



22ND CONVENTION
OF THE
MEDIA ECOLOGY
ASSOCIATION

JULY 8-11, 2021

DYSTOPIC FUTURES:
Media Ecology in an Algorithm Society



Media Ecology Association
www.mediaecology.org

DRAFT PROGRAM



PROGRAM AT A GLANCE

EDT (Eastern Daylight Time) UTC/GMT – 4 hours

THU, JULY 8	FRI, JULY 9	SAT, JULY 10	SUN, JULY 11
9:00 am Opening Ceremony	8:30 am Greetings	8:30 am Greetings	
9:30 am Opening Plenary Session (1.1)	9:00 am Plenary Session (2.1)	9:00 am Parallel Sessions (3.1)	9:15 am The Medium is the Light Award Presentation (4.1)
11:00 am Parallel Sessions (1.2)	10:30 am Parallel Sessions (2.2)	10:30 am Plenary Session (3.2)	10:00 am Parallel Sessions (4.2)
12:15 pm Lunch	12:00 pm Parallel Sessions (2.3)	12:00 pm Parallel Sessions (3.3)	11:30 pm Business Meeting
2nd Womxn, Language, Technology Virtual Exhibit	1:15 pm Book Salon	1:15 pm Lunch	
1:00 pm Parallel Sessions (1.3)	2:30 pm Parallel Sessions (2.4)	A Short Glossary to Explain a Strange Phenomenon Photographic Essay	
2:30 pm Parallel Sessions (1.4)	4:00 pm Parallel Sessions (2.5)	2:00 pm Parallel Sessions (3.4)	
3:45 pm Coffee Break	5:15 pm Coffee Break	3:30 pm Parallel Sessions (3.5)	
4:15 pm Parallel Sessions (1.5)	5:30 pm Plenary Session (2.6)	4:45 pm Coffee Break	
5:45 pm Plenary Session (1.6)	7:00 pm Social Event 2.7a Howie & The Outsiders	5:15 pm Plenary Session (3.6)	
7:00 pm Welcome Reception	7:00 pm Social Event 2.7b Trust Me	6:45 pm MEA Awards Ceremony President's Address	
OPEN COFFEE BREAK ROOM			
OPEN BOOKS AREA			

Thursday July, 8

8:30 a.m. Greetings

9 a.m. Opening Ceremony

1.1

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

SESSION	USA (EDT)	BRAZIL
Opening	9:00 a.m.	10:00
1.1	9:30 a.m.	10:30
1.2	11:00 a.m.	12:00
1.3	1:00 p.m.	14:00
1.4	2:30 p.m.	15:30
1.5	4:15 p.m.	17:15
1.6	5:45 p.m.	18:45
1.7	7:00 p.m.	20:00

Dystopic Futures: Media Ecology in an algorithm society

Chair: Peggy Cassidy (Adelphi University, USA)

Joshua Meyrowitz (University of New Hampshire, USA)

Lance Strate (Fordham University, USA)

Nora Bateson (The Bateson Institute, USA)

Susan Drucker (Hofstra University, USA)

1.2

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

1.2.1 The Media Ecology of Sports

Chair: Édison Gastaldo (Centro de Estudos de Pessoal e Forte Duque de Caxias, Brazil)

Sports Journalism, politics and discourses of neutrality

Leonardo Turchi Pacheco (Universidade Federal de Alfenas, Brazil)

‘Soccer Analysis’ TV shows: a case study of Fútbol Picante (ESPN-México)

José Samuel Martínez López (Universidad Iberoamericana, Mexico)

Neil Postman’s ideas to the so-called Modern Soccer

Filipe Mostaro (Pontifícia Universidade Católica do Rio de Janeiro, Brazil)

Soccer, national identity and advertisements in Brazil

Édison Gastaldo (Centro de Estudos de Pessoal e Forte Duque de Caxias, Brazil)

1.2.2 Opinion, Conspiracy and Fake News

Chair: Sheila Nayar (Greensboro College, USA)

Conspiracies, Ideological Entrepreneurs and Popular Culture from a Media Ecology Perspective
Hildegard Van Den Bulck (Univ. Antwerp, Belgium) and Aaron Hyzen (Drexel University, USA)

Why do we believe in fake news? A Media Ecology perspective on the post-truth
Fernando Figueiredo Strongren (UnB, Brazil)

When A Conspiracy Theory Uses a Post-Truth World to Persuade Mainstream Society: Qanon's
Transformation from the Corners of the Internet to Capitol Hill
Jessica Neu (Duquesne University, USA)

Infotainment and legitimation of opinion: the study of the Greg News program TV
Julia F. J. Cruz and Leonel Aguiar (Pontifícia Universidade Católica do Rio de Janeiro, Brazil)

1.2.3 Arts and Survival

Chair: Thom Gencarelli (Manhattan College, USA)

Can the artist still save us?
Erik Gustafson (North Dakota State University, USA)

How (Not) to Exhibit Art in Pandemic Times? An Ecological Approach to Artistic Images
Icaro Ferraz Vidal Junior (Pontifícia Universidade Católica de São Paulo, Brazil)

COVID-19, Sonification, and Systems Failure: Infecting the Function-al Boundaries of Art and
Science - Steven Hicks (University of Toronto, Canada)

Rio de Janeiro Carnival masquerades: observations on the preservation and dissemination of
their cultural legacy - Camilla Serrão Pinto and Nilton Gonçalves Gamba Júnior (Pontifícia
Universidade Católica do Rio de Janeiro, Brazil)

1.2.4 Renaming Myself: Performance and Identity in Media Environments

Flattening: The Reduction of the Person to a Performance
Russ White (MSIT Capella University, USA)

Voluntarily childless networking: dynamics of an understudied population through social
media - Ana Luiza de Figueiredo Souza (Universidade Federal Fluminense, Brazil)

“Birds of a Feather Flock Together”: Username as performance in fandom environments
Nathália Villane Rippel (Pontifícia Universidade Católica do Rio de Janeiro, Brazil)

