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VisCom The 22nd Visual Communication Conference

Lake Tahoe • June 18-22, 2008

[Home](#)
[Program](#)
[Conference Details](#)
[Location](#)
[Transportation](#)
[Register](#)
[Contact Us](#)

Previous conferences:

VisCom 1, 1987
Alta, UT

VisCom 2, 1988
Calistoga, CA

VisCom 3, 1989
Park City, UT

VisCom 4, 1990
North Shore, Tahoe
Truckee, CA

VisCom 5, 1991
Breckenridge, CO

VisCom 6, 1992
Flagstaff, AZ

VisCom 7, 1993
Jackson Hole, WY

VisCom 8, 1994
Feather River
Graeagle, CA

VisCom 9, 1995
Flagstaff, AZ

VisCom 10, 1996
Alta, UT

VisCom 11, 1997
Jackson Hole, WY

VisCom 12, 1998
Winter Park, CO

VisCom 13, 1999
Lakeland Village,
South Lake Tahoe, CA

VisCom 14, 2000
Chico Hot Springs,
MO

Program **** DRAFT ****

Below is the schedule of presentations for the conference as of April 28, 2008.
(Link to the original [Call for Papers](#))

WEDNESDAY - June 18, 2007

- 07:00PM **Reception & Gathering of Friends**
Greeting, meetings, and general good cheer accompanied by convivial consumption of liquids and dessert treats
- 07:30 Announcements & self introductions
Programs Inspired by Previous Conferences
Chair:
- "Zettl's Dream: Making the World a Better Place through Applied Media Aesthetics." **Dan Miller**, University of Oregon, discusses his video.
 - "Top Twenty Iconic Photos of the 20th Century: Part IV." **Sandra Moriarty**, University of Colorado, and **Dennis Dunleavy**, Southern Oregon University, provide a brief explanation of an exhibit to be available tonight and all day Thursday.

THURSDAY - June 19

- 07:30-09:00 Breakfast
- 09:00-10:00 AM **RHETORICAL TECHNIQUES IN VISUAL PERSUASION, Part I**
Chair: Chris Miller, CSU Sacramento
- **Stuart Kaplan**. Lewis & Clark College. "Visual Irony in Commercial Persuasion: Theory and Application"
 - **Jennifer Dunn**. University of Wyoming. "Feeding the Pigs: A Semiotic Approach to Eminem."
 - **Tracey Owens Patton And Julie Snyder-Yuly**. University of Wyoming. "From Camp To Covergirl: Performing the Carnavalesque on American's Next Top Model."
- 10:00-10:20 Discussion and Q/A
- 10:20-10:40 Break
- 10:40-11:20 **RHETORICAL TECHNIQUES IN VISUAL PERSUASION, Part II**
Chair: Chris Miller. CSU Sacramento
- **Chema Salinas**. CSU Sacramento. "Setting a Visual Aesthetic:

VisCom 15, 2001
Flying M Ranch,
Yamhill, OR

VisCom 16, 2002
Paradise Shores
Holcombe, WI

VisCom 17, 2003
Sandpoint, ID

VisCom 18, 2004
Asilomar
Monterey, CA

VisCom 19, 2005
Banff, Canada

[VisCom 20, 2006](#)
Midway, UT

[Viscom 21, 2007](#)
Estes Park, CO

[Viscom 22, 2008](#)
Lake Tahoe

[Viscom 23, 2009](#)
Jackson Hole, WY

Viscom 24, 2010
Portland, OR

Agenda Setting Theory Reapplied."

- **Beau Bingham.** University of Wyoming. "Computers, Images, and Social Validation."
- **Holland Wilde.** University of Calgary. "Boulversement: Contextualization and Ethnographic Video."

11:20-11:40 Discussion and Q/A

12:00-01:30 LUNCH
PM

01:30-02:20 **BEAUTY AND THE BEAST**
PM Chair:

- **Catalina Toma.** Cornell University. "Beauty Is Truth - Or Is It? Photographic Accuracy and Its Relationship to Physical Attractiveness in Online Dating Profiles."
- **Erik Palmer.** University fo Oregon. "Is Naked the New Black?"
- **Courtney Hucke.** University of Wyoming. "Creating Reality One Bodyslam at a Time: Audience Attitudes and Professional Wrestling."

