

# Ethica

The Newsletter of the  
National Communication  
Association's  
Communication Ethics  
Division  
VOL. 27 No. 2  
Fall 2014

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**Message from the Division Chair:  
Please join us at the Business  
Meeting and Top Papers Panel**

**Bert Ballard**  
Pepperdine University

This year marks the 100<sup>th</sup> anniversary of NCA and a return to our roots in Chicago. The conference will be a time of reflection, celebration, and looking forward to continued years of meaningful contributions in terms of scholarship, teaching, and service.

There will be some significant decisions and announcements for the Communication Ethics Division this year as well, and I cordially invite you to attend the business meeting. The business meeting will be held:

**Friday, November 21<sup>st</sup>**  
**2:00 - 3:15 p.m.**  
**Palmer House Hilton**  
**Room: Salon 2 - 3rd Floor**

Some of the items we will be discussing are:

- Report on our 100<sup>th</sup> anniversary program
- Update on Legislative Assembly issues
- Proposal to expand newsletter officer role to incorporate website/social media
- Report on website/social media efforts
- Electing division officers
- Awards recognition

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## **Editor for this issue of Ethica: Michelle Leavitt**

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

Do you have an idea for an article? Send articles, notes, news, or requests to the editor. The next edition is tentatively scheduled for Spring 2015. The submission deadline is **January 30, 2015.**

Michelle Leavitt  
michelle\_leavitt@msn.com

### **Message from Division Chair, continued**

To accomplish these goals, your presence is desired and needed! I look forward to seeing you at NCA and at the business meeting! Then, join us for our **TOP PAPERS PANEL** in the same room:

**Friday, November 21<sup>st</sup>**  
**3:30 – 4:45 p.m.**  
**Palmer House Hilton**  
**Room: Salon 2 - 3rd Floor**

I look forward to seeing you in Chicago!



## The 100th Annual Convention of the National Communication Association

**Thursday, November 20-  
Sunday, November 23, 2014  
Chicago, IL**

### Message from the Vice-Chair and Program Planner

**Melba Hoffer**

**Grand Valley State University**

NCA's 100<sup>th</sup> Annual Convention will showcase the vitality and diversity of the Communication Ethics Division with twelve session slots and three outstanding Scholar to Scholar (S2S) presentations. The participation numbers that emerged from this year's submissions are as follows: We received 45 submissions over all. We had 30 individual paper submissions and 15 panel discussion/paper session submissions. Out of the 30 individual paper submissions 11 were accepted. Out of the 15 panel discussion and paper session submissions 10 were accepted. This year we opened our submissions to performance entries and although none were received, we hope in the future scholars laboring in this area will feel encouraged to submit to our division. The high quality of our submissions earned us 2 additional slots from years past resulting in: 4 panel session slots, 7 paper session slots, one business meeting slot, and 3 scholar to scholar presentations. We'd like to thank this year's reviewers for their stellar contributions. They are: Marie Baker-Ohler (Northern Arizona University); Janie Harden Fritz (Duquesne University); Pat Gehrke (University of South Carolina); Annette Holba (Plymouth State University); Michelle Leavitt (Independent Scholar); Christina McDowell Marinchak (University of Alaska,

Anchorage); Sorin Nastasia (Southern Illinois University, Edwardsville); Jeanne Pursuit (University of North Carolina, Wilmington); John Prellwitz (University of Pittsburgh, Greensburg); Brent Sleasman (Gannon University); Tammy Swenson Lepper (Winona State University); and Cem Zeytinoglu (East Stroudsburg University). I'd also like to thank this year's S2S Wandering Scholars Lee Wilkins, Brent Sleasman, and Chad Okrusch for their deep engagement with our field and willingness to serve.

This year the **top student paper** went to Margaret Mullan from Duquesne University. The **top scholar papers** went to Lindsay Palmer from University of Wisconsin, Madison and to Christina L. McDowell Marinchak from University of Alaska, Anchorage with Co-Author Sarah Michelle Flinko from Duquesne University. We congratulate and thank these scholars for their exceptional achievement this year. We invite you to the Top Papers Panel on:

**Friday, November 21<sup>st</sup>**

**3:30– 4:45 p.m.**

**Palmer House Hilton**

**Salon 2 -- 3rd Floor**

Finally, as a testament to the breadth and depth of scholarship in the Communication Ethics Division at this 100<sup>th</sup> Annual Convention, 9 of our 12 session slots are being co-sponsored by the following sister divisions: Environmental Communication Division, Instructional Development Division, Organizational Communication Division, Critical and Cultural Studies Division, Communication as Social Construction Division, Ethnography Division, and the Rhetorical and Communication Theory Division. The centennial offers a unique opportunity to explore and celebrate the intersections of our work with that of fellow scholars in other divisions. Come to our sessions and be a part of this momentous opening for collaboration, invigoration, and mutual recognition. Nos vemos en Chicago!

