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 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 Lumpp.

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. 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!
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
(Direcions 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 Lumpp (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
*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

2.4B. 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 Sertao: 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


2.5C. 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; Carlrita 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 (Fordham 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

2.6B. The Bias of Digital Communication. Pablo J. Bozekowski (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 Videogames; Marc Leverette (Rutgers University): The Horror of Indeterminacy


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


3.4D. Reassessing the Gender Biases in Menstrual Product Advertising Or, What’s with the Men in Menstruation? James Marosiss (Fordham 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

3.5D. 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 Zee’ev (University of Haifa): Love Online; Robert K. Logan (University of Toronto): Understanding New Media: Extending McLuhan

3.6C. Games People Play. Edison 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)


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

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

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


4.4C. *Mine and Media via a Tetrads 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


5:00-6:15 pm Breakout Sessions 4.5A-4.5E

4.5A. *Media, Consciousness, and Culture.* Fred Cheyunski (IBM Business Consulting Services): McLuhan, Ong, and Muller-Thym; Sheila J. Nayar (Greensboro College): Ecriture Aeshetics: The Literate Contours of Art-Cinema Narration; Pamela Miele (Fordham University): Signed Orality; Marc Leverette (Rutgers University): The Eighteenth Brumaire of Marshall McLuhan


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-

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)

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)