

FRIDAY MORNING

8:30 Main Lobby	Registration Opens
9:00–9:30 Theatre	Introduction and Greetings David Linton — Marymount Manhattan College Laura Tropp — Marymount Manhattan College Lance Strate — Fordham University
9:30–10:45 Great Hall A	Session 1 — Panel Interactivity Moderator — Celeste Fisher — Marymount Manhattan College <i>There is No Easy Way to Say This: The Mao Era as Hypertext</i> Susan Jacobson — Marymount Manhattan College <i>The Internet Discourse on the Other: Remembering Japanese Colonialism in Korea</i> Dong-Hoo Lee — Incheon University <i>The "Majestic" Game: Interactive Media Environments and a New Turing Test</i> Damian Ward Hey — Hofstra University <i>Technology and Contingent Conditions in Community Formation on the Internet</i> Joyce Y.M. Nip — Hong Kong Baptist University
11:00–12:15 Great Hall A	Session 2A — Panel Technology Moderator — Peter Fallon — Molloy College <i>Information Technology and the Technology of Information</i> Irene Berkowitz — Temple University <i>The Devil in Dr. Frankenstein: Pornographic Technological Evolution</i> Marc Leverette — New York University <i>Communication by Theft: The Acquisition and Use of Intimate Capital</i> John L. Locke — New York University <i>A.N.S.W.E.R.: Community Video and Media Ecology</i> Kevin Howley — Northeastern University
11:00–12:15 Great Hall B	Session 2B — Panel Changing Media Environments After 9/11 Moderator — Raymond Gozzi, Jr. — Ithaca College <i>Reversals</i> Raymond Gozzi, Jr. — Ithaca College <i>9/11 and My Favorite Market in the UAE</i> James Piecowye — Zayed University <i>Media Portrayals of Muslims: Positive and Negative Aspects</i> Raymond Smith — Iona College <i>War and Peace in the Global Village: Updating McLuhan</i> James C. Morrison — Massachusetts Institute of Technology
12:30–1:00 Theatre	Featured Presentation Moderator — Cliff Jernigan — Hofstra University <i>From the Cyberglobal Chaosmos to the Gutenberg Galaxy: The Prehistory of Cyberelectronic Language(s)</i> Donald Theall — Trent University
1:00–2:30 Great Hall A	Screening <i>The Tube</i> — a film directed by Peter Entell
1:00–2:30	Lunch

FRIDAY AFTERNOON/EVENING

2:30–3:45
Great Hall A

Session 3A — Roundtable Discussion

Education/Teaching

Moderator — Salvatore J. Fallica — New York University

Panelists

Peter Haratonik — New School University

Michael Lacy — Regis University

James Maroosis — Fordham University

Christine L. Nystrom — New York University

Alister Sanderson — Marymount Manhattan College

2:30–3:45
Great Hall B

Session 3B — Panel

Widening Perspectives on Media Ecology

Moderator — Lewis Freeman — Fordham University

Psychological and Philosophical Perspectives on Media Ecology

Steve Bailey — York University

Language: In Defense of a Method

Catherine W. Kaha — Hamilton College

Science and Technology Studies and Media Ecology:

How They Might Talk to Each Other More (and Why They Should)

Joshua Greenberg — Cornell University

The Hallucination of Electric Life: Symplexity and Hyperreality

Frank Zingrone — York University

4:00–5:15
Great Hall A

Session 4A — Panel

Media Reconfigurations

Moderator — Laura Tropp — Marymount Manhattan College

The Form of News: U.S. Political History and the Media Environment

Kevin G. Barnhurst — University of Illinois, Chicago

John Nerone — University of Illinois, Urbana-Champaign

Interpersonal Networks and the Making of a Magazine:

The Case of the Early New Yorker

Judith Yaross Lee — Ohio University

Western Views of Chinese Language and Culture: Critical Interrogations

Zhenbin Sun — Fairleigh Dickinson University

The Disappearance of Advertising

Read Mercer Schuchardt — Marymount Manhattan College

4:00–5:15
Great Hall B

Session 4B — Panel

Psychology

Moderator — Barbara M. Kelly — Hofstra University

Explaining Evil? Popular Belief and the Psychology of Brainwashing and Persuasion

