

FRIDAY, OCTOBER 19, 2007

Friday 2:30-6:00	REGISTRATION	Dutchess Foyer
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Friday 3:00-4:00	NYSCA Executive Board Meeting	Orange
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Friday 4:00-5:15	The Persuasive Campaign Assignment: Theories of Persuasive Action	Hudson III
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This panel showcases the research of undergraduate students who will present their work on a variety of theory-based persuasive campaigns.

Chair: Mary Kahl, SUNY New Paltz

“Campaign to Mandate Foreign Language Education in New York State Elementary Schools”  
Alexandra Stewart McCarroll, *SUNY-New Paltz*

“Campaign to Promote the Consumption of Fair Trade Coffee”  
Amanda Gresens, *SUNY-New Paltz*

“Campaign to Oppose the Construction of Industrial Wind Farms Off of Jones Beach and Robert Moses State Park”  
Brandon Berte, *SUNY-New Paltz*

“Campaign to Reform the No Child Left Behind Act”  
Natalie McKinstrie, *SUNY-New Paltz*

Friday 4:00-5:15	Topics in Political Communication	Hudson I
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“Politics in the Information Age: How Presidential Candidates Present Themselves Online”  
James Marconi, Marist College

“'Blowin' Out Another Sneaker on Erie Street':  
When Rhetorical Rubber Hits the Political Road”  
John K. Smith, SUNY-Oneonta

“Judging the Web of Hate: Are Internet ‘Hate Sites’ Deserving of First Amendment Protection?”  
Brett Barnett, Slippery Rock University

Friday 4:00-5:15	Communicating Labor, History, and Technology K-12 Education	Orange
<p>This panel discusses three concrete projects that attempt to overcome consequential failures to communicate in K—12 education: a book promoting labor education in the schools; an oral history project to connect students with a usable past; and a technology staff development effort to enhance instruction without promoting illusions. All these efforts engender a learning process focused on solving concrete problems of communication in education.</p> <p>Chair, Leigh Benin, Adelphi University</p> <p>“Organizing the Curriculum: Perspectives on Teaching the American Labor Movement” Leigh Benin, Adelphi University, Andy Sosin, Adelphi University, Laura Benin, NYC Department of Education.</p> <p>“Conversations with the Past: Using Video Technology and Social Software in a Collaborative, Community-Based Oral History/Curriculum Development Project, “The Westbury/New Cassel Experience.” Leigh Benin, Adelphi University &amp; Astrid Palm, Adelphi University</p> <p>“Educatio Ex Machina? Technology Instruction and Media Education: Notes on Teaching Information Technology and Media Literacy to Teachers.” Laura Benin, New York City Department of Education</p>		

Friday 4:00-5:15	The Recording Industry: What's Up With That?	Ulster
<p>The music recording industry is approaching a crisis, brought on by new and evolving technologies, but more so by constantly changing direction. On the one hand, it is being threatened from without by digital file sharing, mashing, and piracy, and has responded by promoting dubious schemes of digital rights management. On the other, its stability is threatened from within by format wars. CD sales are dropping while the high-resolution formats of Super Audio Compact Disc (SACD) and Digital Versatile Disc-Audio (DVD-A) have been all but abandoned by their originators and are being relegated to niche status. The future of high-resolution audio is awaiting the outcome of the rivalry between Blu-ray and High Definition DVD in the video market, which threatens to reprise the Betamax-VHS format war. Meanwhile, consumers are experiencing format fatigue and the iPod, online distribution, media servers, and DVRs promise to obsolesce discs of any kind. This roundtable explores the challenges facing the recording industry, examines where the industry has gone wrong, and ventures suggestions about how it can regain its equilibrium.</p> <p>Chair: Jim Morrison, Western Connecticut State University</p> <p><u>Participants</u>                  Brian Cogan, Molloy College                  Donald Fishman, Boston College                  Bill Petkanas, Western Connecticut State University                  Thom Gencarelli, Manhattan College</p>		

Friday 4:00-5:15	Topics in Family Communication	Hudson II
<p>“The ‘Circle of Life’ has Speed Bumps: A Look at Expectations of Fertility for Long-Term Couples” Shannon Roper, Marist College</p> <p>“La Leche League International: Class, Guilt, and Modern Motherhood” Elisabeth Tavarez, Marist College</p> <p>“Winning Messages: Perceptions of Father-to-Son Communication in Youth Athletics” Joe Ross, Marist College</p>		

