Oklahoma Research Day Abstracts   2014 Oklahoma Research Day

Jan 1st, 12:00 AM

01. Communication

University of Central Oklahoma

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04. Liberal Arts

01. Communication

04.01.01 A Netnography of Baby Boomers' Adaptation of Social Media and Evolving Communication Devices

Thomas, Johnson

Northeastern State University

The Baby Boomer generation is and has been a generation that evolves with technology. This generation has been required to adapt from telephones that were plugged into walls to smart phones, from hand written letters that took days to arrive to email, and so much more. These adaptations have come during the Baby Boomers working years and they are moving into retirement now. How are they utilizing social media? Who are they communicating with when using this medium? Baby Boomers, for the purpose of this ethnographic study, are defined as those born between 1946 and 1964. The researcher will use Facebook as the fieldwork field and request volunteers to participate in the project and then follow the main feed of each participant over a period of time [approx. 6 months to a year] and analyze their usage and contacts. A follow up interview would be conducted online with each participant to review the results. There would also be a review of any other studies that are related to this study. The expected findings will most likely show that Baby Boomers will be using social media in a little more utilitarian manner than younger generations. They will be communicating more with family members through this medium than their younger counter parts. Baby Boomers will continue to evolve as the technology does.

04.01.02 Nudity in Advertisement Against Fur: The Ethical Issue of Nudity in Animal Rights Campaign

Michelle, McAdoo

Cameron University

The picture I chose is a PETA campaign against wearing fur. The ad asks how many animals must die in order to make clothing. It compares humans to animals to emphasize that killing animals is pretty much the same as killing humans. PETA is, of course, in favor of their advertisement. People in favor of this campaign include celebrities, like Pamela Anderson, Justin Beiber, and Paul McCartney. People against this campaign can include pro-fur wearers and religious groups. Other people against it might be modest people who think that the picture is too vulgar for the public. The ethical issues concerning this picture are gruesomeness, nudity, and manipulation. This ad objectifies women and manipulates the real reason for the picture. In my ten interviews I had a mixture of answers to my five questions regarding a PETA advertisement against wearing fur. Most women said it is not offensive and men said it was offensive. The ethical issues include nudity, grief, self-respect, and sexualizing women. Some people said the advertisement should be allowed, some said no it should not, and several said only in places that adults can see it. Half of the students said they were affected by it and half were not. I think this picture should not be allowed, because of the nudity as well as the objectification of women. Although, it may not be demeaning to all women it is demeaning to me and many other women and men.

04.01.03 Abstract Unethical Use of a Cow Picture

Jennifer, Landers

Cameron University

My research included interviewing eleven people about how they viewed a picture. I chose specific questions in order to see if how the different the people taking the survey were. If they were a vegetarian they would answer differently then someone who grew up around a slaughterhouse. This survey not only proves the picture was unethically used out of context but also shows the ignorance we have if we do not have the knowledge needed to make a sound judgment. The picture was used at the beginning of an article for animal rights but the content of the picture was of the cow getting a shot while in a cattle drive. The surveyors who grew up on or near a cattle ranch said the cow was not being mistreated and the ones that did not live near any livestock said that the animal was in pain or being tortured. I grew up in the country with cows and other various livestock all around and have heard people say that we as farmers and ranchers miss treat the animals. I do not agree with them and my research proves that people who do not know all the facts should not be animal rights advocates or at least not be allowed to publish their unknowledgeable opinion in places that influence unmolded minds. I also believe that the ones who are knowledgeable should not use these types of pictures to manipulate the younger less experience readers. Everyone has a right to form their own opinion based on facts.

04.01.04 Celebrities vs. Paparazzi: Who has a right to privacy?

Mikaela, Emmells-Greene

Cameron University

Celebrities and their privacy is something we continue to see in the media everyday. No on can agree as to what is right and what is wrong when it comes to paparazzi taking pictures and how far is too far. After surveying ten people in my class about a photo that was taken in Vancouver, CA of the cast of the Twilight Saga. They group was getting into a cab after attending dinner when the paparazzi followed them out of the restaurant and into the cab. The picture was of the group blocking their faces and ducking while the paparazzi took picture through the cab window. I wrote five questions pertaining to this photo and the celebrities right to privacy as well as the paparazzi right to take a picture. The responses were split down the middle. In one question, which stated, "Do you think the paparazzi have a right to take a photo", seven out of 10 responses said yes. They all said that even though it may make the celebrity feel uncomfortable, the photogs are just trying to do their job and get paid. Being a Senior Communication major with a concentration in Broadcasting, I believe that the paparazzi do have the right to take the photos they need to if they want to make a living. I believe some people are not thinking about them doing a job as much as they are looking at them violating. There are other jobs that do the same types of things that paparazzi do, they are just better at keeping it under wraps.

