24TH ANNUAL

MEDIA ECOLOGY ASSOCIATION CONVENTION

"ARTS/SYMBOL/CONTEXT/MEANINGS"





JUNE 22 - 25, 2023

Fordham University - Lincoln Center Campus

WWW.MEDIA-ECOLOGY.ORG



SPONSORS









Welcome from MEA Vice President Robert Albrecht

Welcome to the 24th Annual Convention of the Media Ecology Association. This year we return to the scene of MEA's very first Convention in New York City. And, once again, our gathering of scholars and students of media is generously hosted by Fordham University, just as it was back in 2000.

At that time, a small group of young academics, still wet behind the ears, most of whom were recent graduates of the Media Ecology Program at NYU, came together to create a forum where the ideas and perspectives of media ecology could be shaped, sharpened and shared. Among that early group of innovators, there was a young Lance Strate, Thom Gencarelli, Sue Barnes and a handful of others. Presenters at that first convention included Eric McLuhan, Camille Paglia, Joshua Meyrowitz, Paul Levinson, and Christine Nystrom. Neil Postman gave the keynote address.

Although it was only 24 years ago, the world has changed a great deal since then. Today, the old saying that "things seem to be going from bad to worse" sounds like a gross understatement: pandemics, wars, terrorism, mass shootings, refugees, growing disparities in wealth, environmental disasters—and the list goes on and on.

Yes, the world has changed a lot since June 2000 but, among media ecologists, some things have endured and even prospered. First of all, media ecology continues to insist that technology is not marginal to how we understand the world but stands at the very core. The various techniques and technologies that mediate our everyday lives form the very architecture of our hearts and minds, bodies and souls. McLuhan's phrase "the medium is the message" is now axiomatic among scholars and laymen alike.

A second feature of media ecology that has endured these 24 years is that it promotes ethical concerns and social understanding. Our study of media is not merely an academic endeavor but a continual search for clarity, insight and solutions to our most pressing problems. Marshall McLuhan introduced the idea of the "counter environment" as a strategy to help balance and survive the deluge of changes brought on by the electronic revolution. In so doing, he pointed us toward the artists. The artists are the ones who choose to live outside the bubble of normal society, the ones who dance to a different drummer, the ones who see things that others don't see or, perhaps, rather not see.

Neil Postman also advocated the cultivation of alternative spaces outside the mainstream. Rather than turn to the artist as did his predecessor, Postman looked to the public school and the classroom teacher as the key agents of balance. Children need to learn to read and write effectively and, above all, children need to learn how to ask questions. Good questions, probing questions, questions that generate more questions. For Postman "Once you have learned how to ask questions, you have learned how to learn and no one can keep you from learning whatever you want or need to know."

A third enduring feature of media ecology is the assertion that in our explorations of the media environment we need to be open and receptive of all disciplines. Continuing this multi-disciplinary tradition, I am happy to report that this year's convention will feature a wide range of papers from scholars representing several different backgrounds and interests. Welcome. We need you. We are anxious to hear what you have to say. The specialist needs to speak to the generalist; the generalist needs to speak to the specialist.

I am confident you will profit from the various perspectives and points of view you are about to experience. Make the most of this opportunity to consider and discuss some of the insights, solutions and strategies that will be presented.

In the days that follow, you will be walking in the footprints of a great tradition. Make them count.



SCHEDULE AT A GLANCE

THU, JUNE 22	FRI, JUNE 23	SAT, JUNE 24	SUN, JUNE 25
9:00am Opening Ceremony (1.1)	9:00am Michael Schudson (2.1)	9:00am Plenary Session (3.1)	9:00am Breakfast/Poetry (4.1)
10:00am Vera Dika (1.2)	10:00am Plenary Session (2.2)	10:00am Richard Sennett (3.2)	10:00am General Business Meeting (4.2)
11:00am Video Presentation (1.3)	11:00am Kipp Bradford (2.3)	11:00am Douglas Rushkoff (3.3)	11:00am ADJOURNMENT
12:00pm LUNCH BREAK	12:00pm LUNCH BREAK	12:00pm LUNCH BREAK/ BOARD MEETING	
1:00pm Parallel Sessions (1.4)	1:00pm Parallel Sessions (2.4)	1:30pm Parallel Sessions (3.4)	
2:30pm Parallel Sessions (1.5)	2:30pm Parallel Sessions (2.5)	3:00pm Parallel Sessions (3.5)	
4:00pm Parallel Sessions (1.6)	4:00pm Parallel Sessions (2.6)	4:30pm Parallel Sessions (3.6)	
5:30pm Marc Salem (1.7)	5:30pm TC McLuhan (2.7)		
6:30pm Welcome Reception (1.8)	6:30pm Michelle Shocked (2.8)	6:00pm Banquet MEA Awards & President's Address	





9:00 - 10:00

OPENING & WELCOME

CHAIR: Robert Albrecht, New Jersey City University Vice President, Media Ecology Association

Lance Strate, Fordham University President, Institute of General Semantics

Sharif Mowlabocus, Fordham University Chair, Department of Communication & Media Studies

Michael Plugh, Manhattan College President, Media Ecology Association



10:00 - 11:00

FEATURED SPEAKER



VERA DIKA
NEW JERSEY CITY UNIVERSITY

"Intersections: The Pictures Generation from Hallwalls to the Kitchen"

Chair: Robert Albrecht, New Jersey City University



11:00 - 12:00

VIDEO PRESENTATION & DISCUSSION



"Man on a Mission: The Power of Arts in the Digital Age"

A Video by Robert Albrecht, Dina Bruno Ciborowski and Harry Kafka

Chair: Robert Albrecht, New Jersey City University

12:00 - 13:00



BREAKOUT SESSIONS



13:00 - 14:15



Working on Wellness Together: Using Art, Movement, and Introspection to Improve Student Wellness

CHAIR: Matt Thomas, Kirkwood Community College

PARTICPANTS:

Tiffany Petricini, Penn State Shenango
Roxanne Atterholt, Penn State Shenango
Laura Cruz, Schreyer Institute for Teaching Effectiveness
Tammy Divens, Penn State Shanango
Jennifer Jewell, Penn State Shenango
Angela Pettitt, Penn State Shenango
Kathy Schaffer, Penn State Shenango



Narrations, Reflections and the Arts

CHAIR: Fernando Gutierrez, Tecnológico de Monterrey

"Finding Fairness in the 'Mundane': A Reflection on My Sketching as an Immigrant"

Flora Keshishian, St. John's University

"How the Creation of Art is Mirrored Within the Holocaust and Yugoslav Wars: Discovering Hope During Times of Trauma"

Michelle Kramisen, Fairleigh Dickinson University

"Notification: Narrative Meaning to Attention Technologies" **David Leal**, Innovacien

"From the Power of Narrative to the Banalization of Storytelling"

Martha Terenzzo, Escola Superior de Propaganda e Marketing



Media Ecology and Everyday Life

CHAIR: Jonathan Slater, SUNY Plattsburgh

"Collapse of Art and Artist: Health Implications of Artistic Conceptualizations of Bodybuilding" **Erik Gustafson,** University of South Dakota

Erik Gustarson, University of South Dakota

"From Performance to Parlance: The Linguistic Ecology of Competitive Trading Card Games"

Andrew Longcore, Mansfield Commonwealth University

"Communicating Heat: Exploring the Symbolic Construction of Meaning through Virtual Hot Sauce Communities" **Brian F. McFadden**, Hofstra University

"Curating Lunch: Plates as Science Communication Media" **Connie Svabo**, University of Southern Denmark

ROOM LL SL11E



Challenges Old and New in the Arts

CHAIR: Adriana Braga, PUC-Rio

"Colonial Spaces through the Lens of Emily Karaka's Te Ipu Kura a Maki Paintings"

Andrew Chrystall, Massey University

"Not Tupi - A Postcolonial Approach to Art Theory" **Alice Gastaldo**, University of Lisbon

"New Modernism: New Versions of Old Problems" **Amanda Sevilla**, University of Pittsburgh

BREAKOUT SESSIONS



14:30 - 15:45



Creating and Exploring Contexts for Meaningful Responses: Thinking Through Crises Collectively

CHAIR/RESPONDENT: Michael Grabowski, Manhattan College

"Crypto in Crisis: Mining the Secrets of Digital Cash" **Robert Foschia,** Pennsylvania State University - York

"Resisting Media Ecological Collapse: Figuring Postmodern Ground in a Hypermodern Moment" **Austin Hestdalen**, Graceland University

"The Highlander Folk School: A Case Study in Semantic/Media Environments and Collective Action" **Ryan McCullough**, West Liberty University

"TEK-nology (Traditional Ecological Knowledge and Technology) as Online Sites of Praxis" **Paul J. Meighan**, McGill University



Bones, Textiles and Cemeteries as Narratives

CHAIR: Eva Berger, COMAS

"Memory and Heritage towards Educational Research with Arts"

Richard Huerta, Universitat de Valencia Chiara Panciroli, Università di Bologna Pier Cesare Rivoltella, Università Cattolica di Milano

"Mediating Memory & Experience: Bones, Lore, and Visual Culture at St. Illuminators Armenian Apostolic Catherdral" **Cynthia Nahhas**, New York University

"A Story We Can Put on Ourselves: Textile Storytelling and its Social Functions"

Kalina Kukielko, University of Szczecin



The Writing on Shirts, Screens and Walls: What Does it All Mean?

