Santa Clara University
Santa Clara, CA
June 19-22, 2008
MEA MEMBER BENEFIT

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Walter Ong’s Contribution to Cultural Studies: The Phenomenology of the Word and I-Thou Communication  
Thomas J. Farrell

Constructing the Heartland  
Katherine Fry

Identities in Context  
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The Power of Metaphor in the Age of Electronic Media  
Raymond Gozzi, Jr.

The Alphabet Effect: A Media Ecology Understanding of the Making of Western Civilization  
Robert K. Logan

Perspectives on Culture, Technology and Communication: The Media Ecology Tradition  
edited by Casey Man Kong Lum

An Ong Reader  
Walter Ong, Thomas J. Farrell, and Paul A. Soukup (eds.)

No Safety in Numbers: How the Computer Quantified Everything and Made People Risk Aversive  
Henry J. Perkinson

ScreenAgers: Lessons in Chaos from Digital Kids  
Douglas Rushkoff

Echoes and Reflections: On Media Ecology as a Field of Study  
Lance Strate

The Legacy of McLuhan  
Lance Strate and Edward Wachtel (eds.)

The Media Symplex: At the Edge of Meaning in the Age of Chaos  
Frank Zingrone

VISIT OUR BOOK EXHIBIT AT THE 2008 CONFERENCE

To order, call 800-894-8955. (This offer is not available on the web site.) Please identify yourself as an MEA member. All orders must be prepaid by credit card or check drawn in U.S. funds. There is a postage/handling charge of $8.50 for the first item/$1.00 each additional item within the U.S. ($9.50/$1.50 outside of the U.S.). Please visit the Hampton Press website for complete volume descriptions and contents.
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Thursday, June 19, 2008

1:00–6:00 pm
Registration

Conference: California Mission Lobby, Benson Center
Lodging: Casa Italiana (Residence Hall)

4:00–4:30 pm
Opening Session

Welcoming Remarks

California Mission Room

Anne Pym
MEA Convention Co-Director, California State University East Bay

Atom Yee
Dean of Arts and Sciences, Santa Clara University

4:45–6:00 pm
Session I–A

Theology, Religion and Technology

California Mission Room

Chair: Stephanie Bennett, Palm Beach Atlantic University

A Test of Strictness and Marketing upon Church Growth and Health
—Ronda Oosterhoff
Montclair State University

KPOF: A Pillar of Fire on the Denver Airwaves
—Kimberly Eberhardt Casteline, University of Colorado

Narrative Convergence and Evangelical Homiletics
—Curt Wanner, Toccoa Falls College

Electrical Equivocal: The Desacralizing Effect of Electric Media in Sacred Worship Space
—Steven Reagles, Bethany Lutheran College
Session I–B
Kennedy Commons 108

Sustaining What’s Sacred:
Finding the Ghosts in/through Our Machines

Chair: Robert MacDougall, Curry College

*Natural Boundings*
—Bronac Ferran, Royal College of Art, UK

*The Creative Ghost*
—Barry Liss, University of Wisconsin

*The Feeling of Flow: A Phenomenological Analysis of On- and Off-line Life*
—Robert MacDougall, Curry College

*Aural Space, Acoustic Space, and Visual Space: The Quest for Virtual Reality in Musical Reproduction*
—James Morrison, Western Connecticut State University

Session I–C
Kennedy Commons 109

Theorizing Media Ecology

Chair: Thom Gencarelli, Manhattan College

*Meta-Four-Play: A Comparison of Marshall McLuhan’s Tetrad and Claude Levi-Strauss’ Canonical Formula*
—Robert Blechman, St. George’s University

*Sin and Sacrament: Media Criticism from the Contrasting Theological Perspectives of Jacques Ellul and Pierre Teilhard de Chardin*
—Peter Fallon, Roosevelt University

*Are We the Center of Construction of the Universe? Teilhard’s Sacred Perspective on Media Construction*
—Christine Tracy, Eastern Michigan University

*Ellul and Communication*
—Ray Gozzi, Ithaca College

Thursday, June 20, 2008
4:45 – 6:00 pm  **Session I–D**  
**Benson Center, Parlor A**

