CALL FOR PAPERS

for

“Making Sense” through Time-Binding

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New York Society for General Semantics
Media Ecology Association
Friends of the Institute of Noetic Sciences

October 24-26, 2014
Princeton Club
15 West 43 Street
New York, New York

Featuring the 62nd Annual
Alfred Korzybski Memorial Lecture
to be delivered by

Jack El-Hai
The General-Semantics Psychiatrist and the Nazi

Send papers, proposals, and inquiries by August 31, 2014 to presentations@generalsemantics.org

or contact
Martin H. Levinson, President of the Institute of General Semantics
c/o Institute of General Semantics, 72-11 Austin Street #233
Forest Hills, New York 11375
212.729.7973 (voice) / 718.793.2527 (fax)
THE 15th ANNUAL CONVENTION OF THE
MEDIA ECOLOGY ASSOCIATION

CONFRONTING TECHNOPOLY:
CREATIVITY AND THE CREATIVE INDUSTRIES
IN GLOBAL PERSPECTIVE

RYERSON UNIVERSITY
JUNE 19-22, 2014

SPECIAL THANKS TO:
Gerd Hauck, Dean, Faculty of Communication and Design, Ryerson
Donald J. Gillies, Professor Emeritus, School of Image Arts, Ryerson
The Canadian Communication Association

ACKNOWLEDGEMENTS:
Thom Gencarelli, Sheena Hyndman, Paul Soukup, Ainsley Moore, Corey Anton, Valerie Peterson,
Lance Strate, Natasha Flora, Alex Kuskis, Julie Frahar, Mark Lipton, Barbara Boraks, Ed Tywoniak,
Karen Lollar, Philip Savage, Marilyn and Sheldon Richmond, Bob Logan, Dominique Sheffel-Dunand,
John Oswald, Shirley Lewchuk, Barry Liss, Brett Lunceford, Arthur W. Hunt III, Sal Greco, Fernando
Gutiérrez, and Charles Davis.

CONVENTION HASH TAG: #MEA2014
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# THE CONVENTION AT A GLANCE

## Thursday, June 19

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<tr>
<td>8:00-9:00 a.m.</td>
<td>Meet and greet at Starbucks/POD 60 Lounge (LIB 72)</td>
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<td>9:00-9:30 a.m.</td>
<td>Opening ceremony</td>
<td>LIB 72</td>
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<td>9:45-11:00 a.m.</td>
<td>Session 1.1</td>
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<td>11:15-12:30 p.m.</td>
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<td>2:00-3:15 p.m.</td>
<td>Session 1.3</td>
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<tr>
<td>3:45-5:00 p.m.</td>
<td>‘Addressing Technological Trauma’ – 50th Anniversary Memorial Plenary Session for Understanding Media</td>
<td>LIB 72</td>
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<tr>
<td>5:30-7:00 p.m.</td>
<td>Marshall McLuhan Seminar Room: Commemoration and Reception</td>
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<td>7:30-9:00 p.m.</td>
<td>Featured Speaker: Joshua Meyrowitz</td>
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## Friday, June 20

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<td>Session 2.1</td>
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<td>10:30-11:45 a.m.</td>
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<td>1:15-12:15 p.m.</td>
<td>Short Lunch Break</td>
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<td>12:15-1:00 p.m.</td>
<td>‘Innis’s Foray’ – Rick Salutin and Eric Peterson</td>
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<td>1:15-2:30 p.m.</td>
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<td>2:45-4:00 p.m.</td>
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<td>4:15-5:15 p.m.</td>
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<td>6:00-7:00 p.m.</td>
<td>Welcome Reception: Walter Hall, University of Toronto</td>
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## Saturday, June 21

<table>
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<td>Session 3.1</td>
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<td>10:30 a.m.-11:45 a.m.</td>
<td>General Business Meeting (all welcome)</td>
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**Sunday, June 22**

8:00-9:00 a.m. – Meet and greet at Starbucks/POD 60 Lounge

9:00-10:15 a.m. – Session 4.1

10:30 a.m.-11:45 p.m. – Session 4.2

12:00-12:15 p.m. – Closing Remarks
New from University of Toronto Press

**Marshall McLuhan and Northrop Frye**
*Apocalypse and Alchemy*
by B.W. Powe

This book presents the lives and works of two of Canada's central cultural figures, Marshall McLuhan and Northrop Frye. B.W. Powe combines the philosophical hallmarks of McLuhan's "The medium is the message" and Frye's "the great code" and offers a new alchemy of their thought.

**Digital Currents**
*How Technology and the Public are Shaping TV News*
y by Rena Bivens

Digital Currents takes the reader inside TV newsrooms to explore how news organizations embrace the public's participation in information gathering and protect the integrity of professional journalism.

**Dynamic Fair Dealing**
*Creating Canadian Culture Online*
edited by Rosemary J. Coombe, Darren Wershler, and Martin Zeilinger

Dynamic Fair Dealing explores the extent to which copyright has expanded into every facet of society and how our capacity to actually deal fairly with cultural goods has suffered in the process.

**Critical Digital Studies**
*A Reader, Second Edition*
edited by Arthur Kroker and Marilouise Kroker

Since its initial publication, Critical Digital Studies has proven an indispensable guide to understanding digitally mediated culture. It continues to provide the leading edge to readers wanting to understand the complex intersection of digital culture and human knowledge.

**Publicity and the Canadian State**
*Critical Communications Perspectives*
edited by Kirsten Kozolanka

This collection explores the Canadian government's relationship with publicity practices and how politicians and their strategists use publicity tools including advertising, public opinion, marketing, and branding for popular consent.

**Encyclopedia of Media and Communication**
edited by Marcel Danesi

Encyclopedia of Media and Communication, a comprehensive encyclopedia for the growing fields of media and communication studies, is an essential resource for beginners and seasoned academics alike.
2014 Convention Schedule

Thursday June 19
(8:00-5:00 Registration)

8:00-9:00 Meet and greet at Starbucks/POD 60 Lounge – LIB 72

9:00-9:30 a.m. Opening Ceremony
LIB 72
Welcoming remarks from:
Phil Rose, MEA Vice President and Convention Coordinator
Chris Evans, Vice Provost Academic, Ryerson University
Gerd Hauck, Dean, Faculty of Communication and Design, Ryerson University
Ira Levine, Founding Director, School of Creative Industries, Ryerson University

9:45-11:00 Session 1.1

1.1.1 Subverting Technopoly (POD 366)
(Moderator: Peter Zhang, Grand Valley State University)

“Subverting Technopolies: Art, Science and Politics” – Andre Czegledy, Wilfrid Laurier University (co-author – Nina Czegledy, University of Toronto)

“Artisanal Farm to Technopolitan Table: The Cultural Contradictions of Contemporary Foodie Culture” – Richard Pierson, Northeastern Illinois University

“Criticizing the Technopoly—Or, How to be a Modern Day Socrates” – Sheldon Richmond, Independent Scholar

“The Arts of Liberation Within the Age of Technopoly” – Edward Tywoniak, St. Mary’s College of California

1.1.2 Critical Mnemotechnics: New Digital Memory Projects from the Critical Media Lab
(Moderator: Marcel O’Gorman, University of Waterloo) (POD 368)

“The Anti-life Logger: Remapping Memory, Re-membering Meaning” – Graeme Northcote (co-authors Lauren Rabindranath and Stephen Trothen), University of Waterloo