04.01.05 Homosexuality is A Sin: The Story of Phil Robertson

Aaron, Gill

Cameron University

Misrepresentation and biased reporting is something that has been going on in the media for years now and through just regular social interactions since the dawn of time. In the screen grab that I chose of an Interview with Phil Robertson, Star of the A&E TV show "Duck Dynasty" there is a runner that states, "Duck Dynasty star calls homosexuality a sin. Phil Robertson: Would never treat anyone with disrespect." When dissected you can see that the media is trying to tarnish this man's reputation by putting the top portion that includes the words homosexuality and sin in all caps as if to contrive his words as devilish. Throughout the interview with CNN, Robertson made multiple references to the bible and talked about how he used to work out in the fields from sun up to sun down and most people took that as him being racist because he stated that he worked with some black men when he was in the fields of Louisiana. The questions that I asked were by no means anything that could be contrived as complicated. However, some of the people I asked these questions to had nothing more than a simple yes or no answer, when a yes or no answer was in no way, shape or form the way the question needed to be answered. I also got some really, well lets say "philosophical" answers to a lot of my questions.

04.01.06 Tabloid Gossip: An American Obsession?

Sklar, Williams

Cameron University

Celebrity gossip represents a guilty pleasure in which many partake. Tabloid news agencies, with the help of paparazzi everywhere, do what they can to publically humiliate these famous individuals for whatever reason. I decided to take a small collection of these pictures, all of which highlighted some grotesque flaw on an other wise perfect celebrity body, and take a poll. Determining whether or not this type of media could really be classified as news. Why is it okay to violates these people's privacy in such a way? I've made several determinations through my research. First, a solid majority of Men surveyed did not watch or read any type of celebrity media. Conversely, the women surveyed showed more interest in the subject. A small portion of the women surveyed even admitted to enjoying this type of gossip because it improved their own self-image. Overall, the issue is divided, where some consider the media vital and enjoyable, others see it as invasive, rude, and a waste of time. Either way, we will still be talking about celebrities and their mistakes because, as many polled persons indicated, when you live in the public eye, you get watched.

04.01.07 Altered Media

Tarayn, McMillan

Cameron University

In September 2000, The University of Wisconsin hoped to display that their school was diverse in enrollment. However, unable to find a photo that showed that quality they altered a photo taken at a football game in 1993 by inserting the photo of an African American senior named Diallo Shabazz that was taken in 1994. In my survey regarding the photo answers showed that students believe it is not right that they added the young mans face into the photo. If the university was truly as diverse as they say there should have been no need for it. The feelings expressed after knowing that photos such as this one can be so easily manipulated were those such as distrust, uneasy, disappointed, and scared. Some surveyors voiced that they trust in photos too much and after today will be more cautious of what they choose to believe and disbelieve. It was wrong to add in the young mans face, wither or not he became a student there or not he was not in the original photo so there fore they are lying to the public. The picture was meant to depict that the school was diverse and I think by having to add the photo of the young man in it only took away from what they where trying to accomplish. If they could not find ONE photo to show the school is diverse then why would they try to claim to be? It is not right to alter a photo so that they can have the public believe something that is not true.

04.01.08 Who is in Danger from Second-hand Smoke?

Sadie, Jones

Cameron University

Smoking is a very controversial issue within our society today. The advertisement I chose displayed a child with a cloud of smoke surrounding him. The smoke suffocated him—essentially killing him. The ad portrayed smokers as 'murderers' and was meant to target those who smoke, cause them to realize the harm they are putting upon those they smoke around—specifically children—and convince them to stop. This ad is controversial because smoking is already advertised as harmful to the health of those who smoke, but now it is shedding light on the harm caused to those around the smoke. People don't like to be blamed for the harm or death of others, but that is exactly what this advertisement is doing— blaming the smoker. The questions I asked my interviewees include advertisement attention and message identification. The majority of the class answered that yes, their attention was caught by the child who was choking, and most were able to tell that the reason he was choking. Another question I asked was, does it trigger an emotional response? Everyone in the class answered yes to this question—mainly because it is a child being displayed and no one likes to see children suffering, because they are so innocent and helpless. Some may see this ad as an exaggeration, claiming second-hand smoke is not as harmful as people say, but I believe it is harmful, not only for babies but for everyone. Those who smoke need to be considerate to the

04.01.09 Why do Photos look this way?

Jamal, Parker

Cameron University

Photo manipulation is becoming more popular in the world of photo editing. Lots of companies are using this way of editing because it makes the photo look better. The photo I used was a picture of serge ibaka. You could see the color manipulation as soon as you looked at the photo. Their were bright colors that were applied to the picture. After looking at the photo I came up with some sample photo questions to find out what people think about photo manipulation. My focus was how do keep from editing in a manipulated way. People answered saying that they rather have the photo with a more real look instead of the picture looking unreal. I can understand why most people said that, because they don't want it to look like it's a cartoon or something I feel that doing this research project will help me later when I deiced to edit a photo that I will take that in to consideration and try not to manipulate a picture. Learn how to edit a photo can be a challenge but you just have to take the time and do it right. Try your best not to create a manipulated photo.

