SPACE, PLACE, and the McLuhan Legacy

The 12th Annual Convention

Media Ecology Association

University of Alberta
Edmonton, Alberta

June 23 to 26, 2011
SPACE, PLACE, and the McLuhan Legacy

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

mact.ca
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### Thursday
June 23, 2011

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#### McLuhan The Man

Photography, Space, Time and Punctum

- **9:00 am** - **10:00 am**
  - Session 1
    - McLuhan Misunderstood: Setting the Record Straight
      - Robert Logan
    - Enterprise Square Rm. 2-957
- **11:00 am** - **12:00 pm**
  - ‘WAVE’ Unveiling
    - An art and media installation
    - Enterprise Square
- **1:00 pm - 2:00 pm**
  - Session 3

#### Media Ecology I

Music and Listening Practices

- **9:00 am** - **10:00 am**
  - Session 1
    - Illusionary Freedom: False Promises of Cyberspace
      - Elena Lamberti, Rob Shields & Douglas Barbour
    - McLuhan and Artistic Vision in the Wireless City
- **11:00 am** - **12:00 pm**
  - Session 2
    - Phenomenology & the Project of Media Ecology
      - Joshua Meyrowitz
- **12:00 pm - 1:00 pm**
  - Lunch
- **2:00 pm - 3:00 pm**
  - Session 3
    - Media Ecology and the Future of Theory
      - Elena Lamberti, Rob Shields & Douglas Barbour
- **3:00 pm - 4:00 pm**
  - Session 4
    - Mc高峰期 misunderstood: Setting the Record Straight
      - Enterprise Square Rm. 2-975
- **4:00 pm - 5:00 pm**
  - Session 5
    - Banquet, President’s Address
      - President’s Address by Janet Sternberg, “Space, Place and the Media Ecology Association”
    - Westin Hotel
- **5:00 pm - 6:00 pm**
  - Filming Screening
    - Being in the World
    - Director Mark Wrathall
    - 9 pm - 11 pm
    - Art Gallery of Alberta
- **6:00 pm - 7:00 pm**
  - Reception
    - Official Opening of Spaces&Places: Visioning McLuhan@100
    - An art exhibition at Latitude 53 Gallery

### Friday
June 24, 2011

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<th>MEDIA AND PLACE</th>
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<tbody>
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#### McLuhan The Man

Photography, Space, Time and Punctum

- **9:00 am** - **10:00 am**
  - Session 1
    - McLuhan Misunderstood: Setting the Record Straight
      - Robert Logan
    - Enterprise Square Rm. 2-957
- **11:00 am** - **12:00 pm**
  - Session 2
    - ‘WAVE’ Unveiling
      - An art and media installation
      - Enterprise Square
- **12:00 pm - 1:00 pm**
  - Session 3
    - McLuhan Misunderstood: Setting the Record Straight
      - Enterprise Square Rm. 2-975
- **1:00 pm - 2:00 pm**
  - Session 4
    - McLuhan Misunderstood: Setting the Record Straight
      - Enterprise Square Rm. 2-975
- **2:00 pm - 3:00 pm**
  - Session 5
    - McLuhan Misunderstood: Setting the Record Straight
      - Enterprise Square Rm. 2-975
- **3:00 pm - 4:00 pm**
  - Session 6
    - Banquet, President’s Address
      - President’s Address by Janet Sternberg, “Space, Place and the Media Ecology Association”
      - Westin Hotel
- **4:00 pm - 5:00 pm**
  - Filming Screening
    - Being in the World
    - Director Mark Wrathall
    - 9 pm - 11 pm
    - Art Gallery of Alberta
- **5:00 pm - 6:00 pm**
  - Reception
    - Official Opening of Spaces&Places: Visioning McLuhan@100
    - An art exhibition at Latitude 53 Gallery