“Imaginative Recreation: Breaking Normative Views of Alzheimer’s by Privileging Arts over Memory Discourses” – Amna Haider (co-authors Anne Bui and Kaitlyn Holbein), University of Waterloo

“Circle: Technopoly and Autonomous Photo Sharing” – Cameron Butt, Chris Lawrence, and Isaac Steele, University of Waterloo

“The Puzzle Of The Memory Gap” – Zach Junkin, Marie-Agnes Pilon, and Greg Campbell, University of Waterloo
1.1.3 Re-Building the Concept of Media Literacy in the Mobile Creative Environment (POD 370) (Moderator: Mike Plugh, Fordham University)

“Mobile Creative Literacy of People’s Local Narratives—A Study From Making Japanese Cultural Media ‘Photo Karuta’” – Yuko Tsuchiya, Hiroshima University of Economics

“Media Practice for Reviewing Your Everyday Life and Radio Communication” – Mamiko Hayashida, Fukuoka Jo Gakuin University

“Drawing the Future: Towards Creative Mobile Media Literacy” – Kyoung-Hwa Yonnie Kim, University of Tokyo

1.1.4 Human Communication and Media Ecology (POD 372)
(Moderator: Calvin L. Troup, Duquesne University)

“A Discussion on Marshall McLuhan's Rhetorical Examinations of Lived Experience” – Amanda Sevilla, Duquesne University

“Historical Parallels: Peter Ramus and Walter Ong” – Melinda Miller, Duquesne University

“Maxims of Human Communication: Explorations into a Media Ecological Maxim” – Qian Hongchao, Duquesne University


11:00-11:15 Break at Starbucks/POD 60 Lounge – LIB 72

11:15-12:30 Session 1.2

1.2.1 Taking Place and Being-With: Emergent Dimensions of the Concept of Medium (POD 366) (Moderator: Sheila Nayar, Greensboro College)

“Hashtag as Technosocial Event: Performativity, Networked Sociality and la prise de forme of Hashtag-Mediated Discursive Assemblages” – Nathan Rambukkana, Wilfrid Laurier University


“50 years of ‘Mcluhanism’ and 50 years of Understanding Media. The Extensions of Man” – Octavio Islas, NFOTEC

1.2.2 Media Ecology: The European Tradition (POD 368)
(Moderator: Edward Tywoniak, St. Mary’s College of California)

“Media as Symbolic Forms: Ernst Cassirer's Human Ecology” – Paolo Granata, University of Bologna

“The Media Ecology Dimension of Ludwig von Bertalanffy and the European General Systems Theory Tradition” – Bob Logan, University of Toronto

“Vilem Flusser as Media Ecologist” – Peter Zhang, Grand Valley State University
“Time Unbound: Franco “Bifo” Berardi and the Temporal Ecology of New Media” – Jason Adams, Grand Valley State University

1.2.3 Politics of Technopoly (POD 370)
(Moderator: Mogens Olesen, University of Copenhagen)

“The Internet Will not be Revolutionized: Marshall McLuhan, Communication Revolutions and the Question of Periodization” – Jean-François Vallée, Collège de Maisonneuve / Université de Montréal

“Unmasking Technopoly: Creativity’s Subversive Role as Carnivalesque” – Leanne Pupchek, Queens University of Charlotte


“Agonist, Gadfly, and God-Slayer: Christopher Hitchens and His Media Influence” – Bradley Philbert, Fairleigh Dickinson University

1.2.4 Social Networks (POD 372)
(Moderator: Philip Savage, McMaster University)

“Media Ecology and Social Networks” – Susan Barnes, Rochester Institute of Technology

“Social Network Site Users and Political Participation in Kyrgyzstan” – Elira Turdubaeva, Kyrgyzstan-Turkey Manas University and Nazgul Kurmanalieva, Media Support Center

“Twitter as Methodology: Using Social Media, as a McLuhanist Probe, to Generate Knowledge” – Mark Sedore, University of Toronto

12:30-2:00 Lunch Break – on your own (MEA Board meeting)

2:00-3:15 Session 1.3

1.3.1 Phenomenological Approaches (POD 366)
(Moderator: Karen Lollar, Metropolitan State University of Denver)

“Diachronic Phenomenology: A Methodological Thread Within Media Ecology” – Corey Anton, Grand Valley State University

“On-Board Memory: Tending Hearts & Minds in A Mediated World” – Calvin L. Troup, Duquesne University

“On Technological Mediation” – Helma Sawatzky, Simon Fraser University

“The Allatonceness Irrelevance: Overcoming the Lineal Bias” – Valery Terin, Moscow State Institute of International Relations
1.3.2 Creative Industries (POD 368)
(Moderator: Gerald Erion, Medaille College)
“Revitalizing the Rust Belt: New Frontiers of Media Production” – R. James Wertz, Edinboro University of Pennsylvania
“Lists, League Tables and Linearity: A Reflection on the Mediation of Hierarchies of Information” – Collette Snowden, University of South Australia
“Limits to the New Media Massage: Audience Expectations and Experiences of the CBC Hamilton Experiment”, Philip Savage, McMaster University
“Behind the Curtain: Next-Generation Consoles, Gamer/Developer Networks and the Periphery of Platform Studies” – Owen Livermore, Independent Scholar

1.3.3 Environments of Dissent (POD 370)
(Moderator: Jean-François Vallée, Collège de Maisonneuve / Université de Montréal)
“Out of Site & Out of Mind: A (Speculative) Historiography of Techno-trash” – Andrea Zeffiro, Brock University and Mél Hogan, University of Colorado-Boulder
“Fighting in the Trenches: Reflections from a Weary TV Producer” – John Bessai, Bessai Transmedia/CineFocus Canada
“The Fork is My Best Weapon: Restaurants and Tall Technological Tales from an Ownership Perspective” – Perry Smith, Founding Partner, Matchbox Food Group
#NudePhotoRevolutionary: Aliaa Magda Elmahdy, Nudity, and Social Media – Brett Lunceford, Independent Scholar
Discussant: Mark Lipton, University of Guelph

1.3.4 Other Critics of Technopoly (POD 372)
(Moderator: Brian Cogan, Molloy College)
“Beyond Postman's Loving Resistance Fighter to Ellul's Christian Anarchy as a Counter to Technopoly” – Paul Grosswiler, University of Maine
“Technologies of Freedom or Technologies of Power? Prospects for Democracy in Majid Tehranian’s Technostructural Critique of Technopoly” – Anthony Pennings, St. Edward’s University
“Anticipating Our Own Demise: Günther Anders’s Critique of Technopoly” – Karen Lollar, Metropolitan State University of Denver
“Paul Virilio’s Critique of Technopoly” – Peter Zhang, Grand Valley State University
3:15-3:45 Break at Starbucks/POD 60 Lounge – LIB 72 - MEA authors new book sale/autographing

Visit the book tables near the registration desk and publisher's displays, to purchase and get autographed books published within the last year by the following MEA authors: Susan Barnes, *Social Networks from Text to Video*; Brian Cogan, *Everything I Ever Needed to Know About ______* I Learned from Monty Python; Paul Grosswiler, *Old New Media: From Oral to Virtual Environments*; Arthur Hunt, *Surviving Technopolis: Essays on Finding Balance in Our New Man-Made Environments*; Bob Logan, *McLuhan Misunderstood: Setting the Record Straight*; Lance Strate, *Amazing Ourselves to Death: Neil Postman's Brave New World Revisited*.

