

PRECONFERENCE SESSIONS

2101 (2201) REFRAMING OUR RESEARCH FOR SOCIAL CHANGE

Sponsored by University of Washington, University of Puget Sound, University of Montana, ORWAC, WSCA President-Elect

9:00 am-4:00 pm

Saturday, February 17

Columbia

As individual teacher/scholars, we often want to do “research that matters”—to us, and to the greater communities of which we are a part. Yet we sometimes find it difficult to bridge the gap between the research we do and the communities/processes we study, puzzled by the challenge of how to give back to the community, how to get what we have learned into the loop, how to intervene for “the greater good,” without being paternalistic or short-circuiting the self-empowerment process for those whom we seek to serve. This is an opportunity for committed scholars to speak together about what has worked for them. We ask preconference attendees to read George Lakoff’s *Don’t Think of an Elephant! Know Your Values and Frame the Debate* (White River Junction, VT: Chelsea Green Pub. Co., 2004), as a common point of reference. Attendees will have opportunities to confer with the panelists about how to bring their own work to wider audiences to effect social change. We hope that the impact will be both inspirational and ongoing, as we return to our communities.

Moderator: Suzanne Daughton, Southern Illinois University

Panelists: George Cheney, University of Utah

Peter Andersen, San Diego State University

Mara Adelman, Seattle University

Suzanne Daughton, Southern Illinois University

Steve Schwarze, University of Montana

Sonia Johnson, Feminist Activist, Author, and Former Presidential Candidate

Fee: \$5.00

2102 (2202) SOCIAL JUSTICE, ACTIVISM, AND THE RHETORICAL LEGACY OF THE 1999 WTO PROTEST

Sponsored by Rhetoric and Public Address Interest Group

9:00 am – 5:00 pm

Saturday, February 17

Marion

The massive 1999 protests against the meeting of the World Trade Organization (WTO) in Seattle marked an important moment in the deployment of rhetoric both to pursue and to oppose social justice. The discourse of activists mobilized a diverse array of social movements in support of fair trade, environmental protection, workers rights, and economic justice. Government and media representations of the protests often sought rhetorically to deny legitimacy to the public arguments of the activists. As the Western States Communication Association meets in Seattle, this Pre-Conference explores the rhetorical legacy of the 1999 protests in contemporary activism for social justice. The presentations and discussions include the needed work of theorizing the 1999 protests as well as attention to the experience of social activism itself. The Pre-Conference combines invited presentations by three rhetoricians who have conducted substantial research on

the 1999 Seattle protests, roundtable discussions of short position papers by participants, and a tour of key sites in the 1999 events. The goal of this pre-conference is to bring together established and new scholars to explore the ways in which new research on rhetoric and social activism can learn from the successes and failures of the 1999 WTO protests in Seattle.

Organizer:

Kevin Ayotte, CSU Fresno

Invited Presenters:

Jennifer Peeples, Utah State University

Erin J. Rand, CSU, Fresno

Christina R. Foust, University of Denver

Fee: \$25.00

Workshops

2103 EFFECTIVELY INTEGRATING TECHNOLOGY INTO THE PUBLIC SPEAKING COURSE

9:00 am – 12:00 pm

Saturday, February 17

James

The vast majority of today's college students are routinely immersed in the Internet, information technology, cable and satellite television, and a host of personal communication devices. These remarkable developments pose a great challenge to the instructors of traditional college courses in communication, especially public speaking. Rather than avoid, downplay, or resist the irreversible changes our society is now experiencing in technology, this workshop advocates a proactive approach, integrating new communication technologies into every aspect of the speechmaking process. This workshop encourages instructors and students to embrace the notion of speaking visually—connecting speaker and audience on multiple levels with imaginative uses of technology. This doesn't mean throwing out all the core topics and traditional foundations of the public speaking class. Rather, instructors blend new technology resources into each stage of public speaking. This interactive, multimedia workshop provides public speaking instructors with constructive strategies for integrating new communication technologies in each stage of the public speaking process: visualizing and choosing a topic; identifying appropriate text, image, audio and visual resources; analyzing the audience; practicing the speech; and presenting the speech. Attendees will participate in activity simulations that utilize new communication technology resources. Handouts include activities, sample assignments, useful websites, and other ancillary materials.

