Conference Reception and Welcome
Center for Integrated Manufacturing Systems
Room 2240
April 15, 2015

8:00
Registration
Continental Breakfast

9:00
Welcoming Remarks

Babak Elahi, Associate Dean
College of Liberal Arts

Pat Scanlon, Director
School of Communication

Sign-language interpreters are provided upon request but subject to availability. Please contact Ms. Helen Adamson (hnagla@rit.edu) if you need the services of an interpreter.
Room 2210
Poster Presentations

College Students' Behavior on Various Audio Formats of Music
Alexandra Bolinski, Maritza Arias, Christopher Goy, & Anthony Tallarido
King's College, Wilkes-Barre, PA

How the Media Is Slowing the Gender Equality Movement
Devon Bradley
Canisius College

Transitioning to a New Culture Depictions of the Amish: Breaking Amish: Los Angeles Season 2
Kyla Brown
Johnson C. Smith University

Expectations versus Reality: A Comparison of Ideal and Actual Relationship Maintenance Behaviors, and their Effect on Relationship Satisfaction in Same-Sex Friendships, Cross-Sex Friendships, and Romantic Relationships
Emmalene Carberry
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Give and Let Live
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Talkin' 'Bout My Generation: Comparing Generations X and Y's News Gathering Habits
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Significance of Family Stories
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Exploratory Study of Perceptions of Health Care Providers' Patient Centered and Non-Patient Centered Communication Practices
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Subcultural Disassociation: A Study of Contemporary Straight Edge Subculture
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Hispanic Identity, Media Habits, Consumer Motives, and Language Preference
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Asian American Self-identities: A Content Analysis of Hyphen Magazine
Dineo Seakamela
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Be Selfish, Say Thank You: The Intrapersonal Benefits of Expressing Gratitude
Megan Smith
Canisius College
Gender and Inequality
Title IX: Friend or Foe?
Samantha Brown
State University of New York at Geneseo

Abstract
This paper critically examines whether or not Title IX causes true parity between men and women in the athletic arena. Although this legislation has proved to be successful in equalizing the number of male and female participants in athletics, it blinds people to underlying parity issues that reach beyond participation numbers—particularly allocation of media resources. This unequal media attention perpetuates the existing ideology of male dominance within sports. Intercollegiate athletics are particularly examined due to the fact that secondary education is a learning environment in which an ideology of male dominance within athletics is being unknowingly perpetuated. This is occurring through the presence of an invisible paradoxical structure in which separate organizations within a university all favor male sports only slightly, causing the university as a whole to blatantly and largely favor men’s sports. However, since Title IX is being followed within this university, an examination beyond this legislation to uncover the invisible paradoxical structure that is in place does not occur.

Play Like A Girl: An Analysis of Media Representation of Female Athletes
Katherine A. Mannion
State University of New York at Geneseo

Abstract
This paper critically examines the relationship between media representation of female athletes and the public opinion of female athletes. Research has shown that female athletes are more likely to be sexualized than male athletes and are therefore delegitimized in their skill. Through analysis of sports websites and a survey distributed online through a midsized, public, liberal arts colleges in the northeast, data were gathered to establish the public opinion of female athletes. Results show that female athletes are delegitimized and sexualized as a result of a lack of proficient coverage of their athletic skills and pursuits.

Moderator: Professor Grant Cos
Lunch Break

Lunch is not provided by the conference, but here are some great places to eat, all with vegetarian and international options:

**The Café and Market at the Crossroads**
Location: Crossroads building
Specialty: Features a market-style food court, convenience store, and Starbucks coffee and café smoothie bar. Specialty items include subs, made-to-order salads, grill items, made-to-order pasta bar, Jump Asian Chinese cuisine, pizzas, calzones, and the Crossbar rotating international cuisines.

**Global Village Cantina and Grille**
Location: Global Village
Specialty: Three distinct dining experiences are offered at the cantina and grille. Salsarita’s offering freshly made-to-order Mexican cuisine, the Global Grille featuring cooked-to-order international cuisines, and Oishii Sushi serving freshly prepared, made-to-order sushi. A bar serving alcoholic (21 years old and over only) and non-alcoholic beverages is also available.