3:45-5:00 p.m. Fiftieth Anniversary Memorial Plenary Session on *Understanding Media* LIB 72

“Addressing Technological Trauma”

Moderator: Paolo Granata, University of Bologna

Ellen Rose, University of New Brunswick
Eric McLuhan, Independent Scholar
Elena Lamberti, University of Bologna
Lance Strate, Fordham University

"Neil Postman’s neologism ‘Technopoly’ – roughly what Jacques Ellul calls ‘La Technique’ and what Marshall McLuhan in *Understanding Media* refers to as ‘technological trauma’ – is a rich concept. Denoting essentially the idea of socio-technical conflict, especially that created by the modern rate and scale of technological innovation, McLuhan writes in “Canada: The Borderline Case” (1977): “Nature and history seem to have agreed to designate us in Canada for a corporate, artistic role. As the U.S.A. becomes a world environment through its resources, technology, and enterprises, Canada takes on the function of making that world environment perceptible to those who occupy it". This panel will probe the phenomenon of Technopoly in relation to any topics, but with particular interest in how creativity and the cultural or creative industries might evolve in relation to it, and possibly serve to neutralise its toxic effects”.

5:30–7:00 Marshall McLuhan Seminar Room Commemoration/Reception – Rogers Communication Centre (RCC)

Master of Ceremonies:

Gerd Hauck, Dean, Faculty of Communication and Design

Commemorative Remarks:

Chris Evans, Vice Provost Academic, Ryerson University
Donald J. Gillies, Professor Emeritus, School of Image Arts, Ryerson
Eric McLuhan, Independent Scholar
Duquesne University
Communication & Rhetorical Studies

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The Ethical Difference

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• Interpersonal & Organizational Communication
• Integrated Marketing Communication
• Rhetoric & Philosophy of Technology

Department of Communication & Rhetorical Studies
Duquesne University
600 Forbes Avenue
Pittsburgh, Pennsylvania 15282
www.duq.edu/communication
Friday June 20
(8:00-5:00 Registration)

8:00-9:00 Meet and greet at Starbucks/POD 60 Lounge – LIB 72

9:00-10:15 Session 2.1

2.1.1 Media Ecology Going Mainstream (Roundtable) (POD 366)
(Moderator: Susan Barnes, Rochester Institute of Technology)

Susan Barnes, Rochester Institute of Technology
Dennis D. Cali, University of Texas - Tyler
Paul Grosswiler, University of Maine
Casey Lum, William Patterson University

2.1.2 Media Ecology as a Systems Science (POD 368)
(Moderator: Stephanie Gibson, University of Baltimore)

“Illuminations of Luhmann” – Lance Strate, Fordham University
“Lucretius' De Rerum Natura: A Systems-Theoretic Template” – Robert MacDougall, Curry University
“Marshall McLuhan: Systems Thinker” – Bob Logan, University of Toronto
2.1.3 Harold Innis and Contemporary Technopoly (POD 370)  
(Moderator: Donald Gillies, Ryerson University)  

“The Roots of American de-Industrialization: Unused Capacity and the Vietnam War” – Atle Mikkola Kjøsen, University of Western Ontario  

“The Proto-Media Archaeology of Harold Innis” – Liam Young, University of Western Ontario  

“Ubiquitous Media and Markets: An Innisian Critique” – Lee McGuigan, University of Pennsylvania  

Discussant: Paul Heyer, Wilfrid Laurier University

2.1.4 Music, Sound, and Audile Space (POD 372)  
(Moderator: Sheena Hyndman, Independent Scholar)  

“An Ecological Play of Sound Effects: Ventriloquism, Echo, Drone, Silence” – Chris Moffett, Columbia University  

“It’s Only Rock-‘n’-Roll’: The Rise of the Contemporary Popular Music Industry as a Defining Factor in the Creation of the Baby Boomer Culture” – Thom Gencarelli, Manhattan College  

“Technopoly, Affect-Script Theory, and Musical Analysis: The Case of Radiohead’s ‘Paranoid Android’” - Phil Rose, York University

10:15-10:30 Break at Starbucks/POD 60 Lounge – LIB 72

10:30-11:45 Session 2.2

2.2.1 Media Ecology: The European Tradition (POD 366)  
(Moderator: Andrew Chrystall, Massey University)  

“Cussing the Buzz-Saw: Peter-Paul Verbeek on the Moral Significance of Media” – Paul Grosswiler, University of Maine  

“Kierkegaard as Anti-Environmental Media Ecologist” – Steven Reagles, Bethany Lutheran College  

“Presence and Intersubjectivity in the Existentialist Philosophy of Gabriel Marcel” – Dennis D. Cali, University of Texas-Tyler  

“Gilbert Simondon: The Concretization of Media Ecology” – Andrew J. Iliadis, Purdue University

2.2.2 Deconstructing Technopoly and Media Ecology (POD 368)  
(Moderator: Valerie Peterson, Grand Valley State University)  

“A Renaissance Precondition for the Modern Technopoly” – Michael Grillo, University of Maine  

“Exploring Flows to Predict Shapes: A Constructal Approach to Understand the New Media Ecology in the Digital Age” – Fernando Gutiérrez, Tecnológico de Monterrey

2.2.3 Edmund Carpenter: Cross-Contaminations of Media and Anthropology (POD 370) (Moderator/Discussant: Paul Heyer, Wilfrid Laurier University)

“McLuhan-Carpenter: Collaborative Encounters” – Michael Darroch, University of Windsor and Janine Marchessault, York University

“Ted Carpenter and TGH Strehow: The Sacred and Misanthropology” – Hart Cohen, University of Western Sydney

2.2.4 Trac(k)ing, Mapping and Visualizing Little Data: Holistic Media Literacies and Digital Identities – Roundtable (POD 372) (Moderator: Mark Lipton, University of Guelph)

Mark Lipton, University of Guelph
Kenneth Werbin, Wilfred Laurier University
Judith Nicholson, Wilfred Laurier University
Leslie Regan Shade, University of Toronto
Ian Reilly, Concordia University

11:45-1:15 Lunch Break (on your own, but see below)

12:15-1:00 p.m. Featured Performance: Eric Peterson/Rick Salutin
LIB 72

Innis’s Foray

"Innis’s Foray," by Rick Salutin, imagines a moment in Harold Innis’s career in which he decides to shift his attention from Canadian economic history, for which he has become internationally celebrated, to the nearly nonexistent field of media studies. The year is 1947 and the place is Innis’s classroom at the University of Toronto. Innis is portrayed by Eric Peterson. The play has one act.

**Eric Peterson** is one of Canada’s finest, most accomplished actors. His work on stage includes *Billy Bishop Goes to War* and many other plays. He has played lead roles in some of Canadian TV’s most successful series, particularly *Streetlegal* and *Corner Gas*. His awards and credits are far too numerous to list. He recently was honoured with the Governor-General’s award in the performing arts.

