



## President's Message

### We Meet Again! Looking Forward to Convention 2005

*Lance Strate*

This year's annual meeting of the MEA is almost upon us, and as co-coordinator (with Janet Sternberg) of the convention, I look forward to the culmination of over a year's work. We will meet again, as an association, on June 22nd to 26th, at Fordham University's Lincoln Center campus, the site of our first convention in 2000. That first meeting was an intimate affair, lasting only two days, and with only plenary sessions, no breakouts or parallel programming. Our association has grown considerably over the past six years, and this year's convention promises to be the biggest ever, as we are expecting over 200 participants (and many more attendees), and over 60 programs. There were so many paper and program submissions of such good quality that we have been forced to schedule several parallel programs for each breakout time period—this means more variety, more choice, and hopefully more interesting possibilities for those attending the convention. Also, having begun our convention on a Thursday afternoon last year, we have added an extra day this year because of the unique rhythm of Manhattan, in which weekday events are generally very well attended (providing an excellent opportunity to increase the MEA's visibility).

Hosting and coordinating a convention of this complexity has not been easy, but we hope that the result will be an exciting, groundbreaking, and memorable MEA meeting. Of course, all of our conventions have been unique in their own way, taking on the special character of the host institution. And all of our conventions have been works in progress, evolving in their own way through the planning period and

taking on a life of their own as they are being held. All have had an element of the unexpected and the serendipitous, an unanticipated pattern emerging out of a maelstrom of MEA activity. Bring together a large number of media ecologists, and who knows what will happen? One thing we do know is that the greatest strength of our annual meetings is the opportunity they afford our members to interact with one another in a relatively intimate setting, and that has not changed and will not change in the foreseeable future.

One late addition to our schedule is a featured presentation by the anthropologist Edmund Carpenter, one of the founding scholars of modern media ecology. This is a great thrill for us, and I know that many of our members are looking forward to this with great anticipation. Carpenter is also the topic of a separate plenary roundtable session on which Donald Theall, Paul Heyer, Harold Prins, Janine Marchessault, and Michael Wesch are participating.

This year's Keynote Address will be delivered by Paul Levinson, who will speak on the First Amendment. Paul was the coordinator of our first convention, and is presently Chair of Fordham's Department of Communication and Media Studies. Communication policy is also the topic of another plenary speaker from Fordham, the famous media activist, Rev. Everett C. Parker. And there is a plenary session devoted to infotainment featuring Bruce A. Williams (Director of the Institute of Communications Research at the University of Illinois, Urbana-Champaign), Michael Delli Carpini (Dean of the Annenberg School for Communication at the University of Pennsylvania), and Clifford G. Christians.

Sara van den Berg, Director of the new Walter J. Ong Center for Media, Consciousness, and Culture at Saint Louis University (as well as the Chair of their Department of English) is another of our featured speakers, as is Robert A. White, S.J., from the Gregorian University in Italy. Paul A. Soukup, S.J., will also talk about Walter Ong as a plenary speaker, and there will be a special session on the Jesuit intellectual tradition as it relates to media ecology that will include Soukup, White, and van den Berg, as well as Vincent Hevern, S.J., and Randolph Lumppp.

James W. Carey, Frank Dance, and Eric McLuhan are the other featured speakers at our convention. Two plenary sessions round out the program. The first, a roundtable entitled A World of Authors: Creating Media for People with Keyboards features Douglas Rushkoff, David Shenk, Michael Joyce, Katie Salen, Marina Zurkow, and Andrew Postman. The second, a roundtable entitled Writing as a Creative Activity: Writers Discuss Their Medium features Rushkoff, Levinson, John McDaid, Bill Bly, Marleen Barr, Leslie Carroll, and Meir Z. Ribalow. There will also be a Media Ecology Unplugged performance by Bly and McDaid, and two screenings, one of the documentary, *A Conversation with Neil Postman* by Toni Urbano; another of a rare recording of Marshall McLuhan at the 1965 Buffalo Spring Festival of the Arts, courtesy of Frank Zingrone.

