

DRAFT 2.0

NYS CA 61st ANNUAL CONFERENCE PROGRAM

**October 24 – 26, 2003
The Hudson Valley Resort & Spa
400 Granite Road, Kerhonkson, NY 12446**

New York: The State of Communication:

Celebrating our accomplishments | Questioning our assumptions

New York is the state of communication. It is home to many of the world's communication industries, including advertising, public relations, publishing, television, and film. New York's colleges and universities play a key role in training the next generation of communication professionals.

Today's world poses unique challenges for us as communication scholars and educators. At this point in time, we look at the past, present and future and ask ourselves: What is the state of communication? What are some of the most significant recent achievements in teaching and scholarship? What are the most important questions that communication scholars are asking today? What methods are being used to answer them? What curriculum challenges are we facing? What direction is the field headed?

FRIDAY, OCTOBER 24TH

1:30 – 2:30 pm

Registration

Executive Conference Center

2:30 – 3:45pm

1.1.1 Communication as a Way of Being: Training Audiologists and Other Professionals About the Social Constructionism Model of Communication

Presenters:

Diane Ferrero-Paluzzi, Iona College

Ann Marie Cianci, Iona College

1.1.2 Uncovering Images, Rhetoric and Gender Norms in Popular Film and Television Chair: Jeanette Kindred, Marist College

“Hellish *Harry*? Examining Satanic Metaphor in *Harry Potter and the Sorcerer’s Stone*”

Alison Aguiar, Marist College

“Rhetorical Devices Used on *Dr. Phil*”

Jessica Tara Smith, Marist College

“Women Tell Each Other Everything. Did You Know That? A Feminist Analysis of the Television Show *Friends*”

Elizabeth Flannery, Marist College

4:00 – 5:15pm

1.2.1 Symbolic Uses of Communication

“Remembering the Songs I Used to Sing; An Ethnographic Approach to Learning More About Music Memory and Staying Connected to Others and Oneself”

Brad Crownover, Rutgers University

“*Honey, what kind of cereal did you want me to get?* Cell Division of Public Space”

Terri Toles Patkin, Eastern Connecticut State University

“Pure Air and Fire: Horses and Dramatic Representations of the Horse on the American Theatrical Stage”

Kimberly Poppiti, Dowling College

“Religious Symbolism in Popular Culture Responses to 9/11”

Nadia Kaneva, University of Colorado

1.2.2 Pedagogy and Communication

“Mind-Body Communication Technique: An Alternative Way of Teaching Confidence in the Classroom”

Carmencita P. Del Villar, University of the Philippines

“Teaching the Online Writing Intensive Public Speaking Course”

Gloria Nicosia, CUNY- Kingsborough

“Film is for Boys and Video is for Girls: Are Production Courses Gendered?”

Lydia Foerster, New School University

**1.2.3 Marketing Consumption as Experience:
New Trends and Conventions of Anti-Conventions**

Chair: Sue Collins, New York University

Respondent: Marion Wrenn, Parsons School of Design

"The Culture Business: Corporate Dictatorship of the Nonprofit Agenda"

Elizabeth Solomon, New York University

"The Sony Wonder Tech Lab: Leisure Marketing and the Consumer Experience"

Sam Hanser, Parson School of Design

"The Ironic Age of Advertising"

Aleksandra Kaminska, New York University

"Liberation Marketing: Rebel Without a Cause"

Rachel Bogan, New York University

**1.2.4 NYSICA Special Session, John F. Wilson Fellows Program:
Questioning Our Assumptions: So What Have We Contributed Lately?**

John F. Wilson Fellows sponsor a program that considers the relevance or irrelevance of communication research, education and organizations. Leaders of the state, regional and international associations participate in this roundtable discussion. The John F. Wilson Fellows are members of the Association recognized for their exemplary record of scholarship and service to the Association. The committee, established by the Executive Council in 1991, and comprised each year of former prize recipients, awards the fellowship in honor of John Fletcher Wilson, renowned scholar and teacher, and longstanding active member of the Association.

