



**10<sup>th</sup> Annual  
Media Ecology Association  
Convention**

**Saint Louis University**

June 18 – 21, 2009

Saint Louis, MO

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## Thursday, June 18, 2009

10:00-5:00

### Registration

**Lodging:**

**Reinert Hall**

**Conference:**

**Second Floor Busch Student Center**

2:45-4:00

### Panel Session One

2:45-4:00

Session 1A

BSC 251 A/B

#### **The Renaissance of Walter J. Ong, S.J., I**

Chair: Sara van den Berg

*Encounters with Media Transformation: A Story from the Walter J. Ong Archives*

--- Abigail Lambke, Saint Louis University

*Kitchen Wisdom: Early Modern Recipe and Remedy Books*

--- Deborah Davis Schuey, Saint Louis University

*The "Exact Location" of Voice: Walter Ong and the "Embodiment" of Discourse*

--- Vincent Casaregola, Saint Louis University

*Orality, Ramism, and Ong's Milton*

--- Thomas M. Walsh, Saint Louis University

2:45 – 4:00

Session 1B

BSC 253 A/D

#### **Mediated Campaigns: Perspectives on Televised Political Advertising**

Chair: Mark Glantz

*OK, You've convinced me--Obama is scary. Now what? Analyzing the role of efficacy in political campaign fear appeals.*

--- Corey B. Davis, University of Missouri

*Political Advertisements and Burke's Tragic Frame*

--- Jeffrey Delbert, University of Missouri

*"Which Way Will He Blow Next?": The Wind Metaphor in Televised Political Campaign Advertising*

--- Mark Glantz, University of Missouri

*The Greatest Hits Collection Featuring Your Favorite Political Candidates: Analyzing the Role of Music in Political Advertising*

--- Darin J. Gully, University of Missouri

*Voter's Reactions to Negative Television Ads*

--- Scott J. Smith, University of Missouri

4:00 – 5:00

Coffee and Iced Tea Break

BSC 254



4:15- 5:30

**Panel Session Two**

4:15-5:30

Session 2A

BSC 251 A/B

**Noetic Spaces, Noetic Events: Media Interactions**

Chair: Jeff Rice

*Again, or Against, the Valley*

--- Bradley Dilger, Western Illinois University

*Plato Comes to Missouri*

--- Jeff Rice, University of Missouri

*In Media Space, Everyone Can Hear You Scream...And Scream...And Scream...*

--- Thomas Rickert, Purdue University

4:15-5:30

Session 2B

BSC 253 A/D

**Mobile Media Devices**

Chair: Caroline Rohner

*Toward a Rhetoric of Hybrid-Space Walking*

--- Jason Kalin, North Carolina State University

*Mobile Space-Binding Media: Automotive Radio and Innis' Communications Theory of History*

--- Matthew A. Killmeier, University of Southern Maine

*mCommunication: the Emergence of Mobile Communication Within the Media Ecosystem*

--- Robert Logan, University of Toronto

--- Carlos Scolari, University of Vic, Spain

4:15-5:30

Session 2C

BSC 253 B/C

**Media Ecology and Political Communication**

Chair: Vincent Casaregola

*Russia between literacy and orality: Democratization and Media Ecology in the Electronic Age*

--- Yulia Golobokova, Fordham University

*Political Satire and the (Re)Articulation of Public Discourse*

--- Ian Reilly, University of Guelph

*Holocaust Education in 1,000 years*

--- Pier Marton, Washington University in St. Louis



4:15-5:30

Session 2D

BSC 256

**Film Studies**

Chair: Harold K. Bush

*Virtual Guilt: A Critique of the Conventions of Genre Violence in the Late Films of Clint Eastwood*

--- James Scott, Saint Louis University

*Genuinely' Religious Film: The Literate Contours of the Transcendental Style*

--- Sheila Nayar, Greensboro College

5:45 – 7:00

**Plenary Speaker I**

Tegler Auditorum

**Literacy and the literacies**

Eric McLuhan

**University Welcome Reception**

7:15- 8:30

Hors d'oeuvres

Grand Hall, Du Bourg

Hosted by Saint Louis University's College of Arts and Sciences, the Graduate School, the Ong Center for Language and Culture, and the Communication and English Departments



## Registration

**Lodging:**

**Conference:**

## Reinert Hall

## Second Floor Busch Student Center

BSC 254

### Panel Session Three

BSC 251 A/B

## On-Line Practices

## Chair: Clair Chase

## Shop Windows and Hiding Places on the Web: Public versus Private Sphere

--- Adriana Braga, Pontifícia Universidade Católica do Rio de Janeiro

### *New Media Forms as Global 'Structures of Feeling': the Global Limits and License of the Internet and World Wide Web*

