

(En)Gendering Technologies

37th Annual Meeting of the Organization of
Communication, Language, & Gender
October 16-19, 2014
Westin San Francisco Airport Hotel
Millbrae, CA

Conference Schedule

Wednesday

Wednesday, 6:00-8:30 pm

President's Suite
OSCLG Board Meeting & Dinner

Thursday

Hospitality Suite 8am-5:30pm

Thursday, 8:00 am

President's Suite
OSCLG Board Meeting

Thursday, 10:30am-12:30pm

Cypress
Feminist Fat Activism Pre-Conference Workshop
Marilyn Wann, San Francisco-based Activist
Jeanette Miller, Santa Clara University

Come learn about Fat Activism, the Health at Every Size movement, and how to encourage positive, compassionate acceptance of bodies of *all* shapes and sizes from two feisty, fabulous, feminist, fat activists, including the author of *Fat!So?* (Ten Speed Press).

All are welcome! No registration or prior experience needed.

Thursday, 1:30 pm

Cherry
Space, Place, and Intersectionality

Tiffany Kinney, University of Utah
Spaces of the Sacred: A Participatory Mapping of Salt Lake City
Elena D. Hristova, University of Minnesota
Patricia J. Williams on the Radio: Speaking Race, Speaking Praxis in the 1997 BBC Reith Lectures
Rebecca Mercado, Oakland University

Becoming and Unbecoming Appalachian: Disgust, Ambivalence, and Pride

Hannah Bush, University of Cincinnati

Understanding White Feminism through Division and Identification

Ryessia Jones, University of Texas at Austin

Vigilante Hero or Villain: A Critical Analysis of Christopher Dorner

Chestnut

What do Women Adjuncts Need? What can Universities Do?

The topic for this discussion is ways that universities can improve the working conditions of their adjunct faculty. Many institutions have up to half of their courses taught by adjuncts, most of whom are women. Further, the salaries of adjuncts are relatively low and the position does not carry benefits. Consequently, many women adjuncts feel undervalued and dissatisfied, yet they remain in the part time position and accept less than desirable working conditions. Because universities are limited in what additional financial support they can provide, universities must be creative in addressing adjunct needs. Universities should find ways to improve their working conditions and to demonstrate to adjuncts that they are valued. After conducting focus groups with a number of women adjuncts, the panelists have created a list of ideas that universities can implement to increase satisfaction of women adjunct instructors. The panelists will present the ideas that emerged from their focus group discussions and then facilitate a discussion among participants regarding additional potential strategies universities can implement to offset the negative experiences of these essential instructors.

Christy Vincent, University of Central Oklahoma

Mary Carver, University of Central Oklahoma

Rozilyn Miller, University of Central Oklahoma

Thursday, 3:00 pm

Cypress

What's Your Scene? Put It in a Zine!: A Workshop on Feminist Zines

This workshop will allow participants to engage in the experience of creating a feminist zine. Moreover, workshop leaders will facilitate discussion on the multiple of functions of zine creation, including its activist and pedagogical values, as well as its potential for self-reflection and self-expression.

Jamie L. Huber, Utah State University

Shauna M. MacDonald, Villanova University

Brianne Waychoff, Borough of Manhattan Community College

Chestnut

Captain Marvel, Wonder Woman, and Klava Rossuck: Gender Lessons in Comics and Related New Media

Comic books function at once as reflections of important societal conversations and as constitutive forces that do important work in defining “acceptable” roles for citizens. From the 1940s, when comic books were used specifically as educational tools during wartime, to the present, when characters and storylines break out of their print frames and onto computer and movie screens, gender lessons abound. Some of the more disturbing lessons include teaching women that their place is in the home or that female superheroes are just not interesting enough to have their own movies. But there are some positive messages, too, as feminist writers change the conversation both in their work and online through role modeling and well-considered, inclusive criticism. This panel will address those issues

and more in a thoughtful critique of the personal, political, economic, and historic forces at work and play in representations of women in comics.

Elena D. Hristova, University of Minnesota

"Time Out For Victory!": Women, Work, and Comic Books During the Second World War—
Engendering Education, Engendering Labor

Dana Schowalter, University of Wisconsin, Milwaukee

"We'll get to your movie someday": Patriarchy, Political Economy, and the Fight for a Wonder
Woman Movie

Ashley Clayson, University of Minnesota

"Please No Gender-Switched Copies Like Wonder Man and Supergirl Boy": Gail Simone,
Genre, and Twitter Parody of the Comics Industry

Shannon Stevens, California State University, Stanislaus

"I AM CAPTAIN MARVEL!": Feminist Fantasy in Kelly Sue DeConnick's Character and
Online Persona

Cherry

**Creating and Implementing Technological Innovations for Teaching and Scholarship Based in
Feminist Thinking: Ideas Shared by a Community of Feminist Scholars**

Given that technology has infused the landscape of scholarship, research, teaching, and other work of higher education, it is imperative that feminist communication scholars, teachers, and activists play a role in shaping technology for feminist aims. Inspired by the feminist concept of the DOCC, a Distributed Online Collaborative Course, a rethinking and reaction against the reductionist pedagogy of the xMOOC (Massive Open Online Course), we are a community of feminist scholars working to realize the affordances of technology for feminist goals. Our aim is to create and implement technological innovations that come out of feminist thinking. This panel will focus on two main activities initiated by our group: First, we discuss our efforts to use feminist friendly technological affordances of sharing, collaboration, decentralization, distributed knowledge, and diversity in teaching and scholarship. We seek to address the question: what does a feminist informed technologically-rich learning community look like? This may include activities like beaming into each other's classes, having students across geographical distances and across different learning cultures and communities communicate with each other about discussions and projects. Second, we propose to create for OSCLG an online site for scholars who are interested in developing new forms of feminist pedagogy with technology. Interested feminist scholars can go to this site as a resource. They can express their areas of interest and expertise and meet up with others who may share similar interests and goals. This site would serve as a kind of a matchmaking for feminist communication scholars who are interested in experimenting with new form of enacting feminist pedagogy by using technology.