02:20-02:40 Discussion and Q/A

02:40-03:00 Break
PM

03:00-03:40 **WATER IN VISUAL STUDY**
PM Chair:

- **Craig Denton.** University of Utah. Documentary: "Hidden Water."
- **Hans Rosenwinkel.** University of Colorado Denver. Discussion of Documentary: "Hiking in Deep Water."

03:40-04:00 Discussion and Q/A

05:30 PM Cocktail reception followed by dinner

Evening **INTERACTIVE ART**
Session

- **Don Barth.** University of South Carolina. "Water Means."

FRIDAY - June 20

07:30-09:00 Breakfast

09:00-10:00 **SHAME in PRIVATE AND PUBLIC**
AM Chair:

- **Peggy Wood.** CSU Sacramento. "PostSecrets from the Edge: Guilt, Shame and Redemption Through Anonymous Art."
- **David Wagner.** CSU Sacramento. "No Title Supplied."
- **Julian Kilker.** University of Nevada Las Vegas. "Visualizing Societal Controversies: (Extra) Ordinary Images of Privacy and Surveillance."

10:00-10:20 Discussion and Q/A

10:20-10:40 Break

10:40-12:00 **Panel: "Visualizing the Virtual World: Teaching and Learning in Second Life"**
AM

Chair:

- **Larry Mullen.** University of Nevada Las Vegas
- **Pete Seel.** University of Colorado Fort Collins
- **Cary Berry-Smith.** University of Wyoming
- **Paul Lester.** CSU Fullerton

**Lunch on
your own**

**Afternoon - FREE TIME. Enjoy Lake Tahoe
and surrounding areas.**

SATURDAY - June 21

07:30-09:00 Breakfast

09:00-10:00 **PICTURING THE NEWS**

AM Chair:

- **Teresa Hernandez.** Kent State University. "A Comparison of the Photographic Coverage Inside and Outside the Church of the Nativity during the 40-day Siege."
- **Dennis Dunleavy.** Southern Oregon University. "War in the Eyes: An Analysis of Masculinity and Emotion in Images of the Thousand-yard Stare."
- **Conrad Smith.** University of Wyoming. "Photojournalism as Illustration, Explanation and Representation."

10:00-10:20 Discussion and Q/A

10:20-10:30 Break

10:30-11:40 **ETHNOGRAPHIC STUDIES**

PM Chair:

- **Brian Rusted.** University of Calgary. "Visual Culture as Non-representational Performance."
- **Berkley Hudson.** University of Missouri School of Journalism. "Let Me Entertain You: Representing Performance in the Mississippi Photographs of O. M. Pruitt, 1920-1960."
- **Beatriz Wallace.** Time Magazine and University of Missouri - Columbia. "Photographs of Family."

11:40-12:00 Discussion and Q/A

12:00-01:30 LUNCH

PM

01:30-02:30 **THE ELECTRONIC EYE: WHAT YOU GET IS WHAT YOU SEE**

PM Chair:

- **Sheree Josephson.** Weber State University. "An Eye-tracking Study Comparing Sans Serif and Serif Typefaces."

- **Marilyn Terzic**. McGill University. "It's Not Only What You Look at that Matters, but Also What You See."

02:30-02:50 Discussion and Q/A

02:50-03:10 Break
PM

03:10-3:50 **CHILDREN AND IMAGES**
PM Chair

- Georgette Comuntzis Page. Millikin University. "Where Are Those Wild Things Anyway? Young Children's Responses to Two Different Modes of Presentation."
- Tim Ziaukas. University of Pittsburg at Bradford. "Mr. Yuk Is Mean . . .!: The Biography of an American Icon."

03:50-04:10 Discussion and Q/A
PM

04:10-04:50 **TBA**
PM Chair:

- Babs Mason. University of Oregon. "Butoh: The Japanese Dance Movement as Visual Communication"
- Robert Young. CSU Sacramento. ". "

06:00 PM **Cocktails**
Viscomm Barbeque

SUNDAY - June 22

07:30-09:00 Breakfast

9:00 AM **TOWN HALL MEETING**

- Fixing a single email system
- Next year.

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