--- Rohit Chopra, Santa Clara University

## Online Self-Disclosure and the Fluid Boundaries of Privacy

--- Dong-Hoo Lee, University of Icheon, Korea

*Borrowed Artifacts, Embodied Pleasures: Tactility and Web 2.0*

--- James Rennie, University of Toronto

*Structured Cues: Non-Verbal Communication and Online Media*

--- Davis Foulger, Brooklyn College

BSC 253 A/D

## The Renaissance of Walter J. Ong, S.J., II

Chair: Kathleen Farrell

## *"Bizarre Figures" and Oral Residue: The Hybrid Monstrosity of Grotesque Bodies in Early Modern Texts*

--- Lauren G. Coker, Saint Louis University

### *The Metaphor and Metonymy of the Book in Areopagitica: "is" "as" and "not absolutely"*

--- David H. Cormier, Saint Louis University

*'The right reward of an evil-tongued schelm:' The Rhapsodic Weaving of Oral Rhetoric and Residue and the Printed Word in Sir Philip Sidney's Defence of Leicester*

--- Thomas M. Dieckmann, Saint Louis University

*In Praise of Progymnasmata: Aphthonius in Renaissance England*

--- Corrine E. Hinton, Saint Louis University



9:00 – 10:15

Session 3C

BSC 253 B/C

**Understanding the New Digital Ecology**

Chair: David Chilenski

*From Electrical to Digital: An Overview of the New Media Ecology*

--- Fernando Gutiérrez, Tecnológico de Monterrey, Mexico

*Beyond the Einstein Generation*

--- Octavio Islas, Tecnológico de Monterrey, Mexico

*Explorations from My Social Media Generation*

--- Jorge Alberto Hidalgo, Tecnológico de Monterrey, Mexico

*Citizens of a Media Fishtank*

--- Jerónimo Rivera, Universidad de La Sabana

9:00 – 10:15

Session 3D

BSC 256

**Language and Media**

Chair: John Miles Foley

*Code-Switching: SMS Messaging and Language Innovation*

--- Sarah Zurhellen, University of Missouri-Columbia

*'Now We Must Praise [ ]': Apposition and Interchange in Caedmon's Hymn*

--- Peter Ramey, University of Missouri-Columbia

*Consecrating the Intangible: Our 'Modern' Shame*

--- Zaid Mahir, University of Missouri-Columbia

10:30 – 11:45

**Plenary Speaker II**

Tegler Auditorum

**The Gnarly Problematics of the Visual and Visuality**

Bruce Gronbeck

11:45 – 1:15

Lunch On Your Own

List of Suggested Restaurants Available

11:45 – 1:15

Media Ecology Association Board Meeting

BSC 351



1:15 – 2:30

**Panel Session Four**

1:15 – 2:30

Session 4A

BSC 251 A/B

**Literary, Historical, and Academic Places**

Chair: Paul Soukup, S. J.

*Does Media Ecology Have Anything to Teach American Studies and Vice Versa?*

--- Matt Thomas, University of Iowa

*New Brunswick, Northrop Frye, and the Shifting Ecology of the Idea of Place*

--- Tony Tremblay, St. Thomas University

*Sensorium, Secondary Orality, and Antebellum US Print Culture; The Transcendentalist Case*

--- Ronald J. Zboray, University of Pittsburgh

--- Mary Saracino Zboray, University of Pittsburgh

*Telegraphy and Literature in the Nineteenth Century: Melville's "Donelson"*

--- Tom Zlatic, Saint Louis College of Pharmacy

1:15 – 2:30

Session 4B

BSC 253 A/D

**Media Ecology, Health, and the Human Psyche**

Chair: David Cormier

*Beyond Behavioralism: Media Ecology and a Lifespan Approach to Autism*

--- Dave Curtis, Blackburn College

*Playing with the Language of Attention Deficit Hyperactivity Disorder*

--- Barry Liss, UW Marathon County

*Global Pillage: Internet as Medium Facilitating Inevitable Return to Dionysian Nature?*

--- Mary Purcell, Fordham University

*But They Say More is Better: How the Media Environment Makes it Difficult to Prevent Cancer and Promote Health in a U-Shaped World*

--- David J. Waters PhD, DVM, Purdue University





1:15 – 2:30

Session 4C

BSC 253 B/C

**Orality and Literacy: New Directions and New Challenges**

Chair: Brian Cogan

*The Irish American Press as an Agent of Change*

--- Brian Cogan, Molloy College

*Paradoxes of Orality and Literacy: The Curious Case of the Renaissance Dialogue*

--- Jean-François Vallée, Collège de Maisonneuve

*Emotional Intelligence: Re-Merging Primal and Primary Oral Ways of Knowing in our Social Media Embedded Lives*

--- Donna Flayhan, State University of New York, New Paltz

*The Biological Roots of Human Orality*

--- Frank X. Dance, Denver University

1:15 – 2:30

Session 4D

BSC 256

**Still Amused? Student Reflections on Neil Postman's *Amusing Ourselves to Death***

Chair: Gerald Erion

Respondent: Lance Strate, Fordham University

*Disarming the Threat to Media Consciousness: Postman's Enduring Lessons For College Students*

