

# Ethica

## The Newsletter of the National Communication Association's

### Communication Ethics Division

VOL. 26 No. 2  
Fall 2013

#### Message from the Division Chair

Melissa A. Cook  
St. Vincent College

I look forward to seeing you all and sharing our thoughts on scholarship and teaching over the past year when we gather for the 99<sup>th</sup> annual NCA convention in Washington, D.C. In addition to the wonderful panels our Vice Chair, Bert Ballard, has assembled for us, I want to remind you to please attend our business meeting:

**Saturday, November 23rd**

**11:00 AM - 12:15 PM**

**Marriott Wardman Park**

**Room: Park Tower 8212 - Lobby Level**

It is always good to gather and see everyone at the meeting and discuss our past year as well as to make plans for the upcoming convention to be held in Chicago in 2014. So far, our agenda includes: discussions from the legislative assembly; awarding of top scholarship for books and articles, as well as our new teaching award; and a visit from Patrick Lee Plaisance, incoming editor of the *Journal of Mass Media Ethics*. Patrick is interested in encouraging us to consider this journal as an outlet for our scholarship.

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#### Editor for this issue of Ethica:

Michelle Leavitt

#### Written contributions for Ethica requested and encouraged!

Send articles, notes, news, or requests to the editor. The next edition is tentatively scheduled for Spring 2014. The submission **deadline is January 31, 2014.**

Michelle Leavitt

michelle\_leavitt@msn.com

Following our business meeting, plan to join us in the Johnson room where we will hear the presentations from our **TOP PAPER** panelists:

**Saturday, November 23rd**

**12:30 PM - 1:45 PM**

**Marriott Wardman Park**

**Room: Johnson - Mezzanine Level**

If there is anything you think we should discuss during our business meeting, kindly contact me by email and I will attempt to put your questions on the agenda. Thanks to my colleagues, Annette, Lisbeth, Bert, and Melba, who continue to serve the Division in a professional and enthusiastic manner. I look forward to seeing you all in our nation's capital this November.



## The 99th Annual Convention of the National Communication Association

Thursday, November 21-  
Sunday, November 24, 2013  
Washington, DC

### Message from the Vice-Chair and Program Planner: 2013 Convention Plans Feature "Connections"

**Bert Ballard**  
Pepperdine University

NCA 2013 is shaping up to be an excellent year for the Communication Ethics Division and our conference program. First, I cordially invite you to attend our top paper panel. Held on Saturday, November 23rd from 12:30 to 1:45 pm in the Marriott, our top paper panel will showcase the range and depth of communication ethics scholarship, including an eloquent reflection of Heidegger, dwelling, acknowledgment, and place as it relates to our daily lives; a paper examining the confluence of integrity, respect, and the other in persuasive communication; a case study analysis of a Hospice lobbying campaign rooted in invitational and dialogical rhetoric; and an analysis of the ethical challenges of friendship as portrayed in the film, *The Three Burials of Melquiades Estrada*. Our top paper, top student paper, and top debut paper are all featured, and we hope you will join us.

Second, we were able to gain an additional spot in our program along with a co-sponsorship with the undergraduate honor society, Lambda Pi Eta. The panel entitled "Ethically power or ethically harmful? How the media influences concepts of equity, truth, and privacy" features

undergraduates from the University of Ontario Institute of Technology examining a range of media ethics issues. Our reviewers and NCA encouraged us to offer these undergraduates an opportunity to present their work.

Third, I'd like to thank the reviewers who read through and evaluated the 38 submissions we had. They made my job much easier with their insightful comments, astute observations, and solid recommendations. The wonderful reviewers were:

Ronald	Arnett
Marie	Baker Ohler
Jill	Burk
Melissa	Cook
Melba	Hoffer
Annette	Holba
Michael	Hyde
Michelle	Leavitt
Lisbeth	Lipari
Christy	Marinchak
Mikaela	Malsin
Amanda	McKendree
Marianne	Pabis
Jeanne	Persuit
John	Prellwitz
Tammy	Swenson Lepper

I look forward to seeing you at NCA in Washington, DC!

