



Simply Speaking

THE OFFICIAL NEWSLETTER FOR LAMBDA PI ETA

October 2020

Lambda Pi Eta Welcomes 4,081 New Members this Year!



Congratulations to our newest inductees, who hail from campuses worldwide. Lambda Pi Eta has welcomed 4,081 outstanding new student scholars in 2020!

(Pictured above: The Alpha Epsilon Tau chapter of Manhattanville College hosts their spring induction virtually.)

Run for a Position on LPH's National Student Advisory Board



With this year's business meeting being conducted online, the election for positions on the Student Advisory Board will also be conducted virtually. There are three positions open on LPH's Student Advisory Board. In these positions, students help manage LPH's national Instagram account and participate in two conference calls over the course of their term. Student Advisory Board members help make national-level decisions, vote for national award recipients, and lead the following year's national business meeting. LPH Student Advisory Board Members are also eligible to receive funding to support travel to next year's convention. If you have any questions about what these positions involve, please contact APA Associate Will Eichhorn at weichhorn@natcom.org.

Individuals should submit a 250-word statement stating their interest in the position and any relevant leadership experience. These statements will be distributed to each active chapter of LPH and votes will

be cast electronically. Written statements may be sent as either a Word document or PDF to studentorgs@natcom.org. Statements are due by 5:00 pm Pacific on Friday, October 30.

Join LPH at NCA’s 106th Annual Convention for FREE!



NCA’s 106th Annual Convention has been made completely virtual! Many events will be posted as asynchronous sessions, where scholars record their presentations and post them to [Convention Central](#). These videos will begin to be posted in early November and will be available to all registered attendees via NCA’s online program. Other sessions will be held synchronously via Zoom during the week of November 18. Links to each Zoom session will also be posted to Convention Central for registered attendees.

You have the opportunity to participate in this year’s convention at no cost! But you must be an NCA member, and you must register. To register for the convention, you’ll first need to redeem your one year of free student membership with NCA. Follow the instructions below to redeem that membership. Once you have your membership, you’ll be able to register for the convention [here](#) at no cost!

LPH Inductees Eligible for a Free Year of NCA Student Membership!

LPH members are now eligible to receive one year of free student membership with NCA. An NCA student membership includes online access to all 11 NCA journals, steeply discounted rates for future convention registrations, and eligibility for both NCA-sponsored awards and grant funding. To take advantage of this free membership, you’ll need to first create an account on the NCA website [here](#). After inputting your personal information, make sure to select the “I am a student” option on your membership page.

 I am a student:

On the final page, enter the promo code StudentOrgs2020. Your membership will be free of charge for one year (unlike your Lambda Pi Eta membership, it is not a lifetime membership). If you have any questions or trouble taking advantage of this new program, reach out to studentorgs@natcom.org.

Promo Code

StudentOrgs2020	Apply
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[Register](#)

LPH's Guide to Convention Participation!



Preparing for your first academic convention? Unsure how to navigate all the new virtual sessions? Lambda Pi Eta just published a [guide](#) for students attending the NCA 106th Annual Convention. Get the most out of the convention by preparing your goals and scheduling important events for students on your calendar. Keep an eye out for more student resources in 2021! Lambda Pi Eta has goals to create guides on researching as an undergraduate, applying to graduate school, and much more. All guides will be published on Lambda Pi Eta's [website](#).

Important Events at this Year's Convention

[LPH Business Meeting](#) – Friday, 11/20, 9:30 – 10:45 am Eastern

Join the LPH Faculty and Student Advisory Boards, along with NCA National Office representative Will Eichhorn, for discussions about pertinent issues facing LPH. During this session, voting for open Advisory Board positions will begin, and this year's National Lambda Pi Eta Awards will be formally presented. Join us in celebrating the achievements of our award winners and mingle with students from other institutions!

[LPH Top Paper Sessions](#) – Friday, 11/20, 11:00 am – 12:15 pm Eastern

The top four individually authored papers will be presented, including this year's two Stephen A. Smith award winners, "The Crossroads of Symbol and Story: Merging Rhetorical Theory and Autoethnography," by Sydney Jones of Columbus State University, and "Avoiding Urban Flight: Positive Deviants Who Stay Home in a Rural Coastal County and Thrive," by Amber Merklinger of Campbell University, followed by "Attempting to End Fat-Shaming?" by Courtney Hanson of Hastings College, and "Nonverbal Behaviors Essential in the Longevity of Romantic Relationships," by Marcos Lopez Acosta of the University of Montevallo.