Chair: Susan Drucker, Hofstra University

Mary L. Kahl, President, Eastern Communication Association, SUNY—New Paltz

Donald Fishman, First Vice President, Eastern Communication Association—Boston College

Lance Strate, President, Media Ecology Association—Fordham University

Gary Gumpert, President U.S. Chapter, International Institute of Communication—Communication Landscapers

6:00 – 8:00 pm

Dinner

Duchess Room, Executive Conference Center

8:00 pm – 'till closing

1.4.1 Special session: First Annual NYSICA Film Festival

In this NYSICA film festival, the following award-winning films will screen, followed by a discussion with the filmmakers.

"Grace and the New Rules," Annie J. Howell (21:00, video, 2002)

"Seven Hours to Burn," Shanti Thakur (9:00, 16mm film, 1999)

"El Paso Vietnam," Adele Ray (10:00, 16mm film, 2002)

"Searching for the Sultan," Didem Yilmaz (23:00, video, 2003)

SATURDAY, OCTOBER 25th

8:00 – 9:00 am

Breakfast

Duchess Room, Executive Conference Center

NYS CA Executive Committee Meeting

9:00 am – 10:15 am

2.1.1 Questioning Assumptions About Food: Understanding Food and Identity

Chair: Allison Butler, New York University

Participants:

Gina Boland, New York University

Laura Buffardi, New York University

Amanda Modugno, New York University

Kate Stanley, New York University

2.1.2 Art of Communication

"The Art of Communication and the Communication of Art: New York State and the Dimensions of Artistic Experience"

W. David Gibson, Rutgers University

"Redefining Crisis Rhetoric in the Wake of Localized National Tragedies"

Christina M. Knopf, SUNY- Albany

"Practicing Faith in Cyberspace: A Case Study in Online Religious Worship"

Cheryl Casey, New York University

"The Cell Phone and Edsa 2: The Role of a Communication Technology in Ousting a President"

Cecilia S. Uy-Tioco, New School University

2.1.3 Building Community in and through Ancient Rhetorics

Sponsored by American Society for the History of Rhetoric

Chair: Tom Benson, Penn State University

Respondent: Tom Benson, Penn State University

"Paul as 'Wise Master Builder': Building Community through Roman Rhetorical Designs"

Alfred G. Mueller II, Penn State University, Mont Alto

"Commonwealth: The Role of Community in Augustine's Rhetorical Theory"

Calvin Troup, Duquesne University

"Creating a Community of Women: Christine de Pizan's Book of the City of Women"

Karlynn Kohrs Campbell, University of Minnesota, Twin Cities

2.1.4 The Wonderful World of Blogs

Chair: Lance Strate, Fordham University

"Implementing Weblogs in Organizations."

Eric Lears, Ithaca College

"Corporate Co-option or Government Arrest: Offline Reactions to the Online World."

Lisa Hanson, Fordham University

"The Ecology of the Blogosphere."

Paul Kelly, Canadian Broadcasting Company

Respondent: Thom Gencarelli, Montclair State University

2.1.5 NYSCA Special Session #1: The Administrators Talk to Administrators

(By invitation only).

Facilitator: Gary Gumpert, Professor Emeritus, Queens College

Deans and Chairs of schools of communication (and its many variations) and Chairs of the numerous departments seldom get the opportunity to discuss their problems, dreams and frustrations within the convention environment. We have gathered an unusual group of individual's chosen for their varying experience and tales to tell.

10:30 am -11:45 am

2.2.1 Majority, Minority and Others

"Radical Alterity and Authenticity: An Inverted Theory of Interpersonal Relationship Development"

Jeffery W. Murray, Independent Scholar

"The Masquerade: White Supremacy, Capitalism, Consumerism and the Blonde Ideal"

Jessica Shimmin, New York University

"Whiteness Studies: Is it Viable?"