**Theorizing the Human Soul in a Digital Age**  
Chair: Janet Sternberg, Fordham University

*The Human Soul and the Sacred: The Influence of Communication Technologies*  
—Magda Rodrigues de Cunha  
Pontificia Universidade do Rio Grande do Sul, Brazil

*Theology in a Digital Age: The Example of David Tracy*  
—Jerry Harp, Lewis and Clark College

*The Gods are Back in Town: Pagan Beauty and the Culture of Spectacle*  
—Arthur Hunt, The University of Tennessee at Martin

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**University Welcome Reception**

6:00 – 7:30 pm  **Hors d’oeuvres and California wines**  
Santa Clara Mission Gardens

*Hosted by Rev. Paul Locatelli, S.J.*  
President, Santa Clara University

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7:30 – 8:45 pm  **Session II**  
**California Mission Room**

**Featured Presentation**  
Introduction: Lance Strate, Fordham University

*Learning from Leonardo*  
**Fritjof Capra**  
Center for Ecoliteracy
Friday, June 20, 2008

Registration

Conference: California Mission Lobby, Benson Center 8:30 am – 5:00 pm
Lodging: Casa Italiana (Residence Hall)

Breakfast Casa Italiana Residence Hall 7:30 – 9:00 am

All conference sessions will take place in Benson Memorial Center. Plenary sessions will meet in the California Mission Room on the lower level. Exhibitors have their displays in the Mission Room Lobby. Paper sessions will generally meet in the conference rooms on the first level: Take the stairs at the west end of the building and turn right at the first corridor. Parlor A, B, C, and the Williman Room follow along that corridor. Some sessions will meet in the Kennedy Commons, the building to the west of the Benson Center.

Representatives from the University IT department will be available to register personal computers for use on the University systems Friday morning, from 7:30–9:00 am, and afternoon, from 3–4 pm.

Session III–A Kennedy Commons 9:00 – 10:15 am

Methodology in Media Ecology I
Chair: Corey Anton, Grand Valley State University

Postman
—Lance Strate, Fordham University

Walter Ong: Recovering Historical Sources
—Paul Soukup, S.J., Santa Clara University

Classical Rhetoric and Media Ecology Methodology
—Anne Pym, California State University, East Bay

Using Q-sort Methodology
—Paul Grosswiler, University of Maine
9:00 – 10:15 am  Session III–B  Parlor B, Benson Center first floor

**Emergent Media, Systems Theory, & Informatics**
Chair: Janet Sternberg, Fordham University

* A Biological Approach to the Rhetoric of Emergent Media: Exploring the Biological Design, News and Religion Ecosystems
  —Robert Logan, University of Toronto
  —Christine Tracy, Eastern Michigan University

* Designing for Emergence and Innovation: Redesigning Design
  —Greg Van Alstyne, University of Toronto

* The Design Ecosystem: Designing for Emergence and Innovation
  —Robert Logan, University of Toronto
  —Greg Van Alstyne, University of Toronto

* Constructed Reality “Re-Sacralized”? Systems Theory Perspectives
  —Yu-Cheng Liu, National Chengchi University, Taiwan

9:00 – 10:15 am  Session III–C  Parlor C, Benson Center first floor

**Media Depictions**
Chair: Fernando Gutiérrez, Tecnologico de Monterrey, Mexico

* The War Bride: Folklore of Military Man
  —Brett Robinson, University of Georgia

* Forsaking Convention, Forsaking Content? Postmodern Fiction, Typographical Experimentation, and Letters in an Electronic Age
  —Matt Thomas, University of Iowa

* World Wide Web and Religious Integration in Egypt: Coptic United and Islam Online as Case Study
  —Samy Saad, American University in Washington

* Screen Hierophants: Orally and Literately Inflected Modes of Engagement with the Sacred in Visual Narrative
  —Sheila Nayar, Greenboro College

Friday, June 20, 2008
Session IV  
California Mission Room  
10:30 – 11:45 am

**Featured Presentation**

Introduction: Anne Pym, California State University, East Bay

*Leonardo’s Brain: The Left/Right Roots of Creativity*  
Leonard Shlain, M.D.

