THE 13th ANNUAL CONVENTION OF THE MEDIA ECOLOGY ASSOCIATION

THE CROSSROADS OF THE WORD

MANHATTAN COLLEGE
JUNE 7-10, 2012

Co-Sponsored by
The Institute of General Semantics
Call for Papers

Language and Symbol Use in Politics and Other Arenas

A Symposium
Sponsored by the Institute of General Semantics

Co-Sponsored by the
New York Society for General Semantics
Media Ecology Association
Friends of the Institute of Noetic Sciences
Lifwynn Foundation for Social Research

Featuring the 60th Annual
Alfred Korzybski Memorial Lecture
to be delivered by
Shawn Lawrence Otto

“Fool Me Twice: Fighting the Assault on Science in America”

October 26-28, 2012
Princeton Club
15 West 43rd Street
New York, New York

Send papers, proposals, and inquiries by September 1st, 2012 to jgs2012@generalsemantics.org, or contact Martin H. Levinson, President, Institute of General Semantics, 72-11 Austin Street #233, Forest Hills, NY 11375 or (212) 729-7973 (voice), (718) 793-2527, Attn: #233 (fax).
THE 13th ANNUAL CONVENTION OF THE MEDIA ECOLOGY ASSOCIATION

“THE CROSSROADS OF THE WORD”

MANHATTAN COLLEGE
JUNE 7-10, 2012

SPECIAL THANKS TO:
Brennan O’Donnell, Ph.D., President of Manhattan College
William C. Clyde, Ph.D., Executive Vice President/Provost, Manhattan College
Richard Emmerson, Ph.D., Dean, School of Arts, Manhattan College

ACKNOWLEDGEMENTS:
Robert Coleman, Melanie Morales-Woo, Michael Grabowski, Laura Tropp, George Kuzma, Fiona Delaney, Brian Korney, Kevin Thwala, Jen Adarna, Marissa Penta, Douglas Rushkoff, Sheena Hyndman, Sheila Nayar, Phil Rose, Ed Tywoniak, and Joseph Murtaugh
# TABLE OF CONTENTS

The Convention at a Glance........................................................................................................1  
Thursday, June 7......................................................................................................................3  
Friday, June 8..........................................................................................................................8  
Saturday, June 9......................................................................................................................15  
Sunday, June 10.....................................................................................................................23  
13th Annual Convention Top Paper Awards............................................................................26  
2012 MEA Awards..................................................................................................................26  
Past MEA Award Recipients...................................................................................................27  
2012 MEA Awards Committee...............................................................................................31  
Call for Nominations for 2013 MEA Awards........................................................................32  
Call for Papers for 2013 MEA Convention............................................................................34  
Call for Submissions for the 2012 MEA Convention Proceedings..........................................35  
MEA Officers..........................................................................................................................35  
*Explorations in Media Ecology*..............................................................................................37  
MEA Newsletter – *In Medias Res*.........................................................................................39  
MEA Electronic Mailing List.................................................................................................39  
Important Information for the Convention............................................................................41  (Parking, Wireless Internet Access, Manhattan College Emergency Phone Number)  
List of Convention Participants..............................................................................................42
# THE CONVENTION AT A GLANCE

## Thursday, June 7

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
<th>Location</th>
</tr>
</thead>
</table>
| 10:00 a.m.-12:00 p.m. | Registration and coffee | Registration in the Lobby of Smith Auditorium  
Coffee in Café 1853 |
| 12:00-12:30 p.m. | Opening ceremony | The Chapel of De La Salle and His Brothers |
| 12:45-2:00 p.m. | Session 1.1 | The Chapel of De La Salle and His Brothers |
| 2:15-3:30 p.m. | Session 1.2 | The Chapel of De La Salle and His Brothers |
| 3:45-5:00 p.m. | Session 1.3 | The Chapel of De La Salle and His Brothers |
| 5:30-6:30 p.m. | Featured Speaker: Sherry Turkle | The Chapel of De La Salle and His Brothers |
| 6:30-8:00 p.m. | Cocktail Reception | Smith Auditorium |

## Friday, June 8

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tr>
<td>8:00-9:00 a.m.</td>
<td>Coffee</td>
<td>Café 1853</td>
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<tr>
<td>9:00-10:15 a.m.</td>
<td>Session 2.1</td>
<td>The Chapel of De La Salle and His Brothers</td>
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<tr>
<td>10:30-11:45 a.m.</td>
<td>Session 2.2</td>
<td>The Chapel of De La Salle and His Brothers</td>
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<tr>
<td>12:00-1:15 p.m.</td>
<td>Ong Centenary Celebratory Panel</td>
<td>The Chapel of De La Salle and His Brothers</td>
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<td>1:15-2:45 p.m.</td>
<td>Lunch Break</td>
<td>The Chapel of De La Salle and His Brothers</td>
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<tr>
<td>2:45-3:45 p.m.</td>
<td>Featured Speaker: Douglas Rushkoff</td>
<td>The Chapel of De La Salle and His Brothers</td>
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<tr>
<td>4:00-5:15 p.m.</td>
<td>Session 2.3</td>
<td>The Chapel of De La Salle and His Brothers</td>
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<tr>
<td>5:30-6:45 p.m.</td>
<td>Session 2.4</td>
<td>The Chapel of De La Salle and His Brothers</td>
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<tr>
<td>7:00-8:00 p.m.</td>
<td>President’s Address/Awards Ceremony</td>
<td>Smith Auditorium</td>
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## Saturday, June 9

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<th>Time</th>
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<tr>
<td>8:00-9:00 a.m.</td>
<td>Coffee</td>
<td>Café 1853</td>
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<tr>
<td>9:00-10:15 a.m.</td>
<td>Session 3.1</td>
<td>The Chapel of De La Salle and His Brothers</td>
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<td>10:30-11:45 a.m.</td>
<td>Session 3.2</td>
<td>The Chapel of De La Salle and His Brothers</td>
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<tr>
<td>12:00-1:00 p.m.</td>
<td>Featured Speaker: Terence P. Moran</td>
<td>The Chapel of De La Salle and His Brothers</td>
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<td>1:00-2:30 p.m.</td>
<td>Lunch Break</td>
<td>The Chapel of De La Salle and His Brothers</td>
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<td>2:30-3:45 p.m.</td>
<td>Ellul Centenary Celebratory Panel</td>
<td>The Chapel of De La Salle and His Brothers</td>
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<td>4:00-5:15 p.m.</td>
<td>Session 3.3</td>
<td>The Chapel of De La Salle and His Brothers</td>
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<tr>
<td>6:00-8:00 p.m.</td>
<td>Buffet Dinner</td>
<td>Smith Auditorium</td>
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<tr>
<td>7:00-8:00 p.m.</td>
<td>Featured Speaker: Jaron Lanier</td>
<td>Smith Auditorium</td>
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</table>
**Sunday, June 10**

8:00-9:00 a.m. – Coffee

9:00-10:15 a.m. – Session 4.1

10:30 a.m.-12:00 p.m. – General Business Meeting of the Media Ecology Association

**Book Exhibitors** (Thursday, Friday, and Saturday)

Institute of General Semantics
Peter Lang Publishers
The Scholar’s Choice

**COMMUNICATION ARTS**

The Communication Arts Department at Marymount Manhattan College

Congratulates The Media Ecology Association on its

13th Annual Convention

Marymount Manhattan
da college of the liberal arts
## CONVENTION SCHEDULE

**Thursday, June 7**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Location</th>
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<tr>
<td>10:00 a.m. - 12:00 p.m.</td>
<td>Registration/Coffee</td>
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<tr>
<td>12:00-12:30 p.m.</td>
<td>Opening Ceremony</td>
<td>Chapel</td>
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<tr>
<td></td>
<td>Welcoming remarks from:</td>
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<td></td>
<td>Thom Gencarelli, MEA Vice President and Convention Coordinator</td>
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<td></td>
<td>Brennan O’Donnell, Ph.D., President of Manhattan College</td>
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<td>Richard Emmerson, Ph.D., Dean, School of Arts, Manhattan College</td>
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<td>James C. Morrison, MEA President</td>
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<tr>
<td>12:45-2:00 p.m.</td>
<td>Session 1.1</td>
<td>Miguel 201</td>
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<tr>
<td>1.1.1</td>
<td>Crossing into Crosswords: Experiencing the Ludic Turn and the Gamification of Everyday Life</td>
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<tr>
<td>Chair:</td>
<td>Liel Leibovitz, New York University</td>
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<td>Panelists:</td>
<td>James Hodges, New York University</td>
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<td></td>
<td>Holly Robbins, New York University</td>
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<td>Kimberly Thompson-Almanzor, New York University</td>
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<td>Maxwell Foxman, New York University</td>
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<td>Michelle C. Forelle, New York University</td>
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<td></td>
<td>This roundtable discussion explores how games and play elements have been increasingly incorporated into the daily activities and practices of American life. While play has become not only a new means of advertising, but also of education, science, technological innovation, and countless other subjects, this roundtable hopes to show not only the prevalence of these game elements, but also the effects of game elements, for both good and ill, as we cross into a new age defined by play.</td>
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<tr>
<td>1.1.2</td>
<td>The Ecology of Social Media</td>
<td>Miguel 202</td>
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<tr>
<td>Chair:</td>
<td>Phil Rose, York University</td>
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<tr>
<td>“Status Update: Neil Postman on the Amusements of Facebook”</td>
<td>Jill Baszczynski, Medaille College</td>
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<td>“First Person Paparazzi: Why Social Media Should be Studied More Like Video Games”</td>
<td>Angela M. Cirucci, Temple University</td>
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<td>“The Emerging Importance of the E-book and Its Impact on Publishing”</td>
<td>Judith Dyck, University of Alberta</td>
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<td>“The Network is the Narcotic: The Application of Marshall McLuhan's Narcissus Narcosis to Social Networking Websites”</td>
<td>Teresa Sturgess, University of Alberta</td>
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<td>Abby Selden, Belmont University</td>
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1.1.3  

**Media Ecology and Consumer Culture: Extensions Into Cultural Studies**

Chair: Brian Cogan, Molloy College

“Buying the Best of Times: Banana Republic and Remembering the 1960s”  
Rebecca Kern, Manhattan College

“The Expanding Christian Marketplace: If You Can Name it or Make it the Christian Marketplace Probably Sells It”  
Peter A. Maresco, Sacred Heart University

“Gold Bricks: Dirt, Mud, and Excrement in the Great Chainstore of Being”  
Read M. Schuchardt, Wheaton College

“Electronic Media and the American Consumer”  
Alexandra Wells, New York University

1.1.4  

**At the Crossroads of Disciplines, and of the Academy**

Chair: Fred Cheyunski, Consultant

Marco Adria, University of Alberta

“Crosswords @ the Crossroads: Media Ecology and Management, Ong and Malone, McLuhans and Moore!”  
Fred Cheyunski, Consultant

“Can Intersections between ‘Intermediality’ and Media Ecology Breed New Interdisciplinary Interactions?”  
Jean-François Vallée, Université de Montréal

“The Advantages of Interdisciplinarity in Media Ecological Work – a Personal Experience”  
David Zweig, Writer

2:15-3:30 p.m.  

