COMMUNICATION
CHOICES + CHALLENGES

The Twenty-First Annual Convention of the Media Ecology Association
June 17–20, 2020

Media Ecology Association
www.media-ecology.org

ADELPHI UNIVERSITY
NEW YORK
Wednesday, June 17

1.1 10:00-11:15 Opening Session

**Hindsight is 2020 Vision**

*What We Didn’t See Coming, What Might Lie Ahead, and How Media Ecology Can Help Us Understand Where We Are*

Please join us for a roundtable discussion about the events of 2020, how we have experienced them in different roles and at different levels of academic institutions, and how we might use media ecological theories and principles to reflect, understand, and move forward.

**Chair:** Peggy Cassidy, Adelphi University

**Participants:**
- Mary Alexander, Western Connecticut State University
- Bernadette Ann Bowen, Bowling Green State University
- Ashley Moore, Colorado State University
- Bill Petkanas, Western Connecticut State University
- Matt Thomas, Kirkwood Community College

1.2 11:30-12:45 Concurrent Panels

**Room 1**

*The Institute for General Semantics and its Publications as Vehicles for Scholarship in Media Ecology*

**Chair:** Thom Gencarelli, Manhattan College

**Participants:**
- Corey Anton, Grand Valley State University
- Martin H. Levinson, Institute of General Semantics
- Lance Strate, Fordham University
- Ed Tywoniak, Emeritus, St. Mary’s College of California

**Room 2**

*Nature, Climate, and Environment*

**Chair:** Michael Grabowski, Manhattan College

The Choice to Live: Learning to Communicate as Nature

*Julianne H. Newton*

Future-Oriented Ecologies: The Elemental Archive and the World After Climate Crisis

*Piotr Szpunar, SUNY Albany*

Risk Communication and Climate Change: Theories, Challenges, and Best Practices

*Alex Savulescu, University of Bucharest*

Social-Ecological Communities as Strategic Media Environments

*Jared Macary, University of Oregon*

**Room 3**

*Challenges of Contemporary Journalism*
Room 4  Love, Relationships, and Intergenerational Communication

Chair: Jacqueline McLeod Rogers, University of Winnipeg
Should My Media (Past) Become the Media (Future) of My Children?
Jordan Curtis, Bryant & Stratton College
The Zossima Principle as an Axiomatic Ideal for Media Ecology Praxis
Barry Liss, University of Wisconsin, Milwaukee
Marriage as a Medium of Love and the Effects of Choice
Natalia Wohar, Duquesne University
The Resurrection in Cyberspace: A Study of Death and Memory in “MyWishes” Website
Vanessa Coutinho Martins

1.3  1:00-2:15 Concurrent Panels

Room 1  Media in the COVID-19 Era

Chair: Salvatore Fallica, New York University
Transformations in the Domestic Media Ecosystem During the Pandemic
Magda Rodrigues da Cunha
The Extension of Brazilian Television News to the Web: Notes on COVID-19 Coverage
Clarissa Schwartz, Federal University of Santa Maria
The New Mobile Ecosystem During the COVID-19 Era
Eduardo Campas Pellanda
Togetherness in Lonely Times: Coronavirus, Technology and the Effects on Our Friendships
Tiffany Petricini

Room 2  Applications of McLuhan’s Tetrad and Figure/Ground

Chair: Paolo Granata, University of Toronto
McLuhan’s Tetrad in Media and Communication Research
Carolina Weber Dall’Agnese, Universidade Federal de Santa Maria
S, Universidade Federal de Santa Maria
Games, Digital and Otherwise: A Tetradic Analysis of Game Forms
Greg Loring-Albright, Drexel University
Alex Jenkins, Drexel University
The Challenges of Collaborative Communication in Large Urban Centers: A Study on Waze app Based on Spiral Tetrads
Lucia Leao, Pontificia Universidade Catolica de Rio de Janeiro

Making Visible the Invisible: Exploring McLuhan’s Figure/Ground in Digital Citizenship Education
Michelle Ciccone

Room 3 Technology and the Transformation of Identity

Chair: Michael Plugh, Manhattan College
Transformation of the Layered Identity that is Designed in the Real World in the Digital World and Its Re-Layering
Sami Coteli

The (Mis)representation of Self in Social Media: Social Consequences and the Reconfiguration of Identities
Beatriz Polivanov, McGill University

Meme Mirrors: Vertical Video and the Replicable Self
Jamie Cohen, Molloy College
Josh Chapdelaine, Queens College

