



**MEA
2022**

RIO

**DRAFT
PROGRAM**



PROGRAM AT A GLANCE

THU, JULY 7	FRI, JULY 8	SAT, JULY 9	SUN, JULY 10
8:00 am Greetings			
9:00 am Opening Ceremony			
9:30 am Plenary Session (1.1)	9:30 am Plenary Session (2.1)	9:00 am Plenary Session (3.1)	
11:00 am Parallel Sessions (1.2)	11:00 am Parallel Sessions (2.2)	10:30 am Parallel Sessions (3.2)	10:30 am Plenary Session (4.1)
12:15 pm Lunch	12:15 pm Lunch	11:45 am Lunch / MEA Board Meeting	12:00 am General Business Meeting
1:30 pm Parallel Sessions (1.3)	1:30 pm Parallel Sessions (2.3)	1:15 pm Parallel Sessions (3.3)	1:30 pm Convention Adjourned
3:00 pm Parallel Sessions (1.4)	3:00 pm Parallel Sessions (2.4)	2:45 pm Parallel Sessions (3.4)	
4:15 pm Coffee Break	4:15 pm Coffee Break	4:00 pm Coffee Break	
4:45 pm Parallel Sessions (1.5)	4:45 pm Parallel Sessions (2.5)	4:30 pm Parallel Sessions (3.5)	
6:15 pm Plenary Session (1.6)	6:15 pm Plenary Session (2.6)	6:00 pm Plenary Session (3.6)	
7:45 pm Welcome Reception	7:45 pm Social Events (2.7) Film: Torcedores (Soccer Fans)	7:40 pm MEA Awards Ceremony MEA President's Address	
	8:00 pm Social Events (2.8) Jam Session		

Thursday, July 7

8:00 a.m. Greetings

9 a.m. Opening Ceremony

1.1

9:30 a.m. – 10:45 a.m. Plenary Session

RDC Auditorium

Memories of a Brazilian Media Ecologist

Adriana Braga (PUC-Rio)

1.2

11:00 a.m. – 12:15 p.m. Parallel Sessions

**1.2.1 Digital Humanities: Challenges and Opportunities for
Transdisciplinary Research**

ROOM 102K

Chair: Luisa Cruz Lobato (Laboratório de Humanidades Digitais, PUC-Rio)

Cláudia Freitas (PUC-Rio)

Jackeline Farbiarz (PUC-Rio)

Danielle Sanches de Almeida (PUC-Rio)

1.2.2 Images, Rituals and Identity

ROOM 104K

Chair: Peggy Cassidy (Adelphi University, USA)

What Boobs Have to Say

Zingara Lofrano (PUC-Rio)

Brown Skin Girl: Control Images and the Importance of Self-Definition by Black Women

Cris Guerra (Independent Researcher)

Segundo Sol, Capoeira and Candomblé: Investigating Afro-Brazilian Celebratory Rituals in a Primetime Novela

Samantha Nogueira Joyce (St. Mary's College of California, USA)

**1.2.3 Explorations in Law and Crime
ROOM 105K**

Chair: Fernando Gutierrez (Technológico de Monterrey, Mexico)

Global Fortune 500's Most Wanted: Into the Media Maelstrom of Corporate Crime

Mark Hagen (USA)

Law and Media Ecology: Celebrating Synergies

Tanya Krupiy (Newcastle University, UK)

Digital Media and Drug Trafficking in Brazil

Adriana Braga (PUC-Rio)

12:15 p.m. LUNCH

1.3

1:30 p.m. – 2:45 p.m. Parallel Sessions

**1.3.1 Thinking About Educational Design
ROOM 108K**

Chair: Mike Plugh (Manhattan College, USA)

Loneliness and Solitude: Thinking Education after the Coronavirus Pandemic

Matheus Balieu de Carli (PUC-Rio)

Literary Podcast as a Media Education Tool

Vanessa Coutinho Martins (Federal University of Juiz de Fora, Brazil)

A Proposal of a Conceptual Model for Media Literacy

Joana Sobral Milliet (PUC-Rio)

1.3.2 Explorations in Philosophy and Ecology ROOM 109K

Chair: Edgar Lyra (PUC-Rio)

Chestnut Narratives

Monica Dupuy (NYU, USA)