Victoria DeFrancisco, University of Northern Iowa

Maureen Ebben, University of Southern Maine

Karla Scott, St. Louis University

Elizabeth Kissling, Eastern Washington University

Lori Blewett, Evergreen College

Thursday, 4:30 pm

*Chestnut***Personhood**

Based on attempts in 2011 to pass a personhood amendment in Mississippi, the question this panel would like to discuss is what political, social, and rhetorical developments have occurred during the last few years to allow a shift in the law's perspective on life within a woman's womb. The question has become is a pregnant woman carrying an unborn child deserving of equal rights to the woman who carries it or is a pregnant woman carrying a fetus whose rights are subsumed to the woman's right to privacy and right to choice in reproductive matters. In line with this conference's emphasis on a variety of theoretical approaches to gender issues, this panel will provide a comparative political/historical, rhetorical/legal and dramatic analysis of the events over the last three years that have provided the grounds for these two distinct perspectives on the relationship between a woman and her unborn child/fetus. This panel will discuss the historical/political background to the push for constitutional "personhood" amendments throughout not only the United States but also the world at large. Additionally, in light of the relationship between language and reality as expressed in the Shapir-Whorf hypothesis, this panel will explore the potential legal ramifications, as manifested in the recent Hicks decision that the simple rhetorical act of renaming a fetus, a human being, could have on a woman's autonomy over her body during pregnancy. Significantly, the scholarly examinations of this topic will be dramatically embedded within key excerpts from an anthology play inspired by the efforts in Mississippi to pass a personhood amendment.

Sally F. Paulson, Delta State University
 Leslie Fadiga-Stewart, Delta State University
 A.M. Paulson, Pro Se Productions

*Cherry***Technology - Mediated Constructions of Gender: Gender (Re)Productions Within Television, Texting, Blogs, Image Searches, and Online Social Media**

This panel explores "technology" as both a means and human activity, as Martin Heidegger (1954) defined, across five distinct, technology-mediated domains of television, texting, weblogs (blogs), Internet image searches, and online social media. Each technology provides different affordances in how gender may be constructed (Faraj and Azad, 2012). The materiality of television differs from that of Internet-enabled mobile phones, yet both are imbricated with the social through assumptions, values, and ideologies imbued in device design and technology usage. As feminist scholars, we highlight the reflexivity between society and technology in (re)producing contemporary American socioeconomic politics while concurrently shaping attitudes, decisions, and actions (van Zoonen, 1994). Panelists also pay particular attention to intersections of gender with race outside of dominant narratives. Representing five different institutions across Illinois, Missouri, Virginia, and Wisconsin, we examine gender on television, texting via cell phones, and the Internet via blogs, image searches, and social media. Our panel speaks to diverse (re)constructions of gender, including gender within underrepresented populations, through and as a result of technology mediation.

Janell Bauer, JMU School of Communication Studies
 Jenny Korn, University of Illinois at Chicago
 Jimmie Manning, Northern Illinois University
 Karla D. Scott, Saint Louis University
 Lara C. Stache, University of Wisconsin – Milwaukee

*Cypress***Late Effects: Voicing Survivorship Experiences of Long-Term Cancer Survivors through a Feminist Photovoice Study and Collaborative Art Installation**

Currently, twelve million people in the United States have survived past a diagnosis and treatment for cancer (CDC, 2012). Long-term survivors of cancer (LTS) face unique challenges in maintaining their physical, emotional, cognitive, and social well-being that vary significantly from challenges faced by patients in active treatment for cancer. Our research explores LTS' communication in their daily lives as they cope with "late effects" of cancer treatment, that is, the physical, cognitive, and emotional impairments and illnesses that are caused by the surgery, chemotherapy, radiation, and medications used to treat cancer, as well as by the disease itself, that linger long after cancer remission. In this panel, we exhibit our collaborative installation, "Late Effects." After participants have an opportunity to interact with the artwork, Laura Ellingson will provide a brief description of photovoice as a feminist participatory action research method. Then Renee Billingslea, SCU Lecturer in Photography and photographer/visual artist, will present on her experience with this interdisciplinary collaborative project, explaining her creative processes and experiences interacting with qualitative data and researchers. We will then lead a discussion about the promises and perils of feminist collaborative research, particularly that which bridges the art-science divide.

Laura L. Ellingson & Kristian G.E. Borofka, Santa Clara University
 Renee Billingslea, Santa Clara University

Thursday, 6:00 pm President's Reception**Thursday, 9:00 pm Wine & Chocolate Reception, President's Suite****Friday**

Hospitality Suite Open 8am-5pm

Friday, 6:45am-7:45 am

President's Suite

Yoga led by Rachel Silverman

Friday, 8:00 am

*Chestnut***Family: Centering, Mentoring, and Meaning**

Rebecca Saunders, Missouri State

Family Group Conference Experiences from the Facilitator's Perspective

Michael Martin & Melissa Galán, Bloomsburg University of Pennsylvania

Creating an Identity and Family One Text at a Time

Wanjiru Mbure, Stonehill College & Emily O'Connell, Boston University

"Something for Myself": A qualitative exploration of meaning making processes in a mommy blogging community

Bren Ortega Murphy, Loyola University of Chicago

Becoming a deacon's wife: Messages from the Roman Catholic Church To Women

*Cherry***Marginal (Gendered) Identities in Healthcare Contexts**

The purpose of this panel is to explore issues related to marginal and gendered identities in healthcare contexts (broadly defined). We view health communication from a gendered perspective which involves understanding the social construction of health, illness and medicine, the body, and understanding power relations as they occur in medical settings. We hope this roundtable discussion allows participants and audience members a chance to talk about strategies for discussing and critiquing gendered health related issues. Gender is a central feature of social life yet we often take it for granted because it seems so “natural.” The first question people ask after a baby is born is “is it a boy or a girl?” We take for granted that we are born as female and male (some in between) and that these “natural” physical differences translate into other differences that we often perceive. Gender, however, is far from “natural.” Communication scholars recognize that individuals are situated in specific social and historical environments that shape our environment and the ways we think about our lives. Thinking about gender from a communication perspective means that we go beyond taken for granted assumptions about sex and gender and critically examine the origins of the patterns we see around us. In this panel, we examine how gender is deeply embedded in society’s basic political, economic, and ideological institutions. Some of the topics covered in this panel are: women’s rhetoric in the Twilight Sleep debates, parent burnout, Crossfit culture, gendered nature of Autism, social support on pro-eating disorder websites, mothering and end of life decisions and online abortion social support. Our central task is to explore how the interconnections between gendered social institutions and gendered communication interactions shape opportunities, our behaviors and our identities. We will explore these issues and learn together.