**Session 1.2**

1.2.1  

**Word from your TV: Future Prospects for Screen Media**

Chair: Lewis Freeman, Fordham University

Panelists: Alice Cahn, Cartoon Network

Alice Wilder, Blue’s Clues, Super Why!, Speakaboos
Fran Blumberg, Fordham University
Lewis Freeman, Fordham University
Lance Strate, Fordham University
Douglas Rushkoff, Utrecht University

Recommendations that have emerged from our work focus on the potential for screen media to provide feedback to children and caregivers about their uses of screen media (e.g., time spent watching, messages that appear at intervals tied to time or content, viewing logs/diaries, gaming based on screen content, etc.) and on “talking back” (e.g., through rating systems, interaction with other viewers or fans, online communities for discussion, etc.). This panel will explore some of these recommendations and address potential benefits and drawbacks of various technologies for enhancing children's screen media experiences.
1.2.2 Mobility and the Screen World

Chair: Ed Tywoniak, Saint Mary’s College of California

“Addled Subjectivity and Mobile Devices”
Linda Cooper Berdayes, Barry University

“The Virtualizing of the Word: ‘Isn't It Nice to Have a Computer That Will Talk to You?’”
Paul Grosswiler, University of Maine

“The iPhone and Hypersociality”
Dong-Hoo Lee, University of Incheon

“When Flirting Goes Too Far: The Ethics of Sexting”
Brett Lunceford, University of South Alabama

1.2.3 Re-conceiving Media in the 21st Century

Chair: Laura Tropp, Marymount Manhattan College

“Film Portrayal of Nannies and the Nuclear Family”
Jaimie Sarubbi, Marymount Manhattan College

“Mobile (Smart) Phones: The Reinvention of the Ideal Teenage Experience”
Howard Rapp, Marymount Manhattan College

“The Relationship between TV and its User: Making TV an Event Again”
Colin Burridge, Marymount Manhattan College

These student papers explore different types of media and technology that have the power to change conceptions of audience and family. One paper studies the film portrayal of nannies and the way this influences modern-day perceptions of the role of family, particularly the nuclear family. Another paper explores the way modern cellphone use among teenagers is changing our conception of family structure and hierarchy. The final paper explores how television technology is shifting control and viewership patterns.

1.2.4 New Media Meets Old Meets New

Chair: Susan Jasko, California University of Pennsylvania

“How the Social Network Perpetuates Grudges: Facebook as a Faulty Platform for Forgiveness”
Becky Banks, New York University

“Hoarding the Ethereal: How We Have More Things (and More Problems) but with Less Clutter”
Gayle Gatchalian, New York University

“The Origins of ‘Slow Media’: Early Diffusion of a Cultural Innovation through New Subcultures of Media Avoidance and Resistance”
Jennifer Rauch, Long Island University, Brooklyn Campus
1.3.1

**Pornography @ the Crossroads**

Chair: Salvatore J. Fallica, New York University

“Going All The Way: The Pornographication of the Public Sphere”
Jenn Hyland, The New School for Social Research

“Short Songs, Short Skirts: Punk and Porn in the 21st Century”
Kelly Aiken, New York University

“Alternate Identities: Women, Sexuality and Altporn”
Paige MacGregor, New York University

Respondent: Salvatore J. Fallica, New York University

This panel focuses on the social and cultural practices in modern genres of pornography made possible by technological developments of the digital age. These new social and cultural practices help to provide insight into contemporary sexuality and myriad forms of representation.

1.3.2

**Music, Music, Music...and Media**

Chair: Phil Rose, York University

“Meet Me Tonight in Dreamland: A Media Ecological Perspective on the Intersection of Vaudeville, Tin Pan Alley, and the Immigrant Experience”
Robert Albrecht, Jersey City State University

“‘Accept No Limitations’: Expressions of Diasporic Identity in *Nigerian Idol*”
Tess Conner, University of London

“Bjork’s *Biophilia*: Beyond Music and Video”
Peter W. Goodman, Hofstra University

“Pink Floyd’s *The Wall*: The Import of Mimesis for Media Ecology”
Phil Rose, York University

1.3.3

**Media Ecology in Narrative Analysis**

Chair: Michael Grabowski, Manhattan College

“Stanley Kubrick: Photography and Cinema”
Ashley Choi, Manhattan College

“Narrative Structures as Branding Tools: A Content Analysis of Showtime and HBO”
Robert Colaianni, Manhattan College

“Re-sacralization in Post-9/11 Gothic Television”
Amanda Ferrarotto, Manhattan College

“Dario Argento: A Cinema of Attractions Filmmaker”
Jason Kalmanowitz, Manhattan College
The Media Ecology of the City

Chair: Lewis Freeman, Fordham University

“New York: Capital of the 21st Century”
Jenny Batlay, Columbia University

“Global Migration and The City Onscreen”
Marcelline Block, Princeton University

“Imagistic Gateways in a Transnational City: ‘How Philly Moves’ and Hyperlocal Media Strategies”
Caitlin Bruce, Northwestern University

“Subway Environment”
Janice Caiafa, Federal University of Rio de Janeiro

“Converging Flows: Transnational Identity, Capital, and Migration in Chinatown”
Jonathan Zalman, New York University

5:00-5:30 p.m. Break

5:30-6:30 p.m. Featured Speaker: Sherry Turkle
“Alone Together”

Moderator: Douglas Rushkoff

Sherry Turkle is Abby Rockefeller Mauzé Professor of the Social Studies of Science and Technology at the Massachusetts Institute of Technology, and the Founder and current Director of the MIT Initiative on Technology and Self. A psychoanalytically-trained sociologist and psychologist, Prof. Turkle is the author of, among her other works, The Second Self: Computers and the Human Spirit (Simon and Schuster, 1984 and the 20th Anniversary Edition from MIT Press, 2005), Life on the Screen: Identity in the Age of the Internet (Simon and Schuster, 1995), and her most recent book, Alone Together: Why We Expect More from Technology and Less from Each Other (Basic Books, 2011). Profiles of Prof. Turkle have appeared in publications including The New York Times, Scientific American, and Wired Magazine, and she has been named “Woman of the Year” by Ms. Magazine. She has also been featured as a media commentator on the social and psychological effects of technology for CBS, NBC, ABC, CNN, the BBC, and NPR – including appearances on such programs as Nightline, Frontline, 20/20, and The Colbert Report.

Sherry is this year’s winner of the Media Ecology Association’s Walter J. Ong Award for Career Achievement in Scholarship.

6:30-8:00 p.m. Cocktail Reception

Chapel

Smith Auditorium
Friday, June 8

8:00-9:00 a.m.  Coffee
9:00-10:15 a.m.  Session 2.1

2.1.1  Miguel 201

Walter J. Ong: Then

Chair: Tom Zlatic, St. Louis College of Pharmacy

“Walter Ong on the Road: Research before the Internet”
Sara van den Berg, Saint Louis University

“Ong Then: Toward an Edition of Ong’s Correspondence”
Jerry Harp, Lewis and Clark College

“Father Ong in Action: Intersections between Ong’s Pedagogical Practices and His Thought”
Eberly Mareci, Marymount Manhattan College

2.1.2  Miguel 202

The Influences on McLuhan/The Influence of McLuhan

Chair: James C. Morrison, Babson College

“The Influence of Sigmund Freud on Marshall McLuhan”
Adriana Braga, Pontifical Catholic University of Rio de Janeiro
Robert K. Logan, University of Toronto

“Marshall Arts: Probing Criticisms of McLuhan’s Media Studies”
Curry Chandler, University of Central Florida

“The Dialectical View on the Presence of the Word: Marshall McLuhan’s Conception of the Word Connected to Ezra Pound’s Vortex”
Martin Speer, Technical University of Dortmund

“The Place of Marshall McLuhan in the Learning of his Times”
Mark Stahlman, TMT Strategies LLC

2.1.3  Miguel 207

Radio in Transition: Culture, Community, and Change in the Ecology of Broadcasting

Chair: Donna Halper, Lesley University

Panelists: Linda Cooper Berdayes, Barry University
  Donna Halper, Lesley University
  Jonathan Slater, SUNY Plattsburgh

The purpose of this panel is to contribute an analysis of radio from a media ecology perspective, exploring some of its transitions, and discussing how it has reinvented and transformed itself over the decades. The panel will examine the early days of radio, contrasting the utopian beliefs of its proponents with the dystopian views of its detractors, the role radio has played in the American Jewish experience, starting in the 1930s, and the role of late-night radio in creating community in an increasingly impersonal world.
2.1.4

The Crossroads of Education

Chair: Alex Kuskis, Gonzaga University

“A Crossroads of Textbooks: What Use is a Textbook about New Media?”
Mary Ann Allison, Hofstra University

