**FRIDAY MORNING**

8:30  
Main Lobby  
Registration Opens

9:00–9:30  
Theatre  
**Introduction and Greetings**  
David Linton — Marymount Manhattan College  
Laura Tropp — Marymount Manhattan College  
Lance Strate — Fordham University

9:30–10:45  
Great Hall A  
**Session 1 — Panel**  
**Interactivity**  
Moderator — Celeste Fisher — Marymount Manhattan College  
There is No Easy Way to Say This: The Mao Era as Hypertext  
Susan Jacobson — Marymount Manhattan College  
The Internet Discourse on the Other: Remembering Japanese Colonialism in Korea  
Dong-Hoo Lee — Incheon University  
The "Majestic" Game: Interactive Media Environments and a New Turing Test  
Damian Ward Hey — Hofstra University  
Technology and Contingent Conditions in Community Formation on the Internet  
Joyce Y.M. Nip — Hong Kong Baptist University

11:00–12:15  
Great Hall A  
**Session 2A — Panel**  
**Technology**  
Moderator — Peter Fallon — Molloy College  
Information Technology and the Technology of Information  
Irene Berkowitz — Temple University  
The Devil in Dr. Frankenstein: Pornographic Technological Evolution  
Marc Leverette — New York University  
Communication by Theft: The Acquisition and Use of Intimate Capital  
John L. Locke — New York University  
A.N.S.W.E.R.: Community Video and Media Ecology  
Kevin Howley — Northeastern University

11:00–12:15  
Great Hall B  
**Session 2B — Panel**  
**Changing Media Environments After 9/11**  
Moderator — Raymond Gozzi, Jr. — Ithaca College  
Reversals  
Raymond Gozzi, Jr. — Ithaca College  
9/11 and My Favorite Market in the UAE  
James Piecowye — Zayed University  
Media Portrayals of Muslims: Positive and Negative Aspects  
Raymond Smith — Iona College  
War and Peace in the Global Village: Updating McLuhan  
James C. Morrison — Massachusetts Institute of Technology

12:30–1:00  
Theatre  
**Featured Presentation**  
Moderator — Cliff Jernigan — Hofstra University  
From the Cyberglobal Chaosmos to the Gutenberg Galaxy: The Prehistory of Cybelelectic Language(s)  
Donald Theall — Trent University

1:00–2:30  
Great Hall A  
**Screening**  
The Tube — a film directed by Peter Entell

1:00–2:30  
Lunch
FRIDAY AFTERNOON/EVENING

2:30–3:45
Great Hall A
Session 3A — Roundtable Discussion

Education/Teaching
Moderator — Salvatore J. Fallica — New York University
Panelists
Peter Haratonik — New School University
Michael Lacy — Regis University
James Maroosis — Fordham University
Christine L. Nystrom — New York University
Alister Sanderson — Marymount Manhattan College

2:30–3:45
Great Hall B
Session 3B — Panel
Widening Perspectives on Media Ecology
Moderator — Lewis Freeman — Fordham University
Psychological and Philosophical Perspectives on Media Ecology
Steve Bailey — York University
Language: In Defense of a Method
Catherine W. Kaha — Hamilton College
Science and Technology Studies and Media Ecology:
How They Might Talk to Each Other More (and Why They Should)
Joshua Greenberg — Cornell University
The Hallucination of Electric Life: Symplexity and Hyperreality
Frank Zingrone — York University

4:00–5:15
Great Hall A
Session 4A — Panel
Media Reconfigurations
Moderator — Laura Tropp — Marymount Manhattan College
The Form of News: U.S. Political History and the Media Environment
Kevin G. Barnhurst — University of Illinois, Chicago
John Nerone — University of Illinois, Urbana-Champaign
Interpersonal Networks and the Making of a Magazine:
The Case of the Early New Yorker
Judith Yaross Lee — Ohio University
Western Views of Chinese Language and Culture: Critical Interrogations
Zhenbin Sun — Fairleigh Dickinson University
The Disappearance of Advertising
Read Mercer Schuchardt — Marymount Manhattan College

4:00–5:15
Great Hall B
Session 4B — Panel
Psychology
Moderator — Barbara M. Kelly — Hofstra University
Explaining Evil? Popular Belief and the Psychology of Brainwashing
and Persuasion
Stephen Biggs — York University
It Don’t Mean a Thing, If It Ain’t Got Those Strings or
Bringing Media Ecology and Applied Behavioral Science Together
for Enhanced Awareness and Improved Action
Fred Cheynski — Rohm and Haas Company
Psychotherapy on Videotape: A Chapter in the Epistemology of Media
Peter Costello — Adelphi University
The Impact of Mass Media on the Cognitive Processes of Individuals
William Phillips — New York University

5:30–7:30
Theatre
Preview Screening
Moderator — BethAnn Bark — Marymount Manhattan College
McLuhan’s Wake — a film directed by Kevin McMahon
Kevin McMahon — Primitive Entertainment Inc.

