COMMUNICATION
CHOICES + CHALLENGES

The Twenty-First Annual Convention of the
Media Ecology Association
June 17-20, 2020

Media Ecology Association
www.media-ecology.org

ADELPHI UNIVERSITY
NEW YORK
Goals of the MEA

- To promote, sustain, and recognize excellence in media ecology scholarship, research, criticism, application, and artistic practice.
- To provide a network for fellowship, contacts, and professional opportunities.
- To serve as a clearinghouse for information related to academic programs around the world in areas pertinent to the study of media ecology.
- To promote community and cooperation among academic, private, and public entities mutually concerned with the understanding of media ecology.
- To provide opportunities for professional growth and development.
- To encourage interdisciplinary research and interaction.
- To encourage reciprocal cooperation and research among institutions and organizations.
- To provide a forum for student participation in an academic and professional environment.
- To advocate for the development and implementation of media ecology education at all levels of curricula.

2020 Executive Board

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Statement for Inclusivity & Guidelines of Conduct

The Media Ecology Association (MEA) is committed to creating and supporting an inclusive, diverse, and equitable community of practice; and it strives to be a welcoming organization that recognizes the value of discourse and dialogue. Together, MEA members study all forms, modes, media, and consequences of communication through humanistic, social, scientific, pedagogical, and aesthetic inquiry. We are at our collective best when a wide and diverse array of people, experiences, and ideas come together. We therefore expect participants of all MEA sponsored activities—including the annual convention, the online discussion list, the website, social media sites, and all the association’s publications—to help create thoughtful, respectful, and inclusive environments where such interactions can take place.

The MEA is dedicated to facilitating experiences that are free from all forms of harassment, intimidation, and discrimination based on, but not limited to: race, ethnicity, religion, gender, gender identity or expression, sexual orientation, immigration status, language, marital status, national origin, ability(ies), age, appearance, body size, academic rank, academic affiliation, or other group status.

Specifically, the MEA does not condone or tolerate harassment or intimidation, including, but not limited to: non-consensual physical contact, use of sexual and/or discriminatory language, unwanted sexual attention, deliberate intimidation, physical or virtual stalking, harassing photography or recording, bullying behavior, or inappropriate physical contact.

This ethical statement of conduct is not intended to constrain responsible scholarly, artistic, or professional discourse and debate.

Participants in all MEA activities, including the MEA Annual Convention, assent to and agree to abide by this statement of conduct, and understand that violation of the statement may result in the revocation of all rights and privileges of membership and/or participation in the Media Ecology Association, including removal from the convention and/or other forums. The MEA reserves the right to take action in accordance with relevant board policy and any applicable local law(s).

Persons experiencing a breach in these guidelines may report the incident to the president of the MEA or to one of the member of the Executive Board, and expect a response in a timely manner.
## Convention at a Glance

### Wednesday, June 17

<table>
<thead>
<tr>
<th>Time</th>
<th>Session/Panel</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1</td>
<td>10:00-11:15 Opening Session</td>
</tr>
<tr>
<td>1.2</td>
<td>11:30-12:45 Concurrent Panels</td>
</tr>
<tr>
<td>Room 1</td>
<td>The Institute for General Semantics and its Publications as Vehicles for Scholarship in Media Ecology</td>
</tr>
<tr>
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</tr>
<tr>
<td>Room 3</td>
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</tr>
<tr>
<td>Room 4</td>
<td>Love, Relationships, and Intergenerational Communication</td>
</tr>
<tr>
<td>1.3</td>
<td>1:00-2:15 Concurrent Panels</td>
</tr>
<tr>
<td>Room 1</td>
<td>Media in the COVID-19 Era</td>
</tr>
<tr>
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</tr>
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</tr>
<tr>
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<td>Orality, Literacy, Typography, and Something Else Altogether</td>
</tr>
<tr>
<td>1.4</td>
<td>2:30-3:45 Concurrent Panels</td>
</tr>
<tr>
<td>Room 1</td>
<td>Women and Media Ecologies</td>
</tr>
<tr>
<td>Room 2</td>
<td>McLuhan: Grounded and Mediated</td>
</tr>
<tr>
<td>Room 3</td>
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</tr>
<tr>
<td>1.5</td>
<td>4:00-5:15 Concurrent Panels</td>
</tr>
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</tr>
<tr>
<td>1.6</td>
<td>5:30-6:45 Plenary: WIGO or What is Going On? A Panel Discussion</td>
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<tr>
<td>1.7</td>
<td>7:00 Welcome Reception and Quarantunes</td>
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</tbody>
</table>
## Thursday, June 18

### 2.1 9:15  The Medium and the Light Award Presentation

### 2.2 10:00-11:15  Concurrent Panels

<table>
<thead>
<tr>
<th>Room 1</th>
<th>Information Technology and Health</th>
</tr>
</thead>
<tbody>
<tr>
<td>Room 2</td>
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</tr>
<tr>
<td>Room 3</td>
<td>Reshaping Home and Family: New Media, Discourses and Domestic Space and Practices</td>
</tr>
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</tr>
</tbody>
</table>

### 2.3 11:30-12:45  Concurrent Panels

<table>
<thead>
<tr>
<th>Room 1</th>
<th>Formal Choices and Challenges</th>
</tr>
</thead>
<tbody>
<tr>
<td>Room 2</td>
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</tr>
<tr>
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<td>Shaping Perception through Technologies of Sound, Space, Vision, and Thought</td>
</tr>
<tr>
<td>Room 4</td>
<td>Choices and Challenges of Religious Identity and Expression</td>
</tr>
</tbody>
</table>

### 2.4 1:00-2:15  Concurrent panels

<table>
<thead>
<tr>
<th>Room 1</th>
<th>Canonical Texts Series: The Muse Learns to Write</th>
</tr>
</thead>
<tbody>
<tr>
<td>Room 2</td>
<td>Infotainment and Democracy: Elections and Digital Technology</td>
</tr>
<tr>
<td>Room 3</td>
<td>Technological Interface in the Digital Age</td>
</tr>
<tr>
<td>Room 4</td>
<td>The Impact of Toxic Rhetoric</td>
</tr>
</tbody>
</table>

### 2.5 2:30-3:45  Concurrent panels

<table>
<thead>
<tr>
<th>Room 1</th>
<th>A Meeting of the Minds: Norman Mailer and Marshall McLuhan (video presentation/discussion)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Room 2</td>
<td>Media Ecology Pedagogy in Higher Education</td>
</tr>
<tr>
<td>Room 3</td>
<td>Mediating Alternative Communications and Power</td>
</tr>
<tr>
<td>Room 4</td>
<td>Communication Theories: Extending Media Ecology</td>
</tr>
</tbody>
</table>