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

**THURSDAY, November 20, 2014**

**Urban Centers as Critical, Ethical, and  
Material Pursuit of the Good Life**

**Co-Sponsors:** Communication Ethics Division  
and Environmental Communication Division  
Thurs., 11/20 9:30 AM - 10:45 AM  
Palmer House Hilton  
Room: Cresthill - 3rd Floor

**Chair**

Peter Haratonik, The New School

**Respondent**

François Cooren, Université de Montréal

**Presentations**

**Being in the City: Reading the Urban Text  
in the Clash of Tradition and Will**

Charles C. Self, University of Oklahoma

**Drummond: The Communicative Interplay  
between Communication Ethics and  
Infrastructural Creativity**

Ronald C. Arnett, Duquesne University

**Remembering the "Good Life"**

Gary Gumpert, Urban Communication  
Foundation

**Urban Authenticity and the Sense of Place**

Susan Drucker, Hofstra University

**Best Practices: How to Teach  
Communication Ethics**

**Co-Sponsors:** Communication Ethics Division  
and Instructional Development Division  
Thurs., 11/20 11:00 AM - 12:15 PM  
Palmer House Hilton  
Room: Salon 6 - 3rd Floor

**Chair**

Tammy R. Swenson Lepper, Winona State  
University

**Presenter(s)**

Robert L. Ballard, Pepperdine University  
Leeanne M. 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

**The Past is Always Present: Historicity,  
Responsibility, and Corporate  
Communication Practice**

**Co-Sponsors:** Communication Ethics Division  
and Organizational Communication Division  
Thurs., 11/20 12:30 PM - 1:45 PM  
Palmer House Hilton  
Room: Buckingham - 5th Floor

**Chair**

Craig T. Maier, Duquesne University

**Respondent**

Janie Harden Fritz, Duquesne University

**Presentations**

**Corporate Historical Responsibility and the  
Institutional Rhetoric of American Catholic  
Dioceses**

Craig T. Maier, Duquesne University

**Culturally Bound Brands: How Culture  
Impacts Crisis Response and Audience**

Paul A. Lucas, University of Pittsburgh,  
Johnstown

**Reframing the 1982 Tylenol Crisis: History,  
Historicity, and Interpretation**

Amanda Grace McKendree, University of  
Notre Dame

**"Place and Placelessness" and the  
Responsibility of the Alaska Native Regional  
Corporations**

Christina L. McDowell Marinchak, University  
of Alaska, Anchorage

## **FRIDAY, Nov. 21, 2014**

### **New Directions in Teaching and Disseminating Ethics**

**Co-Sponsors:** Communication Ethics Division and Instructional Development Division  
Fri., 11/21 12:30 - 1:45 PM  
Palmer House Hilton  
Room: Salon 2 - 3rd Floor

#### **Chair**

Spoma Jovanovic, University of North Carolina, Greensboro

#### **Respondent**

Tammy R. Swenson Lepper, Winona State University

#### **Presentations**

##### **Communication Ethics in the Digital Age: What Do Our Students Know?**

Veena V. Raman, Penn State University

##### **Do as I say, not as they do: Challenges to Imparting Ethics and CSR in an Upper-Level Class**

Rachel S. Kovacs, College of Staten Island

##### **Passing the Code: Using Utility to Evaluate the College Media Association Code of Ethics**

Mary Beth Earnhardt, Youngstown State University

Adam C. Earnhardt, Youngstown State University

##### **The Ethics of Academic Writing According to Habermas' Principles of Discourse Ethics**

J.E. Sigler, Purdue University

### **COMMUNICATION ETHICS DIVISION BUSINESS MEETING**

**Sponsor:** Communication Ethics Division  
**Friday, 11/21 2:00 - 3:15 PM**  
**Palmer House Hilton**  
**Room: Salon 2 - 3rd Floor**

