29TH ANNUAL UNDERGRADUATE COMMUNICATION RESEARCH CONFERENCE

FRIDAY, APRIL 29, 2022

James B. Woulfe Alumni Hall
Anderson Student Center
University of St. Thomas

Sponsored by the University of St. Thomas Department of Communication Studies
The annual Undergraduate Communication Research Conference is a celebration of undergraduate research in all areas of the communication discipline, bringing together students and faculty from colleges and universities from across the upper Midwest.
2022 UCRC PARTICIPATING SCHOOLS

Augsburg University
Bethel University
College of St. Scholastica
Concordia University, St. Paul
Creighton University
Gustavus Adolphus College
Macalester College
Minnesota State University-Mankato
South Dakota State University
Southwest Minnesota State University
University of Minnesota-Duluth
University of Minnesota-Morris
University of Minnesota-Twin Cities
University of Nebraska-Lincoln
University of St. Thomas
University of Wisconsin-Eau Claire
University of Wisconsin-La Crosse
University of Wisconsin-Madison
Wayne State College
Winona State University
CONFERENCE SCHEDULE

REGISTRATION: 8:15-9:00 a.m.
Anderson Student Center, James B. Woulfe Alumni Hall (ASC 378A)
Refreshments provided

SESSION ONE: 9:00-10:15 a.m.
Panel 1: Room ASC 202
Panel 2: Room ASC 233
Panel 3: Room ASC 234
Panel 4: Room ASC 238
Panel 5: Room ASC 341

SESSION TWO: 10:30-11:45 a.m.
Panel 6: Room ASC 202
Panel 7: Room ASC 233
Panel 8: Room ASC 234
Panel 9: Room ASC 238
Panel 10: Room ASC 341

LUNCH, TOP PAPER AWARDS AND KEYNOTE ADDRESS
Noon - 1:30 p.m.
Anderson Student Center, James B. Woulfe Alumni Hall (ASC 378A)

SESSION THREE: 1:45-3:00 p.m.
Panel 11: Room ASC 202
Panel 12: Room ASC 233
Panel 13: Room ASC 234
Panel 14: Room ASC 238
Panel 15: Room ASC 341

RAFFLE PRIZE DRAWING: 3:10 p.m.
Anderson Student Center, James B. Woulfe Alumni Hall (ASC 378A)
PANEL 1: Room ASC 202

UNDERSTANDING FAMILY COMMUNICATION: PARENTS, CHILDREN, AND COACHES

Noah Becker, University of St. Thomas

Lillian Mclean, Concordia University-St. Paul
How Parenting Styles Affect Individual Communication Styles

Elianna Zimmerman, University of Wisconsin-Eau Claire
Honorable Mention
“How Don’t Look At My Eyes”-Foster Care: A Look Into the Communication Patterns in Foster Family Units

Faculty Respondent
Dr. Adam Gaffey, Winona State University
agaffey@winona.edu
PANEL 2: Room ASC 233

LANGUAGE AND HUMAN BEHAVIOR

Clare Hornung, Wayne State College
Aubreanna Miller, Wayne State College
Giovanny Ramirez, Wayne State College
Elias Reiter, Wayne State College
Jaci Torres, Wayne State College

Language and Human Behavior

Faculty Respondent
Dr. Pamela Conners, Gustavus Adolphus College
pconners@gustavus.edu
AND THE AWARD GOES TO...:
MUSIC, ENTERTAINMENT, AND COMMUNICATION

Owen Borelli, University of St. Thomas
Are the Grammy Awards Racist?: Analyzing the History of Music’s Biggest Night and the Trend of its’ Results

Thomas Koppy, Winona State University
Were You a Fortunate Son?-Because Rich Kids Don’t Die in Wars: A Thematic Analysis of American Veteran’s Emotional Responses to a Live War-Era Concert

Taylor Sterba, Creighton University
Black Lives Matter and Music as a Mediator

Alli Walburg, University of St. Thomas
Asian and Asian American Representation in the Entertainment Industry: How BTS Became the World’s Biggest Boyband Against the Odds of a Xenophobic Industry