### 2.6 4:00-5:15  Plenary: Featured Speaker – Jay Rosen

### 2.7 5:30  The Medium is the Muse: A Celebration of Poetry and Song
### Friday, June 19

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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</thead>
<tbody>
<tr>
<td>3.1 9:00-10:00</td>
<td>Women in Media Ecology Coffee</td>
</tr>
<tr>
<td>3.2 10:00-11:15</td>
<td>Concurrent Panels</td>
</tr>
<tr>
<td>Room 1</td>
<td>Sensing Our Environment: Ways of Knowing in a Technological Age</td>
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<tr>
<td>Room 2</td>
<td>Agency, Media, Choices and Challenges</td>
</tr>
<tr>
<td>Room 3</td>
<td>Ethical Perspectives on Digital Media</td>
</tr>
<tr>
<td>Room 4</td>
<td>Meet the Artists of Womxn, Language, Technology</td>
</tr>
<tr>
<td>3.3 11:30-12:45</td>
<td>MEA Business Meeting</td>
</tr>
<tr>
<td>3.4 1:00-2:15</td>
<td>Plenary: Bias as Environment: Understanding Ecologies of Harassment, Inclusivity, and Diversity</td>
</tr>
<tr>
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<td>Concurrent Panels</td>
</tr>
<tr>
<td>Room 1</td>
<td>The Interplay of Technology, Biology, and Humanity</td>
</tr>
<tr>
<td>Room 2</td>
<td>Tony Schwartz Retrospective</td>
</tr>
<tr>
<td>Room 3</td>
<td>Physical, Psychic, Self</td>
</tr>
<tr>
<td>Room 4</td>
<td>Mediating Televised Social Identities</td>
</tr>
<tr>
<td>3.6 4:00-5:15</td>
<td>Plenary: Featured Speaker – Maryanne Wolf</td>
</tr>
<tr>
<td>3.7 5:30</td>
<td>MEA Awards and President’s Address</td>
</tr>
<tr>
<td>3.8 7:30</td>
<td>Musical Performance: John McDaid: Lost in Translation</td>
</tr>
</tbody>
</table>
### Saturday, June 20

#### 4.1 10:00-11:15 Concurrent Panels

<table>
<thead>
<tr>
<th>Room 1</th>
<th>Misinformation, Disinformation, and Fake News</th>
</tr>
</thead>
<tbody>
<tr>
<td>Room 2</td>
<td>Perspectives on Stories and Storytelling</td>
</tr>
<tr>
<td>Room 3</td>
<td>The Media Environment of Students and Schools</td>
</tr>
<tr>
<td>Room 4</td>
<td>Mobilizing New Media for Social Justice</td>
</tr>
</tbody>
</table>

#### 4.2 11:30-12:45 Concurrent Panels

<table>
<thead>
<tr>
<th>Room 1</th>
<th>Virtually Viral Hangouts: Convening a Global Online Support Community</th>
</tr>
</thead>
<tbody>
<tr>
<td>Room 2</td>
<td>Experiences of Women in the Field of Media Ecology</td>
</tr>
<tr>
<td>Room 3</td>
<td>Using and Understanding Popular Culture and Its Audiences</td>
</tr>
<tr>
<td>Room 4</td>
<td>Applications of Media Ecology in Communication Professions</td>
</tr>
</tbody>
</table>

#### 4.3 1:00-2:15 Concurrent Panels

<table>
<thead>
<tr>
<th>Room 1</th>
<th>Critiques of Sound and Image</th>
</tr>
</thead>
<tbody>
<tr>
<td>Room 2</td>
<td>Podcasting Walter Ong: Choices and Challenges in 21\textsuperscript{st} Century Secondary Orality</td>
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<td>The Dynamics of Protest</td>
</tr>
<tr>
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<td>Media Choice and Consequence</td>
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</tbody>
</table>

#### 4.4 2:30-3:45 Special Session: Forming a Working Group for Increasing Inclusivity within Media Ecology and MEA

#### 4.5 4:00-5:15 Closing Session: The Impact of the Medium: Reflecting on our First Virtual MEA Convention
Wednesday, June 17

1.1 10:00-11:15  Opening Session

Hindsight is 2020 Vision
What We Didn’t See Coming, What Might Lie Ahead, and How Media Ecology Can Help Us Understand Where We Are

Please join us for a roundtable discussion about the events of 2020, how we have experienced them in different roles and at different levels of academic institutions, and how we might use media ecological theories and principles to reflect, understand, and move forward.

Chair: Peggy Cassidy, Adelphi University
Participants:
Mary Alexander, Western Connecticut State University
Bernadette Ann Bowen, Bowling Green State University
Ashley Moore, Colorado State University
Bill Petkanas, Western Connecticut State University
Matt Thomas, Kirkwood Community College

1.2 11:30-12:45 Concurrent Panels

Room 1 The Institute for General Semantics and its Publications as Vehicles for Scholarship in Media Ecology

Chair: Thom Gencarelli, Manhattan College
Participants:
Corey Anton, Grand Valley State University
Martin H. Levinson, Institute of General Semantics
Lance Strate, Fordham University
Ed Tywoniak, Emeritus, St. Mary’s College of California

Room 2 Nature, Climate, and Environment

Chair: Michael Grabowski, Manhattan College
The Choice to Live: Learning to Communicate as Nature
Julianne H. Newton
Future-Oriented Ecologies: The Elemental Archive and the World After Climate Crisis
Piotr Szpunar, SUNY Albany
Risk Communication and Climate Change: Theories, Challenges, and Best Practices
Alex Savulescu, University of Bucharest
Social-Ecological Communities as Strategic Media Environments
Room 3  **Challenges of Contemporary Journalism**

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

An Emerging Contextual Viewpoint for Journalism

*Stephen Jefferson, Bloom Labs*


*Claudia Montenegro, Pontificia Universidade Catolica de Rio de Janeiro*

New Political Narratives in the Brazilian Mediosphere

*Ciro Inácio Marcondes, Catholic University of Brasilia*

Alexandre Schirmer Kieline, Catholic University of Brasilia

Room 4  **Love, Relationships, and Intergenerational Communication**

**Chair:** Jacqueline McLeod Rogers, University of Winnipeg

Should My Media (Past) Become the Media (Future) of My Children?

*Jordan Curtis, Bryant & Stratton College*

The Zossima Principle as an Axiomatic Ideal for Media Ecology Praxis

*Barry Liss, University of Wisconsin, Milwaukee*

Marriage as a Medium of Love and the Effects of Choice

*Natalia Wohar, Duquesne University*

1.3  **1:00-2:15 Concurrent Panels**

Room 1  **Media in the COVID-19 Era**

**Chair:** Salvatore Fallica, New York University

Transformations in the Domestic Media Ecosystem During the Pandemic

*Magda Rodrigues da Cunha*

The Extension of Brazilian Television News to the Web: Notes on COVID-19 Coverage

*Clarissa Schwartz, Federal University of Santa Maria*

The New Mobile Ecosystem During the COVID-19 Era

*Eduardo Campas Pellanda*

Togetherness in Lonely Times: Coronavirus, Technology and the Effects on Our Friendships

*Tiffany Petricini*
### Room 2

**Applications of McLuhan’s Tetrad and Figure/Ground**

**Chair:** Paolo Granata, University of Toronto

McLuhan’s Tetrad in Media and Communication Research
- Carolina Weber Dall’Agnese, Universidade Federal de Santa Maria
- Eugenia Mariano da Rocha Barichello, Universidade Federal de Santa Maria

Games, Digital and Otherwise: A Tetradic Analysis of Game Forms
- Greg Loring-Albright, Drexel University
- Alex Jenkins, Drexel University

The Challenges of Collaborative Communication in Large Urban Centers: A Study on Waze app Based on Spiral Tetrads
- Lucia Leao, Pontificia Universidade Catolica de Rio de Janeiro

