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Hudson Valley Resort & Spa  
Kerhonkson, NY  
October 17-19, 2008



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## SALUTES the New York State Communication Association



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# NOTES

## Greetings!

The 66<sup>th</sup> annual New York State Communication Association Conference promises to be an interesting and exciting one with something for everyone. This year we are proud to have so many undergraduate and graduate presentations that I hope each of us supports by attending as many of these panels as possible. We have also scheduled the last time slot on Saturday afternoon for two very unique and engaging events. One event involves past presidents of NYSCA discussing the past, present, and future of NYSCA. The other event is a Student Town Hall, which offers all students at the conference the opportunity to discuss their particular degree programs, internships, graduate school, challenges, etc. There will be some Sunday morning panels before everyone departs. Please try to attend the plenary session at 9am. that will address the future of our discipline and consider many of the thematic questions that this year's conference theme has set forth. In the evenings, our nationally known keynote speakers will share with us their particular insights and expertise in what promises to be lively and engaging presentations. Certainly not to be forgotten is the famous Jam Session late Friday evening.

I want to take this opportunity to thank the people who have supported me in the planning of this conference. Missy Alexander, President, graciously took charge of handling the hotel, food service arrangements and contracts since I am located in western Pennsylvania. Cheryl Casey, Secretary, sent out numerous mass e-mails for me and skillfully handled the registration process. Brad Crownover, Outreach and Promotion, has done a great job of soliciting and handling the ads for the program. Donna Flayhan has masterfully coordinated the student research awards. Ari Kissiloff, Director of New Media, has done a great job with the posting of information on the website and has created our new online registration. Brian Cogan, a past president, Lewis Freeman, Member-At-Large and Susan Jasko, a past president, have done a little bit of everything for me. They created some specific panels upon my request, made contacts for me, and have advised and supported me every step of the way. Sal Fallica, NYU, and Brian Cogan facilitated the invitation to Terence Moran to be one of the keynote speakers. Both Terence Moran and Diana Carlin, my longtime friend (and former debate and individual events competitor) graciously accepted the invitations to be our keynote speakers. Tom Flynn, my colleague and chair, has been my true champion. He is always there to advise, support, listen to my complaints, calm me down during the tense moments, and do whatever I needed for this conference. And as chair of my department, he has offered amazing monetary support. Amy DePalma, my talented and creative teaching assistant and the person who enthusiastically took on the responsibility of program design and layout, has been invaluable as well in trying to make this conference a success. Marilyn Garczynski, my department secretary, started acquiring, stockpiling, and hoarding conference supplies months ago, disposed of various clerical tasks, and facilitated the work of printing services. Thanks, too, to Mary Kahl, SUNY New Paltz, who has been my eyes and ears at the conference venue. I am also extremely grateful for all of the excellent papers/panels that were submitted by all of the presenters this time. Kudos to each of you!!

I hope that all of you have a wonderful experience and enjoy the interesting, engaging, and challenging presentations this conference has to offer!

Valerie Swarts,  
NYSCA Vice President



Friday, October 17

Friday 2:30-5:00	<b>Registration</b>	Dutchess Foyer
Friday 3:30-4:30	<b>NYSCA Executive Board Meeting</b>	Orange
Friday 4:00-5:15	<b>Hip Hop Lives: 21st Century Commodification and Appropriation of Hip Hop Culture</b>	Hudson I

Chair: Thomas Flynn, Slippery Rock University

This panel of graduate students will focus on the social-political aspects of contemporary hip hop culture, specifically who, how, and in what ways groups of people and society as a whole are affected by the commodification and appropriation of a cultural identity.

Neshani Jani, New York University  
Patsy Wilson, New York University  
Yumi Numata, New York University

Friday 4:00-5:15	<b>Facing the Challenges of Internal Program Assessment</b>	Hudson II
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Chair: Sean Dugan, Mercy College

This panel examines the constraints and opportunities from the program to the provost's office to investigate, establish, and monitor the effectiveness of communication disciplines and related administrative oversight.

Sean Dugan, Mercy College  
Judith Mitchell, Mercy College  
Paul Trent, Mercy College  
Nancy Pawlyshyn, Mercy College

Friday 4:00-5:15	<b>Pedagogy: Engaging Students in Authority, Power, Civic Engagement and Public Values</b>	Ulster
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Chair: Deborah Borisoff, New York University

This panel presents case studies of two different courses that involve issues of authority, power, civic engagement, and public values.

**"Because I Said So" and Other Notions of Authority: An Advanced Course on Communication and Power**  
Maureen Louis, Cazenovia College

**Oral Interpretation as a Course in Civic Engagement and Public Values**

Diane Cypkin, Pace University

Call for Proposals

## ***Examining Ritual, Technology, and Community in this New Century: A Global Discussion in New York State***

67<sup>th</sup> Annual Conference

The New York State Communication Association  
October 2009

Location: New York State, Specifics TBD

**This conference theme has everything to do with the life's work and lessons of former NYSCA member, Columbia University Professor, definer and teacher of Cultural Studies -- James W. Carey.**

Space, Time, Communication, Culture, Technology, Democracy, Human Decency, and Ritual are all at the core of the work of Carey and are the roots from which many important papers and discussions and directions may spring for this 2009 Conference.

The ritual annual meeting of the New York State Communication Association is the physical moment of the coming together (to commune) in space *and* time of communities of scholars, students, educators, and citizens interested in questions of communication, community, technology, democracy, and legacy. In this 67<sup>th</sup> year, reflecting on ritual meetings (in physical places and electrified spaces) is at the core of the conference, as are community and ritual the core to sustained culture.

