

The Convention

Thursday, June 10, 2010

8:30 – 4:00	Registration	DPC Atrium
9:00 – 10:15	Session 1	See p. 4
10:30 – 11:45	Session 2	See p. 5
11:45 – 1:00	Lunch Break	
1:00 – 2:15	Session 3	See p. 6
2:30 – 3:45	Session 4	See p. 7
4:00 – 5:45	Film Screenings: Nora Bateson, "The Ecology of Mind" Barry Vacker, "Space Times Square"	DPC Rm. 100
5:45 – 6:30	Break	
6:30 – 9:30	Welcoming Remarks, Reception, Plenary Presentation: Mary Catherine Bateson "In Search of Active Wisdom"	Wells Conference Center, Banquet Room

Friday, June 11, 2010

8:30 – 4:00	Registration	DPC Atrium
9:00 – 10:15	Session 5	See p. 10
10:30 – 11:45	Plenary Presentation: Ursula Heise "Red List Blues: Databases and Biodiversity Loss"	DPC Rm. 100
11:45 – 1:00	Lunch Break	
1:00 – 2:15	Session 6	See p. 12
2:30 – 3:45	Session 7	See p. 13
4:00 – 5:15	Keynote Address: Don Ihde "Do We Write? Or, Are We Written? Embodiment and Writing Technologies"	DPC Rm. 100
5:15 – 6:30	Break	
6:30 – 9:30	Banquet, President's Address & 2010 MEA Awards Ceremony	Wells Conference Center, Banquet Room
9:45 – 11:00	"Thus Spoke the Spectacle" Music Video Media Critique (Performance/Screening) by Eric Goodman & Mike Stevens	DPC Rm. 100

at a Glance

Saturday, June 12, 2010

8:30 – 12:00	Registration	DPC Atrium
9:00 – 10:15	Session 8	See p. 15
10:30 – 11:45	Plenary Presentation: Andrea Polli "Breathtaking: Media and the Measuring and Modeling of Climate Change"	DPC Rm. 100
11:45 – 1:00	Lunch Break	
1:00 – 2:15	Session 9	See p. 16
2:30 – 3:45	Plenary Presentation: Chet Bowers "The Challenge Facing Educational Reformers: Making the Transition from Individual Intelligence to Ecological Intelligence"	DPC Rm. 100
3:45 – 4:30	Break	
4:30 – 11:00	Excursion — Acadia National Park and Dinner in Bar Harbor	

Sunday, June 13, 2010

9:00 – 10:15	Session 10	See p. 18
10:30 – 12:00	MEA Business Meeting & Closing Remarks (All are welcome and encouraged to attend.)	DPC Rm. 107

Thursday, June 10
Session 1
9:00 – 10:15 am

1.A DPC Rm. 107

Politics and Activism

Chair: Paul Messaris, University of Pennsylvania

"When Church & State Collide"
Stephanie Gibson, University of Baltimore

"Didn't Know the Gun was Loaded: The Transformation of Liberal Capitalist Democracy"
Arthur Hunt, The University of Tennessee at Martin

"Myriad Foci for the Formation of Shared Identity: The Redress of Human Rights Grievances and Mediated Access to Culture"
Denise Ofelia Mangan, New York University

1.B DPC Rm. 109

The Technological Society

Chair: Sheila Nayar, Greensboro College

"OMFG': Marijuana, Cyberdiscourse, and the Temple of Advanced Enlightenment"
Dusty Lavoie, University of Maine

"Let's Watch Another Woody Woodpecker Cartoon While We Enjoy a Delicious Peter's Meats Hot Dog and a Refreshing Dolly Madison Chocolate Milk': Early Consumer Branding in Children's Television Programming"
Tristan Richards, University of Maine

"Fiction Depersonalization Syndrome: A Media Ecological Theory to Explain a Psychological Disorder"
David Zweig, Writer & Independent Scholar

1.C DPC Rm. 113

Abstractions of the Wild

Chair: Mimi Killinger, University of Maine

"Spring 2008"
Aya Mares, University of Maine

"Space is the Argument"
Andrew Prindle, University of Maine

"Finding Elevation in the Maine Wilderness"
Aislinn Sarnacki, University of Maine

Thursday, June 10
Session 2
10:30 – 11:45 am

2.A DPC Rm. 107

Historical Perspectives

Chair: Thom Gencarelli, Manhattan College

"The Robin, Jones and Whitman Company: The 19th Century Cod Fishery on Cape Breton Island"