Making Visible the Invisible: Exploring McLuhan’s Figure/Ground in Digital Citizenship Education
- Michelle Ciccone

### Room 3

**Technology and the Transformation of Identity**

**Chair:** Michael Plugh, Manhattan College

The (Mis)representation of Self in Social Media: Social Consequences and the Reconfiguration of Identities
- Beatriz Polivanov, McGill University

Meme Mirrors: Vertical Video and the Replicable Self
- Jamie Cohen, Molloy College
- Josh Chapdelaine, Queens College

### Room 4

**Orality, Literacy, Typography, and Something Else Altogether**

**Chair:** Valerie Peterson, Grand Valley State University

The Poetry of Gil Scott-Heron: Oral Culture Awareness Provides an Antidote to the Misleading Media of Typographic Culture
- John Bouknight

The Challenge of Evolving Communication Practices in Smart Device Technologies: Are We Choosing Literacy, Secondary Orality or Something Else Altogether?
- Melinda Farrington, Saint Vincent College

Solace in Sound: Glenn Gould’s Electronic Solitude
- Steven Hicks

A Bird in Hand: The Phenomenology of Mediating Public Media
- Michael Grillo, University of Maine
### Concurrent Panels

**Room 1**  **Women and Media Ecologies**

**Chair:** Julia Hildebrand, Eckerd College  
Tweeting #MeToo: How the Body is Rendered Silent  
*Angelina Malenda, Villanova University*  
Sexual Ecologies in an Algorithmic Age  
*Bernadette Ann Bowen, Bowling Green State University*  
Ærotomania: How the Airplane is Structured Like a Language  
*Adeena Karasick*  
The Deconstruction of the Self in the Post-Humanist Age  
*Laura Trujillo Liñán, Universidad Panamerica*  
**Respondent:** Susan B. Barnes

**Room 2**  **McLuhan: Grounded and Mediated**

**Chair:** Lance Strate, Fordham University  
McLuhan and Experimental Cinema in Brazil: Extending Movies Through GIFs, Glitches, and Other Expanded Audiovisual Practices  
*Wilson Oliveira, UNESA*  
*Márcia Sousa, ECDR*  
The Second Conversion: A Portrait of the Media Theorist as a Young Man  
*Clinton Ignatov*  
The City as Classroom: Following McLuhan  
*Edna Pasher*  
Gutenberg, Jacquard Machine and Fashion Revolution: What McLuhan’s Theory Tells Us about Revolutions in Fashion  
*Kalina Kukielko-Rogozinska, University of Szczecin*

**Room 3**  **Challenges of Anticipation and Ambiguity**

**Chair:** Matt Thomas, Kirkwood Community College  
Individual Choices and Disciplinary Systems: Revisiting the Relationship between Gratifications and Punishments  
*Harmeet Sawhney, Indiana University Bloomington*  
Communicating Ambiguity as Calling and Challenge in Algorithmic Times  
*Yoni Van Den Eede, Vrije Universiteit Brussel*
1.5 4:00-5:15 Concurrent Panels

**Room 1**  The Media Ecology of Soccer

**Chair:** Édison Gastaldo, CEP/FDC Brazil

The Soccer Stadium as Medium: On Brazilian Soccer Fans’ Perceptions of Ecological Changes in 2014 FIFA World Cup Arenas

Édison Gastaldo, CEP/FDC Brazil

Technological Transformations of the Media System and Main Changes on Professional Soccer Consumption in México

Samuel Martínez, Universidad Iberoamericana

The Remediation of the FIFA World Cups of Soccer

Filipe Mostaro, Rio de Janeiro State University

**Room 2**  All Aboard the S.S. Eschatology: Gamifying the Large-Lecture Class for Critical Thinking and Intercultural Knowledge

**Florida Gulf Coast University Faculty:** Maria Roca (Department Chair), Roberto Garcia, Mary Cecile Gayoso, Miles Mancini, Eric Otto, Sam Walch

**Florida Gulf Coast University Students:** Natalia Marrero, Taylor-Joyce Reed, Sulinez Santos, Arel Sinett

**Room 3**  The Dynamics of Design in Physical Environments

**Chair:** Noura Ahmad Hajjaj, SUNY New Paltz

Hard or Soft Digital-Physical Architectures

Connie Svabo

Power, Efficiency, and the City

Elizabeth Sanderson, Trinity Christian College

Dynamics of Automation in a Subway Environment

Janice Caiafa, Federal University of Rio de Janeiro

Knocking Down the Fence: The Challenge of Hostile Design in Modern Cities

Erik Garrett, Duquesne University

**Room 4**  Pedagogical Applications of Media Ecology

**Chair:** Maria Polski, East-West University

Media Ecology and General Semantics as a Basic Educational Tool, a Personal but not Just/So Personal Perspective

Alessandro Colombi

Media and Methods Magazine: Its History and Influence

David Linton, Marymount Manhattan College

Arrival of Television in India: Governmentality and Infrastructure

Ipsita Sahu, Jawaharlal Nehru University
1.6 5:30-6:45 Plenary

WIGO or What is Going On? A Panel Discussion

Chair: Lance Strate, Fordham University
Panelists:
  Maggie Jackson
  Paul Levinson
  Joshua Meyrowitz
  Douglas Rushkoff
  Tiffany Shlain

1.7 7:00 Welcome Reception and Quarantunes

Welcome Reception and Quarantunes with Missy and Bill

Please join us to welcome new members, catch up with old friends, and enjoy some legendary Quarantunes by Mary Alexander and Bill Petkanas! (Singing not required, but nobody’s going to stop you.)
The Medium and the Light Award Presentation

The Medium and the Light Award, consisting of a handcrafted glass obelisk dubbed a "Tetrad", was inaugurated as part of the McLuhan Centenary Celebrations at St. Michael's College, University of Toronto, in 2011. The Medium and the Light Award is an ongoing program of The Marshall McLuhan Initiative (MMI) based in Winnipeg, Manitoba, where Marshall McLuhan grew up (1915-1934) and his second (of three) home towns. Late MMI Co-Director Richard J. Osicki (1946-2012) established the award to acknowledge “a person, group or organization that has made a significant contribution to [ecumenical] communication inspired by observations and notions put forward by Marshall McLuhan.” The Award, inspired by the work *The Medium and the Light: Reflections on Religion* (1999), posthumously edited by his late son Eric and Fr. Jacek Szkwarek, recognizes those who focus attention on McLuhan’s Catholic faith and/or his Canadian prairie roots as integral to his work and who thereby extend that work in probing the effects of media and communications technology on human beings. The 2020 recipient will be unveiled at today’s presentation.

