



Keynote Speaker

Prof. Jack Furlong

Division Chair - Humanities

Professor of Philosophy

Transylvania University, Lexington (KY)

Jack Furlong is currently Division Chair of the Humanities and Professor of Philosophy at Transylvania University. As teacher and scholar, he has spent his career in interdisciplinary work. Receiving his PhD in philosophy from the Catholic University of America, he specialized in recent continental philosophy and analytical philosophy of mind, and wrote his dissertation on the ontology of mental images, melding cognitive psychology, philosophy of mind, and phenomenology. Early in his career, he published on issues relating to reasoning, critical thinking, and the connection between scientific psychology and philosophy, also co-editing several books on issues in the history of philosophy. More recently, he has applied critical approaches found in recent continental philosophy, including feminist theory, to issues in neuropsychology, evolutionary psychology, and ethology.

Closing Remarks

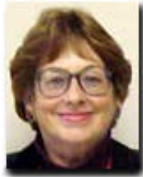
Prof. Ramona R. Rush

Professor Emerita

College of Communications & Information Studies

Department of Communication

University of Kentucky, Lexington (KY)



Ramona Rush has served as an administrator, professor, and researcher in mass and international communications at several universities, including the University of Kentucky where she was the founding dean of the College of Communications in 1977. Her teaching and research interests include international/intercultural communications, mass communication and society, environmental and ecological communications, communication and "others" (e.g. women and minorities) peace communications, and media literacy.

Rush is co-editor of and chapter author for *Women Transforming Communications: Global Intersections* (Sage 1996), *Communications at the Crossroads: The Gender Gap Connections* (Ablex 1989), and a 30-year update on the progress of women in journalism and mass communications entitled *The Search for Equity: Women in Journalism and Mass Communications Education* that will be published by Lawrence Erlbaum in 2003. Professionally, Rush has been a press secretary to a U.S. Senator, a promotion writer for a major market television and radio station, a public relations practitioner in health communications, among other positions.

UK GRADUATE STUDENT ASSOCIATION
GRADUATE PROGRAM IN COMMUNICATION

7th Annual Communication Symposium

**COMMUNICATING BEYOND BOUNDARIES:
NEW VOICES IN INTERDISCIPLINARY SCHOLARSHIP**



Feb. 21-22, 2003 – Gaines Center for the Humanities

Lexington, KY

Symposium Program

Welcome

Welcome to the University of Kentucky Graduate Student Association’s Seventh Annual Communication Symposium, “Communicating Beyond Boundaries: New Voices in Interdisciplinary Scholarship.” We are excited to have various disciplines from nine universities participating in this year’s event. We are honored to have Dr. John J. Furlong, Professor of Philosophy, as our keynote speaker and Dr. Ramona Rush, Professor Emerita, to provide closing remarks. This year also marks the 25th anniversary of the University of Kentucky College of Communications and Information Studies doctoral program. To celebrate this milestone, we invite you to a roundtable discussion on Saturday looking at the past, present, and future of the program.

We would like to thank everyone who has helped make this year’s symposium a success. First, we would like to thank the presenters for submitting their work and traveling to Lexington to share it with us. We would also like to thank the faculty members who agreed to respond to papers by offering their expertise to stimulate discussion about the various topics. We appreciate the help of the moderators assisting with each panel. The planning committee for the symposium has worked diligently at organizing the panels, the locations, the participants, and the festivities. We want to thank everyone who has helped in any of these ways including Amy Akers, Suzie Allard, Carla Bevins, Rungrat Chaisamrej, Laura Deaton, Mary Dusenberry, Nikki Floyd, Raj Gaur, Mia Lustria, Kitty McClanahan, Maria Spirenkova, Deborah Stigall, John Strada, Judy Taylor, Wenli Yuan, Vivian Zhang, and we extend a special thank you to Mary Lee Matusza, who has put an extra effort into every part of this symposium.

We have enjoyed putting together this year’s symposium for you, and we hope that you enjoy the company of those you meet and are stimulated by the topics you discuss.

Maria Brann & Davide Girardelli
2003 GSA Symposium Co-Chairpersons

Friday

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9:30-10:30

Speaking about Health Communication with Varied Voices

Bingham Davis House

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Papers and Presenters:

Healthy Enough: Rhetorically Constructing a Definition of Health

Carla Bevins, University of Kentucky

Abstract: The purpose of this ethnography is to explain how a group of senior citizen aged men (65+) construct their own definition of health through interactions with each other at an athletic club. I explored these constructed boundaries using ethnographic data collected during fieldwork in a members-only health club in central Kentucky. I argue that these senior members: gather at the health club to socialize, construct their own definition of health based on their current physical level, use the perceived health of other group members to bolster their own satisfaction for their health condition, and continually reconstruct their definition of health based on their changing and often worsening athletic abilities. I present a theoretical foundation for the study, explore how health is continually constructed by the observed cohort, and explain why these constructed realities are necessary for this cohort to feel healthy and happy.

What about Condoms?: Relationships among Decision Making, Sensation Seeking, Gender, and Condom-Related Risky and Safer Sexual Beliefs and Behaviors

Mary Lee Matuza, University of Kentucky

Rick Zimmerman, University of Kentucky

Abstract: The millions of Americans living currently living with an incurable STD and the prevalence of teen pregnancy in this country demonstrate the devastating consequences of risky sexual behaviors in the United States today. Despite awareness of the widely publicized and well-known preventive efficacy of safer sex practices such as consistent condom use, the majority of sexually active people continue to disregard these strategies (Hays, Kegeles, & Coates, 1990; Hingson, Strunin, Berlin, & Heeren, 1990; Thurman & Franklin, 1990). Using the individual differences perspective as a theoretical framework (Donohew et al., 2000; Zuckerman, 1979, 1994), the current study investigated relationships between decision-making style, sensation seeking, and condom-related risky and safer sex beliefs and behaviors in a sample of undergraduate communication students at a large southeastern university. Findings supported the hypothesis that decision-making style is related to unprotected sex and partially supported the hypothesis that sensation seeking is related to unprotected sex. Results also indicated that decision-making style and sensation seeking, in combination, are more significantly related only to beliefs about whether or not young women – not young men – should carry condoms. The paper concludes with methodological limitations and implications for prevention efforts.