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Friday 5:30-6:30	Opening Reception	Dutchess Foyer
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Friday 6:30-7:30	Dinner	Sansui
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Friday 7:30-8:30	Keynote Address	Sansui
Dr. Mary Kahl, SUNY New Paltz		

Friday 8:45-?	The Official NYSCA Jam Session	Ulster
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SATURDAY, OCTOBER 20, 2007

Saturday 7:30-9:00	Breakfast	Sansui
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Saturday 8:30-4:00	REGISTRATION	Dutchess Foyer
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Saturday 8:45-10:00	Internet Impact	Hudson I
<p>Can Internet Make Us More Sympathetic and Accommodating? Juntao He, Shenzhen University Haochen Wu, Harbin Institute of Technology</p> <p>Hate Group Community-Building Online: A Case Study in the Visual Content of Internet Hate Sites Brett Barnett, Slippery Rock University</p> <p>Experiential Learning Technique: Utilizing Blogging for Class Assignments Ginni Jurkowski, SUNY-Geneseo</p>		
Saturday 8:45-10:00	The Dog Ate My Lesson Plan: Great Teaching Mistakes	Ulster
<p>While teachers spend a lot of time correcting and preventing student mistakes, less time is spent reflecting on our own. This roundtable will have faculty share mistakes that they have made while teaching and ways that they have remedied them. The panelists will offer practical suggestions for improving teaching while also leading a pedagogical discussion on areas and issues affecting teachers of higher education. Included in this discussion will be the areas of how to deal with disciplinary issues in the classroom; leading frank discussions on race, gender, and ethnicity; incorporating new technology in the classroom; grading challenges; teaching evaluations; and differing teaching styles.</p> <p>Chair: Laura Tropp, Marymount Manhattan College Moderator: Salvatore J. Fallica, New York University</p> <p><u>Participants</u> Brad Crownover, The College of Mount Saint Vincent Michael Grabowski, The College of New Rochelle Thomas Flynn, Slippery Rock University Janice Kelly, City College Brian Cogan, Molloy College Tony Kelso, Iona College</p>		

Saturday 8:45-10:00	Topics in Teaching	Hudson II
<p>Building High Performance Teams in the Classroom and Workplace: Learning from Past Mistakes, Obstacles and Missed Opportunities Robert J. Petrusch, Iona College</p> <p>Crisis Communication in the Classroom: Learning by Doing Karen Olson, SUNY-Brockport</p> <p>When Good Teachers Teach Badly: A look at the Communication Traps in Innovative Teaching Christina Knopf, SUNY-Potsdam</p> <p>Situation: Abu Ghraib: A Comparative Study of Pedagogical Approaches to Faulty Communication Carol A. Downing &amp; Patricia Swann, Utica College</p>		

Saturday 8:45-10:00	History and Documentation	Orange
<p>"When Mistakes are in the Money: A Communication Analysis of the Fascination with (and Prizing of) Coin Errors" David Gibson</p> <p>"Images of War: An Analysis of Visual Depiction in US History 1750-1900" Jeffrey Michaels, Rochester Institute of Technology</p> <p>"Uncovering Moving Images of History: A study to Locate Extant 16 Millimeter Television News Film in U.S. Television Stations" Rob Jason Fain, Rochester Institute of Technology</p>		

Saturday 8:45-10:00	Topics in Intercultural Communication	Hudson III
<p>Que Paso?: Student Discussions about Communication Failure and Intercultural Communication (In)Competence in Mexico Brad Crownover, College of Mount St. Vincent</p> <p>Miscommunication: African Traditional Religion and Christianity Uchenna Onuzullike, Clark University</p> <p>"At the Interface": A Comparison of UK and US Newspaper Ombudsmen and their Role in Media Self-Talk" Danielle Haas, Columbia Graduate School of Journalism</p> <p>"We're all Americans Under the Skin": Understanding Cultural Diplomacy, Citizenship, and Reality TV" Hatim El-Hibri, New York University</p>		

Saturday 10:15-11:30	The Stories We Tell	Orange
<p>“Practical Fairy Tales for Everyday Living” Martin Levinson, New York Society for General Semantics</p> <p>“The Technology of Story and Human Success as a Species?” Katherine Liepe-Levinson, MUSE Education Resources, Inc.</p>		

