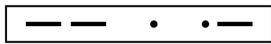


The Seventh Annual Convention of the Media Ecology Association

Prologues to Exploration

**Media
Ecology
Association**



www.media-ecology.org

June 8–11, 2006
Boston College
Fulton Hall
Chestnut Hill, Massachusetts



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Geoffrey Chaucer, The Canterbury Tales

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SATURDAY, JUNE 10, 2006
6:00 TO 7:15
511 FULTON HALL**

Prologues to Exploration

All locations are in Fulton Hall, except where otherwise indicated.

Thursday, June 8, 2006

9:00–5:00 ***Registration***

Level 1 Lobby

10:00–10:30 ***Welcoming Remarks***

Moderator: James C. Morrison – Historian, MEA – Emerson College

Lance Strate – President, MEA – Fordham University

Donald A. Fishman – Boston College

10:45–12:00 ***Sessions***

210 **1.1A Sounding the Spaces of Women's Lives**

Unbridling the Female Tongue: Reading Gossip in Olive Senior's Fiction

Carol Bailey – Smith College

Voices and Doors: What Workshops Allow

Simone Davis – Mount Holyoke College

Confession and Authority: Writing Back to Literacy as Privilege

Marie Lovrod – University of Saskatchewan

220 **1.1B Democracy in the Era of New Media**

Reconfiguring the Global Organisms' Operating System Through "Mobile Democracy"

Jason Liskiewicz – Re-Configure.org Project

New Media and Visual Democracy: CNN.com and Public Response to 9/11

Ekaterina V. Haskins – Rensselaer Polytechnic Institute

Democracy in the Digital Era

Catherine Waite Phelan – Hamilton College

Beyond the Internet: Alternative Radio and Television and the Anti-War Movement

Persheng Sadegh-Vaziri – New York University

Welcome to the Ocean of the Real: Reading Open Water as Post-9/11 Allegory

Kevin Taylor Anderson – University of Massachusetts–Amherst

230

1.1C Ecologies of the Workplace

The Secret Life of Spam: Spam in the Inner World of Work

Susan Cody – Ryerson University

Wendy Cukier – Ryerson University

Eva Nesselroth – York University

A Pyramid Interactive of Communication in the Service of an Institutional Mission

Maria de Conceição Oliveira Lopes – University of Aveiro

From Wooton to Workstation: Mechanisms of the Visible in Office Spaces

Dale A. Bradley – Brock University

250

1.1D Why Radio Still Matters: Media Ecology Perspectives on Broadcasting – Roundtable

Donna Halper – Emerson College

Leo Fahey – Rockaway College Project

Jane Turk – Columbia University

12:00-1:30

Lunch Break

1:45-3:00

Sessions

210

1.2A Historical Studies in Media Environments and Historiography – Panel

An Eye on the War: Vietnam War Images in the Mainstream and Dissident Press

Jeffrey Bowen – University of Maine

Historians and Media Ecology

Paul Grosswiler – University of Maine, Orono

Radio's Transition from Interpersonal to Mass Medium: War of the Worlds' Broadcast as Evidence of Change

Diana McElwain – University of Maine

Calling All Stars: Propaganda Efforts of World War I and the Emergence of Star Political Authority

Sue Collins – New York University

220

1.2B Varieties of Mediated Experience

Chair: Lance Strate – Fordham University

How the Shift from an Oral to a Literate Society Affected the Christian Religion During the Middle Ages

Juliann DeMeo – Fordham University

The Construction of Identity: Presentation and Interpretation

Julia Tier – Fordham University

Interface Technologies: A Common Sense Approach

Aaron DeNu – Fordham University

Does the Visual and Interactive Nature of Video Games Establish Them as a Potentially Unique and Valuable Learning Tool?

Anne Forziat-Halligan – Fordham University

How Do Systems Establish Persistence in a Cyclorama of Entropy?