--- Rocco Zambito, Jr., Medaille College in Buffalo, NY

*Las Vegas, Los Angeles, Lost Relevance? The Tradeoffs of Entertainment*

--- Tara MacAuley, Medaille College in Buffalo, NY

*Postman's Lasting Significance in the Age of the Internet*

--- Shawn Arrajj, Medaille College in Buffalo, NY

2:45 – 4:00

**Panel Session Five**

2:45 – 4:00

Session 5A

BSC 251 A/B

**Media Ecology and Religion**

Chair: Mark Fedeli

*How Wide and How Long, How High and How Deep: The Role of Media Ecology in Church History*

--- Michael Giobbe, Old Town Trolley Tours Boston

*Human, Media, and Cultural Developments in Walter Ong's Dialogic Openness and their Interreligious Dialogic Relevance in Religious Pluralist Societies*

--- Marinus C. Iwuchukwu, Ph.D, Duquesne University

*The Numinous Visual Power of Orality: An Ongian Critique of Contemporary Homiletic*

--- Steve Reagles, Bethany Lutheran College

*Fingertext Rosary: How to Leave the Catholic Church Using only your Cell Phone*

--- Read Schuchardt, Wheaton College



2:45 – 4:00

Session 5B

BSC 253 A/D

**Oral Space, Oral Practices**

Chair: Sarah Fielding

*Digital Orality and Online Video Conversation: Simulating Synchronicity and Preserving Humanness*

--- Time Barrow, Texas Tech University

*Numbers in Oral Societies*

--- Vincente Berdayes, St. Mary's College

*Virtual Discursive Spaces: From Orality to the Internet*

--- Jerry Harp, Lewis & Clark College

*What is Information?: Why is It Relativistic and What is Its Relationship to Materiality, Meaning and Organization*

--- Robert Logan, Strategic Innovation Lab-Ont College-Art & Design

2:45 – 4:00

Session 5C

BSC 253 B/C

**Issues in Large Project Planning and Management: Teaching and Learning with Technology**

Chair: Paul Stabile

Roundtable Discussion Participants:

--- Mary Ann Allison, Hofstra University

--- Mark Lipton, University of Guelph

--- Kim Rose, Viewpoints Research Institute

2:45 – 4:00

Session 5D

BSC 256

**Drugs as Media, Media as Drugs: pharmacological approaches to understanding our physical, social, and symbolic environments**

Chair: Robert MacDougall

Respondent: Lance Strate, Fordham University

*Altered States, Altered Traits, Altered Fates: Toward a Media Ecological Psychopharmacology*

--- Ronan Hallowell, New Roads High School, Santa Monica, CA.

*Sex, Drugs, and Media Ecology*

--- Valerie Peterson, Grand Valley State University

*Sick Users, Interference, and Media as Sensory Inhibition*

--- D. Travers Scott

*Perceptual Amplifiers and Inhibitors, Metamental Loops, and Surrogate Situations: considering a psychopharmacological approach to Media Use*

--- Robert MacDougall, Curry College

4:00 – 5:00

Coffee and Iced Tea Break

BSC 254



4:15 – 5:30                      **Plenary Session III**                      Tegler Auditorium

**The Ideology of Text**

John Miles Foley

5:45 – 6:30                      **Walter J. Ong S.J. Exhibit Reception**                      St. Louis Room,  
2<sup>nd</sup> Floor Pius XII Library

Sponsored by the Walter J. Ong S.J. Special Collection at Saint Louis University, featuring artifacts from Fr. Ong's life, work, and correspondence. Exhibit designed by Abigail Lambke. Light refreshments will be served.

6:45- 7:30                      Dinner                      St. Louis Room, Busch Student Center

7:30 – 8:45                      Presidential Address and 2009 Awards                      St. Louis Room, BSC

9:00                      **Film Screening**                      Tegler Auditorium

**The Medium is the Mix**

Jamie O'Neil



## Saturday, June 20, 2009

8:00 – 9:30                      Bagels and Coffee                      BSC 254

9:00 – 10:15                      **Panel Session Six**

9:00 – 10:15                      Panel 6A                      BSC 251 A/B

### **Media Ecology, the Body, and Technology**

Chair: Lauren Coker

#### *Technobody/ecology*

--- Paul Grosswiler, University of Maine, Orono

*Humberto Maturana's and Francisco Varela's Contribution to Media Ecology: Autopoiesis, Communication and Enactive Cognitive Science*

--- Ronan Hallowell, New Roads High School, Santa Monica, CA.

*Invasion of the Body Snatchers: Disembodiment, Media, and Innis and Carey*

--- Matthew Killmeier, University of Southern Maine

9:00 – 10:15                      Panel 6B                      BSC 253 A/D

### **MEA 2009 Award Winners Panel**

Chair: Lance Strate

Participants include 2009 MEA award winners, listed page 19 and 20.

