

**62nd Annual Convention of the
New York State Communication Association**

October 15-17, 2004 ~ Kerhonkson, NY

Preliminary Program

Please notify Marie Garland, VP and Conference Planner, of any errors or omissions prior to September 15, 2004

Friday, October 15, 2004

1:00 – 5:00 EXECUTIVE CONFERENCE CENTER LOBBY

Registration

2:00 – 5:00 EXECUTIVE CONFERENCE CENTER LOBBY

Publishers' Displays / Book Center Open

2:00 – 5:00 HUDSON III

**Teaching With Technology Workshop:
Taking the First Steps in the Communication Classroom**

Workshop Leader: Steven L. Epstein, Suffolk Community College

In this workshop, participants will explore the rationale(s) behind using multimedia as an effective instructional tool. Research in demographics, psychology, and communication will serve as a basis for the initial discussion. Participants will also have an opportunity to participate in the demonstration of three to five technology "packages", provided by various publishers, that can be integrated into on-campus courseware (e.g. Blackboard, WebCT, etc.). The workshop leader, Dr. Steven Epstein, is a former faculty member in communication and education at Columbia University, a higher education consultant for IBM Corp. and vice president of multimedia and distance learning at Simon & Schuster. A frequent speaker and writer, he has authored a number of educational software programs that take advantage of the Internet and/or "Smart Classrooms".

2:00 – 3:15 ULSTER

The Science Fiction Genre

Chair: Lance Strate, Fordham University

An Alien in Hollywood: Philip K. Dick Crossmedia Comparison of *Minority Report*
Alexander Beck, Fordham University

Hail Zion (Cue the Erotic Techno Music)
Jonathan Lugo, Fordham University

Race Relations Interpreted Through *The Matrix* Construct
Brendon Ellington, Fordham University

The Animatrix: A Deeper Look into the Desert of The Real
Philip Apruzzese, Fordham University

Respondent: Barbara Jo Lewis, Brooklyn College CUNY

2:00 - 3:15 ORANGE

**Thinking Out of the 'Box':
Negotiating a Week of 21st Century Life Without Television.**

The 10th anniversary of National TV-Turnoff Week took place in April 2004. "TV-Turnoff Week" encourages us to step outside the television environment. This roundtable explores the usefulness of a week without television through the observations of students who deprived themselves of television for a week.

Participants:

Lewis Freeman, Fordham University
William Phillips, New York University
Students from Fordham University

2:00 – 3:15 HUDSON I

Technology and the Beauty Industry: Communicating Through Appearances

Chair: Salvatore J. Fallica, New York University

The Language of Hair: the Blonde Icon's Legacy of Whiteness
Jessica Shimmin, New York University

The Makeover: The Human Upgrade
Angeilie Hyman, New York University

3:30 – 4:45 ULSTER

Building a Bridge to Neil Postman: A Roundtable

Chair: Lance Strate, Fordham University

Roundtable Participants:

Read Mercer Schuchardt, Marymount Manhattan College
Phil Rose, York University
Margaret Cassidy, Adelphi University
James C. Morrison, Emerson College
Bill Petkanas, Western Connecticut State University

3:30 – 4:45 ORANGE

Burkean Concepts: Uses and Clarifications

Chair: Sandra Sarkela, SUNY Potsdam

Jessica Lynch and Lynndie England: A Case of Representative Anecdote,
Recalcitrance, and Comic Corrective
Jeffrey W. Murray, Rochester Institute of Technology

The Synechdochic Fallacy Revisited (2004): A Case Study of *What Causes Men's
Violence Against Women?*
Stephen M. Weinstock

What's "Normal" Anyway?: Cluster Analysis as a Method for Examining Alternative
Definitions of Disability and Williams Syndrome Provided by Students at the
Berkshire Hills Music Academy
Lauren McKenzie, University of Massachusetts / SUNY Potsdam