Faculty Respondent
Dr. Emily Sauter, Minnesota State University-Mankato
emily.sauter@mnsu.edu
PANEL 4: Room ASC 238

HEALTH AND THE BODY

Jhenna Becker, Bethel University
Star Tribune’s Coverage of People With Disabilities During the COVID-19 Pandemic: A Narrative Analysis

Ana Acosta, University of St. Thomas
A Knowledge, Perception, and Examination of College Aged Women About Period Poverty and Its Implications

Kristen Neumann, Southwest Minnesota State University
Devyn Halvorson, Southwest Minnesota State University
Impressional Management Via Personal Appearance of University Faculty Who Identify as Women

Faculty Respondent
Dr. Becky Kuehl, South Dakota State University
rebecca.kuehl@sdstate.edu
PANEL 5: Room ASC 341

THE PRACTICE OF RHETORICAL CRITICISM IN PUBLIC ADDRESS

Carina Bjorklund, University of St. Thomas
Mao Zedong: In Memory of Norman Bethune

Joselyn Hayko, Creighton University
The Ideology of An Activist: An Ideological Criticism of Abbott (Abbie) Hoffman’s “Yippee Workshop Speech” as a Reaction to the 1968 Democratic National Convention

Taylor Kreitinger, University of Minnesota-Twin Cities
Analysis of Norah Ephron’s “Commencement Address to Wellesley Class of 1996”

Faculty Respondent
Dr. Bernard Armada, University of St. Thomas
bjarmada@stthomas.edu
PANEL 6: Room ASC 202

JOURNALISM AND THE PUBLIC: NEWS, CRITICISM, AND COMMUNITY

David Ayers-Moran, University of Minnesota-Morris
News Consumption and Accessibility Among College Students

Quinn Lowe, University of St. Thomas
Why Do We All Know Who Gabby Petito Is? Comparing Communications Strategies Surrounding Missing and Murdered Indigenous Women and Girls and the Case of Gabby Petito’s Disappearance and Death

Danyelle Robinson, University of St. Thomas
A War Between Educators, Legal Scholars, School Board Members, and Parents of Students in K-12

Zachariah Walker, Bethel University
Top Paper Award
Tearing Apart a Dead Man in the Middle of the Woods: Romanticism and Realism in the Critical Responses to Jon Krakauer’s Into the Wild

Faculty Respondent
Dr. Robert Larson, College of St. Scholastica
rlarson4@css.edu
SESSION 10:30-11:45 AM

PANEL 7: Room ASC 233

POP CULTURE AND MEDIA

Mia Laube, University of St. Thomas
What Has Become of the L-Word?

Elizabeth Meuleners, South Dakota State University
Rhetorical Criticism of 10 Things I Hate About You

Abigail Schermerhorn, University of St. Thomas
An Analysis of the Controversy of Harry Styles’ Vogue Cover in Relation to Masculinity in Fashion

Bella Bot, University of St. Thomas
Morgan MacDonald, University of St. Thomas
Alli Walburg, University of St. Thomas
Anja Wood, University of St. Thomas

Top Paper Award
Inside Inside Out

Faculty Respondent
Dr. Brandon Anderson, University of Wisconsin-La Crosse
banderson3@uwlax.edu
PANEL 8: Room ASC 234

GENDER, SEXUALITY, AND THE HIV/AIDS EPIDEMIC

Alexis Johnson, South Dakota State University
Rhetorical Criticism of Trevor

Ruth Moder, University of St. Thomas
Honorable Mention
Sexuality, Not Psychiatric Disease: A Critical Essay on Dr. John Fryer’s APA 1972 Speech on Homosexuality

Casey Moerer, Macalester College
Top Paper Award
Redefining Negligence: Applying Apologetic Image Repair Theory to Ronald Reagan’s 1987 Address to the American Foundation for AIDS Research

Anja Wood, University of St. Thomas
NBA Star Earvin “Magic” Johnson’s HIV Diagnosis: Becoming a Spokesperson and Role Model Off the Court

Faculty Respondent
Dr. Aaron Boyson, University of Minnesota-Duluth
aboyson@d.umn.edu
PANEL 9: Room ASC 238