**Past Recipients:**
- 2011 Fr. Pierre Babin, omi (1925-2012)
- 2012 Dr. Thomas Cooper, Emerson College, Boston
- 2013 Dr. Eric McLuhan (1942-2018)
- 2014 Fr. John J. Pungente, S.J. & The Jesuit Communication Project, Toronto
- 2015 Richard J. Osicki (1946-2012; awarded posthumously)
- 2016 Sr. Angela Ann Zukowski, MHSH, D. Min., University of Dayton
- 2017 Fr. Paul A. Soukup, S.J., Santa Clara University
- 2018 [sabbatical, no award]
- 2019 Rosanna Deerchild, Host of *Unreserved*, CBC Radio, Winnipeg

Concurrent Panels

**Room 1** Information Technology and Health

**Chair:** Matt Thomas, Kirkwood Community College

Geographic Information System (GIS) as a Tool of Decision-Making Data-Driven: From Cholera (1854) to COVID19 (2020)

*Macello Medeiros*

Role of NGO’s Health Communication in Bangladesh

*Mahamudul Haque*

Communicating with Life through Code: AI Algorithms in Healthcare

*Dmytro Mykhailov*

Real vs. Illusory Pending Catastrophes

*Sheldon Richmond*
## Room 2  
**Educational Environments and Counterenvironments**

**Chair:** Peggy Cassidy, Adelphi University  
The Making of a Counterenvironment  
*Robert Albrecht, New Jersey City University*

Media Ecology Pedagogy: ME 101 for Educators  
*Matt McGuire, University of New Brunswick*

Teaching as the Emergent Event of an Ecological Process  
*Lyana Thédiga de Miranda, Pontificia Universidade Catolica de Rio de Janeiro*  
*Magda Pischetola, Pontificia Universidade Catolica de Rio de Janeiro*

## Room 3  
**Reshaping Home and Family: New Media, Discourses and Domestic Space and Practices**

**Chair:** Jacqueline McLeod Rogers, University of Winnipeg  
The Smartphone Camera: Reconstructing Mothers’ Relationship with their Children in the Digital Age  
*Carolin Aronis, University of Colorado, Boulder*

Making Ourselves at Home: Communication Media in the Family Kitchen  
*Jacqueline McLeod Rogers, University of Winnipeg*

Brazil’s Domestic Class Struggle Behind Closed Doors: Interaction, Domestic Service, and Gender in Online Environments  
*Adriana Braga, Pontifical Catholic University of Rio de Janeiro*

**Respondent:** Elaine Kahn

## Room 4  
**New Narratives of Contemporary Imagery**

**Chair:** Paolo Granata, University of Toronto  
Ancient Ideals and Slapstick Resilience with a Twist of Dada: A Dialogue about the Possible Disruptive Features of Artificial Intelligence  
*John Lenarcic, RMIT University*

Rethinking Interology with Flusser  
*Peter Zhang, Grand Valley State University*

Harry Potter and the Trend of What Looked Like a “Bot-Written” Script  
*Bernadette Ann Bowen, Bowling Green State University*

The Day the Google Died: An Examination of the Impact of Virtualized Scenes on the Development of Tabletop Role-Playing Game Communities  
*Edgar Johnson, Augusta University*
<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
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<tr>
<td></td>
<td>The Form of Final Cause: The Purpose of Formal Cause in McLuhan</td>
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<td><em>Anthony M. Wachs, Duquesne University</em></td>
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<td>Walker Percy, Media Ecologist</td>
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<td><em>Justin Bonanno, Duquesne University</em></td>
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<td>McLuhan’s <em>The City as Classroom</em>: Exploring Character Formation in Urban Environments</td>
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<td>Formal Cause and Diagnostic Medical Technology</td>
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<td><strong>Chair:</strong></td>
<td><em>Salvatore Fallica, New York University</em></td>
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<td>The Cult of Trumpism: How Valid Is This Claim, To What Extent Do the Media Fuel It and Does</td>
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<td>Twitter Play a Role?</td>
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<td><em>Robert Nanney, University of Tennessee at Martin</em></td>
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<td>Hardware of Trumpism: What is Behind Trump: Figure/Ground Analysis</td>
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<td><em>Andrey Miroshnichenko</em></td>
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<td>The Joy of Following: Instagram Influencers, TikTok Stars, and the Fascist Masters of Today</td>
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<td><em>Ricky D. Crano, Tufts University</em></td>
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<tr>
<th>Room 3</th>
<th>Shaping Perception through Technologies of Sound, Space, Vision, and Thought</th>
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<td><strong>Chair:</strong></td>
<td><em>Michael Plugh, Manhattan College</em></td>
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<td>Voices All Around: The Loudspeaker as Media Environment and Metaphor</td>
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<td><em>Christopher Dahlie, SUNY Fredonia</em></td>
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<td>Becoming Space: Digital Technology’s Ability to Make Space</td>
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<td><em>Rachel Armamentos, Fordham University</em></td>
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<td>Visible and About to Disappear: Ephemeral Content and Contemporary</td>
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<td>Subjectivities on Social Media</td>
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<td><em>Manuela Arruda Galindo, Federal Fluminense University</em></td>
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</tbody>
</table>
Room 4  Choices and Challenges of Religious Identity and Expression

**Chair:** Adriana Braga, Pontifical Catholic University of Rio de Janeiro
Mormons, Minorities, and Media: How Progressive Activities on Twitter Influence the LDS Church
  *Audrey Halverson, Brigham Young University*
Probing Social Media Messages: Religious Discourse on Facebook and Twitter
  *Kimberly Casteline*
Ready for the Battle: Choices and Challenges of Religious Identity Preservation, Interpretation, Celebration, and Expansion in a Trinidadian Hindu Community
  *Margaret Williams, Fordham University*
Ecologies of Islamic Art Exhibition
  *Melissa Forstrum, SUNY Purchase*

2.4  1:00-2:15  Concurrent panels

Room 1  Canonical Texts Series: The Muse Learns to Write

**Chair:** Corey Anton, Grand Valley State University
**Participants:**
  *Sheila J. Nayar, Greensboro College*
  *Paul Soukup, SJ, Santa Clara University*
  *Lance Strate, Fordham University*
  *Corey Anton, Grand Valley State University*

Room 2  Infotainment and Democracy: Elections and Digital Technology

**Chair:** John Dowd, Bowling Green State University
Pop Culture and the 2018 Brazilian Elections: Entertainment as a Possible Success Formula on the Current Conservative Agenda
  *Rafael Zincone, Pontificia Universidade Catolica de Rio de Janeiro*
  *David Leal Olivares, Universidad de Santiago*
On the Optimization of Communicative Reason
  *Neal Thomas, Wilfred Laurier University*
Room 3  **Technological Interface in the Digital Age**

**Chair:**  *Erik Garrett, Duquesne University*

Intersubjectivity and Technology in 2020  
*Christian J. Travieso*

Does the Loss of Freewill to Digital Devices and Those You Control Them, Impede Mankind’s Ability to Relate to Each Other and to God?  
*McLuhan’s Autoamputation and Buber’s I-It Relation*

*Gregory McCown, Duquesne University*

From Renaissance Humanism to Digital Humanism?  
*Jean François Vallée*

The Platform is the Message  
*Jacob Boccio, University of Central Florida*

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Room 4  **The Impact of Toxic Rhetoric**

**Chair:**  *Peggy Cassidy, Adelphi University*

The Media Discourse on Homophobia in Brazilian Soccer Stadiums  
*Lucas Braganca*

*Ana Paula Costa*

Incel’s and the Classroom: Are We Producing Mass Shooters?  
*Nicolas Antonio Bargiela, UNESP Rio Claro*

What Should Media Do When Ethically-Based (but Morally Irrational) Social Movement Policy Could Lead to Mass Deaths?  
*Sam Lehman-Wilzig, Bar Ilan University*

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2.5  2:30-3:45  **Concurrent panels**