“‘Pernicious Stuff’: 19th Century Media, the Children Who Loved Them, and the Adults Who Worried About Them”
Margaret Cassidy, Adelphi University

“Media Ecology in the Digital Classroom: Communication and Communitas”
Ronan Hallowell, University of Southern California

“The Challenge of Social Media – Between Inhibition and Concern in the Classroom”
Jesper Tække, Aarhus University

10:30-11:45 a.m.  Session 2.2

2.2.1

Mediating Public Crises, Global Economics and Objectification of the Body

Chair: Paul Grosswiler, University of Maine

“Mediating Disaster: The Communication of Risk in Oral and Electronic Media Cultures”
Hollie M. Smith, University of Maine

“Rethinking Dependency Theory from a Media Ecology Perspective”
Ulrich Regler, University of Maine

“The Mechanical Bride 2.0, from 1951-2011”
Mary Ellms, University of Maine

2.2.2

McLuhan and Media/Medium Theory

Chair: James C. Morrison, Babson College

“A Physics for McLuhan”
Malcolm Dean, University of California, Los Angeles

“The Message is the Mode: Modes in Digital Media and Media Theory”
Eric Jenkins, University of Cincinnati

“McLuhan’s Playboy – Playboy’s McLuhan”
David Linton, Marymount Manhattan College

“Explaining the Concept of Technology: A Conceptual Dilemma in Medium Theory”
Marcin Trybulec, Maria Curie-Sklodowska University
2.2.3

**Walter Ong Meets the 21st Century**

Chair: Sheila Nayar, Greensboro College

“Orality and Literacy: New and Old Ways of Communicating on Facebook. (Or what Walter Ong Said about the Network of Mark Zuckerberg)”
Clara Ciuffoli, Universidad de Buenos Aires
Guadalupe López, Universidad de Buenos Aires
“The Rhetoric of CMC and SMS Texts and Walter J. Ong's Principle of Orality”
David Delullis, Duquesne University
“New Epistemology of Information Systems and Media Ecology”
Marek Hetmański, Marie Curie-Skłodowska University
“‘Writes of Passage’: Blogging as a Liminoid Practice of Secondary Orality”
John Lenarcic, Royal Melbourne Institute of Technology University
Pradipta Sarkar, RMIT University

2.2.4

**Journalism through the Prism of Media Ecology**

Chair: Joe Cutbirth, Manhattan College

“Transmedia Storytelling in Contemporary Journalism: New Mediatic Ecologies”
Denis Porto Renó, University of Rosario
“A Semiotic Analysis of the Image of the USA in the Palestinian Press”
Qustandi Shomali, Bethlehem University
Christine M. Tracy, Eastern Michigan University

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<thead>
<tr>
<th>12:00-1:15 p.m.</th>
<th>A Celebration of the Centenary of Father Walter J. Ong, S.J.</th>
<th>Chapel</th>
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<tbody>
<tr>
<td><strong>Walter J. Ong: Now</strong></td>
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<tr>
<td>Chair and Respondent: Vincent Casaregola, Saint Louis University</td>
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<tr>
<td>“Ong’s Theology of Voice”</td>
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<td>Dennis Cali, University Texas-Tyler</td>
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<td>“Orality and Literacy in the ‘Word’ of God”</td>
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<td>Anne Pym, California State University, Hayward</td>
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<td>“Orality, Literacy, Education, and Theology”</td>
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<td>Paul A. Soukup, Santa Clara University</td>
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<tr>
<td>“Walter J. Ong in Our Present Moment of Truth”</td>
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<td>Calvin Troup, Duquesne University</td>
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1:15-2:45 p.m. Lunch Break
2:45-3:45 p.m.  
Featured Speaker: Douglas Rushkoff  
“Program or Be Programmed”  
Chapel

Moderator: Janet Sternberg, Fordham University

Douglas Rushkoff is the winner of the MEA’s first Neil Postman award for Career Achievement in Public Intellectual Activity, as well as the winner of our 2002 Marshall McLuhan Award for Outstanding Book in the Field of Media Ecology for his book Coercion: Why We Listen to What “They” Say (Riverhead, 2000), and our 2001 John Culkin Award for Outstanding Praxis in the Field of Media Ecology for his PBS Frontline documentary “The Merchants of Cool.” Doug is the author of ten books including Media Virus! Hidden Agendas in Popular Culture (Ballantine Books, 1996), ScreenAgers: Lessons in Chaos from Digital Kids (Hampton, 2006), Life, Inc: How Corporatism Conquered the World, and How We Can Take it Back (Random House, 2011), and the recent Program or Be Programmed: Ten Commands for a Digital Age (Soft Skull, 2011). He is the producer of three Frontline documentaries including the aforementioned “The Merchants of Cool,” “The Persuaders,” and “Digital Nation.” He has served as a media and technology commentator for CNN, and his commentary has also been featured on CBS This Morning and NPR’s All Things Considered, and in publications including The New York Times and Time Magazine.

4:00-5:15 p.m.  
Session 2.3

2.3.1

Technology/Media/Literature/Language

Chair: Lance Strate, Fordham University

“Forgetting Technology: A Comparative Study of Heidegger, Zhuang Zi, and McLuhan”  
Huimin Jin, Chinese Academy of Social Sciences

“The Word/Discourse Continuum: An Anti-Environment for Elaborated Strategies of Self-Validation?”  
Dominique Scheffel-Dunand, University of Toronto/York University

Peter Murvai, York University

“Marshall McLuhan’s Mosaic: Probing the Literary Origin of Media Studies”  
Elena Lamberti, University of Bologna

“The Trick of Media Ideology: A Cultural Reading of Delillo’s Libra”  
Zhou Min, Shanghai International Studies University

2.3.2

The Social Media Ecology

Chair: Octavio Islas, Tecnológico de Monterrey

Panelists: Octavio Islas, Tecnológico de Monterrey  
Jorge Alberto Hidalgo, Universidad Anáhuac  
Jerónimo Rivera, Universidad de la Sabana  
Daniel López, Universidad de los Hemisferios

Social media tools on the Internet are shaping our environment and changing again human habits and perceptions. There are thousands of social networks and hundreds of millions of people who use social media tools every day to create, disseminate, and consume all kinds of content. This panel will examine the social, cultural, political, and economic impact of these technologies.
2.3.3

Television through the Lens of Media Ecology

Chair: Joe Cutbirth, Manhattan College

“A Bigger Screen for a Narrower View?”
Jack Barwind, Metropolitan State University of Denver
Philip J. Salem, Texas State University-San Marcos
Robert D. Gratz, Texas State University-San Marcos

"The Trouble with Jon"
Joe Cutbirth, Manhattan College

“Revisiting Anti-Television Television: Neil Postman, Jon Stewart, and The Daily Show”
Gerald J. Erion, Medaille College

“Homecasting: The Case of Yessica Perez and Grandma's Recipe,”
Adriana Marcela Moreno Acosta, Universidad Nacional de Colombia

2.3.4

Frontiers and Boundaries of Media Ecology

Chair: Brian Cogan, Molloy College

“Who Made Who? Technological Determinism as Mainstream Discourse”
Miguel Barroso, Universidad de Autónoma de Coahuila

“Neurophysiological Correlates of Perception within Symbolic Environments”
Michael Grabowski, Manhattan College

“The Depths of Nicholas Carr's The Shallows”
James C. Morrison, Babson College

“Media Ecology Studies in More Practical Terms”
Valery Terin, Moscow State Institute of International Relations

5:30-6:45 p.m. 
Session 2.4

2.4.1

McLuhan as the Roots and Extensions of Media Ecology

Chair: Paul A. Soukup, Santa Clara University

“McLuhan, Formal Cause, and The Future of Technological Mediation”
Corey Anton, Grand Valley State University

“Updating Narcissus, the ur-Myth of Media, for the Digital Age”
Eric Jenkins, University of Cincinnati

“The Echoes of McLuhan: Media Ecology, Semiotics, and Interfaces”
Carlos A. Scolari, Universitat Pompeu Fabra – Barcelona

“Deleuze’s Relay and Extension of McLuhan: An Ethical Exploration”
Peter Zhang, Grand Valley State University
Facts, Context and Media Ecology: Understanding the Web 2.0 Information Environment

Chair: Robert MacDougall, Curry College

“A Bigger Screen for a Narrower View?”
Jack A. Barwind, Metropolitan State University of Denver
Philip J. Salem, Texas State University
Robert D. Gratz, Texas State University

“Mining the Media in Search of Reader Engagement”
Jeff Lemberg, Curry College

“Stormtracking: The Socio-politics of ‘Catastrophe’ on the Web”
Chani Marchiselli, New England College

“Electronic Media and the Social Deconstruction of the News”
James C. Morrison, Babson College

“Voices in My Head: On the Nature of News/Information Morphology and its Effect on the Contemporary Mind”
Edward E. Tywoniak, Saint Mary’s College of California

Confusion, potential collusion, or just a broad array of interpretations, surround recent socio-political events in North Africa and the Middle East, the earthquake and tsunami in Japan, the BP oil spill, the impact of Hurricane Katrina six years ago, and a host of other natural and human-induced phenomena. This prompts us to consider the means by which people obtain news and information and learn of the "facts" related to their world. Both media producers and consumers are confronted with unprecedented amounts of information regarding what has occurred, how those occurrences can be explained, and how they might impact things and people elsewhere. Official “on the ground” reporting now includes textual, audio, and visual uploads of professionals, amateurs, and citizen journalists alike. Much of this suggests that a more grounded, contextualized presentation is part and parcel to 21st Century news reporting. However, with Twitter, Facebook, YouTube, Wikipedia and the blogosphere now being incorporated into both online and offline news feeds, the competition between traditional news values like “speed-to-press,” audience interest, accuracy, objectivity, and depth seem to be reaching a boiling point. Contributors to this panel consider the various ways facts and information are being compiled and suggest how modern media users are “getting a handle on the facts” (and maybe pushing them on to others as well).

