

Political Communication Interest Group Newsletter

Spring 2018

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Message from the Chair

Greetings, Members of CSCA Political Communication Interest Group,

I hope this newsletter finds you well and that you are ready and excited for the upcoming conference. We have an excellent program planned for this year!

Before sharing some of the highlights of this year's lineup, I'd like to thank everyone who made it possible. Thank you to everyone who submitted a paper or panel to our interest group. Because of your submissions, we have great scholarship being presented at this year's conference. I am also grateful to those who volunteered to serve as reviewers, chairs, and respondents. Your generosity and commitment to our group is what allows us to have a successful conference this year and beyond. Finally, I'd like to extend my thanks to the 2018 conference program planner Amy Aldridge Sanford and Vice Chair of our interest group Terri Easley-Giraldo for their guidance and support throughout this process. It's been an absolute pleasure to work with all of you.

Now to the program. Our program starts bright and early on Thursday at 8 a.m. with a paper panel titled "Rhetorical Strategies and Analyses of the 2016 Presidential Election." Immediately following the first panel is our Top Paper panel at 9:30 a.m. The Top Paper is titled, "Candidate Versus Country: Invocations of America on Twitter during the 2016 Convention Addresses of Hillary Clinton and Donald Trump" by Molly Greenwood (University of Missouri), Josh Bramlett (University of Missouri), and Joshua Bolton (Loras College). The Top Student Paper is titled "Personal Identity and Collective Resilience: Sadiq Khan's Response to the 2017 Terror Attacks" by Josh Bramlett (University of Missouri) and Joel Lansing Reed (University of Missouri).

Our business meeting follows the Top Paper panel and begins at 11 a.m. We will discuss this year's conference and the 2019 conference in Omaha, honor the top paper winners, and elect our next secretary. I hope to see many of you there.

After the business meeting, we have two senior scholars panels scheduled – one titled "Political Communication and the 2018 U.S. Midterm Elections" on Thursday at 2 p.m., and another titled "Redefining Presidential: Understanding the Presidency of Donald Trump" on Saturday at 3:30 p.m. Both of these panels provide a wonderful opportunity to hear from and engage with prominent scholars in our field.

We are also co-sponsoring two panels this year – one with the Interpersonal and Small Group Communication Interest Group on interpersonal political conflict on Friday at 11 a.m., and a spotlight panel with the Communication Ethics, Activism and Social Justice Interest Group on college professors' ethical dilemmas and responsibilities for engaging in the political public sphere on Saturday at 8 a.m.

These are just a few highlights and you will find many more excellent panels on important and timely topics that you don't want to miss. As students, scholars, and practitioners of political communication, we have much to discuss in this tumultuous political climate. I hope you enjoy the conference and the unique opportunity it provides.

Have a safe trip, and I look forward to seeing you in Milwaukee!

Soo-Hye Han
Kansas State University

1107 Thursday 8:00-9:15AM

Walker

Rhetorical Strategies and Analyses of the 2016 Presidential ElectionChair: **Joshua P. Bolton**, Loras CollegeRespondent: **Craig Allen Smith**, North Carolina State University

Incivility in the Twittersphere: A Rhetorical Examination of Clinton and Trump's Tweets During and After the 2016 Presidential Election

Joseph P. Zompetti, Illinois State University

Difference in the Functions of Baiting in the 2016 Presidential Debates

Terra Rasmussen Lenox, University of Wisconsin, Milwaukee

The Mythical American Businessman: A Pentadic Analysis on Trump's Presidential Announcement

Ismael Quinones, University of Northern Iowa

Winning Votes Through Entertainment Value and Constant Disruption: The New Currency of the 2016 Presidential Campaign

Ashley D. Garcia, University of Nebraska, Lincoln

Bernie Sanders' Rhetorical Strategies: Endorsing Hillary Clinton

Jalynn Bruske, Central Michigan University

This panel includes competitive papers analyzing the rhetoric of the 2016 presidential election.

1214 Thursday 9:30AM-10:45AM

Pabst

Top Paper Panel in Political CommunicationChair: **Soo-Hye Han**, Kansas State UniversityRespondent: **James M. Schnoebelen**, Washburn University

Candidate Versus Country: Invocations of America on Twitter During the 2016 Convention Addresses of Hillary Clinton and Donald Trump (Top Paper)

Molly M. Greenwood, University of Missouri, Columbia**Josh C. Bramlett**, University of Missouri, Columbia**Joshua P. Bolton**, Loras College

Constructing the "Symbolic" Citizen: Michelle Obama as Potential First Lady

Sara Kitsch, Monmouth College

Personal Identity and Collective Resilience: Sadiq Khan's Response to the 2017 Terror Attacks

(J. Jeffery Auer Award for Top Graduate Student Paper)

