

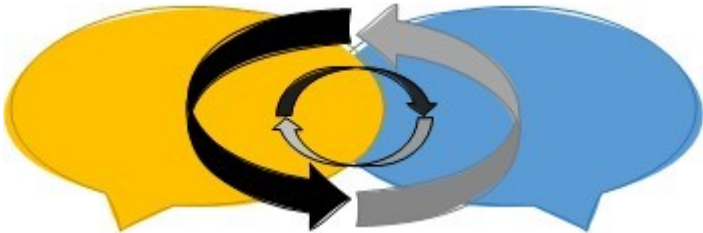


NYSCA

**NEW YORK STATE
COMMUNICATION ASSOCIATION**

79th Annual Conference

Changing the Conversation
Conversations about Change
Conversations about Change
Changing the Conversation



October 15-17, 2021
Villa Roma Resort and Conference Center
Callicoon, New York

Please, look out for each other.

Do your part to keep yourself and others safe and healthy.

CDC CDC recommendation how to wear your mask

DO choose masks that	DO NOT choose masks that
 <p>Have two or more layers of washable, breathable fabric</p>	 <p>Are made of fabric that makes it hard to breathe, for example, vinyl</p>
 <p>Completely cover your nose and mouth</p>	 <p>Have exhalation valves or vents, which allow virus particles to escape</p>
 <p>Fit snugly against the sides of your face and don't have gaps</p>	 <p>Are intended for healthcare workers, including N95 respirators or surgical masks</p>
Caution: Gaiters & Face Shields	Special Situations: Children
 <p>Evaluation is on-going but effectiveness is unknown at this time</p>	 <p>If you are able, find a mask that is made for children</p>
 <p>Evaluation is on-going but effectiveness is unknown at this time</p>	 <p>If you can't find a mask made for children, check to be sure the mask fits snugly over the nose and mouth and under the chin</p>
Special Situations: Glasses	 <p>Do NOT put on children younger than 2 years old</p>
 <p>If you wear glasses, find a mask that fits closely over your nose or one that has a nose wire to limit fogging</p>	

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**New York State Communication Association
2021 Executive Council**

<p>Heather Stassen <i>Cazenovia College</i> Nominating Committee Chair</p>	<p>Ari Kissiloff <i>Ithaca College</i> Immediate Past President</p>	<p>Noura Hajjaj <i>SUNY New Paltz</i> President</p>
<p>Christina Knopf <i>SUNY Cortland</i> Vice President, Conference Planner</p>	<p>Allison Peiritsch Vice President Elect</p>	<p>Jessica Crowell <i>SUNY New Paltz</i> Executive Secretary</p>
<p>Evelyn Plummer <i>Seton Hall University</i> Treasurer GIFTS Coordinator</p>	<p>Brian McFadden <i>Hofstra University</i> Recording Secretary</p>	<p>Tyler LaCarruba <i>Inform Your Community</i> Director of Web & Social Media</p>
<p>Jason Wrench <i>SUNY New Paltz</i> Archivist</p>	<p>Arshia Anwer <i>Manhattan College</i> Community Manager</p>	<p>Thom Gencarelli <i>Manhattan College</i> Editor-in-Chief</p>
<p>Anastacia Kurylo <i>Inform Your Community</i> Editor, NYSCA Proceedings</p>	<p>Rebecca Kern <i>Manhattan College</i> Director of Sales & Fundraising</p>	<p>Sydney Teter <i>Marymount Manhattan College</i> Student Representative</p>
<p>Robin Levenson <i>LaGuardia Community College</i> Member at Large</p>	<p>Christine Hirsch <i>SUNY Oswego</i> Member at Large</p>	<p>Donna Flayhan <i>SUNY New Paltz</i> Member at Large</p>
<p>Michael Plugh <i>Manhattan College</i> Nominating Cmte, Member</p>	<p>Jenna Lo Castro <i>Point Park University</i> Nominating Cmte, Member</p>	

2021 Conference Submission Reviewers

Arshia Anwer, *Manhattan College*

Thom Gencarelli, *Manhattan College*

Mary L. Kahl, *Pennsylvania State University, the Behrend College*

Jenna LoCastro, *Point Park University*

Allison Peiritsch, *Slippery Rock University*

Evelyn Plummer, *Seton Hall University*

Douglas Strahler, *Slippery Rock University*

Jason Wrench, *SUNY New Paltz*

NYSOA wishes Villa Roma a
Happy 50th Anniversary!



Indigenous Land Acknowledgement

We acknowledge that we gather here on the traditional land of the Lenape Peoples past and present, and honor with gratitude the land itself and the people who have stewarded it throughout the generations.

As members of the New York State Communication Association, we recognize that the state of New York is indebted to the Cayuga, Oneida, Onondaga, Seneca, Shinnecock, Tonawanda Seneca, Tuscarora, Unkechaung, and Delaware Nations, the Saint Regis Mohawk Tribe, the Delaware Tribe, and the Stockbridge-Munsee Band of the Mohican Nation of Wisconsin.

We acknowledge the painful history of the Lenape, Cayuga, Anishinaabe, Haudenosaunee, and Montaukett peoples, upon whose lands our New York colleges and universities reside.

We are called to commit to continuing to learn how to be better stewards of the land we inhabit. And may we always be grateful to live and learn on these lands.



Thank you,
Noura Hajjaj!

The New York State Communication
Association is grateful for your
dedication, service, and leadership as
our President.

Dear NYSCA Community,

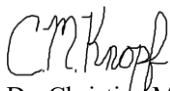
Welcome to the 79th annual convention of the New York State Communication Association. NYSCA has long offered a unique space to learn, teach, and grow with an outstanding community of scholars and practitioners in our field. The advent of this conference, like our virtual 2020 conference, shows NYSCA's dedication, resilience, and cohesion. Twice now we have come together by overcoming extraordinary challenges.

This year is a particularly bittersweet moment for NYSCA. Many of us gather at Villa Roma, to again reconvene in-person and reconnect with colleagues, while masks and uncertainty still stand between us. Many others of us are unable to join this reunion, and they send their best with promises to return when conditions allow.

"Changing the Conversation & Conversations about Change" was inspired by dialogues we were having throughout NYSCA's 2019 convention, unaware of just how the world would soon be changed. Our excellent keynote speakers will address ways we can face these changes. On Friday, Dr. Brenda Hoffman will discuss developing scientific literacy in the face of fake news. And on Saturday night, Dr. Whitney Phillips will join us virtually to discuss navigating information pollution for improved mental health.

Amid so much change, I am pleased to offer some returning events that we have come to eagerly participate: the Wilson Scholar Roundtable Plenary, Great Ideas for Teaching Students (GIFTS), the Undergraduate Poster Session, the Undergraduate Town Hall, and the Administrators' Workshop.

