

THE 23RD ANNUAL
**MEDIA ECOLOGY
ASSOCIATION**
CONVENTION

PONTIFICAL CATHOLIC UNIVERSITY OF RIO DE JANEIRO



**Media
Ecology
Association**

JULY 7-10, 2022

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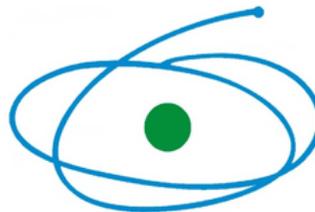
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Departamento
de **Filosofia**
— PUC-Rio



Convention Hashtag: #MEA2022Rio

**Media
Ecology
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July 7, 2022

Greetings fellow media ecologists and friends,

It is with great pleasure that we present our 23rd annual convention at the Pontifical Catholic University of Rio de Janeiro, or PUC-Rio. This marks the first occasion that the Media Ecology Association has held our annual proceedings in South America, a location rich with tradition and relationships across our community. Due to the interruption of the COVID-19 pandemic, these events were postponed by one year. It is important to cherish the opportunities we have to convene in physical space and so the convention theme, *Celebration*, has special significance this year. It is also important to acknowledge the tremendous dedication of our President, Adriana Braga, and her colleagues at PUC-Rio, who successfully planned and executed a virtual convention in the summer of 2021 and now continue their labor in hosting our community on campus in 2022.

We are very proud to present Dr. Paul Soukup as our 2022 Walter J. Ong Award recipient on Friday evening, and artist, author, filmmaker and public intellectual Tiffany Shlain, our 2022 Neil Postman Award recipient, on Saturday evening. In addition to their talks, we are offering a number of plenary sessions dedicated to the exploration of poetry, song, silence, and more. None of this would be possible, or indeed enjoyable, without the contributions of our many convention presenters and participants. I'm deeply grateful to all of you for your help in planning an event of this scale, and I hope you find a warm reception in Brazil from our hosts and the representatives of our extended community.

Sincerely,

Michael Plugh
MEA Vice President & Convention Program Planner

SCHEDULE AT A GLANCE

THU, JULY 7	FRI, JULY 8	SAT, JULY 9	SUN, JULY 10
8:00am Greetings			
9:00am Opening Ceremony RDC Auditorium			10:00am Juliana Sucupira Trio RDC Auditorium
9:30am Plenary Session (1.1) RDC Auditorium	9:30am Plenary Session (2.1) RDC Auditorium	9:00am Plenary Session (3.1) RDC Auditorium	10:30am Plenary Session (4.1) RDC Auditorium
11:00am Parallel Sessions (1.2) Rooms: 102K, 109K, 105K	11:00am Parallel Sessions (2.2) Rooms: 102K, 109K, 105K	10:30am Parallel Sessions (3.2) Rooms: 102K, 109K, 105K	11:00am General Bus. Meeting (4.2) RDC Auditorium
12:15pm LUNCH BREAK	12:15pm LUNCH BREAK & GROUP PHOTO (Solar Grandjean de Montigny)	11:45pm LUNCH BREAK/ BOARD MEETING	1:30pm ADJOURNMENT
1:30pm Parallel Sessions (1.3) Rooms: 113K, 117K, 123K	1:30pm Parallel Sessions (2.3) Rooms: 113K, 117K, 123K	1:15pm Parallel Sessions (3.3) Rooms: 113K, 117K, 123K	
3:00pm Parallel Sessions (1.4) Rooms: 102K, 109K, 105K	3:00pm Parallel Sessions (2.4) Rooms: 102K, 109K, 105K	2:45pm Parallel Sessions (3.4) Rooms: 105K, 109K	
4:15pm COFFEE BREAK	4:15pm COFFEE BREAK	4:00pm COFFEE BREAK	
4:45pm Parallel Sessions (1.5) Rooms: 113K, 117K, 123K	4:45pm Parallel Sessions (2.5) Rooms: 113K, 117K, 123K	4:30pm Parallel Sessions (3.5) Rooms: 102K, 117K, 123K	
6:00pm Plenary Session (1.6) RDC Auditorium	6:00pm Plenary Session (2.6) RDC Auditorium	6:00pm Plenary Session (3.6) RDC Auditorium	
7:45pm Welcome Reception (1.7) Solar Grandjean de Montigny	7:45pm Social Events (2.7) Film (102K) Jam Session (Junito Brandão Auditorium)	7:40pm (3.7) MEA Awards & President's Address (Sociedade Germania)	

THURSDAY, JULY 7TH

CONVENTION SCHEDULE

1.1 PLENARY SESSION

9:30AM - 10:45AM

RDC Auditorium

Memories of a Brazilian Media Ecologist

Adriana Braga (PUC-Rio, Brazil)

The Media Ecology Association is proud to be holding its 23rd annual convention in the host city of Rio de Janeiro, Brazil at the Pontifical Catholic University of Rio de Janeiro (PUC-Rio). To start our proceedings together, Dr. Adriana Braga will be sharing her memories of media ecology in the Brazilian sphere and how we've seen the growth of what we might call the "Brazilian School of Media Ecology."



1.2 PARALLEL SESSIONS

11:00AM - 12:15PM

Room 102K

1.2.1 Explorando Ambientes Digitais
(Portuguese Language Panel)

Room 109K

1.2.2 Images, Rituals and Identity

Room 105K

1.2.3 Explorations in Law and Crime

1.2 PARALLEL SESSIONS

11:00AM - 12:15PM

ROOM 102K

1.2.1 Explorando Ambientes Digitais

Chair: Giselle Ferreira (PUC-Rio, Brazil)

Roberto Oto Loureiro de Oliveira
(Universidade do Minho, Portugal)

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

Após 125 anos desde que parte da audiência dos irmãos Lumière procurou abrigo nos fundos do Grand Café em Paris - quando o primeiro comboio cinematográfico chegava à estação - uma cidadã chinesa da cidade de Chengdu procurava, assustada, um lugar seguro após um leão virtual tridimensional - projetado numa tela gigante instalada na fachada de um edifício comercial - "destruir sua jaula e saltar para a liberdade". Entre 1895 e 2020, o intervalo que separa as duas peças audiovisuais supracitadas, muita água passou sob a ponte da modernidade, de tal forma que de sólida passou à líquida (Bauman, 2001), transformando-se num fluxo acelerado de torrente, aparentemente indomável, de informações que representam um mundo cada mais intenso, inesperado, surpreendente e perigoso. Pandemias, desastres naturais, guerras fazem parecer que tudo o que antes era seguro, estável e fixo, flutua agora à deriva e sem controle. Para reforçar a analogia com as imagens propostas, passa-se de um momento seguro, como a previsibilidade de um trem sobre trilhos, a um momento de ansiedades, como estar exposto a um inesperado ataque de um animal indomável. O objetivo desta proposta é identificar, a partir da análise sociosemiótica de peças audiovisuais contemporâneas, o constante aumento da intensidade sensorial que acompanha as transformações sociais, e observar o que este aumento dos estímulos pode revelar sobre o atual momento da cibercultura, em especial, no que tange a necessidade de resiliência experimentada recentemente pela sociedade.

Luiz Bakker
(UFRRJ, Brazil)

A Vida em Comunicado: A Interação nas Redes Sociais

Nas últimas duas décadas a sociedade testemunhou um avanço tecnológico que modificou drasticamente a dinâmica social: o advento das redes sociais aproximou os indivíduos, permitindo uma comunicação contínua por meio da internet; porém, esse mesmo avanço acentuou um problema que já estava visível no ser humano: a "habilidade retórica" cada vez menor dos indivíduos. Habilidade retórica é mais do que apenas saber argumentar. Compreende, mais amplamente, saber discursar de forma convincente. Conforme Edgar Lyra, na epígrafe do seu livro intitulado O Esquecimento de Uma Arte, "todo discurso é discurso sobre certo assunto, dirigido a determinado público, em dada circunstância e por determinado orador, capaz de mobilizar certo repertório para a consumação de certos propósitos". Todos esses fatores influenciam na expressão nas redes sociais. E, por mais que um indivíduo esteja apenas expressando sua opinião, seu público certamente o contestará se esses fatores não forem levados em conta e seu discurso se mostrar pouco convincente. O que se observa nas redes sociais costuma ser, todavia, apenas duas posturas: repetir a mesma afirmação sem fundamentá-la e atacar verbalmente quem discorda. Schopenhauer trata deste comportamento em sua Dialética Erística. O filósofo justifica esse comportamento como produto da vaidade humana. Como as redes sociais contribuem para exacerbar essa vaidade, cabe investigar os cruzamentos e descompassos entre habilidade retórica, vaidade e agressividade. Na apresentação, esses aspectos serão preliminarmente analisados, em busca de um melhor entendimento dos atuais conflitos nas redes sociais.

Julio Jorge Trindade Duarte
(PUC-Rio, Brazil)

Perspectivas sobre a Cidade em Diferentes Olhares: Das Crônicas ao Instagram

Entre o final do século XIX e o começo do século XX, o Rio de Janeiro viveu transformações de diversas ordens e aspectos no período conhecido como Belle Époque. A modernização do espaço urbano, promovida pelos então presidente Rodrigues Alves (1902 – 1906) e prefeito Pereira Passos (1902 – 1906), buscava substituir os traços coloniais, associados ao atraso, por um projeto cujas palavras de ordem eram "moderno", "civilizado" e "parisiense". Mais do que que um reordenamento geográfico, físico e sanitário, essas mudanças viriam marcar a tradição cultural e social do Rio de Janeiro, com traços que permanecem até hoje. Atualmente, com o acesso cada vez mais difundido às redes sociais, o cidadão comum produz registros diários sobre seu entorno, formando uma cartografia visual de sua cidade. Este artigo, através da criação de um perfil no Instagram denominado "Rio Recrio", averigua relações que podem ser estabelecidas entre os relatos de crônicas como João do Rio, Olavo Bilac e Machado de Assis, e as fotografias dos usuários da rede social, tendo como cenário as transformações urbanas do Rio de Janeiro. A cidade neste estudo não é vista sob um ponto de vista geográfico, mas como discurso, oratória, informação. Além de suas transformações físicas, de ordem urbanística e arquitetônica, aqui é percebida e estudada como produtora de estilos e de visões de mundo, num recorte de Sociologia Urbana, com seus costumes, espíritos, conflitos e contradições.

1.2 PARALLEL SESSIONS

11:00AM - 12:15PM

ROOM 109K

1.2.2 Images, Rituals and Identity

Chair: Peggy Cassidy (Adelphi University, USA)

Zingara Lofrano
(PUC-Rio, Brazil)

What Boobs Have to Say

The aim of this work is to investigate the relationship of women with their own bodies through in-person and online interviews. More than a part of the female body, breasts are capable of telling stories of how a woman became a woman. As Simone de Beauvoir said before: "One is not born, but rather becomes, a woman". Therefore, the art project "What boobs have to say" was born in Rio de Janeiro, Brazil in May, 2020, during the Covid-19 pandemic, with the main objective to explore and narrate real stories about everyday women and their breasts using words and watercolors. I spoke with women all over Brazil to listen to their stories and paint their portraits. As a result, 16 watercolors of real breasts, mostly on 9,4x11,8 inch, and 16 real stories have been displayed. Both interviews and watercolor portraits were published on a Brazilian Instagram platform named @peitos.de.fora. Here, women shared their own personal stories and ideas while supporting the women behind the watercolor.

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

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

In 2018 the Brazilian telenovela Segundo Sol (SS) / 'Second Sun' aired on TV Globo. Set in the state of Bahia, where the majority of the population is either Black or mestizo, it caused controversy for initially introducing a cast of 27 mostly white actors, and only 3 Blacks. After reconfiguring the cast and its storylines, the telenovela, undoubtedly the most ritualistic program in Brazil, airing six times a week, chose to highlight two fundamentally ritualistic celebratory manifestations of Afro-Brazilian culture: Capoeira and Candomblé. In this article I examine the representation of these staples of Afro-Brazilian culture, heritage and syncretism. The analysis reveals how such representation opened up opportunities to discuss race and racism in contemporary Brazil as well as the legacy of the myth of the "racial democracy ideology" in the country.

1.2 PARALLEL SESSIONS

11:00AM - 12:15PM

ROOM 105K

1.2.3 Explorations in Law and Crime

Chair: Fernando Gutierrez (Technológico de Monterrey, Mexico)

Tanya Krupiy
(Newcastle University, UK)

Law and Media Ecology: Celebrating Synergies

It is paradoxical that there are few works which examine the value of using the theoretical framework of media ecology for shedding new perspectives onto the legal domain...Since law is a medium, it is clear that media ecology can be employed to better understand what role law plays in giving rise to a social reality...There is no scholarship which examines in a systematic manner the relationship between law and media ecology as well as what aspects of the theoretical framework of media ecology are particularly valuable for deepening knowledge of the law. This article contributes to scholarship by closing this gap in knowledge. The article maps what aspects of the theoretical framework of media ecology make it a fruitful approach for better understanding the law and for generating new insights about the law.

Adriana Braga
(PUC-Rio, Brazil)

Digital Media and Drug Trafficking in Brazil

This paper explores some aspects of the smartphone as a relevant tool for different tasks within the highly complex productive chain of drug trafficking in Brazil. From an ethnographic approach to uses of mobile technology, this study observes the digital media coverage on the use of smartphones by Brazilian criminal organizations along with comments and social interactions among users. A central point in the characterization of violence in Brazil is the complex interweaving between police, society and drug trafficking as a professional practice, in which political ideology and class struggle converge. The results highlight crucial questions about contradictions in contemporary Brazilian urban society: the relevance of digital technologies in criminal practices; the lack of content control by social media; the disparity between the police's public agenda and its real actions; the efficiency of criminal organizations in communicating freely using the wide-open operating space of the Internet; the functioning of criminal organizations through their war on the control of "territories".

LUNCH BREAK

12:15PM - 1:30PM

1.3 PARALLEL SESSIONS

1:30PM - 2:45PM

Room 113K

1.3.1 Thinking about Educational Design

Room 117K

1.3.2 Explorations in Philosophy and Ecology

Room 123K

1.3.3 Digital Disjunctures

1.3 PARALLEL SESSIONS

1:30PM - 2:45PM

ROOM 113K

1.3.1 Thinking about Educational Design

Chair: Mike Plugh (Manhattan College, USA)

Matheus Balieu de Carli
(PUC-Rio, Brazil)

Loneliness and Solitude: Thinking Education after the Coronavirus Pandemic

This paper aims at the discussion of the effects of the Coronavirus pandemic on education, specifically in the exercise of thinking and being together on the online classroom or on the hybrid classroom. Through Hannah Arendt's thoughts on loneliness, isolation and solitude presented on *Origins of totalitarianism* and in *The life of the mind*, our main goal is search for answers on the relation of online bonds between the students and the teacher, education and philosophy teaching, soughting philosophical contribution to the media ecology research.

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

Literary Podcast as a Media Education Tool

The importance of these media in the education environment was already exposed by McLuhan (1974). As mentioned by the author, the book is still thought of as the most relevant tool and the audiovisual resources are considered by many people as ordinary auxiliaries. In a period when distance education is highlighted, both as a necessity and as a flexible learning model, applying McLuhan's thinking becomes essential. The aim of this paper is to discuss how podcasts, specifically the ones which talk about literature, can be used as a media education tool by teachers and also help in the critical thinking of narratives. The podcast *Hogwarts, Mil Histórias* (in English: *Hogwarts, A Thousand Stories*) will be used as a starting point. The podcast is derived from a brazilian book club with the same name and was created due to the COVID-19 pandemic as a way of connecting people through the Harry Potter literature.

1.3 PARALLEL SESSIONS

1:30PM - 2:45PM

ROOM 117K

1.3.2 Explorations in Philosophy and Ecology

Chair: Edgar Lyra (PUC-Rio, Brazil)

Monica Dupuy (NYU, USA)
Genevieve Pfeiffer (NYU, USA)

Chestnut Narratives

In 2022, a growing movement to rehabilitate the American Chestnut continues. Our presentation traces two different modes of approach to saving what was once one of the largest tree species in North America. On the East Coast, scientists at the State University of New York Environmental Science and Forestry (SUNY ESF) are spearheading groundbreaking work in transgenics in attempt to restore the American chestnut tree. On the West Coast, through strict quarantine laws and active intervention into rare cases of blight-ridden trees, the West Coast has kept the blight at bay. Our presentation offers a bi-coastal perspective on the preservation and continuation of the American Chestnut tree. Furthermore, we focus on what these different approaches reveal about the delicate nature of ecology and the interconnectedness of humanity and nature. Taking a more-than-human, multispecies ethnographical approach to the chestnut tree, our presentation utilizes photography and poetry to explore a fuller, more complete understanding of the complicated entanglement and interplay in the Chestnut trees' restoration.

Jeremy Swartz
(University of Oregon, USA)

Celebrating Primary Sources: Problematizing Transmissions and Rituals

Of all transmissions and rituals, virtue is the most wonderful. This paper presents systems and relationships between John Dewey's philosophy of experience (1925) and James W. Carey's "cultural science of communication" (2009: 46-47) through the lens of embodied aesthetics. Both scholars understood communication as synonymous with culture, as well as, in their own ways, "technology and value are merely two sides of the same coin" (Carey 2009: 250; also see Dewey 1939). Likewise, each worked towards conceptualizing interactive and transactive relations, including between artifact-practice and bodymind-environment. These linkages point to an transdisciplinary approach constituting, what I call, transmission-rituals and ritual-transmissions. How are these integrative perspectives embodied, embedded within environments, enacted through a world, and extended as moral knowledge and moral imagination?