Stephen Biggs — York University

It Don't Mean a Thing, If It Ain't Got Those Strings or

Bringing Media Ecology and Applied Behavioral Science Together for Enhanced Awareness and Improved Action

Fred Cheyunski — Rohm and Haas Company

Psychotherapy on Videotape: A Chapter in the Epistemology of Media

Peter Costello — Adelphi University

The Impact of Mass Media on the Cognitive Processes of Individuals

William Phillips — New York University

5:30–7:30
Theatre

Preview Screening

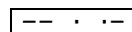
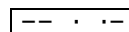
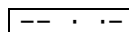
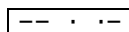
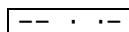
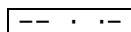
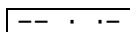
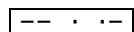
Moderator — BethAnn Bark — Marymount Manhattan College

McLuhan's Wake — a film directed by Kevin McMahon

Kevin McMahon — Primitive Entertainment Inc.

7:30–8:30
Black & White Lobby

Reception



SATURDAY MORNING

8:30

Main Lobby

Registration Opens

9:00–10:15

Great Hall A

Session 5 — Panel

Neglected Intellectual Roots of Media Ecology

Moderator — Kathleen LeBesco — Marymount Manhattan College

Respondent — Jeanne Posner — Western Connecticut State University

Media Ecology and Symbolic Interactionism

Susan B. Barnes — Rochester Institute of Technology

Hidden Dimensions of Hall in Media Ecology

Donna Flayhan — Goucher College

The Yin and Yang of Media Ecology

Janet Sternberg — Fordham University

10:30–11:30

Theatre

Featured Presentation

Moderator — Christine L. Nystrom — New York University

Respondent — Robert K. Logan — University of Toronto

Alphabet Versus the Goddess

Leonard Shlain — University of California, San Francisco

11:45–1:00

Great Hall A

Session 6A — Panel

Orality

Moderator — Terence P. Moran — New York University

Respondent — Paul Lippert — East Stroudsburg University

The Princess and the Virgin: A Preliminary Report and Some Early

Thoughts on an Ethnography of a Religious Celebration in Northern Chile

Robert Albrecht — New Jersey City University

Toward a Media Ecology of Music

Thomas F. Gencarelli — Montclair State University

Oral Memory: Ong and the Story of Jesus

Shane Hipps — Fuller Theological Seminary

11:45–1:00

Great Hall B

Session 6B — Panel

Television and Media Ecology

Moderator — Janice Kelly — Marymount Manhattan College

HBO: The Network as Auteur

Al Auster — Fordham University

TV Genius: Four Arguments for the Imagination of Television

David Lavery — Middle Tennessee State University

Sesame Street: How Season 33 Was Re-Designed to Meet the Educational Needs of Today's Preschoolers

Rosemarie Truglio — Sesame Workshop

Celebrity Structures: Implications for Activism and Ideology

Sue Collins — New York University

1:00–2:30

Great Hall A

Screening

Moderator — Terri Dewhirst — Marymount Manhattan College

The Tube — a film directed by Peter Entell

1:00–2:30

Lunch

SATURDAY AFTERNOON/EVENING

2:30–3:45
Theatre

Keynote Address

Moderator — James W. Carey — Columbia University
Old Media in the New Millennium
Elizabeth Eisenstein — University of Michigan

4:00–5:15
Great Hall A/B

Session 7 — Roundtable Discussion

Policy Matters

Moderator — Margot Hardenbergh — Fordham University
Panelists
Susan Drucker — Hofstra University
Neil Kleinman — University of the Arts
Parry Aftab — WiredPatrol
James W. Carey — Columbia University
Jerry Komia Domatob — Southampton College, Long Island University

5:30–6:00
Great Hall A/B

President's Address

Moderator — David Linton — Marymount Manhattan College
Media Ecology as a Scholarly Activity
Lance Strate — Fordham University