Erna MacLeod, Cape Breton University

"Bringing People Together for F2F (Face-to-Face) Dialogue and Conversation to Exchange Ideas (and Take Action): The Salons, an Important Historical Precedent"

Jane Rather Thiebaud, Independent Scholar

"The Transcendentalist Roots of Media Ecology, Or: Building a Bridge to the 19th Century"

Matt Thomas, University of Iowa

2.B DPC Rm. 109

Childhood and Pedagogy

Chair: Ellen Rose, University of New Brunswick

"Protecting Childhood and the Institution of Family Life: A Suggested Media Literacy Program for Families in the Age of Ubiquitous Media"

Jennifer Elliott, University of Oregon

"Games vs. Networks: Childhood in the Digital Era: Networks Encourage Mammalian Playfulness, While Games Encourage the Warrior in Us All"

Donna Flayhan, State University of New York, New Paltz

"Not 'Just a Tool': Developing a Media-critical Pedagogy for Internet Inquiry in the Classroom"

Gillian Hennessey-Macfarlane, University of New Brunswick

2.C DPC Rm. 113

Digital Symbionts, Chemical Parasites and Other Cyborgs: Seeking Balance in Our New Ecologies

Chair: Edward E. Tywoniak, Saint Mary's College of California

"Creating the Technologized Body: Altering Our Physical Landscape"

Brett Lunceford, University of South Alabama

"The Cyborg In-context: More Observations on Symbiotic, Parasitic and Other Quasi-biological Relations of Some Human-machine Couplings"

Robert MacDougall, Curry College

"Balance and Imbalance in Our Drug/Media Use"

John Skinnon, St. Joseph's College

Thursday, June 10

Session 3

1:00 – 2:15 pm

3.A DPC Rm. 107

The Body Electric

Chair: Sheila Nayar, Greensboro College

"Embodying Technology, Technologizing the Body: From Cars to Cataracts"

Paul Grosswiler, University of Maine

"From Delusions to Ecologies: Rebuilding the Body Notion"

Silvia Maria Guerra Molina & Antônio Ribeiro de Almeida Júnior, Escola Superior de Agricultura Luiz de Queiroz, Universidade de São Paulo

"Analyzing the Body as Medium Between Nature and Culture"

Yoni Van Den Eede, Free University of Brussels

3.B DPC Rm. 109

Media Environments from Tribes to Cities

Chair: Janet Sternberg, Fordham University

"Natural Environments as Figure on the Ground of the City"

Marco Adria, University of Alberta

"Close to Nature: A Media Ecology Analysis of the Social Characteristics of Pre-literate Tribal Societies Past and Present"

Eugene Marlow, Baruch College

"Beijing Hot, Beijing Cool: 1989, 1999, and 2009"

Peter Zhang, Western Michigan University

3.C DPC Rm. 113

Rejects: Theorizing Scrap, Waste and Junk in Contemporary Media Ecologies

Chair: Thierry Bardini, Université de Montréal

"Understanding Code Landfills in Late Internet Development and Speciation as a Media Ecology Conceptual Tool"

Sarah Choukah, Université de Montréal

"Exception and Rejection as Mediation Processes: Towards an Articulation of Animals as Ecological Media"

David Jaclin, Université de Montréal

"Using Media Ecology to Understand the Telephone Directories' Political Economy"

Alexandre Laurin, Université de Montréal

"The Loser and Us: Living Together in the Age of Excommunication"

Philippe Théophanidis, Université de Montréal

"Ether and Clouds: The Problem of Increasing Information Production"

Ghislain Thibault, Université de Montréal

Thursday, June 10

Session 4

2:30 – 3:45 pm

4.A DPC Rm. 107

Korzybski and Media Ecology

Chair: Jacqueline Rudig, Institute of General Semantics

"Situating Korzybski"

Corey Anton, Grand Valley State University

"Abstraction: Language, Television, and Culture"

Geri Forsberg, Western Washington University

"Korzybski, Luhmann, and McLuhan"

Lance Strate, Fordham University

4.B DPC Rm. 109

Electronic Media Ecologies

Chair: Ray Gozzi, Jr., Ithaca College

"Amusing Ourselves to Awareness? Neil Postman and Anti-Television Television"
Gerald Erion, Medaille College