Inching Toward a New School Learning Theory for Our Digitally Developing Children

Chair: Leo J. Fahey, Kingsborough Community College of the City University of New York

“The Phonetic Alphabet’s Tyranny in Structuring Schooling”
Leo J. Fahey, Kingsborough Community College of the City University of New York

Mary L. Rothschild, Healthy Media Choices

“McLuhan and Media Didactics”
Mogens Olesen, University of Copenhagen

McLuhan noted the changed sensorium as electronic media consumption exchanged an ear for an eye. Ong amplifies McLuhan with secondary orality and secondary literacy. Media Ecology amplifies both with the prospect of a tertiary orality and tertiary literacy derived from the super-consumption of digital media. Yet, learning theory, especially as it is employed in school learning, has not accounted for changes in the sensorium,
and has completely ignored secondary and tertiary orality/literacy in the development of children as they move from their naturally-born orality to interiorize whatever literacies they are able as a consequence of being schooled. This panel will explore the media ecology of contemporary leaning influences in an attempt to account for effects, thereby nudging learning theory to recognize the qualities of our new, digital electronic children.

2.4.4

Walter J. Ong: Tomorrow

Chair: Sara van den Berg, Saint Louis University

“Ong and Future Oralities: Conversing with Talking Technologies”
Abigail Lambke, Saint Louis University
“Ong as Teacher”
Tom Zlatic, St. Louis College of Pharmacy

7:00-8:00 p.m. President’s Address and Awards Ceremony Smith Auditorium
**Saturday, June 9**

**8:00-9:00 a.m.**  
Coffee

**9:00-10:15 a.m.**  
Session 3.1

### 3.1.1  
**Probing the Boundaries of Media Ecology: Part One**

Chair: Peter Zhang, Grand Valley State University

“Much Ado About Terrence Deacon’s *Incomplete Nature*”  
Robert K. Logan, University of Toronto

“Georg Simmel as Media Ecologist”  
Corey Anton, Grand Valley State University

“Things Come in Fours: A Comparison of Marshall McLuhan's Tetrady and Claude Lévi-Strauss's Canonical Formula”  
Robert K. Blechman, Independent Scholar

“Exploring the Contemporary Techno-Ethical Environment with Paul Virilio”  
Peter Zhang, Grand Valley State University

“Ceci n’est pas une philosophe: Foucault’s Ekphrastic Philosophy”  
Blake Seidenshaw, Columbia University

This panel is driven by the realization that authors outside of the MEA pantheon have spoken substantively and copiously on media ecological problematics, and that explicitly engaging their work will bring some new and valuable perspective that can help contextualize, re-vitalize, and expand the scope of media ecology. As a whole, the panel will (re)introduce a coterie of authors through the lens of media ecology, including Charles Darwin, Alexander Bell, Georg Simmel, Claude Levi-Strauss, Paul Virilio, and Michel Foucault.

### 3.1.2  
**Negotiating from the Margins**

Chair: Jimmy Balud Fong, University of the Philippines Baguio

“Negotiating Identity in Contemporary Philippine Children’s Stories”  
Anna Christie Torres, University of the Philippines Baguio

“The Baguio Cine: Cinema and City, Modernity and Hybridity”  
Ma. Rina Locsin, University of the Philippines Baguio

“Socio-cultural Discourse in Public Utility Vehicles in Baguio City, Philippines”  
Rosalina Mendigo, University of the Philippines Baguio

“Relocating and Translating American Country Music in the Northern Philippine Cordillera”  
Jimmy Balud Fong, University of the Philippines Baguio

Although it is true that globalization has affected every aspect of human life, inevitably resulting in the phenomenon of the “glocal,” it cannot be denied that local communities and cultures continue to bear the brunt of misrepresentation and the formation and recreation of myths and tropes in the arena of cultural production. This panel focuses on cultures of indigenous Philippine groups and other marginalized sectors in contemporary Philippine society. Using various critical approaches and theories as modes of inquiry, the panelists look closely at a number of texts from different genres and popular media, highlighting the “negotiation” with the local and...
the global that characterize these texts. Issues of ethnicity, identity, hybridity, space, place, mobility, and national
ness are foregrounded to show the complex and nuanced negotiation present in these texts.

3.1.3

Media Ecology for a Sustainable Planet

Chair: Norbert Mundorf, University of Rhode Island

“Productive Negation in Article IV of the Antarctic Treaty: A Rhetorical Analysis Using Ong’s Perspective on the Printed Word”
Jon Bouknight, Central Oregon Community College

“Exploring Sustainable Development in Kibera: A Case Study Approach”
Christopher Jackson, Howard University

Renata Ferdinand, State University of New York at Canton
“Communicating Risk: Preparedness for Sea-level Rise and Extreme Weather”
Norbert Mundorf, University of Rhode Island

“Technological Change in Mediation Demands Change in Global Media Policy”
Alexandra Wells, New York University

3.1.4

Music, Music Education, and Media Ecology

Chair: Thom Gencarelli, Manhattan College

“Binary Faust: The Natural and the Artificial in Analog and Digital Sounds”
José Cláudio S. Castanheira, Universidade Federal de Santa Catarina

“Lux Arumque: A Case Study of Eric Whitacre’s Virtual Choir”
Helma Sawatzky, Simon Fraser University School of Communication

“Music in School in a New Media Landscape”
Manfred Scheid, Umeå Universität

“Music Teaching, Technology and Media Today Seen in the Rear View Mirror: A Media Ecology Perspective on a Changing School Subject Paradigm”
Tommy Strandberg, Umeå Universität

3.1.5

Text/Print/Literature

Chair: Sheila Nayar, Greensboro College

“Found Magazine: Media as Kipple”
Vicente Berdayes, Barry University

“Polyphonic Authorship and the Question of ‘Oral Literature’: Orality, Texts, and Multimodality in Bharatanatyam Performance”
Heidi Brush, Penn State University

“Transmedia Narrative Machine: Concept and Transmediation in Fantastic Literature”
Vicente Gosciola, Universidade do Algarve and Universidade Anhembi Morumbi
10:30-11:45 a.m.  

Session 3.2

3.2.1  

Probing the Boundaries of Media Ecology: Part Two

Chair: Peter Zhang, Grand Valley State University

“Gregory Bateson and Paul Watzlawick: From the Ecology of Mind to the Pragmatics of Media Ecology”
Lance Strate, Fordham University

“Anthony Trollope’s ‘Plea for Typographic Time’”
Paul Grosswiler, University of Maine

“JJ Gibson, Media Ecologist”
Robert MacDougall, Curry College

“Sylvan Tomkins as Media Ecologist”
Phil Rose, York University

“Opening the Media-Ecological Black Box of Latour”
Yoni Van Den Eede, Vrije Universiteit Brussel

This panel is driven by the realization that authors outside of the MEA pantheon have spoken substantively and copiously on media ecological problematics, and that explicitly engaging their work will bring some new and valuable perspective that can help contextualize, re-vitalize, and expand the scope of media ecology. As a whole, the panel will (re)introduce a coterie of authors through the lens of media ecology, including Gregory Bateson, Paul Watzlawick, Anthony Trollope, JJ Gibson, Sylvan Tomkins, and Bruno Latour.

3.2.2  

Image/Screen/Cinema

Chair: Janet Sternberg, Fordham University

“Projecting in the Streets: From the Cinema Indoors to Films ‘Calling out around the World’ and Memory: A Few Notes about Live Cinema”
Márcia Bessa, Universidade Federal do Estado do Rio de Janeiro
Wilson Oliveira da Silva Filho, Universidade Federal do Estado do Rio de Janeiro

“The Impact of the Ever Presence of the Screen on Reality and the Image”
Luiz Coelho, Pontifical Catholic University of Rio de Janeiro

“Infrared, or the Algorithmic Production of Visual Knowledge”
Carolyn Kane, Hunter College in the City University of New York

“Violence and Poetry: Global Interconnection in the Films Before the Rain and Altiplano”
Claudia Springer, Framingham State University
3.2.3

Art and Media/Art as Media

Chair: Thom Gencarelli, Manhattan College

“Resistance, Adding on, Embeddedness and Dominance when Using Digital Media in the Subject of Art”
Hans Örtegren, Umeå Universitet
Anders Marner, Umeå Universitet
“Embedded Digital Media in the Subject of Art?”
Anders Marner, Umeå Universitet
Hans Örtegren, Umeå Universitet
“Transparency in Glass: Medium, Message, Symptom”
Thomas Mical, Independent Scholar

3.2.4

Language, Thought, and Reality

Chair: Paul A. Soukup, Santa Clara University

“The Creation of Meaning in the Human Species in the Absence of Instincts and its Representation by Means of Two Biosocial Models of Intrapersonal Communication”
Gil Burgos Colón, University of Puerto Rico, Río Piedras Campus
“Writing Cree, for the Nation,”
Steven McLeod, Carleton University
“At The Intersection of Two Words: Human and Communication”
David Paterno, University of Otago
“Symbols at the Edge of Time: Cosmology and Language Among 21st Century Indigenous Aboriginals”
Ed Tywoniak, Saint Mary’s College of California

3.2.5

Perspectives from Media Ecology South: Brasil

Chair: Florence Dravet, Universidade Católica de Brasília

“Media Culture and Recent Migrations in Brazil: Toward which Interculturality Model?”
Florence Dravet, Universidade Católica de Brasília
“The Intercultural Dialogue as an Im-possibility: Between Movements and Multibelongings"
Sofia Zanforlin, Universidade Católica de Brasília
“Radio’s Anarcheology”
Ana Paula Machado Velho, Universidade Estadual de Maringá
Natália Martins Besagio, Universidade Estadual de Maringá
12:00-1:00 p.m.  
**Featured Speaker: Terence P. Moran**  
“Foundations of Media Ecology: The New York School”  
Chapel

Moderator: Thom Gencarelli, Manhattan College

Terence P. Moran is Professor of Media, Culture, and Communication at New York University, one of the three founding members of NYU’s media ecology Ph.D. program, co-editor (with Neil Postman and Charles Weingartner) of *Language in America: A Report on Our Deteriorating Semantic Environment* (Macmillan, 1969), and author (with Eugene Secunda) of *Selling War to America: From the Spanish American War to the Global War on Terror* (Praeger, 2007) and *Introduction to the History of Communication: Evolutions and Revolutions* (Peter Lang, 2010).