6:00–6:30
Great Hall A/B

Presentation of the MEA Awards

William Petkanas — Western Connecticut State University
Missy Alexander — Marist College

6:30–7:00
Great Hall A/B

Performance

Moderator — Douglas Rushkoff — New York University
Media Ecology Unplugged
William Bly — Fordham University
John McDaid — New York University

7:00–8:00
Black & White Lobby

Reception

SUNDAY MORNING

8:30
Main Lobby

Registration Opens

9:00–10:00
Great Hall A/B

Business Meeting *All are welcome to attend*

Moderator — Casey Man Kong Lum — William Paterson University

10:00–11:15
Great Hall A/B

Session 8 — Roundtable Discussion **The Day the World Changed: 9/11 and its Aftermath**

Moderator — Peter Euler — Nassau Community College, SUNY

Panelists

Katherine Fry — Brooklyn College, CUNY
Gary Gumpert — Communication Landscapers
Paul Levinson — Fordham University
Marcia Rock — New York University
Paul Thaler — Mercy College

11:30–1:00
Great Hall A/B

Session 9 — Panel **Information Systems**

Moderator — Michael Grabowski — College of New Rochelle

Respondent — Brian Cogan — New York University

Communication and Mass Media in a Differentiated Society

Mikkel Eskjaer — University of Copenhagen/New York University

The Call Plan: Cell Phones and the Redistribution of Business

Jason M. Schmitt — Eastern Michigan University

Mining Margins for the Mainstream: Recycling Trash into Information

Joseph Slade — Ohio University

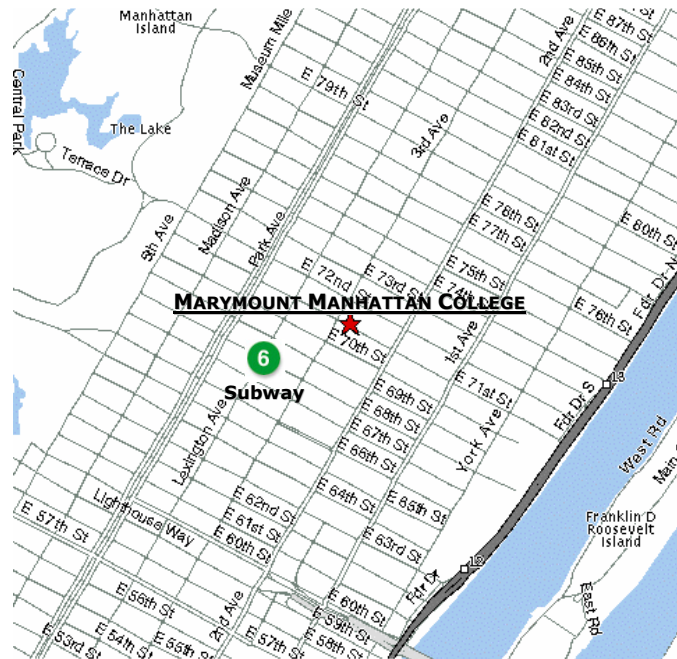
A European View of Redefining Global Communication

Pamela Peeters — Our-Planet.Org

1:00

Convention Adjourns

AREA MAP



THE THIRD ANNUAL MEA CONVENTION

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ACKNOWLEDGMENTS

We gratefully acknowledge the cooperation and assistance of Judson Shaver, President of Marymount Manhattan College, and Ann Jablon, Acting Vice President for Academic Affairs.