7:30–8:30
Black & White Lobby
Reception
**SATURDAY MORNING**

8:30  
Main Lobby  
Registration Opens

9:00–10:15  
Great Hall A  
Session 5 — Panel  
**Neglected Intellectual Roots of Media Ecology**  
Moderator — Kathleen LeBesco — Marymount Manhattan College  
Respondent — Jeanne Posner — Western Connecticut State University  
*Media Ecology and Symbolic Interactionism*  
Susan B. Barnes — Rochester Institute of Technology  
*Hidden Dimensions of Hall in Media Ecology*  
Donna Flayhan — Goucher College  
*The Yin and Yang of Media Ecology*  
Janet Sternberg — Fordham University

10:30–11:30  
Theatre  
**Featured Presentation**  
Moderator — Christine L. Nystrom — New York University  
Respondent — Robert K. Logan — University of Toronto  
*Alphabet Versus the Goddess*  
Leonard Shlain — University of California, San Francisco

11:45–1:00  
Great Hall A  
Session 6A — Panel  
**Orality**  
Moderator — Terence P. Moran — New York University  
Respondent — Paul Lippert — East Stroudsburg University  
*The Princess and the Virgin: A Preliminary Report and Some Early Thoughts on an Ethnography of a Religious Celebration in Northern Chile*  
Robert Albrecht — New Jersey City University  
*Toward a Media Ecology of Music*  
Thomas F. Gencarelli — Montclair State University  
*Oral Memory: Ong and the Story of Jesus*  
Shane Hipps — Fuller Theological Seminary

11:45–1:00  
Great Hall B  
Session 6B — Panel  
**Television and Media Ecology**  
Moderator — Janice Kelly — Marymount Manhattan College  
*HBO: The Network as Auteur*  
Al Auster — Fordham University  
*TV Genius: Four Arguments for the Imagination of Television*  
David Lavery — Middle Tennessee State University  
*Sesame Street: How Season 33 Was Re-Designed to Meet the Educational Needs of Today’s Preschoolers*  
Rosemarie Truglio — Sesame Workshop  
*Celebrity Structures: Implications for Activism and Ideology*  
Sue Collins — New York University

1:00–2:30  
Great Hall A  
**Screening**  
Moderator — Terri Dewhirst — Marymount Manhattan College  
*The Tube* — a film directed by Peter Entell

1:00–2:30  
**Lunch**
**SATURDAY AFTERNOON/EVENING**

2:30–3:45  **Keynote Address**  
Theatre  
Moderator — James W. Carey — Columbia University  
*Old Media in the New Millennium*  
Elizabeth Eisenstein — University of Michigan

4:00–5:15  **Session 7 — Roundtable Discussion**  
**Policy Matters**  
Moderator — Margot Hardenbergh — Fordham University  
Panelists  
Susan Drucker — Hofstra University  
Neil Kleinman — University of the Arts  
Parry Aftab — WiredPatrol  
James W. Carey — Columbia University  
Jerry Komia Domatob — Southampton College, Long Island University

5:30–6:00  **President’s Address**  
Great Hall A/B  
Moderator — David Linton — Marymount Manhattan College  
*Media Ecology as a Scholarly Activity*  
Lance Strate — Fordham University

6:00–6:30  **Presentation of the MEA Awards**  
Great Hall A/B  
William Petkanas — Western Connecticut State University  
Missy Alexander — Marist College

6:30–7:00  **Performance**  
Great Hall A/B  
Moderator — Douglas Rushkoff — New York University  
*Media Ecology Unplugged*  
William Bly — Fordham University  
John McDaid — New York University

7:00–8:00  **Reception**  
Black & White Lobby
**SUNDAY MORNING**

8:30  
Main Lobby  
Registration Opens

9:00–10:00  
Great Hall A/B  
Business Meeting  
*All are welcome to attend*  
Moderator — Casey Man Kong Lum — William Paterson University

10:00–11:15  
Great Hall A/B  
Session 8 — Roundtable Discussion  
The Day the World Changed: 9/11 and its Aftermath  
Moderator — Peter Euler — Nassau Community College, SUNY  
Panelists  
Katherine Fry — Brooklyn College, CUNY  
Gary Gumpert — Communication Landscapers  
Paul Levinson — Fordham University  
Marcia Rock — New York University  
Paul Thaler — Mercy College

11:30–1:00  
Great Hall A/B  
Session 9 — Panel  
Information Systems  
Moderator — Michael Grabowski — College of New Rochelle  
Respondent — Brian Cogan — New York University  
Communication and Mass Media in a Differentiated Society  
Mikkel Eskjaer — University of Copenhagen/New York University  
The Call Plan: Cell Phones and the Redistribution of Business  
Jason M. Schmitt — Eastern Michigan University  
Mining Margins for the Mainstream: Recycling Trash into Information  
Joseph Slade — Ohio University  
A European View of Redefining Global Communication  
Pamela Peeters — Our-Planet.Org