Communication Styles in Conventional Obstetrics and Traditional Midwifery: An Autoethnographic Reflection on Prenatal Care and the Birth Process

Rebecca Warren, University of Kentucky

Abstract: While doctor-patient communication has been a focus of research for many years, writings focused on the specific context of the obstetrician and pregnant woman are few. Using my personal experiences with a mainstream obstetrician and traditional midwife, I highlight several differences in communication between myself and my two caregivers, including interpersonal competencies (such as empathy) and situational factors (levels of authority). Personal interviews and recent medical and communication research are also used as support.

Many philosophical differences are made apparent by language choices and the structure of visits. Where traditional midwives tend to view the pregnancy/birth process as normal and natural (some taking a hands-off approach), obstetricians most often feel the need to intervene, which frequently leads to complications. Traditional midwifery also values the emotional and spiritual aspects of the process, whereas mainstream medicine tends to separate itself from these innately human qualities.

Traditional midwifery is criticized by mainstream medicine, which calls it radical, dangerous, outdated, etc., but much could be learned from its recognition as a valid form of care. A call is made to obstetricians to put aside the protocols and standards of care, adopting instead the woman-centeredness of the traditional midwife.

Faculty Respondents: Drs. Chike Anyaegbunam & Lewis Donohew

Moderator: Suzanne Hall

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9:30-10:30

Problems with Information Retrieval in Multiple Contexts

Commonwealth House

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Papers and Presenters:

**Damned If You Do, and Damned If You Don't: Public
Libraries Face Conflicting Legal Requirements for Access
to the Internet**

Annaliese Bratcher, University of Kentucky

Abstract: Public libraries are in a no-win situation as they try to uphold the law. The law requires that libraries may not restrict Internet access for adults seeking legal sexual information, but must secure against viewing and/or transmission of illegal content such as child pornography. Librarians must protect the right of child patrons to view some materials that contain nudity, such as works of fine art, but must also ensure that children do not view nudity in pornography that legally available to adults but illegal for children to view.

Libraries face many conflicting pressures such as rapidly changing laws, the public's demand for protection, acts of revenge by patrons who are stopped from illegal activities, and federal restriction of funds for libraries who do not use Internet filtering software. The history of the American Library Association (ALA) is to allow free access to all information. The ALA's Bill of Rights is one of the strongest professional pledges to allow free access to information. Generations of librarians trained under these values must now become legal experts, enforcers of the law, and restrictors of information. Accompanying this burden is the current economic downturn that leaves little available funding for increases to staffing, training or software that might assist librarians with their difficult dilemma.

This presentation will summarize this overall situation with a focus on legal precedents, federal funding requirements and current events that shape the current predicament of public librarians who provide Internet access.

Problem Patrons or Problem Libraries?

Laurie Henry, University of Kentucky

Abstract: Two general kinds of library patrons have disturbed librarians and the public since the nineteenth century: those whose information-seeking habits involve subjects constructed by society as ethically questionable, and those who because of mental illness or for some other reason harass other patrons. Librarians have been suggesting ways to deal with disruptive patrons and those accessing offensive materials since at least the nineteenth century. Since then, it is more the nature of behavior perceived as disruptive than the librarians' responses to disruptive behavior that has changed. The reactions of some nineteenth-century librarians to patrons with a desire to look up information about betting on horses, for example, is very similar to the reactions of some present-day librarians to patrons with a desire to access Internet pornography. In fact, librarians have often shown more leniency with regard to difficult patrons than the public at large. This may be because it is often easier for librarians to ask a non-disruptive patron to change her behavior than to ask a disruptive patron to leave the building. Philosophical and humanitarian questions as to when disruptive patrons or those with serious mental illness should be restricted from public library access remain unanswered.

Scrapbooks and Preservation Management

Betty Lyn Parker, University of Kentucky

Abstract: Scrapbooks present unique and complex preservation challenges to which there are no completely satisfactory solutions at present. Existing treatments are at best compromises among conflicting concerns such as ease of access, expense, the value of the artifact itself and long-term preservation of the information it contains. Yet as a group, scrapbooks share many common characteristics detrimental to the compiler's original intention of long-term preservation. A fundamental problem is that such a wide range of materials combined and contained within a single volume can cause damage to each other as well as to the scrapbook itself.

The useful life of scrapbooks can be significantly extended by using a few basic in-house preservation measures. Scrapbooks continue to be assembled because they are a good means of protectively storing and organizing ephemera while still allowing them to be viewed without inflicting damage from frequent handling. Duplication can help resolve both preservation and access issues in a practical and economical fashion.

For a scrapbook that has significant artistic, historic, bibliographic, associational or informational value, it is wiser to leave the scrapbook in its original form whenever possible since conservation treatments may alter this state in some cases. Full conservation treatment of a scrapbook is seldom undertaken, even if it is especially significant, because of the difficulties and expense involved.

Scrapbooks present unique, diverse and challenging preservation management issues since retention alone does not guarantee their survival. Each scrapbook must be evaluated individually to determine the proper treatment decisions, which can range from the simplicity of storage in an archival environment to the complexities of complete

conservation. The value, condition, and use of a scrapbook are the primary factors that must be considered when deciding the priority of any action to be taken and what its final disposition will be.

