

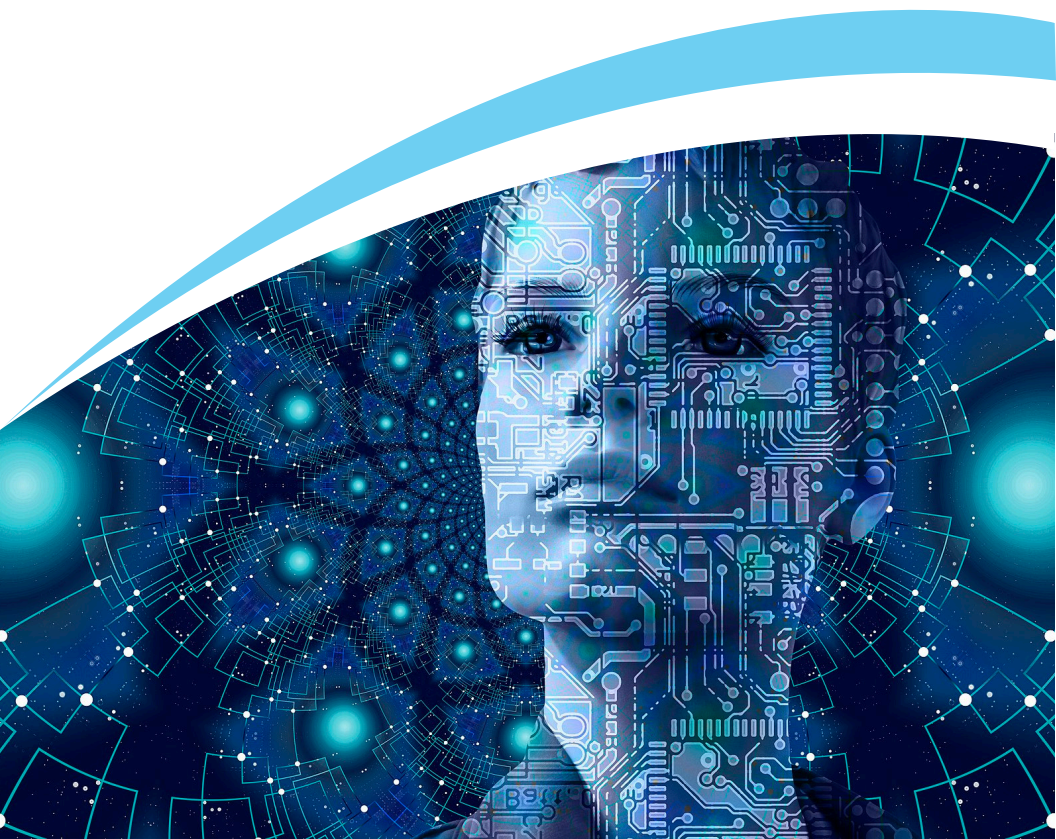


81st Annual Conference

COMMUNICATION IN THE DIGITAL WORLD

Villa Roma Resort & Conference Center
Callicoon, NY

October 13-15, 2023



Come Join Us on October 27th-29th
at the Historic Players Club in New York City for the
71st Annual Alfred Korzybski Memorial Lecture and Dinner

and the
Non-Aristotelian Perspectives, Ecological Approaches & the Anthropocene Symposium

Cosponsored by the
New York Society for General Semantics, International Bateson Institute,
Media Ecology Association, Tomkins Institute, & 404 Festival of Art & Technology

This year's Korzybski Lecture will be delivered by

Lera Boroditsky

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



Language and Cognition

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

Registration is **free** for IGS members and their guests, but all attendees must be registered in advance in order to gain admittance to the club. More information regarding the lecture, dinner and symposium schedule is available on our website, where you can also join or renew your membership, and register for the event.



DUQUESNE UNIVERSITY
Communication & Rhetorical Studies

BACHELOR OF ARTS PROGRAMS:

Communication Studies
Corporate Communication
Integrated Marketing Communication
Rhetoric

MASTER OF ARTS PROGRAMS:

Communication (30 cr.)
Corporate Communication (30 cr.)
Rhetoric & Philosophy of Communication (36 cr.)

MASTER OF ARTS DUAL DEGREE PROGRAM:

M.A. Corporate Communication & M.B.A. (60 cr.)

DOCTOR OF PHILOSOPHY in RHETORIC

Emphasis Areas:

Communication Ethics & Crisis in the Public Sphere
Integrated Marketing Communication/Corporate Communication
Rhetoric of Technology/Media Ecology

For more information, please call 412-396-6446 or email:

B.A. Program Directors

Dr. Sarah M. DeJuliis
finkos@duq.edu

Dr. Erik Garrett
garrette@duq.edu

Graduate Program Directors

Dr. Erik Garrett
garrette@duq.edu

Dr. Anthony M. Wachs
wachsa@duq.edu

Walking the Humanities into the Marketplace

The Ethical Difference

Thank You, Allison Peiritsch!



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

TABLE OF CONTENTS

NYSCA Executive Board.....	6
Greetings from the Vice President	7
Villa Roma Map	9
Friday Schedule at a Glance.....	10
Friday Panels & Events	11-17
Saturday Schedule at a Glance.....	18
Saturday Panels & Events	19-32
Sunday Schedule at a Glance.....	34
Sunday Panels & Events	35-36
NYSSA/NYSSCA/NYSCA Presidents	38-39
Conference Keynote Addresses 1992-2022.....	40-41
John F. Wilson Scholars Award Recipients	42
Neil Postman Mentor’s Award Recipients.....	43
2024 Call for Papers	44-46

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 Lanape, 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.

NYS CA EXECUTIVE BOARD • 2022-2023

<p>Noura Ahmad Hajjaj SUNY New Paltz Nominating Committee Chair</p>	<p>Christina Knopf SUNY Cortland Immediate Past President</p>	<p>Allison Peiritsch Slippery Rock University President</p>
<p>Arshia Anwer Manhattan College Vice President</p>	<p>Jason Wrench SUNY New Paltz Vice President Elect</p>	<p>Heather Maloney-Stassen Daemen University Executive Secretary</p>
<p>Evelyn Plummer Seton Hall University Treasurer</p>	<p>Brian McFadden Hofstra University Recording Secretary</p>	<p>Tyler LaCarrubba Inform Your Community Director of Web & Social Media</p>
<p>Aisha Powell Morgan State University Archivist</p>	<p>Jenna Lo Castro Point Park University Nominating Committee, Member</p>	<p>Lance Strate Fordham University Nominating Committee, Member</p>
<p>Robert Foschia Penn State York Community Manager</p>	<p>Salvatore Fallica New York University Editor of Proceedings</p>	<p>Thom Gencarelli Manhattan College Editor-in-Chief</p>
<p>Douglas Strahler Slippery Rock University Director of Sales & Fundraising</p>	<p>Margaret Mullan East Stroudsburg University Member at Large</p>	<p>Lewis Freeman Fordham University Member at Large</p>
<p>Sakina Jangbar St. John's University Member at Large</p>		<p>Pallavi Khurana SUNY Albany Student Representative</p>

A MESSAGE FROM THE VICE PRESIDENT

Dear NYSCA Community,

Welcome to the 81st Annual Convention of the New York State Communication Association. NYSCA has always offered a space to share, learn, and network with a great community of Communication scholars, practitioners, and students. What makes this organization unique is the coming together of some of the most distinguished voices in our field participating in an annual conference each fall in a small-scale setting with a sense of real fellowship. This year's conference is a continuation of the legacy and history upon which NYSCA is built.

This year's theme, "Communication in the Digital World," is born of the changes the world is facing in technological innovations and platforms, especially as we dealt with a worldwide pandemic that necessitated new and different ways of communing with each other. The submissions to this year's conference delve into various aspects of digital communication, with panels about artificial intelligence, traditional and social media, digital communication in higher education, political communication, cultural sensemaking, and more. Overall, conference participants are invested in thinking about what it means to be a productive and ethical communicator in our digital world.

