

## **Welcome to the 68<sup>th</sup> Annual Conference of the New York State Communication Association**

Greetings! I wanted to take a moment to welcome you to the conference and thank some folks who were integral to making this year's conference happen. I would first like to thank our wonderful guest speakers, Dr. Donal Carbaugh, University of Massachusetts-Amherst, Dr. Lawrence (Larry) Frey, University of Colorado at Boulder and Dr. Kathleen LeBesco, Marymount Manhattan College. Each of these talented scholars generously gave of their time and effort. They were my "dream team" of guest speakers and I'm so happy that they are here to share their ideas with us.

I want to thank the entire NYSCA Executive Board, but especially, Valerie Swarts for loading me up with all the best templates and "to do" lists to make my job more manageable. Donna Flayhan for her incredibly valued support at times when I really needed it. Chery Casey for her continued stellar work as the registration guru and maintaining constant and good communication with me, the executive board and our new and old members. Ari Kissiloff for keeping NYSCANET.ORG updated and ready for visitors. Mary Ann Allison for her great work with the top student papers selection process. Corey Liberman for selling ads during a recession. Katherine Fry for writing the checks. Lewis Freeman for suggesting the idea to work with the Media Education Foundation to do a film screening. And, Missy Alexander for keeping our traditional NYSCA Official Jam Session going!

At the College of Mount Saint Vincent (CMSV), I want to first thank my department chair, Vincent Fitzgerald, for agreeing to allow me to take on such a big venture and providing constant encouragement and support throughout the planning process. Four super students who are helping out at the conference and who assisted me with countless preconference details: Matthew Klingbeil, Susan Ranke, Jessica Mitchell and Jessica Marrero. Cortney Moriarty for her editing skills and coordinating GIFTS. Ted Kafala for helping students figure out some technical visual design problems at various points along the way. The Office of the Provost, which provided financial support for students to be able to attend the conference. And a huge thank you to Bobby Williams who helped me order conference supplies and pull together all the A/V equipment.

Lastly, I want to thank each of you for all your ideas that came to me in the form of your papers, abstracts and panel proposals. As I began to look at your work, I was incredibly energized by the scholarship and ideas I saw evidenced. It was a pleasure to put together the panels and the total conference program for you. Enjoy!

As a final note, I want to take a moment to thank my partner, Adan Yair Garcia Sanchez, who passed away suddenly at the end of the summer. He would have been so proud of the work we did for and are doing at the conference. For my part, I dedicate my efforts for this year's conference to the memory of him. I learned so much about how and what kinds of communication matters from this gentle, sweet man. Thank you. Thank you. Thank you.

# New York State Communication Association

68<sup>th</sup> Annual Conference, October 22-24, 2010

Honor's Haven Resort and Spa, Ellenville, NY

## FRIDAY, OCTOBER 22

2:00-2:45 **NYSCA Executive Board Meeting**  
**Summit 2**

2:30-5:30 **Conference Registration**  
**Foyer (LL)**

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### Friday, Session Block #1

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3:00-4:10 **Building Communities: The Role of Representation and Communication**  
**Patio Room** This roundtable panel explores the role communication plays in impacting the development of communities both real and virtual in a society influenced by a pervasive and rapidly changing media. Each participant will discuss a specific community and address how communication impacted and/or changed its development.

Chair, Suzanne Berman, Hofstra University

Participants: Mary Ann Allison, Hofstra University  
Bruce Avery, Hofstra University  
Susan J. Drucker, Hofstra University  
Victoria Geyer, Hofstra University  
Gary Gumpert, Communication Landscapers  
Matthew Matsaganis, University at Albany-SUNY

3:00-4:10 **Current Issues in Public Relations** – Students studying public relations need to not only be aware of current issues, but are often expected to be on the cutting edge of those issues, especially as these involve current and changing (digital) media. In addition, these students seek to develop their professional skills through involvement with PRSSA. This panel examines this juncture and other issues related to the studying and practicing of public relations.

Chair, Susan Jasko, California University of Pennsylvania

Participants: Andrew Woodley, California University of Pennsylvania, **Publics in Flux: Media Relations in Sports**  
Lucie Fremeau & Nate Dixon, California University of Pennsylvania, **Publics in Flux: Internal Publics and Traditional Media**  
Amanda Lancki & Amelia Daley, Slippery Rock University and Kelly Cressman, California University of Pennsylvania, **Publics in Flux: Strategies for Creating Public Awareness**

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**Friday, Session Block #2**

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4:20-5:30  
**Summit 2**      **Weather or Weather Not** – Weather events are big news stories. Weather reporting is a specialized form of science reporting and television broadcasting. The weather professional community itself constitutes a significant organizational phenomenon. From forecasting to disaster communication to the unique features of the 'weather enterprise,' this panel will address diverse issues of broadcasting, technology and rhetoric associated with communicating weather.