Faculty Respondent: Dr. Donald Case

Moderator: Suzie Allard

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10:30-11:45

Beyond Media Boundaries: New Roles for Mass Communication

Commonwealth House

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Papers and Presenters:

The New Age Revisited: The Introduction of Television to Remote Populations

Kitty McClanahan, University of Kentucky

Abstract: This paper examines a range of existing literature documenting quasi-experimental field studies that were conducted to gain insight into the impact of the introduction of television on remote, rural populations. For this analysis, a number of studies conducted in the 1960s and 1970s in Northern Canada or Alaska are classified together as the Arctic Group. The findings of the Arctic Group studies, in terms of both content effects and displacement effects, are compared and contrasted with those of a 1995 study conducted in the tropical island of St. Helena, in light of the different temporal/climatic, cultural, and media exposure conditions of the two research settings. This paper notes that the results and assertions of these studies reveal evidence in support of Straubhaar's concept of Cultural Proximity. It is suggested that an elaboration of Straubhaar's concept, termed here Esoteric Cultural Proximity, might describe the strong appeal of certain ostensibly Western programming among native populations that was observed in several Arctic Group studies.

Framing In Comparative Context: A Content Analysis of Chinese and U.S. Newspaper Coverage of Beijing's Bid for 2008 Olympic Games

Liang Ge, Southern Illinois University Carbondale

Abstract: This pilot study is an attempt to examine news coverage of Beijing's bid for 2008 Olympic Games in U.S. and Chinese newspapers. Its objective is to assess in a context of comparative study whether different frames were employed by the two countries' news media. Three hypotheses were proposed, one was rejected, and two were supported. Generally speaking, different frames were found in U.S. and Chinese newspapers' coverage of the event.

Cold War on Ice: The Role of Ideology in the Media Coverage of the 2002 Winter Olympics Skating Controversy

Elza Ibroscheva, Southern Illinois University Carbondale

Abstract: Rivalry in sports has the potential to encourage fierce competition, but also to engender the spirit of cooperation among competing nations. This statement holds particularly true for the Olympic Games, the world's largest sporting events, which from their very inception, were considered to be a unique global institution, celebrating certain values and aspirations with universal currency and power.

However, despite the uplifting spirit of sportsmanship and noble competition, the Olympic Games also present an arena for fierce competition for medals, recognition, and glory, and often may assume a look of nationalistic "war" without the presence of arms (Caldwell, 1982), fostering in the mind of the athletes and the spectator nations animosity and hatred against other nationalities (Sakamoto, Murata, Takaki, 1999). For the United States and the Soviet bloc, the Olympic Games presented an excellent opportunity to

measure not only the physical abilities of their top athletes, but also to achieve ideological victory in a metaphorical battle with a much ostracized opponent. And despite the tremendous shift in the geopolitical configuration after the collapse of the communist regimes in the East, sentiments towards the old foe have not disappeared completely and the 2002 Winter Olympic Games provided a venue for rekindling old struggles and confrontations.

One of the most spectacular and popular athletic competitions of the Winter Olympics is the figure-skating competition. Figure skating has also generated an increasing interest among media scholars, who have examined this discipline in a variety of ways from analysis of gender stereotypes of both the female and male skaters to discussions of techniques, costumes, makeup and choice of dance routines. Throughout the years of the Cold War, figure skating was also the sport where politics played most crudely (Begley, et. al., 2002), causing a number of scandals and confrontations, and ultimately, a build-up in tension and animosity between the Western and the Soviet tradition in figure skating.

The 2002 competition added yet another incident to the line of Olympic skating scandals, what some reporters called "the biggest figure skating scandal since Tonya Harding and Nancy Kerrigan." The competition for the gold medal came down to a confrontation between the Canadian skating champions, Jamie Sale and David Pelletier, and the Russian pair, Elena Berezhnaya and Anton Sikharulidze. The gold medal was awarded to the Russian couple, surprising audience and commentators alike, who firmly believed that the Canadians deserved the gold with their flawless performance in the long program. The judges argued that the Russians skated a much more sophisticated routine and defended their decision vehemently, but the International Olympic Committee requested an investigation into the controversy, which led to the French judge Marie Reine Le Gougne's admission

(and later, retraction) that she was pressured to vote in favor of the Russian couple. Ultimately, a second gold medal was awarded to the Canadian pair at a special ceremony, to a great extent a result of the media overzealous and attention to the skating conflict.

This paper examines the metaphors and language that different media outlets used in their coverage of the Olympic scandal for the gold in pairs figure skating. Through a discussion of the historical aspects of the Olympic competitions between the United States and the Soviet Union and a qualitative examination of the media coverage following the skating scandal in the United States, this paper argues that the ideological confrontation between the West and Russia and the deep roots of their cultural and political opposition found a clear manifestation in the language in which the scandal was reported in the U.S. media outlets.

Faculty Respondent: Dr. James Hertog

Moderator: Mary Dusenberry

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10:30-11:45

**Theological and Spiritual Voices
in Interdisciplinary Communication Scholarship**

Bingham Davis House

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Papers and Presenters:

***Table Talk* Humor: The Rhetorical Functions of Humor
Employed by Participants in *Table Talk*, the Online
Forum of Asbury Theological Seminary**

Stacy Minger, University of Kentucky

Abstract: This paper examines the functions of humor operative in the on-line forum of a school of theology. Regardless of the topic presented for discussion, the use of humor was employed in almost

every thread. Humor in this venue is multi-dimensional; it functions to facilitate sociability, establish status, as a diversion from discomfort, to soften a disagreement, as a personal attack and as protest.

The vast majority of *Table Talk* humor serves a pro-social function. However limited in use, humor employed for attack and protest stand out as incongruent with the ethos of individuals claiming a Christian identity. It is striking that when participants become uncomfortably aware of their hypocrisy, humor is used to acknowledge the gap between one's practice or choices and what they believe to be true. However, in the limited cases when humor is used in a biting attack of another person the hypocrisy of comments are apparently not self-evident.

Finally, the use of humor as protest can be questioned for its passive-aggressive nature. Here, humor grants a boldness or license that does not translate into honest dialogue with those responsible for the policy behind the protest. Rather than thoughtful conversation about a contested issue, the humorous critique is less than helpful. The antagonism is registered, but done in such a way that it fails to invite positive or productive dialogue. With this approach, the participants always reserve the right to pass off any questions about the intent of their comments with the claim, "it is only humor" or "it is all in good fun." A humorous protest allows the person to vent their protest while all the while remaining safely hidden behind the humor.