Brendon J. Ellington – Fordham University

230

1.2C Situation Comedies: Critical Views of Television – Panel

'Who's In Charge Here?': Views of Media Ownership in Situation Comedies

Paul Kohl – Loras College

I Love Lucy: Television and Gender in Postwar Domestic Ideology

Lori Landay – Berklee College of Music

Cybill: Integrating Women's Liberation into Everyday [Sitcom] Life

Laura Linder – Marist College

Origins of the Genre: In Search of the Radio Sitcom

David Marc – Syracuse University

Sex and the Sitcom: Gender and Genre in Millennial Television

Christine Scodari – Florida Atlantic University

Negotiating Boundaries: Production Practices and the Making of Representation in Julia

Demetria Shabazz – University of Oklahoma

250

1.2D Orality and Literacy in Communication Pedagogy: Getting the Baby Out of the Bathwater – Roundtable

Frank E. X. Dance – University of Denver

Richard Doettkott – Chapman University

W. Lance Haynes – University of Missouri-Rolla

Brett Lunceford – The Pennsylvania State University

Anne Pym – California State University, East Bay

3:15–4:30

Sessions

210

1.3A Ecologies of Brain and Mind

Chair: Michael Keith – Boston College

The Ecological Brain: Symmetry and Aesthetics of the Image

Ann Marie Barry – Boston College

This Is Your Brain on Television

Amy Hornblas – AWARE

Media and the Aesthetic of Self: Ecological Perspectives in the Century of the Mind

Julianne Newton – University of Oregon

Lab and Life: What's the Connection?

David Berreby – Author

220 **1.3B Media History and Memory, Objectivity, and Technology**

Commemoration and Its Role in Community: Bridging the Past
Jessica Brophy – University of Maine

Power and Credibility: Media Sources and the Politics of Objectivity
Joshua Sammer – University of Maine

Time as Continuity and Time as Changes
Xiaoyan Xiang – York University

230 **1.3C Aural Ecologies: Sounds of Global Technological Drift**

Building a Lonesome Sound: Emotion, Technology, and Globalization in the History of the Steel Guitar
Brent Malin – San Francisco State University

Podcasting, Publicity, and Secondary Orality: Mobile Noise as Glocalization
Robert MacDougall – Emerson College

High Resolution Sound: Forward Into the Past
James C. Morrison – Emerson College

250 **1.3D The Ecology of Television Advertising**

A Structural Study of Television Advertising: Then and Now
Robert K. Blechman – St. George's University

4:45–6:00 Featured Presentation

Moderator: James C. Morrison – Emerson College

511 *Walter J. Ong: Oralities Past, Present, and Future – Discussion*
John Miles Foley – University of Missouri
Frank E. X. Dance – University of Denver

6:15–8:00 Welcoming Reception

Heights Room *"Why? Words" – Activity*
Corcoran Fred Cheyunski – IBM Business Consulting Services
Commons

Friday, June 9, 2006

9:00–5:00 Registration

Level 1 Lobby

9:00–9:30 Plenary Session

McGuinn 121 *"Why? Words" – Report*
Fred Cheyunski – IBM Business Consulting Services

9:45–11:00

Sessions

210

2.1A Media Ecology of Place

The Internet as a Media Extension: The Case of Mexico

Fernando Gutiérrez – Tecnológico de Monterrey, Estado de México

Writing in a Language That Is Not Written: The Case of Arbresh Use in the Newspaper

Mondo Albanese

Eda Derhemi – University of Illinois at Urbana–Champaign

Testing the Metaphor of “Media Ecology” in South Sinai, Egypt: A Visual Presentation of Current Fieldwork

Barbara Roos – Grand Valley State University

Heat and Dust and Cellphones: Exploring the Media Ecology of India

Ellen Rose – University of New Brunswick, Fredericton

220

2.1B Groundings of Media Ecology

Chair: Thomas Cooper – Emerson College

Logic, Ana-Logic, Deca-Logic and Theo-Logic in McLuhan and Postman’s Media Ecology

Stephen L. Reagles – Bethany College

Enemies of Time: Innisian Reflections on the Present

Phil Rose – York University

Exploring the Tetrad: A Micro-History of McLuhan’s “Greatest Achievement”

Frank Zingrone – York University

Respondent: Thomas Cooper – Emerson College

230

2.1C The Ecology of Fandom

Media Fandom: Redefining a “Sense of Place”

Cynthia W. Walker – St. Peter’s College

Fan Action: Finding a Medium for a Message

Miriam Greenfeld – Rutgers University

Trekers Treats: Fans of the Delta Quadrant

Nadine Smith – Fordham University

250

2.1D Media Ecology and the Disciplines: The Oralist Movement in Communication Studies

Moderator: Frank E. X. Dance – University of Denver

Current Research in Support of Oralist Pedagogy in the Teaching of Public Speaking
Richard Doetskott – Chapman University

