

Media Ecology
Association

— — • • —
*The 12th Annual
Convention*

SPACE,
PLACE, *and the*
McLUHAN
LEGACY

University of
Alberta

Edmonton, Alberta

*June
23 to 26,
2011*



The 12th Annual Convention
of the
Media Ecology Association



University of
Alberta

Edmonton, Alberta

June 23 to 26, 2011

Sponsored by:

Faculty of Extension,
University of Alberta
and
Faculty of Education,
University of Alberta

Co-sponsored by:

McCallum Printing
CKUA Radio Alberta

Graduate Program in Communications and Technology, University of Alberta
City-Region Studies Centre, University of Alberta
Department of Secondary Education, University of Alberta
Henry Marshall Tory Professor, University of Alberta – Dr. Rob Shields
School of Communications, Grant MacEwan University



communications and technology graduate program

We help people discover
and apply the communications
ideas and technologies of
tomorrow



UNIVERSITY OF ALBERTA
FACULTY OF EXTENSION

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THURSDAY

June 23, 2011

Session/ MEDIA AND PLACE

- 1/** MEDIA AND THE CITY
GAMING, STORYTELLING AND ENVIRONMENTS
CITY AS CLASSROOM

FRIDAY

June 24, 2011

- Session/ **5/** **PANEL: THE MAN OF LETTERS AS AVANTE GARDE ARTIST: MARSHALL McLUHAN AND WILFRED WATSON IN SEARCH OF COMMAND GROUND**
CITYSCAPES AND SOUND
PANEL: MOBILIZING THE CITY AS CLASSROOM: LOCATIVE AND MOBILE MEDIA FOR COMMUNITY ENGAGEMENT
MEDIA ECOLOGY AND MEDIA LITERACY

Session/ McLUHAN THE MAN

- 2/** PHOTOGRAPHY, SPACE, TIME AND PUNCTUM
MOBILE TECHNOLOGIES
MEDIA LITERACY

Session/ MEDIA ECOLOGY I

- 3/** MUSIC AND LISTENING PRACTICES
PANEL: ILLUSIONARY FREEDOM: FALSE PROMISES OF CYBERSPACE
PANEL: PHENOMENOLOGY & THE PROJECT OF MEDIA ECOLOGY

Thursday

9:00 am	SESSION 1
10:00 am	
11:00 am	SESSION 2
12:00 pm	'WAVE' UNVEILING an art and media installation Enterprise Square
1:00 pm	SESSION 3
2:00 pm	
3:00 pm	SESSION 4
4:00 pm	
5:00 pm	HIGHLANDS WALK
6:00 pm	WELCOMING REMARKS PLENARY PRESENTATION – Robert Logan, "McLuhan Misunderstood: Setting the Record Straight" Enterprise Square Rm. 2-957
7:00 pm	
8:00 pm	RECEPTION Official Opening of Spaces&Places:VisioningMcLuhan@100 an art exhibition at Latitude 53 Gallery
9:00 pm	

Friday

SESSION 5
PLENARY PANEL DISCUSSION: Elena Lamberti, Rob Shields & Douglas Barbour, "McLuhan and Artistic Vision in the Wireless City"
LUNCH
PLENARY PRESENTATION: Joshua Meyrowitz, "Media Ecology and the Future of Theory"
SESSION 6 MEA 2011 Award Winners
PLENARY PRESENTATION: Gary Gumpert, "Repetitio ad infinitum: From Print to Scrawl"
BANQUET, PRESIDENT'S ADDRESS MEA 2011 AWARDS CEREMONY President's Address by Janet Sternberg, "Space, Place and the Media Ecology Association" Westin Hotel
FILM SCREENING "Being in the World" with Q & A following with director Mark Wrathall, 9 pm – 11 pm Art Gallery of Alberta

Session/ MEDIA ECOLOGY II

- 4/** TIME & SPACE
SURVEILLANCE AND SECLUSION
**PANEL: "IS GOOGLE MAKING US STUPID?"
REFLECTIONS ON DIGITAL TECHNOLOGY AND
COGNITION**

Session/ SEX, DRUGS AND ROCK 'N' ROLL

- 6/** **PANEL: AWARD WINNERS**
NEW MEDIAS
**PANEL: THE PLACE OF THE BODY IN THE
SPACES OF TECHNOLOGY**

SATURDAY
June 25, 2011

SUNDAY
June 26, 2011

Session / **PANEL: McLuhan in the Digital Age**

7

THE URBAN ENVIRONMENT

**RELIGION, CHURCH AND
PASTORAL LANDSCAPES**

**HEIDEGGER ON RESISTING THE
DEMANDS OF TECHNOLOGY**

Session / **OLD NEWS, NEW NEWS**

9

**PANEL: THE ROLE OF THE ARTIST IN THE
LOCAL LANDSCAPE: EXAMINING
MARSHALL McLuhan and SHEILA WATSON'S
RELATIONSHIP TO CANADIAN MODERNISM**

GPS, GEOCACHING AND LOCATIVE MEDIA

CITIES & THE POLITICS OF SPACE AND PLACE

Session / **GLOBAL VILLAGE AND
TRIBAL EXTENSIONS**

8

SOUND AND PLACE

URBAN STUDIES

DIS/ORIENTATIONS

**SPACE,
PLACE, and the
McLUHAN
LEGACY**

Saturday

Sunday

9:00 am	SESSION 7	SESSION 9
10:00 am		
11:00 am	PLENARY PRESENTATION: Richard Cavell, "Marshall McLuhan as Ec(h) o-Critic"	MEA Business Meeting and Closing Remarks
12:00 pm	LUNCH	
1:00 pm	SESSION 8	
2:00 pm		
3:00 pm	PLENARY PRESENTATION: Mark Poster, "Theorizing Culture and Media: McLuhan and Foucault"	
4:00 pm	Reflection on the life and work of Christine Nystrom	
5:00 pm	An Urban Virtual Happening. QR codes and Geocaching in downtown Edmonton, or Double-feature film screening of 'McLuhan's Wake' (2002) and the NBC documentary 'The Medium Is the Massage' (1967)	
6:00 pm	Enterprise Square	
7:00 pm		
8:00 pm		
9:00 pm		

All events will take place at Telus Centre, unless noted otherwise.

Media Ecology
Association

The 12th Annual
Convention

University of
Alberta

Edmonton, Alberta

THURSDAY
june 23

	8:30 – 4 pm	REGISTRATION <i>Telus Centre</i>
9:00 am	..	
		SESSION 1
10:00 am	..	
		SESSION 2
11:00 am	..	
12:00 pm	..	LUNCH 'WAVE' UNVEILING an art and media installation <i>Enterprise Square. 12 noon</i>
1:00 pm	..	
		SESSION 3
2:00 pm	..	
		SESSION 4
3:00 pm	..	
4:00 pm	..	HIGHLANDS WALK (including a tour of the McLuhan home)
5:00 pm	..	<i>4:00 pm – 5:45 pm</i> – preregistration required
6:00 pm	..	WELCOMING REMARKS PLENARY PRESENTATION – Robert Logan, <i>University of Toronto</i> . "McLuhan Misunderstood: Setting the Record Straight" <i>Enterprise Square. 6:00 pm – 7:30 pm</i>
7:00 pm	..	
8:00 pm	..	RECEPTION (<i>cash bar and hors d'oeuvres</i>) Official Opening of <i>Spaces&Places: Visioning McLuhan@100</i> an art exhibition at Latitude 53 Gallery. <i>7:45 pm – 9:30 pm</i>
9:00 pm	..	