Our excellent keynote speakers will also discuss communication in the digital world from different perspectives. Dr. Carolyn D. Hedges, assistant professor and director of online programs at Syracuse University, will join us for an address and conversation centered on the critical issues that affect communication in the digital age. Dr. Brandy Monk-Payton, assistant professor of communication and media studies at the Department of African and African American Studies at Fordham University, will approach the conference theme by examining digital cultures in Black online experiences.

Returning events enjoyed by the NYSCA community include the GIFTS session, the Undergraduate Townhall, the top paper panel, and the Administrator's Workshop. Please stick around for the raffle and exciting prizes on the concluding day of the conference!

This conference is made possible through the generosity and hard work of so many wonderful friends and colleagues. I would like to thank Allison R. Peiritsch, who answered every single one of my flustered emails and texts with patience and good humor, and served as a paper reviewer; Doug Strahler, who ran an impressive fundraising and sponsorship campaign for the conference, designed this program, connected me with keynote speakers, and was helpful in so many more ways than I can count or give him credit for; Heather Stassen, who offered invaluable conference planning guidance, managed conference registration, promotion, and communication with the NYSCA community, and served as a paper reviewer; Lance Strate, who was instrumental in inviting keynote speakers; Evelyn Plummer, who served as our treasurer and the coordinator of the GIFTS session; Thom Gencairelli, Mike Plugh, and Noura Ahmad Hajjaj, who offered valuable support and insight throughout the conference planning process; Jason Wrench, who led student paper reviews; Jessica K. Crowell, Corey Jay Liberman, and Aisha Powell, who served as paper reviewers; and Tyler LaCarruba, who managed our online presence and updates in the months leading up to the conference. I also thank the many other people who helped in so many different ways as I was putting this conference together.

Finally, I thank everyone who submitted their work to the conference, and all the attendees joining our community once again or for the first time. I hope you enjoy the conference.

Arshia Anwer, Ph.D.
NYSCA Vice President and Conference Planner
Chair, Communication Department, Manhattan College

VILLA ROMA RESORT

PROUD HOSTS OF THE
New York State Communication Association
81st Annual Conference
October 13-15, 2023



Villa Roma - Your Four Season Getaway!
THE PERFECT PLACE FOR:

Family Reunions
Youth Outings
Weddings
Senior Bus Tours

Conferences
Corporate Events
Meetings
Religious Retreats

Golf Outings
Special Events
Ski Trips
Vacation Ownership

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

FRIDAY SCHEDULE AT A GLANCE

Session	Time	Event	Location
Full Day Event	1:00-5:00 p.m.	Registration	Level 2 Mezzanine Lobby
Meeting	1:00-2:00 p.m.	NYSCA Executive Council Meeting	Dining Room Alcove
Session 1 2:15-3:30 p.m.		Social Media, Technology, and the Higher Education Classroom	East Room 1
		Communicating Socially (Irr) Responsible in the Digital Space	East Room 2
		Communication in the Digital World: Media Technology and Artificial Intelligence	East Room 3
Coffee Hour	3:15-4:15 p.m.	Outside the East & West Rooms	
Session 2 3:45-5:00 p.m.		Theories of the Future: The Digital Space Today and Tomorrow	East Room 1
		Reengaging <i>Straight Man</i> in Contemporary Higher Education: NYSCA Book Club	East Room 2
Welcome Reception & Poetry Reading	5:00-6:00 p.m.	Reception Sponsored by Villa Roma	Marty's Lounge
Keynote	6:00-7:00 p.m.	Dr. Carolyn D. Hedges	Marty's Lounge
Meal	7:15-8:30 p.m.	Plated Five-Course Dinner	Dining Room
Night Event*	9:30-10:30 p.m.	Nightly Show	Forum Nightclub

* All post-meal events are scheduled by the Villa Roma and are not directly affiliated with NYSCA.

FRIDAY PANELS & EVENTS

1:00-5:00 p.m.

Level 2 Mezzanine Lobby

Conference Registration

1:00-2:00 p.m.

Dining Room Alcove

NYSCA Executive Council Meeting

SESSION 1

2:15-3:30 p.m.

East Room 1

Social Media, Technology, and the Higher Education Classroom

We're at a moment to reflect on the current state of technology and social media in classroom spaces, assignments, and the role it plays in our pedagogy. This roundtable seeks to create a discourse around the best practices for implementing technology and social media in higher education classrooms and the unique ethical implications presented by these new technologies. The discussants will be asked to talk about assignments, teaching instruments, or other avenues through which technology and/or social media has found its way into their classrooms (for better or for worse). Ultimately, the roundtable hopes to further consider the question of not if, but how, to teach these technologies in our classes.

Moderator: Brian McFadden, *Hofstra University*

Panelists:

Nicole Clarity, *Hofstra University*

Susan Drucker, *Hofstra University*

Michael Plugh, *Manhattan College*

Virginia Horan, *Suffolk County Community College*

2:15-3:30 p.m.

East Room 2

Communicating Socially (Ir) Responsible in the Digital Space

This panel contains four unique studies which address the issue of responsible—and at times—irresponsible communication in the digital space by a variety of actors across sectors. The energy, fashion, real estate, and NGO sectors are increasingly under pressure from stakeholders and shareholders to do and be better. The rise in corporate social responsibility (CSR) and environmental, social, and governance (ESG) initiatives presents a unique challenge for organizations to resist the temptation of communicating irresponsibly in times where it may be the easier and potentially more appealing option to satisfy their stakeholders. This panel will address responsible communication strategies, ethical concerns in pink and green washing and areas for future research.

Chair: Allison R. Peiritsch, *Slippery Rock University*

Panelists:

Corporate 'Pinkwashing' and Consumer Virtue Signaling: Antecedents of Purchase Intention during 'Pinktober'

Tiffany Mohr, Nancy DiTunnariello and Victoria O'Keefe, *St. John's University*

Culturally Sensitive Corporate Social Responsibility

Seonwoo (Sunny) Bak and Martyne Volcy, *St. John's University*

Tall Green Tales or Storytelling? Greenwashing in NYC Real Estate

Tiffany Mohr, Desislava Stoeva and Carmen Collins, *St. John's University*

Displaced by a Wounded Planet

Tiffany Mohr and Victoria O'Keefe, *St. John's University*

2:15-3:30 p.m.

East Room 3

Communication in the Digital World: Media Technology and Artificial Intelligence

Chair: Aisha Powell, *Morgan State University*

Papers:

Who Holds the Power: A Textual Analysis on the Cancellation of YouTube Star David Dobrik and the Vlog Squad

Aisha Powell, *Morgan State University*

Race, Gender and Visual Art Created via Artificial Intelligence: Assessing Bias in Images Generated by OpenAI's DALL-E

John Pavlik, *Rutgers University*

"Communication in the Digital Age" presentations continue on next page

Attractions and the Power of the False: Babylon and “Pepperoni Hug Spot” as the End of Cinema

Michael Quinn, *Manhattan College*

Communication Efficacy for the Gen Z Student: How Digital Technologies and Artificial Intelligences Have Reframed How We Do and Think About Outcomes Assessment

Corey Jay Liberman, *Marymount Manhattan College*

SESSION 2

3:45-5:00 p.m.

East Room 1

Theories of the Future: The Digital Space Today and Tomorrow

In the rapidly evolving digital landscape, Artificial Intelligence (AI) has emerged as a forefront of technological advancements, transforming from science fiction to a tangible reality that has reshaped our daily lives. AI has made significant strides, revolutionizing industries with intelligent personal assistants, recommendation systems, self-driving vehicles, and medical diagnostics. As AI continues to evolve, its future holds immense potential, particularly in the areas of deep learning and neural networks, enabling accurate interpretation of complex data. The seamless integration of AI into our digital spaces, through smart devices, IoT networks, and virtual assistants, creates an interconnected ecosystem where personalized experiences and tailored recommendations thrive. With the rise of machine learning and AI-driven automation, businesses can optimize operations and unlock innovative avenues. Apple’s AR glasses exemplify this transformation, leveraging advanced sensors, spatial mapping, and AI to redefine our perception and interaction with the world. However, ethical considerations must be addressed, including data privacy, algorithmic biases, and employment impact, to strike a balance between innovation and responsibility. Collaborative efforts are essential to ensure AI’s responsible integration, fostering a future where AI and human ingenuity work together to drive progress and improve lives.