Digital Media, Identity and Subjectivity Among Women Activists: Through the Lens of Media Ecology
Cosette Castro, Universidade de Brasilia

Room 4 Orality, Literacy, Typography, and Something Else Altogether

Chair: Valerie Peterson, Grand Valley State University
The Poetry of Gil Scott-Heron: Oral Culture Awareness Provides an Antidote to the Misleading Media of Typographic Culture
John Bouknight

The Challenge of Evolving Communication Practices in Smart Device Technologies: Are We Choosing Literacy, Secondary Orality or Something Else Altogether?
Melinda Farrington, Saint Vincent College

Solace in Sound: Glenn Gould’s Electronic Solitude
Steven Hicks

A Bird in Hand: The Phenomenology of Mediating Public Media
Michael Grillo, University of Maine

1.4 2:30-3:45 Concurrent Panels

Room 1 Women and Media Ecologies

Chair: Julia Hildebrand, Eckerd College
Tweeting #MeToo: How the Body is Rendered Silent
Angelina Malenda, Villanova University

Sexual Ecologies in an Algorithmic Age
Bernadette Ann Bowen, Bowling Green State University

Ærotomania: How the Airplane is Structured Like a Language
Adeena Karasick
The Deconstruction of the Self in the Post-Humanist Age  
_Laura Trujillo Liñán, Universidad Panamericana_

**Respondent:** Susan B. Barnes

### Room 2: McLuhan: Grounded and Mediated

**Chair:** Lance Strate, Fordham University

McLuhan and Experimental Cinema in Brazil: Extending Movies Through GIFs, Glitches, and Other Expanded Audiovisual Practices  
_Wilson Oliveira, UNESA_
_Márcia Sousa, ECDR_

The Second Conversion: A Portrait of the Media Theorist as a Young Man  
_Clinton Ignatov_

The City as Classroom: Following McLuhan  
_Edna Pasher_

Gutenberg, Jacquard Machine and Fashion Revolution: What McLuhan’s Theory Tells Us about Revolutions in Fashion  
_Kalina Kukielko-Rogozinska, University of Szczecin_

### Room 3: Challenges of Anticipation and Ambiguity

**Chair:** Matt Thomas, Kirkwood Community College

Individual Choices and Disciplinary Systems: Revisiting the Relationship between Gratifications and Punishments  
_Harmeet Sawhney, Indiana University Bloomington_

(Digital) Presence—of Choice or Necessity: Algorithmic Desire in a Society of Anticipation  
_Marek Wojtaszek, University of Lodz_

Communicating Ambiguity as Calling and Challenge in Algorithmic Times  
_Yoni Van Den Eede, Vrije Universiteit Brussel_

### 1.5 4:00-5:15 Concurrent Panels

#### Room 1: The Media Ecology of Soccer

**Chair:** Édison Gastaldo, CEP/FDC Brazil

The Soccer Stadium as Medium: On Brazilian Soccer Fans’ Perceptions of Ecological Changes in 2014 FIFA World Cup Arenas  
_Édison Gastaldo, CEP/FDC Brazil_

Technological Transformations of the Media System and Main Changes on Professional Soccer Consumption in México  
_Samuel Martínez, Universidad Iberoamericana_

The Remediation of the FIFA World Cups of Soccer  
_Filipe Mostaro, Rio de Janeiro State University_

#### Room 2: All Aboard the S.S. Eschatology: Gamifying the Large-Lecture Class for Critical Thinking and Intercultural Knowledge
Florida Gulf Coast University Faculty: Maria Roca (Department Chair), Roberto Garcia, Mary Cecile Gayoso, Miles Mancini, Eric Otto, Sam Walch
Florida Gulf Coast University Students: Natalia Marrero, Taylor-Joyce Reed, Sulinez Santos, Arel Sinett

Room 3  The Dynamics of Design in Physical Environments

Chair: Noura Ahmad Hajjaj, SUNY New Paltz
Hard or Soft Digital-Physical Architectures
   Connie Svabo
Power, Efficiency, and the City
   Elizabeth Sanderson, Trinith Christian College
Dynamics of Automation in a Subway Environment
   Janice Caiafa, Federal University of Rio de Janeiro
Knocking Down the Fence: The Challenge of Hostile Design in Modern Cities
   Erik Garrett, Duquesne University