CHAIR: Salvatore Fallica, New York University

"The Brazilian Team's Jersey as Medium: A Probe" **Adriana Braga,** PUC-Rio

"Media Ecology Through the Art of Late Night Comedy: Saturday Night Live and Amusing Ourselves to Death" **Gerald J. Erion**, Medaille University

"Social Media and Satire: How User-Generated Content (UGC) Changed the Satirical Environment" Charisse L'Pree, Syracuse University

"Analyzing Graffiti as Cultural Objects" **Julia Scheffler,** Temple University

ROOM LL SL11E



Historical Perspectives on Media Ecology

CHAIR: Michael Plugh, Manhattan College

"A Branch of the Humanities: Exploring Neil Postman's Ideas of Media Education"

Nick Pertler, Point Loma Nazarene University

"The Growing Aura of Neil Postman's 'Amusing Ourselves to Death?': An Analysis of Citation Patterns and Sales Trends" **Barry D. Liss,** University of Wisconsin - Milwaukee

"An Historical Analysis of Media Ecology" **Quinn Snow**

BREAKOUT SESSIONS



16:00 - 17:15



Education, School, and Media Environment

CHAIR: Adriana Braga, PUC-Rio

"Balancing the Beast: Why Media Ecology Matters" **Robert Albrecht,** New Jersey City University

"Five Pathways Toward a Media Ecology Pedagogy for K-12 Educators"

Matt McGuire, University of New Brunswick

"Why We Need the Arts in Today's Classrooms" **Carmine Tabone,** The Educational Arts Team



Transportation Through Spaces Real and Virtual

CHAIR: Matt Thomas, Kirkwood Community College

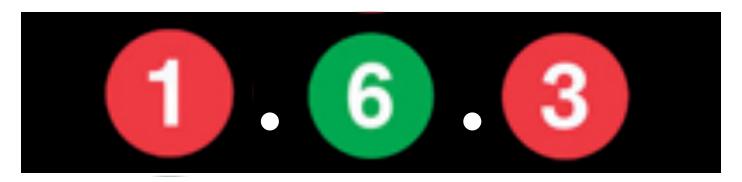
"Context of a 360-degree Wrap-Around Frame" William Allen, Florida Southern College

"Political Potholes: The New York State Thruway as a Medium of Ideological Contestation" **Heather Stassen,** Daemen University

"Unmediated Ecology: The Art of the Field Trip"

Mary Pelak Walch, Florida Gulf Coast University

"Wonderous (Code) Space: Airports' Post-Pandemic Resilience Through Digital Media" **Marek Wojtaszek**, University of Lodz



Art, Image, and Orality

CHAIR: John McDaid, Roger Williams University

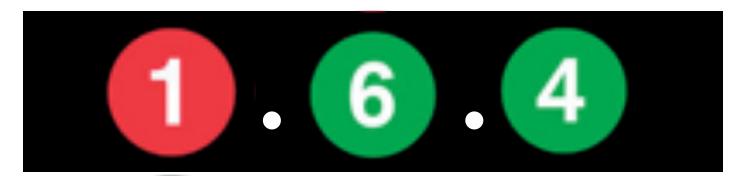
"China, McLuhan and Media Ecology: An Exploration of the Relations Between Writing Systems and Cultural Imaginaries" **Andrew Chrystall,** Massey University

"The Image-Oriented Person: Image, Art and the Word" **Geri Forsberg,** Western Washington University

"Xu Bing's Pseudo Chinese and Sinified English as Artistic Mediums"

Peter Zhang, Grand Valley State University

ROOM LL SL11E

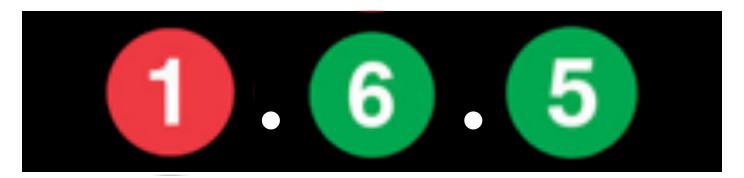


An Objet d'Art that Symbolizes the McLuhan Percept of Tetrad: Presenting 'The Medium and the Light Award' for 2023

CHAIR: Howard R. Engel, The Marshall McLuhan Initiative

Marshall McLuhan Initiative Board Members **Esther Juce**, **Jonathan Slater** and **William Jefferson** will be present for the unveiling of this 12th annual award. This year's recipient will remain a secret until the official unveiling, as it is for every presentation of The Medium and the Light Award.

ROOM LL SL11F



Reading Jaron Lanier's "Ten Arguments for Deleting Your Social Media Accounts Right Now"

CHAIR: Michael Plugh, Manhattan College

Erik Garrett, Duquesne University
Austin Hestdalen, Graceland University
Valerie Peterson, Grand Valley State University
Michael Plugh, Manhattan College



17:30 - 18:30



BROADWAY MENTALIST

THE ATRIUM



18:30 - 19:30

EVENING RECEPTION







9:00 - 10:00

FEATURED SPEAKER



MICHAEL SCHUDSON

COLUMBIA UNIVERSITY

"Where do Contemporary Cultural Values Come From"

Chair: Peggy Cassidy, Adelphi University



10:00 - 11:00

FEATURED PRESENTATION

"General Semantics Writ Large: An Enduring Connection"

CHAIR: Phil Rose, Independent Scholar

PANELISTS:

Corey Anton, Grand Valley State University
Eva Berger, COMAS
Susan Drucker, Hofstra University
Michael Plugh, Manhattan College
Lance Strate, Fordham University
Laura Trujillo Liñan, Universidad Panamericana



11:00 - 12:00 FEATURED SPEAKER



KIPP BRADFORD

Researcher, CHAOS Lab at Princeton University Preceptor, Harvard University School of Engineering

"Matter Over Antimatter: A Theory of Humanity's Survival Through Technological Asymmetry"

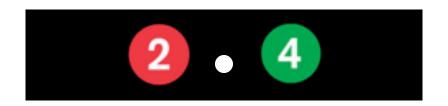
Chair: Fernando Gutierrez, Tecnológico de Monterrey

12:00 - 13:00



(Board of Directors Luncheon, South Lounge)

BREAKOUT SESSIONS



13:00 - 14:15



Visionary Ecologies: Early Warning Systems as Pedagogy

CHAIR: Phil Rose, Independent Scholar

"Making the Future in Art: A Pedagogy of Artists as Historians of the Future"

Izabella Pruska-Oldenhof, Toronto Metropolitan University

"AI Art: Entropy, Simulacra and Counter-Environment as Critical Transcendence"

Cody Rooney, York University/Toronto Metropolitan University

"(Re)Mapping Toronto's Vanguard Alley" **Blair Miller,** York University



Mediating Monroe, Mailer and McLuhan

CHAIR: Austin Hestdalen, Graceland University

"Mediating Marilyn Monroe through Andy Warhol" **Michael Devine,** SUNY Plattsburgh

"Mediating Norman Mailer through Political Spectacle" **Salvatore J. Fallica,** New York University

"Mediating Marshall McLuhan through Expo 67" **Jonathan R. Slater,** SUNY Plattsburgh



Media, Society and the Arts

CHAIR: Lori Ramos, William Paterson University

"Enactive Approach to Social Interaction in Artistic Media Ecologies: D. Rivera's Case" **Mindauguas Briedis,** Universidad Panamericana **Mariano Navarro**, Universidad Panamericana

"Art, Experience, Enactivism" **Camila Leporace,** PUC-Rio

"Imaginaries of the Digital: A Global South Perspective" **Mohamed Zayani**, Georgetown University **Joe F. Khalil**, Northwestern University

ROOM LL SL11E



Political Takes on the Media

CHAIR: Peggy Cassidy, Adelphi University

"On Volume: Free Speech, Algorithmic Amplification, and the Blue Checkmark Meme"

Eric S. Jenkins, University of Cincinnati

"The Chad Rebellion: A Discourse Analysis of Memes in Digital Right Spaces During the 2022 U.S. Midterm Cycle" **Benjamin Guidry,** Temple University

"Trends of Change with Telemedical Consultations in Gaza Strip from a Media Ecology Perspective" **Noura Ahmad Hajjaj**, SUNY New Paltz

ROOM LL SL11F



Meet the Authors: Round Table Discussion with Authors of Recently Published Media Ecology Books

CHAIR: Mike Plugh, Manhattan College

Eva Berger, COMAS

Paul A. Soukup, Santa Clara University

Lance Strate, Fordham University

Laura Trujillo Liñan, Universidad Panamericana

BREAKOUT SESSIONS



14:30 - 15:45



Recovering the Human Encounter in the Digital Age

CHAIR: Jonathan Slater, SUNY Plattsburgh

"More than the Sum: Reclaiming Encounter in an Artificial World"

Chase Mitchell, East Tennessee University

"On Echo Chambers and Encounters" **Dennis D. Cali**, University of Texas - Tyler

"Encountering Nature: The Young Denizen's Dilemma" **Robert C. MacDougall**, Curry College

"Skin-Deep Clichés and Archetypes: Tattoos as Contemporary Modes of Encounter" **Erik Gustafson**, University of South Dakota