A

MEDIA AND PLACE

Moderator/ Mary Beckie
University of Alberta

TEL 236

Keith N. Hampton
University of Pennsylvania.

*Pervasive Awareness and
Network Diversity:
How New Media Reinforces
Place-Based Social
Relationships*

Ernaner Rabelo
Universidade Federal de
Viçosa.

*Information Behavior
and News Evocation:
The Case of Mass
Communication Students*

**Antonio Almeida and
Juliana de Oliveira
Vicentini**

São Paulo University.

*The Globo Repórter
Discourse about the
Amazonian Drought*

B

MEDIA AND THE CITY

Moderator/ André Lucena
University of Alberta

TEL 238

Jack Barwind
Metropolitan State
College of Denver.

*Civility: An Argument
for Media Literacy*

Helia Fillipe Saraiva
Instalacoes Electricas
Industrialis.

*Porto is Alive: Media and
Creativity in the City of
Porto Landscape*

Russell Stockard
California Lutheran
University.

*Media Event Sequels:
Katrina, Race, History,
and Memory*

C

GAMING, STORYTELLING
AND ENVIRONMENTS

Moderator/ Adriana Braga
Pontificia Universidade Católica do Rio de Janeiro

TEL 217

Rob Shields
University of Alberta, and
**Sergio C. Benicio de
Mello**
Federal University of
Pernambuco.

*The Magnetism of Xbox Live:
The Allure of the Magnetic
City and its Citizens*

Nancy Bray
University of Alberta.
*The Garden of Forked Pasts:
Internet Genealogy as
Cybertextual Storytelling*

Sheila Nayar
Greensboro College.
*Primary Issues with
Secondary Orality*

Iryna Dovganyuk
University of Alberta.
*Television as Art in
the Digital Age*

D

CITY AS A CLASSROOM

Moderator/ Gordon Gow
University of Alberta

TEL 219

Lewis Freeman
Fordham University.

*The City as Children's
Classroom: What
Children Have to
Teach Us About Cities*

**Per-Olof Erixon and
Johan Elmfeldt**
Umeå University.

*School Writing in a
Changing Media Ecology*

**Ana Patrícia Oliveira and
Maria Conceição Lopes**
University of Aveiro.

*Scratch in Kindergarten:
A Space and a Place of
Communicational, Ludic
and Creative Intermediations*

session
9:00 am – 10:15 am

/1

A

McLUHAN THE MAN

Moderator/ Rob Shields
University of Alberta
TEL 236

Benjamin Robertson
Wheaton College.

*Marshall McLuhan:
A Grammarian for
Our Age*

William Buxton
Concordia University.

*The Neglect of Innis; the Rise
of McLuhan, 1949 - 1956*

Huimin Jin
Chinese Academy of
Social Sciences.

*Media as Relation and
Relation as Truth:
A Comparative Study of
McLuhan and Confucius*

B

PHOTOGRAPHY, SPACE, TIME AND PUNCTUM

Moderator/ Almond Aguila
University of Alberta
TEL 238

Eric Jenkins
University of Cincinnati.

Another Punctum

Jacob Lillemose
University of Copenhagen.

*The Soft Information
Environment and Software
Art as Anti-Environments*

Nicholas Gagliardo
New York Times.

*McLuhan Times Square –
Artists in All Ages*

Mickey Vallee
University of Alberta.

*The Machine in the Ghost:
Poststructural Aesthetics,
Kinetic Sound Sculptures,
and the Ontological Relations
of McLuhan's Theory of
Extension/Amputation to
Deleuze & Guattari's "Body
Without Organs"*

C

MOBILE TECHNOLOGIES

Moderator/ Yoni Van Den Eede
Vrije Universiteit Brussel
TEL 217

James Morrison
Babson College.

*The Progress of the
Pod People: Vehicular
Multimedia Systems and
the Brave New World of
Exurbia*

Peggy Jubien
University of Alberta.

*Phenomenology of Mobile
Technologies in Education*

Dong-Hoo Lee
University of Incheon.

*Mobile Snapshots in the
Age of Tertiary Orality*

**Minhao Zeng,
Gold McEwen, and
Christy Gustavison**
University of Alberta.

*Locating McLuhan through
Geocaching: A Locative
Media Experiment in
Downtown Edmonton*

D

MEDIA LITERACY

Moderator/ Angela Keller
University of Alberta
TEL 219

**Lance Strate and
Lewis Freeman**
Fordham University.

*The Future of Children's
Television Programming:
A Study of How Emerging
Digital Technologies Can
Facilitate Active and Engaged
Participation and Contribute
to Media Literacy Education*

Alex Kuskis
Gonzaga University.

*Marshall McLuhan as
an Education Theorist*

**Norm Friesen and
Shannon Lowe**
Thompson Rivers
University.

*The Lecture as Trans-
Medial Pedagogical Form:
An Historical/Ecological
Analysis*

Dennis Cali
University of Texas at
Tyler.

*Mapping McLuhan: How
Media Ecology is Taught in
College Curricula*

session
10:30 am – 11:45 am

/2

A

MEDIA ECOLOGY I

Moderator/ Aura Quezada
Mount Royal University
TEL 236

Uchenna Onuzulike
Howard University.

*Media Ecology and
Nollywood: The Impact
of Nigerian Video Film*

Gerrit Verstraete
Masterpiece Fine Art
Studio.

*The Tetrad: A Dialectical
Model of Media Ecology
Theory and Art, Design, and
New Media*

Nicole Maggio
University of Maine.

*McLuhan's Messenger:
The Role of the Artist in
the Global Village*

B

MUSIC AND LISTENING PRACTICES

Moderator/ Ilona Cardinal
University of Alberta
TEL 217

Phil Rose
York University.

*Radiohead and the
Media Fallout
of OK Computer*

Sheena Hyndman
York University.

*Making the Familiar Strange:
Verve Remixed, Media
Ecology, and the Reshaping
of Listening Practices*

Armond Towns
University of North
Carolina at Chapel Hill.