**Rejections and Reinterpretations of Methodism in Crane's
*The Black Riders and Other Lines***

David R. Deborde, Marshall University

Abstract: Paper examines how select poems of Stephen Crane's *The Black Riders and Other Lines* demonstrate his creative rejections and reinterpretation of church authority and hypocrisy, as well as the

Methodist doctrines of free will and the human role in salvation. The paper concludes with a discussion of the need for a re-examination of Crane's poetry from a theological perspective.

Para-social Interaction & The Electronic Church

Toy Lisa Mitchell, University of Kentucky

Abstract: Religion is powerful and media magnifies that power (Zagano, 1994). The combination of religion and television has created the electronic church or televangelism within the American culture. The phenomenon of the electronic church is described as the desire and the urgency for many churches and evangelists to adopt the mass media as God's ordained technique of ministering to humanity. However, during the 1980's this mere description of the electronic did not reflect in totality its impact in American culture. During the early 80's, many researchers opined that the electronic church exerted cultural and political influence over its audience but concentrated their efforts on the exploration of the size and nature of the electronic church's audience. This approach ultimately proved to be insufficient in explaining the power and prominence of this phenomenon. Researchers were still asking the same questions about the magnitude of electronic church's influence but because of the limitations of their approach, were not able to provide sufficient answers about what made this phenomenon so powerful among its viewers. This paper seeks to explore the power and prominence of the electronic church through a social scientific approach via para-social interaction (Horton & Wohl, 1956). Para-social interaction is a concept that seeks to explain the relationship the viewers develop with the television personalities. The 'electronic church' intentionally produces an illusion of intimacy for audience by verbal and non-verbal communication. The viewer becomes 'insinuated' into the program's action and internal social relationships. This simulation of

conversation is labeled as para-social interactions which enable religious broadcasters to appeal to their viewing audience.

Faculty Respondent: Dr. Robert Bostrom

Moderator: John Strada

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12:00-2:00

Luncheon & Keynote Address

Dr. John J. Furlong, Transylvania University

Between Machine and Mammal: Zarathustra's Inner Primate

Room 245 Student Center

Abstract: Beginning in the 18th century, thinkers rejected the concept of soul for the concept of the machine. Mechanism became the favored model for the mind and remains so today, with the ascendancy and reign of cognitive science and evolutionary psychology. I will try to show that Mechanists rejected the concept of soul so easily because they thought that immortality did not have to be thrown out with it. Hence, mechanism is disingenuous: it appears to reject desires for deathlessness of the earlier view but retains them. Even today, in popular films from the Star Wars trilogy to Solaris, we use mechanism to aspire to immortality. What we miss on both accounts – the soul and the machine models -- is our animality. Friederich Nietzsche, I will contend, gives us a way to talk about ourselves as animals while maintaining our dignity.

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2:30-3:45

**Learning to Communicate Beyond Boundaries
through Intercultural and International Communication**

Bingham Davis House
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Papers and Presenters:

**Laying Groundwork for Intercultural Communication: A
Bilingual Newspaper Case Study**

Mary Alice Basconi, East Tennessee State University

Abstract: This action research study examines the effectiveness of a bilingual newspaper project for students at East Tennessee State University, a regional university in Northeast Tennessee. At a time when the area's growing Hispanic population lacked a viable local news product in Spanish, the university produced community-news inserts for four local newspapers. These supplements were to offer a vehicle for intercultural communication while applying students' reporting, photography, interpreting and translating skills. The supplements are studied in light of changes to ETSU, benefit to majority and Hispanic communities and outcomes from partnerships created with rural counties. Students in journalism and Spanish language classes were primary project participants, supported by collaborating faculty from their respective departments. Survey data came from telephone interviews and electronic communications with readers, students, faculty and community members. The most significant outcome benefiting ETSU was an interdisciplinary minor in applied Spanish/community studies. Student and faculty benefits include skill development and enhanced curricula. The community itself realized new-business prospects and media opportunities. Finally, respondents conceded the project strengthened relationships

between communities and ETSU while it increased awareness of cultural diversity.

Acculturation of Thai Students at the University of Kentucky

Rungrat Chaisamrej, University of Kentucky

Abstract: To investigate how Thai students adapt themselves to the study life at the University of Kentucky (UK) and the US environment, this study attempts to explore the major barriers faced by Thai graduate students while striving for the academic success in the socio-cultural setting of the United States, and to examine the strategies, specifically communication activities, Thai students used to overcome, compensate, and/or adjust to those obstacles.

This research employs a qualitative method to conduct 10 in-depth interviews of Thai graduate students at UK in November 2002. The analysis bases on the acculturation theory proposed by John W. Berry as it is the most useful scheme based on a social psychological perspective (Bourhis et al., 1997). Also, several cross-culture concepts are applied in the discussion.

The facts from the research subjects reveal several interesting aspects of cultural adaptation. Undoubtedly, Thai students staying in the US environment can explore, compare, select, and finally adapt and/or adopt some American values and practices. However, Thai graduate students adjust themselves to UK and US environment in a particular pattern. They do not attempt to assimilate into American society as most immigrants do in the assimilation process. In contrast, Thai students, as sojourners, learned American culture as outsiders. Instead of relinquishing their own culture and try to move into American culture completely, they tend to adapt their practices, only some parts, within the US environment.

Significantly, social communication activities play a vital role in their acculturation within American society. While interacting with

both host members and co-ethnic members in interpersonal contexts, Thai graduate students also use several forms of mass media, in particular TV, to learn host culture. Yet, the most important communication strategy used by Thai graduate students at UK is interpersonal contacts with people in various contexts, which finally contribute to social supports they receive during their studying period.

Though the goal of this research is not to generalize the observations to the acculturation of Thai students in other US institutions, the information revealed hopefully will benefit all involving parties and contribute to cross-cultural communication studies.