Genevieve Pfeiffer (NYU, USA)

Celebrating Primary Sources: Problematizing Transmissions and Rituals

Jeremy Swartz (University of Oregon, USA)

The Urgency of a Philosophy of Opinion

Edgar Lyra (PUC-Rio)

1.3.3 Digital Disjunctures ROOM 110K

Chair: Thom Gencarelli (Manhattan College, USA)

The Function of Digiphrenia at the Crossroads of the Device Paradigm and Nostalgia

Jessica Neu (Duquesne University, USA)

Instant Media Post: Political Celebration in Social Media

David Leal (Innovacien, Chile)

Tupi or Not Tupi, That is the Question of the Media: Contribuições do Pensamento Ameríndio para uma Teoria dos Meios

Marina Michelis L. Fernandes (PUC-Rio)

Melting Movie Places: From Instagram to Virtual Reality

Wilson Oliveira Filho (UNESA & PPGCINE/UFF)

Marcia Cristina Sousa (PPGCINE/UFF & CAL)

1.4

3:00 p.m. – 4:15 p.m. Parallel Sessions

1.4.1 Education for Awareness and Preservation ROOM 102K

Chair: Mike Plugh (Manhattan College, New York, USA)

Media Awareness Reader for General Education Courses

Maria Polski (East-West University, Chicago, USA)

Expendable World: The Need for an Education for Preservation in Response to Technical Change

Arthur Moraes (PUC-Rio)

Marcelo Capello Martins (PUC-Rio)

The Thermostat and the Tetrad: Ecologically Designing the Future of Education and Teaching

Stefano Moriggi (University of Milan Bicocca, Italy)

**1.4.2 Projutando o futuro para viver melhor
ROOM 104K**

Chair: Édison Gastaldo (CEP/FDC)

Por uma Educação no Campo do Design que Compreenda e atenda as Necessidades da Sociedade Brasileira

Amanda Netto Nogueira (PUC-Rio)

Design Especulativo como Ferramenta de Discussão sobre Interações do Futuro

Isabela Zamith Murta Ribeiro (PUC-Rio)

Luiza Novaes (PUC-Rio)

João Bonelli (PUC-Rio)

Mães de Surdos Que Ouvem, Alcolhimento e Resiliência: Contribuições para od Design de Serviços Relacionais para Enrentamento de Realidades Inéditas

Renata de Assunção Neves (PUC-Rio)

Vera Maria Damazio (PUC-Rio)

Clarissa de Sampaio Schitine (PUC-Rio)

De uma episteme universal questionável à circulação do conhecimento: questões e condições de possibilidade

Placide Okalema Pashi (PUC-Rio)

**1.4.3 Navigating Institutions
ROOM 105K**

Chair: Paul Soukup (Santa Clara University, USA)

Considerations on Analysis of the Communication of Third Sector Health Institutions to Offer Financing

Cynthia Maciel Duarte (PUC-Rio)

A Russian-American News Cross-Coverage: A Hidden Threat to the Democratic Way of Life

Alexander Nikolaev (Drexel University, Philadelphia, USA)

Postjournalism: Celebrating the Past of Newspapers

Andrey Miroshnichenko (York University, Toronto, Canada)

4:15 p.m. Coffee Break

1.5

4:45 p.m. – 6:00 p.m. Parallel Sessions

**1.5.1 Mapas, Corpos, Mentas e Artes
ROOM 108K**

Chair: Edgar Lyra (PUC-Rio)

Mapas Subversivos e Processos de Reterritorialização

Débora Klempous (ECA/USP)

Fator de Risco: Mídia e Saúde sob uma Perspectiva Ecológica

Icaro Ferraz Vidal, Jr. (PNPD-Capes)

Mentas Interconectadas

Camila De Paoli Leporace (PUC-Rio)

Gê Viana: Na Ponta de Lança do Tempo

Lucia Dias Costa Barros (PUC-Rio)

1.5.2 Cinematic Perspectives

ROOM 109K

Chair: Wilson Oliveira (UNESA & PGCINE/UFF)

“Cinema of Attractions” in a Media Ecology Perspective

Wilson Oliveira Filho (UNESA & PPGCINE/UFF, Brazil)