**Brick City Café**
Location: Student Alumni Union
Specialty: Features full breakfast and lunch entree menus, as well as extensive salad bar, subs, wraps, full deli, grill items, display cooking, rotating specialty vendors, fresh soups, desserts, snacks, and coffee station offering Seattle’s Best blends.

**RITZ Sports Zone**
Location: Student Alumni Union, A-level
Specialty: Sports restaurant with big-screen HDTVs open for lunch, dinner, and special sporting events. Menu includes flat bread pizzas, wraps, quesadillas, Ancho Grill, Panini sandwiches, soups, salads, grill items, subs, rotating international vendors, desserts, and coffee station offering Seattle’s Best blends. The RITZ also features a bar (21 years old and over only) and game room complete with pool tables and arcade games.

**Nathan’s Soup & Salad**
Location: Student Alumni Union
Nathan’s Soup & Salad, a local Rochester favorite since 1980, is one of RIT’s newest express dining locations. Nathan’s offers a variety of delicious, healthy home-style soups, sandwiches, and fresh-baked breads. Original old-fashioned recipes are mixed with new recipes to offer patrons the perfect meal whether on the run or taking home!
Room 2130
Lies, Damned Lies, and Advertising

Little White Lies: How Deception Contributes to the Acquisition of Social Capital on Social Media Sites
Dalila Garcia Ramos
The University of Texas at San Antonio

Abstract
The present study examined whether deceptive social media site (SNS) behavior facilitates stronger, more intimate connections to satisfy a psychological need. Potential uses and gratifications of online use were also explored. Three hypotheses were examined: SNS users would report bridging social capital online, SNS users would report agency-based gratifications from using social media sites, and deception would correlate to bonding capital across three categories: one’s own profile, a friend’s profile, and within IM applications. Results of a survey (n = 276) indicate that SNS usage was associated with bridging social capital and gratifications. Results also supported that SNS users report using deception while communicating online.

Moderator: Professor Mike Johansson

Room 2120
Race, Ethnicity, and Religion

Latinas in Television: Exploring the Effects of the Stereotypes on Women of Latin and Hispanic Countries
Jasmine A. Ramón
Alfred University

Abstract
The stereotypes and absence of Latinas in television communicates to the audience that Latinas are part of a single culture, are best viewed as sexual objects, and can be disregarded by society. Latinas in the audience are pressured to measure up to what they see on television. Meanwhile, the actresses playing these roles question their own authenticity as Latinas as they adhere to the stereotypes. Through a variety of scholarly articles, personal blogs, documentaries, and television episodes explaining the stereotypes and the effects of perception on the television audience, it is obvious that better representations of Latinas are necessary in order to improve the perception of them in society.

“A Middle Eastern Trait”: American Misperceptions of Islam and the Media as an Educator
Janelle Marxhausen
State University of New York at Geneseo

Abstract
This paper critically examines the sources from which most Americans learn about Islam and the differing cultures and values of those who practice it. It review the kinds of texts through which people learn about Islam and attempts to uncover which provides the most enriching and accurate portrayal of Muslim cultures. A survey reveals that most Americans believe they learn the most about Islam in the classroom, yet they believe that most of their American counterparts receive most of their information about Islam from the news media.

A Snapshot of a Movement: An Analysis of the U.S. Civil Rights, the South African Anti-Apartheid, and the Liberation Movement of India
Laylaa Randera
Johnson C. Smith University

Abstract
This study develops a model for visual framing through an examination of photographic images of the U.S. Civil Rights movement of 1963, the South African Anti-Apartheid movement of 1976, and the Liberation movement of India of 1942. Using framing analysis, certain elements of photographic images will be put under the microscope, by comparing and contrasting social documentary photographs from various parts of the world during the specified time periods. The visual image becomes a representation of a personal and societal narrative, is merged within cultural processes, and influences the course of socio-cultural systems. The collection of images brings to light similar notions of a universal moral imperative. By being aware of these similarities, the viewer is able to understand how protest movements portray certain universal meanings and norms. Although each era does have elements specific to the given culture and society, it is found that recurring themes do occur across the spectrum of images.

