>st</sup> century* (pp. 157-168). Mahwah, NJ: Lawrence Erlbaum.
- Yankelovich, D. (1999). *The magic of dialogue: Transforming conflict into cooperation*. New York: Simon and Schuster.

# Slavica Kodish

## Curriculum Vitae (abstracted)

Home: 608 East J Street  
Russellville, AR, 72801  
Slavica.Kodish@atu.edu  
(479) 967-3723

Work: Dept. of Speech, Theatre, & Journalism  
1029 North Fargo Avenue  
Russellville, AR 72801  
(479) 356-2026

### EDUCATION

- 2004      Ph.D. in Communication, University of South Florida
- 1984      M.A. in Linguistics, School of Philology, University of Belgrade
- 1977      B.A. in English Language and Literature, School of Philology, University of Belgrade

### TEACHING EXPERIENCE

- Aug 2005      **Assistant Professor**, Department of Speech, Theatre, and Journalism, Arkansas Tech  
to present      University.
- Jan 2005 to      **Adjunct**, Department of Communication, University of South Florida.  
Aug 2005      Courses taught: Interpersonal Communication, Communicating Gender  
and Identity, Communication Culture, and Community.
- 2000 to      **Graduate Assistant**, Department of Communication, University of South Florida.  
2005      Courses taught: Interpersonal Communication, Health Communication, Public  
Speaking, Persuasion, Communication for Business and the Professions,  
Communicating Gender and Identity, and Communication, Culture & Community.
- 1990 to      **Senior Lecturer**, School of Law, University of Belgrade. Courses taught:  
1993      Legal English I and Legal English II (each one of these is an advanced-level  
two-semester course); designed the curriculum; prepared teaching materials and  
tests; evaluated students.
- 1988 to      **Part-time Lecturer** School of Economics, University of Belgrade.  
1993      Courses taught: English for Business and Economics and Business Correspondence II,  
III and IV, respectively (each one of these is an advanced-level two-semester course);  
helped design the curriculum; prepared tests and additional teaching materials;  
evaluated students.

## **SELECTED PUBLICATIONS**

- 2006 Kodish, S. The Paradoxes of Leadership: The Contribution of Aristotle. *Leadership*, 2(4), 451-468.
- 2005 Green, R., Gorzka, P., & Kodish, S. (2005). "Achieving Excellence in Practice: A Model for Continuing Education for Nurse Practitioners." *Journal of the American Association of Nurse Practitioner*, 17, 452-459.
- 2005 Green R., & Kodish, S. (2005) How to facilitate better patient/provider relationships. *Arthritis Practitioner*, 1(1), <http://www.arthritispractitioner.com>.
- 2000 Book Review: May Joseph's *Nomadic Identities: The Performance of Citizenship*. *Text and Performance Quarterly*, 20 (4), 419-421.
- 1991 Knezevic, R., Vujanovic\*, S., Caga, V., Kasumovic, D. (1991) *Engleski jezik za IV razred ekonomske i ugostiteljsko-turisticke skole*, Zavod za udzbenike i nastavna sredstva, Beograd. (Co-author of an English language textbook for the final year of secondary vocational schools in the field of economics, tourism and hotel-keeping).
- 1989 Vujanovic\*, S. Review of an article on affixation in the economic register, at the request of the School of Economics at the University of Kragujevac.
- 1989 Todorovic, S. and Vujanovic\*, S. (1989) *Update Your Business English*, Naucna Knjiga, Beograd. (Co-author of an English language textbook for advanced-level business and economics students).

\* Vujanovic is my maiden name

## **SELECTED PRESENTATIONS**

- 2006 National Communication Association annual convention, San Antonio, TX:  
"The High Price of an Omitted Apology: Communication that Violates Trusting Expectations."
- 2006 National Communication Association annual convention, San Antonio, TX:  
"Complexity Reduction: Implications for Individual and Concerted Action."
- 2006 Association for Business Communication annual convention, San Antonio, TX:  
"Understanding the Link between Conflict and Trust Violations: Implications for Practice."

- 2006 Association for Business Communication annual convention, San Antonio, TX: "Discussing a Sensitive Topic: Insights from the Health Care Context" (co-authored).
- 2006 International Communication Association annual convention, Dresden, Germany: "Antecedents of Organizational Trust."
- 2006 International Communication Association annual convention, Dresden, Germany: "Trust Matters: An Exploration of Low-Trust and High-Trust Organizational Contexts."
- 2006 International Communication Association annual convention, Dresden, Germany: "Chocolate Cravings, *Seasonale*, and the Female Body: Resisting the Biomedical Model."
- 2006 Southern States Communication Association annual convention, Dallas, TX: "Friends or Co-Workers: Exploring the Interpersonal Component of Organizational Trust."
- 2006 Southern States Communication Association annual convention, Dallas, TX: "Communicating Organizational Trust: An Exploration of the Link between Discourse and Action."
- 2006 Association for Business Communication regional conference (southeast), Tampa, FL: "Dimensions and Levels of Organizational Trust."
- 2005 National Communication Association annual convention, Boston, MA: "The Action-Centered Model of Organizational Trust" (Organizational Communication Division) and "You Are Not Alone: The Spiritual Message of *The Phantom of the Opera*" (Spiritual Communication Division, Top Papers session).
- 2004 National Communication Association annual convention, Chicago IL. Paper presented: "Relationship Marketing in the Health Care Context: A Continuing Education Model for Nurse Practitioners" (co-authored).
- 2004 Southern States Communication Association annual conference, Tampa, FL. Paper presented "Female Bodies, Male Wisdom: The Need for a Counterstory."
- 2004 *Advance* Job Fair and CE event, Tampa, FL. Co-speaker on conflict management strategies: "Conflict Management: It's Worth a Try."
- 2003 International Association for Languages and Intercultural Communication annual conference, Lancaster, UK. Paper presented "The Borderlands Narrative: A Lesson in Humanity."
- 2003 National Communication Association annual convention, Miami, FL. Two papers presented: "Mapping GlaxoSmithKline's Discourse of Technological Rationality: The Case of *Paxil*" and "Flair for the Playful: Rediscovering the Goddess."



- 2003 Florida Communication Association annual conference, Kissimmee, FL. Paper presented: "It's the Message Received that Counts: Relationship Marketing as a Field of Applied Communication."
- 2002 National Communication Association annual convention, New Orleans, LA. Paper presented "In Search of Genuine Dialogue: Eternal *Thou* and the Human Potential."
- 2001 National Communication Association annual convention, Atlanta, GA. Paper presented "The Building Blocks of Trust."
- 2001 Member of a panel at the Conference *University as Citizen*, Tampa, FL.