Crypto and the Global Village: A Cypherpunk Perspective on Privacy, Virtual Communities, and
the Preservation of “Western Man” in the Electronic Age
Patrick D. Anderson (Grand Valley State University, USA)

1.2.5 Pandemic Pedagogy: Technology and the Human Experience

Chair: Cathy Adams (University of Alberta, Canada)

Teaching Large, Live and Online: Notes from the Pandemic

Cathy Adams (University of Alberta, Canada)

Terms of Our Times: Exploring Classroom “Connectivity” During the Pandemic

Dennis D. Cali (University of Texas at Tyler, USA)

Analyzing the Effects of Microsoft Teams on Teacher Pedagogy During the Coronavirus Pandemic

Matt McGuire (University of New Brunswick, Canada)

Post-Pandemic Higher Education

Ellen Rose (University of New Brunswick, Canada)



Virtual Art Exhibit

Second Annual MEA Womxn, Language, & Technology

Bernadette Bowen (Bowling Green State University, USA)

Carolin Aronis (Colorado State University, USA)

Sara Falco (Independent artist, USA)

Adeena Karasick (Pratt Institute, USA)

12:15 p.m. LUNCH

1.3

1:00 p.m. – 2:15 p.m. Parallel Sessions

1.3.1 Roundtable – Communicational sustainability, intervention-research and popular culture.

Chair: Miguel Santos de Carvalho (Pontifícia Universidade Católica do Rio de Janeiro, Brazil)

Humberto Barros da Silva (Pontifícia Universidade Católica do Rio de Janeiro, Brazil)

Paula Oliveira de Alcantara Cruz (Pontifícia Universidade Católica do Rio de Janeiro, Brazil)

Eliane Carla da Silva Viana (Pontifícia Universidade Católica do Rio de Janeiro, Brazil)

Camilla Serrão Pinto (Pontifícia Universidade Católica do Rio de Janeiro, Brazil)

Marcely Soares Rodrigues (Pontifícia Universidade Católica do Rio de Janeiro, Brazil)

1.3.2 - Dystopic Writings: Literature and Pandemics

Chair: Matt Thomas (Kirkwood Community College, USA)

“The Machine Stops: What E. M. Forster’s 1909 Short Story Tells Us About Facebook, Zoom, Twitter, and a Worldwide Pandemic”

Arthur W. Hunt III (University of Tennessee at Martin, USA)

Saramagos’s Kafkanian Pandemic: An Analysis on Death-Denying Behaviour In Contemporary Society - José Luiz Balestrini Junior and Leonardo Torres (Universidade Paulista, Brazil)

From the Renaissance Book of Utopia to the End of the Gutenberg Galaxy Dystopia
Jean-François Vallée (Collège de Maisonneuve, Canada)

1.3.3 Robots and Gadgets

An Anthropology of Robots

Laura Trujillo Liñán (Universidad Panamericana, México)

More than just broken: life among exfunctional objects

Pedro Pereira Drumond (Universidade Federal Fluminense, Brazil)

Media uses: the cell phone without letters

Cynthia Maciel Duarte (Independent Scholar, Brazil)

An ecology of sense-making: enacting McLuhan’s extensions

Camila De Paoli Leporace (Pontifícia Universidade Católica do Rio de Janeiro, Brazil)

1.3.4 McLuhan in Verse and Reverse

McLuhan in Reverse

Robert Logan (University of Toronto, Canada)

Efficient Cause is Non-Linear! – Heterodox Media Ecology

Matthew S. Lindia (Duquesne University, USA)

Obsolescing Instrumental Reasoning: The Place of Analogy in McLuhan’s Poetic Consciousness

Anthony M. Wachs (Duquesne University, USA)

Campus as medium: A media ecology approach

Christopher James Dahlie (State University of New York at Fredonia, USA)

1.3.5 UCF Student Research Grant session

Chair: James Morrison (Babson College, USA)

Austin Hestdalen (Duquesne University, USA)

Erik Garrett (Duquesne University, USA)

Susan Drucker (Hostra University, USA)

Gary Gumpert (Urban Communication Foundation, USA)

1.4

2:30 p.m. – 3:45 p.m. Parallel Sessions

1.4.1 Algorithm Society: Desires and Dilemmas

(Digital) Presence—of Choice or Necessity. Algorithmic Desire in a Society Of Anticipation

Marek Wojtaszek (University of Lodz, Poland)

Categorization of the propositional positions to deal with the dilemmas imposed by disruptive technologies - Renata Marinho (Pontifícia Universidade Católica do Rio de Janeiro, Brazil)

SEOcracy: solipsistic society

David Leal (INNOVACIEN, Chile)

The industry of traces: Bernard Stiegler on algorithmic media

Beatriz Neves Nolasco (Pontifícia Universidade Católica do Rio de Janeiro, Brazil)

1.4.2 The (Dis)Connectivity of Cyberspace

Chair: Anthony Wachs (Duquesne University, USA)

Democracy and Public Discourse in Cyberspace: Rhetorics of the Potential for Public Discourse in Cyberspace - David Errera (Duquesne University, USA)

Re+Membering Christ in the Eucharist: The Media Ecology of Digital Memory and Eucharistic Theology – Rachel Armamentos (Fordham University, USA)

Merging onto the Information Superhighway: From Interstates to the Internet

Michael Kearney (Duquesne University, USA)

Lord(s) of the Cyberspace: Dystopian Consequences of Ubiquitous Connectivity

Natalia Wohar (Duquesne University, USA)

1.4.3 Digital Communication, Culture and Experience

Decolonize Communication: Communication of Indigenous Peoples as a key to conceive other communicational practices – Adilson Vaz Cabral Filho and Emanuela Amaral (Universidade Federal Fluminense, Brazil)

Design, Digital Technologies and Cross-Cultural Experiences

Daniel Castro and Luiza Novaes (Pontifícia Universidade Católica do Rio de Janeiro, Brazil)