It was all made possible through the support and assistance of many people, and I owe a debt of gratitude to Heather Stassen-Maloney, Noura Hajjaj, Allison Peiritseh, Evelyn Plummer, Jessica Crowell, Thom Gencarelli, Lewis Freeman, Mary Kahl, and Gary Gumpert. Thanks also to everyone who submitted work, and who volunteered to review, chair, and respond. No conference would be possible without you - and this year's conference was possible only because of you.



Dr. Christina M. Knopf, SUNY Cortland
Vice President & 2021 Conference Planner

VILLA ROMA

RESORT & CONFERENCE CENTER

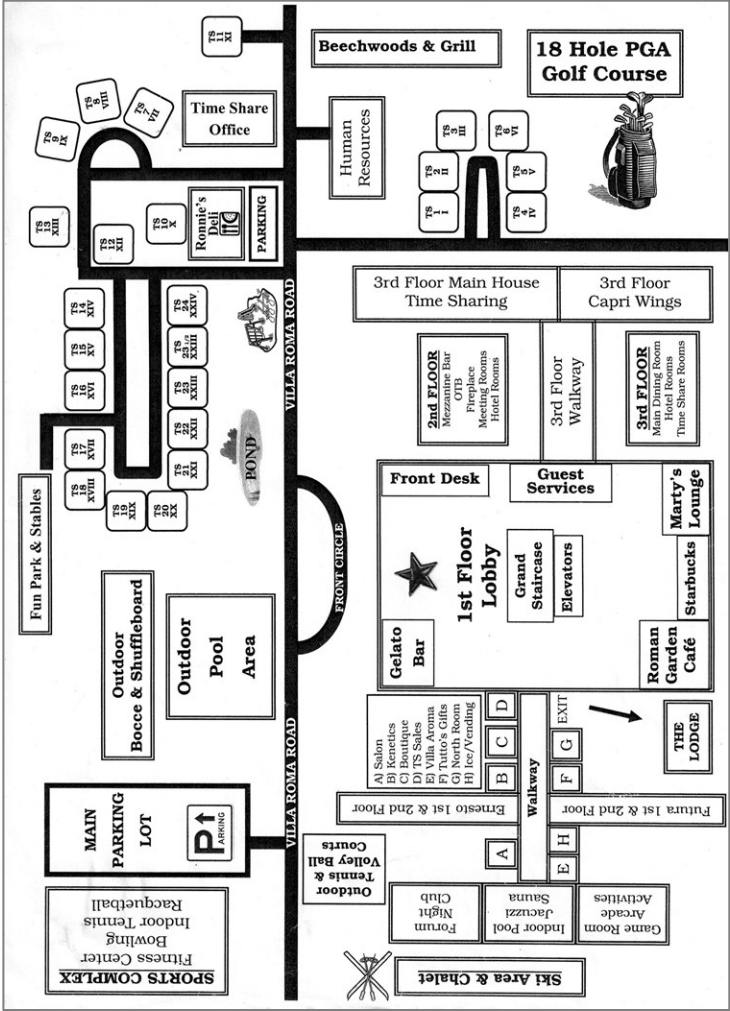
PROUD HOST OF THE
NYS CA 79TH ANNUAL CONFERENCE
OCTOBER 15-17, 2022



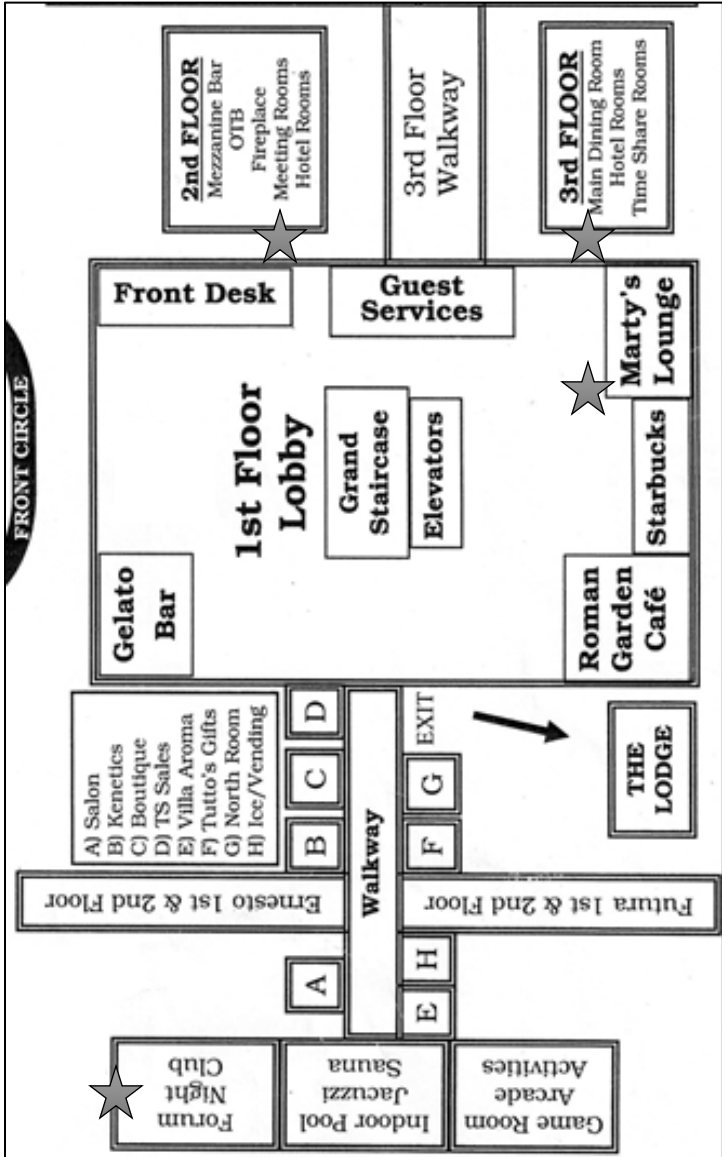
The safety of our staff and guests will always be our top priority. We have been working diligently and successfully to provide a safe environment, with enhanced housekeeping procedures, social distancing guidelines in place throughout the facility, and abiding by all state and local guidelines. We will always be guided by practices and thoughts that place the well-being of our resort family to the forefront of our actions. We want you to know that you can be confident and trust in the steps we have taken to address the new uncertainties that we are confronted with today.

STAY SAFE & HEALTHY!

www.villaroma.com | 800-727-8455 | Callicoon, NY



Full overview of Villa Roma



Close-up of main conference area.