*'Keepin' it Mobile': Hip-Hop
Spaces & Sneakers as
Technology*

**Karen Brown and
Mary Pat Fallon**
Dominican University.

*Library As Place: New
Media and New Designs
for Creating Community*

C

PANEL: ILLUSIONARY FREEDOM:
False Promises of Cyberspace

Moderator/ Nancy Bray
University of Alberta
TEL 150

Anthony Wachs
Duquesne University

Brian Gilchrist
Duquesne University

Beth Michalec
Duquesne University

John Jasso
University of Pittsburgh

D

PANEL: PHENOMENOLOGY AND
THE PROJECT OF MEDIA ECOLOGY

Moderator/ Brian Cogan
Molloy College
TEL 219

Ellen Rose
University of New Brunswick

Catherine Adams
University of Alberta

Corey Anton
Grande Valley State University

Stacey Irwin
Millersville University

session **3**
1:00 pm – 2:15 pm

A**MEDIA ECOLOGY II**

Moderator/ Sharmila Ferris
William Paterson University
TEL 236

Regiane Miranda de Oliveira Nakagawa
 Pontificia Universidade Católica de São Paulo.

Communication Rhetoric Understood as Metalanguage of Digital Seclusion

Kevin Garrison
 Angelo State University.

Ellul's Alternative Narrative of Technology: Anticipating the Fourth Milieu of Virtuality

Yoni Van Den Eede
 Free University of Brussels.

Home Is Where the Brain Wires: Technology, Fixity, and Adaptation

Stuart Mackay
 Independent.

Infoese

B**TIME AND SPACE**

Moderator/ Corey Anton
Grand Valley State University
TEL 238

Lance Strate
 Fordham University.

On the Binding Biases of Time

James Scott
 Saint Louis University.

Space on the Edge: Marshall McLuhan's Marginalia and Annotations Of Siegfried Giedion, Erich Gombrich, Julian Jaynes, and Walter Ong

Sang-Hee Kweon, Kyung Ho Hwang, and Eun-Mi Kim
 Sungkyunkwan University.

Time and Space Perception in Media Platform

C**SURVEILLANCE AND SECLUSION**

Moderator/ Yuping Mao
University of Alberta
TEL 217

Brent Strang
 University of Alberta.

A Red Dead Remedy for the Emasculating Anxieties of Digital Seclusion

Darren Stevenson
 University of Illinois at Urbana-Champaign.

Deploying Biometric Imaging on the In-Store Customer: A Slippery Slope towards Corporate Orwellianism

Mogens Olesen
 University of Copenhagen.

"Epi-genetic Media": Digital Media as a Cultural Selection Mechanism

Jan Buterman
 University of Alberta.

All Your < Data > Base Belong to Us: Identity & Recognition in an Online World

D
PANEL: "IS GOOGLE MAKING US STUPID?"
 Reflections on Digital Technology and Cognition

Moderator/ Paul Soukup
Santa Clara University
TEL 150

Ellen Rose
 University of New Brunswick

Paul Grosswiler
 University of Maine

Donna Flayhan
 State University of New York at New Paltz

session
2:30 pm – 3:45 pm

4

FRIDAY
june 24

8:30 – 4 pm **REGISTRATION** Book Exhibit open until 4 pm.

9:00 am	••	SESSION 5	••
10:00 am	••		••
11:00 am	••	PLENARY PANEL DISCUSSION: Elena Lamberti, Rob Sheilds & Douglas Barbour, "McLuhan and Artistic Vision in the Wireless City" <i>10:30 am – 11:45 am</i>	••
12:00 pm	••	LUNCH	••
1:00 pm	••	PLENARY PRESENTATION: Joshua Meyrowitz, <i>University of New Hampshire</i> , "Media Ecology and the Future of Theory" <i>1:00 pm – 2:15 pm</i>	••
2:00 pm	••		••
3:00 pm	••	SESSION 6 MEA 2011 Award Winners	••
4:00 pm	••		••
5:00 pm	••	PLENARY PRESENTATION: Gary Gumpert, <i>City University of New York</i> "Repetitio ad infinitum: From Print to Scrawl" <i>4:00 pm – 5:45 pm</i>	••
6:00 pm	••		••
7:00 pm	••	BANQUET, PRESIDENT'S ADDRESS 2011 MEA AWARDS CEREMONY President's Address by Janet Sternberg, <i>Fordham University</i> "Space, Place and the Media Ecology Association" <i>Westin Hotel, 10135 – 100 Street. 6:30 pm – 8:30 pm</i> Address begins at 7:30 pm. If not attending the banquet dinner you may nonetheless join the assembly for the President's Address & Awards Ceremony.	••
8:00 pm	••		••
9:00 pm	••	FILM SCREENING: "Being in the World" with Q & A following with director Mark Wrathall. <i>Art Gallery of Alberta, 2 Sir Winston Churchill Square.</i> <i>9 pm – 11 pm</i>	••

Being in the World is a celebration of human beings and our ability to find meaning in the world around us through the mastery of physical, intellectual and creative skills. This award-winning film explores the philosophy of Martin Heidegger and its relevance to contemporary life. The film features philosophers Hubert Dreyfus (UC Berkeley), Charles Taylor (McGill), Albert Borgmann (University of Montana),

Taylor Carman (Columbia/Barnard), Sean Kelly (Harvard University), Iain Thomson (University of New Mexico), and Mark Wrathall (University of California, Riverside). It also introduces modern-day masters – people who have not only learned to respond in a sensitive way to the requirements of their craft, but have also gathered their communities in ways that our technological age threatens to make obsolete.

A **PANEL: THE MAN OF LETTERS AS AVANT-GARDE ARTIST:** *Moderator/ Yoni Van Den Eede*
 Marshall McLuhan and Wilfred Watson in Search of Common Ground *Vrije Universiteit Brussel*
TEL 150

Paul Hjartarson
 University of Alberta

Wayne DeFehr
 University of Alberta

Kristine Smitka
 University of Alberta

Paul Tiessen
 Wilfred Laurier University

Gregory Betts
 Brock University

B **CITYSCAPES AND SOUND** *Moderator/ Almond Aguila*
University of Alberta
TEL 236

Peter Zhang
 Grande Valley State
 University.

Jason Wilson
 0009.org.

**Sonia Montañó and
 Suzanne Kilpp**
 University Unisinos.

Irene Machado
 University of São Paulo.

*The Cityscape and
 Sonicscape of Beijing:
 A McLuhanian Critique*

Audio Perfume

*The Methodology of
 Frames and the Audio-
 Visual Ecology*

*Acoustic Space and the
 Ecology of Cultural
 Extensions*

C **PANEL: MOBILIZING THE CITY AS CLASSROOM:** *Moderator/ André Lucena*
 Locative and Mobile Media for Community Engagement *University of Alberta*
TEL 217

Gordon Gow
 University of Alberta

Lisa Prins
 University of Alberta

Daylin Breen
 University of Alberta

Angela Keller
 University of Alberta

D **MEDIA ECOLOGY AND MEDIA LITERACY** *Moderator/ Ellen Rose*
University of New Brunswick
TEL 219

**Vinícius Andrade
 Pereira**
 Rio de Janeiro State
 University.
*Communication Technologies
 as Grammars: Medium,
 Content and Message in
 Marshall McLuhan's Work*

Sheldon Richmond
 Independent.
*Can We Break the
 Monopolistic Tendency
 of Technology?*

Helma Sawatzky
 Simon Fraser University.
*Anemone Theory: An
 Exploration of Digital
 Media as Phenomena*

**Marcelo Simão de
 Vasconcellos and
 Inesita Soares de
 Araújo**
 Fundação Oswaldo Cruz.
*Games, Health and
 Media Ecology*

session **/5**
 9:00 am – 10:15 am

A**SEX, DRUGS AND ROCK 'N' ROLL***Moderator/* Peggy Jubien
*University of Alberta***TEL 236****Phil Rose**

York University, and

Ainsley Moore

McMaster University.