Flusser and the I Ching

Peter Zhang (Grand Valley State University, USA)

1.4.4 Feminisms: Censorship, Expression and Performance

‘Magical Visions of an Impossibly Hospitable World’: Implications of Censorship, Dissent and Content Moderation in Networked Feminist Communities - Amy Mowle (Victoria University, Australia)

How artists are reacting in this pandemic moment. Case Study

Evânia Pereira de Paula (Pontifícia Universidade Católica do Rio de Janeiro, Brazil)

On Affective Labor: Nvzhubo performance on Chinese live-streaming platforms

Annie Felix (University of California at Berkeley, USA) and Siyu Tang (University of Oxford, UK)

Requirement Politics: Poetry as Feminist Response to Institutional Reluctance and Dismissal

Bernadette Bowen (Bowling Green State University, USA)

1.4.5 Algorithmic Environment and Rhetoric

Designing Behavior with Digital-Physical Architectures: Persuasive integration of information and communication technology and the built environment – Connie Svabo (SDU, Denmark)

Digital environment and rhetoric

Edgar Lyra (Pontifícia Universidade Católica do Rio de Janeiro, Brazil)

Outsourcing Free Will: Algorithmic Automation of Decision Making

Michael Grabowski (Manhattan College, USA)

Leviathans, Real and Imagined: Human Sovereignty in Algorithmic and Ecological Dystopias

Robert Foschia (Penn State University, USA)

3:45 p.m. Coffee Break

1.5

4:15 p.m. – 5:30 p.m. Parallel Sessions

1.5.1 Roundtable - Audiovisual and testimony as a field, collection and artefact

Eliane Garcia Pereira (Pontifícia Universidade Católica do Rio de Janeiro, Brazil)
Lucas Ferreira de Lara (Pontifícia Universidade Católica do Rio de Janeiro, Brazil)
Nathália Valente Cramer Ribeiro (Pontifícia Universidade Católica do Rio de Janeiro, Brazil)
Ricardo Ferreira Rodrigues (Pontifícia Universidade Católica do Rio de Janeiro, Brazil)
Kleber de Jesus da Silva (Pontifícia Universidade Católica do Rio de Janeiro, Brazil)

1.5.2 Arendt, Ellul and Propaganda

Hannah Arendt's theory of action as a guide in propaganda times.
Marcelo Capello Martins (Pontifícia Universidade Católica do Rio de Janeiro, Brazil)

What Ellul Didn't Foresee: Information Theory, the Digital Age, and "Fake News"
Peter K. Fallon (Roosevelt University, USA)

Loneliness and social media, an arendtian reflection about the digital era
Matheus Baliú de Carli (Pontifícia Universidade Católica do Rio de Janeiro, Brazil)

1.5.3 News in the Platform Press

Journalism in the age of platforms: disputes, partnerships, and new values
Claudia Montenegro (Pontifícia Universidade Católica do Rio de Janeiro, Brazil)

How old and new media polarize society for profit and what we can do about it
Andrey Mir (York University, Canada)

The post journalism at the platform society: the startups, arrangements and collective news production agenda - Raquel Almeida (Pontifícia Universidade Católica do Rio de Janeiro, Brazil)

A Case of Claims and Facts: Automated Fact-Checking and the Future of Journalism's Authority
Patrick R. Johnson (University of Iowa, USA)

1.5.4 Remote Learning: Dystopic Education?

Chair: Mike Plugh (Manhattan College, USA)

Would remote learning in Brazil be a dystopic present? An analysis of mainstream media narratives - Joana Sobral Milliet, Kelly Maia Cordeiro and Mirna Juliana Santos Fonseca (Pontifícia Universidade Católica do Rio de Janeiro, Brazil)

College education: More data!

Jordan Curtis (Bryant Stratton College, USA)

Performing in the Virtual Classroom: A Dilemma of Self and Space

Brian McFadden (Hofstra University, USA)

Experience report: changes in school practices of students, teachers, managers and school community caused by covid pandemic 19.

Lílian de Souza Cavalcante and Charmea Cristina Costa, (Pontifícia Universidade Católica do Rio de Janeiro, Brazil)

1.6

5:45 p.m. – 7:00 p.m. Plenary Session

Respondent: Raquel Paiva (Universidade Federal do Rio de Janeiro, Brazil)

From Algorithms to Political Life

Do algoritmo à vida política

Muniz Sodré (Universidade Federal do Rio de Janeiro, Brazil)

7:00 p.m. – 8:30 p.m. Welcome reception

Friday July, 9

8:30 a.m. – 9 a.m. Greetings

SESSIONS	USA (EDT)	BRAZIL
2.1	9:00 a.m.	10:00
2.2	10:30 a.m.	11:30
2.3	12:00 p.m.	13:00
2.4	2:30 p.m.	15:30
2.5	4:00 p.m.	17:00
2.6	5:30 p.m.	18:30
2.7	7:00 p.m.	20:00

2.1

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

Christine Nystrom's Genes of Culture: A Roundtable Discussion on the Publication of the First Volume of Her Collected Works

Corey Anton (Grand Valley State University, USA)
Eva Berger (The College of Management Academic Studies, USA);
Susan Maushart (Independent Scholar, USA)
Jaqueline McLeod-Rogers (University of Winnipeg, Canada)
Ellen Rose (University of New Brunswick, Canada)

2.2

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

2.2.1 Roundtable - MOTIRÔ - The celebration as a testimony

Nilton Gonçalves Gamba Junior (Pontifícia Universidade Católica do Rio de Janeiro, Brazil)
Solange Jobim e Souza (Pontifícia Universidade Católica do Rio de Janeiro, Brazil)
Lucas Ferreira de Lara (Pontifícia Universidade Católica do Rio de Janeiro, Brazil)
Priscila Andrade (Pontifícia Universidade Católica do Rio de Janeiro, Brazil)
Desirèe Bastos (Pontifícia Universidade Católica do Rio de Janeiro, Brazil)