#### Media Ecology II

Time & Space

- **9:00 am** - **10:00 am**
  - Session 1
    - Is Google Making Us Stupid?
      - Reflections on Digital Technology and Cognition
    - Panel: Award Winners
- **10:00 am** - **11:00 am**
  - Panel: Award Winners
- **11:00 am** - **12:00 pm**
  - Panel: The Place of the Body in the Spaces of Technology
    - Panel: Award Winners
- **12:00 pm - 1:00 pm**
  - Lunch
- **1:00 pm - 2:00 pm**
  - Session 3
    - Banquet, President’s Address
      - President’s Address by Janet Sternberg, “Space, Place and the Media Ecology Association”
      - Westin Hotel
- **2:00 pm - 3:00 pm**
  - Filming Screening
    - Being in the World
    - Director Mark Wrathall
    - 9 pm - 11 pm
    - Art Gallery of Alberta
- **3:00 pm - 4:00 pm**
  - Session 4
    - Banquet, President’s Address
      - President’s Address by Janet Sternberg, “Space, Place and the Media Ecology Association”
      - Westin Hotel
- **4:00 pm - 5:00 pm**
  - Filming Screening
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- **5:00 pm - 6:00 pm**
  - Reception
    - Official Opening of Spaces&Places: Visioning McLuhan@100
    - An art exhibition at Latitude 53 Gallery

#### Media Ecology and Media Literacy

Cityscapes and Sound

- **9:00 am** - **10:00 am**
  - Session 1
    - McLuhan Misunderstood: Setting the Record Straight
      - Robert Logan
    - Enterprise Square Rm. 2-957
- **10:00 am** - **11:00 am**
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    - An art and media installation
    - Enterprise Square
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    - Enterprise Square Rm. 2-975
- **12:00 pm - 1:00 pm**
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- **6:00 pm - 7:00 pm**
  - McLuhan Misunderstood: Setting the Record Straight
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- **7:00 pm - 8:00 pm**
  - McLuhan Misunderstood: Setting the Record Straight
    - Enterprise Square Rm. 2-975
- **8:00 pm - 9:00 pm**
  - McLuhan Misunderstood: Setting the Record Straight
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- **9:00 pm - 10:00 pm**
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- **10:00 pm - 11:00 pm**
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- **11:00 pm - 12:00 am**
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- **12:00 am - 1:00 am**
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    - Enterprise Square Rm. 2-975
- **10:00 am - 11:00 am**
  - McLuhan Misunderstood: Setting the Record Straight
    - Enterprise Square Rm. 2-975
- **11:00 am - 12:00 am**
  - McLuhan Misunderstood: Setting the Record Straight
    - Enterprise Square Rm. 2-975
**SUNDAY**
June 26, 2011

Session 9
OLD NEWS, NEW NEWS
PANEL: THE ROLE OF THE ARTIST IN THE LOCAL LANDSCAPE: EXAMINING MARSHALL McLuhan AND SHEILA WATSON’S RELATIONSHIP TO CANADIAN MODERNISM
GPS, GECACHING AND LOCATIVE MEDIA
CITIES & THE POLITICS OF SPACE AND PLACE

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**Saturday** June 25, 2011

Session 7
PANEL: McLuhan IN THE DIGITAL AGE
THE URBAN ENVIRONMENT
RELIGION, CHURCH AND PASTORAL LANDSCAPES
HEIDEGGER ON RESISTING THE DEMANDS OF TECHNOLOGY

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Session 8
GLOBAL VILLAGE AND TRIBAL EXTENSIONS
SOUND AND PLACE
URBAN STUDIES
DIS/ORIENTATIONS

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Session 9
OLD NEWS, NEW NEWS
PANEL: THE ROLE OF THE ARTIST IN THE LOCAL LANDSCAPE: EXAMINING MARSHALL McLuhan AND SHEILA WATSON’S RELATIONSHIP TO CANADIAN MODERNISM
GPS, GECACHING AND LOCATIVE MEDIA
CITIES & THE POLITICS OF SPACE AND PLACE

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**Saturday**

9:00 am
SESSION 7

10:00 am
PLENARY PRESENTATION: Richard Cavell, “Marshall McLuhan as Ec(h) o-Critic”

11:00 am
PLENARY PRESENTATION: Mark Poster, “Theorizing Culture and Media: McLuhan and Foucault”

12:00 pm
LUNCH

1:00 pm
SESSION 8

2:00 pm
PLENARY PRESENTATION: Reflection on the life and work of Christine Nystrom

