

## **FRIDAY MORNING**

- 8:30           **Registration Opens**
- 9:00–9:30      **Introduction and Greetings**  
Janet Sternberg — New York University  
Terence P. Moran — New York University  
Lance Strate — Fordham University
- 9:30–10:45     Session 1 — Panel  
**Perspectives on Our Age**  
Moderator — Dennis Gallagher — Regis University/Denver City Council  
*The National Information Infrastructure  
and the Shape of the Script in the Next Millennium*  
Edmond Chibeau — Eastern Connecticut State University  
*The Form of News: U.S. Political History and the Media Environment*  
Kevin G. Barnhurst — University of Illinois–Chicago  
John C. Nerone — University of Illinois–Chicago  
*Beyond Linguistic Apocalypse: The Political Theory of Marshall McLuhan*  
David P. Parisi — University of Albany  
*Jurgen Habermas: Media Ecologist?*  
Paul Grosswiler — University of Maine
- 11:00–12:15    Session 2 — Panel  
**Communication and Urban Forms: From Mumford to Wired Cities**  
Moderator — Thomas F. Gencarelli — Montclair State University  
*Cities without Lines: Demassification in the Age of Ubiquity*  
James C. Morrison — Massachusetts Institute of Technology  
*Is the Wired City Really So SMART?*  
Gary Gumpert — Communication Landscapers  
Susan Drucker — Hofstra University  
*Taking Private Matters to Public Space*  
Jack Barwind — Syracuse University
- 12:30–1:00     **Featured Presentation**  
Moderator — Bill Petkanas — Western Connecticut State University  
*Gender and Media: A Report on Revising the Curriculum*  
Camille Paglia — University of the Arts
- 1:00–2:30      **Lunch**



## **FRIDAY AFTERNOON/EVENING**

- 2:30–3:45      Session 3 — Panel  
**Art and Technics**  
Moderator — George L. Back — Hofstra University  
*Internet Artwork, Artists and Computer Analysts:  
Sharing the Creative Process*  
Jean-Paul Fourmentraux — Université de Toulouse  
*Sense, Memory and Media*  
Scott Weiland — DigitalArtSource.com  
*VISCOM: A Message and a Medium*  
Robert M. Hall — Flagler College  
*Cinema: The New Cathedral of HollyWorld*  
Read Mercer Schuchardt — New York University
- 4:00–5:15      Session 4 — Roundtable Discussion  
**The Future of News**  
Moderator — Edward Wachtel — Fordham University  
Panelists  
James W. Carey — Columbia University  
Mark Dery — New York University  
Hal Himmelstein — Brooklyn College  
John Pavlik — Columbia University  
Jay Rosen — New York University  
Paul Thaler — Mercy College
- 5:30–6:00      **President's Address**  
Moderator — Janet Sternberg — New York University  
*The Flight of MinErvA's Owl*  
Lance Strate — Fordham University
- 6:00–6:30      **Presentation of the MEA Awards**  
Michael Grabowski — New York University  
Laura Tropp — Marymount Manhattan College
- 6:30–7:00      **Keynote Address**  
Moderator — Lance Strate — Fordham University  
*Morphing McLuhan: Medium Theory for a New Millennium*  
Joshua Meyrowitz — University of New Hampshire
- 7:30–9:00      **Reception**  
**Kimball Hall, 246 Greene Street, first floor lounge**  
(see map page 5)



## **SATURDAY MORNING**

8:30           **Registration Opens**

9:00–10:00   **Business Meeting**  
***All are welcome to attend***

Moderator — Casey Man Kong Lum, William Paterson University

10:00–11:15   Session 5 — Panel  
**Demeaning of Meaning**

Moderator — Neil Postman — New York University

*From Cry to Speech: The Paradigm Shift from Signalic  
to Symbolic Functions of Signs in Human Evolution*

Christine Nystrom — New York University

*The Extended Mind and the Origin of Language*

Robert K. Logan — University of Toronto

*Some Unexplored Relationships Between Biology and Media Ecology:  
Why We Crave the Visual in Technological Extensions of Communication*

Donna Flayhan — Goucher College

*Re-Writing Literacy: How Contemporary Media Influence  
Young Adult Interest in Reading and Writing*

Lori Ramos — William Paterson University

11:30–12:45   Session 6 — Panel  
**In the Human Grain**

Moderator — Salvatore J. Fallica — New York University

*Renaissance Authors: A Media Ecology Perspective*

David Linton — Marymount Manhattan College

*A Printer's Devil in the Age of Telegraphy:  
Samuel Clemens and the Nineteenth-Century Revolutions  
in Media Technology*