The 2009 conference will focus on, but not be limited to, questions and issues relating to these core matters. Papers and panels addressing these concerns and our roots, traditions, and common links are invited and encouraged. Proposals unrelated to the conference theme, from a variety of theoretical traditions, are also welcome.

We seek papers in all formats-formal & informal presentations, roundtables, participatory panels, demonstrations, media screenings, or other innovative ideas. Undergraduate and graduate student submissions are also welcome and will be considered for student paper awards **if submitted in entirety by the June 1, 2009 deadline.**

Please submit 300 word abstracts or completed papers in Word attachments only to Donna Flayhan: [flayhand@newpaltz.edu](mailto:flayhand@newpaltz.edu) by the **June 1, 2009 deadline.**



## Conference Attendees

Presentations at our 66<sup>th</sup> annual conference hail from the following institutions, and represent New York, New Jersey, Connecticut, Florida, Pennsylvania, Rhode Island, Washington, D.C., and Kansas.

Brooklyn College—CUNY  
 Buffalo State University  
 California University of Pennsylvania  
 Cazenovia College  
 College of Mount Saint Vincent  
 Columbia University  
 Dutchess Community College  
 Fordham University  
 Hamilton College  
 Hofstra University  
 Howard University  
 Institute of General Semantics  
 Ithaca College  
 John Jay College of Criminal Justice  
 Manhattan College  
 Marist College  
 Marymount Manhattan College  
 Mercy College  
 Molloy College  
 Montclair State University  
 Nassau Community College  
 New York Society for General Semantics  
 New York University  
 Pace University  
 Quinnipiac University  
 Rochester Institute of Technology  
 Roger Williams University  
 Rutgers University  
 Slippery Rock University  
 SUNY New Paltz  
 SUNY Potsdam  
 Syracuse University  
 Urban Communication Foundation  
 University of Florida  
 University of Kansas  
 Utica College  
 Western Connecticut State University

Friday 4:00-5:15	<b>Contemporary Political Communication</b>	Sullivan
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Chair: Mary Kahl, SUNY-New Paltz

This panel of undergraduate students examines various examples of political communication.

**The Structure and Function of Moral Argument in Anita Hill's Senate Testimony: A Close Textual Analysis**

Denise Martin, SUNY-New Paltz

**Rudolph Giuliani's July 2007 Foreign Policy Address: The Spectre of 9-11 in the 2008 Presidential Election Campaign**

Brandon Berte, SUNY-New Paltz

**Security, Prosperity, and Unity: An Analysis of Fred Thompson's 2007 Presidential Announcement Speech**

Daniel Ford, SUNY-New Paltz

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# NYSCA 2007-2008 Executive Council

## New York State Communication Association

Friday 5:30-6:30	<b>Opening Reception</b>	Dutchess Foyer
Friday 6:30-7:30	<b>Dinner</b>	Dutchess
Friday 7:30-8:30	<b>Using Research Groups to Unify Unique Perspectives: A Case Study of Political Debates and Beyond</b>	Dutchess

**KEYNOTE SPEAKER: Diana Bartelli Carlin, University of Kansas**

Dr. Diana Carlin has a distinguished record of teaching and scholarship. She is currently a Professor in the Communication Studies Department at the University of Kansas and served the past year as Dean-in-Residence for the Council of Graduate Schools in Washington, D.C. While at KU, she has served as Dean of the Graduate School and International Program, Interim Assistant Provost, and Acting Chair of the Communication Studies Department. Additionally, she has a notable record of service at other universities as well as secondary teaching experience. Professor Carlin is perhaps most widely known for her guiding work on *Debate Watch* (national voter education project). Also of importance is her work as a member of the Advisory Board of NCA Liaison to the Commission on Presidential Debates since 1990. Much of her research and scholarship has been devoted to the analysis of presidential and political communication. Interestingly, she has received grants to develop political debates in The Republic of Georgia, Russia, and South Africa.

Having taught at both the undergraduate and graduate levels, Professor Carlin's courses have included Gender and Communication, Theory of Communication, Women as Political Communications, Seminar in Political Debates, Seminar on the Public Sphere and Civic Engagement, as well as the majority of courses that the traditional field of communication as offered.

Dr. Carlin's scholarship includes books, book chapters, textbooks, book reviews, articles in *Rhetoric & Public Affairs*, *Communication Studies*, *Argumentation and Advocacy*, *Communication Education*, and *Comparative State Politics*, conference papers and presentations, and numerous consulting opportunities.

The recipient of numerous honors, outstanding teaching awards, service awards and grants, Dr. Carlin has served in numerous positions of leadership in state, regional and national organizations throughout her career. Some of her honors include the Emily Taylor Women's Resource Center, University of Kansas, Woman of Distinction Award, the Kansas Speech Communication Association Hall of Fame Inaugural Class Inductee, the TIAA-CREF Faculty Excellence Award, the Order of Omega Outstanding Faculty Award, the Kemper Teaching Fellow Award, the Steeples Award for Service to Kansans, the University of Kansas Women's Hall of Fame, and the University of Kansas College of Liberal Arts and Sciences Graduate Faculty Member Award.

Friday 8:45-??	<b>NYSCA Official Jam Session</b>	Sullivan
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Hosts: Bill Petkanas and Missy Alexander

Informal/circle style. Bring your acoustic instruments and favorite songs—all genres welcome.