1:00-2:30 p.m.  
**Lunch Break**

2:30-3:45 p.m.  
**A Centenary Celebration of Jacques Ellul**  
Chapel

Ellul’s Enduring Notion of *la Technique*

Chair: Brett Lunceford, University of Southern Alabama

“Ellul’s Concept of Technique and Writing Studies”  
Geraldine E. Forsberg, Western Washington University

“Ellul on Prayer vs. *la Technique*”  
Raymond Gozzi, Jr., Ithaca College

“Recovering the Voice of God in a Hyper-technicized Media Environment: From Desert Spirituality to the Tech-Savvy Worshippers of Cyberspace”  
Stephanie Bennett, Palm Beach Atlantic University

“Using Ellul’s *la Technique* and Aristotle’s Technê to Create a Clearer Distinction between Propaganda and Rhetoric”  
Brett Lunceford, University of South Alabama

“Technological Critique for Pacifists: The Unabomber and Jacques Ellul”  
Matt Thomas, University of Iowa

As this conference marks the centenary of the birth of Jacques Ellul, it is useful to return to one of Ellul’s most enduring contributions to the field of media ecology: his conception of *la Technique*. As a media theorist, social critic, and theologian, Ellul demonstrated how the mindset produced by *la Technique* permeated all aspects of society – a problem that persists even to this day. Later in his life, however, he provided some clues for escaping this mindset and restoring agency to people beginning with the suggestion that we must desacralize *Technique*. In that spirit, this panel interrogates various sites of *Technique* ranging from propaganda to religious practice.
3.3.1 The Incontrovertible Influence of McLuhan

Chair: Adriana Braga, Pontifical Catholic University of Rio de Janeiro

“Visionaries: Jules Verne, Dziga Vertov, and Marshall McLuhan”
Adriana Braga, Pontifical Catholic University of Rio de Janeiro
Silvio Tendler, Pontifical Catholic University of Rio de Janeiro

“McLuhan, Complexity Theory and Emergence”
Robert K. Logan, University of Toronto

“Back to the Future: From Trivium to Mass Media”
Laura Trujillo Liñán, Universidad Panamericana

“McLuhanist Humanism after the Nonhuman Turn”
Yoni Van Den Eede, Vrije Universiteit Brussel

3.3.2 Korzybski And...

Chair: Lance Strate, Fordham University

Panelists: Corey Anton, Grand Valley State University
Martin Levinson, Institute of General Semantic

This panel will present some of the material and ideas to be found in the soon-to-be-published Institute of General Semantics anthology, Korzybski And...

3.3.3 Doing/Teaching Media Ecology: Reports from the Classroom

Chair: Robert MacDougall, Curry College

“Pandering, Pondering, and other Media Ecological Dilemmas of the Modern Classroom”
Brecken Chinn-Swartz, Curry College

“Smart Classrooms: A Dumb Idea?”
Sarah Smith, Curry College

“I and Thou: Martin Buber and the Evocation of Encounter in the Digital Age”
Ronan Hallowell, Univ. Southern California

“Conversations Outside the Convention: Brokering the Discovery of Media Ecology with Contemporary Students”
David Paterno, University of Otago

“Burning Down the (Play)House: The Transformation of the Classroom in the Age of YouTube”
Mike Plugh, Akita International University

A general aim of this panel is to provide educators working within the communication field with tools and resources useful in teaching media ecology. The panelists will present a selection of ideas that can help educators contextualize the core tenets of media ecology both within and beyond their classrooms. More specifically, the panelists will discuss various ways we might help push our students into "going meta," and prompt outward movement in their thinking and conceptualization about the everyday media environments they inhabit. The panelists offer a number of strategies (concrete pedagogical, structural, conceptual, etc.) for doing
so, and will share their experiences in moving students away from the traditional content-oriented focus, toward a more media ecological approach to thinking about communication in their everyday lives. In promoting approaches pioneered by Ong and Ellul, and certainly highlighting McLuhan’s “integral awareness,” another overarching aim of this panel will be to vivify Gregory Bateson’s lifelong effort to “shake” students out of their traditional ways thinking.

3.3.4

Media Ecology and Music Technology

Chair: Susan Jasko, California University of Pennsylvania

“Occupying the Music Industry: The Audiosphere And The Ecosystem of Online Music”
Messias G. Bandeira, Federal University of Bahia
“Coded Performance: An Examination of how Code Embodied in Consoles and Engineers Relates to the ‘Liveness’ of the Live Event”
Christopher Dahlie, University of North Carolina
“McLuhan and Music Online: A Dialogic Conception between the Subject and the Computer”
Esaú Salvador Bravo Luis, Universidad Nacional de La Plata
“On the Sequence of Music Consumption: Reordered Listening, Record Labels, and the Remix as a Promotional Tool”
Sheena Hyndman, York University

3.3.5

Sexuality, Gender, and Media Ecology

Chair: Rebecca Kern, Manhattan College

“Liberty or Libel? A Brief Analysis of Anti-trans Advertising in Canada”
Jan Lukas Buterman, University of Alberta
“The Sexual Medium is the Ethical Message: The Interpersonalization of Sex Ethics”
Valerie Peterson, Grand Valley State University
“Windows on the Womb: Pregnancy in Changing Media Environments”
Laura Tropp, Marymount Manhattan College

5:15-6:00 p.m.  

Break
6:00-8:00 p.m.  Buffet Dinner  Smith Auditorium

Featured Speaker: Jaron Lanier
“Steps Toward a Humanistic Information Economy”

Moderator: Thom Gencarelli, Manhattan College

Jaron Lanier is a computer scientist, composer, visual artist, author of You are Not a Gadget: A Manifesto (Vintage Books, 2011), and one of Time magazine’s “100 People” in 2010. Jaron’s name is also often associated with virtual reality research and technology. He either coined or popularized the term “virtual reality,” and in the early 1980s founded VPL Research: the first company to sell VR products, and where he helped develop the first VR applications for surgical simulation, vehicle interior prototyping, virtual sets for television production, and the like. He has been a Chief or Lead Scientist in the development of Internet2, a Visiting Scientist at Silicon Graphics, Inc., a Scholar-at-Large for Microsoft, and a Visiting Artist in the Interactive Telecommunications Program (ITP) at New York University. His writings about the high-technology business, the social impact of technological practices, the philosophy of consciousness and information, Internet politics, and the future of humanism have appeared in publications including The New York Times, Discover (where he has been a columnist), The Wall Street Journal, Forbes, Harpers, Wired Magazine (where he was a founding contributing editor), and Scientific American. Jaron was awarded an honorary doctorate from the New Jersey Institute of Technology in 2006, a Carnegie Mellon University Watson Award, and a Lifetime Achievement Award from the IEEE (Institute of Electrical and Electronics Engineers).

Jaron is this year’s winner of the Media Ecology Association’s Neil Postman Award for Career Achievement in Public Intellectual Activity.
Sunday, June 10

8:00-9:00 a.m.  Coffee

9:00-10:15 a.m.  Session 4.1

4.1.1  Miguel 201

We’ll Cross that Road When We Come to It: On Media, Writing, and Creativity

Chair: Lance Strate, Fordham University

“Writing Without Screens”
Susan Maushart, Fordham University

“A Hybrid Communicative Interchange: Using Print News Media to Generate Fiction”
Marleen Barr, The City University of New York

“In My Blogal Village, Print is Hot”
Adeena Karasick, St. John's University

“The Creative Power of Media Ecology”
Lance Strate, Fordham University

4.1.2  Miguel 202

Crossing the Frontiers of Media

Chair: Robert K. Blechman, Independent Scholar

“When Teaching is Typing and the Classroom is Code: Life in Learning Management Systems”
Catherine Adams, University of Alberta

“Confessions of a Would-Be Twitter Novelist”
Robert K. Blechman, Author, Executive Severance

“‘Le Chante des Sirènes’: Locative Media and the Increase of the Relevance of the Place”
Macello Medeiros, Universidade do Estado da Bahia

“The Medium is the Metaphor? A Rhetorical Reexamining: Discourses on ICTs from Perspectives by Incongruity”
Mingjie Wang, University of Colorado Boulder
4.1.3

**Media Ecology and the Body**

Chair: Janet Sternberg, Fordham University

Christopher Dahlie, University of North Carolina
“Word, Virtual Territoriality and Human Fitness”
Silvia Maria Guerra Molina, University of São Paulo
with F. L. Piedade, University of São Paulo, R. Raele, University of São Paulo, H. Gonçalves, University of São Paulo, V. Camacho-Cabral, University of São Paulo, P. H. F. Lastra, University of São Paulo, G. H. Lui, University of São Paulo, L. C. Z. Fraccaro, University of São Paulo, and M. Piva-Silva, University of São Paulo

“Kinesic Video Gaming as an Aesthetic Learning Modality: Alternatives to Alienative Lament in the Media Ecological Tradition”
Barry Liss, University of Wisconsin, Marathon County
Robert Riordan, St. Olaf University

4.1.4

**The Arab Spring, the Occupy Movement, and Where We Might Go from Here**

Chair: Thom Gencarelli, Manhattan College

“Universal Cries, Universal Facial Expressions: Crossroads Connect the CNS of the Planet”
Donna Flayhan, State University of New York at New Paltz
“Social Media and the Arab Spring”
Thom Gencarelli, Manhattan College
“A Thousand Words: Mapping the Imagery of Occupy Wall Street”
Liel Leibovitz, New York University
Maxwell Foxman, New York University
“Revolutions, Wars, and Social Media Platforms”
Kim Taylor-Wilson, Northern Virginia Community College