**Rick Salutin** has written plays, novels, and a great deal of journalism. He wrote a weekly Globe and Mail column for 20 years and currently writes a weekly Toronto Star column. He has taught a course in media and culture at University College, the University of Toronto, for over 30 years.
1:15-2:30 Session 2.4

2.3.1 Technological Critique (POD 366)
(Moderator: Izabella Pruska-Oldenhof, Ryerson University)

“Norbert Wiener’s Unique Critique of Technology” - Robert MacDougall, Curry College
“Techné Media: Latour and Simondon in the Garden of Technics” - Andrew Iliadis, Purdue University
“Humanism and Technology: Some Insights to Escape from Exclusion” - Alejandro Ocampo, Tecnológico de Monterrey
“Incorporating Antagonism: Video Arcades and the Passage into Obsolescence” - James Hodges, Rutgers University

2.3.2 Film (POD 368)
(Moderator: Sheila Nayar, Greensboro College)

“Panels and Screens: Medium Theory and 1930s Comics/Film Adaptation” – Blair Davis, DePaul University
“On Observing the Aesthetics and Perception of 3D Cinema” – Zhiwei Yu, Chongqing University
“From the Attraction to Tracking: WALL-E as Media Ecological Allegory” – Eric Jenkins, University of Cincinnati
“The Media Ecology of Film and Popular Culture Fandom”, Marcelline Block, Princeton University

2.3.3 Forms of Creativity and Creation (POD 370)
(Moderator: Corey Anton, Grand Valley State University)

“The Strange but True Story of Blanche Wittman: A Technological Imaginary for the Twenty-First Century” – Ellen Rose, University of New Brunswick
“The Social Construction of the “Non-Creative” Identity: How Exclusionary Cultural Constructs About Creativity and Creative People Limit Our Human Creative Potential and Bias a Technologically Determined Future” – Martin Ryan, OCAD University
“General Semantics and Creativity with a Capital ‘C’” – Martin Levinson, Institute of General Semantics
“Designing the Biology or the Biology of Design; Perceptions in the inmaterial Ecology” – Jorge Sánchez de Antuñano, Universidad Autónoma Metropolitana, Claudia López, Tecnológico de Monterrey

2.3.4 Education (POD 372)
(Moderator: Alex Kuskis, Gonzaga University)

“Education, Media and the End of the Book: A View From German Media Theory” – Norm Friesen, Boise State University (co-author – Rainer Leschke, Universitaet Siegen)
“Media Influences in Shaping the Message in an Intercultural Class” – Ann Giralico Pearlman, The College at Brockport

“Critical Media Arts and Practice in The Belly of the Beast: Tensions, Opportunities, and Digital Pedagogies at the University of Southern California School of Cinematic Arts” – Ronan Hallowell, University of Southern California

“E-learning - A New Environment for Engagement” – Mogens Olesen, University of Copenhagen

2:30-2:45 Break at Starbucks/POD 60 Lounge – LIB 72

2:45-4:00 Session 2.5

2.4.1 Politics of Technopoly (POD 366)
(Moderator: Brett Lunceford, Independent Scholar)

“The Politics of Technopoly” – Andy Felts, College of Charleston

“Charles Taylor’s Critique of Technopoly” – Laura Trujillo Liñán, Universidad Panamericana

“Technogenic Cultures: Are Technological Innovation Regimes Reproducing Culture?” – Peter Jones, OCAD University

“Jane, Stop This Crazy Thing! The End of Progress and the Beginning of a Third Way” – Arthur W. Hunt III, The University of Tennessee at Martin

2.4.2 Architecture and Cities (POD 368)
(Moderator: Brian Cogan, Molloy College)

“City as Technology, City as Technopoly: McLuhan on the Human Scale” – Gerald Erion, Medaille College

“Syntropoic Cities” – Macello Medeiros, UNEB (Brazil)

“McLuhan, Space and the Transborder Immigrant Tool” – Octavio Elizondo, Universidad Autónoma Metropolitana Cuajimalpa (Mexico)

2.4.3 Taking-form and Being-through: Cultural Hysteresis and Technological Hysterias (POD 368) (Moderator: Ghislain Thibault, Wilfrid Laurier University)

“Encyclopedism is a Humanism: Double Universality and Quadruple Mediation” – Andrew Iliadis, Purdue University

“R is for Rug: An Educational Primer in Trap Formology” – Chris Moffet, Columbia University

“Theologies of Tools: Jean Le Moyne, Mechanology and Technological Humanism” – Ghislain Thibault, Wilfrid Laurier University
“Storytelling as a Crossroad of Old and New Media Poetics” – Elena Lamberti, Università di Bologna
“What DOES the Fox Say: Semes Memes, Silence and Salience in the Forests of Synonymapoiesis” – Adeena Karasick, Fordham University
“Tolkien's of My Affection” – Lance Strate, Fordham University

4:15-5:15 p.m. Plenary Session LIB 72
“The Early Days of the Toronto School of Communication (1946-1963)”

While Harold Innis, Marshall McLuhan, and Ted Carpenter are generally regarded as the principal founders of the Toronto School of Communication, other scholars played an important role in its formation. This panel will focus on their contribution, covering the period from Marshall McLuhan's arrival at the University of Toronto in 1946 to the year 1963, when the Centre for Culture and Technology opened at the Coach House. The panel will specifically look at the work of Harley Parker, Barrington Nevitt, Jaqueline Tyrwhitt, Carl William, Tom Easterbrook and Arthur Porter and McLuhan’s collaboration with them.

Participants:
Bob Logan, University of Toronto (moderator/discussant)
Eric McLuhan, Independent Scholar
Philip Marchand, Toronto Star
Janine Marchessault, York University
Derrick de Kerckhove, University Federico II (Naples)

6:00-7:30 WELCOME RECEPTION/Walter Hall, Faculty of Music, University of Toronto

Sponsors: St. Michael's College & The Faculty of Information Coach House Institute – University of Toronto.

Welcoming remarks:
Seamus Ross, Dean of the Faculty of Information, University of Toronto
Domenico Pietropao, Principal, St. Michael’s College in the University of Toronto
Dominique Scheffel-Dunand, Director, Faculty of Information, McLuhan Program in Culture and Technology, University of Toronto

Special Guest:
Howard R. Engel, Director, The Marshall McLuhan Initiative, St. Paul’s College, University of Manitoba
7:30-9:30 p.m.  Plenary Session: Lines of Thought
Walter Hall, Faculty of Music, University of Toronto

**Curators**: John Oswald (Concept & Direction) & Dominique Scheffel-Dunand (York University & Director of the McLuhan Program in Culture & Technology of the Faculty of information Coach House Institute at the University of Toronto)

An evening presenting McLuhanesque thinkers in a unique combination of soliloquies and dialogues, probing afresh the interaction of technology and culture in the 21st century. The live audience will be invited to respond and interact electronically. This event is to celebrate the 50th anniversary of Marshall McLuhan's iconic text *Understanding Media*, and to pay tribute to McLuhan by nourishing conversations on the new world views that are shaping contemporary imagination and shouldering questions on what matters now and next.

**Participants**: Sandra Braman (Poet & Author of *Change of State: Information, Policy, and Power*); Liz Dowdeswell (Thought leader & Practitioner in international development); Abdul Khan (Global leader in Information & Communication for Development); Arsinée Khanjian (Armenian-Canadian actress and producer regularly cast by her husband, Canadian filmmaker Atom Egoyan, in his films); Derrick de Kerckhove (McLuhan translator and scholar & Professor); Joshua Meyrowitz (Author of *No Sense of Place* & Professor); David Nostbakhen (Media entrepreneur & McLuhan Centenary Fellow); John Oswald (Media artist & Composer); Samuel Pearlman (Music producer & Professor); Greg Power (Public Relations & Communications Professional); David Rokeby (Artist in Visual and video art); Dominique Scheffel-Dunand (Director, McLuhan Program in Culture & Technology & Professor).