### **HONORS AND AWARDS**

- 2006 Vice Chair, National Communication Association's Division on Communication and the Future
- 2005 Top paper, NCA's Spiritual Communication Division. National Communication Association Annual Convention, Boston, MA.
- 2003 Provost's Commendation for Outstanding Teaching by a Graduate Teaching Assistant. University of South Florida.
- 2000 Member, Phi Kappa Phi, International Honor Society
- 1994 Member, Phi Theta Kappa, International Honor Society
- 1989 British Council grant for the British Council Summer School, Plymouth, England
- 1980 and 1982 Member of a study group of graduate students doing research in London in the organization of the British Council
- 1973, '74, '75, '76 Annual awards for outstanding academic achievements at the University of Belgrade
- 1970, '71, '72, '73 Annual awards for outstanding achievements in academics and sports, Ulcinj High School

Carolyn Meyer, Ryerson University, Canada

"Is 'Best' Always Best? A Pragmatic Analysis of E-mail Greetings and Sign-offs"

**10:15 AM - 10:40 AM in Kentucky**

*Presentation*

Sam DeKay, St. John's University and The Bank of New York, USA

"Collaborative Writing and Gatekeeping in an International Bank: A Case Study and its Implications for Business Communication Instructors"

**10:50 AM - 11:15 AM in Kentucky**

*Presentation*

Lyle Cruickshank, Concordia University, Canada

"Zenome, a tool to create online communities"

**10:50 AM - 11:15 AM in Mississippi**

*Presentation*

Robert Rehn, University of St. Thomas, USA

"Preparing Communicators for a Web 2.0 World"

**11:30 AM - 12:30 PM in Carolinas**

**Lunch**

**12:45 PM - 1:10 PM in Kentucky**

*Presentation*

Slavica Kodish, Arkansas Tech University, USA

"Overstepping the Marketing Boundaries: Pharmaceutical Companies' Use of Public Relations Strategies"

**12:45 PM - 1:10 PM in Mississippi**

*Presentation*

Connie Forde, Mississippi State University, USA

Susie VanHuss, United States

"Word 2007 Defaults Impact Traditional Business Document Formats"

**1:20 PM - 1:45 PM in Mississippi**

*Presentation*

Douglas Goings, Georgia College & State University, USA

Judy Johnson, Georgia College & State University, USA

"Matrix Learning: A Tool for Developing Synergy by Combining Legal Concepts in Business Communication Classes"

**1:20 PM - 1:45 PM in Kentucky**

*Presentation*

Howard Othoson, Webber International University, USA

"Non-Profits and Professional Writing Classes: A Helpful Union"

**1:55 PM - 2:20 PM in Mississippi**

*Presentation*

Denise Cospers, Mississippi State University, USA

"Get Wiki with It: Using Wikis to Enhance the Classroom Experience"

**1:55 PM - 2:55 PM in Kentucky**

*Presentation*

Alexa North, University of West Georgia, USA



# Southeast Region US Conference - Nashville, Tennessee March 22-24, 2007

Presented by The Association for Business Communication

[Home](#) > [Papers](#) > Slavica Kodish

**Slavica Kodish**

## Overstepping the Marketing Boundaries: Pharmaceutical Companies' Use of Public Relations Strategies

**Slavica Kodish**  
*Arkansas Tech University*

Full text: Not available  
Last modified: December 17, 2006

### Abstract

Over the past several years, pharmaceutical companies have been increasingly pressured into following a number of restrictions, rules, regulations, and guidelines when advertising medications. As a result, medication ads have become more informative and reader friendly, and their persuasive clout has, seemingly, been curbed. Believing, however, that persuasive medication ads have been replaced by benevolent informative messages does not reflect the actual state. Some industry representatives have devised an ingenious way to influence the decisions of patients and prospective patients. In this essay, a claim is made that some pharmaceutical companies are overstepping advertising and marketing boundaries by applying strategies normally associated with public relations. The author analyzes a specific case of the public relations approach with the purpose of drawing attention to the new practice. On one hand, such a development is theoretically intriguing, and may indicate a new trend in advertising. On the other, applying a public relations approach to advertising medications raises a number of ethical questions. Shedding light on new persuasive strategies and the principles on which they are based can contribute to the understanding of the new approach and to designing ways to counter its impact.

[Research Support Tool](#)

[For this non-refereed conference abstract...](#)

[Capture Cite](#)  
[View Metadata](#)  
[Printer Friendly](#)

[Context](#)

[Author Bio](#)  
[Define Terms](#)  
[Related Studies](#)  
[Media Reports](#)  
[Google Search](#)

[Action](#)

[Email Author](#)  
[Email Others](#)  
[Add to Portfolio](#)

[Learn more about this publishing project...](#)



[home](#) | [overview](#) | [program](#) | [call for papers](#) | [notes to authors](#) | [submission](#) | [papers](#)  
[registration](#) | [accommodations](#) | [travel](#) | [attractions](#) | [proceedings](#) | [organization](#) | [schedule](#)

[▲ Top](#)

**skodish**

---

**From:** Golombisky, Kimberly [kgolombi@cas.usf.edu]  
**Sent:** Sunday, November 19, 2006 3:48 PM  
**To:** slavica.kodish@atu.edu  
**Subject:** top paper award

Dear Slavica:

I'm writing to let you know that your paper "Are We Killing the Mockingbird?," submitted to the SSCA Kenneth Burke Society for presentation next April, has won the top KBS top faculty paper award. Congratulations. I'll look forward to seeing you present the paper. You will be getting another email about the panel on which your paper has been scheduled. For more information about the 2007 SSCA convention, visit <http://ssca.net>

Best Wishes,  
Kim Golombisky, SSCA KBS Planner

School of Mass Communications  
University of South Florida  
[kgolombi@cas.usf.edu](mailto:kgolombi@cas.usf.edu)

1/8/2007

3502

Room: Place  
3:00 P.M. - 4:15 P.M.

# **Using Kenneth Burke As Equipment For Living: Competitive Burke Papers**

**Sponsor:** Kenneth Burke Society Interest  
Group

**Chair:** C. Wesley Buerkle  
*East Tennessee State University*

## **"Dramatistic Form: The Arousing And Relieving Of Stress"**

Stan A. Lindsay  
*Florida State University*

## **"Bona Fide Dialogue: Identification, Difference And The Cosmopolitan Attitude"**

Richard L. Conville  
*University Of Southern Mississippi*  
Carolyn Lee  
*Mississippi Gulf Coast Community  
College*

## **"Where Was Kenneth Burke During 'The Big Ones'?"**

David Cratis Williams  
*Florida Atlantic University*

## **\*"Are We Killing The Mockingbird?: Making Sense Of The Avian Flu Scare"**

Slavica Kodish  
*Arkansas Tech University*

\*Top Faculty Paper

3503

Room: Paddock  
3:00 P.M. - 4:15 P.M.

# **Communication And Politics**

**Sponsor:** Theodore Clevenger  
Undergraduate Honors Conference

**Chair:** Mary Stuckey  
*Georgia State University*

## **"News for Profit Practices and the Clinton/Wallace Interview"**

Kyle Arnold  
Pallie Davis  
*University of Georgia*

## **"Huey P. Long: Rhetoric of a Socialist"**

Brendan Boerbaitz  
Michael Holder  
*George Washington University*

## **"From Goldwater to Clinton: Metaphorical Evidence of a Rightward Shift in American Political Values"**

Jonathan Burch  
*Georgia Southern University*

## **"Communicating the Reagan Way"**

Matt Phillips  
Autumn Pound  
Katherine Faircloth  
*University of Georgia*

3504

Room: Grandstand  
3:00 P.M. - 4:15 P.M.

# **Communication Using Visual Images And Print Media**

**Sponsor:** Theodore Clevenger  
Undergraduate Honors Conference

**Chair:** David Sutton  
*Auburn University*

## **"How Political Coverage has changed in Time Magazine"**

Anne Marie Parker  
Illy Salehi  
Katie Shea  
*University of Georgia*

## **"The Herald: A Survey to Determine Readership and Opinion"**

Andrew J. Wilson  
*Arkansas State University*

## **"Gendered Occasion: The Rhetoric of Bridal Magazines"**

Caroline J. Osborne  
*Columbia College*

## **"Studio photography: A Survey Of Jonesboro Residents To Determine Their Perception Of Studio Photography"**

Michael Johnson  
*Arkansas State University*

4502

Room: Place  
3:00 P.M. - 4:15 P.M.