Errol Leroy Hibbert, Nassau Community College

"How men in general and men as fathers specifically are represented"

Shelley Esposito

2.2.2 Junk or Jewel: Searching for Technology Treasures That Add Value to Communication

Presenters:

Judith Mitchell, Mercy College

Rosemarie Murray, Mercy College

2.2.3 Deconstructing The Real: Hegemonic Conventions Of Reality Television

Chair: Sue Collins, New York University

Respondent: MJ Robinson, New York University

"You Can Go From Fan to Star, Just by Watching: The 'Distribution Turn' of Reality TV and Dispensability of Celebrity"

Sue Collins, New York University

"The More Things Change...The Historical Precursors to Reality Television"

Michael Grabowski, College of New Rochelle

"Let's See What Happens: Social Experiment in Reality TV as a Narrative Tool"

Bilge Yesil, New York University

"Tis' Pity She's a Whore: Tramps and Vamps on 'Joe Millionaire'"

Brian Cogan, Molloy College

"Gamedocs & Sports Entertainment: The Genealogy of 'Tough Enough'"

Marion Wrenn, New York University

2.2.4 NYSCA Special Session #2 (open), Administrators Answer Non-Administrators.

For this session, we have gathered a group of Deans and Chairs, chosen for their varying experience and tales to tell. This session follows the by invitation, administrators only session, titled "Administrators Talk to Administrators." In this open session, "Administrators Answer Non-Administrators," there will be a round-table discussion, questions from the audience (and hopefully, answers from our distinguished panelists). Facilitator: Gary Gumpert, Professor Emeritus, Queens College.

Participants

Bruce A. Austin
Department of Communication
Rochester Institute of Technology

George L. Back
School of Communication
Hofstra University

Thomas Bohn
Roy H. Park School of Communication
Ithaca College

James Carey
Graduate School of Journalism
Columbia University

John D.H. Downing
Radio-Television-Film Department
The University of Texas at Austin

Susan J. Drucker
Department of Journalism/Mass Media Studies
Hofstra University

Harvey Jassem
School of Communication
University of Hartford

Teri Harrison
Department of Communication
State University of NY at Albany

Rudy Pugliese
Department of Communication
Rochester Institute of Technology

Stuart Sigman
Dean
School of Communication
Emerson College

Carol Wilder
Associate Dean
New School University

12:00 noon -1:00 pm

Lunch

Duchess Room, Executive Conference Center

1:00 – 2:15 pm

2.3.1 NYSCA 2003 Keynote Address

Keynote Speaker: John Downing, The University of Texas at Austin.

John Downing was educated at Oxford University and the London School of Economics. He taught sociology for the first thirteen years of his academic career, but has been a Communication scholar since 1981, when he joined the faculty at Hunter College, City University of New York. In 1990 he accepted the position of Radio-Television-Film Department Chair at the University of Texas, Austin. In January 2004 he will become the first Director of the new Global Media Research Center in the College of Mass Communication and Media Arts at Southern Illinois University, Carbondale.

His published work and teaching address alternative media and social movements; racism, ethnicity and media; political cinemas of the global South; and media in Russia during and since the Communist period. His most recent research has focused upon the international Independent Media Center movement. In 2004 Sage Publications will publish the Handbook of Media Studies, of which he has been chief editor, and a co-authored book with Professor Charles Husband of Bradford University, UK, Representing 'Race', consisting of comparative studies of media, ethnicity and racism.

His address to NYSCA will attack a number of failings particularly characteristic of current U.S. Communication research, and especially in the field of media. Eight in all, some of these failings are conceptually derived, some politically derived, and others are a product of the sociology of the U.S. academy.