Moderator: Professor Jonathan Schroeder
Room 2210
Poster Presentations

2:00 to 2:50

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Be Selfish, Say Thank You: The Intrapersonal Benefits of Expressing Gratitude
Megan Smith
Canisius College
Room 2130
Product Placement

Product placement in Hollywood action films: *Transformers*, *Transformers 2: Revenge of the Fallen*, and *The Island*

Jordan Baker
Johnson C. Smith University

Abstract
Product placement involves incorporating brands into films and television by ways of visual and audio advertisement. For the current research project, the researcher chooses to study filmmaker Michael Bay’s films because of the heavy usage of major brands and products. *Transformers*, *Transformers 2: Revenge of the Fallen*, and *The Island* are the films analyzed for this study. After conducting a thematic analysis, the researcher discovered the themes of brand new sports cars, technology, and emotional scenes as they relate to product placement in the films.

Room 2120
Sight, Sound, and Sex in Film

The Role of Music and the Viewer: A Qualitative Study of the Film Adaptation through *The Great Gatsby*

Dana V. Donnelly
Nazareth College

Abstract
This work explores film adaptation, questioning how music affects the film and its viewers. It discusses the possible roles music embodies during any particular scene and the roles the viewer takes on as the medium through which a film is understood, accepted, and believed. *The Great Gatsby* was chosen for its explicit clash of modern day music in a 1920s setting. Textual analysis and interviews with college students were employed. Interviewees were shown clips of the film prior to being interviewed that contained scenes where this type of musical accompaniment was stressed. What has surfaced through this process is that music provides an emotional, relatable, and believable connection with its viewers that cannot be recreated by any other means. Additionally, viewers were found to not only use music for these connections, but also as a guide, becoming active participants in the film’s progression.

Girls in the City: Media Portrayal of Main Characters in Female Comedies

Halle A. Cook
Nazareth College

Abstract
This paper looks at the representation of femininity in the HBO television shows *Sex and the City* (SATC) and *Girls*. Both shows address topics pertaining to feminine appearance, romantic relationships, friendships, and the working world. For this paper, the first season of each show underwent an analysis of each of these four categories. It was predicted that SATC places a greater emphasis on the importance of romantic relationships whereas *Girls* more addresses the struggles of working and making a living for oneself. The way in which SATC portrays its characters is one that may encourage viewers to accept exaggerated ideas about femininity.

Moderator: Professor David Neumann
Awards ceremony and closing remarks  
CIMS 2240  
Ice cream social with entertainment by Point of Purchase

Many people helped make this conference possible. Most important are the presenters whose research accomplishments are critical to the success of this annual gathering.

We couldn’t possibly manage such a conference without the support of our overworked but not underappreciated staff, Helen Adamson and Melinda Beyerlein. We also thank Neil Kromer and Bonnie Wright for help with the great facilities at the Center for Integrated Manufacturing Studies.

A number of graduate students in RIT’s School of Communication played an important role in staffing the conference: Deserée Cain, Daniel Gallagher, Enniece Gonzalez, and Maria Olivo. Thanks also to supporting faculty from the participating institutions and to the faculty of the School of Communication: Keri Barone, Kari Cameron, Grant Cos, Ammina Kothari, Hinda Mandell, Kelly Norris Martin, David Neumann, Elizabeth Reeves O’Connor, Pat Scanlon, Jonathan Schroeder, Xiao Wang, and Tracy Worrell.

Additional thanks to Brick City Catering, the RIT Parking Office, and Facilities Management Services for making the conference tasteful, efficient, and pleasant respectively.

Finally, we are grateful for the financial support provided by the College of Liberal Arts and the William A. Kern Endowment for Research in Communications.

Rudy Pugliese  
School of Communication Conference Coordinator

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