

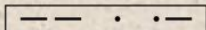
# THE 13th ANNUAL CONVENTION OF THE MEDIA ECOLOGY ASSOCIATION



## THE CROSSROADS OF THE WORD

**MANHATTAN COLLEGE**  
JUNE 7-10, 2012

**Media  
Ecology  
Association**



[www.media-ecology.org](http://www.media-ecology.org)



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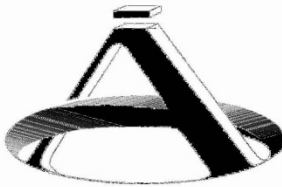
**Shawn Lawrence Otto**

***“Fool Me Twice: Fighting the  
Assault on Science in America”***

**October 26-28, 2012**

Princeton Club  
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Send papers, proposals, and inquiries by September 1<sup>st</sup>, 2012 to [igs2012@generalsemantics.org](mailto:igs2012@generalsemantics.org),  
or contact Martin H. Levinson, President, Institute of General Semantics, 72-11 Austin Street #233,  
Forest Hills, NY 11375 or (212) 729-7973 (voice), (718) 793-2527, Attn: #233 (fax).



INSTITUTE OF GENERAL SEMANTICS  
<http://www.generalsemantics.org>

# THE 13th ANNUAL CONVENTION OF THE MEDIA ECOLOGY ASSOCIATION

## **“THE CROSSROADS OF THE WORD”**

MANHATTAN COLLEGE  
JUNE 7-10, 2012

### **SPECIAL THANKS TO:**

Brennan O'Donnell, Ph.D., President of Manhattan College

William C. Clyde, Ph.D., Executive Vice President/Provost, Manhattan College

Richard Emmerson, Ph.D., Dean, School of Arts, Manhattan College

### **ACKNOWLEDGEMENTS:**

Robert Coleman, Melanie Morales-Woo, Michael Grabowski, Laura Tropp, George Kuzma, Fiona Delaney, Brian Korney, Kevin Thwala, Jen Adarna, Marissa Penta, Douglas Rushkoff, Sheena Hyndman, Sheila Nayar, Phil Rose, Ed Tywoniak, and Joseph Murtaugh

## TABLE OF CONTENTS

The Convention at a Glance.....	1
Thursday, June 7.....	3
Friday, June 8.....	8
Saturday, June 9.....	15
Sunday, June 10.....	23
13th Annual Convention Top Paper Awards.....	26
2012 MEA Awards.....	26
Past MEA Award Recipients.....	27
2012 MEA Awards Committee.....	31
Call for Nominations for 2013 MEA Awards.....	32
Call for Papers for 2013 MEA Convention.....	34
Call for Submissions for the 2012 MEA Convention Proceedings.....	35
MEA Officers.....	35
<i>Explorations in Media Ecology</i> .....	37
MEA Newsletter – <i>In Medias Res</i> .....	39
MEA Electronic Mailing List.....	39
Important Information for the Convention.....	41
(Parking, Wireless Internet Access, Manhattan College Emergency Phone Number)	
List of Convention Participants.....	42

# THE CONVENTION AT A GLANCE

## **Thursday, June 7**

10:00 a.m.-12:00 p.m. – Registration and coffee

Registration in the **Lobby of Smith Auditorium**  
Coffee in **Café 1853**

12:00-12:30 p.m. – Opening ceremony

**The Chapel of De La Salle and His Brothers**

12:45-2:00 p.m. – Session 1.1

2:15-3:30 p.m. – Session 1.2

3:45-5:00 p.m. – Session 1.3

5:30-6:30 p.m. – Featured Speaker: **Sherry Turkle**

**The Chapel of De La Salle and His Brothers**

6:30-8:00 p.m. – Cocktail Reception

**Smith Auditorium**

## **Friday, June 8**

8:00-9:00 a.m. – Coffee

**Café 1853**

9:00-10:15 a.m. – Session 2.1

10:30-11:45 a.m. – Session 2.2

12:00-1:15 p.m. – Ong Centenary Celebratory Panel

**The Chapel of De La Salle and His Brothers**

1:15-2:45 p.m. – Lunch Break

2:45-3:45 p.m. – Featured Speaker: **Douglas Rushkoff**

**The Chapel of De La Salle and His Brothers**

4:00-5:15 p.m. – Session 2.3

5:30-6:45 p.m. – Session 2.4

7:00-8:00 p.m. – President's Address/Awards Ceremony

**Smith Auditorium**

## **Saturday, June 9**

8:00-9:00 a.m. – Coffee

**Café 1853**

9:00-10:15 a.m. – Session 3.1

10:30-11:45 a.m. – Session 3.2

12:00-1:00 p.m. – Featured Speaker: **Terence P. Moran**

**The Chapel of De La Salle and His Brothers**

1:00-2:30 p.m. – Lunch Break

2:30-3:45 p.m. – Ellul Centenary Celebratory Panel

**The Chapel of De La Salle and His Brothers**

4:00-5:15 p.m. – Session 3.3

6:00-8:00 p.m. – Buffet Dinner

**Smith Auditorium**

7:00-8:00 p.m. – Featured Speaker: **Jaron Lanier**

**Smith Auditorium**

**Sunday, June 10**

8:00-9:00 a.m. – Coffee

**Café 1853**

9:00-10:15 a.m. – Session 4.1

10:30 a.m.-12:00 p.m. – General Business Meeting of the Media Ecology Association

**Smith Auditorium**

**Book Exhibitors** (Thursday, Friday, and Saturday)

**Lobby of Smith Auditorium**

Institute of General Semantics

Peter Lang Publishers

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**COMMUNICATION ARTS**

The Communication Arts Department at Marymount Manhattan College

Congratulates The Media Ecology Association on its

13<sup>th</sup> Annual Convention

**MarymountManhattan**  
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# CONVENTION SCHEDULE

**Thursday, June 7**

**10:00 a.m.-12:00 p.m.**

**Registration/Coffee**

**12:00-12:30 p.m.**

**Opening Ceremony**

**Chapel**

Welcoming remarks from:

Thom Gencarelli, MEA Vice President and Convention Coordinator

Brennan O'Donnell, Ph.D., President of Manhattan College

Richard Emmerson, Ph.D., Dean, School of Arts, Manhattan College

James C. Morrison, MEA President

**12:45-2:00 p.m.**

**Session 1.1**

**1.1.1**

**Miguel 201**

**Crossing into Crosswords: Experiencing the Ludic Turn and the Gamification of Everyday Life**

Chair: Liel Leibovitz, New York University

Panelists: James Hodges, New York University

Holly Robbins, New York University

Kimberly Thompson-Almanzor, New York University

Maxwell Foxman, New York University

Michelle C. Forelle, New York University

This roundtable discussion explores how games and play elements have been increasingly incorporated into the daily activities and practices of American life. While play has become not only a new means of advertising, but also of education, science, technological innovation, and countless other subjects, this roundtable hopes to show not only the prevalence of these game elements, but also the effects of game elements, for both good and ill, as we cross into a new age defined by play.

**1.1.2**

**Miguel 202**

**The Ecology of Social Media**

Chair: Phil Rose, York University

"Status Update: Neil Postman on the Amusements of Facebook"

Jill Baszczyński, Medaille College

"First Person Paparazzi: Why Social Media Should be Studied More Like Video Games"

Angela M. Cirucci, Temple University

"The Emerging Importance of the E-book and Its Impact on Publishing"

Judith Dyck, University of Alberta

Teresa Sturgess, University of Alberta

"The Network is the Narcotic: The Application of Marshall McLuhan's Narcissus Narcosis to Social Networking Websites"

Abby Selden, Belmont University

### Media Ecology and Consumer Culture: Extensions into Cultural Studies

Chair: Brian Cogan, Molloy College

"Buying the Best of Times: Banana Republic and Remembering the 1960s"

Rebecca Kern, Manhattan College

"The Expanding Christian Marketplace: If You Can Name it or Make it the Christian Marketplace Probably Sells It"

Peter A. Maresco, Sacred Heart University

"Gold Bricks: Dirt, Mud, and Excrement in the Great Chainstore of Being"

Read M. Schuchardt, Wheaton College

"Electronic Media and the American Consumer"

Alexandra Wells, New York University

## 1.1.4

### At the Crossroads of Disciplines, and of the Academy

Chair: Fred Cheyunski, Consultant

"The Media Ecology of Citizen Engagement: What Public Intellectuals Do"

Marco Adria, University of Alberta

"Crosswords @ the Crossroads: Media Ecology and Management, Ong and Malone, McLuhans and Moore!"

Fred Cheyunski, Consultant

"Can Intersections between 'Intermediality' and Media Ecology Breed New Interdisciplinary Interactions?"

Jean-François Vallée, Université de Montréal

"The Advantages of Interdisciplinarity in Media Ecological Work – a Personal Experience"

David Zweig, Writer

2:15-3:30 p.m.