Room 4  Pedagogical Applications of Media Ecology

Chair: Maria Polski, East-West University
Media Ecology and General Semantics as a Basic Educational Tool, a Personal but not Just/So
Personal Perspective
   Alessandro Colombi
Media and Methods Magazine: Its History and Influence
   David Linton, Marymount Manhattan College
Arrival of Television in India: Governmentality and Infrastructure
   Ipsita Sahu, Jawaharlal Nehru University

1.6  5:30-6:45 Plenary

WIGO or What is Going On? A Panel Discussion

Chair: Lance Strate, Fordham University
Panelists:
   Maggie Jackson
   Paul Levinson
   Joshua Meyrowitz
   Douglas Rushkoff
   Tiffany Shlain

1.7  7:00  Welcome Reception and Quarantunes

Please join us to welcome new members, catch up with old friends, and enjoy some legendary Quarantunes by Mary Alexander and Bill Petkanas! (Singing not required, but nobody’s going to stop you.)
2.1 9:15  The Medium and the Light Award Presentation

The Medium and the Light Award, consisting of a handcrafted glass obelisk dubbed a "Tetrad", was inaugurated as part of the McLuhan Centenary Celebrations at St. Michael's College, University of Toronto, in 2011. The Medium and the Light Award is an ongoing program of The Marshall McLuhan Initiative (MMI) based in Winnipeg, Manitoba, where Marshall McLuhan grew up (1915-1934) and his second (of three) home towns. Late MMI Co-Director Richard J. Osicki (1946-2012) established the award to acknowledge “a person, group or organization that has made a significant contribution to [ecumenical] communication inspired by observations and notions put forward by Marshall McLuhan.” The Award, inspired by the work The Medium and the Light: Reflections on Religion (1999), posthumously edited by his late son Eric and Fr.Jacek Szklarek, recognizes those who focus attention on McLuhan's Catholic faith and/or his Canadian prairie roots as integral to his work and who thereby extend that work in probing the effects of media and communications technology on human beings. The 2020 recipient will be unveiled at today’s presentation.

Past Recipients:
2011 Fr. Pierre Babin, omi (1925-2012)
2012 Dr. Thomas Cooper, Emerson College, Boston
2013 Dr. Eric McLuhan (1942-2018)
2014 Fr. John J. Pungente, S.J. & The Jesuit Communication Project, Toronto
2015 Richard J. Osicki (1946-2012; awarded posthumously)
2016 Sr. Angela Ann Zukowski, MHSH, D. Min., University of Dayton
2017 Fr. Paul A. Soukup, S.J., Santa Clara University
2018 [sabbatical, no award]
2019 Rosanna Deerchild, Host of Unreserved, CBC Radio, Winnipeg

2.2 10:00-11:15  Concurrent Panels

Room 1  Information Technology and Health

**Chair:** Matt Thomas, Kirkwood Community College

Geographic Information System (GIS) as a Tool of Decision-Making Data-Driven: From Cholera (1854) to COVID19 (2020)

*Macello Medeiros*

Role of NGO’s Health Communication in Bangladesh

*Mahamudul Haque*

Communicating with Life through Code: AI Algorithms in Healthcare

*Dmytro Mykhailov*

Real vs. Illusory Pending Catastrophes

*Sheldon Richmond*

Room 2  Educational Environments and Counterenvironments

**Chair:** Peggy Cassidy, Adelphi University

The Making of a Counterenvironment

*Robert Albrecht, New Jersey City University*

Media Ecology Pedagogy: ME 101 for Educators
### Room 3  Reshaping Home and Family: New Media, Discourses and Domestic Space and Practices

**Chair:** Jacqueline McLeod Rogers, University of Winnipeg  
The Smartphone Camera: Reconstructing Mothers’ Relationship with their Children in the Digital Age  
*Carolin Aronis, University of Colorado, Boulder*  
Making Ourselves at Home: Communication Media in the Family Kitchen  
*Jacqueline McLeod Rogers, University of Winnipeg*  
Brazil’s Domestic Class Struggle Behind Closed Doors: Interaction, Domestic Service, and Gender in Online Environments  
*Adriana Braga, Pontifical Catholic University of Rio de Janeiro*  
**Respondent:** Elaine Kahn