"Regarding Electronic Literacy and Aliteracy"
Phil Rose, York University

"A Quantum Exploration of the News Ecosystem"
Christine Tracy, Eastern Michigan University

"The Television Maxi-Series as Novelized Visual Narrative"
Alex Wainer, Palm Beach Atlantic University

4.C DPC Rm. 113

Environmental Information

Chair: Paul Grosswiler, University of Maine

"Mapping the Sources of Information for Journalistic Materials Concerning Pesticides Found in Some Brazilian Magazines and Newspapers"
Antônio Ribeiro de Almeida Júnior, Escola Superior de Agricultura Luiz de Queiroz, Universidade de São Paulo

"NGOs, Media and Environmental Awareness: Advocacy or Entertainment?"
Helena Gomes, Escola Superior de Agricultura Luiz de Queiroz, Universidade de São Paulo

"Popularization of Science and Environmental Conservation in the Information Society"
Sara Maria Gomez, Escola Superior de Agricultura Luiz de Queiroz, Universidade de São Paulo

**Thursday, June 10
Film Screenings
4:00 – 5:45 pm**

DPC Rm. 100

"The Ecology of Mind"

Nora Bateson

"The Ecology of Mind" is a film portrait of Gregory Bateson, celebrated anthropologist, philosopher, naturalist, systems theorist, and filmmaker. It's produced and directed by his daughter, Nora Bateson, who describes the film as "an invitations to ask the kinds of questions that could help thread the world back together from the inside." Selections will be screened.

"Space Times Square"

Barry Vacker

(Winner of the **John Culkin Award** for Outstanding Praxis in the Field of Media Ecology)

Drawing from Sartre, McLuhan, and others, this 24-minute film theorizes Times Square as a microcosm of our expanding media universe—an electronic cosmos of voids and nothingnesses, image and information, entertainment and inquisition, iPod people and hive-minds, flash mobs and flat-screens, cold war and terror war, black holes and vanishing points, cyberspace and outer space.

**Thursday, June 10
Welcoming Remarks & Reception
6:30 – 8:00 pm**

Wells Conference Center, Banquet Room

Please join us for a convention reception, which will include welcoming addresses and a finger food buffet.

**Thursday, June 10
Plenary Presentation
8:00 – 9:30 pm**

Wells Conference Center, Banquet Room

"In Search of Active Wisdom"

Mary Catherine Bateson

Friday, June 11
Session 5
9:00 – 10:15 am

5.A DPC Rm. 107

Representations of the Natural World

Chair: Brett Lunceford, University of South Alabama

"Last Turtle Standing: On the Use of Still and Moving Images in Conservation Education and Communication"

J.D. Blewitt, Aston University

"Global Warming 2.0: Media Interventions and Our Embodied Perceptions of Climate Change"

Justin Lerberg, University of Texas at Arlington

"Watch the Birdie: Image-Making and Wildlife Conservation"

Claudia Springer, Framingham State College

* Top Paper *

5.B DPC Rm. 109

Social Media

Chair: Mary Ann Allison, Hofstra University

"Reconnecting More Natural Social Networks with New Media? An Empirical Analysis of the Roles of Facebook in Linking Family and Friends Across the Globe"

Donna Flayhan, State University of New York, New Paltz

"Recreating Common Sense and the Visuality of the Internet: A Criticism of Anonymity Research in Computer Mediated Communication"

Sarah Glenn, Villanova University

"From Bricks to Clicks: Social Connection in a Virtual Environment"

Ann M. Giralico Pearlman, State University of New York, Brockport

5.C DPC Rm. 113

Old-New vs. New-New: Pathways to Future Media

Chair: Jeff Niederdeppe, Cornell University

"Comin' at Ya! A Retrospective and Prospective Examination of 3-D Movies and Television"

John Carey, Fordham University

"Tailoring: The Future of Digital Media"

Brenda Curtis, University of Pennsylvania

"The Future of Mobile Social Networks"

Lee Humphreys, Cornell University

"I See an Avatar in My Rear-View Mirror"

Paul Messaris, University of Pennsylvania

"Vote Different': Video Goes Viral in the 2008 Presidential Campaign"

Jennifer Stromer-Galley, State University of New York, Albany

**Friday, June 11
Plenary Presentation
10:30 – 11:45 am**

DPC Rm. 100

"Red List Blues: Databases and Biodiversity Loss"