### **Analyzing Relationships In Language And Social Interaction**

**Sponsor:** Language And Social  
Interaction

**Chair:** Slavica Kodish  
*Arkansas Tech University*

**Respondent:** Linda Vangelis  
*East Carolina University*

#### **"Does This Make Me Look Fat? Dialectic Tensions Of Gay Bar Regulars In The Deep South"**

Erica Elliott  
*Auburn University*

#### **"A Celebration Of Fantasy: Disney's Efforts To Construct The Perfect American Town And One Group's Willingness To Maintain The Fantasy"**

Patrick Leddin  
*University Of Kentucky*

#### **"The Katrina Blame Game"**

Eric James  
Christie Prince  
*University Of North Texas*

#### **"News Coverage Of The Israeli- Palestinian Conflict As A Discourse Of Violence, Bloodshed And Negative Emotion"**

Eugenie Almeida  
*Fayetteville State University*

#### **"The Drowning Marshmallows In A Bowl Of Lucky Charms: A Study Of Student Similes For The First- Semester College Experience"**

Michelle T. Violanti  
Linda Pysher-Jurczak  
*University Of Tennessee*

4503

Room: Paddock  
3:00 P.M. - 4:15 P.M.

### **Ethnography Interest Group Business Meeting**

4504

Room: Grandstand  
3:00 P.M. - 4:15 P.M.

### **Interactive Panel Discussion: Effective Assessment And Evaluation For The Educational Community**

**Sponsor:** Community College Division

**Moderator:** Paula Rodriguez  
*Hinds Community College*

**Panelists:**

Jan Ballantine  
*St. Petersburg College*  
Deborah Hefferin  
*Broward Community College*  
Richard Quianthy  
*Broward Community College*

Based on their respective institutions' journeys through the world of SACS reaffirmation, and/or work with NCA, panelists will explore assessment and evaluation of student work, courses, and programs as a whole. All panelists have been instrumental in leading their respective colleges as they developed assessment reports for reaccreditation documents or for NCA and have received specialized training in assessment and evaluation.

4204

Room: Grandstand  
9:30 A.M. - 10:45 A.M.

### Communication In Organizations

Sponsor: Theodore Clevenger  
Undergraduate Honors Conference

Chair: John Haas  
*University Of Tennessee*

#### "Gendered Hierarchy and Empowerment: An Ethnography of the Organizational Cultural of Bank Tellers"

Kayla D. Gibson  
*Columbia College*

#### "Language: The Most Essential Element of Organizational Culture"

\* Lacy Hefley  
*Arkansas Tech University*

#### "Exploring Narcissistic Tendencies in Corporate Organizations"

\* Willie Nelson  
*Arkansas Tech University*

#### "Crisis Communication in Organizations: Entergy Corporation's Response to Hurricanes Katrina and Rita"

\* Adena J. Strickland  
*Arkansas Tech University*

#### "Organizational Socialization: Organizational Assimilation Theory in the Panhandle-Plains Historical Museum"

Jill Whitfield  
*West Texas A&M University*

4205

Room: Clubhouse  
9:30 A.M. - 10:45 A.M.

### SSCA Nominating Committee Meeting

4206

Room: Salon G  
2:00 P.M. - 3:15 P.M.

### The Digital Cracker Barrel: Talking Baseball With Ed Pappas

Sponsor: Vice President

Moderator: Craig Allen Smith  
*North Carolina State University*

#### "Baseball Narratives And American Community,"

Edward J. Pappas  
*Wayne State University*

Many of us first saw "Louisville" on a Louisville slugger baseball bat, and the historian Jacques Barzun once wrote that anyone who would understand the United States needs to understand baseball. Ed Pappas, Professor Emeritus at Wayne State University and co-author of the baseball history *They Tasted Glory*, will discuss three baseball narratives in American culture. The narrative of change encompasses baseball's struggle to integrate, the narrative of scandal (the black sox debacle) and, finally, a narrative of accomplishment (Larsen, Vandermeer and The Pursuit Of Perfection).

4302

Room: Place  
11:00 A.M. - 12:15 P.M.

### **Designing Effective Assignments And Rubrics For The Digital Communication Classroom**

Sponsor: Instructional Development Division

Moderator: Michael T. McGill  
*The University Of Virginia's College At Wise*

#### **"Group-Decision Making Through The Use Of Instant Messenger"**

Deepa Oommen  
*Bowling Green State University*

#### **"Converting Paper Rubrics To An Online Digital Format For Tablet Pc Technology"**

Calvin Lindell  
Janet Rice McCoy  
*Morehead State University*

#### **"The Living, Breathing Rubric: Effective Teaching Through The Use Of Digital And Functional Instruction"**

Jenny Warren  
*University Of North Texas*

#### **"Back To Basics: Assessment In The Hybrid Communication Course"**

Noel Earl  
Cathy Thomas  
*Morehead State University*

#### **"Teaching On Interactive Television: The Sum Is Greater Than The Parts"**

Lisa Shemwell  
*Morehead State University*

Faculty members on today's college campus are being challenged to adopt and integrate technology into their classrooms and delivery methods. This panel explores how technology has been integrated into face-to-face, online and interactive television environments. The focus of each presentation will be on adapting assignments and rubrics to a digital environment.

4303

Room: Paddock  
11:00 A.M. - 12:15 P.M.

### **Media, Technology, And Politics**

Sponsor: Theodore Clevenger  
Undergraduate Honors Conference

Chair: Caitlin Wills-Toker  
*Gainesville State College*

#### **"Framing Morality: Metaphor and Modern Politics A History of the Theory and the Future of Progressive Language"**

Kristina Kuzma  
*University of Montevallo*

#### **"Point and Click in 2006: Online Campaigning and the 2006 Florida Gubernatorial Race"**

Sean Luechtefeld  
*Florida State University*

#### **"A Shift in Ideology: A Rhetorical Analysis of a Peace and War Time President"**

John McCord  
*West Texas A&M University*

#### **"Campaign Coverage: A Content Analysis of Election Coverage on Television News Websites"**

Jeremy Speakes  
*Arkansas State University*

4304

Room: Grandstand  
11:00 A.M. - 12:15 P.M.

### **Communication And Social Influence Processes**

Sponsor: Theodore Clevenger  
Undergraduate Honors Conference

Chair: Kenneth Levine  
*University Of Tennessee*

#### **"Outcome Valence with Regards to Positive and Negative Experiences and the Expansion of Identity: An Extension of the Theory of Planned Behavior"**

Emory Stephen Daniel, Jr.  
*Appalachian State University*

#### **"Accent Effects on Power and Status"**

Allison Hill  
Meagan Jennings  
Sarah Koch  
Ann Zondag  
*James Madison University*

#### **"Theatre Communication and Control"**

Sarah Klocke  
*Arkansas Tech University*

#### **"Pick a Toy, Any Toy: Is Recognition of the Persuasive Intent of Advertising a Function of Perspective Taking Ability?"**

Erin Taylor  
*University of Kentucky*



ICA 2007

skodish

---

**From:** DO\_NO\_REPLY@allacademic.com  
**Sent:** Tuesday, January 16, 2007 10:16 AM  
**To:** skodish@atu.edu  
**Subject:** ICA acceptance!

Dear Slavica Kodish

Congratulations on having your paper or panel selected for presentation in the Organizational Communication Division for the 2007 ICA conference "Creating Communication: Content, Control, Critique." This year we had an all time record number of submissions and we were able to accept only 45% of the submissions. Please note that all presenters need to register for the conference. Conference registration can be done now online at <http://www.icaheadq.org/conferences/2007/confregistration.asp>. The deadline for preregistration is May 4, 2007. Please notify any co-authors, this e-mail only goes to the first author on each paper.

The online program will be available on or about March 15, 2007. You may go online at that time and search the program for your presentation time(s). This year ICA will provide the same audio-visual equipment in each room; an overhead projector, a powerpoint projector and a screen. You will need to provide your own laptop if you plan on doing a power point presentation. As well, you will need to convert any slide presentations or videos to a CD that you can play from your laptop. Slide projectors and TV/VCR's will not be available.