Josh C. Bramlett, University of Missouri, Columbia**Joel Lansing Reed**, University of Missouri, Columbia

Total Losers and Bad Hombres: The Political Incorrectness and Perceived Authenticity of Donald J. Trump

Kirsten Theye, Concordia College, Moorhead**Steven Melling**, University of Missouri, Kansas City

1306 Thursday 11:00AM-12:15PM

Pabst

Political Communication Interest Group Business MeetingChair: **Soo-Hye Han**, Kansas State UniversityVice-Chair: **Terri M. Easley-Giraldo**, Johnson County Community CollegeSecretary: **Colene J. Lind**, Kansas State University

1511 Thursday 2:00-3:15PM

Miller

Political Communication and the 2018 U.S. Midterm ElectionsChair: **Soo-Hye Han**, Kansas State University

Presenters:

Mary C. Banwart, University of Kansas**Dianne G. Bystrom**, Iowa State University**Mitchell S. McKinney**, University of Missouri, Columbia**Trevor S. Parry-Giles**, University of Maryland**Craig Allen Smith**, North Carolina State University**Judith S. Trent**, University of Cincinnati

Join a roundtable discussion with several political communication scholars who will analyze the approaching 2018 midterm elections. In the context of current state and national political activity, panelists will consider likely outcomes and the impact of the midterm elections on our national policy agenda; and how the 2018 elections may influence the candidates, strategies and campaign messages that might emerge ahead of the 2020 presidential contest. Audience participation will be invited.

1710 Thursday 5:00-6:15PM

Mitchell

Political Discourse in the Time of "Fake News"Chair: **Jordan Stalker**, University of Wisconsin, MadisonRespondent: **Joshua Hawthorne**, Monmouth College

How the Media Talks about 'Fake' News? Reporting in the World of Trump

Sumana Chattopadhyay, Marquette University

The Fourth Estate Strikes Back: Journalists Respond to Trump's Accusations of Fake News

Corey B. Davis, University of Wisconsin, Whitewater

Defining Fake News According to President Trump

David M. Rhea, Governors State University

Immunized from the Truth: Protecting a World View from Contrary Facts

Todd Hauser, Concordia University, Chicago

The importance of false news reports and "fake news" in the 2016 Presidential Election Cycle cannot be overstated. The term itself is polysemous. It might mean the introduction of false information posing as news. It might mean the scapegoating of factual information as false information. This panel is designed to have scholars analyze the impact of the term "fake news" from a variety of perspectives, and also the implications this has on politics and democracy.

2303 Friday 11:00AM-12:15PM

Pabst

Are We So Different? A Discussion on the Intersection of Political, Interpersonal, and New Media Research for Coping with Conflict

Chair: **Terri M. Easley-Giraldo**, Johnson County Community College

Presenters:

Natalie Pennington, Kansas State University

Nancy Burrell, University of Wisconsin, Milwaukee

Andrew M. Ledbetter, Texas Christian University

Kelly L. Winfrey, Iowa State University

This panel brings together scholars from Political, Interpersonal, and New Media to discuss interpersonal-political conflict today. Panelists will offer practical advice for undertaking research at this intersection, and open a dialogue with the audience about ways research can find commonalities in difference.

2508 Friday 2:30-3:45PM

Miller

The National Anthem, A New Political Weapon?

Chair: **Alberto González**, Bowling Green State University

Presenters:

Xinxin Jiang, Bowling Green State University

Linsay M. Cramer, Indiana University, East

Gabriel A. Cruz, Bowling Green State University

James M. Proszek, Northwestern University

Amongst multiple ceremonial purposes, national anthems have been customarily performed at various sporting events in many countries. This panel endeavors to understand how national symbols such as anthems and flags succeed or fail to represent a country and how they were manipulated as a tool in political protests on the sports grounds in a global setting, as a response to the recent NFL anthem protest incidents.

3105 Saturday 8:00-9:15AM

Wright Ballroom B

Spotlight Panel—Ethical Dilemmas Professors Face When Expressing Publically Their Political Viewpoints

Chair: **Kristine M. Nicolini**, University of Wisconsin, Oshkosh

Presenters:

Terri M. Easley-Giraldo, Johnson County Community College

Melody Hoffmann, Anoka-Ramsey Community College

Dana Schowalter, Western Oregon University

Lance Brendan Young, Western Illinois University, Quad Cities

Controversial political matters call upon college professors to occupy multiple roles. While they stand in positions of power to voice their viewpoints publically, they may also encounter backlash from students and/or institutions when doing so. Through examining this dilemma, panelists engage the following questions: What are college professors' ethical commitments and responsibilities for engaging in the political, public sphere? What is at stake when embracing advocacy roles on campuses and in surrounding communities?