PRESIDENTIAL RHETORIC: POWER AND PUBLIC ADDRESS

Evan Johnson, Gustavus Adolphus College
Roosevelt’s All-American Audience

Erik Kjer, University of Minnesota-Morris
Subduable Energy?: An Analysis of Climate Change Discussion in Presidential Addresses

Zach Wendling, University of Nebraska-Lincoln
Students’ Study of 2020 Presidential Election Affirms Bias in Trump’s Dominance

Haley Zahratka, University of Wisconsin-La Crosse
John F. Kennedy’s Inaugural Address: Ideologies of Patriotism, Aspiration, and Unity

Faculty Respondent
Dr. Adrienne Christiansen, Macalester College
christiansen@macalester.edu
PANEL 10: Room ASC 341

THE IMPACT OF RACE ON CULTURAL INSTITUTIONS AND PRACTICES

Elise Heesch, South Dakota State University
Multiculturalism in Advertising: A Look at Non-Diversification and Stereotyping in the Advertising Industry

Zoe Kwitek, Winona State University
The Commodification of Social Hygiene: A Rhetorical Analysis

Jonathan Rosario, University of St. Thomas
Latin People in Higher Education: Stuggle, Impact of Voice, and Resilience (A Look Into Representation, Recruitment, and Visibility)

Amanda Stanton, College of St. Scholastica
Minorities in the Media

Faculty Respondent
Dr. Maria Marron, University of Nebraska-Lincoln
mmarron2@unl.edu
Michael Butterworth’s research explores the connections between rhetoric, democracy, and sport, with particular interests in national identity, militarism, and public memory. He is the author of *Baseball and Rhetorics of Purity: The National Pastime and American Identity during the War on Terror*, co-author (with Andrew Billings and Paul Turman) of *Communication and Sport: Surveying the Field*, editor of *Sport and Militarism: Contemporary Global Perspectives*, and co-editor (with Daniel A. Grano) of *Sport, Rhetoric, and Political Struggle*. His essays have appeared in numerous journals.

Dr. Butterworth serves as Vice Chair of the Sports Communication Interest Group for the International Communication Association. He previously served as the Chair of the Communication and Sport Division for the National Communication Association and was the Founding Executive Director of the International Association for Communication and Sport. Dr. Butterworth earned his Ph.D. in Rhetoric and Public Culture at Indiana University-Bloomington and has an M.A. in Communication and a B.A. in Political Science from Northern Illinois University.
PAST KEYNOTE SPEAKERS

1992 - James Chesebro, Speech Communication Association
1993 - Linda Steiner, University of Maryland
1994 - Bonnie Dow, North Dakota State University
1995 - Moya Ball, Trinity University
1996 - Eileen Scallen (UC-Hastings)
1997 - Phillip Tompkins, University of Colorado- Boulder
1998 - Bruce Gronbeck, University of Iowa
1999 - Judy Pearson, Virginia Tech University
2000 - Carole Blair, UC-Davis
2001 - Judith Martin, Arizona State University
2002 - Dawn B. Braithwaite, University of Nebraska
2003 - Arvind Singhal, Ohio University
2004 - Gerard A. Hauser, University of Colorado- Boulder
2005 - John Cragan, Illinois State University
2006 - Sonja K. Foss, University of Colorado- Denver
2007 - Mary Vavrus, University of Minnesota
2008 - Thomas Nakayama, Arizona State University-Tempe
2009 - Brian L. Ott, Colorado State University
2010 - Tamara D. Afifi, UC- Santa Barbara
2011 - Charles E. Morris III, Boston College
2012 - Jon F. Nussbaum, Penn State University
2013 - Greg Dickinson, Colorado State University
2014 - Dessa, Doomtree Crew
2015 - Jeffrey T. Child, Kent State University
2016 - Cara Finnegan, University of Illinois at Urbana-Champaign
2017 - Catherine R. Squires, University of Minnesota
2018 - Martin J. Medhurst, Baylor University
2020 - John Murphy (University of Illinois) - cancelled
PANEL 11: Room ASC 202

