The Seventh Annual Convention of the Media Ecology Association

Prologues to Exploration

Media Ecology Association

June 8–11, 2006
Boston College
Fulton Hall
Chestnut Hill, Massachusetts

Co-Sponsored by

Fordham University
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Emerson College
School of Communication
Institute of General Semantics

New York University
Department of Culture and Communication

The Urban Communication Foundation

New York Society for General Semantics

Gingko Press

Hampton Press
The Media Ecology Association Dedicates Its Seventh Annual Convention to the Memory of James W. Carey

1934-2006

“And gladly would he learn, and gladly teach.”

Geoffrey Chaucer, The Canterbury Tales

Please Join Us at a Commemoration Saturday, June 10, 2006 6:00 to 7:15 511 Fulton Hall
Prologues to Exploration

All locations are in Fulton Hall, except where otherwise indicated.

Thursday, June 8, 2006

9:00–5:00  Registration
Level 1 Lobby

10:00–10:30  Welcoming Remarks

Moderator: James C. Morrison – Historian, MEA – Emerson College
Lance Strate – President, MEA – Fordham University
Donald A. Fishman – Boston College

10:45-12:00  Sessions

210  1.1A Sounding the Spaces of Women’s Lives

Unbridling the Female Tongue: Reading Gossip in Olive Senior’s Fiction
Carol Bailey – Smith College

Voices and Doors: What Workshops Allow
Simone Davis – Mount Holyoke College

Confession and Authority: Writing Back to Literacy as Privilege
Marie Lovrod – University of Saskatchewan

220  1.1B Democracy in the Era of New Media

Reconfiguring the Global Organisms’ Operating System Through "Mobile Democracy"
Jason Liszkiewicz – Re-Configure.org Project

New Media and Visual Democracy: CNN.com and Public Response to 9/11
Ekaterina V. Haskins – Rensselaer Polytechnic Institute

Democracy in the Digital Era
Catherine Waite Phelan – Hamilton College

Beyond the Internet: Alternative Radio and Television and the Anti-War Movement
Persheng Sadegh-Vaziri – New York University

Welcome to the Ocean of the Real: Reading Open Water as Post-9/11 Allegory
Kevin Taylor Anderson – University of Massachusetts–Amherst
1.1C Ecologies of the Workplace

*The Secret Life of Spam: Spam in the Inner World of Work*
Susan Cody – Ryerson University
Wendy Cukier – Ryerson University
Eva Nesselroth – York University

*A Pyramid Interactive of Communication in the Service of an Institutional Mission*
María de Conceição Oliveira Lopes – University of Aveiro

*From Wooton to Workstation: Mechanisms of the Visible in Office Spaces*
Dale A. Bradley – Brock University

1.1D Why Radio Still Matters: Media Ecology Perspectives on Broadcasting – Roundtable

Donna Halper – Emerson College
Leo Fahey – Rockaway College Project
Jane Turk – Columbia University

12:00-1:30  Lunch Break

1:45–3:00  Sessions

210  1.2A Historical Studies in Media Environments and Historiography – Panel

*An Eye on the War: Vietnam War Images in the Mainstream and Dissident Press*
Jeffrey Bowen – University of Maine

*Historians and Media Ecology*
Paul Grosswiler – University of Maine, Orono

*Radio’s Transition from Interpersonal to Mass Medium: War of the Worlds’ Broadcast as Evidence of Change*
Diana McElwain – University of Maine

*Calling All Stars: Propaganda Efforts of World War I and the Emergence of Star Political Authority*
Sue Collins – New York University

220  1.2B Varieties of Mediated Experience

Chair: Lance Strate – Fordham University

*How the Shift from an Oral to a Literate Society Affected the Christian Religion During the Middle Ages*
Juliann DeMeo – Fordham University

*The Construction of Identity: Presentation and Interpretation*
Julia Tier – Fordham University

