

New York State Communication Association
68th 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**

2:30-5:30 **Conference Registration**

Friday, Session Block #1

3:00-4:10 **Building Communities: The Role of Representation and Communication**

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 in communication and related areas 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, changing digital media. This panel presents examinations of a range of issues currently challenging public relations practice as seen through the eyes of students.

Chair, Susan Jasko, California University of Pennsylvania

Participants: Kyrstan Kruezer & Andrew Woodley, California University of Pennsylvania, ***Publics in Flux: Social Media and the Reconstruction of Publics***
Kelly Cressman & Nate Dixon, California University of Pennsylvania, ***Publics in Flux: Strategies for Creating Public Awareness***
Luaren Gregg, Endicott Reidel & Grant Alex Krinock, California University of Pennsylvania, ***Publics in Flux: Creating Group Identity in Digital Natives***

Friday, Session Block #2

4:20-5:30 **Weather or Weather Not** – Weather events are big new 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 **Organizational Culture: Studies of Organizational Culture from the Inside** – Panelists will present their work stemming from undergraduate communication courses or internships about organizational culture. The presenters conducted studies of organizations in which they were actively involved at the time of the data collection.

Chair, Anastacia Kurylo, Marymount Manhattan College

Participants: Sydney Zarp, Marymount Manhattan College, ***The Cultural Identity of a "Hierarchical" Organization***

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

Camela A. Weeks, Marymount Manhattan College, ***The Cultural Identity of a "Professional" Organization***

4:20-5:30 **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, ***Is it "Acting White" to Become Educated? Disillusionment with American Education***

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

6:00-6:45

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

Dinner

Friday, Session Block #3

8:30-10:30 **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.

SATURDAY, OCTOBER 23

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

Saturday, Session Block #1

8:30-9:40 **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 **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 Latvianess 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 **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 21st century democracy.

Chair, Paul Mihailidis, Hofstra University

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

8:30-9:40 **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 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 University, **Say What You Mean: Confronting Ambiguity in Language**
Patrick Knisley, Fashion Institute of Technology, **The Six Word Memoir**
Che Basinger, Kaplan University, **Communication and Our Health**
Roxanne M. O'Connell, Roger Williams University, **Better Papers by Failing Forward**

8:30-9:40 **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 **COFFEE/TEA BREAK**

Saturday, Session Block #2

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. 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. Because the workshop is facilitated as a roundtable discussion, what the workshop participants discuss will largely emerge from topics of interest to the group.

Chair, Gary Gumpert, Communication Landscapers

Participants: Maureen M. Lewis, Cazenovia College
Roxanne M. O'Connell, Roger Williams University
Joseph D. Ross, Marist College
Thom Gencarelli, Manhattan College
Asli Gokhan-Kucuk, Fashion Institute of Technology
Tom Flynn, Slippery Rock University
Bruce Avery, Hofstra University
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**

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 **Pornography, Beauty and Media Communication Matters in Indonesia and India**

Chair, Sal Fallica, New York University

Participants: Heather Casteel, New York University & Diani Citra, New York University, ***Indonesia, Pornography and the Politics of Shame***

Anne Roschelle & Sunita Bose, State University of New York, New Paltz and Omar Nagi, College of Mount Saint Vincent, ***The Dog and Pony Show: The Globalization of Fairness as a Form of Beauty***

10:00-11:10 **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-second 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 **Rhetoric and Speech 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 **The Road to Professional Success: What, How and Why Communication Matters [For Students Only Audience]**

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**

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 Student Papers and other Award Honorees**

There are a number of open positions on the NYSCA Executive Board. These positions include: TBA

Please track down (name of person) 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**

Saturday, Session Block #3

1:30-2:40 **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, Atlantic Journal of Communication

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
Bill Petkanas, Western Connecticut State University
Marie Radford, Rutgers University
Barbara Reed, Rutgers University
Lance Strate, Fordham University

1:30-2:40 **Film Matters**

Chair, Ted Kafala, College of Mount Saint Vincent

Participants: Margaret Hames, New York University, **"I Have No Ego" – Cinema Pioneer William Kennedy Laurie Dickson Fights for Recognition and Credit at Thomas Edison's Laboratory**
Daniel Schackman, State University of New York at 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 **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"***
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 **Journalism and Media Communication Matters**

Chair, Cheryl Casey, Hamilton College

Participants: Daniel Hagemeyer, Hamilton College, ***Twitter and Question of Objectivity: How Social Network Sites Influence and 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 at New Paltz, ***Crossing Cultures in Cyberspace: COIL and the Henry Hudson Experiment***

1:30-2:40 **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 **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.

Saturday, Session Block #4

2:50-4:00 **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 at 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 **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 of Albany-SUNY, ***Investigating the Interaction of Internet Use and Interpersonal Communication to Reduce Health Disparities***

2:50-4:00 **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 **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 **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, ***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 **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

Saturday, Session Block #5

4:10-5:20 **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 **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 & Lance Strate, Fordham University

4:10-5:20 **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

4:10-5:20 **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 New Framing & Individual Experience as Evidenced Through “Protest” Signs at the National Equality March***
Hyunsook Youn, Rutgers University & Marian Stewart Titus, Rutgers University, ***Mobile Phones in U.S. Science Museums: A Report of an Online Survey***

4:10-5:20 **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 J. 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 **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, The 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***

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

6:30-7:15 Keynote Address, **Dr. Lawrence (Larry) Frey**, University of Colorado at 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**

9:00-?? **NYSCA Official Jam Session**

Hosts: Bill Petkanas and 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**

Sunday, Session Block #1

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 Any 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**

Chair, Donna Flayhan, State University of New York at 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 **Media Literacy and the Future of Children’s Television Programming** – 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

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

Chairs, Brad Crownover, College of Mount Saint Vincent

Participants: Yue Li, New York University, ***Cross-Cultural Communication with 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***

10:30

The 68th Annual New York State Communication Association Conference Ends – Thank you. Safe travels. Come back next year!