Undergraduate Scholars Research Conference

Hyatt Regency Monterey Hotel and Spa
Monterey, California

February 19, 2011
SPONSORS OF THE 2011 USRC

Western States Communication Association
WSCA Executives Club
Department of Communication, College of Arts & Sciences, University of Delaware
Department of Communication, California State University San Marcos

COORDINATOR FOR THE 2011 USRC

Michelle A. Holling, Ph.D., Second Vice President, WSCA, California State University San Marcos

USRC WELCOME: 8:30-8:55 a.m.

Continental breakfast and orientation       ROOM: REGENCY 1

AWARDS CEREMONY: 12:30-1:00 p.m.

ROOM: REGENCY 1

GRADUATE STUDENT WORKSHOP: 2:00-3:30 p.m.

ROOM: WINDJAMMER 4

A diverse set of panelists from graduate programs will offer suggestions and advice in applying for, attending, and succeeding in graduate school.

Panelists:
Dr. Anu Chitgopekar Khanna, DeAnza Community College
Dr. Greg Dickinson, Colorado State University
Dr. Toniesha Taylor, Prairie View A&M University
Dr. Sarah Tracy, Arizona State University
Dr. Stephen M. Yoshimura, University of Montana

GRADUATE PROGRAMS OPEN HOUSE: 3:40-5:00 p.m.

ROOM: WINDJAMMER 1
SESSION I: 9:00-10:00 a.m.

PANEL 1

Chair: Brandi Lawless, University of New Mexico

The Influence of Inaugural Speeches in Candidacy and International Affairs
Brooklyn Dambach, California State University San Marcos

Sarah Palin’s Rhetorical Balancing Act: The “Political Establishment” and its Implications for an Unconventional Political Candidate
Paul McKean, Willamette University

Understanding the Effects of Women with Body Dissatisfaction
Elizabeth R. Rotticci, University of the Pacific

Michelle Obama’s “Let’s Move” Campaign: Redefining the Movement from War on Childhood Obesity to Health for Every Child.
Stacia Short, California State University Northridge

Respondent: Laura Hahn, Humboldt State University

PANEL 2

Chair: Daniel C. Brouwer, Arizona State University

Political Art as Political Expression: An Analysis of Robert Mapplethorpe
Karen Bajza, Chico State University

The Issue of Relevance of Agenda-Setting Theory to the Online Community
LauraJean Berger and Michelle D. J. Freéman, Chapman University

A Rhetorical Approach to Interpreting Boyz N the Hood and Its Ideological Stances
Kenneth Jamison, California State University San Marcos

Avatar's True Entertainment Value: How James Cameron’s Avatar is Changing the Future of Film
Lydia Mae Johnson, University of the Pacific

Respondent: Steven K. Herro, College of Southern Nevada

PANEL 3

Denial of Speech by Ending Conversations: The Influence of Hurt, Faith, & Forgiveness on Conversational Retreat
Rachel Gresham, Azusa Pacific University

Bullying, Hostility, & the LGBT Community: The Devastating Effect of Institutionalized Heteronormativity
Stephanie Hartzell, Elizabeth Drioane, Blake Honda, Yonita Lang, Isaac Settle, California State University, Fresno

“Relationship Status Update”: Involvement with Facebook and Personal Happiness
Priscila Oliveira, Emily Ballard, Chris Crockett, Adriana Giron Ruscitti, Quinn Harper, Katelyn Johnson, Cody Leishman, Jonathan Niu, Joshua Ostler, Alyssa Pineda, Katherine Thompson, Haleigh Wenger, Daniel Woodall, Brigham Young University

The Efficacy of Technology for Work/Life Balance
Alec S. Wrolson, University of Puget Sound

Respondent: Qingwen Dong, University of the Pacific
SESSION II: 10:10-11:10 a.m.