Márcia Cristina Sousa (PPGCINE/UFF & CAL, Brazil)

Triads in the Kitchen: Rituals of Community during Times of Crisis in the Cinema of Johnnie Toe

Josué Baruj Gordon Guerrero (Tecnológico de Monterrey, Mexico)

Spice as Allegory: The Weird(ing) Media Theory of Frank Herbert’s *Dune*

Scott Haden Church (Brigham Young University, USA)

Benjamin Burroughs (UNLV, USA)

1.5.3 Art, Exhibition and Spectacle ROOM 110K

Chair: Robert Albrecht (New Jersey City University, USA)

From Museums to Biennials: A Dialogue between Media Ecology and Exhibition Histories

Icaro Ferraz Vidal, Jr. (PUC-São Paulo)

Understanding the MET Gala as the Juncture of Media Event and Spectacle

Cynthia Nahhas (NYU, New York, USA)

Wonderous (Code)Space: Airports' (Post)Pandemic Resilience through Digital Media Art

Marek Wojtaszek (University of Lodz, Poland)

1.6

6:15 p.m. – 7:30 p.m. Plenary Session

A Taste of Poetry

Adeena Karasick (Pratt Institute, USA)

Lance Strate (Fordham University, USA)

+ participants to be named soon!!

1.7

7:45 p.m. – 8:45 p.m. Welcome reception

Solar Grandjean de Montigny

Friday, July 8

2.1

9:30 a.m. – 10:45 a.m. Plenary Session

RDC Auditorium

Celebration, Community and Song

Moderator: Robert Albrecht (New Jersey City University)

Singing together is sometimes considered a lost art. This “practical” plenary is designed to build connections through song, as participants will sing along to various selections from a range of cultural backgrounds, including selections from English-speaking countries and from Brazil. In addition to being an enjoyable wake up activity, the experience promises to reveal important insights in the sphere of media ecology.

2.2

11:00 a.m. – 12:15 p.m. Parallel Sessions

2.2.1 Continuing the Tradition: Graduate Studies in Media Ecology ROOM 102K

Chair: Erik Garrett (Duquesne University, USA)

Erik Garrett (Duquesne University, USA)
Anthony Wachs (Duquesne University, USA)
Austin Hestalden (Duquesne University, USA)
Matthew Lindia (Duquesne University, USA)

2.2.2 Mídias e Questões de Diversidade ROOM 104K

Chair: Claudia Montenegro (PUC-Rio)

Jogos como Mídias Inclusivas: Análise de Inclusão LGBTQIA+, de Pessoas com Deficiência Visual de Jovens da Periferia
João Léste (PUC-Rio)

Lucas Brazil (PUC-Rio)
Jackeline Farbiarz (PUC-Rio)

Celebração como Fator Contribuinte para Pluralidade de Pensamento e Ação

Luis Rodrigues (PUC-Rio)

Jornalismo de Soluções: a Proposta de um Fazer Jornalístico Pautado em Repostas a Problemas Sociais no Ecosistema da Mídia

Jemima Bispo de Jesus (Universidade Federal de Juiz de Fora)
Iluska Coutinho (PPGCOM-UFJF)

**2.2.3 Explorations in Poetry and Music
ROOM 105K**

Chair: Thom Gencarelli (Manhattan College, USA)

Playing Poetry: McLuhan, DEW Deck of Cards and Exploration of the Present

Kalina Kukielko (University of Szczecin, Poland)
Adam Mickiewicz (University of Poznan, Poland)
Krzysztof Tomanek (Jagiellonian University, Poland)

The Words we Inhabit: The Impact of Reading and Writing of Mexican Poetry in the Development of Individual and Collective Identity in Students

Melissa del Mar (Tecnológico de Monterrey, Mexico)

Finding the Future

Rea Beaumont (University of Toronto, Canada)

12:15 p.m. LUNCH

2.3

1:30 p.m. – 2:45 p.m. Parallel Sessions

**2.3.1 Language and Environment
ROOM 108K**

Chair: Edgar Lyra (PUC-Rio)

Technology as Extended Ecology: Indigenous Language Reclamation and Revitalization in Digital Environments

Paul Meighan (McGill University, Canada)