*Interface Technologies: A Common Sense Approach*
Aaron DeNu – Fordham University
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<td><strong>1.2C Situation Comedies: Critical Views of Television – Panel</strong></td>
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<td>‘Who’s In Charge Here?’: Views of Media Ownership in Situation Comedies</td>
<td>Paul Kohl – Loras College</td>
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<td><em>I Love Lucy: Television and Gender in Postwar Domestic Ideology</em></td>
<td>Lori Landay – Berklee College of Music</td>
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<td><em>Cybill: Integrating Women’s Liberation into Everyday [Sitcom] Life</em></td>
<td>Laura Linder – Marist College</td>
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<td><em>Origins of the Genre: In Search of the Radio Sitcom</em></td>
<td>David Marc – Syracuse University</td>
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<td><em>Sex and the Sitcom: Gender and Genre in Millennial Television</em></td>
<td>Christine Scodari – Florida Atlantic University</td>
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<td><em>Negotiating Boundaries: Production Practices and the Making of Representation in Julia</em></td>
<td>Demetria Shabazz – University of Oklahoma</td>
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<td><strong>1.2D Orality and Literacy in Communication Pedagogy: Getting the Baby Out of the Bathwater – Roundtable</strong></td>
<td>Frank E. X. Dance – University of Denver</td>
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<td>Richard Doettkott – Chapman University</td>
<td>W. Lance Haynes – University of Missouri-Rolla</td>
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<td>Brett Lunceford – The Pennsylvania State University</td>
<td>Anne Pym – California State University, East Bay</td>
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<td><strong>1.3A Ecologies of Brain and Mind</strong></td>
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<td>Chair: Michael Keith – Boston College</td>
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<td><em>The Ecological Brain: Symmetry and Aesthetics of the Image</em></td>
<td>Ann Marie Barry – Boston College</td>
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<td><em>This Is Your Brain on Television</em></td>
<td>Amy Hornblas – AWARE</td>
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<td><em>Media and the Aesthetic of Self: Ecological Perspectives in the Century of the Mind</em></td>
<td>Julianne Newton – University of Oregon</td>
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<td><em>Lab and Life: What’s the Connection?</em></td>
<td>David Berreby – Author</td>
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1.3B Media History and Memory, Objectivity, and Technology

Commemoration and Its Role in Community: Bridging the Past
Jessica Brophy – University of Maine

Power and Credibility: Media Sources and the Politics of Objectivity
Joshua Sammer – University of Maine

Time as Continuity and Time as Changes
Xiaoyan Xiang – York University

1.3C Aural Ecologies: Sounds of Global Technological Drift

Building a Lonesome Sound: Emotion, Technology, and Globalization in the History of the Steel Guitar
Brent Malin – San Francisco State University

Podcasting, Publicy, and Secondary Orality: Mobile Noise as Glocalization
Robert MacDougall – Emerson College

High Resolution Sound: Forward Into the Past
James C. Morrison – Emerson College

1.3D The Ecology of Television Advertising

A Structural Study of Television Advertising: Then and Now
Robert K. Blechman – St. George’s University

4:45–6:00  Featured Presentation

Moderator: James C. Morrison – Emerson College

511  Walter J. Ong: Oralities Past, Present, and Future – Discussion
John Miles Foley – University of Missouri
Frank E. X. Dance – University of Denver

6:15–8:00  Welcoming Reception

Heights Room  “Why? Words” – Activity
Corcoran  Fred Cheyunski – IBM Business Consulting Services
Commons

Friday, June 9, 2006

9:00–5:00  Registration

Level 1 Lobby

9:00–9:30  Plenary Session

McGuinn 121  “Why? Words” – Report
Fred Cheyunski – IBM Business Consulting Services
9:45–11:00  Sessions

210  2.1A Media Ecology of Place

The Internet as a Media Extension: The Case of Mexico
Fernando Gutiérrez – Tecnológico de Monterrey, Estado de México

Writing in a Language That Is Not Written: The Case of Arbresh Use in the Newspaper
Mondo Albanese
Eda Derhemi – University of Illinois at Urbana–Champaign

Testing the Metaphor of “Media Ecology” in South Sinai, Egypt: A Visual Presentation of Current Fieldwork
Barbara Roos – Grand Valley State University

Heat and Dust and Cellphones: Exploring the Media Ecology of India
Ellen Rose – University of New Brunswick, Fredericton

220  2.1B Groundings of Media Ecology

Chair: Thomas Cooper – Emerson College

Logic, Ana-Logic, Deca-Logic and Theo-Logic in McLuhan and Postman’s Media Ecology
Stephen L. Reagles – Bethany College

Enemies of Time: Innisian Reflections on the Present
Phil Rose – York University

Exploring the Tetrad: A Micro-History of McLuhan’s “Greatest Achievement”
Frank Zingrone – York University

Respondent: Thomas Cooper – Emerson College

230  2.1C The Ecology of Fandom

Media Fandom: Redefining a “Sense of Place”
Cynthia W. Walker – St. Peter’s College

