

# MC Communication Department Presents at the Eastern Communication Association Conference

by Trevor Pelletier

This past month, the Eastern Communication Association, or ECA Annual Conference took place in Providence, Rhode Island. The conference, held from April 10-14 this year, is where scholars assemble to foster better education, build successful networks and relationships, and share their communication research. Manhattan College had several students and faculty members represented at the conference. Arshia Anwer, Thom Gencarelli, and Mike Plugh all presented their research as part of professional panels. Thom Gencarelli was also recognized with the ECA's prestigious Distinguished Teaching Fellows Award.

Each year, the James M. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference (USC) also takes place in concurrence with the conference. This year's USC centered around the theme "Creating Our Future," which encouraged young communication scholars to build a better future. A key question students were urged to ask was: "What resources can I create and how can those resources create new possibilities for others?"

The conference featured the best research from undergraduate communication students at colleges and universities across the eastern region of the United States. Five Manhattan College COMM students were selected to

present their work as either a competitive paper presentation, where authors explain their research in a 10-12 minute oral presentation, or a poster presentation, which is recommended for research-in-progress, where feedback could be helpful, and for projects that would benefit from a visual display.

The following Manhattan College communication students presented their work at the conference:

- Jillian Calandra, "Women's Body Image: The Effect of Thin Body Image in Fashion Advertising"
- Mikeisha Shiara Kelly, "Behind the Posts: Duality of the Instagram Persona"
- Elizabeth Metsch, "Visualizing the Future: Visual Media in the Classroom as it Relates to Social Equity"
- Anna G. Occhino, "The I-N-D-E-P-E-N-D-E-N-T Woman: A Study of Female Rappers Gender Performance in Their Music Videos"
- Olivia Rose Paladino, "De-Constructing the Lotus girl: A Textual Analysis of Lotus Magazine"

The conference proved to be a great opportunity for Manhattan College COMM students to represent the College and the COMM department. •