Panelists will theorize six different AI/VR aftermath scenarios as Max Tegmark suggests in *Life 3.0*. Communication philosophers and thinkers will help them explore their respective chosen scenarios as Benevolent Dictator, Gatekeeper, Protector God, Egalitarian Utopia, Enslaved God, and Self-destruction.

Chair: Michael Quinn, *Manhattan College*

Panelists:

Robert Cote, *St. John’s University*
Karenarose Rizzo, *St. John’s University*
Gohar Aznauryan, *St. John’s University*
Garfield Benjamin, *St. John’s University*

Tara DeWorsop, *St. John’s University*
Miriam Prever, *St. John’s University*
Basilio G. Monteiro, *St. John’s University*

3:45-5:00 p.m.

East Room 2

Reengaging *Straight Man* in Contemporary Higher Education: NYSICA Book Club

Straight Man (1998) written by Richard Russo regained popularity and attracted renewed attention due to the small screen adaptation titled *Lucky Hank* on AMC featuring Bob Odenkirk of *Breaking Bad* and *Better Call Saul* fame. The novel, featuring a fictional and haphazardly managed English department at a cash-strapped institution, highlights (and perhaps foreshadowed) key contemporary themes and difficulties faced in higher education. This panel seeks to unpack the key themes of the novel and the ways in which they are experienced in the increasingly competitive and often difficult to navigate world of higher education. These key themes include, but are not limited to, tenure processes, interdepartmental conflict, budget uncertainties and reductions, administrator-faculty tension, the precarious role of department chair, and the overall purpose of higher education. **We strongly encourage others in the NYSICA community to join us in conversation of the novel.**

Chair: Heather Stassen, *Daemen University*

Panelists:

Christina Knopf, *SUNY Cortland*

Michael Plugh, *Manhattan College*

Thom Gencarelli, *Manhattan College*

Corey Jay Liberman, *Marymount Manhattan College*

5:00-6:00 p.m.

Marty's Lounge

Welcome Reception

Join us in celebrating the start to the conference with drinks and hors d'Oeuvres. *Sponsored by the Villa Roma Resort and Conference Center, with our thanks and appreciation.*

Poetry Reading

Moderator: Thom Gencarelli, *Manhattan College*

Poets:

Lance Strate is the author of three books of poetry, *Thunder at Darwin Station* (2015), *Diatribal Writes of Passage in a World of Wintertextuality* (2020), and *First Letter of My Alphabet* (2023), in addition to seven scholarly books. His poetry has been published in journals such as *New Note Poetry*, *Poetica*, *Anekaant*, *Samyutka*, *KronoScope*, *ETC*, *Explorations in Media Ecology*, *General Semantics Bulletin*, the *Malahat Review*, and in several anthologies. He is also co-editor (with Adeena Karasick) of a poetry collection entitled *The Medium is the Muse: Channeling Marshall McLuhan* (2014), in addition to co-editing six scholarly anthologies. He previously co-edited the *Poetry Ring* feature (with Dale Winslow) in *ETC*, and is supervisory editor of the *Language in Action* book

series for the Institute of General Semantics, which is dedicated to creative expression. His poetry has been set to music by the composer Iris Karlin, and he has also written lyrics for singer-songwriter Michelle Shocked. His other creative activity includes authoring five musical Purim spiels, the script for an episode of the children's animated television series *Galaxy Rangers*, a comedy sketch for a public access cable program, and two videos based on poetic pecha kucha presentations. Translations of his writing have appeared in French, Spanish, Italian, Portuguese, Hungarian, Hebrew, Mandarin, and Quenya. Lance Strate is also past president of the New York State Communication Association, the New York Society for General Semantics, and the Media Ecology Association, and is currently the president of the Institute of General Semantics, Senior Vice-President of the Global Listening Centre, and Professor of Communication and Media Studies at Fordham University.

Adeena Karasick is a New York based Canadian poet, performer, cultural theorist and media artist and the author of 14 books of poetry and poetics. Her Kabbalistically inflected, urban, Jewish feminist mashups have been described as "electricity in language" (Nicole Brossard), "proto-ecstatic jet-propulsive word torsion" (George Quasha), noted for their "cross-fertilization of punning and knowing, theatre and theory" (Charles Bernstein) "a twined virtuosity of mind and ear which leaves the reader deliciously lost in Karasick's signature 'syllabic labyrinth'" (Craig Dworkin); "demonstrating how desire flows through language, an unstoppable flood of allusion (both literary and pop-cultural), word-play, and extravagant and outrageous sound-work." (Mark Scroggins). Most recently is *Massaging the Medium: 7 Pechakuchas*, (The Institute of General Semantics Press: 2022), shortlisted for Outstanding Book of the Year Award (ICA, 2023) and winner of the 2023 Susanne K. Langer Award for Outstanding Scholarship in the Ecology of Symbolic Form. (MEA), *Checking In* (Talonbooks, 2018) and *Salomé: Woman of Valor* (University of Padova Press, Italy, 2017), the libretto for her Spoken Word opera; *Salomé: Woman of Valor* CD, (NuJu Records, 2020), and *Salomé Birangona*, translation into Bengali (Boibhashik Prokashoni Press, Kolkata, 2020). Karasick teaches Literature and Critical Theory for the Humanities and Media Studies Dept. at Pratt Institute, is Poetry Editor for *Explorations in Media Ecology*, Associate International Editor of *New Explorations: Studies in Culture and Communication*, 2021 Andrew W. Mellon Foundation Award recipient and winner of the Voce Donna Italia award for her contributions to feminist thinking, and has just been appointed Poet Laureate of the Institute of General Semantics. The "Adeena Karasick Archive" is established at Special Collections, Simon Fraser University. Hot off the press is *Ærotomania: The Book of Lumenations*, and *Ouvert: Oeuvre: Openings*, (Lavender Ink Press, 2023).

6:00-7:00 p.m.

Marty's Lounge

KEYNOTE ADDRESS**Unraveling the Critical Issues of Communication in the Digital Age****Carolyn D. Hedges**Assistant Professor, Communications Department,
Syracuse University
Director of Online Master's Programs at Newhouse

In the ever-evolving landscape of rapid technological advancements and unparalleled connectivity, communications scholars play a pivotal role in comprehending and tackling the pressing challenges facing society. This compelling keynote presentation delves into the critical issues that demand our collective attention. From the digital divide and addictive design to misinformation, privacy concerns, the ascent of AI, and the imperative of media literacy - these intertwined topics form the crux of our experience in today's digital world. By using examples from past students and current literature and analyzing social trends, this keynote enables us to understand these challenges better. By recognizing the link between them, we can create a more equitable and knowledgeable future that promotes social justice.

Carolyn Hedges, Ph.D., is an Assistant Teaching Professor in the Communications Department and the Director of Online Master's Programs at Newhouse. With an impressive professional background as a former film publicist at Fox Searchlight and United Artists/MGM, and a consumer analytics expert at Nielsen, Dr. Hedges possesses a wealth of knowledge spanning various media industries and their relation to audience behavior and consumption.

Drawing from her diverse experiences, Dr. Hedges' teaching and research focus on the economic systems and cultural contexts that shape today's media landscape. Her scholarly work delves into critical topics such as online education, diversity and inclusion in mass communication, and popular culture studies.

Recognized for her dedication to teaching excellence, Dr. Hedges was honored with the 2021-22 Teaching Recognition Award for Early Performance. Moreover, her exceptional contributions to the field earned her the distinction of being named a 2021 Kopenhaver Center Fellow.

Dr. Hedges earned her undergraduate degree from Duke University and went on to achieve both her master's and doctoral degrees from the prestigious Newhouse School, solidifying her as a respected authority in the realm of communications and media studies.

7:15-8:30 p.m.

Dining Room

Five-Course Plated Dinner

9:30-10:30 p.m.

Forum Night Club

Late Night Entertainment

Provided by the Villa Roma Resort and Conference Center.

