

# World Communication Association 2011 Conference

**August 1 – 5, 2011**

**Universidad de Lima, Lima, Peru**

**Monday**

**August 1, 2011**

Bus will leave the Ibis hotel at 2 p.m.  
Avenida Larco 1140 Miraflores 18 Lima Peru Phone:(+51) 1/634 8888

**Conference Registration**

2 p.m. – 3:30 p.m.

**Near Auditorium S**

**Conference Opening**

3:30 – 5 p.m.

**Auditorium S**

(\*Spanish/English Translation Available)

**Welcome**

Mark Orbe, Western Michigan University, USA & WCA Secretary-General  
Caroline Hatcher, Queensland University of Technology, Australia & WCA President,  
Oscar Quezada Macchiavello, Dean of the School of Communications, University of Lima

WCA Regional Vice-Presidents

**Greetings**

Vice President, Asia/Pacific: Sung-Gyung Kim, Korea Military Academy, Korea  
Vice President, Australia/New Zealand: Patricia McCarthy, Queensland University of Technology, Australia  
Vice President, Latin America: Javier Protzel, Universidad de Lima, Peru  
Vice President, North America: Melissa Beall, University of Northern Iowa, United States

**Presentation of Family of Myung-Seok Park Financial Awards for Outstanding Scholarships for 2011**

*Best Qualitative Conference Paper*

Angela F. Cooke-Jackson

*Best Quantitative Conference Paper*

Stephen M. Croucher

*Best Theoretical-Praxis Conference Paper*

Judith D. Hoover

*Best Student Conference Paper*

Bruno Takahashi

*Best Overall Conference Paper*

Wai Hsien Cheah, Alma Poljarevic, Hisako Matsuo  
& Ajlina Karamehic-Muratovic

**Afternoon Coffee/Tea Break**

5 – 5:30 p.m.

**Near Auditorium S**

**Campus Tour**

5:30 – 6:30 p.m.

**Opening / Inaugural Reception**

6:30 – 8 to 8:45 p.m.

**Auditorium Central**

Bus will leave at 9:00 p.m.

**Tuesday**

**August 2, 2011**

Bus will leave the Ibis hotel at 8 a.m.

Avenida Larco 1140 Miraflores 18 Lima Peru Phone:(+51) 1/634 8888

**Conference Registration**

8 – 10 a.m.

**Near Auditorium W**

**Keynote Address: *The Polysemy of Words: The Universal and the Diverse***

**By Renato Ortiz, The State University of Campinas (Unicamp), Brazil**

*(\*Spanish/English Translation Available)*

Introduction by Javier Protzel, Universidad de Lima, Peru

9 – 10 a.m.

**Auditorium W**

**Morning Coffee/Tea Break**

10 – 10:30 a.m.

**Hall W**

**Conference Panels**

*Parallel Sessions 1*

10:45 a.m. – 12 p.m.

<p><b>Parallel Session 1.1</b>  <b>Room Q-603</b>  6<sup>th</sup> floor, Bld. Q</p> <p>Chair: <b>Patsy McCarthy</b>, Queensland University of Technology, Australia  Session: <b>Immigrant Refugees, and Sojourner Communication</b></p> <p><b>Wai Hsien Cheah, Ajlina Karamehic-Muratovic, Hisako Matsuo, Alma Poljarevic</b>, Southern Illinois University Edwardsville, USA  <i>"The role of language competence, interpersonal relationships, and media use in Bosnian refugees' resettlement process"</i></p> <p><b>Stephen M. Croucher</b>, Marist College, USA  <i>"An analysis of the relationship between argumentativeness, communication apprehension, and linguistic fluency: A French case-study"</i></p> <p><b>Amala Dilani Amarasinghe</b>, Queensland University of Technology, Australia  <i>"Face management and adaptation: Facework strategies of Sri Lankans working in Australia"</i></p>	<p><b>Parallel Session 1.2</b>  <b>Room Q-601</b>  6<sup>th</sup> floor, Bld. Q</p> <p>Chair: <b>Javier Protzel</b>, Universidad de Lima, Peru  Session: <b>Cross-cultural Perspectives on Globalization: Values and Practice</b> (*Spanish/English Translation Available)  <b>Camila Gonzales &amp; Carolina Castro</b>, Catholic University of Valparaiso, Chile  <i>"The Fifth Catholic Episcopate Conference (Aparecida, Brazil, 2007). The quest for a communications proposal"</i></p> <p><b>Liliana Herrera</b>, San Martin de Porras University, Lima, Peru  <i>"Implementation of a communications program as a tool for sustainable development"</i></p> <p><b>José García Contto</b>, University of Lima, Peru  <i>"Fine arts, interculturality and postcolonialism"</i></p>
<p><b>Lunch</b>  12 – 1:30 p.m.  <b>WCA Executive Board Meeting</b>  <b>Q-603</b></p>	

