

**Media  
Ecology  
Association**



www.media-ecology.org

Call for Papers - The Eleventh Annual Convention of the  
Media Ecology Association

Media Ecology and the Natural Environment.

June 10 – 13, 2010

University of Maine, Orono, Maine.

**Media Ecology and the Natural Environment**

The subject of media ecology was formed with two biological metaphors in mind, Neil Postman wrote in “The Humanism of Media Ecology” (2000). In biology, a medium is a substance within which a culture grows. Change “substance” to “technology,” and media ecology defines a medium as a technology within which a culture grows, forming its politics, social organization, and ways of thinking. In biology, ecology is the study of what constitutes a balanced and healthy natural environment. Media ecology refers to ways that cultures maintain a healthy symbolic balance to help keep our natural world in order. Media ecology seeks to make us more aware that we live in two different environments. We live in both the natural environment of air, water, animals, and plants, and the media environment of language, images, symbols, and technologies that shape us.

The 11th Annual Convention of the Media Ecology Association invites papers, panels, creative projects, and other proposals exploring the connections between these two ecologies, one of culture and communication, the other of nature and the physical sciences. Convention submissions are welcome that draw on a wide variety of perspectives in environmental studies in the sciences and communication, from issues such as climate change, biodiversity, acid rain, and wildlife ecology. How do media ecology and natural ecology intersect? How do ecologists in humanities, social sciences, and natural sciences create dialogue with each other? Can scholarship bring artists, communication researchers, and scientists together? What is the relationship between primary natural and virtual media realities? What is the history of environmental thought?

**Electronic submissions of papers and session proposals are preferred and should be sent by January 15, 2010 to Paul Grosswiler, Chair, Department of Communication and Journalism, 420 Dunn Hall, University of Maine, Orono ME 04460, [paulg@maine.edu](mailto:paulg@maine.edu).**

All submissions will be acknowledged. The convention will be sponsored by the Vice President for Research, the College of Liberal Arts and Sciences, and the Department of Communication and Journalism at the University of Maine. Campus housing will be available. Tours of Maine’s natural environments will be offered.

**Convention Coordinators:** Paul Grosswiler ([paulg@maine.edu](mailto:paulg@maine.edu)) University of Maine; Ellen Rose ([erose@unb.ca](mailto:erose@unb.ca)) University of New Brunswick, Fredericton