### **Top Papers in Communication Ethics**

#### **Sponsor: Communication Ethics Division**

Fri, 11/21 3:30 - 4:45 PM

Palmer House Hilton

Room: Salon 2 - 3rd Floor

#### **Chair**

Melba Hoffer, Grand Valley State University

#### **Respondent**

Robert L. Ballard, Pepperdine University

#### **Presentations**

##### **Bob Woodruff and the Rhetoric of Safety in Iraq: Revisiting the U.S. Embedding Model through the Lens of Global Media Ethics**

Lindsay Palmer, University of Wisconsin, Madison

##### **Dialogic Civility 2.0: Space for Dialogic Civility Emerging Online**

Margaret Mullan, Duquesne University

##### **Machiavellianism Alive and Well in Organization Decision-Making: The Case of Highmark and UPMC**

Christina L. McDowell Marinchak, University of Alaska, Anchorage

Sarah Michelle Flinko, Duquesne University

## **Saturday, Nov. 22, 2014**

### **Fresh Perspectives on the Ethics of Communicating Identity in the Present Context**

**Co-Sponsors:** Communication Ethics Division and Critical and Cultural Studies Division

Sat., 11/22 8:00 AM – 9:15 AM

Palmer House Hilton

Room: Salon 7 - 3rd Floor

#### **Chair**

Jeanne M. Pursuit, University of North Carolina, Wilmington

#### **Respondent**

Lisbeth A. Lipari, Denison University

**Saturday, Nov. 22, 2014, continued**

**Presentations**

**Communication Ethics in a Hypermodern Context: Considering the Work of Gilles Lipovetsky**

Pat Arneson, Duquesne University

**How does race matter? Ethics, performance and intergroup dialogues in a “Postracial” era**

Leda M. Cooks, University of Massachusetts, Amherst

**Is it wrong to put a worm on a hook? The ethical codes of the modern-day Catfish**

Samantha Bates, University of Ontario Institute of Technology

**Toward the Conglomerate Cosmopolitan**

Susannah Ryan, University of North Carolina, Chapel Hill

**Conflict within Narratives: Ethical Implications from Past and Present Contentions**

**Co-Sponsors:** Communication Ethics Division, Communication as Social Construction Division, and Rhetorical and Communication Theory Division

Sat, 11/22 11:00 AM - 12:15 PM

Palmer House Hilton

Room: Salon 1 - 3rd Floor

**Chair**

Annette Holba, Plymouth State University

**Respondent**

Annette Holba, Plymouth State University

**Presentations**

**Ethical qualms: Narrative contention through local and national war memorials**

Hannah Cherico, Duquesne University

Susan Carr, Duquesne University

**Monuments of existence: Connections to departure narratives in Western society**

Douglas Marshall, Southern University, New Orleans

**Narratives described, romanticized, reified, and lost: Sir Walter Scott and the Scottish Enlightenment**

Ronald C. Arnett, Duquesne University

**Tradition verses progress: Evaluating talent in baseball in today's technological age**

Matthew Fazio, Robert Morris University

**Scholar to Scholar: Performance, Philosophy, and Communication Ethics**

**Co-Sponsors:** Communication Ethics Division  
Performance Studies Division, Philosophy of Communication Division, Scholar to Scholar and Theatre, Film and New Multi-Media Division

Sat, 11/22 12:30 PM - 1:45 PM

Hilton Chicago

Room: Salon C - Lower Level

**Chair**

Pat Arneson, Duquesne University

**Respondent(s)**

Megan Moe, Lee University

Chad M. Okrusch, Montana Tech of the University of Montana

Lee Wilkins, Wayne State University

Brent C. Sleasman, Gannon University

Stacy Holman Jones, California State University, Northridge

Ronald C. Arnett, Duquesne University

Deborah Eicher-Catt, Penn State Univ., York

Isaac E. Catt, Duquesne University

Igor E. Klyukanov, Eastern Washington University

**Saturday, Nov. 22, 2014, continued**

**Scholar to Scholar Presentations**

**An Ethical Framework for the Publication of Objectionable Photographs**

*Joseph Bianchino*, The College of Saint Rose

**Exploring Intergenerational Care for the Global Endangered Language Community through the Case of Hawai'i Sign Language**

*Elizabeth S. Parks*, University of Washington

**Slow Food as a Pragmatic Aesthetic Response to Global Risk**

*Michael Broderick*, Ohio University

**Narratives of Mental Illness: A Look at Communication, Stigmatization, and Ethical Implications Surrounding Mental Health Research**

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**Co-Sponsors:** Communication Ethics Division, Ethnography Division, and Organizational Communication Division

Sat., 11/22 2:00 PM - 3:15 PM

Palmer House Hilton

Room: Cresthill - 3rd Floor

**Chair**

*Jennifer Whalen*, University of South Florida

**Presenter(s)**

*Erin Scheffels*, University of South Florida

*Steven P. Phalen*, University of Wisconsin, River Falls

*Jeffrey D. Brand*, University of Northern Iowa

*John Chetro-Szivos*, Fitchburg State Univ.

