

5 Reasons for a Public Communications M.A. at Fordham University

5. **FLEXIBILITY** — The communications program at Fordham enables students to take courses that match their individual interests.
4. **ALUMNI** — Successful, respected professionals in journalism, broadcasting, public relations, research, and corporate communications provide a network of contacts and advice for current students.
3. **FACILITIES** — Hands-on computer, multimedia, and Internet learning in the Walsh Digital Media Lab, and for humanistic media research, the McGannon Research Center.
2. **INTERNSHIPS** — Direct, practical experience across the full spectrum of communication.
1. **LOCATION** — New York, the communication capital of the world!

Fordham University, New York's Jesuit University, offers an M.A. in Public Communications designed to meet the needs of the students and the demands of the competitive communication discipline. Students complete 10 three-credit courses and choose among a thesis, internship, or professional equivalent to fulfill the degree requirements. Full time students can complete the program in 12 months.

WANT TO LEARN MORE ?

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<http://www.fordham.edu>

Thanks for *your* support! Stay tuned...

Media Ecology Association

<http://www.media-ecology.org>

First Annual Convention of the Media Ecology Association

***Fordham University
Lincoln Center Campus
McMahon Hall Lounge
113 West 60th Street
New York, New York***

June 16–17, 2000

Friday

- 8:30 Registration Opens
- 9:00 – 9:30 Introduction and Greetings
- 9:30 – 10:00 Featured Paper
McLuhan and Media Ecology
Paul Levinson — Fordham University
- 10:00 – 11:15 Session 1 — Papers in Media Ecology
Chair — Margot Hardenbergh — Shooting for the Web Co.
The Practical Wisdom of Marshall McLuhan
James Maroosis — Fordham University
The New Gutenberg Galaxy
Robert K. Logan — University of Toronto
Environment versus Anti-Environment Revisited
Eric McLuhan — University of Toronto
Simplicity, Complexity, and the Historicism of Media Theory
James Curtis — University of Delaware
- 11:30 – 12:45 Session 2 — Panel
Behaving and Misbehaving Online:
Internet Conduct and Identity
Chair — Susan Barnes — Fordham University
The Spectacle of Self:
**Hypermediaized* Identity and the Personal Home Page*
Jennifer Warren — New York University
True Names, Real Lives, Virtual Dangers:
Conduct on the Internet
Barbara Jo Lewis — Brooklyn College
Chatting About Faith: Sacred Space in Cyberspace
Cheryl Anne Casey — New York University
Virtual Misbehavior:
Breaking Rules of Conduct in Online Environments
Janet Sternberg — New York University
- 1:00 – 2:00 Lunch

Acknowledgments

We gratefully acknowledge the support of Robert Himmelberg, Dean of Fordham University's Graduate School of Arts and Sciences.

We also thank Neil Postman, Chair of New York University's Department of Culture and Communication, for his ongoing support.

A convention like this would not be possible without the help of many people contributing in numerous ways. In addition to the presenters and officers whose names appear on the preceding pages, we express our appreciation and thanks to the following individuals for their invaluable assistance in bringing you this event:

Tatesha Bennett — Brooklyn College	Ruth Liberman — New York University
Linda Burns — New York University	Paul Likins — New York University
Audrey Butler — Fordham University	J Michel Metz — Communiweb Communications, Inc.
Paula Carino — Allison-Labue Group	Katherine Piel — New York University
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Michael Grabowski — New York University	Paul Ticorage — Fordham University
Jerry Green — Fordham University	Toni Urbano — New York University

Upcoming Events

Co-Sponsored by MEA

September 22–24, 2000 — NYSCA

The New York State Communication Association's Conference 2000
Communication in the Real World: Reaffirming the Significance of What We Do
Kutsher's Country Club, Kiamesha Lake, New York (near Monticello)

Featured presenters include keynote speakers James W. Chesebro (Past President of NCA) and Mark Crispin Miller, as well as media ecologists James W. Carey, Paul Grosswiler, Gary Gumpert, Paul Levinson, Robert K. Logan, Christine Nystrom, Neil Postman, Lance Strate, and a host of others. For information, contact MEA Treasurer:

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November 9–12, 2000 — NCA — check soon for details at <http://www.natcom.org>

The Media Ecology Association Inaugural Program
at the 86th Annual Convention of the National Communication Association
Washington State Convention Center, Seattle, Washington

As an affiliate organization of NCA, MEA will showcase its members' research in sessions addressing theoretical, research and/or methodological issues in media ecology, the study of the roles of technology and technique, modes of information and codes of communication in human affairs. For information, contact MEA Vice President:

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Media Ecology Association

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First Annual Convention

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Editors of First Annual Convention *Proceedings*

Janet Sternberg — New York University
Mark Lipton — Vassar College

<http://www.media-ecology.org>

Friday

2:00 – 3:15 Session 3 — Papers in Media Ecology
Chair — Thomas F. Gencarelli — Montclair State University

Hypermedia and Synesthesia

James Morrison — Massachusetts Institute of Technology

An Ecology of Hypermedia Narrative

John McDaid — New York University

Three Laws of Growth on the Internet

Glenn Hauman — Bibliobytes

Media Systems Dependency Theory and the Internet

Woong Park — University of Southern Maine

3:30 – 4:45 Session 4 — Roundtable Discussion
Media Ecology and the American Intellectual Tradition

Chair — Lance Strate — Fordham University

Panelists

Judith Yaross Lee — Ohio University

Dominic Balestra — Fordham University

James W. Carey — Columbia University

Camille Paglia — University of the Arts

5:00 – 5:30 President's Address

The Ecology of Association

Lance Strate — Fordham University

5:30 – 6:00 Presentation of MEA Awards

Lori Ramos — William Paterson University

Edward Wachtel — Fordham University

6:00 – 6:30 Keynote Address

The Humanism of Media Ecology

Neil Postman — New York University

6:30 – 7:30 Reception

7:30 – 8:45 Session 5 — Roundtable Discussion

The Media Ecology Listserv — A Gathering

All are welcome to attend

Chair — Raymond Gozzi, Jr. — Ithaca College

Panelists

Janet Sternberg — New York University

Robert K. Logan — University of Toronto

James Morrison — Massachusetts Institute of Technology

Saturday

- 8:30 Registration Opens
- 9:00 – 10:00 Business Meeting
All are welcome to attend
- 10:00 – 11:15 Session 6 — Panel
**Green Versus Ivy: Theory in a World of Practice:
Integrating Word, Image, and Concept**
Chair — Stephanie B. Gibson — University of Baltimore
Confessions of a Recovering Theory Addict
Stephanie B. Gibson — University of Baltimore
Afterwords: Exercises with the Image and the Word
Neil Kleinman — University of Baltimore
*'Professional' versus 'Academic' Studies:
The Dimensions of the Dilemma*
Christine Nystrom — New York University
*Where the Rubber Meets the Road:
Media Theory and Business Communication*
John McDaid — New York University
- 11:30 – 12:45 Session 7 — Papers in Media Ecology
Chair — Terence P. Moran — New York University
The Necessity of Illusion in Media
Paul Kelly — Canadian Broadcasting Company
Breaking the Curse of Narcissus
Norman Steinhart — University of Toronto
Understanding Road Rage
Read Mercer Schuchardt — New York University
Heidegger and the Internet
Mehpare Kaynak — Temple University
Geoffrey Forney — University of Tennessee

1:00 – 2:00 Lunch

Saturday

- 2:00 – 3:45 Session 8 — Papers in Media Ecology
Chair — Casey Man Kong Lum — William Paterson University
How E-Mail Defines Us
Ellen Frisina — Hofstra University
Live Video as an Equal Player in Improvisational Theater
Louise Penbethy — University of Baltimore
Video Surveillance and Media Theory
Bilge Yesil — New York University
*Sub-Saharan Africa
and the New Communication Technologies*
Jerry Domatob — Southampton College
US-Russian Communication Patterns: Dangers of Asymmetry
Olga Leontovich — Volgograd Pedagogical University
and Ramapo College of New Jersey
- 4:00 – 5:45 Session 9 — Papers in Media Ecology
Chair — Carol Wilder — New School University
Scholasticism and Media Ecology
Edmond Chibeau — Eastern Connecticut State University
Media Ecology as Metaphor
Joseph Slade — Ohio University
Communication Media as Environment
Yong-Chan Kim — University of Southern California
Psychology and the New Media
Stephen Biggs — York University
Mass Media as a Self-Expanding Megamachine
Borys Potyatynyk — Lviv National University
and University of Iowa
- 6:00 – 6:30 Featured Paper
*Net Benefits and Limits:
Ecologies of Information Access and Control*
Joshua Meyrowitz — University of New Hampshire
- 6:30 – 8:00 Reception and Performance
Media Ecology Unplugged
John McDaid — New York University
William Bly — Fordham University
- 8:00 Convention Adjourns