9:00 – 10:15                      Panel 6C                      BSC 253 B/C

### **Popular Culture Studies**

Chair: Peter Fallon

*Fantasy Gaming: Self-Discovery Through New Media*

--- Brian Altenhofen, Fordham University

*Jazz in China: The Influence of Technology*

--- Eugene Marlow, Baruch College (CUNY)

*Keeping Time in Graphic Novels*

--- David B. Olsen, Saint Louis University

*Rationalizing the Dark Knight: Christopher Nolan's Realist Vision of a Mythic Superhero*

--- Alex Wainer, Palm Beach Atlantic University



9:00 – 10:15

Panel 6D

BSC 256

**News, Information and New Technology**

Chair: Art Bamford

*Technopoly, the Warfare State, and the Revolution in Military Affairs*

-- Phil Rose, York University, Toronto

*Providing Food for Thought: The Strategic Enterprise of International Broadcasting*

-- Brecken Chinn Swartz, University of Maryland, College Park

*Contextual Dexterity, Generational Politics, and the 2008 Presidential Election*

-- Mark Fedeli

10:30 – 11:45

**Plenary Session IV**

Tegler Auditorium

**Distracting Ourselves to Death**

Alan Kay

11:45 – 1:15

Lunch

BSC Ballroom 172

1:15 – 2:30

**Panel Session Seven**

1:15 – 2:30

Session 7A

BSC 251 A/B

**Visual Media, Visual Practices**

Chair: Brenda Smith

*iPowerPoint: Teachers Teaching with Digital Media Technologies*

--- Catherine Adams, University of Alberta

*Postman, Pictures, and Premise-Conclusion Arguments*

--- Gerald Erion, Medaille College

*Reading in Screen Space: University Students' Lived Experiences with Online Text*

--- Ellen Rose, University of New Brunswick

*Toward a Theory of Iconic Literacy*

--- Jennifer Stebick, Saint Louis University



1:15 – 2:30

Session 7B

BSC 253 A/D

**Media Ecology and Ecology**

Chair: Jeannita Triggs

*Advertsiment and greener consumption: a study of advertisement at Brazilian magazines*

--- Antonio Almeida, ESALQ - USP

*The Babble of Water*

--- Cecilia Chen, Concordia University

*Media Ecology in Brazil: how Globo TV creates public opinion about the environment*

--- Roberto Lestinge

*Virtual Exceeding, Nature Receding: Nature-Deficit Disorder, Videophilia, and Silicon Faith*

--- Arthur Hunt, The University of Tennessee at Martin

1:15 – 2:30

Session 7C

BSC 253 B/C

**Soundscape Technology, Music, Space, and Consciousness**

Chair: Leo J. Fahey

*A Media Ecological Look at the Sonic Life of the New Citizen*

--- Robert MacDougall, Curry College

*Electrifying Speeches: The Technologizing of the Voice in the Early 20th Century US*

--- Brent Malin, University of Pittsburgh

*iFi, or the Near Future for Music Consumption.*

--- Thom Gencarelli, Manhattan College

*My Consumers Are They Not My Producers?: A McLuhanesque Exploration of Digital Musical Reproduction*

--- James C. Morrison, Aaron River Communications

*Positively Parsley, Sage and Time: The Altered State of Middle Age Consciousness Under the Power of Resonating Sixties Tunes While Driving 60 Miles Per Hour on the Rural Roads of New York and Massachusetts at Dusk*

--- Leo J. Fahey, The Kew-Forest School

1:15 – 2:30

Session 7D

BSC 256

**Men, Women, and the Elderly**

Chair: Jen Dorsey

*thirtysomething and Men*

--- Albert Auster, Fordham University

*"The Disappearance of Seniorhood": Examining the multiculturalism of children's programming*

--- Curt Wanner, Toccoa Falls College

*The Disappearance of Women: Technology, Media, and the Obsolescence of Gender*

--- Read Schuchardt, Wheaton College



2:45 – 4:00                      **Plenary Session V**                      Tegler Auditorium

**Screen Play: Public Shakespeare in Second Life**

Katherine Rowe

4:00 – 5:00                      Coffee and Iced Tea Break                      BSC 254

4:15 – 5:30                      **Panel Session Eight**

4:15 – 5:30                      Panel 8A                      BSC 251 A/B

**Untitled**

In Memory of Liss Jeffrey

--- Paul Grosswiler, University of Maine, Orono

--- Donna Flayhan, SUNY-New Paltz

4:15 – 5:30                      Panel 8B                      BSC 253 A/D

***Korzybski-Hayakawa-Johnson-Postman: An Introduction of General Semantics as It Relates to Media Ecology***

--- Corey Anton, Grand Valley State

--- Jacqueline Rudig, Institute of General Semantics

--- Lance Strate, Fordham University

4:15 – 5:30                      Panel 8C                      BSC 253 B/C

**Cell Phones and Cellular Practices**

Chair: Michelle Parrinello - Cason

*Secondary Orality and Mobile Phones*

--- Linda Cooper Berdayes, Saint Mary's College, Notre Dame IN

*The Cell Phone Zone*

--- Ray Gozzi, Jr., Ithaca College

*Silence, Solitude, and Real Presence: A Qualitative Study of the Relational Ramifications of Personal Mobile Media Use*

