

**28<sup>th</sup> Annual Research Symposium  
College of Communication and Information  
University of Tennessee**



**Moving Toward the Future:  
Convergence of Communication and Information**

**University Center  
February 3, 2006**

*Supported by the  
College of Communication and Information, University of Tennessee*

**28<sup>th</sup> Annual Research Symposium**  
**College of Communication and Information**

**8:00 - 8:30 a.m.**                      **Registration and Continental Breakfast**

**8:30 - 8:40 a.m.**                      **Welcome**    Dr. Carol Tenopir  
Interim Director of Research  
College of Communication and Information

**8:40 - 9:30 a.m.**                      **Session 1 - Convergence in Education**  
Moderator: Dr. Ed Caudill, School of Journalism and Electronic Media

Digital Communication Design: Teaching “Sisomo” Convergence in an Interdisciplinary,  
Project-Based Seminar.

Linda E. Menck  
Professional-in-Residence  
Marquette University

Communication-Information Convergences in Internet Use by International Teaching Assistants  
(ITAs): “Sense Making” in a Culturally Alien Information Environment.

Bharat Mehra, Ph.D.  
Assistant Professor, University of Tennessee  
Dean Papajohn  
University of Illinois at Urbana-Champaign

First Amendment Rights and the Private College: Exploring First Amendment Rights of the  
Student Press at Private Institutions of Higher Education.

James E. Miller  
Ph.D. Student, University of Tennessee

**9:40 - 10:30 a.m.**                      **Session 2 - Health and Disasters**  
Moderator: Dr. Michelle Violanti, School of Communication Studies

Cultural Values in Disaster News: A Content Analysis of Korean vs. U.S. Newspapers’ Tsunami  
Coverage.

Karen J. “Kitty” McClanahan  
Ph.D. Student, University of Tennessee  
Jinsuk Jung  
M.S. Student, University of Tennessee

Stones Unturned: A Secondary Analysis of Health Information-Seeking Orientation, Resource  
Characteristics, and Health Consumer Demographics.

Karen J. “Kitty” McClanahan  
Ph.D. Student, University of Tennessee

### **Health and Disasters (cont.)**

The Health Insurance Portability and Accountability Act (HIPAA)'s Privacy Rule: Adding Oil to the Long-Burning Fire Between Personal Privacy and Public Interest.

Kunka D. Ignatova  
Ph.D. Student, University of Tennessee

#### **10:40 - 11:30 a.m. Session 3 - Special Populations**

Moderator: Dr. Margaret Morrison, School of Advertising and Public Relations

Perceptions on Ownership of Creative Expressions: the Case of Traditional Musicians in Uganda.

Dick Kawooya  
Ph.D. Student, University of Tennessee

Nightly News and the Child's Perspective: A Content Analysis of Children Featured in Nightly Network Television News Broadcasts.

Rebekah L. Andrews  
M.S. Student, East Tennessee State University

The Impact of Regionalism on Perceived North Korean Nuclear Risk of South Koreans.

Sora Kim  
Ph.D. Student, University of Tennessee

#### **11:00 - 12:30 p.m. Poster Session 1**

Experiences of Women in Local Politics: A Qualitative Examination.

Linda P. Jurczak  
Ph.D. Student, University of Tennessee

Effects of Computer Mediated Communication on Workplace Relationships Research Agenda.

Martijn J. Van Kelegom  
M.S. Student, University of Tennessee

George W. Bush and His Images During the 2004 Presidential Campaign: A Study of Second-Level Agenda Setting.

Antoneta M. Vanc  
Ph.D. Student, University of Tennessee

Comparison Analysis on the Difference of Broadcast News Stories and the Station's Website Version of the Same Story.

Felicia McGhee-Hilt  
Ph.D. Student, University of Tennessee

**Poster Session 1 (cont.)**

Thomas Jefferson and Freedom of the Press.

Tiffany J. Shoop  
Ph.D. Student, University of Tennessee

Concepts of Ethics in Public Relations Management: A Practitioners Perspective.

S. Tanner Smith  
Ph.D. Student, University of Tennessee

**11:40 - 12:30 p.m.                      Session 4 - Politics**

Moderator: Dr. Michael Palenchar, School of Advertising and Public Relations

The 2004 U.S. Elections and News/Talk Radio Audience Shares.

Anthony D. Farina  
M.S. Student, University of Tennessee

TV Market and Congressional District Mismatches: Effects on Campaign Spending and Election Outcomes.

Dr. Mark D. Harmon  
Associate Professor, University of Tennessee

Cracked Rear View Mirror: How Perceptions of Modern Presidents' Attitude Regarding Open Government Records Compare to the FOIA Request Statistics for the Administrations.