Instead of a paper distribution center at the conference, conference attendees will be given complimentary online access to all papers prior to and for six weeks after the conference. If you would like to upload a more recent version the paper submission site will be available from April 1 to April 30, 2007. It will not be possible to upload a revised version after that time. All papers will be archived for historical purposes. Beginning February 15, 2007, you may also obtain the reviews for your submission by accessing the submission site on the ICA homepage using the same login as you did with your original submission.

For those of you who have been accepted in the plenary interactive paper session, ICA has given this session plenary status and nothing else is scheduled in this time slot. This is comparable to a poster session. A blue ribbon panel will judge the papers and award \$500 USD for the best paper, \$250 USD for second and \$100 USD for third. The papers and authors must be present at the session to be eligible. Guidelines for effective interactive presentations will be in the April and May ICA newsletters and online.

Visa requirements may have changed recently for your country of citizenship. Please check these requirements early, as the process now takes much longer to complete if a visa is needed. ICA will provide letters of invitation to those who require it. Please contact ICA Executive Director Michael Haley at [mhaley@icahdq.org](mailto:mhaley@icahdq.org) to request letters of invitation.

For students requesting travel grants, this process is now done online. You must be a member of ICA and the division that accepted your paper to qualify for a travel grant. Please go to

[http://www.icahdq.org/cgi-shl/TWServer.exe?](http://www.icahdq.org/cgi-shl/TWServer.exe?Run:MEMONLY:/membersonly/confgrantappl/fundrequest.asp)

Run:MEMONLY:/membersonly/confgrantappl/fundrequest.asp to submit your request. The deadline for applying for a travel grant is March 1, 2007. All travel grant decisions will be made by April 1, 2007 to allow for the grantee to make travel arrangements.

The San Francisco conference promises to be a very rich and exciting event. We have a great doctoral consortium planned for the preconference (please encourage graduate students to sign up), terrific panels, and some very interesting business to talk about at the business meeting which will be followed by an ORG COM reception. We look forward to your participation and attendance. Once again, congratulations and thanks to all the division readers who worked very hard to get their evaluations back in such a timely manner!

Sonia :Livingstone

Cynthia Stohl

Conference Chair

Chair, Org Com Division

Volume 2 ■ Issue 4 ■ November 2006

# Leadership

## Articles

- 395 Surviving Post-merger 'Culture Clash': Can Cultural Leadership Lessen the Casualties?  
*Michelle C. Bligh*
- 427 A Study of the Role of 'Representative' Leadership in Stimulating Organization Democracy  
*Martin Clarke*
- 451 The Paradoxes of Leadership: The Contribution of Aristotle  
*Slavica Kodish*
- 469 Downplaying Leadership: Researching How Leaders Talk About Themselves  
*Robert French & Peter Simpson*

## Leading Questions

- 481 Developing What? An Anthropological Look at the Leadership Development Process Across Cultures  
*Andrew Jones*
- 499 Thanks to Reviewers
- 501 Annual Index 2006

Visit <http://lea.sagepub.com>

Free access to tables of contents and abstracts. Site-wide access to the full text for members of subscribing institutions.

Africa

SA  
Sweden

weden

SA

by Sage  
New Delhi)

t from fair  
e study, or  
under the  
ublication  
ed in any  
on in writ-  
hic repro-  
ces issued  
concerning  
sent to the

electronic)  
criptions  
rate. Note  
rate. Visit  
fo.htm for

ional only)  
tivate your  
d contents  
or all.  
advertising  
blications,  
1SP; UK.  
7524 8600  
website:  
erica from  
and Oaks,

J.

d notes for

rinted in  
Y.

abstracted  
S  
s and

**skodish**

---

**From:** Wallace Schmidt [Wschmidt@Rollins.edu]

**Sent:** Monday, January 29, 2007 2:06 PM

**To:** skodish

**Subject:** RE: FCJ Article

S. Kodish:

Your manuscript on "Communication as an Antecedent to Organizational Trust" has been accepted for publication and will probably appear in the Spring 2007 issue of *The Florida Communication Journal*.

Wallace Schmidt  
Editor, FCJ

skodish

---

**From:** Rachael Wax [rachaelwax2005@yahoo.com]  
**Sent:** Friday, September 29, 2006 1:19 PM  
**To:** slavica.kodish@atu.edu  
**Cc:** Dr. Daniel Stout  
**Subject:** Journal of Media and Religion

Dear Dr. Kodish,

Thank you for submitting your article, "You Are Not Alone: The Spiritual Message of *The Phantom of the Opera*" to the *Journal of Media and Religion*. We are sending it out for review and Dr. Daniel Stout, the editor, will notify you of a publication decision when the process is complete; it takes a minimum of eight weeks, often longer.

If you have any questions, do not hesitate to contact Dr. Stout or myself.

Sincerely,  
Rachael Wax  
Editorial Assistant, JMR

---

Talk is cheap. Use Yahoo! Messenger to make PC-to-Phone calls. Great rates starting at 1¢/min.

**skodish**

---

**From:** bod@ntu.ac.uk  
**Sent:** Wednesday, October 04, 2006 11:30 AM  
**To:** Slavica.Kodish@atu.edu  
**Subject:** Manuscript Submitted - B-06-053-BOD

Dear Dr. Slavica Kodish

Thank you for submitting your manuscript to Body & Society.

Your manuscript entitled 'Chocolate Cravings, Seasonale, and the Female Body' has been received by the Body & Society Editorial Office and is presently being distributed to the Editors and Referees.

Please be sure to mention the manuscript number B-06-053-BOD in all future correspondence or when calling the office with questions.

Best wishes

Natividad Mateos Lucero  
Editorial Assistant  
for  
Mike Featherstone  
Editor

**Saturday, March 18**

**8:00 AM - 8:25 AM**

**Palmer II**

**Love at Work: Possibilities and Pitfalls**

**Frank Arnold, Saint Leo University (FL), USA**

---

The workplace seems a natural and convenient place in which to begin a romantic relationship, but there are both possibilities and pitfalls associated with entering into a romantic relationship at work. This presentation will examine "The Top 12 Possibilities" and "The Top 12 Pitfalls" from a recent survey of working adult MBA students.

**Palmer III**

**Dimensions and Levels of Organizational Trust**

**Slavica Kodish, Arkansas Tech University, USA**



This presentation explores the dimensions and levels of organizational trust. Research shows how (a) trust is a multidimensional construct; (b) trusting relationships differ in their depth; (c) organizational trust is primarily a form of general trust; and (d) a managers' role in promoting trust carries additional weight.

**4204**

COTTONWOOD

9:00 A.M. – 10:15 A.M.

## FILM AND HEGEMONY

SPONSOR: POPULAR COMMUNICATION  
DIVISION

Chair: David Silverman,  
Xavier University of Louisiana

"The Culture War Hits the Big Screen:  
Mel Gibson's Passion of the Christ and  
the Search for Hegemonic Concordance"  
*David Cisneros, University of Georgia*

"Historical Poetics and Jane Austen: An  
Analysis of Emma, Pride and Prejudice,  
and Sense and Sensibility"  
*Nicole Cann, Auburn University*

"More Than Meets the Eye: A Cultural  
Criticism of the Film Armageddon"  
*Matt Brigham, University of Pittsburgh*

**4205**

PRESTON TRAIL 2

9:00 A.M. – 10:15 A.M.