04.01.10 Minutes After the Twin Towers Attack

Dena, Jennings

Cameron University

On September 11, 2001, Thomas Hoepker snapped a photo of five New Yorkers sitting in a Brooklyn park seeming to enjoy a sunny day. Behind the group, the World Trade Center Twin Towers are smoldering and dark smoke is rising to the sky. The group appears to be unmoved by what is happening. Perhaps they didn't know their country was under attack. The ethical issue surrounding this photo deals with a group of young Americans acting almost un-American by showing no emotional reaction to one of the worst days in U.S. history. This photo was not released until 2006. Perhaps this was to show respect to the families who lost love. Maybe Hoepker didn't want to show insensitivity towards a national catastrophe. Ten people were asked to respond to questions about this photo asking what the group pictured was probably talking about, if the photographer had the right to take this photo and how it differs from other 9/11 photos they had seen. Most respondents said the group was talking about what they see behind them, but they didn't fully know what was happening. All felt the photographer had the right to take this photo, because they were on public property. Finally, different from many other 9/11 pictures, it shows that even though it was a devastating day, life does go on. Thirteen years after the disaster, this photo serves as a reminder that the horrific scene of 9/11 is behind us. We will never forget, but there is life outside of tragedy and the sun will contin

04.01.11 Photojournalist vs. Human Being

Meredith, Lucus

Cameron University

On April 15th, 2013 two pressure cooker bombs exploded near the finish line of the Boston Marathon. Pictures were taken after the bombing that captured some pretty gruesome images. The two explosions killed three people and injured two hundred and sixty four of more people. The fact that these pictures were taken brings up some ethical issues. It offends some people that one would stop and take a picture of this moment rather than help the injured people in a time of desperate need. When it comes to journalism, this photographer was just capturing a moment in time that would be important history one day; he or she finds nothing wrong with capturing this moment instead of helping. They feel that it is their job to take pictures of this particular time to show the rest of the world. So is there something wrong with photographers capturing these moments instead of helping the hurt? I interview ten people to get the answer. I asked three questions on the interview. 1. Do you think it is okay for photographers to capture moments like this? 2. What is your opinion on photography covering tragedy or grief? 3. How do you think journalists should handle criticism about taking these pictures? Every person I interviewed said that it was okay to capture those moments and everyone gave pretty in depth opinions on the subject. On the last question, people thought that photographers shouldn't have to defend themselves because it is their job.

04.01.12 Abu Ghraib Prison Scandal

Nicole, Hartvigsen

Cameron University

A picture is worth a thousand words; no matter how cliché, there is truth behind the words. Many people are unaware of some of the gruesome things that go on in war. They are even more naive to believe that their own government was causing the inhumanity. Abu Ghraib was a perfect example of government power, lies, and scandal. All of which was kept from the American people for a long time. The pictures from Abu Ghraib are gruesome and inhumane. The prisoner abuse that these detainees experienced was all at the hands of U.S. soldiers. So, why did these guards intentionally torture prisoners? Well, some think it was revenge for their actions. Regardless of what some think was revenge, the torture these detainees endured was both inhumane and illegal. When asking others how they felt about the picture many were angry or dismayed. Surprising, however, was that several students were saddened for the prisoner. They weren't too concerned with the secrets our government was keeping. It makes me believe that the Abu Ghraib prison scandal is still something not many people understand or comprehend. This scandal has made a great impact on the way other Middle Eastern countries view our war tactics. While the actions of the guards who performed the prisoner abuse was ethically wrong, I do believe that it was ethically right to allow these pictures to be seen by the American people. It allowed them to visually see and understand what was going on at the Abu Ghraib pri

04.01.13 Photo Manipulation in the Media- When is it Too Much?

Ekanem, Ekpenyong

Cameron University

Almost everywhere today, we see pictures of models everywhere, young and old. They all have one thing in common- perfection. The media today manipulates pictures of individuals into nearly unrealistically flawless figures. The media says that photo shopping and altering images of people helps the sales of their magazines and products, plus it shows professionalism because of the hard work put into the editing of the photos. After interviewing college students and presenting them with a before and after picture of Madonna, I discovered the following: A majority of the participants believed that excessive photo manipulation connotes a negative meaning. This majority were females and only one male. The minority of the participants was indifferent about excessive photo manipulation. This minority were men. All participants agreed that the photo affected the way women viewed themselves. Female participants felt the photo-shopped picture looked unrealistic and could lower self-esteem while male participants said the picture could make older women want to look sexier. Majority of the participants believed the picture was manipulated for professional reasons. Minority of the participants believed the photo was manipulated solely for profit motives.

