

## **MEA Honors Careers of Dance, Carey, Levinson; Best publications, convention papers, video**

*By Natalie Evans*

Each year the Association honors scholars whose work manifests high quality and an insightful understanding of Media Ecology. It recognizes both those whose careers serve as models for others and those whose publications capture the spirit of Media Ecology. Here, *In Medias Res* introduces some of the 2005 winners.

### **Careers**

**Frank E.X. Dance**, winner of the 2005 Louis Forsdale Award for Outstanding educator in the Field of Media Ecology, received the MEA award for his exceptional teaching abilities shown throughout a career spanning close to 56 years at the university level. When asked how he felt about winning the award Dance said, "It was gratifying, and I was moved by the nominating letter; it's always an honor to have one's work recognized by one's colleagues." Professor Dance's past and present research explores the significance of speech and language in connection with human beings and the differences that verbal communication makes.

In addition to being a family man, cook, and an aspiring banjo player, Dance currently serves as the John Evans Professor of Human Communication Studies at the University of Denver. Dance describes his past and current research as, "Involving various approaches to answering the question 'What difference does it make to the human condition that human beings speak?'" Dance's latest endeavor has him



engaged in human communication theory research investigating the impacts of digital communication and how technology affects and is affected by verbal language; he is also concerned with how to go about solving the problems presented by the use of digital technology as a means of communication, "I believe there are echoes of orality in the canyons of the digital divide."

Dance's work reflects his interest in the relationship between verbal language and the intricate workings of the brain, which comes to the issue of how spoken language theory can be addressed and seen in various institutions ranging further than the academic world. As past President of both the International Communication Association and National Communication Association, Professor Dance has published some exceptional works that tackle a variety of theories related to human communication during his extended academic career.

**James W. Carey**, winner of the Walter Ong Award for Career Achievement in Scholarship, received the MEA award for his scholarly career in its entirety. The Walter Ong Award was presented to Carey based on a career spanning decades; Carey has given many years to the pursuit of quality higher education through several positions held in the world of academia. Before occupying his position as holder of the CBS Chair of International Journalism at Columbia University, Professor Carey served at the Univ-



ersity of Illinois as an assistant and associate professor of journalism and as dean in the College of Communications. Carey is also known for his many publications, including *Television and the Press*, *Communication as Culture*, and *James Carey: A Critical Reader*.

**Paul Levinson**, winner of the Neil Postman Award for Career Achievement in Public Intellectual Activity, received it for his dedication



and passion in contributing to the greater public intellectual awareness through his work. An avid science fiction writer, historian, and president of the Science Fiction Writers of America,

he also serves as president and founder of Connected Education, an organization that has offered graduate courses on the Internet for more than 10 years. Levinson's more prominently known essays on media theory have been featured in *Wired* magazine and the *Village Voice*. Levinson spent many hours making guest appearances both in-person and on-air discussing his writings and knowledge in 2005, mostly in New York City and other east coast cities.

### Publications

**Aaron Ben-Ze'ev**, winner of the 2005 Erving Goffman Award for Outstanding Scholarship in the Ecology of Social Interaction, received the award for his book, *Love Online: Emotions on the Internet*. A professor of philosophy at the University of Haifa, Ben-Ze'ev has published six books and almost 100 articles. He serves as a referee for scholarships, research grants, journals, and publishers such as Oxford University Press and Cambridge University Press. Since 2004 Ben-Ze'ev has served as the President of the University of Haifa.



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Editor: Paul A. Soukup, S.J.  
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### MEA Board of Directors (term expiration)

- Cory Anton (2008) - Grand Valley State University
- Susan B. Barnes (2006) - Rochester Institute of Technology
- Susan Drucker (2008) - Hofstra University
- Thomas F. Gencarelli (2007) - Montclair State University
- Raymond Gozzi, Jr. (2007) - Ithaca College
- Casey Man Kong Lum (2008) - William Paterson University
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- President: Lance Strate
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- Director of Communications: Stephanie Bennett, President, ES Creative and Consulting, LLC
- Convention Coordinators (2006): Donald Fishman and James Morrison
- Editors, *Explorations in Media Ecology*
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- Electronic Mailing List Manager: Janet Sternberg
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- Webmaster: Paul Kelly, Canadian Broadcasting Corporation
- Michael Grabowski, ECA Program Coordinator
- M. J. Robinson, ICA Program Coordinator

**Margaret Cassidy**, winner of the Lewis Mumford Award for Outstanding Scholarship in the Ecology of Technics, received the MEA award for her historical study, *Bookends: The Changing media Environment of American Classrooms*. Cassidy's passions lay in researching and discovering the history of media, the multiple roles and relationships between media and education, as well as media understanding in the minds of children. Cassidy, an associate professor, is chair of Adlephi University's Communications Department.