WOMEN IN SPORTS: SEXUALITY, ABUSE, AND JUSTICE

Eva Anderson, University of St. Thomas
The Fight for Equal Pay Led by USA Soccer Player Megan Rapinoe Gains Momentum

Kim Del Alcazar, University of St. Thomas
Simone Biles and the Larry Nassar Case

Adali Flores-Mendoza, University of St. Thomas
The Sexualization of Women’s Uniforms in Sports: How Norway’s Women’s Handball Team Said No to Bikini Bottoms and the Worldwide Response

Ashlynn Smith, University of St. Thomas
Gender, Trust, and Crisis Communication: An Analysis of Infamous Sexual Abuse Cases in Sport

Faculty Respondent
Dr. Michael Butterworth, University of Texas-Austin
michael.butterworth@austin.utexas.edu
Paige Anderson, University of Minnesota-Duluth
Taking the Temperature of Talk about Climate Change on Social Media

Matt Davis, Minnesota State University-Mankato
How Social Media Fan Accounts Build Community

Tiegue Elliott, Winona State University
A Content Analysis of Body Comments on TikTok Gender Specific Videos

Alexander Lover, University of Minnesota-Duluth
Dr. Aaron Boyson, University of Minnesota-Duluth
Honorable Mention
Losing Sight: The Effect of Eye Contact on Learning in Zoom

Faculty Respondent
Dr. David Lapakko, Augsburg University
lapakko@augsburg.edu
"WE ARE ALL MEN ON THE INTERNET": CONTEMPORARY MASCULINITY IN THE DIGITAL AGE

Luca Arcaria, University of St. Thomas
Nick Ballinger, University of St. Thomas
Owen Borelli, University of St. Thomas
Manchild Intellectual: Joe Rogan, Elon Musk, and the Rhetoric of Masculine Identity

Ruth Moder, University of St. Thomas
Mansplaining, Name Calling, and Manipulation: An Analysis of the Silencing of Women in the Public Sphere From the 19th Century to Today

Tucker Robinson, Augsburg University
Call of Duty: Searching for and Identifying Women in the Online Community

Kellen Sharp, University of Wisconsin-Madison
Understanding Incels as Geek Culture

Faculty Respondent
Dr. Barbara Burke, University of Minnesota-Morris
burkebr@morris.umn.edu
PANEL 14: Room ASC 238

RELIGIOUS, POLITICAL, AND ECONOMIC ISSUES IN GLOBAL COMMUNICATION

Caitlyn Busch, Creighton University
Analysis of Vatican II Document Gaudium et Spes: An Ideological Criticism

Gustavo Gutierrez Nidasio, University of St. Thomas
Rhetorical Analysis of Ayatollah Khomeine’s “We Shall Confront the World with Our Ideology”

Katrina Riba, University of St. Thomas
Does Tourism Fuel Cultural Appropriation?: An Analysis of the Communication Styles Used by the Tourism Industry and Cultural Groups

Carly Sedacca, Winona State University
Roy’s Confrontation of American War Efforts

Faculty Respondent
Dr. Julie Walker, Southwest Minnesota State University
julie.walker@smsu.edu
PANEL 15: Room ASC 341

“WILL IT EVER STOP?”: VIOLENCE AGAINST WOMEN AND CHILDREN

Makenzie Jackson, Winona State University
The Ruining of Innocence: Using Agenda Setting Theory to Conduct a Content Analysis of a Chicago Suburban Newspaper’s Representation of Child Sexual Abuse and Exploitation

Mallory Knutson, University of St. Thomas
An Analysis on the Strategies Used to Raise Awareness on Sex Trafficking of Native American Women and Girls

Brianna Thao, University of St. Thomas
Honorable Mention
The Consequences of Stereotypes: An Examination of the Atlanta Spa Shootings in Relation to the Fetishization of Asian Women

Camryn Kauffman, University of St. Thomas
Dylan Monahan, University of St. Thomas
Cecelia Schneeman, University of St. Thomas
Sarah Wlazlo, University of St. Thomas
“You Should Be the One with Her Name All Over You”: Female Agency and Rape-Revenge Tropes in Promising Young Women

Faculty Respondent
Dr. Teresa Morales, Wayne State University
temoral1@wsc.edu