Messages Across the Ages: The Cultural, Historical, and Semantic Functions of Language

Olga Hazanova (Moscow State Lomonosov University, Russia)

Maria Polski (Eat-West University, Chicago, USA)

Kenneth Burke and Media Ecology

Richard H. Thames (Duquesne University, USA)

**2.3.2 Media and Justice for the Vulnerable
ROOM 109K**

Chair: Austin Hestalden (Duquesne University, USA)

Comparative Study about Digital Inclusion Between Activists with Social Vulnerability and Leaders of Organized Social Movements in Brazil

Cosette Castro (FES)

Streams of Emotions: How the Demand for Justice Mobilizes Hearts and Minds in the Narratives Online of the Murder of Marielle Franco and Anderson Gomes

Marilia Martins (PUC-Rio)

Celebrating Vulnerability in the Perplexed Digital Realm

Panayiota Tsatsou (University of Leicester, UK)

**2.3.3 Explorations in Media and Pandemic
ROOM 110K**

Chair: Giselle Ferreira (PUC-Rio)

Cellphones and COVID-19: The Life Experience of ICU Patients and the Relationships between Family and Friends

Nicolas Bargiela (UNESP)

Filling in the Blanks: Restoring Collective Memory After Pandemic Disruptions

Peggy Cassidy (Adelphi University, USA)

What Else Have We Learned from the Media during the Pandemic?

Fernando Gutierrez (Tecnológico de Monterrey, Mexico)

2.4

3:00 p.m. – 4:15 p.m. Parallel Sessions

2.4.1 Topics in General Semantics ROOM 102K

Chair: Mike Plugh (Manhattan College, New York, USA)

Lance Strate (Fordham University, New York, USA)

Thom Gencarelli (Manhattan College, New York, USA)

Mike Plugh (Manhattan College, New York, USA)

2.4.2 The Big Deal about Entertainment ROOM 103K

Chair: Robert Albrecht (New Jersey City University, USA)

The Super Bowl: Celebration, Community and Affirmation

Perdita Biddlecombe (NYU, USA)

The New Haunted Media: Imagining Possible Ghosts in Turmoil Times

Diego Paleólogo (ECO-UFRJ)

Brands as Content and Entertainment Producers

Martha Terenzo (FIAP, São Paulo)

2.4.3 Educação, Interação e a Perspectiva Ecológica ROOM 104K

Chair: Rosália Duarte (PUC-Rio)

Ilusões Algorítmicas: Mágica como Ferramenta para Literacia Digital

Rudi Alexandre Solon (ECA-USP)

Netnografia como Método de Pesquisa sob uma Perspectiva Ecológica

Jadna Rodrigues (PUC-Rio)

Acesso desigual às TIC como mediação fetichista do sistema capitalista: Papel e responsabilidade das mídias na promoção de uma sociedade igualitária e inclusiva

Placide Okalema Pashi (PUC-Rio)

A “Leitura do mundo, leitura da palavra”, de Paulo Freire, sob a perspectiva da ecologia das mídias, de Postman e McLuhan

Heloisa Dias Bezerra (Universidade Federal do Estado do Rio de Janeiro)

Wagner da Silveira Bezerra (PUC-Rio)

4:15 p.m. Coffee Break

2.5

4:45 p.m. – 6:00 p.m. Parallel Sessions

**2.5.1 Cityscapes
ROOM 108K**

Chair: Erik Garrett (Duquesne University, USA)

Concrete Media and Mobile Determinism: Expressions of the City and the Car

Andrew Wynn (Eckerd College, USA)

Celebration, Play and Threat: Cities of Animals as a Reanimation of Metacommunicating

Fabíola Ballarati Chechetto (PUC – São Paulo)

Multirão: Media Ecology and Communication for Change in the Rural City

Rodrigo Rossi Morelato (Rio de Janeiro State University)

**2.5.2 The Power of the Arts
ROOM 109K**

Chair: Lance Strate (Fordham University, USA)

Celebrating Community Through Song: Finding Our Way Across the Digital Divide

Robert Albrecht (New Jersey City University, USA)

Sounds Optimistic: Music Aesthetics and Composing Joyous Works During Turbulent Times

Rea Beaumont (University of Toronto, Canada)