[Perspectives on the Crossroads](#) – Asynchronous Session Posted in Early November

Join LPH members and the Faculty Advisory Board for five presentations of individually authored undergraduate papers covering a variety of interesting topics, including "A Narrative of Peace: The Misrepresentation of Buddhism in Western Countries and Ethnic Cleansing," by Gabriella Burkart of Ramapo College, "A Rhetorical Analysis of Charles Rhines' Execution," by Crystal D. Stone of the University of Alabama, "The Audacity of Obama: Covenantal Creation in Barack Obama's 2004 Keynote Speech," by Brenton R. Strahla of Wabash College, "Vision 2030 and the Oppression of Saudi Women," by Katherine Fountain of the University of Alabama, and "You Are A Survivor: An Analysis of Sexual Assault Narrative Within Grey's Anatomy," by Samantha Burke of Hastings College.

[NCA Graduate School Open House](#) - Asynchronous Session Posted in Early November

Colleges and universities are uploading videos introducing their programs to potential graduate students. Keep an eye out for any schools hosting Zoom information sessions during the convention!

[Scholar to Scholar Sessions](#) – Asynchronous Session Posted in Early November

Communication scholars and graduate students are uploading videos of their poster presentations for comments and conversation. Keep up to date on the research projects of your peers and other discipline scholars! Type "Scholar to Scholar" in the search box to see all of the sessions!

[NCA Opening Session](#) – Thursday, 11/19, 5:00 – 6:30 pm Eastern

The convention's Opening Session, Mental Health at the Crossroads: Intersections in Health and Society, sponsored by the Waterhouse Family Institute, will focus on the various sociodemographic factors that impact mental health and mental health treatment. Shana Kopaczewski will moderate the session, which will include panelists David Berman (Mental Health America of Indiana), Diane B. Francis (University of Kentucky), Emily Krebs (University of Utah), and Gary L. Kreps (George Mason University).

[Carroll C. Arnold Distinguished Lecture](#) – Friday, 11/20, 5:00 – 6:00 pm Eastern

This plenary session each year features the most accomplished researchers in the field. The purpose of the lecture is to inspire other NCA members by having one of the discipline's most acclaimed scholars think aloud in their presence. This year, Thomas Nakayama (Northeastern University) will address the topic, The Challenge of Global Whiteness.

Congratulations to LPH's National Award Winners!



Chapter of the Year Award – Alpha Beta Upsilon, Temple University

The Alpha Beta Upsilon chapter at Temple University has had a positive and profound presence on both its department and its campus. Bringing together students from across a multitude of backgrounds, the chapter has formed an academic community comprised of diverse identities. The chapter's flagship mentorship program pairs first-year, transfer, and nontraditional students with inducted Lambda Pi Eta members. LPH members serve as examples of success in Communication and act as guides for the transition into both the college and the discipline. In the words of the chapter's advisor, "The implicit assumption of Temple's character is that we cannot be complicit in our surroundings. We must strive for more. A better world, a greater community, a stronger society: these operatives permeate our university. Our chapter of Lambda Pi Eta epitomizes these same aspirations." The chapter's enthusiastic student leaders and dedicated advisor serve as exemplars to the Lambda Pi Eta community. Congratulations, Alpha Beta Upsilon!



Rookie Chapter of the Year Award – Alpha Chi Omicron, Marymount University

The Alpha Chi Omicron chapter of Marymount University was founded in 2017. Since its founding, the chapter has steadily grown from just a handful of members to more than 20 members. The chapter has even had a national presence, with one student serving on the Student Advisory Board and the chapter advisor serving on the Faculty Advisory Board. Chapter attendance at last year's convention in Baltimore was, according to the advisor, "a turning point for [the] chapter ... students started to get ideas as to how they could promote the chapter on campus to best serve Marymount University."