A convention like this would not be possible without the help of many people contributing in numerous ways. In addition to the presenters and officers whose names appear elsewhere in this program, we express our appreciation and thanks to the following individuals for their invaluable assistance in bringing you this event:

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EXHIBIT INFORMATION

Hours: Friday, 10:45-4:00
Saturday, 10:15-4:00

Location: Nugent Lounge

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UPCOMING EVENTS CO-SPONSORED BY MEA

November 21-24, 2002 — NCA — details at www.natcom.org/Convention
The Media Ecology Association Program
at the 88th Annual Convention of the National Communication Association
Communication in Action
New Orleans Marriott and Sheraton New Orleans, New Orleans, Louisiana

As an affiliate organization of NCA, MEA will showcase its members' research in various sessions addressing theoretical, research and/or methodological issues in media ecology, the study of the roles of technology and technique, modes of information and codes of communication in human affairs. For information, contact MEA Vice President:

Casey M.K. Lum
Dept. of Communication
William Paterson University
300 Pompton Road, Hobart Hall
Wayne, NJ 07470-2103
casey.lum@nyu.edu

April 24-27, 2003 — ECA — details at www.ecasite.org
The Media Ecology Association Program
at the 94th Annual Convention of the Eastern Communication Association
Communication and the Public Good
Wyndham Washington Hotel, Washington, DC

One of the largest professional organizations in the country, ECA is increasingly receptive to topics involving media ecology. The deadline for panel and paper proposals is October 15, 2002 and submissions are encouraged as early as possible. For information, contact MEA's ECA Affiliate Organization Planner:

Brian Cogan
2 Seeley Street
Brooklyn, NY 11218-1010
bac1@nyu.edu

Media Ecology Association

www.media-ecology.org

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*For the Walter Benjamin, Susanne K. Langer, Dorothy Lee, Marshall McLuhan,
and Lewis Mumford Awards

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To subscribe to the Media Ecology Association's electronic mailing list (hosted by the University of Baltimore), send an email with blank subject to:

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Problems or questions related to list subscriptions should be addressed to the list manager:

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Archives of the MEA listserv are available on the Web at the following URL:

<gopher://ube.ubalt.edu:70/11gopher_root1%3A%5BMEDIAECOLOGY%5D>

THE MEA NEWSLETTER — IN MEDIAS RES

MEA members receive the newsletter twice a year.

Keep up with the latest MEA activities and keep us up-to-date about you. Send personal news, information of interest to media ecologists, ideas for short articles, and especially ideas for book reviews, to the newsletter editor:

Raymond Gozzi, Jr.

TV-Radio Dept.

Ithaca College

Ithaca, NY 14850-7253

gozzi@ithaca.edu

THE MEA AWARDS

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

- 2000 — **Neil Postman** for *Building a Bridge to the Eighteenth Century: How the Past Can Improve Our Future*
- 2001 — **Thomas J. Farrell** for *Walter Ong's Contributions to Cultural Studies: The Phenomenology of the Word and I-Thou Communication*
- 2002 — **Douglas Rushkoff** for *Coercion: Why We Listen to What "They" Say*

The **Walter Benjamin Award** for Outstanding Article in the Field of Media Ecology

- 2000 — **Walter J. Ong, SJ** for "Digitization Ancient and Modern: Beginnings of Writing and Today's Computers"
- 2001 — **Pablo J. Boczkowski** for "Mutual Shaping of Users and Technologies in a National Virtual Community"
- 2002 — **Erik P. Bucy** and **Kimberly S. Gregson** for "Media Participation: A Legitimizing Mechanism of Mass Democracy"

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

- 2000 — **Robert K. Logan** for *The Sixth Language: Learning a Living in the Internet Age*
- 2001 — **Raymond Gozzi, Jr.** for *The Power of Metaphor in the Age of Electronic Media*
- 2002 — **Kevin G. Barnhurst** and **John Nerone** for *The Form of News: A History*

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

- 2000 — **Paul Levinson** for *Digital McLuhan: A Guide to the Information Millennium*
- 2001 — **Jay David Bolter** and **Richard Grusin** for *Remediation: Understanding New Media*
- 2002 — **Jack Lule** for *Daily News, Eternal Stories: The Mythological Role of Journalism*

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

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

- 2000 — **Jerome Agel** for *The Medium is the Massage* (audio CD and book)
- 2001 — **Douglas Rushkoff** for *The Merchants of Cool* (television documentary produced for the PBS program *Frontline*, initially aired February 26, 2001)
- 2002 — **William Bly** and **John McDaid** for *Media Ecology Unplugged* (audio music recording, available on CD and as downloadable MP3 files at infomonger.com)