## Session 1.2

## 1.2.1

### Word from your TV: Future Prospects for Screen Media

Chair: Lewis Freeman, Fordham University

Panelists: Alice Cahn, Cartoon Network

Alice Wilder, *Blue's Clues*, *Super Why!*, *Speakaboos*

Fran Blumberg, Fordham University

Lewis Freeman, Fordham University

Lance Strate, Fordham University

Douglas Rushkoff, Utrecht University

Recommendations that have emerged from our work focus on the potential for screen media to provide feedback to children and caregivers about their uses of screen media (e.g., time spent watching, messages that appear at intervals tied to time or content, viewing logs/diaries, gaming based on screen content, etc.) and on "talking back" (e.g., through rating systems, interaction with other viewers or fans, online communities for discussion, etc.). This panel will explore some of these recommendations and address potential benefits and drawbacks of various technologies for enhancing children's screen media experiences.



### **Mobility and the Screen World**

Chair: Ed Tywoniak, Saint Mary's College of California

"Addled Subjectivity and Mobile Devices"

Linda Cooper Berdayes, Barry University

"The Virtualizing of the Word: 'Isn't It Nice to Have a Computer That Will Talk to You?'"

Paul Grosswiler, University of Maine

"The iPhone and Hypersociality"

Dong-Hoo Lee, University of Incheon

"When Flirting Goes Too Far: The Ethics of Sexting"

Brett Lunceford, University of South Alabama

### **Re-conceiving Media in the 21st Century**

Chair: Laura Tropp, Marymount Manhattan College

"Film Portrayal of Nannies and the Nuclear Family"

Jaimie Sarubbi, Marymount Manhattan College

"Mobile (Smart) Phones: The Reinvention of the Ideal Teenage Experience"

Howard Rapp, Marymount Manhattan College

"The Relationship between TV and its User: Making TV an Event Again"

Colin Burrige, Marymount Manhattan College

These student papers explore different types of media and technology that have the power to change conceptions of audience and family. One paper studies the film portrayal of nannies and the way this influences modern-day perceptions of the role of family, particularly the nuclear family. Another paper explores the way modern cellphone use among teenagers is changing our conception of family structure and hierarchy. The final paper explores how television technology is shifting control and viewership patterns.

### **New Media Meets Old Meets New**

Chair: Susan Jasko, California University of Pennsylvania

"How the Social Network Perpetuates Grudges: Facebook as a Faulty Platform for Forgiveness"

Becky Banks, New York University

"Hoarding the Ethereal: How We Have More Things (and More Problems) but with Less Clutter"

Gayle Gatchalian, New York University

"The Origins of 'Slow Media': Early Diffusion of a Cultural Innovation through New Subcultures of Media Avoidance and Resistance"

Jennifer Rauch, Long Island University, Brooklyn Campus

1.3.1

Miguel 201

**Pornography @ the Crossroads**

Chair: Salvatore J. Fallica, New York University

"Going All The Way: The Pornographication of the Public Sphere"

Jenn Hyland, The New School for Social Research

"Short Songs, Short Skirts: Punk and Porn in the 21st Century"

Kelly Aiken, New York University

"Alternate Identities: Women, Sexuality and Altporn"

Paige MacGregor, New York University

Respondent: Salvatore J. Fallica, New York University

This panel focuses on the social and cultural practices in modern genres of pornography made possible by technological developments of the digital age. These new social and cultural practices help to provide insight into contemporary sexuality and myriad forms of representation.

1.3.2

Miguel 202

**Music, Music, Music...and Media**

Chair: Phil Rose, York University

"Meet Me Tonight in Dreamland: A Media Ecological Perspective on the Intersection of Vaudeville, Tin Pan Alley, and the Immigrant Experience"

Robert Albrecht, Jersey City State University

"'Accept No Limitations': Expressions of Diasporic Identity in *Nigerian Idol*"

Tess Conner, University of London

"Bjork's *Biophilia*: Beyond Music and Video"

Peter W. Goodman, Hofstra University

"Pink Floyd's *The Wall*: The Import of Mimesis for Media Ecology"

Phil Rose, York University

1.3.3

Miguel 207

**Media Ecology in Narrative Analysis**

Chair: Michael Grabowski, Manhattan College

"Stanley Kubrick: Photography and Cinema"

Ashley Choi, Manhattan College

"Narrative Structures as Branding Tools: A Content Analysis of Showtime and HBO"

Robert Colaianne, Manhattan College

"Re-sacralization in Post-9/11 Gothic Television"

Amanda Ferrarotto, Manhattan College

"Dario Argento: A Cinema of Attractions Filmmaker"

Jason Kalmanowitz, Manhattan College

## The Media Ecology of the City

Chair: Lewis Freeman, Fordham University

"New York: Capital of the 21st Century"

Jenny Batlay, Columbia University

"Global Migration and *The City Onscreen*"

Marcelline Block, Princeton University

"Imagistic Gateways in a Transnational City: 'How Philly Moves' and Hyperlocal Media Strategies"

Caitlin Bruce, Northwestern University

"Subway Environment"

Janice Caiafa, Federal University of Rio de Janeiro

"Converging Flows: Transnational Identity, Capital, and Migration in Chinatown"

Jonathan Zalman, New York University

5:00-5:30 p.m.

Break

5:30-6:30 p.m.

**Featured Speaker: Sherry Turkle**  
**"Alone Together"**

**Chapel**

Moderator: Douglas Rushkoff

**Sherry Turkle** is Abby Rockefeller Mauzé Professor of the Social Studies of Science and Technology at the Massachusetts Institute of Technology, and the Founder and current Director of the MIT Initiative on Technology and Self. A psychoanalytically-trained sociologist and psychologist, Prof. Turkle is the author of, among her other works, *The Second Self: Computers and the Human Spirit* (Simon and Schuster, 1984 and the 20th Anniversary Edition from MIT Press, 2005), *Life on the Screen: Identity in the Age of the Internet* (Simon and Schuster, 1995), and her most recent book, *Alone Together: Why We Expect More from Technology and Less from Each Other* (Basic Books, 2011). Profiles of Prof. Turkle have appeared in publications including *The New York Times*, *Scientific American*, and *Wired* Magazine, and she has been named "Woman of the Year" by *Ms. Magazine*. She has also been featured as a media commentator on the social and psychological effects of technology for CBS, NBC, ABC, CNN, the BBC, and NPR – including appearances on such programs as *Nightline*, *Frontline*, *20/20*, and *The Colbert Report*.

Sherry is this year's winner of the Media Ecology Association's Walter J. Ong Award for Career Achievement in Scholarship.

6:30-8:00 p.m.

Cocktail Reception

Smith Auditorium

## **Friday, June 8**

8:00-9:00 a.m.

**Coffee**

9:00-10:15 a.m.

**Session 2.1**

**2.1.1**

**Miguel 201**

**Walter J. Ong: Then**

Chair: Tom Zlatic, St. Louis College of Pharmacy

"Walter Ong on the Road: Research before the Internet"

Sara van den Berg, Saint Louis University

"Ong Then: Toward an Edition of Ong's Correspondence"

Jerry Harp, Lewis and Clark College

"Father Ong in Action: Intersections between Ong's Pedagogical Practices and His Thought"

Eberly Mareci, Marymount Manhattan College

**2.1.2**

**Miguel 202**

**The Influences on McLuhan/The Influence *of* McLuhan**

Chair: James C. Morrison, Babson College

"The Influence of Sigmund Freud on Marshall McLuhan"

Adriana Braga, Pontifical Catholic University of Rio de Janeiro

Robert K. Logan, University of Toronto

"Marshall Arts: Probing Criticisms of McLuhan's Media Studies"

Curry Chandler, University of Central Florida

"The Dialectical View on the Presence of the Word: Marshall McLuhan's Conception of the Word Connected to Ezra Pound's Vortex"

Martin Speer, Technical University of Dortmund

"The Place of Marshall McLuhan in the Learning of his Times"

Mark Stahlman, TMT Strategies LLC

**2.1.3**

**Miguel 207**

**Radio in Transition: Culture, Community, and Change in the Ecology of Broadcasting**

Chair: Donna Halper, Lesley University

Panelists: Linda Cooper Berdayes, Barry University

Donna Halper, Lesley University

Jonathan Slater, SUNY Plattsburgh

The purpose of this panel is to contribute an analysis of radio from a media ecology perspective, exploring some of its transitions, and discussing how it has reinvented and transformed itself over the decades. The panel will examine the early days of radio, contrasting the utopian beliefs of its proponents with the dystopian views of its detractors, the role radio has played in the American Jewish experience, starting in the 1930s, and the role of late-night radio in creating community in an increasingly impersonal world.

### The Crossroads of Education

Chair: Alex Kuskis, Gonzaga University

"A Crossroads of Textbooks: What Use is a Textbook about New Media?"