FRIDAY SCHEDULE AT A GLANCE			
SESSION	TIME	EVENT	LOCATION
All Day	1-5:00p	Registration	Lobby
Meeting	1-2:00p	NYSCA Exec. Council Mtng	Dining Room Alcove
Panel Session 1 2:15-3:30p Coffee Hour		<i>The Strategic War on Science During the Global Pandemic</i>	East Room 1
		<i>Expressions of Identity, Privilege, & Power</i>	East Room 2
		<i>Networks, Organizations, & Outreach</i>	East Room 3
		<i>Breakout Room</i>	West Rms 1&2
Plenary Session	3:45-4:45p	<i>Wilson Scholars Roundtable</i>	West Rms 1&2
Reception	5-6:00p		Forum Night Club
Keynote	6-7p	Dr. Brenda Hoffman	Forum Night Club
Meal	7:15-8:30p	Plated 5-Course Dinner	Dining Room
Night Event	10-11p	Late Night Show	Forum Nightclub

SATURDAY SCHEDULE AT A GLANCE			
<i>Morning</i>			
SESSION	TIME	EVENT	LOCATION
Meal	7–8:30a	Breakfast	Dining Room
All Day	8a-4:30p	Registration	Lobby
Panel Session 2 8:30–9:45a		<i>Light, Shadow & Substance</i>	East Room 1
		<i>Blame, Shame & Resilience</i>	East Room 2
		<i>How has COVID-19 Changed the Landscape of the Comm. Discipline?</i>	East Room 3
		<i>Conversations with Editors & Authors on Publishing</i>	West Rooms 1&2
Panel Session 3 10–11:15a		<i>Framing Nat'l Identities & Events</i>	East Room 1
		<i>The Things We Tell Others</i>	East Room 3
		<i>What Would You Be if You Weren't a Prof?</i>	West Rooms 1&2
Meeting	11:30a-12:30p	<i>NYSCA Business Mtng</i> Open to all attendees.	West Rooms 1&2
Meal	12:35-1:45p	Lunch	Dining Room

<i>Saturday Afternoon & Evening</i>			
SESSION	TIME	EVENT	LOCATION
Panel Session 4 2:00– 3:15p		<i>WIGO with General Semantics?</i>	East Room 1
		<i>Workshop: High Impact Pres.</i>	East Room 2
		<i>Undergraduate Town Hall</i>	East Room 3
Panel Session 5 3:30– 4:45p Coffee Hour 3:15p		<i>GIFTS</i>	East Room 1
		<i>The “Big Lie” and Big Tech</i>	East Room 2
		<i>Student Jrnlsm, Civic Eng., & the Challenge of Covering Diverse Communities in Times of Crisis</i>	East Room 3
		<i>Poster Session & Coffee Hour</i>	West Rooms 1&2
Reception	5–6p	<i>Sponsored by: Rutgers U.</i>	Marty’s Lounge
Keynote	6-7p	Dr. Whitney Phillips	Marty’s Lounge
Meal	7:15-8:30p	Plated 5-Course Dinner	Dining Room
Night Event	8:45-10p	Open Jam Session	Marty’s Lounge
Night Event	10-11p	Late Night Show	Forum Nightclub

SUNDAY SCHEDULE AT A GLANCE			
<i>Session</i>	<i>Time</i>	<i>Event</i>	<i>Location</i>
Meal	7-9a	Breakfast	Dining Room
AM Event	8:30-11a	Registration	Lobby
Panel Session 6 9–10:15a		<i>NYSCA Meeting of AJC Editorial Board open to all</i>	East Room 1
		<i>Is it Social Media or Antisocial Media?</i>	East Room 2
		<i>Breakout Room</i>	East Room 3
Panel Session 7 10:30-11:45a		<i>Administrators' Workshop</i>	East Room 1
		<i>In a Digital & Divided America, Can Music Still Be a Force for Social Change?</i>	East Room 2
		<i>NYSCA Family Game Time</i>	East Room 3
Raffle	11:45a	Don't go yet	East Room 3
Check Out	12:00pm	Check Out	Lobby
Meeting	12–1p	NYSCA Exec. Council Meeting & Luncheon	Dining Room Alcove

THURSDAY

Pre-Conference (12:00 pm – 1:00 pm) *Online*

Virtual Preconference Workshop – Global Interactive Documentary: Collaboration, Crowd- Sourcing and Interdisciplinary

Susan Cardillo, *University of Hartford*

This virtual workshop is based on a recent project developed for COVID restrictions entitled, Campus Reboot. It will benefit communication instructors who want to work globally to create media-based stories and projects. The project described may also work well as/in an interdisciplinary course. Collaboration and crowd-sourcing supports the conference theme of conversation, giving our students a voice and a platform for their generation.

Pre-register at <https://forms.gle/nJHRLHK7EZhrPa4PA>

FRIDAY

Registration (1:00 pm – 5:00 pm) *Lobby*

NYSCA Executive Council Meeting (1:00– 2:00 pm)
Brookside 2

Panel Session 1.A (2:15 pm – 3:30 pm) *East Room 1*

The Strategic War on Science During the Global Pandemic: A Cross-Cultural Critical Lens

This session examines theory-driven, empirical, and science communication-centered approaches addressing the dynamic processes of governments, organizations, and societies during the COVID-19 pandemic and “the post-pandemic era.” Panelists seek to explain the backlash on science and public health communication during the global pandemic in a variety of cross-cultural contexts, by exploring the rationale behind political,

social, socio-economic, cultural, and religious discourses that undermine public health experts' and health professionals' presentation of scientific data and latest research developments about the novel coronavirus. Presentations aim to rethink the design of advanced health communication messages and consider whether incorporation of strategic communication would make a difference in shifting negative attitudes toward public health issues and vaccination in Egypt, India, the United States, and Pakistan

Chair: Thom Gencarelli, *Manhattan College*

Respondent: Susan Drucker, *Hofstra University*

The War on Medical Staff in Egypt During the Global Pandemic

Noura Ahmad Hajjaj, *SUNY New Paltz*

Hoaxes, Poxes, and Hocus Pocus: Misinformation and Mishandling of the COVID-19 Pandemic in India and the Indian Diaspora

Arshia Anwer, *Manhattan College*

Parting the Sea of Propaganda: Toward an Understanding of Evangelical Resistance to COVID-19 Messaging

Allison R. Peiritsch, *Slippery Rock University*

“Dr. James Did What?”: An Autoethnographic Account of Anti Scientism in Pakistan

Sakina Jangbar, *St. John's University*

Panel Session 1.B (2:15 pm – 3:30 pm) *East Room 2*

Expressions of Identity, Privilege, & Power: Conversation about Understanding & Change

Chair: Sanae Elmoudden, *St. John's University*

Respondent: Heather Maloney-Stassen, *Cazenovia College*

Alien Performer: Playing the Part in the Workplace

William Gonzales, *New York University*

How “The Addams Family” Represents Otherness Through Gender and Class

MacKenzie Larson, *New York University*

The Future of Gender Expression and Dress

Taylor Hollister, *New York University*

A Letter to My Ma

Nimarta Narang, *New York University*

A Letter to my Cousins on the Subject of Social Media

Meghan Bevan, *New York University*

Panel Session 1.C (2:15 pm – 3:30 pm) *East Room 3*

Networks, Organizations, and Outreach

This competitive paper panel examines various intersections of organizational communication, social networking, and technology, to address what it means for groups and companies to communicate in the age of digital speed.