**Sheila Nayar**, winner of the 2005 Walter Benjamin Award for Outstanding Article in the field of Media Ecology, received the award for her publication, "Invisible Representation: The Oral Contours of a National Popular Cinema." Nayar serves as an assistant professor in English and Communication Studies and secretary of faculty at Greensboro College where she teaches literature courses and engages in scholarly research on verbal and literary aspects of international film. Her research has led to publications such as "The Values of Fantasy: Indian Popular Cinema Through Its Western Scripts," an investigation of Indian adaptations of "Mrs. Doubtfire," and "Indecent Proposal." Nayar's more recent works include "Cinematically Speaking: The Impact of Orality on Indian Popular Film" in *Visual Anthropology* and "Dreams, Dharma, and Mrs. Doubtfire" in the *Journal of Popular Film and Television*.

**Heike Wiese**, winner of the 2005 Susanne K. Langer Award for Outstanding Scholarship in the Ecology of Symbolic Form, received it for *Numbers Language and the Human Mind*. Wiese is as an assistant professor in the Department for German Language and Linguistics at Humboldt University in Berlin, Germany. Engaged in scholarly research involving areas of syntax and semantics, language as a cognitive system, and linguistic variation, Wiese is currently teaching in the Department of Linguistics at Yale University. Her curiosity and fascination with lan-



guage and linguistics is shown in her several publications: "Semantics as a gateway to language" (in Härtl, Holden, & Tappe, eds., *Mediating between Concepts and Language*), and "Are hedgehogs like pigs, or tortoises like toads? Language-specific effects of compound structure on conceptualisation," *Proceedings of EuroCogSci* (2003).

#### Other awards

The **Marshall McLuhan Award** for Outstanding Book in the Field of Media Ecology: Donald N. Wood for *The Unraveling of the West: The Rise of Postmodernism and the Decline of Democracy*. The **Dorothy Lee Award** for Outstanding Scholarship in the Ecology of Culture: Robert Albrecht for *Mediating the Muse: A Communications Approach to Music, Media and Culture Change*.

The **Harold A. Innis Award** for Outstanding Thesis or Dissertation in the Field of Media Ecology: Mary Ann Allison for *Gecyberschaft: A Theoretical Model for the Analysis of Emerging Electronic Communities*. The **Mary Shelley Award** for Outstanding Fictional Work: John G. McDaid for "Keyboard Practice, Consisting of an Aria with Diverse Variations for the Harpsichord with two Manuals."

The **John Culkin Award** for Outstanding Praxis in the Field of Media Ecology: Toni Urbano for *A Conversation with Neil Postman* (video documentary). The **Jacques Ellul Award** for Outstanding Media Ecology Activism: Jerry Brown.

#### Convention awards

The **MEA Convention Top Paper Award**: Ellen Rose for "The Wiring of Bhutan: A Test Case for Media Ecology in the Non-Western World." The **Linda Elson Scholar Award** for the Top Student Paper: Cuthbert F. 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."

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## Election Results

MEA members have re-elected Susan Drucker and Casey Lum to the Board and chosen Corey Anton and Ellen Rose as new members. They will officially join the Board at its January meeting.

# The Ecology of Organization

By Lance Strate

This past November we lost a seminal media ecologist, Peter Ferdinand Drucker. Born in Vienna in 1909, having earned a PhD in public and international law from Frankfurt University, he worked as a journalist and economist in Germany, England, and the United States before entering academia. He taught at Sarah Lawrence College and Bennington College before joining the Graduate School of Management at New York University, where he remained for two decades; he then moved to the Claremont Graduate University in California, where he was Clarke Professor of Social Science and Management. Claremont named its graduate school of management after him in 1987, and he was awarded the Presidential Medal of Freedom in 2002.

The author of some 35 books, his early works such as *The End of Economic Man* (1939), *The Future of Industrial Man* (1943), and *The Concept of the Corporation* (1946), propelled him into the position of being the first management guru. He also wrote books that addressed more general concerns relating to society, economics, politics, and technology, notably *The Age of Discontinuity* (1969), *Technology, Management, and Society* (1970), *The New Realities* (1989), *The Ecological Vision* (1992), and *Post-Capitalist Society* (1993). His autobiographical *Adventures of a Bystander* (1979) includes a discussion of his relationship with Marshall McLuhan, whom he influenced and was in turn influenced by. Drucker was also the author of two novels.