As always, one of the highlights of the convention will be the Presentation of the 2005 MEA Awards, which will take place on Friday evening, June 24th. Following the awards ceremony, I will be delivering my president's address. And most importantly of all, we will be holding our open business meeting on the morning of Sunday June 26th, and I urge you all to attend.

Please look at the full program, which follows in this newsletter. You can take a look for yourself for more details on our website, [www.mediaecology.org](http://www.mediaecology.org). Even if you are not planning on attending, it is worth a look, to see what you are missing, and because it is still not too late to change your mind and join us in New York City as we meet again!

## IN MEDIAS RES

Volume 6, No. 2

Spring 2005

*In Medias Res*, the newsletter of the Media Ecology Association, appears twice a year (spring and fall). All members of the Association receive a subscription along with their annual membership. For membership details, please see [www.media-ecology.org](http://www.media-ecology.org).

Editor: Paul A. Soukup, S.J.  
Communication Department  
Santa Clara University

### MEA Board of Directors (term expiration)

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### Appointed Officers

Director of Communications: Stephanie Bennett,  
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Convention Coordinators (2005): Janet Sternberg and  
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## The 2005 MEA Awards

The **Marshall McLuhan Award** for Outstanding Book in the Field of Media Ecology to Donald N. Wood for *The Unraveling of the West: The Rise of Postmodernism and the Decline of Democracy*.

The **Walter Benjamin Award** for Outstanding Article in the Field of Media Ecology to Sheila J. Nayar for “Invisible Representation: The Oral Contours of a National Popular Cinema.”

The **Erving Goffman Award** for Outstanding Scholarship in the Ecology of Social Interaction to Aaron Ben Ze’ev for *Love Online: Emotions on the Internet*.

The **Susanne K. Langer Award** for Outstanding Scholarship in the Ecology of Symbolic Form to Heike Wiese for *Numbers, Language, and the Human Mind*.

The **Dorothy Lee Award** for Outstanding Scholarship in the Ecology of Culture to Robert Albrecht for *Mediating the Muse: A Communications Approach to Music, Media and Culture Change*.

The **Lewis Mumford Award** for Outstanding Scholarship in the Ecology of Technics to Margaret Cassidy for *Bookends: The*

*Changing Media Environment of American Classrooms*.

The **Harold A. Innis Award** for Outstanding Thesis or Dissertation in the Field of Media Ecology to Mary Ann Allison for *Gecyberschaft: A Theoretical Model for the Analysis of Emerging Electronic Communities*.

The **Mary Shelley Award** for Outstanding Fictional Work to John G. McDaid for “Keyboard Practice, consisting of an Aria with diverse Variations for the Harpsichord with two manuals.”

The **John Culkin Award** for Outstanding Praxis in the Field of Media Ecology to Toni Urbano for *A Conversation with Neil Postman* (video documentary).

The **Louis Forsdale Award** for Outstanding Educator in the Field of Media Ecology to Frank E. X. Dance.

The **Jacques Ellul Award** for Outstanding Media Ecology Activism to Jerry Brown.

The **Walter J. Ong Award** for Career Achievement in Scholarship to James W. Carey.

The **Neil Postman Award** for Career Achievement in Public Intellectual Activity to Paul Levinson.