Chair, Susan Jasko, California University of Pennsylvania

Participants: Gary Gumpert, Communication Landscapers & Susan J. Drucker, Hofstra University, ***Sturm und Drang***

Bruce Avery, Hofstra University, ***The Broadcaster's Perspective***

Susan Jasko & Chad Kauffman, California University of Pennsylvania, ***The Weather Enterprise: Challenges to the Status Quo***

4:20-5:30  
**Summit 3**      **Insights from Conducting a Semester-Long Undergraduate Class Research Project** – Two students will present their work stemming from a semester-long research project that involved participation of the entire class in the design, implementation and data analysis of a study to gain deeper insights into the culture of their college. An open discussion with panelists and attendees will detail their process and the challenges they faced from both student and instructor perspectives. The panel will also provide attendees the opportunity to workshop their own ideas for this type of project.

Chair, Anastacia Kurylo, Marymount Manhattan College

Participants: Allison Jean Canzanella & Elizabeth A. Rocklin, Marymount Manhattan College, ***The Cultural Identity of a College***

4:20-5:30  
**Summit 4**      **Culture as Experienced and Perceived through Music and Video**

Chair, Omar Nagi, College of Mount Saint Vincent

Participants: Cynthia Wang, New York University, ***Negotiating the Expert: Critique and Dialogue in YouTube's Comment Sections***

F. John Rickert, New York University, ***Treadmills, Single Ladies, and Ukuleles: The Internet Music Video***

Mahabir Samuel, College of Mount Saint Vincent, ***Is it "Acting White" to Become Educated? Disillusionment with American Education***

5:30-6:00  
**Patio Room**      **Happy Hour-Opening Reception (Cash Bar)**

6:00-7:00  
Atlantic

Keynote, **Dr. Donal Carbaugh**, University of Massachusetts-Amherst

**“The Matter of Communication: Perspectives and Practices”**

Donal Carbaugh is Professor of Communication, Chair of the International Studies Council (2004-present), and past Co-Chair of the Five College Committee on Native American Indian Studies (2003-2004) at the University of Massachusetts, Amherst. In 2007-2008, he was Fulbright’s Distinguished Professor and Bicentennial Chair of North American Studies at the University of Helsinki, Finland. He serves as a Charter member of a United Nations Institute for Disarmament Research Advisory Group which is focused on new ways of conducting Security Needs Assessments. He has been elected Chair of the International Communication Association’s and the National Communication Association’s Language and Social Interaction Division, and the National Communication Association’s International and Intercultural Communication Division. His general interests focus upon cultural philosophies of communication, identity, and more specifically, the ways culturally distinctive practices get woven into international and intercultural interactions. His studies focus upon Native American, popular American, Russian, and Finnish communication practices, with special attention to the relationship between language use, culture, spirit, and nature. In 1992, he was elected Visiting Senior Member at Linacre College, Oxford University, England, which is a lifetime position. He has held academic appointments at the University of Pittsburgh, the University of Helsinki, the Turku School of Economics in Finland, and at other universities in the United States, Europe, and Asia. He currently serves on about twenty editorial boards of national and international journals. His published research has appeared in many major academic journals, in several countries including Finland, Germany, Italy, and Russia, in several languages. His most recent authored book, Cultures in Conversation, was designated the Outstanding Book of the Year by the International and Intercultural Communication Division of the National Communication Association. His first book, Talking American: Cultural Discourses on DONAHUE, was identified as "a favorite book of the past 25 years" in Contemporary Sociology by former president of the American Sociological Association, William Gamson. His edited volume, Cultural Communication and Intercultural Contact, received the National Communication Association's Award for Distinguished Scholarship in International and Intercultural Communication. His most recent edited book is Distinctive Qualities of Communication Research (with Patrice Buzzanell). His other books include Narrative and Identity: Studies in Autobiography, Self and Culture (edited with Jens Brockmeier), and Situating Selves: The Communication of Social Identity in American Scenes. Commentary on his work has appeared in The New York Times, The Washington Post, Indian Country Today, Psychology Today (several times and includes a January 2007 article about Finnishness), Vapaa Sana (North America’s largest Finnish newspaper), the Finnish American Reporter, the Moscow Times, The Times of India, and Gentleman's Quarterly among other outlets.

7:00-8:00  
Gaia

**Dinner**

8:30-10:30  
Summit 1

### Media/Film Screenings

**Domestic Rhythms**, (Experimental Video, 6 minutes, 2009, Jeremy Newman, Producer/Director) – The mass media sells mediated personal experience, the use of high priced gadgets as the realization of the American Dream. Domestic Rhythms argues that technology changes the aesthetics of communication, adversely affecting interpersonal relationships. In this video, original digital video is intercut with animated footage from *The Story of Rapunzel*. Married to the prince, Rapunzel discovers their hi-tech relationship is no fairy tale.