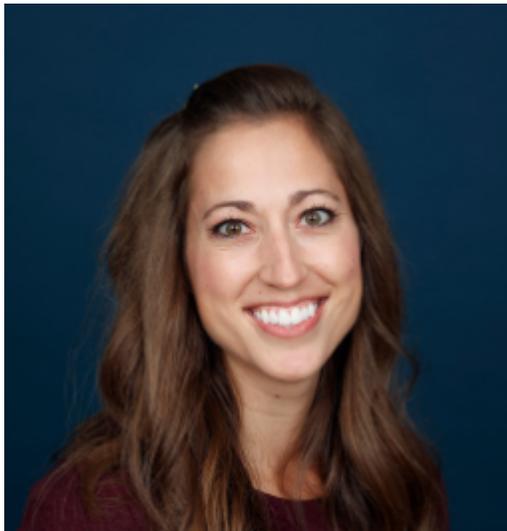
In the words of the chapter's student president, Noelle Larino, "[W]e are extremely proud and excited about the growth our chapter has had in its 'rookie' years. From starting off with only seven members, to now building a small community of students who travel to conferences together, are elected to national office, and promote the study of communication on campus, we are very excited for what the future holds for our chapter! [D]espite the challenges of a student body that is often coming and going (and sitting in traffic!), our Lambda Pi Eta chapter has been able to grow and engage students and the Marymount community, and we have done this by promoting the goals of Lambda Pi Eta." Congratulations, Alpha Chi Omicron!



Thomas L. Veenendall Advisor of the Year – Caroline S. Parsons, Eta Pi, University of Alabama

Dr. Caroline Parsons is a paragon of service in the Lambda Pi Eta community. She has served multiple terms as a member of the Faculty Advisory Board and as the national Convention Planner, not to mention her dedication as advisor to the Eta Pi chapter at the University of Alabama. Dr. Parsons' service has been critical to the success of the Lambda Pi Eta honor society on the national level.

In the words of her student, "Over the last 23 years, Dr. Parsons has served diligently and enthusiastically as a Lambda Pi Eta advisor. Her love of communication, teaching, and advising is consistently positive, energetic, and down-to-earth ... Dr. Caroline Parsons has consistently provided thoughtful guidance to Lambda Pi Eta members for more than two decades and this most recent academic year is her best so far! I can think of no one more deserving of the honor of the Thomas L. Veenendall Advisor of the Year Award for 2020 than her." Congratulations, Dr. Caroline S. Parsons!



Rookie Advisor of the Year – Megan McFarlane, Alpha Chi Omicron, Marymount University

Dr. Megan McFarlane serves as the advisor of the Alpha Chi Omicron chapter at Marymount University. She oversaw the founding of the chapter and has led its expansion into a thriving community of students. Dr. McFarlane also serves as a member of the LPH Faculty Advisory Board. She has sparked an enthusiasm in her student leaders by encouraging them to attend NCA's annual conventions and connecting them with Communication scholars from other institutions.

In her own words, "I am so excited to see the growth of this chapter over its first three years, as I have tried my best as an advisor to help cultivate a community of Communication students on campus, encourage engagement in the field via NCA and other conferences, and offer support for student led initiatives. It has been fun as a 'rookie' advisor to see this growth, and I look forward to continuing to support these amazing students and their exciting ideas." Congratulations, Dr. Megan McFarlane!

Stephen A. Smith Top Paper Award – Sydney Jones, Columbus State University

The Crossroads of Symbol and Story: Merging Rhetorical Theory and Autoethnography

Utilizing both rhetorical criticism and autoethnography, this essay examines the Netflix original series, "The Haunting of Hill House," created by Mike Flanagan. The paper explores the narrative of the show to determine how the characters may each represent one of Kubler-Ross's five stages of grief, and also demonstrate an extended metaphor of Post-Traumatic Stress Disorder. Sydney employs autoethnographic storytelling to indicate how they used the show as "equipment for living," as defined by Kenneth Burke. As someone living with Delayed Expression Post-Traumatic Stress disorder, Sydney found that this show aided the, in confronting their unattended trauma and guided them to the acceptance stage of grief. This show helps viewers navigate the grieving process by demonstrating various nuances and behaviors that are indicative of each respective stage. The medium of the show is an important element that contributes to its function as "equipment for living." Sydney found that becoming so deeply engaged with the narrative allowed for their own retrospection regarding past trauma and led them to a state of recovery. With the incorporation of Sydney's own experiences of utilizing this artifact as "equipment for living," this essay demonstrates an important crossroads between autoethnography, rhetorical theory, and modern media.