Comics, Graffiti and Social Media

CHAIR: Salvatore Fallica, New York University

"Visual Surreality: Time, Germs, and Other Things (Un)Seen in COVID Comics"

Christina Knopf, SUNY Cortland

"Storytelling, Comics, and the Remarkable History of Humankind"

Kalina Kukielko, University of Szczecin **Krzysztof Tomanek**, Jagiellonian University

"Graffiti, Instagram, and Social Movements" **Julia Scheffler**, Temple University

"Your Friendly Neighborhood Spider-Man: Building a Seamless Web of Interactions"

Terri Toles Patkin, Eastern Connecticut State University



Art in the Age of Al

CHAIR: Heather Stassen, Daemen University

"The Artist as Algorithm: Digital Technology and Context Blindness"

Eva Berger, COMAS

"Revisiting *From Cliché to Archetype*: Artistry and Artificial Intelligence in Media Ecology and Managing Change" **Fred Cheyunski**, Independent Researcher

"Exploring the Limits of Artificial Intelligence in the Artistic Domain"

Fernando Gutiérrez, Tecnológico de Monterrey

"The Work of Art(ists) in the Age of AI Production" **John McDaid**, Roger Williams University

ROOM LL SL11E



10,000 Ways to Process the Pandemic: An Interactive Workshop

CHAIR: Carmine Tabone, Educational Arts Team

Maria F. Roca, Roots of Compassion & Kindness (ROCK) Center

Patricia J. Fay, Florida Gulf Coast University

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Media Ecology Goes to the Movies

CHAIR: Peggy Cassidy, Adelphi University

"AI, Cinema, and Audiovisual Creation: A Digital Global Village on Lev Manovich's Recent Artworks and Other Artistic Experiences"

Wilson Oliveira Filho, UNESA & PPGCINE/UFF Márcia Cristina Sousa, PPGCINE/UFF & CAL

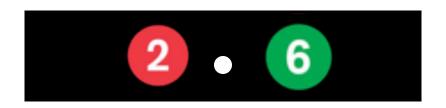
"Experience and Hyperreality: A Case Study of Goncharov, the Best Mob Movie Ever Made"

Bill Petkanas, Western Connecticut State University

"'I am Big. It's the Pictures that Got Small' A Look at Sunset Boulevard through Marshall McLuhan's Theory of Hot and Cool Media and Personalities"

Desislava Stoeva, St. John's University

BREAKOUT SESSIONS



16:00 - 17:15



Education in the Digital Age

CHAIR: Peter Fallon, Roosevelt University

"To Zoom and Back: Reflections on Teaching and Learning During and After Quarantine"

Brian F. McFadden, Hofstra University

"Four Laws of Microsoft Teams"

Matt McGuire, University of New Brunswick

"Unpuzzled Education: A Comparison of Experiences with EdPuzzle"

Marco Trigoso, University of Massachusetts-Amherst Michelle Ciccone, University of Massachusetts-Amherst

Meeting at the Intersections: Arts/Symbols/Meanings in an Introduction to Integrated Studies"

Maria Roca, Florida Gulf Coast University



Art, Culture and Media

CHAIR: Heather Stassen, Daemen University

"Art and the Antropocene: Beauty and Sustainability" **Robert Hariman,** Northwestern University

"On the Art of (Re)existing...Wild Technopolitics" **Hiran do Moura Possas,** Universidade Federal do Sul e
Sudeste do Pará

"Towards an Ecology of Artistic Creation: Intelligence among Human, Biology and Artificial"

Pier Cesare Rivoltella, Università Cattolica di Milano Chiara Panciroli, Università di Bologna

"Medium as Khora"

Peter Zhang, Grand Valley State University



Grasping Context and Meaning

CHAIR: Lance Strate, Fordham University

"Apprehending the Elusive: Communication, Language and Literacy"

Corey Anton, Grand Valley State University

RESPONDENTS:

Sara van den Berg, Saint Louis University **Michael Plugh**, Manhattan College

ROOM LL SL11E

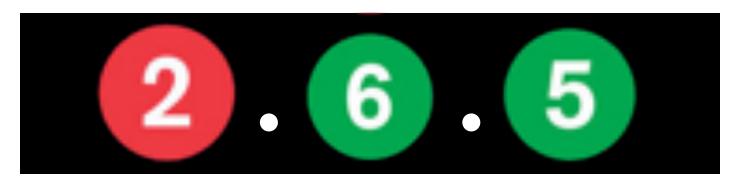


A Media Ecological Approach to the "Eternal City": The Transmedia Reshaping of the Imaginary of Rome through Arts and Symbols

CHAIR: Austin Hestdalen, Graceland University

Giovanni Ciofalo, Sapienza University of Rome Silvia Leonzi, Sapienza University of Rome Lorenzo Ugolini, Sapienza University of Rome Fabio Ciammella, Sapienza University of Rome

ROOM LL SL11F



Questions of Class, Gender and Nation in the Digital Age

CHAIR: Eva Berger, COMAS

"The Postbinary Woman: A Membership Categorization Analysis"

Adriana Braga, PUC-Rio

"Canada as Counter-Environment: Canadian Democracy in a Digital World"

Phil Rose, Independent Scholar

"Shattering Mirrors: How Women and Minorities are Changing Roles and Raising Media Awareness in Global Societies"

Sandra de Souza Machado, Universidade de Brasilia/Brazil Universidad de Cádiz



17:30 - 18:30

A CONVERSATION WITH...



T.C. McLUHAN

AUTHOR & FILMMAKER

Moderator: Lance Strate, Fordham University



18:30 ~

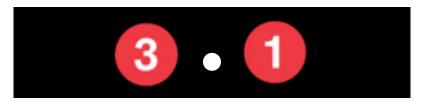
IN CONCERT



MICHELLE SHOCKED

SINGER/SONGWRITER





9:00 - 10:00

FEATURED SPEAKERS

The Urban Communication Foundation "Media Ecology of Urban Games and Gaming"

CHAIR: Peter Haratonik, Urban Communication Foundation

Susan Drucker, Hofstra University
Gary Gumpert, Urban Communication Foundation
Austin Hestdalen, Graceland University
Erik Garrett, Duquesne University



10:00 - 11:00

FEATURED SPEAKER



RICHARD SENNETT
NEW YORK UNIVERSITY

"RULING BY ACTING"

Chairs: Gary Gumpert & Susan Drucker
Urban Communication Foundation



11:00 - 12:00

FEATURED SPEAKER



DOUGLAS RUSHKOFF

QUEENS COLLEGE

"I WILL NOT BE AUTO-TUNED: ART AS SOUL IN THE DIGITAL MEDIA ENVIRONMENT"

Chair: Adriana Braga, PUC-Rio

12:00 - 13:30



BREAKOUT SESSIONS



13:30 - 14:45



Does Exposure to Art Forms from or about an Unfamiliar Culture Influence Perceptions of that Culture

CHAIR: Kelli Smith, Independent Researcher

Diana Peck, William Paterson University
Jamsheed Akrami, William Paterson University
Carol Frierson-Campbell, William Paterson University
Gina Guerrieri, William Paterson University



Art, Literature and Media

CHAIR: John McDaid, Roger Williams University

"Warhol's Wake"

Tiffany Gilliam, University of Texas - Tyler

"Circuiting Hallucinations in the Distant Media-Philosophy Intersects of McLuhan and Warhol"

Thomas Mical, European Graduate School

"Publishing Literature and Art in the (Postgutenburgian) Context of a Global Pandemic: The Case of the Novendécaméron"

Jean-François Vallée, College de Maisonneuve



Dreams, Media and Psychedelics

CHAIR: Jaqueline McLeod Rogers, University of Winnipeg

"Rhetoric of Exaggeration: The Emergence of Hypertechnopoly"

Lina H. Erekat, Duquesne University

"Through the American Vanishing Point: NYC and the Wealth of Nations"

Mark Goldhagen, International Institute for Dream Research

"A Media Ecology Perspective on Psychedelics" **Ido Hartogsohn,** Bar Ilan University

"On Life, Art, Visual News and the World of the Dream" **Julianne H. Newton**, University of Oregon

ROOM LL SL11E



Media, Ethics and Technology

CHAIR: Paul Soukup, Santa Clara University

"Media Ecology Ethics: Dwelling on the Horizons" **Joshua Clements,** Duquesne University

"Higher Education as Propaganda for the Technological Society"

Peter K. Fallon, Roosevelt University

"ChatGPT and the Transfiguration of Writing Education" **Scott McCown,** Duquesne University

"The Era of Dataism, Confusion and Loss of Communication" **Laura Trujillo Liñan**, Universidad Panamericana

ROOM LL SL11F



Video Reflections of Media Ecology

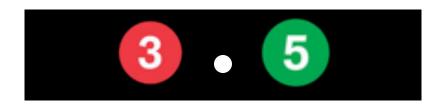
CHAIR: Michael Plugh, Manhattan College

"Ghostal Galaxies" (Documentary) **William Allen,** Florida Southern College

"Discarnate: McLuhan's Wake"

Gordon Pepper

BREAKOUT SESSIONS



15:00 - 16:15



Schools, Screens and Walls without Limit

CHAIR: Laura Trujillo Liñan, Universidad Panamericana

"Social Media in Brazilian Basic Education: Between Releasing and Prohibiting"