Mary Ann Allison, Hofstra University

"'Pernicious Stuff': 19th Century Media, the Children Who Loved Them, and the Adults Who Worried About Them"

Margaret Cassidy, Adelphi University

"Media Ecology in the Digital Classroom: Communication and *Communitas*"

Ronan Hallowell, University of Southern California

"The Challenge of Social Media – Between Inhibition and Concern in the Classroom"

Jesper Tække, Aarhus University

Michael Paulsen, University of Southern Denmark



10:30-11:45 a.m.

Session 2.2

### 2.2.1

Miguel 207

### Mediating Public Crises, Global Economics and Objectification of the Body

Chair: Paul Grosswiler, University of Maine

"Mediating Disaster: The Communication of Risk in Oral and Electronic Media Cultures"

Hollie M. Smith, University of Maine

"Rethinking Dependency Theory from a Media Ecology Perspective"

Ulrich Regler, University of Maine

"*The Mechanical Bride* 2.0, from 1951-2011"

Mary Ellms, University of Maine

### 2.2.2

Miguel 201

### McLuhan and Media/Medium Theory

Chair: James C. Morrison, Babson College

"A Physics for McLuhan"

Malcolm Dean, University of California, Los Angeles

"The Message is the Mode: Modes in Digital Media and Media Theory"

Eric Jenkins, University of Cincinnati

"McLuhan's *Playboy* – *Playboy's* McLuhan"

David Linton, Marymount Manhattan College

"Explaining the Concept of Technology: A Conceptual Dilemma in Medium Theory"

Marcin Trybulec, Maria Curie-Skłodowska University

**Walter Ong Meets the 21st Century**

Chair: Sheila Nayar, Greensboro College

"Orality and Literacy: New and Old Ways of Communicating on Facebook. (Or what Walter Ong Said about the Network of Mark Zuckerberg)"

Clara Ciuffoli, Universidad de Buenos Aires

Guadalupe López, Universidad de Buenos Aires

"The Rhetoric of CMC and SMS Texts and Walter J. Ong's Principle of Orality"

David Deluliis, Duquesne University

"New Epistemology of Information Systems and Media Ecology"

Marek Hetmański, Marie Curie-Skłodowska University

"'Writes of Passage': Blogging as a Liminoid Practice of Secondary Orality"

John Lenarcic, Royal Melbourne Institute of Technology University

Pradipta Sarkar, RMIT University

**Journalism through the Prism of Media Ecology**

Chair: Joe Cutbirth, Manhattan College

"Transmedia Storytelling in Contemporary Journalism: New Mediatic Ecologies"

Denis Porto Renó, University of Rosario

"A Semiotic Analysis of the Image of the USA in the Palestinian Press"

Qustandi Shomali, Bethlehem University

"The Poetics and Aesthetics of News: A Media Ecology Perspective on the Construction of News Stories"

Christine M. Tracy, Eastern Michigan University

12:00-1:15 p.m.

**A Celebration of the Centenary  
of Father Walter J. Ong, S.J.**

**Chapel**

**Walter J. Ong: Now**

Chair and Respondent: Vincent Casaregola, Saint Louis University

"Ong's Theology of Voice"

Dennis Cali, University Texas-Tyler

"Orality and Literacy in the 'Word' of God"

Anne Pym, California State University, Hayward

"Orality, Literacy, Education, and Theology"

Paul A. Soukup, Santa Clara University

"Walter J. Ong in Our Present Moment of Truth"

Calvin Troup, Duquesne University

1:15-2:45 p.m.

**Lunch Break**

Moderator: Janet Sternberg, Fordham University

**Douglas Rushkoff** is the winner of the MEA's first Neil Postman award for Career Achievement in Public Intellectual Activity, as well as the winner of our 2002 Marshall McLuhan Award for Outstanding Book in the Field of Media Ecology for his book *Coercion: Why We Listen to What "They" Say* (Riverhead, 2000), and our 2001 John Culkin Award for Outstanding Praxis in the Field of Media Ecology for his PBS Frontline documentary "The Merchants of Cool." Doug is the author of ten books including *Media Virus! Hidden Agendas in Popular Culture* (Ballantine Books, 1996), *ScreenAgers: Lessons in Chaos from Digital Kids* (Hampton, 2006), *Life, Inc: How Corporatism Conquered the World, and How We Can Take it Back* (Random House, 2011), and the recent *Program or Be Programmed: Ten Commands for a Digital Age* (Soft Skull, 2011). He is the producer of three Frontline documentaries including the aforementioned "The Merchants of Cool," "The Persuaders," and "Digital Nation." He has served as a media and technology commentator for CNN, and his commentary has also been featured on CBS This Morning and NPR's All Things Considered, and in publications including The New York Times and Time Magazine.

4:00-5:15 p.m.

## Session 2.3

2.3.1

Miguel 201

## Technology/Media/Literature/Language

Chair: Lance Strate, Fordham University

"Forgetting Technology: A Comparative Study of Heidegger, Zhuang Zi, and McLuhan"

Huimin Jin, Chinese Academy of Social Sciences

"The Word/Discourse Continuum: An *Anti-Environment* for Elaborated Strategies of Self-Validation?"

Dominique Scheffel-Dunand, University of Toronto/York University

Peter Murvai, York University

"Marshall McLuhan's Mosaic: Probing the Literary Origin of Media Studies"

Elena Lamberti, University of Bologna

"The Trick of Media Ideology: A Cultural Reading of Delillo's *Libra*"

Zhou Min, Shanghai International Studies University

2.3.2

Miguel 202

## The Social Media Ecology

Chair: Octavio Islas, Tecnológico de Monterrey

Panelists: Octavio Islas, Tecnológico de Monterrey

Jorge Alberto Hidalgo, Universidad Anáhuac

Jerónimo Rivera, Universidad de la Sabana

Daniel López, Universidad de los Hemisferios

Social media tools on the Internet are shaping our environment and changing again human habits and perceptions. There are thousands of social networks and hundreds of millions of people who use social media tools every day to create, disseminate, and consume all kinds of content. This panel will examine the social, cultural, political, and economic impact of these technologies.



### Television through the Lens of Media Ecology

Chair: Joe Cutbirth, Manhattan College

"A Bigger Screen for a Narrower View?"

Jack Barwind, Metropolitan State University of Denver

Philip J. Salem, Texas State University-San Marcos

Robert D. Gratz, Texas State University-San Marcos

"The Trouble with Jon"

Joe Cutbirth, Manhattan College

"Revisiting Anti-Television Television: Neil Postman, Jon Stewart, and *The Daily Show*"

Gerald J. Erion, Medaille College

"Homecasting: The Case of Yessica Perez and Grandma's Recipe,"

Adriana Marcela Moreno Acosta, Universidad Nacional de Colombia

### 2.3.4

Miguel 214

### Frontiers and Boundaries of Media Ecology

Chair: Brian Cogan, Molloy College

"Who Made Who? Technological Determinism as Mainstream Discourse"

Miguel Barroso, Universidad de Autónoma de Coahuila

"Neurophysiological Correlates of Perception within Symbolic Environments"

Michael Grabowski, Manhattan College

"The Depths of Nicholas Carr's *The Shallows*"

James C. Morrison, Babson College

"Media Ecology Studies in More Practical Terms"

Valery Terin, Moscow State Institute of International Relations

5:30-6:45 p.m.

Session 2.4

### 2.4.1

Miguel 201

### McLuhan as the Roots and Extensions of Media Ecology

Chair: Paul A. Soukup, Santa Clara University

"McLuhan, Formal Cause, and The Future of Technological Mediation"

Corey Anton, Grand Valley State University

"Updating Narcissus, the ur-Myth of Media, for the Digital Age"

Eric Jenkins, University of Cincinnati

"The Echoes of McLuhan: Media Ecology, Semiotics, and Interfaces"

Carlos A. Scolari, Universitat Pompeu Fabra – Barcelona

"Deleuze's Relay and Extension of McLuhan: An Ethical Exploration"

Peter Zhang, Grand Valley State University

### **Facts, Context and Media Ecology: Understanding the Web 2.0 Information Environment**

Chair: Robert MacDougall, Curry College

"A Bigger Screen for a Narrower View?"

Jack A. Barwind, Metropolitan State University of Denver

Philip J. Salem, Texas State University

Robert D. Gratz, Texas State University

"Mining the Media in Search of Reader Engagement"

Jeff Lemberg, Curry College

"Stormtracking: The Socio-politics of 'Catastrophe' on the Web"

Chani Marchiselli, New England College

"Electronic Media and the Social Deconstruction of the News"

James C. Morrison, Babson College

"Voices in My Head: On the Nature of News/Information Morphology and its Effect on the Contemporary Mind"

Edward E. Tywoniak, Saint Mary's College of California

Confusion, potential collusion, or just a broad array of interpretations, surround recent socio-political events in North Africa and the Middle East, the earthquake and tsunami in Japan, the BP oil spill, the impact of Hurricane Katrina six years ago, and a host of other natural and human-induced phenomena. This prompts us to consider the means by which people obtain news and information and learn of the "facts" related to their world. Both media producers and consumers are confronted with unprecedented amounts of information regarding what has occurred, how those occurrences can be explained, and how they might impact things and people elsewhere. Official "on the ground" reporting now includes textual, audio, and visual uploads of professionals, amateurs, and citizen journalists alike. Much of this suggests that a more grounded, contextualized presentation is part and parcel to 21st Century news reporting. However, with Twitter, Facebook, YouTube, Wikipedia and the blogosphere now being incorporated into both online and offline news feeds, the competition between traditional news values like "speed-to-press," audience interest, accuracy, objectivity, and depth seem to be reaching a boiling point. Contributors to this panel consider the various ways facts and information are being compiled and suggest how modern media users are "getting a handle on the facts" (and maybe pushing them on to others as well).