From the Couch to the Classroom: A Fresh Curricular Approach to EFL Instruction

Raul A. Mora Velez, University of Illinois at Urbana-Champaign

Abstract: American (and English language) television has gradually become a more influential factor in the way people are learning English overseas, as access to cable programming has widely spread across cities, regardless of socio-cultural backgrounds. What students watch on TV affects not only how they are learning the language, but also their cultural constructions about their local and international societies. Oftentimes, their visions of reality are exactly those that movies and series portray. Unfortunately, schools are not addressing this cultural phenomenon in its full length, only using video as a linguistic aid.

English instruction, and education in general for what matters, cannot stay aside in the discussion of these cultural issues, and it has to find ways to reinvent itself, providing further challenges to learners other than learning grammar, while reinforcing the possibilities they have to construct knowledge.

This paper will present my proposals for a curricular approach brings television more meaningfully to the English as a Foreign Language classrooms. First, I will go over some ideas that took me through this not-very-well-paved road of rethinking curricula. Then, I will mention some elements that validate the novelty in the proposal. I will move on to explaining how I would implement it and how I find it beneficial for the EFL curriculum.

Faculty Respondents: Drs. Douglas Boyd & Derek Lane

Moderator: Maria Spirenkova

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2:30-3:45

**The Internet as a Boundary
Between the "Real" and the "Possible"**

Commonwealth House

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Papers and Presenters:

**Dialogic Understanding in Creation of Heteroglossia
through Diasporic Discourses on the Internet**

Raj Gaur, University of Kentucky

Abstract: This paper uses Bakhtin's theoretical framework of dialogic understanding and heteroglossia to explain the use of Internet by diasporic group. Diaspora as defined here is not only the traditional immigrant society but all the individuals uprooted from their dominant culture due to spatial mobility in time and space within seemingly homogenous cultures. The paper argues that heteroglossia created through the dialogic discourse is a better measure of understanding the cultural mixing on the Internet compared to community v. individual debate in the virtual space. This paper argues that Gessellschaft in modern times is composed of multiple diaspora and the CMC provides an opportunity for creation of multiple identities

through the discourses and create a heteroglossia through the dialogic discourse. In Bakhtin's theory of language and text formulations, we find partial solutions; where the focus is on communication processes, the struggle for meaning in mediated text and heteroglossia is the situational dynamic underpinning this discourse. There is a move away from the grand narratives (what Bahktin calls epic like narrative) to decentered narrative (novel like narrative), which facilitates the heteroglossia on the Internet.

Scientific Publishing Between Real and Possible: An Inquiry into the Social Shaping of a Technological Artifact

Mia Liza A. Lustria, University of Kentucky

Abstract: This article explores the recent developments in the production and delivery of scientific information in digital form over the Internet. In particular, two scientific publishing technologies, "e-prints" and "e-journals", are currently taking precedence in discussions about scholarly communication. The adoption and diffusion of these two technological artifacts is followed historically and critically, using a social shaping of technology framework. The major premise of this paper is that these technologies evolve not because of inherent momentum, but because they have been pressed into shape (Bijker, 1995). The reality of these technologies is shaped out of a complex interaction of potentialities: social, cultural, ideological, economical, or political factors. A crucial question this paper raises is: how have the changing values, needs, and goals of several groups of key actors – content producers, content publishers, and content disseminators – molded the ways these technologies have been adopted for scholarly communication? How can this help us predict the future of scholarly communication?

The Challenges of Applications of Internet-based Interactive Health Communication (IHC) – A Discussion Based on American Experience

Hung-yi Lu, University of Kentucky

Abstract: With the emergence and applications of the Internet-based interactive health communication (IHC), people in the U.S. now can, timelessly, interactively, anonymously and electronically, access health-related information, solicit physicians' suggestions, find emotional support, maintain health behavior, and make health-related decisions. However, the applications of IHC also raise concerns regarding the lack of accessibility, user-friendliness, readability, accuracy, credibility, and privacy. Based on experience in the U.S., this paper suggests that health-related information providers, choosing the Internet as a tool to convey health-related information to their desired target, should make efforts to reduce information divide, create user-friendly web sites, provide readable materials, provide accurate and credible content, and ensure health-related information seekers' privacy. On the other hand, health-related information seekers should adopt a template to evaluate the applications of IHC to assure which applications are most likely to be useful and beneficial to them. Only when health-related information providers provide a preferred future of Internet-based IHC and health-related information seekers know how to evaluate and to benefit from the applications of IHC, will IHC lead to desired health outcomes.

Faculty Respondent: Dr. James Andrews

Moderator: Adel Iskandar

Saturday

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9:00-10:15

Constructing Self and Others Through Marginalized Voices

Bingham Davis House

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Papers and Presenters:

Dancing to or dancing from? Adult motions: bodies, sexuality, and women in the entertainment institution

Christina Gesmundo, University of South Florida

Abstract: Cultural definitions and expectations of sexuality and the body surround us in all environments. My objective is to explore and define how gender expectations of women and culturally created stereotypes of women shape and direct the expression and movement of women's bodies in organizations. In particular I will discuss how the adult entertainment industry further enforces and divides both norms and behaviors expected of women in this environment specifically mothers and non committed women, and how desire to fulfill those demands is internalized. Kanter and Foucault discuss and elaborate how external institutions serve to foster and "force" our bodies to meet, perform, and self-regulate our actions. Is it possible for women to claim ownership of our bodies when such expectations are in place? What exactly constitutes ownership and how can industry and commerce work for us in claiming that ownership?

You Better Treat Me Like a Lady! A Qualitative Exploration of An African American M-to-F Transgender Community in Louisville, Kentucky

John Youngblood, University of Kentucky

Abstract: While the Transgender community as a member of the Queer community has been the center of debate and discussion among some scholars and researchers, the communities traditionally have had similar experiences, one being social marginalization, including in academics. The approaches for studying GLBT communities, particularly transgender ones, typically do little to advance awareness and knowledge of them and their social [contexts] worlds.