Immediate Past President 2007-08  
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Adelphi University

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Missy Alexander  
Marist College

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Manhattan College

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Sandrine Dincki  
SUNY New Paltz



## NYSSCA/NYS CA PRESIDENTS

1942-44	Loren Reid, Syracuse University
1944-46	Mardel Ogilvie, SUC at Fredonia
1946-48	Agnes Rigney, SUC Geneseo
1948-50	Lillian O'Conner, Julia Richmond H.S.
1950-52	James Kavanagh, Binghamton Central H.S.
1952-54	Doris Goodrich, Rochester Schools
1954-56	Yetta Mitchell, New York University
1956-57	Wilbur Gilman, Queens College
1957-58	Henry Youngerman, SUC at Fredonia
1958-59	Frances Marion Brown, City Schools, Oswego
1959-60	Ralph Schmidt, Utica College
1960-61	Solomon Simonson, Yeshiva University
1961-62	Bernard Boresoff, Great Neck High School
1962-63	Gladys S. Bennett, Mechanicsville High School
1963-64	John W. Gunning, Ithaca College
1964-65	Bruce Klee, SUC at Geneseo
1965-66	Rose Alderman, Hunter College, CUNY
1966-67	Helen D. Feulner, NYC Bureau for Speech Improvement
1967-68	J. Edward McEvovy, SUC at Oswego
1968-69	Sr. Ruth Trautman, Medialle College
1969-70	John F. Wilson, Lehman College, CUNY
1970-71	John J. Carney, SUNY at Oneonta
1971-72	Robert Greene, SUNY at Geneseo
1972-73	Sr. Therese Monaghan, Molloy College
1973-74	Bernice Sherman, SUNY at Farmingdale
1974-75	David Hill, Morrisville Ag. And Tech.
1975-76	Morton Kayman, Amherst Central H.S.
1976-77	Beatrice Ferrante, St. John's University
1977-78	Allan D. Frank, SUCY at Brockport
1978-79	Nancy S. Swartout, Orange County Ed. Community College
1979-80	Myron B. Shaw, SUNY at Geneseo
1980-81	John L. Meyer, SUNY at Plattsburgh
1981-82	Peggy Rypsam, Iona College
1982-83	Davis Brooks, Bronx Children's Psychiatric Center
1983-84	John F. Kim, Dutchess Community College
1984-85	Ruth L. Goldfard, Nassau Community College
1985-86	Dorothy Gould, Niagara University
1986-87	James L. Johnson, Brooklyn College, CUNY
1987-88	John Trombetta, Ithaca College
1988-89	Joseph A. Bulsys, SUNY at Geneseo
1989-90	Deborah Borisoff, New York University
1990-91	Susan Drucker, Hofstra University
1991-92	Maria F. Loffredo, SUNY at Oneonta
1992-93	Marry Ann Messano-Ciesia, Brooklyn College, CUNY
1993-94	Judythe Isserlis, Iona College
1994-95	Richard F. Somer, Hamilton College
1995-96	Susan Mallon Ross, Clarkson University
1996-97	Joyce Hauser, New York University
1997-98	Rudy Pugliese, Rochester Institute of Technology
1998-99	Lance Strate, Fordham University
1999-00	Susan Jasko, California University of Pennsylvania
2000-01	Thom Gencarelli, Montclair State University
2001-02	Gary P. Radford, Fairleigh Dickinson University
2002-03	Carol Wilder, The New School University
2003-04	Edward Lenert, Queens College
2004-05	Marie Garland, Ithaca College
2005-06	Brian Cogan, Molloy College
2006-07	Peggy Cassidy, Adelphi University
2007-08	Missy Alexander, Marist College

## Saturday, October 18

Saturday 7:30-8:45	<b>Breakfast</b>	Dutchess
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Saturday 8:30-4:00	<b>Registration</b>	Dutchess Foyer
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Saturday 8:45-10:00	<b>Communication Law</b>	Sullivan
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Chair: Gary Gumpert, Urban Communication Foundation

This roundtable panel will discuss the concern that free speech pedagogy and research endures a more marginal status than should exist given that (1) communication scholars agree that free and responsible speech holds a central place in a democratic society, and (2) free and responsible speech relies on the educational process to cultivate the skills and values necessary to its practice. In their discussion of the nature and status of free scholarship and pedagogy, the panelists will seek to raise awareness of the marginalization of free speech pedagogy/research and to develop strategies to reassert its centrality to the discipline.

Susan Drucker, Hofstra University  
Thomas Flynn, Slippery Rock University  
Martin Wallenstein, John Jay College of Criminal Justice  
Lewis Freeman, Fordham University

Saturday 8:45-10:00	<b>Viewing the World Through Theory-Colored Lenses</b>	Ulster
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Chair: Anastacia Kurylo, Marymount Manhattan College

This panel of undergraduate students current global/social issues as viewed through the lens of a communication theory.

**The Rhetoric of a Cause: The Uganda Civil War**  
Thomas Ford, Marymount Manhattan College

**Cultivation Theory and Suicide**  
Alex Catarinella, Marymount Manhattan College

**Social Penetration Theory and Former Child Soldiers**  
Rebeka Badila, Marymount Manhattan College

**Using Adaptive Structuration Theory to Promote Civilian Involvement in the Iraq War**  
Meagan Ballenger, Marymount Manhattan College



Saturday 8:45-10:00	<b>Selected Topics in Organizational and Interpersonal Communication</b>	Hudson I
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Chair: Mark Van Dyke, Marist College

This graduate student and faculty panel addresses a variety of important issues found in organizational and interpersonal communication contexts.