## The Sixth Annual Convention of the Media Ecology Association

Fordham University Lincoln Center Campus New York, New York

(Directions to campus <<http://tinyurl.com/4huww>> Map of campus area <<http://tinyurl.com/3wn6j>>)

### Wednesday, June 22, 2005

- 2:00-3:00 pm Pope Auditorium  
Welcoming Remarks
- 3:15-4:30 pm Pope Auditorium  
*Between Cultural Studies and Media Ecology*. James W. Carey (Columbia University)
- 4:45-6:00 pm Pope Auditorium  
*The Jesuit Intellectual Tradition and Media Ecology*. Moderator: Vincent Hevern, S.J. (Le Moyne College). Panelists: Randolph Lumpkin (Regis University), Paul A. Soukup, S.J. (Santa Clara University), Sara van den Berg (Saint Louis University), Robert A. White, S.J. (Gregorian University)
- 6:00-7:30 pm Atrium Reception
- 7:30-9:00 pm Pope Auditorium  
*A World of Authors: Creating Media for*

*People with Keyboards*. Moderator: Douglas Rushkoff (New York University). Panelists: Michael Joyce (Vassar College), Andrew Postman (Writer), Katie Salen (Parsons School of Design), David Shenk (Author), Marina Zurkow (Artist)

### Thursday, June 23, 2005

- 9:30-10:30 am Pope Auditorium  
*Media, Religion, and Culture*. Robert A. White, S.J. (Gregorian University)
- 10:30-11:30 am Pope Auditorium  
*Ong’s Living Legacy at Saint Louis University*. Sara van den Berg (Saint Louis University)
- 11:45 am-12:15 pm Pope Auditorium  
*Communication Policy—No Gift to the Nation*. Everett C. Parker (Fordham University)

2:00-3:15 pm Breakout Sessions 2.4A-2.4E

2.4A. *Interfaces of the Media Ecology Perspective*. Joost van Dreunen (Columbia University): Haussmann's Media Environment; Marc Leverette (Rutgers University): A Progressive Preface to Media Ecology; Mark Shanahan (Fordham University): Nostalgia and Displaced Media; Michael T. Zimmer (New York University): Media Ecology and Value Sensitive Design: A Combined Approach to Understanding the Biases of Media Technology

2.4B. *Virtual Realities and Networked Ontologies: Mapping Minds and Spaces*. Panelists: Eric J. Gordon (Emerson College), Robert MacDougall (Emerson College), James C. Morrison (Emerson College), Tracey Stark (Emerson College)

2.4C. *The McGannon Center Enterprise—Twenty Years Later*. Panelists: John Carey, Nancy Gillis, Margot Hardenbergh, Tom McCourt, John M. Phelan, Sheea Sybblis (all from Fordham University)

2.4D. *Bringing General Semantics-Based Media Literacy to Younger People*. Gregg Hoffman (Institute of General Semantics)

2.4E. *Television and its Discontents*. Cynthia W. Walker (Rutgers University): Fan Cultures and Television; Nadine Smith (Fordham University): Rewriting the Narrative—A Case for Fanfiction; O. Hugo Benavides (Fordham University): The Politics of Telenovelas and Narco-Dramas in Latin America; Chin-Yunn Yang (New York University): Don't Believe Everything You Watch on Television: China's New Stance of Political Propaganda

3:30-4:45 pm Breakout Sessions 2.5A-2.5E

2.5A. *Around the World with Media Ecology*. Robert Albrecht (New Jersey City University): Adeus Meu Sertão: Music, Technology and Cultural Change in a Small Brazilian Town; Ellen Rose (University of New Brunswick): The Wiring of Bhutan: A Test Case for Media Ecology in the Non-Western World; Fernando Gutiérrez Cortés (Tecnológico de Monterrey, Campus Estado de México): Understanding the New Media Ecology in Mexico; Paul Grosswiler (University of Maine): Media Ecology (McLuhan) in China

2.5B. *Media Bias and the Emerging Online Communities*. Gabriele Bechtel (Rensselaer Polytechnic Institute): [www.auswandererforum.com](http://www.auswandererforum.com): How an Online Forum Turns into a Site of Struggle over National Identity; Sandrine Dincki-MacDougall (Rensselaer Polytechnic Institute): Recon-

ciling Esprit De Corps and Individuality? Blogs as an Escape from Military Conformity for American Soldiers in Iraq; Robert MacDougall (Emerson College): Identity as In-Formation: Blogging, Electronic Ethos, and the New Groupthink; Liza Potts (Rensselaer Polytechnic Institute): Celebrity Bloggers and Blogging Celebrities: Identity and Community through Interactive Conversation