Ursula Heise

Friday, June 11
Session 6
1:00 – 2:15 pm

6.A DPC Rm. 107

Art and (Re)presentation

Chair: Stephanie Gibson, University of Baltimore

"The Poetics of Blurred Boundaries: Experiencing Technology Anew"
Stacey Irwin, Millersville University

"Leveraging Communication in the Datascape to Effect Positive Social Action in the Landscape"
Denise Ofelia Mangen, New York University

"Wilderness Trouble: Digital/Ecological Ethico-Aesthetics"
Leila Christine Nadir & Cary Peppermint, Colgate University

6.B DPC Rm. 109

Founding Figures

Chair: Lance Strate, Fordham University

"Ernest Reginald McClintock Dix, 1857-1936: The Last Man of Letters"
Peter Fallon, Roosevelt University

"Korzybski's Theory of Abstraction: Language, Media and Culture"
Geri Forsberg, Western Washington University

"Ong, Teilhard and the Evolution of Consciousness"
Jerry Harp, Lewis and Clark College

6.C DPC Rm. 113

Technology and Sustainability: Maine's Sustainability Solutions Initiative as a Model

Chair: Laura Lindenfeld, University of Maine

Kathleen Bell, University of Maine
David Hart, University of Maine
Karen Hutchins, University of Maine
Shaleen Jain, University of Maine
Bridie McGreavy, University of Maine
Linda Silka, University of Maine

Friday, June 11
Session 7
2:30 – 3:45 pm

7.A DPC Rm. 107

Media Ecology and Health Promotion in a U-Shaped World

Chair: David J. Waters, Purdue University

"Getting Health Messages Right: A Science Writer's Perspective"
David E. Duncan, BioAgenda Institute

"Getting Health Messages Right: A Media Ecologist's Perspective"
Lance Strate, Fordham University

"The Challenge of Promoting Health in a U-Shaped World"
David J. Waters, Purdue University

7.B DPC Rm. 109

Metaphors and Symbols

Chair: James Morrison, Babson College

"Lapel Pins: Sign, Symbol, Message, and Communication Medium?"
Jack Ciak, Seton Hill University

"The Metaphor of Cloud Computing"
Ray Gozzi, Jr., Ithaca College

"Media Ecology: Exploring the Metaphor"
Carlos Alberto Scolari, Universitat Pompeu Fabra

7.C DPC Rm. 113

Orality and the Human Nature

Chair: Leo J. Fahey, Molloy College

"Seeking the Sound of Silence: Human Presence and the Acoustics of Solitude"
Stephanie Bennett, Palm Beach Atlantic University

"Return to an Integrated Life-World: Secondary Orality's Creation of a Predispositional State of Being"
Leo J. Fahey, Molloy College

"Cultivating Digital Natives in Natural Soil: Language, Perception, and the Physical World"
Rebecca D. Schisler, Saint Louis University

"The Digital Didgeridoo: Reflections on Aboriginal Culture, Music and Language in the 21st Century"
Edward E. Tywoniak, Saint Mary's College of California

**Friday, June 11
Keynote Address
4:00 – 5:15 pm**

DPC Rm. 100

"Do We Write? Or, Are We Written? Embodiment and Writing Technologies"
Don Ihde

**Friday, June 11
Banquet, President's Address, & Awards Ceremony
6:30 – 9:30 pm**

Wells Conference Center, Banquet Room

**Friday, June 11
Music Video Media Critique
(Performance/Screening)
9:45 – 11:00 pm**

DPC 100

"Thus Spoke the Spectacle"
Eric Goodman & Mike Stevens

"Thus Spoke the Spectacle" is a music video media critique exploring the nature and effects of our electronic communication environment. It's produced by Eric Goodman and Mike Stevens, who have performed and screened the show at colleges, high schools, theaters, art galleries, conferences, and film and music festivals around the United States. In 2008, "Thus Spoke the Spectacle" was awarded the Media Ecology Association's John Culkin Award for Outstanding Praxis in the Field of Media Ecology. For more information and to view videos from the show, go to <www.thespectacle.net>.