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**Lunch**  
Bronco and Bronco Patio, first level  
12:00 – 1:20 pm

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Session V  
California Mission Room  
1:30 – 2:45 pm

**Featured Session: New Technologies in Education**

Moderator: Paul Soukup, S.J., Santa Clara University

Ian Griffin, Hewlett Packard  
Rick Tywoniak, Cisco Systems  
Megan Steward, Adobe Systems

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Session VI–A  
California Mission Room  
3:00 – 4:15 pm

**Co-Featured Session: McLuhan & Ong in Conversation**

Chair: Anne Pym, California State University, East Bay

*The Priest and the Prophet: Ong, McLuhan, and the Mysteries of Media*  
—David Curtis, Blackburn College

*Contemporary Theo-Technology*  
—Curt Wanner, Taccoa Falls College

Discussant  
—Paul Soukup, S.J., Santa Clara University

Discussant  
—Lance Strate, Fordham University

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Friday, June 20, 2008
3:00 – 4:15 pm  **Session VI–B**  
Kennedy Commons  

**Co-Featured Session: Award Winner Presentations**  
Chair: James Morrison, Western Connecticut State University  

*Imaginary Futures: From Thinking Machines to the Global Village*  
—Richard Barbrook, University of Westminster  

*Digital Performance: A History of New Media in Theater, Dance, Performance Art, and Installation*  
—Steve Dixon, Brunel University  

*Watching the Traffic Go By: Transportation and Isolation in Urban America*  
—Paul Mason Fotsch  

4:30 – 5:45 pm  **Session VII–A**  
Parlor B  

**Sacred Earth, Sacred Universe**  
Chair: Mike Russo, St. Mary’s College  

*The City’s Curse: The Church’s Plight—An Ellulian Perspective*  
—Stephanie Bennett, Palm Beach Atlantic University*  

*Media Ecology, Sacred Earth, and the Agrarian Mind*  
—Arthur Hunt, The University of Tennessee at Martin  

*The Metaphysics of Media: Toward an End of Postmodern Cynicism and the Creation of a Virtuous Reality*  
—Peter Fallon, Roosevelt University  

*12,000 Years from Pythagoras: Numbers, Time and the Music of the Long Now*  
—Ed Tywoniak, Saint Mary’s College  

4:30 – 5:45 pm  **Session VII–B**  
Parlor C  

**Histories and Evolution in Media Ecology**  
Chair: Phil Rose, York University, Toronto  

*Clocks, Synchronization, and the Fate of Leisure: A Brief Media Ecological History of Digital Technologies*  
—Corey Anton, Grand Valley State University  

*MoneyGod: The Economic History of the World’s Most Valuable Idea*  
—Read Mercer Schuchardt, Wheaton College  

*Evolution is the Message: A Medium Theoretic Perspective on the Evolution of the Internet*  
—Mogens Olesen, University of Copenhagen, Denmark  

Friday, June 20, 2008
Session VII–C

Kennedy Commons

4:30 – 5:45 pm

Uses of Technology in Education (a Media Ecology perspective)
Chair: Robert Blechman, St. George’s University

The Impact of Technology On Pedagogy
—Michelle Seelig, University of Miami

Photojournalism and Visual Journalism
—Larry Dailey, University of Nevada

The Effects of Textbooks as a Cultural Information Transmission Technology
—Leo Fahey, The Kew-Forest School

Seeing Like a Camera: Introducing Contemporary Art Through the Use of Cameras
—Kathleen Sweeney, Marymount Manhattan College

Online Learning and Educational Computing
—Alexander Kuskis, Gonzaga University

Community Blogs
—Susan Jacobson, Temple University

Classroom Lecture Recording Technology
—Robert Blechman, St. George’s University

Dinner
Mission Gardens
6:00 – 7:30 pm

MEA President’s Address and Awards Ceremony
California Mission Room
7:30 – 9:00 pm

Media Ecology and/as Culture
—Lance Strate, Fordham University

Presentation of annual MEA Awards

Friday, June 20, 2008
Saturday, June 21, 2008

8:30 – 5:00 pm  Conference Registration  California Mission Lobby (Benson Center)

7:30 – 9:00 am  Breakfast  Casa Italiana Residence Hall

9:00 – 10:15 am  Session VIII–A  Parlor B, Benson Center

Civic Engagement, Media, and Reality Construction
Chair: Brett Lunceford, University of South Alabama

The Civic Soul: Public Space Remixed and Curative Archive
—Paul Guzzardo, media activist/artist
—David Walczyk, Pratt Institute