2.5C. *Media Ethnography*. John Carey (Fordham University)

2.5D. *Film Sense and the Reel World*. Kevin Taylor Anderson (University of Massachusetts, Amherst): Welcome to the Aquarium of the Real: Film Reviews as Hegemonic Practice, Reading Open Water as Post-9/11 Allegory; Brendon Ellington (Fordham University): Race, Gender and Class Observed through *The Matrix*; Carlita P. Greene (University of Texas, Austin): Social, Economic, Political, and Cinematic Disaster: A Burkean Analysis of *Airport*, *The Poseidon Adventure*, and *The Towering Inferno* as Formally Dysfunctional "Equipment for Living"; Siobahn Stiles (Fordham University): Mame is Not to Blame: The Femme Fatale in 1940s Film Noir and Her Effect on Female Viewers

2.5E. *Explorations of the Electronic Media Environment*. Jordan Beckerman (Hamilton College): Television and the Individual; Monica Aversa (Fordham University): Taking Control of My Internet Addiction; Joshua Huling (Hamilton College): Bridging the Digital Divide: Cell Phones and the Information Realm; Jacob McCall (Fordham University): The Institution of Race as Represented in Fighting Video Games

5:00-6:15 pm Breakout Sessions 2.6A-2.6E

2.6A. *Appearances of Childhood*. Margaret Cassidy (Adelphi University): Bookends: The Changing Media Environment of American Classrooms; Laura Tropp (Marymount Manhattan College): Degrassi Goes Digital: The Centrality of Technology in Degrassi: The Next Generation; Minah Harun (Ohio University): "What Can *Rugrats* Be to You?": A Rhetorical Analysis of Ethnic Diversity and Representation in Children's Animated Series; Stephen Weinstock (Independent Scholar): Children, Health, Science and Technology in Relation to Orality in the Electronic Era

2.6B. *The Bias of Digital Communication*. Pablo J. Boczkowski (Massachusetts Institute of Technology): News Worlds; Erik P. Bucy (Indiana University): When Transparency