2:30 – 3:45pm

2.4.1 Approaches and Questions to Communication

“Questioning Academic Freedom and Affirmative Action: A Case Study in Hypocrisy”

Benjamin Sevitch, Connecticut State University

“Kafka and McLuhan: A McLuhan Informed Analysis of Kafka’s Modernist Embodiment of Law and Communication in *The Trial*”

Amanda J.E. Hanley, SUNY- Postdam

“John Locke: A True Founding Father of Modern Communication Studies”

Gary P. Radford, Fairleigh Dickinson University

“Notes on Cred: The Genesis of Rock Writing Reconsidered”

Devon Powers, New York University

2.4.2 Turning off Television: Re-examining Reflection in an Electronic World

Chair: Laura Tropp, Marymount Manhattan College

Participants:

Laura Tropp, Marymount Manhattan College

Kenneth Nigro, Marymount Manhattan College

Natasha Shick, Marymount Manhattan College

Matthew Pascarella, Marymount Manhattan College

William Phillips, New York University

Lewis Freeman, Fordham University

2.4.3 Talking About Tolkien: The Mediation and Remediation of The Lord of the Rings

Chair: Susan Jasko, California University of Pennsylvania

"Tolkiens of My Affection."

Lance Strate, Fordham University

"The Real Tolkien Trilogy: Movies, Video Games and Role Playing as the New Literacy of the Old Literature."

Read Mercer Schuchardt, Marymount Manhattan College

"Confessions of a Science Fiction Chauvinist, As Prompted by Seeing 'Lord of the Rings'"

Paul Levinson, Fordham University

"Countless Stories from Fans of The Lord of the Rings."

Susan Jacobson, Marymount Manhattan College

2.4.4 Teaching Great Speeches

Sponsored by ECA Rhetoric and Public Address Interest Group

Chair: Mary L. Kahl, SUNY-New Paltz

"Teaching Martin Luther King Jr.'s 'Letter from Birmingham Jail'"

Michael Leff, University of Memphis

"Teaching Mary Fisher's 'Address on AIDS to the 1992 Republican Convention.'"

Susan Mallon Ross, SUNY-Potsdam

"Teaching Judge Florence Allen's 'Speech on the Outlawry of War.'"

Sandra J. Sarkela, SUNY-Potsdam

"Teaching Malcolm X's 'The Ballot or the Bullet.'"

Candace Todd, Lynchburg College

"Teaching George Washington's 'Newburgh Address.'"

Mary L. Kahl, SUNY-New Paltz

4:00-5:15pm

2.5.1 Studies in Film and Television

"Narrative Reciprocity in Cinema and Computer Gaming"

Elizabeth LeDoux, CUNY- Brooklyn

"Criticism Abound: In Defense of Political Talk Shows on Cable TV"

Jodi Noffsinger, New York University

"*Hearts and Minds* Redux"

Carol Wilder, New School University

"I'm not a Journalist, but I Play One in the Movies: Effect of Film Appearances on News Media Credibility."

Bradley C. "Bree" Freeman, Marist College

2.5.2 The State of Media in Society

Chair: Monica Brasted, SUNY- Brockport

"Are Gender Portrayals of Children in Advertisements Stereotypical?"

Monica Brasted, SUNY- Brockport

"Have the News Media Improved Since 9/11?"

Elissa Food, SUNY- Brockport

"Internet Access and the Public's Right to Information. Should Internet Access be Regulated? No: Restricted Internet Access Equals censorship."

Mary E. McCrank, SUNY- Brockport

"The Victimization of Women as the Representative Anecdote in Some Feminist and Christian Right Discourses Regarding Pornography."

Cary L. Midla, SUNY- Brockport

2.5.3 “Minority Report”: Questioning Assumptions about the Role of Gender, Age and Race in Human Communication

Chair: James L Laux, Slippery Rock University

“Talking to Herself: Assessing the Relationship Between Positive Self-Talk and Self-Esteem in Women.”

Harold Holmes, Slippery Rock University

“Talking Out of School: Out-of-class Communication Between Faculty and Students.”

Jeff Milliner and Jacqui Ward, Slippery Rock University

“Talking Back: Verbal Aggressiveness of Young Adults While Communicating With Their Parents.”

Andrea Romo, Slippery Rock University

“Talking to the Mirror: The Effects of the Idealization of Women in Television on the Body Image and Self-Esteem of Female Viewers.”

Charla Vogel, Slippery Rock University

“Talking About Age: An Examination of the Relationship Between Age and Self-disclosure.”