Orality as an Ideal Type and Unconscious Competence: Two Cornerstones for Oralist Theory
W. Lance Haynes – University of Missouri-Rolla

Walter Ong and the Willard Preacher: Bringing the Public Speaking Classroom to Orality
Brett Lunceford – The Pennsylvania State University

Grounding Oralism in a Literate World: Balancing Theory and Presence
Anne Pym – California State University, East Bay

11:15–12:30

Keynote Address

Devlin 008

Moderator: Robert K. Logan – University of Toronto

The Origins of Writing
Denise Schmandt-Besserat – University of Texas at Austin

12:30–1:30

Lunch Break

1:30–2:45

Sessions

210

2.3A Workshop in Complexity Theory and Applications

Media-Triggered Expansions in Concepts, Characters, Community, and Control
Mary Ann Allison – State University of New York–Purchase College

Respondent: Howard Rheingold

220

2.3B Ecologies of Publishing and Archiving

Chair: Margot Hardenbergh – Fordham University

Breaking an Author Into "A Million Little Pieces:" The Agenda-Setting Power of the New Media
Rod Carveth – Marywood University

Friends Don't Make Friends Do DRM
Jan Ellis – Columbia University

Transubstantiation of the Archive
Keli Rylance – University of South Florida Archives

The Educational Mission of Catholic Publishing
Karen Scialabba – Sacred Heart University

2.3C Ecologies of Journalism*TV News as Advocate: Early Coverage of Hurricane Katrina*

Katherine Fry – The City University of New York–Brooklyn College

Mobile Media, the Press, and Citizen Journalists

Susan Jacobson – Temple University

On-line News Geographies: A News-Flow Study of Three U. S. Dailies

Mike Gasher – Concordia University

Locating Evolutionary Moments: A Study of the Albany Times Union's Adoption of Web Conventions

Christine Tracy – University of Michigan

2.3D History, Art, and Technology*Back to the Future: The Public Purpose of a Collection of Incunabula Leaves*

Donn F. Downing – Independent researcher

The "Memorable year 1640" in the Mind of John Adams: The Historical Memory of Puritanism and the Printed Word

Michelle Orihel – Syracuse University

The Profane Earth

Ollivier Dyens – Concordia University

Multimedia Technology and Classroom Communication

Kuo Huang – Beijing Normal University

Juming Li – Heilongjiang Provincial Educational Bureau

3:00–4:00***Featured Presentation***

McGuinn 121

Moderator: Paul A. Soukup, SJ – Santa Clara University

Revisiting a Media Revolution

Elizabeth L. Eisenstein – Palmer Professor of History (Emerita) – University of Michigan

4:15–5:15***President's Address***

McGuinn 121

Moderator: James C. Morrison – Emerson College

Technics and Media Ecology

Lance Strate – Fordham University

5:30–6:00***MEA Awards***

McGuinn 121

Presenters: Lance Strate – Fordham University

James C. Morrison – Emerson College

6:00–7:00 ***Featured Presentation***

McGuinn 121 Moderator: Ellen Rose – University of New Brunswick, Fredericton
Coevolution of Technology, Media, and Collective Action
Howard Rheingold – Author

7:15–8:30 ***Reception***

Honors Commons *Media Ecology Unplugged*
Bill Bly – Fordham University
John McDaid – New York University

Saturday, June 10, 2006

9:00–5:00 ***Registration***

Level 1 Lobby

9:00–10:15 ***Sessions***

210 **3.1A Theory and Philosophy**

Chair: Frederick Wasser – Brooklyn College, CUNY

posTmodeMism: What Tomorrow Looked Like
Craig Sinclair – University of Massachusetts–Amherst

General Semantics and Media Ethics
Martin H. Levinson – Institute of General Semantics

An Epistemological Context for Evolutionary Media Ecology
Richard A. Rosa – Independent researcher

Medium as an Ecology of Genres: Integrating Media Theory and Genre Theory
Davis Foulger – State University of New York at Oswego

220 **3.1B Networked Experience**

Becoming Data: Mapping, Navigation and Loss in the Networked Culture
Eric Gordon – Emerson College

*From the Internet to the Theater and Back Again: The Emergence of Online Novel
Adaptation in the Korean Film Industry*
Kyoung-Lae Kang – University of Massachusetts–Amherst

Sorry for Your Loss: Grieving and Griefing in World of Warcraft
Lián Sifuentes –Colorado College