3:30 – 4:45 HUDSON I

**Currents in Teaching:
Form and Function of Student Engagement**

Chair: Ari Kissiloff, Ithaca College

Communicating Culture in Classrooms
Trudy Milburn, Baruch College CUNY
Richard Wilkins, Baruch College CUNY
Karen Wolf, Baruch College CUNY

Communication Technology, Student Learning, and the Diffusion of Innovation
Hsiang-Ann Liao, SUNY College at Brockport

Are Good Discussions Intellectual?: An Ethnographic Study of Communicative
Tensions in a Liberal Studies Seminar
Sheryl Baratz Goodman, Ursinus College
Christina Abreu, Ursinus College

6:00 DUTCHESS

Buffet Dinner

Tickets required. Meal tickets are included in the hotel package for those conference attendees who have *Friday* night accommodations at the hotel. Those who are not staying at the hotel may purchase dinner tickets from the hotel main desk.

Saturday, October 16, 2004

7:00 – 8:30 DUCHESS

Buffet Breakfast

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8:00 – 9:15 ULSTER

Healthy Viewing?: Engagements with Texts About Health

Chair: David Weber, SUNY Potsdam

Public Health Entertainment-Education Program Viewing: Its Predictors
Bumsub Jin, Kansas State University

Patient as Performer: An Analysis of the Patient Body Using Children's Books and
Television Shows as Examples
Diana Ferrero-Paluzzi, Iona College

Paradigm Shift: Health and Healing
Stephen M. Weinstock

8:00 – 9:15 ORANGE

**Currents in Organizational Communication:
New Waves in Familiar Water**

Chair: Susan Jasko, California University of Pennsylvania

Learning the Ropes: An Analysis of the Organizational Socialization Process Within
Local Police Departments
Corey Liberman, Rutgers University
Katie Marie Lever, Rutgers University

Navigating the Waters: Assessing Theory Development in Sexual Harassment
Research
Shirley M. Crawley, Fairfield University

Communicating About Crises: A Concept Clarification of Organizational Crisis &
Disaster Deconstruction
Jeffrey Wickersham, University of Maine

8:00 – 9:15 HUDSON I

**Teaching the PATRIOT Act:
Taking Our Students Beyond Its Name**

Chair: Thomas Flynn, Slippery Rock University

Participants:

Susan Drucker, Hofstra University
Donald Fishman, Boston College
Gary Gumpert, Professor Emeritus, Queens College
Brian M. O'Connell, Central Connecticut State University
Andrea Romo, Slippery Rock University
Sandra Sarkela, SUNY-Potsdam

8:00 – 9:15 HUDSON III

Televisual Identities

Chair: Lance Strate, Fordham University

I'm Not a Witchdoctor, But I Play One on TV: Televisual Medicine, Shamanism, Myth, and Ritual

Christopher A. Greene, Brooklyn College

Fighting For Identity, ABC's *Alias*

Elizabeth Fitzgerald, Fordham University

The 'Domestic Goddess' Postfeminist Representation in the Televisual Kitchen: A Media Ecological Analysis of *Nigella Bites*

Carlita P. Greene, Borough of Manhattan Community College

Feminism and *thirtysomething*

Albert Auster, Fordham University

9:00 – 4:30 EXECUTIVE CONFERENCE CENTER LOBBY

Registration

9:00 – 4:00 EXECUTIVE CONFERENCE CENTER LOBBY

Publishers' Displays / Book Center Open

9:30 – 10:45 ULSTER

The Fourth Estate: Perspectives on Change

Chair: Edward Lenert

Just the Facts?: Objectivity, Print Journalism, and the Digital Revolution
Kathleen McGrory, Hamilton College

Defining 'Alternative': Alternative Newsweeklies Cover the 2004 Election
Jonathan Whiten, New York University

Reporting Crisis: Charting Television Journalism's Decline, from the Challenger
Disaster to the Attacks of September 11, 2001.
Kenneth Dancyger, New School University

9:30 – 10:45 ORANGE

The Administrators Talk to Administrators
(by invitation only)

Deans and Chairs of schools of communication (and its many variations) and Chairs of the numerous departments seldom get the opportunity to discuss their problems, dreams and frustrations within the convention environment. This is the second annual administrators' gathering and we have assembled an unusual group of individuals chosen for their varying experiences and tales to tell.