- Fails: The Internet Candidacy of Howard Dean; Yana S. Terukhova (Rochester Institute of Technology): Digital Divide as a Reversal Consequence of the Internet: Assessing Power and Bias of Media Convergence on the Access to Global News
- 2.6C. *Eco Metropolis: Why Doesn't Ecology Become a Part of the Mainstream Media?* Pamela Peeters (Our-Planet.org)
- 2.6D. *Grave Ecologies: Exhuming the Living Dead.* Brian Cogan (Molloy College): Reading the Undead: Zombies and Comic Book Culture; Shawn McIntosh (Rutgers University): Stumbling Into the Future: The Zombie from Folklore to Film to Video-games; Marc Leverette (Rutgers University): The Horror of Indeterminacy
- 2.6E. *Media Research: Technology, Art, Communication.* Peter Karl Jonason (New Mexico State University): Evolutionary-Minded View of Television Genre Preferences; Saman Talib (Rutgers University): The Biases of Media: Infotainment's Impact on Issue Cognition and Engagement; Heather Crandall (Washington State University, Pullman): Narratives of Poverty and the Working Poor in Prime-Time Television Crime Dramas; Alex Wang (University of Connecticut): Advertising and Product Publicity Comparison Revisited
- 6:30-7:00 pm Pope Auditorium  
Screening: *A Conversation with Neil Postman.* Video documentary by Toni Urbano and NYU-TV Productions (New York University)
- 7:00-8:30 pm Pope Auditorium  
Keynote Address: *The Flouting of the First Amendment.* Paul Levinson (Fordham University)
- Friday, June 24, 2005**
- 9:30-10:00 am Pope Auditorium  
*Reflections on Walter Ong.* Paul A. Soukup, S.J. (Santa Clara University)
- 10:00-11:00 a Pope Auditorium  
*Teaching Speech.* Frank E. X. Dance (University of Denver)
- 11:15 am-12:15 pm Pope Auditorium  
*On Media Ecology.* Eric McLuhan (University of Toronto)
- 2:00-3:15 pm Breakout Sessions 3.4A-3.4E
- 3.4A. *The New Languages.* Frank Zingrone (York University): Addiction to Illusion: Media and the Evolution of Reality; Eva Kolbusz-Kijne (Borough of Manhattan Community College): Hollywood and Bollywood Storytelling in Romantic Box Office Hits: Similarities and Differences; Robert K. Blechman (St. George's University): The Heart of the Matter: An Exploration of the Persistence of Core Beliefs; Faye Ran (Metropolitan College of New York): Media Ecology and the Arts
- 3.4B. *Gecyberschaft: Understanding Virtual Community as a Complete Shift in Society.* Mary Ann Allison (New York University)
- 3.4C. *Mediating Biology, Managing Environments.* Pedro Bessa (Universidade de Aveiro) & Conceição Lopes (Universidade de Aveiro): Men, Women and Neuters: The Representation of Gender in Signage Pictograms; Elizabeth K. Fitzgerald (Fordham University): Identity Crisis: The Impact and Effect of Alias's Sydney Bristow; Thomas Veltre (Wildlife Conservation Society): Songs of the Humpback Whale—A Case Study in Unintended Consequences; J.R. Estes (Portland State University): News Coverage on Environmental Policy Issues
- 3.4D. *Reassessing the Gender Biases in Menstrual Product Advertising Or, What's with the Men in Menstruation?* David Linton (Marymount Manhattan College)
- 3.4E. *The Political Illusion.* Albert Auster (Fordham University): Josiah Bartlett, Forgive Us for Our Sins!; Saman Talib (Rutgers University) & Montague Kern (Rutgers University): Deliberative Democracy and Framing Biases of Media; Deirdre Mueller (Fordham University): Decision 2004: The Role of the Media in the 2004 Presidential Election; Jessica Knapp (Fordham University): Howard Dean and the Internet: A Study of the Medium as a Political Tool
- 3:30-4:45 pm Breakout Sessions 3.5A-3.5E
- 3.5A. *The Bias of Media.* Thomas de Zengotita (New York University): Mediated: How the Media Shapes Your World and the Way You Live in It; David Sobelman (Rosefire Film Inc.): The Bias of Biases; James Maroosis (Fordham University): The Medium is the Message, the Bias is You; Barry Vacker (Temple University): Being and Nothingness in the Information Age
- 3.5B. *Break, Blog, Burn.* Danah M. Boyd (University of California, Berkeley): Broken Metaphors: Blogging as Liminal Practice; Adriana Braga (Universidade do Vale do Rio dos Sinos): From Simmel to Weblogs: Women and Internet; Jesper Tække (IT University of Copenhagen): Media Sociography on Weblogs; Joellen Easton (Massachusetts Institute of Technology): Constructing Liberal Community: The Bloggers of The Majority Report
- 3.5C. *Neil Postman in Perspective and*