1:00  
Convention Adjourns

**AREA MAP**

![Map of the area showing Marymount Manhattan College and subway station](image-url)
THE THIRD ANNUAL MEA CONVENTION

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A convention like this would not be possible without the help of many people contributing in
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November 21-24, 2002 — NCA — details at www.natcom.org/Convention
The Media Ecology Association Program
at the 88th Annual Convention of the National Communication Association
Communication in Action
New Orleans Marriott and Sheraton New Orleans, New Orleans, Louisiana

As an affiliate organization of NCA, MEA will showcase its members’ research in various 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:

Casey M.K. Lum
Dept. of Communication
William Paterson University
300 Pompton Road, Hobart Hall
Wayne, NJ 07470-2103
casey.lum@nyu.edu

April 24-27, 2003 — ECA — details at www.ecasite.org
The Media Ecology Association Program
at the 94th Annual Convention of the Eastern Communication Association
Communication and the Public Good
Wyndham Washington Hotel, Washington, DC

One of the largest professional organizations in the country, ECA is increasingly receptive to topics involving media ecology. The deadline for panel and paper proposals is October 15, 2002 and submissions are encouraged as early as possible. For information, contact MEA’s ECA Affiliate Organization Planner:

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**The MEA newsletter — In Medias Res**

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Keep up with the latest MEA activities and keep us  
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to the newsletter editor:  
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Ithaca, NY 14850-7253  
gozzi@ithaca.edu
THE MEA AWARDS

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

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”

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

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

The Dorothy Lee Award for Outstanding Scholarship in the Ecology of Culture
2002 — Susan B. Barnes for Online Connections: Internet Interpersonal Relationships and Stuart Biegel for Beyond Our Control? Confronting the Limits of Our Legal System in the Age of Cyberspace

The John Cullin 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)
2002 — William Bly and John McDaid for Media Ecology Unplugged (audio music recording, available on CD and as downloadable MP3 files at infomonger.com)

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

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2000 — Stephanie B. Gibson
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Open to books published in 2000 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 Susanne K. Langer Award, the Lewis Mumford Award, or the Dorothy Lee Award.

The Walter Benjamin Award for Outstanding Article in the Field of Media Ecology
Open to articles, essays, reviews, and book chapters published in 2000 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 Susanne K. Langer Award, the Lewis Mumford Award, or the Dorothy Lee Award.

The Susanne K. Langer Award for Outstanding Scholarship in the Ecology of Symbolic Form
Open to books and articles published in 2000 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 five copies. Entrants may request simultaneous consideration for the Marshall McLuhan Award or the Walter Benjamin Award.

The Lewis Mumford Award for Outstanding Scholarship in the Ecology of Technics
Open to books and articles published in 2000 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 five copies. Entrants may request simultaneous consideration for the Marshall McLuhan Award or the Walter Benjamin Award.

The Dorothy Lee Award for Outstanding Scholarship in the Ecology of Culture
Open to books and articles published in 2000 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 five copies. Entrants may request simultaneous consideration for the Marshall McLuhan Award or the Walter Benjamin Award.

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 2000 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 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 2000 or later on any topic related to media ecology. Entry requirements: Letter of nomination or self-nomination and five copies.

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.

Send all entries by December 1, 2002 to:
Lance Strate, President, Media Ecology Association
Department of Communication and Media Studies
Fordham University
Bronx, NY 10458-9993

For more information, see the MEA Web site at <www.media-ecology.org> or contact Lance Strate at <Strate@Fordham.edu> or 718-817-4864.
Explorations in Media Ecology (EME)
The Journal of the Media Ecology Association

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

Guidelines for Submission. Prospective authors should send four (4) copies of the manuscript, no longer than 25 pages (including tables and figures), to either of the co-editors: Judith Yaross Lee, School of Interpersonal Communication, Lasher Hall, Ohio University, Athens, OH 45701-2979 <leej@ohio.edu>, or Lance Strate, Department of Communication and Media Studies, Fordham University, Bronx, NY 10458-9993 <Strate@Fordham.edu>. (Submissions of different lengths will be considered.) Authors should retain their original manuscripts, as submissions will not be returned. All submissions should be the author’s original work, previously unpublished, and not under consideration by another publisher. Manuscripts must conform to the Publication Manual of the American Psychological Association (5th ed., 2001) or the MLA Style Manual (2nd ed., 1998). Authors of accepted manuscripts must provide a final version in both paper and electronic formats. Authors are responsible for obtaining permission to reprint copyrighted material.