### **Inching Toward a New School Learning Theory for Our Digitally Developing Children**

Chair: Leo J. Fahey, Kingsborough Community College of the City University of New York

"The Phonetic Alphabet's Tyranny in Structuring Schooling"

Leo J. Fahey, Kingsborough Community College of the City University of New York

"The Affects of Native Orality, Literacy Development and Digital Electronic Technology Use on the Developmental Readiness for a Digital Future in Very Young Children"

Mary L. Rothschild, Healthy Media Choices

"McLuhan and Media Didactics"

Mogens Olesen, University of Copenhagen

McLuhan noted the changed sensorium as electronic media consumption exchanged an ear for an eye. Ong amplifies McLuhan with secondary orality and secondary literacy. Media Ecology amplifies both with the prospect of a tertiary orality and tertiary literacy derived from the super-consumption of digital media. Yet, learning theory, especially as it is employed in school learning, has not accounted for changes in the sensorium,

and has completely ignored secondary and tertiary orality/literacy in the development of children as they move from their naturally-born orality to interiorize whatever literacies they are able as a consequence of being schooled. This panel will explore the media ecology of contemporary leaning influences in an attempt to account for effects, thereby nudging learning theory to recognize the qualities of our new, digital electronic children.

#### 2.4.4

**Miguel 214**

#### **Walter J. Ong: Tomorrow**

Chair: Sara van den Berg, Saint Louis University

“Ong and Future Oralities: Conversing with Talking Technologies”

Abigail Lambke, Saint Louis University

“Ong as Teacher”

Tom Zlatic, St. Louis College of Pharmacy

**7:00-8:00 p.m.**

**President’s Address  
and Awards Ceremony**

**Smith Auditorium**

**Saturday, June 9**

**8:00-9:00 a.m.**

**Coffee**

**9:00-10:15 a.m.**

**Session 3.1**

**3.1.1**

**Miguel 201**

**Probing the Boundaries of Media Ecology: Part One**

Chair: Peter Zhang, Grand Valley State University

*"Much Ado About Terrence Deacon's Incomplete Nature"*

Robert K. Logan, University of Toronto

*"Georg Simmel as Media Ecologist"*

Corey Anton, Grand Valley State University

*"Things Come in Fours: A Comparison of Marshall McLuhan's Tetrad and Claude Lévi-Strauss's Canonical Formula"*

Robert K. Blechman, Independent Scholar

*"Exploring the Contemporary Techno-Ethical Environment with Paul Virilio"*

Peter Zhang, Grand Valley State University

*"Ceci n'est pas une philosophe: Foucault's Ekphrastic Philosophy"*

Blake Seidenshaw, Columbia University

This panel is driven by the realization that authors outside of the MEA pantheon have spoken substantively and copiously on media ecological problematics, and that explicitly engaging their work will bring some new and valuable perspective that can help contextualize, re-vitalize, and expand the scope of media ecology. As a whole, the panel will (re)introduce a coterie of authors through the lens of media ecology, including Charles Darwin, Alexander Bell, Georg Simmel, Claude Lévi-Strauss, Paul Virilio, and Michel Foucault.

**3.1.2**

**Miguel 207**

**Negotiating from the Margins**

Chair: Jimmy Balud Fong, University of the Philippines Baguio

*"Negotiating Identity in Contemporary Philippine Children's Stories"*

Anna Christie Torres, University of the Philippines Baguio

*"The Baguio Cine: Cinema and City, Modernity and Hybridity"*

Ma. Rina Locsin, University of the Philippines Baguio

*"Socio-cultural Discourse in Public Utility Vehicles in Baguio City, Philippines"*

Rosalina Mendigo, University of the Philippines Baguio

*"Relocating and Translating American Country Music in the Northern Philippine Cordillera"*

Jimmy Balud Fong, University of the Philippines Baguio

Although it is true that globalization has affected every aspect of human life, inevitably resulting in the phenomenon of the "glocal," it cannot be denied that local communities and cultures continue to bear the brunt of misrepresentation and the formation and recreation of myths and tropes in the arena of cultural production. This panel focuses on cultures of indigenous Philippine groups and other marginalized sectors in contemporary Philippine society. Using various critical approaches and theories as modes of inquiry, the panelists look closely at a number of texts from different genres and popular media, highlighting the "negotiation" with the local and

the global that characterize these texts. Issues of ethnicity, identity, hybridity, space, place, mobility, and nation-ness are foregrounded to show the complex and nuanced negotiation present in these texts.

### 3.1.3

Miguel 202

#### Media Ecology for a Sustainable Planet

Chair: Norbert Mundorf, University of Rhode Island

"Productive Negation in Article IV of the Antarctic Treaty: A Rhetorical Analysis Using Ong's Perspective on the Printed Word"

Jon Bouknight, Central Oregon Community College

"Exploring Sustainable Development in Kibera: A Case Study Approach"

Christopher Jackson, Howard University

Renata Ferdinand, State University of New York at Canton

"Communicating Risk: Preparedness for Sea-level Rise and Extreme Weather"

Norbert Mundorf, University of Rhode Island

"Technological Change in Mediation Demands Change in Global Media Policy"

Alexandra Wells, New York University

### 3.1.4

Miguel 214

#### Music, Music Education, and Media Ecology

Chair: Thom Gencarelli, Manhattan College

"Binary Faust: The Natural and the Artificial in Analog and Digital Sounds"

José Cláudio S. Castanheira, Universidade Federal de Santa Catarina

"Lux Arumque: A Case Study of Eric Whitacre's Virtual Choir"

Helma Sawatzky, Simon Fraser University School of Communication

"Music in School in a New Media Landscape"

Manfred Scheid, Umeå Universitet

"Music Teaching, Technology and Media Today Seen in the Rear View Mirror: A Media Ecology Perspective on a Changing School Subject Paradigm"

Tommy Strandberg, Umeå Universitet

### 3.1.5

Miguel 216

#### Text/Print/Literature

Chair: Sheila Nayar, Greensboro College

"*Found* Magazine: Media as Kipple"

Vicente Berdayes, Barry University

"Polyphonic Authorship and the Question of 'Oral Literature': Orality, Texts, and Multimodality in *Bharatanatyam* Performance"

Heidi Brush, Penn State University

"Transmedia Narrative Machine: Concept and Transmediation in Fantastic Literature"

Vicente Gosciola, Universidade do Algarve and Universidade Anhembi Morumbi

## 3.2.1

Miguel 201

**Probing the Boundaries of Media Ecology: Part Two**

Chair: Peter Zhang, Grand Valley State University

*"Gregory Bateson and Paul Watzlawick: From the Ecology of Mind to the Pragmatics of Media Ecology"*

Lance Strate, Fordham University

*"Anthony Trollope's 'Plea for Typographic Time'"*

Paul Grosswiler, University of Maine

*"JJ Gibson, Media Ecologist"*

Robert MacDougall, Curry College

*"Sylvan Tomkins as Media Ecologist"*

Phil Rose, York University

*"Opening the Media-Ecological Black Box of Latour"*

Yoni Van Den Eede, Vrije Universiteit Brussel

This panel is driven by the realization that authors outside of the MEA pantheon have spoken substantively and copiously on media ecological problematics, and that explicitly engaging their work will bring some new and valuable perspective that can help contextualize, re-vitalize, and expand the scope of media ecology. As a whole, the panel will (re)introduce a coterie of authors through the lens of media ecology, including Gregory Bateson, Paul Watzlawick, Anthony Trollope, JJ Gibson, Sylvan Tomkins, and Bruno Latour.

## 3.2.2

Miguel 202

**Image/Screen/Cinema**

Chair: Janet Sternberg, Fordham University

*"Projecting in the Streets: From the Cinema Indoors to Films 'Calling out around the World' and Memory: A Few Notes about Live Cinema"*

Márcia Bessa, Universidade Federal do Estado do Rio de Janeiro

Wilson Oliveira da Silva Filho, Universidade Federal do Estado do Rio de Janeiro

*"The Impact of the Ever Presence of the Screen on Reality and the Image"*

Luiz Coelho, Pontifical Catholic University of Rio de Janeiro

*"Infrared, or the Algorithmic Production of Visual Knowledge"*

Carolyn Kane, Hunter College in the City University of New York

*"Violence and Poetry: Global Interconnection in the Films *Before the Rain* and *Altiplano*"*

Claudia Springer, Framingham State University





### 3.2.3

Miguel 207

#### Art and Media/Art as Media

Chair: Thom Gencarelli, Manhattan College

"Resistance, Adding on, Embeddedness and Dominance when Using Digital Media in the Subject of Art"

Hans Örtengren, Umeå Universitet

Anders Marner, Umeå Universitet

"Embedded Digital Media in the Subject of Art?"