**Communicating Identify in Changing Times: The Case of Marist College**

Elisabeth Tavarez, Marist College  
Leah Simone Tuite, Marist College

**Birds of a Feather Flock Together, Or Do They? Understanding the Homophily/Heterophily Debate Within the Organizational Communication Context**

Corey Jay Liberman, Marymount Manhattan College

**Parent-Teen Communication About Dating Behaviors and Its Relationship to Teenage Dating Behaviors: From the Teen's Perspective**

Kimberly Reeb, The Rochester Institute of Technology

Saturday 8:45-10:00	<b>Selected Topics of Mediated Communication</b>	Orange
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Chair: Brian Cogan, Molloy College

This panel of undergraduate and graduate students explores issues regarding contemporary media.

**When Fake Becomes Real: Getting Your News from *The Daily Show***

Elissa Nyerges, The Rochester Institute of Technology

**Understanding *Iron Man*: An Examination of the Relationship Between Technology and Humanity in a Popular Comic Book Series**

Jon Hogan, Syracuse University

**Disabled Characters on American Primetime Television Programs**

Vivian Lopuch, Marist College

Program Layout by Amy DePalma, Undergraduate,  
Slippery Rock University

Logo Design by Tristan Stewart, Graduate,  
Slippery Rock University

I believe her commitment is best demonstrated by the students she involved in research and conference presentations. I had the pleasure to witness and respond to some of these panels, and talk with her students. They were unanimous in their enthusiasm and appreciation for her efforts. In all aspects, Susan Ross fulfilled her responsibility to her students with dedication, thoroughness, and competence.

Susan Ross was an active, engaged scholar. We shared a common research interest in freedom of expression, communication law and policy. The primary theme of her work centered, however, on feminist rhetoric and the voices of American women in social movements. She recently co-edited *From Megaphones to Microphones: Speeches by American Women 1920-1960*. She also published chapters in books and scholarly journals. In addition to her published work, she presented her research on competitive programs, participated in panel discussions on a broad range of topics, served as an advocate in debates and forums, and played the role of chair and respondent. Her work on rhetoric and free speech issues was among the finest in the field. She did not see her research as disembodied collection of arcane scholarship, but as feeding her understanding and ability to teach rhetoric, media, and persuasion in social movements. I'm proud to have co-authored a number of papers with her. Susan was a natural leader among our colleagues in ECA and the Freedom of Expression Commission of NCA. She served on the Editorial Board of the Free Speech Yearbook, and as President, New York State Speech Communication Association (1995-1996), and as Chair and Program Planner of ECA's Communication and Law Interest Group. In short, she was one of us.

I wish I could help you understand and know the warm, funny, crazy person I knew. I could tell you that she loved the Yankees, Thai food and fishing. That she spoke like E.B. White wrote, plainly, concisely, and interestingly. Any words, however, fail to capture the extraordinary person she was.

These things I can tell you: She loved her husband Terry and her sons, Kelly and Casey, and spoke of her family often. She loved what she did and she did it to the very best of her ability. She realized that as a teacher, everyday presented an opportunity to help someone. I also know that she was a wonderful friend and I will miss her very much.



*The measure of a life, after all,  
is not its duration,  
but its donation.*

- Corrie Ten Boom



as a consultant to the Connecticut State Assembly Legislative Task Force on Computer Privacy. When asked how he could still find time to show up at a communication conference, he'd reply: "Hey, you guys are great."

One of the last times I saw Brian was during his visit to our campus. Our scheduled speaker had cancelled, and I called him on short notice for a favor. "No problem, I'll be there," he said. He flew in directly from a conference in Barcelona, ate dinner, delivered the lecture to a packed house, and flew home on the redeye to Hartford that night. He was happy to do it.

He sang Irish Ballads surprisingly well. Given to old school ties of discordant colors, Brian has been described as really smart, funny, charismatic, unique, devoted to students, a visionary, etc. I was happy to call him my friend. His friends were welcome for an evening or a weekend. The couch was always available if I wanted to raid the UCONN Law library where Sarah served as reference librarian. After a long day in the stacks, we'd cook steaks and watch baseball. Brian loved the Red Sox, but Sarah was a die-hard Yankees fan. How they made that work I have no idea.

Like the pebble thrown in the pond, Brian's influence rippled out gently to those around him. You always looked forward to seeing him. He was a gifted conversationalist who expressed genuine interest in the lives of his students, colleagues and friends. Looking back, it is clear that our lives were better for having known him. Our world will be a lonelier place without his smile and laughter.

## Tribute to Susan Mallon Ross

By Tom Flynn, Slippery Rock University

Those of us who knew and worked with Dr. Susan Mallon Ross were saddened to read of her passing on July 15th at her home in Bay St. Louis, Mississippi. As noted in the obituary posted by Dr. Charles Tardy, chairman of the Southern Miss Department of Speech Communication, Susan was an assistant professor of speech communication and director of the Gulf Coast Speaking Center at The University of Southern Mississippi Gulf Coast.



I first met Susan when I joined that Technical Communication Department at Clarkson University in 1990. I was finishing a dissertation, and Susan had finished hers the year before. We were starting out the tenure process and our careers together, more or less. Feeling insecure in an unwelcoming environment, we could have easily fallen into competition with each other. Instead, we became good friends and remained so over the next two decades.