## INVESTIGATING THE INTERPERSONAL SIDE OF APPLIED COMMUNICATION: ORGANIZATIONAL TRUST, PEER REPORTING AND MEDIATION

SPONSOR: APPLIED COMMUNICATION  
DIVISION

Chair: Joy L. Hart,  
University of Louisville

"Friends or Co-Workers: Exploring the  
Interpersonal Component of  
Organizational Trust"  
*Slavica Kodish, Arkansas Tech University*

"Tattling On the Teacher: The Influence  
of Confidence, Attitudes, Receptivity, and  
Organizational Culture on Peer  
Reporting"  
*Brian K. Richardson, Lawrence R. Wheelless,  
and Cody Cunningham, University of North  
Texas*

"Extending the Politeness Theory to  
Mediation Discourse: Does Facework  
Make a Difference?"  
*Andrew C. Tollison and Kenneth J. Levine,  
University of Tennessee*

Respondent: Kathy Barnett, Loyola  
University

**4206**

PRESTON TRAIL 1

9:00 A.M. – 10:15 A.M.

## PERCEIVED RELATIONSHIPS BETWEEN RANKINGS AND EXCELLENCE

SPONSOR: VICE PRESIDENT

Chair: Mark Hickson, III,  
University of Alabama at Birmingham

"Why Create Rankings in the First  
Place?"  
*Mark Hickson, III, University of Alabama  
at Birmingham*

"A Perspective of a Ranked Person"  
*James C. McCroskey, West Virginia  
University*

"Excellence and the Teacher-Scholar  
Model"  
*Chris R. Sawyer, Texas Christian University*

"Assessing Communication Scholarship:  
A Multimodal Approach"  
*Martin J. Medhurst, Baylor University*

Several perspectives are offered regarding  
the use of rankings of communication  
scholars and their relationship to  
excellence in the discipline.



### 3505

PRESTON TRAIL 3

3:00 P.M. – 4:15 P.M.

#### TOP PAPERS IN APPLIED COMMUNICATION

SPONSOR: APPLIED COMMUNICATION DIVISION

Chair: John C. Meyer,  
University of Southern Mississippi

"Giving at Work: Identification with the Company or the Charitable Organization?"\*\*

*Jennifer Mize Smith and Beverly Davenport Sypher, Purdue University*

"Creating Change in an Urban Classroom: Empowering Children by Reducing Communication Apprehension through LIPSS"\*

*Jesica Speed, Louisiana State University*

"Smiling Smooth Talkers: Charismatic Leadership, Politeness, and Motivation"  
*Mary Elizabeth Asbury, Abby M. Brooks, and Andrew Craig Tollison, University of Tennessee*

Respondent: Dave Gesler, Murray State University

\*Top Student Paper

\*\*Top Paper

### 3506

PRESTON TRAIL 2

3:00 P.M. – 4:15 P.M.

#### SELECTED PAPERS IN COMMUNICATION THEORY

SPONSOR: COMMUNICATION THEORY DIVISION

Chair: Heather Stark,  
University of Pittsburgh at Bradford

"The 'Family Values' of Apologia Research: Exploring the Relationship of Theory and Criticism"

*Christopher R. Darr, Wesleyan College*

"Testing Motivating Influences in the Production of First-Person and Third-Person Perceptions"

*Martin L. Hatton, Mississippi University for Women*

"The Effects of Hierarchical Distance on the Frequency, Rehearsal, and Catharsis Functions of Imagined Interactions"

*John DeBerry, Louisiana State University*

"Public Speaking State Anxiety as a Function of Speaker Coping Style"

*Daniel W. Mourning, Ralph R. Behnke, and Chris R. Sawyer, Texas Christian University*

"Communicating Organizational Trust: An Exploration of the Link between Discourse and Action"

*Slavica Kodish, Arkansas Tech University*

Respondent: Sherry G. Ford, University of Montevallo

### 3507

PRESTON TRAIL 1

3:00 P.M. – 4:15 P.M.

#### SPOTLIGHT ON THE 2006 GENDER SCHOLAR: AN INTERVIEW WITH ELIZABETH ELLEN BELL

SPONSOR: GENDER STUDIES DIVISION

Interviewer: Sally Bell,  
University of Montevallo

Gender Scholar of the Year:  
Elizabeth Ellen Bell,  
University of South Florida

SSCA Gender Studies Division Chair, Sally Bell, University of Montevallo, will interview Elizabeth Bell of University of South Florida about her teaching, research, and service contributions to the field of Gender Studies.

8324

**Film and Television: Genres and Audiences**

*Friday*  
*12:00-1:15 pm*  
*Seminar 5*

**Mass Communication**

**Chair**

Ian Glenn, U of Cape Town, South Africa

**Participants**

Audience Evaluations of the Realism of Improbable or Fantastic Stories

Alice E. Hall, U of Missouri, USA

The Korean Wave in Japan: Winter Sonata and Its Implications Through Audience Perception

Suekyung Lee, Florida State U, USA

Up in Smoke: Tobacco Image Frequency in Film and the Master Settlement Agreement

Daniel Cochece Davis, Marist College, USA

Jacqueline N Siano, Marist College, USA

Michelle Suzanne Rosbozom, Marist College, USA

Shanan Rae Litchfield, Marist College, USA

Crime Cultivation: Comparisons Across Media Genres and Channels

Maria Elizabeth Grabe, Indiana U, USA

Dan G. Drew, Indiana U, USA

This panel brings together several papers investigating the contents and/or reception of film and television drama.

8325

**Gendered Coverage**

*Friday*  
*12:00-1:15 pm*  
*Seminar 6*

**Feminist Scholarship**

**Chair**

Marian J. Meyers, Georgia State U, USA

**Participants**

Encoding and Decoding Rape News: An Exploratory Study of Local News and Its Viewers

Nancy E. Worthington, Quinnipiac U, USA

Ignoring International Women's Day 2005: A Qualitative Analysis of U.S. News Coverage

Carolyn M. Byerly, Howard U, USA

Danna L. Walker, American U, USA

News Media Coverage on the New Anti-Prostitution Law in Korea: A Framing Analysis

Soyoen Cho, U of Minnesota, USA

"Controversy for Controversy's Sake?": Feminism and Early Radio Coverage of Birth Control in the U.S.

Louise Benjamin, U of Georgia, USA

8330

**Building Organizational Relationships**

*Friday*  
*12:00-1:15 pm*  
*Conference 1*

**Organizational Communication**

**Chair**

Daisy R Lemus, U of California - Northridge, USA

**Participants**

Antecedents of Organizational Trust

Slavica Kodish, Arkansas Tech U, USA

Gaining a Dose of Realism from Internship Experiences: The Impact of Exposure to Downsizing on Interns'

Workplace Expectations

Kathryn Fonner, Northwestern U, USA

Michael E. Roloff, Northwestern U, USA

How Does Jablin's Socialization Model Apply to Part-Time Workers?

Sherry Lynn Wien, Monmouth U, USA

What is Pizza?: Investigation of Diverse Mechanisms of Building Trust Among Korean Cleaning-Service Workers

Building Managers, and Clients

Jaehae Cho, U of Texas at Austin, USA

**Respondent**

Daisy R Lemus, U of California - Northridge, USA

16. Spanglish in Persuasive Communications: A Study of Code-Mixing and Linguistic Preference in Advertising (Top Interactive Paper)  
Christopher Chavez, U of Southern California, USA
17. From Nation to Virtual Community: The Ethnogenesis of Cyber Yugoslavia  
Smiljana Antonijevic, U of Minnesota, USA
18. Patriotism or Nationalism?: The New York Times' Discourse of American National Identity After 9/11  
Lu Wei, Washington State U, USA  
Sudeshna Roy, Washington State U, USA  
Jessica Wells, Washington State U, USA  
Mariana Rethen, Washington State U, USA  
Chao-Tsung Huang, Washington State U, USA
19. Accounting for the 1920 Lynching in Duluth, Minnesota: Marginalizing People, Groups, and Ideas in Selected Minnesota Newspapers (Top Interactive Paper)  
Kristin L. Gustafson, U of Washington, USA
20. Classical Imagery and Early Representations of Black South Africans  
Ian E. Glenn, U of Cape Town, South Africa