Edgar Lyra
(PUC-Rio, Brazil)

The Urgency of a Philosophy of Opinion

The current wave of negationism, disinformation, and fake news made it urgent to resume an old topic, dear to Greek philosophers in their clash with the sophists: opinion (doxa). However, it is not a matter of returning to the historical-philosophical distinction between knowledge and opinion, but of thinking about opinion in its broadest sense: in the arc that goes from foolishness and stubbornness to scientific truth, whose foundation is less and less accessible to the general public, and at the same time, lacks adequate alternative support. How – or on what – to anchor discourses whose merit we cannot examine, as is the case of the so-called scientific discourses? It is, in short, a whole set of things that shall be re-examined in the light of the current media-social cacophony. This essay aims to show the urgency of such reexamination and present the initial movements and directions of a "philosophy of opinion."

1.3 PARALLEL SESSIONS

1:30PM - 2:45PM

ROOM 123K

1.3.3 Digital Disjunctures

Chair: Thom Gencarelli (Manhattan College, USA)

Jessica Neu
(Duquesne University, USA)

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

This paper explores the area in which the device paradigm and personal nostalgia intersect. Using Rushkoff's (2013) theory of digiphrenia, I will discuss how nostalgia gives society a way to ignore what is happening around them so they do not need to engage with the fear or uncertainty of daily life, but can still exist in what McLuhan (1964) deems the "global village." By combining the joy of yesterday with the progress of tomorrow, users insert themselves into the narrative of the nostalgic experience to manage multiple versions of themselves - the person they were when the nostalgic content originated, and the person they are today.

David Leal
(Innovacien, Chile)

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

According to McLuhan, the media are an extension of man. My question is: How does social media have the power to prolong our emotions like joy and celebration in an instant post, if they need a process between the emotion and writing the post? In his time he needed to wait to finish writing, but the experience was instant. Why? In my proposal to MEA convention 2022 we want to explain this phenomenon in the frame of political celebrations after the presidential election in Chile.

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

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

Melting Movie Places: From Instagram to Virtual Reality

If a future generation, as the French movie critic Serge Dabey pointed out, will discover cinema by losing its experience, the idea of this artistic work is to put the classic movie spectator into a new perception of what cinema is becoming in the digital era. By using glitches and other images anamorphosis and adding sounds to simulate the *stimmung* of being in or next to façades, lobbies, rooms, projection booths and other places of cinema experience, "Melting movie places" is an invitation to rethink cinematic habits in the new virtual reality world. It is an attraction, a celebration, a homage and, at the same time, a reflection of what seventh art can be in a digital immersive world.

1.4 PARALLEL SESSIONS

3:00PM - 4:15PM

Room 102K

1.4.1 Education for Awareness and Preservation

Room 109K

1.4.2 Projetando o Futuro para Viver Melhor
(Portuguese Language Panel)

Room 105K

1.4.3 Navigating Institutions

1.4 PARALLEL SESSIONS

3:00PM - 4:15PM

ROOM 102K

1.4.1 Education for Awareness and Preservation

Chair: Mike Plugh (Manhattan College, USA)

Maria Polski
(East-West University, USA)

**Media Awareness Reader for General
Education Courses**

The talk describes a chrestomathy prepared for the course "Technology and Humans". This collection of readings introduces students to 1. the general patterns of interaction between societies and technologies using Postman and Rozhdestvensky; 2. biases and unintended consequences of fire, grading, mechanical clock, alphabet, writing, and print, using Harari, Postman, McLuhan and Rozhdestvensky; 3. biases of digital technologies, using the work of Dowd and Polski; 4. unintended consequences of social media for journalism, using the work of Mir. The goal of the chrestomathy is to instill the "big picture thinking" in students, to discuss determinism and human agency, to analyze the accumulative approach to culture, and to give students tools to manage the biases of various media. The talk reports on the course outcomes based on the Winter 2022 quarter at East-West University, Chicago.

Arthur Moraes
(PUC-Rio, Brazil)

Marcelo Capello Martins
(PUC-Rio, Brazil)

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

In the prologue to *The Human Condition*, first published in 1958, Hannah Arendt showed some concerns about the many scientific endeavors of her time attempting to free humans from natural life. For the philosopher, these endeavors are part of a desire to escape from the earth, which is seen as a prison. Our presentation tries to bring a different perspective to the matter: this is not only a political question, but also an educational question of the first order. Neil Postman argues in *Teaching as a Conserving Activity* that "we know very well how to change but we have lost the arts of preservation". In this sense, it is important to discuss how education can point to the preservation of the world, of values, of experiences that might be easily swept away with progressive technical change. In the end, is the earth just a prison and an expendable place that can be replaced by new technical realities?

1.4 PARALLEL SESSIONS

3:00PM - 4:15PM

ROOM 109K

1.4.2 Projetando o Futuro para Viver Melhor

Chair: Édison Gastaldo (CEP/FDC, Brazil)

Amanda Netto Nogueira
(PUC-Rio, Brazil)

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

Partimos do princípio de que a Educação deve estar norteada pelas demandas sociais. Assim, entendemos que é fundamental que o Campo do Design promova uma educação que oriente os alunos a compreenderem o contexto social e a desenharem de acordo com as demandas sociais...Para isso, vemos a história e sociologia do design como ferramentas fundamentais para formar designers capacitados a compreender a realidade social e, assim, atuar, profissionalmente, de acordo com essa. Para analisar a questão levantada, fundamentamos a nossa análise de acordo com a teoria do Campo proposta pelo sociólogo Pierre Bourdieu e as críticas ao Campo do Design do historiador Adrian Forty.

Isabela Zamith Murta Ribeiro
Luiza Novaes
João Bonelli
(PUC-Rio, Brazil)

Design Especulativo como Ferramenta de Discussão sobre Interações do Futuro

Design especulativo é um método de desenvolvimento de artefatos baseado na projeção de futuros. A prática foca em trazer para o presente objetos que simbolizam possíveis desafios sociais do futuro para provocar discussões acerca do nosso direcionamento como sociedade...Considerando o contexto de media ecology e a maneira como os meios de comunicação e tecnologia influenciam na sociedade e suas construções. Essa pesquisa busca explorar maneiras de desenvolver produtos e serviços interativos que dialoguem com novas perspectivas, culturas e contextos para provocar discussões acerca do design de interação.

Renata de Assunção Neves
Vera Maria Damazio
Clarissa de Sampaio Schitine
(PUC-Rio, Brazil)

Mães de Surdos Que Ouvem, Acolhimento e Resiliência: Contribuições para o Design de Serviços Relacionais para Realidades Inéditas

O método utilizado foi a autoetnografia e outras narrativas maternas com base em postagens realizadas no grupo no período entre 2012 e 2020. A análise das narrativas foi realizada a partir de revisão bibliográfica, trabalho de campo com mães de crianças surdas e acompanhamento do percurso emocional e ações praticadas no grupo, como acolhimento; orientação; suporte; e colaboração para aprendizado na adaptação da nova realidade. O objetivo deste estudo é contribuir com subsídios para o Design de Serviços Relacionais voltados para o enfrentamento de realidades inéditas e inicialmente estressoras, como estratégias de plasticidade cerebral para o acolhimento e o fortalecimento da resiliência.

Placide Okalema Pashi
(PUC-Rio, Brazil)

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

From an interdisciplinary perspective of media ecology, the purpose of this article is to show that the westernization of knowledge and information is relatively a process of cultural colonization, of subjectification by objectification and of subjugation of the public through in which power relations take place and new spaces of resistance open up. Indeed, Western epistemological structuring, in its enunciative form and its essence, is fundamentally the product of a determined and oriented individual and/or collective intelligence. Through its mediated knowledge, the West delivers ideas, principles, theories, rules and paradigms which are read, learned, written, practiced in such a way that the reader or the public shapes a vision, a behavior and builds an identity.

1.4 PARALLEL SESSIONS

3:00PM - 4:15PM

ROOM 105K

1.4.3 Navigating Institutions

Chair: Paul Soukup (Santa Clara University, USA)

Cynthia Maciel Duarte
(PUC-Rio, Brazil)

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

This paper proposal has as a starting point my personal experience like researcher and consultant for companies that finances third sector health institutions. Lance Strate in "Ethics and the study of media as environments" (2020) in which the author states: "Media ecology, as the study of media as environments and the study of environments as media, is also the study of the conditions we live under, that in turn condition us" (p. 5). The other content about MEA was a passage of Gianpiero Gamaleri in "Media ecology, Neil Postman's legacy" (2019): "the world of communication has become an almost inextricable forest, in which we must identify roads and paths in order to be able to explore it to some extent" (p. 1). This statement is especially real when it considered the view of third sector health institutions, that need to understand the logic of the digital medias to gain support for their activities. These are the contributions I would like to share in a presentation during the MEA Convention.

Alexander Nikolaev
(Drexel University, USA)

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

Twitter is a micro-blogging platform with about 330 million users worldwide. Much of the platform is of a political nature, making Twitter an important new dimension of the public sphere. Trying to explore the Uses and Gratification hypothesis, as it applies to Twitter political debates, this paper produces interesting findings. First of all, the level of ideological segregation online may be lower than the previous research in this area indicated. At the same time, it is too early to proclaim the death of the Gratifications hypothesis because this study, while showing a high level of cross exposure, may provide an unexpected support for this theory. It comes from the conclusion that many people find gratification in entertaining themselves by political hate speech. And morality may be one of the main driving forces behind this phenomenon because the sense of one's own moral superiority is so gratifying.

Andrey Miroshnichenko
(York University, Canada)

Postjournalism: Celebrating the Past of Newspapers

All we knew about journalism was related to a news business funded by advertising. Because of the Google-Facebook duopoly, advertising has fled to the internet. The media are forced to switch to another source of funding – selling content to readers. However, they cannot sell the news because the news is already known to people from social media newsfeeds. Instead, the media offers the validation of already-known news within a certain value system and the delivery of the "right" news to others. The business necessity forces the media to relocate the gravity of their operation from news to values. Media outlets are increasingly soliciting subscriptions as donations to a cause. The need to pursue reader revenue and therefore the dependence on the audience, with the news no longer being a commodity, is pushing journalism to mutate into postjournalism. Journalism wants its picture to match the world; postjournalism wants the world to match its picture. The paper addresses the decline of newspapers as the last institution of Guttenberg literacy and celebrates their historical significance by exploring the shocks of their extinction.

COFFEE BREAK

4:15PM - 4:45PM

1.5 PARALLEL SESSIONS

4:45PM - 6:00PM

Room 113K

1.5.1 Mapas, Corpos, Mentas e Artes
(Portuguese Language Panel)

Room 117K

1.5.2 Cinematic Perspectives

Room 123K

1.5.3 Art, Exhibition and Spectacle

1.5 PARALLEL SESSIONS

4:45PM - 6:00PM

ROOM 113K

1.5.1 Mapas, Corpos, Mentas e Artes

Chair: Edgar Lyra (PUC-Rio, Brazil)

Débora Klempous
(ECA/USP, Brazil)

Mapas Subversivos e Processos de Reterritorialização

Se é possível afirmar que os dispositivos digitais de mídia locativa possam fomentar processos de desterritorialização, movimentando identidades, pessoas e significados (SAQUET, 2006), paralelamente, é também possível reconhecê-los como fomentadores de processos de reterritorialização, ou seja, de construção de novas formas de habitar um território, entendido aqui como ciberespaço ou "territórios informacionais" (LEMOS, 2007). Este artigo busca compreender os mecanismos de reterritorialização no ciberespaço, analisando plataformas que atuam como táticas biopolíticas contra o monopólio das Big Tech, confrontando os controles estatal, militar e industrial.

Camila De Paoli Leporace
(PUC-Rio, Brazil)

Mentas Interconectadas

Críticos da tese da mente estendida, proposta por Clark (2003; 2011; 2014), indicam como um aspecto problemático dessa abordagem a não delimitação da fronteira entre as mentes de diferentes indivíduos, que acabariam por se misturar. Uma forma alternativa de olhar para a questão surge se pensarmos que as mentes das pessoas estão, de fato, interconectadas, de modo que esse pode ser considerado justamente um aspecto elementar da constituição da cognição humana. Mais do que uma mera consequência de habitarmos o mesmo ambiente, a intersubjetividade é um dos fundamentos daquilo que somos e da maneira como pensamos, agimos, criamos, desenvolvemos projetos. Neste trabalho, apresento argumentos para isso fundamentados na perspectiva da cognição enativa tal como proposta por De Jaegher e Di Paolo (2007 por exemplo). As ideias se alinham com tendências observadas não somente em pesquisas acadêmicas, mas em relatórios como o One Hundred Year Study on Artificial Intelligence: no painel lançado em 2021, o destaque foi para a chamada "inteligência coletiva".

Lucia Dias Costa Barros
(PUC-Rio, Brazil)

Gê Viana: Na Ponta de Lança do Tempo

O intento do trabalho é refletir como o reconhecimento de mulheres como artistas contribui com o debate sobre o lugar da arte nos dias de hoje. A partir da leitura de Jacques Rancière, tendo como ponto de partida a noção de "regime estético" para se pensar o estatuto da obra de arte desde o século XIX e a discussão que Judith Butler mobiliza a partir de Susan Sontag a respeito da fotografia, colocando em questão o que se revela e o que se esconde mediante a escolha de enquadramentos. A obra da artista afroindígena Gê Viana, servirá de norte para o debate. No trabalho intitulado "Paridades", Gê Viana faz colagens com fotografias de indígenas produzidas no passado e no presente. Com isso, constrói um corpo híbrido, mesclado de temporalidades. A composição produz um choque entre denúncia e emancipação, ao mesmo tempo em que as imagens antigas colocam em cena a história de um Brasil colônia, a conjugação com as fotos do presente revela memórias soterradas, mas que permaneceram, não obstante toda trajetória de apagamento e violência sofrida por esses corpos. Surgem assim, figuras de resistência que se fazem ver pela própria voz. Em conformidade com as diretrizes de submissão para a proposta de artigos, procuro pensar como a arte contribui para a construção de possibilidades emancipatórias do corpo e da narrativa hegemônica.

1.5 PARALLEL SESSIONS

4:45PM - 6:00PM

ROOM 117K

1.5.2 Cinematic Perspectives

Chair: Wilson Oliveira (UNESA & PGCINE/UFF, Brazil)

Wilson Oliveira Filho
(UNESA/UFF, Brazil)

**Marcia Cristina Sousa (PPGCINE/UFF &
CAL, Brazil)**

“Cinema of Attractions” in a Media Ecology Perspective

Early cinema is deeply associated to a new media configuration. From the first youtube videos to tik toks and animated gifs, a scent of the first Lumière, Méliès, and Alice Guy-Blaché images can be felt. The aim of this paper is to think cinema of attractions, as the film theorist Tom Gunning conceptualized – to sum up, the engagement of the viewer’s attention -, in a media ecological point of view. Our goal is, with McLuhan and authors that extended the founding father of media ecology with a cinema studies proposal, think concepts like the expanded cinema of Gene Youngblood, and recently the idea of remediation in Paul Levinson or its amplification with Richard Grusin and David Bolter, to look in the rearview mirror attractions as media ecological issues. The Brazilian artists Raimo Benedetti’s performance “Cinema of attractions” help us to understand better our concerns and celebrate always the long life (or afterlife) of movies, in a pure expression of joy, through new digital media and also in a media archaeological sense.

Josué Baruj Gordon Guerrero
(Tecnológico de Monterrey, Mexico)

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

This paper presents a concrete study concerned with the ways in which Johnnie Toe’s movies of the last half of the first decade of the 2000 represent and make use of the kitchen as a space of social cooperation and fraternity for individuals undergoing uncertain times as the result of a challenging reconfiguration of their socio-political milieu and its traditional inter-personal relations. This text focuses on and analyzes the narrative and audiovisual strategies with which this special depiction of the kitchen is constructed and represented. Alongside, it also studies the relations and implications such a space has with the complex and challenging socio-political status particular to Hong Kong during the 2000’s.

1.5 PARALLEL SESSIONS

4:45 PM - 6:00 PM

ROOM 123K

1.5.3 Art, Exhibition and Spectacle

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

Icaro Ferraz Vidal, Jr.
(PUC-Rio, Brazil)

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

This paper takes up an important chapter in the process of institutionalization of Contemporary Art and problematization of historicism as the hegemonic approach to art. Its starting point is the proliferation of mega-exhibitions of contemporary art (biennials, triennials etc.) and the disputes over the role of museums in the context of what authors such as Hans Belting and Arthur C. Danto described, respectively, as “the end of art history” and “the end of art”. We aim to revisit these processes with attention to the gaps left by approaches that often neglect communicational aspects associated with the medialities of the collections and exhibitions themselves...If, on the one hand, mega-exhibitions are inseparable from the processes of globalization and spectacularization of culture, on the other, they establish a festive space-time that, in their seasonality, set the pace of social cycles and can be a powerful catalyst of debates and Events.

Cynthia Nahhas
(NYU, USA)

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

The MET Gala highlights the nuances of image culture and disables any strict categorizations, making my work a bricolage of various theories. In this presentation, I look at the MET Gala as a media event to understand its relation to spectacle culture and the pseudo-event. In my analysis, the MET Gala becomes exposed not just as a celebration of a new exhibit, but also a celebration of rituals that affirm neo-liberal myths. The MET Gala then, becomes a case study in the media ecology of the moment, asking and trying to answer the question: what is American culture today?

Marek Wojtaszek
(University of Lodz, Poland)

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

Although automation, biometrics, customization, and contactless, self-service devices have abounded to implement a new (both sanitary and cultural) regime of sterility and facilitate seamless passenger mobility through the airport, here I will focus upon the less functional domain, that of media art, whose presence in international airports has grown considerably. I will argue that far from contributing further to spatial alienation characteristic of the postmodern experience and rendering of airport as a non- place, digital apparatuses of various kinds but, most importantly, media art creatively redesigns the airspace, profoundly altering our perception and aesthetic experience of the terminal. I will account for how media art has aided airports in transforming the dreaded dwell time to swell time, thus enhancing passenger experience. Creating peculiar spaces of wonder, digital and often interactive media art not only fosters passenger relaxation and happiness, but also – deterritorializing the airport space – it simultaneously reformats our ritualized manner of perceiving and experiencing (media) art. Invested in passenger wellbeing, airport (code)space can thus play a supporting role in maintaining a healthier and happier society.