Over her career, Susan Ross demonstrated a strong commitment to her students and their education. At Clarkson, Susan was the outstanding teacher in a good teaching department and I came to look to her as a mentor. Her courses were exceptionally well-designed. She placed high expectations on her students, but was able to develop strategies that helped them to rise to the challenge. In a student-culture that expected straight lecture, Susan was able to achieve a great deal of interactivity in her classes and involved her students in the learning experience effectively. Susan was always available to her students, well beyond what was mandated. She has an uncommon sense of responsibility toward them.



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Saturday 8:45-10:00	<b>Disciplinary Detachment in Communication: Lost and Found</b>	Hudson II
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Chair: Victoria Geyer, Hofstra University

Respondent: Thom Gencarelli, Manhattan College

This panel examines how the role of tradition has fragmented in the contexts of media and technology, as well as the possibilities that the same media and technology present in the future for coherence and continuity in the discipline of communication.

**Separation and Next Level Coherence: Evolving Levels of Specialization in Communication**

Mary Ann Allison, Hofstra University

**The Loss of Culture: The Changing Role of Communication**

Suzanne Berman, Hofstra University

**The Forest from the Trees: Meta Reflections on Teaching Communication Theory and (In) Coherence of the Discipline**

Susan Jasko, California University of Pennsylvania

Saturday 10:15-11:30	<b>The Country Mouse and City Mouse Meet at NYSCA: Quality of Life Issues from Across the Discipline</b>	Ulster
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Chair: Gary Gumpert, Urban Communication Foundation

This roundtable panel will explore the communicative dimensions of quality of life from across the splendid splinters of the communication discipline in an effort to develop a broad cross-disciplinary research paradigm to examine how communication needs and developments are integrated into the design of communication environments.

- Mary Ann Allison, Hofstra University
- Bruce Avery, Hofstra University
- Susan Drucker, Hofstra University
- Lewis Freeman, Fordham University
- Thomas Flynn, Slippery Rock University
- Mary Kahl, SUNY-New Paltz
- Barbara Kelly, Hofstra University
- S. Diane McFarland, Buffalo State University



## Tribute to Brian O'Connell

By Tom Flynn, Slippery Rock University

Brian M. O'Connell, Esq. passed away at his home in West Hartford, Connecticut on Wednesday, May 21, 2008. He leaves his wife Sarah Cox and his cats. Born and raised in the greater Hartford area, Brian was a professor at Central Connecticut State University, holding a dual appointment in computer science and philosophy. His career path was not a traditional one. A graduate of Trinity College with

degrees in Philosophy and Psychology in 1983, he began graduate work in medical ethics, first at Harvard and later at the University of Connecticut. He soon began law school and received his J.D. from the University of Connecticut in 1987. Brian practiced law at the appellate level from 1987 to 1993, serving as a member of the Connecticut State & Federal Bars, and the Bar of the United States Supreme Court.

Brian O'Connell became increasingly interested in the relationship and conflict between emerging digital technology and the system of legal practice. Seeking a career change, he began writing for and attending scholarly conferences. Frustrated with legal practice, he transitioned into academia. I first met Brian O'Connell over breakfast at NYSCA in 1995, his first academic conference. I was chairing his panel and wanted to talk before introducing him. Intending only to get a few biographic details, we talked for nearly an hour and a half about law, technology, and research plans. It was with his encouragement that I began to explore and write about law and technology. Looking back, I can say that conversation started a friendship and kind of changed my life.

In a very short time, Brian established a national and international reputation on the subject of Cyberlaw. The ideas he published in nine years would represent a good career's work for many scholars. In that time, he published dozens of articles and papers at prestigious national and international conferences. Among his key note appearances were the 1st Australian Institute of Computer Ethics Conference, the 13th & 14th Annual British & Irish Legal Technology Association conferences, the National Communication Association Annual Conference, the Jesselson Symposium on Ethics, Judaism and Technological Progress and the Annual Theodore Walwik Free Speech Lecture at Slippery Rock University.

In his short career, Brian O'Connell was honored for his work by the National Communication Association as the 1999 Recipient of the Franklyn S. Haiman Award for Distinguished Scholarship in Freedom of Expression, the 2006 IEEE Computer Society Golden Core Award, the 2001 IEEE Computer Society Appreciation Award, and a Certificate of Appreciation, Internet Crimes Against Children Task Force, Connecticut Department of Public Safety in 2001. He co-authored NCA's amicus brief in *ACLU v. Reno*.

For a few years, Brian was a fixture in NCA and ECA Communication Law circles. As he became more involved in his discipline and in IEEE, we saw less and less of him. He was in great demand and his IEEE responsibilities kept him traveling much of the year. He served on their Computer Society Board of Governors, was President of the Society on Social Implications of Technology, and chaired the Committee on Ethics and Conflict Resolution. He served as an external member of the Centre for Business, Information, Organization and Process Management for the University of Westminster in London. He served

Sunday 10:30-11:45	<b>Communication and Technology: Selected Technologies and Their Implications</b>	Hudson I
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Chair: Cheryl Casey, Hamilton College

This panel of faculty and graduate students will discuss various types of communication technologies—their uses and implications.