**The Codes of Gender: Identity & Performance in Popular Culture** (A Media Education Foundation Film, 72 minutes, 2009) – Communication scholar, Sut Jhally, applies the late sociologist Erving Goffman’s groundbreaking analysis of advertising to the contemporary commercial landscape in this provocative new film about gender as a ritualized cultural performance. Uncovering a remarkable pattern of gender-specific poses, Jhally explores Goffman’s central claim that the way the body is displayed in advertising communicates normative ideas about masculinity and femininity. The film looks beyond advertising as a medium that simply sells products, and beyond analyses of gender that focus on biological difference or issues of surface objectification and beauty, taking us into the two-tiered terrain of identity and power relations.

**at Hofstra,  
I got connected**

**Nadeen Nakib '10**  
M.A., Journalism

Nadeen came to Hofstra to take advantage of the connections, and she is currently doing so as she participates as a researcher on a soon-to-be-published case study on New Age media technologies.

A graduate degree gives you a real advantage – in a competitive marketplace and in your chosen career – by providing you with the tools to advance in your field and shape your future. Hofstra’s programs in education, health and human services, business, communication, and the arts and sciences prepare our students for professional careers and are highly ranked in publications such as *The Princeton Review* and *U.S. News & World Report*, among others. Here, you’ll find your edge and succeed in whatever field you choose. Top-ranked programs. Renowned faculty and small classes. A worldwide network. Get ready to succeed.

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**SATURDAY, OCTOBER 23**

7:30-8:30 **Breakfast**  
**Gaia**

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**Saturday, Session Block #1**

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8:30-9:40 **Summit 2** **Communication Matters on How Bodies Matter: An Examination of Scripting Women's Bodies from a Cross-Cultural Lens** – The papers on this panel, by graduate students at NYU, examine the ways in which the female body is expected..and in some cases forced..to conform to national and international standards of beauty as it is defined by media, including television, film, fashion and cosmetics. Three cultural lenses are represented: Colombia, Korea and Latinos in the U.S.

Chair, Deborah Borisoff, New York University

Participants: Jiyoung Chae, New York University, ***Communication Matters in Sculpting Bodies: Korean Celebrities' Cosmetic Surgery Confessions and the Impact on Korean College Students***  
Amanda F. Vega, New York University, ***Communication Matters on the Hybridity of Beauty: A Critical and Semi-autoethnographic View of Hispanic Definitions of Beauty Across Two Cultures***  
Isabel Restrepo Beltran, New York University, ***Communication Matters on Representations of Beauty in Colombia TV Programming: Consumption of Beauty and Social Mobility***

8:30-9:40 **Summit 3** **Discourse and Ethnography of Communication Matters**

Chair, Brad Crownover, College of Mount Saint Vincent

Participants: Tovar Cerulli, University of Massachusetts-Amherst, ***Coyote Hunting in Vermont: Place and Time in Expression of Position***  
Liene Locmele, University of Massachusetts-Amherst, ***The Contemporary Latvianness in Controversial Discussions: The Case of Animal Rights Activist Advocating Against Animal Slaughtering***  
Nadezhda Sotirova, University of Massachusetts-Amherst, ***The "Peasant" in All of Us: Constructing Personhood Through Negative Talk in Bulgaria***

8:30-9:40 **Summit 4** **Tuned-In: How Social Media are Empowering New Forms of Active Citizenship** – This panel highlights a series of student-led projects around social media and expression. Each social media initiative presented will provide a unique look at how new forms of communication are enabling and empowering civic voices in 21<sup>st</sup> century democracy.

Chair, Paul Mihailidis, Hofstra University

Participants: Thomas McAulay, Hofstra University  
Edward Quinn, Hofstra University  
Philip Robibero, Hofstra University

8:30-9:40  
**Summit 5**      **Community Leaders and Positive Development Programs for At-Risk Youth in New York**

Chair, Azeem Mallick, State University of New York, New Paltz

Participants: Reverend Gregory McCants, *Founder, The New York Boys Choir in East Harlem*

Lance Matteson, *Executive Director, Ulster County Economic Development Corporation*

Brother Muhammad Ali, *Imam and Chaplin, New York State Office of Children and Family Services*

Russell Richardson, *former Executive Director, Indie Film Program for At-Risk Youth in the Catskills/Woodstock Area*

8:30-9:40  
**Atlantic**      **GIFTS (Great Ideas for Teaching Students) Panel** – Come learn about some innovative and fun teaching activities to use in the classroom.