2.2.2 Roundtable - Media Ecologies of Birth Control in Intercultural Contexts

Chair: Valerie Peterson (Grand Valley State University, USA)

Noura Ahmad Hajjaj (State University of New York, USA)
Sakina Jangbar (St. John's University, USA)
Valerie Peterson (Grand Valley State University, USA)

2.2.3 Dystopic Narratives of Technopoly

Chair: Peggy Cassidy (Adelphi University, USA)

Dystopia in the digital age

Erik Gustafson (North Dakota State University, USA)

Freaks and Geeks: A Philosophy of Tragicomic Media

Scott Church (Brigham Young University, USA)

Dystopias, narrative genres in cinema and the porosities between fiction and reality

Eduardo Miranda Silva (Universidade Estácio de Sá, Brazil)

The Attitude of Technology in X-Men: Technology's Influence on Culture

Paige Lee (Brigham Young University, USA)

2.2.4 Anthropocene as Environment

Remerging Environments: A Silver-Lining in the Storm Clouds of Digital Media

David E. Toohey (University of Nagoya, Japan)

Deep Disagreement Paradox: the case of climate denialism

Hugo Ribeiro Mota (Pontifícia Universidade Católica do Rio de Janeiro, Brazil)

Sizing the Anthropocene: literary journalism as a way of humanizing a huge – and yet emotionally distant – danger - Alexia Carpilowsky and Beatriz Vilaro (Pontifícia Universidade Católica do Rio de Janeiro, Brazil)

Climate changes and Big Data: political and algorithmic considerations

Bruno Stramandinoli Moreno (Centro Nacional de Monitoramento e Alertas de Desastres Naturais, Brazil) and Carlos José Martins (São Paulo State University, Brazil)

2.2.5 Self, Voice, and the Posthuman

Chair: Stephanie Gibson (University of Baltimore, USA)

Ecologies of the Self: Multiplicity and Identity in Seventies America

Daniel Belgrad (University of South Florida, USA)

Returning to the Voice: Invoking Interpersonal Resonance Within Relationality

Deborah Eicher-Catt (Pennsylvania State University, USA)

Media Literacy in Algorithmic Times: Adding a Posthuman Approach

Richard Lewis (Prescott College, USA)

Deep Nostalgia

Justin Tackett (University of Warwick, UK)

2.3

12:00 p.m. – 13:15 p.m. Parallel Sessions

2.3.1 Probes on McLuhan's Theory

Media Ecology and the Anthropocene
Robert K. Logan (University of Toronto, Canada)

Media Ecology: Towards an Epistemology of Forms
Placide Okalema Pashi and Adriana Braga (Pontifical Catholic University of Rio de Janeiro, Brazil)

The Gothic Colors of the "Epidemiology of Covid-19"
Mark Hagen (International Institute for Dream Research, USA)

Tetrads and Chiasmus: A Reclamation of Tetrad Wheels
Matthew S. Lindia (Duquesne University, USA) /Paul Levinson (Fordham University, USA)

2.3.2 Fake News, Hate Speech and Disinformation

Dissipation of authorities' opinion and the reverberation of hate speech over non-human beings - Eloisa J C Klein (Universidade Federal do Pampa, Brazil)

Reading through medium: the relation between readers, fake news and technologies
Paula Cruz (Pontifícia Universidade Católica do Rio de Janeiro, Brazil)

Fake News and Social Media: states, challenges, investigations
Ekaterina Budnik (Moscow State Linguistic University, Russia)

2.3.3 Prisoners of Our Own Devices: Dystopia in Popular Culture and Literature

Chair: Anthony Wachs (Duquesne University, USA)

Zooming into the Apocalypse: Technopoly and the Digital Dystopia of Robert Harris' *The Second Sleep* - Peter Ramey (Northern State University, USA)

Would St. Benedict Zoom: The Rule of St. Benedict as an Antidote to Technopoly
Jon Schaff (Northern State University, USA)

Dystopic Orality: A Loss of the Voice
Kelly Errera (Duquesne University, USA)

Situated Survival in Toxic Ecologies: The Media Ecology of Owen Barfield
Anthony M. Wachs (Duquesne University, USA)

2.3.4 Apocalypse Now and Next

Apocalypse Now a Myth of the Sublime: Dasein Doomed to Dystopia
Kip Redick (Christopher Newport University, USA)

Gloomy futures: dystopia in Years and Years and Fifteen Million Merits
Tatiana Siciliano (Pontifícia Universidade Católica do Rio de Janeiro, Brazil)

Examining The Devolved Spectacle of Film
Monica Dupuy and Dale W Eisinger (New York University, USA)

Between fiction and reality: The cyborg body of Ghost in the shell
Taiandir Vaz Penna Martins and Marcelo Freire Pereira de Souza (Universidade Federal de Ouro Preto, Brazil)

2.3.5 Urban Imagery: Mobility, Information and Lockdown

The mediatization of a pandemic. A visual motif for a lockdown: the post-apocalyptic deserted city - Carlos Scolari (Universitat Pompeu Fabra, Spain)

Digital media and the COVID-19 urban crisis: how crowdsourced maps can express matters of concern - Rafael Soares Simão (Universidade Federal de Santa Catarina, Brazil)

Whereas We haven't accessible ways, please, give us information
Macello Medeiros (Universidade Federal do Recôncavo da Bahia, Brazil)

The Mirror Which Flatters Not: City, Image and Bodies
Pedro Esteves de Freitas (Universidade Federal do Estado do Rio de Janeiro, Brazil)



13:15 p.m. BOOK SALON

Chair: Carolin Aronis (Colorado State University, USA)

2.4

2:30 p.m. – 3:45 p.m. Parallel Sessions

2.4.1 AI, Culture and Musical Taste

Chair: Peggy Cassidy (Adelphi University, USA)

AI is the New DJ: Artificial Intelligence as the Arbiter of Musical Taste in the Cultural Continuum