Chair: Jimmie Manning, Northern Illinois University

Bethany Johnson & Margaret M. Quinlan, University of North Carolina at Charlotte

Technical vs. Public Spheres of Knowledge: A Feminist Analysis of Women’s Rhetoric in the Twilight Sleep Debates of 1914-1916

Jaclyn Marsh, University of North Carolina at Charlotte

Emotional labor, narratives and dialectical tensions: How parents manage "burn-outs" via Baby Einstein.

Kristen Okamoto, Ohio University

Exercising Agency in the Gym

Maria Jose Armendariz, University of North Carolina at Charlotte

Latino Women with Low English Proficiency in the Health Care System—Communication Triad—Patient, Interpreter, Health Care Provider: Through the Lenses of Muted Group Theory and Co-Cultural Theory

*Cypress***Pushing the Boundaries of Femininity I**

Emily Ehrlich, William Paterson University

The Urban Dictionary: Words for Women

Dana Schowalter, University of Wisconsin, Milwaukee

Rise But Don't Speak: Girl Rising, Imperialist Philanthropy, and the Silencing of Girls' Voices

Kelly Lamb, Ball State University

Hit like A Girl: An Exploration of Gender Performance among Derby Dames

Melanie Mills, Eastern Illinois University

The Cronebabe Collection: Stories from the Front Line of the End Zone

Friday, 9:30 am

Chestnut

Disciplining Bodies and Identities

Rebecca Meisenbach, University of Missouri

"My pants don't fit, and I'm not ready to buy a new wardrobe": Weight loss discourse and materiality for a skinny gal

Melissa Lucas, University of Maryland & Katie Brockhage, University of Nebraska—Lincoln

Pressure to be Perfect: Negotiating Gendered Performances in Sororities

C. J. Rivera, Woodland Park Middle School & Kendra Dyanne Rivera, California State University, San Marcos

Selfies, Emo Meme Quotes, and Shoes: Teen Gender Identity on Instagram

Sarah Beach, Western Kentucky University

A new kind of body project: Blogging and the American teen girl

Cherry

Marginal (Gendered) Identities in Healthcare Contexts II

The purpose of this panel is to explore issues related to marginal and gendered identities in healthcare contexts (broadly defined). We view health communication from a gendered perspective which involves understanding the social construction of health, illness and medicine, the body, and understanding power relations as they occur in medical settings. We hope this roundtable discussion allows participants and audience members a chance to talk about strategies for discussing and critiquing gendered health related issues. Gender is a central feature of social life yet we often take it for granted because it seems so "unnatural." The first question people ask after a baby is born is "is it a boy or a girl?" We take for granted that we are born as female and male (some in between) and that these "unnatural" physical differences translate into other differences that we often perceive. Gender, however, is far from unnatural. Communication scholars recognize that individuals are situated in specific social and historical environments that shape our environment and the ways we think about our lives. Thinking about gender from a communication perspective means that we go beyond taken for granted assumptions about sex and gender and critically examine the origins of the patterns we see around us. In this panel, we examine how gender is deeply embedded in society's basic political, economic, and ideological institutions. Some of the topics covered in this panel are: women's rhetoric in the Twilight Sleep debates, parent burnout, Crossfit culture, gendered nature of Autism, social support on pro-eating disorder websites, mothering and end of life decisions and online abortion social support. Our central task is to explore how the interconnections between gendered social institutions and gendered communication interactions shape opportunities, our behaviors and our identities. We will explore these issues and learn together.

Chair, Robin Cavin, University of North Carolina at Charlotte

Meghan Snider, University of North Carolina at Charlotte

The Institution of Motherhood and Political Law: Analyzing the Case of Marlise Munoz

Sarah Parsloe, Ohio University

Aspiegirls: Communicating about the Gendered Nature of Autism

Emma Bugin, University of Tennessee

"I Hope I Can Find That Here": A Exploratory Study Examining Women's Voices on Pro-Eating Disorder Websites

Rachel Thomas & Meghan Snider, University of North Carolina at Charlotte

A Helping Tweet: Exploring New Forums for Abortion Social Support Through Social Networking

*Cypress***Grandmothers, Mothers, and Daughters: The Conversations Continue**

Grandmothering is a complex process that varies across cultures, changes over the life course, and defies simple definitions. Research confirms the importance of grandparents, roles both for the grandparents themselves and for their grandchildren, with anthropologist Margaret Mead asserting that grandchildren who have an amicable relationship with their grandparents also acquired a clear sense of themselves as cultural and historical beings. This panel presents three papers on the relationships between grandmothers, daughters, and granddaughters based on three different methods of collecting and analyzing data. First, previous practices can be discovered by looking at the writings of women from diverse times and places, particularly memoirs and novels about mothers, daughters, and granddaughters. Second, new technological changes and social media, including Instagram, have provided new channels of communication between the generations. Finally, the experiences of a U.S. anthropologist in Peru provide insights from a non-Western based culture about losing channels of communication and struggling to rebuild connections between the generations.

Alice Deakins, William Paterson University

Lynn Turner, Marquette University

MJ Hardman, University of Florida

Helen Sterk, Western Kentucky University

Friday, 11:00 am

*Cherry***Confession: The Rhetoric of Self-Revelation in Religious and Penal Contexts**

This panel addresses discourses of self-revelation in the contexts of Judaism, Christianity, Buddhism, and a secular correctional facility. Using feminist, communication theory, and semiotic approaches, the panelists investigate the evolution, usage, evasion, and disruption of concepts of sin, forgiveness, transformation, and reconciliation. They address the personal, relational, institutional, societal, and cultural influences created by or affecting self-revelatory or purification practices. The functions and value of discourses of confession are considered from psychological, cultural, and spiritual perspectives. How diverse are these five contextualized modes of self-revelation? Does self-examination, followed by public confessional discourse, function to organize society and thus serve centralized systems of power, as Foucault suggests? Or do confessional discursive practices create possibilities of resistance? Panelists variously address such issues.