Between a Korzybskian Non-Allness and a McLuhan Allatonceness: The Celebration of Irony in a Post-COVID Epoch

Adeena Karasick (Pratt Institute, USA)

Time Binding in Art

Thom Gencarelli (Manhattan College, USA)

2.5.3 The Media Ecology of Sports: Technopoly, Global Audiences, and Collective Memories

ROOM 110K

Chair: Édison Gastaldo (CEP/FDC, Brazil)

A Técnica do Técnico: o Técnico de Futebol como Exemplo do Tecnopólio

Filipe Mostaro (UERJ, Rio de Janeiro, Brazil)

Tokyo 2020 Olympic Games without Public but with Audiences: for Whom was it Crucial that, despite the Pandemic, the Competitions and Celebrations were Held?

José Samuel Martínez López (Universidad Iberoamericana Ciudad de México)

Struggling over the Goal: Collective Memories and Narratives among Soccer Fans

Leonardo Turchi Pacheco (UNIFAL, Brazil)

Édison Gastaldo (CEP/FDC, Brazil)

2.6

6:15 p.m. – 7:30 p.m. Plenary

RDC Auditorium

Paul Soukup, S.J. (Santa Clara University, USA)

Finding Ong's way through: Walter Ong's Method for Media Ecology

Walter Ong rejected the idea of a system of study, but instead embraced the idea of a method. He began exploring method as a way to understand as early as his dissertation and later book, *Ramus, Method, and the Decay of Dialogue: From the Art of Discourse to the Art of Reason*, but perhaps unnamed in his master's thesis on Gerard Manley Hopkins, under Marshall McLuhan. Returning to that theme he hints at ways that suggest some paths for media ecology.

2.7

7:45 p.m. – 8:50 p.m. Social Events

ROOM 102K

Film: **Torcedores (Soccer**
(Brazil, 2019, 66min)

Director: Édison Gastaldo



Fans)

2.8

8:00 p.m. – 9:30 p.m. Social Events

Junito Brandão Auditorium

MEA Jam Session

Saturday, July 9

3.1

9:00 a.m. – 10:15 a.m. Plenary Session

Junito Brandão Auditorium

Silent Meeting

Moderator: Mike Plugh (Manhattan College, USA)

This “practical” plenary is modeled after the ritual silent meeting of the Society of Friends, otherwise known as Quakers. The experience of shared silence is noted to bring groups of people together in a sense of community. For media ecologists, the experience promises insights into a variety of phenomena, including silence as a medium, speech as a sacred phenomenon, and more. Participants will enter silently and share their insights about the experience as they are moved to do so. Remarks are expected to be brief, as shared silence is the dominant medium for exploration.

3.2

10:30 a.m. – 11:45 a.m. Parallel Sessions

3.2.1 Reading Colin Koopman’s “How We Became Our Data” ROOM 102K

Chair: Erik Garrett (Duquesne University, USA)

Mike Plugh (Manhattan College, USA)

Austin Hestalden (Duquesne University, USA)

Erik Garrett (Duquesne University, USA)

3.2.2 Mídia e Pesquisa em Educação: um Showcase Celebratório de Pesquisas Realizadas na (e Apesar da) Pandemia de COVID-19 ROOM 104K

Chair: Giselle Martins dos Santos Ferreira (PUC-Rio)

Tendências da Podosfera “Educativa” Brasileira

Cíntia Costa Barreto (PUC-Rio)

Giselle Martins dos Santos Ferreira (PUC-Rio)

Reflexões sobre Usos de Storytelling por Professores Influencers

Camilla Bomfim Borges (PUC-Rio)

Giselle Martins dos Santos Ferreira (PUC-Rio)

Etnografia em Tempos de Pandemia: um Caminho Possível?

Mariana Muniz Oliveira (PUC-Rio)

Mylene Mizrahi (PUC-Rio)

3.2.3 The Social Media Maelstrom

ROOM 105K

Chair: Peggy Cassidy (Adelphi University, USA)

Reclaiming Hope: A Case Study of University Students Taking Back (Some of) Their Agency from Social Media

Richard Lewis (Prescott College, USA)

Content Fragmentation in Micronarratives of Whatsapp

Eloisa JC Klein (University of Pampa, Brazil)

Technology as a Connecting Agent: How are Social Media Transforming Our Communities, and is it as Bad as We Fear?