Fan Action: Finding a Medium for a Message
Miriam Greenfeld – Rutgers University

Trekers Treats: Fans of the Delta Quadrant
Nadine Smith – Fordham University
2.1D Media Ecology and the Disciplines: The Oralist Movement in Communication Studies

Moderator: Frank E. X. Dance – University of Denver

Current Research in Support of Oralist Pedagogy in the Teaching of Public Speaking
Richard Doetkott – Chapman University

Orality as an Ideal Type and Unconscious Competence: Two Cornerstones for Oralist Theory
W. Lance Haynes – University of Missouri-Rolla

Walter Ong and the Willard Preacher: Bringing the Public Speaking Classroom to Orality
Brett Lunceford – The Pennsylvania State University

Grounding Oralism in a Literate World: Balancing Theory and Presence
Anne Pym – California State University, East Bay

11:15–12:30 Keynote Address

Devlin 008

Moderator: Robert K. Logan – University of Toronto

The Origins of Writing
Denise Schmandt-Besserat – University of Texas at Austin

12:30–1:30 Lunch Break

1:30–2:45 Sessions

210 2.3A Workshop in Complexity Theory and Applications

Media-Triggered Expansions in Concepts, Characters, Community, and Control
Mary Ann Allison – State University of New York–Purchase College

Respondent: Howard Rheingold

220 2.3B Ecologies of Publishing and Archiving

Chair: Margot Hardenbergh – Fordham University

Breaking an Author Into ”A Million Little Pieces:” The Agenda-Setting Power of the New Media
Rod Carveth – Marywood University

Friends Don’t Make Friends Do DRM
Jan Ellis – Columbia University

Transubstantiation of the Archive
Keli Rylance – University of South Florida Archives

The Educational Mission of Catholic Publishing
Karen Scialabba – Sacred Heart University
230  

**2.3C Ecologies of Journalism**

*TV News as Advocate: Early Coverage of Hurricane Katrina*
  Katherine Fry – The City University of New York–Brooklyn College

*Mobile Media, the Press, and Citizen Journalists*
  Susan Jacobson – Temple University

*On-line News Geographies: A News-Flow Study of Three U. S. Dailies*
  Mike Gasher – Concordia University

*Locating Evolutionary Moments: A Study of the Albany Times Union’s Adoption of Web Conventions*
  Christine Tracy – University of Michigan

250  

**2.3D History, Art, and Technology**

*Back to the Future: The Public Purpose of a Collection of Incunabula Leaves*
  Donn F. Downing – Independent researcher

*The “Memorable year 1640” in the Mind of John Adams: The Historical Memory of Puritanism and the Printed Word*
  Michelle Orihel – Syracuse University

*The Profane Earth*
  Ollivier Dyens – Concordia University

*Multimedia Technology and Classroom Communication*
  Kuo Huang – Beijing Normal University
  Juming Li – Heilongjiang Provincial Educational Bureau

3:00–4:00  

**Featured Presentation**

McGuinn 121  
Moderator: Paul A. Soukup, SJ – Santa Clara University

*Revisiting a Media Revolution*
  Elizabeth L. Eisenstein – Palmer Professor of History (Emerita) – University of Michigan

4:15–5:15  

**President’s Address**

McGuinn 121  
Moderator: James C. Morrison – Emerson College

*Technics and Media Ecology*
  Lance Strate – Fordham University

5:30–6:00  

**MEA Awards**

McGuinn 121  
Presenters: Lance Strate – Fordham University
  James C. Morrison – Emerson College
6:00–7:00  **Featured Presentation**

McGuinn 121  
Moderator: Ellen Rose – University of New Brunswick, Fredericton

*Coevolution of Technology, Media, and Collective Action*  
Howard Rheingold – Author

7:15–8:30  **Reception**

Honors Commons  
*Media Ecology Unplugged*  
Bill Bly – Fordham University  
John McDaid – New York University

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**Saturday, June 10, 2006**

9:00–5:00  **Registration**

Level 1 Lobby

9:00–10:15  **Sessions**

210  **3.1A Theory and Philosophy**

Chair: Frederick Wasser – Brooklyn College, CUNY

*postmodeMism: What Tomorrow Looked Like*  
Craig Sinclair – University of Massachusetts–Amherst

*General Semantics and Media Ethics*  
Martin H. Levinson – Institute of General Semantics

*An Epistemological Context for Evolutionary Media Ecology*  
Richard A. Rosa – Independent researcher

*Medium as an Ecology of Genres: Integrating Media Theory and Genre Theory*  
Davis Foulger – State University of New York at Oswego