Autum Kendric, Slippery Rock University

2.5.4 Media: The Dark Side

Chair: James C. Morrison, Emerson College

Respondent: Lance Strate, Fordham University

“Evolution of Drug Dealing and Prostitution Propelled by Wireless Technology.”

Janet Liu, Fordham University

“Culture, Shame, and Transgression: Understanding Emerging Forms of Television”

Lily Alexander, University of Toronto

“The Media Ecology of Plagiarism.”

Paul Grosswiler, University of Maine

2.5.5 Celebrating Four Dorothys, Celebrating New York:

Dorothy Day, Dorothy Kenyon, Dorothy Shaver, Dorothy Thompson

Sponsored by ECA Rhetoric and Public Address Interest Group

Chair: Susan Mallon Ross, SUNY-Potsdam

“Dorothy Day”

Kathryn Boswell, SUNY-Potsdam

“Dorothy Kenyon”

Susan Mallon Ross, SUNY-Potsdam

“Dorothy Shaver”

Margaret A. Lowe, Bridgewater State College

“Dorothy Thompson”

Sandra J. Sarkela, SUNY-Potsdam

6:00 – 8:30 pm

NYSCA 2003 Annual Banquet, Celebration and General Meeting

Duchess Room, Executive Conference Center

NYSCA 2003 General Meeting

Carol Wilder, NYSCA President
Candace Todd, Chair, ECA Rhetoric & Public Address

Graduate Student Paper Award

The NYSCA Research and Writing Award is given annually to the best graduate student paper, as selected by our panel of judges.

John Wilson Fellowship Award

The Wilson Scholar Committee may, each year award the Wilson Fellowship to a member of the New York State Communication Association who has established an exemplary record of scholarship and service to the Association. The fellowship carries the prize of life membership in the Association. To be considered for the award, nominees must: (1) Be members of NYSCA; (2) Have contributed a significant body of research; (3) Have a record of service to NYSCA.

Association Business General Meeting

Keynote Speaker: David Turnley: "Reflections of a War Photographer."

David Turnley is currently Visiting Artist/Core Faculty in the graduate Media Studies Program at The New School. Winner of the 1990 Pulitzer Prize for photography and a former Neiman Fellow at Harvard University, he is one of the world's leading photojournalists, with a memorable body of work produced over the past 20 years in 75 countries.

His photographs, which document the most dramatic events of the 20th century, have been collected in five volumes and have garnered coveted international awards, including World Press Picture of the Year in 1988 and 1991. His first video work, *The Dalai Lama: At Home in Exile*, produced for CNN, was awarded the 2001 Cine Golden Eagle and nominated for a National Emmy. In addition, he produced four segments for ABC Nightline. In 1999, he was appointed Managing Director and Executive Producer of Corbis Documentaries, a production company with the aim to produce films with a strong visual and social sensibility. His first feature-length documentary, *La Tropical*, recently won Best Documentary in the Miami International Film Festival.

He was a CNN photographer/correspondent in the recent Iraq war, and his account of that experience in words and pictures -- *Baghdad Blues* -- was recently published by Vendome.

SUNDAY, OCTOBER 26th

8:00 – 9:15 am

Breakfast, *Duchess Room, Executive Conference Center*

8:00 – 9:15 am

NYS CA Executive Committee and Board Meeting, *Duchess Room, Executive Conference Center*

9:30 am – 10:45am

3.1.1 Panel: Technology and Student-Teacher Progress in the ESL Classroom

Chair: Sean Dugan, Mercy College

Participants:

Paul Trent, Mercy College

Hansun Z. Waring, Mercy College

3.1.2 Communicating Through Humor

Chair: Janet Yedes, Kean University

Student Panel Organizer: Jerome William Collins, Kean University

“Humor as Therapeutic Discourse”

Jerome William Collins, Kean University

“Humor as Resistance: African American Men in an Urban Setting”

Christopher Eutsey, Kean University

“Teasing in the Black Barbershop”

William B Harris, Kean University

“Humor Among Black American Men and Women”

Brandy Jamison, Kean University

“Italian Humor”

Katherine Maruri, Kean University

“Joking in the Workplace”

Jenny Rocio Ramirez, Kean University

11 am -12:15 pm.