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**Subway Directions**: Most people will be taking the subway from Ryerson to the University of Toronto. From Dundas Station take the train southbound towards Downsview to Museum Station, then refer to map on the following page. Especially if shared between a group of people, taking a taxi may also be a reasonable possibility. Because it will be rush hour, delegates should leave themselves plenty of time for the trip.
Saturday June 21
(8:00-5:00 Registration)

8:00-9:00 Meet and greet at Starbucks/POD 60 Lounge – LIB 72

9:00-10:15 Session 3.1

3.1.1 Orality and Literacy (POD 366)
(Moderator: Paul Soukup, Santa Clara University)

“‘Digital Native’ Parents’ Resistance to Giving Up Paper Books” – Joanne McNeish, Ryerson University

“Marxism, Literature and the Labor of Literacy” – Sheila Nayar, Greensboro College

“Literacy, the Computer and the Music of Language” – Andrew Fuyarchuk, University of Toronto
“Mythological Reception of Satellite TV in Oral Culture (On the Case of the Russian Rural Media Environment)” – Ilia V. Kiria, Anna A. Novikova and Varvara P. Chumakova, National Research University Higher School of Economics (Russian Federation)

3.1.2 Arts I (POD 368)
(Moderator: Jonathan Slater, SUNY Plattsburgh)

“A Poetic Study in Social Degeneration” – Barry Liss, University of Wisconsin


“Mannerism and Modernity: A Pictorial Parallel to the Print Revolution” – Paul Lippert, East Stroudsburg University

“The End of Time and Space in Networks I: Creativity and Artistry” – Martin Speer, Dortmund Technical University

3.1.3 Arts II: (POD 370)
(Moderator: Mike Russo, St. Mary’s College of California)

“The Political Dimension of Error: Glitch Art and Social Materiality” – Nina Wenhart, Digital Cultures Research Lab (Austria)

“Man as the Medium: Marshall McLuhan, Sorel Etrog, and the Spiral Archetype” – Izabella Pruska-Oldenhof, Ryerson University

“SOLAR ART: Applying Media” – Larry Shaitelman, Richard Stockton College

3.1.4 Technopoly and Convergence Culture (POD 372)
(Moderator: Robert MacDougall, Curry College)

“McLuhan and Piaget: An Interesting Intersection” – Mary Beth Leidman and Thomas J. Brown, Indiana University of Pennsylvania

“Ridiculing Technopoly: The Function of Animated Cartoons in Self-Reflective Confrontation with Corporatism and Technological Complexity” – Andrew Longcore, Indiana University of Pennsylvania


“Amateur Creative Content in a Technopoly” – Shian-Li McGuire, Indiana University of Pennsylvania

10:15-10:30 Break at Starbucks/POD 60 Lounge

10:30-11:45 MEA General Business Meeting – LIB 72

All are welcome – please join us
2:45-4:00 Session 3.2

3.2.1 Ethics and Technopoly (POD 366)
(Moderator: Barry Liss, University of Wisconsin)

“Technopoly as a Moral Ideal for an Unethical Society” – Laura Trujillo Liñán, Universidad Panamericana (Mexico)

“Let’s Sing Another Song...” – Helmut Klassen, York University

“The Machinery of Death” – Stephanie Gibson, University of Baltimore

3.2.2 History, Memory, Identity (POD 368)
(Moderator: Ellen Rose, University of New Brunswick)

“A Response to Maurice Charland’s ‘Technological Nationalism’” – Jonathan Slater, SUNY Plattsburgh

“A Creative Response to Digital Dementia” – Marcel O’Gorman, University of Waterloo

“The Artificial Medium Laws Theory” – Nachshon Goltz, York University

3.2.3 Life on the Web (POD 370)
(Moderator: Joanne McNeish, Ryerson University)

“Visual Pleasure and the Death of Sex as We May Know It” – Valerie Peterson, Grand Valley State University
“Coercion, Consent, and the Struggle for Social Media” – Kevin Healey, University of New Hampshire

“The New Social Media Curriculum” – Geri Forsberg, Western Washington University

“Learning Immaterial Labour: Cognitive Capitalism 2.0” – Robyn Caplan, Rutgers University

3.2.4 Mediations of Identity (POD 372)
(Moderator: Mark Lipton, University of Guelph)

“The Body Electric: Notions of Self and Identity in the Age of Virtual Reality” – Robert Scott, Ryerson University

“The 'ME' in Media: The Growing Infusion of the 'Self' in Social Media” – Réa Beaumont, Royal Conservatory of Music, Toronto

“Digital Identity in a Technopoly” – Stacey Koosel, Estonian Academy of Arts

“Significant Digits: A Playful Exploration into Trans*-poietic Datascape” – Jan Buterman, University of Alberta

4:00-4:15 Break at Starbucks/POD 60 Lounge

4:15-5:30 p.m. Keynote Speaker: Ronald J. Deibert LIB 72

“The Geopolitics of Cyberspace”

Ron Deibert, (OOnt, PhD, University of British Columbia) is Professor of Political Science, and Director of the Canada Centre for Global Security Studies and the Citizen Lab at the Munk School of Global Affairs, University of Toronto. Deibert has published numerous articles, chapters, and books on issues related to technology, media, and world politics. He was one of the authors of the Tracking Ghostnet report that documented an alleged cyber-espionage network affecting over 1200 computers in 103 countries, and the Shadows in the Cloud report, which analyzed a cloud-based espionage network. He is a co-editor of three major volumes with MIT Press: Access Denied: The practice and policy of Internet Filtering (2008), Access Controlled: The shaping of power, rights, and rule in cyberspace (2010), and Access Contested: Security, Identity, and Resistance in Asian Cyberspace (2011). He is the author of Parchment, Printing, and Hypermedia: Communications in World Order Transformation (New York: Columbia University Press, 1997), and Black Code: Surveillance, Privacy, and the Dark Side of the Internet (Toronto: McClelland & Stewart/Random House of Canada, 2013).

Introduction/moderator: Paul Kennedy, documentarian and long time host of CBC Radio's IDEAS
6:00-8:00 The Bond Place Hotel (65 Dundas St. E.) – Banquet, Annual Awards Ceremony, and Presidential Address

“Other People as Environments”, Corey Anton, MEA President

8:00-9:00 The Bond Place Hotel (Lower Level) – The Medium is the Muse: An Evening of Orality, Aurality, and Embodied Presence


Participants: Lance Strate, Adeena Karasick, Robert Priest, John Oughton, William Marshe, Andrea Thompson, David Bateman, Lillian Allen, Bill Bissett

Sunday June 22

8:00-9:00 Meet and greet at Starbucks/POD 60 Lounge

9:00-10:15 Session 4.1

4.1.1 Mediating The Trivium, Being, and The Other: Phenomenological Confrontations of Technopoly (POD 366) (Moderator/Discussant: Andrew Fuyarchuk, University of Toronto)

“Technocracy and the Trivium: Rediscovering the Reality of Quality through Language” – Anthony M. Wachs, Northern State University

“Confronting Ge-Stell: Explications of Heidegger’s ‘Only a God Can Save Us’” – Brian Gilchrist, Eastern University

“Technology over Place: Emmanuel Levinas and the Privileges of Enrootedness” – David Deluliis, Duquesne University (co-author - Ronald C. Arnett, Duquesne University)

“From the Middle to the Milieu: The Medium as a Coexistent Problem” – Philippe Theophanidis, Université de Montréal

4.1.2 Big Data and Information Overload (POD 368) (Moderator: Jan Buterman, University of Alberta)

“The Fallacy of Data Sovereignty: Information Overload and User Privacy” – Jonathan Obar, University of Toronto/Michigan State University/New America Foundation

“This Bad, Bad Internet I Can’t Live Without”: Inventing Rituals to Deal with Information Overload” – Polina Kolozaridi, Higher School of Economics (Russia)