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<thead>
<tr>
<th>10:30 a.m.-12:00 p.m.</th>
<th>General Business Meeting of the Media Ecology Association</th>
<th>Smith Auditorium</th>
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</thead>
</table>

~Fin~
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The 2012 Linda Elson Scholar Award for Top Student Paper
Angela M. Cirucci, “First Person Paparazzi: Why Social Media Should Be Studied More Like Video Games”

2012 MEA AWARDS

The Marshall McLuhan Award for Outstanding Book in the Field of Media Ecology to
Barbie Zelizer for About to Die: How News Images Move the Public

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

The Erving Goffman Award for Outstanding Scholarship in the Ecology of Social Interaction to
Corey Anton for Sources of Significance: Worldly Rejuvenation and Neo-Stoic Heroism

The Susanne K. Langer Award for Outstanding Scholarship in the Ecology of Symbolic Form to
Whitney Davis for A General Theory of Visual Culture

The Dorothy Lee Award for Outstanding Scholarship in the Ecology of Culture to
Sara van den Berg and Thomas M. Walsh for Language, Culture, and Identity: The Legacy of Walter J. Ong

The Lewis Mumford Award for Outstanding Scholarship in the Ecology of Technics to
Braden R. Allenby and Daniel Sarewitz for The Techno-Human Condition

The Harold A. Innis Award for Outstanding Thesis or Dissertation in the Field of Media Ecology to
Macello Santos de Medeiros for O Lugar Na Comunicação: Um Estudo Sobre a Comunicação Locativa em Zonas Bluetooth

The Mary Shelley Award for Outstanding Fictional Work to
Shumeet Baluja for The Silicon Jungle
and to
Robert K. Blechman for Executive Severance

The John Culkin Award for Outstanding Praxis in the Field of Media Ecology to
Robert Albrecht for Song of the Poet (musical composition on CD)

The Louis Forsdale Award for Outstanding Educator in the Field of Media Ecology to
Janet Sternberg

The Jacques Ellul Award for Outstanding Media Ecology Activism to
Scott Harrison and charity: water

The James W. Carey Award for Outstanding Media Ecology Journalism to
David Carr

The Christine L. Nystrom Award for Career Achievement in Service to the Field of Media Ecology
Terence P. Moran
The **Edmund S. Carpenter Award** for Career Achievement in Editing in the Field of Media Ecology to
Thomas J. Farrell and Paul A. Soukup

The **Walter J. Ong Award** for Career Achievement in Scholarship to
Sherry Turkle

The **Neil Postman Award** for Career Achievement in Public Intellectual Activity to
Jaron Lanier

**PAST MEA AWARD RECIPIENTS**

**The Marshall McLuhan Award for Outstanding Book in the Field of Media Ecology**

2000 – **Neil Postman** for *Building a Bridge to the Eighteenth Century: How the Past Can Improve Our Future*
2001 – **Thomas J. Farrell** for *Walter Ong's Contributions to Cultural Studies: The Phenomenology of the Word and I-Thou Communication*
2002 – **Douglas Rushkoff** for *Coercion: Why We Listen to What “They” Say*
2003 – **Frederick Wasser** for *Veni, Vidi, Video: The Hollywood Empire and the VCR*
2004 – **Francis Fukuyama** for *Our Posthuman Future: Consequences of the Biotechnology Revolution*
2005 – **Donald N. Wood** for *The Unraveling of the West: The Rise of Postmodernism and the Decline of Democracy*
2006 – **Thomas de Zengotita** for *Mediated: How the Media Shapes Your World and the Way You Live in It*
2007 – **Peter K. Fallon** for *Printing, Literacy, and Education in Eighteenth Century Ireland: Why the Irish Speak English*
2008 – **Richard Barbrook** for *Imaginary Futures: From Thinking Machines to the Global Village*
2009 – **Rick Williams** and **Julliane Newton** for *Visual Communication: Integrating Media, Art, and Science*
2010 – **Viktor Mayer-Schönberger** for *Delete: The Virtue of Forgetting in the Digital Age*
2011 – **Sheila Nayar** for *Cinematically Speaking: The Orality-Literacy Paradigm for Visual Narrative*

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

2001 – **Pablo J. Boczkowski** for “Mutual Shaping of Users and Technologies in a National Virtual Community”
2002 – **Erik P. Bucy** and **Kimberly S. Gregson** for “Media Participation: A Legitimizing Mechanism of Mass Democracy”
2003 – **Alan Randolph Kluver** for “The Logic of New Media in International Affairs”
2004 – **Susan B. Barnes** for “The Development of Graphical User Interfaces and Their Influence on the Future of Human-Computer Interaction”
2006 – **Edward Wachtel** for “Did Picasso and Da Vinci, Newton and Einstein, the Bushman and the Englishman See the Same Thing When They Faced the East at Dawn? Or, Some Lessons I Learned from Marshall McLuhan about Perception, Time, Space, and the Order of the World”
2007 – **Corey Anton** for "Playing with Bateson: Denotation, Logical Types, and Analog and Digital Communication"
2009 – **Thomas J. Bruneau** for “Time, Change, and Sociocultural Communication: A Chronemic Perspective”
2010 – **Brenton J. Malin** for “Mediating Emotion: Technology, Social Science, and Emotion in the Payne Fund Motion-Picture Studies”
2011 – **Keith N. Hampton** for “Internet Use and the Concentration of Disadvantage: Glocalization and the Urban Underclass”
The Erving Goffman Award for Outstanding Scholarship in the Ecology of Social Interaction

2004 – Corey Anton for Selfhood and Authenticity
2005 – Aaron Ben Ze’ev for Love Online: Emotions on the Internet
2006 – David Berreby for Us and Them: Understanding Your Tribal Mind
2007 – Richard A. Lanham for The Economics of Attention: Style and Substance in the Age of Information
2008 – Paul Mason Fotsch for Watching the Traffic Go By: Transportation and Isolation in Urban America
2010 – Kenneth J. Gergen for Relational Being: Beyond Self and Community

The Susanne K. Langer Award for Outstanding Scholarship in the Ecology of Symbolic Form

2000 – Robert K. Logan for The Sixth Language: Learning a Living in the Internet Age
2001 – Raymond Gozzi, Jr. for The Power of Metaphor in the Age of Electronic Media
2002 – Kevin G. Barnhurst and John Nerone for The Form of News: A History
2003 – N. Katherine Hayles for Writing Machines
2004 – Susan Sontag for Regarding the Pain of Others
2006 – Guy Deutscher for The Unfolding of Language: An Evolutionary Tour of Mankind’s Greatest Invention
2007 – Martin H. Levinson for Sensible Thinking for Turbulent Times
2009 – Karin Barber for The Anthropology of Texts, Persons and Publics: Oral and Written Culture in Africa and Beyond
2010 – Michael Wurtz for Enduring Words: Literary Narrative in a Changing Media Ecology
2011 – Linda G. Elson for Paradox Lost: A Cross-Contextual Definition of Levels of Abstraction

The Dorothy Lee Award for Outstanding Scholarship in the Ecology of Culture

2002 – Susan B. Barnes for Online Connections: Internet Interpersonal Relationships and to Stuart Biegel for Beyond Our Control? Confronting the Limits of Our Legal System in the Age of Cyberspace
2004 – Thomas L. Friedman for Longitudes and Attitudes: Exploring the World After September 11
2006 – Charlton D. McIlwain for When Death Goes Pop: Death, Media and the Remaking of Community
2007 – David MacDougall for The Corporeal Image: Film, Ethnography, and the Senses
2008 – Paul Rutherford for A World Made Sexy: Freud to Madonna
2009 – Tom Boellstorff for Coming of Age in Second Life: An Anthropologist Explores the Virtually Human
2010 – Diego Gambetta for Codes of the Underworld: How Criminals Communicate

The Lewis Mumford Award for Outstanding Scholarship in the Ecology of Technics

2003 – Emily Thompson for The Soundscape of Modernity: Architectural Acoustics and the Culture of Listening in America, 1900-1933
2005 – Margaret Cassidy for Bookends: The Changing Media Environment of American Classrooms

28 | P a g e
2006 – Casey Man Kong Lum for Perspectives on Culture, Technology and Communication: The Media Ecology Tradition
2007 – Timothy C. Campbell for Wireless Writing in the Age of Marconi and to Fred Turner for From Counterculture to Cyberculture: Stewart Brand, the Whole Earth Network, and the Rise of Digital Utopianism
2009 – Yvonne Spielmann for Video: The Reflexive Medium
2010 – Peter K. Fallon for The Metaphysics of Media: Towards an End of Postmodern Cynicism and the Construction of a Virtuous Reality
2011 – Marco Adria for Technology and Nationalism

The Harold A. Innis Award for Outstanding Thesis or Dissertation in the Field of Media Ecology

2000 – Donna Flayhan for Marxism, Medium Theory, and American Cultural Studies: The Question of Determination
2001 – Lori Ramos for Self-Initiated Writing Practices and Conceptions of Writing Among Young Urban Adolescents
2002 – Janet Sternberg for Misbehavior in Cyber Places: The Regulation of Online Conduct in Virtual Communities on the Internet
2003 – Keith Hampton for Living the Wired Life in the Wired Suburb: Netville, Glocalization and Civil Society
2004 – Brian Cogan for Wired Worlds: An Analysis of Newspaper Coverage of the Personal Computer and the Internet
2005 – Mary Ann Allison for Gecyberschaft: A Theoretical Model for the Analysis of Emerging Electronic Communities
2008 – Stephanie Bennett for The Disappearance of Silence: A Dialectical Exploration of the Interpersonal Implications of Personal Mobile Media as Viewed through the Lens of Jacques Ellul’s La Technique
2009 – Catherine Alison Adams for PowerPoint and the Pedagogy of Digital Media Technology

The Mary Shelley Award for Outstanding Fictional Work

2003 – Paul Levinson for The Consciousness Plague
2004 – William Gibson for Pattern Recognition
2006 – Rick Moody for The Diviners
2007 – Janna Levin for A Madman Dreams of Turing Machines
2008 – Jean-Claude Carrière for Please, Mr. Einstein
2009 – Geraldine Brooks for People of the Book
2010 – Steve Tomasula for TOC (a new media novel)
2011 – Chuck Wachtel for 3/03