Saturday, June 12
Session 8
9:00 – 10:15 am

8.A DPC Rm. 107

Postmodern Perspectives

Chair: Donna Flayhan, State University of New York, New Paltz

"The Metaphysics of Media: Toward an End to Postmodern Criticism and the Construction of a Virtuous Reality"
Peter Fallon, Roosevelt University

"Chaos Linguistics: Derrida's Doctrine of Signatures"
Blake Seidenshaw, Fordham University

"The Lorax, Post-Fordism, Digital Measures and Posthumans"
Peter Zhang, Western Michigan University

8.B DPC Rm. 109

The Spiritual and the Sacred

Chair: Corey Anton, Grand Valley State University

"Solitude, Silence and Transcendental Consciousness: An Intrapersonal and Naturalistic View of Spirituality"
Tom Bruneau, Radford University

"The Life and Work of Thomas Berry: The Sacred Universe and the New Story"
Ronan Hallowell, New Roads School

"Media Ecology and the Way"
James Morrison, Babson College

8.C
DPC Rm. 113

Ecologies in Concert: Working Across Disciplines, Wading Through Discourse, Forming an Ecological Coalition

Chair: Susan Jasko, California University of Pennsylvania

John Confer, Earth Sciences, California University of Pennsylvania
Kyle Fredrick, Earth Sciences, California University of Pennsylvania
Bill Hug, Education, California University of Pennsylvania

**Saturday, June 12
Plenary Presentation
10:30 – 11:45 am**

DPC Rm. 100

"Breathtaking: Media and the Measuring and Modeling of Climate Change"

Andrea Polli

**Saturday, June 12
Session 9
1:00 – 2:15 pm**

9.A DPC Rm. 107

Music and Sound

Chair: Phil Rose, York University

"Mercy Mercy Me (The Media Ecology): Technology, Agency, and 'Closure' of the Musical Text"

Art Bamford, University of Denver

"Remixing the Aura of Mechanical Reproduction: Situating Walter Benjamin in the Study of Recorded Music"

Sheena Hyndman, York University

"COMP OSE: Sound, Text and Knowing"

Ellen Moffat, Independent Arts & Crafts Professional

"Making 'Perfect' Music: The Bias of Digital Recording Technology"

Bill Phillips, New York University

9.B DPC Rm. 109

New Discourses on Media and the Environment

Chair: Ellen Rose, University of New Brunswick

"Food and Drink: Engaging the Logics of New Mediation"

J.N. Beckham, University of North Carolina

* Top Student Paper *

"Uncertainty, Innovation, and the Evolving Ecology of Climate Change Discourse"

Gary Bowden, University of New Brunswick

"Global Media and the Politics of the Earth"

Patrick Murphy, Temple University

9.C DPC Rm. 113

Media Past, Present, and Future

Chair: Matt Thomas, University of Iowa

"Mobility and the 'Fourth Screen': Some Considerations Regarding the Question of a Fifth Communications Revolution"

Thom Gencarelli, Manhattan College

"The Leakiness of Media"

Brett Lunceford, University of South Alabama

"When New=Better (And When it Might Not)"

Robert MacDougall, Curry College

**Saturday, June 12
Plenary Presentation
2:30 – 3:45 pm**

DPC Rm. 100

"The Challenge Facing Educational Reformers: Making the Transition from Individual Intelligence to Ecological Intelligence"

C.A. (Chet) Bowers

**Saturday, June 12
Excursion to Bar Harbor and Acadia National Park
4:30 – 11:00 pm**

**Sunday, June 13
Session 10
9:00 – 10:15 am**

10.A DPC Rm. 107

Using Biomimicry and Natural Metaphors to Provide Insight in Teaching and Learning Ecologies

Chair: Mary Ann Allison, Hofstra University

Suzanne Berman, Hofstra University
Victoria Geyer, Hofstra University
Teresa Harrison, State University of New York, Albany
Mark Lipton, University of Guelph
John Sherblom, University of Maine

10.B DPC Rm. 109

Technoculture

Chair: Stephanie Bennett, Palm Beach Atlantic University

"The Extinction of Knowledge in the Technopoly"
Sheldon Richmond, Independent Scholar

"Ecological Thinking for Demythologizing Practices"
Valery Terin, Moscow State Institute of International Relations

"The Device is the Message"
Danielle Williams, Independent Scholar

10.C DPC Rm. 113

TOC: A New Media Novel

Chair: Paul Grosswiler

"A Reading from TOC, winner of the Mary Shelley Award for Outstanding Fiction"
Steve Tomasula, University of Notre Dame

**Sunday, June 13
MEA Business Meeting & Closing Remarks
10:30 am – 12:00 pm**

DPC Rm. 107

All are welcome and encouraged to attend.