### Room 4  New Narratives of Contemporary Imagery

**Chair:** Paolo Granata, University of Toronto  
Ancient Ideals and Slapstick Resilience with a Twist of Dada: A Dialogue about the Possible Disruptive Features of Artificial Intelligence  
*John Lenarcic, RMIT University*  
Rethinking Interology with Flusser  
*Peter Zhang, Grand Valley State University*  
Harry Potter and the Trend of What Looked Like a “Bot-Written” Script  
*Bernadette Ann Bowen, Bowling Green State University*  
The Day the Google Died: An Examination of the Impact of Virtualized Scenes on the Development of Tabletop Role-Playing Game Communities  
*Edgar Johnson, Augusta University*

### 2.3 11:30-12:45 Concurrent Panels

#### Room 1  Formal Choices and Challenges

**Chair:** Anthony M. Wachs, Duquesne University  
The Form of Final Cause: The Purpose of Formal Cause in McLuhan  
*Anthony M. Wachs, Duquesne University*  
Walker Percy, Media Ecologist  
Justin Bonanno, Duquesne University  
McLuhan’s The City as Classroom: Exploring Character Formation in Urban Environments  
*Austin Hestdalen, Duquesne University*  
Formal Cause and Diagnostic Medical Technology  
*David Errera, Duquesne University*

#### Room 2  The Media Ecology of the Trump Presidency

**Chair:** Salvatore Fallica, New York University
The Cult of Trumpism: How Valid Is This Claim, To What Extent Do the Media Fuel It and Does Twitter Play a Role?
  Robert Nanney, University of Tennessee at Martin

Hardware of Trumpism. What is Behind Trump: Figure/Ground Analysis
  Andrey Miroshnichenko

The Joy of Following: Instagram Influencers, TikTok Stars, and the Fascist Masters of Today
  Ricky D. Crano, Tufts University

Room 3  Shaping Perception through Technologies of Sound, Space, Vision, and Thought

Chair: Michael Plugh, Manhattan College
Voices All Around: The Loudspeaker as Media Environment and Metaphor
  Christopher Dahlie, SUNY Fredonia
Becoming Space: Digital Technology’s Ability to Make Space
  Rachel Armamentos, Fordham University
Visible and About to Disappear: Ephemeral Content and Contemporary Subjectivities on Social Media
  Manuela Arruda Galindo, Federal Fluminense University

Room 4  Choices and Challenges of Religious Identity and Expression

Chair: Adriana Braga, Pontifical Catholic University of Rio de Janeiro
Mormons, Minorities, and Media: How Progressive Activities on Twitter Influence the LDS Church
  Audrey Halverson, Brigham Young University
Probing Social Media Messages: Religious Discourse on Facebook and Twitter
  Kimberly Casteline
Ready for the Battle: Choices and Challenges of Religious Identity Preservation, Interpretation, Celebration, and Expansion in a Trinidadian Hindu Community
  Margaret Williams, Fordham University
Ecologies of Islamic Art Exhibition
  Melissa Forstrum, SUNY Purchase

2.4  1:00-2:15 Concurrent panels

Room 1  Canonical Texts Series: The Muse Learns to Write

Chair: Corey Anton, Grand Valley State University
Participants:
  Sheila J. Nayar, Greensboro College
  Paul Soukup, SJ, Santa Clara University
  Lance Strate, Fordham University
  Corey Anton, Grand Valley State University

Room 2  Infotainment and Democracy: Elections and Digital Technology

Chair: John Dowd, Bowling Green State University
Pop Culture and the 2018 Brazilian Elections: Entertainment as a Possible Success Formula on the Current Conservative Agenda
Rafael Zincone, Pontificia Universidade Catolica de Rio de Janeiro
The Long Good-Bye to Persuasive Words and the New-Fangled Power of the Index
SEOcracy: Questions about the Success of Minorities in the Electoral Processes in the Democracies of the 21st Century
David Leal Olivaresh, Universidad de Santiago
On the Optimization of Communicative Reason
Neal Thomas, Wilfred Laurier University

Room 3  Technological Interface in the Digital Age

Chair:  TBA
Intersubjectivity and Technology in 2020
  Christian J. Travieso
Does the Loss of Freewill to Digital Devices and Those You Control Them, Impede Mankind’s Ability to Relate to Each Other and to God?  McLuhan’s Autoamputation and Buber’s I-It Relation
  Gregory McCown, Duquesne University
From Renaissance Humanism to Digital Humanism?
  Jean François Vallée
The Platform is the Message
  Jacob Boccio, University of Central Florida