The Department of Communication and Media Arts at Marymount
Manhattan College Congratulates
NYSCA on its 81st Annual Conference



Marymount
Manhattan
College

Jennifer Dixon, Ph.D.

Eileen Doherty, Ph.D.

Erin Greenwell, MFA

Noelle Griffis, Ph.D.

Dan Hunt, MFA

Corey Liberman, Ph.D.

Cyrille Phipps, MFA

Peter Schaefer, Ph.D.

Tatiana Serafin, MFA

Sarah Nelson Wright, MFA

SATURDAY SCHEDULE AT A GLANCE

Session	Time	Event	Location
Meal	7:00-8:30 a.m.	Breakfast	Dining Room
Full Day Event	8:00-4:30 p.m.	Registration	Level 2 Mezzanine Lobby
Session 3 8:30-9:45 a.m.		Let's Talk: The Illusiveness of Productive Discourse in a Digital World	East Room 1
		Unveiling Bias and Nurturing Mentorship: Exploring Manuscript Rejections in Communication Journals	East Room 2
Session 4 10:00-11:15 a.m.		Top Student Papers Panel	East Room 1
		Political Thought and Decision-Making in the Digital World	East Room 2
		GIFTS Session	East Room 3
Meeting	11:30-12:30 p.m.	NYSCA Business Meeting (Open to all attendees)	West Rooms 1 & 2
Meal	12:35-1:45 p.m.	Plated Five-Course Lunch	Dining Room
Session 5 2:00-3:15 p.m.		Reimagining the Communication Discipline: Embracing ChatGPT's Impact on the Landscape	West Rooms 1 & 2
		Selves and Significant Others: The Impact of Social Media and Reality TV on Lived Experiences	East Room 1
		From Folktales to Realities: Perspectives on Cultural Sense-Making	East Room 2
Session 6 3:30-4:45 p.m.		Politics and the Decay of Democracy: General Semantics Perspectives	East Room 1
		Coffee Hour 3:15-4:15 p.m.	East Room 2
		Undergraduate Town Hall	West Rooms 1 & 2
Reception	5:00-6:00 p.m.	Sponsored by Rutgers	Marty's Lounge
Keynote	6:00-7:00 p.m.	Dr. Brandy Monk-Payton	Marty's Lounge
Meal	7:15-8:30 p.m.	Plated Five-Course Dinner	Dining Room
Night Event	8:45-10:00 p.m.	Open Jam Session	Forum Nightclub
Night Event*	9:30-10:30 p.m.	Nightly Show	Forum Nightclub

* Select post-meal events are scheduled by the Villa Roma and are not directly affiliated with NYSCA.

SATURDAY PANELS & EVENTS

7:00-8:30 a.m.

Dining Room

Breakfast

8:00-4:30 p.m.

Level 2 Mezzanine Lobby

Conference Registration

SESSION 3

8:30-9:45 a.m.

East Room 1

Let's Talk:

The Illusiveness of Productive Discourse in a Digital World

With the increase in remote work, abundance of information at our fingertips, the difficulty in telling truth from fiction, the ease with which we can unfriend/unfollow, and the rise of algorithms determining the messages we see, the digital age has contributed to a political climate that makes informed conversations about contested topics difficult to successfully pursue. As we communicate about different civic, social, and political issues, how do we recognize, identify, negotiate, navigate, and let go of preconceived notions, biases, and stereotypes in our efforts to inform others, whether students, colleagues, or customers?

Panelists represent a variety of industries including human resources, marketing, nonprofits, and academia and will address topics such as microaggressions, partisanship/non-partisanship, intent, unconscious bias, and much more.

Ultimately, this panel seeks answers to the question: how do we negotiate conversations about important and controversial topics? The focus will be on messaging about these topics that can facilitate productive discourse in a digital world.

Chair: Anastacia Kurylo, *Brooklyn College*

Panelists:

Tyler LaCarrubba, *Inform Your Community*

Anastacia Kurylo, *Brooklyn College*

S. Jeffcoat Sotayo, *University of Albany*

Sanae Elmoudden, *St. John's University*

Slippery Rock University
**Department of
Communication & Media**

CONGRATULATIONS!

**81ST ANNUAL
NYSCA CONFERENCE**



Unveiling Bias and Nurturing Mentorship: Exploring Manuscript Rejections in Communication Journals

While the rejection of full manuscripts is a common occurrence in academic publishing, it is crucial to acknowledge the ethical concerns that arise when authors face unfair rejections. Such rejections can have demoralizing and demotivating effects, despite authors' diligent efforts in conducting research. As researchers, we recognize that we achieve success through preparation, hard work, and learning from our failures. In addition, we hold ourselves accountable to uphold the standards of communication ethics. According to Ballard's (2017) theoretical standpoint, communication ethics entails a commitment to seeking the good and fostering ethical and civil discourses through scholarly research that examines diverse forms of human communication.

However, the process of peer review sometimes falls short of providing constructive criticism. Constructive criticism is an essential act of love and compassion that demonstrates respect for researchers and aims to improve the quality of their academic papers. In this roundtable panel, panelists will share their experiences of manuscript rejections at high-impact journals within the communication discipline, delving beyond typical editorial reasons such as lack of novelty, inappropriate study designs, poor theoretical frameworks, inadequate methodological descriptions, subpar writing quality, weak study rationale, and misalignment with the journal's scope.

Additionally, this panel will address important questions about the process of seeking mentorship. Does the editor take the author's research scope seriously? Is the motivation behind the rejection reasonable? Does the editor maintain an independent position regarding unfair reviewers and make crucial decisions accordingly? Does the editor provide guidance to authors on the significance of specific reviewer comments? Moreover, can the editor hold biased reviewers accountable for unfair and discriminatory evaluations? By exploring these questions, we aim to foster a culture of fairness, mentorship, and accountability within the realm of manuscript rejections in communication journals.

Chair: Noura Ahmad Hajjaj, *Duquesne University*

Respondent: Erik Garrett, *Duquesne University*

Panelists:

Susan Drucker, *Hofstra University*

Michael Plugh, *Manhattan College*

Gary Gumpert, *Urban Communication Foundation*

Noura Ahmad Hajjaj, *Duquesne University*

Jason Wrench, *SUNY New Paltz*

Alexis Romero Walker, *Manhattanville College*

Mary Kahl, *The Pennsylvania State University, the Behrend College*

SESSION 4

10:00-11:15 a.m.

East Room 1

New York State Communication Association 81st Annual Conference Top Student Papers

Chair: Christina M. Knopf, *SUNY Cortland*

Respondent: Aisha Powell, *Morgan State University*

Papers:

"Trans Genocide": Minimalization and Misinformation Surrounding Anti-Trans Rhetoric *

Matthew Kaido, *SUNY New Paltz*

How do Public Relations Professionals Use Language to Influence Emotion and Thinking in Audiences? A Study of Emotional Leveraging in Applied Settings **

Olivia Donovan, *Manhattan College*

Social Media Influencers: Impact on Consumer Purchasing Decisions ^

Erin Flynn, Kennedi Kutz, Kiara Espinal and Julia Cheney, *Pace University*

Motivations and Consumption of Streaming Services: Millennials and Generation Z ^^

Shannon Anderson, Sydney Campbell, Brianna Civitano and Alexis Gutierrez, *Pace University*

* First Place Undergraduate Paper

** Second Place Undergraduate Paper

^ First Place Graduate Paper

^^ Second Place Graduate Paper

Top paper awards are proudly sponsored by Taylor & Francis.

PROUD SPONSOR OF THE
NYS CA TOP STUDENT PAPER PANEL

Atlantic Journal of Communication

EDITOR

Gary P. Radford

Fairleigh Dickinson University

The ***Atlantic Journal of Communication (AJC)*** is an academic journal concerned with the study of communication theory, practice, and policy. ***AJC*** is philosophically committed to an eclectic approach to scholarship and the publication of articles of the highest quality regardless of their type, orientation, or geographical origin. Contributions devoted to significant problems and issues in communication studies and of wide professional and scholarly interest are welcome.