Journalism, Cell Phone and Young Voters: The Development of an Election MoBlog in Philadelphia
—Susan Jacobson, Temple University
—Karen Turner, Temple University

It Ain’t Heavy: The Bias of Digital Communication
—Thom Gencarelli, Manhattan College

9:00 – 10:15 am  Session VIII–B  Parlor C, Benson Center

Modes of Media Production
Chair: Valerie Peterson, Grand Valley State University

Te dedico esta cancion: El amor en los tiempos del YouTube
—Adriana Marcela Moreno Acosta
Universidad Nacional de Colombia

Living in Hybrid Spaces: Digital Photography, Subjectivity, and the Competing Claims of Private and Public Spheres
—Dong-Hoo Lee, University of Incheon, Korea

Remediation of the Sacred on YouTube
—Mike Wesch, Kansas State University

Visual Truth
—Julianne Newton, Lane Community College
Session VIII–C
Williman Room, Benson Center  9:00 – 10:15 am

The Media Ecology Tradition in Latin America
Chair: Fernando Gutiérrez, Tecnologico de Monterrey, Mexico

The Founders of a New Tradition
—Fernando Gutiérrez, Tecnologico de Monterrey, Mexico

El Pensamiento de McLuhan en la Reconfiguracion de la Academia Latinoamericana de Comunicacion
—Octavio Islas, Tecnologico de Monterrey, Mexico

La Comprension de los Nuevos Ambientes Para La Comunicacion
—Amai Arribas, Tecnologico de Monterrey, Mexico

Studying New Media: The Mexican Experience
—Arturo Caro, Tecnológico de Monterrey

Session IX
California Mission Room  10:30 – 11:45 am

Featured Presentation
Introduction: Paul Soukup, S.J., Santa Clara University

The Rise of Fashion Bibles and Muslim Pop: Exploring Religious Lifestyle Branding and Mediated Religious Identity
Lynn Clark
University of Denver

Lunch
Bronco and Bronco Patio  12:00 – 1:30 pm

MEA executive Board meeting
Communication Conference room  12:00 – 1:30 pm

Session X
California Mission Room  1:30 – 2:45 pm

Featured Presentation
Introduction: Thom Gencarelli, Manhattan College

Power, Pleasure, Patterns: Intersecting Narratives of Media Influence
Joshua Meyrowitz
University of New Hampshire

Saturday, June 21, 2008
3:00 – 4:15 pm  Session XI–A  Williman Room

**Methodology in Media Ecology # 2**
Chair: Corey Anton, Grand Valley State University

*Figures of Speech as Method*
—Valerie Peterson, Grand Valley State University

*What I Learned from Marshall McLuhan*
—Robert Logan, University of Toronto

*Extreme Visual Tactics and Social Movements: No Method is Sacred When the Whole World is No Longer Watching*
—Donna Flayhan, State University of New York, New Paltz

*Phenomenological Methodologies for Media Ecology*
—Corey Anton, Grand Valley State University

3:00 – 4:15 pm  Session XI–B  Parlor C

**Political Life and Mediation**
Chair: Margot Hardenbergh, Fordham University

*The New Religion: How Technoculture is Transforming our Experiences of the Sacred*
—Pete Moberg, Jacksonville University

*I’m Not Bad, I’m Just Drawn That Way: Political Remixes and Transgressive Political Women*
—Karla Stevenson, The University of Iowa

*Where Girard Meets McLuhan: On the Need to Communicate Violence*
—Phil Rose, York University*

*The Blogos-Fear: A Case Study of the Sacred and Profane*
—Paul Grosswiler, University of Maine

3:00 – 4:15 pm  Session XI–C  Parlor B

**Catholic Theology and catholic Technology**
Chair: John Jasso, University of Pittsburg

*The Logos, the Trinity, and the Trivium: Fine Tuning a Classical Antenna for Modern Reception and Broadcast*
—John Jasso, University of Pittsburg

Saturday, June 21, 2008
The Splendor of Form: Rhetoric, Aesthetics, and the Medium of the Mass
—Anthony Wachs, University of Pittsburg

The Commodification of Authority in the Media Age
—Daniel Dooghan, University of Pittsburg