3.1C Media and Politics

Medium Theory and Understanding the Uproarious Sixties
David Allen – Temple University

Masks of Privilege, Masks of Labor: WASPing and De-WASPing as Rhetorical and Political Strategies within the Mediated Presidency
Carlita Greene– Nazareth College

Origin of the Specious: How Propaganda Undermined Public Relations in World War I
Gary Kenton– Fordham University

Dissembled Outrage and Contemplation of Violence: Analysis of the Emotional Aspects of Post-9/11 Media Ecology
Peter Moberg – Jacksonville University

The Perfect Example of Political Propaganda: The Chinese Government's Persecution against Falun Gong
Chin-Yunn Yang – Freelance journalist

3.1D Ecologies of Media Consumption

Chair: Al Auster – Fordham University

Theorizing Media and Sport in Search of Commodity Value: On Finding Dirt, Constructing Readers, and Deconstructing Ethics
Lawrence A. Wenner – Loyola Marymount University

Transforming Practices of Media Consumption: Consumption Settings as Event-Networks
Ana Andjelic– The New School

Greeting Cards and the New Romance of Tangible Media
Emily West – University of Massachusetts Amherst

Stories in Stone, Stories on Screen: An Examination of Increased Personalization of Cemetery Memorials
Cheryl A. Casey – New York University
Peter A. Maresco – Sacred Heart University

Sessions**3.2A University Journal Editors Speak About Their Medium and Its Message – Roundtable**

Lance Strate – Fordham University – *Explorations in Media Ecology (EME)*
Karen vanMeenen – Visual Studies Workshop – *afterimage*
Susan Drucker – Hofstra University – *Qualitative Research Reports in Communication*
Paul A. Soukup, SJ – Santa Clara University – *Communication Research Trends*
Dan Stout – University of South Carolina – *Journal of Media and Religion*

3.2B Human–Technological Interactions

Chair: Edward Wachtel – Fordham University

Fingerbombing or "Touching is Good": The Cultural Construction of Technologized Touch

David Parisi – New York University

In search of an integrated relationship between media literacy and media ecology: an examination for discovery

Liss Jeffrey – University of Toronto

What About "Bob"?: The Media Equation a Decade Later

Paul Lieber – Emerson College

A Study of Interactive, 3D Graphic Instructions: Embodied Interaction and User Experience

Michael Sharp – Rensselaer Polytechnic Institute

Jonathan Bidwell – Rensselaer Polytechnic Institute

3.2C Exploring the Digital City: Space Culture Politics

A Multimedia Documentation of Laser\Net

Paul Guzzardo – University of Dundee – MediaArts Alliance

3.2D Privacy, Space and Place

Duality in DataSpace: A Media Ecology Perspective

Matt Jones – Ontario College of Art and Design

Robert K. Logan – University of Toronto

Society Under Surveillance

Kristen M. Daly – Columbia University

Privacy vs. Fame: The Loss of Privacy in T.V. Shows in Israel

Amit Dinur – The College Of Management, Tel-Aviv

Yuwal Karniel – The College Of Management, Tel-Aviv

Postplace America: Capitalism, Technology, and the Loss of Place in Landscape

Rebecca A. Kuehl – University of Georgia

3.2E Mapping a New Media Environment: The Media Ecology of Computer and Video Games

Strategic Simulations and Our Past: How Computer Games Tend to Treat History

Kevin Schut – Trinity Western University

The Telcos' Brave New World: IPTV and the "Synthetic Worlds" of Multiplayer Online Games

Anthony Pennings – New York University

No Need for Caution: Mammals at Play

Donna Flayhan – The State University of New York at New Paltz

The Aesthetic Vocabulary of Video Games
Joost van Dreunen – Columbia University

My Cheating Heart: Video Games, Heuristics, and the Culture of Deception
Liel Leibovitz – Columbia University

11:45–1:30 *Lunch Break*

511 Screening: *Shocking & Awful, World Tribunal Show, Fallujah*, and others from Deep Dish Productions
Persheng Sadegh-Vaziri – New York University

11:45-1:30 *MEA Board of Directors Meeting and Lunch*

LCOB 528

1:30–2:30 *Screening*

511 Moderator: Susan Jasko – California University of Pennsylvania

McLuhan Way: In Search of Truth
Deiren Masterson – Masterworks Productions

2:30–3:15 *Featured Presentation*

511 Moderator: Raymond Gozzi, Jr. – Ithaca College

The Ecology of Media and Ecosystems as Media: An Inaugural Probe
Robert K. Logan – University of Toronto