Ronaldo Barbosa, University of Campinas - Unicamp

"Media Ecologies of Creative Innovation - UNBOXED: Creativity in the UK"

Lora Markova, Loughborough University

"Applied McLuhan: Parenting and Monitoring Screentime" **Jaqueline McLeod Rogers,** University of Winnipeg

"A World without Walls and an Electronic Culture without Limit"

Jeffrey B. Meyers, Kwantlen Polytechnic University



Media, Politics and Multi-Media Projections

CHAIR: Phil Rose, Independent Researcher

"On the Uncertain Certain: Negotiating Deepfakes and Shallow Discourse in the Counterpoise of the Unthought" **Adeena Karasick,** Poet & Scholar

"The Tensions of Media - Marshall McLuhan, Politics and Power in Digital Environments" **Blair Miller,** York University

"How to Build the Millennium Falcon" **Read Mercer Schuchardt**, Wheaton College



Old Media in New Media Environments

CHAIR: Peter Fallon, Roosevelt University

"I Ain't Got No Body: A Comparison of the Material Collection and Subsequent Clouding of Popular Music as Media Ecologies"

Christopher James Dahlie, SUNY - Fredonia

"Narcissus Narcosis: Shopping with McLuhan & the Transformative Process of Modern Online Fashion Consumption"

Mark O'Connell, Seneca College

"Tolerance for Imperfect Systems Arrangments and Alternative Media Ecologies: Questionable Centrality of Interference in American Broadcasting" Harmeet Sawhney, Indiana University

"We're Still Here: Media Ecology and Amateur Radio Operators in the 21st Century"

Clinton Spaulding, Husson University

ROOM LL SL11E



AI, Social Media and the Law

CHAIR: Paul Soukup, Santa Clara University

"Transformations in the Media Ecology in Order to Face Application of the Communication Law in Ecuador" **Lorena Catherine Alvarez,** Universidad Técnica de Cotopaxi **Soledad Ruano López**, Universidad de Extremadura

"Who Owns an Idea? Copyright and the Media Ecology of AI" **Michael Grabowski,** Manhattan College

"Creating New Meanings for Art in the Metaverse: How Ownership of Digital Art Changes Everything" **Frederico Reis Pacheco,** UFF

"'Know Your Rights...' (Brought to You by YouTube)" **Julie Stone Peters**, Columbia University

ROOM LL SL11F



Challenges and Opportunities of the Social Media Revolution

CHAIR: Fernando Gutierrez, Tecnológico de Monterrey

"Care of the Selfie: Sharing and Shaping Identity in Social Media Images"

Adam Dean, Lincoln Memorial University

"Autopoiesis on Social Media: All Accounts are Fake Accounts"

Andrey Mir, York University

"Big Tech, Platformisation and Image: The Instagrammable Look"

Ana Roberta Vieira de Alcantara, University of São Paulo

"Inauthentic Behavior on Instagram: Commercial, Sociotechnical and Contextual Ecology"

Victor Vicente, University of São Paulo



MEDIA ECOLOGY ASSOCIATION BANQUET AND AWARDS CEREMONY 18:00 ~

The Media Ecology Association invites you to enjoy our annual Banquet and Awards Ceremony at the historic Players club, located at 16 Gramercy Park South, East 20th Street. <u>Dress code is business casual and is strictly enforced, including no sneakers, shorts ripped jeans or t-shirts.</u>

The Banquet will include dinner and drinks, the annual President's Address, delivered by MEA President Michael Plugh, and the celebration of our many award recipients.







9:00 - 10:00

SUNDAY BREAKFAST POETRY AND SONG

The Media Ecology Association welcomes you to a breakfast session featuring poetry and music from our community. What a way to start the day!



Adeena Karasick, Poet and Scholar Lance Strate, Fordham University Robert Albrecht, New Jersey City University

POPE AUDITORIUM



10:00 - 11:00

GENERAL BUSINESS MEETING

All convention attendees are invited and encouraged to join members of the MEA Board of Directors for our General Business Meeting. Organizations affairs, plans, and issues will be discussed and, as always, we hope you will participate. After all, our members help the community to thrive.



CONVENTION ADJOURNED



Media Ecology Association June 6-9, 2024 Daemen University, Amherst, NY

Cultivating Community: A Celebration of MEA's 25th Anniversary

THE MEDIA ECOLOGY ASSOCIATION (MEA) invites the submission of abstracts of papers and proposals for panels for presentation at its 25th Annual Convention which will be held from **June 6-9, 2024** at **Daemen University in Amherst, New York**. **The deadline for submission is February 1, 2024.**

In recognition of the Media Ecology's 25th anniversary and conference setting, the theme of the 2024 conference is community. The conference will take place on the Daemen University campus in Amherst, NY. Amherst is consistently ranked as one of the safest cities in America due to a community focus and investment in outlets for cultivating "relationally modern" young adults who are able to withstand and navigate intricacies of contemporary life in a digital landscape (Singer, 2014). The Daemen campus is just minutes from Buffalo colloquially referred to as The City of Good Neighbors - a moniker evidenced by citizen responses to public tragedy and remarkable weather events.

Media ecology has roots in, borrows from, and advances notions pertinent to the intersection of community, democracy, culture, and the nature of cities. Many principal figures in the tradition of media ecology scholarship have worked closely in these areas, from Mumford's attention to life in urban environments, to Carey's concerns about democratic participation, as well as Gumpert and Drucker's many talks and publications dealing with the intersection of said themes.

The annual meeting of the MEA provides an opportunity for our community of scholars, educators, professionals, artists, and practitioners to exchange experiences and ideas in a friendly environment. Participants at MEA conventions address a wide diversity of topics in our program. We encourage submissions that explore media ecological approaches from any number of different disciplines and fields of knowledge and social practice. We were interested in papers, thematic panels, roundtable discussion panels, creative projects, performance sessions, and other proposals of interest to media ecologists.

While we are open to explorations on any topic of interest to media ecologists, we also include a convention theme with the aim of generating further discussion and probes involving multiple perspectives. Submissions do not have to address the theme, but are invited to do so.

For more information, please visit our website at www.media-ecology.org

Call for Submissions to Explorations in Media Ecology

All articles submitted should be original work and must not be under consideration by other publications.

Explorations in Media Ecology, the journal of the Media Ecology Association, accepts submissions that extend our understanding of media (defined in the broadest possible terms), that apply media ecological approaches, and/or that advance media ecology as a field of inquiry.

As an interdisciplinary and multidisciplinary publication, EME welcomes contributions embracing diverse theoretical, philosophical, and methodological approaches to the study of media and processes of mediation through language, symbols, codes, meaning, and processes of signification, abstracting, and perception; art, music, literature, aesthetics, and poetics; form, pattern, and method; materials, energy, information, technology, and technique; mind, thought, emotion, consciousness, identity, and behavior; groups, organizations, affiliations, communities; politics, economics, religion, science, education, business, and the professions; societies and cultures; history and the future; contexts, situations, systems, and environments; evolution, and ecology; the human person, human affairs, and the human condition; etc.

EME publishes peer-reviewed scholarly articles, essays, research reports, commentaries, and critical examinations, and includes several special features. Our Pedagogy Section focuses on teaching strategies and resources, pedagogical concerns, and issues relating to media ecology education; we are particularly interested in articles that share great ideas for teaching (GIFTs) media ecology in the classroom. The Probes Section features short items that are exploratory or provocative in nature. Creative writing on media ecological themes can be found in our Poetry Section. Questions and matters of concern to media ecology scholars are taken up in our Forum Section. And our Review Section includes individual book reviews and review essays.

EME is a refereed journal. Strict anonymity is accorded to both authors and referees. References and citations should follow the Harvard Referencing system, and the journal otherwise follows standard British English for spelling and punctuation.

Submissions can be uploaded online at https://callisto.newgen.co/intellect/index.php/EME/submissions>

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CALL FOR PAPERS

THE FIRST MEDIA ECOLOGY ASSOCIATION STUDENT SYMPOSIUM

ONLINE - SATURDAY, FEBRUARY 3RD, 2024

The **Media Ecology Association** is proud to announce our first student symposium, scheduled for **Saturday**, **February 3rd**, **2024**, **exclusively conducted online**. This symposium is aimed at offering students of all levels an opportunity to present their media ecology scholarship as the centerpiece of an official organizational event. The symposium will feature panels of student work throughout the day, conducted via Zoom, and each panel will be assigned a respondent from the MEA Executive Board for constructive feedback aimed at celebrating and advancing scholarship in our field.

Participation is limited to undergraduate, graduate, and postgraduate students, officially enrolled at institutions of higher learning. Attendance is open to the general public. Registration is free to all MEA members. Non-Members will be able to register for a fee of \$10.

GUIDELINES FOR SUBMISSION

Please submit paper and panel proposals, in English, by **October 31, 2023** to **MEAStudentSymposium2024@gmail.com**. A maximum of two submissions per author will be accepted. Authors who wish their papers to be considered for the Top Paper award must indicate this on their submission(s).