The present inquiry is of an African American Male-to-Female (M-to-F) transgender community in Louisville, Kentucky. Two 90-minute focus transcripts and one 6-hour interview transcript. The study uses narrative text to interweave focus group participants' comments and perceptions with those of the interviewee, of which numerous themes emerge: physical, health and emotional risks; men who identify as heterosexual, but maintain homosexual lifestyles; silicon injection cosmetics, processes and risks; dressing and grooming as women; sexual appetites frequently described as excessive and risky, and a host of other group-specific issues.

"Whenever, Wherever!" The Discourse of Orientalist Transnationalism in the Construction of Shakira

Adel Iskandar, University of Kentucky

Abstract: This paper offers a study of neo-Orientalist discourse constructed in the aesthetic texts of a popular culture icon. Using a thematized approach, the study analyzes identity-construction of Latin artist Shakira as reflected through mediated image. The research attempts to unearth the primary thematic discourses embedded

within the popular representations of a contemporary pop “diva. Encompassing a broad and variant archive, one which includes internet newsgroup discussion transcripts and Shakira’s English language discography/videography, particularly that which is packaged for and geared towards the American market, the study offers a critique of hegemonic tendencies in the identity construction of popular artists. The most pertinent component of the archive is a detailed textual analysis of Shakira’s debut English music video, “Whenever, Wherever.” The study reveals and discusses two primary themes in the construction of the artist and their interplay; Shakira as an Orientalized text and as a discourse of transnationalism.

Faculty Respondent: Dr. Alan DeSantis

Moderator: Amy Akers

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9:00-10:15

**Exploring Relational Communication
through Interdisciplinary Scholarship**

Commonwealth House

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Papers and Presenters:

Racial Integration of Family and Identity Formation:

**Predictors of Positive and Negative Family Reactions to
Biracial Individuals as New Family Members**

Rebecca Warren, University of Kentucky

Abstract: As communication across borders increases, so do opportunities to build interracial friendships and intimate relationships. The acceptance of such integration varies among the attitude of the individual. While younger generations may adhere less to rigid borders of ethnicity, older generations may tend to hold tighter to traditional values and feel threatened by the integration of

another race or ethnicity into the family group. This paper offers a speculation of how older-generation, monoracial individuals might respond to the intermarriage of their children, and subsequently, their biracial grandchildren. A wide range of possibilities exists, depending on many factors such as the strength of the individual's identification with her/his "in-group" and the level of tolerance for ambiguity, among many other variables. How monoracial grandparent attitudes influence the identity development of the biracial grandchild is another highlighted question.

**The Competition is Fierce: An In-depth Look at Factors
Behind Gender Differences in Behavioral Self-
Handicapping**

Julienne Bryant, University of Kentucky

Charles E. Kimble, University of Dayton

Abstract: Behavioral self-handicapping can be defined as "deliberately putting oneself at a disadvantage in order to obscure ability attributions after failure". Behavioral self-handicapping is most likely to occur when a person is successful at a diagnostic task without understanding how he or she succeeded. Recent research suggests that this face-saving technique is preferred by males more often than females. This study attempts to explore possible correlations between the choice to behaviorally self-handicap and personality traits to see if any significant differences occur between men and women to explain the gap. Three hundred seventy participants took surveys in a mass testing session which explored self-esteem, self-esteem security, beliefs about whether intellectual ability was innate or could be increased through effort, personal tendencies toward self-handicapping, tendencies towards competitiveness, and task vs. ego orientation during performance. From this pool of participants 101 participants were selected to come in for a separate session in which

they were given an opportunity to behaviorally self-handicap. Non-contingent success feedback was given for a bogus test measuring "integrative orientation" ability, which participants were told was a newly discovered intelligence that was correlated with an extremely successful work and family life. Participants were told that they were being tested to see the effects of noise on performance, and they would need to retake the Integrative Orientation test while listening to noise. Participants were given the opportunity to select one of four tapes: one with noise previously found to be extremely helpful, helpful but half as helpful as the first, noise had been previously been harmful, and noise that had been found to be twice as harmful as the first harmful tape. Participants could behaviorally self-handicap by selecting a "harmful noise" tape during the testing session. After selecting the tape, participants were given a mood evaluation sheet, then were administered a modern sexism sheet, then debriefed.

Results replicated previous findings that males were significantly more likely to behaviorally self-handicap than females. The only personality factor that correlated with the decision to behaviorally self-handicap were high scores on the competitiveness scale. This correlation applied to males only. Further analysis revealed similar results to Rhodewalt in that those who scored high on the self-handicapping scale tended to have low self-esteem, beliefs supporting innate ability, and insecure self-esteem. Scores on the self-handicapping scale did not successfully predict who was most likely to select a self-handicapping tape. Results suggested that behaviorally self-handicapping males may be more sensitive to criticism during negative evaluation, whereas females use self-evaluation more as a diagnostic tool. Furthermore, sexism in our society may make behavioral self-handicapping an ineffective strategy for women.

How Intimacy is Formed Within Organizations

Jillian Marie Klean, Eastern Illinois University

Abstract: This study furthered knowledge in the area of friendships in the workplace in relationship to work satisfaction. Not much research into the area of interpersonal relationships in the workplace had been done to date. This study used a two-part survey to collect information about relational intimacy in the workplace and its relationship to job satisfaction in the workplace. The tool used measured overall work satisfaction and work inclusiveness, along with more specific information about one particular close friendship in the workplace. Significant correlations were found between work place friends and job satisfaction. No significant gender differences were found.

Faculty Respondents: Drs. Derek Lane and Rick Zimmerman

Moderator: Annaliese Bratcher

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10:30-11:45

Organizational Boundaries: Creativity, Dependency, and Image

Commonwealth House

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Papers and Presenters:

Identifying Communication Strategies that Affect Individual Creativity Within Organizations

Michael Moode, Murray State University

Abstract: The ability to think creatively and act upon creative thought has undoubtedly been the key factor in the development of human civilization. From the invention of the wheel to the marvels of our contemporary society, creative thinking has yielded products that have improved and enhanced our lives: helping us to work; to understand our world; to reach out to one-another; to enjoy our lives. Yet over the course of a lifetime, one's creative potential is often

taken for granted. Communication behaviors ranging from the interpersonal to mass communication/cultural levels have effects that regulate, restrict, and sometimes outright discourage the expression of creative thinking. In an organizational context, numerous implicit and overt messages have been identified that impact the scope and depth of one's creative expression.