Chair: Michael Plugh, *Manhattan College*

Respondent: Jason Wrench, *SUNY New Paltz*

Technological Convergence and the Processes of Upward and Downward Dissent: Organizational Communication during the COVID-19 Pandemic

Corey Liberman, *Marymount Manhattan College*

Shaping Strategic High-Stakes Presentations for International Organizations in the Age of Speed

Robert J. Petrausch, *Iona College*

How Social Networking Sites Use Algorithms and Psychology to Create Persuasive Technology *

Isabella Szklany, *St. Thomas Aquinas College*

*Top Undergraduate Paper

Panel Session 1.D (2:15 pm – 3:30 pm) *West Room 1 & 2*

Conversations about Change – Breakout Room

To promote safely-distanced conversations and community, “breakout rooms” appear throughout the conference to give NYSCA members a chance to talk, reconnect, or network. Find fun conversation starters to make new friends, discuss teaching, or workshop research ideas.

Wilson Scholar Roundtable-

A Conversation about Change in Higher Education: How the Conversation Has Changed & How it Has Changed Us

Chair: Thom Gencarelli, *Manhattan College*

Participants: John F. Wilson Scholars

Susan Barnes, *Rochester Institute of Technology (retired)*

Brian Cogan, *Molloy College*

Susan Drucker, *Hofstra University*

Katherine Fry, *Brooklyn College CUNY*

Gary Gumpert, *Urban Communication Foundation*

Lance Strate, *Fordham University*

Things change, but things stay the same. This is particularly interesting in higher education, where things often move at a glacial pace as decisions are made in committee, and scholarship is held back by the interests and expertise of mentors. It is interesting in our discipline with respect to the questions and tensions of educational media and technology: the ways we are downright medieval as “professors” and missionaries for the book, the ways we try to stay up-to-date and relevant if not ahead of the curve, the ways we jump on the bandwagons and at the sales pitches of new modes of delivery, the ways we try to meet students where they are versus trying to bring them into our conversation, and the fact that it all comes down to trying to help them learn better and learn more. It has been interesting, in recent years, as the “decolonization” of traditions and institutions and in scholarship has created opportunities, opened doors, questioned just about everything, moved the needle at least another notch toward justice, and wreaked more than a little havoc. And of course, it has been at the forefront of all of our conversations during this past year-and-a-half of the COVID-19 pandemic.

In this plenary session, NYSCA’s John F. Wilson Scholars discuss how the conversation in higher education and in our discipline has changed and is in the midst of change, how *we* have changed, and how we have *been changed* by these moving currents.

Welcome Reception (5:00 pm–6:00 pm)

Forum Night Club

**Sponsored by Villa Roma Resort and Conference Center,
with our thanks and appreciation.**

Friday Night Keynote (6:00pm–7:00pm)

Forum Night Club

Brenda Hoffman, PhD

Stony Brook University & the Alan
Alda Center for Communicating Science



***Re-envisioning Our Roles as Communication
Scholars and Teachers***

With the COVID-19 pandemic in full swing, there has perhaps never been a more important time for the American public to be scientifically literate. Yet the prevalence of fake news, combined with the power of the Internet to connect people in unthinkable ways, has given rise to the spread of fear, distrust, and at the extreme level, conspiracy theories. Scientists are looking to our community of communication scholars and teachers for help, and we must be prepared to respond. This session highlights the importance of translational social science approaches to science communication training, and the need to train scientists to connect and engage with their audiences. The Alan Alda Center for Communicating Science® and our method of using improvisation to help scientists foster meaningful connections, build trust, and deliver tailored messaging is introduced.

Dr. Hoffman is an Assistant Professor of Practice in the Alan Alda Center for Communicating Science® and the School of Communication and Journalism at Stony Brook University. She serves as the Director for the Advanced Graduate Certificate in Health Communication, and Course Director for Public Speaking. She is affiliated faculty in the Program in Public Health. Much of Hoffman’s work is translational and centered on the intersection of

health and instructional communication to improve the quality and continuity of health care and improve health outcomes for patients and communities. She has designed and delivered continuing medical education programs to thousands of health care professionals nationwide. As a communication researcher, her work explores topics such as health literacy, organizational socialization, interdisciplinary teams, patient adherence, and communication motives. Brenda holds a PhD in Health Communication from George Mason University, an MA in Communication Studies from Texas State University, and a BA in Communication from Bryant University.

Dinner (7:15 pm – 8:30 pm) *Dining Room*

5-Course Plated Dinner

Late Night Entertainment (10:00 pm -11:00 pm)

Late Night Show

Forum Nightclub

**NEW YORK STATE COMMUNICATION ASSOCIATION
80th Anniversary Conference**

October 14-16, 2022

Villa Roma Resort and Conference Center

**JUNCTURES:
CELEBRATING 80 YEARS OF
NEW YORK STATE COMMUNICATION**

(see call for papers on page 38)

SATURDAY

Breakfast (7:00 am – 8:30 am)

Dining Room

Registration (8:00 am – 4:30 pm)

Lobby

Panel Session 2.A (8:30 am – 9:45 am) *East Room 1*

Light, Shadow & Substance: Film, Video, and Virtual Reality

This competitive paper panel brings together presentations addressing various aspects of technology and representation.

Chair: Arshia Anwer, *Manhattan College*

Respondent: Michael Plugh, *Manhattan College*

Of Media and Mediums: Illusion and the Roots of Virtual Reality in Victorian era Science, Social Change and Spiritualism

John V. Pavlik, *Rutgers University*

Shravan Regret Iyer, *Rutgers University*

From Jesus to Ares: How WWI Is Viewed Through Cinema

Ryan Camarda, *Pace University*

Throgs Neck: A Case Study of Music Videos and the Independent Artist

Lou Guarneri, *Pace University*

Paul Ziek, *Pace University*

David Freeman, *Pace University*

Panel Session 2.B (8:30 am – 9:45 am) *East Room 2*

Blame, Shame, and Resilience

This competitive paper panel presents scholarship related to the complexities of communication surrounding hate and stigma.

Chair: Corey Liberman, *Marymount Manhattan College*

Respondent: Mary L. Kahl, *Pennsylvania State University,*
the Behrend College

Shifting the Blame

Kaitlin S. Byrnes, *St. John's University*

Rotten Corporeality: Examining Manufactured Silence(s)

Heather Maloney-Stassen, *Cazenovia College*

Destigmatizing Mental Illness within University Communities

Sanae Elmoudden, *St. John's University*

Panel Session 2.C (8:30 am – 9:45 am) *East Room 3*

How has COVID-19 Changed the Landscape of the Communication Discipline?

In this session, students from SUNY New Paltz present their scholarly work on the impact of COVID-19 on the communication discipline in a variety of interdisciplinary contexts, including public trust in science-based communication, the impact of mediated communication on intercultural exchanges across the globe, and intercultural challenges surrounding coronavirus-related racism and scapegoating. Panelists explore questions surrounding struggles and successes of our changing society and the lessons learned.