--- Stephanie Bennett, Palm Beach Atlantic University

*Civic Engagement, Presence, and Cellular Phone*

--- Anne Pym, California State University



4:15 – 5:30

Panel 8D

BSC 256

**Places of Fullness: Technologies of Space and Time**

Chair: Anthony Wachs

*Sacred Places and Cyberspaces: A Neoplatonic Perspective*

--- John Jasso, University of Pittsburgh

*Sunday Morning Church: A Post Modern “Place of Fullness”*

--- Joel Ward, Duquesne University

*Technological Transcendence: The Place of Technology in the Roman Rite of the Mass*

--- Anthony M. Wachs, Duquesne University

*The Body as Media in Social Movements*

--- Celeste Grayson, Duquesne University

5:45 – 7:15

Dinner on Your Own

List of Suggested Restaurants Available

7:30

Multimedia Presentation

BSC Ballroom 173

**Thus Spoke the Spectacle**

Eric Goodman





## Sunday, June 21, 2009

8:00 – 9:30                      Bagels and Coffee                      BSC 254

9:00 – 10:15                      **Panel Session Nine**

9:00 – 10:15                      Session 9A                      BSC 251 A/B

### **Academic Reading Spaces, Reading Practices**

Chair: Jessica Brown

*Some Online "Yeast" for Graduate Students*

--- Lynne Alexandrovna, University of Toronto

*Father Ong and the Places of Study*

--- Jerry Harp, Lewis & Clark College

*The SmartBook (sBook) that is Readable, Searchable Networked and Smart: A Third Option for Publishers*

--- Robert Logan, Strategic Innovation Lab-Ont College-Art & Design

*The ABCs of Western Writing: Literacy and Meaning-Making in the age of Free and Open Publishing*

--- Anthony Nelson, Syracuse University

9:00 – 10:15                      Session 9B                      BSC 253 A/D

### **Organizing Knowledge, People and Corporations**

Chair: Abigail Lambke

*Triangulating Media Theories To Analyze The Failure of First Energy's Communication Network During The 2003 Midwest blackout*

--- Christine M. Tracy, Eastern Michigan University

--- Mary Aiello, PMA Consultants

*Media Ecology and the Organizational System: An Inquiry*

--- Jack Ciak, Seton Hall University

*What is the Connective?*

--- Eyal Sivan, CIBC

9:00 – 10:15                      Session 9C                      BSC 253 B/C

### **Arena v. Arena : The Media Ecology of Cultural Information**

Chair: David Walczyk

*[Fables of the (De)construction : Photographing Obsolescence*

--- Stephanie Gibson, University of Baltimore

*A Walk on the Digital Sublime; and Other Extinction Stories*

--- Paul Guzzardo,

*DriftCodes: From the Thoughts of the Heart to the Soul of Our World*

--- David Walczyk, Pratt Institute



9:00 – 10:15

Session 9D

BSC 256

**Media Ecology, Generational Transfer, and Political Contro**

Chair: Mark Fedeli

*Considering a President's popularity as the dominant entity in a fractured media environment*

--- Jon Ward, White House Correspondent, *Washington Times*  
*Media and the Politics of Culture: The Case of Television Privatization and Media Globalization in Jamaica*

--- Nickesia S. Gordon, Barry University  
*Ecology and Generational Transfer: The Handoff from Baby Boomers to Generation X will dramatically alter American politics.*

--- Mark Feleli  
*Wresting the Rhetoric of Change: What does political transformation really look like?*

--- Stephanie Bennett

10:30 – 11:45

Media Ecology Association Business Meeting

BSC 351

12:00

Saint Louis University bids MEA farewell!



## 10<sup>th</sup> Annual Convention Top Paper Awards

### **The 2009 MEA Top Paper Award**

Matthew A. Killmeier, University of Southern Maine for  
"Invasion of the Body Snatchers: Disembodiment, Media, and Innis and Carey"

### **The 2009 Linda Elson Scholar Award for Top Student Paper**

Jason Kalin, North Carolina State University for  
"Toward a Rhetoric of Hybrid-Space Walking"

## The 2009 MEA Awards

The **Marshall McLuhan Award** for Outstanding Book in the Field of Media Ecology to  
**Rick Williams and  
Julianne Newton** for  
*Visual Communication: Integrating Media, Art, and Science*

The **Walter Benjamin Award** for Outstanding Article in the Field of Media Ecology to  
**Thomas J. Bruneau** for  
"Time, Change, and Sociocultural Communication: A Chronemic Perspective"

