Schedule of Events:
63rd Annual Convention of the
New York State Communication Association

Friday, October 21, 2005

Registration
1:00 – 5:00  EXECUTIVE CONFERENCE CENTER LOBBY

2:00 – 3:15  ULSTER

Donate Life, Pass it on: Teaching Public Relations Classes to Promote Student Commitment to Organ and Tissue Donation
Chair: Teresa M. Harrison, University at Albany
Panel Participants:
Carla Williams, New York Alliance for Donation
Rod Carveth, SUNY Oswego
Mary Mohan, SUNY Geneseo
Jon Pierce, University at Albany, SUNY

2:00 - 3:15  ORANGE

The Pedagogy of Absence: Facilitating Students Understanding of Television Through a Week without Television
Chair: Cheryl Casey, New York University
Participants: Jennifer Forsyth, Fordham University

3:30 – 4:45  ULSTER

New Directions in Television Narrative
Chair: Brian Cogan, Molloy College
"Lost and found: ABC's "Lost" and Notions of Discontinuity"
Brian Cogan, Molloy College

"Depicting Emotion: The Case of Cold Case"
E. Deidre Pribram, Molloy College

"Sista Sista"
Cliff Jernigan, Hofstra University

"Changing Doctor Patient relationships in TV Medical Drama"
Alice Byrnes Molloy College

3:30 – 4:45  ORANGE

New Papers in Communication Research
Chair: Marie Garland, Ithaca College

"Eating Competitions and the Mediated Environment"
Terri Toles Patkin, Eastern Connecticut State University

"The Synecdochic Fallacy Revisited (2005): Kenneth Burke and One Little Fellow Named Ecology"
Stephen M. Weinstock
Toby Cohen, New School for Social Research

5:00 – 6:00 ORANGE
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Executive Board Meeting

6:00 – 7:30 COLUMBIA
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Buffet Dinner
Tickets required. Meal tickets are included in the hotel package for those conference attendees who have Friday night accommodations at the hotel. Those who are not staying at the hotel may purchase dinner tickets from the hotel main desk.

Saturday, October 22, 2005

7:30 – 9:00 COLUMBIA
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Buffet Breakfast and State of the State Update From the President
Please join us for breakfast and an update on the "state of the state" from Association President Marie Garland. Information about legislative initiatives and institutional changes will be featured in a brief address. Tickets required. Meal tickets are included in the hotel package for those conference attendees who have Friday night accommodations at the hotel. Those who are not staying at the hotel may purchase tickets from the hotel main desk.

Registration
9:00 – 5:00 EXECUTIVE CONFERENCE CENTER LOBBY
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Registration
9:30 – 10:45 ULSTER
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From the Tsunami to Hurricane Katrina: Communication in the Face of Natural Emergencies
Participants: Susan Drucker, Hofstra University
Gary Gumpert, Communication Landscapers
TBA

9:30-10:45 ORANGE
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Narrative, Performance and Meaning
Chair: Missy Alexander, Marist College

"Picture Stories: visual Images as Inspiration for Books that amplify, Embellish and Invent"
W. David Gibson, Rutgers University

The differential Impact of Gain-Framed Versus Loss-Framed Messages on Post-Feedback Satisfaction, Performance and Recall: A study of Performance Appraisals Within an Organizational Setting
Corey Liberman, Rutgers University

Swarts, Valerie, Slippery Rock University, "Is Visual Literacy Alive in the Illustrations of Children’s Books? An analysis of five Caldecott Winners"
Swarts, Valerie, Slippery Rock University,

9:30 – 10:45 HUDSON
Chair Elizabeth LeDoux, Bentley College

"The Perfect Case of Political Propaganda: the Chinese Government’s Persecution Against Falun Gong"  
Chin-Yung Yang, New York University

"War Objectified: Value in Virtuality"  
Kimberley David, Ithaca College

"Copyfight Guerrillas: The Story of Downhill Battle"  
Sam Howard-Spink, New York University