Room 1  **A Meeting of the Minds: Norman Mailer and Marshall McLuhan (video presentation/discussion)**

**Chair:**  *Salvatore Fallica, New York University*

**Participants:**

*Nicole DePolo, Fisher College*

*Gerald R. Lucas, Middle Georgia State University*

*Salvatore Fallica, New York University*
Room 2  Media Ecology Pedagogy in Higher Education

**Chair:** Maria Polski, East-West University

Media Ecology, Critical Thinking, and Junto

_Gerald Erion, Medaille College_

Reinventing Higher Education Using Zoom: Lessons Learnt from Personal Experience as a Teacher in Ben Gurion University

_Edna Pasher_

Library Literacy Rules and Reliable Sourcing is not Enough: Teaching Online Freshmen Source Credibility (and Communicating the Temporariness of Credibility) by Requiring Active Interrogating of Sources

_Miguel Fernandez, Chandler-Gilbert Community College_

This History Never Happened: Development of Original Multi-Media, Pseudo-Historical Simulations for the Advanced Public Speaking Classroom

_Edgar Johnson, Augusta University_

Room 3  Mediating Alternative Communications and Power

**Chair:** Laura Trujillo Liñán, Universidad Panamericana

Alternative Communication Strategies as Ways of Joining Means and Ends: The Activist Context of the Media Critique of J. Ellul and B. Charbonneau

_Christian Roy_

Citizen Monitoring of the Petroleum Royalties and Media Ecology: Making Social Policy and Political Engagement Again Thinkable in the Brasilian Media Ecosystem

_Marcelo C. Gantos, Universidade Estadual de Norte Fluminense Darcy Ribeiro_

Journalistic Narratives of a Brazilian Scandal: Considerations on the Implications of the Relationship Between Prosecutors and the Press in the Coverage of the Car Wash Operation from the Media Ecology Perspective

_Mauricio Pontes Esposito, Pontificia Universidade Catolica de São Paolo_

Room 4  Communication Theories: Extending Media Ecology

**Chair:** Cathy Adams

At 21 Look at What’s Been Done: The Media Ecology Association, Application, and Communication

_Fred Cheyunski_

Grounding McLuhan: Understanding McLuhan’s Method as Foreshadow to Constructivist Grounded Theory

_John Dowd, Bowling Green State University_


_Jeremy Johnson_

The Journey of “Ain’t I a Woman?”: Understanding Racism through Media Ecology

_Carolin Aronis, University of Colorado, Boulder_

_Natasha Shrikant, University of Colorado, Boulder_
2.6 4:00-5:15 Plenary

**Featured Speaker: Jay Rosen**

**A Media Ecologist Explains the Many Crises in Journalism**

*Introduction by Paul Thaler, Adelphi University*

Jay Rosen has been teaching journalism at New York University since 1986. He is the author of PressThink, a blog about journalism and its ordeals ([www.pressthink.org](http://www.pressthink.org)), which he introduced in September 2003. In 1999, Yale University Press published his book, *What Are Journalists For?*, which is about the rise of the civic journalism movement during the pre-internet era. In 2017 he became director of the Membership Puzzle Project, which studies membership models for sustainability in news. Rosen is also an active press critic with a focus on problems in the coverage of politics. He has a PhD from the media ecology program at NYU.

2.7 5:30 Poetry Reading

**The Medium is the Muse: A Celebration of Poetry and Song**

*featuring*

Lance Strate  
Andrew McLuhan  
Adeena Karasick  
Martin Levinson

*and special musical guest, Seamus Kelleher*
**Friday, June 19**

**3.1 9:00-10:00  Women in Media Ecology Coffee**

Come join us for an informal networking event with, for, and about women in the field of media ecology. Depending on interest, we will cover such topics as research, teaching, career advancement, academic community, work-life balance, family etc.

**Organizers:**
*Carolin Aronis, University of Colorado, Boulder*
*Julia Hildebrand, Eckerd College*

**3.2 10:00-11:15  Concurrent Panels**

**Room 1  Sensing Our Environment: Ways of Knowing in a Technological Age**

**Chair:** Dennis Cali, University of Texas at Tyler
Terms of our Times: Intensities of Consciousness in a Media-Saturated Environment
*Dennis Cali, University of Texas at Tyler*
Clicking Ourselves to Death: Exploring Narratives in the Social Media Echo Chamber
*Aaron Cortinas, University of Texas at Tyler*
Teaching Tools in the Classroom and Their Influence Upon the Learning Environment
*Matt McGuire, University of New Brunswick*
The Mob Justice in Social Media
*Fr. Jordi Pujol, Pontifical University of Santa Croce, Rome*

**Room 2  Agency, Media, Choices and Challenges**

**Chair:** Valerie V. Peterson, Grand Valley State University
Challenges and Choices of Birth Rights in a Cultural Context
*Noura Ahmad Hajjaj, SUNY New Paltz*
Challenges and Choices of Sexual Agency in a Cultural Context
*Valerie V. Peterson, Grand Valley State University*
Understanding Human Agency: How “Technological Determinism” is Both True and False
*Corey Anton, Grand Valley State University*
Room 3  Ethical Perspectives on Digital Media

Chair: Paolo Granata, University of Toronto
Ethics by Design: Choices and Challenges for an Equitable Digital Ecosystem
Paolo Granata, University of Toronto
From Media to Machines: A Machinic Perspective on the Evolution and Crises of Facebook
Eric Jenkins, University of Cincinnati
Challenges of Journalism in the Classroom: Ethical Choices of Czech and American Students
Anna Zunova, Charles University
Amusing Ourselves to Lies: Post-Truth Era as Effect of a New Media
Fernando Figueiredo Strongren, University of Brasília

Room 4  Meet the Artists of Womxn, Language, Technology

The artists who contributed to the Womxn, Language, Technology virtual exhibit will be here to discuss their work with you.

“My Copyeditor” and “Dis-appearance
Carolin Aronis, University of Colorado, Boulder
The Media as Messages
Susan B. Barnes
“Blogging” and “muting The echo”
Bernadette Ann Bowen, Bowling Green State University
ScatterBrain: Finding Solitude In & Around the Hivemind
Sarah Falco, Temple University
Ærotomania
Adeena Karasick

3.3 11:30-12:45  MEA Business Meeting

MEA Business Meeting

Please attend this annual meeting of the full MEA membership.
3.4 1:00-2:15  Plenary

**Bias as Environment: Understanding Ecologies of Harassment, Inclusivity and Diversity**

**Chair:** Thom Gencarelli, Manhattan College  
**Panelists:**  
Cathy Adams, University of Alberta  
Carolin Aronis, University of Colorado, Boulder  
John Dowd, Bowling Green State University  
Susan Drucker, Hofstra University

3.5 2:30-3:45  Concurrent Panels

**Room 1 The Interplay of Technology, Biology, and Humanity**

**Chair:** Fernando Gutiérrez, Tecnológico de Monterrey  
For Choosing Media Ecology and Mobilities in Critical Robotics Research  
Julia Hildebrand, Eckerd College  
Technology v. Biology  
Ashley Moore, Colorado State University  
Technology and Humanness: A Media Ecological Study of Organ Transplants  
Emily Farrell, Adelphi University  
The Acceleration of Transhumanism: An Approach to the Fourth Industrial Revolution from the Perspective of Media Ecology  
Fernando Gutiérrez, Tecnológico de Monterrey