The **Erving Goffman Award** for Outstanding Scholarship in the Ecology of Social Interaction to  
**Rich Ling** for  
*New Tech, New Times: How Mobile Communication is Reshaping Social Cohesion*

The **Susanne K. Langer Award** for Outstanding Scholarship in the Ecology of Symbolic Form to  
**Karin Barber** for  
*The Anthropology of Texts, Persons and Publics: Oral and Written Culture in Africa and Beyond*

The **Dorothy Lee Award** for Outstanding Scholarship in the Ecology of Culture to  
**Tom Boellstorff** for  
*Coming of Age in Second Life: An Anthropologist Explores the Virtually Human*

The **Lewis Mumford Award** for Outstanding Scholarship in the Ecology of Technics to  
**Yvonne Spielmann** for  
*Video: The Reflexive Medium*

The **Harold A. Innis Award** for Outstanding Thesis or Dissertation in the Field of Media Ecology to  
**Catherine Alison Adams** for  
*Powerpoint and the Pedagogy of Digital Media Technology*

The **Mary Shelley Award** for Outstanding Fictional Work to  
**Geraldine Brooks** for  
*People of the Book*

The **John Culkin Award** for Outstanding Praxis in the Field of Media Ecology to  
**Peter C. Rollins** for  
*The Benjamin Lee Whorf Legacy (CD-ROM)*



The **Louis Forsdale Award** for Outstanding Educator in the Field of Media Ecology to  
**Bruce E. Gronbeck**

The **Jacques Ellul Award** for Outstanding Media Ecology Activism to  
**Mark Lipton**

The **James W. Carey Award** for Outstanding Media Ecology Journalism to  
**Thomas de Zengotita**

The **Walter J. Ong Award** for Career Achievement in Scholarship to  
**John Miles Foley**

The **Neil Postman Award** for Career Achievement in Public Intellectual Activity to  
**Alan Kay**

### Past MEA Awards

#### **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*
- 2007 – 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**

- 2000 – Walter J. Ong, S.J., for "Digitization Ancient and Modern: Beginnings of Writing and Today's Computers"
- 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"
- 2005 – Sheila J. Nayar for "Invisible Representation: The Oral Contours of a National Popular Cinema"
- 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”  
2008 – Robert MacDougall for "Identity, Electronic Ethos, and Blogs: A Technologic Analysis of Symbolic Exchange on the New News Medium"

**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*

**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*  
2008 – Robert Hariman and John Louis Jucates for *No Caption Needed: Iconic Photographs, Public Culture, and Liberal Democracy*

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

- 2002 – Susan B. Barnes for *Online Connections: Internet Interpersonal Relationships*  
Stuart Biegel for *Beyond Our Control? Confronting the Limits of Our Legal System in the Age of Cyberspace*  
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*  
2005 – Robert Albrecht for *Mediating the Muse: A Communications Approach to Music, Media and Cultural Change*  
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*

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

- 2000 – Paul Levinson for *Digital McLuhan: A Guide to the Information Millennium*  
2001 – Jay David Bolter and Richard Grusin for *Remediation: Understanding New Media*  
2002 – Jack Lule for *Daily News, Eternal Stories: The Mythological Role of Journalism*  
2003 – Emily Thompson for *The Soundscape of Modernity: Architectural Acoustics and the Culture of Listening in America, 1900-1933*  
2004 – Scott Eastham for *Biotech Time-Bomb: How Genetic Engineering Could Irreversibly Change Our World*



- 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*
- 2008 – 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**

- 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*
- 2007 – Adriana Braga for *Feminilidade Mediada por Computador: Interação Social no Circuito-Blogue [Computer-Mediated Femininity: Social Interaction on the Blog Circuit]*
- 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*

### **The Mary Shelley Award for Outstanding Fictional Work**

- 2003 – Paul Levinson for *The Consciousness Plague*
- 2004 – William Gibson for *Pattern Recognition*
- 2005 – John G. McDauid for “Keyboard Practice, Consisting of an Aria with Diverse Variations for the Harpsichord with Two Manuals”
- 2006 – Rick Moody for *The Diviners*
- 2007 – Janna Levin for *A Madman Dreams of Turing Machines*
- 2008 – Jean-Claude Carrière for *Please, Mr. Einstein*

### **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 McDauid 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)  
2005 – Toni Urbano and NYU-TV Productions for *A Conversation with Neil Postman* (video documentary)  
2006 – Deiren Masterson for *McLuhan Way: In Search of Truth* (video documentary)  
2007 – Michael Wesch for *The Machine is Us/ing Us* (video on YouTube.com)  
2008 – Eric Goodman for *Thus Spoke the Spectacle* (video and website)

**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  
2008 – Lee Thayer

**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  
2008 – Margot Hardenbergh

**The James W. Carey Award for Outstanding Media Ecology Journalism**

- 2007 – Philip Marchand  
2008 – Marvin Kitman

**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  
2008 – Joshua Meyrowitz

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

- 2004 – Douglas Rushkoff  
2005 – Paul Levinson  
2006 – Howard Rheingold  
2007 – Eric McLuhan  
2008 – Frijof Capra