3:00 pm
PLENARY PRESENTATION: 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)

4:00 pm
Michal Shemesh, ‘McLuhan in the Digital Age’

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

**Sunday**

9:00 am
SESSION 9

10:00 am
PLENARY PRESENTATION: Richard Cavell, “Marshall McLuhan as Ec(h) o-Critic”

11:00 am
PLENARY PRESENTATION: Mark Poster, “Theorizing Culture and Media: McLuhan and Foucault”

12:00 pm
MEA Business Meeting and Closing Remarks

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

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All events will take place at Telus Centre, unless noted otherwise.
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<td>8:30 – 4 pm   <strong>REGISTRATION</strong>  Telus Centre</td>
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<tr>
<td>10:00 am</td>
<td><strong>SESSION 1</strong></td>
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<td><strong>SESSION 2</strong></td>
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<td>12:00 pm</td>
<td><strong>LUNCH</strong></td>
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<tr>
<td>1:00 pm</td>
<td><strong>SESSION 3</strong></td>
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<tr>
<td>2:00 pm</td>
<td><strong>SESSION 4</strong></td>
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<tr>
<td>4:00 pm</td>
<td><strong>HIGHLANDS WALK</strong> (including a tour of the McLuhan home)</td>
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<tr>
<td>5:00 pm</td>
<td><strong>WELCOMING REMARKS PLENARY PRESENTATION</strong> – Robert Logan, University of Toronto. &quot;McLuhan Misunderstood: Setting the Record Straight&quot;  Enterprise Square. 6:00 pm – 7:30 pm</td>
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<tr>
<td>6:00 pm</td>
<td><strong>RECEPTION</strong> (cash bar and hors d’oeuvres) Official Opening of Spaces&amp;Places:VisioningMcLuhan@100 an art exhibition at Latitude 53 Gallery. 7:45 pm – 9:30 pm</td>
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MEDIA AND PLACE

Keith N. Hampton
University of Pennsylvania.

Ernaner Rabelo
Universidade Federal de Viçosa.

Antonio Almeida and Juliana de Oliveira Vicentini
São Paulo University.

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

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

The Globo Repórter Discourse about the Amazonian Drought

MEDIA AND THE CITY

Jack Barwind
Metropolitan State College of Denver.

Helia Fillipe Saraiva
Instalações Electricas Industrialis.

Russell Stockard
California Lutheran University.

Civility: An Argument for Media Literacy

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

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

GAMING, STORYTELLING AND ENVIRONMENTS

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

Nancy Bray
University of Alberta.

Sheila Nayar
Greensboro College.

Iryna Dovganyuk
University of Alberta.

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

The Garden of Forked Pasts: Internet Genealogy as Cybertexual Storytelling

Primary Issues with Secondary Orality

Television as Art in the Digital Age

CITY AS A CLASSROOM

Lewis Freeman
Fordham University.

Per-Olof Erixon and Johan Elmfeldt
Umeå University.

Ana Patrícia Oliveira and Maria Conceição Lopes
University of Aveiro.

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

School Writing in a Changing Media Ecology

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

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

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”

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

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 Kusakis
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
MEDIA ECOLOGY I

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

Moderator/ Aura Quezada
Mount Royal University
TEL 236

MUSIC AND LISTENING PRACTICES

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

Moderator/ Ilona Cardinal
University of Alberta
TEL 217

PANEL: ILLUSIONARY FREEDOM:
False Promises of Cyberspace

Anthony Wachs
Duquesne University

Brian Gilchrist
Duquesne University

Beth Michalec
Duquesne University

John Jasso
University of Pittsburgh

Moderator/ Nancy Bray
University of Alberta
TEL 150

PANEL: PHENOMENOLOGY AND THE PROJECT OF MEDIA ECOLOGY

Ellen Rose
University of New Brunswick

Catherine Adams
University of Alberta

Corey Anton
Grand Valley State University

Stacey Irwin
Millersville University

Moderator/ Brian Cogan
Molloy College
TEL 219

session 3
1:00 pm – 2:15 pm
A MEDIA ECOLOGY II

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

Moderator:
Sharmila Ferris
William Paterson University

TEL 236

B TIME AND SPACE

Lance Strate
Fordham University.