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

To facilitate blind review, the first page of the manuscript should include only the article title and an abstract of no more than 100 words. A separate, detachable cover page should be provided that includes the title of the article, the complete name of each author as it is to appear in the journal, the current and complete mailing address, telephone, fax, and email address of each author.

EME welcomes submissions focusing on teaching strategies and resources, pedagogical concerns, and issues relating to media ecology education. Such submissions should be sent to the EME Teaching and Education Editor: Sal Fallica, Department of Culture and Communication, New York University, 239 Greene St., Suite 735, New York, NY 10003-6674 <sfj1@nyu.edu>.

Submission of Materials and Books for Review. EME publishes reviews of books and other materials, such as audio and video recordings, computer software, etc. Send copies of all materials and/or all correspondence to: Thom Gencarelli, EME Review Editor, Department of Broadcasting, Montclair State University, Upper Montclair, NJ 07043-9987 <GencarelliT@mail.montclair.edu>.
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THE FOURTH ANNUAL MEA CONVENTION

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► Sustainable digital communities
► Non-technological communication in a media world
► Language and the new communication technologies

We welcome proposals for individual papers, presentations, roundtables, workshops, or other kinds of special sessions which are either theme-based or appropriate to the study of media ecology. Diverse theoretical and methodological approaches to the study of media environments, including historical, philosophical, aesthetic, literary, psychological, sociological, anthropological, political, economic, and scientific investigations, applied, and pedagogical perspectives are welcome.

Deadline for submission of abstracts, papers, panels, or proposals is January 15, 2003.

Send two copies to:
MEA Convention
Professor Carol J. Drummer
School of Communication
Room 318 Dempster Hall
Hofstra University
Hempstead, NY 11549-1110

Questions? Contact the Convention Coordinators:
Susan Drucker <DruckerS@ix.netcom.com> 516-463-5304
Barbara M. Kelly <Barbara.M.Kelly@hofstra.edu> 516-463-4100

Further details will be available soon at <www.media-ecology.org>.
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3RD ANNUAL

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salute

the members and officers of the
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In recognition of their special contributions, the Media Ecology Association expresses our deepest appreciation and gratitude to

**David Linton** and **Laura Tropp**
for their dedication and hard work in coordinating our Third Annual Convention at Marymount Manhattan College.

**Stephanie B. Gibson**
for hosting the MEA Listserv at the University of Baltimore since the first message posted on April 17, 1997, as well as to George Weitzel of the University’s Network Operations Center for keeping our listserv up and running.

**Mary Ann Allison**
for maintaining registration of the domain name <media-ecology.org> since its creation on November 4, 1998, as well as to Thorn Communications, Inc. for hosting the MEA Web site.

**Raymond Gozzi, Jr.**
for serving as Editor of *In Medias Res*, the MEA newsletter, as well as to Dean Thomas Bohn of the Roy H. Park School of Communication at Ithaca College for providing financial support for the newsletter.

**About the Program Design**
Directly below the words "Media Ecology Association" on the cover, and at the bottom of the inner pages of the Convention program, you will find boxes containing a series of dashes and dots. The dashes and dots are a message in Morse Code, spelling out the initials "MEA" (dash-dash = M, dot = E, dot-dash = A).
IN MEMORIAM — LINDA ELSON

October 9, 1952 – November 15, 2001

In November of last year, Linda Elson, Media Ecology Ph.D. Class of 1989 at New York University, passed away after a brief battle with cancer. The news came to most of us a few months later, in an email that Linda’s partner, Craig Barish, sent to the Media Ecology listserv. Those of us who knew and worked with Linda were both saddened and shocked: saddened at the sudden loss of our dear friend and colleague, shocked because she died at the age of only 49, but also shocked because we knew nothing of her illness. But then, Linda was always a quiet, reserved person. And she chose to die in much the same way that she lived: quietly, with only Craig by her side.

At the time of her death, Linda was still toiling away, quietly, trying to complete her dissertation, A Cross-Contextual Definition of “Levels of Abstraction.” This work, and the years she spent on it, also sum up so much the measures of her life. Linda was exceptionally bright; even gifted. It was her natural bent as a theorist and a writer to stray upwards, higher and higher, into the stratosphere of abstract thinking, to try to bring us all up there with her, and to bring the results back down to where everyone else lived and hung around. This is where she was most comfortable, and where she had the most to offer the rest of us. She once told us that she did her best writing in the middle of the night, after her left brain had shut down and she could draft her thoughts, freely, from her right brain first. She wrote a piece for our seminar in media criticism about thinking “on the margins.” She was a perfectionist. She made us all quiet down, if only so that we might listen to her.

She was fragile. And her life reminds those of us who knew her just how fragile all of life is. As does her passing.

Thom Gencarelli
NOTES
Third Annual Convention of the Media Ecology Association

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June 21–23, 2002

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