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

- 2000 — **Donna Flayhan** for *Marxism, Medium Theory, and American Cultural Studies: The Question of Determination*
- 2001 — **Lori Ramos** for *Self-Initiated Writing Practices and Conceptions of Writing Among Young Urban Adolescents*
- 2002 — **Janet Sternberg** for *Misbehavior in Cyber Places: The Regulation of Online Conduct in Virtual Communities on the Internet*

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

- 2000 — **Christine L. Nystrom**
- 2001 — **Joshua Meyrowitz**
- 2002 — **Edmund Carpenter**

The **Jacques Ellul Award** for Outstanding Media Ecology Activism

- 2000 — **Stephanie B. Gibson**
- 2001 — **Dennis Gallagher**
- 2002 — **Parry Aftab**

CALL FOR NOMINATIONS FOR THE 2003 MEA AWARDS

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

Open to books published in 2000 or later on any topic related to media ecology. Entry requirements: Letter of nomination or self-nomination and five copies. Entrants may request simultaneous consideration for the Susanne K. Langer Award, the Lewis Mumford Award, or the Dorothy Lee Award.

The Walter Benjamin Award for Outstanding Article in the Field of Media Ecology

Open to articles, essays, reviews, and book chapters published in 2000 or later on any topic related to media ecology. Entry requirements: Letter of nomination or self-nomination and five copies. Entrants may request simultaneous consideration for the Susanne K. Langer Award, the Lewis Mumford Award, or the Dorothy Lee Award.

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

Open to books and articles published in 2000 or later that focus on the ecology of language, semantics, semiotics, codes, symbol systems, aesthetic form, etc. Entry requirements: Letter of nomination or self-nomination and five copies. Entrants may request simultaneous consideration for the Marshall McLuhan Award or the Walter Benjamin Award.

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

Open to books and articles published in 2000 or later 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. Entry requirements: Letter of nomination or self-nomination and five copies. Entrants may request simultaneous consideration for the Marshall McLuhan Award or the Walter Benjamin Award.

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

Open to books and articles published in 2000 or later that focus on the ethnographic or intercultural analysis of communication, perception, cognition, consciousness, media, technology; material culture, and/or the natural environment. Entry requirements: Letter of nomination or self-nomination and five copies. Entrants may request simultaneous consideration for the Marshall McLuhan Award or the Walter Benjamin Award.

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 2000 or later, that include media ecology themes, concepts, or insights. Entry requirements: Letter of nomination or self-nomination and five copies.

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

Open to works of art, media production, professional activity or other practical applications of the media ecology approach. Entry requirements: Letter of nomination or self-nomination and five copies of supporting materials.

The 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 2000 or later on any topic related to media ecology. Entry requirements: Letter of nomination or self-nomination and five copies.

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

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

The Jacques Ellul Award for Outstanding Media Ecology Activism

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

Send all entries by December 1, 2002 to:

Lance Strate, President, Media Ecology Association
Department of Communication and Media Studies
Fordham University
Bronx, NY 10458-9993

For more information, see the MEA Web site at <www.media-ecology.org>
or contact Lance Strate at <Strate@Fordham.edu> or 718-817-4864.

EXPLORATIONS IN MEDIA ECOLOGY (EME)

THE JOURNAL OF THE MEDIA ECOLOGY ASSOCIATION

Explorations in Media Ecology, the journal of the Media Ecology Association, is an international journal dedicated to extending our understanding of media and media environments. *EME* welcomes diverse theoretical and methodological approaches to the study of media environments, including (but not limited to) philosophical, aesthetic, literary, historical, psychological, sociological, anthropological, political, economic, and scientific investigations, as well as applied, professional, and pedagogical perspectives. In addition to scholarly articles, *EME* also publishes essays, commentary, and critical examinations relevant to media ecology as a field of study and practice.