Room 4  The Impact of Toxic Rhetoric

Chair:  Peggy Cassidy, Adelphi University
The Media Discourse on Homophobia in Brazilian Soccer Stadiums
  Lucas Braganca
  Ana Paula Costa
Incel’s and the Classroom: Are We Producing Mass Shooters?
  Nicolas Antonio Bargiela, UNESP Rio Claro
Free for All: First Person Shooters and Toxic Gamer Rhetoric
  Rebecca Davis, Fordham University
What Should Media Do When Ethically-Based (but Morally Irrational) Social Movement Policy Could Lead to Mass Deaths?
  Sam Lehman-Wilzig, Bar Ilan University

2.5  2:30-3:45 Concurrent panels

Room 1  A Meeting of the Minds: Norman Mailer and Marshall McLuhan (video presentation/discussion)

Chair:  Salvatore Fallica, New York University
Participants:
  Nicole DePollo, Fisher College
  Gerald R. Lucas, Middle Georgia State University
  Salvatore Fallica, New York University

Room 2  Media Ecology Pedagogy in Higher Education

Chair:  Maria Polski, East-West University
Room 3 Mediating Alternative Communications and Power

Chair: Laura Trujillo Liñán, Universidad Panamericana
Alternative Communication Strategies as Ways of Joining Means and Ends: The Activist Context of the Media Critique of J. Ellul and B. Charbonneau
Christian Roy
The Extended Voice: Alternative Communication and Alternatives to Communication in NVCS
Paolo Azevedo
Citizen Monitoring of the Petroleum Royalties and Media Ecology: Making Social Policy and Political Engagement Again Thinkable in the Brazilian Media Ecosystem
Marcelo C. Gontos, Universidade Estadual de Norte Fluminense Darcy Ribeiro
Journalistic Narratives of a Brazilian Scandal: Considerations on the Implications of the Relationship Between Prosecutors and the Press in the Coverage of the Car Wash Operation from the Media Ecology Perspective
Mauricio Pontes Esposito, Pontificia Universidade Catolica de São Paolo

Room 4 Communication Theories: Extending Media Ecology

Chair: Cathy Adams
At 21 Look at What's Been Done: The Media Ecology Association, Application, and Communication
Fred Cheyunski
Grounding McLuhan: Understanding McLuhan’s Method as Foreshadow to Constructivist Grounded Theory
John Dowd, Bowling Green State University
Jeremy Johnson
The Journey of “Ain’t I a Woman?”: Understanding Racism through Media Ecology
Carolin Aronis, University of Colorado, Boulder
Natasha Shrikant, University of Colorado, Boulder

2.6 4:00-5:15 Plenary

Featured Speaker: Jay Rosen
A Media Ecologist Explains the Many Crises in Journalism
Jay Rosen has been teaching journalism at New York University since 1986. He is the author of PressThink, a blog about journalism and its ordeals (www.pressthink.org), which he introduced in September 2003. In 1999, Yale University Press published his book, What Are Journalists For?, which is about the rise of the civic journalism movement during the pre-internet era. In 2017 he became director of the Membership Puzzle Project, which studies membership models for sustainability in news. Rosen is also an active press critic with a focus on problems in the coverage of politics. He has a PhD from the media ecology program at NYU.

| 2.7  | 5:30   | TBA   |
Friday, June 19

3.1 9:00-10:00 Women in Media Ecology Coffee

Come join us for an informal networking event with, for, and about women in the field of media ecology. Depending on interest, we will cover such topics as research, teaching, career advancement, academic community, work-life balance, family etc.

Organizers:
Carolin Aronis, University of Colorado, Boulder
Julia Hildebrand, Eckerd College

3.2 10:00-11:15 Concurrent Panels

Room 1 Sensing Our Environment: Ways of Knowing in a Technological Age

Chair: Dennis Cali, University of Texas at Tyler
Terms of our Times: Insensitivities of Conscience in a Media-Saturated Environment
Dennis Cali, University of Texas at Tyler
Clicking Ourselves to Death: Exploring Narratives in the Social Media Echo Chamber
Aaron Cortinas, University of Texas at Tyler
Teaching Tools in the Classroom and Their Influence Upon the Learning Environment
Matt McGuire, University of New Brunswick
The Mob Justice in Social Media
Fr. Jordi Pujol, Pontifical University of Santa Croce, Rome