220  **3.1B Networked Experience**

*Becoming Data: Mapping, Navigation and Loss in the Networked Culture*  
Eric Gordon – Emerson College

*From the Internet to the Theater and Back Again: The Emergence of Online Novel Adaptation in the Korean Film Industry*  
Kyoung-La Kang – University of Massachusetts–Amherst

*Sorry for Your Loss: Grieving and Griefing in World of Warcraft*  
Lián Sifuentes – Colorado College
3.1C Media and Politics

Medium Theory and Understanding the Uproarious Sixties
David Allen – Temple University

Masks of Privilege, Masks of Labor: WASPing and De-WASPing as Rhetorical and Political Strategies within the Mediated Presidency
Carlnita Greene – Nazareth College

Origin of the Specious: How Propaganda Undermined Public Relations in World War I
Gary Kenton – Fordham University

Peter Moberg – Jacksonville University

The Perfect Example of Political Propaganda: The Chinese Government’s Persecution against Falun Gong
Chin-Yunn Yang – Freelance journalist

3.1D Ecologies of Media Consumption

Chair: Al Auster – Fordham University

Theorizing Media and Sport in Search of Commodity Value: On Finding Dirt, Constructing Readers, and Deconstructing Ethics
Lawrence A. Wenner – Loyola Marymount University

Transforming Practices of Media Consumption: Consumption Settings as Event-Networks
Ana Andjelic – The New School

Greeting Cards and the New Romance of Tangible Media
Emily West – University of Massachusetts Amherst

Stories in Stone, Stories on Screen: An Examination of Increased Personalization of Cemetery Memorials
Cheryl A. Casey – New York University
Peter A. Maresco – Sacred Heart University

10:30–11:45 Sessions

3.2A University Journal Editors Speak About Their Medium and Its Message – Roundtable

Lance Strate – Fordham University – Explorations in Media Ecology (EME)
Karen vanMeenen – Visual Studies Workshop – afterimage
Susan Drucker – Hofstra University – Qualitative Research Reports in Communication
Paul A. Soukup, SJ – Santa Clara University – Communication Research Trends
Dan Stout – University of South Carolina – Journal of Media and Religion
3.2B Human–Technological Interactions

Chair: Edward Wachtel – Fordham University

Fingerbombing or “Touching is Good”: The Cultural Construction of Technologized Touch
David Parisi – New York University

In search of an integrated relationship between media literacy and media ecology: an examination for discovery
Liss Jeffrey – University of Toronto

What About “Bob”?: The Media Equation a Decade Later
Paul Lieber – Emerson College

A Study of Interactive, 3D Graphic Instructions: Embodied Interaction and User Experience
Michael Sharp – Rensselaer Polytechnic Institute
Jonathan Bidwell – Rensselaer Polytechnic Institute

3.2C Exploring the Digital City: Space Culture Politics

A Multimedia Documentation of Laser\Net
Paul Guzzardo – University of Dundee – MediaArts Alliance

3.2D Privacy, Space and Place

Duality in DataSpace: A Media Ecology Perspective
Matt Jones – Ontario College of Art and Design
Robert K. Logan – University of Toronto

Society Under Surveillance
Kristen M. Daly – Columbia University

Privacy vs. Fame: The Loss of Privacy in T.V. Shows in Israel
Amit Dinur – The College Of Management, Tel-Aviv
Yuwal Karniel – The College Of Management, Tel-Aviv

Postplace America: Capitalism, Technology, and the Loss of Place in Landscape
Rebecca A. Kuehl – University of Georgia

3.2E Mapping a New Media Environment: The Media Ecology of Computer and Video Games

Strategic Simulations and Our Past: How Computer Games Tend to Treat History
Kevin Schut – Trinity Western University

The Telcos’ Brave New World: IPTV and the “Synthetic Worlds” of Multiplayer Online Games
Anthony Pennings – New York University

No Need for Caution: Mammals at Play
Donna Flayhan – The State University of New York at New Paltz
The Aesthetic Vocabulary of Video Games  
Joost van Dreunen – Columbia University

My Cheating Heart: Video Games, Heuristics, and the Culture of Deception  
Liel Leibovitz – Columbia University

11:45–1:30  
Lunch Break

511  
Screening: Shocking & Awful, World Tribunal Show, Fallujah, and others from Deep Dish Productions  
Persheng Sadegh-Vaziri – New York University

11:45-1:30  
MEA Board of Directors Meeting and Lunch  
LCOB 528

1:30–2:30  
Screening  
511  
Moderator: Susan Jasko – California University of Pennsylvania