Facilitator: Gary Gumpert, Professor Emeritus, Queens College

9:30 – 10:45 HUDSON I

Contextualizing Cyberculture

Chair: Lance Strate, Fordham University

Prefiguring the 'New Media': The Prehistories of Digiculture
Donald Theall, Trent University

Respondent: James W. Carey, Columbia University

9:30 – 10:45 HUDSON III

Cultural Currents: Critical Readings of Popular Texts

Chair: Liz LeDoux, Bentley College

A Rhetorical Analysis of Sex and the City Through the Use of Semiotics
Kelly Brewer, Marist College

How Television Represents America's "Drug Problem" (and Why)
Katrina Flener, Brooklyn College CUNY

Semiotic Study of New York State Instant Lottery Games
Lorenzo Puglisi, Marist College

11:00 – 12:15 ORANGE

**Living up to the "Credo":
The Nature and Status of Free Speech Scholarship & Pedagogy
in the National Communication Association**

Chair: Thomas Flynn, Slippery Rock University

Participants:

Susan Drucker, Hofstra University
Donald Fishman, Boston College
Gary Gumpert, Professor Emeritus, Queens College
Brian M. O'Connell, Central Connecticut State University
Andrea Romo, Slippery Rock University
Sandra Sarkela, SUNY-Potsdam

11:00 – 12:15 HUDSON I

Workshop: How to be a Public Intellectual

Workshop Leader: Paul Levinson, Fordham University

Paul Levinson provides a primer on how to turn your classroom and coffeeshop analyses of media into public expositions on television, radio, and newspapers. How to call attention to your views, how to be an expert, how to be interviewed, how to offer provocative and quotable comments, how to talk on radio and TV. Levinson has been a guest on the CBS Evening News with Dan Rather, the O'Reilly Factor, Jesse Ventura's America, NPR's Talk of the Nation, has made numerous appearances on CNN, Fox News, and MSNBC, and has been quoted in the New York Times, USA Today, and dozens of major newspapers around the country and the world.

11:00 – 12:15 HUDSON III

Relating in the Digital Age

Chair: Salvatore J. Fallica, New York University

ICQ as a Tool of Thought*
Chin-Yunn Yang, New York University

Online Dating
Maribel Luna, New York University

Disconnected: Computer Mediated Communication Across Cultures
Stavros Papakonstantidis, Ithaca College

* Debut paper

12:15 – 1:15 DUCHESS

Buffet Lunch and General Business Meeting

Tickets required. Meal tickets are included in the hotel package for those conference attendees who have accommodations at the hotel. Those who are not staying at the hotel may purchase tickets from the hotel main desk.

1:30 – 2:45 ULSTER

Fresh From the Media Ecology Bookstore

Chair: Raymond Gozzi, Jr., Ithaca College

Mediation and the Communication Matrix
Catherine Waite Phelan, Hamilton College

Mediating the Muse
Robert Albrecht, Jersey City State University

Bookends
Margaret Cassidy, Adelphi University

1:30 – 2:45 ORANGE

**Navigating Public Memories:
Communities, Traumas, and Transformations**

Chair: Kendall R. Phillips, Syracuse University

Losing Matthew Shepard: Navigating Queer Public Memory
Tom Dunn, Syracuse University

A National Trauma and a Public Memory
Sandy Kellogg, Syracuse University

Changing the Days: U2's *Bloody Sunday* After 9/11
Gregory Dorchak, Syracuse University

Respondent: Charlton McIlwain, New York University

1:30 – 2:45 HUDSON I

**Navigating The Whitewater of Gender-Based
Differences in Human Communication**

Chair: James Laux, Slippery Rock University

Gender-based Differences in In-class and Out-of-class Student-Faculty Interaction
John Hyle, Slippery Rock University
Melissa Leslie, Slippery Rock University