- Retrospective*. Arthur W. Hunt, III (Geneva College): Neil Postman and the Evangelicals; Janet Sternberg (Fordham University): Neil Postman's Rules of Public Speaking; Terence P. Moran (New York University): Media Ecology as an Instrument of Exploration
- 3.5D. *Mirrors in the Infosphere: An Integral Look at Telecommunications Technology, the Chakra System, and the Evolution of Planetary Consciousness*. Steven Vedro (SRVedro Consulting)
- 3.5E. *From Hidden Connections to Hidden Agendas: Truth and Consequences of the Anti-Narrative Bias in Organizational and Professional Communication*. Jean S. Mason (Ryerson University)
- 5:00-6:15 pm Breakout Sessions 3.6A-3.6E
- 3.6A. *Media Bias Towards "Tomorrow"?* Rebecca Hains (Temple University): Feminism in the New Tomorrowland; Elisa Durette (Internet Entrepreneur): Full Streets, Empty Meanings, and the Protests of Tomorrow; Barry Vacker (Temple University): The "Zero" Tomorrow
- 3.6B. *Understanding New Media*. María de la Luz Casas Pérez (Tecnológico de Monterrey, Campus Cuernavaca): The "Cyberflesh" Dimension as the Newest Extension of Man; Aaron Ben Ze'ev (University of Haifa): Love Online; Robert K. Logan (University of Toronto): Understanding New Media: Extending McLuhan
- 3.6C. *Games People Play*. Édison Gastaldo (Universidade do Vale do Rio dos Sinos): The Electronic Pitch: Fieldnotes on Television Soccer and its Collective Reception in Brazil; Aaron Honoré (Fordham University): Golf as a Medium of Communication; Ira Nayman: Games Artists Play: Interactive Narrativity and the Ludological Impulse; Conceição Lopes (Universidade de Aveiro): Spontaneous Social Play and Ludicity Design as a Strategy for Promoting and Defending Human Rights
- 3.6D. *The Sexual Grotesque: Pomosexuality and Robopathologies on the Web*. Mark Dery (New York University)
- 3.6E. *Revolt of the Mass Media*. Ping Shaw (National Sun Yat-Sen University): Women as Target: Internationalization of the Women's Magazine Industry in Taiwan; Marisa Torres da Silva (Universidade Nova de Lisboa): Bias in Selecting Letters to the Editor? A Case Study; Arthur H. Hayes (Fordham University): Am I Black Enough for You Baby: Can Black Management of a White-Owned Media Outlet Make a Difference?; Emil Coman (Eastern Connecticut State University): Do U.S. Mass Media Really "Massify" Our Society? What is "Mass" in Mass Media?
- 6:30-8:30 pm Pope Auditorium  
Presentation of the 2005 MEA Awards. Janet Sternberg (Fordham University) & Lance Strate (Fordham University)  
President's Address: *Media Ecology in a New Key*. Lance Strate  
Performance: *Media Ecology Unplugged*. Bill Bly (Fordham University) John McDaid (New York University)
- Saturday, June 25, 2005**
- 9:30-10:45 am Pope Auditorium  
*Infotainment: The Blurring of the Lines Between News and Entertainment*. Moderator: Clifford G. Christians (University of Illinois, Urbana-Champaign). Panelists: Michael Delli Carpini (Annenberg School for Communication Bruce A. Williams (University of Illinois, Urbana-Champaign)
- 11:00 am-12:15 pm Pope Auditorium  
*Oh What a Blow that Carpenter Gave Me!* Moderator: Donald F. Theall (Trent University). Panelists: Paul Heyer (Wilfrid Laurier University), Janine Marchessault (York University), Harald E. L. Prins (Kansas State University), Michael Wesch (Kansas State University)
- 2:00-3:15 pm Breakout Sessions 4.3A-4.3E
- 4.3A. *The Technological Society*. Catherine Waite Phelan (Hamilton College): Notions of Progress; Barry Vacker (Temple University): The Sky Above the Port Was the Color of Television, Tuned to a Dead Channel; Stephanie Bennett (Palm Beach Atlantic University): Man as the Machine: Rhetorical Dimensions of *The Terminator* Trilogy; Barry D. Liss (University of Wisconsin, Marathon): Technology's Broken Promise: Reflections on Social Disintegration and Civic Renewal
- 4.3B. *Digital Imaging: Transformations in Visual Communication*. Julianne H. Newton (University of Oregon): Dancing Electrons vs. Engrained Silver: Technological Influences on Concepts of Visual Truth; Lee Humphreys (University of Pennsylvania): Presenting Oneself through Images: An Analysis of Online Dating Photos; Paul Messaris (University of Pennsylvania) & Jason Tocci (University of Pennsylvania): Digital FX in Movies; Stephen R. Prince (Virginia Polytechnic Institute and State University): Digital Imagery and the Eye of Cinema; Jennifer Stromer-Galley (SUNY Albany): The Presentation and Alteration of

