

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.

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Jacqueline McLeod Rogers, University of Winnipeg

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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

1.1 10:00-11:15 Opening Session

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
Room 2	Nature, Climate, and Environment
Room 3	Challenges of Contemporary Journalism
Room 4	Love, Relationships, and Intergenerational Communication

1.3 1:00-2:15 Concurrent Panels

Room 1	Media in the COVID-19 Era
Room 2	Applications of McLuhan's Tetrad and Figure/Ground
Room 3	Technology and the Transformation of Identity
Room 4	Orality, Literacy, Typography, and Something Else Altogether

1.4 2:30-3:45 Concurrent Panels

Room 1	Women and Media Ecologies
Room 2	McLuhan: Grounded and Mediated
Room 3	Challenges of Anticipation and Ambiguity

1.5 4:00-5:15 Concurrent Panels

Room 1	The Media Ecology of Soccer
Room 2	All Aboard the S.S. Eschatology: Gamifying the Large-Lecture Class for Critical Thinking and Intercultural Knowledge
Room 3	The Dynamics of Design in Physical Environments
Room 4	Pedagogical Applications of Media Ecology

1.6 5:30-6:45 Plenary: WIGO or What is Going On? A Panel Discussion

1.7 7:00 Welcome Reception and Quarantunes

Thursday, June 18

2.1 9:15 The Medium and the Light Award Presentation

2.2 10:00-11:15 Concurrent Panels

Room 1	Information Technology and Health
Room 2	Educational Environments and Counterenvironments
Room 3	Reshaping Home and Family: New Media, Discourses and Domestic Space and Practices
Room 4	New Narratives of Contemporary Imagery

2.3 11:30-12:45 Concurrent Panels

Room 1	Formal Choices and Challenges
Room 2	The Media Ecology of the Trump Presidency
Room 3	Shaping Perception through Technologies of Sound, Space, Vision, and Thought
Room 4	Choices and Challenges of Religious Identity and Expression

2.4 1:00-2:15 Concurrent panels

Room 1	Canonical Texts Series: The Muse Learns to Write
Room 2	Infotainment and Democracy: Elections and Digital Technology
Room 3	Technological Interface in the Digital Age
Room 4	The Impact of Toxic Rhetoric

2.5 2:30-3:45 Concurrent panels

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

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

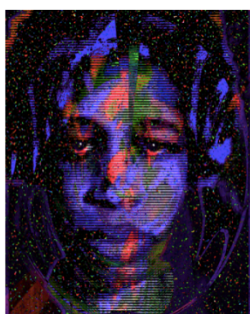
2.7 5:30 The Medium is the Muse: A Celebration of Poetry and Song

Friday, June 19

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

3.2 10:00-11:15 Concurrent Panels

Room 1	Sensing Our Environment: Ways of Knowing in a Technological Age
Room 2	Agency, Media, Choices and Challenges
Room 3	Ethical Perspectives on Digital Media
Room 4	Meet the Artists of Womxn, Language, Technology



WOMXN, LANGUAGE, TECHNOLOGY

Virtual Exhibit

featuring work by

- Adeena Karasick
- Bernadette Bowen
- Sara Falco
- Susan Barnes
- Carolin Aronis

2020 MEA Convention

3.3 11:30-12:45 MEA Business Meeting

3.4 1:00-2:15 Plenary: Bias as Environment: Understanding Ecologies of Harassment, Inclusivity, and Diversity

3.5 2:30-3:45 Concurrent Panels

Room 1	The Interplay of Technology, Biology, and Humanity
Room 2	Tony Schwartz Retrospective
Room 3	Physical, Psychic, Self
Room 4	Mediating Televised Social Identities

3.6 4:00-5:15 Plenary: Featured Speaker – Maryanne Wolf

3.7 5:30 MEA Awards and President's Address

3.8 7:30 Musical Performance: John McDaid: Lost in Translation

Saturday, June 20

4.1 10:00-11:15 Concurrent Panels

Room 1	Misinformation, Disinformation, and Fake News
Room 2	Perspectives on Stories and Storytelling
Room 3	The Media Environment of Students and Schools
Room 4	Mobilizing New Media for Social Justice

4.2 11:30-12:45 Concurrent Panels

Room 1	Virtually Viral Hangouts: Convening a Global Online Support Community
Room 2	Experiences of Women in the Field of Media Ecology
Room 3	Using and Understanding Popular Culture and Its Audiences
Room 4	Applications of Media Ecology in Communication Professions

4.3 1:00-2:15 Concurrent Panels

Room 1	Critiques of Sound and Image
Room 2	Podcasting Walter Ong: Choices and Challenges in 21 st Century Secondary Orality
Room 3	The Dynamics of Protest
Room 4	Media Choice and Consequence

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

Jared Macary, University of Oregon

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

The Hard Mission of Providing Journalistic Information in Times of Crisis: More Challenges for Contemporary Journalism

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

1.4 2:30-3:45 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.)