Remembering Peter Drucker also brings to mind the fact that many of our members may be unfamiliar with the MEA's management and organizational structure (based on our constitution, which can be found on the MEA website). Developed with the help of advisors such as James Carey, Gary Gumpert, Christine Nystrom, Paul Levinson, and Joshua Meyrowitz, and ratified at our second annual convention in 2001, the MEA is run by a 12-person board of directors. The directors are elected by the MEA membership to three-year terms, and the terms are stag-

gered so that every year we vote on four of the 12 seats. Nominations are opened at our annual convention's general business meeting, and for approximately three months any member in good standing can be nominated. Elections are held in the fall, and the new terms begin with the new year. The Board then meets every January, and at that meeting the Board members elect an Executive Committee, consisting of the offices of President, Vice-President, Executive Secretary, Treasurer, and Historian to one-year terms of office. The Board also appoints other officers (who may or may not be directors), such as editors, convention coordinators, and committee chairs. The Board also holds a meeting at the time of the annual convention. Additionally, there are listservs for the Board, Executive Committee, and appointed officers so that MEA business can be conducted 24/7/365.

With the New Year, two Board members will be leaving the Board, Robert Logan and Laura Tropp, and I want to take this opportunity to thank them for their service, support, and dedication to the MEA. Our new Board members are Corey Anton of Grand Valley State University in Michigan, and Ellen Rose of the University of New Brunswick in Canada, and I would like to welcome them to the Board. I also want to thank Susan Jasko for serving as the Chair of our Nominations and Elections Committee this past year. And I should note that last year Stephanie Bennett was appointed to the new office of Director of Communications, and her efforts in publicizing the MEA and its activities are greatly appreciated.

Anyone interested in learning more about the MEA's organization and operations, or considering the possibility of running for a seat on the board, or serving as an appointed officer or on a committee, please do not hesitate to contact me or any other officer or board member.

And last but not least, it is time to pay your dues for 2006. Membership forms were sent to everyone on our mailing list, and they can be downloaded from our website. Please encourage your colleagues and friends to join as

well. And don't forget about our Seventh Annual Convention at Boston College on June 8-11. Convention Coordinators James Morrison and Donald Fishman have a very exciting event in the works, including featured presentations from Denise Schmandt-Besserat, Howard Rheingold, Elizabeth Eisenstein, Robert Logan, and Terence P. Moran. I hope to see you there.

**The Seventh Annual Convention of the  
Media Ecology Association  
Prologues to Exploration**

June 8-11, 2006—Boston College

Featured Speakers: Elizabeth Eisenstein, Denise Schmandt-Besserat, Robert Logan, Howard Rheingold, Terence P. Moran.

Aboard the *Arbella* in 1630, John Winthrop, one of the founders of the Massachusetts Bay Colony, spoke of the power of the Word to create a new society. He wrote, "For wee must Consider that wee shall be as a Citty upon a Hill. The eies of all people are upon us." As the site of the first printing press in North America, Massachusetts was a locus in the New World of the third communications revolution. It is fitting that this convention explore the role that changing technologies have played in creating new symbolic environments, transforming cultures and societies.

The conference will feature papers, panels, presentations, and projects relating to all aspects of media ecology, encompassing primary orality, the development of literacy, the change from script to print, the electronics revolution, and the impacts of continuing technological change. How have evolving technologies transformed both the cognitive and physical environments in which we live, work, learn, play, and relate? What have been the changes in our conceptions of the self, privacy, and human identity? And what are the prospects for the future?

**Co-coordinators:**

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**Calls for Papers**  
NYSCA 64th Annual Conference  
October 20-22, 2006

**Conscientious Objections:  
Communicating Dissent**

In a communication environment characterized by overt propaganda, increased emphasis on FCC regulations, the PATRIOT Act, and constant cries of bias in journalism, the role of communication scholars as a counterweight to the "tyranny of the majority" is paramount. Inspired by Postman's many essays on the tyranny of language and technology and in an effort to encourage productive and bold research, the 2006 NYSCA conference will focus on dissent in all its forms.

Papers addressing alternative media (for adults and children), the chilling effect in journalism, the spiral of silence in group communication, protest movements, the discourse surrounding contested cultural issues such as the war in Iraq, gay marriage, Supreme Court nominees, etc., are all of particular interest. Papers addressing persuasion or propaganda in all contexts are also important to the conference theme.