The John Culkin Award for Outstanding Praxis in the Field of Media Ecology

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)
2003 – Kevin McMahon for *McLuhan’s Wake* (video documentary produced by Primitive Entertainment and the National Film Board of Canada)
2004 – John Bishop and Harald Prins for *Oh, What a Blow That Phantom Gave Me!* (documentary film; DVD distributed by Media Generation)
2007 – Michael Wesch for *The Machine is Us/ing Us* (video on YouTube.com)
2008 – Eric Goodman for *Thus Spoke the Spectacle* (videos and website)
2009 – Peter C. Rollins for *The Benjamin Lee Whorf Legacy* (CD-ROM)
2010 – Barry Vacker for *Space Times Square* (video)
2011 – Nora Bateson for *An Ecology of Mind* (documentary film)

**The Louis Forsdale Award for Outstanding Educator in the Field of Media Ecology**

<table>
<thead>
<tr>
<th>Year</th>
<th>Name</th>
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<tbody>
<tr>
<td>2000</td>
<td>Christine L. Nystrom</td>
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<tr>
<td>2001</td>
<td>Joshua Meyrowitz</td>
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<td>2002</td>
<td>Edmund Carpenter</td>
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<td>2003</td>
<td>James W. Carey</td>
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<td>2004</td>
<td>Gary Gumpert</td>
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<td>2005</td>
<td>Frank E. X. Dance</td>
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<td>2006</td>
<td>Terence P. Moran</td>
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<td>2007</td>
<td>Octavio Islas</td>
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<td>2008</td>
<td>Lee Thayer</td>
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<td>2009</td>
<td>Bruce E. Gronbeck</td>
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<td>2010</td>
<td>Salvatore J. Fallica</td>
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<td>2011</td>
<td>Alex Kuskis</td>
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**The Jacques Ellul Award for Outstanding Media Ecology Activism**

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<tr>
<th>Year</th>
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<tbody>
<tr>
<td>2000</td>
<td>Stephanie B. Gibson</td>
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<td>2001</td>
<td>Dennis Gallagher</td>
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<td>2002</td>
<td>Parry Aftab</td>
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<td>Ronald J. Deibert</td>
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<td>The Reverend Everett C. Parker</td>
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<td>2005</td>
<td>Jerry Brown</td>
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<td>2006</td>
<td>Andrew Rasiej</td>
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<td>2007</td>
<td>Donna Flayhan</td>
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<td>2008</td>
<td>Margot Hardenbergh</td>
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<td>2009</td>
<td>Mark Lipton</td>
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<td>2010</td>
<td>Eric Goodman and Mike Stevens</td>
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<td>2011</td>
<td>Lisa Prins</td>
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**The James W. Carey Award for Outstanding Media Ecology Journalism**

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<tr>
<th>Year</th>
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<tbody>
<tr>
<td>2007</td>
<td>Philip Marchand</td>
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<td>2008</td>
<td>Marvin Kitman</td>
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<td>2009</td>
<td>Thomas de Zengotita</td>
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<td>2010</td>
<td>Eugene Marlow</td>
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<td>2011</td>
<td>David Hendy</td>
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**The Christine L. Nystrom Award for Career Achievement in Service to the Field of Media Ecology**

<table>
<thead>
<tr>
<th>Year</th>
<th>Name</th>
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<tr>
<td>2011</td>
<td>Robert Barry Francos</td>
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**The Walter J. Ong Award for Career Achievement in Scholarship**

<table>
<thead>
<tr>
<th>Year</th>
<th>Name</th>
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<tbody>
<tr>
<td>2004</td>
<td>Denise Schmandt-Besserat</td>
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<td>2005</td>
<td>James W. Carey</td>
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<td>2006</td>
<td>Elizabeth L. Eisenstein</td>
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<td>2007</td>
<td>Jay David Bolter</td>
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<td>2008</td>
<td>Joshua Meyrowitz</td>
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<td>2009</td>
<td>John Miles Foley</td>
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<td>2010</td>
<td>Don Ihde</td>
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<td>2011</td>
<td>Robert K. Logan</td>
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The Neil Postman Award for Career Achievement in Public Intellectual Activity

2004 – Douglas Rushkoff
2005 – Paul Levinson
2006 – Howard Rheingold
2007 – Eric McLuhan
2008 – Fritjof Capra
2009 – Alan Kay
2010 – Mary Catherine Bateson
2011 – Gary Gumpert

The MEA Convention Top Paper Award

2004 – Kip Redick for “Theme Parks as Sacred Places and Commercial Sanctuaries”
2006 – Davis Foulger for “Medium as an Ecology of Genres: Integrating Media Theory and Genre Theory” and to Peter A. Maresco and Cheryl A. Casey for “Stories in Stone, Stories on Screen: An Examination of Increased Personalization of Cemetery Memorials”
2007 – Anne Pym for “Orality, Secondary Orality, and the Presence of the Word”
2008 – Stephanie Bennett for “The City's Curse; The Church's Plight: Technology, Communication and the Sacred”
2009 – Matthew A. Killmeier for “Invasion of the Body Snatchers: Disembodiment, Media, and Innis and Carey”
2011 – Eric Jenkins for “Another Punctum”

The Linda Elson Scholar Award for the Top Student Paper at the MEA Convention

2003 – Lisa Hanson for “PRO-ANA, a Culture Remediated in Cyberspace”
2004 – Megan Rogers for “Taoism, Media Ecology, and the Reason the West Just Can’t ‘Dig it’”
2006 – David Parisi for “Fingerbombing or ‘Touching Is Good’: The Cultural Construction of Technologized Touch”
2007 – Xiaoyan Xiang for “Walling-In and Walling Out”
2008 – Phil Rose for “René Girard as Media Ecologist”
2009 – Jason Kalin for “Toward a Rhetoric of Hybrid-Space Walking”
2010 – J. N. Beckham for “Food and Drink: Engaging the Logics of New Mediation”
2011 – Helma Sawatsky for “Anemone Theory: An Exploration of Digital Media as Phenomena”

2012 MEA AWARDS COMMITTEE

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Susan Maushart
Lance Strate

**Innis Award**
Casey Man Kong Lum
M.J. Robinson
Janet Sternberg

**Shelley Award**
Brian Cogan
Shiela Nayar
Sara van den Berg

**Culkin Award**
Thom Gencarelli
Fernando Gutiérrez
Eric McLuhan

**Forsdale Award**
Catherine Adams
Ellen Rose
Paul A. Soukup

**Ellul Award**
Stephanie Bennett
Peter Fallon
Donna Flayhan

**Carey Award**
Paul Grosswiler
Donna Halper
James C. Morrison

**Nystrom Award**
Brian Cogan
Janet Sternberg
Lance Strate
CALL FOR NOMINATIONS FOR 2013 MEA AWARDS

The Marshall McLuhan Award for Outstanding Book in the Field of Media Ecology
Open to books published in 2010 or later on any topic related to media ecology. Entry requirements: Letter of nomination or self-nomination and two copies for initial screenings; finalists will be instructed to send three copies directly to the judges. Entrants may request simultaneous consideration for the Erving Goffman Award, the Susanne K. Langer Award, the Dorothy Lee Award, and/or the Lewis Mumford Award.

The Erving Goffman Award for Outstanding Scholarship in the Ecology of Social Interaction
Open to books and articles published in 2010 or later that focus on social situations, symbolic interaction, interpersonal communication (both face-to-face and technologically mediated), nonverbal communication, social space, temporal rhythms, rules of engagement, performance of roles, and the presentation of self in everyday life. Entry requirements: Letter of nomination or self-nomination and two copies for initial screenings; finalists will be instructed to send three copies directly to the judges. Entrants may request simultaneous consideration for the Marshall McLuhan Award and/or the Walter Benjamin Award.

The Susanne K. Langer Award for Outstanding Scholarship in the Ecology of Symbolic Form
Open to books and articles published in 2010 or later that focus on the ecology of language, semantics, semiotics, codes, symbol systems, aesthetic form, etc. Entry requirements: Letter of nomination or self-nomination and two copies for initial screenings; finalists will be instructed to send three copies directly to the judges. Entrants may request simultaneous consideration for the Marshall McLuhan Award and/or the Walter Benjamin Award.

The Dorothy Lee Award for Outstanding Scholarship in the Ecology of Culture
Open to books and articles published in 2010 or later that focus on the ethnographic or intercultural analysis of communication, perception, cognition, consciousness, media, technology; material culture, and/or the natural environment. Entry requirements: Letter of nomination or self-nomination and two copies for initial screenings; finalists will be instructed to send three copies directly to the judges. Entrants may request simultaneous consideration for the Marshall McLuhan Award and/or the Walter Benjamin Award.

The Lewis Mumford Award for Outstanding Scholarship in the Ecology of Technics
Open to books and articles published in 2010 or later that focus on the history and/or philosophy of technology or science; studies of specific technologies, techniques, or media, and/or their social, cultural, and psychological effects; analysis and criticism of the technological/information society. Entry requirements: Letter of nomination or self-nomination and two copies for initial screenings; finalists will be instructed to send three copies directly to the judges. Entrants may request simultaneous consideration for the Marshall McLuhan Award or the Walter Benjamin Award.

The Walter Benjamin Award for Outstanding Article in the Field of Media Ecology
Open to articles, essays, reviews, and book chapters published in 2010 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, and/or the Lewis Mumford Award.
The Harold A. Innis Award for Outstanding Thesis or Dissertation in the Field of Media Ecology
Open to any Master’s thesis or doctoral dissertation completed for a degree granted in 2010 or later on any topic related to media ecology. Entry requirements: Letter of nomination or self-nomination and five copies.