Leland G. Spencer, Miami University

Confessions of a Gay Orthodox Rabbi: Steven Greenburg and the Sacralizing of Visibility

Helen Sterk, Western Kentucky

Is My Sister Really My Neighbor? Confession and Sexism in Evangelical Christianity

Bren Ortega Murphy, Loyola University Chicago

Right Relationship: An exploration of the Roman Catholic sacrament of confession/reconciliation

Carol L. Winkelmann, Xavier University

The Vajrasattva Mantra: A Purification Practice in Vajrayana Buddhism

Elizabeth Jean Nelson, University of Minnesota

The Last Words: Confession and Forgiveness in Texas Death Row Prisoners as They Face Execution

*Cypress***Pushing the Boundaries of Femininity II**

Sarah Blithe & Anna Wiederhold, University of Nevada

A Prostitute, the Mayor and a Camel Walked Down the Street: Integrating Legal Sex Organizations into the Broader Community

Brianna Quintero, San Diego State

Effects of Soft Stigma on Recreational Pole Dance

Paaige Turner, Webster University

You can do it everywhere: Breastfeeding/Pumping as a form of boundary spanning

Bernardo Attias, California State University, Northridge & Nela Suka, The Suka Group

All Men Must Die or Serve? Female Supremacy and Feminist Heterotopia

*Chestnut***If music be the food of love, Play on!: Contemporary Music and Gender Politics**

Johnny Jones, Austin Peay State

A Living Archive of Sound: Audiotopian Narratives in the Personal Music Collection

Cody Lester, Middle Tennessee State University

A Feminist Look at American Popular Music

Jumah Taweh, Ball State University

Women and Hip-Hop: 2 Chainz "Birthday Song" and Third Wave Feminism

Amber Johnson, Prairie View A&M University

Aesthetic Black Feminisms: Beyonce, Black Bodies, and War over Respectable Feminism

Friday, 12:30 pm

*Cypress***The World is our Classroom: Technology and Gender in Study Abroad Programs**

Study abroad has long been a tradition of colleges and universities; study abroad gives students and their teachers a chance to travel, to immerse oneself within another culture, to experience the world outside of the United States, and to study a topic through hands-on, lived experiences. As the use of technology in the classroom increases, so too does technology while studying abroad. In this panel, professors of study abroad with all levels of experience share their insights and understanding of technology and gender while away from the classroom and away from home.

Patricia Geist-Martin, San Diego State University

Ordinary Affects in Extraordinary Places: Co-constructing Meanings in a Summer Study Abroad Program

Shauna M. MacDonald, Villanova University

Place and Performance as Techne in Ancient Greece: Reflections on Study Abroad

Linda G. Seward, Middle Tennessee State University

Innocents Abroad: Gender and Technology issues in Study Abroad Programs

Rachel E. Silverman, Embry Riddle University

Today a Homework Assignment, Tomorrow a Memory: Social Media and Student engagement while Blogging Abroad

Brienne Waycoff, CUNY, Borough of Manhattan Community College

Take my Picture: Women Students Engendering Leadership

*Cherry***Gender, Families, and Health**

Ginger Bihn-Coss, Wayne State University

Dear Parents: Can't We Talk (Without Insulting)?

Stephanie Spain, Ball State University

Perceived Choice and Identity Construction: An Autoethnographic Journey of Post-Abortion Sense Making

Leandra Hernandez, Texas A&M University

"Why would I want that test? It wouldn't change a thing": The role of identity politics and gender politics in Mexican-American women's experiences with the amniocentesis procedure

Elizabeth A. Suter, University of Denver

Redressing the Underrepresentation of the Critical Perspective in Published Family Communication Research

Chestnut

Television and Movies as Sites of Gendered Discourse

Phil Rippeke & Ruth J. Beerman, Bloomsburg University of Pennsylvania

Empowering Alienation? Strength in Solitude in *Under the Skin*

Bernadette Calafell, University of Denver

Sacred and Profane Femininities: Monstrosity in American Mary and *The Lords of Salem*

Laurena Bernabo, University of Iowa

Transgressing Trans Issues: Why *Glee's* Gay Star is its Supreme Transgendered Character

Siobhan Smith, University of Louisville, Ryessia Jones, University of Texas, Austin, & Johnny Jones, Austin Peay State University

From 90s Girl to HipHop Wife: An Analysis of the Portrayal of Tiny as Black Mother in Reality Television

Friday, 2:00 pm

Cherry

Embodying and Disembodying Fatness through Media (Film, Social Media and Popular Culture)

Feminist theory has long theorized the body, including the political, social, cultural, and material body; however, the fat body still in some ways represents an underdeveloped area of analysis. Fatness typically has been analyzed in relationship to the anorexic or bulimic body, where one has a fear of becoming fat (Fikkan & Rothblum, 2012; Saguy, 2012). This fear of fatness leaves rhetorics of fatness and obesity unexamined on their own terms. This panel takes up Kathleen LeBesco and Jana Evans Braziel's (2001) challenge to critics to create work which does an "unmasking [of] the fat body, rendering it visible and present, rather than invisible and absent: seen, rather than unsightly" (p. 1). Although each case study is unique, these essays all reflect on the gendered and embodied nature of fatness, through the lens of (social) media as related to political action and activism. Kara Schultz and Ruth Beerman's essays analyze the challenges stemming from dominant discourses of fatness and obesity as a problem for individuals, through the case studies of the film *Fed Up* and the Kellogg's, Special K, shhhhut down fat talk, campaign, arguing they reinforce traditional understandings of gender as well as fatphobic ideologies. Miranda Olzman's essay draws on autoethnography and critical analysis to examine the embodied and mediated understandings of fat bodies through dance and the possibility and limitations of such spaces. Hannah Long's essays analyzes a challenge to dominant discourses by using a case study of a fat activist, working to redefine fat as positive and redefine understandings of beauty and body acceptance. Collectively, these essays analyze the challenges of dominant fatphobic discourses and the advances for fat acceptance, demonstrating how social media and/or film serve as an important way to engender understandings of fat bodies.