Anders Marner, Umeå Universitet

Hans Örtengren, Umeå Universitet

"Transparency in Glass: Medium, Message, Symptom"

Thomas Mical, Independent Scholar

### 3.2.4

Miguel 214

#### Language, Thought, and Reality

Chair: Paul A. Soukup, Santa Clara University

"The Creation of Meaning in the Human Species in the Absence of Instincts and its Representation by Means of Two Biosocial Models of Intrapersonal Communication"

Gil Burgos Colón, University of Puerto Rico, Río Piedras Campus

"Writing Cree, for the Nation,"

Steven McLeod, Carleton University

"At The Intersection of Two Words: Human and Communication"

David Paterno, University of Otago

"Symbols at the Edge of Time: Cosmology and Language Among 21st Century Indigenous Aboriginals"

Ed Tywoniak, Saint Mary's College of California

### 3.2.5

Miguel 216

#### Perspectives from Media Ecology South: Brasil

Chair: Florence Dravet, Universidade Católica de Brasília

"Media Culture and Recent Migrations in Brazil: Toward which Interculturality Model?"

Florence Dravet, Universidade Católica de Brasília

"The Intercultural Dialogue as an Im-possibility: Between Movements and Multibelongings"

Sofia Zanforlin, Universidade Católica de Brasília

"Radio's Anarcheology"

Ana Paula Machado Velho, Universidade Estadual de Maringá

Natália Martins Besagio, Universidade Estadual de Maringá



12:00-1:00 p.m.

**Featured Speaker: Terence P. Moran**  
**"Foundations of Media Ecology: The New York School"**

Chapel

Moderator: Thom Gencarelli, Manhattan College

**Terence P. Moran** is Professor of Media, Culture, and Communication at New York University, one of the three founding members of NYU's media ecology Ph.D. program, co-editor (with Neil Postman and Charles Weingartner) of *Language in America: A Report on Our Deteriorating Semantic Environment* (Macmillan, 1969), and author (with Eugene Secunda) of *Selling War to America: From the Spanish American War to the Global War on Terror* (Praeger, 2007) and *Introduction to the History of Communication: Evolutions and Revolutions* (Peter Lang, 2010).

1:00-2:30 p.m.

Lunch Break

2:30-3:45 p.m.

**A Centenary Celebration  
of Jacques Ellul**

Chapel

**Ellul's Enduring Notion of *la Technique***

Chair: Brett Lunceford, University of Southern Alabama

"Ellul's Concept of Technique and Writing Studies"

Geraldine E. Forsberg, Western Washington University

"Ellul on Prayer vs. *la Technique*"

Raymond Gozzi, Jr., Ithaca College

"Recovering the Voice of God in a Hyper-technicized Media Environment: From Desert Spirituality to the Tech-Savvy Worshippers of Cyberspace"

Stephanie Bennett, Palm Beach Atlantic University

"Using Ellul's *la Technique* and Aristotle's *Technē* to Create a Clearer Distinction between Propaganda and Rhetoric"

Brett Lunceford, University of South Alabama

"Technological Critique for Pacifists: The Unabomber and Jacques Ellul"

Matt Thomas, University of Iowa

As this conference marks the centenary of the birth of Jacques Ellul, it is useful to return to one of Ellul's most enduring contributions to the field of media ecology: his conception of *la Technique*. As a media theorist, social critic, and theologian, Ellul demonstrated how the mindset produced by *la Technique* permeated all aspects of society – a problem that persists even to this day. Later in his life, however, he provided some clues for escaping this mindset and restoring agency to people beginning with the suggestion that we must desacralize *Technique*. In that spirit, this panel interrogates various sites of *Technique* ranging from propaganda to religious practice.

3.3.1

Miguel 201

**The Incontrovertible Influence of McLuhan**

Chair: Adriana Braga, Pontifical Catholic University of Rio de Janeiro

"Visionaries: Jules Verne, Dziga Vertov, and Marshall McLuhan"

Adriana Braga, Pontifical Catholic University of Rio de Janeiro

Silvio Tendler, Pontifical Catholic University of Rio de Janeiro

"McLuhan, Complexity Theory and Emergence"

Robert K. Logan, University of Toronto

"Back to the Future: From Trivium to Mass Media"

Laura Trujillo Liñán, Universidad Panamericana

"McLuhanist Humanism after the Nonhuman Turn"

Yoni Van Den Eede, Vrije Universiteit Brussel

3.3.2

Miguel 214

***Korzybski And...***

Chair: Lance Strate, Fordham University

Panelists: Corey Anton, Grand Valley State University

Martin Levinson, Institute of General Semantic

This panel will present some of the material and ideas to be found in the soon-to-be-published Institute of General Semantics anthology, *Korzybski And...*

3.3.3

Miguel 202

**Doing/Teaching Media Ecology: Reports from the Classroom**

Chair: Robert MacDougall, Curry College

"Pandering, Pondering, and other Media Ecological Dilemmas of the Modern Classroom"

Brecken Chinn-Swartz, Curry College

"Smart Classrooms: A Dumb Idea?"

Sarah Smith, Curry College

"I and Thou: Martin Buber and the Evocation of Encounter in the Digital Age"

Ronan Hallowell, Univ. Southern California

"Conversations Outside the Convention: Brokering the Discovery of Media Ecology with Contemporary Students"

David Paterno, University of Otago

"Burning Down the (Play)House: The Transformation of the Classroom in the Age of YouTube"

Mike Plugh, Akita International University

A general aim of this panel is to provide educators working within the communication field with tools and resources useful in teaching media ecology. The panelists will present a selection of ideas that can help educators contextualize the core tenets of media ecology both within and beyond their classrooms. More specifically, the panelists will discuss various ways we might help push our students into "going meta," and prompt outward movement in their thinking and conceptualization about the everyday media environments they inhabit. The panelists offer a number of strategies (concrete pedagogical, structural, conceptual, etc.) for doing

so, and will share their experiences in moving students away from the traditional content-oriented focus, toward a more media ecological approach to thinking about communication in their everyday lives. In promoting approaches pioneered by Ong and Ellul, and certainly highlighting McLuhan's "integral awareness," another overarching aim of this panel will be to vivify Gregory Bateson's lifelong effort to "shake" students out of their traditional ways thinking.

### 3.3.4

Miguel 207

#### Media Ecology and Music Technology

Chair: Susan Jasko, California University of Pennsylvania

"Occupying the Music Industry: The Audiosphere And The Ecosystem of Online Music"

Messias G. Bandeira, Federal University of Bahia

"Coded Performance: An Examination of how Code Embodied in Consoles and Engineers Relates to the 'Liveness' of the Live Event"

Christopher Dahlie, University of North Carolina

"McLuhan and Music Online: A Dialogic Conception between the Subject and the Computer"

Esaú Salvador Bravo Luis, Universidad Nacional de La Plata

"On the Sequence of Music Consumption: Reordered Listening, Record Labels, and the Remix as a Promotional Tool"

Sheena Hyndman, York University

### 3.3.5

Miguel 216

#### Sexuality, Gender, and Media Ecology

Chair: Rebecca Kern, Manhattan College

"Liberty or Libel? A Brief Analysis of Anti-trans Advertising in Canada"

Jan Lukas Buterman, University of Alberta

"The Sexual Medium is the Ethical Message: The Interpersonalization of Sex Ethics"

Valerie Peterson, Grand Valley State University

"Windows on the Womb: Pregnancy in Changing Media Environments"

Laura Tropp, Marymount Manhattan College

5:15-6:00 p.m.

Break



6:00-8:00 p.m.

Buffet Dinner

Smith Auditorium

**Featured Speaker: Jaron Lanier**  
**"Steps Toward a Humanistic Information Economy"**

Moderator: Thom Gencarelli, Manhattan College

**Jaron Lanier** is a computer scientist, composer, visual artist, author of *You are Not a Gadget: A Manifesto* (Vintage Books, 2011), and one of *Time* magazine's "100 People" in 2010. Jaron's name is also often associated with virtual reality research and technology. He either coined or popularized the term "virtual reality," and in the early 1980s founded VPL Research: the first company to sell VR products, and where he helped develop the first VR applications for surgical simulation, vehicle interior prototyping, virtual sets for television production, and the like. He has been a Chief or Lead Scientist in the development of Internet2, a Visiting Scientist at Silicon Graphics, Inc., a Scholar-at-Large for Microsoft, and a Visiting Artist in the Interactive Telecommunications Program (ITP) at New York University. His writings about the high-technology business, the social impact of technological practices, the philosophy of consciousness and information, Internet politics, and the future of humanism have appeared in publications including *The New York Times*, *Discover* (where he has been a columnist), *The Wall Street Journal*, *Forbes*, *Harpers*, *Wired* Magazine (where he was a founding contributing editor), and *Scientific American*. Jaron was awarded an honorary doctorate from the New Jersey Institute of Technology in 2006, a Carnegie Mellon University Watson Award, and a Lifetime Achievement Award from the IEEE (Institute of Electrical and Electronics Engineers).