AJC is the official journal of the New Jersey Communication Association and the New York State Communication Association. Members of these associations receive the journal automatically as a benefit of membership.



Visit the journal homepage for:

- Table of content alerts • Past issues • Details on how to subscribe
- To submit an article • Journal news and offers

www.tandfonline.com/hajc

ROUTLEDGE

Routledge
Taylor & Francis Group

10:00-11:15 p.m.

East Room 2

Political Thought and Decision-Making in the Digital World**Chair:** Salvatore J. Fallica, *New York University***Respondent:** Thom Gencarelli, *Manhattan College***Papers:****America's Trust in the Electoral System: How Party Affiliation and Media Consumption Affect Electoral Trust**Samuel Aikins, Grace Bueti-Gasparrini, Kelsie Green and Kevin Kowalik, *Pace University***Digital Disorder in The Social-Media Era**Philip W. Hosang, *New York University***Do We Need Experts and Judges? - Darrative & AI**Gad Karmi and Fazel Keshtkar, *St. John's University*

10:00-11:15 a.m.

East Room 3

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 classroom-tested "great ideas" with other members of the teaching community. Participants will discuss an activity, assignment, project, game, or simulation addressing a specific communication theory, concept, skill, or learning objective appropriate to the communication discipline. GIFTS presenters often provide some form of tangible takeaway for interested attendees.

Chair: Evelyn Plummer, *Seton Hall University***Presentations:****Communication Branches Out: Developing Interpersonal Skills through Genealogical Research**Julian Costa, *Pace University* & Gary Snyder, *Lehigh Carbon Community College***Teaching Sustainability: Using the U.N. Global Goals to Transform Your Teaching**Jessica K. Crowell, *SUNY New Paltz***My Very Own Flag**Michael Rhett Cuozzo, *Kean University***Electronic Media "Diet" Assignment**Lewis Freeman, *Fordham University***GIFTS presentations continue on next page**

Appreciative Inquiry for a Supportive ClimateAnn Liao, *Buffalo State University***Could Get a Look at a T-Bone Steak By Sticking My Head Up a Bull's A** But I Would Rather Take the Butcher's Word For It: An Applied Approach to Persuasive Communication**Corey Jay Liberman, *Marymount Manhattan College***Not Your Grandmother's Current Events Presentation: How to Cultivate News Sense Among Future Communication Practitioners**Allison R. Peiritsch, *Slippery Rock University***It Happened Here: Place-Based Education in the Public Relations Classroom**Arien Rozelle, *St. John Fisher University*

11:30 a.m.-12:30 p.m.

West Rooms 1 & 2

NYSCA Business Meeting***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.

12:30-1:45 p.m.

Dining Room

Five-Course Plated Lunch

SESSION 5

2:00-3:15 p.m.

West Rooms 1 & 2

Reimagining the Communication Discipline: Embracing ChatGPT's Impact on the Landscape

ChatGPT, or the Chat Generative Pre-Trained Transformer, has sparked both controversy and interest within the communication classroom. This machine learning tool has prompted discussions about the evolving landscape of the communication discipline and its impact on higher education. Academic institutions are taking the time to address the debates and controversies surrounding the integration of ChatGPT in the classroom. They are developing policies for institutional governance and providing resources for faculty, staff, and students. Despite the rapid adoption of ChatGPT across various disciplines since January 2023, higher education leadership has not set a specific timeline for finalizing discussions about machine learning.

In this roundtable panel, we will discuss the opportunities and challenges that ChatGPT presents for educators in the communication classroom. Rather than panicking about ChatGPT, it is crucial to have realistic conversations about its impact on the communication discipline. We should engage in open and honest dialogues about ChatGPT policies, debate best practices, and ensure healthy rhetorical discourses surrounding ChatGPT to guarantee that our students receive a quality education. Instead of treating it as an adversary, we must consider reimagining ethical standards of intellectual property and academic writing and implement safety protocols for educators and students in the ChatGPT era.

Whether we perceive ChatGPT as an opportunity or a challenge, it is essential to continue discussing the advancements in technology and their overall impact on the nature of human communication.

Chair: Noura Ahmad Hajjaj, *Duquesne University*

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

Panelists:

Lance Strate, *Fordham University*

Susan Drucker, *Hofstra University*

Gary Gumpert, *Urban Communication Foundation*

Thom Gencarelli, *Manhattan College*

Erik Garrett, *Duquesne University*

Mary Kahl, *The Pennsylvania State University, the Behrend College*

Thomas R. Flynn, *Slippery Rock University*

Jason Wrench, *SUNY New Paltz*

Pallavi Khurana, *SUNY Albany*

John Pavlik, *Rutgers University*

Allison R. Peiritsch, *Slippery Rock University*

Michael Plugh, *Manhattan College*

Brian McFadden, *Hofstra University*

Noura Ahmad Hajjaj, *Duquesne University*

2:00-3:15 p.m.

East Room 1

**Selves and Significant Others:
The Impact of Social Media and Reality TV on Lived Experiences**

Chair: Jessica K. Crowell, *SUNY New Paltz*

Respondent: Michael Quinn, *Manhattan College*

Papers:

The Impact of Communication on Romantic Relationships

Jamie Reilly, Neath Williams, Lani Watt and Mel Villacis, *Pace University*

Too Hot To Handle: Analyzing Contemporary Intimacy in the Digital Streaming Landscape

George Kasten, *Fordham University*

Can't Keep Up with the Kardashians: The Kardashian-Jenner Sisters and their Influence on Female College Students' Body Image

Carter Silane, *Manhattan College*

The Impact of Social Media on Well-Being and Self-Esteem

Dara Potts, Noah Lemieux, Jerry McKinstry and Elizabeth Revangil, *Pace University*

2:00-3:15 p.m.

East Room 2

**From Folktales to Realities:
Perspectives on Cultural Sense-Making**

Chair: Salvatore J. Fallica, *New York University*

Respondent: Christina M. Knopf, *SUNY Cortland*

Papers:

A Siberian Folktale: The Sun Maiden and The Crescent Moon

Jackson O.A. Yusuf, *SUNY New Paltz*

Stateless People, Intercultural Competence Model, and COVID-19

Heidy Ruiz, *SUNY New Paltz*

Performing Identity, Brokering Attention: Chinese NFT Influencers on WeChat

Daniel Qicheng Yao, *New York University*

The Financial Burden of Higher Education

Alyssa Roldan, *SUNY New Paltz*

SESSION 6

3:30-4:45 p.m.

East Room 1

**Politics and the Decay of Democracy:
General Semantics Perspectives****Chair:** Lance Strate, *Fordham University***Panelists:****General Semantics and the Lost Art of "I Don't Know"**Michael Plugh, *Manhattan College***The Media of Hate Speech**Susan Drucker, *Hofstra University*, and Gary Gumpert, *Urban Communication Foundation***Two-Party Politics and a Two-valued Orientation Meet the 21st Century Media Environment: Why the U.S. Finds Itself on the Edge of a Second Civil War**Thom Gencarelli, *Manhattan College***Justice, Reason, and the Open Society: Towards a Non-Aristotelian Approach to Democracy**Lance Strate, *Fordham University*

3:30-4:45 p.m.

East Room 2

**D.E.I. in the Digital World:
We've Come a Long Way Maybe...Or Maybe Not!****Chair:** Noura Ahmad Hajjaj, *Duquesne University***Respondent:** Allison Peiritsch, *Slippery Rock University***Papers:****Media Portrayals of Gendered Occupational Roles for Young Audiences: A Content Analysis of Children's Television Programming**Kelly Sand, *New York University***Gender, Representation and Power in the Video Game Industry:
The (Un)Intended Consequences**Arel Sinett, *New York University***Toxic Masculinity in an Australian Law Firm: When White is Might and Right**
Nicholas Harvey Doyle, *New York University***Fatphobia in Ballet: The Impact of Organizational Practices on Body Size in American Ballet Companies**Ashley Chenery, *New York University*

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 navigate 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.