The emerging wave of organizational communication theories, however, places a renewed value on the creative potential of individuals within organizations. Supervisors are encouraged to exercise "out of the box" thinking while at the same time viewing organizational subordinates in terms of their "intellectual capital" – to be invested in and utilized in pursuit of organizational goals. With this attitude in mind, it is argued that the most valuable outcome of expressed creativity is innovation: the lifeblood of modern organizations. As demonstrated through recent historical examples, innovation plays a crucial role in the improvement, revitalization, expansion, competition, and adaptation of organizations – even in spite of turbulence, uncertainty, and change.

Reviewing popular and academic literature, a variety of perspectives suggest numerous ways through which an individual's creativity is influenced within an organization. Given the value of individual creativity, this research places its focus upon the specific communication behaviors that both positively and negatively affect the expression of one's creative ability within organizations – particularly the perceived communication strategies used in transmitting those messages that affect creative expression.

The expected outcome of this research is an exposition of the specific communicative tactics that affect the expression of individual creativity within organizations. Providing an empirically based typology, organizational supervisors will have a comprehensive model of communication strategies through which an individual's creative

abilities may be better utilized. This research furthermore seeks to provide a unique link relating the varied and divergent literature regarding individual creativity and the organizational communication sciences.

The Metaphor of Interdependence

Deborah Stigall, University of Kentucky

Abstract: There are several roles that communication plays in organizations. For example, Linda L. Putnam, Nelson Phillips, and Pamela Chapman (1998) propose that there are seven metaphors of communication and organization. The metaphors include: conduit, lens, linkage, performance, symbol, voice, and discourse. However, their discussion does not include the types of communication that promote dependencies among individuals and groups within the organization. I propose that there is an eighth metaphor characterized by interdependence. The first seven metaphors discuss the interrelationships that occur through communication. However, they do not thoroughly articulate communication that can lead individuals or organizations to form professional bonds.

Can Training Extinguish the Middle-Age Disease?

Greg Worth, Murray State University

Abstract: This study will first determine the connection between organizational change and the mid-career crisis. It is in the belief of this author that organizational change can be a predictor of mid-career crisis among middle-age managers. The second focus of this study is to discover the need of additional training for middle-age employees during times of organizational change. This study will look for a significant correlation between the middle-age employee's stress level and the employee need for additional training and communication, through the duration of a major change operation. Literature has been reviewed determining that organizational change

creates symptoms of stress, job ambiguity, and a reduction in employee job satisfaction. These factors and others were then matched to the symptoms of a mid career crisis provided from literature. Looking closely at the cause and effect factors of each organizational change and mid-career crisis literature a correlation emerged.

By using a train of deductive logic similar to the one Charles Berger uses in his Uncertainty Reduction Theory, I was able to devise a theory that connected the dots. This theory matches the symptoms of organizational change (causes) to the symptoms of the mid-career crisis (effect). For the lack of a better name I created the Theory of Organizational Change Predicting a Mid-Career Crisis. Thus the theory provides evidence that organizational change can predict mid-career crisis among employees. In no form is this theory stating that every employee who experiences stress, anxiety, etc. is going to lose productivity and become a less useful employee. The purpose of this theory is to conclude that organizational change, especially large or extreme change, can be a predictor or a cause of a specific population of employees to experience symptoms of a mid-career crisis. The second proposed part of this paper is to measure how additional communication through times of organizational change to middle aged employees can reduce the phenomenon of the mid-career crisis. Literature on the effectiveness of training and small group communication was reviewed for the proposal. The literature suggests that training is a powerful communication tactic that can help employees experiencing organizational change and mid-career crisis. Therefore we can deduct that it would work for our allotted population. Considering that this paper is a research proposal and not a thesis none of the formalized research has been conducted.

Moderator: Tim Buckingham

Faculty Respondents: Drs. David Johnson and Kevin Real

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10:30-11:45

**Following Dr. Ramona Rush's Scholarship:
Community, Body, and Gender**

Bingham Davis House

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Papers and Presenters:

Eating Away at the World: Eating Disorders and Western Media

Amy Akers, University of Kentucky

Abstract: In contemporary American culture there is a particular group of mental health illnesses that is plaguing the United States. Lumped together under the title of "eating disorders" and consisting of anorexia nervosa, bulimia nervosa, and binge-eating disorder, each eating disorder is potentially life threatening. Perhaps the most disturbing findings about these disorders are their growing prevalence in not only Western, but non-Western cultures as well. What was originally considered an epidemic of the Western world is now spreading to countries such as China (Lee, 1993), Pakistan (Choudry & Mumford, 1992), Israel (Niv-Nadler, 1997), Japan (Furukawa, 1994; Nakamura et al., 1999), and Malaysia (Goh, Ong, & Subramaniam, 1993). Eating disorders affect 5 to 10 million Americans and 70 million individuals worldwide ("The Alliance for Eating Disorders Awareness," 2001). The rising number of eating disorders reported in the non-Western world has been largely attributed to the presence of Western culture (e.g., media) in these countries. The globalization of media and the increasing presence of Western influence in non-Western states are implicated as contributing factors in the growth in prevalence of eating disorders. The purpose of this paper is to describe the illnesses anorexia nervosa and bulimia nervosa (binge-eating disorder is not included due to a

lack of research), cover relevant literature on cross-cultural studies of eating disorders, and discuss the relationship between westernization, the Western media, and Western and non-Western struggles with eating disorders.