Chair, Cortney Moriarty, College of Mount Saint Vincent

Participants: Barbara Reed, Rutgers University, ***A Different Kind of Term Paper: Interviewing Staffs of NYC-Based Magazines***

Maureen M. Louis, Cazenovia College, ***The Description Exercise***

Corey Liberman, Marymount Manhattan College, ***The Social Construction of Organizations: Understanding the Process of Organizational Development from a Communication Perspective***

Valerie Swarts, Slippery Rock University, ***Visual Communication Analysis Decade Project***

Evelyn Plummer, Seton Hall University, ***Welcome to Our Special Occasion***

Truman R. Keys, Western Connecticut State University, ***Say What You Mean: Confronting Ambiguity in Language***

Patrick Knisley, Fashion Institute of Technology, ***The Six Word Memoir***

Che Baysinger, Kaplan University, ***Communication and Our Health***

Roxanne O'Connell, Roger Williams University, ***Better Papers by Failing Forward***

8:30-9:40  
**Patio Room**      **Does Communication Matter Anymore, as a Field, a Discipline, an Area of Study** – A Roundtable Discussion

Chair, Lance Strate, Fordham University

Participants: Lawrence R. Frey, University of Colorado, Boulder

Cheryl Casey, Hamilton College

Jessica Crowell, Rutgers University

Michael Plugh, Temple University

Nicholas A. Zoffel, Manhattanville College

9:40-10:00  
**Foyer (LL)**      **COFFEE/TEA BREAK**

10:00-11:10 **Administrators Workshop** – For the past number of years, the Administrators Workshop has been a Saturday morning feature at the fall meeting of NYSCA. **Summit 2** The workshop is designed for those in the exalted or unfortunate position of President, Dean, Chair, Program Coordinator et. al. to discuss issues and problems among a group of sympathetic fellow travelers. It is an opportunity to learn and share from the experiences of others.

Past topics at the Administrators Workshop have included: tenure and promotion policies and procedures, curriculum revision, working effectively with other departments, faculty evaluations, the role of adjuncts and graduate assistants, and teaching assignments.

Chair, Gary Gumpert, Communication Landscapers

Participants: Maureen M. Louis, Cazenovia College  
Roxanne O’Connell, Roger Williams University  
Joseph D. Ross, St. Joseph’s College  
Thom Gencarelli, Manhattan College  
Asli Gokhan-Kucuk, Fashion Institute of Technology  
Tom Flynn, Slippery Rock University  
Bruce Avery, Hofstra University  
Laura Tropp, Marymount Manhattan College  
Susan Drucker, Hofstra University  
Missy Alexander, Marist College  
Mary L. Kahl, SUNY New Paltz  
Martin Wallenstein, John Jay College of Criminal Justice-CUNY

10:00-11:10 **Written Communication and Communication Technology Matters**  
**Summit 3**

Chair, Cortney Moriarty, College of Mount Saint Vincent

Participants: Anne Lee, Mercer County Community College, ***Helping Students Develop Writing Skills: Best Practices in a Community College Writing Center***  
Pat Atkinson, Marist College, ***Exploring Correlations Between Writing Apprehension, Academic Rational Belief and Stress Coping Behaviors in College Students***  
Daniel Labbato, State University of New York, New Paltz, ***Reading, Writing, Printing & Filming: The Effects of New Communication Technologies on Contemporary Language***



10:00-11:10  
**Summit 4**    **Communication's Canvas: The Challenges of Editing, Directing, Articulating and Performing** – Messages portrayed live on stage, messages spammed over the Internet, messages filtered through a camera lens, messages squeezed into a 30-sec. spot, messages morphed into a 4-story billboard—these we readily recognize as common communication practices. This panel discussion takes a close look at the inherent challenges created by the choices we make as communicators and teachers when we select a communication vehicle.

Chair, Sean Dugan, Mercy College

Participants: Louis Grasso, Mercy College  
Richard Medoff, Mercy College  
Judith Mitchell, Mercy College  
Michael Perrota, Mercy College  
Paul Trent, Mercy College

10:00-11:10  
**Summit 5**    **Pornography, Beauty & Media Matters in Indonesia, India & East Africa**

Chair, Sal Fallica, New York University

Participants: Heather Casteel & Diani Citra, New York University, ***Indonesia, Pornography and the Politics of Shame***  
Anne Roschelle & Sunita Bose, SUNY-New Paltz and Omar Nagi, College of Mount Saint Vincent, ***The Dog and Pony Show: The Globalization of Fairness as a Form of Beauty***  
Doreen Jowi, Bloomsburg University of Pennsylvania, ***International Communication Matters: The Case for East African Tanning Company (EATEC)***

10:00-11:10  
**Patio Room**    **Rhetoric, Speech and Diversity in the Classroom Matters**

Chair, Christine Courtade Hirsch, SUNY Oswego

Participants: Jon Arakaki, SUNY College at Oneonta, ***The Strangest Valedictory Ever Spoken by an Athlete: Lou Gehrig's Farewell Address***  
Hollis F. Glaser, Borough of Manhattan Community College-CUNY, ***Dramaturgical and Dialectical Perspectives of the Basic Speech Course: Instructor Behaviors that Increase Student Connectedness***  
Kimberly Reeb, Jenna Williams & Luke Auburn, Rochester Institute of Technology, ***The Spice of Life: How Outstanding Professors at RIT Address and Incorporate Topics of Diversity into the Classroom***

10:00-11:10  
Atlantic

**The Road to Professional Success: What, How and Why  
Communication Matters [For Students Only Audience]**

– This informal roundtable will explore what roles communication plays in establishing ourselves as new professionals in the workforce, how to develop a professional style of communication, and why any of this even matters.