A Picture is Worth a Thousand Acolytes: The Church, the Media and the Power of the Image
—P. J. Barnett, University of Pittsburg

Session XI–D
California Mission Room 3:00 – 4:15 pm
Special Session

Thus Spoke the Spectacle: Music Video Perspectives on Media Ecology Themes
—Eric Goodman, Thus Spoke the Spectacle Project

Session XII
California Mission Room 4:30 – 5:45 pm

Keynote Address
Introduction: Dennis Gallagher

Structuring the Cartesian Incision
Frank Dance
Denver University

Dinner
Mission Gardens 6:00 – 7:30 pm

Special session
California Mission Room 7:30 – 8:00 pm
Introduction: Mike Russo, Saint Mary’s College

Meditative Drumming. The Voices of Rhythms
—Milton Dawes, Ambassador at Large Institute of General Semantics

Reception & Hootenanny
Casa Italiana Lobby Commons 8:00 pm

Saturday, June 21, 2008
Sunday, June 21, 2008

7:30 – 9:00 am  Breakfast  Casa Italiana Residence Hall

9:00 – 10:15 am  Session XIII–A  Parlor B

Worship and Media
Chair: Thom Gencarelli, Manhattan College

Tele-visuality, Dreams, and Intercession among Coptic Orthodox of Contemporary Egypt
—Angie Heo, University of California, Berkeley

Vlogging for God
—Brian Dixon

The Role of Media Effects in Popular Eschatology
—Jon Olsen, Luther Seminary

9:00 – 10:15 am  Session XIII–B  Parlor C

Language and Media Strategies
Chair: Leo Fahey, The Kew-Forest School

The Key Factors to Driving Chinese Players into MMORPG Online Game
—Li Yifan, Fudan University, China

New Forms of Cognition from the Use to Internet
—Luis Esau Bravo, Autonomous University, Mexico City

On Metaphor
—Sun Zhenbin, Fairleigh Dickenson University

Postman, Pictures, and Propositions
—Gerald Erion, Medaille College
Session XIII–C
Williman Room 9:00 – 10:15 am

**Embodiment in Media Technology**
Chair: Jim Morrison, Western Connecticut State University

*The Body and the Sacred in the Digital Age: Thoughts on Posthuman Sexuality*
—Brett Lunceford, University of South Alabama

*Where Did the Wild Ones Go? Manic Media Environments Melt Rituals, Mutate Primates, and Sacrifice the Sacred*
—Donna Flayhan, State University of New York, New Paltz

*The Nature of Equilibrium as an Intrinsic Feature of Personal Health, Growth and Self-Cultivation*
—Barry Liss, University of Wisconsin Colleges

*McLuhan Redivivus: Hemisphericity, Plasticity, Electricity and the Ratios of the Soul*
—Steven Reagles, Bethany Lutheran College

Session XIII–D
Parlor A 9:00 – 10:15 am

**Communicating Truth, Values, and the Sacred through the Medium of Higher Education**

Discussion Leaders:
—Stephanie Bennett, Palm Beach Atlantic University
—Peter Fallon, Roosevelt University

This panel will take the form of a drop-in discussion for any conference participants interested in sharing experiences, teaching techniques, or challenges in dealing with values and religion in higher education.

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**Business Meeting**
Williman Room 10:15 – 11:30 am

—Lance Strate, Fordham University
MEA President

Sunday, June 22, 2008
11:45 – 1:00 pm  **Session XIV**  
*Communication, Social Action, and the New Journalism*

**Chair:** Ed Tywoniak, Saint Mary’s College

- *Role of Journalism in the Construction of a Just Society*  
  —Mike Russo, St. Marys College

- *Ecology and Democracy: Citizen Journalism in the Digital Age*  
  —Christine Tracy, Eastern Michigan University

- *The Emerging “Female Voice” in Contemporary American Politics*  
  —Valerie Peterson, Grand Valley State University

1:00 pm  **Closing Remarks**  
- —Paul Soukup, S.J., Santa Clara University

1:00 pm  **Lunch**  
- Local host

2:00 pm –  **Optional tour of local wineries and dinner in Los Gatos**

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*The 2008 MEA Top Paper Awards*

**The 2008 MEA Top Paper Award**  
Stephanie Bennett, for “The City’s Curse; The Church’s Plight: Technology, Communication and the Sacred”