Reception

Join us in celebrating the conference with drinks and hors d'Oeuvres. Tonight's reception is sponsored by Rutgers University's School of Communication and Information, Rutgers' Ph.D. program in Communication, Information and Media, and Rutgers' Master of Health Communication and Information.

NYSCA thanks Rutgers University for its generous support.

RUTGERS UNIVERSITY IS A PROUD SPONSOR OF NYSCA

Explore Our Highly Acclaimed Graduate Programs



Graduate Faculty in the Communication Department

- Mark Aakhus
- Mark Beal
- Galina Bolden
- Marya Doerfel
- Richard Dool
- Sophia Fu
- Bernadette Gailliard
- Kathryn Greene
- Alexa Hepburn
- Shawnika Hull
- Jeffrey Lane
- Nick Linardopoulos
- Matthew Matsaganis
- Lisa Mikesell
- Katherine Ognyanova
- Jonathan Potter
- Yonaira Rivera
- Brent Ruben
- Kristina Scharp
- Sarah Shugars
- Lea Stewart
- Jennifer Theiss
- Maria Venetis
- Matthew Weber
- DaJung (DJ) Woo
- Itzhak Yanovitzky

Master of Health Communication & Information (MHCI)

The Right Education at the Right Time.

The MHCI is a 36-credit program that focuses on the communication, information, and media aspects of health-related policies and practices.

Contact: Richard Dool, D.Mgt. Program Director at richard.dool@rutgers.edu or visit our MHCI website at mhci.rutgers.edu

Master of Communication and Media (MCM)

Skills for Today. Knowledge for Tomorrow.

The MCM is a 36-credit program that can be completed in as little as 15 months. We offer seven specializations, and GRE waivers are available.

Contact: Richard Dool, D.Mgt. Program Director at richard.dool@rutgers.edu or visit our MCM website at mcm.rutgers.edu

Ph.D. Program

The Rutgers Interdisciplinary Ph.D. program in Communication, Information, and Media offers specialization in five areas of study in the field of Communication:

- Communication and Technology
- Interpersonal Communication
- Organizational Communication
- Health Communication
- Language and Social Interaction

For full funding consideration, applications for Fall 2024 are due by **January 5, 2024**.

Contact: Melissa Aronczyk, Ph.D. Program Director, at phddirector@comminfo.rutgers.edu
Matthew Weber, Ph.D. Area Coordinator for Communication at matthew.weber@rutgers.edu or visit comminfo.rutgers.edu/phd

RUTGERS

School of Communication
and Information

comminfo.rutgers.edu



@RutgersCommInfo

#RUSCI

#RutgersCommInfo

KEYNOTE ADDRESS**Other Forms of Life:
Black Digital Cultures, Animacy, and
Communicative Possibility****Brandy Monk-Payton**

Assistant Professor of Communication and
Media Studies

Department of African & African American
Studies at Fordham University



What empathetic ways of being and being with others in the world can digital platforms provide? This talk explores how Black digital cultures cultivate radical modes of communication that can potentially present alternative approaches to combating racial injustice through an emphasis on quotidian life and expression. Dr. Monk-Payton examines the online activities of Black People Pets, a dispersed virtual community that is connected by a shared interest in, and love for, companion species. Specifically, she analyzes the myriad ways in which dogs figure into Black domestic experience in digital media. Building on Donna Haraway's assertion that the lives of humans and canines are "bonded in significant otherness," Dr. Monk-Payton looks to racialized scenes of interspecies engagement on social networking sites. Such scenes contest dominant hierarchies of animacy in their linguistic and gestural play between Black folks and pets, offering up techniques for a different ethics of relation.

Brandy Monk-Payton, Ph.D., is an Assistant Professor in the Department of Communication and Media Studies and affiliated faculty in the Dept. of African & African American Studies at Fordham University. Her interdisciplinary research focuses on the theory and history of Black media representation and cultural production across television, film, and digital media.

Her work is forthcoming in *Television & New Media* and *The Journal of e-Media* and has been published in other journals such as *Persona Studies*, *Film Quarterly*, *Feminist Media Histories*, *Women's Studies in Communication*, and *Communication, Culture and Critique*. She also has chapters in edited collections such as *Black Cinema & Visual Culture: Art and Politics in the 21st Century* and *Unwatchable*.

She has been featured on NPR's *All Things Considered* to discuss the racial politics of *The Bachelor* and interviewed on PBS *NewsHour* about media depictions of the Tulsa Race Massacre. In 2022, she served as an expert panelist on a virtual briefing for the Congressional Multicultural Media Caucus focused on Black creatives and the fight for attribution on the internet. She is currently working on two book projects: one on television and Black Lives Matter and another on contemporary Black celebrity culture.

7:15-8:30 p.m.

Dining Room

Five-Course Plated Dinner

8:45-10:00 p.m.

Marty's Lounge

Entertainment/Open Jam Session

9:30-10:30 p.m.

Forum Night Club

Entertainment/Late Night Show

Provided by the Villa Roma Resort and Conference Center



Achieve

for Communication

Better engagement. Better outcomes.

PUBLIC SPEAKING



Speech Craft
Second Edition
Joshua Gunn
Now with
new interactive
modules!



Speak Up!
Sixth Edition
Douglas M. Fraleigh
Joseph S. Tuman
Illustrations by Peter Arkle



**A Speaker's
Guidebook**
Eighth Edition
Dan O'Hair
Hannah Rubenstein
Rob Stewart



**A Pocket Guide
to Public Speaking**
Seventh Edition
Dan O'Hair
Hannah Rubenstein
Rob Stewart

HUMAN COMMUNICATION



**Choices &
Connections**
Fourth Edition
Steven McCornack
Joseph Ortiz



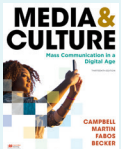
**Real
Communication**
Fifth Edition
Dan O'Hair
Mary Wiemann
Dorothy Mullin
Jason Teven



Reflect & Relate
Sixth Edition
Steven McCornack
Kelly Morrison

INTERPERSONAL COMMUNICATION

MASS COMMUNICATION



Media & Culture
Thirteenth Edition
Richard Campbell
Christopher Martin
Bettina Fabos
Ron Becker
Achieve Update



**The Film
Experience**
Sixth Edition
Timothy Corrigan
Patricia White

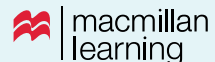
JOURNALISM



**News Reporting
& Writing**
Thirteenth Edition
The Missouri Group
**Featuring
interactive
writing tools!**



These Macmillan Learning titles in
Communication are now available in Achieve!
Sign up for a tour!



SUNDAY SCHEDULE AT A GLANCE

Session	Time	Event	Location
Meal	7:00-9:00 a.m.	Breakfast	Dining Room
Registration	8:30-11:00 a.m.	Registration	Level 2 Mezzanine Lobby
Session 7 9:00-10:15 a.m.		NYSCA Meeting of AJC Editorial Board (Open to all)	West Rooms 1 & 2
Session 8 10:30-11:45 a.m.		Administrators' Workshop: Academic Leadership in a Digital World	East Room 1
		Being Human in the Digital World	East Room 2
Raffle	11:45 a.m.	East Room 3	
Checkout	12:00 p.m.	Checkout	Lobby
Meeting	12:00-1:00 p.m.	Executive Council Meeting and Luncheon	Dining Room Alcove

SUNDAY PANELS & EVENTS

7:00-9:00 a.m.

Dining Room

Breakfast

8:30-11:00 a.m.

Level 2 Mezzanine Lobby

Conference Registration

SESSION 7

9:00-10:15 a.m.

West Rooms 1 & 2

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*

William Petkanas, *Western Connecticut State University*

Thom Gencarelli, *Manhattan College*

Marie Radford, *Rutgers University*

Anastacia Kurylo, *Inform Your Community*

Lance Strate, *Fordham University*

SESSION 8

10:30-11:45 a.m.