Chair, Valerie Swarts, Slippery Rock University

Participants: Lewis Freeman, Fordham University  
Susan Jasko, California University of Pennsylvania  
Cheryl Casey, Hamilton College  
Corey Liberman, Marymount Manhattan College  
Valerie Swarts, Slippery Rock University

**11:15-11:45 Plenary Session**  
**Atlantic**

Speaker, **Dr. Kathleen LeBesco**, Marymount Manhattan College

**“Why Our Communication About Food Matters”**

Kathleen LeBesco is Professor of Communication Arts and Distinguished Chair at Marymount Manhattan College, where she also coordinates the minor in Gender and Sexuality Studies and directs the Learning Communities Program. She is the author of *Revolting Bodies? The Struggle to Redefine Fat Identity*, co-author of the forthcoming *Culinary Capital*, and co-editor of *Bodies Out of Bounds? Fatness and Transgression, Edible Ideologies: Representing Food and Meaning, The Drag King Anthology*, and special issues of *The Review of Education, Pedagogy and Cultural Studies* on the teacher’s body and *Women and Performance: A Journal of Feminist Theory* on excess. She has published over 25 additional journal articles and book chapters on topics including food and popular culture, fat activism, disability and representation, working class identity, ethnographic research methods, and queer politics. LeBesco is a frequent media commentator, featured in *The New York Times, The Chronicle of Higher Education, Bitch, The Washington Post Magazine, The Village Voice, The New Yorker, The Los Angeles Times, USA Today, Der Spiegel*, and *The Globe and Mail*, as well as on NBC’s *The Today Show* and National Public Radio. She has served as the Chair of the Disability Issues Caucus for the National Communication Association, and Book Review Editor for *Disability Studies Quarterly*. LeBesco has received multiple grants from the Gay and Lesbian Alliance Against Defamation. She is currently writing, producing and directing a documentary film titled “Fat Panic! Health, Morality and the ‘Obesity Epidemic.’”

**11:45-12:15 NYSCA Business Meeting (Open to all) and Announcement of Top**  
**Atlantic Student Papers and other Award Honorees**

There are a number of open positions on the NYSCA Executive Board. These positions include: *Vice President Elect, Editor-in-Chief, Executive Secretary, 3 positions for Nominating Committee, 1 Member at Large, and 1 Recording Secretary*. Please see **Missy Alexander**, Marist College, during the conference or you can self-nominate (or have someone nominate you) during the call for nominations at the NYSCA Business Meeting.

**12:15-1:15 Lunch**  
**Gaia**

1:30-2:40  
**Summit 2**

**Atlantic Journal of Communication (AJC) Matters** – The Atlantic Journal of Communication is the official publication of NYSCA, and is offered as a benefit of NYSCA membership. Published under the Routledge imprint of Taylor and Francis, articles published in the AJC are accessed in databases across the world. The AJC has already established itself as a top regional title outside the ECA and other larger association titles.

The purpose of this panel is to discuss the future growth and development of the AJC, and how this fits with the goals and aspirations of NYSCA. In keeping with the conference theme, we want to explore why AJC matters to NYSCA. We also want to explore those matters which will ensure that AJC remains important and vibrant both to NYSCA and to communication scholarship in general.

Chair, Gary P. Radford, Fairleigh Dickinson University, and Editor, AJC

Participants: Susan Barnes, Rochester Institute of Technology  
Susan Drucker, Hofstra University  
Vincent Fitzgerald, College of Mount Saint Vincent  
Thom Gencarelli, Manhattan College  
Gary Gumpert, Communication Landscapers  
Susan Jasko, California University of Pennsylvania  
Marie Radford, Rutgers University  
Barbara Reed, Rutgers University  
Lance Strate, Fordham University

1:30-2:40  
**Summit 3**

### **Film Matters**

Chair, Ted Kafala, College of Mount Saint Vincent

Participants: Jeremy Newman, The Richard Stockton College of New Jersey, ***Domestic Rhythms*** (see description in Friday, Session Block #3)  
Daniel Schackman, State University of New York, New Paltz, ***Connectivity and its Disconnects: Communication, Transportation, and Technology in The Station Agent***  
Mike Anthony Placito, Brooklyn College, ***The Artist is Not Present: Banksy as the Conspicuously Absent Auteur***

1:30-2:40  
**Summit 4**

### **Relationship Matters**

Chair, Katherine Fry, Brooklyn College

Participants: Jessica Eckstein, Western Connecticut State University, ***Love Still Matters to Abuse Victims: The Love-Communication Styles Preferred by Victims of Intimate Partner Violence***  
Eileen Gilligan, Arvind Diddi & Christine Courtade Hirsch, SUNY Oswego, ***Framing Domestic Violence***  
Elizabeth Wetherby, SUNY Oswego, ***Exploring the Role of Social Media: Building Relationships Among College Students***