Rea Beaumont (University of Toronto, Canada)

Digital policies of the Ministry of Culture of Gilberto Gil as an instrument to promote greater musical diversity - Rafael G. Zincone Braga (Pontifícia Universidade Católica do Rio de Janeiro, Brazil)

The role of design in musical consumption today. How the fields of UX and UI Design applied to streaming platforms may or may not improve the algorithmic pattern of decision making - Lena Benzecry (Universidade Federal do Rio de Janeiro, Brazil)

Vonnegut Was Right: Player Piano's Vision of Technocratic Dystopian
Tim Michaels (Slippery Rock University, USA)

2.4.2 Past and Future of Dystopias

Chair: Matt Thomas (Kirkwood Community College, USA)

The digital big bad wolf

Alessandro Efrem Colombi (Free University of Bolzano, Italy)

The Final Countdown: Y2K and the computer dominated society

Zachary Loeb (University of Pennsylvania, USA)

Dystopic Pasts: Technological adaptation in literacy transitions among 19th century New Zealand Māori - Frank Sligo (Massey University, New Zealand)

Utopias and Dystopias of Philosophy in the Face of Pandemic

Pedro Duarte (Pontifícia Universidade Católica do Rio de Janeiro, Brazil)

2.4.3 Images and the Imaginary

A dreamless world: the replacement of our inner oracle messages with technical images -
Malena Segura Contrera and José Luiz Balestrini Jr. (Universidade Paulista, Brazil)

The perception of reality in the visual age: a technology driven reality
Adriana M. Lago (Pontifícia Universidade Católica do Rio de Janeiro, Brazil) and Andréia M.
Lago (Universidade Federal do Rio de Janeiro, Brazil)

The Individual and Collective Destiny in Three Artistic Genres: Crewdson's bleak photography,
vanity in Dick's tale and selfishness in Blomkamp's film - Pedro Esteves de Freitas
(Universidade Federal do Estado do Rio de Janeiro, Brazil)

Morally Illustrative Images
Eduardo Gonçalves Dias (Universidade Federal de Santa Catarina, Brazil)

2.4.4 COVID-19 as Medium

Chair: Fernando Gutiérrez (Tecnológico de Monterrey, Mexico)

Life during and after COVID-19
Fernando Gutiérrez (Tecnológico de Monterrey, Mexico)

The University in the fight against disinformation about the COVID-19 Pandemic - Rodrigo
Daniel Levoti Portari and Priscila Kalinke (Universidade Estadual de Minas Gerais, Brazil)

Consumption on streaming platforms during the Covid-19 pandemic: brief notes from the
mapping of practices in southern Brazil - Vanessa Amalia Dalpizol Valiati (Universidade Feevale,
Brazil)

Language games and performance in the Brazilian discourse on Covid 19
Alexandre Schirmer Kieling; Ciro Inácio Marcondes (Universidade Católica de Brasília, Brazil)

2.4.5 "Once Upon a Future Time": Orality, Literacy and Media

Chair: Corey Anton (Grand Valley State University, USA)

The Gods as Media in The Iliad and The Odyssey
Barry Liss (University of Wisconsin, USA)

Why Do We Not Talk Much These Days?
Sheldon Richmond (Independent Scholar, Canada)

"Once upon a future time": Approaching a literacy of tech futures through interactive digital
storytelling - Michael Schlauch (Free University of Bolzano, USA)

2.5

4:00 p.m. – 5:30 p.m. Parallel Sessions

2.5.1 Inspira Favela Inspira - Memory, hegemonic media and alternatives in times of the COVID-19 pandemic

Chair: Davison Coutinho (Pontifícia Universidade Católica do Rio de Janeiro, Brazil)

Davison Coutinho (Pontifícia Universidade Católica do Rio de Janeiro, Brazil)

Nilton Gonçalves Gamba Junior (Pontifícia Universidade Católica do Rio de Janeiro, Brazil)

Ricardo Ferreira Rodrigues (Pontifícia Universidade Católica do Rio de Janeiro, Brazil)

Mariana Oliveira (Pontifícia Universidade Católica do Rio de Janeiro, Brazil)

2.5.2 Postman Revisited

Chair: Thom Gencarelli (Manhattan College, USA)

Don't panic: a helpful algorithm to meet the challenges and maximize the benefits of digital media - Maria Polski (East-West University, USA)

Informing Ourselves to Death: a librarian's perspective

Anthony Verdesca (Palm Beach Atlantic University, USA)

Social Media as Media Ecology: Revisiting the Junto Project

Gerald J. Erion (Medaille College, USA)

2.5.3 The Materiality of Things

This is living corona cable: landing in a topological chokepoint of undersea media infrastructure
Ruy Cezar Campos Figueiredo (Universidade do Estado do Rio de Janeiro, Brazil)

Ideological AI Apparatus: Interpellation in the Digital Age

John Dowd (Bowling Green State University, USA)

The Energetic Economy of Cyberchronotopia

Peter Zhang (Grand Valley State University, USA)

Are humans ready to be the future robots? Citizenship and human rights in a post-Internet society - Adilson Vaz Cabral Filho (Universidade Federal Fluminense, Brazil)

2.5.4 Dystopian Sentiment, Privacy and Surveillance

Surveillance Capitalism, Data Colonialism and Zero-Order Privacy Violations
Bernardo Alonso (Universidade Federal do Mato Grosso, Brazil)

Predestined Appointments in Samara: Levinas, Repetition, and 'Un-Learning' Facial
Recognition Systems - Robert Foschia (Penn State University, USA)

A Short Glossary to Explain a Strange Phenomenon: A photographic essay
Susana Dobal (Universidade de Brasília, Brazil)

It Might as Well Be Called Boom: Zoom Exhaustion & Dystopian Sentiment
Jermaine Martinez (Northern Arizona University, USA)

5:15 p.m. Coffee Break

2.6

5:30 p.m. – 6:45 p.m. Plenary Session

Communicating Climate: An *On Fire*-side Chat with Naomi Klein.