On the Binding Biases of Time

James Scott
Saint Louis University.


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

Time and Space Perception in Media Platform

Moderator:
Corey Anton
Grand Valley State University

TEL 238

C SURVEILLANCE AND SECLUSION

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 - Based Belong to Us: Identity & Recognition in an Online World

Moderator:
Yuping Mao
University of Alberta

TEL 217

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

Ellen Rose
University of New Brunswick

Paul Grosswiler
University of Maine

Donna Flayhan
State University of New York at New Paltz

Moderator:
Paul Soukup
Santa Clara University

TEL 150

session

2:30 pm – 3:45 pm
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.
### PANEL: THE MAN OF LETTERS AS AVANT-GARDE ARTIST:
Marshall McLuhan and Wilfred Watson in Search of Common Ground

<table>
<thead>
<tr>
<th>Speaker</th>
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<tbody>
<tr>
<td>Paul Hjartarson</td>
<td>University of Alberta</td>
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<tr>
<td>Wayne DeFehr</td>
<td>University of Alberta</td>
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<tr>
<td>Kristine Smitka</td>
<td>University of Alberta</td>
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<tr>
<td>Paul Tiessen</td>
<td>Wilfred Laurier University</td>
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<tr>
<td>Gregory Betts</td>
<td>Brock University</td>
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**Moderator:** Yoni Van Den Eede  
Vrije Universiteit Brussel  
TEL 150

### CITYSCAPES AND SOUND

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<tr>
<th>Speaker</th>
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<th>Title</th>
</tr>
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<tbody>
<tr>
<td>Peter Zhang</td>
<td>Grande Valley State University.</td>
<td>The Cityscape and Sonicscape of Beijing: A McLuhanian Critique</td>
</tr>
<tr>
<td>Jason Wilson</td>
<td>0009.org.</td>
<td>Audio Perfume</td>
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<tr>
<td>Sonia Montañó and Suzanne Kilpp</td>
<td>University Unisinos.</td>
<td>The Methodology of Frames and the Audio-Visual Ecology</td>
</tr>
<tr>
<td>Irene Machado</td>
<td>University of São Paulo.</td>
<td>Acoustic Space and the Ecology of Cultural Extensions</td>
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</tbody>
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** Moderator:** Almond Aguila  
University of Alberta  
TEL 236

### PANEL: MOBILIZING THE CITY AS CLASSROOM:
Locative and Mobile Media for Community Engagement

<table>
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<tr>
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<tbody>
<tr>
<td>Gordon Gow</td>
<td>University of Alberta</td>
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<tr>
<td>Lisa Prins</td>
<td>University of Alberta</td>
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<tr>
<td>Daylin Breen</td>
<td>University of Alberta</td>
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<tr>
<td>Angela Keller</td>
<td>University of Alberta</td>
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** Moderator:** André Lucena  
University of Alberta  
TEL 217

### MEDIA ECOLOGY AND MEDIA LITERACY

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<tr>
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<tbody>
<tr>
<td>Vinícius Andrade Pereira</td>
<td>Rio de Janeiro State University.</td>
<td>Communication Technologies as Grammars: Medium, Content and Message in Marshall McLuhan’s Work</td>
</tr>
<tr>
<td>Sheldon Richmond</td>
<td>Independent.</td>
<td>Can We Break the Monopolistic Tendency of Technology?</td>
</tr>
<tr>
<td>Helma Sawatzky</td>
<td>Simon Fraser University.</td>
<td>Anemone Theory: An Exploration of Digital Media as Phenomena</td>
</tr>
<tr>
<td>Marcelo Simão de Vasconcellos and Inesita Soares de Araújo</td>
<td>Fundação Oswaldo Cruz.</td>
<td>Games, Health and Media Ecology</td>
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</tbody>
</table>

** Moderator:** Ellen Rose  
University of New Brunswick  
TEL 219

** 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

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

Wade Nelson
University of Winnipeg.

Skype and the Global Filipino Family

Almond Aguila
University of Alberta.