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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





## Call for Papers: Media Ecology Association 2010 Annual Convention

June 10-13, 2010, at the University of Maine, Orono, Maine



### **Media Ecology and Natural Environments**

The subject of media ecology was formed with two biological metaphors in mind, Neil Postman wrote in "The Humanism of Media Ecology" (2000). In biology, a medium is a substance within which a culture grows. Change "substance" to "technology," and media ecology defines medium as a technology within which a culture grows, forming its politics, social organization, and ways of thinking. In biology, ecology is the study of what constitutes a balanced and healthy natural environment. Media ecology refers to ways that cultures maintain a healthy symbolic balance to help keep our natural world in order. Media ecology seeks to make us more aware that we live in two different environments. We live in both the natural environment of air, water, animals and plants, and the media environment of language, images, symbols, and technologies that shape us.

The 11th Annual Convention of the Media Ecology Association invites papers, panels, creative projects and other projects exploring the connections between these two ecologies, one of culture and communication, the other of nature and the physical sciences. Convention submissions are welcome that draw on a wide variety of perspectives in environmental studies in the sciences and communication, from issues such as climate change, biodiversity, acid rain and wildlife ecology. How do media ecology and natural ecology intersect? How do ecologists in humanities, social sciences and natural sciences create dialogue with each other? Can scholarship bring artists, communication researchers and scientists together? What is the relationship between primary natural and virtual media realities? What is the history of environmental thought?

Electronic submission of papers and session proposals are preferred and should be sent by January 15 to Paul Grosswiler, Chair, Department of Communication and Journalism, 420 Dunn Hall, University of Maine, Orono ME 04460, paulg@maine.edu.

All submissions will be acknowledged. The convention will be sponsored by the Vice President for Research, the College of Liberal Arts and Sciences, and the Department of Communication and Journalism at the University of Maine. Campus housing will be available. Tours of Maine's natural environments will be offered.



## Call for Submissions – 2009 MEA Convention Proceedings

Attention MEA 2009 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](http://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).
2. Follow the guidelines of the Publication Manual of the American Psychological Association (APA), 5th ed.
3. Include a separate file for a 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 no later than July 29, 2009.
7. Send file in Microsoft Word or plain text format to **MEA2009Submissions@gmail.com**

## Call for Nominations for the 2010 MEA Awards

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

Open to books published in 2007 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 2007 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 2007 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 2007 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 2007 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 2007 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 2007 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 2007 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, 2009 to:

Lance Strate, Awards Coordinator, 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](http://www.media-ecology.org)  
or contact Lance Strate at <[Strate@Fordham.edu](mailto:Strate@Fordham.edu)> or 718 817 4864.



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## MEA Electronic Mailing List

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](http://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.

### Guidelines for Participation in the MEA List

By subscribing to the 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.

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To subscribe to the MEA mailing list, address your browser to the MEA Info Page at <http://lists.ibiblio.org/mailman/listinfo/mea>. 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

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### Archives

Archives of the MEA mailing list are available via the following links:

April 17, 1997–January 24, 2004:

<http://www.media-ecology.org/list/mediaecology/index.html>

November 1, 2003–present <http://lists.ibiblio.org/mailman/private/mea/>

The [ibiblio.org](http://ibiblio.org) archives are available only to list subscribers.



## 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 newsletter editor:

Stephanie Bennett  
Communication and Media  
Palm Beach Atlantic University  
901 S. Flagler Dr.  
West Palm Beach, FL33401  
stephanie\_bennett@pba.edu



## Call for Papers: Across the Generations: Legacies of Hope and Meaning An International Conference Sponsored by the Institute of General Semantics

September 11-13, 2009  
Fordham University  
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Co-Sponsored by the  
New York Society for General Semantics,  
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Featuring the 57th Annual Alfred Korzybski Memorial Lecture to be delivered by Mary Catherine Bateson The Changing Shapes of Lives: Making Meaning Across Time

Send papers, proposals, and inquiries by July 15 to [igscon@generalsemantics.org](mailto:igscon@generalsemantics.org), or contact Lance Strate, IGS Executive Director, c/o Department of Communication and Media Studies, Fordham University, Bronx, NY 10458 or 718.817.4864 (voice), 718.817.4868 (fax)

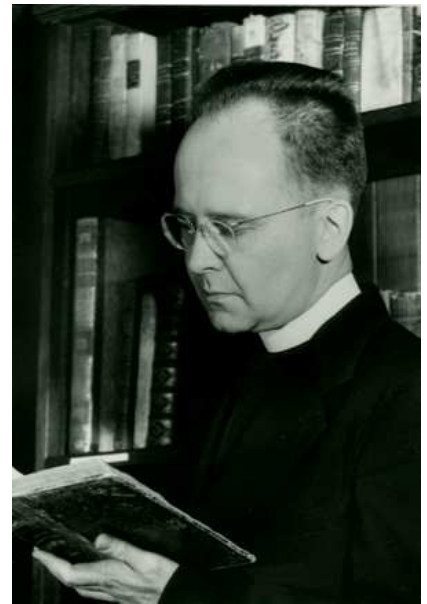


*"For man there is no  
understanding without some  
involvement in words."*

~Walter J. Ong, S.J.