1:30-2:40  
Summit 5

### **Journalism and Media Communication Matters**

Chair, Cheryl Casey, Hamilton College

Participants: Daniel Hagemeyer, Hamilton College, ***Twitter and the Question of Objectivity: How Social Network Sites Influence a Journalistic Norm***

Sarah Hardwick, New York University, ***Oh Yes They Did: Oh No They Didn't and Participatory Tabloid Journalism***

Gregory Bray, State University of New York, New Paltz, ***Crossing Cultures in Cyberspace: COIL and the Henry Hudson Experiment***

1:30-2:40  
Patio Room

### **Undergraduate Communication Research Matters: Papers on the Discourses of Politics and Campaigns**

Chair, Mary L. Kahl, SUNY New Paltz

Participants: Shawn Butler, SUNY New Paltz, ***Colin Powell's 2003 Address to the UN Security Council: An Analysis of Authoritarian Language***

Colin Vallee, SUNY New Paltz, ***Campus-Based Textbook Cooperatives: A Persuasive Campaign***

Grace McDermott, SUNY New Paltz, ***Poetry Slams and Strategic Public Relations: Lessons from a Successful Campaign***

Adam Shanks, SUNY New Paltz, ***A Strategic Call for Health Care Reform: Barack Obama's George Mason University Address, March 2010***

1:30-2:40  
Atlantic

### **Pad Computing in Education**

Presenters, Ari Kissiloff, Ithaca College & Eric Machan Howd, Cornell University

This presentation will summarize the history of portable device use in the classroom and explore some of the emerging technologies that promise to revolutionize the way course content is presented to learners. Highlights will include successes, failures, e-textbooks, research websites, educational applications and current and future uses of the technology.

2:50-4:00  
Summit 2

**More Than an Instrument: Communication as a Liberal Art** – In keeping with this year’s conference theme of “Communication Matters (?)” this panel explores how the diverse field of communication matters for a particular social context, namely the liberal arts college. The panel will consider some of the following questions: How do communication studies fit within contemporary liberal arts education? How might the field of communication be expanded by considering it in relation to other liberal arts? What are some ways that the study of communication can enrich undergraduate curricula in the liberal arts?

Chair, Corey Liberman, Marymount Manhattan College

Participants: Lewis Freeman, Fordham University, ***Teach Students to Communicate and You Have Educated Them for a Lifetime***  
Thom Gencarelli, Manhattan College, ***Communication and the Liberal Arts Tradition***  
Victoria Geyer, Hofstra University, ***An Analysis of Current Pedagogical Trends in the Curricula of Public Relations***  
Mary L. Kahl, State University of New York, New Paltz, ***Rhetoric’s Contributions to the Liberal Arts: Education to Civic Virtue***  
Pamela Zubow Poe, Manhattan College, ***The Case for Health Communication in the Liberal Arts Curriculum***  
Peter Schaefer, Marymount Manhattan College, ***Liberal Arts and the Intellectual History of Communication***

2:50-4:00  
Summit 3

### **Health Communication Matters**

Chair, Cortney Moriarty, College of Mount Saint Vincent

Participants: Katie Lever-Mazzuto, Western Connecticut State University, ***Mydeathspace: An Analysis of an Online Obituary Site***  
D.L. Stephenson, Western Connecticut State University, ***The Rhetoric of Mandatory Health Insurance and Its Logical Fallacies***  
Mihye Seo & Matthew D. Matsaganis, University at Albany-SUNY, ***Investigating the Interaction of Internet Use and Interpersonal Communication to Reduce Health Disparities***

2:50-4:00  
**Summit 4**      **Communication Matters – “For” and “In” the Moment** – Communication scholars and practitioners know that one of the key theoretical approaches to understanding human communication is through rhetoric - often defined as the study and practice of persuasive communication. This panel will explore rhetoric as an *inventional art* through the professional field lenses of journalism/public information, corporate life/IT and government administration.

Chair, Bill Karis, Clarkson University

Participants: Rich Lee, *Communications Director, The Hall Institute of Public Policy – New Jersey*

Larry Krieb, *Vice President, Global Information Services – Estee Lauder Companies, Inc.*

Mark J. Rupsis, *Chief Administrative Officer, Chester County, Pennsylvania*

2:50-4:00  
**Summit 5**      **Seeing the Sites: Visual Communication and the Web** – Similar to television, the Web is a visual medium, which is influencing modern culture. This panel brings together four researchers to discuss various visual aspects of the World Wide Web.