04.01.14 Photojournalism Ethical Issue in Covering Tragedies: The Helpless Lens

Steve, Orwel

Cameron University

This paper looks at ethics in photojournalism. It looks at whether it was ethical for Abbas (a photographer) to take a picture of man about to be struck by a train. This issues resonated lots controversies. Some people said a raw picture evokes productive involvement, empathy, and quality action. While others said it brought forth human catastrophic mortality and revealed our thirst for information. The research showed that most people felt terrified with the image and yet they say the photographer did a good job. Based on the responses, I think a lot of people felt sad, angry and terrified because the picture was real, that was the objective of the photographer .He presented the real feeling of the whole experience and appealed to base sensationalism. Surprisingly, most people said the photographer did a good job in taking the picture but when they were asked what they would have done if they were the photographer, almost all of them said they would have helped the man instead of taking the photograph. This shows how thirsty we all are for information but at the same time feel guilty.

04.01.15 Covering Tragedy and Grief in Photojournalism: Ethical or not?

Christina, Nalsen

Cameron University

The purpose of this subject was to find out if horrific photos of tragic events should be shown to the public and if so, what influence they have on viewers. Photos can have a very strong impact on people and a picture can tell a story of an event better than words on a page. Therefore it is essential for photojournalists to understand the power of a photo and the responsibility that comes with it. A survey was giving to a group of college students to see how they would react to seeing a photo from Sept. 11, 2001, which illustrated people trapped in the North Tower of the World Trade center hanging out of the burning building before it collapsed. The objective of the survey was to collect the reactions of this group of students and see if they felt that taking photos like this was ethical or not. Arguments against showing these photos were focused on the disrespect towards the grieving family members and invasion of the victim's privacy in a horrible moment. Arguments for allowing these photos were centered on the right that the public should know the truth about the event and the right to decide for themselves whether to view the photos or not. Photos of horrific events can make an impact and create change whether in a community or an entire nation, and the findings from this research and survey have show that young people are ready to see the truth.

04.01.16 The Importance of Being Earnest: A Discourse Analysis of Public Apologies in Taiwan

Hsin-I Sydney, Yueh

Northeastern State University

This research compares the strategies of several major public apologies conducted by celebrities in Taiwan in the form of press conferences in the last ten years. The similarity among the selected clips of the press conferences is that the person(s) apologize(s) for a wrongdoing caused by personal carelessness and wishes to get the forgiveness both from the specific victim(s) and the general audience. Thus, public apology is not only a communicative act with the definite goal to repair interpersonal relationships, but also a "planned" performance that reveals the cultural norms and the rhetorical situations in the given society. By analyzing the verbal and nonverbal cues of the speakers, the means of speaking, and the comments posted by the audience in the online forums discussing the controversies, the research aims to explore what makes a "sincere" apology and the meanings behind this type of public apology in Taiwan.

04.01.17 A Textual Analysis of the Ideal Female Image in the U.S. through Cosmopolitan Magazine during 2001-2011

Jacqueline, Alworden

Northeastern State University

The media today presents an unrealistic representation of women. The images we are exposed to on a daily basis have been altered in some way, either with Photoshop or airbrushing. As society has changed so has the ideal of a perfect woman. Billboards, ads and magazines reinforce the image of a perfect woman to the American audience. Cosmopolitan magazine is one such publication that women read and then aspire to be like the women on those glossy front pages. Yet, how many minorities or non-mainstream body types are represented in that sacred spot compared to the dominantly accepted norm, a petite white woman? Comparing the magazine's front cover over the last ten years could show this specific trend of constructing an ideal female image by excluding certain body types. In a textual analysis one could discover where the inequalities lie and how "women" is partially represented in the media.