Marcus Fitzsimmons  
Student, University of Tennessee

**12:45 - 2:15 p.m.**

**Lunch  
University Center - Ballroom**

**1:15 p.m.**

**Introduction of Speaker**

**Dr. Gregory Reed  
Interim Dean**

**College of Communication and Information**

**Dr. Lawrence W. Lichty**  
Northwestern University

*"Convergent Criticism:  
Selectivity, Feedback, and Media Technology"*

**2:15 - 3:05 p.m.**

**Session 5 - Social Responsibility and Image**

Moderator: Dr. Dania Bilal, School of Information Sciences

Shock and Awe: Context Effects on Advertising Offensiveness.

Timothy P. Christy  
Assistant Professor, University of St. Thomas  
Sora Kim  
Ph.D. Student, University of Tennessee  
Cheryl Ann Lambert  
Ph.D. Student, University of Tennessee  
Dr. Eric Haley  
Professor, University of Tennessee

Did the Enron Scandal Affect the Print Media Coverage on Corporate Social Responsibility?

Yoon-Joo Lee  
Ph.D. Student, University of Tennessee

The Value Selection Process in Corporate Image Campaigns: A Conceptual Model and Research Propositions.

Sora Kim  
Ph.D. Student, University of Tennessee  
Dr. Eric Haley  
Professor, University of Tennessee

**2:30 - 4:00 p.m.**

**Poster Session 2**

Health Information Need and Seeking of Elderly Residing in an Independent Living Retirement Community: A Qualitative Study.

Sheri L. Edwards  
M.S. Student, University of Tennessee

Media Coverage of Chemical Manufacturing Accidents: Legal Representatives Filling the Crisis Information Void.

Dr. Michael J. Palenchar  
Assistant Professor, University of Tennessee  
Sunny Lipscomb, M.A.  
University of Tennessee  
Emma Wright, M.A.  
Ph.D. Student, University of Tennessee

U.S. Network TV Newscasts and the Vietnam Veterans Against the War: An Historical Case Study in Media and Social Movement Theory.

Dr. Mark D. Harmon  
Associate Professor, University of Tennessee

Dr. Catherine A. Luther  
Associate Professor, University of Tennessee

**Poster Session 2 (cont.)**

A Convergence of Organizational Communication and Axiology: An Exploratory Evaluation of the Work of Robert S. Harman.

Abby M. Brooks  
Ph.D. Student, University of Tennessee

Thinking Globally and Reading Diversely: Issues of Gay and Lesbian International Literature for Young Adults.

Amy M. Elliott  
M.S. Student, University of Tennessee

The Persona of Leadership: Rhetorical Visions in Times of Crisis and Tragedy.

S. Tanner Smith  
Ph.D. Student, University of Tennessee  
Antoneta M. Vanc  
Ph.D. Student, University of Tennessee

Gender Portrayals: Advertising Images of Males and Females in Media.

Dr.Carolynn McMahan  
Assistant Professor, University of North Florida  
Tiffany J. Shoop  
Ph.D. Student, University of Tennessee

**3:15 - 4:05 p.m.**

**Session 6 - Technology and Government Policy**

Moderator: Dr. Ken Levine, School of Communication Studies

Semantic Framing of the Iraq War, Sept. 11<sup>th</sup> to Oct. 11, 2002.

Dr. Mark Harmon  
Associate Professor, University of Tennessee  
Fall 2005 Public Opinion Class

You Will All Be Syndicated: RSS as Two-Way “Mass” Communication.

Dr. Bob Stepno  
Lecturer, University of Tennessee

**4:10 - 4:30 p.m.**

**Presentation of Awards**

## **Symposium Committee**

Dr. Kendra Albright, School of Information Sciences  
Ms. Mary Bartolini, Center for Information Studies  
Dr. Dania Bilal, School of Information Sciences  
Dr. Ed Caudill, School of Journalism and Electronic Media  
Dr. Mark Harmon, School of Journalism and Electronic Media  
Dr. Mariea Hoy, School of Advertising and Public Relations  
Ms. Diana King, Administrative Services Assistant  
Dr. Ken Levine, School of Communication Studies  
Dr. Sally McMillan, College of Communication and Information  
Dr. Margie Morrison, School of Advertising and Public Relations  
Dr. Carol Tenopir, Chair, School of Information Sciences  
Dr. Michelle Violanti, School of Communication Studies

## **Technology Committee**

Dr. John Haas, School of Communication Studies  
Professor Rob Heller, School of Journalism and Electronic Media  
Mr. John McNair, Director of Technology, College of Communication & Information  
Dr. Michael Palenchar, Chair, School of Advertising and Public Relations  
Dr. Gretchen Whitney, School of Information Sciences