Chair, Susan Jasko, California University of Pennsylvania

Participants: Susan B. Barnes, Rochester Institute of Technology

Roxanne O’Connell, Roger Williams University

Brian Cogan, Molloy College

Michel Scully, Roger Williams University

2:50-4:00  
**Patio Room**      **Identity, Social Groups and Sociological Matters**

Chair, Omar Nagi, College of Mount Saint Vincent

Participants: Elizabeth Molina-Markham, University of Massachusetts –

Amherst, ***Listening Together: The Quaker Decision-Making Process***

Erica Riekert, College of Mount Saint Vincent, ***Are Moderates Really Moderate? The Use of Isolation and “Reason” in Articulation of Extremist Islam***

Sunny Lie, University of Massachusetts – Amherst, ***Chinese Indonesian Identity: A Sociocultural Approach***

2:50-4:00  
**Atlantic**      **Lambda Pi Eta Regional Chapter Meeting** – This session will consist of reports from attending chapters, followed by a discussion of common challenges and solutions. Students will have the opportunity to network with each other and discuss planning possibilities for cross chapter collaborations.

Chair, Jon Arakaki, SUNY College at Oneonta

4:10-5:20  
Summit 2

**Are You One of Us? Issues in Conducting Research: Insider and Outsider Perspectives** – This panel highlights the issues involved when a researcher is a member of the community being studied. Emic and etic perspectives are consequential for research because they impact the research process, the findings of a study, and the argument made by the researcher about the implications of these. Panelists will address the pros and cons of being an insider or outsider in the community they study. Issues raised will involve whether an outsider can ever fully understand an insider's perspective? Whether insiders have a unique insight as ingroup members or does group membership cloud the objectivity of the researcher? Panelists represent a variety of research areas including rhetoric, library studies, family, media and intercultural communication.

Chair, Anastacia Kurylo, Marymount Manhattan College

Participants: Janice Kelly, Molloy College  
Anthony Naaeke, Marymount Manhattan College  
Marie Radford, Rutgers University  
Michael Grabowski, Manhattan College

4:10-5:20  
Summit 3

**Teaching General Semantics in the Basic (and Advanced) Communication Course** – General semantics has long been a part of the basic communication curriculum, in large part due to its emphasis on effective communication and critical thinking, its overall pragmatic utility, its philosophical consonance with communication theory, and the ease with which it complements other topics in communication studies, such as symbolic communication, language and human behavior, logic and rhetoric, propaganda and persuasion, perception and the reception of messages, cybernetics and systems theory, and media ecology. This session will serve as an introduction to general semantics for those unfamiliar with the subject, and a refresher for those who are, with emphasis on undergraduate teaching.

Chairs, Martin Levinson, Institute of General Semantics and Lance Strate, Fordham University

4:10-5:20  
Summit 4

**Media Effects, Media Representations and Educational Programs**

Chair, Omar Nagi, College of Mount Saint Vincent

Participants: Sarah Roman, College of Mount Saint Vincent, *The Effects of Media on Eating Disorders*

Latisha L. Balogh-Robinson, Marist College, *Through the Looking Glass: Weight Bias Revisited from a Symbolic Interactionist Point of View*

Elissa Nyerges, Rochester Institute of Technology, *The Effect of Educational Television Programming that Involves A Non-English Language on Parental Reports of Second Language Use Among Preschool-Age Children*



4:10-5:20  
**Summit 5**      **Communication Matters on Constraining and Liberating Women in the Local and Global Landscape** – This panel seeks to examine the myriad ways that communication matters in the lives of women in various social contexts. By examining the way that gender roles constrain women both on and off screen, this panel will touch on the interplay between media portrayals and reality.

Chair, Deborah Borisoff, New York University

Participants: Megan Brownell, New York University, ***From Lucy to Liz – Women’s Place in Top 10 Sitcoms from the Early 1950’s to the Present***

Jennefer Bagaporo, New York University, ***A Global View of Women’s Involvement in Peacekeeping Activities in the Philippines, Indonesia and Cambodia***

Patrick Morrison, New York University, ***Polygamy, the Equal Rights Amendment, and Childcare: An Analysis of Mormon Social Roles***

4:10-5:20  
**Patio Room**      **Family Communication Matters and Connectivity in Place**

Chair, Mary Ann Allison, Hofstra University

Participants: Laura Tropp, Marymount Manhattan College, ***The Backseat Pregnancy: Fatherhood and Modern Media Culture***

Jasmine E. Tan, Purdue University, ***Motherhood Matters: Articulation of Population Policies through National Rally Day Speeches in Singapore***

Kristen Comeforo, Berkeley College, ***The Issue Culture of Same Sex Marriage – The Negotiation of News Framing & Individual Experience as Evidenced Through “Protest” Signs at the National Equality March***

Hyunsook Youn & Marian Stewart Titus, Rutgers University, ***Mobile Phones in U.S. Science Museums: A Report of an Online Survey***

4:10-5:20  
**Atlantic**      **PRSSA Regional Chapters Round Up** – This session will consist of reports from attending chapters, followed by a discussion of common challenges and solutions. Students will have the opportunity to network with each other, discuss planning possibilities for cross chapter collaborations and develop an agenda for the next round up.