04.01.18 Obamacare Cartoon Analysis

Mikaela, Emmells-Greene

Cameron University

The controversy over the Affordable Health Care Reform Act, also known as "Obamacare", is so large that doing a cartoon analysis was a very easy. There are many people who agree with the health care act, and there are many people who do not. I chose four cartoons to show the different sides of the argument and how the health care act is being depicted. The cartoonists that are pro Obamacare, depicted the positive things about what the health care act will bring us, but he uses republicans to make a point. The republican elephants are holding signs that say "Stop Obamacare" except we want to keep the good things. After looking at it you realize that they like the plan just not the Obama part. Same with the second cartoon, a man is against it, the women explains what benefits it offers, and the man ends saying, well then just cut out the Obama part. It depicts the republicans as being ignorant. The cartoonists that are against Obamacare were very creative in their approach. They use history to make their point. They use the Trojan horse with the IRS walking out of the horse to show that by making your own choice of not to sign up for the health care that you are going to be taxed. Almost the sense that our country is being attacked, and we let them in the front door. The artists are very drastic in trying to make their points, but they do succeed. They are able to hone in on the irony of what everyone is saying. They confront the issue head on.

04.01.19 Propaganda: Helping the Allied War Effort in World War II

Bradley, Johnson

Cameron University

Propaganda is a form of media used to win the hearts of like-minded people to fight or prevent a cause usually in form of a poster. Propaganda is mainly used when two or more opposing sides are fighting on a certain issue. This is clearly seen during World War II. The Allied lands used propaganda to not only gain support for their own country but to support allied nations. During World War II, both the United States and the Soviet Union were two powerhouses of the allied war machine. Not only was their military strength mighty they also shared a unique form of propaganda. From Our Fathers is a piece of propaganda that shows World War II era soldiers along with the warriors of old. While the American propaganda showed Revolutionary soldiers with white uniforms, the Soviet shows, Tsarist era soldiers covered in red. With Britain under the attack of the German Luftwaffe, posters were made to remind the British people all is well. But with the fear of a German invasion, propaganda makers made "Keep Calm and Move Along." Though never used it became a hit in the Modern Age. The United States wanted to boost morale of not only their troops but those of allied forces. Propaganda makers made the "This Man is Your Friend" series. Featuring allied soldiers and how they share a common goal for freedom. Lastly, research dives into two different views of propaganda and the various types of propaganda. Then I will finally provide my personal analysis.

04.01.20 **"Ours was Always Aimed at Higher Education": Discussing the Design of Lottery Scholarship Legislation**

Kristopher, Copeland

Northeastern State University

In-depth interviews with 18 participants and document analysis of 86 documents reveal a social construction of citizens into four groups during the policy design of the Arkansas lottery: higher education students, typical lottery players, retail and vendor community, and gambling addicts. These four citizen groups became the central focus on determining beneficiaries within the Arkansas lottery and determining the burden that would placed on those deriving from low-income, along with issues pertaining to gambling addiction and other social costs. The symbolic nature of education became the driving force to communicate the policy to the general public. This social construction is embedded within society, which makes it hard for legislators and the public to notice the ramifications on the poor over those that receive benefits. I argue that the individuals within the four groups do not question the social constructions and consequently accept the boundaries as fact due to the messages communicated by policymakers during the development of the policy. Additionally, I argue that social constructions embedded within our culture provide groups outside of a state legislature with the power to influence the social construction of groups to solve public problems.

04.01.21 **City of Muskogee: Examining the Marketing and Branding Strategy within the City**

Kristopher, Copeland , Dana Boren Boer, Dana Eversole

Northeastern State University

The City of Muskogee has struggled to create a marketing and branding campaign that is consistent among the various stakeholders within the city, which includes the Port of Muskogee, the Chamber of Commerce, and the City of Muskogee Foundation. The Mayor of Muskogee, Bob Coburn, approached the media studies faculty for help assess the marketing and branding strategy of the city. The purpose of this project is to examine the current marketing and branding strategy of the City of Muskogee. From our research we hope to not only measure the effectiveness of current strategies but also describe best practices for the future.