Chair: Noura Ahmad Hajjaj, *SUNY New Paltz*

Respondent: Susan Drucker, *Hofstra University*

The Pandemic's Effect on Public Trust in American Health and Medicine

Christopher Ocampo, *SUNY New Paltz*

The "China Virus" and Anti-Asian Violence

Timothy Divelbiss, *SUNY New Paltz*

The Effects of Digital Communication on Intercultural Exchanges during the COVID-19 Outbreak

Reghan Pakrad, *SUNY New Paltz*

Panel Session 2.D (8:30 am–9:45 am) *West Rooms 1 & 2*

Conversations with Editors and Authors on Publishing

This panel is intended to help young scholars, graduate students, and even seasoned veterans, navigate the world of modern publishing in the academic realm. The panel consists of scholars with extensive experience in the publication of academic texts,

including academic journals, scholarly books, and edited collections.

Chair: Marie L. Radford, *Rutgers University*

Participants:

Brian Cogan, *Molloy College*

Anastacia Kurylo, *Inform Your Community*

Thom Gencarelli, *Manhattan College*

Gary Radford, *Fairleigh Dickinson University*

Marie Radford, *Rutgers University*

Jason Wrench, *SUNY New Paltz*

Panel Session 3.A (10:00 am – 11:15 am) *East Room 1*

Framing National Identities and Events

This competitive paper panel examines different moments of national significance in the United States, Pakistan, and China to consider the rhetoric, narratives, and identities intertwined in public discourse.

Chair: Heather Maloney-Stassen, *Cazenovia College*

Respondent: Allison Peiritsch, *Slippery Rock University*

20 Years After 9/11: A Postcolonial Analysis of the Performative Rhetoric of First Responders as Patriots

Jennifer M. Reilly Bluma, *SUNY New Paltz*

Nawaz Sharif: The Rise and Fall of a Pakistani Sher (Big Cat)

Sakina Jangbar, *St. John's University*

The Change of Memory Construing in Contemporary China: The Case of COVID-19 Memory in Chinese Mainland *

Chang Liu, *New York University*

*Top Graduate Paper

Panel Session 3.C (10:00 am – 11:15 am) *East Room 3*

The Things We Tell Others: Stories and Relationships

This competitive paper panel features scholarship about the communication we use to reveal, or conceal, aspects of ourselves to others.

Chair: Evelyn Plummer, *Seton Hall University*

Respondent: Sanae Elmoudden, *St. John's University*

The Johari Window as Depicted by Piet Mondrian: An Interpretive Study

Julian Costa, *Pace University*

Gabriel Da Silva, *Pace University*

Integrative versus Distributive Negotiation Strategies for Stepfamily Relationships: Conflict Management and its Impact on Familial Structures

Corey Liberman, *Marymount Manhattan College*

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

Kalina Kukielko-Rogozinska, *University of Szczecin*

Krzysztof Tomanek, *Jagiellonian University*

Panel Session 3.D (10:00 am–11:15 am)

West Rooms 1 & 2

What Would You Be If You Weren't a Professor?

Lessons from the Pandemic

The pandemic has provided an opportunity for many to reevaluate their career choices. Research suggests “the pandemic revealed how much we hate our jobs.” Headlines read “Now we have a chance to reinvent work.” With post-pandemic reopenings, many are reassessing their relationship to their jobs. The pandemic has unmasked unhappiness that a surprising number of people have with the workplace. This panel will explore this phenomenon among communication professionals and communication educators in particular. The participants on this panel will explore their thoughts on what they have learned from their experiences during the pandemic and ask themselves: “What would you be if you weren't what you are?”

Chair: Gary Gumpert, *Urban Communication Foundation*

Panelists:

Mary L. Kahl, *Pennsylvania State University, the Behrend College*

Gary Radford, *Fairleigh Dickinson University*

Marie Radford, *Rutgers University*
Ivan Cardona, *Hofstra University*
Tom Flynn, *Slippery Rock University*
Susan Drucker, *Hofstra University*

NYSCA Business Meeting (11:30am-12:30 pm)

West Rooms 1 & 2

NYSCA General Meeting and Awards Presentation

This meeting is open to all NYSCA members and conference attendees.



Top Paper awards are proudly sponsored by Taylor & Francis.

Lunch (12:30 pm – 1:45 pm)

Dining Room

Panel Session 4.A (2:00 pm – 3:15 pm) *East Room 1*

***WIGO*, or “What is Going On” with General Semantics? An Information Session with the Presidents and Board Members of Institute of General Semantics and the New York Society of General Semantics**

The Institute of General Semantics and the New York Society for General Semantics have long been and are co-sponsors of the NYSCA Conference. But what is “general” semantics? What is the place of GS within the discipline of communication and media studies? What is going on, at present as well as in the immediate future, within this knowledge area and tradition? What opportunities do GS and its organizations make available to scholars and students of the larger discipline and for the New York State Communication Association? Join Lance Strate, President of the Institute of General Semantics, Mike Plugh, President of the New York Society for General Semantics, Thom Gencarelli, Editor of *ETC: A Review of General Semantics*, and Board Members Susan Drucker and Teresa Manzella for this informative session.

Chair: Thom Gencarelli, *Manhattan College*

Panelists:

Susan Drucker, *Hofstra University*

Michael Plugh, *Manhattan College*

Lance Strate, *Fordham University*

Panel Session 4.B (2:00 pm–3:15 pm) *East Room 2*

Workshop - Preparing and Presenting the High-Stakes Presentations in Professional Settings

Robert J. Petrusch, *Iona College*

This workshop draws on the latest research on professional presentations in the private, government and non-profit sectors. It allows participants to interact with the instructor and provide feedback from their own experiences in the workplace or classroom and will help them to facilitate preparation, practice, and delivery of high-stakes presentations in professional environments. Participants will receive a copy of the proprietary LASER Blueprint Methodology to help prepare their future presentations. (All welcome.)

Panel Session 4.C (2:00 pm–3:15 pm) *East Room 3*

NYSCA Undergraduate Town Hall Meeting

What topics interest or concern you about your undergraduate experience? In this open town hall session, undergraduate students have an opportunity to share and discuss their experiences navigating the curricular and co-curricular aspects of their communication degree programs. Discussion topics include majors, minors, concentrations, specializations, student-teacher interaction, internships, study abroad experiences, careers, broadening course requirements to include other disciplines, and preparing for the changing communication environment of the 21st century.

Facilitator: Lewis Freeman, *Fordham University*

All undergraduate students attending the conference are invited and encouraged to join this hosted conversation. In the interest of

open and unfettered discussion, only undergraduate students may attend this session.

Panel Session 5.A (3:30 pm – 4:45 pm) *East Room 1*

GIFTS: Great Ideas For Teaching Students

Great Ideas For Teaching Students (GIFTS) provides an excellent opportunity for faculty members and/or graduate students to share class-tested “great ideas” with other members of the teaching community. Participants may discuss an activity, assignment, project, game, or simulation addressing a specific communication theory, concept, skill, or learning objective appropriate to the communication discipline, and they often provide a brief, comprehensive handout for interested attendees.

