

Third Summit on Communication & Sport

February 28-March 1, 2008
The Madren Center at Clemson University
Clemson, SC

TENTATIVE PROGRAM

Thursday, 7:00-9:00 **Opening Reception at Joe's Place (Madren Center)**
**Reception is sponsored by the Charles Campbell Chair at
Clemson University.

Friday, 8:30-10:00 **Research Session #1**

Session A: Communication, Sport, and Baseball

Chair: Brad Schultz, University of Mississippi

Michael Butterworth, Bowling Green State University
"Baseball as America': Nostalgia and Public Memory in the National Pastime"

Chang Wan Woo, University of Alabama, Jung Kyu Kim, University of Alabama, & Lu
Zheng, University of Alabama

"International Sports Commentary Frame and Entertainment: How Does Commentary
Raise Sport Entertainments in Baseball Telecasting?"

Raymond I. Schuck, Bowling Green State University
"Off the Field: The Integration of Major League Baseball as a Rhetorical Resource"

Respondent: Robert Krizek, St. Louis University

Session B: Insights on Intercollegiate Athletics

Chair: Jeff Kassing, Arizona State University-West

Rebecca B. Watts, Stetson University
"Coaches vs. the Confederacy: Tommy Tuberville's and Steve Spurrier's Roles in the
Confederate Flag Debates of Mississippi and South Carolina"

Jed Stephens, Baylor University
"A 180 on the Field: Student-Athletes Experience of Coaches Changing Communicative
Strategies"

Gi-Yong Koo, University of Tennessee, Brody Ruihley, University of Tennessee, Angela Pratt, University of Tennessee, and Robin Hardin, University of Tennessee
“Communication with Donors: Donor Motivations and Athletic Development Web Sites”

Respondent: Paul Turman, South Dakota Board of Regents

Friday, 10:15-11:45 Research Session #2

Session A: Deconstructing the Super Bowl

Chair: Rob Hardin, University of Tennessee

Hugh O'Donnell, Glasgow Caledonian University, & Robert Spires, Middle Tennessee State University

“Selling ‘America’ through the Super Bowl: The Super Bowl as Discursive Formation”

Robert S. Brown, Daniel Webster College

“A Political Film in Sporting Context: The Pre-Game Ceremonies of the 2002 Super Bowl”

Amy Crawford, Youngstown State University

“This Portion of the Broadcast Brought to You By...: The Differential Use of Sponsorship Strategies in Radio and Television Coverage of Super Bowl XLI”

Keith Strudler, Marist College

“Super Bowl XLII: A Content Analysis”

Respondent: Larry Hugenberg, Kent State University

Session B: Issues of Race and Ethnicity in Sport

Chair: Kelby K. Halone, University of West Virginia

Emily Plec, Western Oregon University

“The Great White Hype: Rhetoric and Racial Biology in Coverage of the 1968 Olympic Protest”

Karen Hartman, Louisiana State University

“The Body as Spectacle in Sport: How Bernard Hopkins, the Body as Billboard, and Steroids Influence Postmodernity and Racial Identity”

Daniel Buffington, University of Georgia & Todd Fraley, East Carolina University

“Race in a Sporting Context”

Respondent: Lawrence Wenner, Loyola Marymount University

Friday, 12:00-1:30

Keynote Address:

Opening Luncheon (free with registration)

Dr. Margaret Carlisle Duncan, University of Wisconsin-Milwaukee

Friday, 1:45-3:15

Research Session #3

Session A:

Gender and Sport

Chair: Andy Billings, Clemson University

Lawrence Wenner, Loyola Marymount University

“Brewing Consumption: Sports Dirt, Mythic Masculinity, and the Ethos of Beer Commercials”

Andrea H. Duke, University of Alabama

“The Portrayal of Athletic Women in Fashion and Entertainment Magazines”

Lindsey J. Meân, Arizona State University West & Jeffrey W. Kassing, Arizona State University West

“The Re/production of Traditional Gender Hegemony by Women Athletes: ‘Good’ Athletes, ‘New Sexism’ and Title IX”

Sarah Wolter, Gustavus Adolphus College

“Performance, Approachability, Passion, Appearance, and Relevance: Do They All Add Up?”