Submission Guidelines for paper and panel proposals:

Include title(s), abstract(s) (maximum 250 words), and contact information for each participant. Outline, as relevant, how your paper or panel will fit with the convention theme. Authors with papers submitted as part of a panel proposal or as a paper proposal that wish to be considered for Top Paper must send the completed paper to the convention planner by December 1, 2023.

Submission guidelines for manuscripts eligible for MEA award submissions:

Manuscripts should be 4,000–6,000 words (approximately 15 to 25 double-spaced pages) Include a cover page with your institutional affiliation and other contact information. Include an abstract (maximum 150 words).

Please visit media-ecology.org for more information about the Media Ecology Association, our annual convention, and our publication profile.

PAST MEA AWARD RECIPIENTS

The Marshall McLuhan Award for Outstanding Book in the Field of Media Ecology

2022 - Craig Robertson for The Filing Cabinet: A Vertical History of Information

- **B.W. Powe** and **Marshall Soules** for The Charge in the Global Membrane

- **Tiffany Shlain** for 24/6: The Power of Unplugging One Day a Week

- **Mark A. McCutcheon** for The Medium is the Monster: Canadian Adaptations of Frankenstein and the Discourse of Technology

- **Lance Strate** for Media Ecology: An Approach to Understanding the Human Condition

- **Tim Wu** for The Attention Merchants: The Epic Scramble to Get Inside Our Heads

- **Elena Lamberti** for McLuhan's Mosaic: Probing the Literary Origins of Media Studies

- **Fred Turner** for The Democratic Surround: Multimedia and American Liberalism from World War II to the Psychedelic Sixties

- **Ellen Rose** for Oral Tradition and the Internet: Pathways of the Mind

- **John Miles Foley** for On Reflection: An Essay on Technology, Education, and the Status of Thought in the Twenty-First Century

- **Barbie Zelizer** for About to Die: How News Images Move the Public

- **Sheila Nayar** for Cinematically Speaking: The Orality-Literacy Paradigm for Visual Narrative

- **Viktor Mayer-Schönberger** for Delete: The Virtue of Forgetting in the Digital Age

- **Rick Williams** and **Julianne Newton** for Visual Communication: Integrating Media, Art, and Science

- **Richard Barbrook** for Imaginary Futures: From Thinking Machines to the Global Village

- **Peter K. Fallon** for Printing, Literacy, and Education in Eighteenth Century Ireland: Why the Irish Speak English

 - **Thomas de Zengotita** for Mediated: How the Media Shapes Your World and the Way You Live in It

- **Donald N. Wood** for The Unraveling of the West: The Rise of Postmodernism and the Decline of Democracy

- **Francis Fukuyama** for Our Posthuman Future: Consequences of the Biotechnology Revolution

- **Frederick Wasser** for Veni, Vidi, Video: The Hollywood Empire and the VCR

2002 - Douglas Rushkoff for Coercion: Why We Listen to What "They" Say

- **Thomas J. Farrell** for Walter Ong's Contributions to Cultural Studies: The Phenomenology of the Word and I-Thou Communication

- **Neil Postman** for Building a Bridge to the Eighteenth Century: How the Past Can Improve Our Future

The Erving Goffman Award for Outstanding Scholarship in the Ecology of Social Interaction

2022 - Kate Eichorn for The End of Forgetting: Growing Up with Social Media

 - **Larry Busbea** for The Responsive Environment: Design, Aesthetics, and the Human in the 1970s; and Deborah Eicher-Catt for Recovering the Voice in Our Techno-Social World

- **Mark Kingwell** for Wish I Were Here: Boredom and the Interface

- **Laura Tropp** for Grandparents in a Digital Age: The Third Act

- **Jessica Fishman** for Death Makes the News: How the Media Censor and Display the Dead

- **Gary T. Marx** for Windows Into the Soul: Surveillance and Society in an Age of High Technology

- **David J. Alworth** for Site Reading: Fiction, Art. Social Form

- **danah boyd** for It's Complicated: The Social Lives of Networked Teens

- **Susan Barnes** for Social Networks: From Text to Video

2013 - **Valerie V. Peterson** for Sex, Ethics and Communication: A Humanist Approach to Conversations on Intimacy

- **Corey Anton** for Sources of Significance: Worldly Rejuvenation and Neo-Stoic Heroism

- **Richard S. Hallam** for Virtual Selves, Real Persons: A Dialogue Across Disciplines

- **Kenneth J. Gergen** for Relational Being: Beyond Self and Community

- **Rich Ling** for New Tech, New Times: How Mobile Communication is Reshaping Social Cohesion

- **Paul Mason Fotsch** for Watching the Traffic Go By: Transportation and Isolation in Urban America

- **Richard A. Lanham** for The Economics of Attention: Style and Substance in the Age of Information

- **David Berreby** for Us and Them: Understanding Your Tribal Mind

- **Aaron Ben Ze'ev** for Love Online: Emotions on the Internet

2004 - **Corey Anton** for Selfhood and Authenticity

The Susanne K. Langer Award for Outstanding Scholarship in the Ecology of Symbolic Form

2022 - Corey Anton for How Non-Being Haunts Being: On Possibilities, Morality, and Death

- **Robert Albrecht** and **Carmine Tabone** for The Arts and Play as Educational Media in the Digital Age

- **Yoni Van Den Eede** for The Beauty of Detours: A Batesonian Philosophy of Technology

- **Eviatar Zerubavel** for Taken for Granted: The Remarkable Power of the Unremarkable

- **Robert Hariman** and **John Louis Lucaites** for The Public Image: Photography and Civic Spectatorship

2017 - Katherine Biers for Virtual Modernism: Writing and Technology in the Progressive Era 2016 - Jeff Scheible for Digital Shift: The Cultural Logic of Punctuation

- **Michael Serazio** for Your Ad Here: The Cool Sell of Guerrilla Marketing

- **Brian Lennon** for In Babel's Shadow: Multilingual Literatures, Monolingual States

2013 - David Bellos for Is that a Fish in Your Ear?: Translation and the Meaning of Everything 2012 - Whitney Davis for A General Theory of

- **Linda G. Elson** for Paradox Lost: A cross-Contextual Definition of Levels of Abstraction

 - **Michael Wurtz** for Enduring Words: Literary Narrative in a Chnaging Media Ecology

Visual Culture

- **Karin Barber** for The Anthropology of Texts, Persons and Publics: Oral and Written Culture in Africa and Beyond

2008 - Robert Hariman and John Louis Lucaites for No Caption Needed: Iconic Photographs, Public Culture, and Liberal Democracy

- **Martin H. Levinson** for Sensible Thinking for Turbulent Times

- **Guy Deutscher** for The Unfolding of Language: An Evolutionary Tour of Mankind's Greatest Invention

- **Heike Wiese** for Numbers, Language, and the Human Mind

- **Susan Sontag** for Regarding the Pain of Others

- **N. Katherine Hayles** for Writing Machines

- **Kevin G. Barnhurst** and **John Nerone** for The Form of News: A History

- **Raymond Gozzi, Jr**. for The Power of Metaphor in the Age of Electronic Media

- **Robert K. Logan** for The Sixth Language: Learning a Living in the Internet Age

The Dorothy Lee Award for Outstanding Scholarship in the Ecology of Culture

2022 - **Alissa V. Richardson** for Bearing Witness While Black: African-Americans, Smartphones, and the New Protest #Journalism

2021 - Daniel Belgrad for The Culture of Feedback: Ecological Thinking in 70s America 2020 - Maggie Jackson for Distracted: Reclaiming Our Focus in a World of Lost Attention

2019 - **Shannon Mattern** for Code and Clay, Data and Dirt: Five Thousand Years of Urban Media

2018 - **Tom Mole** for What the Victorians Made of Romanticism: Material Artifacts, Cultural Practices and Reception History

2017 - **Alex Marland** for Brand Command: Canadian Politics and Democracy in the Age of Message Control

2016 - **Caroline Levine** for Forms: Whole, Rhythm, Hierarchy, Network

2015 - **Dariusz Jemielniak** for Common Knowledge?: An Ethnography of Wikipedia

2014 - **Kate Marshall** for Corridor: Media Architectures in American Fiction

2013 - **Peter Lunefeld** for The Secret War Between Downloading and Uploading: Tales of the Computer as a Culture Machine

2012 - **Sara van den Berg** and **Thomas M. Walsh** for Language, Culture, and Identity: The Legacy of Walter J. Ong

2011 - **Lisa Brooks** for The Common Pot: The Recovery of Native Space in the Northeast

2010 - **Diego Gambetta** for Codes of the Underworld: How Criminals Communicate

2009 - **Tom Boellstorff** for Coming of Age in Second Life: An Anthropologist Explores the Virtually Human

2008 - **Paul Rutherford** for A World Made Sexy: Freud to Madonna

2007 - **David MacDougall** for The Corporeal Image: Film, Ethnography, and the Senses

2006 - **Charlton D. McIlwain** for When Death Goes Pop: Death, Media and the Remaking of Community

2005 - **Robert Albrecht** for Mediating the Muse: A Communications Approach to Music, Media and Cultural Change

2004 - **Thomas L. Friedman** for Longitudes and Attitudes: Exploring the World After September 11

2003 - Nancy A. Walker for Shaping Our Mothers' World: American Women's Magazines 2002 - Susan B. Barnes for Online Connections: Internet Interpersonal Relationships and Stuart Biegel for Beyond Our Control? Confronting the Limits of Our Legal System in the Age of Cyberspace