Moderator: Evelyn Plummer, *Seton Hall University*

Ethnocentrism Address

Jennifer M. Reilly Bluma, *SUNY New Paltz*

Overlooked No More: A Speech about a Person

Lewis Freeman, *Fordham University*

Using the AP Stylebook as a Source for Teaching Awareness of Diversity, Equity and Inclusion

Anne Lee, *St. Bonaventure University*

Panel Session 5.B (3:30 pm–4:45 pm) *East Room 2*

The “Big Lie” and Big Tech: Explorations and Implications of Changing Truths

“If you tell a lie big enough and keep repeating it, people will eventually come to believe it.” The original description of the big lie appeared in Mein Kampf. The current potent “Big Lie” centers around the assertion that the election had been “stolen” from Donald Trump. The spread of the Big Lie in the current media environment has led to examination of the responsibilities of broadcasters in cable news and the power of social media and raised questions regarding legal and ethical dilemmas surrounding the role a handful of technology companies play in influencing the information ecosystem resulting in scrutiny of the self-regulatory environment of big tech. This panel will explore diverse implications of the Big Lie for politics and media

industries. What can be learned from this rhetorical era? Will this era result in new forms of media regulation? Ultimately, what are the implications of the Big Lie for our democracy?

Chair: Thomas Flynn, *Slippery Rock University*

The Big Lie Gets Bigger

Salvatore J. Fallica, *New York University*

Presidential Character and Presidential Duplicity: Why Presidents Lie and What Happens When They Do

Mary L. Kahl, *Pennsylvania State University,
the Behrend College*

What Do You Have to Lose?': Social Media's Unsafe Spaces for Practicing Self

Brian McFadden, *Hofstra University*

The Adventures of Pinocchio, Goebbels and Trump: Media and Transformations

Gary Gumpert, *Urban Communication
Foundation*

Susan Drucker, *Hofstra University*

Panel Session 5.C (3:30 pm–4:45 pm) *East Room 3*

Whose Story? Our Story: Student Journalism, Civic Engagement, and the Challenge of Covering Diverse Communities in Times of Crisis

University-level community journalism initiatives are designed to let students make significant community impact. From developing contacts with local officials, activists and leaders, to covering breaking events in underserved areas, building trust and mutual respect is a challenge when constrained by a semester, and more so during times of crisis—whether a public health emergency, an economic meltdown, or social justice protests. This panel features faculty and students from the Journalism program at the Lawrence Herbert School of Communication of Hofstra University, discussing best practices and first-hand experiences in covering their local Long Island community during the past 18-months for the *Long Island Advocate*, WRHU Radio, and established media like the *Guardian UK*, to show how creative

problem-solving, transparent communication, and thoughtful planning result in thoughtful journalism and civic engagement.

Moderator: Mario A. Murillo, *Hofstra University*

Panelists:

Amudalat Ajasa, *Hofstra University*

Scott Brinton, *Hofstra University*

Damali Ramirez, *Hofstra University*

Alexandra Whitbeck, *Hofstra University*

Panel Session 5.D (3:15 pm–4:45 pm) *West Rooms 1 & 2*

Undergraduate Poster Session & NYSCA Coffee Hour

In this interactive session, student scholars present their research with freestanding visual displays.

Joe Budden Leaves Spotify: An Examination of Social Media Corporations' Oppression of Content Creators

Daniel Hagan, *Cazenovia College*

The Emerging World of Two-Spirit People: A Semiotic Analysis of Gender Non-Conforming Natives

Sydney Lemire, *Cazenovia College*

Muting #MeToo: Examining Responses to Allegations through Communication Theory

Mackenzie Mahony, *Cazenovia College*

Questioning QAnon: Information Seeking, Gratification, and Dissonance Dodging

Dimetria McIntyre, *Cazenovia College*

Caribou Barbie and America's Fun Aunt: Comparing *Saturday Night Live's* Portrayal of Sarah Palin and Kamala Harris

Allison Pettitt, *Cazenovia College*

Analyzing App Usage Effects on Mental Health of 18-to-25 Year Olds

Isabella Szklany, *St. Thomas Aquinas College*

Wandering Scholars:

Marie Radford, *Rutgers University*

Lance Strate, *Fordham University*

Reception (5:00 pm - 6:00 pm)

Marty's Lounge



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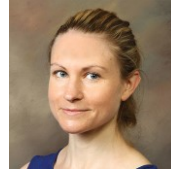
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Whitney M. Phillips, PhD

Syracuse University



***Feeling Better so We Can Share Better:
Exploring the Links between Mental Health, Media
Literacy, and Online Ethics***

VIRTUAL PRESENTATION

When people talk about information pollution, they often focus on the information itself, along with its various consequences for democracy and a functioning civil society. Frequently overlooked is the impact of information pollution on mental health; notably, that the more stressed, overwhelmed, burned out people get, the more likely they are to contribute to a pollution chain reaction, a cycle of bad feelings and knee-jerk sharing. This talk will explore the relationship between information pollution and mental health and will offer short term and longer-term strategies for feeling a bit better so we can share a bit better.

Dr. Phillips is an Assistant Professor in the Department of Communication & Rhetorical Studies at Syracuse University, where she researches and teaches on media literacy, mis- and disinformation, political communication, and digital ethics. She is the author of *This is Why We Can't Have Nice Things: Mapping the Relationship between Online Trolling and Mainstream Culture* (2015, MIT Press), recipient of the Association of Internet Researchers' Nancy Baym best book award. She is also the author of the three-part ethnographic study "The Oxygen of Amplification: Better Practices for Reporting on Far Right Extremists, Antagonists, and Manipulators" (2018 by Data & Society). Her newest book, co-authored with Ryan Milner, is *You Are Here: A Field Guide for Navigating Polarized Speech, Conspiracy Theories, and Our Polluted Media Landscape*. Phillips is also a columnist at *WIRED* magazine and has written for *The Atlantic*, *The New York Times*, and *Slate*.

Dinner (7:15 pm – 8:30 pm) *Dining Room*

Plated 5-Course Dinner

Entertainment (8:45 pm – 11:00 pm)

Music & More

Marty's Lounge

NYSCA open jam session and conversation

Late Night Show

Forum Nightclub

Atlantic Journal
of Communication

 Routledge
Taylor & Francis Group

SUNDAY

Breakfast (7:00 am – 9:00 am)

Dining Room

Registration (8:30 am – 11:00 am)

Lobby

Panel Session 6.A (9:00 am – 10:15 am) *East Room 1*

Meeting of the NYSCA Members of the Editorial Board of the *Atlantic Journal of Communication*

This is a meeting of those members of NYSCA who are also members of the Editorial Board of the *Atlantic Journal of Communication*. The meeting is open to any member of the NYSCA community who is interested in learning more about the official journal of NYSCA.