1.6 PLENARY SESSION

6:15PM - 7:30PM

RDC Auditorium

Explorations in Poetry & Pecha Kucha

Adeena Karasick (Pratt Institute, USA)

Lance Strate (Fordham University, USA)

Mike Plugh (Manhattan College, USA)

As media ecologists, we are accustomed to explorations in form. Poetry is one of the most profound experiments in the use of language, sound, and performance. We are very lucky to have a variety of poets in our community, and this plenary will feature selections from Lance Strate and Adeena Karasick.

In addition to poetry, the tradition of "pecha kucha" will be explored. Pecha kucha is the invention of ex-pats living in Japan, who wanted to explore the possibilities of Power Point, beyond the typical. Each pecha kucha is unique, although the format is structured at 20 slides x 20 seconds each. Adeena Karasick will share her pecha kucha experimentation, as will Mike Plugh.



1.7 WELCOME RECEPTION

7:45PM - 8:45PM

Solar Grandjean de Montigny Welcome Reception

The Media Ecology Association and our hosts at the Pontifical Catholic University of Rio de Janeiro invite you to socialize and enjoy the company of fellow convention-goers at our Welcome Reception at Solar Grandjean de Montigny.

Virtual Presentation: The Medium and the Light Award

We will be joined virtually by Howard R. Engel (The Marshall McLuhan Initiative) for the presentation of the Medium and the Light Award.



FRIDAY, JULY 8TH

CONVENTION SCHEDULE

2.1 PLENARY SESSION

9:30 - 10:45

RDC Auditorium

Celebration, Community & Song

Moderator: Robert Albrecht

(New Jersey City University, USA)

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 PARALLEL SESSIONS

11:00AM - 12:15PM

Room 102K

2.2.1 Continuing the Tradition: Graduate Studies in Media Ecology

Room 109K

2.2.2 Mídias e Questões de Diversidade
(Portuguese Language Panel)

Room 105K

2.2.3 Explorations in Poetry and Music

2.2 PARALLEL SESSIONS

11:00AM - 12:15PM

ROOM 102K

2.2.1 Continuing the Tradition: Graduate Studies in Media Ecology

Chair: Erik Garrett (Duquesne University, USA)

Participants:

Erik Garrett (Duquesne University, USA)

Anthony Wachs (Duquesne University, USA)

Austin Hestdalen (Duquesne University, USA)

Matthew Lindia (Duquesne University, USA)

Studies in media ecology originated primarily in relationship with theorists at the Toronto School of Communication. Original thinkers within the tradition, such as Marshall McLuhan, Eric Havelock, and Harold Innis, all taught at the Toronto School. However, the driving force of this school slowed in the 1970s. Thankfully, Neil Postman helped to normalize media ecological thinking at New York University, and a second generation of media ecologists were fostered within the department that institution. Eventually, the institutional influence of the New York School also faded. The media ecology tradition was continued by this the second generation of media ecologists, and their work in the creation of the Media Ecology Association. Formal education in the paradigm is now sporadically placed in the hands of media ecologists who integrate this paradigm into their individual classes, but few departments exist with a commitment to extending this tradition in the 21st century.

The sole department committed to extending this tradition in the United States in the 21st century is found at Duquesne University. This panel looks to showcase the type of work being done at this program in order to showcase the relationship of the tradition within graduate education in the 21st century and the formal departmental formation of the next generation of media ecologists. The panel recognizes the work being done outside of the department by those working to further the influence of media ecology thought, while highlighting the opportunities found within this new school of media ecology. The panel consists of four presentations, including two faculty presentations about the work done in the program and two student presentations focusing upon their experiences and the work they have done there.

2.2 PARALLEL SESSIONS

11:00AM - 12:15PM

ROOM 109K

2.2.2 Mídias e Questões de Diversidade

Chair: Claudia Montenegro (PUC-Rio, Brazil)

João Léste (PUC-Rio, Brazil)
Lucas Brazil (PUC-Rio, Brazil)
Jackeline Farbiarz (PUC-Rio, Brazil)

Jogos como Mídias Inclusivas: Análise de Inclusão LGBTQIA+, de Pessoas com Deficiência Visual da Periferia

Após dois anos de vivências de isolamento, distanciamento e interações via internet – houve um aumento preocupante em pessoas sofrendo com fadiga digital, entre outras questões psicológicas (Becker, et al. 2021). Sabendo que a indústria dos jogos está em crescimento (Grand View Research, 2022), e apoiando cada vez mais iniciativas educativas e de inclusão de grupos marginalizados (Asmodee, Galápagos Jogos, 2021), os encontros presenciais em torno dos jogos se apresentam como uma possibilidade de recobrar relações e comunidades que se encontram fragilizadas. O objetivo deste artigo é defender como os jogos, o ato de jogar, o ambiente onde se joga e a comunidade que se constrói neste contexto proporcionam experiências positivas, especialmente necessárias para grupos marginalizados. A fim de atingir este fim, serão analisados os contextos de três grupos já estudados no Eixo de Design Para Educação Inclusiva do LINC-Design (PUC-Rio): grupos LGBTQIA+, Pessoas com Deficiência Visual e Jovens da Periferia.

Luis Rodrigues
(PUC-Rio, Brazil)

Celebração como Fator Contribuinte para Pluralidade de Pensamento e Ação

Segundo ideias centrais do pensamento de Hannah Arendt, será preciso abrir espaço no mundo para uma pluralidade radical para se reconfigurar os complexos sistemas que hoje sustentam a vida em outra direção que não a da exploração insustentável e falência discursiva na qual rumamos. O poder de devastação oriundo da convergência de toda atividade humana para um modo de pensar e agir exclusivamente técnico-científico é elaborado também por Heidegger...Práticas que não visam, acima de tudo, tais objetivos são valiosas pois trazem abordagens impensáveis a partir do modo tecnológico. São preciosas por serem potencialmente disruptivas em contextos plurais, não por serem melhores alternativas em si mesmas. Nesse contexto, este artigo se debruça sobre a celebração em suas formas mais espontâneas e desinteressadas, e argumenta que ela ocorre justamente dentro de um tal modo de entendimento extra-tecnológico, contribuindo para uma pluralidade mais genuína e potente.

Jemima Bispo de Jesus
(Universidade Federal Juiz de Fora, Brazil)

Iluska Coutinho
(PPGCOM-UFJF, Brazil)

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

A pandemia provocada pelo Coronavírus evidenciou uma das principais características do jornalismo: a visibilidade pública dada aos fatos, temas, pessoas e grupos dos mais diversos setores da sociedade, estabelecendo seu status de espaço público da contemporaneidade. Contextos como esse, além de outros episódios ao longo da história, oportunizam alterações profundas na práxis, formatos, enquadramentos e protagonistas das notícias, além de remodelar a experiência do público. Analisar as novas abordagens práticas e teóricas do jornalismo é papel dos estudiosos da ecologia da mídia, entendida no conjunto de seus ecossistemas.

2.2 PARALLEL SESSIONS

11:00AM - 12:15AM

ROOM 105K

2.2.3 Explorations in Poetry and Music

Chair: Thom Gencarelli (Manhattan College, USA)

Kalina Kukielko
(University of Szczecin, Poland)

Artur Skweres
(Adam Mickiewicz U., Poland)

Krzysztof Tomanek
(Jagiellonian University, Poland)

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

In the late 1960s, Marshall McLuhan, in collaboration with graphic artist Quentin Fiore (co-author of *The Medium is the Massage*), published an extraordinary deck of cards called *Distant Early Warning*. The name, referring to the American radar defense system in the second half of the last century, is not accidental. According to McLuhan, art is such an early warning system "that can always be relied on to tell the old culture what is beginning to happen to it." In our speech, we would like to present the results of our project in which we will use McLuhan cards in a different way. We will use the DEW deck to create a poem that will be created - contrary to expectations - during the game called *War* (it is one of the oldest card games, the origins of which date back to the 14th century). We assume that, despite its military character, it will allow us to create a text with a pro-social meaning.

Melissa del Mar
(Tecnológico de Monterrey, Mexico)

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

This research explores the impact of reading and writing Mexican poetry of the XXI Century in the development of individual and collective identity in students between 18 and 25 years of private higher education in the metropolitan area of Mexico City. By introducing a creative writing methodology, this paper and its research demonstrate the needs of expression, creation, and listening that such a sector of the population currently has, as well as the positive impact that interacting with poetry has on students' wellbeing.

Rea Beaumont
(University of Toronto, Canada)

Finding the Future

In this lecture-recital Canadian composer-pianist Rea Beaumont explores her creative process, finding inspiration at a time of global uncertainty, and composing works as expressions of hope and joy during the pandemic lockdowns.

LUNCH BREAK

12:15PM - 1:30PM

Group Photo

Solar Grandjean de Montigny

2.3 PARALLEL SESSIONS

1:30PM - 2:45PM

Room 113K

2.3.1 Language and Environment

Room 117K

2.3.2 Media and Justice for the Vulnerable

Room 123K

2.3.3 Explorations in Media and Pandemic

2.3 PARALLEL SESSIONS

1:30PM - 2:45PM

ROOM 113K

2.3.1 Language and Environment

Chair: Edgar Lyra (PUC-Rio, Brazil)

Paul Meighan
(McGill University, Canada)

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

This presentation, which underscores a 2022 conference theme of how technology can be a connecting agent, will synthesize some key takeaways on the role of digital and online technologies in ILR over the past three decades since the foundation of the World Wide Web in 1989. The presentation will stress the importance of place-based relationships in technology as part of an “extended ecology” which connects Elders both within and across communities with future learner-speakers. The presentation will highlight how Indigenous communities, content creators, scholars, and visionaries have contributed to an ongoing decolonization of the digital landscape and more self-determined, relational technology use in ILR. Implications for the future of decolonizing, relational technology for majority languages, such as English, will also be discussed.

Olga Hazanova
(Moscow Pedagogical State University, Russia)

Maria Polski
(East-West University, USA)

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

At each historical stage of development, humanity creates a stratum of genres and texts in the communication medium prevalent at the time: oral, then written, then printed, etc. Each medium has a “bias” towards certain types of genres and texts. This stratum of genres and texts is a message of humans to the future generations. Analysis of the specific features of genres, types, and sub-types of texts in different media created at different strata of communication history allows to formulate the semantic, cultural, and historical functions of language. The paper presents such analysis conducted by Yuri Rozhdestvensky who, through the cultural and semantic functions of language, shows that human language carries culture-forming energy required for our sustained development, and thus goes beyond the set of functions of language formulated by R. Jakobson. Rozhdestvensky’s views are also contrasted with Korzybski’s, who defined the human language as a “hindrance” on the way of human progress and called for its restricted semantic version.

Richard H. Thames
(Duquesne University, USA)

Kenneth Burke and Media Ecology

When Kenneth Burke was introduced to the discipline in the early 50s with the publication of *A Rhetoric of Motives*, he was an awkward fit. He came to rhetoric through literary studies, while the discipline had spent nearly half a century distinguishing itself from English. Having split from departments studying literature, the new discipline had considered epideictic a corruption of the pragmatic, political nature of a true rhetoric whose birth coincided with the emergence of democracy in ancient Athens. A constant complaint about Burke for 20 years was his not adequately distinguishing between rhetoric and poetry. With the emergence of Media Ecology in the late 60s and early 70s, Burke found a discipline more congenial to his orientation. Rather than the standard distinction between rhetoric as “impression” versus poetry as “expression,” between rhetoric’s concern for audience versus poetry’s disdain, between rhetoric as “heard” versus poetry as “overheard,” Burke distinguished between rhetoric as “content” and poetry as “form.” Burke emphasized the ontological aspect of poetry which involved the exercise of our nature as “bodies genetically endowed with the ability to learn language”—i.e., linguistic play. In *Counter-Statement* he defined poetic form as the “creation and satisfaction of a [natural] appetite.” He illustrated the appeal of pure form devoid of content by pointing to the sounding of an arpeggio’s first two notes creating a desire for a third, a resolving note for which “the body cries out.” Such an appeal is universal and timeless.

Lance Strate
(Fordham University)

Science, Progress, and Korzybski’s Progressive Vision

Alfred Korzybski’s first book was a response to the personal trauma he experienced during the First World War, and also the collective trauma of the first modern war, the Russian Revolution which led to the establishment of the first communist state, the industrial revolution and modernity, and the beginnings of fascism and Nazism. The concept of time-binding that his argument rests upon is related to Korzybski’s background as an engineer, with further implications for economics and ethics. Based on this, he puts forth a utopian proposal in *Manhood of Humanity* of society governed by engineers and scientists, paralleling a similar possibility presented by Thorstein Veblen. Although his emphasis later shifted from the societal to the individual, the progressive vision that originally motivated him remained characteristic of his work.

2.3 PARALLEL SESSIONS

1:30PM - 2:45PM

ROOM 117K

2.3.2 Media and Justice for the Vulnerable

Chair: Austin Hestdalen (Duquesne University, USA)

Cosette Castro
(FES, Brazil)

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

In this paper I analyze the challenges of activists with social vulnerability who continued to act online or face to face during the pandemic, especially black and indigenous women. I also studied the forms of resistance found in the period between March 2020 and July 2021. On the other hand, I analyzed leaders of organized social movements or those in the process of being formalized to understand how these leaders organized themselves in the digital world. The qualitative and quantitative research was carried out through online questionnaires and online focus groups with activists with social vulnerability and leaders of organized social movements in different places of Brazil. A long period of turmoil has seen social division, self-isolation and perpetual stress become our daily norm. Through various conflicts and trials, it has been the strength of our relationships and associations that have sustained us. This research also followed the digital difficulties in Brazil, finding levels of partial and total digital exclusion among the analyzed groups. Despite the difficulties of using the digital world, activists and leaders of Brazilian social movements sought alternatives thorough resistance and solidarity, including sharing access to the internet and cell phones. This reflection is based on research research "New Forms of Representation in the facing of Digital Transformation" finished in December 2021 to Friedrich Ebert Stiftung Foundation.

Marilia Martins
(PUC-Rio, Brazil)

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

The murder of Marielle Franco and her driver Anderson Gomes, in March 2018, in Rio, was a major political event that mobilized millions of protests all over Brazil and in many cities in the world. Four years after the murder, waves of demands for justice still shake web with thousands of activists, artists, designers, influencers and millions of users of social media platforms. This article will analyse how emotions play a fundamental part in the spreading of information and engagement. The article collects data, including visualization diagrams, emojis, collections of words and hashtags, facial expressions, calls for actions, memes, photo and video montages, to show how emotions are translated in different fluxes of narratives, that modulates the public debate in social media. So, the main focus of this article is the relation between emotions and fluxes of narratives online.

Panayiota Tsatsou
(University of Leicester, UK)

Celebrating Vulnerability in the Perplexed Digital Realm

This paper celebrates recent and ongoing research on vulnerable people's digital inclusion, shedding light on the dialogue initiated by – among others – the recent special issue titled 'Vulnerable People's Digital Inclusion in a Perplexed Milieu of Intersectional Vulnerabilities' (New Media & Society, Vol. 24, Issue. 2, February 2022). Unpacking this and other recent and ongoing research in this area, the paper aims to unpack key lessons and insights into 'vulnerability' in the context of a perplexed digital inclusion/exclusion domain.

2.3 PARALLEL SESSIONS

1:30PM - 2:45PM

ROOM 123K

2.3.3 Explorations in Media and Pandemic

Chair: Giselle Ferreira (PUC-Rio, Brazil)

Nicolas Bargiela
(UNESP, Brazil)

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

Throughout the last two years we were forced to reevaluate our relationships. Being distant from one another was the new norm and our everyday contact would be diminished by the usage of our computers and cellphones. While being affected by the COVID-19, I had to distance myself from the ones I loved and eventually had to be placed in the ICU. How can one be in touch with one another if we are being overwhelmed by an infectious disease? How is the information shared between doctors and family? Having someone you love being even more distant. As someone who spent 43 days in ICU, I want to detail the experience of the ones who shared the near-death experience and how the social connections were made while being isolated.

Peggy Cassidy
(Adelphi University, USA)

Filling in the Blanks: Restoring Collective Memory after Pandemic Disruptions

The COVID-19 pandemic has disrupted lives and wreaked havoc on the way we understand ourselves and the world around us. In particular, the effect on collective memory will be explored? What was the world like before the pandemic and are we remembering it clearly?

Fernando Gutierrez
(Tecnológico de Monterrey, Mexico)

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

In this presentation, we explore some of the effects observed by the excessive use of media due –in part– to the restrictions imposed by the Health Authorities as a consequence of an uncontrolled pandemic. The great diversity of media, the almost null control of them by the government, the strong dependence we show on them, and the limited understanding of their structure and syntax; generate a complex and adverse panorama for people who cannot assimilate everything they receive through them.

2.4 PARALLEL SESSIONS

3:00PM - 4:15PM

Room 102K

2.4.1 Topics in General Semantics

Room 109K

2.4.2 The Big Deal about Entertainment

Room 105K

2.4.3 Educação, Interação e a Perspectiva Ecológica
(Portuguese Language Panel)

2.4 PARALLEL SESSIONS

3:00PM - 4:15PM

ROOM 102K

2.4.1 Topics in General Semantics

Chair: Mike Plugh (Manhattan College, USA)

Participants:

Lance Strate (Fordham University, USA)

Thom Gencarelli (Manhattan College, USA)

Mike Plugh (Manhattan College, USA)

Neil Postman called general semantics "media ecology writ large." It's not a coincidence that the two fields have remained very close, both in terms of ideas and concerns, but all in relationships. The panelists on this roundtable make up the current leadership of the Institute of General Semantics and the New York Society for General Semantics, not to mention this Media Ecology Association. The roundtable will feature discussion of the synergies between the fields and their principle organizations, as well as engaging with contemporary issues through the lens of "what is going on," or WIGO. Finally, discussants will put into perspective the recent 100-year anniversary of Alfred Korzybski's "Manhood of Humanity." What does it have to offer a contemporary audience and how do we understand it today?