3.2.1 Tips and Tactics for Time Management for Junior Faculty

Presenter: Marie L. Radford, Pratt Institute

Description:

Feeling overwhelmed by deadlines as well as pressure from the many different demands on your time? Faculty members frequently report that they feel stressed by the multiple activities of committee work, teaching, and research. There never seems to be enough time to get everything done on time. How can you work more efficiently and effectively and feel in control of your time?

This workshop will provide practical strategies for:

- Surviving information overload.
- Taking control of your time.
- Getting paperwork organized.
- Prioritizing deadlines.
- Integrating teaching, research, & professional activities to multitask ·
- Managing multiple responsibilities (such as: teaching, committee work, professional activities, research and publication).
- Making decisions and saying “no” based on your priorities.

You will also learn to avoid the worst mistakes faculty make in allocating their time and best strategies for maximizing your productivity.

3.2.2 Perspectives on Organizational Culture and Diversity:

Theory, Practice, and Critique

Chair: Ari Kissiloff, Ithaca College

Respondent: Marie Garland, Ithaca College

"The Brand, Branding, and Organizational Culture"

Tzu-Chiao Chen, Ithaca College

"Building Successful Multicultural Training Programs: An Exemplar"

Mathieu Coquant, Ithaca College

"Affirmative Action, Social Discourse, and the Future of Organizations"

Robin Fostel, Ithaca College

12:15 pm

Meeting Adjourned: See you at the 62nd annual NYSCA conference in 2004!

Addendum

**New York State Communication Association 61st Annual Conference
How much does it cost? Where to stay? How to get there?**

NYSICA dues for Regular and Student members include the Conference Registration fee. There is no separate Conference Registration fee. All paid members and Life members will receive a copy of The Speech Communication Annual.

Regular Member- \$30 (pre-registered)
Regular Member- \$40 (paid at the conference)
Student Member- \$10 (non-voting status, full time students only)
Institutional Member- \$40 (Institutions only, 3 students admitted free)

Please return completed form with your check, payable to NYSICA:
Adele c/o Carol Wilder, Department of Communication
The New School
70 Fifth Avenue
New York, NY 10011

The Hudson Valley Resort & Spa is a first class hotel and resort located in the scenic Catskills region, ten miles west of New Paltz. The hotel reservations should be made directly. There is a NYSICA conference rate. Accommodations for the conference for two nights, including five meals, are \$240 per person double occupancy or \$340 for single occupancy (a one-night rate is available). There is no separate charge for the annual banquet dinner.

Please call toll free: 888-9HUDSON.

The Hudson Valley Resort & Spa
400 Granite Road, Kerhonkson, NY 12446

Phone: 845-626-8888
Fax: 845-626-2595
e-mail: info@hudsonvalleyresort.com
Hotel website: www.hudsonvalleyresort.com

BY CAR

From the South:

New York State Thruway (I-87) north to exit 18-New Paltz. Turn left on Rte. 299. Go 6 miles to the end & turn right on Rte. 44/55. Go 8.5 miles; turn right at the sign for HVR&S onto Lower Granite Rd. Go one mile to the stop sign and turn left. HVR&S is 1/2 mile ahead on the left.

I-84 will bring you to the NYS thruway (I-87). Then follow the directions above.

From the North:

New York State Thruway (I-87) South to exit 19-Kingston. Take Rte. 28 (Pine Hill) to Rte. 209 South (Ellenville). Go 18 miles & turn left on County Rte. 27 in Accord. Go 0.2 miles, turn right onto Granite Rd. HVR&S is 2.3 miles ahead on the left.

I-90 will bring you to the NYS Thruway (I-87). Then follow the directions above.

BY BUS

Short Line Bus has scheduled service from Port Authority Bus Terminal in NYC to Kerhonkson.