Chair: Gary Radford, *Fairleigh Dickinson University*

Participants:

Susan Drucker, *Hofstra University*

Thom Gencarelli, *Manhattan College*

Anastacia Kurylo, *Inform Your Community*

William Petkanas, *Western Connecticut State University*

Marie Radford, *Rutgers University*

Lance Strate, *Fordham University*

Panel Session 6.B (9:00 am – 10:15 am) *East Room 2*

Changing the Conversation: Is it Social Media or Antisocial Media?

This panel explores several questions about how individuals or organizations participate in social media in an antisocial way: Does the communicator sense that they are in dialogue with other communicators? Does the social media as medium afford individual rationality? What do we do with our social media addicted brain? Does the communicator engage social media as intrapersonal and/or interpersonal expression? Each presenter brings their question to their study of varied social media environments: Pinterest, local news, newsletters, and

organizational social media platforms, to discuss changing experiences of social media as social and antisocial events to reflect on how we use social media, why we use social media, our goals for our social media and what happens when we use social media.

Chair: Allison Peiritsch, *Slippery Rock University*

From Pipe Dream to Pinned Dream: Pinterest as Self-Talk During & After the Covid-19 Pandemic

Jenna M. Lo Castro, *Point Park University*

Renovating Social Media from Walled Off Anti-social Spaces to Rooms for Dialoguing

Margaret M. Mullan, *East Stroudsburg University*

This is Your Brain on Social Media: Destructive Plasticity and Computational Madness

Robert Foschia, *Penn State York*

A New Hope for Local News? Substack's Local Journalism Initiative in the Social Media Environment

Ryan McCullough, *independent scholar*

Panel Session 6.C (9:00 am – 10:15 am) *East Room 3*

Conversations about Change – Breakout Room

“Breakout room” spaces offer NYSCA members a chance to talk, reconnect, or network. Find fun conversation starters to make new friends, discuss teaching, or workshop research ideas.

Panel Session 7.A (10:30 am – 11:45 am) *East Room 1*

Communication Administrators Workshop

This session is designed for conference participants who are current and former college/university administrators and those who want to have a word with them (ahem). Have you ever wanted to ask an administrator why they behave as they do? This panel is your opportunity! Have you ever wondered if other administrators are as vexed as you are? This panel is your opportunity to seek solace! Attend this panel if you want to change the conversation about all things administrative or if you want to converse about how things have changed for

administrative types recently. Session conversations will be held in confidence.

Co-Chairs:

Gary Gumpert, *Queens College & Urban Communication Foundation*

Mary L. Kahl, *Pennsylvania State University, the Behrend College*

Panel Session 7.B (10:30 am –11:45 am) *East Room 2*

In a Digital and Divided America, Can Music Still be a Force for Social Justice?

This panel presents results of a six-month project incubated at the Jandoli Institute at St. Bonaventure University. Scholars, musicians and journalists came together to delve into the ways music allies with social justice, to explore the connection between music and various progressive movements from an interdisciplinary perspective. Each panelist will speak briefly about a connection between music and social justice. A discussion will follow. In keeping with the conference theme, panelists will explore how music can continue to be a force for social justice “in an interconnected, yet politically divided, society.”

Chair: Richard Lee, *St. Bonaventure University*

Outrage, Protests and Passion 50 Years before BLM

David Freeman, *Pace University*

Black Musical Protest and White Denial

Steven P. Garabedian, *Marist College*

Prevention, Proliferation, and Prioritization: The Good You Can Do as a Fan

Alex R Gillham, *St. Bonaventure University*

Songs, Statues and Solutions

Richard Lee, *St. Bonaventure University*

Responsibility Beyond the Music

Stephen Wilt, *Media Transfer Service*

Can Punk Music Influence Corporate Behavior?

Paul Ziek, *Pace University*

Panel Session 7.C (10:30 am –11:45 am) *East Room 3*

NYSCA Family Game Time

The importance of games as a hobby, as activism, as a scholarly field, as a teaching tool, and as an expressive and performative medium, has been getting increased attention in the academy and the industry. This informal session highlights how games can be used in the communication classroom. It offers a selection of games, with suggestions of how they can be used in various classes, and gives attendees a chance to explore (and play!) with some of the options.

Host: Christina Knopf, *SUNY Cortland*

Don't Leave Yet Raffle (11:45 am) *East Room 3*

Thanks for staying with us! Stop by for your chance to win swag and other fun prizes.

Conference Concludes: Hotel Checkout at Noon *Lobby*



NYSCA Executive Council Meeting (12pm–1:00 pm)

Brookside 2

NYSCA Executive Council Meeting

Hotel Checkout is 1:15 for Executive Council Members

Congratulations to Christina Knopf
and the
New York State Communication Association
for organizing an outstanding conference.



Communication and Media Studies



**NEW YORK STATE COMMUNICATION ASSOCIATION
2022 CALL FOR PAPERS**

80th Anniversary Conference | October 14-16, 2022

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JUNCTURES:

CELEBRATING 80 YEARS OF NEW YORK STATE COMMUNICATION

As NYSCA celebrates its 80th anniversary, we will have navigated—and will continue to navigate—the most significant period of personal, public, social, political, cultural and economic unrest collectively faced by our nation to date. The current historical moment, coupled with NYSCA’s 80th anniversary, provides a unique juncture for reflection, examination, celebration and reimagination of the communication discipline’s pivotal and transformative role in solving today’s complex issues—and from intrapersonal, interpersonal, small group, public, organizational and mass perspectives. We sit at an exigence, simultaneously filled with discomfort and hope, underscoring the work undertaken by NYSCA scholars, educators, practitioners and students as integral to the advancement of the communication discipline.

NYSCA scholars, educators, practitioners and students are encouraged to address issues and ideas related to their fields of communication, with particular focus on questions, challenges and/or the role of communication in addressing contemporary issues. Submitters also may consider how the dynamics of COVID-19, political unrest, social injustice, disinformation and conspiracy theories are evolving and reshaping their scholarship and pedagogy, as well as disciplinary practices, in new, unexpected and productive ways.

We also invite exploration of how the facets of this unique moment may have challenged or prompted personal, professional, organizational and/or disciplinary growth.

We welcome submissions of completed papers, panels, roundtables, fishbowl conversations, student posters and other innovative and engaging programs. Work related to the conference theme is encouraged, along with a range of communication topics from a variety of theoretical and methodological approaches.

SUBMISSION GUIDELINES: Submitted papers of no more than 25 double-spaced pages (not including title and works cited pages) should be complete and should not include any identifying information. Any standard style is permitted. The author, affiliation and contact information should be provided separately in the body of the email. Papers should include a running head that includes an abbreviated title. Completed paper submissions from undergraduate and graduate students will be considered for student paper awards. Student submissions should indicate “undergraduate” or “graduate,” along with an abbreviated title in the running head.

For all other presentation formats, such as panels, roundtables, and other innovative programs, please include the title, lead contact or panel chair, the participants/authors, affiliations, contact information, and a description of the session. All papers in a panel proposal should include a title, a list of authors and abstracts of no more than 125 words for each presenter. Poster proposals should include a maximum of 250 words.