Jaron is this year's winner of the Media Ecology Association's Neil Postman Award for Career Achievement in Public Intellectual Activity.



**Sunday, June 10**

**8:00-9:00 a.m.**

**Coffee**

**9:00-10:15 a.m.**

**Session 4.1**

**4.1.1**

**Miguel 201**

**We'll Cross that Road When We Come to It: On Media, Writing, and Creativity**

Chair: Lance Strate, Fordham University

"Writing Without Screens"

Susan Maushart, Fordham University

"A Hybrid Communicative Interchange: Using Print News Media to Generate Fiction"

Marleen Barr, The City University of New York

"In My Blogal Village, Print is Hot"

Adeena Karasick, St. John's University

"The Creative Power of Media Ecology"

Lance Strate, Fordham University

**4.1.2**

**Miguel 202**

**Crossing the Frontiers of Media**

Chair: Robert K. Blechman, Independent Scholar

"When Teaching is Typing and the Classroom is Code: Life in Learning Management Systems"

Catherine Adams, University of Alberta

"Confessions of a Would-Be Twitter Novelist"

Robert K. Blechman, Author, *Executive Severance*

"'Le Chante des Sirènes': Locative Media and the Increase of the Relevance of the Place"

Macello Medeiros, Universidade do Estado da Bahia

"The Medium is the Metaphor? A Rhetorical Reexamining: Discourses on ICTs from Perspectives by Incongruity"

Mingjie Wang, University of Colorado Boulder

### Media Ecology and the Body

Chair: Janet Sternberg, Fordham University

"Healing Visions, Changing Lenses: Effects of Radiological Technology on the Diagnostic Ritual"

Christopher Dahlie, University of North Carolina

"Word, Virtual Territoriality and Human Fitness"

Silvia Maria Guerra Molina, University of São Paulo

with F. L. Piedade, University of São Paulo, R. Raele, University of São Paulo, H. Gonçalves, University of São Paulo, V. Camacho-Cabral, University of São Paulo, P. H. F. Lastra, University of São Paulo, G. H. Lui, University of São Paulo, L. C. Z. Fraccaro, University of São Paulo, and M. Piva-Silva, University of São Paulo

"Kinesic Video Gaming as an Aesthetic Learning Modality: Alternatives to Alienative Lament in the Media Ecological Tradition"

Barry Liss, University of Wisconsin, Marathon County

Robert Riordan, St. Olaf University

### The Arab Spring, the Occupy Movement, and Where We Might Go from Here

Chair: Thom Gencarelli, Manhattan College

"Universal Cries, Universal Facial Expressions: Crossroads Connect the CNS of the Planet"

Donna Flayhan, State University of New York at New Paltz

"Social Media and the Arab Spring"

Thom Gencarelli, Manhattan College

"A Thousand Words: Mapping the Imagery of Occupy Wall Street"

Liel Leibovitz, New York University

Maxwell Foxman, New York University

"Revolutions, Wars, and Social Media Platforms"

Kim Taylor-Wilson, Northern Virginia Community College

10:30 a.m.-12:00 p.m.

General Business Meeting  
of the Media Ecology Association

Smith Auditorium

*~Fin~*

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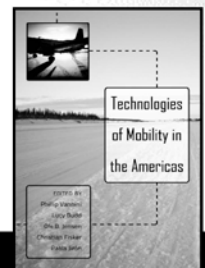
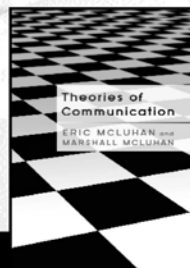
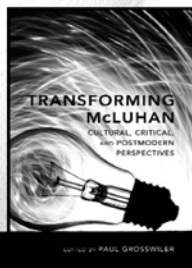
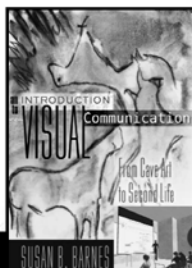
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## 13th ANNUAL CONVENTION TOP PAPER AWARDS

**The 2012 MEA Convention Top Paper Award**

**Eric Jenkins**, "Updating Narcissus, the ur-Myth of Media, for the Digital Age"

**The 2012 Linda Elson Scholar Award for Top Student Paper**

**Angela M. Cirucci**, "First Person Paparazzi: Why Social Media Should Be Studied More Like Video Games"

### 2012 MEA AWARDS

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

**Barbie Zelizer** for *About to Die: How News Images Move the Public*

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

**James C. Morrison** for "Acoustic, Visual, and Aural Space: The Quest for Virtual Reality in Musical Reproduction"

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

**Corey Anton** for *Sources of Significance: Worldly Rejuvenation and Neo-Stoic Heroism*

**The Susanne K. Langer Award** for Outstanding Scholarship in the Ecology of Symbolic Form to

**Whitney Davis** for *A General Theory of Visual Culture*

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

**Sara van den Berg** and **Thomas M. Walsh** for *Language, Culture, and Identity: The Legacy of Walter J. Ong*

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

**Braden R. Allenby** and **Daniel Sarewitz** for *The Techno-Human Condition*

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

**Macello Santos de Medeiros** for *O Lugar Na Comunicação: Um Estudo Sobre a Comunicação Locativa em Zonas Bluetooth*

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

**Shumeet Baluja** for *The Silicon Jungle*

and to

**Robert K. Blechman** for *Executive Severance*

**The John Culkin Award** for Outstanding Praxis in the Field of Media Ecology to

**Robert Albrecht** for *Song of the Poet* (musical composition on CD)

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

**Janet Sternberg**

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

**Scott Harrison** and **charity: water**

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

**David Carr**

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

**Terence P. Moran**

The **Edmund S. Carpenter Award** for Career Achievement in Editing in the Field of Media Ecology to  
**Thomas J. Farrell and Paul A. Soukup**

The **Walter J. Ong Award** for Career Achievement in Scholarship to  
**Sherry Turkle**

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

## PAST MEA AWARD RECIPIENTS

### 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*  
2011 – **Sheila Nayar** for *Cinematically Speaking: The Orality-Literacy Paradigm for Visual Narrative*

### 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"  
2011 – **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**

- 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*  
2011 – **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**

- 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 Lucaites** for *No Caption Needed: Iconic Photographs, Public Culture, and Liberal Democracy*  
2009 – **Karin 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*  
2011 – **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**

- 2002 – **Susan B. Barnes** for *Online Connections: Internet Interpersonal Relationships* and to **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*  
2011 – **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**

- 2000 – **Paul Levinson** for *Digital McLuhan: A Guide to the Information Millennium*  
2001 – **Jay David Bolter** and **Richard Grusin** for *Remediation: Understanding New Media*  
2002 – **Jack Lule** for *Daily News, Eternal Stories: The Mythological Role of Journalism*  
2003 – **Emily Thompson** for *The Soundscape of Modernity: Architectural Acoustics and the Culture of Listening in America, 1900-1933*  
2004 – **Scott Eastham** for *Biotech Time-Bomb: How Genetic Engineering Could Irreversibly Change Our World*  
2005 – **Margaret Cassidy** for *Bookends: The Changing Media Environment of American Classrooms*

- 2006 – **Casey Man Kong Lum** for *Perspectives on Culture, Technology and Communication: The Media Ecology Tradition*
- 2007 – **Timothy C. Campbell** for *Wireless Writing in the Age of Marconi* and to **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*
- 2011 – **Marco Adria** for *Technology and Nationalism*

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

- 2000 – **Donna Flayhan** for *Marxism, Medium Theory, and American Cultural Studies: The Question of Determination*
- 2001 – **Lori Ramos** for *Self-Initiated Writing Practices and Conceptions of Writing Among Young Urban Adolescents*
- 2002 – **Janet Sternberg** for *Misbehavior in Cyber Places: The Regulation of Online Conduct in Virtual Communities on the Internet*
- 2003 – **Keith Hampton** for *Living the Wired Life in the Wired Suburb: Netville, Glocalization and Civil Society*
- 2004 – **Brian Cogan** for *Wired Worlds: An Analysis of Newspaper Coverage of the Personal Computer and the Internet*
- 2005 – **Mary Ann Allison** for *Gecyberschaft: A Theoretical Model for the Analysis of Emerging Electronic Communities*
- 2006 – **Susan Jacobson** for *Scrapbook of the Chinese Cultural Revolution: Hypertext and the Representation of History*
- 2007 – **Adriana Braga** for *Feminilidade Mediada por Computador: Interação Social no Circuito-Blogue [Computer-Mediated Femininity: Social Interaction on the Blog Circuit]*
- 2008 – **Stephanie Bennett** for *The Disappearance of Silence: A Dialectical Exploration of the Interpersonal Implications of Personal Mobile Media as Viewed through the Lens of Jacques Ellul's La Technique*
- 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*
- 2011 – **Joseph A. Kim** for *Marshall McLuhan's Theological Anthropology*