A Lesbian Comes to Terms with her Desire for Recognition as a Feminine Lesbian

Christina Gesmundo, University of South Florida

Abstract: In the early part of the 20th century, strict gender roles were expected in lesbian relationships. However, terminology such as “femme” and “butch” limits the ways in which lesbians can fulfill, enact, and perform the gender roles in which they feel most comfortable and satisfied. History has demonstrated that the reliance on binary identities alienates the heterosexual from the homosexual community, reinforces the patriarchal privilege of naming while also creating and fostering feelings of inadequacy among lesbians. Lesbians who are feminine by heterosexual standards must work to overcome internalized homophobia and sexism while striving for self-acceptance, legitimacy, and recognition of their femininity. In semi-autoethnographic format, I attempt to reconcile the perceived “performance failures” I grapple with as a lesbian fulfilling very heterosexually identified constructs of femininity. Should one reclaim the social constructs of gender or work outside of the social system to reclaim the body? Are such endeavors possible?

Resisting McCulture: Reclaiming Community and Cultural Democracy in Southern California

Monica Ganas, Azusa Pacific University

Abstract: Azusa, California is a once lovely Los Angeles suburb suffering from years of mishandling and malfeasance that has parceled off its natural beauty and rich cultural promise into low end

strip malls, fast food joints, cheap motels and the worst of “car culture” in general. It shares the fate of most communities comprised of working poor, Spanish speaking populations with little or no voice in determining their futures, inevitably sold to the first bidder. In this atmosphere, the Azusa Renaissance Cultural Center was birthed two years ago. The Center’s goal is to identify and rebuild some of what has been lost through artistic workshops, performances and special events. From its initial act (launching free summer theatre workshops for children with a well-attended run of Rogers and Hammerstein’s “Cinderella” in the parking lot of a deserted business) to its most recent, (staging “Uncle Vanya in a struggling downtown coffee shop), the Center has sought to bring life and activity into neighborhoods long surrendered to neglect and despair. The unlikely catalysts of this project, founded within a predominantly low-wage, Latino, Catholic, youthful (average age, 27) environment, hail from a nearly all-white, conservative, Protestant, affluent campus, Azusa Pacific University. What this odd alliance of town and gown has produced, and might yet produce, is the subject of this paper. Hopefully, the goals, lessons, successes, and overwhelming challenges of the Azusa Renaissance Center will provide one more model by which cultural democracy and community development is encouraged, just as the Center was inspired by other models discussed in the paper. As a result, the scholarship of engagement may be furthered, as colleges learn from their townships as well as vice versa.

Faculty Respondent: Dr. Ramona Rush

Moderator: Nikki Floyd

Roundtable Discussion

Celebrating the Past, Present, and Future of the Doctoral Program in Communication at UK

12:00-1:00: [Insert Location here.]

Faculty Facilitators: Drs. Jack Baseheart and Roy Moore

In the mid-to-late 1960's, the College of Arts and Sciences "restructured" various of its units into a number of "schools." In 1966, the School of Communication was established (along with a number of other "schools" such as the School of Biological Sciences). The new School of Communication included the following units: the School of Journalism, the Department of Telecommunications (formerly the Department of Radio-Television-Film), the Department of Speech (a newly formed unit out of the English Department), and the Division of Communication Services (which was responsible for WBKY, the campus radio station). Each unit within the newly formed School of Communication offered courses appropriate to their specific discipline (i.e., Speech, Telecommunications, and Journalism courses), as well as Communication courses, which were taught by faculty members for each of the School's departments.

The new School of Communication (under the administration of the new Director of the school Dr. Robert Murphy) received approval from the University of Kentucky Graduate School at that time to offer a Masters degree program in Communication. In the new school, undergraduate instruction was a function of the three departments and graduate education was considered the responsibility of the School as a whole. Thus, responsibility for the newly formed graduate program was clearly in the hands of the graduate faculty of all three units in the School.

On July 1, 1976 the Board of Trustees of the University of Kentucky approved the formation of the College of Communications

(C of C) as a separate academic unit within the University of Kentucky system. The academic units of the new College of Communications were: the newly formed Department of Human Communication, which offered a major in Communication and a major in Speech (The name of the Department of Human Communication was subsequently shortened to the Department of Communication), the School of Journalism, which offered a General Editorial sequence and a Advertising sequence, and the Department of Telecommunications. The new Dean of the C of C was Dr. Ramona Rush. As was the case with the former School of Communication structure, the graduate faculty from each of the units of the newly formed C of C was responsible for the operation Masters degree program in the College.

In 1980, a Doctoral degree program in Communication was approved, appearing for the first time in the 1981-82 University Bulletin, with faculty from each of the existing C of C units constituting the graduate faculty for the newly formed Doctoral degree program. Dr. Herbert Drennon served as the Dean of the C of C at this time.

Finally, in 1993, the College of Communications and the College of Library and Information Science were merged into the present College of Communications and Information Studies (CCIS), with the new college structure appearing for the first time in the 1994-95 University bulletin.

Also, at this time, the structure of the CCIS was reorganized into a School of Journalism & Telecommunications (JAT), the School of Library & Information Studies, and the Department of Communication, with Dr. Douglas Boyd as Dean of the college. Again, as before, it was the responsibility of the graduate faculty of the various academic units within the College of Communication & Information Studies to staff, teach, and administer both the Masters degree program, as well as the Doctoral program within the College.

1:15-2:30: Closing Remarks

Dr. Ramona Rush

[Insert title here.]

[Insert Location here.]

Locations

All panels will be held in the facilities of the University of Kentucky's Gaines Center for the Humanities. Two of the center's houses are being used for this year's symposium:

The Commonwealth House

226 East Maxwell Street

The Bingham Davis House

218 East Maxwell Street

The Luncheon on Friday will be held between 12PM and 1PM in the University of Kentucky Student Center, room 245.

Dr. Jack Furlong's Keynote Address on Friday will be made between 1PM and 2PM in the University of Kentucky Student Center, room 245.

The roundtable discussion on Saturday will be held in the **XXX**.

Dr. Ramona Rush's Closing Remarks on Saturday will be made in the **XXX**.