*The Extended Pharmacist:
Entering the Era of Remote
Drug Dispensation and
Pharmaceutical Counselling***Niels van Doorn**

John Hopkins University.

*The Intimate City: McLuhan's
Medium Theory and the
Political Ecology of Sexual
Citizenship***Eugene Marlow**Baruch College, The City
University of New York.*Our Concept of the Universe
Is Only as Good as the
Instruments We Have to
Measure It***Read Schuchardt**

Wheaton College.

*Was McLuhan's Biology The
Medium That Begot
the Message?***B****PANEL: AWARD WINNERS***Chairs/* Janet Sternberg

Lance Strate

TEL 150**C****NEW MEDIAS***Moderator/* Mary Beckie
*University of Alberta***TEL 217****Wade Nelson**

University of Winnipeg.

*You(Tube)-surped: The
Absorption of the Old BMX
Freestyle Cycling Media by
the New***Almond Aguila**

University of Alberta.

*Skype and the Global
Filipino Family***Holland Wilde**

Cultural Farming.

*Extensions of McLuhan –
Media is the Massage:
An Inventory of Effects***D****PANEL: THE PLACE OF THE BODY IN
THE SPACES OF TECHNOLOGY***Moderator/* Paul Soukup
*Santa Clara University***TEL 219****Paul Grosswiler**

University of Maine

Steven Reagles

Bethany Lutheran College

Robert MacDougall

Curry College

session **/6**
10:30 am – 11:45 am



8:30 am – 4:00 pm REGISTRATION Book Exhibit open until 4 pm.
Please note that Book Exhibit will not open Sunday.

9:00 am – 3:00 pm EXHIBITION OF CITY AS CLASSROOM:
DECONSTRUCTING MCLUHAN,
an interactive art & learning installation, Telus Centre

9:00 am ..

SESSION 7

10:00 am ..

PLENARY PRESENTATION:
Richard Cavell, *University of British Columbia.*
"Marshall McLuhan as Ec(h)o-Critic" 10:30 am – 11:45 am

12:00 pm ..

LUNCH

1:00 pm ..

SESSION 8

2:00 pm ..

PLENARY PRESENTATION:
Mark Poster, *University of California, Irvine.*
"Theorizing Culture & Media: McLuhan & Foucault"*
2:30 pm – 3:45 pm

4:00 pm ..

Reflection on the life and work of
Christine Nystrom. 4:00 pm – 5:45 pm

5:00 pm ..

AN URBAN VIRTUAL HAPPENING
QR codes & Geocaching in downtown Edmonton**,
or Double-feature film screening of 'McLuhan's Wake'
(2002) and the NBC documentary 'The Medium Is the
Message' (1967)*** 4:00 pm – 5:45 pm

7:00 pm ...

Evening on your own in the Alberta Capital!

Dinner at La Boheme in Highlands for those
who wish to attend.

8:00 pm ...

7:30 – 10 pm

9:00 pm ..

* Mark Poster's plenary presentation has been made possible
in part by financial support from the Henry Marshall Tory
Professor, University of Alberta – Rob Shields
** preregistration required, meet in the Atrium,
Enterprise Square
*** no registration required, Enterprise Square

A**PANEL: McLuhan in the Digital Age***Moderator/ Sharmila Ferris
William Paterson University***TEL 150****Octavio Islas**
Tecnológico de
Monterrey**Fernando Gutiérrez**
Tecnológico de
Monterrey**Jorge Hidalgo**
Universidad Anáhuac**Claudia Benassini**
Razón y Palabra**B****THE URBAN ENVIRONMENT***Moderator/ Martin Guardado
University of Alberta***TEL 236****Sonia Bookman**
University of Manitoba.*Branding the Exchange
District: Brands, Urban
Space, and Social Life***Alberto Carrera
Portugal**
Universidad Nacional
Autónoma de México.*Global Cities and Global
media: The Urban
Competitiveness Concept in
City Rankings. Shaping the
Local Policies and Global
Perceptions?***Yuping Mao**
University of Alberta, and
Claudia Hale
Ohio University.*An Examination of Chinese Employees'
Use of Technologies in Relation to
Intercultural Sensitivity, Organizational
Conflict Management Styles, and
Organizational Satisfaction in China
Branches of Multinational Companies***C****RELIGION, CHURCH AND PASTORAL LANDSCAPES***Moderator/ Rob Shields
University of Alberta***TEL 217****Richard Osicki**
Canadian Mennonite
University.*Is the Internet the New
Temple? McLuhan Looks at
Religion Looks at McLuhan***Grace Chiou**
University of Denver.*The Visual and Material
Culture of the Urban Church:
From Flânerie to Koinonia***Silvia Maria Guerra
Molina,
Laila Caroline Zamboni
Fraccaro,
Mariana Piva-Silva,
Gabriel Henrique Lui,
Ana Paula Branco do
Nascimento,**
Ninth of July University.*Deagrarianisation: Dislocations
of Technologies and Landscape
Dislodgement***Nicole M Glenn and
Julian Forrest**
University of Alberta.*We Can Live Our
Misbehavior***D****HEIDEGGER ON RESISTING THE
DEMANDS OF TECHNOLOGY***Moderator/ Catherine Adams
University of Alberta***TEL 219****Mark Wrathall**
University of California, Riverside.

session **/7**
9:00 am – 10:15 am

A

GLOBAL VILLAGE AND
TRIBAL EXTENSIONS

Moderator/ Brian Cogan
Molloy College
TEL 236

Gordon Titchener,
Thompson Rivers
University.

*The Design Is the Destination:
The Media Ecology of
Contemporary Tourist
Experience*

Adriana Braga,
Pontificia Universidade
Católica do Rio de Janeiro.

*Microcelebrity, the Medium,
and the Message*

Jonathan Slater,
Plattsburgh State
University of New York.

*Two Solitudes in the Global
Village*

Marv Machura,
NorQuest College.

*Tribal Extensions in New
and Conflicting Media
Environments*

B

SOUND AND PLACE

Moderator/ Aura Quezada
Mount Royal University
TEL 238

Cezary Gajewski,
University of Alberta.

*Physical Interactions: The
McLuhan Centenary Wave
Installation*

Andrew deWaard,
University of British
Columbia.

*Mise-en-Synergy and
Soundscapes*

Ellen Moffat,
University of
Saskatchewan.

*Unmediating the City: The
Soundwalk as Embodied
Probe*

Lewis Kaye,
Wilfred Laurier University.