Robert Nanney (University of Tennessee-Martin, USA)

11:45 p.m. LUNCH

3.3

1:15 p.m. – 2:30 p.m. Parallel Sessions

3.3.1 Sustainable Innovation Ecosystems in the Sphere of Communication: Generating Equilibrium out of Technological Disruptions

ROOM 108K

Chair: Fernando Gutierrez (Technológico de Monterrey, Mexico)

Juan Miguel Aguado (Universidad de Murcia, Spain)

Inmaculada J. Martinez (Universidad de Murcia, Spain)

Octavio Islas (Universidad Central, Quito, Ecuador)

Amaia Arribas (Universidad de los Hemisferios, Quito, Ecuador)

3.3.2 Research Overview: New Forms of Representation Facing Digital Transformation in Brazil

ROOM 109K

Chair: Cosette Castro (FES)

Cecilia Vieira (UnB)

André Barbosa Filho (FES)

Rose Vidal (UFES)

Cosette Castro (FES)

3.3.3 Explorations in Virtual Reality

ROOM 110K

Chair: Paolo Granata (University of Toronto, USA)

Food, Virtual Reality and the Future of Our Planet

Rejane Spitz (PUC-Rio)

Ronnie Paskin (PUC-Rio)

Gabriel Cardoso (PUC-Rio)

Rafael Costa (PUC-Rio)

Lucia Leme (PUC-Rio)

Alexandre Cantini Rezende (PUC-Rio)

Exploring the Metaverse: Steps to an Ecology of Virtual Reality

Paolo Granata (University of Toronto, Canada)

3.4

2:45 p.m. – 4:00 p.m. Parallel Sessions

3.4.1 The Problems and Possibilities of Online Networks

ROOM 103K

Chair: Édison Gastaldo (CEP/FDC)

(N)etographic Communication in Support Networks for the Indigenous Amazon

Hiran de Moura Possas (UNIFESSPA)

Marcelo Carlos Gantos (UENF)

Adriana Braga (PUC-Rio)

Interceptive Technologies and Our Appreciation for Environmental Processes

Desiree Foerster (University of Chicago, USA)

3.4.2 Perspectivas Ecológicas sobre Big Techs e mídias digitais ROOM 104K

Chair: Rosália Duarte (PUC-Rio)

A Perspectiva Ecológica das Mídias sob o Viés da Análise de Discurso Digital
Nathália Villane Rippel (UFJF)

Plataformas Digitais: Um Estudo de Caso da Falta de Transparência do Facebook
Claudia Montenegro (PUC-Rio)

O Mundo 24/7: Uma Relação entre Big Techs, Plataformas e Ecologia das Mídias
Ana Roberta Vieira de Alcântara (ECA-USP)

4:00 p.m. Coffee Break

3.5

4:30 p.m. – 5:45 p.m. Parallel Sessions

3.5.1 Explorando Ambientes Digitais ROOM 108K

Chair: Giselle Ferreira (PUC-Rio)

Da Desorientação à Resiliência: Expressões Midiáticas da Intensidade Sensorial na Cibercultura

Roberto Oto Loureiro de Oliveira (Universidade do Minho)

A Vida em Comunicado: A Interação nas Redes Sociais
Luiz Bakker (UFRRJ)

Perspectivas sobre a Cidade em Diferentes Olhares: Das Crônicas ao Instagram
Julio Jorge Trindade Duarte (PUC-Rio)

3.5.2 What are We Doing Online? ROOM 109K

Chair: Thom Gencarelli (Manhattan College, USA)

Connecting and Sharing Appreciation Online: Fandoms as Relevant Ways of Belonging

Luisa de Mesquita (PUC-Rio)

Hate Speech as a Form of Entertainment: An Unexpected Support for the Gratification Hypothesis on Twitter

Alexander Nikolaev (Drexel University, USA)

Unfiltered Reality: When Instagram Speech Changes the Perception of Self-Image, From a Media Ecology Perspective

Layla Freitas Matos (Universidade Federal Fluminense)

Rafael Torres Sobreira (Universidade Federal do Rio de Janeiro)

3.5.3 Technology and Sustainability ROOM 110K

Chair: Edgar Lyra (PUC-Rio)

Questioning the Technophile's Discourse: Some Concerns about the Wonders of Technique

Marcelo Capello Martins (PUC-Rio)

Toward a Narratology of Sustainable Futures in Eco-Media

Jeffrey Barber (Integrative Strategies Forum)

The Metaverse Versus the Heavy Cloud, or What Does Harold Innis Have to Teach Us About a Sustainable Future?