Hosted by Douglas Rushkoff

2.7

7:00 p.m. – 8:30 p.m. Social Events



2.7a Film: **Howie & The Outsiders: The Chicago School and Communication Studies in Brazil**
(Brazil/France/Portugal/USA, 2020, 62min)
Director: Adriana Braga



2.7b Film: **Trust Me**
(USA, 2020, 60min)
Director: Roko Belic
Chair: Andrew McLuhan (The McLuhan Institute)
Rosemary Smith (Getting Better Foundation)

Saturday July, 10

3.1

9:00 a.m. – 10:15 a.m. Parallel Sessions

SESSIONS	USA (EDT)	BRAZIL
3.1	9:00 a.m.	10:00
3.2	10:30 a.m.	11:30
3.3	12:00 p.m.	13:00
3.4	2:00 p.m.	15:00
3.5	3:30 p.m.	16:30
3.6	5:15 p.m.	18:15
3.7	6:45 p.m.	19:45

3.1.1 - Roundtable - WIGO: Mapping “Unity” in Turbulent Times

Chair: Michael Plugh (Manhattan College, USA)

Corey Anton (Grand Rapids State University, USA)

Nora Bateson (The Bateson Institute, USA)

Eva Berger (The College of Management Academic Studies, USA)

Thom Gencarelli (Manhattan College, USA)

Mary Lahman (Manchester University, USA)

Marty Levinson (Institute of General Semantics, USA)

Michael Plugh (Manhattan College, USA)

Lance Strate (Fordham University, USA)

Ed Tywoniak (St. Mary’s College of California, USA)

3.1.2 Extending Trumpism: Politics and Big Techs

The Cult of Trumpism: How Valid Is This Claim, To What Extent Did The Media Fuel It And How Did Twitter Played A Role? - Robert Nanney (University of Tennessee at Martin, USA)

Big techs: are monopolies contributing to a dystopic society?

Ana Roberta Vieira de Alcântara (Universidade de São Paulo, Brazil)

Ordering Rightwing Populist Governance Through Online Disorder Words

David E. Toohey (University of Nagoya, Japan)

Does cyberdemocracy still have a future?

Luiz Leo (Pontifícia Universidade Católica do Rio de Janeiro, Brazil)

3.1.3 Games and Gamers

“Just 5 minutes more, dad!” Social interaction in digital game environments

Wagner Bezerra (Pontifícia Universidade Católica do Rio de Janeiro, Brazil)

Gamers never play alone. An interface-centred analysis of online video gaming

Carlos A. Scolari (Universitat Pompeu Fabra, Spain)

Media Ecology's contributions to the research of digital games

Marcelo Simão de Vasconcellos (Fundação Oswaldo Cruz, Brazil)

3.1.4 Media and Mediated/Unmediated Communication

The Persistent and Incoherent Notion of Unmediated Communication: Portent of a Communication Studies Dystopia - David J Paterno (RMIT University, Australia)

The 'media' in Communication Research: a study of Brazilian communication theory books from 1967 to 2018 - Luís Mauro Sá Martino (Faculdade Cásper Líbero, Brazil)

Media and Innovation: Notes for a Possible Approach Between Media Ecology and Innovation Ecology - Fabio Frá Fernandes (Universidade Federal de Santa Maria, Brazil)

3.1.5 If a concert happens with no one present, does it make a (live) sound?

Convener: Christopher James Dahlie (State University of New York at Fredonia, USA)

Dr Johannes (Jos) Mulder (Australian National University, Australia)

Sergio Pisfil (Universidad Peruana de Ciencias Aplicadas, Peru)

Nick Reeder (Ethnomusicologist/Audio Engineer, USA)

3.2

10:30 a.m. – 11:45 a.m. Plenary Session

Chair: Sheila Nayar (Greensboro College, USA)

Two cheers for the literate mind

Dois vivas para a mente letrada

David R. Olson (University of Toronto, Canada)

3.3

12:00 p.m. – 1:15 p.m. Parallel Sessions

3.3.1 Roundtable – ‘Noosphere’: media, science and faith

Chair: Anderson Antonio Pedrosa (Pontifícia Universidade Católica do Rio de Janeiro, Brazil)

Paul Schweitzer (Pontifícia Universidade Católica do Rio de Janeiro, Brazil)

Welles Martinez Morgado (Pontifícia Universidade Católica do Rio de Janeiro, Brazil)

Ulisses Barres de Almeida (Centro Brasileiro de Pesquisas Físicas)

3.3.2 Dystopic Fiction

Hope in a Half Hour Block: Finding Utopian Moments in Sitcoms During Dystopian Times

Maria F. Loffredo Roca, Roberto Garcia and Miles Mancini (Florida Gulf Coast University)

Introducing political theory for youth through dystopias: The Hunger Games and the Hobbesian Political Theory - Larissa Aguiar (Pontifícia Universidade Católica de Minas Gerais, Brazil)

Technopoly Divested: The Aftermath of a Technoclysm in The Book of Eli

Jennifer Hill (Duquesne University, USA)

Dystopias of Futures Past: X-Men Cartoons as Critical Re-Presentations of Technological Evolution

Mr. Andrew Longcore (Mansfield University of Pennsylvania, USA)

3.3.3 Professional Perspectives

Chair: Lance Strate (Fordham University, USA)

Dealing with Dystopia: Freire’s Gnostic Cycle and Media Ecology in a Post Pandemic World

Fred Cheyunski (Independent Scholar, USA)

The Case for Education & Diversity as Tools for Confronting a Dystopian Future

Jack Myers (MediaVillage.com, USA)

How Do You Know? A Guide to Clear Thinking About Wall Street, Investing, and Life

Christopher Mayer (Woodlock House, USA)

Human operators and computational operators: working practices and subjectivity production in monitoring and early warning of Natural Disaster