**Room 2 Tony Schwartz Retrospective**

**Chair:** David Linton, Marymount Manhattan College  
**Participants:**  
John Carey  
Peter Haratonik, The New School  
MJ Robinson, Brooklyn College  
Anton Schwartz

This session is dedicated to a retrospective consideration of the work of Tony Schwartz. Tony Schwartz was arguably the most creative media practitioner of the 20th century. Not only did he pioneer the use of recording technology to capture ambient sound and interviews (his archives reside in the Library of Congress), but in 1964 he created an ad that had a profound effect on how television has been perceived in a political context – the notorious “Daisy” ad. Furthermore, his engagement in the media ecology occurred in the context of a personal engagement with major theorists and educators, most notably Marshall McLuhan and John Culkin. Schwartz also wrote two influential books that coupled theory and practice in ways that those in academic settings seldom achieve; *The Responsive Chord* (1973) and *Media: The Second God* (1981).
Room 3  **Physical, Psychic, Self**

**Chair:** John Dowd, Bowling Green State University  
Communication in the Age of Etheric (Re)production  
  Felica Cappa, LaScala Academy  
Michel de Montaigne Considered as an Identity Ecologist  
  John Lenarcic, RMIT University  
Toward an Interality-Oriented Philosophy (IOP) of the Digital  
  Peter Zhang, Grand Valley State University  
Gadamer and McLuhan: Communications and Physics  
  Andrew Fuyarchuk

Room 4  **Mediating Televised Social Identities**

**Chair:** Beatriz Polivanov, McGill University  
Unsettling Transformation TV: First Contact and the Self-Promotion of Colonial Identity  
  Tyson Stewart, Nipissing University  
A Hopeless Representation  
  Olivia Dorsey, New York University  
Technological Indeterminism: Futurama and the Projection of Consequences  
  Andrew Longcore, Mansfield University

3.6  4:00-5:15  **Plenary**

**Featured Speaker:** Maryanne Wolf  
Deep Reading in a Digital Age

*Introduction by Robert Albrecht, New Jersey City University*

Maryanne Wolf is a scholar, teacher, and advocate for children and literacy around the world. She is the Director of the Center for Dyslexia, Diverse Learners, and Social Justice at UCLA in the Graduate School of Education and Information Studies and the former John DiBiaggio Professor of Citizenship and Public Service at Tufts University. She is Chapman University’s Presidential Fellow (2018-2020) and past Fellow (2014-2015) and Research Affiliate (2016-2017) at the Center for Advanced Study in the Behavioral Sciences at Stanford University. Her awards include highest honors from International Dyslexia Association and The Dyslexia Foundation; Distinguished Researcher of the Year for Learning Disabilities in Australia; Distinguished Teacher of the Year from the state and national American Psychological Association; Fulbright Fellowship; and the Christopher Columbus Award for Intellectual Innovation for co-founding Curious Learning: A Global Literacy Initiative, with deployments in Africa, India, Australia, and rural United States. She is external advisor to the International Monetary Fund, Canadian Children’s Literacy Foundation, and other Boards, and a frequent speaker about global literacy at the Pontifical Academy of Sciences. She has authored over 170 scientific publications; the RAVE-O reading curriculum for dyslexia; RAN/RAS tests of reading prediction with Martha Denckla; and *Proust*...

3.7 5:30 MEA Awards and President’s Address

MEA 2020 Awards Ceremony

*Lance Strate, Awards Officer*

MEA President’s Address

*Paolo Granata, MEA President*

3.8 7:30 Musical Performance

Musical Performance: John McDaid

Lost in Translation

John G. McDaid (@jmcdaid) is an award-winning science fiction writer, singer-songwriter, and freelance journalist from Portsmouth, Rhode Island. His 1993 hypermedia novel, Uncle Buddy’s Phantom Funhouse, was included in a National Endowment for the Humanities-funded digital conservation project, and was one of the subjects of the 2017 book, “Traversals,” from MIT Press. Since his early retirement from a career in corporate communications, McDaid has been teaching, writing, and playing at folk venues and science fiction conventions. His songwriting with William Bly received the MEA’s John Culkin Award for praxis in 2002. He is currently working on a WWII alternate history novel and a folk album; songs and fiction at [harddeadlines.com](http://harddeadlines.com).
### Saturday, June 20

#### 4.1 10:00-11:15  Concurrent Panels

<table>
<thead>
<tr>
<th>Room 1</th>
<th>Misinformation, Disinformation, and Fake News</th>
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<tbody>
<tr>
<td><strong>Chair:</strong></td>
<td><strong>Michael Plugh, Manhattan College</strong></td>
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<td>Fake News and Deep Fakes: A Shallow Discourse in News Literacy</td>
<td>Katherine Fry, Brooklyn College</td>
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<td>Informative Text on Disinformation Waves in Whatsapp Groups in Brazil</td>
<td>Eloisa Klein, Federal University of Pampa</td>
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<td>Mediating the Real: How Production Artifacts Assert the Reality Status of a Story</td>
<td>Michael Grabowski, Manhattan College</td>
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<th>Room 2</th>
<th>Perspectives on Stories and Storytelling</th>
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<tr>
<td><strong>Chair:</strong></td>
<td><strong>Peggy Cassidy, Adelphi University</strong></td>
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<tr>
<td>The Use of Archetypical Personas in Storytelling</td>
<td>Martha Terenzzo</td>
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<td>Storytelling and Brazilian Sports Journalism: A Brief History</td>
<td>Rafael Duarte Oliveira Venancio, USP</td>
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<td>“Binho, o bicho-coisas”: A Story about Media Literacy for 21st Century Children</td>
<td>Heloisa Dias Bezerra and Wagner Bezerra, Pontificia Universidade Catolica de Rio de Janeiro</td>
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<td>AUDIOTECA Brasil</td>
<td>Eduarda Gomes Vilar de Macedo, Pontificia Universidade Catolica de Rio de Janeiro</td>
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<td>Ingrid Nunes Barroso Figueirêdo, Pontificia Universidade Catolica de Rio de Janeiro</td>
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<td>Nicole Geminiani Polo, Pontificia Universidade Catolica de Rio de Janeiro</td>
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<td>Thamiris Pinheiro, Pontificia Universidade Catolica de Rio de Janeiro</td>
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<th>Room 3</th>
<th>The Media Environment of Students and Schools</th>
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<td><strong>Chair:</strong></td>
<td><strong>Cathy Adams, University of Alberta</strong></td>
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<tr>
<td>24-Hours Unplugged: Swimming Upstream in a Technological Society</td>
<td>Cathy Adams, University of Alberta</td>
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<td>Gillian Lemermeyer, University of Alberta</td>
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<tr>
<td>BE SPONTANEOUS! Attempting to Reframe the Definition of an Authoritarian Situation to a Libertarian Within an Authoritarian Paradigmatic Structure Through the Consistent Use of Libertarian Forms of Address</td>
<td>Leo Fahey</td>
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Erik Gustafson, North Dakota State University