*Jennifer Whalen*, University of South Florida

**Respondent**

*Isaac E. Catt*, Duquesne University

**Sunday, Nov. 23, 2014**

**“Hey, Friend! Please Hold That Personal Thought While I Grab My Tape Recorder”:  
The Ethics of Researching as an Insider/Outsider of a Community**

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**Co-Sponsors:** Communication Ethics Division and Ethnography Division

Sun, 11/23 8:00 AM - 9:15 AM

Hilton Chicago

Room: Room 4D - 4th Floor

**Chair**

*Blake Paxton*, University of South Florida

**Co-Chair**

*Tasha Rennels*, University of South Florida

**Presenter(s)**

*Sherri L. Ter Molen*, Wayne State University

*Eddie Glenn*, University of Kansas

*Candy Noltensmeyer*, Western Carolina University

*Michelle Calka*, Manchester University

**Calls to Conscience/Consciousness in the Neoliberal Academy: A Roundtable Discussion**

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**Sponsor:** Communication Ethics Division

Sun, 11/23 11:00 AM - 12:15 PM

Palmer House Hilton

Room: Price Room - 5th Floor

**Participants:**

Ronald C. Arnett, Duquesne University

Christina R. Foust, University of Denver

Daniel J. Lair, University of Michigan-Flint

Amy Pason, University of Nevada-Reno

Stacey M.B. Wieland, Western Michigan University

Heather Zoller, University of Cincinnati

**Chair**

*Christina R. Foust*, University of Denver

**Co-Chair**

*Daniel J. Lair*, University of Michigan, Flint

**Presenter(s)**

*Daniel J. Lair*, University of Michigan, Flint

*Ronald C. Arnett*, Duquesne University

*Amy Pason*, University of Nevada, Reno

*Heather Zoller*, University of Cincinnati

*Stacey Wieland*, Calvin College

*Christina R. Foust*, University of Denver

## Proposed Bylaws Change

### **Bert Ballard, Chair**

At this year's NCA, the Executive Committee is proposing to make two changes to the bylaws. The first involves expanding the Newsletter officer position to a "Communication Coordinator" position to incorporate website and social media activities. Over the past year, efforts have been made to build upon and expand the division's presence on the web and in social media. By expanding the Newsletter position to "Communication Coordinator," newsletter and web efforts can be coordinated more seamlessly. Importantly, this role is a coordinator position and the individual is not expected to carry out all website and social media responsibilities, but instead recruit division members and coordinate to ensure messages are consistent and being carried out. So far, website and social media has been handled by committee, with folks like Paul Turpin, Lisbeth Lipari, Melba Hoffer, and Michelle Leavitt all contributing and we see this role as a step toward formalizing activity already occurring in the division.

Relevant sections from the bylaws with changes are included below, with strikethrough as removed text and underline as added text:

#### ARTICLE IV. OFFICERS

Section 1. The officers of the Division shall be Immediate Past Chair, Chair, Vice-Chair, Vice-Chair-Elect, Secretary-Treasurer, and ~~Newsletter Editor~~Communication Coordinator.

Section 7. ~~Newsletter Editor~~Communication Coordinator will be appointed by the executive committee for a two-year term. The Newsletter Editor will shall prepare and make the newsletter, *Ethica*, available to members of the Division (e.g. paper copy, webpage, email format) and oversee and coordinate the website and social media for the division.

#### ARTICLE VI. COMMITTEES

Section 1. The Executive Committee of the DCE shall be composed of the Chair, Vice-Chair, Vice-Chair-Elect, Secretary-Treasurer, and

~~Newsletter Editor~~Communication Coordinator. The Executive Committee shall serve as chief administrative authority of the DCE between annual business meetings of the Association and Division, with the understanding that all actions taken shall be reported at the Division's annual meetings. In addition, the Executive Committee may prepare statements and respond to inquiries and suggestions from the membership to ensure the DCE is adequately represented in NCA policy matters. All Division members are welcome to submit statements for review. Draft statements will be circulated to the membership for comment, and final statements will be circulated and/or published to the website.