Stephen A. Smith Top Paper Award – Amber Merklinger, Campbell University

Avoiding Urban Flight: Positive Deviants Who Stay Home in a Rural Coastal County and Thrive

This research paper explores the importance of sustainable behaviors in social change efforts through the lens of Brunswick County, a rural, coastal North Carolina community. Drawing on ethnographic methodology, this project examines the behaviors, generally communicative in nature, which may lead to sustainability as a member of this community. Further, the paper concentrates on uncovering the behaviors that influence positive deviance strategies (Singhal, 2015) used by members of the community who are not expected to thrive in a changing economic landscape.

Chapter Spotlight! Mu Gamma Chapter at Wayne State College



Members of the Mu Gamma chapter at Wayne State College put their interpersonal communication skills to work with their “Say Something Nice” campaign. The chapter hoped to take a proactive step in changing the way that we interact with others in our community. With the current pandemic and political volatility, chapter members wanted to spread positive messages they saw missing from the world. “We rise through lifting others!” and “The best views come from the hardest climbs” were among their slogans.



Attending a Regional Convention in 2021?

In addition to the National Communication Association, there are four regional communication associations. Each association represents a different geographic section of the United States and hosts a conference. All Lambda Pi Eta members who submit individually authored papers to a regional conference will be eligible to earn a regional top paper award!

Please note that only individually authored papers will be considered. Authors must be members of Lambda Pi Eta upon submission. If you are interested in submitting your paper for the chance to win any of these

awards, please read below:



Eastern Communication Association: The James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference will take place March 24-28, 2021, during the ECA Annual Convention in Cambridge, Massachusetts. The submission deadline is December 11, 2020. Please be sure to indicate that you are a member of Lambda Pi Eta on the cover page of your submission. For more information, including submission processes, please visit the ECA [website](#).

[Submit](#)

Central States Communication Association: The President's Undergraduate Honors Research Conference will take place March 26-27, 2021, during the CSCA Annual Convention in Cincinnati, Ohio. The submission deadline is January 15, 2021. For more information, including submission processes, please visit the Central States Communication Association [website](#).

[Submit](#)

Southern States Communication Association: The Theodore Clevenger Undergraduate Honors Conference will take place during the Southern States Communication Association's Annual Conference, to be held April 7-11, 2021, in Norfolk, Virginia. The submission deadline is December 11, 2020. For more information, including submission processes, please monitor the SSCA [website](#).

[Submit](#)



Western States Communication Association: Due to the pandemic, WSCA has chosen to postpone its convention until 2022 in Portland, Oregon. For further details on the convention, please visit the WSCA website.

[Read More](#)

A Special Series “Communicating during a Presidential Election Year” on Communication Matters: The NCA Podcast



Due to the COVID-19 Pandemic, this fall's public programs have been reimagined as a special series of NCA's Communication Matters podcast as well as a series of videos. The public program series, entitled "Communicating During a Presidential Election Year," will include three public programs: "The Politics of Health and Healthcare: Communicating about Health in Presidential Election Year," "Communicating about the Role of Race and Social Change in Politics," and "VEEPS 2020: Kamala Harris vs. Mike Pence." Please visit the NCA [Podcast](#) page and NCA's [YouTube](#) channel to access these programs, which are being produced in podcast and video format.

Want to Be Featured?

Want to be featured on Lambda Pi Eta's Official Instagram? Want to see your programming in the Spring 2021 newsletter? Submit photos and a short description of your event to lphinsta@gmail.com.

Also, make sure to follow us on social media--[@Lambdapieta.NCA](#) on Instagram, [@NCAStudentOrgs](#) on Facebook, and [@NCA_StudentOrgs](#) on Twitter. Lambda Pi Eta and Sigma Chi Eta, NCA's student honor societies, are joining forces with combined social media accounts on Facebook and Twitter!

National Communication Association

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