Richard Bucci — Mark Twain Project, University of California at Berkeley

*Using Anthropology to Rethink the Library  
or The Library as a Consumer Marketplace*

Neil Kleinman — University of Baltimore

*Using Media Ecology to Rethink History*

Stephanie B. Gibson — University of Baltimore

1:00–2:30   **Lunch**



## **SATURDAY AFTERNOON**

- 2:30–3:45      Session 7 — Panel  
**The Machine in the Garden**  
Moderator — Marie Lovrod — A World of Difference Institute  
*Peoples of the Word, the Book, and the Laptop:  
Communication Technologies and Religious Identity*  
Raymond R. Smith — Iona College  
*The Post-Materialist and the Real World*  
Hugh Curnutt — Georgetown University  
*Praxis and the Social/Technological Divide*  
Ken Yee Yip — State University of New York at Stony Brook  
*De/Constructing Linguistic Metaphysics: Nietzsche as Media Ecologist*  
Zhenbin Sun — Fairleigh Dickinson University
- 4:00–5:15      Session 8 — Panel  
**Understanding Media**  
Moderator — Jerry Komia Domatob — Southampton College  
*When the Medium Becomes the Message:  
"Reality" TV and What's Really Real*  
Tibor Baukal — Drew University  
Drew Giorgi — Independent Scholar  
*The Inflation of Cheerfulness: Some Cultural Effects of Advertising*  
Christina Kotchemidova — New York University  
*Paradoxes of Electric Media*  
Raymond Gozzi, Jr. — Ithaca College  
*The Interactions of Contextual and Abstract Media:  
A Foundation of Media and Mind Co-Evolution*  
Norman Steinhart — University of Toronto
- 5:30–6:45      Session 9 — Panel  
**Communication and Cyberspace**  
Moderator — Carol Wilder — New School University  
*Coming Back on the Whirlwind: The Student Use of Student Beings*  
Ralph J. Beliveau — University of Wisconsin Oshkosh  
*Psychotherapy on the Web: Old Wine in New Bottles?*  
Stephen Biggs — York University  
*Gathering the Scattered in Cyber-Sacredspace:  
The Internet, Spiritual Identity, and Religious Community*  
Cheryl Anne Casey — New York University  
*Cybercommunism and Cybersociety*  
Richard Barbrook — University of Westminster