*Through the Vanishing Point:
Reanimating McLuhan
Through Image, Sound
and Place*

C

URBAN STUDIES

Moderator/ Marco Adria
University of Alberta
TEL 217

Michael Darroch,
University of Windsor.

*McLuhan's Encounter
with Urban Studies*

Mary Ann Allison,
Hofstra University, and
Eric Allison,
Pratt Institute.

*Evolutionary Urban
Ecologies in Space
and Place*

**Katarzyna Kopecka-
Piech,**
University of Wroclaw.

*Towards Urban Media
Convergence: Media in
Urban Spaces: Cities in
Virtual Space*

Greg Ott,
Fontbonne University.

*City Stickers: The Euro Oval
Decal and Urban Renewal/
Gentrification*

D

DIS/ORIENTATIONS

Moderator/ Minhao Zeng
University of Alberta
TEL 219

Alex Ingersoll,
University of North
Carolina.

*From Narcissus to the
Labyrinth: Dis/Orientation
Technologies for
Mazeophobic Anxiety*

Antonio Almeida,
University of São Paulo.

*Symbolic Environment
and Nature*

Jane Thiebaud,
Independent.

*Coming to Our Senses:
An Impoverished
Humanity Faces
the Media*

Tom Bruneau,
Radford University.

*Acoustic Space Revised:
Holonomic and Connectionist
Brain Theories*

session
1:00 pm – 2:15 pm

/8

9:00 am

10:00 am

11:00 am

12:00 pm

1:00 pm

2:00 pm

3:00 pm

4:00 pm

5:00 pm

6:00 pm

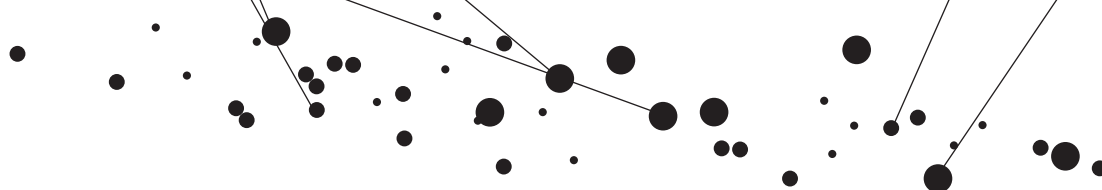
7:00 pm

8:00 pm

9:00 pm

SESSION 9

MEA BUSINESS MEETING & CLOSING REMARKS
all are welcome & encouraged to attend.
 10:30 am – 12 noon



A**OLD NEWS, NEW NEWS**

Moderator/ Sara van den Berg
St. Louis University
TEL 236

André Lucena,
 University of Alberta.

*The Print Newspaper in
 the Information Age: An
 Analysis of Trends and
 Perspectives*

Christine Tracy,
 Eastern Michigan
 University.

*Perception in the
 Newssphere*

Matt Thomas,
 University of Iowa.

*Back to Paper, or:
 Everything Old Is
 New Again*

Zhiwei Yu,
 Peking University.

*The Consequence of
 Writing Systems on
 Human Perception in
 China and the West*

B

**PANEL: THE ROLE OF THE ARTIST IN THE LOCAL
 LANDSCAPE:** Examining Marshall McLuhan and Sheila
 Watson's Relationship to Canadian Modernism

Moderator/ Angela Keller
University of Alberta
TEL 150

Paul Hjartarson
 University of Alberta

Linda Morra
 Bishop's University

Kristine Smitka
 University of Alberta

Adam Hammond
 University of Toronto

Elena Lamberti
 University of Bologna

C**GPS, GEOCACHING AND LOCATIVE MEDIA**

Moderator/ Peggy Jubien
University of Alberta
TEL 217

Minhao Zeng,
 University of Alberta.

*Examining Geocaching
 Practices Through a
 Mobilities Lens*

Macello Madeiros,
 Universidade Federal da
 Bahia.

*Locative Communication:
 Place as a Medium?*

**Almond Aguila and
 Daylin Breen,**
 University of Alberta.

*Unlocking Perspective with
 2D codes: The Hunt for
 Media Literacy in the City*

D**CITIES & THE POLITICS OF
SPACE AND PLACE**

Moderator/ Gordon Gow
University of Alberta
TEL 219

**Kellen Cristina and
 Débora Duran,**
 Universidade Federal de
 Minas Gerais.

*Rio de Janeiro, Wonderful
 City: City as a Composite
 Technology, City as Classroom*

Anna Christie Torres,
 University of the
 Philippines Baguio.

*The City of Baguio and
 the Politics of Space*

Mary Ann Allison,
 Hofstra University, and
Eric Allison,
 Pratt Institute.

*Reintegrating the Virtual
 with the Physical in Rome
 and New York*

Geo Takach,
 University of Calgary.

*Space, Place, and the Face of
 Empire: Lessons from Harold
 Innis on Alberta's Tar Sands*

session
9:00 am – 10:15 am

9



notes



The 2011 MEA Convention Top Paper Award

Eric Jenkins
"Another Punctum"

The 2011 MEA Linda Elson Scholar Award for Top Student Paper

Helma Sawatsky
"Anemone Theory: An Exploration of Digital Media as Phenomena"

2011 MEA AWARDS

The Marshall McLuhan Award for Outstanding Book in the Field of Media Ecology to **SHEILA J. NAYAR** for *Cinematically Speaking: The Orality-Literacy Paradigm for Visual Narrative*

The Walter Benjamin Award for Outstanding Article in the Field of Media Ecology to **KEITH N. HAMPTON** for *"Internet Use and the Concentration of Disadvantage: Glocalization and the Urban Underclass"*

The Erving Goffman Award for Outstanding Scholarship in the Ecology of Social Interaction to **RICHARD S. HALLAM** for *Virtual Selves, Real Persons: A Dialogue Across Disciplines*

The Susanne K. Langer Award for Outstanding Scholarship in the Ecology of Symbolic Form to **LINDA G. ELSON** for *Paradox Lost: A Cross-Contextual Definition of Levels of Abstraction*

The Dorothy Lee Award for Outstanding Scholarship in the Ecology of Culture to **LISA BROOKS** for *The Common Pot: The Recovery of Native Space in the Northeast*

The Lewis Mumford Award for Outstanding Scholarship in the Ecology of Technics to **MARCO ADRIA** for *Technology and Nationalism*

The Harold A. Innis Award for Outstanding Thesis or Dissertation in the Field of Media Ecology to **JOSEPH A. KIM** for *Marshall McLuhan's Theological Anthropology*

The Mary Shelley Award for Outstanding Fictional Work to **CHUCK WACHTEL** for *3/03*

The John Culkin Award for Outstanding Praxis in the Field of Media Ecology to **NORA BATESON** for *An Ecology of Mind (Documentary Film)*

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

The Jacques Ellul Award for Outstanding Media Ecology Activism to **LISA PRINS**

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

The Christine L. Nystrom Award for Career Achievement in Service to the Field of Media Ecology to **ROBERT BARRY FRANCOS**