Instructor: Stephanie J. Coopman, San José State University

Fee: \$20.00

2104 INNOVATIONS FOR TEACHING INTERPERSONAL CONFLICT

9:00 am – 12:00 pm

Saturday, February 17

Spring

As the study and research base related to Interpersonal Conflict matures, new perspectives and activities are emerging. This interactive workshop presents innovations in conflict management theory and updated exercises for basic interpersonal conflict concepts. Workshop participants will understand and have an opportunity to discuss emerging theories for conflict management; understand and experience new skill building exercises; preview emerging hot topics related to conflict management; and understand how to deliver a unit on mediation.

Presenters: Suzanne McCorkle, Boise State University

Melanie Reese, Boise State University

Fee: \$10.00

**2105 WORKING THE ORGANIZATIONAL CULTURE: A WORLD CAFÉ
EXPERIENCE FOR LEADERS**

9:00 am – 12:00 pm

Saturday, February 17

Madison

One of the critical functions of leaders lies in their ability to manage and treat the culture of their group or organization. As Edgar Schein (1995) puts it, “the only thing of real importance that a leader does is to create and manage organizational or group culture, and the unique talent of leaders is their ability to understand and work culture.” The facilitators of this workshop strongly endorse this position and are therefore motivated to guide colleagues in their quest to lead, manage, teach or supervise the key groups or organizations in their lives. This workshop is designed to focus participants’ attention on the evident relationship between leaders’ efforts to manage the culture of their organization or group and the ultimate success of that organization or group. Further, it aims to engage participants in reflection about their own leadership roles and functions and to facilitate their efforts to conceptualize and design strategies for managing their own organization or group culture that they lead. More specifically, this workshop promises to give participants insights into the dominant perspectives on managing organizational culture that exist in the literature on Organizational Culture; provide them with an understanding of the role of leaders in organizational culture; allow them to reflect on their own leadership roles, whether it is the classroom, business organizations, family, or social group; and guide them as they identify strategies and tactics pertinent to managing the culture and climate of their selected organization. NOTE: Leadership is broadly defined to include parenting, training, classroom teaching, managing and leading in business and social organizations, among others types of situations/environments

Facilitators: Wendy V. Chung, Alliant International University
Akunna Winston, Alliant International University
Elaine Trouyet from Alliant International University

Fee: \$7.50

**2203 TEACHING PUBLIC SPEAKING ON-LINE: FROM DEVELOPMENT TO
LESSONS LEARNED**

Sponsored by McGraw-Hill

1:00 pm – 4:00 pm

Saturday, February 17

Madison

More and more courses are being offered on-line; at some institutions, administration is requiring General Education courses to be available on-line. Methods used in past on-line courses did not promote an on-line sense of community or take advantage of the multimedia environment. On-line teaching requires skills/strategies to meet learning objectives for the public speaking course. Through this workshop, participants will overcome objections to teaching Oral Communication on-line; learn how to create and run an on-line course in Oral Communication; adapt classroom teaching techniques to an on-line environment; put public speaking into contexts that are meaningful to students, and create an on-line sense of community between classmates and instructors.

Presenters: Donna Gotch, CSU, San Bernardino
Jo Anna Grant, CSU, San Bernardino

Fee: \$15

2204 RETHINKING WHAT WE MEAN BY THE “INTRO” COURSE:
DEVELOPING AND INCORPORATING AN INTRODUCTORY COMMUNICATION
SURVEY COURSE INTO THE CURRICULUM

1:00 pm – 4:00 pm

Saturday, February 17

James

A great number of our field's "intro" courses focus on skill development (public speaking, interpersonal communication, or a hybrid of these two topics), while a much smaller number of departments offer an introductory survey course of the Communication field. It is difficult defining and explaining our field to students and colleagues alike, especially when many of our departments cannot point to a course that accomplishes this goal. The presenters of this workshop have been teaching an introductory survey course for 10 years and have found it invaluable for introducing non-majors to the field of Communication, as well as building a foundation for majors as they pursue their degrees. A basic survey course serves three purposes for making our field healthier. First, it introduces the field to majors, providing them with the essential tools to succeed in other major courses. Second, it introduces the field to non-majors who are fulfilling general education requirements (similar to Introduction to Sociology or Psychology courses). Third, it demonstrates to students, colleagues, and administrators that the field of Communication is not solely devoted to service courses that focus on skill development, but a viable academic field of study that has its own history, theories, research practices, organizations, and specializations. This workshop will be hands-on, providing practical strategies for developing such a course and incorporating it into major and G.E. curriculum.