Room 2 Agency, Media, Choices and Challenges

Chair: Valerie V. Peterson, Grand Valley State University
Challenges and Choices of Birth Rights in a Cultural Context
Noura Ahmad Hajjaj, SUNY New Paltz
Challenges and Choices of Sexual Agency in a Cultural Context
Valerie V. Peterson, Grand Valley State University
Understanding Human Agency: How “Technological Determinism” is Both True and False
Corey Anton, Grand Valley State University

Room 3 Ethical Perspectives on Digital Media

Chair: Paolo Granata, University of Toronto
Ethics by Design: Choices and Challenges for an Equitable Digital Ecosystem
Paolo Granata, University of Toronto
From Media to Machines: A Machinic Perspective on the Evolution and Crises of Facebook
Eric Jenkins, University of Cincinnati
Challenges of Journalism in the Classroom: Ethical Choices of Czech and American Students
Anna Zunova, Charles University
Amusing Ourselves to Lies: Post-Truth Era as Effect of a New Media
Fernando Figueiredo Strongren, University of Brasília
### Room 4  Meet the Artists of Womxn, Language, Technology

The artists who contributed to the Womxn, Language, Technology virtual exhibit will be here to discuss their work with you.

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<tr>
<th>Title</th>
<th>Speaker</th>
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<tr>
<td>“My Copyeditor” and “Dis-appearance”</td>
<td>Carolin Aronis, University of Colorado, Boulder</td>
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<td>The Media as Messages</td>
<td>Susan B. Barnes</td>
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<td>“Blogging” and “muting The echo”</td>
<td>Bernadette Ann Bowen, Bowling Green State University</td>
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<td>ScatterBrain: Finding Solitude In &amp; Around the Hivemind</td>
<td>Sarah Falco, Temple University</td>
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<td>Ærotomania</td>
<td>Adeena Karasick</td>
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### 3.3  11:30-12:45  MEA Business Meeting

**MEA Business Meeting**

Please attend this annual meeting of the full MEA membership.

### 3.4  1:00-2:15  Plenary

**Bias as Environment: Understanding Ecologies of Harassment, Inclusivity and Diversity**

**Chair:** Thom Gencarelli, Manhattan College  
**Panelists:**  
- Cathy Adams, University of Alberta  
- Carolin Aronis, University of Colorado, Boulder  
- John Dowd, Bowling Green State University  
- Susan Drucker, Hofstra University

### 3.5  2:30-3:45  Concurrent Panels

#### Room 1  The Interplay of Technology, Biology, and Humanity

**Chair:** Fernando Gutiérrez, Tecnológico de Monterrey  
For Choosing Media Ecology and Mobilities in Critical Robotics Research  
- Julia Hildebrand, Eckerd College  
Technology v. Biology  
- Ashley Moore, Colorado State University  
Technology and Humanness: A Media Ecological Study of Organ Transplants  
- Emily Farrell, Adelphi University
This session is dedicated to a retrospective consideration of the work of Tony Schwartz. Tony Schwartz was arguably the most creative media practitioner of the 20th century. Not only did he pioneer the use of recording technology to capture ambient sound and interviews (his archives reside in the Library of Congress), but in 1964 he created an ad that had a profound effect on how television has been perceived in a political context – the notorious “Daisy” ad. Furthermore, his engagement in the media ecology occurred in the context of a personal engagement with major theorists and educators, most notably Marshall McLuhan and John Culkin. Schwartz also wrote two influential books that coupled theory and practice in ways that those in academic settings seldom achieve; *The Responsive Chord* (1973) and *Media: The Second God* (1981).
Deep Reading in a Digital Age

Maryanne Wolf is a scholar, teacher, and advocate for children and literacy around the world. She is the Director of the Center for Dyslexia, Diverse Learners, and Social Justice at UCLA in the Graduate School of Education and Information Studies and the former John DiBiaggio Professor of Citizenship and Public Service at Tufts University. She is Chapman University’s Presidential Fellow (2018-2020) and past Fellow (2014-2015) and Research Affiliate (2016-2017) at the Center for Advanced Study in the Behavioral Sciences at Stanford University. Her awards include highest honors from International Dyslexia Association and The Dyslexia Foundation; Distinguished Researcher of the Year for Learning Disabilities in Australia; Distinguished Teacher of the Year from the state and national American Psychological Association; Fulbright Fellowship; and the Christopher Columbus Award for Intellectual Innovation for co-founding Curious Learning: A Global Literacy Initiative, with deployments in Africa, India, Australia, and rural United States. She is external advisor to the International Monetary Fund, Canadian Children’s Literacy Foundation, and other Boards, and a frequent speaker about global literacy at the Pontifical Academy of Sciences. She has authored over 170 scientific publications; the RAVE-O reading curriculum for dyslexia; RAN/RAS tests of reading prediction with Martha Denckla; and Proust and the Squid: The Story and Science of the Reading Brain (15 translations; HarperCollins, 2007); Tales of Literacy for the 21st Century (Oxford University Press, 2016); and Reader, Come Home: The Reading Brain in a Digital Culture (11 translations, HarperCollins, 2018).