McLuhan Way: In Search of Truth  
Deiren Masterson – Masterworks Productions

2:30–3:15  
Featured Presentation  
511  
Moderator: Raymond Gozzi, Jr. – Ithaca College

The Ecology of Media and Ecosystems as Media: An Inaugural Probe  
Robert K. Logan – University of Toronto

3:30–4:15  
Featured Presentation  
511  
Moderator: Thomas F. Gencarelli – Montclair State University

The Coming of the Wireless World: Opportunities and Pitfalls  
Andrew Rasiej – Personal Democracy Forum

4:15–5:00  
Featured Presentation  
511  
Moderator: Casey Man Kong Lum – William Paterson University

Selling War in America  
Terence P. Moran – New York University

5:00–5:45  
Featured Presentation  
511  
Moderator: Donald A. Fishman – Boston College

The Archaeology of the Communication Landscape  
Gary Gumpert – Urban Communication Foundation  
Susan Drucker – Hofstra University
6:00–7:15  **In Remembrance of James W. Carey – Plenary Session**

511  Moderator: Lance Strate – Fordham University

Kristen Daly – Columbia University  
Joost van Dreunen – Columbia University  
Donald A. Fishman – Boston College  
Paul Grosswiler – University of Maine, Orono  
Gary Gumpert – Urban Communication Foundation  
Liel Leibowitz – Columbia University  
James C. Morrison – Emerson College  
Catherine Waite Phelan – Hamilton College  
Frederick Wasser – Brooklyn College, CUNY

7:30–8:30  **Reception**

Honors  “Why? Words Redux” – Activity  
Commons  Fred Cheyunski – IBM Business Consulting Services

**Sunday, June 11, 2006**

9:30–10:00  **Plenary Session**

511  “Why? Words” – Report  
Fred Cheyunski – IBM Business Consulting Services

10:00–11:30  **General Business Meeting**

511  Moderator: Casey Man Kong Lum – Vice President, MEA – William Paterson University

11:45–1:00  **Plenary Session**

Moderator: Susan J. Drucker – Hofstra University

511  *Present Is Prologue: The Future(s) of Media Ecology – Roundtable*  
Gary Gumpert – Urban Communication Foundation  
Paul Levinson – Fordham University  
Casey Man Kong Lum – William Paterson University  
Joshua Meyrowitz – University of New Hampshire

1:00  **Closing Remarks**

1:15  **Convention Adjourns**
THE SEVENTH ANNUAL MEA CONVENTION

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ACKNOWLEDGMENTS

This conference would not have taken shape without the financial, administrative, and emotional support of the following individuals at Boston College:

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1. Suggested length for manuscripts is 15 to 25 double-spaced pages (4,000 to 6,000 words).
3. Include a detachable (or e-submission page 1) cover page with your title and contact information.
4. Include a 150-word abstract, with the title at the top of the page.
5. No identification of the author(s) should appear on the abstract page or in the article.
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MEA members receive the newsletter twice a year. Keep up with the latest MEA activities and keep us up-to-date about you. Send personal news, information of interest to media ecologists, ideas for short articles, and especially ideas for book reviews, to the newsletter editor:
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EXPLORATIONS IN MEDIA ECOLOGY {EME}
THE JOURNAL OF THE MEDIA ECOLOGY ASSOCIATION

EXPLORATIONS IN MEDIA ECOLOGY, the journal of the Media Ecology Association, is an international journal dedicated to extending our understanding of media and media environments. EME welcomes diverse theoretical and methodological approaches to the study of media environments, including (but not limited to) philosophical, aesthetic, literary, historical, psychological, sociological, anthropological, political, economic, and scientific investigations, as well as applied, professional, and pedagogical perspectives. In addition to scholarly articles, EME also publishes essays, commentary, and critical examinations relevant to media ecology as a field of study and practice.

GUIDELINES FOR SUBMISSION. Prospective authors should send four (4) copies of the manuscript, no longer than 25 pages (including tables and figures), to Lance Strate, Department of Communication and Media Studies, Fordham University, Bronx, NY 10458-9993 Strate@Fordham.edu. Submissions of different lengths will be considered. Authors should retain their original manuscripts, as submissions will not be returned. All submissions should be the author’s original work, previously unpublished, and not under consideration by another publisher. Manuscripts must conform to the Publication Manual of the American Psychological Association (5th ed., 2001) or the MLA Style Manual (2nd ed., 1998). Authors of accepted manuscripts must provide a final version in both paper and electronic formats. Authors are responsible for obtaining permission to reprint copyrighted material.