East Room 1

Administrators' Workshop: Academic Leadership in a Digital World

This session is designed for conference participants who are current and former college/university administrators. A long-standing tradition at NYSCA, this 2023 panel examines the various challenges that administrators face as they guide, serve, and educate their various and diverse audiences in our increasingly digital world. What are the strong spots and what are the weak spots that typify daily administrative work? At what points and about what issues do administrators grapple with intractable difficulties? At what moments do academic leaders find their greatest accomplishments? Are administrative difficulties and accomplishments mutually exclusive? How has the blurring of online and offline spaces confounded administrative work? Attend this panel if you want to dish, deliberate, or decompress. Attend if you seek a demi-demulcent dialectic about digital developments. Session conversations will be held in confidence.

Co-chairs: Mary L. Kahl, *The Pennsylvania State University, the Behrend College*
Gary Gumpert, *Urban Communication Foundation*

10:30-11:45 a.m.

East Room 2

Being Human in the Digital World**Chair:** Noura Ahmad Hajjaj, *Duquesne University***Papers:****The Meaning of "Humanize"**Michael Plugh, *Manhattan College***Examining Breast Cancer Detection, Diagnosis, and Treatment in the Occupied Gaza Strip: Unraveling the Rhetoric of the Occupation**Noura Ahmad Hajjaj, *Duquesne University***The Politics of Deepfakes and the Uncertain Certain in the Counterpoise of the UnThought**Adeena Karasick, *Pratt Institute*

11:45 a.m.

East Room 3

Don't Leave Yet - Raffle!

12:00 p.m.

Lobby

Conference Concludes: Hotel Checkout at Noon

12:00-1:00 p.m.

Dining Room Alcove

NYSCA Executive Council Meeting*Hotel checkout is 1:15 p.m. for Executive Council members.*



Earn your M.A. in **PUBLIC MEDIA** *in the heart of New York City*

The Fordham master's program in public media combines academic inquiry, hands-on experience, and a focus on storytelling for social justice and civic engagement.

It's about real journalism, real communication strategies, and real narratives.

- Choose between two tracks:
multiplatform journalism or strategic communication.
- Develop multimedia production expertise in interactive digital storytelling, audio/video editing.
- Take advantage of internships and courses at WFUV, WNET, WNYC, and other public interest organizations.



Media with a
MISSION

Designed as a one-year program for full-time students.

Flexible evening courses allow for daytime employment, fieldwork, or internships.

Classes are held at both our Rose Hill (Bronx) campus and the Lincoln Center (Manhattan) campus to take advantage of the different opportunities that each campus and neighborhood has to offer.

To learn more, visit fordham.edu/pmms



FORDHAM | Graduate School of
Arts and Sciences

NYSSA/NYSSCA/NYSKA PRESIDENTS

1942-43	Loren Reid, Syracuse University
1943-44	Loren Reid, Syracuse University
1944-45	Mardel Ogilvie, SUC at Fredonia
1945-46	Mardel Ogilvie, SUC at Fredonia
1946-47	Agnes Rigney, SUC at Geneseo
1947-48	Agnes Rigney, SUC at Geneseo
1948-49	Lillian O'Connor, Julia Richmond High School
1949-50	Lillian O'Connor, Julia Richmond High School
1950-51	James Kavanagh, Binghamton Central High School
1951-52	James Kavanagh, Binghamton Central High School
1952-53	Doris Goodrich, Rochester Schools
1953-54	Doris Goodrich, Rochester Schools
1954-55	Yetta Mitchell, New York University
1955-56	Yetta Mitchell, New York University
1956-57	Wilbur Gilman, Queens College
1957-58	Henry Youngerman, SUC at Fredonia
1958-59	Frances Marion Brown, City Schools, Oswego
1959-60	Ralph Schmidt, Utica College
1960-61	Solomon Simonson, Yeshiva University
1961-62	Bernard Boresoff, Great Neck High School
1962-63	Gladys S. Bennett, Mechanicsville High School
1963-64	John W. Gunning, Ithaca College
1964-65	Bruce Klee, SUC at Geneseo
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 High School
1976-77	Beatrice Ferrante, St. John's University
1977-78	Allan D. Frank, SUNY at Brockport
1978-79	Nancy S. Swartout, Orange County Community College
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 Community College
1984-85	Ruth L. Goldfarb, Nassau Community College

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 (Peggy) 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 Louis, Cazenovia College
2015-16	Anastacia Kurylo, St. Joseph College
2016-17	Mike 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
2021-22	Christina M. Knopf, SUNY Cortland
2022-23	Allison R. Peiritsch, Slippery Rock University

NYSCA CONFERENCE KEYNOTE ADDRESSES 1992-2022

*NO TITLE WAS PRINTED IN THE CONFERENCE PROGRAM

- | | | | |
|------|---|------|--|
| 1992 | <p>Linda Lederman, Rutgers University
"An After-Dinner Mint"</p> <p>Dan Hahn, Florida Atlantic University
"Get a 'Professional' Life"</p> | 2003 | <p>John Downing, The University of Texas at Austin</p> <p>David Turnley
"Reflections of a War Photographer"</p> |
| 1993 | <p>Alan Chartock, Host of WAMC/
Northeast Public Radio's Capital
Connection*</p> <p>John Makay, Bowling Green State
University*</p> | 2004 | <p>Stanley Deetz, University of Colorado at
Boulder
"Communication Hype, Enduring
Currents, & Contemporary Struggles"</p> |
| 1994 | <p>Raymie McKerrow, Ohio University*</p> | 2005 | <p>Siva Vaidhyanathan, New York University
"To Teach is to Copy: Emerging Conflicts
Among Technology, Copyright, and
Education"</p> |
| 1995 | <p>Tom Benson
Pennsylvania State University
"Communication & Community
in the Age of the Computers"</p> | 2006 | <p>William I. Hoynes, Vassar College
"Marginalizing Dissent: News Media
& the Narrowing of Political Debate"</p> |
| 1996 | <p>Todd Gitlin, New York University
"What's Wrong with Sex & Violence?"</p> <p>Neil Postman, New York University
"How Media Change Values"</p> | 2007 | <p>Mary Kahl, SUNY New Paltz
"A Subject for Sarcasm and Ridicule"</p> <p>Shawn J. Parry-Giles, University of
Maryland
"Connecting Research, Pedagogy, and
Civic Engagement"</p> |
| 1997 | <p>Susan Drucker, Hofstra University</p> <p>Gary Gumpert, Communication
Landscapeers
"Discourse and Chat@Non-
Communicating Communities"</p> | 2008 | <p>Diana Bartelli Carlin, University of Kansas
"Using Research Groups to Unify
Unique Perspectives: A Case Study of
Political Debates and Beyond"</p> <p>Terence Moran, New York University
"Understanding Communication History:
A Media Ecology Approach"</p> |
| 1998 | <p>Langdon Winner, Rensselaer
Polytechnic Institute
"Introducing the Automatic Professor
Machine"</p> <p>James W. Carey, Columbia University
"Where Do We Go with Marshall
McLuhan?"</p> | 2009 | <p>Lance Strate, Fordham University and
Executive Director, Institute of General
Semantics
"On the Binding Bias of Time"</p> <p>John Durham Peters, Yale University
"God and Google"</p> |
| 1999 | <p>Julia T. Wood, The University of North
Carolina at Chapel Hill
"Rethinking the Making of
Common Narratives"</p> | 2010 | <p>Donal Carbaugh, University of
Massachusetts-Amherst
"The Matter of Communication:
Perspectives and Practices"</p> <p>Lawrence Frey, University of Colorado at
Boulder
"Making Communication Matter through
Communication Activism for Social
Justice Scholarship"</p> |
| 2000 | <p>James W. Chesebro, Indiana State
University
"The Role of Academia - and
Specifically the Discipline of
Communication-in the 'Real' World"</p> <p>Mark Crispin Miller, New York University
"Real Criticism"</p> | 2011 | <p>Renee Hobbs, Temple University and
The Media Education Lab
"Down with the Silos: How Digital Media
Literacy Embraces Interdisciplinary
Connections across Campus and
Community"</p> <p>Aashish Kumar, Hofstra University
"Software from Hard Rocks"</p> |
| 2001 | <p>Paul Thaler, Mercy College
"From TV Trials to Killing Hitler: The
Twists and Turns of a Writer's Angst"</p> <p>Daniel Kolak, William Paterson University
"Beyond Self & Other: Talking
Communication Theory Inside Out or
Why in Talking to You I am Talking
Only to Myself"</p> | | |
| 2002 | <p>Klaus Krippendorff, University of
Pennsylvania
"The Possibility of Possibility"</p> | | |