7340

#### Feminist Scholarship Interactive Paper Session

Thursday  
12:00-1:15 pm  
Terrace

#### Feminist Scholarship

##### Participants

21. Chocolate Cravings, Seasonale, and the Female Body: Resisting the Biomedical Model  
Slavica Kodish, Arkansas Tech U, USA
22. Conducting Qualitative Research with Children: Interdisciplinary and Feminist Perspectives for Media Scholars  
Rebecca C. Hains, Temple U, USA
23. Gendered Affiliation: The Arts as "Effeminate"  
Lois Foreman-Wernet, Capital U, USA
24. How Did the Sport Make You Feel? Looking at the Three Dimensions of Emotion Through a Gendered Lens  
James Reynolds Angelini, Indiana U - Bloomington, USA
25. Images of Men and Women in Mobile Phone Advertisements  
Nicola M. Doering, Ilmenau U of Technology, Germany  
Sandra Pöschl, Institute for Media and Communication Research, Germany
26. Silence to Dialogue to Trialogue  
Martina H. Myers, U of New Mexico, USA  
Candia Elliott, U of New Mexico, USA  
Judith Stauber, U of New Mexico, USA
27. The Citizen, the Housewife, the Journalist, and the Press: Gender and News Sources  
Karen J. Ross, Coventry U, United Kingdom
28. The Construction of Consumer Population: A Gender Analysis of Advertising in the 1920s China  
Huaqing Wu, University of Minnesota, Twin Cities, U.S.
29. The Naturalizing Function of Working Woman Speech Acts  
Donnalyn Pompper, Florida State U, USA
30. The Wounded Community: Mother-Blaming in News Articles About Women Who Killed Their Children  
Barbara Ann Barnett, U of Kansas, USA

7340

#### Game Studies Interactive Paper Session

Thursday  
12:00-1:15 pm  
Terrace

#### Game Studies

##### Participants

31. A Female Participant-Observer's View into How and Why Women Play Shooter Video Games  
Tania Cantrell, U of Texas, USA
32. Experiencing Entertainment  
Bastian Jenderek, U of Leipzig, Germany
33. Gameplay as Thirdspace  
Simon Ryan, U of Otago, New Zealand  
Brett Nicholls, U of Otago, New Zealand

75. The Relational Self Defined: Comparing Canadians, Chinese, and Indians  
 Han Z. Li, U of Northern British Columbia, Canada  
 Gira Bhatt, Kwantlen U College, Canada  
 Zhi Zhang, Yunnan Normal U, China
76. Trust Matters: An Exploration of Low-Trust and High-Trust Organizational Contexts  
 Slavica Kodish, Arkansas Tech U, USA

7340

# Journalism Studies Interactive Paper Session

## Journalism Studies

### Participants

77. A Re-Examination of Reporters' Norms and the Routines Used to Maintain Them  
 Eileen N. Gilligan, Syracuse U, USA
78. A Three-Dimensional Model for Cultural Interpretation of Protest Performances: The Case of Protest Poetry in Israel During the Second Intifada  
 Motti Neiger, Netanya Academic College, Israel  
 Ayelet Kohn, David Yellin College of Education, Israel
79. Between News and Views: The Rise of Analyses and Commentaries in News Reporting.  
 Lars W. Nord, Mid Sweden U, Sweden
80. Causes of Columbine: How News Framing Marginalized School Size as a Factor in the Tragedy  
 Patrick Plaisance, Colorado State U, USA  
 Joan A. Deppa, Syracuse U, USA
81. Decision-Making by Newspaper Editors: Understanding Values and Change .  
 George Sylvie, U of Texas, USA  
 J. Sonia Huang, U of Texas, USA
82. Defiance and Contrition: The Critical Response of the Media to Nixon Administration Animus  
 Patrick Plaisance, Colorado State U, USA
83. Firemen or Arsonists? How News Media Combat and Spread Rumors and Legends: A Case Study  
 Peter Burger, Leiden U, The Netherlands
84. Influences on Argentine Media Development: A Historical Perspective  
 Juliet Hallifield Gill, U of Miami, USA
85. Into the Blogosphere: How Online News Sites Are Blogging the News .  
 Deborah S. Chung, U of Kentucky, USA
86. Is Al Jazeera Alternative? On Alterity, Mainstreaming and the Radical Media  
 Adel Talaat Iskandar, U of Kentucky, USA
87. Journalistic Assimilation: Assimilated Gatekeepers' News Selection Criteria  
 Sang Y. Bai, U of Texas, USA
88. National Interest and Source Stance in the Coverage of U.S.-China Relations  
 Xigen Li, Southern Illinois U, USA
89. News and Public Affairs Networks of PBS Member Stations: A Network Analysis of Stations' Programming Exchange  
 Amber Melissa Korbl Smallwood, Indiana U, USA  
 J. Alison Bryant, Indiana U, USA
90. News Media's Role in International Dialogues in the Shifting Triangle Relationship: Comparative Study of BBC Online's Reports and Audience Responses on Blair's Visit to Libya  
 Holly Yunhe Shi, Temple U, USA
91. News Values of Education News: A Comparative Content Analysis  
 Jae C. Shim, Korea U, Korea  
 WanKyu Jung, Korea U, Korea
92. News Yet to Happen: Close Reading in News Items Referring to Future Events  
 Motti Neiger, Netanya Academic College, Israel
93. Online User Motivations and Use of Interactive Features on an Online News Site: A Uses and Gratifications Approach  
 Deborah S. Chung, U of Kentucky, USA  
 Chan Y. Yoo, U of Kentucky, USA
94. Practical Reasoning: Making Room for Pluralism by Redefining Journalism  
 Gittie Meyer, Danish Centre for Bioethics and Risk Assessment, Denmark  
 Anker Brink Lund, Copenhagen Business School, Denmark
95. Sport, Property Rights, and the Emerging Information Monopoly in Australia  
 Rhonda Alain Breit, U of Queensland, Australia

Thursday  
 12:00-1:15 pm  
 Terrace



**Association for Business Communication**

**71st Annual Convention  
San Antonio, Texas  
October 25-28, 2006**

[Home](#) > [Papers](#) > [Slavica Kodish](#)

**Slavica Kodish**

## **Understanding the Link between Trust Violation and Conflict: Implications for Practice**

**Slavica Kodish**  
*Arkansas Tech University*

Full text: Not available  
Last modified: June 6, 2006  
Presentation date: 10/27/2006 2:45 PM in Magnolia  
([View Schedule](#))

### **Abstract**

Research presented here attempts to provide helpful information to conflict resolution practitioners by specifically describing trust violations that have a potential to cause conflict. The findings define three major areas of trust violation – competence, integrity, and communication. Knowing whether conflict is related to trust violation and what the specific area of trust violation is can help practitioners in designing appropriate conflict resolution strategies. In the first section of the paper, the author provides an overview of literature on trust violations. The following section describes the methods used in gathering and analyzing data. In the third section, specific types of trust violations that can lead to conflict are described. The final section provides a discussion of the findings. The findings are based on two studies: a study conducted in 2004 and a follow-up study that commenced in January 2006 and is currently under way.

**Research  
Support Tool**

For this  
refereed  
conference  
abstract...

[Capture Cite](#)  
[View Metadata](#)  
[Printer Friendly](#)

[Context](#)

[Author Bio](#)  
[Define Terms](#)  
[Related Studies](#)  
[Media Reports](#)  
[Google Search](#)

[Action](#)

[Email Author](#)  
[Email Others](#)  
[Add to Portfolio](#)

Learn more  
about this  
publishing  
project...