#### **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 *TOC* (a new media novel)
- 2011 – **Chuck Wachtel** for *3/03*

#### **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 – **William Bly** and **John McDaid** for *Media Ecology Unplugged* (audio music recording, available on CD and as downloadable MP3 files at [www.infomonger.com/meunplug/](http://www.infomonger.com/meunplug/)).
- 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 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* (videos and website)
- 2009 – **Peter C. Rollins** for *The Benjamin Lee Whorf Legacy* (CD-ROM)
- 2010 – **Barry Vacker** for *Space Times Square* (video)
- 2011 – **Nora Bateson** for *An Ecology of Mind* (documentary film)

#### The Louis Forsdale Award for Outstanding Educator in the Field of Media Ecology

- |                             |                             |
|-----------------------------|-----------------------------|
| 2000 – Christine L. Nystrom | 2006 – Terence P. Moran     |
| 2001 – Joshua Meyrowitz     | 2007 – Octavio Islas        |
| 2002 – Edmund Carpenter     | 2008 – Lee Thayer           |
| 2003 – James W. Carey       | 2009 – Bruce E. Gronbeck    |
| 2004 – Gary Gumpert         | 2010 – Salvatore J. Fallica |
| 2005 – Frank E. X. Dance    | 2011 – Alex Kuskis          |

#### The Jacques Ellul Award for Outstanding Media Ecology Activism

- |                                       |                                      |
|---------------------------------------|--------------------------------------|
| 2000 – Stephanie B. Gibson            | 2006 – Andrew Rasiej                 |
| 2001 – Dennis Gallagher               | 2007 – Donna Flayhan                 |
| 2002 – Parry Aftab                    | 2008 – Margot Hardenbergh            |
| 2003 – Ronald J. Deibert              | 2009 – Mark Lipton                   |
| 2004 – The Reverend Everett C. Parker | 2010 – Eric Goodman and Mike Stevens |
| 2005 – Jerry Brown                    | 2011 – Lisa Prins                    |

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

- 2007 – Philip Marchand
- 2008 – Marvin Kitman
- 2009 – Thomas de Zengotita
- 2010 – Eugene Marlow
- 2011 – David Hendy

#### The Christine L. Nystrom Award for Career Achievement in Service to the Field of Media Ecology

- 2011 – Robert Barry Francos

#### The Walter J. Ong Award for Career Achievement in Scholarship

- |                                 |                         |
|---------------------------------|-------------------------|
| 2004 – Denise Schmandt-Besserat | 2008 – Joshua Meyrowitz |
| 2005 – James W. Carey           | 2009 – John Miles Foley |
| 2006 – Elizabeth L. Eisenstein  | 2010 – Don Ihde         |
| 2007 – Jay David Bolter         | 2011 – Robert K. Logan  |

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

2004 – **Douglas Rushkoff**  
2005 – **Paul Levinson**  
2006 – **Howard Rheingold**  
2007 – **Eric McLuhan**

2008 – **Fritjof Capra**  
2009 – **Alan Kay**  
2010 – **Mary Catherine Bateson**  
2011 – **Gary Gumpert**

## **The MEA Convention Top Paper Award**

2003 – **Arthur W. Hunt, III** for “The Image Versus the Word: Old Story, New Twist: A Lament from a Christian Media Ecologist”  
2004 – **Kip Redick** for “Theme Parks as Sacred Places and Commercial Sanctuaries”  
2005 – **Ellen Rose** for “The Wiring of Bhutan: A Test Case for Media Ecology in the Non-Western World”  
2006 – **Davis Foulger** for “Medium as an Ecology of Genres: Integrating Media Theory and Genre Theory” and to **Peter A. Maresco** and **Cheryl A. Casey** for “Stories in Stone, Stories on Screen: An Examination of Increased Personalization of Cemetery Memorials”  
2007 – **Anne Pym** for “Orality, Secondary Orality, and the Presence of the Word”  
2008 – **Stephanie Bennett** for “The City's Curse; The Church's Plight: Technology, Communication and the Sacred”  
2009 – **Matthew A. Killmeier** for “Invasion of the Body Snatchers: Disembodiment, Media, and Innis and Carey”  
2010 – **Claudia Springer** for “Watch the Birdie: Image-Making and Wildlife Conservation”  
2011 – **Eric Jenkins** for “Another Punctum”

## **The Linda Elson Scholar Award for the Top Student Paper at the MEA Convention**

2003 – **Lisa Hanson** for “PRO-ANA, a Culture Remediated in Cyberspace”  
2004 – **Megan Rogers** for “Taoism, Media Ecology, and the Reason the West Just Can't 'Dig it'”  
2005 – **Cuthbert Alexander** for “Community Journalism: Hope for a Society Without Heroes” and to **Michael T. Zimmer** for “Media Ecology and Value Sensitive Design: A Combined Approach to Understanding the Biases of Media Technology”  
2006 – **David Parisi** for “Fingerbombing or ‘Touching Is Good’: The Cultural Construction of Technologized Touch”  
2007 – **Xiaoyan Xiang** for “Walling-In and Walling Out”  
2008 – **Phil Rose** for “René Girard as Media Ecologist”  
2009 – **Jason Kalin** for “Toward a Rhetoric of Hybrid-Space Walking”  
2010 – **J. N. Beckham** for “Food and Drink: Engaging the Logics of New Mediation”  
2011 – **Helma Sawatsky** for “Anemone Theory: An Exploration of Digital Media as Phenomena”

## **2012 MEA AWARDS COMMITTEE**

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**Postman Award**

Brian Cogan  
Thom Gencarelli  
Paul Levinson  
Douglas Rushkoff  
Janet Sternberg  
Lance Strate

## CALL FOR NOMINATIONS FOR 2013 MEA AWARDS

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

Open to books published in 2010 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 2010 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 2010 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 2010 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 2010 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 2010 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 2010 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 2010 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, 2012** to: Brian Cogan, Awards Coordinator, Media Ecology Association, Communications Department, W114 Wilbur Arts Building, Molloy College, 1000 Hempstead Avenue, Rockville Centre, NY 11571-5002. For more information, see the MEA website at [www.media-ecology.org](http://www.media-ecology.org) or contact Brian Cogan at [bcogan@molloy.edu](mailto:bcogan@molloy.edu) or 516-678-5000, ext. 6413.

# The Fourteenth Annual Convention of the Media Ecology Association Call for Papers

## Media Ecology Unplugged

June 20–23, 2013  
Grand Valley State University  
Grand Rapids, Michigan

### Convention Coordinators:

Corey Anton ([antonc@gvsu.edu](mailto:antonc@gvsu.edu)) Grand Valley State University  
Valerie V. Peterson ([petersov@gvsu.edu](mailto:petersov@gvsu.edu)) Grand Valley State University

In 2013, Grand Valley will happily host the Media Ecology Association's 14th annual convention in the city of Grand Rapids. Our aim is to provoke academic dialogue, raise public awareness of media ecology, and discuss the relevance of media ecological thought to the broader culture. The 14th Annual Convention, with the theme of "unplugged," invites papers, panels, creative projects, and other proposals presenting research and/or exploring topics and ideas related to the convention theme.

Media ecology "unplugged" seeks to remind people that media technologies are simply plug-in devices. The "unplugged" theme is meant to capture the wide span of environmental mediation prior to the wired and plugged-in revolution of mass media, including architecture, literacy, urban design, transportation, art, and other discursive and non-discursive forms. It also turns attention to recent and cutting-edge technologies that have de-tethered from the plug, including satellites, nanotechnology, robotics, genetic engineering, modern pharmacology, cell phones, Bluetooth, e-readers, solar cells, green technologies, neuroscience, and much more.

All abstracts, completed papers, and panel proposal submissions, etc., are welcome, but priority will be given to submissions that touch upon or align with the convention theme. A maximum of two submissions per author will be accepted. Authors who wish their papers to be considered for the Top Paper or Top Student Paper award must indicate this on their submission(s). All submissions will be acknowledged.

The convention site, approximately 15 minutes by taxi from the Gerald R. Ford International Airport, is located in the heart of Grand Rapids, Michigan at Grand Valley's downtown campus. It has an assortment of hotels and a wide range of places to eat, from inexpensive eateries to fine restaurants, all within a few city blocks. Accommodation and excursion information is forthcoming.