- the Digital Self in Video Game Life; Jeremy Bailenson (Stanford University): Transformed Social Interaction in Immersive Virtual Reality
- 4.3C. *Iterations of Interface—A Surveillance Case Study*. Paul Guzzardo (MediaARTS Alliance)
- 4.3D. *The Presentation of Self and Other*. Natalia Chaban (University of Canterbury): “Frenemies?”: Images of the U.S.-E.U. Relations in Asia-Pacific Media; Cuthbert Alexander (Fordham University): Community Journalism: Hope for a Society Without Heroes; Eda Derhemi (University of Illinois, Urbana-Champaign): The Impact of a Small Newspaper in the Maintenance of Language and Culture in Piana Degli Albanesi; Tara Southwell (Fordham University): From Supporting Roles to Leading Ladies
- 4.3E. *Visual Representations of HIV and AIDS in Africa: Culture, Metaphor and Society*. Phyllis Dannhauser (University of Johannesburg)
- 3:30-4:45 pm Breakout Sessions 4.4A-4.4E
- 4.4A. *Ancient Quarrels and Modern Rhetoric*. Steven Reagles (Bethany Lutheran College): Doctus Orator of a Five-Sense or Three-Sense Sensorium?: Marshall McLuhan’s Media Ecology Bias and “Big Rhetoric”; Twyla Gibson (University of Toronto): Epilogue to Plato; Eric Havelock and the Literate Bias; Corey Anton (Grand Valley State University): Logos: Ambiguities of Merger and Division; Stephen Weinstock (Independent Scholar): Kenneth Burke’s Dramatism and Media Ecology
- 4.4B. *Media and Mind*. Luiz Carlos Baptista (Universidade Nova de Lisboa): The Mind Outside the Head: Media Ecology and Cognitive Science; Heike Wiese (Yale University & Humboldt-Universität Berlin): Symbolic Foundations of Language and Number; Chin-Yunn Yang (New York University): ICQ as a Tool of Thought; Marc Leverette (Rutgers University): The Third Space: A Phenomenology of Embodied Mediation
- 4.4C. *Mime and Media via a Tetrad of Tetrads*. Wayne Constantineau (Habitat For Humanity Canada)
- 4.4D. *Faith and Contexts*. Kip Redick (Christopher Newport University): Interpreting the Eucharist in Light of Media Ratios; Cheryl Anne Casey (New York University): Connecting to Non-Present Presence: Cyberspace and the Enactment of Religious Ritual; Phil Rose (York University): René Girard as Media Ecologist?; Read Mercer Schuchardt (Marymount Manhattan College): Conditions of Attendance: The Idle Hand as the Father of Modern Warfare
- 4.4E. *Culture as Communication*. Virgil Moberg (Black Hills State University): Media Bias and the Postmodern Sublime; Jordan P. Curtis (SUNY Potsdam): Semiotic Analysis of “The Golden Arches”; Katrina Flener (Brooklyn College, CUNY): How Television Represents America’s “Drug Problem” (and Why); Gregory Christie (New School University): Idleness as an Act of Resistance
- 5:00-6:15 pm Breakout Sessions 4.5A-4.5E
- 4.5A. *Media, Consciousness, and Culture*. Fred Cheyunki (IBM Business Consulting Services); McLuhan, Ong, and Muller-Thym; Sheila J. Nayar (Greensboro College): Ecriture Aesthetics: The Literate Contours of Art-Cinema Narration; Pamela Miele (Fordham University): Signed Orality; Marc Leverette (Rutgers University): The Eighteenth Brumaire of Marshall McLuhan
- 4.5B. *The Pragmatics of Media Ecology*. Gretchen Norling (University of West Florida): Physician-Patient Communication and Technology: The Changing Face of Medicine; Susan Jacobson (Temple University): Media Ecology as a Possible Theoretical Framework for Production Research; Hui-mei Justina Hsu (University of Illinois, Urbana-Champaign) & Karen Ann Ferneding (University of Illinois, Urbana-Champaign): The Problem with Mediation in Educational Computing; Rex Miller (University of Illinois, Urbana-Champaign): Digital Technology and Social Change
- 4.5C. *Labyrinth as Medium*. Patricia O. Keeler (Brigham and Women’s Hospital)
- 4.5D. *Rights and Copyrights*. Lysanne Louter (Brock University): Free Speech and Reporting on Rights: Canadian Newspaper Treatment of Hate Propaganda Legislation; Clay Guinn (University of Houston): Appropriation Art, Fair Use, and Structuralist Notions of Authorship; Frederick Wasser (Brooklyn College, CUNY): What Edelman’s Image Ownership Argument Can Teach Media Ecology
- 4.5E. *News After 9/11*. Michelle Pulaski Behling (Pace University): War as Entertainment: Television News Coverage of the War in Iraq; Toni O’Dell (University of Houston): Framing, Network News, and the War on Terrorism; Ronald Bishop (Drexel Univer-