### List of Communication Ethics Divisional Panels and Business Meeting

#### THURSDAY, November 21, 2013

#### Problematic Communication Ethics in Rhetorical, Online, Media, and Science Contexts

**Sponsor: Communication Ethics Division**  
Thurs., 11/21 8:00 AM – 9:15 AM  
Marriott Wardman Park  
Room: Johnson-Mezzanine Level

**Chair**

Michelle Leavitt, Independent Scholar

**Respondent**

Tammy Swenson Lepper, Winona State University

**Presentations**

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**Rhetorical Closures: Ayn Rand “Sells”**

**Philosophy at West Point**

Craig Rood, Penn State University

**Pragmatism, Communication Ethics, and the Dark Side of the Online Self: Understanding and Critiquing the Plague of “Revenge Porn”**

Scott R. Stroud, University of Texas, Austin

**The Systematic Removal of Uncertainty from Public Communication of Science: Theoretical and Ethical Concerns**

Jakob Jensen, University of Utah

**Co-Author(s)**

Melinda Krakow, University of Utah

Kevin K. John, University of Utah

Miao Liu, University of Utah

**Ethical Concerns in Public Health Communication Campaigns: A Content Analysis of the Manifestation of Communitarian Ethics in the U.S.**

**Newspapers**

Lok Pokhrel, Washington State University

**Ethically Powerful or Ethically Harmful? How the Media Influences Concepts of Equity, Truth, and Privacy**

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**Co-Sponsors: Communication Ethics Division and Lambda Pi Eta**

Thurs., 11/21 9:30 AM – 10:45 AM

Marriott Wardman Park

Room: Johnson - Mezzanine Level

**Chair**

Janet Johnson, University of Texas, Dallas

**Respondent**

Sharon Lauricella, University of Ontario Institute of Technology

**Presentations**

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**A Casualty of Terrorism: Media Ethics**

**Following 9/11**

Heather Johnson, University of Ontario Institute of Technology

**Flushing Segregation and Discrimination: The Case for Gender-Neutral Bathrooms**

Kyla Morgan, University of Ontario Institute of Technology

**Perceptions of Love and Relationships on the Reality Television Show The Bachelor: True Love or Absolute Lies?**

Melissa Mercado, University of Ontario Institute of Technology

**Scandalized: Ethical Concerns for the Privacy of Public Figures**

Jennifer Peacock, University of Ontario Institute of Technology

**Sex Sells: Empowering or Unethical?**

Kayla Basler, University of Ontario Institute of Technology

**Emerging Ideas in Communication Ethics: Fresh Perspectives on Foucault, Bakhtin, Dialogue, and Jewish Law**

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**Sponsor: Communication Ethics Division**

Thurs., 11/21 11:00 AM - 12:15 PM

Marriott Wardman Park

Room: Johnson - Mezzanine Level

**Chair**

Melba Hoffer, Grand Valley State University

**Respondent**

Marie Baker-Ohler, Northern Arizona University

**Presentations**

**Living Beautifully, Living Rhetorically:  
Rhetoric, Ethics, and the Aesthetics of  
Existence**

*Hillary A. Jones*, Penn State University

**Living Hermeneutics: Mikhail Bakhtin's  
Dialogic Ethics of Response**

*Jessica Sturgess*, Purdue University

**Hope and Its Significance for Dialogic  
Communication Ethics**

*Cyril E. Latzoo*, Duquesne University

**An Alternative, Non-Utilitarian, Ethical  
Approach to Crisis Communication:  
Applying Judaism's Framework to an  
Analysis of Johnson & Johnson's (J&J's)  
Responses to Recent Recalls**

*Rachel (Randy) Kovacs*, City University of  
New York

**State of the Art: Current Practices of  
Teaching Communication Ethics**

**Sponsor: Communication Ethics Division**

Thurs., 11/21 2:00 PM – 3:15 PM

Marriott Wardman Park

Room: Johnson - Mezzanine Level

**Chair**

*Tammy Swenson Lepper*, Winona State  
University

**Presenter(s)**

*Bert Ballard*, Pepperdine University

*Leeanne Bell McManus*, Stevenson University

*Lori J.N. Charron*, St. Mary's University of  
Minnesota

*Melba Hoffer*, Grand Valley State University

*Annette M. Holba*, Plymouth State University

*Spoma Jovanovic*, University of North  
Carolina, Greensboro

*Michelle Leavitt*, Independent Scholar

*Tammy Swenson Lepper*, Winona State  
University

*Paula S. Tompkins*, St. Cloud State University

**FRIDAY, November 22, 2013**

**The Ethics of Connecting Via New and  
Social Media**

**Sponsor: Communication Ethics Division**

Friday, 11/22 8:00 AM – 9:15 AM

Marriott Wardman Park

Room: Truman – Mezzanine Level

**Chair**

*Melissa Plew*, Georgia Southern University

**Presentations**

**Ethical Concerns Considered by  
College/University Instructors When  
Deciding Whether to Allow Students as  
Facebook Friends**