**A Soundtrack to Life: An Exploration of College Students' Use of Digital Music**

Katie Lever-Mazzuto, Western Connecticut State University

**From Isolation to Alienation: The Societal Implications of Social Networking Sites**

Jason Turcotte, New York University

**Blogs and Fauxtography in the 2006 Israel/Hezbollah War: Were Traditional Media Frames Rejected?**

J.J. De Simone, University of Kansas

Sunday 11:45	<b>The 66th annual New York State Communication Association Conference ends</b>	
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Have a safe trip home.  
Hope to see you next October!



*Coming Together is a Beginning,  
Keeping Together is Progress,  
Working Together is Success.*

- Henry Ford



Saturday 10:15-11:30	<b>Aging, Culture and Communication: Examining Inter-Generational Culture</b>	Sullivan
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Chair: Mark Van Dyke, Marist College

This panel of faculty and graduate students presents their extensive graduate research project concerning aging, culture and communication.

**Bridging the Generational Divide: Applying the Situational Theory of Publics to Connect and Understand Aging, Culture and Communication**

Mark VanDyke, Marist College

Carmen Haynes, Marist College

Jennifer Ferguson-Mitchell, Marist College

**I've Got Mail? The Effect of Aging, Culture and Communication Modes on Intergenerational Communication**

Jaime Pinto, Marist College

Elisabeth Tavarez, Marist College

**Using Situational Theory of Publics to Examine Intergenerational Culture, Communication and the Role of Filial Piety in Well-Being**

Lisa Chabot, Marist College

Eileen Church, Marist College

**Culture and Communication: The Differences Among the Traditionalist Generation and Generation X and What Influences Those Differences**

Nicole Gesh, Marist College

Janel Landon, Marist College

**Intergenerational Communication: A Look at Culture, Communication and End-of-Life Decisions**

Chrystal Doucette, Marist College

Roy Gagne, Marist College

Saturday 10:15-11:30	<b>Issues in Social Interactions and Processes: Gender and Cultural Differences</b>	Hudson I
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Chair/Respondent: Deborah Borisoff, New York University

This graduate student panel examines the impact of critical issues on how gender and cross-cultural differences are experienced and negotiated in the various cultural contexts of social interaction.

**Cross-Cultural Content Analysis of Dating Websites: France and the United States**

Clara Kroher, New York University

**Manga and Gendered Discourse in the U.S. Comics Field**

Casey Brienza, New York University

**Stigmatization Toward "Feminized" Gay Men: The Reinforcement of Masculinity as a Superior Concept in the Gay Community**

Shinsuke Eguchi, Howard University





Saturday 10:15-11:30	<b>Selected Topics in Political/Public Communication</b>	Hudson II
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Chair: [Donna Flayhan, SUNY-New Paltz](#)

This faculty and graduate student panel consider the First Amendment and the War on Terror, the image restoration of two prominent religious leaders, and the rhetoric of the Democratic nominee for President of the US.

**The Big Chill: The War on Terror's Impact on the First Amendment**  
Martin Wallenstein, John Jay College of Criminal Justice

**Oh? How the Mighty Have Fallen! A Study of Apologia and Image Restoration Strategies in the Case of Richard and Lindsay Roberts and Oral Roberts University**

Carol Downing, Utica College  
Patricia Swann, Utica College

**Barack Obama's Political Rhetoric, 2004-early 2008**

Andrea Birnbaum, Marist College

Saturday 10:15-11:30	<b>Pedagogy: Examining the Nature, Substance and Practice of the Communication Discipline</b>	Orange
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Chair: [James Laux, Slippery Rock University](#)

This faculty and graduate student panel address critical philosophical and pragmatic concerns within the discipline and the academy.

**What Do All Communication Disciplines Have in Common?**  
Alexander Laskin, University of Florida

**The Intersection of Communication, Pedagogy, Diversity and Social Justice in the Classroom: Present and Future**

Christine Pease-Hernandez, Slippery Rock University

**Educational Fatigue**

Jaime Holtzer, Hofstra University

Saturday 11:45-1:00	<b>Publishing: Making the Transition from Paper to Journal Article</b>	Hudson I
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Chair: [Lewis Freeman, Fordham University](#)

These panelists will briefly discuss their experiences and tips regarding the publication process and then analyze specific cases of the process of moving from conference presentation (or term paper) to scholarly journal article.

Susan Drucker, Hofstra University  
Donna Flayhan, SUNY-New Paltz  
Lewis Freeman, Fordham University  
Thom Gencarelli, Manhattan College  
Ben Peters, Columbia University



# Thomas R. Flynn

## Scholar

## Teacher

## Humanitarian



Putting the Fun  
in NYSCA  
since 1993!



## Sunday, October 19

Sunday 7:30-8:45	<b>Breakfast</b>	Dutchess
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Sunday 7:30-8:45	<b>NYSCA Executive Board Meeting (Eat &amp; Meet)</b>	Dutchess
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### PLENARY SESSION

Sunday 9:00-10:15	<b>The Future of the Discipline</b>	Sullivan
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Chair: Brian Cogan, Molloy College

This panel will consider the common core themes that define our varied approaches to the study of communication and will address where we have come from and where we seem to be headed in our rapidly evolving digital culture, and the varied ways in which disciplinary domains lend themselves to integration.