Gender-based Differences in the Use of Equivocal Communication
Shannon Strang, Slippery Rock University

Gender-based Differences in Self-Reported Pessimism/Optimism Among
Undergraduate College Students
Carissa Louder, Slippery Rock University
Gregg Frantz, Slippery Rock University

Gender and Ethnicity-Based Evaluations of Characters in Primetime Television
Sitcoms
Jill Dittmer, Slippery Rock University
Erika Evans, Slippery Rock University

1:30 – 2:45

HUDSON III

**Administrators Workshop:
Administrators Answer Non-Administrators**
(Open to all)

For this session, we have gathered a group of Deans and Chairs, chosen for their varying experience and tales to tell. This is round-table discussion in which administrators and non-administrators get the opportunity to ask each questions and express their concerns about current trends. All conference participants are welcome to attend and participate.

Facilitator: Gary Gumpert, Professor Emeritus, Queens College

Early List of Participants.

Joe Bulsys, SUNY Geneseo
Peggy Cassidy, Adelphi University
Theresa Harrison, SUNY Albany
Barbara M. Kelly, Hofstra University
Paul Levinson, Fordham University

Dianne Lynch, Ithaca College
Catherine W. Phelan, Hamilton College
Sandra Sarkela, SUNY Potsdam
Martin Wallenstein, John Jay College
Carol Wilder, New School University

3:00 – 4:15

ULSTER

Currents in Time: Reconfiguring Past and Future

Chair: Tom Gencarelli, Montclair State University

Richard Hofstadter, *Millennial Visions, and the Internet*
Donald Fishman, Boston College

Constructing *The Hours*: The Evolution of Embedded Meanings and Transformations
in the Visual text

Valerie R. Swarts, Slippery Rock University
Blythe McDanel, Slippery Rock University

Navigating the Currents of Time and Place: Identity and Myth in New York State
Commemorative Coinage

W. David Gibson, Rutgers University

3:00 – 4:15

ORANGE

**Theories of Audience and Media Effect:
Examples in Various Contexts**

Chair: Micky Lee, Ithaca College

College Students' Interest in Health News

Bumsub Jin, Kansas State University

Rebekah D. Gibson-Robinson, Kansas State University

Taking Liberties: Separating Fact from Fiction and Effect of Movies on Viewers' Beliefs

Bradley J. Freeman, Marist College

Gaywatch: A Research Proposal Using Cultivation Analysis Theory to Examine the Impact of Gay and Lesbian Portrayals on Primetime TV

Mary E. McCrank, SUNY College at Brockport

3:00 – 4:15

HUDSON I

Analyses of Verbal and Nonverbal Communication

Chair: Joseph S. Coppolino, Nassau Community College

A Study of Differences in the Way Males and Females Describe the Same Thing and Name Inanimate Objects*

Phyllis Albano, Nassau Community College

Gender Specific Differences in Politeness and Saying 'Thank You'*

Lisa Drummond, Nassau Community College

An Analysis of the Nonverbal Communication in the Television Series, Star Trek: The Next Generation*

Barbara Giaquinto, Nassau Community College

An Analysis of the Nonverbal Communication in the Book Clan of the Cavebear

Suzanne Ross, Nassau Community College

* Debut paper

3:00 – 4:15

HUDSON III

**The Journey of the Interpersonal Text:
From Face to Face to Mobile to Wi-Fi**

This basic course remains a major course offering of the Communication discipline. Does such a course, and its variations, reflect the technological changes that have changed our daily interpersonal relationships? Are there texts available to be used in the basic course? Each of the panelists has authored multiple texts and grappled with the changing nature of the discipline.