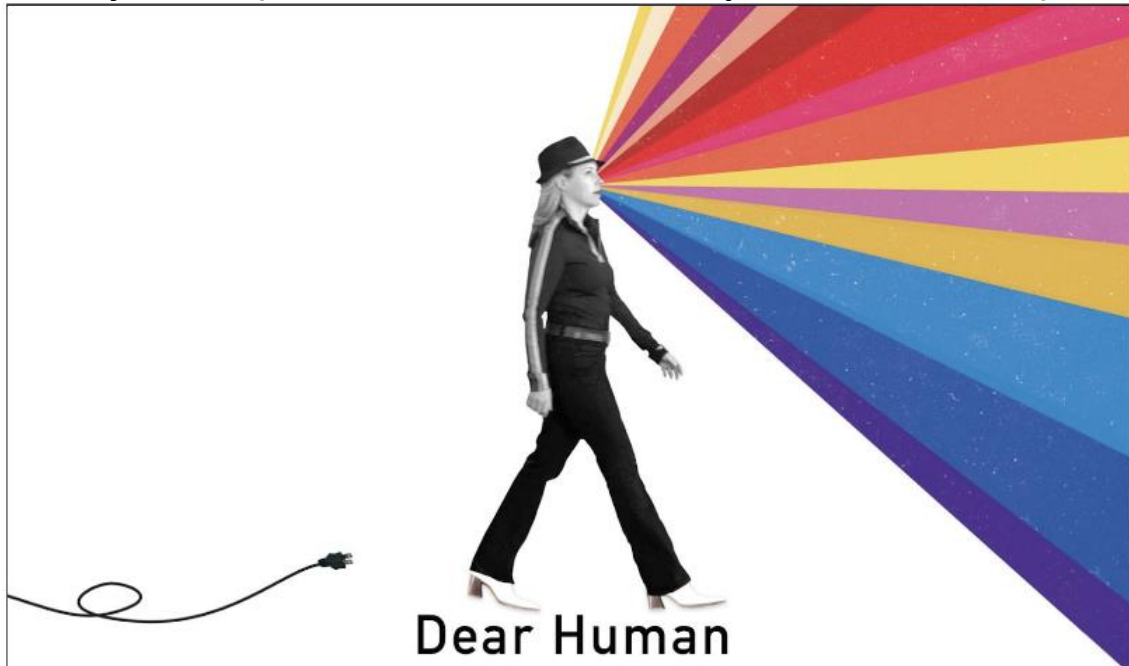
Thom Gencarelli (Manhattan College, USA)

3.6

6:00 p.m. – 7:15 p.m. Plenary

RDC Auditorium

Tiffany Shlain (artist, author, filmmaker, public intellectual)



In *Dear Human*, Tiffany Shlain takes the audience on a journey across the past, present, and future of the relationship between humanity and technology. From her founding of The Webby Awards when only 1% of the population was online, to everyone being online 24/7, to her life-changing practice of turning off screens for one day every week for the past 13 years, Tiffany uses a captivating combination of cinematic visuals, original animations, and provocative and inspiring storytelling to invite the audience to reconsider – as Marshall McLuhan wisely observed – how technology both amplifies and amputates our humanity, and how to stay balanced in the midst of it all.

3.7

7:40 p.m. – 12:30 a.m.

Sociedade Germania

MEA Awards Ceremony

President's Address

Sunday, **July 10**

4.1

10:30 a.m. – 11:45 a.m. Plenary

Past President's Plenary

Moderator: Mike Plugh (Manhattan College, USA)

Lance Strate (Fordham University, USA)

Thom Gencarelli (Manhattan College, USA)

Peggy Cassidy (Adelphi University, USA)

Adriana Braga (PUC-Rio)

4.2

12:00 p.m. General Business Meeting