04.01.22 **Using Icebreakers to Reduce Social Awkwardness**

Dell, McLain

Southeastern Oklahoma State University

An Application of the Social Penetration Theory

04.01.23   A Content Analysis of Compliance-gaining Stategies in the Workplace

Dell, McLain

Southeastern Oklahoma State University

04.01.24   The Effects of TV Violence on Viewers

Dell, McLain

Southeastern Oklahoma State University

An Application of the Cultivation Theory

04.01.25   Investigating the Effects of Media on Society

Dell, McLain

Southeastern Oklahoma State University

An Application of the Cultural Studies Theory

04.01.26   Investigating the Effects of Social Media Outlets

Dell, McLain

Southeastern Oklahoma State University

Effects of Facebook, Twitter, and Instagram on a Person's Well Being

04.01.27   Sharing Private Information in Business Settings

Dell, McLain

Southeastern Oklahoma State University

An Application of the Communication Privacy Management Theory

04.01.28 A Look at Children-Free Couples: An Application of the Communication Privacy Management Theory

Dell, McLain

Southeastern Oklahoma State University

04.01.29   Breast Cancer Awareness Campaign

Dell, McLain

Southeastern Oklahoma State University

04.01.30 Breast Cancer Awareness Campaign: Describing the Target Audience

Dell, McLain

Southeastern Oklahoma State University

04.01.31 A Health Care Campaign: Preventing the Spread of Disease in the Workplace

Dell, McLain

Southeastern Oklahoma State University

04.01.32 Barack Obama's 2013 Inaugural Address (Through the Lens of Dramatism)

Dell, McLain

Southeastern Oklahoma State University

04.01.33 Radio Show Project Legacy 2.0: Comparing Original Songs to Cover Versions

Dell, McLain

Southeastern Oklahoma State University

04.01.34 **Argument Quality: An Examination of the Washington Post's Pulitzer Prize Winning Journalism on The Democracy Exportation Project in Yemen**

Dell, McLain

Southeastern Oklahoma State University

04.01.35 **Argument Quality: An Examination of the Boston Globe's Pulitzer Prize Winning Journalism on Stem Cell Research**

Dell, McLain

Southeastern Oklahoma State University

04.01.36 **Critical Media Inquiry: Infographic Sex/Gender**

Dell, McLain

Southeastern Oklahoma State University

04.01.37 **Problem-Based Learning: The Three Valley Museum as the Public Relations Classroom**

Dell, McLain

Southeastern Oklahoma State University

04.01.38 **Logo Development and Style Guide!**

Dell, McLain

Southeastern Oklahoma State University

04.01.39 Ada Recycling Coalition Strategic Communications Service Learning Project Fall 2014

Bruce, Hartley , Emily Starkey, Katelyn Holmes

East Central University

East Central University Mass Communication Department's course in PR/Advertising Campaigns collaborated with the Ada Recycling Coalition (ARC) to research, develop and implement a communication strategy to build awareness in the community. ARC is a nonprofit organization with a volunteer board that needed assistance and through interviews, surveys, research and creative concepts; this project contributed greatly to the needs of the ARC. Research components utilizing paper/pen surveys and online surveys were developed and are currently being implemented in Ada, OK. This is a positive example of service learning from ECU.

04.01.40 We Can Do It

Jamal, Parker

Cameron University

Jamal Parker Dr. Zhao Jour 4213 27 January 2014 Abstract 'We can do it' is a propaganda poster that came about around world war 2. It sparked the minds of millions because in days back then women were not looked at as being a strong person in leadership positions. In fact the propaganda is still being used till this day. The woman on the poster is 'Rosie the Riveter' is was known for working in factories during the world war II times. Even though the propaganda was made for a good cause people who didn't agree with it spoke their minds on how they felt about women being able to work with the U.S army. Over all "Rosie the Riveter' was at one time one of the biggest talks during the world war II times. She helped inspire young women and children to take a stand in what they believed in. some even say that the propaganda is one of the reason why we have women in leadership positions in the united states army.

04.01.41 Bar Talk: A Discourse Comparison of the Communication in Heterosexual and Homosexual Singles Bars

James, Rae

Northeastern State University

This research will examine what, if any, differences exist in communications among heterosexual and homosexual singles in a traditional social bar setting. Men and women, both heterosexual and homosexual, will be observed interacting with one another in small groups or individually. The researcher believes that factors like sexuality and pre-conceived gender-norms will impact how singles approach and communicate with one another. This includes instances such as what sex approaches the other such as men typically approaching women first. The research will mainly be conducted based on participant observation, detailed notes taken in the field, and individual qualitative interviews conducted with frequent patrons. These findings will explain any existing differences between heterosexual and homosexual singles, and allow participants to explain the communication norms expected in these individual settings. This research will build on previous research conducted about assumptions made in communication between homosexuals and heterosexuals (Röndahl, Innala, & Carlsson, 2006). Possible limitations include the difficulty of identifying heterosexual people who may frequent homosexual bars.

04.01.42 Advertisements: Evolving Trends

Isaac, Smith

Cameron University

ABSTRACT: Advertisements: Evolving Trends covers a short analysis of advertisements over a hundred-year period. It starts with the decade of 1890 and ends in 1980. Each decade consists of 8-10 photos and a personal analysis. There are also secondary sources to help explain and analyze. The trends of advertising are clear and continue to sell products.