The Walter J. Ong Award for Career Achievement in Scholarship to **ROBERT K. LOGAN**

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

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*
- 2008 – Richard Barbrook for *Imaginary Futures: From Thinking Machines to the Global Village*
- 2009 – Rick Williams and Julianne Newton for *Visual Communication: Integrating Media, Art, and Science*
- 2010 – Viktor Mayer-Schönberger for *Delete: The Virtue of Forgetting in the Digital Age*

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*
- 2009 – Rich Ling for *New Tech, New Times: How Mobile Communication is Reshaping Social Cohesion*
- 2010 – Kenneth J. Gergen for *Relational Being: Beyond Self and Community*

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"
- 2009 – Thomas J. Bruneau for "Time, Change, and Sociocultural Communication: A Chronemic Perspective"
- 2010 – Brenton J. Malin for "Mediating Emotion: Technology, Social Science, and Emotion in the Payne Fund Motion-Picture Studies"

The Mary Shelley Award for Outstanding Fictional Work

- 2003 – Paul Levinson for *The Consciousness Plague*
- 2004 – William Gibson for *Pattern Recognition*
- 2005 – John G. McDaid 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*
- 2009 – Geraldine Brooks for *People of the Book*
- 2010 – Steve Tomasula for *RTOC (a new media novel)*

*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 Grusini 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*
- 2009 – Yvonne Spielmann for *Video: The Reflexive Medium*
- 2010 – Peter K. Fallon for *The Metaphysics of Media: Towards an End of Postmodern Cynicism and the Construction of a Virtuous Reality*

*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*
- 2009 – Tom Boellstorff for *Coming of Age in Second Life: An Anthropologist Explores the Virtually Human*
- 2010 – Diego Gambetta for *Codes of the Underworld: How Criminals Communicate*

*The 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*
- 2009 – Karen Barber for *The Anthropology of Texts, Persons, and Publics: Oral and Written Culture in Africa and Beyond*
- 2010 – Michael Wurtz for *Enduring Words: Literary Narrative in a Changing Media Ecology*

*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, Globalization 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 – Richard Barbrook for *The Disappearance of Silence: A Dialectical Exploration of the Interpersonal Implications of Personal Mobile Media as Viewed through the Lens of Jacques Ellul's La Technique*
- 2009 – Catherine Alison Adams for *Powerpoint and the Pedagogy of Digital Media Technology*
- 2010 – Mogens Olesen for *Survival of the Mediated: Speech, the Printing Press and the Internet as Selection Mechanisms in Cultural Evolution*

*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*)
 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)
 2009 – Peter C. Rollins for *The Benjamin Lee Whorf Legacy* (CD-ROM)
 2010 – Barry Vacker for *Space Times Square* (video)

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

- 2007 – Philip Marchand
 2008 – Marvin Kitman
 2009 – Thomas de Zengotita
 2010 – Eugene Marlow

*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
 2009 – Alan Kay
 2010 – Mary Catherine Bateson

*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
 2009 – Mark Lipton
 2010 – Eric Goodman and Mike Stevens

*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 – Leo Thayer
 2009 – Bruce E. Gronbeck
 2010 – Salvatore J. Fallica

*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
 2009 – John Miles Foley
 2010 – Don Ihde

2011 MEA AWARDS COMMITTEE

PUBLICATIONS AWARDS

Paul Levinson
 Susan Maushart
 Lance Strate

INNIS

Robert Albrecht
 Stephanie Bennett
 Eric McLuhan

SHELLEY

Marleen S. Barr
 Meir Ribalow
 Douglas Rushkoff

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Corey Anton
 Susan Jasko
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Eva Berger
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Donna Flayhan
 Margot Hardenbergh
 Paul A. Soukup

CAREY

Donna Halper
 Beth Knobel
 Mary Rothschild

NYSTROM

Fernando Gutiérrez
 Janet Sternberg
 Lance Strate

CAREER AWARDS

Marco Adria
 Thom Gencarelli
 Fernando Gutiérrez
 James C. Morrison
 Paul A. Soukup
 Janet Sternberg
 Lance Strate



***THE MARSHALL MCLUHAN AWARD FOR OUTSTANDING
BOOK IN THE FIELD OF MEDIA ECOLOGY***

Open to books published in 2009 or later on any topic related to media ecology. Entry requirements: Letter of nomination or self-nomination and two copies for initial screenings; finalists will be instructed to send three copies directly to the judges. Entrants may request simultaneous consideration for the Erving Goffman Award, the Susanne K. Langer Award, the Dorothy Lee Award, and/or the Lewis Mumford Award.

***THE ERVING GOFFMAN AWARD FOR OUTSTANDING
SCHOLARSHIP IN THE ECOLOGY OF SOCIAL INTERACTION***

Open to books and articles published in 2009 or later that focus on social situations, symbolic interaction, interpersonal communication (both face-to-face and technologically mediated), nonverbal communication, social space, temporal rhythms, rules of engagement, performance of roles, and the presentation of self in everyday life. Entry requirements: Letter of nomination or self-nomination and two copies for initial screenings; finalists will be instructed to send three copies directly to the judges. Entrants may request simultaneous consideration for the Marshall McLuhan Award and/or the Walter Benjamin Award.

***THE SUSANNE K. LANGER AWARD FOR OUTSTANDING
SCHOLARSHIP IN THE ECOLOGY OF SYMBOLIC FORM***

Open to books and articles published in 2009 or later that focus on the ecology of language, semantics, semiotics, codes, symbol systems, aesthetic form, etc. Entry requirements: Letter of nomination or self-nomination and two copies for initial screenings; finalists will be instructed to send three copies directly to the judges. Entrants may request simultaneous consideration for the Marshall McLuhan Award and/or the Walter Benjamin Award.

***THE DOROTHY LEE AWARD FOR OUTSTANDING
SCHOLARSHIP IN THE ECOLOGY OF CULTURE***

Open to books and articles published in 2009 or later that focus on the ethnographic or intercultural analysis of communication, perception, cognition, consciousness, media, technology; material culture, and/or the natural environment. Entry requirements: Letter of nomination or self-nomination and two copies for initial screenings; finalists will be instructed to send three copies directly to the judges. Entrants may request simultaneous consideration for the Marshall McLuhan Award and/or the Walter Benjamin Award.

***THE LEWIS MUMFORD AWARD FOR OUTSTANDING
SCHOLARSHIP IN THE ECOLOGY OF TECHNICS***

Open to books and articles published in 2009 or later that focus on the history and/or philosophy of technology or science; studies of specific technologies, techniques, or media, and/or their social, cultural, and psychological effects; analysis and criticism of the technological/information society. Entry requirements: Letter of nomination or self-nomination and two copies for initial screenings; finalists will be instructed to send three copies directly to the judges. Entrants may request simultaneous consideration for the Marshall McLuhan Award or the Walter Benjamin Award.