Guidelines for Submission. Prospective authors should send four (4) copies of the manuscript, no longer than 25 pages (including tables and figures), to either of the co-editors: Judith Yaross Lee, School of Interpersonal Communication, Lasher Hall, Ohio University, Athens, OH 45701-2979 <leej@ohio.edu>, or Lance Strate, Department of Communication and Media Studies, Fordham University, Bronx, NY 10458-9993 <Strate@Fordham.edu>. (Submissions of different lengths will be considered.) Authors should retain their original manuscripts, as submissions will not be returned. All submissions should be the author's original work, previously unpublished, and not under consideration by another publisher. Manuscripts must conform to the *Publication Manual of the American Psychological Association* (5th ed., 2001) or the *MLA Style Manual* (2nd ed., 1998). Authors of accepted manuscripts must provide a final version in both paper and electronic formats. Authors are responsible for obtaining permission to reprint copyrighted material.

Double space the entire manuscript, including title page, abstract, text, quotations, acknowledgments, references, appendixes, tables, figure captions, and footnotes.

To facilitate blind review, the first page of the manuscript should include only the article title and an abstract of no more than 100 words. A separate, detachable cover page should be provided that includes the title of the article, the complete name of each author as it is to appear in the journal, the current and complete mailing address, telephone, fax, and email address of each author.

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Submission of Materials and Books for Review. *EME* publishes reviews of books and other materials, such as audio and video recordings, computer software, etc. Send copies of all materials and/or all correspondence to: Thom Gencarelli, *EME* Review Editor, Department of Broadcasting, Montclair State University, Upper Montclair, NJ 07043-9987 <GencarelliT@mail.montclair.edu>.

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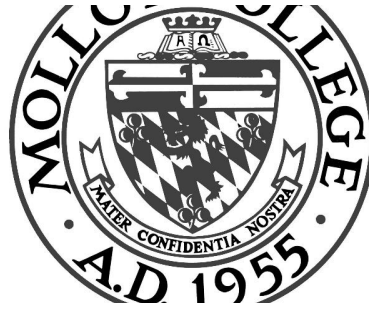
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DAVID LINTON* and *LAURA TROPP

for their dedication and hard work in coordinating
our Third Annual Convention at Marymount Manhattan College.

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About the Program Design

Directly below the words "Media Ecology Association" on the cover,
and at the bottom of the inner pages of the Convention program,
you will find boxes containing a series of dashes and dots. The dashes
and dots are a message in Morse Code, spelling out the initials "MEA"
(dash-dash = M, dot = E, dot-dash = A).



IN MEMORIAM — LINDA ELSON

October 9, 1952 – November 15, 2001

In November of last year, Linda Elson, Media Ecology Ph.D. Class of 1989 at New York University, passed away after a brief battle with cancer. The news came to most of us a few months later, in an email that Linda's partner, Craig Barish, sent to the Media Ecology listserv. Those of us who knew and worked with Linda were both saddened and shocked: saddened at the sudden loss of our dear friend and colleague, shocked because she died at the age of only 49, but also shocked because we knew nothing of her illness. But then, Linda was always a quiet, reserved person. And she chose to die in much the same way that she lived: quietly, with only Craig by her side.

At the time of her death, Linda was still toiling away, quietly, trying to complete her dissertation, *A Cross-Contextual Definition of "Levels of Abstraction."* This work, and the years she spent on it, also sum up so much the measures of her life. Linda was exceptionally bright; even gifted. It was her natural bent as a theorist and a writer to stray upwards, higher and higher, into the stratosphere of abstract thinking, to try to bring us all up there with her, and to bring the results back down to where everyone else lived and hung around. This is where she was most comfortable, and where she had the most to offer the rest of us. She once told us that she did her best writing in the middle of the night, after her left brain had shut down and she could draft her thoughts, freely, from her right brain first. She wrote a piece for our seminar in media criticism about thinking "on the margins." She was a perfectionist. She made us all quiet down, if only so that we might listen to her.

She was fragile. And her life reminds those of us who knew her just how fragile all of life is. As does her passing.

Thom Gencarelli

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