“Ortega y Gasset’s Notion of ‘The Hunter’: Overcoming Modernity with Alertness” – Robert Riordan, University of Chicago and Barry Liss, University of Wisconsin
4.1.3 Technopoly and Social Relations (POD 370)  
(Moderator: Thom Gencarelli, Manhattan College)  

“Probing the Media Ecology of Self-Tracking Technologies” – Yoni Van Den Eede, Vrije Universiteit Brussel  

“Beyond Technopoly: The Rescue of Human Basis Through Creativity, Values and Ethics” – Silvia Maria Guerra Molina, University of Sao Paulo  

“Parenting in Technocratic Times” – Mary Walch, Florida Gulf Coast University  

“Chained to the Dialer, or Frederick Taylor Reaches Out and Touches Someone” – Brett Lunceford, Independent Scholar  

10:15-10:30 Break at Starbucks/POD 60 Lounge  

10:30-11:45 Session 4.2  

4.2.1 Film (POD 366)  
(Moderator/Respondent: Sheila Nayar, Greensboro College)  

“Elysium as Continuity of Cinematic Criticism” – Jordan Curtis, Bryant & Stratton College  

“King Kong Films and Menippean Cinema” – Andrew Chrystall, Massey University  


4.2.2 Affect: Media as Extensions and Intensions (POD 368)  
(Moderator: Valerie Peterson, Grand Valley State University)  

“On Creases, Splits, and Fusions: Media, Affect, and the "Postmodern" Subject” – Eric Jenkins, University of Cincinnati  

“Affective Critique: Mediation as a Response to Cynical Ideology” – Andrew Culp, Ohio State University  

“Mediated Perspectives: Media Ownership, Literacy, and Effects” – Richard Treut, Raritan Valley Community College  

4.2.3 Media and the Psyche (POD 372)  
(Moderator: Brett Lunceford, Independent Scholar)  

“Erich Fromm – Media Ecologist” – David Linton, Marymount Manhattan College  

“Human Beings or Human Doings? The Technopolization of the Soul” - Maria Roca, Florida Gulf Coast University
“DSM: The Diagnostic and Statistical Manual of Media Disorders” – Read Schuchardt, Wheaton College

“The End of Time and Space in Networks II: Metaphysics, Media Theory and Creativity” – Martin Speer, Dortmund Technical University

12:00-12:15 Closing Remarks 4.3 – LIB 72

Fin
Villanova University's Waterhouse Family Institute for the Study of Communication & Society is proud to support the work of the Media Ecology Association, and all those who gather at this convention.

The WFI was founded on the principle that the study and practice of communication is inherently connected to issues of ethics and social justice, and that properly understood, communication is central to the creation of positive social change. For more information on the WFI's symposia and events, research grants, and student activities, please visit our website: http://wfi.villanova.edu
The 15th ANNUAL CONVENTION TOP PAPER AWARDS

The 2014 MEA Convention Top Paper Award
Kevin Healey, “Coercion, Consent, and the Struggle for Social Media” – Kevin Healey

The 2014 Linda Elson Scholar Award for Top Student Paper

2014 MEA AWARDS


The Walter Benjamin Award for Outstanding Article in the Field of Media Ecology to Brett Lunceford for “Posthuman Visions: Creating the Technologized Body”

The Erving Goffman Award for Outstanding Scholarship in the Ecology of Social Interaction to Susan Barnes for Social Networks: From Text to Video

The Susanne K. Langer Award for Outstanding Scholarship in the Ecology of Symbolic Form to Brian Lennon for In Babel’s Shadow: Multilingual Literatures, Monolingual States

The Dorothy Lee Award for Outstanding Scholarship in the Ecology of Culture to Kate Marshall for Corridor: Media Architectures in American Fiction

The Lewis Mumford Award for Outstanding Scholarship in the Ecology of Technics to Brett Robinson for Appletopia: Media Technology and the Religious Imagination of Steve Jobs

The Harold A. Innis Award for Outstanding Thesis or Dissertation in the Field of Media Ecology to Helio César Hintze for Espectáculos e Invisibilidades do Discurso Legitimador do Turismo [Spectacles and Invisibilities of Legitimizing Discourse of Tourism]

The Mary Shelley Award for Outstanding Fictional Work to No Award This Year

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

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

The Jacques Ellul Award for Outstanding Media Ecology Activism to David Gill

The James W. Carey Award for Outstanding Media Ecology Journalism to Megan Garber of The Atlantic

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

The Edmund S. Carpenter Award for Career Achievement in Editing in the Field of Media Ecology to Eric McLuhan
The Walter J. Ong Award for Career Achievement in Scholarship to René Girard

The Neil Postman Award for Career Achievement in Public Intellectual Activity to Ronald J. Deibert

PAST MEA AWARD RECIPIENTS

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

2001 – Thomas J. Farrell for Walter Ong’s Contributions to Cultural Studies: The Phenomenology of the Word and I-Thou Communication
2002 – Douglas Rushkoff for Coercion: Why We Listen to What “They” Say
2003 – Frederick Wasser for Veni, Vidi, Video: The Hollywood Empire and the VCR
2004 – Francis Fukuyama for Our Posthuman Future: Consequences of the Biotechnology Revolution
2005 – Donald N. Wood for The Unraveling of the West: The Rise of Postmodernism and the Decline of Democracy
2006 – Thomas de 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
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
2012 – Barbie Zelizer for About to Die: How News Images Move the Public
2013 – John Miles Foley for Oral Tradition and the Internet: Pathways of the Mind

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”
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"
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”
2013 – Mara Mills for “Hearing Aids and the History of Electronics Miniaturization”

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
2010 – Kenneth J. Gergen for Relational Being: Beyond Self and Community
2012 – Corey Anton for Sources of Significance
2013 – Valerie V. Peterson for Sex, Ethics and Communication: A Humanistic Approach to Conversations on Intimacy

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
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
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
2012 – Whitney Davis for A General Theory of Visual Culture
2013 – David Bellos for Is that a Fish in Your Ear?: Translation and the Meaning of Everything
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*

2012 – **Sara van den Berg** and **Thomas M. Walsh** for *Language, Culture, and Identity: The Legacy of Walter J. Ong*

2013 – **Peter Lunefeld** for *The Secret War Between Downloading and Uploading: Tales of the Computer as a Culture Machine*

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*


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*

2012 – **Braden R. Allenby** and **Daniel Sarewitz** for *The Techno-Human Condition*

2013 – **Janet Sterenberg** for *Misbehavior in Cyber Places: The Regulation of Online Conduct in Virtual Communities on the Internet*
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
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
2011 – Joseph A. Kim for Marshall Mcluhan’s Theological Anthropology
2012 – Marcello Santos de Medeiros for O Lugar Na Comunicação: Um Estudo Sobre a Comunicação Locativa em Zonas Bluetooth
2013 – Yoni Van Den Eede for Amor Technologiae: Marshall McLuhan as a Philosopher of Technology

The Mary Shelley Award for Outstanding Fictional Work

2003 – Paul Levinson for The Consciousness Plague
2004 – William Gibson for Pattern Recognition
2006 – Rick Moody for The Diviners
2007 – Janna Levin for A Madman Dreams of Turing Machines
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
2012 – Shumeet Baluja for The Silicon Jungle and to Robert K. Blechman for Executive Severance
2013 – Robin Sloan for Mr. Penumbra’s 24-Hour Bookstore