***THE WALTER BENJAMIN AWARD FOR OUTSTANDING
ARTICLE IN THE FIELD OF MEDIA ECOLOGY***

Open to articles, essays, reviews, and book chapters published in 2009 or later on any topic related to media ecology. Entry requirements: Letter of nomination or self-nomination and five copies. Entrants may request simultaneous consideration for the Erving Goffman Award, the Susanne K. Langer Award, the Dorothy Lee Award, and/or the Lewis Mumford Award.

***THE HAROLD A. INNIS AWARD FOR OUTSTANDING THESIS
OR DISSERTATION IN THE FIELD OF MEDIA ECOLOGY***

Open to any Master's thesis or doctoral dissertation completed for a degree granted in 2009 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 2009 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
PRACTICE 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, 2011 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 or contact Lance Strate at Strate@Fordham.edu or 718-817-4864.

CALL FOR PAPERS FOR MEA 2012 CONVENTION

*The Thirteenth Annual Convention
of the Media Ecology Association*

THE CROSSROADS OF THE WORD

*June 7-10, 2012
Manhattan College
Riverdale, New York*

Times Square, at the junction of Broadway and Seventh Avenue in New York City, has often been referred to as the "Crossroads of the World."

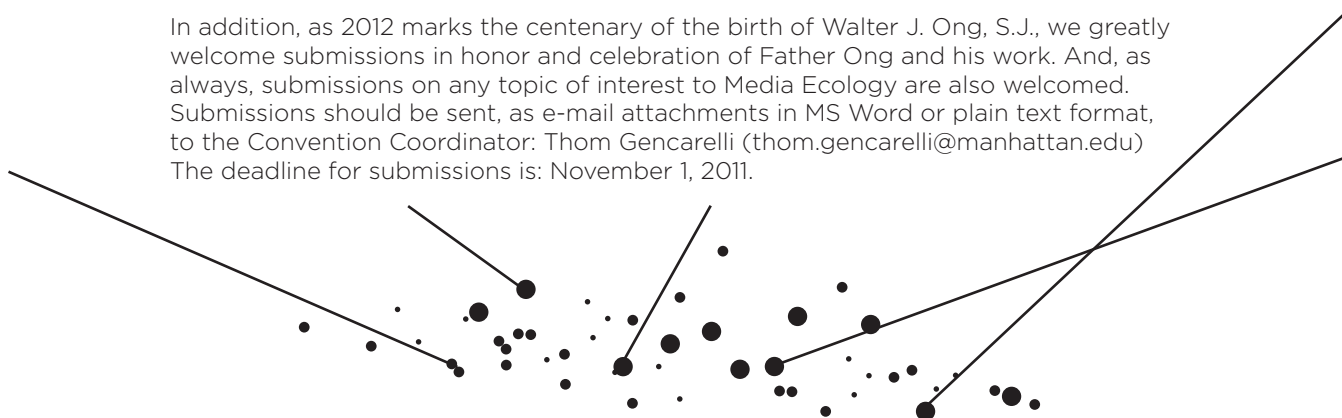
In fact, New York City itself can be considered a crossroads of the world. New York Harbor is home to Ellis Island, the main point of entry for the "huddled masses" who came to the United States in search of a better life, particularly as part of the "great immigration" of the late 19th and early 20th centuries, and who became part of America's great "melting pot." The city's five boroughs are home to the most diverse population of any city on earth, with virtually every culture and language group represented.

New York is also a crossroads of the media/mass media world: home to the U.S. corporate headquarters of almost all of our major multinational media conglomerates; home to Silicon Alley; and the indisputable news and information capital of the United States.

It must be added, too, that the way we understand, analyze, and make sense of our world and all things in it is through our human language, in its spoken, written, and print forms. That is to say, our world is all about words. And at this juncture in the history of human civilization, in which people speak of a "post-literate culture," and after media ecologist Walter Ong subtitled his book *Orality and Literacy* "the Technologizing of the Word" and media ecologist Jacques Ellul wrote *The Humiliation of the Word*, we can perhaps say that we stand at a "Crossroads of the Word."

The Thirteenth Annual Convention of the Media Ecology Association invites papers, thematic panels, roundtable discussion panels, creative projects, performance sessions, and other proposals exploring, extending, and interpreting the convention theme. We are interested in submissions that address matters of intercultural, transcultural, and transnational communication and mass communication, immigrant cultures, diasporas, and languages. And we are interested in submissions that address our digital age and future, the possibility that we are living through the incunabula of a digital revolution, and what all of this might mean for the future and the conservation of the word.

In addition, as 2012 marks the centenary of the birth of Walter J. Ong, S.J., we greatly welcome submissions in honor and celebration of Father Ong and his work. And, as always, submissions on any topic of interest to Media Ecology are also welcomed. Submissions should be sent, as e-mail attachments in MS Word or plain text format, to the Convention Coordinator: Thom Gencarelli (thom.gencarelli@manhattan.edu)
The deadline for submissions is: November 1, 2011.



CALL FOR SUBMISSIONS FOR MEA 2011 PROCEEDINGS

Attention 2011 MEA Convention Presenters:

Please consider submitting your paper for the 2011 MEA peer-reviewed published proceedings. The 2011 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).
2. Follow the guidelines of the Publication Manual of the American Psychological Association (APA), 6th ed.
3. Include a detachable cover page that indicates your title and contact information.
4. Include a 150-word abstract, with the title at the top of the page.
5. No identification of the author(s) should appear on the abstract page or in the article.
6. Authors should submit a digital copy by email no later than July 31, 2011. Send the submission as a DOC, DOCX, or RTF file to Cathy Adams at <catherine.adams@ualberta.ca>.

MEA ELECTRONIC MAILING LIST

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

Guidelines for Participation in the MEA List

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

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

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

Participants are expected to conform to normal standards of civilized discussion. This does not rule out heated debate - but it does rule out submissions which are personally abusive, insulting, or otherwise qualify as flaming or spamming. Messages that may be construed or interpreted as discriminatory, promulgating hatred or obscenity, or defamation of any kind will not be tolerated.

Also considered disruptive to the list is an excessive volume of postings.

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

Subscribing to the List

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Telus Centre

111 Street and 87 Avenue
(Across the street from the Campus Tower Hotel)
University Station

Some events will take place at the following venues. Please see the *Convention at a Glance* for dates and times.