Ruth J. Beerman, Bloomsburg University of Pennsylvania

What Fat Talk Really Gains and Loses: How Special K's "shhhhut down fat talk" Campaign Reinscribes Fatphobic Norms

Kara Shultz, Bloomsburg University of Pennsylvania

Poison Fruits: Narrating Villainy and Rescuing Public Health in the Documentary Film Fed Up

Hannah Long, Southern Illinois University

“The Time Has Come for Us to Reclaim Our Bodies”: Mary Lambert’s Impact on Body

Positivity through the #BodyLove Campaign

Miranda Olzman, University of Denver

Dancing at the Intersections: Heteronormativity and Fatness in the Adult Dance Studio

Chestnut

Expanding the Rhetorical Toolbox: Applications of Invitational Rhetoric

The publication in 1995 of “Beyond Persuasion: A Proposal for an Invitational Rhetoric” by Sonja K. Foss and Cindy Griffin offered the communication discipline an alternative to a definition of rhetoric as persuasion. Rooted in the feminist values of equality, self-determination, and immanent value, invitational rhetoric is an invitation to the audience to enter the rhetor’s world and to see it as the rhetor does. Foss and Griffin proposed two primary rhetorical forms for this new rhetoric—offering perspectives and creating the external conditions of safety, value, and freedom. The theory of invitational rhetoric has impacted the communication discipline in significant ways. Because it reconceptualized the nature of rhetoric, the theory opened doors for rhetoric to be viewed as something other than persuasion. It thus encouraged communication scholars to think more carefully about their assumptions about rhetoric and persuasion and expanded the scope of rhetorical theory. Invitational rhetoric also helped feminist theories of communication find a more central place in the communication discipline. Because of the widespread discussion and use of invitational rhetoric in scholarship in the communication field, feminist ideas are now seen as more legitimate, foundational to an understanding of rhetoric and communication, and important as starting points from which to build theory. Invitational rhetoric has had another impact as well: It adds to communicators’ rhetorical toolboxes a mode of communication that provides them with new ways of being in the world and new ways of interacting with others. As a result, communicators are able to create different kinds of realities from those generated in traditional rhetorical systems. This program is designed to explore current applications of invitational rhetoric to discover the variety of ways and contexts in which it is being applied, the nature of these applications, the benefits and disadvantages of invitational rhetoric as it is employed in various contexts, and any revisions that would make application of the theory more useful.

Sonja K. Foss, University of Colorado Denver

“An Invitational Model of Technologically Mediated Social Presence”

Mittie Carey, Western Kentucky University

“From Congress to Street Corners: Quasi-(Re)Gendered Applications of Ella Baker’s
Invitational Group-Centered Leadership”

Laura K. Hahn, Humboldt State University

““Guess Who’s Coming to Dinner?”: Invitational Rhetoric Meets Food Studies”

Sarah Upton, University of Texas at El Paso & Karen A. Foss, University of Colorado Denver

“Conspiring for Change: A Three C’s Model of Invitational Transformation Through
Transcendence”

Cypress

Evolving Masculinity and Femininity: Revisiting Mad Men

Hegemonic masculinity, femininity in and out of the workplace, and closeted queer identity/ies: Five years and five seasons ago, some of us presented a discussion panel at OSCLG about television’s Mad Men that focused on these issues in the series. Since then, the show has continued to win awards and

garner critical acclaim, and while all of these elements are still relevant to the show (and our discussion of it), since 2009, we have learned so much more about the characters' lives and the ways they are represented that has added to the ways we make sense of and understand them (and ourselves). Using a variety of communication perspectives to engage with the show – including autoethnography, interpersonal communication, and rhetoric – this time around, we who presented five years ago and those we have connected with over our love of and critical engagement with the show, plan to discuss how the characters of *Mad Men* have changed in ways that continue to help us understand ourselves and how media represents our pasts. The main characters of *Mad Men* - Don Draper, Joan Harris, and Peggy Olsen - played starring roles in our analyses, while supporting characters have helped us to see that there's more than meets the eye in their representations. Included in our discussion will be the ways they deal with alcoholism, family, loss and coping, sexualities, and home/work tensions. Additionally, we will discuss the value of examining the same media representation through a variety of communication theories and methods.

Michael Robert Dennis, Emporia State University
 Adrienne Kunkel, University of Kansas
 Jennifer C. Dunn, Dominican University
 Jimmie Manning, Northern Illinois University
 Stephanie Young, University of Southern Indiana

Friday, 3:30 pm

Cherry

Teaching and Learning from Gendered Perspectives

Jumah Taweh, Ball State University
 Equal right to education for all?: Minority Women and Higher education

Toniesha Taylor, Prairie View A&M University
 Teaching Digital Research, Creating Digital Archives: Prairie View Women's Oral History Project

Stephanie Talbot, University of Cincinnati
 Performing Gender: Service Learning and the International Experience

Stephanie Norander, Missouri State University
 Analyzing the Disconnections between Work/Life Balance Advice and College Student Perspectives

Chestnut

Women and Violence

Jennifer Guthrie, University of Nevada, Las Vegas & Adrienne Kunkel, University of Kansas
 "You're Not the Only One": Examining a Women's Domestic Violence Support Group Within a Substance Abuse Treatment Center

Faith Kellermeyer, Ball State University
 A Visual Rhetorical Analysis of a Prevention Campaign in the "Rape Capital"

Marie Thompson, Wright State University
 Military Sexual Trauma: Bridging the Chasm between Trauma and Support

Jennifer Seifert, Ohio University
 Communication as a Solution: Analysis of Mandatory Sexual Assault Campaigns at American Universities

Cypress

Wise Speech in the Age of Toxic Twitter Wars: A Reflection By Several Buddhism-Inspired Feminists

Michelle Goldberg's recent article *Feminism, Toxic Twitter Wars* (The Nation February 17, 2014) inspires this panel to address the increasingly incendiary communicative practices of social media interlocutors as they address topics of concern to women. Approaching these contemporary public conflicts from a feminist Buddhist perspective, panelists address micro-level issues such as the limitations of particular forms of social media to adequately perform the communicative functions for which users apparently intend (for example, policy discussions within the confines of Twitter's 28-character average contribution) to macro-level issues (for example, the fact that much social media participation is unwaged work performed primarily by women who do not gain either substantial political power or material resources). Further, identity politics are becoming more (rather than less) divisive, thus, belying early aspirations that sought to increase feminist solidarity via online communities of practice. In an original strategy to address divisive online language, the panelists consider traditional Buddhist wisdom about , Wise Speech, (one fold of the Eightfold Path, that is, the enjoinder of the historical Buddha as the way out of human propensity toward discontentment or suffering). Is it possible that advice offered in the 6th century BCE applies to a twenty-first century technology-created communicative dilemma? Can adherence to modest guidelines such as the Buddhist five keys to Wise Speech (e.g. timing, truthfulness, affect, benefit, and good-will) be a practical feminist response to toxic clashes online?

