



# Southwest Education Council for Journalism and Mass Communication

SWECJMC 2023 Symposium Program  
October 27-28, 2023

---

## Friday, October 27

Room 256 (Museum Auditorium)  
Dean B. Ellis Library  
Arkansas State University  
322 University Loop, Jonesboro, AR 72401

### **8:30 am - 10:00 am**

**Welcome Remarks:** Dr. Po-Lin Pan, president of SWECJMC, and Dr. Kelly Kaufhold, vice president and chair of the 2023 Southwest Symposium

### **Session 1: Electronic Influence— Media and Culture**

- Journalism Education during the Social Media Age in Afghanistan  
*Shugofa Dastgeer, Texas Christian University & Hamid Obaidi, Leipzig University*
- Government Communication Agenda in the Middle East: An Analysis of Government Media Offices' Twitter Content in the UAE  
*Khalaf Tahat, United Arab Emirates University, Shugofa Dastgeer, Texas Christian University, Ahmad Mansoori, United Arab Emirates University & Dina Tahat, Al Ain University UAE*
- Can You Spot the Apologia? Spotify, Joe Rogan, and Avoiding Cancellation  
*Nate Fisher & Taylor Glissman, University of Oklahoma\**
- Re-examining the impact of social media in political discourse: An elaboration of likelihood model analysis of Nigeria's 2019 presidential election  
*Alasana Camara, Texas Tech University\*\**

**Moderator:** *Alec Tefertiller, Baylor University*

### **10:10 am - 11:20 pm**

### **Session 2: Emerging Media**

- But First, A Word from Our Sponsor: Engagement with Podcasts and their Advertising  
*Nate Fisher, University of Oklahoma\*\*\**
- Artificial Intelligence in News Writing: How Different Levels of AI Use and News Type Impact Audience Perceptions  
*Manu Bhandari & Farhan Rabbi, Arkansas State University*

- Using Sports to Further Social Justice: A Case Study of Twitter Use by Women's Basketball Teams in the Southeast Conference  
*Cindy Price Schultz, University of Wyoming*
- You're No Longer on Mute: Social Norms, Generational Differences, Working-from-Home, and the Acceptance of Workplace Communication and Collaboration Technologies  
*Alec Tefertiller, Baylor University, Katie Olsen, Kansas State University, Rosalynn Vasquez, Baylor University & Danielle LaGree, Kansas State University*

**Moderator:** *Kelly Kaufhold, Texas State University*

**11:30 am – 12:30 pm**

**Topical Panel on Diversity, Equality, and Inclusion (DEI): Challenges and Strategies for Teaching in an Anti-DEI Climate**

As legislatures in two states have become the frontrunners in adopting laws to all but eliminate DEI efforts at their institutions of higher learning, it is still unknown how these efforts will trigger the passage of similar laws in other states. In some instances, institutions are requiring educational staff to go through syllabi to remove any references to DEI. But what does this mean for JMC programs, particularly those that have achieved full ACEJMC accreditation? At the ACEJMC meeting in August 2021, the Council unanimously approved a Resolution on Diversity, Equity, Inclusion and Social Justice. In 1985, ACEJMC became one of the first national accreditors to include a diversity standard in its program reviews. Recent revisions to the standard and adoption of this resolution strengthen the Council's commitment to DEI accreditation expectations. This panel will discuss what JMC programs can do to ensure DEI remains a priority in curriculum in today's anti-DEI climate.

**Organizer:**

*Lillie Fears, Arkansas State University*

**Panelists:**

*Sam Coombs, Arkansas State University*

*George Daniels, University of Alabama*

*Marquita Smith, University of Mississippi*

**12:30 pm – 2:00 pm**

**Lunch Break**

**2:00 pm – 3:10 pm**

**Session 3: Media, Mental Health and Image**

- Beauty is Pain: How Beauty and Fashion Social Media Advertisements Impact Female College Students' Mental Health  
*Megan Jennings and Jee Young Chung, University of Arkansas*

- Beyond the Curling Iron and Straighteners: A Comparative Analysis of Beauty Standards in African American and Chinese Hair  
*Amanda Gyesi & Meiyi Jin, University of New Mexico\*\*\**
- Social Media and Teens: A Literature Review in Preparation for a Study of the Effects of Social Media on Teens Well-Being  
*Denise Vogel, Arkansas State University*
- Try Guys Try Cheating: Social Media Influencers in Crisis  
*Cindy Price Schultz, Alicia Perez & Kristen Landreville, University of Wyoming\*\*\**