2.4 PARALLEL SESSIONS

3:00PM - 4:15PM

ROOM 109K

2.4.2 The Big Deal about Entertainment

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

Perdita Biddlecombe
(NYU, USA)

The Super Bowl: Celebration, Community and Affirmation

The Super Bowl is a compelling case study for the ways in which sport can encapsulate celebration, community life, and affirmation of social values. Huge amounts of money and jobs contribute to making it one of the biggest and most memorable sports events worldwide. Real describes the Super Bowl as a 'ritualized mass activity' which 'structurally reveals specific cultural values proper to American institutions and ideology' (1975: 92, 93). Taking this as analysis as a starting point, I propose to explore the ways in which the significance of the Super Bowl extends beyond the mechanics of the game to incite celebration. Individualism, sportsmanship, globalisation, and The American Dream are all values that the audience see reflected within the game itself, and they celebrate those features as a collective during Super Bowl parties – thereby illuminating the games' importance as a socialisation process.

Diego Paleólogo
(ECO-UFRJ, Brazil)

The New Haunted Media: Imagining Possible Ghosts in Turmoil Times

New subjectivities arise in times of crisis as an assemblage of time, experience, ethics, politics, porn, sorrow, loss and... celebration. Discourses about the end of the world affect us in many directions. We are in need of alliances between human and non-human, a new common, other desires. To move through such territories, we will follow threads by Silvia Federici, Jack Halberstam, Tom Gunning, Jussi Parikka, Donna Haraway, Rosi Braidotti, Steven Shaviro, Omar Rincon. The present paper will fit the convention theme as it moves through uncertain terrains of speculations about the present. We will follow ghosts through recent movies, lend our bodies to the dead in order to become unmaterialized images ourselves and weave something between Jurassic Park and The Walking, as Rincon evokes. Or maybe we will weave a precarious ghost that will dance through the night and disappear.

Martha Terenzo
(FIAP, São Paulo, Brazil)

Brands as Content and Entertainment Producers

Technology and social media allow the hybridization of narrative formats, progressively more costumed to their audiences, that is often enticed to participate and produce new content in fragmented and entertaining formats. Given that technology allows access, it also generates immersion through vivid histories in multiple transmedia formats such as Branded Content, hybrid narratives, brand placement, brand experience. Therefore, the communication industry has been changing rapidly for educators, students, and professionals of this sector, creating new opportunities but consequentially generating new challenges regarding an overload of production of information, dispersed attention, media fragmentation and hybrid new formats, that carry no formal conceptualization on the market.

2.4 PARALLEL SESSIONS

3:00PM - 4:15PM

ROOM 105K

2.4.3 Educação, Interação e a Perspectiva Ecológica

Chair: Rosália Duarte (PUC-Rio, Brazil)

João Léste
(PUC-Rio, Brazil)

Rudi Alexandre Solon
(ECA-USP, Brazil)

**Ilusões Algorítmicas:
Mágica como Ferramenta
para Literacia Digital**

Através do processo de criação de uma série audiovisual que utiliza a mágica para promover literacia algorítmica, o objeto de estudo deste artigo é a interface da mágica e o algoritmo no processo educativo. Tomando a separação de estudos sobre algoritmos proposta por Lee & Larsen (2019), analisamos o processo de produção dos vídeos que utilizam a linguagem do ilusionismo para abordar o ecossistema dos algoritmos, seu funcionamento, bolha algorítmica, viés nos algoritmos e a transcodificação do universo aparente por números. Uma vez que a arte mágica tem sua essência em uma técnica para produzir o impossível, enxergamos relevância do uso desta arte como elemento discursivo no cenário de mídias digitais para promover uma literacia baseada na tecnicidade e questionamento sobre o real e a ilusão.

Jadna Rodrigues
(PUC-Rio, Brazil)

**Netnografia como Método de
Pesquisa sob uma Perspective
Ecológica**

Este trabalho discute como as novas mídias e suas técnicas podem servir como suporte para as pesquisas acadêmicas. Acredita-se que, como ferramentas metodológicas, essas tecnologias acrescentam novas possibilidades de uso dos métodos de análise convencionais. Para ilustrar, abordaremos as transformações do método etnográfico e as adaptações de suas técnicas/procedimentos padrões. A exemplo disso, temos o caso da pandemia do Covid-19, que impossibilitou a realização das pesquisas de campo in loco e forçou novas iniciativas. É a partir da teoria tetrádica proposta pelos autores que buscaremos colocar em questão da utilização das entrevistas da pesquisa de campo via provedor de tecnologia VoIP (Voice over Internet Protocol). Esta ferramenta, utilizada na netnografia, amplia os recursos oferecidos pelo método etnográfico tradicional. Por fim, consideramos que a adaptação de procedimentos tradicionalmente empregados indica um caminho possível para as pesquisas científicas, num período em que a necessidade do isolamento social se impõe, e a presença em campo pode representar riscos à saúde.

Placide Okalema Pashi
(PUC-Rio, Brazil)

**Acesso Desigual às TIC como
Mediação Fetichista do
Sistema Capitalista: Papel e
Responsabilidade das Mídias
na Promoção de uma
Sociedade Igualitária e
Inclusiva**

The purpose of this article is to show how unequal access to information and communication technologies (ICT) is a fetishist mediation of the capitalist system. Indeed, the unequal access to ICTs, which creates the socio-economic divide, reflects, in reality, the capitalist will to perpetuate its system of production and domination across generations. This will is due to the inclusion of the social relations of production of knowledge in relations of personal dependence. Capitalist social relations, in this case, are not presented for what they are, namely relations of exploitation and domination. On the contrary, they are objectified in the social representation of the object such as ICTs and their unequal access; they take the form of a relationship between things, to which we attribute the power to configure the social order.

Heloisa Dias Bezerra
(UNIRIO, Brazil)

Wagner da Silveira Bezerra
(PUC-Rio, Brazil)

**A "Leitura do Mundo, Leitura da
Palavra," de Paulo Freire, sob a
Perspectiva da Ecologia das Mídias,
de Postman e McLuhan**

No ano do centenário do nascimento do patrono da educação no Brasil, neste artigo, tomo como referência o conceito paulofreireano "leitura do mundo, leitura da palavra", buscando aproximar a perspectiva epistemológica de Paulo Freire, do ponto de vista da ecologia das mídias, sob a ótica de Postman e McLuhan, como um guia para entender o mundo da vida como uma extensa rede de conexões. Rede que se multiplica quando determinada tecnologia se insere em determinada cultura e passa a atuar sobre todo o sistema, como um organismo com vida própria, que irá se alterar e se reorganizar a partir dessa tecnologia. A palavra a que Paulo Freire se refere é aquela que viceja ao associar conceitos que emergem do ensino-aprendizagem à experiência prática e criativa do cotidiano. A palavra que não contrapõe os saberes do mundo, ao invés disso, aproxima-os e lhes empresta significação. Pensada ecologicamente, a palavra é também tecnologia que codifica, apreende e transforma a realidade. Como nos idiomas que algumas vezes expandem ou diluem fronteiras e ao mesmo tempo, em sentido inverso, limitam o acesso e, com isso, reduzem possibilidades.

COFFEE BREAK

4:15PM - 4:45PM

2.5 PARALLEL SESSIONS

4:45PM - 6:00PM

Room 113K

2.5.1 Cityscapes

Room 117K

2.5.2 The Power of the Arts

Room 123K

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

2.5 PARALLEL SESSIONS

4:45PM - 6:00PM

ROOM 113K

2.5.1 Cityscapes

Chair: Erik Garrett (Duquesne University, USA)

Andrew Wynn
(Eckerd College, USA)

**Concrete Media and Mobile
Determinism: expressions of the
City and the Car**

The automobile remains the most pervasive medium of transportation in the modern United States. For over one hundred years, automobility has been shaping our social, economic, political, cultural, environmental, and effective ways of moving, living, and being. In this paper, we seek to critically explore the relationship between the car and city each as a medium and their effects on each other. In the context of an ethnographic study of private, public, and professional mobility in the City of St. Petersburg, Florida, we adopt the combined lenses of the McLuhans' laws of media (1980), Postman's five things to know about technological change (1998), and Strate's (2017) three human conditions and media environments. As such, the goal of this study is twofold: 1) the paper will discuss how the city and car currently configure human movement and non-movement in this case, and 2) the study will show what avenues of thinking the three media ecological tools open up when applied together. Ultimately, we introduce the concepts of "concrete media" and "mobile determinism," and point to opportunities for connecting media ecology with the fields of mobilities research, infrastructural justice, and spatial rhetoric.

Fabíola Ballarati Chechetto
(PUC-São Paulo, Brazil)

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

Boars roaming the Ramblas of Barcelona, jellyfish floating through the canals of Venice: while human animals were isolated in quarantine and lockdown due to the Covid-19 pandemic in 2020, the urban space received unusual visits from peacocks, monkeys, rabbits, flamingos, bears, alligators, sheep and even cougars. This study analyzes the ways in which celebration can happen as a phenomenon of nature and culture if, by an unexpected situation, entropically, universes historically separated by the Western ethos are put back into new contact in the public space. What do we want to see, showing the city taken/invaded by animals, as an exotic or playful spectacle? The celebration, in this research, develops on the implicit/explicit threshold of play and threat worked out by Bateson (1972/1987a), in a possible conjuncture or contradiction with "the festive existence for the other, to reencounter the other, for the purposeless play with the other" in the thought of Flusser (2019, p.240-241). We analyzed information overload in these environments and their cognitive consequences when extending the mind (LOGAN, 2012) and, in the communicative dimension, the semiotic transformations of gesture and logocentrism in image (FERRARA, 2013), ecologically in mediatization by beings and cities. How to reanimate clues and propositions of communicating communicative relations, or metacommunication by Bateson and Ruesch (1951/1987b), if these overlaps, or what derives from them, are not exhausted in codifications, but find infinite framings in the reciprocity of exchanges?

Rodrigo Rossi Morelato
(Rio de Janeiro State University,
Brazil)

**Mutirão: Media Ecology and
Communication for Change in the
Rural City**

This article describes how some media ecology concepts can enlighten agroecological practices of communication for change. It takes the Agroecological "Mutirões" realized at the city of Rio de Janeiro as an empiric case study, which have been the subject of ethnography fieldwork since 2015. The "mutirão" is how is anthropologically described one type of collective action and mutual assistance that originated in the Latin American countryside. Its difference from other kinds of rural labor lies in the celebrative environment that necessarily must be held on these occasions and whose responsibility providing lies in the receiver of those aids or improvements.

2.5 PARALLEL SESSIONS

4:45PM - 6:00PM

ROOM 117K

2.5.2 The Power of the Arts

Chair: Lance Strate (Fordham University, USA)

Robert Albrecht
(New Jersey City University,
USA)

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

For all their wonder and myriad of practical applications, electronic media have formed environments that are remote, impersonal, and totally out of touch with essential aspects of human nature. The on-going pandemic has only increased this divide as we are forced to replace in person communication with remote forms of interaction. Important communication tools and folkways--such as collective singing--which have historically brought disparate individuals and generations together are rapidly vanishing. When people do not develop the habit of singing and do not have regular opportunities to do so, the activity becomes alien to them and they become inhibited—even terrified or hostile—at the thought of singing out loud in public. At the risk of sounding trivial or perhaps a bit foolish, I will argue in my paper that one of the most beneficial things we can do in our present media environment is to sing more. Singing is not a cure all remedy but it is an important counterbalance to a culture increasingly dominated by electronic forms of communication.

Rea Beaumont
(University of Toronto,
Canada)

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

Composers have created some of their most optimistic works during times of personal distress or turbulent political times. Striking a balance between influences from external factors and the inner creative drive is a periodic conundrum for professional artists. The image of the artist as a solitary figure leads us to question whether artistic inspiration and creation thrives in isolation, or if intentional and purposeful disengagement allows artists a concentrated time to focus solely on their art. Drawing on philosophies in the aesthetics of music, this article explores the context in which music is created and considers the extent to which external and internal influences impact an artist's creative direction.

Adeena Karasick
(Pratt Institute, USA)

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

If irony functions through a sense of detachment; and empathy proffers a sense of connection, these modes of communication seem oppositional, dichotomous and irreconcilable. However, read through a Korzybskian model of “a consciousness of abstraction”, and with reference to Plato, Aristotle, Freud, Hobbes, Kant, Kierkegaard and McLuhan, I would like to posit that through a study of the way irony functions in an “allatonceness” of both connection and disconnection; empathy and detachment; it can offer a discursive model needed for this present moment. Not a non-ironic, over-sentimentalized discourse which glosses over darkness, tragedy, and discomfort but rather one that is both distancing, subversive and full of affect, and thereby underscores how modes of complex communicative strategies problematize the foundations of systemic infrastructures, crucial for transformation and change.

Thom Gencarelli
(Manhattan College, USA)

Time Binding in Art

Time-binding is largely understood to be the province of our discursive symbol systems and communication: language, but also mathematics, science, and applied science – which is to say, it is regarded as a project of the humanities, sciences, and social sciences. This paper posits that time-binding is a project within the arts in general as well as the sciences and social sciences. By focusing on the histories of painting and music since the Middle Ages, it examines and argues how artists time-bind within their particular and chosen art form, how painting and music (and, by extension, all of our arts) bind time across their history but also as part of the entirety of our human endeavor, how the purpose of time-binding within the arts differs, in critically important ways, from the purposes of our discursive learning, and most importantly how these non-discursive means of communication contribute to the human endeavor in ways that students of time-binding cannot and should not ignore.

2.5 PARALLEL SESSIONS

4:45PM - 6:00PM

ROOM 123K

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

Chair: Édison Gastaldo (CEP/FDC, Brazil)

Filipe Mostaro
(UERJ, Brazil)

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

Este trabalho investiga as relações entre os atributos exigidos para os treinadores de futebol na imprensa e o conceito de tecnopólio de Neil Postman. As ferramentas tecnológicas inseridas no esporte a partir dos anos 2000 procuram valorizar uma padronização do jogo através de esquemas, números e estatísticas. Defendemos que essas novas tecnologias alteram o ambiente do futebol. Uma alteração que pretende influenciar as interações, reforçando este modelo de gestão como o único possível. A técnica do técnico será a eficiência e objetividade, com cálculos técnicos sobre as decisões durante o jogo, uma visão tecnocrata que reduziria o papel dos atletas a “peças que se encaixam” em um sistema previamente elaborado.

José Samuel Martínez Lopez
(Universidad Iberoamericana, Ciudad de Mexico)

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

Because the problem of our world society (functionally differentiated) in which we currently live is not the lack of integration, inter-connection or coordination between the different areas or subsystems of society, but the excess of it (the over- integration); It is a fact that while the COVID-19 pandemic spread rapidly (via the domino effect) throughout all regions of the world, the same global health emergency, in addition to producing crises, destabilizations and different types of negative effects in various areas or sectors (as in the case of tourism and the live entertainment sector), paradoxically it also allowed other areas or subsystems (such as remote communication companies, digital media and streaming companies) to become stronger and even grow. In the case of sport-entertainment, despite being an area of celebration rituals, what happened after the spread of the pandemic was that many professional athletic competitions were canceled or postponed (as happened to the Tokyo Olympics 2021) and others were reluctantly held in empty stadiums (without the physical presence of fans). Relying on the theory of social systems, in this paper we explain why despite the crisis generated by the pandemic and the fact that fans were not allowed access to athletic competitions, it was crucial and positive that in 2021 if they were produced and perform the Tokyo Olympics in communication terms for different media audiences.

Leonardo Turchi Pacheco
(UNIFAL, BRAZIL)

Édison Gastaldo
(CEP/FDC, Brazil)

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

This paper analyzes the narratives and the disputes of perception among Flamengo's soccer fans of an event entitled “Pet's Goal” at the decision of the Carioca's Championship of 2001. In order to so we employed the database of the project “Soccer Fans: life, passion and death in the country of football” comprised of 112 interviews of soccer fans from a series of regions of Brazil. Five out of one hundred and twelve were selected. Through these narratives, it was possible to reflect upon the construction of memory as a social process and highlight its disputes that intertwine the dimensions of temporality, corporal techniques perceptions and authority.

2.6 PLENARY SESSION

6:15PM - 7:30PM

RDC Auditorium

Finding Ong's Way Through: Walter Ong's Method for Media Ecology



Paul Soukup, S.J.

(Santa Clara University, USA)

2022 Walter J. Ong Award for Career Achievement in Scholarship

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 FILM PRESENTATION

7:45PM - 8:50PM

ROOM 102K

Torcedores: Vida, Paixão e Morte no País do Futebol

(Soccer Fans: Life, Passion and Death in the Soccer Country)

(Dir. Édison Gastaldo, Brazil, 2019, 66 min.)



Torcedores (Soccer Fans) is a full length documentary film directed by the Brazilian anthropologist Édison Gastaldo. Based on a set of 112 video recorded interviews with ordinary soccer fans from all over Brazil telling about their lives with their team of choice. Stories of passion, glory, humor and defeat. Stories of fear, anguish and fury. Stories of life and death in the soccer country. Stories of Brazil. **(Portuguese with English subtitles)**

2.8 MEA JAM SESSION

8:00PM - 9:30PM

Junito Brandão Auditorium

The MEA Jam Session has been an informal part of our convention tradition for many years. Media ecologists who have a passion for singing and performing have long carried their favorite instruments and voices to our proceedings. We invite you to bring your instruments, voices, and good spirits to jam together in the Junito Brandão Auditorium.