# SATURDAY EVENING

7:00–7:30

## Featured Presentation

Moderator — Jennifer Warren — New York University

*Open Source Reality: Transcending Life in the Matrix*

Douglas Rushkoff — New York University

7:30–8:00

## Performance

Moderator — Jon McKenzie — New York University

*Media Ecology Unplugged*

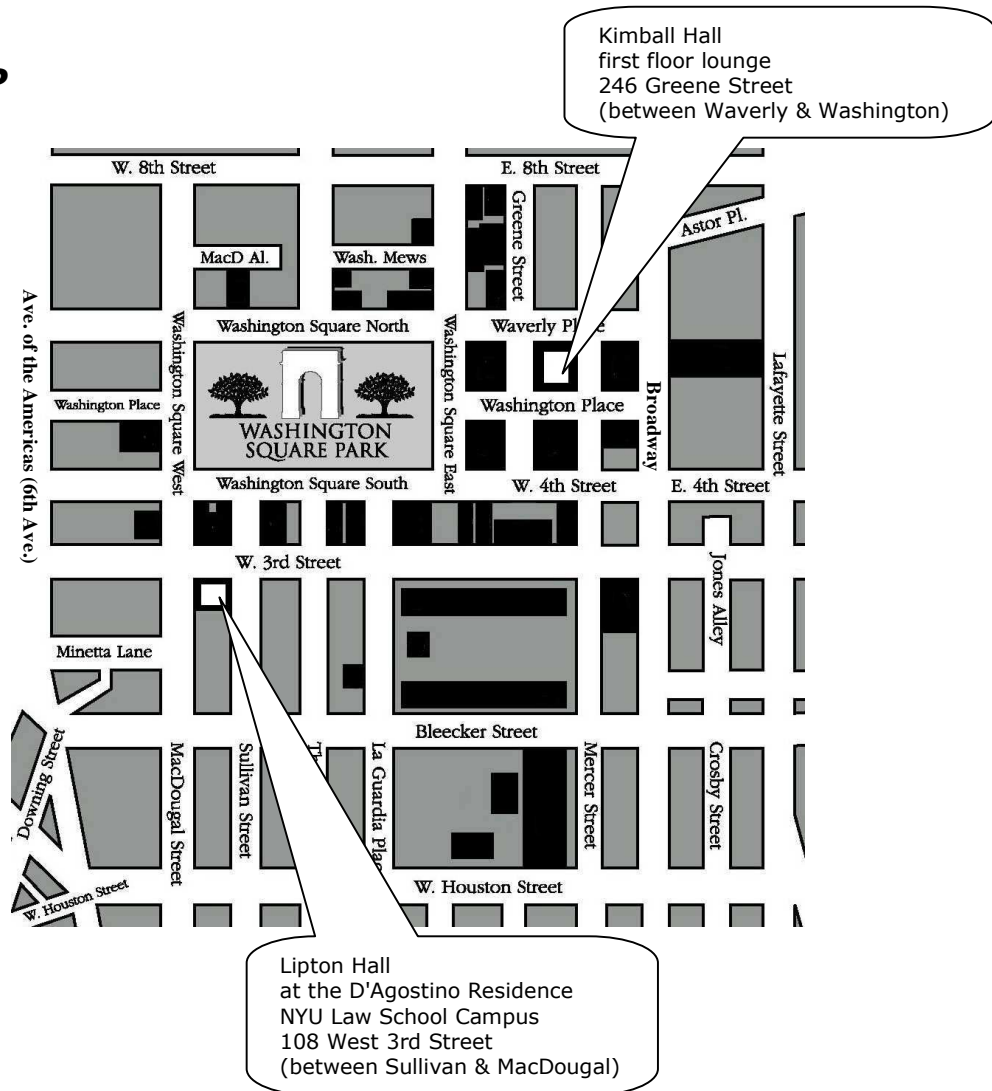
John McDaid — New York University

William Bly — Fordham University

8:00

## Convention Adjourns

# AREA MAP



# **Media Ecology Association**

<http://www.media-ecology.org>

## **BOARD OF DIRECTORS**

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Neil Postman — New York University  
Lance Strate — Fordham University

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Jay Bolter	Gary Gumpert	Camille Paglia
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Internet Strategist — Mary Ann Allison — New York University  
Listserv Owner — Stephanie B. Gibson — University of Baltimore  
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## **SECOND ANNUAL CONVENTION**

Coordinator — Janet Sternberg — New York University  
Associate Coordinator — Linda Burns — New York University  
Video Coordinator — Michael Grabowski — New York University  
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Presentation Support Coordinator — Liat Gilead — New York University  
Convention Organizing Committee:  
Cheryl Anne Casey — New York University  
Salvatore J. Fallica — New York University  
Thomas E. Harkins — New York University  
Christina Kotchemidova — New York University  
Jennifer Warren — New York University  
2001 *Proceedings* Editor — Donna Flayhan — Goucher College



## **ACKNOWLEDGMENTS**

We gratefully acknowledge the cooperation and assistance of staff from the office of Conferencing and Special Events at the School of Law, New York University, particularly Courtney Murphy, as well as Jason Evans and the staff of NYU's Campus Media Services.

A convention like this would not be possible without the help of many people contributing in numerous ways. In addition to the presenters and officers whose names appear on the preceding pages, we express our appreciation and thanks to the following individuals for their invaluable assistance in bringing you this event:

Trish Anderson — New York University  
Dolores Armstrong — New York University  
Pamela Baldwin — New York University  
Tatesha Clark — Brooklyn College  
Gregory D'Amico — New York University  
Michelle Harnish — New York University  
Susan Jacobson — Marymount Manhattan College  
Barbara Jo Lewis — Brooklyn College  
Ruth Liberman — New York University  
Saul Spicer — Brooklyn College  
Frank Spozanzo — New York University

## **UPCOMING EVENTS CO-SPONSORED BY MEA**

### **October 5-7, 2001 — NYSCA**

*The New York State Communication Association's Conference 2001  
2001: A State Odyssey  
The Mind of HAL/The Spirit of the Star Child  
Kutsher's Country Club, Kiamesha Lake, New York (near Monticello)*

Featured presenters include Deborah Borisoff, James Carey, Gary Gumpert, Dan Hahn, Paul Levinson, Robert Logan, Christine Nystrom, Neil Postman, Lance Strate, Donald Theall, Carol Wilder, and Frank Zingrone, among others. For information, contact MEA Treasurer —————▶ gencarellit@mail.montclair.edu