04.01.43 Helping On the Home Front: An Analysis of World War II Propaganda

Lora, Miller

Cameron University

The purpose of the research was to focus on the effects of World War II propaganda on American citizens. The focus of the paper is on propaganda containing messages specified toward buying war bonds and rationing. This paper includes images of propaganda that was meant to appeal to the emotions and the patriotism of the citizens left fighting on the home front. The first images are meant to sell bonds and contain images of children being threatened by the "evil" of the enemy. The paper also includes pictures meant to strike fear in the American citizens by including images of the enemy. The last pictures are meant to encourage rationing and savings because going to war after coming out of the Great Depression left many goods scarce. In order to have enough of the scarce goods for the people left on the home front and the soldiers going over sea, people needed to save and some stuff like gasoline needed to be rationed. In conclusion even though the use of the black market spiked during this time, the propaganda was successful because American people did purchase a high number of bonds and rationed their goods.

04.01.44 Will This be on the Test? Student-Teacher Interactions in a College Classroom Setting

Christopher, Rudick

Northeastern State University

Understanding social interaction in the classroom setting is useful to both educators and students alike. In this study an ethnographic participant-observation method will be used in order to discover and describe a particular speech community: a communication classroom setting taught by a graduate student at a Midwestern university. Field notes and data will be gathered from the classroom and examined using the ethnography, a method which provides description for everyday interactions by relying on natural settings and observation of others in those settings to test assumptions about the everyday life of a people or group (Leeds-Hurwitz, 2004; Sunstein & Chiseri-Strater, 2012). This method can be employed to develop a general model for learning the particulars of any given case as well as challenge extant models of theoretical concepts (Philipsen & Coutu, 2004). In this research, theories of power and compliance in the classroom are tested in order to discover how instructional communication scholarship can be used to engage issues in ethnographic methods and vice versa. Findings are discussed with the goal of uncovering new knowledge concerning this particular speech community, and in a broad sense, the ethical issues in ethnography of speaking.

04.01.45 Bridgegate Political Retribution Scandal

Scott, Krapff

Cameron University

This study is a cartoon analysis of the political issue regarding to Bridgegate. Chris Christie, Governor of New Jersey, is implicated in a scandal over the closing of four lanes on the George Washington Bridge that tied up rush hour traffic. Christie claimed to have no knowledge of why the lanes were closed on the bridge that leads to Fort Lee, the home of Democrat Mayor Mark Sokolich (Edelman, 2014). Because Chrisite is a hopeful for the 2016 presidential elections, his involvement in a scandal now could have large implications for the future election. The media caught on to the story and it has gone national with many articles and cartoons discussing the issue. The cartoons are used to bring attention to the issue by the use of visual images. These images catch the eye of the consumer/voter and help to not only get the public to read the article, but also convey the under lying issues. Many distorted images along with metaphors make for an interesting cartoon.

04.01.46 Improving Student Engagement in Learning Multimedia

Abbas, Johari , Mellisa Merrifield

Cameron University

This presentation reports on findings on a study that measured student multimedia learning by providing an extra learning environment. Much research supports the effectiveness of accessible (available) learning environments in the learning process of all learners. The study also supports the very core value of Cameron's Plan 2018: "Student learning as our top priority," Action 1.10, "Improve student learning through innovative uses of instructional…," and Action 6.1, "Focus resources to achieve optimal student learning." Research on activity theory (Lev Semennovich Vygotsky, Alexander Romanovich Luria, and Alexei Nikolaevich Leontiev), the theory of perceptual learning (introduced by Eleanor J. Gibson) and work by Jerome Bruner (who first introduced Scaffolding theory) supports this kind of student learning.

04.01.47 Nonverbal Communication in Group Meetings

Christian, Madera

Southeastern Oklahoma State University

The aim of this project was to train a group of university students to become aware of the influence of nonverbal communication on relationships. We conducted a two-hour training workshop for the group of students. The goal of the workshop was to help the group members develop the ability to monitor nonverbal messages in order to enhance and build relationships in the group. The components of the project include creating a trainer's guidebook with the project overview and objectives, the participant workbook with summaries of lessons and handouts, and an assessment form for evaluating the success and disappointments of the workshop. The topics for the lesson of this workshop involved the studies of haptics (touch), kinesics (body movement), vocalics (paralanguage), and chronemics (structure of time). The group then applied their new skill in the fish bowl activity. In this activity, one person sat in the center and discussed an incident in life. The other members then offered reflections and interpretations of the event. The group finished with a discussion of the role of nonverbal communication in their interpretations. Evaluations of the workshop were positive.

04.01.48 Nonverbal Communication in Group Meetings

Jessica, Gray

Southeastern Oklahoma State University

The aim of this project was to train a group of university students to become aware of the influence of nonverbal communication on relationships. We conducted a two-hour training workshop for the group of students. The goal of the workshop was to help the group members develop the ability to monitor nonverbal messages in order to enhance and build relationships in the group. The components of the project include creating a trainer's guidebook with the project overview and objectives, the participant workbook with summaries of lessons and handouts, and an assessment form for evaluating the success and disappointments of the workshop. The topics for the lesson of this workshop involved the studies of haptics (touch), kinesics (body movement), vocalics (paralanguage), and chronemics (structure of time). The group then applied their new skill in the fish bowl activity. In this activity, one person sat in the center and discussed an incident in life. The other members then offered reflections and interpretations of the event. The group finished with a discussion of the role of nonverbal communication in their interpretations. Evaluations of the workshop were positive.