SATURDAY, JULY 9TH

CONVENTION SCHEDULE

3.1 PLENARY SESSION

9:00AM - 10:15AM

RDC 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.

NOTE: Please enter the room silently. At approximately 9:10 the moderator will break the silence to offer some advice & instruction in the meeting format.

3.2 PARALLEL SESSIONS

10:30AM - 11:45AM

Room 102K

3.2.1 Reading Colin Koopman's "How We Became Our Data"

Room 109K

3.2.2 Mídia e Pesquisa em Educação: um Showcase Celebratório de Pesquisas Realizadas na (e Apesar da) Pandemia de COVID-19
(Portuguese Language Panel)

Room 105K

3.2.3 The Social Media Maelstrom

3.2 PARALLEL SESSIONS

10:30AM - 11:45AM

ROOM 102K

3.2.1 Reading Colin Koopman's "How We Became Our Data"

Chair: Erik Garrett (Duquesne University, USA)

Participants:

Erik Garrett (Duquesne University, USA)

Mike Plugh (Manhattan College, USA)

Austin Hestdalen (Duquesne University, USA)

The University of Chicago Press writes, "In *How We Became Our Data*, Colin Koopman excavates early moments of our rapidly accelerating data-tracking technologies and their consequences for how we think of and express our selfhood today. Koopman explores the emergence of mass-scale record keeping systems like birth certificates and social security numbers, as well as new data techniques for categorizing personality traits, measuring intelligence, and even racializing subjects. This all culminates in what Koopman calls the "informational person" and the "informational power" we are now subject to."

Discussants on this rountable will review the claims and arguments found in Koopman's book, highlighting perspectives and themes relevant to media ecology. How would media ecologists describe these phenomena and is it fair to say that Koopman's is doing media ecological work?

3.2 PARALLEL SESSIONS

10:30AM - 11:45AM

ROOM 109K

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

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

Cíntia Costa Barreto
(PUC-Rio, Brazil)

Giselle Martins dos Santos Ferreira
(PUC-Rio, Brazil)

Tendências da Podosfera "Educativa" Brasileira

Com cerca de 34,6 milhões de ouvintes, o Brasil ocupa hoje o segundo lugar no ranking dos países que mais consomem podcasts, atrás apenas dos EUA (ABPod, 2021). Muitos aderiram a esta mídia a partir da pandemia da COVID-19, alegando que o formato intimista contribuía para que se sentissem menos sozinhos em contexto de isolamento social (Globo, 2021). Além de entretenimento e informação, os podcasts têm como um de seus principais objetivos declarados, tanto por produtores, quanto por consumidores, promover a aprendizagem. De fato, a podosfera brasileira é rica em ofertas categorizadas como "educativas", mas esses podcasts não são, via de regra, produzidos por instituições educacionais. Esta comunicação apresentará reflexões fundamentadas em uma pesquisa de mestrado que objetiva compreender, a partir de um recorte da podosfera, como são constituídos os podcasts categorizados como "educativos". A produção e o consumo de podcasts figuram de modo promissor na literatura acadêmica relativa a usos em contextos da educação formal, mas, diante da vasta oferta de podcasts caracterizados como "educativos", a pesquisa aborda questões relativas à sua produção, seus produtores e seus propósitos de produção, bem com o conteúdo desses podcasts. Tomando como empiria os próprios podcasts, bem como material promocional de sites e comentários em fóruns de discussão, serão apresentados achados preliminares de uma análise que focaliza gêneros e temas, com o intuito de identificar tendências e preferências relativas às formas nas quais, no atual contexto de midiática da educação, concebe-se aquilo que se qualifica como "educativo".

Camilla Bomfim Borges
(PUC-Rio, Brazil)

Giselle Martins dos Santos Ferreira
(PUC-Rio, Brazil)

**Reflexões sobre Usos de Storytelling por
Professores Influencers**

As mídias vêm ganhando cada vez mais espaço em nossas vidas, contribuindo para profundas transformações em nossas formas de adquirir e produzir conhecimento. Nesse contexto, o ensino e aprendizagem vêm escapando aos confins das salas de aula formais para ocupar outros espaços que vêm sendo utilizados maciçamente para fins educativos: as redes sociais. Esta comunicação consiste em um recorte de uma pesquisa de mestrado cujo objetivo geral é compreender como se constitui um novo tipo de professor surgido no atual contexto de midiática da educação (Rawolle; Lingard, 2014): o professor influencer. Esses professores atuam em um cenário no qual muitos conseguem atrair números expressivos de alunos/seguidores, alcançando, em alguns casos, o status de celebridade. Professores influencers trabalham em redes sociais produzindo materiais pedagógicos a partir da utilização de técnicas de storytelling. Trata-se, aqui, segundo Couldry (2008), de um conjunto de técnicas que propicia a contação, a troca e o armazenamento de narrativas pessoais na Web. Diante da pluralidade das mídias utilizadas, essas narrativas difundem-se de formas distintas que permitem sua retransmissão e reutilização. A pesquisa baseia-se em uma etnografia virtual conduzida pela primeira autora no contexto do ensino de português e redação nas plataformas Instagram e YouTube. Sendo nativa desse campo, utiliza-se de storytelling como técnica e como vivência, com o intuito de promover conexões intelectuais, afetivas e emocionais com seus alunos/seguidores. Esta comunicação irá apresentar reflexões relativas aos usos feitos de storytelling por professores que, ao protagonizar narrativas articuladas nos conteúdos que exibem nas redes, reconstroem-se como sujeitos.

Mariana Muniz Oliveira
(PUC-Rio, Brazil)

Mylene Mizrahi
(PUC-Rio, Brazil)

Etnografia em Tempos de Pandemia: um Caminho Possível?

O trabalho em tela apresenta o redesenho de uma pesquisa de mestrado em Educação, inicialmente projetada para tomar uma escola no Complexo da Maré, no Rio de Janeiro, como locus principal. Medidas sanitárias foram impostas como tentativa de diminuição do avanço do contágio da COVID-19, em 2020, ano do efetivo trabalho de campo. Foi realizada uma "etnografia da materialidade da violência em uma escola da Maré" por novas entradas, que não a participação efetiva da pesquisadora no cotidiano da escola. Nosso objetivo no início da pesquisa era observar elementos que materializavam a violência dentro e fora da escola: sons, mensagens via aplicativos, "coisas" como um "acontecer", ou melhor, um lugar onde vários acontecimentos se entrelaçam segundo perspectiva de Tim Ingold (2012). A tentativa era sempre acompanhar os feixes trazidos pelas "coisas" em suas significações e em seus impactos na vida dos envolvidos no cotidiano escolar, como os deslocamentos realizados ou não por pais, alunos/as e funcionários/as. Houve a necessidade de trilhar caminhos outros, já que a escola estava de portas fechadas. Tal fato, longe de determinar o fim da pesquisa, impulsionou uma série de modificações, pois lançamos mão de outros instrumentos de investigação, como os diários de campo da pesquisadora, a "cartilha de segurança" e entrevistas semiestruturadas realizadas por meio de WhatsApp. O trabalho realizado em contexto pandêmico comprova que é necessário "colocar atenção" nas alterações do campo de pesquisa, aproveitando, nesse itinerário, a potência dessas mudanças.

3.2 PARALLEL SESSIONS

10:30AM - 11:45AM

ROOM 105K

3.2.3 The Social Media Maelstrom

Chair: Peggy Cassidy (Adephi University, USA)

Richard Lewis
(Prescott College, USA)

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

As Braidotti (2017) observes, the present is “both the record of what we are ceasing to be and the seeds of what we are in the process of becoming” (p. 24). Therefore, our continual emergence is a source of hope, a perceptual shift where the detrimental effects of social media can be perceived as being where we currently are, but not necessarily where we will remain. This case study involves two small groups of university students (one in France and one the US) who participate in using the author’s posthuman approach (Lewis, 2021) as an instrument to become more aware of how media technologies affect them. While these affects are commonly backgrounded, this approach helps bring them to the foreground. Through this process the students become more aware of how they are being affected by specific media, so they are better able to decide how they would prefer to engage with the media in the future. The second group of students follows the exercise by replacing some of their social media time with a slow media challenge. This engagement helps the students to take advantage of what they are learning through using the posthuman approach and creates a space for them to practice doing something that they find to be more fulfilling.

Eloisa JC Klein
(University of Pampa, Brazil)

Content Fragmentation in Micronarratives of Whatsapp

This text analyzes the fragmentation of content as an essential micronarrative structuring component in the logic of information in Whatsapp. We analyzed a set of cases marked by the intense proliferation of content during events of great impact in Brazil. The fragmentation of content is a central characteristic of the construction of micronarratives (which activate long-lasting social discourses), contributing to the erasure of authorship and a high replicability - which allow the narrative circulation to remain active.

Robert Nanney
(University of Tennessee-Martin, USA)

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

We’ve heard it since the dawn of social media: This new technology is eroding our “real” personal connections in the guise of connecting us more frequently and more intimately. In the name of being more social, we’re actually becoming less social and more isolated in ways that matter most, lending credence to composer Libby Larsen’s claim that “the great myth of our times is that technology is communication.” Taking that a step further, have we reached the point that, as Albert Einstein said “our technology has exceeded our humanity”? But is the situation as bad as it seems? Could it be that as the Pew Research Center suggests, social media are transforming our communities and our communication in ways that are positive ... and in ways that were not previously possible? How has the pandemic changed our need – and desire – to be connected while in isolation? How have natural disasters done the same? An EF4 tornado in my hometown on Dec. 10 brings fresh insight into how technology can be a connecting agent when the stakes are life and death ... and recovery and healing. And, as Pew Center further suggests “because individuals — rather than households — are separately connected, the internet and the cell phone have transformed communication from house-to-house to person-to-person. This creates a new basis for community that author Barry Wellman has called “networked individualism.” This paper seeks to analyze where we are in striking the right balance in this continuum.

LUNCH BREAK
(MEA BOARD MEETING)

11:45PM - 1:15PM

3.3 PARALLEL SESSIONS

1:15PM - 2:30PM

Room 113K

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

Room 117K

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

Room 123K

3.3.3 Explorations in Virtual Reality

3.3 PARALLEL SESSIONS

1:15 PM - 2:30 PM

ROOM 113K

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

Chair: Fernando Gutierrez (Tecnológico de Monterrey, Mexico)

Participants:

Juan Miguel Aguado (Universidad de Murcia, Spain)

Inmaculada J. Martinez (Universidad de Murcia, Spain)

Octavio Islas (Univesidad Central, Quito, Ecuador)

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

Innovation and cultural change have been a relevant issue in the intersection of technology, economy and society for decades. Despite the fertile conceptual ground settled by McLuhan and the Media Ecology, the dominant perspective about innovation has been raised in the fields of Business and Economics, emphasizing those insights dealing with the adoption of innovation and its impact in efficiency (of processes, products, markets or social dynamics). Many of these approaches tend to understand innovation as an immanent input (that must be adopted) and/or as a key instrument for profitability. The result is that cultural organization consequences of innovation are not always properly considered, and that non-sustainability factors of innovation are often underestimated (see, for instance, the energy cost of blockchain, or the disruption of labour in platform economies). If the question, however, is how innovation is generated, and how can it integrate balanced, sustainable dynamics, the ecological perspective is mandatory.

The Innovacom Project aims at identifying innovations ecosystem in the media and communication sphere. Innovation ecosystems define specific configurations of players, technological and institutional environments and complex interactions that constitute an adequate ground for the emergence and adoption of innovations. Technology is a key vector in the articulation of innovation ecosystems. We identify 6 technology dependent vectors of ecosystemic innovation in the mediasphere: mobile communications, big data and personal information exploitation, artificial intelligence, blockchain, transmedia and immersive narratives and digitally driven emerging industries.

Prospects about how ecosystem players react to technological disruption and how their strategic articulation may contribute to conform sustainable innovation ecosystem dynamics will be outlined in the panel.

3.3 PARALLEL SESSIONS

1:15 PM - 2:30 PM

ROOM 117K

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

Chair: Cosette Castro (FES, Brazil)

Participants:

Cecilia Vieira (UnB, Brazil)

André Barbosa Filho (FES, Brazil)

Rose Vidal (UFES, Brazil)

Cosette Castro (FES, Brazil)

This thematic panel will present the conclusions of the research “New Forms of Representation in the facing of Digital Transformation” finished in December 2021 from the perspectives of two publics: activists and leaders of social movements from different regions of Brazil. On one hand, we analyze the challenges of activists with social vulnerability who continued to act online or face to face during the pandemic, especially black and indigenous women. We also studied the forms of resistance found in the period between March 2020 and July 2021. On the other hand, we analyzed leaders of organized social movements or those in the process of being formalized to understand how these leaders organized themselves in the digital world. The qualitative and quantitative research was carried out through online questionnaires and online focus groups. During the panel, Rose Vidal (UFES) will present indigenous digital inclusion in Brazil, with a more detailed look at women during and after the covid-19 pandemic. It also presents overcome challenges and those that still in need to be overcome. Cecília Maria Vieira (UnB) will present the challenges of black women and men in Brazil during the covid-19 from a historical perspective. Andre Barbosa Filho (FES) will present the proposals for digital inclusion by the studied groups and Cosette Castro (FES), coordinator of the panel, will present the comparative study between the groups analyzed.

3.3 PARALLEL SESSIONS

1:15PM - 2:30PM

ROOM 123K

3.3.3 The Social Media Maelstrom

Chair: Paolo Granata (University of Toronto, Canada)

Adriana Braga
(PUC-Rio, Brazil)

Digital Media and Drug Trafficking in Brazil

This paper explores some aspects of the smartphone as a relevant tool for different tasks within the highly complex productive chain of drug trafficking in Brazil. From an ethnographic approach to uses of mobile technology, this study observes the digital media coverage on the use of smartphones by Brazilian criminal organizations along with comments and social interactions among users. A central point in the characterization of violence in Brazil is the complex interweaving between police, society and drug trafficking as a professional practice, in which political ideology and class struggle converge. The results highlight crucial questions about contradictions in contemporary Brazilian urban society: the relevance of digital technologies in criminal practices; the lack of content control by social media; the disparity between the police's public agenda and its real actions; the efficiency of criminal organizations in communicating freely using the wide-open operating space of the Internet; the functioning of criminal organizations through their war on the control of "territories".

Rejane Spitz (PUC-Rio, Brazil)
Ronnie Paskin (PUC-Rio, Brazil)
Gabriel Cardoso (PUC-Rio, Brazil)
Rafael Costa (PUC-Rio, Brazil)
Lucia Leme (PUC-Rio, Brazil)
Alexandre Cantini Rezende (PUC-Rio, Brazil)

Food, Virtual Reality and the Future of our Planet

Since its creation, in 1992, the Electronic Art Laboratory (LAE) at PUC-Rio has contributed in a pioneering way to the use of Digital Media as a social tool. From games discussing the dangers of artificial additives and processed food, to national campaigns against tobacco and itinerant interactive installations addressing child prematurity and the risks of unnecessary C-Sections, LAE's projects have covered several relevant social themes and highlighted the importance of citizen participation. Our current project - VRrestaurant: food for thought - is an installation discussing food, nutrition and health from a futuristic perspective: in 2050, will we be able to feed 10 billion people on the planet with a healthy diet? We examine possible future scenarios, offering visitors a synesthetic and immersive experience that presents a holistic view of the food system. How does the food you eat affect your health and the planet's health? The artistic experience encourages the discussion of issues related to the challenges and possible individual and collective actions that can change the future of our planet. Our ultimate goal is to promote awareness, engagement and behavior change on issues related to healthy diets and sustainable food systems. Such issues will be addressed during our presentation, from the perspective of the importance of citizen participation for the future of our planet.

Paolo Granata
(University of Toronto, Canada)

Exploring the Metaverse: Steps to an Ecology of Virtual Reality

While the metaverse is still in its infancy, consumer-friendly VR headsets become widely available, and virtual reality seems to be the solution at hand, if not a paradigmatic shift, to reimagine experiential learning in a post-pandemic world. This presentation will reflect on the potential that immersive technologies of virtual, augmented and mixed reality hold for rethinking online teaching and remote learning and for experimenting with engaged teaching practices, but also rethinking the way to foster integrated and collaborative research from a media ecology perspective. The presentation will also showcase in real-time the experience of virtual environments and the usage of platforms and tools. Furthermore, a practical demonstration will allow conference participants to try out the latest virtual reality headset. While putting their (virtual) hands on a form of hybrid "celebration", participants will take their first steps to an ecology of VR.

3.4 PARALLEL SESSIONS

2:45PM - 4:00PM

Room 105K

3.4.1 The Problems and Possibilities of Online Networks

Room 109K

3.4.2 Perspectivas Ecológicas sobre Big Techs e Mídias Digitais
(Portuguese Language Panel)

3.4 PARALLEL SESSIONS

2:45PM - 4:00PM

ROOM 105K

3.4.1 The Problems and Possibilities of Online Networks

Chair: Édison Gastaldo (CEP/FDC, Brazil)

Hiran de Moura Possas (UNIFESSPA, Brazil)

Marcelo Carlos Gantos (UENF, Brazil)
Adriana Braga (PUC-Rio, Brazil)

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

The research analyzes actions of the Mutual Support Network of the South and Southeast of Pará. It is a community agency initiative created in May 2020 to elucidate the negligence of the Brazilian State to Indigenous Populations (Amazon) affected by the Covid 19 Pandemic. The theoretical and methodological bases are based on ANT (Actor-Network Theory), Media Ecology and (n)ethnographic communication, making the study access, through face-to-face interactions-CMC, information, of which the resurgence of social, political, economics associated with Brazilian structural/institutional racism; the formulation of anti-fake news bulletins, with underreported cases and deaths and informative materials on contagion and protection; collection of food, personal protective equipment and articulation with legal advisors, among other social activists, through digital interactions; and strategic responses of Indigenous Communities, based on network experiences, as action and reaction to the systemic crisis.