Thom Gencarelli  
Dept. of Broadcasting  
Montclair State University  
Upper Montclair, NJ 07043  
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### **November 1-4, 2001 — NCA — details at <http://www.natcom.org/Convention>**

*The Media Ecology Association Program  
at the 87th Annual Convention of the National Communication Association  
Marriott Marquis and the Hilton Hotel and Towers, Atlanta, Georgia*

As an affiliate organization of NCA, MEA will showcase its members' research in various sessions addressing theoretical, research and/or methodological issues in media ecology, the study of the roles of technology and technique, modes of information and codes of communication in human affairs. For information, contact MEA Vice President —————▶

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## 2ND ANNUAL Media Ecology Conference

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**Celeste Fisher**

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the members and officers of the  
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# Remediation

Understanding New Media

Jay David Bolter and Richard Grusin

Media critics remain captivated by the modernist myth of the new: they assume that digital technologies such as the World Wide Web, virtual reality, and computer graphics must divorce themselves from earlier media for a new set of aesthetic and cultural principles. In this richly illustrated study, Jay David Bolter and Richard Grusin offer a theory of mediation for our digital age that challenges this assumption. They argue that new visual media achieve their cultural significance precisely by paying homage to, rivaling, and refashioning such earlier media as perspective painting, photography, film, and television. They call this process of refashioning "remediation," and they note that earlier media have also refashioned one another: photography remediated painting,

Winner of the 2001  
Lewis Mumford Award  
for Outstanding  
Scholarship  
in the Ecology of  
Technics



The Media Ecology Association salutes the new Editor of *In Medias Res*, the official newsletter of the MEA:

## **RAYMOND GOZZI, JR.**

of the Television and Radio Department at Ithaca College. We also express our gratitude to Dean Thomas Bohn of the Roy H. Park School of Communication at Ithaca College for providing financial support for the newsletter.



The Media Ecology Association congratulates

## **DR. JANET STERNBERG**

on her successful oral defense of her doctoral dissertation on June 6, 2001, and gratefully acknowledges her dedication and hard work as the Coordinator of the 2001 Convention of the Media Ecology Association.

### **About the Program Design**

Directly below the words "Media Ecology Association" on the cover, and at the bottom of the inner pages of the Convention program, you will find boxes containing a series of dashes and dots. The dashes and dots are a message in Morse Code, spelling out the initials "MEA" (dash-dash-dot = M, dot = E, dot-dash = A). This design was selected in honor of the host institution of this year's MEA convention, New York University. Samuel F. B. Morse was appointed a professor of painting and sculpture at New York University in 1832, the year NYU was founded. Morse maintained a laboratory on the NYU campus, and not only invented the telegraph, but also conducted groundbreaking research in photography, in collaboration with NYU Professor of Chemistry John Draper.



*AD*

*HAMPTON  
PAGE ONE*

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***AD***

***HAMPTON  
PAGE TWO***

***must be facing odd page***



*AD*

*MERCY*

## ***THE MEA LISTSERV***

To subscribe to the Media Ecology Association's electronic mailing list (hosted by the University of Baltimore), send an email with blank subject to:  
<listserv@ube.ubalt.edu>

In the body of message, write:  
*subscribe mediaecology Your Name*

You should receive a subscription acknowledgment shortly thereafter from the University of Baltimore list processor, containing additional instructions.

Once you've subscribed to the MEA listserv following this procedure, you can send messages to the entire list by emailing:  
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To **unsubscribe** from the MEA listserv, send an email with blank subject **not to the list itself**, but to the same email address used to initiate the subscription:  
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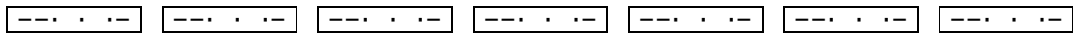
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*signoff mediaecology*

Problems or questions related to list subscriptions should be addressed to the list owner:  
Stephanie Gibson <sgibson@UBmail.ubalt.edu>

Archives of the MEA listserv are available on the Web at the following URL:  
<gopher://ube.ubalt.edu:70/11gopher\_root1%3A%5BMEDIAECOLOGY%5D>



# ***Second Annual Convention of the Media Ecology Association***



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***June 15–16, 2001***

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Thanks for *your* support! Stay tuned . . .

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