The Lewis Mumford Award for Outstanding Scholarship in the Ecology of Technics

2022 - **Paolo Galluzzi** for The Italian renaissance of Machines

2021 - **Jaqueline McLeod Rogers** for McLuhan's Techno-Sensorium City: Coming to Our Senses in a Programmed Environment

2020 - **Clifford G. Christians** for Media Ethics and Global Justice in the Digital Age

2019 - **Antoine Bousquet** for The Eye of War: Military Perception from the Telescope to the Drone

2018 - **Thomas S. Mullaney** for The Chinese Typewriter: A History

2017 - **Wendy Hui Kyong Chun** for Updating to Remain the Same: Habitual New Media

2016 - **Karen Rade**r and **Victoria Cain** for Life on Display: Revolutionizing U.S. Museums of Science and Natural History in the Twentieth Century

2015 - **Brenton Malin** for Feeling Mediated: A History of Media Technology and Emotion in America

2014 - **Brett Robinson** for Appletopia: Media Technology and the Religious Imagination of Steve Jobs

2013 - **Janet Sternberg** for Misbehavior in Cyber Places: The Regulation of Online Conduct in Virtual Communities on the Internet

2012 - **Braden R. Allenby** and **Daniel Sarewitz** for The Techno-Human Condition

2011 - **Marco Adria** for Technology and Nationalism

2010 - **Peter K. Fallon** for The Metaphysics of Media: Towards an End of Postmodern Cynicism and the Construction of a Virtuous Reality

2009 - **Yvonne Spielmann** for Video: The Reflexive Medium

2008 - **Steve Dixon** for* Digital Performance: A History of New Media in Theater, Dance, Performance Art, and Installation*

2007 - **Timothy C. Campbell** for Wireless Writing in the Age of Marconi & to Fred Turner for From Counterculture to Cyberculture: Stewart Brand, the Whole Earth Network, and the Rise of Digital Utopianism

2006 - **Casey Man Kong Lum** for Perspectives on Culture, Technology and Communication: The Media Ecology Tradition

2005 - **Margaret Cassidy** for Bookends: The Changing Media Environment of American Classrooms

2004 - **Scott Eastham** for Biotech Time-Bomb: How Genetic Engineering Could Irreversably Change Our World

2003 - **Emily Thompson** for The Soundscape of Modernity: Architectural Acoustics and the Culture of Listening in America, 1900-1933

2002 - Jack Lule for Daily News, Eternal Stories: The Mythological Role of Journalism

2001 - Jay David Bolter and Richard Grusin for Remediation: Understanding New Media 2000 - Paul Levinson for Digital McLuhan: A Guide to the Information Millennium

The Harold A. Innis Award for Outstanding Thesis or Dissertation in the Field of Media Ecology

2022 - Andrew Jon Longcore for Camping out in the Uncanny Valley: Symbolic Inversion in Animated Sitcoms 2021 - Richard S. Lewis for Relating Through Our Selves: Situating Media Literacy with Intersubjective Mediation

2020 - **Julia M. Hildebrand** for Consumer Drones as Mobile Media: A Technographic Study of Seeing, Moving, and Being (with) Drones

2019 - **Melinda L. Farrington** for The Role for Rhetoric: Ong's Ramus Research as a Hermeneutic Opening for Mediated Communication

2018 - Julie A. Cramer Hunsberger for Maurice Merleau-Ponty, Marshall McLuhan and Communication Ethics: The Taming of Americanitis

2017 - David Benjamin Landes for The Attention Situation: A Rhetorical Theory of Attention for Mediated Communication

2016 - David James Paterno for Technology Translated: The Communicational Facilitation of Medium **2015 -** No Award This Year

2014 - **Helio César Hintze** for Espetáculos e Invisibilidades do Discurso Legitimador do Turismo [Spectacles and Invisibilities of Legitimizing Discourse of Tourism]

2013 - Yoni Van Den Eede for Amor Technologiae: Marshall McLuhan as a Philosopher of Technology: Steps Toward a Philosophy of Human-Media Relationships

2012 - Macello Santos de Medeiros for O Lugar Na Comunicação: Um Estudo Sobre a Comunicação Locativa em Zonas Bluetooth

2011 - Joseph A. Kim for Marshall McLuhan's Theological Anthropology

2010 - **Mogens Olesen** for Survival of the Mediated: Speech, The Printing Press, and the Internet as Selection Mechanisms in Cultural Evolution

2009 - **Catherine Alison Adams** for PowerPoint and the Pedagogy of Digital Media Technology

2008 - **Stephanie Bennett** for The Disappearance of Silence: A Dialectical Exploration of the Interpersonal Implications of Personal Mobile Media as Viewed through the Lens of Jacques Ellul's La Technique

2007 - Adriana Braga for Feminilidade Mediada por Computador: Interação Social no Circuito-Blogue [Computer-Mediated Femininity: Social Interaction on the Blog Circuit]

2006 - Susan Jacobson for Scrapbook of the Chinese Cultural Revolution: Hypertext and the Representation of History

2005 - **Mary Ann Allison** for Gecyberschaft: A Theoretical Model for the Analysis of Emerging Electronic Communities

2004 - Brian Cogan for Wired Worlds: An Analysis of Newspaper Coverage of the Personal Computer and the Internet

2003 - Keith Hampton for Living the Wired Life in the Wired Suburb: Netville, Glocalization and Civil Society
 2002 - Janet Sternberg for Misbehavior in Cyber Places: The Regulation of Online Conduct in Virtual Communities on the Internet

2001 - Lori Ramos for Self-Initiated Writing Practices and Conceptions of Writing Among Young Urban Adolescents

2000 - Donna Flayhan for Marxism, Medium Theory, and American Cultural Studies: The Question of Determination

The Mary Shelley Award for **Outstanding Fictional Work**

2021 - William Jefferson (author) and Sue Zizza (director) for Presence: The Play (audio adaptation)

2021 - Ted Chiang for Exhalation

2020 - Bill Bly for We Descend, Volume Two, New Selected Writings from Archives Pertaining to Egderus Scriptuor

2019 - Malka Older for Infomocracy

2018 - No Award This Year

2017 - Natasha Stagg for Surveys: A Novel

2016 - Ernest Cline for Ready Player One

2015 - David Eggers for The Circle

2014 - No Award This Year

2013 - Robin Sloan for Mr. Penumbra's 24-Hour Bookstore

2012 - Shumeet Baluja for The Silicon Jungle & **Robert K. Blechman** for Executive Severance

2011 - Chuck Wachtel for 3/03

2010 - Steve Tomasula for TOC: A New Media

2009 - **Geraldine Brooks** for People of the Book

2008 - Jean-Claude Carrière for Please, Mr. **Finstein**

2007 - Janna Levin for A Madman Dreams of **Turing Machines**

2006 - Rick Moody for The Diviners

2005 - John G. McDaid for "Keyboard Practice, Consisting of an Aria with Diverse Variations for the Harpsichord with Two Manuals"

2004 - William Gibson for Pattern Recognition 2003 - Paul Levinson for The Consciousness Plague

The Louis Forsdale Award for **Outstanding Educator in the Field** of Media Ecology

2022 - Adriana Braga

2021 - Ellen Rose

2020 - Peter Costello

2019 - Thomas Gencarelli

2018 - Dennis Cali

2017 - Stephanie Gibson

2016 - Valerie V. Peterson

2015 - Fernando Gutierrez

2014 - Casey Lum

2013 - Clifford Christians

2012 - Janet Sternberg

2011 - Alex Kuskis

2010 - Salvatore J. Fallica

2009 - Bruce E. Gronbeck

2008 - Lee Thayer

2007 - Octavio Islas

2006 - Terence P. Moran

2005 - Frank E. X. Dance

2004 - Gary Gumpert

2003 - James W. Carey 2002 - Edmund Carpenter

2001 - Joshua Meyrowitz

2000 - Christine L. Nystrom

The John Culkin Award for **Outstanding Praxis in the Field of Media Ecology**

2021 - David Sington (director) for The First Alphabet: How Writing Changed the World (video documentary)

2021 - John McDaid for Trails of Mars (audio recording)

2020 - Thom Gencarelli for Mistral (audio recording featuring musical composition and performance by bluerace)

2019 - Julia Hildebrand and Barry Vacker, creators/curators, for "Hot and Cool in the Media(s)cene: A McLuhan Style Art and Theory Project"

2018 - Ergin Safak Dikman for New Media Ecology: An Interactive Timeline for Mapping the Communication Environment

2017 - Lawrence Azerrad, Tim Daly and David Pescovitz for Voyager Golden Record: 40th Anniversary Edition

2016 - Eugene Marlow for

"Zikkaron/Kristallnacht: A Family Story"

2015 - Alex Kuskis

2014 - David Cayley

2013 - Laureano Ralon for the Figure/Ground

2012 - Robert Albrecht for Song of the Poet (musical composition on CD)

2011 - Nora Bateson for An Ecology of Mind (documentary film)

2010 - Barry Vacker for Space Times Square (video)

2009 - Peter C. Rollins for The Benjamin Lee Whorf Legacy (CD-ROM)

2008 - Eric Goodman for Thus Spoke the Spectacle (videos and website)

2007 - Michael Wesch for The Machine is Us/ing Us (video on YouTube.com)

2006 - Deiren Masterson for McLuhan Way: In Search of Truth (video documentary)

2005 - Toni Urbano and NYU-TV Productions

for A Conversation with Neil Postman (video documentary)

2004 - John Bishop and Harald Prins for Oh, What a Blow That Phantom Gave Me!