We seek papers in all formats, formal and informal speeches, roundtables, demonstrations, participatory panels, media screenings, or other innovative ideas. Submissions unrelated to the conference theme, as well as submissions from a variety of theoretical traditions, are also welcome. Undergraduate and graduate student submissions are welcome, and will be considered for student paper awards.

Submission Guidelines for Completed Papers (or extended abstracts—complete paper due by 8/1/06)

1. Cover page with the title of the paper, author's affiliation, mailing address, telephone number, and e-mail address.
2. A running head with an abbreviated title and "undergraduate research," "graduate research," or "debut" where applicable.
3. A one page abstract on the second page.
4. Please include the statement of professional responsibility below on the second page below the abstract. "In submitting the attached paper, I/We agree to present the

paper at the 2006 NYSCA Conference if it is accepted.”

5. Papers should be emailed to Dr. Margaret Cassidy, Cassidy@adelphi.edu by June 1, 2006. (Microsoft Word or WordPerfect formats only)

Submission guidelines for Panel Proposals and all other formats

1. Cover page with the title of the panel or presentation, authors' affiliations, mailing addresses, telephone numbers, and e-mail addresses.

2. A description of the topic of the panel or presentation not to exceed 150 words.

3. Title, author(s) and abstracts of 50-75 words for individual papers, where applicable.

4. A statement of professional responsibility should be submitted with the proposal. “In submitting the attached paper, I/We agree to present the paper at the 2006 NYSCA Conference if it is accepted.”

5. Proposals should be emailed to Dr. Margaret Cassidy, Cassidy@adelphi.edu by June 1, 2006. (Microsoft Word or WordPerfect formats only)

For additional information about NYSCA in general or about this conference in particular, please visit [www.nyscanet.org](http://www.nyscanet.org)

**The Media Ecology Association  
The 92nd Annual Convention of  
the National Communication  
Association**

**San Antonio, November 15-19, 2006**

NCA Convention Theme

**Creating Sites for Connection and Action**

Casey M. K. Lum

MEA/NCA Program Planner (Direct inquiries to: [amediaecologist@yahoo.com](mailto:amediaecologist@yahoo.com))

Submission Method and Deadline: Online submission through the All Academic system on or before Wednesday, February 15, 2006 (no exceptions). Please follow NCA's online convention submission/review guidelines on the NCA home page URL: <http://www.natcom.org/> The URL for the NCA 2006 convention online system at All Academic, Inc: <http://conven->

[tion2.allacademic.com/index.php?cmd=nca06](http://tion2.allacademic.com/index.php?cmd=nca06)

The Media Ecology Association (<http://www.media-ecology.org/>), an official affiliate organization of NCA, invites submissions of competitive papers and panel programs addressing theoretical, research, and/or methodological issues in Media Ecology, the study of the leading or defining role of technology and techniques, modes of information and codes of communication in human affairs (e.g., language and culture, technology and culture, orality and literacy, medium theory, the symbolic structure or grammar of communication media and its implications, etc.).

Interested colleagues are therefore encouraged to submit competitive papers or complete panel proposals that would address the convention theme as it relates to media ecology studies. However, conformity with the NCA convention theme is not a requirement.

The MEA program will accept the following two types of submission: (1) papers, as in competitive papers; and (2) complete panel proposals (termed “Discussion Panel” in the online submission system).

Competitive Papers: All competitive papers should be between 20 and 25 pages and have (a) a title; (b) a 200-250-word abstract; and (c) no personal identification of the author in the abstract and throughout the paper (please remove all personal identification before uploading the document online). All competitive papers will be evaluated by these criteria: (a) firm grounding in the established literature; (b) sound arguments with well-substantiated ideas; (c) clear expression of ideas; (d) clear media-ecological orientation; and (e) contribution to our understanding of media ecology. Please indicate if your submission is a student and/or debut paper.

Complete Panel Proposals (called “Discussion Panel” in the online submission system). There are two general types of panel. The first type of panel is a panel on which a group of panelists discuss a specific topic that is described in an abstract in the convention program. In this format, the panelists do not title their presentations. All complete panel discussion proposal should therefore include (a) a panel title that describes the panel's overall

focus; (b) a list of panel chair or moderator and presenters, with their affiliations; and (c) an abstract of no more than 75 words for the printed convention program (this abstract is meant to give the reviewer and the prospective audience members a better sense of the context, focus, and significance of the proposed discussion than the title may indicate).