**The 2008 Linda Elson Scholar Award for Top Student Paper**  
Phil Rose, for “Rene Girard as Media Ecologist”

Sunday, June 22, 2008
The 2008 MEA Awards

The Marshall McLuhan Award for Outstanding Book in the Field of Media Ecology to
Richard Barbrook for
Imaginary Futures: From Thinking Machines to the Global Village

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

The Erving Goffman Award for Outstanding Scholarship in the Ecology of Social Interaction to
Paul Mason Fotsch for
 Watching the Traffic Go By: Transportation and Isolation in Urban America

The Susanne K. Langer Award for Outstanding Scholarship in the Ecology of Symbolic Form to
Robert Hariman and John Louis Jucaites for
No Caption Needed: Iconic Photographs, Public Culture, and Liberal Democracy

The Dorothy Lee Award for Outstanding Scholarship in the Ecology of Culture to
Paul Rutherford for
A World Made Sexy: Freud to Madonna

The Lewis Mumford Award for Outstanding Scholarship in the Ecology of Technics to
Steve Dixon for
Digital Performance: A History of New Media in Theater, Dance, Performance Art, and Installation

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

The Mary Shelley Award for Outstanding Fictional Work to
Jean-Claude Carrière for
Please, Mr. Einstein

The John Culkin Award for Outstanding Praxis in the Field of Media Ecology to
Eric Goodman for
Thus Spoke the Spectacle (video and website)

The Louis Forsdale Award for Outstanding Educator in the Field of Media Ecology to
Lee Thayer

The Jacques Ellul Award for Outstanding Media Ecology Activism to
Margot Hardenbergh

June 19–22, 2008
The James W. Carey Award for Outstanding Media Ecology Journalism to
MARVIN KITMAN

The Walter J. Ong Award for Career Achievement in Scholarship to
JOSHUA MEYROWITZ

The Neil Postman Award for Career Achievement in Public Intellectual Activity to
FRIJOF CAPRA

Past 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
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 Žengotita 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

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”
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”

June 19–22, 2008
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*

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*
2005 – Heike Wiese for *Numbers, Language, and the Human Mind*
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*

The Dorothy Lee Award for Outstanding Scholarship in the Ecology of Culture
2002 – Susan B. Barnes for *Online Connections: Internet Interpersonal Relationships*
2003 – Nancy A. Walker for *Shaping Our Mothers’ World: American Women’s Magazines*
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*

The Lewis Mumford Award for Outstanding Scholarship in the Ecology of Technics
2000 – Paul Levinson for *Digital McLuhan: A Guide to the Information Millennium*
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*
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*
– Fred Turner for *From Counterculture to Cyberculture: Stewart Brand, the Whole Earth Network, and the Rise of Digital Utopianism*

**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 Words: 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*

2006 – Susan Jacobson for *Scrapbook of the Chinese Cultural Revolution: Hypertext and the Representation of History*


**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*

**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)

2002 – Bill Bly and John McDaid for *Media Ecology Unplugged* (audio music recording, available on CD and as downloadable MP3 files at infomonger.com)

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 E.L. Prins for *Oh, What a Blow that Phantom Gave Me!* (documentary film; DVD distributed by Media Generation)

June 19–22, 2008
2007 – Michael Wesch for *The Machine is Us/ing Us* (video on YouTube.com)

**The Louis Forsdale Award for Outstanding Educator in the Field of Media Ecology**
2000 – Christine L. Nystrom
2001 – Joshua Meyrowitz
2002 – Edmund S. Carpenter
2003 – James W. Carey
2004 – Gary Gumpert
2005 – Frank E. X. Dance
2006 – Terence P. Moran
2007 – Octavio Islas

**The Jacques Ellul Award for Outstanding Media Ecology Activism**
2000 – Stephanie B. Gibson
2001 – Dennis Gallagher
2002 – Parry Aftab
2003 – Ronald J. Deibert
2004 – Everett C. Parker
2005 – Jerry Brown
2006 – Andrew Rasiej
2007 – Donna Flayhan

**The James W. Carey Award for Outstanding Media Ecology Journalism**
2007 – Philip Marchand

**The Walter J. Ong Award for Career Achievement in Scholarship**
2004 – Denise Schmandt-Besserat
2005 – James W. Carey
2006 – Elizabeth L. Eisenstein
2007 – Jay David Bolter