Saturday 10:15-11:30	Culture Jamming: Moving Beyond Traditional Media Criticism	Hudson III
<p>Frequently, media studies classes at the undergraduate level teach students to be sharper, more observant consumers of mass media. However, few encourage students to create their own media as a means of both critiquing what the mainstream presents and sharing in the power produced by mediation—to “culture jam.” This panel, composed of three undergraduate students and one faculty member, demonstrates a variety of student-created mediated interventions into popular culture, using the communication tools of popular culture itself, from signage to personal fashion accessories to video.</p> <p>Kathleen LeBesco, Marymount Manhattan College - Chair</p> <p>“Get a Handle on Handbags: A Critique of Commodification” Ashley O'Brien, Marymount Manhattan College</p> <p>“<i>The Real World</i> of Reality Television Casting” Tracy Goldenberg, Marymount Manhattan College</p> <p>“Why Are the Media Not Talking About Darfur? Signage for Action” Alex J. DeGroff, Marymount Manhattan College</p>		

Saturday 10:15-11:30	Fostering Compliance, Revising Assumptions, and Communicating in Crisis: Learning From and Preventing Mistakes	Hudson II
<p>Mary Kahl, SUNY New Paltz – Chair</p> <p>“Fostering an Environment of Compliance through Communication: Heeding the Academic Calendar” Bernadette Morris, SUNY New Paltz</p> <p>“Five Outdated Assumptions for Revision: Communicating with Today’s Students” Robert Miller, SUNY New Paltz</p> <p>“Communicating with Undergraduates about Crisis: Lessons Learned In and Outside the Classroom” Donna Flayhan, SUNY New Paltz</p>		

Saturday 10:15-11:30	Learning from Failures in Convergence	Ulster
<p>Ithiel de Sola Pool (<i>Technologies of Freedom, 1983</i>) was among the first to describe what he called the convergence of [communication technology] modes.” In this roundtable, we will discuss the processes, structure, ownership and marketplaces, and mental models related to convergence. We will begin with a structured discussion of the failures and disappointments arising from the convergence (or lack thereof) evident in the practice of journalism and then move to the larger question of the failures and disappointment arising from media convergence (of lack thereof ) throughout society. From this beginning we will move to lessons learned and hopes for the future. After the opening remarks, there will be a facilitated discussion and members of the “audience” will be invited to join the discussion. Contributions will be recorded with the intention of developing a group paper for publication.</p> <p>Chair: Mary Ann Allison, Hofstra University</p> <p><u>Participants</u>                  Susanne Berman, Hofstra University                  Davis Folger, Brooklyn College                  Victoria Geyer, Hofstra University                  Paul Grosswiller, University of Maine                  Margot Hardenbergh, Fordham University                  Barbara Kelly, Hofstra University                  Robert Licata, Hofstra University                  Stephen MacDougall, Emerson College</p>		

Saturday 10:15-11:30	Faulty Communication in Organizational Crises and Disasters	Hudson I
<p>Many well-documented problems and disasters have arisen from faulty organizational communication: the destruction of the Challenger and Columbia Space Shuttles, the lack of response to Hurricane Katrina, Three Mile Island, Bhopal, the Tenerife runway collision, the Y2K non-crisis, etc. This roundtable examines faulty organizational communication that leads to crises, including bad information design, groupthink, poor choice of media for particular kinds of messages, lack of upward and lateral communication, discordant agendas between power groups, and other barriers. Who should exercise communication leadership, and how? How can organizations obviate communication problems? What role can strategic communication planning play in helping organizations fulfill their mission, vision, and purpose? These are some of the questions this panel will ask and try to answer while looking at particular cases of organizational communication failure and proposing ways in which organizations can improve their communication competence at all levels.</p> <p>Chair: Jim Morrison, Western Connecticut State University</p> <p><u>Participants</u>                  Susan Drucker, Hofstra University                  Gary Gumpert, Urban Communication Foundation                  Donald Fishman, Boston College                  Susan Jasko, California University of Pennsylvania</p>		