Chair: Gary Gumpert, Professor Emeritus, Queens College

Author: *Inter/Media: Interpersonal Communication in a Media World, et al.*

Panelists:

Joseph A. DeVito: Professor Emeritus, Hunter College,

Author, *Essentials of Human Communication, et al.*

Susan Drucker: Professor, School of Communication, Hofstra University

Author: *Real Law@Virtual Space, et al.*

Paul Levinson: Professor of Communication, Fordham University

Author: *Cellphone: The Story of the World's Most Mobile Medium, and How It Has Transformed Everything, et al.*

4:30 – 5:30

HUDSON III

**Plenary Session:
The Future of The New York State Communication Association**

Facilitator: Susan Jasko, California University of Pennsylvania

All attendees are invited to participate in an open discussion about the mission and constitution of the association. These documents are available on the NYSCA website: www.nyscanet.org, and attendees are invited to review them prior to the meeting. The first of its kind, this session will refine and guide the priorities of the association in both the short and long term futures.

5:30

DUTCHESS

Reception

Celebrate! Tickets required or cash bar.

6:30

COLUMBIA

Dinner

Tickets required. Meal tickets are included in the hotel package for those conference attendees who have *Saturday* night accommodations at the hotel. Those who are not staying at the hotel may purchase tickets from the hotel main desk.

7:30

COLUMBIA

**Keynote Presentation:
Communication Hype, Enduring Currents, and Contemporary Struggles**

Introductions: Marie Garland, Ithaca College

Presenter: Stanley Deetz
Professor of Communication
University of Colorado at Boulder

Prior to joining the CU faculty in 1997, Dr. Deetz taught for several years at Rutgers University, chairing the department there during the 1980's. He is an author of *Leading Organizations through Transitions* (Sage 2000), *Doing Critical Management Research* (Sage 2000), *Transforming Communication*, *Transforming Business* (Hampton, 1995) and *Democracy in an Age of Corporate Colonization: Developments in Communication and the Politics of Everyday Life* (SUNY, 1992), and editor or author of 8 other books. He has published over 100 essays in scholarly journals and books regarding stakeholder representation, decision-making, culture, and communication in organizations and has lectured widely in the U.S. and Europe. His materials are used for an online course on Communication and Cultural Change for the Executive Masters at Seton Hall University.

Dr. Deetz was a Senior Fulbright Scholar at Goteborgs Universitet (Sweden, 1994), and has held visiting appointments at Arizona State University, the University of Texas, University of Iowa, and the Copenhagen Business School. He is a Fellow of the International Communication Association serving as its President, 1996-97, and has held many other elected professional positions. He is an active consultant and trainer for companies in the U.S. and Europe. He has held many administrative posts at CU, including serving as a member of the Vice Chancellor's (academic Affairs) Advisory Committee, the Program Review and Personnel Committees for the Leeds School of Business, and the Dean's Advisory Committee for the School of Journalism and Mass Communication.

Sunday, October 17, 2004

8:00 - 9:30 DUCHESS

Buffet Breakfast

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9:00 – 10:30 EXECUTIVE CONFERENCE CENTER LOBBY

Registration

9:00 – 12:00 EXECUTIVE CONFERENCE CENTER LOBBY

Publishers' Displays / Book Center Open

9:00 – 10:15 ULSTER

The East Shall Shake the West

Chair: Lance Strate, Fordham University

Taoism, Media Ecology, and the Reason the West Just Can't 'Dig It'
Megan Rogers, Fordham University

Language Issues in Daoism (Taoism) and Media Ecology
Zhenbin Sun, Fairleigh Dickinson University

To and Fro Goes the Way
Raymond Gozzi, Jr., Ithaca College

The Dialectic of Eastern Thought in Media Ecology
Paul Grosswiler, University of Maine

9:00 – 10:15 ORANGE

Media and Partisanship

Chair: Katherine Fry, Brooklyn College CUNY

Media Consolidation and Lack of Fairness
George Rodman, Brooklyn College CUNY

Why We Should Revive the Fairness Doctrine
Fred Wasser, Brooklyn College CUNY

Liberal/Conservative Wars Across Media and Across Genres
Katherine Fry, Brooklyn College CUNY