#### ARTICLE IX. COMMUNICATION WITH DCE MEMBERS

Section 2. Information is available to members on the division web page, [www.commethics.org](http://www.commethics.org), or at the NCA sponsored division page, [http://www.natcom.org/Communication\\_Ethics\\_Division/](http://www.natcom.org/Communication_Ethics_Division/)

The second change relates to a small editorial related to the newsletter, strengthening the language that the newsletter will be published two times per year.

#### ARTICLE IX. COMMUNICATION WITH DCE MEMBERS

Section 3: All division news should be reported in the division's newsletter, *Ethica*. ~~Ethica, should is to~~ be published twice per calendar year. Recommended publication dates are September/October and February/March to best communicate upcoming conferences and report minutes from previous conferences. The editor is responsible for distributing the newsletter via email based on the division's database on NCA website.

Your comments, questions, and input are welcome, either by posting on the listserv at [comethics@yahogroups.com](mailto:comethics@yahogroups.com), emailing me directly at [bert.ballard@pepperdine.edu](mailto:bert.ballard@pepperdine.edu), or attending the business meeting.

## **NEW BOOK ANNOUNCEMENT**

*Teaching Communication Activism: Communication Education for Social Justice* is Larry Frey and David Palmer's most recent ambitious project, a 550-page edited volume published by Hampton Press (2014). In their introduction, the editors argue that education remains the best hope for addressing the significant social injustices that dominate society.

Each of the chapters highlights the use of communication activism pedagogy (CAP) to teach students how to use their communication knowledge and skills to intervene with community partners to promote social justice. After explaining CAP's foundations (its principles and practices, and how they differ from corporate education, extend critical pedagogy, rely on ethical imperatives, and demand a corresponding social justice activism service-learning approach), the text showcases examples of how communication educators have taught students to intervene as activists to confront social justice issues that include gender inequality and violence, ethnic and racial prejudice and discrimination, corporate environmental colonization, and health disparities and energy issues affecting those who live in poverty.

While references to ethics and ethical issues are noticeable throughout the book, one chapter is devoted expressly to this: "The Ethics of Teaching Communication Activism" by NCA Communication Ethics Division past-chair, Spoma Jovanovic. She writes, "As a communication activism educator, I am in good company with my colleagues who wake up every day and wonder how what we do in the classroom and with community members can change the world. Teaching students to address

persistent inequalities is an ethical struggle against injustice worth taking to promote changes that are needed to secure dignity, equality, fairness, and freedom for all." The text is available from Hampton Press for \$125.00 cloth and \$47.95 paper.

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

### **Chair**

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Pepperdine University  
[bert.ballard@pepperdine.edu](mailto:bert.ballard@pepperdine.edu)

### **Vice Chair and Program Planner**

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Department of Communications  
Grand Valley State University  
[hoffer@gvsu.edu](mailto:hoffer@gvsu.edu)

### **Vice Chair-elect**

Leeanne M. Bell McManus  
Business Communication  
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[lbell@stevenson.edu](mailto:lbell@stevenson.edu)

### **Secretary/Treasurer**

Amanda McKendree  
University of Notre Dame  
[amckendree@nd.edu](mailto:amckendree@nd.edu)

### **Immediate-Past Chair**

Melissa Cook  
Communication Department  
St. Vincent College  
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### **Ethica Editor**

Michelle Leavitt  
[Michelle\\_leavitt@msn.com](mailto:Michelle_leavitt@msn.com)



## 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.

<b>Updated 1-2008</b>	
<b>Committee on Communication Ethics and the Association</b>	
Roy Wood (chair)	<a href="mailto:rvwood@du.edu">rvwood@du.edu</a>
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Ronald Arnett	<a href="mailto:arnett@duq.edu">arnett@duq.edu</a>
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<b>Committee on Research and Scholarly Practice</b>	
Pat Gehrke (chair)	<a href="mailto:patg@sc.edu">patg@sc.edu</a>
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<b>Committee on Awards and Resolutions</b>	
Ken Chase (chair)	<a href="mailto:Kenneth.R.Chase@wheaton.edu">Kenneth.R.Chase@wheaton.edu</a>
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Marie Baker Ohler	<a href="mailto:Mariebakerohler@sbcglobal.net">Mariebakerohler@sbcglobal.net</a>
<b>Committee on Instructional Development</b>	
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Karen Zediker	<a href="mailto:kzediker@ups.edu">kzediker@ups.edu</a>
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