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Liberal Arts.Communication.01

Alexis Loudermilk

University of Central Oklahoma

Peer mentor program: Benefits of implementation

Peer mentor programs increase participants' academic success, campus involvement, class engagement, and career outcomes compared to students who are not involved in peer mentor programs. Peer mentoring assists students transitioning into their major, graduate school, and the workforce; enhances participants' professional and personal skills; and contributes to increased retention rates.

Liberal Arts.Communication.02

Mary Carver

University of Central Oklahoma

### The Rhetorical Paradox of Anti-Suffrage Women

Women anti-suffragists largely have been overlooked in accounts of the woman's suffrage movement. However, the some 350,000 women who opposed their own enfranchisement faced a significant rhetorical dilemma. They believed strongly in the "woman's sphere" of purity, piety, submissiveness and domesticity; the world of politics should be left to men. As state after state began to enfranchise women, anti-suffragists felt the need to protect their world. However, in order to fight enfranchisement, anti-suffrage women had to enter the political arena. Antis became what they were fighting against, political women. This study examines how the anti-suffragists used the rhetoric of paradox and argumentative distinction to hold their movement together. *Anti-Suffrage Essays by Massachusetts Women* is used in this study to represent the various arguments put forth by the Antis. The book was published in 1916 by the Massachusetts Anti-Suffrage Association. It contains 17 essays from prominent speakers, writers and organizers of the 1915 Massachusetts anti-suffrage campaign. Research found that Antis managed their paradox in three ways: by recognizing the inconsistencies in their arguments, creating an extremist enemy, and justifying their actions on moral grounds. Although these strategies were successful at first, anti-suffragists ultimately failed. Though we cannot attribute the success of woman suffrage to the failure of the Antis, they did contribute to their own demise.

Liberal Arts.Communication.03

Jordan Broiles

University of Central Oklahoma

#### Moonlight: Sexual Abuse Against Black Males and the Effect on their Masculinity

This research explored the lived experiences of collegiate Black and multiracial (Black being one of the races) males who have been sexually abused in the past and the effect on their masculinity. In this study, sexual abuse is self-defined as a minimum of one unwanted sexual encounter by the force of the perpetrator. The context of masculinity is defined by Harper (2004), who conceptualized masculinity among Black male achievers on six predominantly white campuses. Participants in Harper's study defined masculinity within the structure of hegemonic gender norms, including dating and pursuing romantic (oftentimes sexual) relationships with women, any type of athletic activity (organized sports, individual exercise, and bodybuilding), competition through sports and video games, and accumulation and showing off of material possessions. In this mixed method study, Intersectionality and Critical Race Theories were used as theoretical frameworks within which to understand the relationship between past sexual abuse of Black male college students and their masculinity. Since there is limited empirical research that discusses sexually-abused Black or multiracial male multiracial college students, this study focused solely on providing insight about those experiences and how they relate to Black male masculinity.

Liberal Arts.Communication.04

Shannon McCraw, Ming-Shan Su

Southeastern Oklahoma State University

Exploring a university's official Twitter hashtag: Performing a sentiment and semantic network analysis.

This research is an exploration of how Southeastern's official Twitter hashtag has been used since its inception in 2013. Using Python's Tweepy module to retrace/scrape 765 tweets from Twitter's public API, and then using Python's Textblob module to perform sentiment analysis of the tweet content, we found 53% of the tweet contents are positive, 45% are neutral, and 2% are negative. We then performed a semantic network analysis of the tweet data using Leximancer, a text analytics tool. From this analysis, we assert the content may be categorized into three key areas: promotional, informational, and warning. The semantic network shows @GoSoutheastern (the university's sports Twitter handle) using #se1909 and #werolltovictory to promote university athletics. In addition, the semantic network shows #didyouknow associated with informational content highlighting current students and alumni. Finally, the semantic network shows a concentration of words associated with weather warnings.

Liberal Arts.Communication.05

Kaelee Trammell

Southwestern Oklahoma State University

Deaf to Depression: The Stigmas Society has Placed on Mental Illnesses

Statistics on depression/anxiety/bipolar disorders, the stigmatizations placed on them, etc.

Liberal Arts.Communication.06

Kristopher Mayfield

Cameron University

Dear White People: Intercultural Communication Between a Show and Its Audience

#### Abstract

This paper examines the Netflix original series, &#8220Dear White People&#8221; through the lens of intercultural communication and applies the ten core concepts of Identity Negotiation Theory (INT) to its characters. Within the show, the interactions between the students of color and their white counterparts, as well as the battle against prejudiced institutional policies, produces a wide variety of observations critical to the study of intercultural communication. These demonstrate the way in which different aspects of each characters&#8217; identity are constantly affirmed, reaffirmed, challenged, and otherwise negotiated. While the literature available in the area of Identity Negotiation Theory is broad, the application of this, or any other theory for that matter, to the show Dear White People is not present in academia. For that reason, this paper will be applying the theory utilizing academic sources from a variety of backgrounds. This literature is not simply confined to studies, but also resources in defining and identifying Identity Negotiation Theory in various settings. Through the application of these tenants to the characters and situations presented in the series, we see that the recollection of the characters&#8217; narratives and experiences enriches the understanding of intercultural communication between the series and its audiences.