Bruno Stramandinoli Moreno (Centro Nacional de Monitoramento e Alertas de Desastres Naturais, Brazil), Carlos José Martins (São Paulo State University, Brazil) and Eduardo Fávero Pacheco Luz (Centro Nacional de Monitoramento e Alertas de Desastres Naturais, Brazil)

3.3.4 From Minimalism to Dystopia: Ideologies on Social Media

Chair: Fernando Gutiérrez (Tecnológico de Monterrey, Mexico)

Social Media Dystopias at Present: Cybernetics, Digiphrenia, and Hypernormalization
Jiahong Tong (Duquesne University, USA)

Ascesis and minimalism in the era of social networks
Marina Michelis (Pontifícia Universidade Católica do Rio de Janeiro, Brazil)

Violence and Digital Accelerationism: Ideological Manipulation on Social Media
Juan Carlos Gaal Fong (Monterrey Institute of Technology and Higher Education, Mexico)

Pepper in the eyes of others does not burn! The tonic of the contemporary imaginary that
praises in the media the utopia of the beautiful
Juliana Ayres Pina Tonel and Sandra Maia (Universidade Paulista, Brazil)

3.3.5 "From Dystopia to Hope:" Violence, e-sports and Creativity in Education

Chair: Mike Plugh (Manhattan College, USA)

The Noose and the Swastika as Violent Technologies in US Academic Spaces
Carolyn Aronis (Colorado State University, USA)

Media literacy and professional learning among Brazilian e-sports athletes
Mirna Juliana and Rosália Duarte (Pontifícia Universidade Católica do Rio de Janeiro, Brazil)

Teaching as a Creative Activity - The Arts as the Cultivation of Continuity, Connection and
Community Life in Dystopic Times
Robert Albrecht (New Jersey City University, USA)

Experiencing dystopian fiction with educational research students during the covid-19
pandemic: from dystopia to hope - Giselle Martins dos Santos Ferreira (Pontifícia Universidade
Católica do Rio de Janeiro, Brazil)



Photographic Essay

A Short Glossary to Explain a Strange Phenomenon

Susana Dobal (Universidade de Brasília, Brazil)

1:15 p.m. LUNCH

3.4

2:00 p.m. – 3:15 p.m. Parallel Sessions

3.4.1 Music in the Digital Age

Chair: Thom Gencarelli (Manhattan College, USA)

In the Search of a “Digital Salary”. Online Music and the Survival of Musicians in a Rio de Janeiro Ghetto - Giovani Barreira Marangoni (Pontifícia Universidade Católica do Rio de Janeiro, Brazil)

Spotify’s Discover Weekly: Algorithmic Subjectivity and Ruptures of Performance
Beatriz Polivanov and Alékis Moreira (Universidade Federal Fluminense, Brazil)

Dystopia to Utopia: Rules of Engagement in the Post-Pandemic Performing Arts Industry
Rea Beaumont (University of Toronto, Canada)

3.4.2 Dystopia & Non-Being: How Non-Being Haunts Being

Chair: Jermaine Martinez (Northern Arizona University, USA)
Respondent: Corey Anton (Grand Valley State University, USA)

Sheldon Solomon (Skidmore University, USA)
Stephanie Bennett (Palm Beach Atlantic University)
Martin Levinson (The Institute of General Semantics, USA)
Paul Soukup (Santa Clara University, USA)

3.4.3 The Medium is the Experiment

Making Screen into Canvas
Crystal Duarte (Pontifícia Universidade Católica do Rio de Janeiro, Brazil)

Mapa da Saudade: map to visualize subjectivity data during the COVID'19 pandemic
Mariana Menezes Oliveira Souza, Luiza Novaes and João Bonelli (Pontifícia Universidade Católica do Rio de Janeiro, Brazil)

Immersive Experiences in Social Shared Spaces: Audio/Visual Artistic Research in European Immersion Labs - Adnan Hadzi (University of Malta, Malta)

McLuhan, Youngblood and experimental cinema: Expanded cinema and beyond
Wilson Oliveira Filho (Universidade Estácio de Sá, Brazil)

3.4.4 Media Ecology, Literature and The Fashion Revolution

Towards a Gender and Media Ecology
Bernadette Bowen (Bowling Green State University)

Challenging the social algorithm of female invisibility in literature: On the creation and dissemination of poetry written by women in socio-digital networks - Melissa del Mar (Tecnológico de Monterrey, Mexico)

On Awakening of Awareness and New Perception - The World of Marshall McLuhan and The Fashion Revolution - Kalina Kukielko-Rogozinska (University of Szczecin, Poland)

3.4.5 The Media Ecology of Religion

Chair: Sheila Nayar (Greensboro College, USA)

"'May My Ears Never Fail Me': Orality, Memorization, And The Rig Veda"
Sheila J. Nayar (Greensboro College, USA)

Godllywood: a digital pedagogy for the evangelical woman
Jadna Rodrigues Barbosa (Pontifícia Universidade Católica do Rio de Janeiro, Brazil)

Algorithms in religious communication
Krzysztof Marcyński and Małgorzata Laskowska (Cardinal Stefan Wyszyński University Warsaw, Poland)

3.5

3:30 p.m. – 4:45 p.m. Parallel Sessions

3.5.1 The Limits of Language

Chair: Jaqueline Rudig (Institute of General Semantics, USA)

Systemic Polemics: How the Pandemic Endemic in Ingeborg Bachmann
Adeena Karasick (Pratt Institute, USA)

G G G G's
Dom Heffer (Artist/Independent Scholar, USA)

Afraid to Lie
Robin Levenson (Laguardia Community College, USA)

It Is What It Isn't! Comments on Korzybski's Copula-Shun
Lance Strate (Fordham University, USA)

3.5.2 Humanism, Transhumanism

Drones and Clones in *Oblivion*: “An Efficient Team” as Dystopian Interface
Christian Roy (Centre international de formation européenne)

Upload - updating of symbols and rites for overcoming death through cerebral backup
Juliana Ayres Pina Tonel and Sandra Maia (Universidade Paulista, Brazil)