*Melissa Plew*, Georgia Southern University

**Research Ethics in New Media**

*Jessica Rudy*, Indiana University

**Second Life and 3D Worlds in  
Organizational Life: Virtual Reality with  
Real Ethical Implications**

*Ed Brewer*, Appalachian State University

**The Ethics of Connecting via Twitter in the  
College Classroom**

*S. Camille Broadway*, Georgia Southern  
University

**Connection as Relationship: How is  
Recognition an Ethical Imperative?**

**Sponsor: Communication Ethics Division**

Friday, 11/22 2:00 PM – 3:15 PM

Marriott Wardman Park

Room: Park Tower 8212 - Lobby Level

**Chair**

*Paul Turpin*, University of the Pacific

**Presenter(s)**

*Pat Arneson*, Duquesne University

*Michael J. Hyde*, Wake Forest University

Chad Okrusch, Montana Tech  
Paul Turpin, University of the Pacific

**Hannah Arendt's CONNECTIONS to  
Communication Ethics: Through the Lens of  
Ronald C. Arnett's "Communication Ethics  
in Dark Times: Hannah Arendt's Rhetoric  
of Warning and Hope"**

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**Sponsor: Communication Ethics Division**  
Friday, 11/22 3:30 PM – 4:45 PM  
Marriott Wardman Park  
Room: Park Tower 8216 - Lobby Level

**Chair**

Lisbeth A. Lipari, Denison University

**Respondent**

Ron Arnett, Duquesne University

**Presentations**

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**A Dialogue on "Chiaroscuro" of  
Communication Ethics: Light in Dark Times**  
John H. Prellwitz, University of Pittsburgh,  
Greensburg

**Belonging and CONNECTIONS in the  
Information Age: Arendt and Arnett on  
Finding a Sense of Place**

Melissa A. Cook, St. Vincent College

**Reconnecting Through Active  
Contemplation: Recovering Human  
Meaning, the Silent Side of Speech**  
Annette M. Holba, Plymouth State University

**The Genuine Light of Impersonal Caring**  
Marie Baker-Ohler, Northern Arizona  
University

**SATURDAY, November 23, 2013**

**The Machine Question: Moral Connections  
in the Age of Intelligent Machines**

**Sponsor: Communication Ethics Division**  
Saturday, 11/23 9:30 AM – 10:45 AM

Marriott Wardman Park  
Room: Johnson-Mezzanine Level  
**Chair**

Zachary J. McDowell, University of  
Massachusetts, Amherst

**Presenter(s)**

Pat Arneson, Duquesne University  
Clifford G. Christians, University of Illinois  
David Gunkel, Northern Illinois University  
Annette M. Holba, Plymouth State University  
Michael J. Hyde, Wake Forest University

**COMMUNICATION ETHICS  
DIVISION BUSINESS MEETING**

**Saturday, November 23  
11:00 AM – 12:15 PM  
Marriott Wardman Park  
Park Tower 8212 - Lobby Level**

**Top Papers in Communication Ethics**

**Sponsor: Communication Ethics Division**  
Saturday, 11/23 12:30 PM — 1:45 PM  
Marriott Wardman Park  
Room: Johnson-Mezzanine Level

**Chair**

Bert Ballard, Pepperdine University

**Respondent**

Melissa A. Cook, St. Vincent College

**Presentations**

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**Place Dwelling Acknowledgement**

Karen L. Lollar, Metropolitan State University  
of Denver

**The "Other Words": Connecting Integrity,  
Respect, and Ethical Communication about  
Science in the Public Sphere**

Miles Coleman, University of Washington

**Hospice Action Network: Ethical Implications of Connecting with a “Personal Approach”**

*Stephanie M. Ruhl*, Ohio University

**Problematic Integration and the Ethical Challenges of Friendship: A Case Study of “The Three Burials of Melquiades Estrada”**