Presenters: Scott T. Payton, Humboldt State University
Laura K. Hahn, Humboldt State University

Fee: \$20.00

2205 BODY AND MIND: INCORPORATING PHYSIOLOGY INTO
COMMUNICATION TEACHING AND RESEARCH

1:00 pm – 4:00 pm

Saturday, February 17

Spring

This workshop focuses on connections between communication behavior and the body's physiological processes. First, an overview of recent advances in physiology research that have direct implications for an understanding of human communication is provided. Second, some simple ways of incorporating physiological measurement into communication research are described, and their benefits and risks are discussed. Finally, the workshop describes ways to incorporate knowledge about physiology into teaching materials and practices in communication. Participants will increase their understanding of how communication behavior and the body interact, and how to incorporate this knowledge into their teaching and research activities.

Presenter: Kory Floyd, Arizona State University

Fee: \$7.50

**2206 TEACHER TO TRAINER II: THE NEXT FRONTIER IN GENERATING
MAXIMUM IMPACT**

1:00 pm – 4:00 pm

Saturday, February 17

East

As communication professionals, we have many opportunities to speak with non-academic groups. These speaking engagements can be a challenge since members of business and civic audiences are motivated differently than college students. Speaking as a communication “trainer” requires adjusting our content and style to generate maximum impact among working adults. This workshop builds upon the WSCA 2006 Teacher to Trainer workshop. It is designed both for those who attended last year’s workshop, and all newcomers. Upon completion of the workshop, attendees will be able to: Increase participants’ commitment to the training program; successfully manage cynical participants; identify the training model best suited to their personal style; and generate positive participation in any audience

Presenters: Heidi Reeder, Boise State University
Mary Dawson, Boise State University

Fee: \$20.00

**4000 PRIVATE TOUR OF BOEING’S NEW FINAL ASSEMBLY FACILITY IN
RENTON, WASHINGTON: “MOVE TO THE LAKE”**

Sponsored by the Organizational Communication Interest Group

7:00 – 10:00 am **Monday, February 19**

Convene in hotel lobby; board vans to Boeing facility

Please note: Due to conditions imposed by Boeing, if you are interested in attending this workshop, you must pre-register.

This tour includes an up-close look at the final assembly of Boeing jets. The tour is meant to help bridge the gap between organizational communication scholars and industry. The tour will inform and inspire scholars to stay current with the communication challenges and responses of one of America’s leading companies. The company’s goal in building this new facility was to use a just-in-time inventory system that created space for and allowed members of formerly dispersed departments to co-locate under one roof and increase interaction. Boeing’s decision-making and factory design have clear communication implications.

Boeing Tour Rules and Regulations:

1. No cameras, video recorders or camera phones permitted
2. Visitors must comply with all safety regulations:
No open-toed shoes
No high-heeled shoes
Wear appropriate Personal Protective Equipment (safety glasses, ear plugs) as posted for the areas being visited
3. Visitors must adhere to the tour path as defined by their tour guide.
4. No children under the age of 12.

5. Boeing escorts must remain with their visitors at all times and visit only those areas defined on the badge request form.
6. Visitors who are not U.S. citizens will need picture ID as they enter the Renton Site.
7. The release or disclosure of Boeing Limited or Boeing Proprietary information in any manner is strictly prohibited.

Facilitators: Alexander Lyon, University of Arkansas, Little Rock
Sarah Tracy, Arizona State University

Fee: \$10.00

Please note that this workshop meets on Monday, February 19. Pre-registration is required.