Room 4  Mobilizing New Media for Social Justice
Chair: Jacqueline McLeod Rogers, University of Winnipeg
Marialab: Women in Programming and the Establishment of Feminist Hacker Collectives in the Struggle for Gender Equality
Sheila Ferreira Pinto, Pontificia Universidade Catolica de Rio de Janeiro
New Media, New Sports Heroes? American Athletes’ Activism from a Media Ecology Perspective
Hilde Van den Bulck, Drexel University
Mediatization of the Feminist Protest: From Ana Mendieta to LasTesis
David Leal Olivares, Universidad de Chile
Ana Maria Salgado, Universidad de Santiago

4.2 11:30-12:45  Concurrent Panels

Room 1  Virtually Viral Hangouts: Convening a Global Online Support Community
Chair: Renee Hobbs, University of Rhode Island
Participants:
Lauren McClanahan, Western Washington University
Michelle Ciccone, Foxborough High School
Natasha Casey, Blackburn College
Ed McDonough, Canton High School
Scott Spicer, University of Minnesota
Ariel Dagan, Tri-County Regional Vocational Technical High School
Frank Romanelli, University of Rhode Island

Room 2  Experiences of Women in the Field of Media Ecology
Chair: Laura Trujillo Liñán, Universidad Panamericana
Defenses Against Technology
Susan B. Barnes
Women Shaping Media Ecology
Elaine Kahn
Graduate Student Experiences in the Media Ecology Association
Bernadette Ann Bowen, Bowling Green State University
A Woman Philosopher in Media Ecology
Laura Trujillo Liñán, Universidad Panamericana
Respondent: Carolin Aronis, University of Colorado, Boulder
### Room 3  Using and Understanding Popular Culture and Its Audiences

**Chair:** Thom Gencarelli, Manhattan College

The Fandom Menace: Identity and Political Discourse in Geek Culture  
*Rebecca C. Wood, New York University*

Materiality and Resistance of Fashion Brand Communities: Chromat Swimwear as Queer/Affect Culture  
*Rebecca Halliday*

Sketching as a Tool Facilitating Film Analysis  
*Artur Skweres*

Contemporary Turkish Cinema’s Influence on the Understanding of Turkish Culture and the Turkish People among Young People in the United States  
*Thom Gencarelli, Manhattan College*  
*Murat Iri, Istanbul University*

### Room 4  Applications of Media Ecology in Communication Professions

**Chair:** Michael Grabowski, Manhattan College

The Wanderlust of Public Relations: Standing at the Crossroads of Systems and Engagement  
*Andrew Baird Brown, University of Tennessee at Martin*

Advertising in the Expanded Field: New Tactics of Persuasion in the New Media Ecology (and the Need for a Specific Advertising Literacy)  
*Patricia Cecilia Burrowes, Federal University of Rio de Janeiro*

Approaching and Aligning with Emerging Contexts in Local Journalism  
*Stephen Jefferson, Bloom Labs*

*Fred Cheyunski*

### 4.3 1:00-2:15  Concurrent Panels

### Room 1  Critiques of Sound and Image

**Chair:** Julia Hildebrand, Eckerd College

Modern “Radio”: Choices and Challenges of the Niche  
*Nick Artman, Slippery Rock University*

American News as (or and) Entertainment  
*Mary Beth Hopkins, New York University*

Between Two Ferns: A Satirical Critique of TV Talk  
*Claire Boyle, Medaille College*

Consuming Through Images: An Analysis of the Relationship Between Visual-Driven Communication and Consumption Culture for Instagram Case  
*Bilge Golge, Bilkent University*
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<th>Room 2 Orality</th>
<th>Podcasting Walter Ong: Choices and Challenges in 21st Century Secondary</th>
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<td><strong>Chair:</strong> Abigail Lambke, Avila University</td>
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<td><strong>Eberly Barnes, University of California San Diego</strong></td>
<td><strong>Tiffany Petricini, Penn State Shenango</strong></td>
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<th>Room 3 The Dynamics of Protest</th>
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<tr>
<td><strong>Chair:</strong> Noura Ahmad Hajjaj, SUNY New Paltz</td>
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<td>Women-Made Democracy: The Historical Silencing of Women Journalists Opposing the Brazilian Military Dictatorship, in the Analysis of the Case Míriam Leitão</td>
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<td><strong>Manoela Caldas</strong></td>
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<td>Media Ecological Perspective on Digitally Mediated Protest: The Case of the Ukrainian Euromaidan Revolution</td>
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<td><strong>Alexandre Zaezjev, University of Geneva</strong></td>
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<th>Room 4 Media Choice and Consequence</th>
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<td><strong>Chair:</strong> Susan Drucker, Hofstra University</td>
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<td>Multiplatform Identity Performance: Choices and Consequences</td>
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<td><strong>Brian McFadden, Hofstra University</strong></td>
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<td>Mediated Hanukah and Other Channel Choices</td>
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<td><strong>Susan Drucker, Hofstra University</strong></td>
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<td><strong>Gary Gumpert, Urban Communication Foundation</strong></td>
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<td>The Effect of Corporate Relationship Roleplaying and the use of Human and/or Social Traits on Customer-Brand Identification (CBI)</td>
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<td><strong>Ivan Cardona, Hofstra University</strong></td>
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<td>Teaching and Channel Choices: Modeling Information Environments at School</td>
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<td><strong>Michael Plugh, Manhattan College</strong></td>
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<td><strong>Respondent:</strong> Thom Gencarelli, Manhattan College</td>
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4.4 2:30-3:45 Special Session: Forming a Working Group for Increasing Inclusivity within Media Ecology and MEA

Organizers:
Carolin Aronis, University of Colorado, Boulder
Peggy Cassidy, Adelphi University
Rachel Armamentos, Fordham University
Bernadette Ann Bowen, Bowling Green State University

4.5 4:00-5:15 Closing Session

The Impact of the Medium: Reflections on Our First Virtual MEA Convention
The Marshall McLuhan Award for Outstanding Book in the Field of Media Ecology to Tiffany Shlain for 24/6: The Power of Unplugging One Day a Week

The Walter Benjamin Award for Outstanding Article in the Field of Media Ecology to Laureano Ralón for “From Global Village to Global Theater: The Late McLuhan as a Philosopher of Difference, Sense, and Multiplicities”

The Erving Goffman Award for Outstanding Scholarship in the Ecology of Social Interaction to Mark Kingwell for Wish I Were Here: Boredom and the Interface

The Susanne K. Langer Award for Outstanding Scholarship in the Ecology of Symbolic Form to Yoni Van Den Eede for The Beauty of Detours: A Batesonian Philosophy of Technology

The Dorothy Lee Award for Outstanding Scholarship in the Ecology of Culture to Maggie Jackson for Distracted: The Erosion of Attention and the Coming Dark Age

The Lewis Mumford Award for Outstanding Scholarship in the Ecology of Technics to Clifford G. Christians for Media Ethics and Global Justice in the Digital Age

The Harold A. Innis Award for Outstanding Thesis or Dissertation in the Field of Media Ecology to Julia M. Hildebrand for Consumer Drones as Mobile Media: A Technographic Study of Seeing, Moving, and Being (with) Drones

The Mary Shelley Award for Outstanding Fictional Work to Bill Bly for We Descend, Volume Two, New Selected Writings from Archives Pertaining to Egderus Scriptuor

The John Culkin Award for Outstanding Praxis in the Field of Media Ecology to Thom Gencarelli for Mistral (audio recording featuring musical composition and performance by bluerace)