Fahrenheit 9/11: The Interplay of Influences on the Mediated Political Message
Barbara Jo Lewis, Brooklyn College CUNY

9:00 – 10:15 HUDSON I

**Program Directors:
Sinking, Swimming, Treading Water?**

This roundtable focuses on the challenges and responsibilities of program directors in small liberal arts colleges who must function as administrators and academics but who are not technically defined as members of management within the institution. Participants will discuss areas including recruitment, adherence to academic standards and its consequences, hiring, monitoring, and dismissing faculty, being a spokesperson for the program, fiscal responsibilities, technology, record keeping, and curriculum development.

Roundtable Participants:

Sean Dugan, Division Chair, Mercy College
Judith Mitchell, Chair, Corporate Communications, Mercy College
Paul Trent, Chair, Speech Communication, Mercy College

9:00 – 10:15 HUDSON III

Propaganda in Theory and Practice: Four Case Studies

Chair: Robert Sullivan, Ithaca College

Beauties and Beasts: Representing the Masses in *Battleship Potemkin* and *Triumph of the Will*

Alexa Kaiser, Ithaca College

The *Army of One* Campaign as Total Propaganda: An Ellulian Perspective

Dennis McGlaughlin, Ithaca College

Adbusters: Anti-propaganda Propaganda

Rachael Maier, Ithaca College

Kiss: Or, Because I'm a Girl as Sociological Propaganda for Korean Westernization

April Tam, Ithaca College

Respondent: Paul Stewart, Roberts Wesleyan College

10:30 – 11:45 ULSTER

Identities in Interaction

Chair: TBA

The use of Computer-Mediated Communication for Social Interaction: Thinking Differently About Identity Construction

Corey Jay Liberman, Rutgers University

Self-Disclosure: The Traditional Studies Don't Lie

Christopher Straub, Ithaca College

Understanding the Lives of African American Male-to-Female Transgender Persons

John Youngblood, SUNY Potsdam

10:30 – 11:45 ORANGE

**Academic Job Search Roundtable:
Learning How to Go With the Flow**

The participants on this panel have all recently secured their posts and successfully survived the entire process of an academic job search. Importantly, they now hold various types of positions: part-time adjunct, temporary contract, and full-time, tenure track appointments. They will share their experience about each aspect of the job search - composing an academic vita, crafting the cover letter, compiling an application portfolio (including the presentation of research and teaching information), phone interview challenges, and getting through the sometimes grueling process of the on-site interview. The moderator for this panel has served on numerous search committees, and brings the perspective of the hiring committee to the panel. As chair of the Department of English and Communication at SUNY-Potsdam, she offers valuable insight from the 'other side' of the interview table.

Chair: Sandra Sarkela, SUNY Potsdam

Participants:
 Liz LeDoux, Bentley College
 Micky Lee, Ithaca College
 Lauren McKenzie, SUNY Potsdam

10:30 – 11:45 HUDSON I

**Discourses of Health and Wellness:
Lessons from the Study of Culture and Communication**

Chair: Marie Garland, Ithaca College

Participants:

 What's a Parent to Do?: Uncertainty and Institutional Control in the Diagnosis and Treatment of Autism
 Amanda Kurth, Ithaca College

 The Invisible Epidemic: Malaria, Medicine, and Cultural Blindness
 KT Bender, Ithaca College

 More than Body Image: The Place of Anorexia in Medical Discourse
 Molly Riordan, Ithaca College

10:30 – 11:45 HUDSON III

Big Games/Big Business

Chair: Kimberly Gregson, Ithaca College

It's Only a Game: The 4 As of Successful Video Game Demonstration
Toby Cohen, New School University

Judging a Game by its Cover
Matt Willis, Ithaca College
Samantha DiPippo, Ithaca College
Heather Barbaria, Ithaca College

Joystick Films and Motion Pixelation
Chris Litten, Ithaca College
Avery Crocker, Ithaca College

12:00 NOON

Conference Concludes

See you in 2005!