Extensions of McLuhan – Media is the Massage: An Inventory of Effects

Holland Wilde
Cultural Farming.

NEW MEDIAS

Moderator/ Mary Beckie
University of Alberta
TEL 217

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?

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?
**SATURDAY**  
**june 25**

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

11:00 am  **PLENARY PRESENTATION:**  
Mark Poster, University of California, Irvine.  
“Theorizing Culture & Media: McLuhan & Foucault”**  
2:30 pm – 3:45 pm

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 Massage' (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.  
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 – Bob Shields**  
**preregistration required, meet in the Atrium, Enterprise Square**  
***no registration required, Enterprise Square
**PANEL: McLuhan in the Digital Age**

**Moderator**: Sharmila Ferris  
*William Paterson University*

**TEL 150**

- **Octavio Islas**: Technológico de Monterrey  
  *Branding the Exchange District: Brands, Urban Space, and Social Life*

- **Fernando Gutiérrez**: Technológico de Monterrey  
  *Global Cities and Global Media: The Urban Competitiveness Concept in City Rankings. Shaping the Local Policies and Global Perceptions?*

- **Jorge Hidalgo**: Universidad Anáhuac  
  *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*

- **Claudia Benassini**: Razón y Palabra  
  *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*

**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**: Universidad Nacional Autónoma de Mexico  
  *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*

**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**: University of São Paulo, and Ana Paula Branco do Nascimento  
  *We Can Live Our Misbehavior*

- **Nicole M Glenn and Julian Forrest**: University of Alberta  
  *We Can Live Our Misbehavior*

**DEGRAERIANTIS: DISLOCATIONS OF TECHNOLOGIES AND LANDSCAPE DISLODGEMENT**

**HEIDEGGER ON RESISTING THE DEMANDS OF TECHNOLOGY**

**Moderator**: Catherine Adams  
*University of Alberta*

**TEL 219**

- **Mark Wrathall**: University of California, Riverside  
  *We Can Live Our Misbehavior*
## GLOBAL VILLAGE AND TRIBAL EXTENSIONS

**Moderator:** Brian Cogan  
**TEL 236**

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<thead>
<tr>
<th>Presenter</th>
<th>Institution</th>
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<tbody>
<tr>
<td>Gordon Titchener</td>
<td>Thompson Rivers University</td>
<td>The Design is the Destination: The Media Ecology of Contemporary Tourist Experience</td>
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<tr>
<td>Adriana Braga</td>
<td>Pontificia Universidade Católica do Rio de Janeiro</td>
<td>Microcelebrity, the Medium, and the Message</td>
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<tr>
<td>Jonathan Slater</td>
<td>Plattsburgh State University of New York</td>
<td>Two Solitudes in the Global Village</td>
</tr>
<tr>
<td>Marv Machura</td>
<td>NorQuest College.</td>
<td>Tribal Extensions in New and Conflicting Media Environments</td>
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## SOUND AND PLACE

**Moderator:** Aura Quezada  
**TEL 238**

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<tr>
<td>Cezary Gajewski</td>
<td>University of Alberta.</td>
<td>Physical Interactions: The McLuhan Centenary Wave Installation</td>
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<tr>
<td>Andrew deWaard</td>
<td>University of British Columbia.</td>
<td>Mise-en-Synergy and Soundscapes</td>
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<td>Ellen Moffat</td>
<td>University of Saskatchewan.</td>
<td>Unmediating the City: The Soundwalk as Embodied Probe</td>
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<tr>
<td>Lewis Kaye</td>
<td>Wilfred Laurier University.</td>
<td>Through the Vanishing Point: Reanimating McLuhan Through Image, Sound and Place</td>
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## URBAN STUDIES