(documentary film; DVD distributed by Media Generation)

2003 - Kevin McMahon for McLuhan's Wake (video documentary produced by Primitive Entertainment and the National Film Board of Canada)

2002 - William Bly and John McDaid for Media Ecology Unplugged (audio music recording, available on CD and as downloadable MP3 files at http://www.infomonger.com/meunplug/.

2001 - Douglas Rushkoff for The Merchants of Cool (television documentary produced for the PBS program Frontline, initially aired February 26, 2001)

2000 - Jerome Agel for The Medium Is the Massage (audio CD and book)

The Jacques Ellul Award for **Outstanding Media Ecology Activism**

2022 - Roberto Mangabeira Unger

2021 - Joshua Meyrowitz

2020 - Simi Linton

2019 - Andrew McLuhan for The McLuhan Institute

2018 - Pope Francis

2017 - Senator Bernie Sanders

2016 - Rosi Braidotti

2015 - Noam Chomsky

2014 - David Gill

2013 - Aaron Swartz

2012 - Scott Harrison and charity: water

2011 - Lisa Prins

2010 - Eric Goodman and Mike Stevens

2009 - Mark Lipton

2008 - Margot Hardenbergh

2007 - Donna Flayhan

2006 - Andrew Rasiej

2005 - Jerry Brown

2004 - The Reverend Everett C. Parker

2003 - Ronald J. Deibert

2002 - Parry Aftab

2001 - Dennis Gallagher

2000 - Stephanie B. Gibson

The Walter J. Ong Award for Career **Achievement in Scholarship**

2022 - Paul Soukup

2021 - David R. Olson

2020 - Maryanne Wolf

2019 - Werner Kelber

2018 - Susan Drucker

2017 - Paul Heyer

2016 - Luciano Floridi

2015 - Johanna Drucker

2014 - René Girard

2013 - Lance Strate

2012 - Sherry Turkle

2011 - Robert K. Logan

2010 - Don Ihde

2009 - John Miles Foley

2008 - Joshua Meyrowitz

2007 - Jay David Bolter

2006 - Elizabeth L. Eisenstein 2005 - James W. Carey

2004 - Denise Schmandt-Besserat

The MEA Convention Top Paper Award

2022 - Mindaugas Briedis and Mariano

Navarro for Enactive Approach to Social Interactions in Artistic Media Ecologies: D. Rivera's Case

2021 - **Fred Cheyunski** for "Dealing with Dystopia: Freire's Gnostic Cycle and Media Ecology in a Post Pandemic World" and Frank Sligo for "Dystopic Pasts: Technological Adaptation in Literacy Transitions Among 19th Century New Zealand Māori"

2020 - **Barry Liss** for "The Zossima Principle as an Axiomatic Ideal for Media Ecology Praxis"

2019 - **Bernadette Bowen** for "The Role of Sassy Socialist Memes in Leftbook"

2018 - **Barry Liss** for "Hot Media, Technological Transformation and the Plague of Dark Emotions: Viktor Frankl and the Recovery of Meaning"

2017 - **Dennis Cali** for "Sacramental View of McLuhan, Ong, and Carey"

2016 - **Paul Soukup** for "Everyone's Searching for a Savior: Film, Television, Theology, and Media Ecology"

2015 - Heather Crandall and Carolyn Cunningham for "Media Ecology and Hashtag Activism"

2014 - **Kevin Healey** for "Coercion, Consent, and the Struggle for Social Media"

2013 - **Brett Lunceford** for "Telepresence and the Ethics of Digital Cheating"

2012 - **Eric Jenkins** for "Updating Narcissus, the Ur-Myth of Media, for the Digital Age"

2011 - Eric Jenkins for "Another Punctum"

2010 - Claudia Springer for "Watch the Birdie: Image-Making and Wildlife Conservation"

2009 - **Matthew A. Killmeier** for "Invasion of the Body Snatchers: Disembodiment, Media, and Innis and Carey"

2008 - **Stephanie Bennett** for "The City's Curse; The Church's Plight: Technology, Communication and the Sacred"

2007 - **Anne Pym** for "Orality, Secondary Orality, and the Presence of the Word"

2006 - Davis Foulger for "Medium as an Ecology of Genres: Integrating Media Theory and Genre Theory" and Peter A. Maresco and Cheryl A. Casey for "Stories in Stone, Stories on Screen: An Examination of Increased Personalization of Cemetery Memorials"

2005 - **Ellen Rose** for "The Wiring of Bhutan: A Test Case for Media Ecology in the Non-Western World"

2004 - Kip Redick for "Theme Parks as Sacred Places and Commercial Sanctuaries"

2003 - **Arthur W. Hunt**, III for "The Image Versus the Word: Old Story, New Twist: A Lament from a Christian Media Ecologist"

The James W. Carey Award for Outstanding Media Ecology Journalism

2022 - Patricia Campos Mello

2021 - Kara Swisher

2020 - Ken Auletta

2019 - Mathew Ingram

2018 - Dan Kennedy

2017 - Kevin Kelly

2016 - Luca De Biase

2015 - Thomas Friedman

2014 - Megan Garber of The Atlantic

2013 - David Pogue

2012 - David Carr

2011 - David Hendy

2010 - Eugene Marlow

2009 - Thomas de Zengotita

2008 - Marvin Kitman

2007 - Philip Marchand

The Christine L. Nystrom Award for Career Achievement in Service to the Field of Media Ecology

2022 - Margaret Cassidy

2021 - Stephanie Gibson

2020 - Martin H. Levinson

2019 - Fernando Gutiérrez Cortés

2018 - Sara van den Berg

2017 - Paul Soukup

2016 - Paul Grosswiler

2015 - Janet Sternberg

2014 - James Morrison

2013 - Thomas Gencarelli

2012 - Terence P. Moran

2011 - Robert Barry Francos

The Edmund S. Carpenter Award for Career Achievement in Editing in the Field of Media Ecology

2022 - Fernando Gutierrez & Octavio Islas

2021 - Corey Anton

2020 - Judith Yaross Lee

2019 - Phil Rose

2018 - Paul Grosswiler

2017 - Edward Tywoniak

2016 - Carlos Scolari

2015 - Susan Drucker

2014 - Eric McLuhan

2013 - Gary Gumpert

2012 - Thomas J. Farrell and Paul A. Soukup

The Linda Elson Scholar Award for the Top Student Paper at the MEA Convention

2022 - **Desislava Stoeva** for "I am Big. It's the Pictures that Got Small": A Look at Sunset Boulevard through Marshall McLuhan's Theory of Hot and Cool Media and Personalities

2021 - Jadna Rodrigues Barbosa for "Godllywood: A Digital Pedagogy for the Evangelical Woman"

2020 - **Steven Hicks** for "Solace in Sound: Glenn Gould's Electronic Solitude"

2019 - **Austin Hestdalen** for "Understanding the Medium of Exchange"

2018 - **Matt Lindia** for "Colon. Hyphen. Closed Parenthesis. Formal Causes of Figure and Ground in Punctuation"

2017 - **Joni McBeth Turville** for "If Email Could Speak, What Would It Say? Interviewing Objects in a Digital World"

2016 - **Bryan Picciotta** for "From the Ground to the Clouds: Minimalist and Maximalist Footwear in the Sport of Running"

2015 - **Kate Drazner** Hoyt for "The Visual Effect of the Hashtag"

2014 - **Mike Plugh** for "The Global Village: Globalization and Media Ecology"

2013 - **Helma Sawatzky** for "Reconfigurations: Unfolding the Spaces of Mobile Listening"

2012 - **Angela M. Cirucci** for "First Person Paparazzi: Why Social Media Should Be Studied More Like Video Games"

2011 - **Helma Sawatsky** for "Anemone Theory: An Exploration of Digital Media as Phenomena"

2010 - **J. N. Beckham** for "Food and Drink: Engaging the Logics of New Mediation"

2009 - Jason Kalin for "Toward a Rhetoric of Hybrid-Space Walking"

2008 - **Phil Rose** for "René Girard as Media Ecologist"

2007 - Xiaoyan Xiang for "Walling-In and Walling Out"

2006 - **David Parisi** for "Fingerbombing or Touching Is Good': The Cultural Construction of Technologized Touch"

2005 - Cuthbert Alexander for "Community Journalism: Hope for a Society Without Heroes" and Michael T. Zimmer for "Media Ecology and Value Sensitive Design: A Combined Approach to Understanding the Biases of Media Technology"

2004 - **Megan Rogers** for "Taoism, Media Ecology, and the Reason the West Just Can't 'Dig it'"

2003 - **Lisa Hanson** for "PRO-ANA, a Culture Remediated in Cyberspace"

Call for Nominations for the 2024 MEA Awards

The MEA Book Awards include:

- The Marshall McLuhan Award for Outstanding Book in the Field of Media Ecology (books on any topic related to media ecology)
- The Erving Goffman Award for Outstanding Scholarship in the Ecology of Social Interaction (books that focus on social situations, symbolic interaction, both face-to-face and mediated interpersonal communication, nonverbal communication, social space, temporal rhythms, rules of engagement, performance of roles, and the presentation of self in everyday life)
- The Susanne K. Langer Award for Outstanding Scholarship in the Ecology of Symbolic Form (books that focus on the ecology of language, semantics, semiotics, codes, symbol systems, aesthetic form, etc.)
- The Dorothy Lee Award for Outstanding Scholarship in the Ecology of Culture (books that focus on the ethnographic or intercultural analysis of communication, perception, cognition, consciousness, media, technology; material culture, and/or the natural environment)
- The Lewis Mumford Award for Outstanding Scholarship in the Ecology of Technics (books that focus on the history and/or philosophy of technology or science; studies of specific technologies, techniques, or media, and/or their social, cultural, and psychological effects; analysis and criticism of the technological/information society)

All entries will be automatically considered for the McLuhan, Goffman, Langer, Lee, and Mumford Awards. Open to books published in 2020 or later. Entry requirements: Letter of nomination or self-nomination and two copies for initial screenings; finalists will be instructed to send three copies directly to the judges.