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

The Jacques Ellul Award for Outstanding Media Ecology Activism to Simi Linton

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

The Christine L. Nystrom Award for Career Achievement in Service to the Field of Media Ecology to Martin H. Levinson
The **Edmund S. Carpenter Award** for Career Achievement in Editing in the Field of Media Ecology to

*Judith Yaross Lee*

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

*Maryanne Wolf*

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

*Jay Rosen*

The **MEA Convention Top Paper Award** to

*Barry Liss*

The **Linda Elson Scholar Award** to

*Steven Hicks*

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**2020 Awards Committees**

<table>
<thead>
<tr>
<th>Book Awards (McLuhan, Mumford, Langer, Lee, Goffman)</th>
<th>Forsdale</th>
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<tbody>
<tr>
<td>Corey Anton</td>
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<td>Paul Levinson</td>
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31
Call for Nominations for the 2021 MEA Awards

The MEA Book Awards include the

- **Marshall McLuhan Award for Outstanding Book in the Field of Media Ecology** (books on any topic related to media ecology)
- **The Erving Goffman Award for Outstanding Scholarship in the Ecology of Social Interaction** (books that focus on social situations, symbolic interaction, both face-to-face and mediated interpersonal communication, nonverbal communication, social space, temporal rhythms, rules of engagement, performance of roles, and the presentation of self in everyday life)
- **The Susanne K. Langer Award for Outstanding Scholarship in the Ecology of Symbolic Form** (books that focus on the ecology of language, semantics, semiotics, codes, symbol systems, aesthetic form, etc.)
- **The Dorothy Lee Award for Outstanding Scholarship in the Ecology of Culture** (books that focus on the ethnographic or intercultural analysis of communication, perception, cognition, consciousness, media, technology; material culture, and/or the natural environment)
- **The Lewis Mumford Award for Outstanding Scholarship in the Ecology of Technics** (books 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)

All entries will be automatically considered for the McLuhan, Goffman, Langer, Lee, and Mumford Awards. Open to books published in 2018 or later. 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.

**The Walter Benjamin Award for Outstanding Article in the Field of Media Ecology**
Open to articles, essays, reviews, and book chapters published in 2018 or later on any topic related to media ecology. Entry requirements: Letter of nomination or self-nomination and five copies (or shareable file).

**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 2018 or later on any topic related to media ecology. Entry requirements: Letter of nomination or self-nomination and five copies (or shareable file).

**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 2018 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 Forsdable 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 1, 2020 to Lance Strate, Department of Communication and Media Studies, Fordham University, 441 E. Fordham Road, Bronx, NY 10458, USA, or via email to <strate@fordham.edu>.
THE TWENTY-SECOND ANNUAL CONVENTION OF THE MEDIA ECOLOGY ASSOCIATION
July 08-11, 2021
Pontifícia Universidade Católica do Rio de Janeiro

“Media ecology looks into the matter of how media of communication affect human perception, understanding, feeling, and value; and how our interaction with media facilitates or impedes our chances of survival.” (Neil Postman, 1970). “It is the study of media environments, the idea that technology and techniques, modes of information and codes of communication play a leading role in human affairs.” (Lance Strate, 1999)

Call for Papers

THE MEDIA ECOLOGY ASSOCIATION (MEA) invites the submission of abstracts of papers and proposals for panels for presentation at its 22th Annual Convention, which will be held from 08 to 11 July, 2021 at Pontifical Catholic University of Rio de Janeiro, Brazil. The deadline for submission is 01 November 2020.

The MEA convention provides in its annual meeting an opportunity for the community of academics and professionals to exchange experiences and ideas in a friendly environment. MEA convention addresses a wide diversity of topics in thematic sections, panels and working groups. We encourage submissions that explore approaches from different fields of knowledge and social practices. We are interested in papers, thematic panels, roundtable discussion panels, creative projects, performance sessions, and other proposals of interest to media ecologists.

We also propose a single central theme to be explored throughout the conference with the aim of generating and exploring multiple perspectives. This is accomplished through plenary and special sessions. The central theme for 2021 focuses on Dystopic Futures. Not all submissions have to address the central theme.

THE THEME OF THE 2021 CONVENTION is Dystopic Futures: Media Ecology in an algorithm society. Dystopian societies are represented in a variety of science fiction works as an effort to predict pessimistic consequences of our current practices. Films, books and other forms of art set their narratives in the future, but not in our present culture. However, nowadays we are living in a sort of dystopic present with undesirable and frightening realities. In addition to our natural, environmental, political, ethical, cultural, health and social problems, we have to deal with issues brought by technological advances. We are living in a Technopoly (Postman, 1992), or in what some recent authors call Algorithmic Society, “a society organized around social and economic decision-making by algorithms, robots, and AI agents, who not only make decisions but also, in some cases, carry them out.” (Balkin 2016). What kind of dystopia can we envisage as consequence of our dystopic present?
General topics of interest related to the convention theme (but not limited to):

- Fake news, and social media: discursive breakdown and political consequences.
- Robots and transhumanism
- Algorithmic media: data mining, subjectivity modelling and decision-making
- Big Data, machine learning, AI, and society
- Limits of AI development: is it reasonable to talk about an AI take over?
- Pandemics, economical crash, irreversible climate changes and other disasters: what now?
- Any new (and better) world order on the horizon? Is not being dystopian nowadays possible?
- Media regulation is still at stake? In what sense and by what means?
- Discourse and education in the era of technology hegemony.
- Politics, Health, Citizenship, and Media
- Disinformation, censorship, and propaganda
- Crazy talk, Stupid talk in digital media
- Orality and digital literacy in a dystopic world
- Arts, technology, and cultural legacy
- Utopia, dystopia and Media Ecology studies

GUIDELINES FOR SUBMISSION

Please submit paper and panel proposals, in English, by November 1, 2020 to MEA2021Convention@gmail.com. A maximum of two submissions per author will be accepted.

Authors who wish their papers to be considered for the Top Paper or Top Student Paper award must indicate this on their submission(s).

Submission Guidelines for paper and panel proposals:
1. Include title(s), abstract(s) (maximum 250 words), and contact information for each participant.
2. Outline, as relevant, how your paper or panel will fit with the convention theme.
3. Authors with papers submitted as part of a panel proposal or as a paper proposal that wish to be considered for Top Paper or Top Student Paper must send the completed paper to the convention planner by May 15, 2021.

Submission guidelines for manuscripts eligible 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 with your institutional affiliation and other contact information.
3. Include an abstract (maximum 150 words).

INFORMATION

Please direct questions to Adriana Braga, MEA2021Convention@gmail.com
For more on the Media Ecology Association, visit www.media-ecology.org
Explorations in Media Ecology

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Aims and Scope
EME explores the relationships between media, consciousness and culture in interdisciplinary, philosophical and historical contexts to examine our technological society. The journal emphasizes a humanistic approach to understanding media and communication, and the ways we are influenced by technologies acting as invisible environments affecting how we think, act and organize ourselves.

Call for Papers
EME seeks contributions dedicated to extending our understanding of media environments and the relationships between symbols, culture and technology. It welcomes diverse approaches, including communication, philosophy, history, art, music, literature, psychology, sociology, anthropology, politics, economics and media ecology education, as well as reviews of books and other media.

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