*Austin Babrow*, Ohio University

**Co-Author**

*Lindsey M. Rose*, Ohio University

**SUNDAY, November 24, 2013**

**Together We Must Learn to Live: Nonviolence as an Other-oriented Ethics of Communication**

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**Sponsor: Communication Ethics Division**

Sunday, 11/24 9:30 AM – 10:45 AM

Marriott Wardman Park

Room: Cleveland 1 - Mezzanine Level

**Chair**

*Keith Berry*, University of South Florida

**Respondent**

*Pat Arneson*, Duquesne University

**Presentations**

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**Nonresistance Rhetoric and the Invitation to Violence**

*Jason Moyer*, Malone University

**One Deed, and Sometimes One Word: The Relational Ethics of Nonviolence and the Challenge of Sovereignty**

*Jay Brower*, Western Connecticut State University

**Persuasion, Reconciliation, and the Event of Sacrifice in the Works of St. Paul, Karl Barth, Rene Girard, and Slavoj Zizek**

*Gerald J. Mast*, Bluffton University

**The Good, the Bad, and the Defenseless: Nonviolence as Outlaw Rhetoric**

*Zachary Walton*, Bluffton University

**The National Communication Association’s 365 Project**

**Bert Ballard**

**Pepperdine University**

The year 2014 marks the 100<sup>th</sup> anniversary of NCA. To commemorate, the association asked each division to submit ten short, 100-150 word descriptions that summarize or assess the impact of a concept, theory, or research discovery from our interest area. These descriptions will be posted on NCA’s website starting at the end of November 2013 and through 2014 to elevate and highlight the important aspects of our discipline.

An excellent team of reviewers and authors from the Ethics Division helped solicit and write the submissions. The topics were on the NCA credo, ethics and technology, pedagogy and texts, ethical sensitivity, narrative, journalism, dialogical ethics, public relations, and the media.

The team of reviewers and authors included Bert Ballard, Sandy Borden, Janie Harden Fritz, David Gunkel, Annette Holba, Spoma Jovanovic, T. Randall Morris, Melba Hoffer, Connie Fletcher, Tammy Swenson Lepper, and Paula Tompkins. A special recognition goes to Annette Holba who spearheaded this effort and led the team!

After the convention this year, check on the NCA website for submissions by representatives of our division!

## **13<sup>th</sup> NATIONAL COMMUNICATION ETHICS CONFERENCE**

### **“Rhetoric and Philosophy of Communication Ethics: Social Justice in Organizations and History”**

**DUQUESNE UNIVERSITY  
June 4–6, 2014**



Duquesne University and the Department of Communication & Rhetorical Studies will host the 13<sup>th</sup> National Communication Ethics Conference from June 4–6, 2014. This conference continues the legacy started by James Jaksa and Western Michigan University. This year’s theme is “Rhetoric and Philosophy of Communication Ethics: Social Justice in Organizations and History.” The conference will be held in Duquesne University’s Power Center. We are securing several major speakers and we will have an open invitation for other contributions. The conference directors are Dr. Ronald C. Arnett and Dr. Janie Harden Fritz.

### **To use the Communication Ethics Division LISTSERV**

#### **Follow these guidelines:**

- To start sending messages to members of our group, send an email to [comethics@yahoogroups.com](mailto:comethics@yahoogroups.com)
- To reply to a message, simply answer the message and your reply will be sent to all members.
- To become a new subscriber to our listserv, send an email to [comethics-subscribe@yahoogroups.com](mailto:comethics-subscribe@yahoogroups.com)

- To communicate with the moderator, send an email to [comethics-owner@yahoogroups.com](mailto:comethics-owner@yahoogroups.com)
- If you do not wish to belong to our group, you can unsubscribe by sending an email to [comethics-unsubscribe@yahoogroups.com](mailto:comethics-unsubscribe@yahoogroups.com)
- If you wish to receive a private response from our members, enclose your email address in your note and encourage people to send you a note using that address, rather than the group address.

### **Communication Ethics Division Officer Contact Information**

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