**Moderator:** Marco Adria  
**TEL 217**

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<thead>
<tr>
<th>Presenter</th>
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<tbody>
<tr>
<td>Michael Darroch</td>
<td>University of Windsor.</td>
<td>McLuhan’s Encounter with Urban Studies</td>
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<tr>
<td>Mary Ann Allison</td>
<td>Hofstra University, and Eric Allison</td>
<td>Evolutionary Urban Ecologies in Space and Place</td>
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<tr>
<td>Katarzyna Kopeccka-Piech</td>
<td>University of Wroclaw.</td>
<td>Towards Urban Media Convergence: Media in Urban Spaces: Cities in Virtual Space</td>
</tr>
<tr>
<td>Greg Ott</td>
<td>Fontbonne University.</td>
<td>City Stickers: The Euro Oval Decal and Urban Renewal/Gentrification</td>
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## DIS/ORIENTATIONS

**Moderator:** Minhao Zeng  
**TEL 219**

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<tr>
<td>Alex Ingersoll</td>
<td>University of North Carolina.</td>
<td>From Narcissus to the Labyrinth: Dis/Orientation Technologies for Mazeophobic Anxiety</td>
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<tr>
<td>Antonio Almeida</td>
<td>University of São Paulo.</td>
<td>Symbolic Environment and Nature</td>
</tr>
<tr>
<td>Jane Thiebaud</td>
<td>Independent.</td>
<td>Coming to Our Senses: An Impoverished Humanity Faces the Media</td>
</tr>
<tr>
<td>Tom Bruneau</td>
<td>Radford University.</td>
<td>Acoustic Space Revised: Holonomic and Connectionist Brain Theories</td>
</tr>
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SESSION 9

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

SUNDAY
June 26
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 Newsphere

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


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 Lambert, University of Bologna.

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 de 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

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
9:00 am – 10:15 am
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 ALEX KUSKIS

The Louis Forsdale Award for Outstanding Educator in the Field of Media Ecology to LISA PRINS

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


2001 – Thomas J. Farrell for Walter Ong’s Contributions to Cultural Studies: The Phenomenology of the Word and I-Thou Communication

2002 – Douglas Rushkoff for Coercion: Why We Listen to What “They” Say

2003 – Frederick Wasser for Vidi, Vidi, Video: The Hollywood Empire and the VCR

2004 – Francis Fukuyama for Coercion: Why We Listen to What “They” Say

2005 – Donald N. Wood for Veni, Vidi, Video: The Hollywood Empire and the VCR

2006 – Douglas Rushkoff for Coercion: Why We Listen to What “They” Say

2007 – Peter K. Fallon for Printing, Literacy, and Education in Eighteenth Century Ireland: Why the Irish Speak English

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


2001 – Pablo J. Boczkowski for “Mutual Shaping of Users and Technologies in a National Virtual Community”


2003 – Alan Randolph Kluver for “The Logic of New Media in International Affairs”

2004 – Susan B. Barnes for “The Development of Graphical User Interfaces and Their Influence on the Future of Human-Computer Interaction”


2007 – Corey Anton for “Playing with Bateson: Denotation, Logical Types, and Analog and Digital Communication”


2010 – Brenton J. Malin for “Mediating Emotion: Technology, Social Science, and Emotion in the Payne Fund Motion-Picture Studies”

The Erving Goffman Award for Outstanding Scholarship in the Ecology of Social Interaction


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2010 – Brenton J. Malin for “Mediating Emotion: Technology, Social Science, and Emotion in the Payne Fund Motion-Picture Studies”

2003 – Paul Levinson for The Consciousness Plague

2004 – William Gibson for Pattern Recognition


2006 – Rick Moody for The Diviners

2007 – Janna Levin for A Madman Dreams of Turing Machines

2008 – Jean-Claude Carrière for The Diviners

2009 – Geraldine Brooks for People of the Book

2010 – Steve Tomasula for RTOC (a new media novel)
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 - Emily Thompson for *The Soundscape of Modernity: Architectural Acoustics and the Culture of Listening in America, 1900–1933*

2003 - Scott Eastham for *Biotime-Bomb: How Genetic Engineering Could Irreversibly Change Our World*

2004 - Margaret Cassidy for *Bookends: The Changing Media Environment of American Classrooms*

2005 - Yvonne Spielmann for *Video: The Reflexive Medium*

2006 - Peter K. Fallon for *The Metaphysics of Media: Towards an End of Postmodern Cytwicism and the Construction of a Virtuous Reality*