<p><b>Conference Panels</b>  Parallel Sessions 2  1:30 – 2:45 p.m.</p>	
<p><b>Parallel Session 2.1</b>  <b>Room Q-603</b>  6<sup>th</sup> floor, Bld. Q</p> <p>Chair: <b>Michael Kelley</b>, California State University, USA  Session: <b>Media &amp; Culture: Diverse Perspectives</b></p> <p><b>Moniza Waheed, Andreas Schuck, Claes de Vreese &amp; Peter Neijens</b>, University of Amsterdam, The Netherlands</p>	<p><b>Parallel Session 2.2</b>  <b>Room Q-601</b>  6<sup>th</sup> floor, Bld. Q</p> <p>Chair: <b>Melissa Beall</b>, University of Northern Iowa, USA  Session: <b>Communication in a Changing World</b></p> <p><b>Judith D. Hoover</b>, Western Kentucky University, USA  <i>"Dialogue: Our past, our present, our future"</i></p> <p><b>Mark Orbe</b>, Western Michigan University, USA <b>Robert</b></p>

<p><b><i>“Values in the news coverage of speeches: comparing developed and developing countries”</i></b></p> <p>John L. Williams &amp; Tim Howard, California State University, USA  <b><i>“Thinking forward: Infusing emotional intelligence into the practice of public relations”</i></b></p> <p>Sucharat Rimkeeratikul, Language Institute, Thammasat University, Phrabarommaharajawang, Thailand  <b><i>“Communication apprehension levels and decisions of journalism and mass communications undergraduate students to choose their majors”</i></b></p> <p>Edson C. Tandoc, Missouri School of Journalism, University of Missouri, USA  <b><i>“Breaking news or breaking the newspaper? Newspaper journalists, website journalists and their medium-based loyalties”</i></b></p>	<p>R. Bradford &amp; Victoria H. Orbe, University of Michigan, USA  <b><i>“The [multiple] realities of race in the Obama era: contemporary negotiations of the ‘one-drop rule’ in the U.S.”</i></b></p> <p>Carolyn Calloway-Thomas, Indiana University, USA  <b><i>“Empathetic literacy and intercultural agendas for change: Come, shout about it?”</i></b></p>
<p style="text-align: center;"><b>Afternoon Coffee/Tea Break</b>  2:45 – 3:15 p.m.  <b>Near Rooms on 6<sup>th</sup> floor, Bld. Q</b></p>	
<p style="text-align: center;"><b>Conference Panels</b>  Parallel Sessions 3  3:15 – 4:30 p.m.</p>	
<p style="text-align: center;"><b>Parallel Session 3.1</b>  <b>Room Q-603</b>  6<sup>th</sup> floor, Bld. Q</p> <p style="text-align: center;"><b>Journal Publishing Panel</b></p>	<p style="text-align: center;"><b>Parallel Session 3.2</b>  <b>Room Q-601</b>  6<sup>th</sup> floor, Bld. Q</p> <p style="text-align: center;"><b>Panel: “Globalization and Its Diverse Outlooks”</b>  Chair: <b>Caroline Hatcher</b>, Queensland University of Technology, Australia  Panelists:  <b>Renato Ortiz</b>, The State University of Campinas (Unicamp), Brazil  <b>Carolyn Calloway-Thomas</b>, Indiana University, USA  <b>Carmencita Del Villar</b>, University of Philippines, Philippine Islands  <b>Seon-Gi Baek</b>, Sungkyunkwan University, Korea</p>
<p style="text-align: center;"><b>Taylor &amp; Francis Reception</b>  4:30 - 6 p.m.  <b>Hall W</b>  Bus will leave 6:15 p.m.</p>	

**Wednesday  
August 3, 2011**

**Cultural Day Tour**

9 a.m. returning 7 p.m.  
Hotel pick up time TBC

Visiting Pachacamac Archeological Complex  
Historic Lima Districts  
Museum  
and  
ending with Magical Circuit of Water

**Thursday  
August 4, 2011**

Bus will leave the Ibis hotel at 8 a.m.