Double space the entire manuscript, including title page, abstract, text, quotations, acknowledgments, references, appendixes, tables, figure captions, and footnotes.

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The **Walter Benjamin Award** for Outstanding Article in the Field of Media Ecology to
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and

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2000 – JEROME AGEL for The Medium is the Massage (audio CD and book)
2001 – DOUGLAS RUSHKOFF for The Merchants of Cool (television documentary produced for the PBS program Frontline, initially aired February 26, 2001)
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**For the Walter J. Ong and Neil Postman Awards

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Open to books published in 2004 or later on any topic related to media ecology. Entry requirements: Letter of nomination or self-nomination and five copies. Entrants may request simultaneous consideration for the Erving Goffman Award, the Susanne K. Langer Award, the Dorothy Lee Award, or the Lewis Mumford Award.

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THE MARY SHELLEY Award for Outstanding Fictional Work
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THE JOHN CULKIN Award for Outstanding Praxis in the Field of Media Ecology
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THE LOUIS FORSDALE Award for Outstanding Educator in the Field of Media Ecology
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THE JACQUES ELLUL Award for Outstanding Media Ecology Activism
Open to any individual engaged in political activism whose work is informed by the media ecology perspective. Entry requirements: Letter of nomination or self-nomination and five copies of supporting materials.

Send all entries by November 15, 2006 to:
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For more information, see the MEA Web site at www.media-ecology.org
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Preliminary Call for Papers

The Eighth Annual Convention of the Media Ecology Association in Mexico City

“Technology and Transformation”

June 6–10, 2007

Featuring speakers from Canada, the United States, Spain, and Latin America, including

Eric McLuhan, Jay Bolter, and Katherine Hayles

With the aim of fostering an academic tradition begun with the New York, Saint Louis, and Toronto schools of media ecology, the Tecnológico de Monterrey, Campus Estado de México invites your participation, as presenters or attendants, in the Eighth Annual Convention of the Media Ecology Association, to be celebrated in Mexico City from June 6–10, 2007.

The Tecnológico de Monterrey was founded in 1943 by a group of Mexican entrepreneurs and executives. It is a private educational institution, independent from any political or religious group. The Tecnológico de Monterrey system has a nationwide presence and also extends its educational services abroad to other Latin American countries and other cities of the world.

The convention coordinators and organizing committee invite the submission of papers, roundtable and panel discussions, workshops, films, multimedia presentations, performances, and any other proposals relating to all aspects of the media ecology tradition founded by McLuhan, Mumford, Ong, Postman, and others.

As Neil Postman asserted, a new technology does not merely add something to a culture; it transforms everything. The transformation is ecological and the consequences of the change are always fast, often unpredictable, and largely irreversible. And, as Marshall McLuhan reminded us, the technology reshapes and restructures patterns of social interdependence along with every aspect of our personal lives.
Join us to continue this dialogue about “Technology and Transformation,” and its impact on society, from the media ecology perspective.

Completed papers are eligible for the Top Paper Award and Linda Elson Scholar Award for Top Student Paper. Please indicate your interest in competing for either award on a separate title page with full contact information, making sure to remove all identifying information from the text pages. Competitive papers should be formatted in accordance with the fifth edition of the *Publication Manual of the American Psychological Association*.

The MEA is an international organization, and our 2007 convention is a defining moment for us, as it will be our first annual meeting held outside the United States. Please join us as we celebrate and commemorate this important rite of passage. Conference attendees will also have the opportunity to participate in special guided bilingual tours to Teotihuacán, site of the some of largest pyramids in Mexico and one of the most extraordinary archeological sites in the Western Hemisphere, and to downtown Mexico City, including the major cultural and historic sites in the Centro Histórico (The Zócalo or Constitution Square, Metropolitan Cathedral, the ruins of the Great Temple of the Aztecs, the National Palace with its murals by Diego Rivera), the monuments of Reforma Avenue, and the museums of Chapultepec Park (the Archeology Museum, Museum of Modern Art, Rufino Tamayo Museum of Contemporary Art, and the National History Museum, located in the famed Castle of Chapultepec).

Please send all inquiries and electronic copies of papers and proposals to the convention coordinators:

**[Spanish Language]**

Fernando Gutiérrez  
Department of Communication  
Tecnológico de Monterrey, Campus Estado de México  
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Thom Gencarelli  
Department of Broadcasting  
Montclair State University  
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Submission deadline: **December 15, 2006**

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