WORKSHOP SUBMISSIONS: NYSCA also is seeking proposals for short workshop sessions in teaching strategies, research methodologies, town-gown collaborations, curriculum development, workload/time management, program administration and other topics related to the work of faculty, students, and administrators in communication and media programs. We encourage proposals for interactive and collaborative workshops. Workshops may take the form of a 75-minute short course, roundtable discussion, fishbowl conversation or other innovative format. Proposals should include: title of workshop, organizers’ names and affiliations,

and a one-page description and rationale for the workshop addressing why the topic is important and the target audience within NYSCA membership.

STATEMENT OF PROFESSIONAL RESPONSIBILITY: A statement of professional responsibility should be included on the first page of all paper/panel/round table submissions, or in the email accompanying video/file files, and should state the following: “In submitting the attached paper/panel proposal, poster or roundtable, I/we agree to present at the 2022 NYSCA conference if it is accepted. I/we further recognize that all who attend and present at NYSCA’s annual meeting must register and pay the required fees.”

COVID-19 CONSIDERATIONS: Conference planners continue to closely monitor the COVID-19 pandemic. We are currently optimistic that an in-person conference will be viable by October 2022. Such a conference will include adherence to local and state health guidelines for health and safety.

CONTACT: Direct inquiries to Dr. Allison Peiritsch, of Slippery Rock University’s Department of Strategic Communication & Media, at allison.peiritsch@sru.edu.

DEADLINE: All submissions and proposals are due no later than midnight EST on July 6, 2022.

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1951-52 James Kavanagh, Binghamton Central H.S.
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1958-59 Frances Marion Brown, City Schools, Oswego
1959-60 Ralph Schmidt, Utica College
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1965-66 Rose Alderman, Hunter College, CUNY
1966-67 Helen D. Feulner, NYC Bureau for Speech
Impairments
1967-68 J. Edward McEvoy, SUC at Oswego
1968-69 Sr. Ruth Trautman, Medialle College
1969-70 John F. Wilson, Lehman College, CUNY
1970-71 John J. Carney, SUNY at Oneonta
1971-72 Robert Greene, SUNY at Geneseo
1972-73 Sr. Therese Monaghan, Molloy College

- 1973-74 Bernice Sherman, SUNY at Farmingdale
- 1974-75 David Hill, Morrisville College of Agriculture
& Technology
- 1975-76 Morton Klayman, Amherst Central H.S.
- 1976-77 Beatrice Ferrante, St. John's University
- 1977-78 Allan D. Frank, SUNY at Brockport
- 1978-79 Nancy S. Swartout, Orange County C.C.
- 1979-80 Myron B. Shaw, SUNY at Geneseo
- 1980-81 John L. Meyer, SUNY at Plattsburgh
- 1981-82 Peggy Rypsam, Iona College
- 1982-83 Davis Brooks, Bronx Children's Psychiatric
Center
- 1983-84 John F. Kirn, Dutchess C.C.
- 1984-85 Ruth L. Goldfarb, Nassau C.C.
- 1985-86 Dorothy Gould, Niagara University
- 1986-87 James L. Johnson, Brooklyn College, CUNY
- 1987-88 John Trombetta, Ithaca College
- 1988-89 Joseph A. Bulsys, SUNY at Geneseo
- 1989-90 Deborah Borisoff, New York University
- 1990-91 Susan Drucker, Hofstra University
- 1991-92 Maria F. Loffredo, SUNY at Oneonta
- 1992-93 Mary Ann Messano-Ciesla, Brooklyn College,
CUNY
- 1993-94 Judythe Isserlis, Iona College
- 1994-95 Richard F. Somer, Hamilton College
- 1995-96 Susan Mallon Ross, Clarkson University
- 1996-97 Joyce Hauser, New York University
- 1997-98 Rudy Pugliese, Rochester Institute of
Technology
- 1998-99 Lance Strate, Fordham University
- 1999-00 Susan Jasko, California University of Penn.
- 2000-01 Thom Gencarelli, Montclair State University

- 2001-02 Gary P. Radford, Fairleigh Dickinson
University
Marie Radford, Pratt Institute
- 2002-03 Carol Wilder, The New School University
- 2003-04 Edward Lenert, Queens College
- 2004-05 Marie Garland, Ithaca College
- 2005-06 Brian Cogan, Molloy College
- 2006-07 Margaret Cassidy, Adelphi University
- 2007-08 Missy (Mary) Alexander, Marist College
- 2008-09 Valerie Swarts, Slippery Rock University
- 2009-10 Donna Flayhan, SUNY at New Paltz
- 2010-11 Brad Crownover, College of Mount Saint
Vincent
- 2011-12 Mary Ann Allison, Hofstra University
- 2012-13 Cheryl Casey, Hamilton College
- 2013-14 Corey Liberman, Marymount Manhattan
College
- 2014-15 Maureen M. Louis, Cazenovia College
- 2015-16 Anastacia Kurylo, St. Joseph's College
- 2016-17 Michael Plugh, Manhattan College
- 2017-18 Douglas Strahler, Slippery Rock University
- 2018-19 Heather Maloney-Stassen, Cazenovia College
- 2019-20 Ari Kissiloff, Ithaca College
- 2020-21 Noura Ahmad Hajjaj, SUNY at New Paltz

John F. Wilson Scholars

- 1992 Deborah Borisoff, New York University
Gary Gumpert, Professor Emeritus, Queens
College of the City University of New York
Dan F. Hahn, Queens College
Neil Postman, New York University
- 1994 Laurie Arliss, Ithaca College
- 1995 Susan Drucker, Hofstra University

- 1997 Joyce Hauser, New York University
- 1999 Lance Strate, Fordham University
- 2004 James W. Carey, Columbia University
- 2009 Sue Barnes, Rochester Institute of Technology
Brian Cogan, Molloy College
- 2014 Katherine Fry, Brooklyn College, CUNY
- 2017 Thom Gencarelli, Manhattan College

Neil Postman Mentor's Award Recipients

- 2004 Joseph Coppolino, Nassau Community College
- 2005 Gary Gumpert, Communication Landscapers
- 2006 Deborah Borisoff, New York University
- 2007 Tom Flynn, Slippery Rock University
- 2008 Susan Jasko, California University of
Pennsylvania
- 2010 Mary Kahl, SUNY New Paltz
- 2012 Salvatore Fallica, New York University
- 2013 Cheryl Casey, Hamilton College
Anastacia Kurylo, Marymount Manhattan
College
- 2014 Lewis Freeman, Fordham University
- 2016 Heather Stassen, Cazenovia College
- 2017 Roxanne O'Connell, Roger Williams University
- 2018 Maureen Louis, Cazenovia College
- 2019 Susan Drucker, Hofstra University
Lance Strate, Fordham University
- 2020 Valerie Swarts, Professor Emeritus, Slippery
Rock University