The Mary Shelley Award for Outstanding Fictional Work
Open to novels, short stories, hypertexts, plays, scripts, comics, audio recordings, motion pictures, videos, and other narrative forms, published or released in 2010 or later, that include media ecology themes, concepts, or insights. Entry requirements: Letter of nomination or self-nomination and five copies.

The John Culkin Award for Outstanding Praxis in the Field of Media Ecology
Open to works of art, media production, professional activity or other practical applications of the media ecology approach. Entry requirements: Letter of nomination or self-nomination and five copies of supporting materials.

The Louis Forsdale Award for Outstanding Educator in the Field of Media Ecology
Open to any instructor on any educational level. Entry requirements: Letter of nomination or self-nomination and five copies of supporting materials.

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.

The James W. Carey Award for Outstanding Journalism
Open to any individual engaged in journalism 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, 2012 to: Brian Cogan, Awards Coordinator, Media Ecology Association, Communications Department, W114 Wilbur Arts Building, Molloy College, 1000 Hempstead Avenue, Rockville Centre, NY 11571-5002. For more information, see the MEA website at www.media-ecology.org or contact Brian Cogan at bcogan@molloy.edu or 516-678-5000, ext. 6413.
The Fourteenth Annual Convention of the Media Ecology Association  
Call for Papers

Media Ecology Unplugged

June 20–23, 2013  
Grand Valley State University  
Grand Rapids, Michigan

Convention Coordinators:

Corey Anton (antonc@gvsu.edu) Grand Valley State University  
Valerie V. Peterson (petersov@gvsu.edu) Grand Valley State University

In 2013, Grand Valley will happily host the Media Ecology Association’s 14th annual convention in the city of Grand Rapids. Our aim is to provoke academic dialogue, raise public awareness of media ecology, and discuss the relevance of media ecological thought to the broader culture. The 14th Annual Convention, with the theme of “unplugged,” invites papers, panels, creative projects, and other proposals presenting research and/or exploring topics and ideas related to the convention theme.

Media ecology “unplugged” seeks to remind people that media technologies are simply plug-in devices. The “unplugged” theme is meant to capture the wide span of environmental mediation prior to the wired and plugged-in revolution of mass media, including architecture, literacy, urban design, transportation, art, and other discursive and non-discursive forms. It also turns attention to recent and cutting-edge technologies that have de-tethered from the plug, including satellites, nanotechnology, robotics, genetic engineering, modern pharmacology, cell phones, Bluetooth, e-readers, solar cells, green technologies, neuroscience, and much more.

All abstracts, completed papers, and panel proposal submissions, etc., are welcome, but priority will be given to submissions that touch upon or align with the convention theme. A maximum of two submissions per author will be accepted. Authors who wish their papers to be considered for the Top Paper or Top Student Paper award must indicate this on their submission(s). All submissions will be acknowledged.

The convention site, approximately 15 minutes by taxi from the Gerald R. Ford International Airport, is located in the heart of Grand Rapids, Michigan at Grand Valley’s downtown campus. It has an assortment of hotels and a wide range of places to eat, from inexpensive eateries to fine restaurants, all within a few city blocks. Accommodation and excursion information is forthcoming.

Guidelines for Submission

For Manuscripts:

1. Suggested length of manuscripts is 15 to 25 double-spaced pages (4,000–6,000 words).
2. Include a cover page (or e-submission first page) with your academic or professional affiliation and other contact information.
3. Include a 150-word abstract, with the title. Use APA, MLA, or Chicago style.

For Paper and Panel Proposals:

1. Include title, abstract, and contact information with your proposal.
2. Outline, as relevant, how your paper or panel will fit with the convention theme.

Submission Deadline: November 1, 2012

For more on the Media Ecology Association, visit the website: www.media-ecology.org
CALL FOR SUBMISSIONS FOR THE 2012 MEA CONVENTION PROCEEDINGS

Attention 2012 MEA Convention presenters: Please consider submitting your paper for the 2012 MEA peer-reviewed published proceedings. The 2012 MEA published proceedings will be e-published on the MEA website at www.media-ecology.org. Articles submitted will be selected through a blind, peer-review process.

Guidelines for Submission

1. Suggested length for manuscripts is 15 to 25 double-spaced pages (4,000 to 6,000 words).
3. Include a detachable cover page that indicates 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 within the text or the article.
6. Authors should submit a digital copy by e-mail no later than July 31, 2012. Send the submission as an MSWord document or RTF file to Thom Gencarelli at thom.gencarelli@manhattan.edu.

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EXPLORATIONS IN MEDIA ECOLOGY {EME}

The Journal of the Media Ecology Association

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Review Editor
Brian Cogan – Molloy College

Pedagogy Editor
Catherine Adams – University of Alberta

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Lorens Holm – University of Dundee
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Lance Strate – Fordham University
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Julia T. Wood – University of North Carolina, Chapel Hill
MEA NEWSLETTER – IN MEDIAS RES

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 Editor of In Medias Res:

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MEA ELECTRONIC MAILING LIST

The MEA’s electronic mailing list provides a space for reasoned, informed, and civil discussion about communication, media, and culture among persons interested in themes or subjects relevant to the field of media ecology. Subscribers use this list to share views, exchange information, and learn about interesting events related to media ecology.

Guidelines for Participation in the MEA List

By subscribing to this list you agree to abide by all conditions of participation established by the list managers, and as varied from time to time at their sole discretion.

Contributors to this list are solely and entirely responsible for their messages, particularly with regard to any information and data that may be exchanged.

Contributions to the list are not moderated, but only list subscribers are permitted to post. Only subscribers are allowed to view the subscribers list and the message archives.

Participants are expected to conform to normal standards of civilized discussion. This does not rule out heated debate – but it does rule out submissions which are personally abusive, insulting, or otherwise qualify as flaming or spamming. Messages that may be construed or interpreted as discriminatory, promulgating hatred or obscenity, or defamation of any kind will not be tolerated. Also considered disruptive to the list is an excessive volume of postings.

The list managers are responsible for ensuring that these guidelines are observed. They reserve the right to take whatever measures are required to ensure these guidelines are respected by participants. Such measures include, but are not limited to, removing from the list those who do not abide by these guidelines.

Subscribing to the List

To subscribe to the MEA mailing list, address your browser to the MEA Info Page at:

http://lists.ibiblio.org/mailman/listinfo/nea
In the first text box, enter the e-mail address that you intend to use for the list. Then enter your name, first name first. You may then choose a password to allow you to manage your list account; otherwise, one will be generated for you, and you may change it later if you wish.

You may also choose to receive messages individually (the default setting) or batched in a daily digest (“Digest Mode”).

Click on the “subscribe” button and you’re subscribed. You should receive a subscription acknowledgment shortly thereafter from the list processor, containing additional information.

Once you’ve subscribed to the MEA mailing list following this procedure, you can send messages to the entire list by e-mailing:

mea@lists.ibiblio.org
IMPORTANT INFORMATION FOR THE CONVENTION

Parking

Parking is available free of charge for the duration of the Convention in the Manhattan College Parking Garage, Level 3, parking spots 1-30. The garage is located on Broadway, just south of Manhattan College Parkway, and is connected by bridge to the campus. Please ask for a parking pass at the Convention Registration Desk.

Wireless Access

To log on to the Internet, go to “Wireless Connections” on your laptop. Click on the connection option “JasperNet Guest.”

One of two things will happen. Either you will be directed to the following screen: “Manhattan College JasperNet Single Sign-on.” Or you will need to open your browser to access this screen.


Manhattan College Emergency Phone Number

Call 718-862-3333
LIST OF CONVENTION PARTICIPANTS

Catherine Adams  4.1.2  Christopher Dahlie  3.3.4, 4.1.3
Marco Adria  1.1.4  Wilson Oliveira da Silva Filho  3.2.2
Kelly Aiken  1.3.1  Malcolm Dean  2.2.2
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Mary Ann Allison  2.1.4  Florence Dravet  3.2.5
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Becky Banks  1.2.4
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Miguel Barroso 2.3.4  Salvatore J. Fallica  1.3.1
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Jill Baszczynski  1.1.2  Amanda Ferrarotto  1.3.3
Jenny Batlay  1.3.4  Donna Flayhan  4.1.4
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Vicente Berdayes  3.1.5  Geraldine E. Forsberg  Ellul Plenary
Márcia Bessa  3.2.2  Maxwell Foxman  1.1.1, 4.1.4
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Marcelline Block  1.3.4  Lewis Freeman  1.2.1, 1.3.4
Fran Blumberg  1.2.1  Gayle Gatchalian  1.2.4
Jon Bouknight  3.1.3  Thom Gencarelli  Opening, 3.1.4, 3.2.3
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Esau Salvador Bravo Luis  3.3.4  Peter W. Goodman  1.3.2
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Heidi Brush  3.1.5  Raymond Gozzi, Jr.  Ellul Plenary
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Vincent Casaregola  Ong Plenary  Jerry Harp  2.1.1
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Linda Cooper Berdayes  1.2.2, 2.1.3  Huimin Jin  2.3.1
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Barry Li 4.1.3
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James C. Morrison Opening, 2.1.2, 2.2.2 Teresa Sturgess 1.1.2
2.3.4, 2.4.2, Address
Norbert Mundorf 3.1.3 Jesper Tække 2.1.4
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Christine M. Tracy 2.2.4
David Paterno 3.2.4, 3.3.3 Laura Tropp 1.2.3, 3.3.5
Michael Paulsen 2.1.4 Calvin Troup Ong Plenary
Valerie Peterson 3.3.5 Laura Trujillo Liñán 3.3.1
F. L. Piedade 4.1.3

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43 | Page
<table>
<thead>
<tr>
<th>Name</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marcin Trybulec</td>
<td>2.2.2</td>
</tr>
<tr>
<td>Sherry Turkle</td>
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<td>1.2.2, 2.4.2, 3.2.4</td>
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<tr>
<td>Sara van den Berg</td>
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<td>Yoni Van Den Eede</td>
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<tr>
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<tr>
<td>Tom Zlatic</td>
<td>2.1.1, 2.4.4</td>
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<td>David Zweig</td>
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