[home](#) | [overview](#) | [program](#) | [call for papers](#) | [notes to authors](#) | [submission](#) |  
[papers](#)  
[registration](#) | [accommodations](#) | [travel](#) | [attractions](#) | [organization](#) | [schedule](#) |  
[links](#)

[▲ Top](#)



Association for Business Communication

71st Annual Convention  
San Antonio, Texas  
October 25-28, 2006

[Home](#) > [Papers](#) > [Slavica Kodish](#)

**Slavica Kodish**

## Discussing a Sensitive Topic: Insights from the Health Care Context

**Slavica Kodish**  
*Arkansas Tech University*

**Roger Green**  
*California State University, Dominguez Hills*

Full text: Not available

Last modified: June 6, 2006

Presentation date: 10/27/2006 8:35 AM in Robert E. Lee

([View Schedule](#))

### Abstract

Communication between health care providers and patients has received a lot of attention over the past decade. A number of studies, that emerged as a result of heightened interest in health care provider-patient communication, provide invaluable insights into communication patterns in the health care context and advance the knowledge of communication in general. Research presented here explored an area of health care provider-patient communication which for the most part has not been addressed by extant research, possibly due to the sensitivity of the topic. Specifically, research presented here examined communication strategies utilized by nurse practitioners and physician assistants when discussing the topic of erectile dysfunction with their male patients. The purpose of the study was to shed light on communication strategies that NPs and PAs apply with the aim of designing and implementing an effective continuing education program that would help NPs and PAs in providing high-quality health care. The study was conducted at the end of 2005 by a combined effort of a communication scholar and an expert from the field of health care. The findings have implications for (a) continuing education programs; (b) communication strategies in health care contexts; (c) communication strategies in discussing sensitive topics in general; and (d) the role of interactive communication.

[Research Support Tool](#)

For this  
refereed  
conference  
abstract...

[Capture Cite](#)  
[View Metadata](#)  
[Printer Friendly](#)

[Context](#)

[Author Bio](#)  
[Define Terms](#)  
[Related Studies](#)  
[Media Reports](#)  
[Google Search](#)

[Action](#)

[Email Author](#)  
[Email Others](#)  
[Add to Portfolio](#)

Learn more  
about this  
publishing  
project...



[home](#) | [overview](#) | [program](#) | [call for papers](#) | [notes to authors](#) | [submission](#) |  
[papers](#)  
[registration](#) | [accommodations](#) | [travel](#) | [attractions](#) | [organization](#) | [schedule](#) |  
[links](#)

[▲ Top](#)

30544 9:30 am to 10:45 am

Convention Center

River Level

Room 007 B

**RHETORIC FROM THE MARGINS: STUDIES IN SOCIAL MOVEMENTS**

Sponsor: Public Address Division

Chair: Keith Griffin, University of South Carolina, Aiken

Respondent:

Amy Slagell, Iowa State University

"Denying the Holocaust: Paranoia in David Irving's 'The Suppressed Eichmann and Goebbels Papers' Speech." Jamie Eric Moshin, Penn State University

"Global Protest in the Comic Frame: Nonviolent Resistance to Corporate Globalization." Anne Marie Todd, San Jose State University

"Mixing Messages: Incongruities in the Rhetoric of Justice Sunday." Brian Kaylor, University of Missouri, Columbia

"Subterranean Grassroots: An Analysis of the Rhetoric of Control in Corporate Non-Market Strategies." Michael Tumolo, Penn State University

30545 9:30 am to 10:45 am

Convention Center

River Level

Room 007 C

**CREATING RELATIONAL CONNECTIONS IN WORK CONTEXTS**

Sponsor: Organizational Communication Division

Chairs: Tracy Russo, University of Kansas, Marie Garland, Ithaca College

"Informal Communication and Remote Employees: Messages of Inclusion." Martha Fay, Ohio State University; Susan Kline, Ohio State University

"Predicting Employee Turnover from Friendship Networks." Thomas Hugh Feeley, University at Buffalo, The State University of New York; George A. Barnett, University at Buffalo; Jennie Hwang, State University of NY University at Buffalo

"The High Price of an Omitted Apology: Communication that Violates Trusting Expectations." Slavica Kodish, Arkansas Tech University

"Effects of Cross-Division Organizational Communication on Key Workplace Outcomes." Matthew Koschmann, University of Texas, Austin; Michael Moode, Murray State University; Elizabeth Crecente, University of Texas, Austin; Dina Inman, University of Texas, Austin

30546 9:30 am to 10:45 am

Convention Center

River Level

Room 007 D

**STUDENTS CREATING SUMMARIES FOR CONNECTION AND ACTION**

Sponsor: Instructional Development Division

Chair: Alan Goodboy, West Virginia University

Respondent:

Paul Turman, University of Northern Iowa

"A Literature Review Examining Computer-Mediated Discussion and E-mail Use in Teaching and Learning." Renee Cowan, Texas State University-San Marcos

"A Fear Revisited: Communication Apprehension and the Classroom." Sean Horan, West Virginia University

"Communication in Instructional Settings: A Chapter on Teacher Self-Disclosure." Carrie Kennedy, Texas State University-San Marcos

"Learning Styles: Theory and Practice in Intercultural Communication Classrooms." Diana Trebing, Southern Illinois University, Carbondale

"Student to Student Verbal Aggression: Bullies, Victims, and Teasing." Lisa Ann Furler, Texas State University - San Marcos

"The Outcomes of Orality and the Legacies of Literacy in Constructivist Education." Toni Adams, California State University, Sacramento

"Rethinking the educational needs of college students: The intersection of the modern work world and the current generational cohort." Matthew Gill, Purdue University

Friday

NCA

30547 9

Sponsor: G

Chair: Jeffi

"Queen

Un

"Ronal

Pul

"Lawre

Sta

"Prosti

Im

"(Re)C

Fre

30548 9

Sponsors: l

Di

Chair: Cry

Responden

Elizab

"The C

Ly

"Viole

Or

"Holy

Mi

Ho

"Wom

Al

30550 5

THE

Sponsor: E

Chair: Leil

Responden

Owen

"Gossi

An

"Socia

Un

"Food

Sci

"Fanta

in 1

40958 5:00 pm to 6:15 pm Convention Center 2nd Level Room 206 B

**THE POLITICS OF TRANSLATION: RETHINKING CULTURE AND COMMUNICATION IN GLOBALIZATION**

Sponsor: Critical and Cultural Studies Division

Chair: Thomas Nakayama, Arizona State University

"Performativity and Spatiality: Translating the Performative Body as Hypertext." Karma Chavez, Arizona State University

"Translation: The Predicament of Culture." Ted Striphas, Indiana University

"Hospitality of Refuge/Refuse: Theorizing Refugee and Asylum Hospitality through a Politics of Translation." Sara McKinnon, Arizona State University

"Déjà Vu All Over Again: How 'Culture' Gets Lost (and Found) in Translation." Michael Kaplan, Indiana University

This panel seeks to explore the importance of translation in globalization by considering the potential usefulness of translation theories as sophisticated tools with which to understand the dynamism of culture in the global moment. Particularly, this panel extends upon the idea that communication is always translation, and hopes to suggest ways in which taking this metaphor seriously might refine and reconfigure some of our conventional ways of thinking about culture in communication studies.