#### **When Specialties Blur: Department Divisions and Mergers**

Missy Alexander, Marist College

#### **Communication Versus Mass Communication, Media Versus Mass Media, New Media Versus Old, Etc.: To/Not/Divide is to Conquer**

Thom Gencarelli, Manhattan College

#### **Do Fish Know They're West? The Study of Human Communication and Its Natural Medium—Continuities and Gaps**

Susan Jasko, California University of Pennsylvania

#### **The Evolution of a Discipline**

Catherine Phelan, Hamilton College

Sunday 10:30-11:45	<b>Pedagogy: Engaging Students in Media Literacy, Online Advertising and e-Portfolios</b>	Ulster
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Chair: Susan Jasko, California University of Pennsylvania

This panel discusses three different courses that unite communication, technology and pedagogy.

#### **From the Academy to the Streets: Creating Community-Based Media Literacy (starting) in Brooklyn**

Katherine Fry, Brooklyn College of the City University of New York

#### **Students' Reactions to Second Life: A Course in Online Advertising**

Susan Barnes, The Rochester Institute of Technology

#### **e-Portfolios: Engaging Students in a Capstone Course in Communication**

Tatyana Dumova, Montclair State University

Saturday 11:45-1:00	<b>Identity and Culture: The Impact of Diversity in a Multicultural Society</b>	Hudson II
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Chair: Barbara Kelly, Hofstra University

This panel will explore the issues associated with increased specialization of communication in a global society with special emphasis on race, gender and socio-economics as key forms that impact the communication process.

#### **Challenges to Inclusion in a Revitalizing but Divided Community**

Mary Ann Allison, Hofstra University

#### **Communicating Health Issues to a Multicultural Society**

Suzanne Berman, Hofstra University

#### **Public Relations: A Role Created for Women?**

Victoria Geyer, Hofstra University

# MMC COMMUNICATION ARTS

The Communication Arts Department at  
Marymount Manhattan College congratulates  
NYSCA on its 66th Annual Convention

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**Kathleen LeBesco**

*Chair, Communication Arts*

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Saturday 11:45-1:00	<b>Administrators' Workshop</b>	Ulster
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Chair: Gary Gumpert, Urban Communication Foundation

This annual gathering of chairs and deans is designed to offer communication administrators an opportunity to discuss issues related to their work. Administrators are defined and define the turf of what constitutes the field, discipline, and/or academic fragment, so this year's conference theme should promote lively discussion.

Saturday 11:45-1:00	<b>GIFTS (Great Ideas for Teaching Students)</b>	Sullivan
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Chair: Mary Nagy, Rutgers University

This panel provides the opportunity for faculty members and/or graduate teaching assistants to share class-tested "great ideas" with other members of the teaching community.

**Teaching Collaboration Through Trial and Error**

Anastacia Kurylo, Marymount Manhattan College

**Managing Socially Isolated and Fragmented Classrooms: Using Web 2.0 to Facilitate Teaching and Learning in the Internet Age**

Mark Van Dyke, Marist College

**"Pants on Fire" Communication Game for Teaching Critical Listening and Public Speaking Skills**

Christina Knopf, SUNY-Potsdam

**One Minute Paper**

Robert Petrusch, Iona College

**"Put Yourself in My Hands": Using Acting Tools to Train Public Speakers**

Brad Crownover, College of Mount Saint Vincent

**Blogging as Reflection in Experiential Learning**

Roxanne M. O'Connell, Roger Williams University

**Second Life: A Course in Online Advertising**

Susan B. Barnes, The Rochester Institute of Technology

**Communicating Effectively in Small Group Settings: Understanding Decision-Making, Conflict Management and Leadership Through Experiential Learning**

Corey J. Liberman, Marymount Manhattan College

**Understanding and Applying Mediated Communication Theory in Quiz Show**

Mary Nagy, Rutgers University

**STUDENT PLENARY SESSION**

Saturday 4:15-5:30	<b>Student Town Hall</b>	Hudson I
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Chair: Lewis Freeman, Fordham University

In this unique open session, undergraduate and graduate students will have an opportunity to share and discuss their experiences navigating the curricular and co-curricular aspects of their communication degree programs.

All students are encouraged and invited to attend.

Saturday 6:30-7:30	<b>Dinner</b>	Dutchess
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Saturday 7:30-8:30	<b>Understanding Communication History: A Media Ecology Approach</b>	Dutchess
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**KEYNOTE SPEAKER: Terence Moran, New York University**

Dr. Terence Moran has a distinguished record of teaching and scholarship. He is currently a Professor of media ecology in the Department of Media, Culture and Communication at New York University. Notably, Professor Moran co-founded, along with Neil Postman, the M.A. and Ph.D. programs in Media Ecology at New York University. He also served as a past Program Director of the Media Ecology programs for both the M.A. and Ph.D. degrees, as well as being the Founding Director of the Undergraduate Communication Studies Program at New York University.

Professor Moran may be most recently and widely known for his 2007 book (co-authored with Eugene Secunda), *Selling War to America: From the Spanish American War to the Global War on Terror*. His other scholarship includes articles in *College English, ETC: A Review of General Semantics, New York Observer, English Journal*, and *Exploration in Media Ecology*, as well as book reviews and various lectures. He has also served as an executive producer and writer for various media experiences.

Professor Moran has served as a communication consultant for numerous U.S. and international organizations. One of his most recent consulting experiences is with the Department of Communication and Design, Bilkent University in Ankara, Turkey.

Teaching both undergraduate and graduate courses in communication, Professor Moran's recent courses have examined mass persuasion, propaganda, language and behavior, and the history of communication.

Professor Moran has been awarded the Louis Forsdale Award for Outstanding Educator in the Field of Media Ecology, the New York University Steinhardt School of Education Teaching Excellent Award, and the Special Teacher, Scholar, Mentor, and Founder Award from NYSCA.