**The Walter J. Ong, S.J. Center  
for Language and Culture**

supports interdisciplinary research in  
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The Center promotes research and scholarship in the fields where Walter J. Ong had a special impact: orality and literacy, literature, communication theory, history of rhetoric, and media studies.

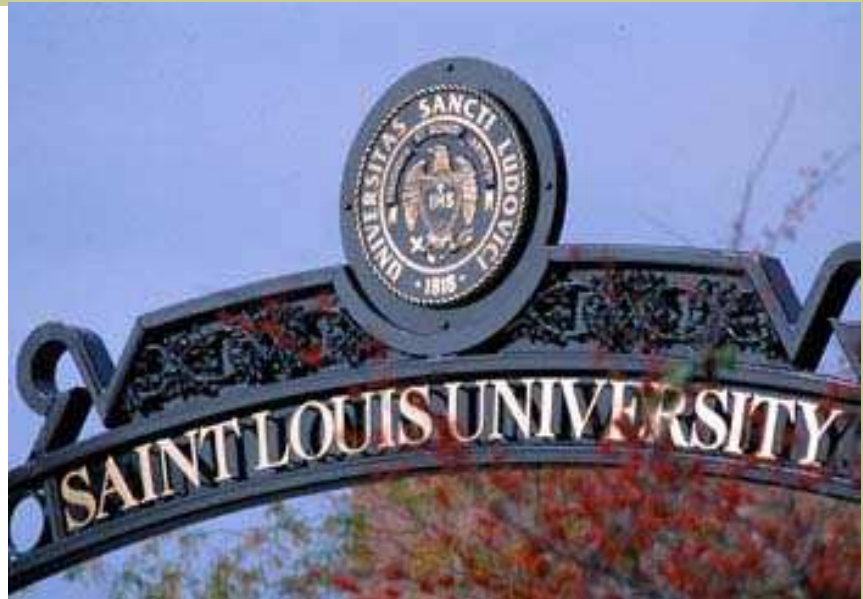
Serving the Jesuit mission of Saint Louis University by fostering the pursuit of truth through inquiry into works of the human intellect and imagination, the Walter Ong Center is a proud supporter of the Media Ecology Association's 10<sup>th</sup> Annual Convention.



Visit us online at:  
<http://www.slu.edu/x28818.xml>



# SAINT LOUIS UNIVERSITY



The Department of Communication at Saint Louis University welcomes the Media Ecology Association Convention to Saint Louis.

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Kathleen Farrell, Ph.D., Chair

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**The Department of English at  
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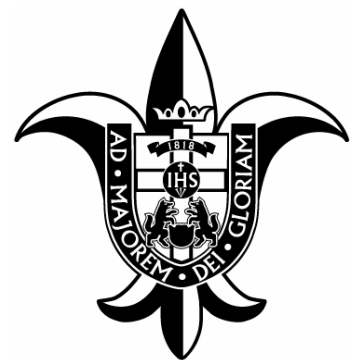
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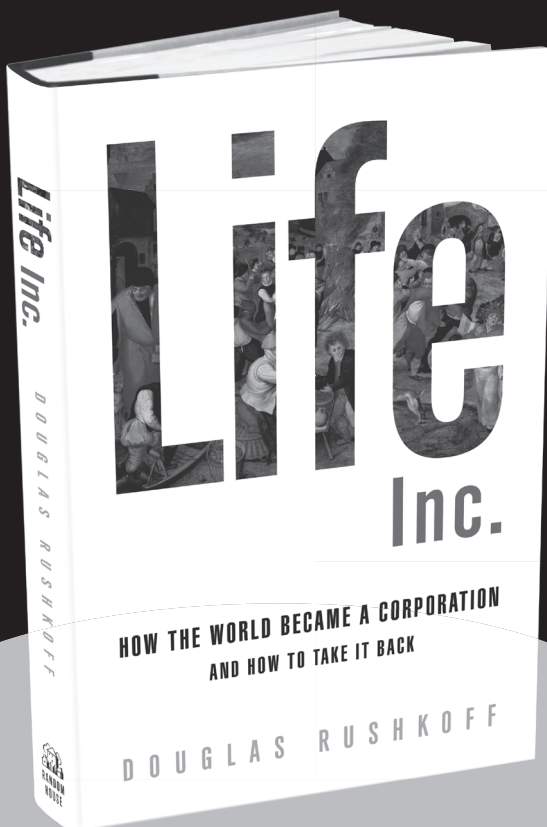
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