sity): The Whole World is Watching, But So What? A Frame Analysis of Newspaper Coverage of Antiwar Protest; Jack Rosenberry (St. John Fisher College): Core Concern: Structural Imperialism and the Impact of September 11 on U.S. Coverage of International News

6:30-7:30 pm Pope Auditorium  
Screening: A rare recording of Marshall McLuhan at the 1965 Buffalo Spring Festival of the Arts. Moderator: Frank Zingrone (York University)

7:30-8:30 pm Pope Auditorium  
*Explorations with McLuhan.* Edmund S. Carpenter

### Sunday, June 25, 2005

9:30-11:30 am Pope Auditorium  
MEA Business Meeting

11:15 am-1:00 pm  
*Writing as a Creative Activity: Writers Discuss Their Medium.* Moderator: Meir Z. Ribalow (Fordham University). Panelists: Marleen Barr (Fordham University), Bill Bly (Fordham University), Leslie Carroll (Author Paul Levinson, (Fordham University), John McDaid (New York University), Douglas Rushkoff (New York University)

## Personals

**Peter Fallon's** book, *Print, Literacy, and Education in Eighteenth-Century Ireland: Why the Irish Speak English*, is in production with the Edwin Mellen press for Fall 2005. He has also added four Roosevelt University graduate journalism students (Matt Schury, Vanessa Villarreal, Scott Kanter, and Mary Rose Roberts) as regulars on his blog, "IN THE DARK: Mass Ignorance in an Age of Information." (<http://rujournalism.blogspot.com>). All ad revenues on IN THE DARK go to the Big Laurel Learning Center in Naugatuck, West Virginia, so visitors are invited to click on ad links. Big Laurel is run by a group of Sisters of St Joseph, Sisters of Notre Dame de Namur, and Dominicans who live in the mountains there, and run year-round programs for some of the poorest kids in the U.S. ([pfallon@roosevelt.edu](mailto:pfallon@roosevelt.edu))

**Jonathan R. Slater** has been in residence this spring semester as a Fellow in the Institute for Ethics in Public Life at Plattsburgh State. During this time, he has examined the dissociation of the public relations postures of major American corporations from their true corporate behaviors. ([jonathan.slater@plattsburgh.edu](mailto:jonathan.slater@plattsburgh.edu))

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