2007 - Timothy C. Campbell for *Wireless Writing in the Age of Marconi*

2008 - Steve Dixon for *Digital Performance: A History of New Media in Theater, Dance, Performance Art, and Installation*

2009 - Keith Hampton for *Living the Wired Life in the Wired Suburb: Netville, Glocalization and Civil Society*

2010 - Robert K. Logan for *The Sixth Language: Learning a Living in the Internet Age*

2000 - Raymond Gozzi, Jr. for *The Power of Metaphor in the Age of Electronic Media*

2001 - Kevin G. Barnhurst and John Nerone for *The Form of News: A History of Our Legal System in the Age of Cyberspace*

2002 - N. Katherine Hayles for *Writing Machines*

2003 - Susan Sontag for *Regarding the Pain of Others*

2004 - N. Katherine Hayles for *Writing Machines*

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


2009 - Mogens Olesen for *Digital Performances: A History of New Media in Theater, Dance, Performance Art, and Installation*

2010 - Michael Wurtz for *Powerful Words: Literary Narrative in a Changing Media Ecology*
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)
2006 – Michael Wesch for *The Machine is Us/ing Us* (video on YouTube.com)
2007 – Eric Goodman for *Thus Spoke the Spectacle* (video and website)
2008 – Barry Vacker for *Space Times Square* (video)

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 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 James W. Carey Award for Outstanding Media Ecology Journalism

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

The Jacques Ellul Award for Outstanding Media Ecology Activism

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

The Walter J. Ong Award for Career Achievement in Scholarship

2008 – Marco Adria
2009 – Thom Gencarelli
2010 – Fernando Gutiérrez

The Neil Postman Award for Career Achievement in Public Intellectual Activity

2004 – Donna Halper
2005 – Beth Knobel
2006 – Mary Rothschild

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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**

- Marileen S. Barr
- Meir Ribalow
- Douglas Rushkoff

**CULKIN**

- Corey Anton
- Susan Jasko
- David J. Waters

**FORSDALE**

- Eva Berger
- Susan J. Drucker
- Ellen Rose

**ELUL**

- 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 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, 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 718-817-3664.
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 subitled 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 Website at <www.media-ecology.org>. Articles by conference presenters will be selected through a blind, peer review process.

Guidelines for Submission

1. Suggested length for manuscripts is 15 to 25 double-spaced pages (4,000 to 6,000 words).
3. Include a detachable 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

To subscribe to the MEA mailing list, address your browser to the MEA Info Page at

http://lists.ibiblio.org/mailman/listinfo/nea

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

nea at lists.ibiblio.org
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<td>Corey Anton 3D, 4B</td>
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<td>Jack Barwind 1D</td>
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<td>Mary Beckie 1A, 6C</td>
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<td>Claudia Benassini 7A</td>
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<td>Gregory Betts 5A</td>
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<td>Karen Brown 3B</td>
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<td>Dennis Cali 2D</td>
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<td>Anna Christie Torres 9D</td>
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<td>Martin Guardado 7B, 9A</td>
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**CONVENTION VENUES**

Most MEA events will take place at the Telus Centre, University of Alberta, North Campus. The best way to travel to the Telus Centre is by LRT (Light Rail Transit). Alight at University Station, and follow the signs to the Telus Centre. The fare for the LRT is $2.85 per trip, with tickets available at machines located at each station.

**Telus Centre**
111 Street and 87 Avenue  
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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

**Parking at the Telus Centre**
If you are driving, please park in the Telus Centre underground parking garage, and remember to pay and display your parking permit.

**Wireless Access**
A campus computing identification code (CCID) and password are required to use the wireless network at the University of Alberta. If you do not have a CCID and password, please inquire at the MEA 2011 Registration Desk. Technical support is available from Colin, whose office phone is 780.492.8436, Monday to Friday, 8 a.m. to 12 noon and 1 p.m. to 4 p.m. The phone may be forwarded to a cell.

**In case of an emergency**
Call 9-1-1

For non-emergency complaints and inquiries, call University of Alberta Campus Security (24 hours): (780) 492-5050
Entrance to Telus Centre & Timms Parkade

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connections to downtown & Enterprise Square

87 Avenue

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