**The Neil Postman Award for Career Achievement in Public Intellectual Activity**
2004 – Douglas Rushkoff
2005 – Paul Levinson
2006 – Howard Rheingold
2007 – Eric McLuhan
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*For the Walter Benjamin, Erving Goffman, Susanne K. Langer, Dorothy Lee, Marshall McLuhan, and Lewis Mumford Awards
**For the Walter J. Ong and Neil Postman Awards

June 19–22, 2008
Call for Papers

Media Ecology Association 2009 Annual Convention
June 18-21, 2009
Saint Louis University
St. Louis, Missouri

“Ecology”: a word derived from the Greek words meaning “household knowledge.” Special interest in the places and spaces of media interactions: Silicon Valley, St. Louis; screen, studio, library, street. Local systems, larger systems, and changing relationships in the ecology of media. What are the relationships of media in different ecological systems? Does place matter? The changing geography of media: Why do some forms emerge and others recede? The ethics of (not) setting boundaries. Living in information systems: Are we the center, the web, or the flaneur? What is the I in the culture of iPods, iPhones, and iGames? Papers and sessions on these topics, and on any aspect of media ecology, are welcome.

Send digital versions of papers and abstracts to Paul Soukup, S.J., psoukup@scu.edu.

Call for Submissions—2008 MEA Convention Proceedings

Attention MEA 2008 Convention Presenters Submit your paper for the 2008 MEA peer-reviewed published proceedings. The 2008 MEA published proceedings will be e-published on the MEA Web site at www.media-ecology.org. Articles by conference presenters 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 (or e-submission page 1) cover page with your title and contact information.
4. Include a 150-word abstract, with the title at the top of the page.
5. No identification of the author(s) should appear on the abstract page or in the article.
6. Authors should submit a digital copy by email as well as two hard copies by post no later than July 31, 2008.

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Send two copies to Anne L. Pym
Communication Department, California State University, East Bay
25800 Carlos Bee Boulevard
Hayward, CA 94542

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Send file in Microsoft Word or plain text format to Anne Pym anne.pym@scueastbay.edu

June 19–22, 2008
Call for Nominations for the 2009 MEA Awards

The Marshall McLuhan Award for Outstanding Book in the Field of Media Ecology
Open to books published in 2006 or later on any topic related to media ecology. Entry requirements: Letter of nomination or self-nomination and five copies. Entrants may request simultaneous consideration for the Erving Goffman Award, the Susanne K. Langer Award, the Dorothy Lee Award, or the Lewis Mumford Award.

The Walter Benjamin Award for Outstanding Article in the Field of Media Ecology
Open to articles, essays, reviews, and book chapters published in 2006 or later on any topic related to media ecology. Entry requirements: Letter of nomination or self-nomination and five copies. Entrants may request simultaneous consideration for the Erving Goffman Award, the Susanne K. Langer Award, the Dorothy Lee Award, or the Lewis Mumford Award.

The Erving Goffman Award for Outstanding Scholarship in the Ecology of Social Interaction
Open to books and articles published in 2006 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 five copies. Entrants may request simultaneous consideration for the Marshall McLuhan Award 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 2006 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 Dorothy Lee Award for Outstanding Scholarship in the Ecology of Culture
Open to books and articles published in 2006 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 Lewis Mumford Award for Outstanding Scholarship in the Ecology of Technics
Open to books and articles published in 2006 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 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 2006 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 2006 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.

Send all entries by November 15, 2008 to:
Lance Strate, President, Media Ecology Association
Department of Communication and Media Studies
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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.

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Serving as one of the MEA’s main channels of communication, our electronic mailing list provides a space for reasoned, informed, and civil discussion about communication, media, and culture among persons interested in themes and subjects relevant to the field of media ecology. Subscribers use this list to share views, exchange information, and learn about events, activities, and news related to media ecology.

Now hosted at ibiblio.org, the MEA list uses state-of-the-art software to eliminate spam and viruses, offering subscribers a convenient Web-based interface for access to archives of past messages as well as for managing individual subscription settings, such as the option of temporarily suspending message delivery or receiving messages batched in daily digests.

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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.

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