**Moderator:** *Nate Fisher, University of Oklahoma*

**3:20 pm – 4:30 pm**

**Session 4: A Window in Time: Media and History**

- Colonialism and Resistance in ‘Woman King’: A Multimodal Media Analysis using Stuart Hall’s Encoding and Decoding Model  
*Amanda Gyesi, University of New Mexico*
- Framing the Renaming of “Sq\_ \_”): A Visual and Textual Analysis of Owned Media by the Department of Interior Related to Secretary’s Orders 3404 and 3405  
*Myleea Hill & Catherine Bahn, Arkansas State University\*\*\*\**
- Historical Framing in the New York Times: A Plant’s Tale  
*Ronald Sitton, Arkansas State University\*\*\**
- Civil War at The New York Times: How Early Coverage of the “Little War in Spain” Exposed Journalism Humanity and Subjectivity  
*Kevin Stoker, University of Nevada Las Vegas*

**Moderator:** *Po-Lin Pan, Arkansas State University*

**4:40 pm – 5:30 pm**

**SWECJMC Reception, Member Meeting, and Awards Ceremony**

---

**Saturday, October 28**

Room 229  
Education & Communications Building  
Arkansas State University  
330 University Loop, Jonesboro, AR 72401

**8:30 am – 9:30 am**

**SWECJMC Executive Board Meeting**

**9:40 am - 10:40 am**

**Topical Panel on Program Assessment: It's all about Student Success**

Assessment is crucial for curriculum development and program viability. It provides educators the opportunity to understand how curriculum is meeting the needs of all stakeholders in the learning process. It allows educators to pinpoint weaknesses and strengths in curriculum. Using a variety of assessment tools faculty can create nimble programs that meet the needs of industry and better provide instruction for students. Preparing students to meet the needs of industry through viable program curriculum is a pathway to preparing students for successful careers. Regular assessment ensures that the program stays up-to-date, aligning with changing industry demands.

**Organizer:**

*Mary Jackson Pitts, Arkansas State University*

**Panelists:**

*Ralph Hanson, University of Nebraska -Kearney*

*Karen Russell, Tennessee State University*

*Michael Bowman, Arkansas State University*

**10:50 am – 12:00 pm**

**Session 5: Innovative Approaches to JMC Education**

- Mnemonic Device for Journalists: TICCUPP  
*Ronald W. Sitton, Arkansas State University*
- Applying the R2D2 Model to Journalism and Mass Communication  
*Dave Bostwick, University of Arkansas*
- Agenda Setting on Social Media  
*Shugofa Dastgeer, Texas Christian University*
- Media Usage and Content Consumption Analysis  
*Myleea Hill, Arkansas State University*

**Moderator:** *Kelly Kaufhold, Texas State University*

**12:00 pm**

Adjourn

\* Top Faculty Paper Award Recipients

\*\*Top Student Paper Award Recipients

\*\*\* Top Paper Award Recipients

\*\*\*\* Top Extended Abstract Award Recipients

---

**Make plans to attend the 2024 Southwest Symposium  
co-hosted by Texas State University and Tarleton State University next fall**

Follow us on social media:  
Twitter: @SWECJMC  
Facebook: facebook.com/swecjmc

**Acknowledgements**

2022-2023 Officers and Executive Committee:  
Dr. Po-Lin Pan, president, Arkansas State University  
Dr. Kelly Kaufhold, vice president, Texas State University  
Dr. Alec Tefertiller, past president, Baylor University  
Dr. T. Phillip Madison, treasurer, University of Louisiana at Lafayette  
Dr. Stephenson Walters, secretary, University of Louisiana at Lafayette  
Dr. Raluca Cozma, board member, Kansas State University  
Dr. Sarah Maben, board member, Tarleton State University  
Dr. Jenny Dean, SWMCJ editor, Texas Wesleyan University  
Mr. Jon Zmikly, web master and editor, Texas State University

**SWECJMC 2023 Symposium Coordinators**

Dr. Po-Lin Pan, president  
Dr. Kelly Kaufhold, vice president and research chair

**SWECJMC 2023 Symposium Host**

Special Thanks to: The faculty and staff of the  
Department of Communication, School of Media and Journalism, and College of Liberal Arts and  
Communication, Arkansas State University

**2023 SWECJMC Symposium Reviewers**

Manu Bhandari  
Kay Colley  
Raluca Cozma  
Koji Fuse  
Nancy Garcia  
Sarah Maben

T. Phillip Madison  
Mia Moody-Ramirez  
Po-Lin Pan  
Stephenson Waters  
Mohammad Yousuf (**Best Reviewer**)

**Thank you for your dedication and commitment to SWECJMC**