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)
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)
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)
2012 – Robert Albrecht for *Song of the Poet* (musical composition on CD)
2013 – Laureano Ralon for the *Figure/Ground Communication Website*

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

2000 – Christine L. Nystrom 2007 – Octavio Islas
2002 – Edmund Carpenter 2009 – Bruce E. Gronbeck
2004 – Gary Gumpert 2011 – Alex Kuskis
2006 – Terence P. Moran 2013 – Clifford Christians

The Jacques Ellul Award for Outstanding Media Ecology Activism

2000 – Stephanie B. Gibson 2007 – Donna Flayhan
2001 – Dennis Gallagher 2008 – Margot Hardenbergh
2002 – Parry Aftab 2009 – Mark Lipton
2003 – Ronald J. Deibert 2010 – Eric Goodman and Mike Stevens
2006 – Andrew Rasiej 2013 – Aaron Swartz

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
2012 – Scott Harrison
2013 – David Pogue
The Christine L. Nystrom Award for Career Achievement in Service to the Field of Media Ecology

2011 – Robert Barry Francos
2012 – Terence P. Moran
2013 – Thomas Gencarelli

The Walter J. Ong Award for Career Achievement in Scholarship

2004 – Denise Schmandt-Besserat
2005 – James W. Carey
2006 – Elizabeth L. Eisenstein
2007 – Jay David Bolter
2008 – Joshua Meyrowitz

2009 – John Miles Foley
2010 – Don Ihde
2011 – Robert K. Logan
2012 – Sherry Turkle
2013 – Lance Strate

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
2012 – Jaron Lanier
2013 – Morris Berman

The MEA Convention Top Paper Award

2004 – Kip Redick for “Theme Parks as Sacred Places and Commercial Sanctuaries”
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”
2011 – Eric Jenkins for “Another Punctum”
2012 – Eric Jenkins for “Updating Narcissus, the ur-Myth of Media, for the Digital Age”
2013 – Brett Lunceford for “Telepresence and the Ethics of Digital Cheating”

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’”
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 Sawatzky for “Anemone Theory: An Exploration of Digital Media as Phenomena”
2012 – Angela M. Cirucci for “First Person Paparazzi: Why Social Media Should Be Studied More Like Video Games”
2013 – Helma Sawatzky “Reconfigurations: Unfolding the Spaces of Mobile Listening”

2014 MEA AWARDS COMMITTEE

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CALL FOR NOMINATIONS FOR 2015 MEA AWARDS

The Marshall McLuhan Award for Outstanding Book in the Field of Media Ecology
Open to books published in 2012 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 2012 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 2012 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 2012 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 2012 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 2012 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 2012 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 2012 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, 2014 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 or contact Brian Cogan at bcogan@molloy.edu or 516-323-3242.

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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
Communication Department
Sichel Hall – 105B
Saint Mary’s College of California
1928 Saint Mary’s Road
Moraga, CA 94556
925-631-4718
eywoniak@stmarys-ca.edu
The Sixteenth Annual Convention of the Media Ecology Association
Call for Papers

Kaleidoscope of Media and Community

June 11–14, 2015
Metropolitan State University of Denver
Denver, Colorado

Convention Coordinators:
Karen Lollar (lollar@msudenver.edu) MSU Denver
Jacqueline Kirby (jkirby6@msudenver.edu) MSU Denver

Metropolitan State University of Denver (MSU Denver) is proud to host the 16th Annual Convention of the Media Ecology Association. MSU Denver is Colorado’s land grant university and educates the most diverse student body of any institution in the state. The University is an epicenter for urban impact, transforming lives, communities and higher education. It is with this perspective of dynamic diversity, transformation, and community engagement that we aim to explore the concept of “Kaleidoscope of Media and Community” as the convention theme.

The term “kaleidoscope” means the observation of beautiful forms. When we look through a kaleidoscope, we see a multitude of shapes, colors, and textures combine to create beautiful patterns. With every turn of the kaleidoscope, the patterns shift and change, yet still combine to create a whole image. As abolitionist and clergyman Henry Ward Beecher said, “Our days are a kaleidoscope. Every instant a change takes place in the contents. New harmonies, new contrasts, new combinations of every sort. The most familiar people stand each moment in some new relation to each other, to their work, to surrounding objects. The most tranquil house, with the most serene inhabitants, living upon the utmost regularity of system, is yet exemplifying infinite diversities.” This conference looks at the recursive relationships of media and community as a pattern of continuously shifting, adapting parts combining in an infinite array of possibilities within mediated environments.

The field of Media Ecology is multi-disciplinary in nature, bringing together a broad collection of specialties, perspectives and expertise. This year’s theme of community offers the possibility to think about communities as part of a media’s ecology and its technologies. Community opens our discourse to human interaction that is face-to-face, urban, rural, central, remote, online, hybrid, historical, fictional, human, animal, functional, dysfunctional, young, old, diverse, educated, oral, literate, digital and linked to the technology and media in its environment.

The 16th Annual Convention of the Media Ecology Association invites papers, panels, workshop sessions, short film and video works, and creative projects that explore the convention theme. Submissions on any topic of interest to Media Ecology are also encouraged. Authors who want their papers considered for the Top Paper or Top Student Paper award must indicate this on their submissions. All submissions will be acknowledged.

The convention site at MSU Denver is located in the heart of downtown Denver on the Auraria Campus. There is a wide range of hotels, restaurants, and entertainment options within easy walking or biking distance from campus. Rental bicycles are readily available through the city’s program. Discounted rooms will be available at our state of the art on-campus, student-run hotel, the SpringHill Suites at Marriott. An excursion to the mountains is planned for Friday evening. Additional information about lodging, logistics, and events will be forthcoming.

Guidelines for Submission (Deadline: November 1, 2014)

For Manuscripts (for MEA award submissions):
1. Manuscripts should be 4,000-6,000 words (approximately 15 to 25 double-spaced pages).
2. Include a cover page (or e-submission 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.

Inquiries: Convention Coordinators – Dr. Karen Lollar, MSU Denver, lollar@msudenver.edu, (303) 556-8583 or Jacqueline Kirby, MSU Denver, jkirby6@msudenver.edu, (303) 352-7116

For more information on the Media Ecology Association and updated convention details, visit www.media-ecology.org.
EXPLORATIONS IN MEDIA ECOLOGY {EME}

The Journal of the Media Ecology Association

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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.

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/mea

In the first text box, enter the e-mail address that you intend to use for the list. Then enter your name, first name first. You may then choose a password to allow you to manage your list account; otherwise, one will be generated for you, and you may change it later if you wish.

You may also choose to receive messages individually (the default setting) or batched in a daily digest (“Digest Mode”).
Click on the “subscribe” button and you’re subscribed. You should receive a subscription acknowledgment shortly thereafter from the list processor, containing additional information.

Once you’ve subscribed to the MEA mailing list following this procedure, you can send messages to the entire list by e-mailing:

mea@lists.ibiblio.org

IMPORTANT INFORMATION FOR THE CONVENTION

Parking: Available at the two convention hotels or:

Ryerson Guest Parking:  300 Victoria St.
Canpark:  237 Victoria St.
Impark:  218 Elizabeth St.

Wireless and Wired Access

To log on to the Internet, go to “Wireless Connections” on your laptop. Click on the connection option “RYERSON”. When prompted for a key enter “EGGY!” (all CAPS). Open a browser and you will be redirected to a login page, then use the following credentials to login:

Username: mea2014
Password: RUGuest967 (case sensitive)

For those without wireless access who would like to connect to the Internet, computers can be used in LIB 272. Here you will login 'meaguest' and the password is MEAguestPW.