Transhumanism or Dehumanism: A Satire by Entelechy on Artificial Intelligence
Andri Kosasih (Duquesne University, USA)

AI simulative paradigm and anthropomorphic cues: the case of personal digital assistants -
Luiza Carolina dos Santos (Fundação Getúlio Vargas, Brazil)

3.5.3 Imagery on Social Media

The Rise and Role of YouTube
Haley Menzel, Audrey Carlson, Hannah Carroll (Brigham Young University, USA)

Political frames in YouTube videos: an analysis about the diverse points of view for the same
events - Vanessa Neme Spirandeo (Faculdade Cásper Líbero, Brazil)

Probing Twitter as McLuhan’s Mosaic
Kalina Kukielko-Rogozinska (University of Szczecin), Artur Skweres (Adam Mickiewicz
University in Poznan), Krzysztof Tomanek (Jagiellonian University, Poland)

Angels or demons? How TikTok users acted in the 2020 US elections without leaving home
Luísa Chaves de Melo (Pontifícia Universidade Católica do Rio de Janeiro, Brazil)

3.5.4 Exploring the Semantic City

Natures and Cultures as media of the solarpunk city: an ecological eutopia of communicating
Fabíola Ballarati Chechetto (Pontifícia Universidade Católica de São Paulo, Brazil)

Signs of Our Times: Exploring the Semantic Environment
Paolo Granata (University of Toronto, Canada)

Cities in 2020: a study of the narrative on Instagram
Magda Rodrigues da Cunha (Pontifícia Universidade Católica do Rio Grande do Sul, Brazil)

Semantic dystopia: Culture-Ideology of Consumerism in Real Life and in Fiction
Liudmila K. Salieva (Lomonosov Moscow State University, Russia)

3.5.5 Second Annual MEA Womxn, Language, & Technology Virtual Art Exhibit Meet & Greet

Chair: Bernadette Bowen (Bowling Green State University, USA)

Adeena Karasick (Pratt Institute, USA)

Bernadette “bird” Bowen (Bowling Green State University, USA)

Carolin Aronis (Colorado State University, USA)

Sara Falco (Independent artist, USA)

4:45 p.m. Coffee Break

3.6

5:15 p.m. – 6:30 p.m. Plenary Session

Chair: Edgar Lyra (Pontifícia Universidade Católica do Rio de Janeiro, Brazil)

Believing in the World, Unpredicting the World

Crer no Mundo, Imprever o Mundo

Déborah Danowski (Pontifícia Universidade Católica do Rio de Janeiro, Brazil)

Alyne de Castro Costa (Pontifícia Universidade Católica do Rio de Janeiro, Brazil)

3.7

6:45 p.m.

MEA Awards Ceremony

President's Address

Sunday July, 11

4.1

9:15 a.m. – 9:45 a.m.

SESSIONS	USA (EDT)	BRAZIL
4.1	9:15 a.m.	10:15
4.2	10:00 a.m.	11:00
4.3	11:30 a.m.	12:30

The Medium is The Light Award Presentation

4.2

10:00 a.m. – 11:15 a.m. Parallel Sessions

4.2.1 Media Ecology and Design

Chair: Tereza Manzella (Independent Scholar)

Design and Media Ecology: Interfaces

Luiz Antonio Coelho (Pontifícia Universidade Católica do Rio de Janeiro, Brazil)

Form and Function, Media Ecology, & Product Design, Cultural Considerations, Perceptions and Interactions – Tereza Manzella (Independent Scholar)

4.2.2 The paradox of art and control in media ecology

Chair: Carlos José Martins (São Paulo State University, Brazil)

Control and Becoming: a diagnosis of Gilles Deleuze

Nicolas Bargiela (Universidade Estadual de São Paulo, Brazil)

Media art to overcome the incommunicability in hate

Raquel Wandelli Loth (Universidade do Sul de Santa Catarina, Brazil)

Imagetic Performances: from Action Art to Artivism

Clelia Mello (Universidade Federal de Santa Catarina, Brazil)

4.2.3 Roundtable - Urban Communication and Media Ecology in an Algorithm Society

Chair: Susan Drucker (Hofstra University, USA)

Casey Man Kong Lum (William Paterson University, USA)

Erik Garrett (Duquesne University, USA)

Gary Gumpert (Urban Communication Foundation, USA)

Jaqueline McLeod Rogers (University of Winnipeg, Canada)

Lewis Freeman (Fordham University, USA)

Peter Haratonik (School of Media Studies, USA)

Susan Drucker (Hofstra University, USA)

4.3

11:30 a.m. Business Meeting

TIMETABLE (USA/BRAZIL)

SESSIONS	USA (EDT)	BRAZIL
THU – JULY 8		
Opening	9:00 a.m.	10:00
1.1	9:30 a.m.	10:30
1.2	11:00 a.m.	12:00
1.3	1:00 p.m.	14:00
1.4	2:30 p.m.	15:30
1.5	4:15 p.m.	17:15
1.6	5:45 p.m.	18:45
1.7	7:00 p.m.	20:00
FRI – JULY 9		
2.1	9:00 a.m.	10:00
2.2	10:30 a.m.	11:30
2.3	12:00 p.m.	13:00
Book Salon	1:15 p.m.	14:15
2.4	2:30 p.m.	15:30
2.5	4:00 p.m.	17:00
2.6	5:30 p.m.	18:30
2.7	7:00 p.m.	20:00
SAT – JULY 10		
3.1	9:00 a.m.	10:00
3.2	10:30 a.m.	11:30
3.3	12:00 p.m.	13:00
3.4	2:00 p.m.	15:00
3.5	3:30 p.m.	16:30
3.6	5:15 p.m.	18:15
3.7	6:45 p.m.	19:45
SUN – JULY 11		
4.1	9:15 a.m.	10:15
4.2	10:00 a.m.	11:00
4.3	11:30 a.m.	12:30