- Carole Blair**, University of North Carolina, Chapel Hill
"UNKNOWN: Remembering as Family and (Re)Legitimizing the Nation-State"
- 2012** **Thomas Cooper**, Emerson College
"Overview of Overviews: Of Media Ethics, Epistemology, and Ecology"
- John Shotter**, University of New Hampshire and London School of Economics
"The Transmission of Information: An 'Awful Deformation' of What Communication Really Is"
- 2013** **George Barnett**, UC Davis
"A Network Model of International/ Intercultural Communication"
- Thomas Hugh Feeley**
"Studying Communication Networks: What I Have Learned us Far"
- 2014** **Jason Llorenz**
"Communication in a Mobile, Social World: New Opportunities to Meet Persistent Social Challenges"
- Roger Aden**, Ohio University
"Places Apart: Sites of Communion Among Us"
- 2015** **Howie Giles**, UC Santa Barbara
"Us, Them, and Me: Intergroup Communication and Successful Aging"
- Mecca E. Santana, Esq.**, Westchester Medical Center
"Lost in Translation: The Interplay Between Diversity, Inclusion and Communication"
- 2016** **Lee Humphries**, Cornell University
"The Qualified Self: Social Media and the Accounting of Everyday Life"
- Douglas Rushkoff**, Queens College of CUNY
"Money is a Medium: The Economy as Media Environment, and How to Reprogram It"
- 2017** **Michael Prosser**
"25/75: NYSCA & Michael Both Flourishing"
- 2018** **Judith Yaross Lee**, Ohio University
"A New York State of Mind: Mad Magazine and the Spirit of Our Times"
- Dana L. Cloud**, Syracuse University
"Reality Bites: The Limits of Truth Appeals and Fact-Checking in Political Discourse"
- 2019** **Cyndy Scheibe**, Project Look Sharp
"From Practice to Theory and Back Again: Reflections on Media Literacy Education in 2020 and Beyond"
- Renee Hobbs**, University of Rhode Island and Media Education Lab
"From Theory to Practice and Back Again: Reflections on Media Literacy Education in 2020 and Beyond"
- 2020** **Nicholas David Bowman**, Texas Tech University
"Evolving Norms for Communication Research: The Costs and Benefits of a Culture of Transparency"
- Jasbir Puar**, Rutgers University
"Spatial Debilities: Slow Life and Carceral Capitalism in Palestine"
- 2021** **Brenda Hoffman**, Stony Brook University & the Alan Alda Center for Communicating Science
"Re-envisioning Our Roles as Communication Scholars and Teachers"
- Whitney M. Phillips**, Syracuse University
"Feeling Better so We Can Share Better: Exploring the Links between Mental Health, Media Literacy, and Online Ethics"
- 2022** **Lauren Shallish**, Rutgers University | Newark
"A Different Diversity?: The Role of Disability Studies in Diversity and Equity Work"
- Corey Anton**, Grand Valley State University
"Apprehending the Elusive and Ambiguous: Communication, Language and Literacy"

JOHN F. WILSON SCHOLARS

The Wilson Scholar Committee may, each year award the Wilson Fellowship to a member of NYSCA who has established an exemplary record of scholarship and service to the Association. The fellowship carries the prize of life membership in the Association. To be considered for the award, nominees must: be members of NYSCA; have contributed a significant body of research; and have a record of service to NYSCA.

- 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
- 2021 Christina M. Knopf, SUNY Cortland

NEIL POSTMAN MENTOR'S AWARD RECIPIENTS

The Committee, convened annually, consist of all Past-Presidents of the Association in attendance at the convention. The committee may bestow the award on that person whom they deem has demonstrated the degree of intellectual and personal leadership, enthusiasm for learning, and generous spirit required to cultivate future generations of scholars. The Award is given in honor of Neil Postman, a long-time supporter of the Association and renowned scholar and mentor.

- 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-Ferrara, 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, Slippery Rock University
- 2022 Marie Radford, Rutgers University
- 2023 Noura Ahmad Hajjaj, Duquesne University

NEW YORK STATE COMMUNICATION ASSOCIATION 2024 CALL FOR PAPERS 82nd Annual Conference | October 12-14, 2024

Villa Roma Resort and Conference Center

Generative communication

As we approach the 2024 convention of the New York State Communication Association, we are excited to introduce the theme “Generative communication.” Set against the vibrant backdrop of New York, a hub for innovation and forward-thinking, this theme invites us to examine the ever-expanding frontier of artificial intelligence (AI) in the world of human communication. The theme beckons us to delve deep into the heart of how AI not only integrates but also influences, and sometimes even instigates, our ways of communicating.

With the beautiful fall setting of the Catskills in October as our backdrop, I invite scholars, academic professionals, graduate students, and undergraduate students alike to ponder and present on the following thought-provoking questions:

- Is AI redrawing the boundaries of traditional communication theories and practices?
- What ethical challenges and responsibilities do communicators face in an AI-driven landscape?
- How can we educate the next generation of communication professionals to be AI-savvy and ethically grounded?
- What are the potential cultural implications of AI-generated narratives, especially in a state as diverse as New York?
- How might AI be used to amplify marginalized voices? Or is AI perpetuating and enhancing existing biases and stereotypes—further marginalizing cultural groups in our world?
- How are AI algorithms influencing our understanding of interpersonal, group, and organizational dynamics?
- In what ways are digital media platforms being transformed by AI’s generative capabilities, and what does this mean for the future of media studies?
- What are the benefits and pitfalls of AI in human communication across a range of different contexts?

The 2024 NYSCA convention will also introduce an “AI in Academia Forum.” The goal will be to share and showcase how people are using AI in their daily lives, classrooms, and research practices.

Together, with the NYSCA's dedicated committee, leadership, and our passionate community of scholars and students, we look forward to pioneering conversations and groundbreaking insights. Let's converge in New York to chart the communicative contours of a world intertwined with AI. 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

Completed paper submissions should be no more than 25 double-spaced pages (not inclusive of title and bibliography pages) and should not include any identifying information. The author, affiliation, and contact information should be provided separately in the body of the submission email. Papers should include a running head with an abbreviated title. Any standard style is permitted. 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, including panel proposals, posters (students only), roundtables, fishbowls, and other innovative programs, please include the title, the lead contact or panel chair, the participants/authors, affiliations, contact information, and a description of the panel, poster, roundtable, etc. For each paper in a panel or roundtable proposal, please include a title, a list of authors, and abstracts of no more than 125 words for each presenter.

Statement of Professional Responsibility

A statement of professional responsibility should be included on the first page of all paper/panel/roundtable submissions, or in the email accompanying video/audio files, and should state the following: "In submitting the attached paper/panel proposal, poster or roundtable, I/ we agree to present at the 2024 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."

Contact Information

Direct inquiries and email submissions to Jason Wrench, Professor, Department of Communication, SUNY New Paltz, at NYSCA2024@newpaltz.edu.

Deadline

All submissions and proposals are due no later than midnight EST on Friday, June 7, 2024.

NOTES



urbancommunication
f o u n d a t i o n

**We are pleased to support
the 81st
Annual New York State
Communication
Association Conference**

***Contemplating digital
cities and exploring
digital futures.***

**Join us at
<http://urbancomm.org>**



Lance Strate, President
Eva Berger, Secretary

Corey Anton, Vice-President
Thom Gencarelli, Treasurer

Regular Membership \$50 | Student Membership \$25

Member Benefits Include

Subscription to *ETC: A Review of General Semantics* Thom Gencarelli, Editor

Discounts on IGS Publications and Courses

The Annual Alfred Korzybski Memorial Lecture, Dinner, & Symposium

And More!

New York Society for General Semantics

Michael Plugh, President

Subscribe for Updates on NYSGS Programs: <http://nysgs.org>



NEW YORK SOCIETY FOR GENERAL SEMANTICS