04.01.49 A Case Study: Ford Motor Company – From The Industrial Revolution To The Modern Era

Kristi, Ryan

Southeastern Oklahoma State University

The case study method is a systematic analysis of real-life situations involving the application of analytical tools to explain what happened in the case and/or what actions should be taken in the case. In this case study, I analyzed the different organizational and management styles that the Ford Motor Company has utilized over the past century. These styles include its changing landscapes, the human resources approach, decision making processes, conflict management, and organizational culture. From incorporation in June 1903 to the present, the company has experienced changes in its domestic, multicultural, multinational, international, and global markets. In this study, I link the types of communication styles used by the Ford Company with the typed of changes occurring in its landscape.

04.01.50   Developing Effective Decision Making Techniques

Sydney, Greenwood

Southeastern Oklahoma State University

The purpose of this project was to conduct a communication workshop to train participants to make effective decisions in group communication situations. In order to make better decision, participants must be able to generate ideas freely, voice their opinions comfortably, and discuss ideas openly. In my training workshop, I taught three popular decision making techniques: brainstorming, single-question form, and ideal-solution form. Each of these are practical to use in groups of any size and with any type of history. Objectives of the workshop include training participants to be able to generate and voice ideas by using decision making techniques, to discuss the ideas of others in order to determine the best decision for the entire group by using decision making techniques, and to reach an agreement about a decision for the group using decision making techniques. The components of the project included creating a trainer's guidebook with the project overview and objectives, the participant workbook with summaries of lessons and handouts, and an assessment form for evaluating the success and disappointments of the workshop. Participants were provided a task analysis of each activity conducted in the workshop. Evaluations of the workshop were positive.

04.01.51   Building a Successful Virtual Small Group

Dario, Bellettini

Southeastern Oklahoma State University

The purpose of this project was to conduct a communication workshop to provide ways for group members to create a collaborative working environment when working in a virtual team. Participants learned two specific ice breaking techniques, two specific online collaboration tools, and gained access to links to online activities to keep groups connected throughout the life of the project. I developed the training to be an online, self-paced workshop. The first lesson in this workshop involved ice breakers, which are a great way to help develop swift trust within a virtual group. The second part of the workshop involved participants learning two ways to collaborate with groups online. The two online tools I found that would help with college students are Livebinders and Facebook groups. Both sites are free, and accessible through smart phones and/or tablets and laptops. I have set the links in the presentation to go directly to the site's tutorials, so the participant can look through them at their own pace and ability level. The third part of the workshop involved activities to help create a community throughout the life of the small virtual group. These were short get-togethers online to promote team membership, create levity, and enhance trust. Links were provided to two online resources for several activities that include online charades and virtual 'office' tours. The components of the project included creating a trainer's guidebook and participant w

04.01.52   Active Learning in Photojournalism Ethics

Yanjun, Zhao

Cameron University

This is a case study on active learning for photojournalism class. As ethics in photojournalism tends to be overlooked, an active learning activity was designed and carried out. The professor first introduced common issues in photojournalism, then asked students to find real world examples individually. After that they write about the issue and design a short survey for their fellow classmates. They collect the response and summarize the results. They conclude their exploration with a reflection of the issue. The experiment greatly improved students' engagement to relevant topics, as students were eager to see each other's examples and discussions took place natually. The effectiveness of the learning was shown by students' reflection that the ethic issues have been incorrectly overlooked. It was also shown that most students recognized the issues well.

04.01.53   100 Years of Pharmaceutical Advertisements

Tiffany, Williams

Cameron University

Over the last century, pharmaceutical advertisements for over-the-counter and prescription medications have evolved with the changes in Federal Drug Administration regulations and public policies and consumer awareness. During the first half of the century, evidence shows that the focus of drug advertisements focused on facts and effects of drugs available to consumers. As time and policy changes, the focus of pharmaceutical drug advertisements became more consumer-oriented. This form of direct-to-consumer advertising is evident in pharmaceutical ads as they correspond to society, family, and political issues over the decades. As the formation and adaptation of the Federal Drug Administration's policies changed, the consumer became empowered to know more about available treatment options, symptoms and possible diseases that would have been left untreated. These changes changed the face of pharmaceutical advertising and opened the door to more patient and doctor conversations.