Karla D. Scott, Saint Louis University
 Cheri Kramarae, University of Oregon
 Elizabeth Nelson, University of Minnesota
 Carol L. Winkelmann, Xavier University

Friday, 5:15 pm

Cypress

Vice President's Panel

After Mr. Nowhere: New Proper Scientific Selves

Sandra Harding, Distinguished Professor of Education and Gender Studies at the University of California, Los Angeles.

Skepticism about both the possibility and desirability of value-free social and natural science research has rapidly increased in recent decades. Attempting to achieve the "view from nowhere," may well have been a good strategy in earlier eras' political climates, but scientific controversies today often are animated by different scientific and political goals. Social justice movements have insisted that natural and social scientific research address questions that their constituencies want answered, not just those of interest to corporations and militaries. This presentation identifies three kinds of new "proper scientific selves" that these social justice movements have produced, drawing on the author's forthcoming book, *Objectivity and Diversity: Another Logic of Scientific Research*.

Q&A with Dr. Harding, led by OSCLG Vice-President Bren Ortega Murphy, Loyola University Chicago

Friday, 6:30 pm Awards Dinner

Friday 9pm Wine & Chocolate Reception, President's Suite

Saturday

Friday, 6:45am-7:45 am

President's Suite

Yoga led by Rachel Silverman

Hospitality Suite Open 8am-3:30pm

Saturday, 8:00 am

Cherry

Gendered Work in the Academy

Julia Moore, University of Nebraska, Lincoln

The Construction of Academic Life without Children: Discourses of Voluntarily
Childless/Childfree, Female Professors in the Communication Discipline

Shelbie Mills, Missouri State University

Gender and Instructor Attire

Lisa Gates, University of California, San Diego

Gender and Student Affairs Administration

Mary Carver, Christy Vincent, & Rozilyn Miller, University of Central Oklahoma

"I'm Just an Adjunct!": Women Adjunct Instructors and Narratives of Justification

Chestnut

OSCLG 2014 Award Winners Panel

Outstanding Thesis Award

Melissa Lucas, University of Maryland

The Brotherhood Will Not Protect You: Mapping (Dis)Empowering Communication in
Military Sexual Trauma Narratives

Outstanding Undergraduate Paper or Creative Project Award

Berkley Connor, Ball State University

Smiling

Outstanding Book Award

Kristina Horn Sheeler, Indiana University - Purdue University Indianapolis & Karrin Vasby Anderson,
Colorado State University

Woman President: Confronting Postfeminist Political Culture

Anita Taylor Outstanding Published Article or Chapter in an Anthology Award [2 awards]

Karla Scott, Saint Louis University

Communication Strategies across Cultural Borders: Dispelling Stereotypes, Performing
Competence, and Redefining Black Womanhood

Elizabeth Arveda Kissling, Eastern Washington University

Pills, Periods, and Postfeminism

Creative Expression Award

Paul Muhlhauser, McDaniel College & Daniel Schafer, Washington State University
 Avengendering of the Lambs: Gender, Heroines, and Villains

Outstanding Conference Paper Award

Sarah Blithe, University of Nevada Reno & Jenna Hanchey, University of Texas
 Fleshing Out Bodyism: Body Composition Discrimination and the Discursive Construction of Gender Verification Testing

*Cypress***Love in the Time of Technology: Romancing the Transubstantiated Other**

We set our inquiries within the intersections among technologies, gender, and popular romances in which gender fixity and linearity are central to narrative formulas. The texts we examine potentially disrupt prototypical gender narratives, but return too easily to fixed polarities and linear narratives. However, our feminist perspectives allow us to interrogate the cinematic/narrative technologies of desire and gender production in order to read the illegibilities of familiar embodiments, technologies, and affective sensibilities for their disruptive potential. We offer an unfolding deconstruction of linear narrativities and embodied gender binaries under the critical recognition that “all bodies are made, one body no more or less technologically produced than the other” (Enke, 2012). We begin by confronting material recalcitrance in the solidity of the doll’s rubber body in *Lars and the Real Girl*. In analyzing *A Discovery of Witches* we disrupt the legibility of embodied differences with a fantasy of inter-species alliance. In *Ruby Sparks*, we examine the fantasy scribing of a perfect woman destabilized by Ruby’s exuberant self-articulation. The final paper explores *Her* as a radical assertion of female subjectivity and desire as unlocatable movement across time and space. Together, our papers advance the possibility that these “techno-romances” recast the dynamics of self and relation as transubstantial, that is, as a through-flow of productive affective energy, subverting the strictures of pre-scribed binaries to write (trans)substantively novel narratives of connectedness.