Thursday, June 18

2.1 9:15 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 Szklarek, 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, MHS, 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

2.2 10:00-11:15 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

Carolyn 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

2.3 11:30-12:45 Concurrent Panels

Room 1 Formal Choices and Challenges

Chair: *Anthony M. Wachs, Duquesne University*

The Form of Final Cause: The Purpose of Formal Cause in McLuhan

Anthony M. Wachs, Duquesne University

Walker Percy, Media Ecologist

Justin Bonanno, Duquesne University

McLuhan's *The City as Classroom*: Exploring Character Formation in Urban Environments

Austin Hestdalen, Duquesne University

Formal Cause and Diagnostic Medical Technology

David Errera, Duquesne University

Room 2 The Media Ecology of the Trump Presidency

Chair: *Salvatore Fallica, New York University*

The Cult of Trumpism: How Valid Is This Claim, To What Extent Do the Media Fuel It and Does Twitter Play a Role?

Robert Nanney, University of Tennessee at Martin

Hardware of Trumpism. What is Behind Trump: Figure/Ground Analysis

Andrey Miroshnichenko

The Joy of Following: Instagram Influencers, TikTok Stars, and the Fascist Masters of Today

Ricky D. Crano, Tufts University

Room 3 Shaping Perception through Technologies of Sound, Space, Vision, and Thought

Chair: *Michael Plugh, Manhattan College*

Voices All Around: The Loudspeaker as Media Environment and Metaphor

Christopher Dahlie, SUNY Fredonia

Becoming Space: Digital Technology's Ability to Make Space

Rachel Armamentos, Fordham University

Visible and About to Disappear: Ephemeral Content and Contemporary Subjectivities on Social Media

Manuela Arruda Galindo, Federal Fluminense University

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

The Long Good-Bye to Persuasive Words and the New-Fangled Power of the Index SEOracy: Questions about the Success of Minorities in the Electoral Processes in the Democracies of the 21st Century

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

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

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 Brazilian 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 Paulo

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

Media Ecology as Remediation: Jean Gebser and Marshall McLuhan in Dialogue

Jeremy Johnson

The Journey of "Ain't I a Woman?": Understanding Racism through Media Ecology

Carolyn 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), 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:

Carolyn 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”

Carolyn 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.

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

Chair: Thom Gencarelli, Manhattan College

Panelists:

Cathy Adams, University of Alberta

Carolyn Aronis, University of Colorado, Boulder

John Dowd, Bowling Green State University

Susan Drucker, Hofstra University

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

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*

and the Squid: The Story and Science of the Reading Brain (15 translations; HarperCollins, 2007); *Tales of Literacy for the 21st Century* (Oxford University Press, 2016); and *Reader, Come Home: The Reading Brain in a Digital Culture* (11 translations, HarperCollins, 2018).

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.

Saturday, June 20

4.1 10:00-11:15 Concurrent Panels

Room 1 Misinformation, Disinformation, and Fake News

Chair: *Michael Plugh, Manhattan College*

Information, Noise, Entropy, Redundancy, and Truth: What Information Theory and Cybernetics Can Tell Us About “Fake News”

Peter K. Fallon, Roosevelt University

Fake News and Deep Fakes: A Shallow Discourse in News Literacy

Katherine Fry, Brooklyn College

Informative Text on Disinformation Waves in Whatsapp Groups in Brazil

Eloisa Klein, Federal University of Pampa

Mediating the Real: How Production Artifacts Assert the Reality Status of a Story

Michael Grabowski, Manhattan College

Room 2 Perspectives on Stories and Storytelling

Chair: *Peggy Cassidy, Adelphi University*

The Use of Archetypal Personas in Storytelling

Martha Terenzio

Storytelling and Brazilian Sports Journalism: A Brief History

Rafael Duarte Oliveira Venancio, USP

“Binho, o bicho-coisas”: A Story about Media Literacy for 21st Century Children

Heloisa Dias Bezerra and Wagner Bezerra, Pontificia Universidade Catolica de Rio de Janeiro

AUDIOTECA Brasil

Eduarda Gomes Vilar de Macedo, Pontificia Universidade Catolica de Rio de Janeiro

Ingrid Nunes Barroso Figueirêdo, Pontificia Universidade Catolica de Rio de Janeiro

Nicole Geminiani Polo, Pontificia Universidade Catolica de Rio de Janeiro

Thamiris Pinheiro, Pontificia Universidade Catolica de Rio de Janeiro

Room 3 The Media Environment of Students and Schools

Chair: *Cathy Adams, University of Alberta*

24-Hours Unplugged: Swimming Upstream in a Technological Society

Cathy Adams, University of Alberta

Gillian Lermeyer, University of Alberta

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

Leo Fahey

Artificial Intelligence and Secondary Schooling: A Context Analysis of the Implementation of A.I. Cameras in Secondary Schools

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: *Carolyn 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

Media Ecology Applied: Blending Media Ecology and Strategic Communication Models in the Real World

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

Room 2 **Podcasting Walter Ong: Choices and Challenges in 21st Century Secondary Orality**

Chair: *Abigail Lambke, Avila University*

Participants:

Eberly Barnes, University of California San Diego

Tiffany Petricini, Penn State Shenango

Room 3 **The Dynamics of Protest**

Chair: *Noura Ahmad Hajjaj, SUNY New Paltz*

Women-Made Democracy: The Historical Silencing of Women Journalists

Opposing the Brazilian Military Dictatorship, in the Analysis of the Case Míriam Leitão

Manoela Caldas

Media Ecological Perspective on Digitally Mediated Protest: The Case of the Ukrainian Euromaidan Revolution

Alexandre Zaezjev, University of Geneva

Room 4 **Media Choice and Consequence**

Chair: *Susan Drucker, Hofstra University*

Multiplatform Identity Performance: Choices and Consequences

Brian McFadden, Hofstra University

Mediated Hanukah and Other Channel Choices

Susan Drucker, Hofstra University

Gary Gumpert, Urban Communication Foundation

The Effect of Corporate Relationship Roleplaying and the use of Human and/or Social Traits on Customer-Brand Identification (CBI)

Ivan Cardona, Hofstra University

Teaching and Channel Choices: Modeling Information Environments at School

Michael Plugh, Manhattan College

Respondent: Thom Gencarelli, Manhattan College

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

Organizers:

Carolyn Aronis, University of Colorado, Boulder

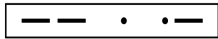
Peggy Cassidy, Adelphi University

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 2020 MEA AWARDS

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

2020 Awards Committees

Book Awards (McLuhan, Mumford, Langer, Lee, Goffman)

Corey Anton
Paul Levinson
Julianne Newton

Benjamin Award
Casey Man Kong Lum
Valerie Peterson
Paul Soukup

Innis
Susan Drucker
Elena Lamberti
Ellen Rose

Shelley
Stephanie Bennett
Jacque McLeod Rogers
Sheila Nayar

Culkin
Brian Cogan
Teresa Manzella
Edward Tywoniak

Forsdale
Catherine Adams
John Dowd
Octavio Islas

Ellul
Stephanie Gibson
Joshua Meyrowitz
Phil Rose

Carey
Katherine Fry
James C. Morrison
Paul Thaler

Nystrom
Peggy Cassidy
Thom Gencarelli
Paolo Granata

Carpenter
Peggy Cassidy
Thom Gencarelli
Paolo Granata
Ernest Hakanen

Ong Award
Corey Anton
Peggy Cassidy
Brian Cogan
Paolo Granata
Paul A. Soukup
Lance Strate

Postman Award
Peggy Cassidy
Brian Cogan
Paolo Granata
Thom Gencarelli
Douglas Rushkoff
Paul Levinson
Lance Strate

Elson
John Dowd
Sal Fallica
Thom Gencarelli
Ernest Hakanen

Top Paper
Sal Fallica
Jacqueline McLeod Rogers
Lance Strate

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 Forsdale Award for Outstanding Educator in the Field of Media Ecology

Open to any instructor on any educational level. Entry requirements: Letter of nomination or self-nomination and five copies of supporting materials.

The Jacques Ellul Award for Outstanding Media Ecology Activism

Open to any individual engaged in political activism whose work is informed by the media ecology perspective. Entry requirements: Letter of nomination or self-nomination and five copies of supporting materials.

The James W. Carey Award for Outstanding Journalism

Open to any individual engaged in journalism whose work is informed by the media ecology perspective. Entry requirements: Letter of nomination or self-nomination and five copies of supporting materials.

...

Send all entries by November 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?
- . Movies and literature: mapping different kinds of dystopias.
- . 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:

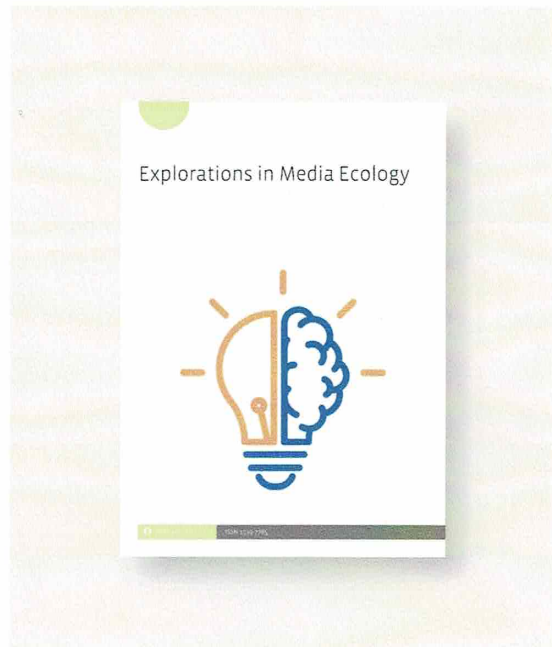
1. Include title(s), abstract(s) (maximum 250 words), and contact information for each participant.
2. Outline, as relevant, how your paper or panel will fit with the convention theme.
3. Authors with papers submitted as part of a panel proposal or as a paper proposal that wish to be considered for Top 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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