Marina Michelis L. Fernandes (PUC-Rio, Brazil)

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

In this article, we discuss how communicative ecologies and aesthetic interventions shared by indigenous peoples through digital media add new perspectives to media theory. The objective is to think of ways to develop a theoretical-analytical framework that understands the main interactive levels that make up this communicative ecology, in order to avoid deterministic and pessimistic elaborations regarding the use of technologies. As a starting point for this discussion, we will make connections between Amerindian thought, Brazilian cultural aesthetics and the study of media.

Desiree Foerster (University of Chicago, USA)

Interceptive Technologies and Our Appreciation for Environmental Processes

In this paper I will demonstrate how novel research with interoceptive technologies allows us to gain a new perspective on human subjectivity and how humans relate to their environments experientially. Interoception is our sense for inner-bodily processes. Interoception is more and more understood as building the foundation of our minimal self and is therefore crucial for the formation of a distinction between me and other, self and environment. This turn to the sense of inner bodily processes and how this sense organizes our relationship to the world, gives way to a re-conceptualization of the phenomenology of life itself. Wristbands that vibrate in the rhythm of our heart or pads along our spine that heat up or cool down rhythmically, can intensify our experience in particular situations, deepen our meditative state, or help us focus. Interoceptive media that aim at heightening our interoceptive sense in this way, can deepen our connection to ourselves and our surrounding. What I will argue for, is that a turn to and an intensification of our interoceptive sense allows a way to engage with environments and others, that stems for an initial connection which comes before the bifurcation, or happens right within it. From this spot, we can see new potentials of engagement arise. Exploring thus how technology can mediate the communicative processes between how we feel and act and changing environmental conditions that usually remain unconscious, my project relates to the theme of the conference and particularly, the topic of positive psychology and media ecology.

3.4 PARALLEL SESSIONS

2:45PM - 4:00PM

ROOM 109K

3.4.2 Perspectivas Ecológicas sobre Big Techs e Mídias Digitais

Chair: Rosália Duarte (PUC-Rio, Brazil)

Nathália Villane Rippel
(PUC-Rio, Brazil)

A Perspectiva Ecológica das Mídias sob o Viés da Análise de Discurso Digital

O objetivo deste artigo é propor uma aproximação teórica entre a perspectiva ecológica das mídias e a linguística simétrica – a qual confere um lugar equivalente ao linguageiro e ao não-linguageiro. É esse contínuo que é colocado como objeto para análise e não apenas sua matéria linguageira. Uma concepção compósita da língua e do discurso. O discurso digital é constituído de matéria linguageira e tecnológica (PAVEAU, 2021). O que nos remete ao aforismo de McLuhan, “O meio é a mensagem”, sob o olhar da Ecologia das Mídias. Ambos os vieses teóricos enxergam e reconhecem, cada um à sua maneira, a capacidade do meio de construir a possibilidade de significação do enunciado/mensagem. Compreendendo que os textos digitais apresentam traços específicos quanto a seus modos de produção e que para conseguir observá-los é necessário adentrar e compreender a cultura digital e o seu ambiente, enxergamos na leitura do ecossistema midiático através das lentes da Análise de Discurso Digital um modo de dar conta da complexidade tecnodiscursiva que o caracteriza. Ao olhar para a Ecologia das Mídias através da Análise de Discurso Digital pretendemos propor um aparato que possa assimilar com maior abrangência a complexa relação entre estrutura, conteúdo e impacto sobre os indivíduos de determinado ecossistema midiático.

Claudia Montenegro
(PUC-Rio, Brazil)

Plataformas Digitais: Um Estudo de Caso da Falta de Transparência do Facebook

Trazemos a reflexão sobre a hegemonia tecnológica contemporânea a partir dos conceitos de objetos técnicos de Gilbert Simondon, o de Tecnopólio de Neil Postman e de oligopólios de Tim Wu. Em comum, os pesquisadores observam que o relacionamento entre a humanidade, técnicas e tecnologia é socialmente construído (e reconstruído) ao longo do tempo. Apresentamos como artefatos tecnológicos que nos parecem no dia a dia neutros, intrinsecamente bons, produzidos tão somente para resolver problemas práticos, contém relações sociais determinadas e obscurecem o conteúdo das escolhas tecnológicas. Para elucidar, trazemos uma análise dos relatórios “Widely Viewed Content Report: What People see on Facebook”, lançado em 2021, como uma iniciativa do Transparency Center do Facebook de divulgar pela primeira vez o que as pessoas veem na rede social. O que concluímos é que os dados apresentados não refletem o funcionamento da rede e que não houve transparência em sua divulgação, caracterizando-se como mais uma tentativa da marca de se posicionar como neutra e um artifício para encobrir a falta de transparência e autorregulação características fundamentais da estrutura das plataformas digitais, cujo modelo de negócios está inserido num sistema de mercado baseado na concorrência e o não intervencionismo estatal.

Icaro Ferraz Vidal, Jr.
(PNPD-Capes, Brazil)

Fator de Risco: Mídia e Saúde sob uma Perspectiva Ecológica

A presente comunicação objetiva estruturar um quadro teórico-conceitual a partir de noções caras à ecologia das mídias, tais como embodiment e ambiente midiático, que nos permita aprofundar as relações entre mídia e saúde, para além das práticas e estratégias de comunicação em saúde. Nossa hipótese é a de que a ecologia das mídias nos permite reivindicar, de forma não-determinista, o papel do ecossistema midiático na configuração de quadros psicopatológicos, tais como os transtornos de ansiedade e de déficit de atenção. Ao atentarmos para história destas categorias nosológicas, constatamos que elas são historicamente adjacentes a importantes mutações nos ambientes midiáticos. Esta forma de compreender a mídia como medialidade na qual os sujeitos vivem e constituem a si mesmos amplia enormemente o escopo de ação e as possibilidades de atuação dos teóricos das mídias, uma vez que estas podem ser compreendidas como fatores de risco em diferentes contextos de adoecimento. Não se trata, nesta pesquisa, de diminuir a importância dos estudos na área da comunicação pública em ciência e saúde que, como testemunhou a recente pandemia do novo coronavírus, segue fundamental para o desenho de políticas públicas de saúde. Contudo, torna-se cada vez mais urgente uma compreensão aprofundada dos impactos dos ambientes midiáticos no adoecimento e o desenho de políticas que levem em conta as mutações nos corpos e nas subjetividades catalisadas pelas transformações midiáticas.

Ana Roberta Vieira de Alcântara
(ECA-USP, Brazil)

O Mundo 24/7: Uma Relação entre Big Techs, Plataformas e Ecologia das Mídias

O paper reflete sobre o livro 24/7: Capitalismo tardio e os fins do sono, de Jonathan Crary, relacionando o mundo 24/7 com o monopólio das big techs, a plataforma e a ecologia das mídias, que entende o meio (medium) como ambiente. O mundo 24/7 é um lugar onde a fragilidade da vida humana é cada vez mais inadequada e o sono não é necessário nem inevitável. É um mundo de disponibilidade absoluta, que impõe um ritmo maquínico ao ritmo biológico do ser humano e da natureza. O paper relaciona a obra de Crary, com três frentes de trabalho: a parte 1 reflete sobre os monopólios na indústria de informação e comunicação e sua relação com os monopólios de tecnologia atuais (big techs ou GAFAM - Google, Amazon, Facebook, Apple, Microsoft), a partir de Tim Wu. A parte 2 traz o conceito de plataforma, de José van Dijck. As reflexões de Tim Wu sobre o monopólio das big techs são relacionadas com o campo da comunicação e a plataforma. A parte 3 traz as contribuições da ecologia das mídias. A sociedade cria as plataformas e passa a depender dessas estruturas. O homem cria a tecnologia e também é afetado por ela. O ambiente se transforma conforme temos uma sociedade platformizada, mediada pela tecnologia. A relação com o tema da MEA 2022 está em como entender essa dinâmica pode contribuir para estabelecermos uma relação mais equilibrada com a tecnologia e valorizarmos o convívio humano e com a natureza.

COFFEE BREAK

4:00PM - 4:30PM

3.5 PARALLEL SESSIONS

4:30PM - 5:45PM

Room 102K

3.5.1 Humanidades Digitais: Desafios e Oportunidades para Pesquisas Transdisciplinares
(Portuguese Language Panel)

Room 117K

3.5.2 What are We Doing Online?

Room 123K

3.5.3 Technology and Sustainability

3.5 PARALLEL SESSIONS

4:30 PM - 5:45 PM

ROOM 102K

3.5.1 Humanidades Digitais: Desafios e Oportunidades para Pesquisas Transdisciplinares

Chair: Luisa Cruz Lobato

(Laboratório de Humanidades Digitais, PUC-Rio, Brazil)

Participants:

João Bonelli (PUC-Rio, Brazil)

Erica Rodrigues (PUC-Rio, Brazil)

Danielle Sanches de Almeida (FGV, Brazil)

A mesa redonda reunirá pesquisadores e professores que estejam trabalhando com pesquisas situadas na interseção entre as ciências humanas e sociais e as novas tecnologias digitais para debater as oportunidades e os desafios envolvidos na condução de pesquisas transdisciplinares em humanidades digitais. Cada participante será convidado a abordar um conjunto de perguntas elaboradas pelos organizadores da mesa, que irão permitir-lhes explorar a problemática ora proposta a partir de suas experiências de pesquisa. As perguntas englobarão 3 temas principais: desafios éticos e epistemológicos; métodos e metodologias; desafios políticos e oportunidades de financiamento.

3.5 PARALLEL SESSIONS

4:30 - 5:45

ROOM 117K

3.5.2 What are We Doing Online?

Chair: Peggy Cassidy (Adelphi University, USA)

Alexander Nikolaev
(Drexel University, USA)

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

Twitter is a micro-blogging platform with about 330 million users worldwide. Much of the platform is of a political nature, making Twitter an important new dimension of the public sphere. Trying to explore the Uses and Gratification hypothesis, as it applies to Twitter political debates, this paper produces interesting findings. First of all, the level of ideological segregation online may be lower than the previous research in this area indicated. At the same time, it is too early to proclaim the death of the Gratifications hypothesis because this study, while showing a high level of cross exposure, may provide an unexpected support for this theory. It comes from the conclusion that many people find gratification in entertaining themselves by political hate speech. And morality may be one of the main driving forces behind this phenomenon because the sense of one's own moral superiority is so gratifying.

Joana Sobral Milliet
(PUC-Rio, Brazil)

A Proposal of a Conceptual Model for Media Literacy

In an updated literature review we identified a lack of consensus regarding a conceptual model for the media literacy. A model was then constructed based on the recurrences found in the literature and substantiated on a critical perspective, also affective, from the analysis of interviews with teachers carried out during the doctorate in Education. The proposed diagram is composed of three axes considered foundations: (1) media context, (2) language and (3) production which present a direct relationship in an inter-related form, being also socially situated and embodied. Thus, the physical and temporal spaces, the artifacts employed, the subjects' subjective action, and also the social context in which media literacy practices take place are considered.

Layla Freitas Matos
(Universidade Federal Fluminense, Brazil)

Rafael Torres Sobreira
(Universidade Federal do Rio de Janeiro)

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

Since Brazil is constantly present in the top positions in world rankings of beauty consumption and social media, we seek, in this preliminary study, to introduce the question of how the rise of the use of the so-called "Instagram filters", as means of manipulation of reality and changes in the user's self-image can influence and modify reality from a crisis of appearance representation. On the social media platforms of Meta – formerly Facebook – which also controls Instagram, we have been able to observe in recent years the development of face filters that range from "fun" to those that seek to significantly and artificially alter facial expressions, eye and hair colors, altering ethnic traits and for slimming purposes. There is a current concern about the possible influence of filters on people's body perception outside the virtual environment, promoting from plastic surgery and aesthetic procedures to body dysphoria among children, adolescents and adults. Based on studies on the ecology of media and on the categories of representation formulated by Stuart Hall, we relate possible discursive constructions of representation systems based on Instagram filters, with new configurations for the practices of subjects, materialized in the transformation of reality and in the alteration of the self-image of individuals, consolidated work, study and interpersonal relationships, especially in recent years.

3.5 PARALLEL SESSIONS

4:30 PM - 5:45 PM

ROOM 123K

3.5.3 Technology and Sustainability

Chair: Edgar Lyra (PUC-Rio, Brazil)

Marcelo Capello Martins
(PUC-Rio, Brazil)

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

Taking into account the theme of this year's convention, one should question how much technology is celebrated in the world we live today. Technophilia applies to all those who believe that the benefits of technology (or technique, as in the works of Jacques Ellul) are way more predominant than the deficits. In other words, it applies to those who celebrate the wonders of technology without acknowledging how problematic it can be. It is the purpose of this presentation to discuss how the technophile discourse works, considering its effects on the field of education as an instance, and to query some of its promises for the future. Some questions behind this discussion are: can we understand technique as a mentality that we've been struggling to deal with? Can we think outside of the unstoppable search for efficiency and discuss the problematic side of living in a technological society? In this task, I will use the works of Jacques Ellul about technique, specially *The Technological Society*, *The Technological Bluff*, and *Propaganda* as the main reference. First of all, it is necessary to take a few examples of discourses that can be considered as technophiles and/or promoting technology as the ultimate solution. There are plenty of examples, but to narrow things down we will focus on a study about Surveillance Capitalism. In this case, Shoshana Zuboff's book on the subject will be a main reference. This way we can discuss primary examples of discourses that promote the ideology of technical "inevitabilism".

Jeffrey Barber
(Integrative Strategies Forum, USA)

**Toward a Narratology of Sustainable
Futures in Eco-Media**

In *Amusing Ourselves to Death*, Neil Postman pointed out how the future scenario of *Brave New World* was a more appropriate diagnostic of modern America's socio-cultural dilemma than the more oft-quoted *Nineteen Eighty-Four*. Popular culture, however, has taken up both scenarios as book-end archetypes of a spectrum of dystopian visions of the future, with the addition of a techno-fantasy trope of continuing expansion of colonial dreams of empire across interstellar frontiers. What has been missing are those stories and visions of sustainable futures, of how life might look in a future in which humanity manages to address and evolve beyond our socio-ecological crises, bad practices and systems. While it may be easier to imagine the end of the world than a sustainable one, such stories are especially needed now. Given that such story proposals may clash with the criteria and assumptions of Hollywood investors as well as many writers and audiences, the work of imagining, developing and producing such stories of sustainable futures and transitions remain a critical challenge and need. James and Morel describe econarratology as "a critical study of narrative" which is "essential to determining how we interpret and mitigate environmental crisis." This paper will explore some of the elements of what might be called a narratology of sustainable futures, drawing on examples from literary and cinematic works as well as narrative and ecocritical theory. We will look at some of the various literary devices and narrative strategies available to writers and producers in portraying how life and the world could look and feel given different future storyworlds and challenges.

Thom Gencarelli
(Manhattan College, USA)

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

On the day I sit to write this abstract, Facebook has officially announced their plan to rebrand and rename the company as Meta – as, in the words of Mark Zuckerberg, "over the next several years, we will effectively transition from people seeing us as primarily being a social media company to being a metaverse company." The obvious question from this becomes: "What is this thing Zuckerberg calls the metaverse?" Is it simply the company's latest attempt to maintain its power and wealth as one of the most prominent companies on our venture/adventure toward Web 3.0? Is it a just a ploy to regain control of the company's narrative, and the narrative about the company after so much scandal? Is it the vision of a majority and controller shareholder who is himself asocial? Or is it, in virtual terms, something real?

This paper examines the potential future of the metaverse with respect to Harold Innis' now contestable distinction between light and heavy and space-biased versus time-biased media and the question of sustainability.

3.6 PLENARY SESSION

6:00PM - 7:15PM

RDC Auditorium Dear Human



Tiffany Shlain

(Artist, Author, Filmmaker, Public Intellectual)

2022 Neil Postman Award for Career Achievement in Public Intellectual Activity

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 MEA BANQUET AWARDS CEREMONY PRESIDENT'S ADDRESS

7:40PM - 12:30AM

Sociedade Germania



MEA Awards Ceremony

Moderator: Lance Strate (Fordham University, USA)

President's Address

Adriana Braga (PUC-Rio, Brazil)

The MEA invites participants in our 23rd Annual Convention to a banquet dinner at Sociedade Germania, where we will enjoy food, drink and good company. Further, the annual MEA Awards Ceremony will be presented by moderator Dr. Lance Strate and our annual President's Address will be delivered by Dr. Adriana Braga.

SUNDAY, JULY 10TH

CONVENTION SCHEDULE

PERFORMANCE

10:00AM - 10:30AM

RDC Auditorium Juliana Sucupira Trio

The MEA is proud to present the Juliana Sucupira Trio to open our Sunday program. The performance will take place in the RDC Auditorium ahead of our first plenary session of the day...a wonderful way to start the last day of our convention proceedings!



4.1 PLENARY SESSION

10:30AM - 11:45AM

RDC Auditorium Past President's Plenary



Moderator: Mike Plugh (Manhattan College, USA)

Participants:

Lance Strate (Fordham University, USA)

Thom Gencarelli (Manhattan College, USA)

Peggy Cassidy (Adelphi University, USA)

Adriana Braga (PUC-Rio, Brazil)

As we celebrate the 23rd Annual Media Ecology Association Convention, it's appropriate to consider where we've been, how we got here, and where we're headed in the future. This plenary session will focus on the state of media ecology as a field of inquiry and what we might expect as we move deeper into the 21st century.

4.2 GENERAL BUSINESS MEETING

12:00PM - 1:30PM

RDC Auditorium MEA General Business Meeting

Please join us for the annual General Business Meeting of the Media Ecology Association. This meeting is where members and interested parties learn more about the inner workings of the organization and connect to the community through a greater understanding of our membership base, finances, leadership, publication profile, and more.