### Guidelines for Submission

#### For Manuscripts:

1. Suggested length of manuscripts is 15 to 25 double-spaced pages (4,000–6,000 words).
2. Include a cover page (or e-submission first page) with your academic or professional affiliation and other contact information.
3. Include a 150-word abstract, with the title. Use APA, MLA, or Chicago style.

#### For Paper and Panel Proposals:

1. Include title, abstract, and contact information with your proposal.
2. Outline, as relevant, how your paper or panel will fit with the convention theme.

**Submission Deadline: November 1, 2012**

For more on the Media Ecology Association, visit the website: [www.media-ecology.org](http://www.media-ecology.org)

# CALL FOR SUBMISSIONS FOR THE 2012 MEA CONVENTION PROCEEDINGS

Attention 2012 MEA Convention presenters: Please consider submitting your paper for the 2012 MEA peer-reviewed published proceedings. The 2012 MEA published proceedings will be e-published on the MEA website at [www.media-ecology.org](http://www.media-ecology.org). Articles submitted 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. Manuscripts must 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 within the text or the article.
6. Authors should submit a digital copy by e-mail **no later than July 31, 2012**. Send the submission as an MSWord document or RTF file to Thom Gencarelli at [thom.gencarelli@manhattan.edu](mailto:thom.gencarelli@manhattan.edu).



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# ***EXPLORATIONS IN MEDIA ECOLOGY {EME}***

**The Journal of the Media Ecology Association**

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Judith Yaross Lee – Ohio University  
Paul Lippert – East Stroudsburg University  
Robert K. Logan – University of Toronto  
Joshua Meyrowitz – University of New Hampshire  
Julianne H. Newton – University of Oregon  
David R. Olson – University of Toronto  
Camille Paglia – University of the Arts  
John Pauly – Marquette University  
Catherine Waite Phelan – Hamilton College  
Borys Potyatynyk – Ivan Franko National University  
John H. Powers – Hong Kong Baptist University  
Harald E. L. Prins – Kansas State University  
Douglas Rushkoff – New York University  
Denise Schmandt-Besserat – University of Texas, Austin  
Thomas A. Shippey – Saint Louis University  
Stuart J. Sigman – Naropa University  
Joseph W. Slade – Ohio University  
Anthony Smith – Oxford University  
Janet Sternberg – Fordham University  
Sara van den Berg – Saint Louis University  
Edward A. Wachtel – Fordham University  
Lawrence Wallack – Portland State University  
Frederick Wasser – Brooklyn College, CUNY  
Robert A. White, S.J. – St. Augustine University of Tanzania  
Julia T. Wood – University of North Carolina, Chapel Hill



## MEA NEWSLETTER – *IN MEDIAS RES*

MEA members receive the newsletter twice a year. Keep up with the latest MEA activities and keep us up-to-date about you. Send personal news, information of interest to media ecologists, ideas for short articles, and especially ideas for book reviews, to the Editor of *In Medias Res*:

Ed Tywoniak  
Editor, *In Media Res*  
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## 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.

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Click on the "subscribe" button and you're subscribed. You should receive a subscription acknowledgment shortly thereafter from the list processor, containing additional information.

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[mea@lists.ibiblio.org](mailto:mea@lists.ibiblio.org)



# **IMPORTANT INFORMATION FOR THE CONVENTION**

## **Parking**

Parking is available free of charge for the duration of the Convention in the Manhattan College Parking Garage, Level 3, parking spots 1-30. The garage is located on Broadway, just south of Manhattan College Parkway, and is connected by bridge to the campus. Please ask for a parking pass at the Convention Registration Desk.

## **Wireless Access**

To log on to the Internet, go to "Wireless Connections" on your laptop. Click on the connection option "JasperNet Guest."

One of two things will happen. Either you will be directed to the following screen: "Manhattan College JasperNet Single Sign-on." Or you will need to open your browser to access this screen.

Under "JasperNet I.D.," enter "mcguest." Under "Password," enter "jasper1853."

## **Manhattan College Emergency Phone Number**

Call 718-862-3333

## LIST OF CONVENTION PARTICIPANTS

Catherine Adams	4.1.2	Christopher Dahlie	3.3.4, 4.1.3
Marco Adria	1.1.4	Wilson Oliveira da Silva Filho	3.2.2
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Mary Ann Allison	2.1.4	Florence Dravet	3.2.5
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Jon Bouknight	3.1.3		Moran, Lanier, 4.1.4
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Janice Caiafa	1.3.4	Ronan Hallowell	2.1.4, 3.3.3
Dennis Cali	Ong Plenary	Donna Halper	2.1.3
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Curry Chandler	2.1.2	Dong-Hoo Lee	1.2.2
Fred Cheyunski	1.1.4	Jenn Hyland	1.3.1
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Clara Ciuffoli	2.2.3	Christopher Jackson	3.1.3
Angela M. Cirucci	1.1.2	Susan Jasko	1.2.4, 3.3.4
Luiz Coelho	3.2.2	Eric Jenkins	2.2.2, 2.4.1
Brian Cogan	1.1.3, 2.3.4	Huimin Jin	2.3.1
Robert Colaiani	1.3.3		
Tess Conner	1.3.2		
Linda Cooper Berdayes	1.2.2, 2.1.3		
Joe Cutbirth	2.2.4, 2.3.3		

Jason Kalmanowitz	1.3.3	M. Piva-Silva	4.1.3
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Adeena Karasick	4.1.1	Denis Porto Renó	2.2.4
Rebecca Kern	1.1.3, 3.3.5	Anne Pym	Ong Plenary
Alex Kuskis	2.1.4		
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Abigail Lambke	2.4.4	Howard Rapp	1.2.3
Jaron Lanier	Featured	Jennifer Rauch	1.2.4
P. H. F. Lastra	4.1.3	Ulrich Regler	2.2.1
Liel Leibovitz	1.1.1, 4.1.4	Robert Riordan	4.1.3
Jeff Lemberg	2.4.2	Jerónimo Rivera	2.3.2
John Lenarcic	2.2.3	Holly Robbins	1.1.1
Martin Levinson	3.3.2	Phil Rose	1.1.2, 1.3.2, 3.2.1
David Linton	2.2.2	Mary L. Rothschild	2.4.3
Barry Liss	4.1.3	Douglas Rushkoff	1.2.1, Turkle, Featured
Ma. Rina Locsin	3.1.2		
Robert K. Logan	2.1.2, 3.1.1, 3.3.1	Philip J. Salem	2.3.3, 2.4.2
Daniel López	2.3.2	Pradipta Sarkar	2.2.3
Guadalupe López	2.2.3	Jaimie Sarubbi	1.2.3
G. H. Lui	4.1.3	Helma Sawatzky	3.1.4
Brett Lunceford	1.2.2, Ellul Plenary	Dominique Scheffel-Dunand	2.3.1
		Manfred Scheid	3.1.4
Robert MacDougall	2.4.2, 3.2.1, 3.3.3	Read M. Schuchardt	1.1.3
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Ana Paula Machado Velho	3.2.5	Blake Seidenshaw	3.1.1
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Natália Martins Besagio	3.2.5	Sarah Smith	3.3.3
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Steven McLeod	3.2.4	Martin Speer	2.1.2
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Thomas Mical	3.2.3	Janet Sternberg	Rushkoff, 3.2.2, 4.1.3
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Adriana Moreno Acosta	2.3.3	Lance Strate	1.2.1, 2.3.1, 3.2.1
James C. Morrison	Opening, 2.1.2, 2.2.2 2.3.4, 2.4.2, Address		3.3.2, 4.1.1
Norbert Mundorf	3.1.3	Teresa Sturgess	1.1.2
Peter Murvai	2.3.1		
Sheila Nayar	2.2.3, 3.1.5	Jesper Tække	2.1.4
Mogens Olesen	2.4.3	Kim Taylor-Wilson	4.1.4
Hans Örtengren	3.2.3	Silvio Tandler	3.3.1
		Valery Terin	2.3.4
David Paterno	3.2.4, 3.3.3	Matt Thomas	Ellul Plenary
Michael Paulsen	2.1.4	Kimberly Thompson-Almanzor	1.1.1
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F. L. Piedade	4.1.3	Christine M. Tracy	2.2.4
		Laura Tropp	1.2.3, 3.3.5
		Calvin Troup	Ong Plenary
		Laura Trujillo Liñán	3.3.1

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Sherry Turkle	Featured
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Jean-François Vallée	1.1.4
Sara van den Berg	2.1.1, 2.4.4
Yoni Van Den Eede	3.2.1, 3.3.1
Mingjie Wang	4.1.2
Alexandra Wells	1.1.3, 3.1.3
Alice Wilder	1.2.1
Jonathan Zalman	1.3.4
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Peter Zhang	2.4.1, 3.1.1, 3.2.1
Zhou Min	2.3.1
Tom Zlatic	2.1.1, 2.4.4
David Zweig	1.1.4

## NOTES