3:30–4:15 *Featured Presentation*

511 Moderator: Thomas F. Gencarelli – Montclair State University

The Coming of the Wireless World: Opportunities and Pitfalls
Andrew Rasiej – Personal Democracy Forum

4:15–5:00 *Featured Presentation*

511 Moderator: Casey Man Kong Lum – William Paterson University

Selling War in America
Terence P. Moran – New York University

5:00–5:45 *Featured Presentation*

511 Moderator: Donald A. Fishman – Boston College

The Archaeology of the Communication Landscape
Gary Gumpert – Urban Communication Foundation
Susan Drucker – Hofstra University

6:00–7:15 ***In Remembrance of James W. Carey – Plenary Session***

511 Moderator: Lance Strate – Fordham University

Kristen Daly – Columbia University
Joost van Dreunen – Columbia University
Donald A. Fishman – Boston College
Paul Grosswiler – University of Maine, Orono
Gary Gumpert – Urban Communication Foundation
Liel Leibowitz – Columbia University
James C. Morrison – Emerson College
Catherine Waite Phelan – Hamilton College
Frederick Wasser – Brooklyn College, CUNY

7:30–8:30 ***Reception***

Honors “*Why? Words Redux*” – Activity
Commons Fred Cheyunski – IBM Business Consulting Services

Sunday, June 11, 2006

9:30–10:00 ***Plenary Session***

511 “*Why? Words*” – Report
Fred Cheyunski – IBM Business Consulting Services

10:00–11:30 ***General Business Meeting***

511 Moderator: Casey Man Kong Lum – Vice President, MEA – William Paterson University

11:45–1:00 ***Plenary Session***

Moderator: Susan J. Drucker – Hofstra University

511 *Present Is Prologue: The Future(s) of Media Ecology* – Roundtable

Gary Gumpert – Urban Communication Foundation
Paul Levinson – Fordham University
Casey Man Kong Lum – William Paterson University
Joshua Meyrowitz – University of New Hampshire

1:00 ***Closing Remarks***

1:15 ***Convention Adjourns***

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ACKNOWLEDGMENTS

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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.

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The **Walter Benjamin Award** for Outstanding Article in the Field of Media Ecology to
Edward Wachtel for
“Did Picasso and Da Vinci, Newton and Einstein, The Bushman and the Englishman See the Same Thing When They Faced the East at Dawn? Or, Some Lessons I Learned From Marshall McLuhan About Perception, Time, Space, and the Order of the World”

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David Berreby for
Us and Them: Understanding Your Tribal Mind

The **Susanne K. Langer Award** for Outstanding Scholarship in the Ecology of Symbolic Form to
Guy Deutscher for
The Unfolding of Language: An Evolutionary Tour of Mankind's Greatest Invention

The **Dorothy Lee Award** for Outstanding Scholarship in the Ecology of Culture to
Charlton D. McIlwain for
When Death Goes Pop: Death, Media and the Remaking of Community

The **Lewis Mumford Award** for Outstanding Scholarship in the Ecology of Technics to
Casey Man Kong Lum for
Perspectives on Culture, Technology and Communication: The Media Ecology Tradition

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Susan Jacobson for
Scrapbook of the Chinese Cultural Revolution: Hypertext and the Representation of History

The **Mary Shelley Award** for Outstanding Fictional Work to
Rick Moody for
The Diviners

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Deiren Masterson for
McLuhan Way: In Search of Truth (video documentary)

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- 2002 – DOUGLAS RUSHKOFF for *Coercion: Why We Listen to What "They" Say*
- 2003 – FREDERICK WASSER for *Veni, Vidi, Video: The Hollywood Empire and the VCR*
- 2004 – FRANCIS FUKUYAMA for *Our Posthuman Future: Consequences of the Biotechnology Revolution*
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- 2000 – WALTER J. ONG, SJ for "Digitization Ancient and Modern: Beginnings of Writing and Today's Computers"
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- 2000 – DONNA FLAYHAN for *Marxism, Medium Theory, and American Cultural Studies: The Question of Determination*
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2003 – PAUL LEVINSON for *The Consciousness Plague*