Saturday 11:45-1:00	(Mis) Representation & Relationships: Love, Friendship, & Reality TV	Hudson III
<p>This panel discussion examines the particular challenges and effects of flawed scripts how gay men and lesbian women negotiate their identity, love, friendship, and work in the context of a heterosexist culture from several perspectives: gay men of color, cross-sexual orientation friendships, and gays and lesbians in general. The issues of homophobia and internalized homophobia are also explored in this panel. Audience interaction will be encouraged.</p> <p>Chair/Respondent: Deborah Borisoff, New York University</p> <p>“Dual Identity Conflict: Gay Men of Color in the U.S.” Shinsuke Eguchi, New York University</p> <p>“Eddie and Craig: An Autoethnographical Study of Same-Sex, Cross-Sexual Orientation Friendships” Edward Chia, New York University</p> <p>“Reality Homosexuality” Allie Beach, New York University</p>		
Saturday 11:45-1:00	Meaning, Aesthetics and Reality	Hudson I
<p>Attitudes toward Viewing and Participating in Reality Shows in Israel Jonathan Cohen, University of Haifa</p> <p>"Ms Communication": Meaning and Aesthetics of Transgression in the New Burlesque James Stanley, New York University</p> <p>Gloom and Veneer: The Mediated Realities of <i>White Noise</i> and <i>Brave New World</i> Andrew Kachel, Marymount Manhattan College</p> <p>Brad, Angelina, and Britney: "Celebrities" and Entertainment Tonight Jon S. Arakaki, SUNY –Oneonta</p>		
Saturday 11:45-1:00	Topics in Workplace Communication	Hudson II
<p>“Communication Strategies Used by Employees in Leader-Member Exchange Relationships” Darlene Peters, Canisius College</p> <p>“The Interview is Not About You!: Teaching Pending Graduates Empathy and Context to Avoid Disaster in Employment Interviews” Maureen Louis, Cazenovia College</p> <p>“Affinity-Seeking Strategies and Open Communication in Peer Workplace Relationships” Jason Gordon &amp; Rosanne Hartman, Canisius College</p>		



<p>Saturday 11:45-1:00</p>	<p>Contextualizing Bitzer's Rhetorical Situation in the Digital Age</p>	<p>Hudson III</p>
<p>When Lloyd Bitzer coined the term rhetorical situation in 1968, one wonders if the scholar could have conceived of the way that situation would change with coming media technology. The advent of the Internet and the onset of the digital age have changed the way people consume rhetoric. The terms used in the past lead to miscommunication when applied to a modern context. This discussion will address questions such as:</p> <ul style="list-style-type: none"> <li>• When soundbites are posted to Youtube do we consider them as independent rhetorical acts or as parts of the original speech?</li> <li>• When a part of the speech is decontextualized and redistributed who is the rhetor in the situation?</li> <li>• Does the interface of the computer alter the way individuals take in the rhetoric?</li> </ul> <p>In addressing these and other questions, this panel will invite the audience to collaborate on the ways to move rhetorical theory into the digital age.</p> <p>Chair, Elia Nelson, Rensselaer Polytechnic Institute</p> <p><u>Participants</u>                  Paul Booth, Rensselaer Polytechnic Institute                  Shira Chess, Rensselaer Polytechnic Institute                  Kaitlyn TeBordo, Rensselaer Polytechnic Institute</p>		

<p>Saturday 11:45-1:00</p>	<p>Administrator's Workshop: Admitting your Biggest Mistakes</p>	<p>Orange</p>
<p>Facilitator: Gary Gumpert, Professor Emeritus, Queens College</p> <p>An annual gathering of deans and chairs, designed to give communication administrators a chance to discuss issues related to their work.</p>		

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<p>Saturday 1:00-2:30</p>	<p>Lunch &amp; General Business Meeting</p>	<p>Sansui</p>
<p>Presentation of Student Research Awards</p>		

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<p>Saturday 2:45-4:00</p>	<p>Errors in Communication: The Top Ten Communication Mistakes</p>	<p>Ulster</p>
<p>This panel will attempt to isolate the ten most significant communication mistakes of all time. What invention, regulation, event, practice or artifact constitutes the most misguided, incorrect, erroneous, dysfunctional, negative, harmful, foolish, ill advised, unwise communication. The final 10 will be judged on the basis of originality and importance. First prize winner will receive a guided tour of Ellenville. Last prize will be a tour of Ellenville which lasts twice as long as the first prize tour.</p> <p><u>Participants</u>                  Thomas Flynn, Slippery Rock University                  Bruce Avery, Hofstra University                  Don Fishman, Boston College                  Lewis Freeman, Fordham University                  Gary Gumpert, Communication Landscapers                  Susan Drucker, Hofstra University</p>		