**CONVENTION
ADJOURNED
SEE YOU NEXT YEAR!**

The Twenty-Fourth Annual Convention of the Media Ecology Association

New York City

June 22-25, 2023

THE MEDIA ECOLOGY ASSOCIATION (MEA) invites the submission of papers and proposals for panels for presentation at its 24th Annual Convention, which will be held June 22-25, 2023 in New York City. The deadline for submissions is December 21, 2022. While we are open to explorations on any topic of interest to media ecologists, we also include a convention theme with the aim of generating further discussion and probes involving multiple perspectives. Submissions do not have to address the theme, but are invited to do so.

THE THEME OF THE 2023 CONVENTION is “Arts/Symbol/Context/Meanings.” In this time of global pandemic, political breakdowns, environment devastation, and mass confusion, we look to the arts and artists: what do the arts have to teach us?

Media Ecology has a long and honored connection to the arts. In abandoning established forms of academic expression, Marshall McLuhan was fond of quoting Ezra Pound’s dictum “the artist is the antennae of the race.” Philosopher Susanne Langer underscored the contributions of artists to human knowledge as those who put “feeling into form” in a way that speech is unable to do. Neil Postman and Christine Nystrom urged the centrality of context in understanding the meaning of symbols and insisted on humor and plain language to communicate some of the most penetrating and enduring ideas of media ecology. In short, the arts employ forms and symbols that shape our view of the world, give us tools for thought, and allow us to reshape, re-imagine and re-contextualize our world.

The annual meeting of the MEA provides an opportunity for our community of scholars, artists, educators, professionals and practitioners to exchange experiences and ideas in a friendly environment. Participants at MEA conventions address a wide diversity of topics in our programs, and we encourage submissions that explore media ecological approaches from any number of different disciplines and fields of knowledge and social practice. We seek papers, thematic panels, roundtable discussion panels, creative projects, performance sessions, and other proposals of interest to media ecologists.

New York City, traditionally a stronghold and showcase of both the popular and fine arts, will be the context in which our discussion takes place. The home of the Bowery and Broadway, doowop and opera, wall graffiti and some of the finest art museums in the world, New York will provide the backdrop to our conversation about the arts, symbols, contexts and meanings. Held at various locations in New York, participants will have ample opportunity to explore the rich cultural life of the City and not be confined to just one venue or neighborhood.

GUIDELINES FOR SUBMISSION

Please submit paper and panel proposals, in English, **by December 16, 2022** to MEA2023Convention@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 April 28, 2023.

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).

Please visit media-ecology.org for more information about the Media Ecology Association, our annual convention, and our publication profile.

Call for Submissions to Explorations in Media Ecology

All articles submitted should be original work and must not be under consideration by other publications.

Explorations in Media Ecology, the journal of the Media Ecology Association, accepts submissions that extend our understanding of media (defined in the broadest possible terms), that apply media ecological approaches, and/or that advance media ecology as a field of inquiry.

As an interdisciplinary and multidisciplinary publication, EME welcomes contributions embracing diverse theoretical, philosophical, and methodological approaches to the study of media and processes of mediation through language, symbols, codes, meaning, and processes of signification, abstracting, and perception; art, music, literature, aesthetics, and poetics; form, pattern, and method; materials, energy, information, technology, and technique; mind, thought, emotion, consciousness, identity, and behavior; groups, organizations, affiliations, communities; politics, economics, religion, science, education, business, and the professions; societies and cultures; history and the future; contexts, situations, systems, and environments; evolution, and ecology; the human person, human affairs, and the human condition; etc.

EME publishes peer-reviewed scholarly articles, essays, research reports, commentaries, and critical examinations, and includes several special features. Our Pedagogy Section focuses on teaching strategies and resources, pedagogical concerns, and issues relating to media ecology education; we are particularly interested in articles that share great ideas for teaching (GIFTs) media ecology in the classroom. The Probes Section features short items that are exploratory or provocative in nature. Creative writing on media ecological themes can be found in our Poetry Section. Questions and matters of concern to media ecology scholars are taken up in our Forum Section. And our Review Section includes individual book reviews and review essays.

EME is a refereed journal. Strict anonymity is accorded to both authors and referees. References and citations should follow the Harvard Referencing system, and the journal otherwise follows standard British English for spelling and punctuation.

Submissions can be uploaded online at <<https://callisto.newgen.co/intellect/index.php/EME/submissions>>

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The 2022 MEA Awards

The **Marshall McLuhan Award** for Outstanding Book in the Field of Media Ecology to
Craig Robertson for *The Filing Cabinet: A Vertical History of Information*

The **Walter Benjamin Award** for Outstanding Article in the Field of Media Ecology to
Jaqueline McLeod Rogers for “Susanne Langer, Marshall McLuhan and Media Ecology: Feminist Principles in Humanist Projects”

The **Erving Goffman Award** for Outstanding Scholarship in the Ecology of Social Interaction to
Kate Eichhorn for *The End of Forgetting: Growing Up with Social Media*

The **Susanne K. Langer Award** for Outstanding Scholarship in the Ecology of Symbolic Form to
Corey Anton for *How Non-Being Haunts Being: On Possibilities, Morality, and Death*

The **Dorothy Lee Award** for Outstanding Scholarship in the Ecology of Culture to
Allissa V. Richardson for *Bearing Witness While Black: African-Americans, Smartphones, and the New Protest #Journalism*

The **Lewis Mumford Award** for Outstanding Scholarship in the Ecology of Technics to
Paolo Galluzzi for *The Italian Renaissance of Machines*

The **Harold A. Innis Award** for Outstanding Thesis or Dissertation in the Field of Media Ecology to
Andrew Jon Longcore for *Camping Out in the Uncanny Valley: Symbolic Inversion in Animated Sitcoms*

The **Mary Shelley Award** for Outstanding Fictional Work to
William Jefferson (author) and **Sue Zizza** (director) for *Presence: The Play* (audio adaptation)

The **John Culkin Award** for Outstanding Praxis in the Field of Media Ecology to
David Sington (Director) for *The First Alphabet: How Writing Changed the World* (video documentary)

The **Louis Forsdale Award** for Outstanding Educator in the Field of Media Ecology to
Adriana Braga

The **Jacques Ellul Award** for Outstanding Media Ecology Activism to
Roberto Mangabeira Unger

The **James W. Carey Award** for Outstanding Media Ecology Journalism to
Patricia Campos Mello

The **Christine L. Nystrom Award** for Career Achievement in Service to the Field of Media Ecology to
Margaret Cassidy

The **Edmund S. Carpenter Award** for Career Achievement in Editing in the Field of Media Ecology to
Fernando I. Gutiérrez and **Octavio Islas**

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

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

2022 MEA Awards Committees

Book Awards

(McLuhan, Mumford, Langer, Lee, Goffman)

Paul Levinson
Julianne Newton
Paul Soukup

Benjamin Award

Corey Anton
Eva Berger
Erik Garrett

Innis

Ernest Hakanen
Brett Lunceford
Jaqueline McLeod Rogers

Shelley

Bernadette Ann Bowen
Barry Liss
Thomas Zlatic

Culkin

Robert Albrecht
Margaret Cassidy
Thom Gencarelli

Forsdale

Cathy Adams
Brian Cogan
Karen Lollar

Ellul

Nora Bateson
Peter Fallon
Stephanie Gibson

Carey

Paul Grosswiler
Donna Halper
James C. Morrison

Nystrom

Adriana Braga
Thom Gencarelli
Michael Plugh
Lance Strate

Carpenter

Corey Anton
Adriana Braga
Thom Gencarelli
Michael Plugh

Ong Award

Corey Anton
Adriana Braga
Peggy Cassidy
Michael Plugh
Lance Strate

Postman Award

Adriana Braga
Peggy Cassidy
Thom Gencarelli
Paul Levinson
Michael Plugh
Douglas Rushkoff
Lance Strate

PAST MEA AWARD RECIPIENTS

The Marshall McLuhan Award for Outstanding Book in the Field of Media Ecology

2021 - **B.W. Powe** and **Marshall Soules** for *The Charge in the Global Membrane*
2020 - **Tiffany Shlain** for *24/6: The Power of Unplugging One Day a Week*
2019 - **Mark A. McCutcheon** for *The Medium is the Monster: Canadian Adaptations of Frankenstein and the Discourse of Technology*
2018 - **Lance Strate** for *Media Ecology: An Approach to Understanding the Human Condition*
2017 - **Tim Wu** for *The Attention Merchants: The Epic Scramble to Get Inside Our Heads*
2016 - **Elena Lamberti** for *McLuhan's Mosaic: Probing the Literary Origins of Media Studies*
2015 - **Fred Turner** for *The Democratic Surround: Multimedia and American Liberalism from World War II to the Psychedelic Sixties*
2014 - **Ellen Rose** for *Oral Tradition and the Internet: Pathways of the Mind*
2013 - **John Miles Foley** for *On Reflection: An Essay on Technology, Education, and the Status of Thought in the Twenty-First Century*
2012 - **Barbie Zelizer** for *About to Die: How News Images Move the Public*
2011 - **Sheila Nayar** for *Cinematically Speaking: The Orality-Literacy Paradigm for Visual Narrative*
2010 - **Viktor Mayer-Schönberger** for *Delete: The Virtue of Forgetting in the Digital Age*
2009 - **Rick Williams** and **Julianne Newton** for *Visual Communication: Integrating Media, Art, and Science*
2008 - **Richard Barbrook** for *Imaginary Futures: From Thinking Machines to the Global Village*
2007 - **Peter K. Fallon** for *Printing, Literacy, and Education in Eighteenth Century Ireland: Why the Irish Speak English*
2006 - **Thomas de Zengotita** for *Mediated: How the Media Shapes Your World and the Way You Live in It*
2005 - **Donald N. Wood** for *The Unraveling of the West: The Rise of Postmodernism and the Decline of Democracy*
2004 - **Francis Fukuyama** for *Our Posthuman Future: Consequences of the Biotechnology Revolution*
2003 - **Frederick Wasser** for *Veni, Vidi, Video: The Hollywood Empire and the VCR*
2002 - **Douglas Rushkoff** for *Coercion: Why We Listen to What "They" Say*
2001 - **Thomas J. Farrell** for *Walter Ong's Contributions to Cultural Studies: The Phenomenology of the Word and I-Thou Communication*
2000 - **Neil Postman** for *Building a Bridge to the Eighteenth Century: How the Past Can Improve Our Future*

The Erving Goffman Award for Outstanding Scholarship in the Ecology of Social Interaction

2021 - **Larry Busbea** for *The Responsive Environment: Design, Aesthetics, and the Human in the 1970s; and Deborah Eicher-Catt for Recovering the Voice in Our Techno-Social World*
2020 - **Mark Kingwell** for *Wish I Were Here: Boredom and the Interface*
2019 - **Laura Tropp** for *Grandparents in a Digital Age: The Third Act*
2018 - **Jessica Fishman** for *Death Makes the News: How the Media Censor and Display the Dead*
2017 - **Gary T. Marx** for *Windows Into the Soul: Surveillance and Society in an Age of High Technology*
2016 - **David J. Alworth** for *Site Reading: Fiction, Art, Social Form*
2015 - **danah boyd** for *It's Complicated: The Social Lives of Networked Teens*
2014 - **Susan Barnes** for *Social Networks: From Text to Video*
2013 - **Valerie V. Peterson** for *Sex, Ethics and Communication: A Humanist Approach to Conversations on Intimacy*
2012 - **Corey Anton** for *Sources of Significance: Worldly Rejuvenation and Neo-Stoic Heroism*
2011 - **Richard S. Hallam** for *Virtual Selves, Real Persons: A Dialogue Across Disciplines*
2010 - **Kenneth J. Gergen** for *Relational Being: Beyond Self and Community*
2009 - **Rich Ling** for *New Tech, New Times: How Mobile Communication is Reshaping Social Cohesion*
2008 - **Paul Mason Fotsch** for *Watching the Traffic Go By: Transportation and Isolation in Urban America*
2007 - **Richard A. Lanham** for *The Economics of Attention: Style and Substance in the Age of Information*
2006 - **David Berreby** for *Us and Them: Understanding Your Tribal Mind*
2005 - **Aaron Ben Ze'ev** for *Love Online: Emotions on the Internet*
2004 - **Corey Anton** for *Selfhood and Authenticity*

The Susanne K. Langer Award for Outstanding Scholarship in the Ecology of Symbolic Form

2021 - **Robert Albrecht** and **Carmine Tabone** for *The Arts and Play as Educational Media in the Digital Age*
2020 - **Yoni Van Den Eede** for *The Beauty of Detours: A Batesonian Philosophy of Technology*
2019 - **Eviatar Zerubavel** for *Taken for Granted: The Remarkable Power of the Unremarkable*
2018 - **Robert Hariman** and **John Louis Lucaites** for *The Public Image: Photography and Civic Spectatorship*
2017 - **Katherine Biers** for *Virtual Modernism: Writing and Technology in the Progressive Era*
2016 - **Jeff Scheible** for *Digital Shift: The Cultural Logic of Punctuation*
2015 - **Michael Serazio** for *Your Ad Here: The Cool Sell of Guerrilla Marketing*
2014 - **Brian Lennon** for *In Babel's Shadow: Multilingual Literatures, Monolingual States*
2013 - **David Bellos** for *Is that a Fish in Your Ear?: Translation and the Meaning of Everything*
2012 - **Whitney Davis** for *A General Theory of Visual Culture*
2011 - **Linda G. Elson** for *Paradox Lost: A cross-Contextual Definition of Levels of Abstraction*
2010 - **Michael Wurtz** for *Enduring Words: Literary Narrative in a Changing Media Ecology*
2009 - **Karin Barber** for *The Anthropology of Texts, Persons and Publics: Oral and Written Culture in Africa and Beyond*
2008 - **Robert Hariman** and **John Louis Lucaites** for *No Caption Needed: Iconic Photographs, Public Culture, and Liberal Democracy*
2007 - **Martin H. Levinson** for *Sensible Thinking for Turbulent Times*
2006 - **Guy Deutscher** for *The Unfolding of Language: An Evolutionary Tour of Mankind's Greatest Invention*
2005 - **Heike Wiese** for *Numbers, Language, and the Human Mind*
2004 - **Susan Sontag** for *Regarding the Pain of Others*
2003 - **N. Katherine Hayles** for *Writing Machines*
2002 - **Kevin G. Barnhurst** and **John Nerone** for *The Form of News: A History*
2001 - **Raymond Gozzi, Jr.** for *The Power of Metaphor in the Age of Electronic Media*
2000 - **Robert K. Logan** for *The Sixth Language: Learning a Living in the Internet Age*

The Dorothy Lee Award for Outstanding Scholarship in the Ecology of Culture

2021 - **Daniel Belgrad** for *The Culture of Feedback: Ecological Thinking in 70s America*
2020 - **Maggie Jackson** for *Distracted: Reclaiming Our Focus in a World of Lost Attention*
2019 - **Shannon Mattern** for *Code and Clay, Data and Dirt: Five Thousand Years of Urban Media*
2018 - **Tom Mole** for *What the Victorians Made of Romanticism: Material Artifacts, Cultural Practices and Reception History*
2017 - **Alex Marland** for *Brand Command: Canadian Politics and Democracy in the Age of Message Control*
2016 - **Caroline Levine** for *Forms: Whole, Rhythm, Hierarchy, Network*
2015 - **Dariusz Jemielniak** for *Common Knowledge?: An Ethnography of Wikipedia*
2014 - **Kate Marshall** for *Corridor: Media Architectures in American Fiction*
2013 - **Peter Lunefeld** for *The Secret War Between Downloading and Uploading: Tales of the Computer as a Culture Machine*
2012 - **Sara van den Berg** and **Thomas M. Walsh** for *Language, Culture, and Identity: The Legacy of Walter J. Ong*
2011 - **Lisa Brooks** for *The Common Pot: The Recovery of Native Space in the Northeast*
2010 - **Diego Gambetta** for *Codes of the Underworld: How Criminals Communicate*
2009 - **Tom Boellstorff** for *Coming of Age in Second Life: An Anthropologist Explores the Virtually Human*
2008 - **Paul Rutherford** for *A World Made Sexy: Freud to Madonna*
2007 - **David MacDougall** for *The Corporeal Image: Film, Ethnography, and the Senses*
2006 - **Charlton D. McIlwain** for *When Death Goes Pop: Death, Media and the Remaking of Community*
2005 - **Robert Albrecht** for *Mediating the Muse: A Communications Approach to Music, Media and Cultural Change*
2004 - **Thomas L. Friedman** for *Longitudes and Attitudes: Exploring the World After September 11*
2003 - **Nancy A. Walker** for *Shaping Our Mothers' World: American Women's Magazines*
2002 - **Susan B. Barnes** for *Online Connections: Internet Interpersonal Relationships and Stuart Biegel for Beyond Our Control? Confronting the Limits of Our Legal System in the Age of Cyberspace*