Patty Sotirin, Michigan Tech University

Real or Rubber: Romance and Non-Communicability in *Lars and the Real Girl*

Laura L. Ellingson, Santa Clara University

Progressive Alliances: Gender Binaries, Flexible Sexualities, and Cultural Divides in *A Discovery of Witches*

Victoria Bergvall, Michigan Tech University

Courting and Sparking: Technologies of Writing into/vs. Being in *Ruby Sparks*

Diane Shoos, Michigan Tech University

Technologically Speaking: Voice, Body, and Desire in *Her*

Saturday, 9:30 am

*Chestnut***Emotional Labor, Work, and Biopolitics**

Leslie Rossman University of Denver

Examining Rhetorical Subjectivities of Gendered Labor within the Technology of Biopolitics

Sarah Blithe, University of Nevada & Janell Bauer, Cal State University Chico

Living Feminist Politics during the Academic Job Search

Jane Jorgenson & Michelle Mehta, University of South Florida

Work-Family Predicaments of US Air Force Wives: A Sensemaking Perspective

Marie Thompson, Wright State University

Shedding the Uniform: Dis-Embodying Technologies of War

Faith Kellermeyer & Abby Erpelding, Ball State University
 Maintaining Female Workplace Friendships During Organizational Change

Cherry

Gender, Health, and Healthcare

Abby Erpelding, Ball State

Tensions and Identity: My Experience as a Woman Living with a Chronic Illness

Jennifer Hawkins, University of Wisconsin, Milwaukee

Experiencing a new normal: Narrative summaries of women's early pregnancy loss stories

Molly McKinney, North Carolina at Charlotte

Electronic Health Communication on Pre-Menstrual Dysphoric Disorder: A Content Analysis

Leandra Hernandez, Texas A&M University

"She cared about me. I wasn't just another number": (Shared) decision-making experiences between Mexican-American women and their physicians about prenatal testing

Elisabeth Lowenstein, Midsized Midwestern State University

A Knock on the Door

Cypress

Singing Songs for Cindy: A Musical Autoethnography

This performance bodies forth a musical autoethnography of my friendship with Cindy Marshall, learning, and mortality. Shared songs dwell within us throughout life. Across our years, melodies and lyrics document lived experiences, personal relationships, and cultural moments. Songs are visceral reservoirs for keeping the past vivid – while subject to new meanings when linked to emerging events. The deeper I probed into the songs of my aging self, the more I encountered relationships with persons I have loved. And the deeper I sang myself into these relationships, the more I confronted mortality. Our brief melodies must always be cherished, and I want to honor the memory of my deeply missed friend and fellow scholar.

Bill Rawlins, Ohio University

Melanie Mills, Eastern Illinois University

Saturday, 11:00 pm

Cypress

Encouraging Feminist Conversation About Knowing, Doing, Being, Valuing

Sponsored by the OSCLG Wise Women

Saturday, 11 am

Discussants:

Helen Sterk (Session Chair and Facilitator)

Anita Taylor

Cheris Kramarae

Patrice M. Buzzanell

Building on Sandra Harding's Friday evening talk at our OSCLG conference about her forthcoming book on epistemology, methodology, and culture, and ongoing discussions about the contents of *Presumed Incompetent*, edited by Gabriella Gutiérrez y Muhs et al. (2012), we offer the Wise Women panel as a site for engaging in dialogue about the careers of academicians, particularly junior

scholars, who are “firsts” in their contexts and for their families and identity groups. We open with some very brief position remarks by several members of the Wise Women that are intended not to act as definitive statements but as moments for reflection and exploration that can be developed further by other Wise Women as well as all the panel attendees. Our aim is to encourage participation and conclude with lessons learned and action steps to carry forward into our lives and those of others, especially the students and junior scholars to whom we dedicate this panel. We note that not all will have opportunities to read *Presumed Incompetent* or attend Sandra Harding’s evening lecture. We will provide some brief notes, thanks to Helen Sterk. And we’ll upload an essay or two to the OSCLG website a week or so before the conference.

Saturday, 12:30 pm

OSCLG Business Lunch (open to all)

OSCLG President and other members of the executive board will present annual reports to the membership. Lunch will be served.

Saturday, 2:00 pm

Cypress

Navigating Narrative: Women’s Complex Agency in Claiming Self and Family Wellness

Communication and cross-disciplinary researchers have directed attention to the reciprocal influence of narrative with experiences of illness and wellness (e.g., Arthur Frank, Carolyn Ellis, Barbara Sharf, Patricia Geist-Martin, Lynn Harter, Art Bochner, Bud Goodall). Indeed, stories are increasingly the points of focus across a broad range of disciplines studying topics such as global health, marginalized communities and feminist standpoints, geriatric health/care, nursing experience, health message promotion, family caregiving, patient agency, holistic wellness, adolescent well-being, aging, and women’s reproductive health, among numerous others. Grounded in these interests, this panel looks at interconnections among gender, health/illness/well-being, and narrative, with particular attention to how women’s experiences of health and care influence and are influenced by the stories told by them and about them. Looking beneath what may be readily apparent, panelists examine well-being- and health-related narrative to identify variables of wellness that seem empowering but are not, appear disempowering but are not, look generic and broadly applicable but are not, and present as inevitable or despairing but are not.

Allyson Jule, Trinity Western University

Having Some Kick-Ass Cancer Fun: Exploring Happy Cancer Stories and Their Effect on Women Living with Cancer

Katherine J. Denker, Ball State University & Amber E. Kinser, East Tennessee State University

Intersecting the Tensions of Picky Eaters and Limited Income: Narratives of Working Mothers’ Discussion of (En)gendering Feeding Practices

Kendra Dyanne Rivera, California State University, San Marcos

“The Way it Is:” Pregnant Mexican-American Women and Narratives of Place, Support, and Stress

Amber E. Kinser, Kelly A. Dorgan, Sadie P. Hutson, Kathryn L. Duvall, & Joanne M. Hall, East Tennessee State University

Claiming Center by Refusing Center: Women as Family Health/Illness Tellers in Appalachia

*Chestnut***The Process and Product of (En)Gendering Technology: Perspectives on the Development of a Feminist Pedagogical Mobile Application**

As a growing presence in university instruction and students' lives, mobile devices and their educational potential are of interest to scholars and educators alike. The potential for mobile applications to increase learning outcomes is relevant in all courses, but is particularly relevant in the women, gender, and sexuality studies (WGSS) classroom. Although informed by diverse theoretical underpinnings, feminist pedagogy tends to strive for participatory learning, validation of personal experience, encouragement of social understanding, and critical thinking (Hoffman & Stake, 2001) and many feminist scholars highlight the need to understand how virtual environments, in tandem with classroom instruction, can be utilized to enhance these outcomes (Gajjala, Rybas, & Altman, 2007; Gajjala, Rybas & Zhang, 2010). Reflecting a similar orientation, we will share our experiences related to the development of a mobile application and feminist wiki designed for use in the WGSS classroom. We will discuss and demonstrate three different aspects of the mobile application and feminist wiki and their development: first, we will discuss the process of application development within the university structure and the opportunities and barriers of undertaking such a creative activity; next, we will discuss strategies on how to integrate the technologies we have developed into the WGSS classroom; and finally, we will discuss the tensions we experienced in utilizing our vision of a feminist process to create a technological product.