**Keynote Address: “Some reflections from Peru on interculturality and multiculturality”**

**By Javier Protzel, Universidad de Lima, Peru**

9 – 10 a.m.

Introduction by Mark P. Orbe, Western Michigan University, USA

9 – 10 a.m.

**Auditorium W**

**Morning Coffee/Tea Break**

10 – 10:30 a.m.

**Hall W**

**Conference Panels**

*Parallel Sessions 4*

10:45 a.m. – 12 p.m.

**Parallel Session 4.1**

**Room Q-603**

*6<sup>th</sup> floor, Bld. Q*

Chair: Teresa Brook, 1<sup>st</sup> Call, Australia

Session: **Culture in Various Peruvian Contexts**

**Bruno Takahashi, The State University of New York, USA**

***“The role of environmental concern, sources of policy information, and knowledge about climate change on the support for policy proposals: A comparison between government elites in Peru”***

**Kara L. Kehoe & John L. Williams, California State University, USA**

***“Framed in America: A content analysis of one media outlet’s view of Peru”***

**Leigh Ann Howard, University of Southern Indiana, USA**

***“Wielding the pen: Politics in the novels of Mario Vargas Llosa”***

**Parallel Session 4.2**

**Room Q-601**

*6<sup>th</sup> floor, Bld. Q*

Chair: Barbara Monfils, University of Wisconsin-Whitewater, USA

Session: **Applying Intercultural Communication to Solve “Real-World” Problems**

**Barbara Monfils, University of Wisconsin-Whitewater, USA**

***“Applying communication principles to increase campus response to a campus climate survey”***

**Melissa Beall, University of Northern Iowa, USA**

***“Why we need to understand international business practices”***

**Lonald Monfils, Fidelity Information Services, USA**

***“Lessons learned: Applying intercultural knowledge in international business negotiations”***

**Lunch**

12 – 1:30 p.m.

**WCA Executive Board Meeting**

**Q-603**

**Conference Panels**

*Parallel Sessions 5*

1:30 – 2:45 p.m.

**Parallel Session 5.1**

**Room Q-603**  
6<sup>th</sup> floor, Bld. Q

Chair: **Robin Boylorn**, University of Alabama, USA  
Session: **African and African American Women's Voices**

**Angela F. Cooke-Jackson**, Emerson College, USA  
*"A World of difference: Unraveling the conversations African American mothers have with their adult daughters to negotiate diabetes"*

**Kathryn Toelken & Ashley Denise Ripple**, University of South Alabama, USA  
*"A hermeneutical analysis of multivocal narratives: Rwandan women reclaiming their voice"*

**Olga I. Davis**, Arizona State University, USA  
*"Transforming health communication: A women's global health call to action"*

**Sakile K. Camara**, California State University, USA & **Eletra Gilchrist**, The University of Alabama in Huntsville, USA  
*"The Voice of Mothers: Cultural Dis/Continuity in African-American and Ghanaian Women"*

**Parallel Session 5.2**

**Room Q-601**  
6<sup>th</sup> floor, Bld. Q

Chair: **Seon-Gi Baek**, Sungkyunkwan University, Korea  
Session: **New Korean Wave and Asian Responses: A New Cultural Phenomenon and Its Cross-Cultural Implication.**

**Seon-Gi Baek**, Sungkyunkwan University, Korea  
*"General phenomenon of the New Korean Wave in Asian countries, and its new paradigmatic and cross-cultural implication"*

**Seon-Gi Baek & Sae-Rom Yu**, Sungkyunkwan University, Korea  
*"The New Korean Wave in Japan and Japanese responses on the new cultural phenomenon: A Semiotic and discourse analysis on media coverage with a social survey of Japanese audiences"*

**Seon-Gi Baek & Ha-Ni Lee**, Sungkyunkwan University, Korea  
*"The New Korean Wave in China and Chinese responses: A Semiotic and discourse analysis on media coverage with an in-depth interview of Chinese audiences"*

**Seon-Gi Baek & Kyung-Rag Lee**, Sungkyunkwan University, Korea  
*"The New Korean Wave in Taiwan and Taiwanese responses: A Semiotic and discourse analysis on media coverage with a social survey of Taiwanese audiences"*

**Afternoon Coffee/Tea Break**

2:45 – 3:15 p.m.

**Near Rooms on 6<sup>th</sup> floor, Bld. Q**

**Conference Panels**

*Parallel Sessions 6*

3:15 – 4:30 p.m.