3.7  5:30  MEA Awards and President’s Address

MEA 2020 Awards Ceremony

Lance Strate, Awards Officer

MEA President’s Address

Paolo Granata, MEA President

3.8  7:30  Musical Performance

Musical Performance:  John McDaid
Lost in Translation

John G. McDaid (@jmcdaid) is an award-winning science fiction writer, singer-songwriter, and freelance journalist from Portsmouth, Rhode Island. His 1993 hypermedia novel, Uncle Buddy’s Phantom Funhouse, was included in a National Endowment for the Humanities-funded digital conservation project, and was one of the subjects of the 2017 book, “Traversals,” from MIT Press. Since his early retirement from a career in corporate communications, McDaid has been teaching, writing, and playing at folk venues and science fiction conventions. His songwriting with William Bly received the MEA's John Culkin Award for praxis in 2002. He is currently working on a WWII alternate history novel and a folk album; songs and fiction at harddeadlines.com.
## Room 1: Misinformation, Disinformation, and Fake News

**Chair:** Michael Plugh, Manhattan College

*Peter K. Fallon, Roosevelt University*

**Fake News and Deep Fakes: A Shallow Discourse in News Literacy**  
*Katherine Fry, Brooklyn College*

**Informative Text on Disinformation Waves in Whatsapp Groups in Brazil**  
*Eloisa Klein, Federal University of Pampa*

**Mediating the Real: How Production Artifacts Assert the Reality Status of a Story**  
*Michael Grabowski, Manhattan College*

## Room 2: Perspectives on Stories and Storytelling

**Chair:** TBA

**The Use of Archetypical Personas in Storytelling**  
*Martha Terenzzo*

**Storytelling and Brazilian Sports Journalism: A Brief History**  
*Rafael Duarte Oliveira Venancio, USP*

**“Binho, o bicho-coisas”: A Story about Media Literacy for 21st Century Children**  
*Wagner Bezerra, Pontificia Universidade Catolica de Rio de Janeiro*

**AUDIOTÉCA Brasil**

*Eduarda Gomes Vilar de Macedo, Pontificia Universidade Catolica de Rio de Janeiro*

*Ingrid Nunes Barroso Figueirêdo, Pontificia Universidade Catolica de Rio de Janeiro*

*Nicole Geminiani Polo, Pontificia Universidade Catolica de Rio de Janeiro*

*Thamiris Pinheiro, Pontificia Universidade Catolica de Rio de Janeiro*

## Room 3: The Media Environment of Students and Schools

**Chair:** TBA

**24-Hours Unplugged: Swimming Upstream in a Technological Society**  
*Cathy Adams, University of Alberta*

*Gillian Lemermeyer, University of Alberta*

**BE SPONTANEOUS! Attempting to Reframe the Definition of an Authoritarian Situation to a Libertarian Within an Authoritarian Paradigmatic Structure Through the Consistent Use of Libertarian Forms of Address**  
*Leo Fahey*

*Erik Gustafson, North Dakota State University*

## Room 4: Mobilizing New Media for Social Justice
Chair: Jacqueline McLeod Rogers, University of Winnipeg
Marialab: Women in Programming and the Establishment of Feminist Hacker Collectives in the Struggle for Gender Equality
    Sheila Ferreira Pinto, Pontificia Universidade Catolica de Rio de Janeiro
New Media, New Sports Heroes? American Athletes’ Activism from a Media Ecology Perspective
    Hilde Van den Bulck, Drexel University
Mediatization of the Feminist Protest: From Ana Mendieta to LasTesis
    David Leal Olivares, Universidad de Chile
    Ana Maria Salgado, Universidad de Santiago