The Walter Benjamin Award for Outstanding Article in the Field of Media Ecology

Open to articles, essays, reviews, and book chapters published in 2020 or later on any topic related to media ecology. Entry requirements: Letter of nomination or self-nomination and four copies (or shareable file).

The Harold A. Innis Award for Outstanding Thesis or Dissertation in the Field of Media Ecology

Open to any Master's thesis or doctoral dissertation completed for a degree granted in 2020 or later on any topic related to media ecology. Entry requirements: Letter of nomination or self-nomination and four copies (or shareable file).

The Mary Shelley Award for Outstanding Fictional Work

Open to novels, short stories, hypertexts, plays, scripts, comics, audio recordings, motion pictures, videos, and other narrative forms, published or released in 2020 or later, that include media ecology themes, concepts, or insights. Entry requirements: Letter of nomination or self-nomination and two copies .

The John Culkin Award for Outstanding Praxis in the Field of Media Ecology

Open to works of art, media production, professional activity or other practical applications of the media ecology approach. Entry requirements: Letter of nomination or self-nomination and supporting materials.

The Louis Forsdale Award for Outstanding Educator in the Field of Media Ecology

Open to any instructor on any educational level. Entry requirements: Letter of nomination or self-nomination and supporting materials.

The Jacques Ellul Award for Outstanding Media Ecology Activism

Open to any individual engaged in political activism whose work is informed by the media ecology perspective. Entry requirements: Letter of nomination or self-nomination and supporting materials.

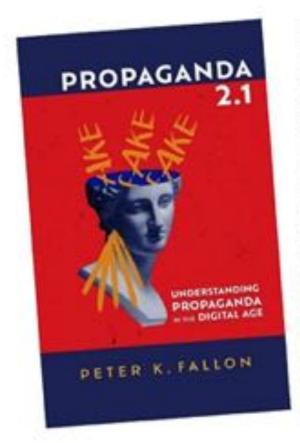
The James W. Carey Award for Outstanding Journalism

Open to any individual engaged in journalism whose work is informed by the media ecology perspective. Entry requirements: Letter of nomination or self-nomination and supporting materials.

Send all entries by November 1, 2023 to Lance Strate, Department of Communication and Media Studies, Fordham University, 441 E. Fordham Road, Bronx, NY 10458, USA, or via email to <strate@fordham.edu>.

• • •

Special Offer for MEA 2023 Participants!



Since the US presidential election of 2016 the words propaganda and fake news have been prominent in American political and cultural discourse. Yet very few people can provide a coherent explanation of what they mean, precisely, when using them. On the two sides of the political spectrum ("red" and "blue"), each points out messages from the other side that they think are untrue—or that they simply don't like.

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But the first two decades of the twenty-first century have presented us with a new information environment, one of unregulated and seemingly uncontrollable information. Like the young boy in a popular folktale, we can now see—if only we can resist the pressures of social conformity—that both emperors, red and blue, strut proudly before us, naked.

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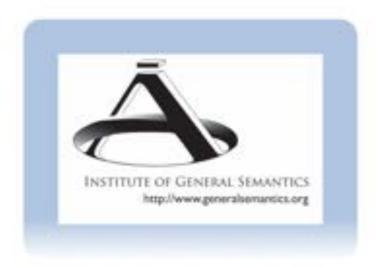
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We welcome papers and proposals that fit the symposium theme or that otherwise relate to the topics of general semantics, linguistics and semiotics, media ecology, communication and culture, science and the empirical method, epistemology and phenomenology, cybernetics and systems theory, technology and society, art and perception, cognition and consciousness, evolution and emergence, health and human potential, etc.

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Dr. Lera Boroditsky is Professor of Cognitive Science at the University of California San Diego. She previously served on the faculty at the Massachusetts Institute of Technology and at Stanford University, and as editor in chief of Prontiers in Cultural Psychology. Her research is on the relationships between mind, world and language (or how humans get so smart). Her TED talk on how language shapes thinking has been viewed more than 19 million times. Boroditsky has been named one of 25 visionaries changing the world by the Utne Reader, and is also a Searle Scholar, a McDonnell scholar, recipient of a National Science Foundation Career award and an American Psychological Association Distinguished Scientist lecturer. Dr. Boroditsky's lecture is entitled:

"LANGUAGE AND COGNITION"

Language allows a myriad ways to construe and describe everything from basic physical features of the world like colors and shapes to complex societal issues like crime or immigration. Professor Boroditsky will review the ways in which both the languages we speak, and the particular constructions we are exposed to within those languages, shape the ways we think. Linguistic frames create pathways for thinking, making some elements of an issue seem obvious while obscuring others. Her lecture will highlight some powerful ways that language shapes thinking, showing that sometimes a single word imbedded in a narrative can covertly shape the way we construe situations and reason about events.

SEND PAPERS, PROPOSALS, & INQUIRIES BY SEPTEMBER 157 TO LANCE STRATE VIA PRESIDENT@GENERALSEMANTICS.ORG

Call for Nominations for the Institute of General Semantics 2023 Prizes and Awards

The Sanford L. Berman Award

The Berman Award recognizes excellence in teaching general semantics. The award is open to educators on any level of formal schooling, as well as teachers participating in non-traditional settings. Entry requirements: A letter of nomination or self-nomination and supporting materials.

The Christine L. Nystrom Prize

The Nystrom Prize is awarded to a student currently enrolled in a masters or doctoral level graduate program for outstanding scholarship in the form of a paper on the topic of symbols and meaning. The winning entry will be published in the IGS journal, ETC: A Review of General Semantics, and receive a cash prize of \$500. Entry requirements: A letter from an advisor attesting to the student's current status, and a paper taking the form of a scholarly article (entries should be previously unpublished).

The S.I. Hayakawa Book Prize

The Hayakawa Book Prize is awarded to the most outstanding work published in the past five years on topics of direct relevance to the discipline of general semantics. The prize includes a cash award of \$1,000. Entry requirements: A letter of nomination or self-nomination and one copy of the book.

The IGS awards and prizes will be presented at our annual Alfred Korzybski

Memorial Lecture in New York City on October 27, 2023. Winners will be invited to
attend and participate in our symposium to follow on October 28-29, 2023).

Send inquiries and nominations to IGS President Lance Strate at president@generalsemantics.org

Deadline for nominations: July 15, 2023.



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About MEA

The Media Ecology Association (MEA) is a not-for-profit organization dedicated to promoting the study, research, criticism, and application of media ecology in educational, industry, political, civic, social, cultural, and artistic contexts, and the open exchange of ideas, information, and research among the Association's members. Following are the goals established for the MEA.

Goals of the MEA

- To promote, sustain, and recognize excellence in media ecology scholarship, research, criticism, application, and artistic practice
- To provide a network for fellowship, contacts, and professional opportunities
- To serve as a clearinghouse for information related to academic programs around the world in areas pertinent to the study of media ecology
- To promote community and cooperation among academic, private, and public entities mutually concerned with the understanding of media ecology
- To provide opportunities for professional growth and development
- To encourage interdisciplinary research and interaction
- To encourage reciprocal cooperation and research among institutions and organizations
- To provide a forum for student participation in an academic and professional environment
- To advocate for the development and implementation of media ecology education at all levels of curricula

Join MEA

Membership in the Media Ecology Association is open to anyone — scholars across all career stages and institutional locations, as well as nonacademics — interested in exploring the interactions between media, communications, and culture. Membership dues include an annual subscription to our print journal, Explorations in Media Ecology, published quarterly. Other benefits include:

- Access to a special Members Area where you will find a complete run of Explorations in Media Ecology back issues plus other forthcoming member-exclusive content.
- Subscription to our monthly email newsletter In Medias Res and the opportunity to have your achievements featured in it.
- Venues for showcasing your scholarly work, including our own annual convention, as well as featured panels at NCA, ECA, and ICA (at the reduced ICA-member registration rate).
- Discounted registration rate at our annual convention.
- Opportunities to contribute professional service and to help shape the direction of the media ecology.
- Participation in MEA elections and governance.
- Discounts on selected books and publications. curricula

Contact: www.media-ecology.org

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