The second type of panel (also included in “Discussion Panel” in the online submission system) is a panel on which a group of panelists present titled papers that center on a common theme. In this format, the panel does not list in the printed convention program a general panel abstract, because the titles of the individual papers or presentations indicate their topics. All submitted panel proposals in this second format should therefore include (a) a panel title that describes the panel’s overall focus; (b) a list of panel chair, presenters, and respondent (if any), and with their affiliations; (c) titles for each presentation; and (d) an abstract for no more than 75 words for each proposed presentation on the panel.

All complete panel discussion or paper session proposals will be evaluated by these criteria: (a) well-organized and prepared with clear indication of the focus and rationale of the panel; (b) good integration or coherence of topics among the individual papers or presentations; (c) high interest to MEA members; (d) clear media ecological orientation; and (e) contribution to our understanding of media ecology.

All complete papers and panel proposals should be submitted in one of the following file types: Microsoft Word, WordPerfect, PDF, or RTF. Compressed or Zip files will not be accepted. No submission will be accepted after the **February 15, 2006** due date.

The MEA has seven panel time slots at this convention. As a standard practice, panels that are composed of competitively refereed and accepted complete papers will receive priority ranking and scheduling privilege. Since we do not have unlimited panel allocations and we hope to engage more colleagues in the MEA program, all prospective contributors are urged to send in only one submission for review—that is, one complete paper OR panel participation on only one proposed panel. Note: Authors or

presenters of all accepted complete panels are expected to upload their presentations through the same online system at least one month prior to the convention in San Antonio so panel respondents (if any), as well as all other interested audience members, can read their works ahead of time. Accordingly, the panel participants and audience members can discuss the papers instead of having them presented in the traditional manner.

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## Recent titles of interest

MEA members may find these books, reviewed in volume 46 (2005) of *Technology and Culture* of some interest.

Boczkowski, Pablo J. (2004). *Digitizing the News: Innovation in Online Newspapers*. Cambridge, MA: MIT Press.

Coleman, Mark. (2003). *Playback: From the Victrola to MP3, 100 Years of Music, Machines, and Money*. Cambridge, MA: Da Capo Press.

Fuller, Wayne E. (2003). *Morality and the Mail in Nineteenth-Century America*. Champaign: University of Illinois Press.

Glassner, Jean-Jacques. (2003). *The Invention of Cuneiform: Writing in Sumer* (Z. Bahrani & M. Van De Mieroop, trans.). Baltimore: Johns Hopkins University Press.

Heyer, Paul. (2003). *Harold Innis*. Lanham, MD: Rowman and Littlefield.

Katz, Mark. (2004). *Capturing Sound: How Technology Has Changed Music*. Berkeley: University of California Press.

Mosco, Vincent. (2004). *The Digital Sublime: Myth, Power, and Cyberspace*. Cambridge, MA: MIT Press.

Mullen, Megan. (2003). *The Rise of Cable Programming in the United States: Revolution or Evolution?* Austin: University of Texas Press.

Nickles, David Paull. (2003). *Under the Wire: How the Telegraph Changed Diplomacy*. Cambridge, MA: Harvard University Press.

Reed, Christopher A. (2004). *Gutenberg in Shanghai: Chinese Print Capitalism, 1876-1937*. Vancouver: University of British Columbia Press.

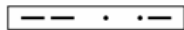
- Silverman, Kenneth. (2003). *Lightning Man: The Accursed Life of Samuel F. B. Morse*. New York: Alfred A. Knopf.
- Solnit, Rebecca. (2003). *River of Shadows: Eadweard Muybridge and the Technological Wild West*. New York: Viking.
- Starr, Paul. (2004). *The Creation of the Media: Political Origins of Modern Communication*. New York: Basic Books.
- Tomas, David. (2004). *Beyond the Image Machine: A History of Visual Technologies*. New York: Continuum.
- Tsien, Tsuen-Hsui. (2004). *Written on Bamboo and Silk: The Beginnings of Chinese Books and Inscription* (2nd ed.). Chicago: University of Chicago Press.

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**Casey Man Kong Lum announces the publication of a new book from Hampton Press, which is “an introduction to Media Ecology as a theory group that encompasses a coherent body of canonical literature.” The book examines media ecology’s intellectual traditions.**



**Media  
Ecology  
Association**



[www.media-ecology.org](http://www.media-ecology.org)

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