3306 Saturday 11:00AM-12:15PM

Wright Ballroom A

Campaigning across Lines of Difference in Congressional, State, and Local Elections

Chair: **Jayne R. Goode**, Governors State University

Respondent: **Mitchell S. McKinney**, University of Missouri, Columbia

Campaigning Differently in Trump Country

Joshua Hawthorne, Monmouth College

Iron Stache and the Biker Mom: Appeals to Blue Collar Voters in the 2018 Democratic Primary in Wisconsin's First Congressional District

Joshua P. Bolton, Loras College

A Functional Analysis of Spanish Language Mayoral Advertisements in the 2010, 2012, and 2014 U.S. Elections

Joel Lansing Reed, University of Missouri, Columbia

Josh C. Bramlett, University of Missouri, Columbia

The Color of Politics: Examining Issue Ownership and Issue Trespassing in Red, Blue and Purple States

Sumana Chattopadhyay, Marquette University

David M. Rhea, Governor's State University

This panel features original research examining how candidates reach across lines of difference in non-presidential elections. The presentations focus on a variety of differences encountered by candidates in sub-national politics, including linguistic, ideological, class, and geographic differences. Examinations of Spanish language mayoral advertisements, issue trespassing across state and ideological boundaries, cross-party coalition building, and appeals to blue collar voters reveal a variety of approaches utilized by candidates responding to the exigencies of sub-national politics.

3406 Saturday 12:30-1:45PM

Kilbourn

The Difference Gender Made: Gender in the 2016 Presidential Election

Chair: **Natalie Pennington**, Kansas State University

Respondent: **Sarah Turner McGowen**, Northeastern State University

A Gendered Influence in Campaign Debates? Exploring Hillary Rodham Clinton's Presidential Debate Performance

Mitchell S. McKinney, University of Missouri, Columbia

Josh C. Bramlett, University of Missouri, Columbia

Mary C. Banwart, University of Kansas

No Hair Pulling: Advertising Strategies Employed by Clinton and Trump to Win Women's Votes in the 2016 Election

Terri M. Easley-Giraldo, Johnson County Community College

Attacking Gender: Political Conflict and Gender Dynamics on Social Media in the 2016 Election

Kelly L. Winfrey, Iowa State University

Grabbing Hegemonic Masculinity by the P**sy: The Gender Regression of Trump's Campaign Rhetoric in 2016

James M. Schnoebelen, Washburn University

But Her Emails: Media Assessment of Hillary Clinton's Loss to Donald Trump

Dianne G. Bystrom, Iowa State University

This panel explores the difference gender made in the 2016 presidential election by examining candidate communication, media coverage, and voters' online communication. Specifically, this group of research will include analysis of the gendered adaptiveness of Clinton and Trump's debate style, the gender components of each candidates advertising videostyle, the new style of Clinton's post-election media coverage, gender dynamics in online communication about the campaign, and the hegemonic masculinity of Trump's campaign rhetoric.

3611 Saturday 3:30-4:45PM

Wright Ballroom C

Redefining Presidential: Understanding the Presidency of Donald J. Trump

Chair: **Colene J. Lind**, Kansas State University

Participants:

Steven R. Goldzwig, Marquette University
Mitchell S. McKinney, University of Missouri, Columbia
Kathryn Olson, University of Wisconsin, Milwaukee
Trevor S. Parry-Giles, University of Maryland
Robert C. Rowland, University of Kansas
David Zarefsky, Northwestern University

President Donald J. Trump declared, via Twitter of course, that his "use of social media is not Presidential – it's MODERN DAY PRESIDENTIAL. Make American Great Again!" Has Donald Trump redefined what it means to be presidential? For those who take the presidency seriously, how are we to examine a president who is not presidential? This panel of presidential scholars will suggest how we might best understand and approach our study of the Trump presidency. The panel will combine short individual presentations with audience participation and discussion.

3707 Saturday 5:00-6:15PM

Wright Ballroom A

Analyses of Arguments, News Frames, and Partisanship

Chair: **Joel Lansing Reed**, University of Missouri, Columbia

Respondent: **Kelly L. Winfrey**, Iowa State University

Partisan Self-Categorization: Elections as Catalysts for Communicating Prototypical Belief Structures, Determining Fit, and Managing Negativity

Jayne R. Goode, Governors State University

The Rhetoric of Communitarian Resistance in the Moral Mondays Movement:

The Contentious Political Climate around Policies Affecting Poor and Working-Class People

Eric K. Jones, Otterbein University

Difference in Framing China from 1980-2015: Sources, Frames, and News Section, Oh My!

Robert Hinck, Monmouth College

Ousting O'Reilly: Breaking the Silence at Fox News (Top Graduate Student Debut Paper)

Samantha Fletcher, Central Michigan University

This panel includes competitive papers analyzing a wide variety of topics in political communication. The papers use different methodological perspectives to understand how political communication functions.