**Parallel Session 6.1**

**Room Q-603**

*6<sup>th</sup> floor, Bld. Q*

Chair: **Carmencita Del Villar**, University of Philippines, Philippine Islands

Session: **Intercultural Communication – Engaging Across Disciplines and Differences**

*(\*Spanish/English Translation Available)*

**Robin M. Boylorn**, University of Alabama, USA

***"This ain't your momma's communication:"***

***Narrative analysis as a method of engagement and understanding"***

**Alexei V. Matveev**, College of Staten Island, USA & **Miwa Yamazaki Merz**, San Jose State University, USA

***"Current issues of intercultural competence assessment and development"***

**Camila Gonzales & Carolina Castro**, Catholic University of Valparaíso, Chile

***"The concept of communication in the Latin American catholic church"***

**Parallel Session 6.2**

**Room Q-601**

*6<sup>th</sup> floor, Bld. Q*

Chair: **Sakile Camara**, California State University Northridge, USA

Session: **Graduate Student Think Tank**

**Moniza Waheed**, University of Amsterdam, The Netherlands

***"Judging terrorist and politician: Who is who?"***

**Matthew Legro & Lynda L. McCroskey**, California State University Long Beach, USA

***"Potty talk: An investigation of willingness to communicate in public restrooms"***

**Bianca Peters & Lynda L. McCroskey**, California State University Long Beach, USA

***"If you don't have anything nice to say...save me a seat next to you: The influence of Facebook post valence on source attractiveness, homophily, and credibility"***

**Moniza Waheed, Andreas Schuck, Claes de Vreese & Peter Neijens**

University of Amsterdam, The Netherlands

***"Embracing similarities and bridging gaps: interviews with U.N. speechwriters"***

Bus will leave 4:45 p.m.

**Conference Dinner**

***Huaca Pucllana***

7:30 p.m.

Bus will leave the hotel 7:15 p.m.

**Friday  
August 5, 2011**

Bus will leave the Ibis hotel at 8:30 a.m.

**Conference Panels  
Parallel Sessions 7  
9:15 – 10:45 a.m.**

**Parallel Session 7.1  
Room Q-603  
6<sup>th</sup> floor, Bld. Q**

Chair: **Alexei Matveev**, College of Staten Island, USA  
Session: **Quantitative Papers in Intercultural Communication**

**Stephen M. Croucher**, Marist College, USA, **Alfred DeMaris**, **Brenda Oyer**, **Franklin Yartey & Linda Ziberi**, Bowling Green State University, USA  
*"Jealousy in India and the United States: A cross-cultural analysis of three dimensions of jealousy"*

**Carmencita P. Del Villar**, University of the Philippines, Philippines  
*"How Savvy Are We? : Towards predicting intercultural sensitivity"*

**Jerry L. Allen, Ph.D.**, University of New Haven, USA & **Joan O'Mara**, University of Hartford, USA  
*"The influence of communication traits and culture on perceptions of distance in intracultural and intercultural relationships"*

**Lynda McCroskey**, **Lea Hellmueller**, **Jennifer Lopez & Anthony Guy**, **Bobbi**, California State University Long Beach, USA  
*"An investigation of communication traits and bilingual native Hungarian-English speakers"*

**Parallel Session 7.2  
Room Q-601  
6<sup>th</sup> floor, Bld. Q**

Chair: **Carolyn Calloway-Thomas**, Indiana University, USA  
Session: **Communication in Relationships**  
*(\*Spanish/English Translation Available)*

**Ruth Sharabany Yohanan Eshel & Tali Eshel-Shavit**, University of Haifa, Israel  
*"How does rejection sensitivity relate to friendship of same sex and cross sex?"*

**Beatriz Alem**, University of Buenos Aires, University of General Sarmiento, Argentina  
*"Television as a space of identification and differentiation."*

**Rosa María Bedoya.**, Catholic University of Peru, Lima  
*"Notes about the presence of blackness in the advertisement discourse. The Peruvian case"*

**Amaro La Rosa**, Women's University of the Sacred Heart, Lima, Peru  
*"Social networks. An interdisciplinary perspective based on evidence."*

**Morning tea**

10:45 – 11:15 a.m.

*Near Rooms on 6<sup>th</sup> floor, Bld. Q*

**Conference Closing**

11:15 - 12:45 p.m.

**Auditorium S**

**Presentation of Family of Myung-Seok Park Financial Awards for Outstanding Oral Presentations for 2011**

Best Student Conference Presentation (2)  
Best Non-Native English Conference Presentation  
Best Overall Conference Presentation

**Business Meeting**

Bus will leave at 1 p.m.