PANEL 4

Chair: T. M. Linda Scholz, Eastern Illinois University

The Demands of Metaphor: Presidential Justificatory War Rhetoric from 1990 and 2001
   Tiarra Foster, Willamette University

Construction of Meaning through Listening for Persuasion
   Steven Gibson, California State University Northridge

“Watch Who You’re Calling Racist”: Race Ideology in *The Proud Family*
   Zoe Hovland, Lewis & Clark College

The Effects of Ethnocentricism on Interethnic Communication between College Students
   Frank Perry, University of the Pacific

Respondent: Toniesha Taylor, Prairie View A & M University

PANEL 5

The Effects of Social Networking and the Boundaries between Authority Figures and Subordinate Relationships
   Ava Aguayo, University of the Pacific

   Jessica Erickson, University of Puget Sound

The Effectiveness of Word Completion Tasks as a Measure of Aggressive Cognitions
   Joseph I. Kim, Britney N. Craighead, Callie E. Hargis, Ted O. McCrea, Georgina A. McNerney, and Vanessa L. Werkheiser, University of California Santa Barbara

Japanese Social Networking Site (Mixi) Use and Its Impact on Relationships
   Asumi Kojima, University of the Pacific

Chair & Respondent: Scott Paynton, Humboldt State University

PANEL 6

Chair: Alyssa Samek, University of Maryland

Suburban Ideals: Reconstructing the American Dream
   Anthony P. Cuomo, California State University San Marcos

Adam Lambert’s *For Your Entertainment* and Lady Gaga’s *Alejandro* Show Support of Gay Rights: A Metaphorical and Ideological Critique
   Amy Madden, Lewis & Clark College

Undocumented Immigrants and *No Mas Cruces en La Frontera*
   Anileni Ortega, California State University San Marcos

The (De)construction of Heroism in *Watchmen*
   Natasha Quamily, Lewis & Clark College

Respondent: D. Robert DeChaine, Cal State University, Los Angeles
SESSION III: 11:20 a.m.-12:20 p.m.

PANEL 7  
ROOM: CYPRESS 1

Chair: Brandi Lawless, University of New Mexico

The Rise of Nazism: Film Propaganda and the German People  
Diana A. Arrieta, University of Texas at El Paso

What Race Says About the Couple: Studying the Relationship between Commitment and Racial Homophily  
Joanne Min, University of the Pacific

The Visual Narrative of Rap Stars: Dichotomous Perspectives  
Megan Morin, Lewis & Clark College

Stuff White People Like…To Keep: Re-Appropriation and Whiteness in America  
Trevor Schmitt, University of New Mexico

Respondent: Debian Marty, California State University Monterey Bay

PANEL 8  
ROOM: CYPRESS 2

Chair: Josina Makau, California State University Monterey Bay

The Bully Pulpit: Mapping the Rhetorical Insurgency of Teddy Roosevelt and the Progressive Party in 1912  
Christopher Allen, California State University Los Angeles

The Impact of Gender, Attacks, and Accomplishments in the 2010 California Gubernatorial Debates  
Emily Frost, University of the Pacific

Celebration at the Stone  
Holly Johnson, California State University San Marcos

Frederick Douglass, A Nation in the Midst of a Nation: Speech to the American and Foreign Anti-Slavery Society May 11th, 1853  
Katie Kethcart, Colorado State University

Respondent: Nathaniel I. Córdova, Willamette University

PANEL 9  
ROOM: CYPRESS 3

Chair: Alyssa Samek, University of Maryland

Changing the Established: A Pentadic Analysis of Margaret Sanger’s Speech The Morality of Birth Control  
Michelle Escobar, California State University San Marcos

The Effects of Gender on Perceptions of Appropriate Work Attire  
Caitlin Gilliam, University of the Pacific

The Barbie Effect  
Brittani L. Hunter, Prairie View A&M University

Criminal Portrayal of Dating Violence  
Sara Stephens, Loyola Marymount University

Respondent: T. M. Linda Scholz, Eastern Illinois University
I extend a special thanks to the faculty reviewers who generously gave their time to read submissions and offer constructive feedback to students.

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