Ryerson University Emergency Phone Number

Dial (80) for emergencies from internal phones or call 416-979-5040.
Also, see http://www.ryerson.ca/irm/emergencies/

St. Michael’s Hospital (30 Bond St.)

Call 416-360-4000

Currency Exchange/Bank Machines

Canadian Imperial Bank of Commerce (CIBC) inside the Atrium on Yonge St., just north of Dundas St. 1-800-465-2422

Metro Credit Union located on the first floor of Jorgenson Hall (416) 252-5621

Normally banks are open from 9:00 a.m. - 4:00 p.m. except on Thursdays and Fridays when they are generally open later. Most banks open on Saturday mornings but it depends on the particular branch.

Automated Teller Machines (ATM) are located outside the bank and are accessible at any hour. There are three bank machines located in Jorgenson Hall. Two are on the first floor of Jorgenson Hall, the other is on the lower level of Jorgenson Hall.
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Museums and Art Galleries

Ryerson Image Centre
http://www.ryerson.ca/ric

Royal Ontario Museum (ROM)
http://www.rom.on.ca/en

The ROM is a museum of natural history and culture. It is one of the largest museums in North American and includes galleries of ancient artifacts from all over the world including: Rome, China, Africa, Egypt, Byzantium, Greece, South Asia, Japan, Korea and Ancient Cyprus. It has an outstanding collection of Canadian aboriginal artifacts; and a unique wing devoted to vignettes of European living from 1100-2000 AD. The museum boasts one of the best collections of dinosaur fossils in the world. The current exhibition is The Forbidden City: Inside the Court of China’s Emperors. The Museum is open: Monday-Thursday and Saturday-Sunday: 10 am-5:30 pm; Friday: 10 am-8:30 pm Admission to the Museum is $18 or $27 to enter both Museum and the Forbidden City exhibit.

Art Gallery of Ontario (AGO)
http://www.ago.net/

The Art Gallery of Ontario is one of the largest in North America and houses the most significant collection of Canadian art in the country. It also has extensive collections of European, Renaissance, African and Baroque art, as well as the Henry Moore sculpture gallery. Hours: Monday Closed; Tuesday 10-8:30; Wednesday-Saturday 10-5:30.

Cost: General Admission $19.50; Special exhibit AND General Admission $30.

MOCCA http://www.mocca.ca/

“The mandate of the Museum of Contemporary Canadian Art is to exhibit, research, collect, and promote innovative art by Canadian and international artists whose works engage and address challenging issues and themes relevant to our times.”

Bata Shoe Museum
http://www.batashoemuseum.ca/

Moses Naimer Television Museum
Offers tours on a by-appointment basis
http://www.mztv.com/

Other Attractions

CN Tower
http://www.cntower.ca/en-ca/home.html

In 1995 the CN Tower was declared one of the Seven Wonders of the Modern World by the American Society of Civil Engineers. The Tower stands at 552.33 m tall and is a symbol of Canada and, more specifically, of the Toronto skyline. The Tower boasts a number of attractions including the observations decks, the Edgewalk (a tethered walk around the outside of the tower’s circumference) which costs a surcharge and must be prebooked here http://www.edgewalkcntower.ca/, and the 360 restaurant which is open for lunch and dinner. Prices vary. Please see the following website for these and reservations:


TIFF Bell Lightbox
http://tiff.net/

The Bell Lightbox, the newest exhibition space in Toronto, is the home of the Toronto International Film Festival but programs films and art exhibitions year-round.

Hockey Hall of Fame: http://www.hhof.com/

Toronto Zoo: http://www.torontozoo.com/

Ontario Science Centre:
http://www.ontariosciencecentre.ca/

Casa Loma: http://www.casaloma.org/
**Ripley’s Aquarium:**
http://www.ripleyaquariums.com/canada/

**St Lawrence Market:**
http://www.stlawrencemarket.com/

**Neighbourhoods Tours:** Toronto is an incredibly diverse city and is often described as a city of neighbourhoods; each neighbourhood has a varied culture, including food and stores. blogTO has a very good guide to the neighbourhoods you can visit here: [http://www.blogto.com/neighbourhoods/](http://www.blogto.com/neighbourhoods/).

In particular, we recommend Kensington Market, Danforth, the Distillery District, Little Italy, Little India, and Queen West.

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**Dining-Out Around Ryerson**

### $-$ $$

**Brown Bag Sandwiches**  
377 Church Street  
brownbagsandwiches.ca

**Hair of the Dog**  
Pub Food  
425 Church Street  

**Kenzo Ramen**  
Japanese  
138 Dundas Street  
kenzoramen.ca

**Mutual Street Deli**  
103 Mutual Street  

**Paramount Fine Foods**  
Lebanese  
253 Yonge Street  
paramountfinefoods.com

**The Queen and Beaver (pub)**  
35 Elm Street  
queenandbeaverpub.ca

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**Tasty’s**  
Caribbean  
4 Elm Street  

**Salad King**  
Thai  
340 Yonge Street  
Salad King has become Ryerson’s most beloved restaurant, serving the most colourful and tasty dishes around campus.  
www.saladking.com

**The Senator**  
Diner  
249 Victoria Street  
www.thesenator.com

**Urban Eatery Eaton Centre**  
Range of cafeteria-style eateries including healthy and trendy options.  
http://bit.ly/pMgWIK

**Woo Buffet and Lounge**  
Asian  
10 Dundas Street (3rd Floor)  
www.woorestaurantlounge.com

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### $$-$$$ 

**Adega**  
Portuguese  
33 Elm Street  
http://bit.ly/0fIGHq Guu Izakaya

**Donatello**  
Italian  
37 Elm Street  
www.donatellorestaurant.ca

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### $$$ 

**Japanese**  
398 Church Street  
Started in Japan, then Vancouver, Guu Izakaya offers a unique Japanese experience. You won’t find any sushi on their menu.  
www.guuizakaya.com

**Joey Eaton Centre**  
Eclectic  
1 Dundas Street  
www.joeyrestaurants.com

**Keg Mansion**  
Steakhouse  
515 Janis Street  
www.kegsteakhouse.com

**Mercatto**  
Italian  
220 Yonge Street (in the Eaton Centre)  
www.mercatto.ca/restaurants

**Terroni**  
Italian  
52a Adelaide Street  
A popular local restaurant with multiple locations around Toronto offers a unique menu of Southern Italian delicacies.  
www.terroni.com

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**Barberian’s Steakhouse**  
Steakhouse  
7 Elm Street  
www.barberians.com

For More restaurants and reviews visit:  
http://bit.ly/1n2gMO
Explorations in Media Ecology (EME) is the Journal of the Media Ecology Association. Non-members are entitled to a 50% discount on any new personal subscriptions. Members receive a free subscription.

EME explores the relationships between media, technology, symbolic form, communication, consciousness, and culture. Its scope is interdisciplinary and multidisciplinary. Media ecology provides a rich philosophical, historical and practical context for studying our increasingly technological and mediated society and culture with an emphasis on historical context.

Media ecology scholarship emphasizes a humanistic approach to understanding media, communication, and technology, with special emphasis on the ways in which we have been and continue to be shaped and influenced by our inventions and innovation. The Media ecology approach is predicated on understanding that media, symbols, and technologies play a leading role in human affairs, and function as largely invisible environments affecting the way we think, feel, act, and organize ourselves collectively.