Respondent: David Sullivan, University of San Diego

Session B:

Sport, Communication and Basketball

Chair: Jed Stephens, Baylor University

Korryn D. Mozisek, Indiana University, Bloomington

“Framing Citizens of a Nation: Sheryl Swoopes' Coming Out and the Gay Male Athlete”

Angela Pratt, University of Tennessee & Elijah Perkins, Dell, Inc.

“Inside the Lines: A Colorful Analysis of Televised NCAA Division I Basketball Games”

Jacqueline A. Irwin, Sacramento State University

“Secretly Rooting for the Underdog in the ‘One Shining Moment’: The NCAA Men’s Basketball Championship as American Myth”

Respondent: Kelby K. Halone, University of West Virginia

Friday, 3:30-5:00 Research Session #4

Session A: Communication and Sport: Theory and Applications

Chair: David Novak, Clemson University

Kelby K. Halone, University of West Virginia & Marian L. Houser, Texas State University

“Depth of Relational Conflict over Sport: Encountering (Inter)Group Tensions in the Everyday Experience of Sport”

Karen Hartman, Louisiana State University

“The Athlete as Hero or the Athlete as Villain: A Rhetorical Response to Social Scientific Findings”

Thomas C. Johnson, University of Minnesota

“Endearing Branding: Peyton Manning as Pitchman”

Respondent: Lindsey J. Meân, Arizona State University-West

Session B: Sports Media Intersections

Chair: Andrea Holt Duke, University of Alabama

Rick Kenney, University of Central Florida & Susan M. Keith, Rutgers University

“Investigative Reporting on Sports: A Missed Opportunity for Habermasian Discourse?”

Brad Schultz, University of Mississippi & Mary Lou-Scheffer, Texas Tech University

“Left Behind: Bloggers, Local Mass Media and the Community of Sport”

Aaron J. Moore, Rider University

“Past and Present: How Media Coverage Elevated the National Football League, College Basketball and the Ultimate Fighting Championship from Niche Operation to Mainstream”

Jaye L. Atkinson, Georgia State University

“Examining Newspaper Coverage of the Braves: Does Age Become an Indicator of Ability and Success?”

Respondent: Bryan Denham, Clemson University

Friday evening Dinner (on your own)

Saturday, 8:30-10:00 Research Session #5

Session A: Sports Fandom

Chair: Jaye Atkinson, Georgia State University

Jeffrey W. Kassing, Arizona State University West & Jimmy Sanderson, Arizona State University West

“Is This a Church? Such a Big Bunch of Believers around Here!”: Fan Expressions of Social Support on Floydlandis.com”

Andrew Baerg, University of Texas-Victoria

“Numbers as Truth and Responsible Fans: Exploring Fantasy Sports in the Context of Neoliberalism”

Lawrence W. Hugenberg, Kent State University & John Spinda, Kent State University

“From Good ol’ Boys to National Spectacle: Motives and Identification among Young NASCAR Fans”

Respondent: Jennings Bryant, University of Alabama

Session B: Deviance and Sport

Chair: Chris Wood, University of Georgia

Cheryl Pawlowski, University of Northern Colorado & Diane Matuschka, University of North Florida

“The Dark Side of Professional Wrestling”

David Sullivan, University of San Diego

“Ritual Genre Analysis of The Ultimate Fighter”

Kevin James Brown, Angela Smith, Ashley DuBrey, Ryan Henry, Sean Teaters, & Christian Cavanaugh, all from Oregon Institute of Technology

“Learning to Drink: Learning and Teaching Social Drinking Norms in College Athletics”

Respondent: Todd Fraley, East Carolina University

Saturday, 10:15-11:45

**Plenary Session on Future Endeavors in
Communication & Sport**

Chair: Andy Billings, Clemson University

Discussants

Special Journal Issues: Lawrence Wenner, Loyola Marymount University

NCA Divisional Status: Kelby Halone, West Virginia University

Pre-conferences: Robert Krizek, St. Louis University

Future Summits: Jeffrey Kassing, Arizona State University-West

Saturday, 12:00-1:00

Closing Luncheon (free with registration)

Keynote Address: Dr. Jennings Bryant, University of
Alabama

Saturday, 1:30

Adjournment