Jennifer Seifert, Ohio University
 Kaytlin Dawes, Ohio University
 Pamela Kaylor, Ohio University

*Cherry***Merchandising, Microbes, and Placentas: Explorations in Consuming the Female Body**

How does gender function to expand, limit, and trouble medical discourses and practices? This panel interrogates the complex yet often-obscured connection between gender and medicine by examining communication practices of and about the female body. Often, such communication orbits around particular medical discourses that articulate "natural" practices toward idealized bodies. In particular, these presentations concentrate on consumption of the female body in a variety of forms moral consumerism, microbial infestation, and practices of consuming placentas. Together they provide breadth in understanding some of the manifestations of gender within medicine and the way medical practice makes manifest certain gender performances. These presentations are about the body and its power to alter lives; its function in society and culture to stratify and manage individuals and populations; its meanings in states of sickness and health; and the gendering of its representation.

Amanda Friz-Siska, University of Wisconsin -Madison

Merchandising Pregnancy: Gender Roles and the Imperative of Moral Consumerism

Jessica R. Houf, University of Utah

Microbes and Vaginas: The Gender of Corporeal Vulnerability in the Human Microbiome

Elizabeth Dickinson, University of North Carolina at Chapel Hill, Karen A. Foss, University of New Mexico, & Charlotte Krolokke, University of Southern Denmark

Exerting Choice through Consumption: Cultural Practices Surrounding Post-partum Placenta Eating

Saturday 3:30pm: Go explore San Francisco Bay on your own!!!

Saturday 9pm Wine & Chocolate Reception, President's Suite

Sunday

Hospitality Suite Open 8am-11am

Sunday, 8:30 am

Cherry

Women online: Feminism, technology, and social media

Jasmine R. Linabary, Purdue University & Stephanie Hamel, California State University, Chico

Barriers Women Face to Voicing Online and How They Overcome Them

Kent Kaiser, University of Northwestern St. Paul

Athletes in the Twittersphere: A Two-Part Exploratory Study Supporting a Postmodernist "Genderlect"

Lara Stache, Northern Illinois University

Cyberfeminism and the Potential for Technological Empowerment

Fatima Chrifi Alaoui, University of Denver

Redefining Arab Feminism through the #RevolutionaryBody: From the Streets to the Tweets

Chestnut

Digital Articulations of Gender and Sexuality: The cases of Elliot Rogers, #yestoallwomen and #bringbackourgirls

This interactive and performative panel will focus on recent mediated representations of sexuality and the ways in which intersectional identities chaperone sexual performance of race, gender, class, celebrity, incarceration, religion, slavery, privilege and liberation. Panelists will place large sheets of paper around the room and each audience member will be provided a marker. The panelists will then show clips from pop culture including the mass shooting of UCSB students and subsequent hashtags #yestoallwomen and #notallmen, Orange is the New Black by Piper Chapman (Netflix), the Harriet Tubman Sex Tape (Def Digital), and the elevator brawl between Solange Knowles and Jay Z among others. Each of these videos solicited strong popular responses from scholars, journalists, politicians and others because of their representations of sexuality. While Orange is the New Black was primarily celebrated, all three videos were situations with negative commentary because of the misappropriation and theft concerning cultural production, narrative, and history. The interrogation of these moments allow us to examine the mediated representations of negative histories within the intersections of mediated bodies and our bodies (panelists and participants).

Amber Jonson, Prairie View A&M University

Toniesha Taylor, Prairie View A&M University

Miranda Olzman, University of Denver

Sabrina Worsham, Imperial Valley College

Bernadette Calafell, University of Denver

Sunday, 10:00 am

Cherry

Soliciting Advice on Founding a Gender Resource Center

The purpose of this panel discussion/focus group is to solicit advice on founding a Gender Resource Center at a Catholic university. This project has been funded by a two-year grant from the University Intercultural Affairs Committee at Loyola Marymount University. We have conducted a needs assessment study, begun navigating the politics of the University to gain administrative support, and hope to begin implementing our plan in the next budget cycle. Our interdisciplinary research team has collected varied forms of evidence to illustrate the need for a Gender Resource Center on campus. Our vision is to focus on centralized information, programming, and services for students, faculty, and staff regarding gender issues of empowerment, leadership, communication, body image, and safety issues, especially sexual assault prevention and consent-gaining workshops. The Center will be open to all constituencies interested in promoting dialogue, programming, and services surrounding gender dynamics on campus, including healthy relationships, leadership opportunities, and (wo)mentoring relationships. We envision a safe space for ongoing dialogues of diversity, inclusion, and intersectionality. This is a huge undertaking, but we are committed to seeing this project to fruition. Group members welcome strategy and fundraising suggestions from conference attendees. I am proposing that we electronically record this discussion in order to help others with founding their own Gender Resource Centers. A transcript of the discussion could then be archived on the OSCLG website for future feminist-inspired campus activists.

Paige P. Edley, Loyola Marymount University
 Michele Hammers, Loyola Marymount University
 Ani Shabazian, Loyola Marymount University
 Judy Battaglia, Loyola Marymount University
 Ginger Bihn-Coss, Wayne State University

Chestnut

Lost (Agency) in Translation: Dilemmas of Negotiating Gender and Sexual Consent

There has been a recent spate of attention from media, activists and legislators focused on collegiate sexual assault and a so-called hookup culture. The reductionist assumptions guiding these developments, along with their politics, fail to engage with the complexity of the gendered nature of sexual coercion and violence. In this panel, we will deliberate the gendered scripts informing sexual belief systems, agency, communication and negotiation processes; and consider hopeful prospects for a future without sexual coercion and violence.

Erica Boas, Santa Clara University
 Sabina Gonzalez, University of California-San Francisco
 Jason Laker, San Jose State University

Sunday, 11:30 am

Chestnut

Conference Reflection and Wrap-Up Session