<p>Saturday 2:45-4:00</p>	<p>Learning from Communication Failures in Social Networking</p>	<p>Hudson II</p>
<p>There is an increasing body of scholarship using the ideas and techniques associated with the understanding of human groups as networks of mediated and unmediated flows of communication. This panel explores communications failures in a variety of social networks ranging from traditional and mediated community networks to networks found in urban settings and those developed to promote positive relationships on behalf of an individual or organization. Each paper identifies specific failures, provides suggestions for addressing those failures, and suggests directions for research. After the papers have been presented, the panel will explore potential synergies in their findings.</p> <p>Chair: Barbara Kelly, Hofstra University</p> <p>“Learning from the Extinction of Traditional Community Networks” Mary Ann Allison, Hofstra University</p> <p>“Revitalizing the Practice of Public Relations through effective Social Networking” Susanne Berman, Hofstra University</p> <p>“What is the ‘social’ in social networking? How social networking is failing to sustain traditional cultural standards?” Victoria Geyer, Hofstra University</p> <p>“Network Failures for the Elderly: Does Lack of Adoption Support Exclude the Elderly from Important Communication Network?” Robert Licata, Hofstra University</p>		

Saturday 2:45-4:00	Audiences with an Agenda: Audience Research on TV and the Web	Hudson I
<p>The concept of audience is changing along with changes in programming and program distribution. Audiences today are interactive, subversive, sometimes fleeting, but always purposeful. Because of digital distribution, particularly through the Internet, audiences that form around certain sites or genres are more and more active in their desire for enjoyment, information and/or to feed an obsession. The panel will explore the variety of ways in which audiences can be configured, demonstrating that no configuration is fixed.</p> <p>Chair: Katherine Fry, Brooklyn College Respondent: Mobina Hashmi, Brooklyn College</p> <p>“Audiences for News, the Morphing Genre: Virginia Tech as a Case Study” Katherine Fry, Brooklyn College</p> <p>“Slash Fiction and Cultural Subversion: How Slash Fiction Fans Joyfully Challenge the System” Amy Francis</p> <p>Exploring Women’s Enjoyment of Horror TV: Masters of Horror: A Case Study” Linda Rath</p>		

Saturday 2:45-4:00	Space, Place, and Identity	Orange
<p>This panel discussion examines the impact of mediated images on how gender played is experienced and negotiated across the world. Five cultural lenses are represented: U.S, Japan, China, Philippines, and Rwanda. Audience interaction will be encouraged.</p> <p>Chair/Respondent: Deborah Borissoff, New York University</p> <p>“Let’s Switch Up the Roles: A Look at Gender Roles and the Social Construction of Women in Video Games and Video Game Advertisements” Chante Squires, New York University</p> <p>“Loser Dogs Barking: The proliferation of 30 plus single women” Mizuho Fukushima, New York University</p> <p>“Gender Roles in Chinese Folk Tales” Elaine Lim, New York University</p> <p>“Changes in Perceptions of Filipinos about Themselves and of Americans Before and After Coming to the United States” Gremil Alessandro Naz, New York University</p> <p>“Space and transition issues around gender &amp; identity construction” Claudette Carter, New York University</p>		

Saturday 2:45-4:00	Strengthening Programs: Listening and Learning From Students	Hudson III
<p>Academic programs, by definition, must continually evaluate their strengths, weaknesses, and potential. Underlying such an evaluative process are institutional mechanisms, including College Program Review, College and Divisional Curriculum Committees, and Assessment Procedures. Another vital aspect, though, and one that cannot be overlooked, is the role of students in the evaluation process, as their insights often come from a perspective different from that of a faculty member or program director. Unfortunately, their role is not as formalized as one would like.</p> <p>This roundtable will consist of three students in the Media Studies Program and four faculty members, three of whom teach in the program and one who is associated with the program. Curricular, scheduling, and planning processes from the two perspectives will be discussed from the perspective of learning from mistakes and planning with better insight.</p> <p>Chair: Paul Trent, Mercy College</p> <p><u>Participants</u>                  Sean Dugan, Mercy College                  Judy Mitchell, Mercy College                  Michael Perrota, Mercy College                  Chiomo Egbuchunam, Mercy College                  Erica Delz, Mercy College                  Daniel Racioppo, Mercy College</p>		

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Saturday 4:15-5:30	COMLAW CHALLENGE	Hudson III

Saturday 4:15-5:30	FILM: <i>July '64: The Roots of Urban Unrest</i>	Ulster
Carvin Ceison, SUNY Brockport		

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Saturday 5:30-6:30	Cocktail Hour (Tentative)	Dutchess Foyer
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Saturday 6:30-7:30	Dinner	Sansui
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Saturday 7:30-8:30	Keynote Address	Sansui
Dr. Shawn J. Parry-Giles		

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SUNDAY, OCTOBER 21, 2007

Sunday 7:30-8:45	Breakfast	Sansui
NYSCA Executive Board Meeting at 8:00		

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Sunday 9:00	Conference Ends	See the Catskills
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