2004 – WILLIAM GIBSON for *Pattern Recognition*

2005 – JOHN G. MCDAID for “Keyboard Practice, Consisting of an Aria with Diverse Variations for the Harpsichord with Two Manuals”

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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 – BILL BLY and JOHN MCDAID for *Media Ecology Unplugged* (audio music recording, available on CD and as downloadable MP3 files at infomonger.com)

2003 – KEVIN MCMAHON for *McLuhan’s Wake* (video documentary produced by Primitive Entertainment and the National Film Board of Canada)

2004 – JOHN BISHOP and HARALD E.L. PRINS for *Oh, What a Blow that Phantom Gave Me!* (documentary film; DVD distributed by Media Generation)

2005 – TONI URBANO and NYU-TV PRODUCTIONS for *A Conversation with Neil Postman* (video documentary)

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PETER A. MARESCO and CHERYL A. CASEY for *Stories in Stone, Stories on Screen: An Examination of Increased Personalization of Cemetery Memorials*

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Open to books published in 2004 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 Erving Goffman Award, the Susanne K. Langer Award, the Dorothy Lee Award, or the Lewis Mumford Award.

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Open to books and articles published in 2004 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.

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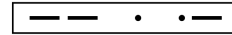
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Preliminary Call for Papers

**The Eighth Annual Convention of the
Media Ecology Association in
Mexico City**

“Technology and Transformation”

June 6–10, 2007

Featuring speakers from Canada, the United States, Spain, and Latin America,
including

Eric McLuhan, Jay Bolter, and Katherine Hayles

With the aim of fostering an academic tradition begun with the New York, Saint Louis, and Toronto schools of media ecology, the *Tecnológico de Monterrey, Campus Estado de México* invites your participation, as presenters or attendants, in the Eighth Annual Convention of the Media Ecology Association, to be celebrated in Mexico City from June 6–10, 2007.

The *Tecnológico de Monterrey* was founded in 1943 by a group of Mexican entrepreneurs and executives. It is a private educational institution, independent from any political or religious group. The *Tecnológico de Monterrey* system has a nationwide presence and also extends its educational services abroad to other Latin American countries and other cities of the world.

The convention coordinators and organizing committee invite the submission of papers, roundtable and panel discussions, workshops, films, multimedia presentations, performances, and any other proposals relating to all aspects of the media ecology tradition founded by McLuhan, Mumford, Ong, Postman, and others.

As Neil Postman asserted, a new technology does not merely add something to a culture; it transforms everything. The transformation is ecological and the consequences of the change are always fast, often unpredictable, and largely irreversible. And, as Marshall McLuhan reminded us, the technology reshapes and restructures patterns of social interdependence along with every aspect of our personal lives.

Join us to continue this dialogue about “Technology and Transformation,” and its impact on society, from the media ecology perspective.

Completed papers are eligible for the Top Paper Award and Linda Elson Scholar Award for Top Student Paper. Please indicate your interest in competing for either award on a separate title page with full contact information, making sure to remove all identifying information from the text pages. Competitive papers should be formatted in accordance with the fifth edition of the *Publication Manual of the American Psychological Association*.

The MEA is an international organization, and our 2007 convention is a defining moment for us, as it will be our first annual meeting held outside the United States. Please join us as we celebrate and commemorate this important rite of passage. Conference attendees will also have the opportunity to participate in special guided bilingual tours to Teotihuacán, site of the some of largest pyramids in Mexico and one of the most extraordinary archeological sites in the Western Hemisphere, and to downtown Mexico City, including the major cultural and historic sites in the Centro Histórico (The Zócalo or Constitution Square, Metropolitan Cathedral, the ruins of the Great Temple of the Aztecs, the National Palace with its murals by Diego Rivera), the monuments of Reforma Avenue, and the museums of Chapultepec Park (the Archeology Museum, Museum of Modern Art, Rufino Tamayo Museum of Contemporary Art, and the National History Museum, located in the famed Castle of Chapultepec).