Enterprise Square, University Of Alberta

10230 Jasper Avenue
Bay - Enterprise Square Station

Latitude 53 Gallery

10248 - 106 Street
Bay - Enterprise Square Station

Westin Hotel

10135 - 100 Street
Central Station

Art Gallery of Alberta

2 Sir Winston Churchill Square
Churchill Station

La Boheme

6427 112 Avenue NW
Coliseum Station

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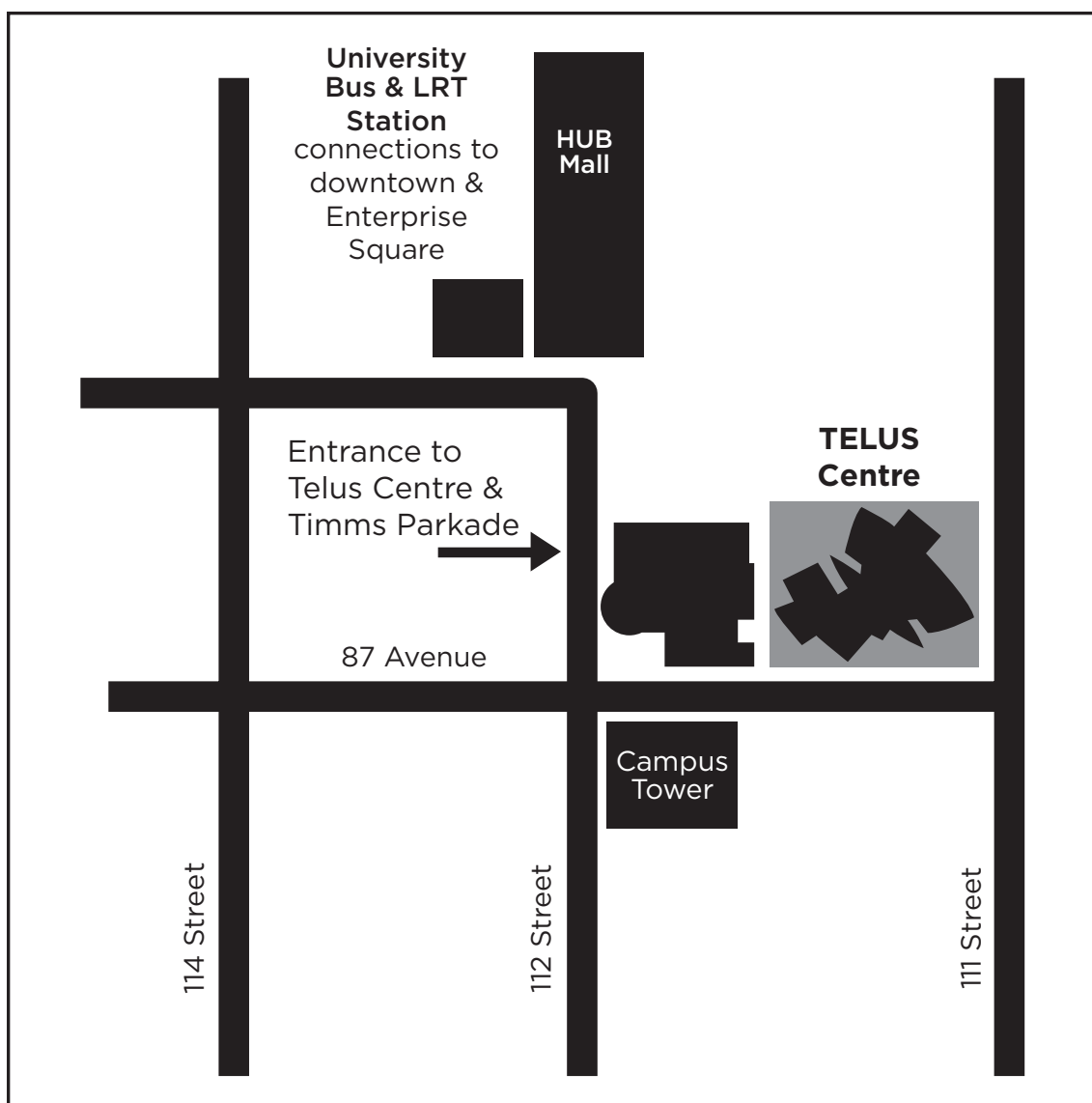
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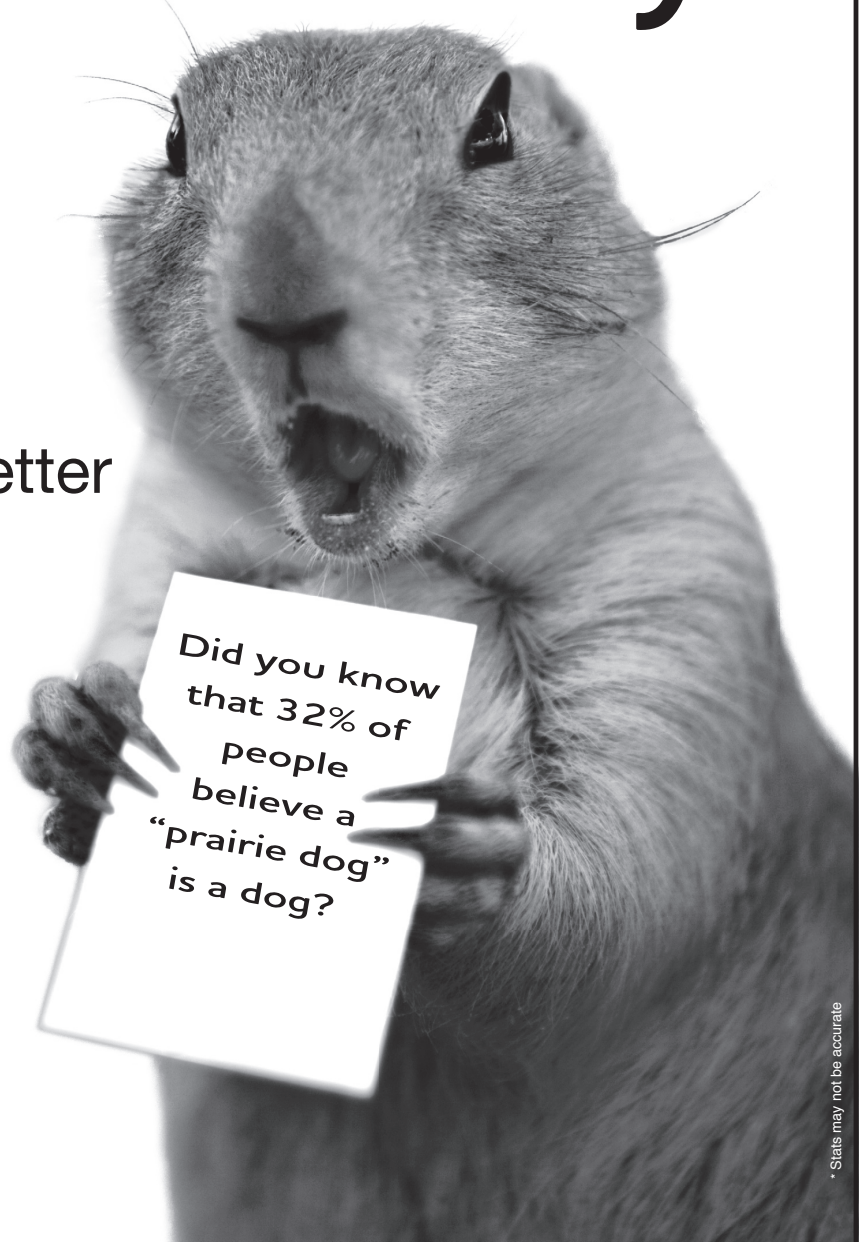
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