Co-Organizing Chapters:      California University of Pennsylvania & Hofstra University

5:20-6:20  
**Zephyr Lounge**      **Cocktail/Social Hour** (Open Bar and Hors d’oeuvres)

6:30-7:30 Keynote Address, **Dr. Lawrence (Larry) Frey**, University of Colorado at  
**Atlantic** Boulder

**“Making Communication Matter through Communication  
Activism for Social Justice Scholarship”**

Lawrence (Larry) Frey is a Professor in the Department of Communication at the University of Colorado at Boulder. His teaching and research focus on applied communication (communication activism for social justice, communication and community studies, and health communication), group communication, and research methods (both qualitative and quantitative). His work seeks to (a) understand how participation in collective communicative practices (especially by those who are underresourced and marginalized) makes a difference in people's individual, relational, and collective lives; and (b) articulate and promote a perspective of communication scholarship that involves scholars intervening into discourses to promote social justice. He is the author, co-author, or editor of 15 books (including the recent 2-volume set on Communication Activism, Routledge Handbook of Applied Communication Research, The Fragile Community: Living Together with AIDS, Group Communication in Context: Studies of Bona Fide Groups, Group Communication in Context: Studies of Natural Groups, Facilitating Group Communication in Context Vols. 1 and 2), 3 special journal issues, and approximately 70 journal articles and book chapters, and he is the recipient of 14 awards for scholarship, including the 2000 Gerald M. Phillips Award for Distinguished Applied Communication Scholarship from the National Communication Association. He is a past president of the Central States Communication Association and a recipient of the Outstanding Young Teacher Award from that organization, as well as a recipient of the Master Teacher Award from the Communication and Instruction Interest Group of the Western States Communication Association.

7:30-8:30 **Dinner**  
**Gaia**

9:00-??? **NYSCA Official Jam Session**  
**Patio Room** Host: Missy Alexander – You're invited to participate in this NYSCA tradition! Add your voice, your instrument, your appreciation to this informal song/music circle.

## SUNDAY, OCTOBER 24

8:00-9:00      **Breakfast**  
Gaia

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### Sunday, Session Block #1

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9:00-10:10      **Dating, Sex and Sexuality: Digital Communication Really Matters**– The contexts of dating sex and sexuality are rife with possibilities for analyses of all sorts, and particularly for communication analysis. This panel of graduate student papers offers a glimpse at the state of all three in the era of digital media and digital communication practices.

Chair, Katherine Fry, Brooklyn College-CUNY

Participants: Zach Napolitano, Brooklyn College, *Text Me My Love, You Can Text Me Anytime Day or Night*  
Joseph M. Dodd, Brooklyn College, *The Success of Online Dating Seen Through the Eyes of the Millennial Generation*  
Jack Hazan, Brooklyn College, *The Cyber Jewish Homosexual*

9:00-10:10      **Religious and Political Communication Matters**  
Summit 3

Chair, Donna Flayhan, State University of New York, New Paltz

Participants: Diane Cypkin, Pace University – Pleasantville Campus, *Mayor Fiorello H. LaGuardia and His Rhetoric Vis-à-vis the Jews, 1934-1945*  
Pennilane Carlisle, Cleveland State University, *Roe v. Wade: What it Can Mean for the Pro-Choice Movement*  
Lauren DiGregoria, Hamilton College, *Secularization Speculation: The Liberalization of Irish Catholicism Due to Mass Media*

9:00-10:10      **Organizational Communication and Money Matters**  
Summit 4

Chair, Brad Crownover, College of Mount Saint Vincent

Participants: Yue Li, New York University, *Cross-Cultural Communication within American and Chinese Colleagues in Multinational Organizations*  
Corey J. Liberman, Marymount Manhattan College, *Why Organizational Identification 'Matters' as a Communication Variable: Past, Present and Future Trends*  
Paul Ziek, Rutgers University, *Communication Matters in the Relationship Between Business and Society*  
W. Dave Gibson, Kean University, *In Money Matters, Communication Always Matters: The Multiple Dimensions of Value of Coins and Currency*

9:00-10:10 **Media Literacy and the Future of Children’s Television Programming Summit 5**  
Freeman and Strate will report on their research project, funded by a grant from Time Warner Cable, entitled “The Future of Children’s Television Programming: A Study of How Emerging Digital Technologies Can Facilitate Active and Engaged Participation and Contribute to Media Literacy Education.” Audience members will have the opportunity to provide input and feedback on the project.

Chairs: Lewis Freeman and Lance Strate, Fordham University

10:30 **The 68<sup>th</sup> Annual New York State Communication Association Conference Ends** – Thank you. Enjoy safe travels. Come back next year!

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**THANK YOU TO ALL THE PARTICIPATING INSTITUTIONS  
AND ORGANIZATIONS!**

Hofstra University  
Communication Landscapers  
University at Albany-SUNY  
New York University  
Media Education Foundation  
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Fairleigh Dickinson University  
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**over for more (!)**

Cornell University  
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