4.2 11:30-12:45 Concurrent Panels

Room 1 Virtually Viral Hangouts: Convening a Global Online Support Community
Chair: Renee Hobbs, University of Rhode Island
Participants:
    Lauren McClanahan, Western Washington University
    Michelle Ciccone, Foxborough High School
    Natasha Casey, Blackburn College
    Ed McDonough, Canton High School
    Scott Spicer, University of Minnesota
    Ariel Dagan, Tri-County Regional Vocational Technical High School
    Frank Romanelli, University of Rhode Island

Room 2 Experiences of Women in the Field of Media Ecology
Chair: Laura Trujillo Liñán, Universidad Panamericana
Defenses Against Technology
    Susan B. Barnes
Women Shaping Media Ecology
    Elaine Kahn
Graduate Student Experiences in the Media Ecology Association
    Bernadette Ann Bowen, Bowling Green State University
A Woman Philosopher in Media Ecology
    Laura Trujillo Liñán, Universidad Panamericana
Respondent: Carolin Aronis, University of Colorado, Boulder

Room 3 Using and Understanding Popular Culture and Its Audiences
Chair: Thom Gencarelli, Manhattan College
The Fandom Menace: Identity and Political Discourse in Geek Culture
    Rebecca C. Wood, New York University
Materiality and Resistance of Fashion Brand Communities: Chromat Swimwear as Queer/Affect Culture
    Rebecca Halliday
Sketching as a Tool Facilitating Film Analysis
    Artur Skweres
Contemporary Turkish Cinema’s Influence on the Understanding of Turkish Culture and the Turkish People among Young People in the United States
### Room 4  Applications of Media Ecology in Communication Professions

**Chair:** Michael Grabowski, Manhattan College

The Wanderlust of Public Relations: Standing at the Crossroads of Systems and Engagement  
*Andrew Baird Brown, University of Tennessee at Martin*

Advertising in the Expanded Field: New Tactics of Persuasion in the New Media Ecology (and the Need for a Specific Advertising Literacy)  
*Patricia Cecilia Burrowes, Federal University of Rio de Janeiro*

Approaching and Aligning with Emerging Contexts in Local Journalism  
*Stephen Jefferson, Bloom Labs*

*Fred Cheyunski*

### 4.3 1:00-2:15 Concurrent Panels

#### Room 1  Critiques of Sound and Image

**Chair:** Julia Hildebrand, Eckerd College

Modern “Radio”: Choices and Challenges of the Niche  
*Nick Artman, Slippery Rock University*

American News as (or and) Entertainment  
*Mary Beth Hopkins, New York University*

Between Two Ferns: A Satirical Critique of TV Talk  
*Claire Boyle, Medaille College*

Consuming Through Images: An Analysis of the Relationship Between Visual-Driven Communication and Consumption Culture for Instagram Case  
*Bilge Golge, Bilkent University*

#### Room 2  Podcasting Walter Ong: Choices and Challenges in 21st Century Secondary Orality

**Chair:** Abigail Lambke, Avila University

**Participants:**  
*Eberly Barnes, University of California San Diego*
*Tiffany Petricini, Penn State Shenango*

#### Room 3  The Dynamics of Protest

**Chair:** Noura Ahmad Hajjaj, SUNY New Paltz

Women-Made Democracy: The Historical Silencing of Women Journalists Opposing the Brazilian Military Dictatorship, in the Analysis of the Case Míriam Leitão  
*Manoela Caldas*

Media Ecological Perspective on Digitally Mediated Protest: The Case of the Ukrainian Euromaidan Revolution
### Room 4  Media Choice and Consequence

**Chair:** Susan Drucker, Hofstra University  
Multiplatform Identity Performance: Choices and Consequences  
  Brian McFadden, Hofstra University  
Mediated Hanukah and Other Channel Choices  
  Susan Drucker, Hofstra University  
  Gary Gumpert, Urban Communication Foundation

The Effect of Corporate Relationship Roleplaying and the use of Human and/or Social Traits on Customer-Brand Identification (CBI)  
  Ivan Cardona, Hofstra University

Teaching and Channel Choices: Modeling Information Environments at School  
  Michael Plugh, Manhattan College

**Respondent:** Thom Gencarelli, Manhattan College

#### 4.4  2:30-3:45 Special Session: Forming a Working Group for Increasing Inclusivity within Media Ecology and MEA

**Organizers:**  
  Carolin Aronis, University of Colorado, Boulder  
  Peggy Cassidy, Adelphi University  
  Rachel Armamentos, Fordham University  
  Bernadette Ann Bowen, Bowling Green State University

#### 4.5  4:00-5:15 Closing Session