The Lewis Mumford Award for Outstanding Scholarship in the Ecology of Technics

2021 - **Jaqueline McLeod Rogers** for *McLuhan's Techno-Sensorium City: Coming to Our Senses in a Programmed Environment*
2020 - **Clifford G. Christians** for *Media Ethics and Global Justice in the Digital Age*
2019 - **Antoine Bousquet** for *The Eye of War: Military Perception from the Telescope to the Drone*
2018 - **Thomas S. Mullaney** for *The Chinese Typewriter: A History*
2017 - **Wendy Hui Kyong Chun** for *Updating to Remain the Same: Habitual New Media*
2016 - **Karen Rader** and **Victoria Cain** for *Life on Display: Revolutionizing U.S. Museums of Science and Natural History in the Twentieth Century*
2015 - **Brenton Malin** for *Feeling Mediated: A History of Media Technology and Emotion in America*
2014 - **Brett Robinson** for *Appletopia: Media Technology and the Religious Imagination of Steve Jobs*
2013 - **Janet Sternberg** for *Misbehavior in Cyber Places: The Regulation of Online Conduct in Virtual Communities on the Internet*
2012 - **Braden R. Allenby** and **Daniel Sarewitz** for *The Techno-Human Condition*
2011 - **Marco Adria** for *Technology and Nationalism*
2010 - **Peter K. Fallon** for *The Metaphysics of Media: Towards an End of Postmodern Cynicism and the Construction of a Virtuous Reality*
2009 - **Yvonne Spielmann** for *Video: The Reflexive Medium*
2008 - **Steve Dixon** for ** Digital Performance: A History of New Media in Theater, Dance, Performance Art, and Installation**
2007 - **Timothy C. Campbell** for *Wireless Writing in the Age of Marconi & to Fred Turner for From Counterculture to Cyberculture: Stewart Brand, the Whole Earth Network, and the Rise of Digital Utopianism*
2006 - **Casey Man Kong Lum** for *Perspectives on Culture, Technology and Communication: The Media Ecology Tradition*
2005 - **Margaret Cassidy** for *Bookends: The Changing Media Environment of American Classrooms*
2004 - **Scott Eastham** for *Biotech Time-Bomb: How Genetic Engineering Could Irreversibly Change Our World*
2003 - **Emily Thompson** for *The Soundscape of Modernity: Architectural Acoustics and the Culture of Listening in America, 1900-1933*
2002 - **Jack Lule** for *Daily News, Eternal Stories: The Mythological Role of Journalism*
2001 - **Jay David Bolter** and **Richard Grusin** for *Remediation: Understanding New Media*
2000 - **Paul Levinson** for *Digital McLuhan: A Guide to the Information Millennium*

The Harold A. Innis Award for Outstanding Thesis or Dissertation in the Field of Media Ecology

2021 - **Richard S. Lewis** for *Relating Through Our Selves: Situating Media Literacy with Intersubjective Mediation*
2020 - **Julia M. Hildebrand** for *Consumer Drones as Mobile Media: A Technographic Study of Seeing, Moving, and Being (with) Drones*
2019 - **Melinda L. Farrington** for *The Role for Rhetoric: Ong's Ramus Research as a Hermeneutic Opening for Mediated Communication*
2018 - **Julie A. Cramer Hunsberger** for *Maurice Merleau-Ponty, Marshall McLuhan and Communication Ethics: The Taming of Americanit*
2017 - **David Benjamin Landes** for *The Attention Situation: A Rhetorical Theory of Attention for Mediated Communication*
2016 - **David James Paterno** for *Technology Translated: The Communicational Facilitation of Medium*
2015 - No Award This Year
2014 - **Helio César Hintze** for *Espetáculos e Invisibilidades do Discurso Legitimador do Turismo [Spectacles and Invisibilities of Legitimizing Discourse of Tourism]*
2013 - **Yoni Van Den Eede** for *Amor Technologiae: Marshall McLuhan as a Philosopher of Technology: Steps Toward a Philosophy of Human-Media Relationships*
2012 - **Macello Santos de Medeiros** for *O Lugar Na Comunicação: Um Estudo Sobre a Comunicação Locativa em Zonas Bluetooth*
2011 - **Joseph A. Kim** for *Marshall McLuhan's Theological Anthropology*
2010 - **Mogens Olesen** for *Survival of the Mediated: Speech, The Printing Press, and the Internet as Selection Mechanisms in Cultural Evolution*
2009 - **Catherine Alison Adams** for *PowerPoint and the Pedagogy of Digital Media Technology*
2008 - **Stephanie Bennett** for *The Disappearance of Silence: A Dialectical Exploration of the Interpersonal Implications of Personal Mobile Media as Viewed through the Lens of Jacques Ellul's La Technique*
2007 - **Adriana Braga** for *Feminilidade Mediada por Computador: Interação Social no Circuito-Blogue [Computer-Mediated Femininity: Social Interaction on the Blog Circuit]*
2006 - **Susan Jacobson** for *Scrapbook of the Chinese Cultural Revolution: Hypertext and the Representation of History*
2005 - **Mary Ann Allison** for *Gecyberschaft: A Theoretical Model for the Analysis of Emerging Electronic Communities*
2004 - **Brian Cogan** for *Wired Worlds: An Analysis of Newspaper Coverage of the Personal Computer and the Internet*
2003 - **Keith Hampton** for *Living the Wired Life in the Wired Suburb: Netville, Globalization and Civil Society*
2002 - **Janet Sternberg** for *Misbehavior in Cyber Places: The Regulation of Online Conduct in Virtual Communities on the Internet*
2001 - **Lori Ramos** for *Self-Initiated Writing Practices and Conceptions of Writing Among Young Urban Adolescents*
2000 - **Donna Flayhan** for *Marxism, Medium Theory, and American Cultural Studies: The Question of Determination*

The Mary Shelley Award for Outstanding Fictional Work

2021 - Ted Chiang for Exhalation
2020 - Bill Bly for We Descend, Volume Two, New Selected Writings from Archives Pertaining to Egderus Scriptuor
2019 - Malka Older for Infomocracy
2018 - No Award This Year
2017 - Natasha Stagg for Surveys: A Novel
2016 - Ernest Cline for Ready Player One
2015 - David Eggers for The Circle
2014 - No Award This Year
2013 - Robin Sloan for Mr. Penumbra's 24-Hour Bookstore
2012 - Shumeet Baluja for The Silicon Jungle & Robert K. Blechman for Executive Severance
2011 - Chuck Wachtel for 3/03
2010 - Steve Tomasula for TOC: A New Media Novel
2009 - Geraldine Brooks for People of the Book
2008 - Jean-Claude Carrière for Please, Mr. Einstein
2007 - Janna Levin for A Madman Dreams of Turing Machines
2006 - Rick Moody for The Diviners
2005 - John G. McDaid for "Keyboard Practice, Consisting of an Aria with Diverse Variations for the Harpsichord with Two Manuals"
2004 - William Gibson for Pattern Recognition
2003 - Paul Levinson for The Consciousness Plague

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

2021 - Ellen Rose
2020 - Peter Costello
2019 - Thomas Gencarelli
2018 - Dennis Cali
2017 - Stephanie Gibson
2016 - Valerie V. Peterson
2015 - Fernando Gutierrez
2014 - Casey Lum
2013 - Clifford Christians
2012 - Janet Sternberg
2011 - Alex Kuskis
2010 - Salvatore J. Fallica
2009 - Bruce E. Gronbeck
2008 - Lee Thayer
2007 - Octavio Islas
2006 - Terence P. Moran
2005 - Frank E. X. Dance
2004 - Gary Gumpert
2003 - James W. Carey
2002 - Edmund Carpenter
2001 - Joshua Meyrowitz
2000 - Christine L. Nystrom

The John Culkin Award for Outstanding Praxis in the Field of Media Ecology

2021 - John McDaid for Trails of Mars (audio recording)
2020 - Thom Gencarelli for Mistral (audio recording featuring musical composition and performance by bluerace)
2019 - Julia Hildebrand and Barry Vacker, creators/curators, for "Hot and Cool in the Media(s)cene: A McLuhan Style Art and Theory Project"
2018 - Ergin Safak Dikman for New Media Ecology: An Interactive Timeline for Mapping the Communication Environment
2017 - Lawrence Azerrad, Tim Daly and David Pescovitz for Voyager Golden Record: 40th Anniversary Edition
2016 - Eugene Marlow for "Zikkaron/Kristallnacht: A Family Story"
2015 - Alex Kuskis
2014 - David Cayley
2013 - Laureano Ralon for the Figure/Ground website
2012 - Robert Albrecht for Song of the Poet (musical composition on CD)
2011 - Nora Bateson for An Ecology of Mind (documentary film)
2010 - Barry Vacker for Space Times Square (video)
2009 - Peter C. Rollins for The Benjamin Lee Whorf Legacy (CD-ROM)
2008 - Eric Goodman for Thus Spoke the Spectacle (videos and website)
2007 - Michael Wesch for The Machine is Us/ing Us (video on YouTube.com)
2006 - Deiren Masterson for McLuhan Way: In Search of Truth (video documentary)
2005 - Toni Urbano and NYU-TV Productions for A Conversation with Neil Postman (video documentary)
2004 - John Bishop and Harald Prins for Oh, What a Blow That Phantom Gave Me! (documentary film; DVD distributed by Media Generation)
2003 - Kevin McMahon for McLuhan's Wake (video documentary produced by Primitive Entertainment and the National Film Board of Canada)
2002 - William Bly and John McDaid for Media Ecology Unplugged (audio music recording, available on CD and as downloadable MP3 files at <http://www.infomonger.com/meunplug/>).
2001 - Douglas Rushkoff for The Merchants of Cool (television documentary produced for the PBS program Frontline, initially aired February 26, 2001)
2000 - Jerome Agel for The Medium Is the Massage (audio CD and book)

The Jacques Ellul Award for Outstanding Media Ecology Activism

2021 - Joshua Meyrowitz
2020 - Simi Linton
2019 - Andrew McLuhan for The McLuhan Institute
2018 - Pope Francis
2017 - Senator Bernie Sanders
2016 - Rosi Braidotti
2015 - Noam Chomsky
2014 - David Gill
2013 - Aaron Swartz
2012 - Scott Harrison and charity: water
2011 - Lisa Prins
2010 - Eric Goodman and Mike Stevens
2009 - Mark Lipton
2008 - Margot Hardenbergh
2007 - Donna Flayhan
2006 - Andrew Rasiej
2005 - Jerry Brown
2004 - The Reverend Everett C. Parker
2003 - Ronald J. Deibert
2002 - Parry Aftab
2001 - Dennis Gallagher
2000 - Stephanie B. Gibson

The Walter J. Ong Award for Career Achievement in Scholarship

2021 - David R. Olson
2020 - Maryanne Wolf
2019 - Werner Kelber
2018 - Susan Drucker
2017 - Paul Heyer
2016 - Luciano Floridi
2015 - Johanna Drucker
2014 - René Girard
2013 - Lance Strate
2012 - Sherry Turkle
2011 - Robert K. Logan
2010 - Don Ihde
2009 - John Miles Foley
2008 - Joshua Meyrowitz
2007 - Jay David Bolter
2006 - Elizabeth L. Eisenstein
2005 - James W. Carey
2004 - Denise Schmandt-Besserat

The MEA Convention Top Paper Award

2021 - **Fred Cheyunski** for "Dealing with Dystopia: Freire's Gnostic Cycle and Media Ecology in a Post Pandemic World" and Frank Sligo for "Dystopic Pasts: Technological Adaptation in Literacy Transitions Among 19th Century New Zealand Māori"

2020 - **Barry Liss** for "The Zossima Principle as an Axiomatic Ideal for Media Ecology Praxis"

2019 - **Bernadette Bowen** for "The Role of Sassy Socialist Memes in Leftbook"

2018 - **Barry Liss** for "Hot Media, Technological Transformation and the Plague of Dark Emotions: Viktor Frankl and the Recovery of Meaning"

2017 - **Dennis Cali** for "Sacramental View of McLuhan, Ong, and Carey"

2016 - **Paul Soukup** for "Everyone's Searching for a Savior: Film, Television, Theology, and Media Ecology"

2015 - **Heather Crandall** and **Carolyn Cunningham** for "Media Ecology and Hashtag Activism".

2014 - **Kevin Healey** for "Coercion, Consent, and the Struggle for Social Media"

2013 - **Brett Lunceford** for "Telepresence and the Ethics of Digital Cheating"

2012 - **Eric Jenkins** for "Updating Narcissus, the Ur-Myth of Media, for the Digital Age"

2011 - **Eric Jenkins** for "Another Punctum"

2010 - **Claudia Springer** for "Watch the Birdie: Image-Making and Wildlife Conservation"

2009 - **Matthew A. Killmeier** for "Invasion of the Body Snatchers: Disembodiment, Media, and Innis and Carey"

2008 - **Stephanie Bennett** for "The City's Curse; The Church's Plight: Technology, Communication and the Sacred"

2007 - **Anne Pym** for "Orality, Secondary Orality, and the Presence of the Word"

2006 - **Davis Foulger** for "Medium as an Ecology of Genres: Integrating Media Theory and Genre Theory" and Peter A. Maresco and Cheryl A. Casey for "Stories in Stone, Stories on Screen: An Examination of Increased Personalization of Cemetery Memorials"

2005 - **Ellen Rose** for "The Wiring of Bhutan: A Test Case for Media Ecology in the Non-Western World"

2004 - **Kip Redick** for "Theme Parks as Sacred Places and Commercial Sanctuaries"

2003 - **Arthur W. Hunt, III** for "The Image Versus the Word: Old Story, New Twist: A Lament from a Christian Media Ecologist"

The James W. Carey Award for Outstanding Media Ecology Journalism

2021 - Kara Swisher
2020 - Ken Auletta
2019 - Mathew Ingram
2018 - Dan Kennedy
2017 - Kevin Kelly
2016 - Luca De Biase
2015 - Thomas Friedman
2014 - Megan Garber of The Atlantic
2013 - David Pogue
2012 - David Carr
2011 - David Hendy
2010 - Eugene Marlow
2009 - Thomas de Zengotita
2008 - Marvin Kitman
2007 - Philip Marchand

The Christine L. Nystrom Award for Career Achievement in Service to the Field of Media Ecology

2021 - Stephanie Gibson
2020 - Martin H. Levinson
2019 - Fernando Gutiérrez Cortés
2018 - Sara van den Berg
2017 - Paul Soukup
2016 - Paul Grosswiler
2015 - Janet Sternberg
2014 - James Morrison
2013 - Thomas Gencarelli
2012 - Terence P. Moran
2011 - Robert Barry Francos

The Edmund S. Carpenter Award for Career Achievement in Editing in the Field of Media Ecology

2021 - Corey Anton
2020 - Judith Yaross Lee
2019 - Phil Rose
2018 - Paul Grosswiler
2017 - Edward Tywoniak
2016 - Carlos Scolari
2015 - Susan Drucker
2014 - Eric McLuhan
2013 - Gary Gumpert
2012 - Thomas J. Farrell and Paul A. Soukup

The Linda Elson Scholar Award for the Top Student Paper at the MEA Convention

2021 - **Jadna Rodrigues Barbosa** for "Godlywood: A Digital Pedagogy for the Evangelical Woman"

2020 - **Steven Hicks** for "Solace in Sound: Glenn Gould's Electronic Solitude"

2019 - **Austin Hestdalen** for "Understanding the Medium of Exchange"

2018 - **Matt Lindia** for "Colon. Hyphen. Closed Parenthesis. Formal Causes of Figure and Ground in Punctuation"

2017 - **Joni McBeth Turville** for "If Email Could Speak, What Would It Say? Interviewing Objects in a Digital World"

2016 - **Bryan Picciotta** for "From the Ground to the Clouds: Minimalist and Maximalist Footwear in the Sport of Running"

2015 - **Kate Drazner** Hoyt for "The Visual Effect of the Hashtag"

2014 - **Mike Plugh** for "The Global Village: Globalization and Media Ecology"

2013 - **Helma Sawatzky** for "Reconfigurations: Unfolding the Spaces of Mobile Listening"

2012 - **Angela M. Cirucci** for "First Person Paparazzi: Why Social Media Should Be Studied More Like Video Games"

2011 - **Helma Sawatzky** for "Anemone Theory: An Exploration of Digital Media as Phenomena"

2010 - **J. N. Beckham** for "Food and Drink: Engaging the Logics of New Mediation"

2009 - **Jason Kalin** for "Toward a Rhetoric of Hybrid-Space Walking"

2008 - **Phil Rose** for "René Girard as Media Ecologist"

2007 - **Xiaoyan Xiang** for "Walling-In and Walling Out"

2006 - **David Parisi** for "Fingerbombing or 'Touching Is Good': The Cultural Construction of Technologized Touch"

2005 - **Cuthbert Alexander** for "Community Journalism: Hope for a Society Without Heroes" and Michael T. Zimmer for "Media Ecology and Value Sensitive Design: A Combined Approach to Understanding the Biases of Media Technology"

2004 - **Megan Rogers** for "Taoism, Media Ecology, and the Reason the West Just Can't 'Dig it'"

2003 - **Lisa Hanson** for "PRO-ANA, a Culture Remediated in Cyberspace"

Call for Nominations for the 2023 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 2020 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 2020 or later on any topic related to media ecology. Entry requirements: Letter of nomination or self-nomination and four 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 2020 or later on any topic related to media ecology. Entry requirements: Letter of nomination or self-nomination and four 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 2020 or later, that include media ecology themes, concepts, or insights. Entry requirements: Letter of nomination or self-nomination and two 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 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 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 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 supporting materials.

...

Send all entries by November 1, 2022 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>.

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The Media Ecology Association (MEA) is a not-for-profit organization dedicated to promoting the study, research, criticism, and application of media ecology in educational, industry, political, civic, social, cultural, and artistic contexts, and the open exchange of ideas, information, and research among the Association's members. Following are the goals established for the MEA.

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

Join MEA

Membership in the Media Ecology Association is open to anyone — scholars across all career stages and institutional locations, as well as nonacademics — interested in exploring the interactions between media, communications, and culture. Membership dues include an annual subscription to our print journal, *Explorations in Media Ecology*, published quarterly. Other benefits include:

- Access to a special Members Area where you will find a complete run of *Explorations in Media Ecology* back issues plus other forthcoming member-exclusive content.
- Subscription to our monthly email newsletter *In Medias Res* and the opportunity to have your achievements featured in it.
- Venues for showcasing your scholarly work, including our own annual convention, as well as featured panels at NCA, ECA, and ICA (at the reduced ICA-member registration rate).
- Discounted registration rate at our annual convention.
- Opportunities to contribute professional service and to help shape the direction of the media ecology.
- Participation in MEA elections and governance.
- Discounts on selected books and publications. curricula

Contact: www.media-ecology.org

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