40959 5:00 pm to 6:15 pm Convention Center 2nd Level Room 207 A

**PAST AND PRESENT SITES FOR CONNECTION AND ACTION FOR RELIGIOUS RHETORIC**

Sponsor: Religious Communication Association/Rhetorical Studies

Chair: Robert McManus, Marietta College

"Conspiracy, Debauchery, and Duplicity: Rebecca Theresa Reed's Exposé of the Ursuline Convent." Michelle Lynn Murray, University of Wisconsin-Madison

"Finding Forgiveness: An Analysis of Symbolic Action." Jeffrey Hobbs, University of Texas; Tyler, Robert Chandler, Pepperdine University

"The New Frontiersmen: Authority and Performance of Itinerancy Oratory in the Early to Mid-Nineteenth Century." Marissa Bambrey Wolfe, University of Illinois at Urbana-Champaign

"THE RHETORIC OF REIFICATION AND THE ETHOS OF RHETORIC: The Application of a Theoretical Construct." Daniel Rossi-Keen, Ohio University

"The Rhetorical Role of 'Study' as Justification for Delay in Religious Disputes: Creating Space for Connection and Action by Deferral." Kathryn Olson, University of Wisconsin, Milwaukee

40960 5:00 pm to 6:15 pm Convention Center 2nd Level Room 207 B

**SYMBOLIC INTERACTION AND COMMUNICATION INQUIRIES**

Sponsor: Society for the Study of Symbolic Interaction

Chair: Elaine B. Jenks, West Chester University

Respondent:

Elaine B. Jenks, West Chester University

"Complexity Reduction: Implications for Individual and Concerted Action." Slavica Kodish, Arkansas Tech University

"The Effects of Power on the Creation of Meaning During Organizational Change: A Case Study in Higher Education." Kathy Barnett, Loyola University New Orleans

"The feminized, generalized other: The phenomenology of perceptions about people in poverty." Leah Totten, University of North Carolina Chapel Hill

"Unmasking communication anxiety: A novel application of symbolic interactionism." Christopher Crosby Johnson, University of Texas at San Antonio

Saturday

40962

MEI

Sponsor: F

Chair: Edi

"Dispu

Pa

of

"Ling

El

"Nurs

H

"My I

H

40963

AFR

Sponsor:

Chair: Gu

Responde

Rona

"Afr

C

"Afr

V

"The

F

"Afr

U

This pan

commun

of centric

Afrocent

propose

Afrocent

40964

PLAYI

Sponsor:

Participa

Ant

Dear

Chri

Stac

This par

feminini

explore

played c



**2409**

SALON B

12:30 P.M. – 1:45 P.M.

## METAPHOR AND AFFECT

SPONSOR: COMMUNICATION THEORY  
DIVISION

Chair: Katherine G. Hendrix,  
University of Memphis

"Gender, Metaphor, and Affect in Online  
Cancer Support Groups"  
*Kenny Embry, Florida College*

"Metaphor and Emotion: Two  
Theoretical Approaches"  
*William Hyatt O'Connell, University of  
Memphis*

"Metaphorical Persuasive Message  
Production: Role of Affect"  
*Pradeep Sopory, University of Memphis;  
William Maze, University of Arkansas,  
Fayetteville; and Eletra Gilchrist, Middle  
Tennessee State University*

**2410**

SALON C

12:30 P.M. – 1:45 P.M.

## IMAGE, CULTURE AND CAMPAIGNS: COMPETITIVE STUDENT RESEARCH PAPERS IN MASS COMMUNICATION

SPONSOR: MASS COMMUNICATION  
DIVISION

Chair and Discussant: Wanda Reyes  
Velazquez,  
Sam Houston State University

"Communication Campaigns: A Look at  
the Susan G. Komen Foundation's Pink  
Ribbon and Lance Armstrong  
Foundation's 'iveStrong' Yellow Bands"  
*Andrea M. Holt, University of Alabama*

"Stereotypes of Latin Men in Hollywood:  
A Case Study"  
*Cristina Gonzalez, University of South  
Florida*

"Goffman's Framework as a Model for  
Examining Images of Women in Tourism  
Advertising"  
*Jessica E. McDonald, University of South  
Florida*

"Duped, Doped and Degenerate: A  
Tricky Culture Hero in the Midst of  
Foolish Kids"  
*Robert Kienzle, University of Arkansas*

"Mommy Loves her Newborn Baby!": A  
Feminist Analysis of the Pregnant Barbie  
Doll"  
*Danielle Williams, Georgia State University*

**2411**

SALON D

12:30 P.M. – 1:45 P.M.

## COMPETITIVE PAPERS: DEFINING AND FOSTERING EXCELLENCE IN THE STUDY OF PERCEPTIONS OF GENDER

SPONSOR: GENDER STUDIES DIVISION

Chair: Slavica Kodish,  
Arkansas Tech University

"An Old-Fashioned TV Wife: A Feminist  
Critique of Newlyweds"  
*Nicole Cann, Auburn University*

"Changing the Symbols of the 1950s:  
Women of Pleasantville, Far from  
Heaven, and The Hours Challenging the  
Traditional Roles of the 1950s"  
*Donata Nelson, University of North  
Carolina at Greensboro*

"A Queer Situation: Theorizing a Queer  
Rhetoric"  
*Kimberly Huff, Georgia State University*

"The Perceptions of Women Who Chose  
to Keep Surnames at Marriage"  
*Sherry G. Ford, University of Montevallo;  
Andrea T. Scott, University of Central  
Florida; and Amy B. Fountain, Mississippi  
State University*

"Women in Conflict: A Theoretical  
Model and Proposed Test of Model"  
*Kristen M. Norwood, University of Arkansas*

30657 11:00 am to 12:15 pm Convention Center 2nd Level Room 206 A

### CENTRAL STATES ADVISORY COMMITTEE MEETING

Sponsor: National Communication Association

30662 11:00 am to 12:15 pm Convention Center 2nd Level Room 209

### APPLIED COMMUNICATION DIVISION BUSINESS MEETING

Sponsor: Applied Communication Division

30665 11:00 am to 12:15 pm Convention Center 2nd Level Room 211

### NCA STUDENT CLUBS AWARDS CEREMONY

Sponsor: NCA Student Clubs

30667 11:00 am to 12:15 pm Convention Center 2nd Level Room 212 A

### ISSUES AND ETHICS OF COMMUNICATION IN THE FUTURE

Sponsor: Division on Communication and the Future

Respondent:

Slavica Kodish, Arkansas Tech University

"Abject Surrender: Fulfilling Desire and the Self/Other Collapse in David Foster Wallace's Infinite Jest." Zac Gershberg, Louisiana State University

"Symbolic Audience Interactions and Influences: A New Media Theory for the 21st Century."

Margot Dana MacKay, graduate student

"Convergence: Part of journalism's epochal transformation." Deneen Gilmour, North Dakota State University

"Municipal Internet Access and the Creation of Sites for Connection and Action: A Story for the Future." Miguel Angel Munoz, University of Kansas

"Privacy, Surveillance and Control on the Internet: The Situation Post 9/11." Lauren Bree Movius, Annenberg School of Communication, USC

"Technology and Ethics: Student Plagiarism Using the Internet." Paul L. Witt, Texas Christian University

30670 11:00 am to 12:15 pm Convention Center 2nd Level Room 214 A

### OUR TOP SITE FOR THE BEST CONNECTION TO THE DISCIPLINE: THE TOP 4 PAPERS IN FAMILY COMMUNICATION

Sponsor: Family Communication Division

Chair: Kory Floyd, Arizona State University

Respondent:

John Caughlin, University of Illinois, Urbana-Champaign

"Equity and Interdependence as Predictors of Relational Maintenance Strategies\*." Laura Stafford, Ohio State University; Dan Canary, Arizona State University

"The Behavioral Indicators of Sibling Commitment among Emerging Adults." Scott Myers, West Virginia University; Leah Bryant, DePaul University

"The Effect of Skillful Relationship Maintenance on Marital Satisfaction, Closeness, and Commitment." Artemio Ramirez, Ohio State University; Andy Merolla, Ohio State University

"The Experience and Expression of Anger, Guilt, and Sadness in Marriage: An Equity Theory Explanation." Laura Guerrero, Arizona State University; Angela La Valley, Arizona State University; Lisa Farinelli, Arizona State University

Friday