Saturday 2:45-4:00	<b>General Semantics Today</b>	Orange
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Chair: Lance Strate, Fordham University

This roundtable discussion will consider the state of contemporary general semantics.

Martin Levinson, Institute of General Semantics  
Lance Strate, Fordham University  
Bill Petkanas, Western Connecticut State University  
Missy Alexander, Marist College

Saturday 2:45-4:00	<b>Small Behavior. Big Change.</b>	Hudson II
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Chair: Anastacia Kurylo, Marymount Manhattan College

This panel of undergraduate students uses interpersonal communication theory and concepts to argue that a small change in an interpersonal communication behavior might have dramatic societal impact if adopted by a large population.

**Yelling and Divorce Rates**

Megan Cabelus, Marymount Manhattan College

**Changing Aggressive Driving Habits**

Kimberly Redmond, Marymount Manhattan College

**Encouraging Family Meals**

Jillian Moseman, Marymount Manhattan College

**Do You Know My Name? The Importance of Learning Names and Its Effect on Everyday Life**

Sydney Zarp, Marymount Manhattan College

**Eliminate Chivalry to Create Equality**

Meagan Cowan-Barnes, Marymount Manhattan College

**FACULTY PLENARY SESSION**

Saturday 4:15-5:30	<b>Uneasy is the Head That Wears the Crown: Past Presidents Reflect on the Past, Present and Future of NYSCA</b>	Sullivan
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Chair: Brian Cogan, Molloy College

Missy Alexander, Marist College  
Lance Strate, Fordham University  
Thom Gencarelli, Manhattan College  
Susan Drucker, Hofstra University  
Susan Jasko, California University of Pennsylvania  
Peggy Cassidy, Adelphi University  
Brian Cogan, Molloy College

Saturday 11:45-1:00	<b>Seeking Coherence, Continuity and Connection Through Outcomes-Based Assessment of a Communication Program (Short Course)</b>	Orange
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Chair: Thomas Flynn, Slippery Rock University

This short course explores the design and implementation of one sustainable outcomes-based assessment plan for communication programs.

Thomas Flynn, Slippery Rock University  
Christine Pease-Hernandez, Slippery Rock University  
Valerie Swarts, Slippery Rock University  
James Laux, Slippery Rock University

Saturday 1:00-2:30	<b>LUNCH AND GENERAL BUSINESS MEETING</b>	Dutchess
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NYSCA business and presentation of Student Research Awards.  
Election of new officers.

Saturday 2:45-4:00	<b>Non-Traditional Groups Sending Non-Traditional Messages Using Non-Traditional Media: Seeking Coherence, Continuity and Connection Through Communication</b>	Hudson I
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Chair: Martin Wallenstein, John Jay College of Criminal Justice

Respondent: Brian Cogan, Molloy College

This panel of undergraduate students and faculty examines how out groups use media to attempt to create coherence and continuity for themselves and connection between themselves and others, as well as how new media help to create new groups and shape the messages that those groups send. Examining this communication sheds light on seemingly unique group characteristics as well as illuminates communication strategies that may become increasingly common.

**Digilante Culture: The Rhetorical Performance of Justice and Punishment on the Wild Wild Web**

Dara Byrne, John Jay College of Criminal Justice

**Serial Killer Fans and Their Web Sites**

Katie Carroll, John Jay College of Criminal Justice

**Serious Games and Social Activism**

Lyell Davies, John Jay College of Criminal Justice



Saturday 2:45-4:00	<b>Negotiation of Gender and Cultural Identities Across International Borders</b>	Sullivan
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Chair/Respondent: Deborah Borisoff, New York University

This panel of graduate students examines the particular cross-cultural communication challenges and effects of how individuals negotiate their identities to adapt to living in a new cultural environment after crossing international borders. Dealing with multiple identities is explored from three perspectives by the panelists.

**Gender Ideologies and Marital Roles of Indian Women Immigrants in the United States**

Radhika Ramesh, New York University

**Virtual Stories-Real Life: An Examination of Chinese Students' Acculturation in the United States Through Blogs**

Lin Zhang, New York University

**Identity Negotiation and Readjustment of Japanese U.S. College-Graduates Upon Reentry to Home**

Shinsuke Eguchi, Howard University

Saturday 2:45-4:00	<b>Beyond the Disciplinary Divide: Personal and Social Predictors of Communicative Outcomes in the Classroom, the Marketplace and the Media</b>	Ulster
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Chair: James Laux, Slippery Rock University

This panel of undergraduate student research underscores the fact that despite the broad and sometimes apparently disparate nature of communication research, there is a coherent core to our discipline that underlies the various forms and contexts of communication.

**Speak Up! An Examination of the Relationship Between Gender, Extroversion and Class Participation**

Haley Gaidosh, Slippery Rock University  
April Aven, Slippery Rock University

**No Laughing Matter: An Investigation of the Relationship Between the Use of Humor By An Instructor and Information Retention in the College Classroom**

Megan Gribbin, Slippery Rock University  
Jessica Rupell, Slippery Rock University

**Dress for Success: A Study of the Relationship Between A Customer's Appearance and A Sales Associate's Evaluation of Them**

Staci Gratton, Slippery Rock University

**Can You Hear (or see) Me Now? An Investigation of the Representation of Minorities in Prime Time Television Shows**

Carlo Cardello, Slippery Rock University  
Indu Muthuswamy, Slippery Rock University

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