Please send all inquiries and electronic copies of papers and proposals to the **convention coordinators**:

[Spanish Language]

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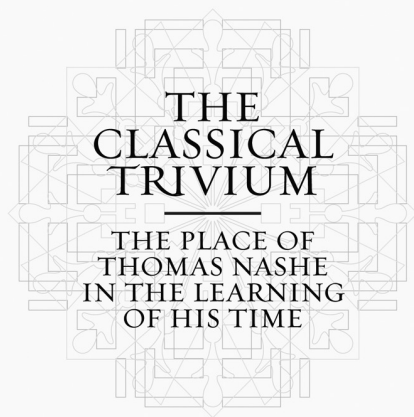
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MARSHALL MCLUHAN

EDITED BY W. TERRENCE GORDON

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Marshall McLuhan's Ph.D Thesis

THE CLASSICAL TRIVIMUM
THE PLACE OF THOMAS NASHE
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Edited by W. Terrence Gordon

Many have marvelled at Marshall McLuhan's ability to turn the seemingly obscure into something significant. **The Classical Trivium** is no exception.

One of the greatest intellectual voyages of the 20th Century, and one of the most learned dissertations to come out of Cambridge University, this work holds the real key to "understanding McLuhan" and all of his subsequent works.

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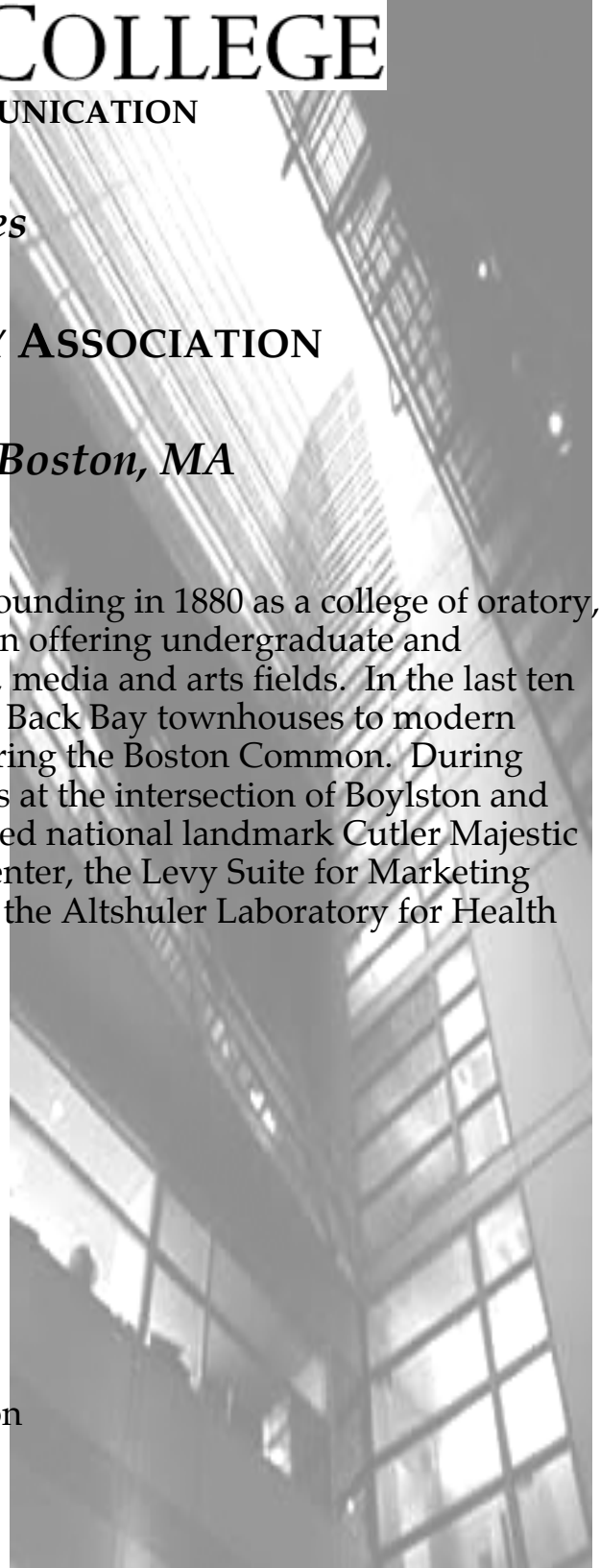
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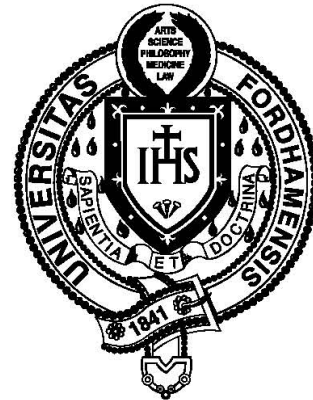
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