"Podcasting and its effects for Independent Media Producers"  
Elizabeth LeDoux, Bentley College

9:30 – 10:45 HUDSON I

Pedagogy, The Public and Current Research

Chair: Lance Strate, Fordham University

"Communication, Technology and Pedagogy: Is Service Learning to Technological Elitism?"  
Shirley Crawford, SUNY Geneseo

"Oral interpretation as a course in Civic Engagement and Public Values”  
Diane Cypkin, Pace University

"Faculty and Student Perceptions of Working together on undergraduate Research: an analysis of Communicative Dilemmas”  
Sheryl Baratz Goodman and Anna Mira King (student), Ursinus College

"Musical Rhetoric: A Practical Demonstration”  
Stephen Weinstock, University of the Open Road

11:00 – 12:15 HUDSON III

Learning Communicative Competence: From Pre-school Through College

Chair- James L. Laux Slippery Rock University

"Learning the Ropes: A comparison of Communication skills in Children who have Attended Pre-schools and Those Who Have Not"  
Erin Weber Slippery Rock University

"The importance of Environment: The effects of Gender and Environment on communication Apprehension Among Individuals in an unfamiliar Environment”
  Hooven, Daniel, McCullough, Shannon and Meyer, Jennifer Slippery Rock University

"Making Friends: The Creation of Friendships Among Male and Female College Students”
  Cruse, David Adam, Slippery Rock University

"Teaching Competence: The relationship Between College Student Evaluations of Teaching Effectiveness and Instructor Behavior”
  Smith, Kathleen, Slippery Rock University

11:00 – 12:15 ORANGE

The Role of Video Production in the Classroom

Chair: Brian Cogan, Molloy College

"How to teach video production in three weeks or less, or under an hour"
  Mike Grabowski, College of New Rochelle

"Teaching Digital Video Production to Non-Majors”
  Toni Sant, The University of Hull, Scarborough Campus

"Re-thinking Reality: The Importance of Experimental documentary Production and Theory in Media Education Curriculum”
  Brijetta Hall, New York University

"Documentary Film and Religion, Exposing Hell House to Educate or Demystify”
"The Top Ten List: Communication Laws that we would like to see changed."

This panel will address a series of contemporary issues within online and communication law through the multi-disciplinary perspectives and extensive scholarship of the participants. The program will focus upon those cases and laws that present problems of intellectual property, privacy, expression and regulation within academic, commercial and public electronic environments. The panelists seek to overturn these laws and will tell you why! All members of NYSCA are invited to attend and participate in this roundtable discussion.

Chair: Thomas Flynn
Slippery Rock University

Panelists: Susan Drucker
Hofstra University
Gary Gumpert
Communication Landscapers
Valerie Swarts
Slippery Rock University
Brett, Barnett
Slippery Rock University

New Research: From the Theoretical to the Metaphysical

Chair: Thom Gencarelli, Montclair State University

"Music and communication: Towards a Taxonomy of Research Goals and Methods”
Stephen M. Weinstock, University of the Open Road,

"Amused to Death?: Roger Waters, Neil Postman and the Epistemology of Television”
Phil Rose, York University

"Understanding the Socialization of Police Officers: A quantitative Assessment of Organizational Communication within Local Departments”
Corey J. Liberman, Katie Lever, Rutgers University,
The Metaphysics of Media”
Peter Fallon, Roosevelt University

Technologies New and Old: New Challenges

Chair Missy Alexander, Marist College

"The WUHF Experiment: WNYC-TV and technological challenge of UHF broadcasting.”
MJ Robinson, New York University

"Are Advertising Games Really Games in the eyes of Game Players?"
Kimberly Gregson, and Stephanie Belsky (Student) Ithaca College

"Why do People Play Videogames?"
Anna L. Bulley, Sharon E. Ulak, Austra I. Zubkovs, Ithaca College

"Hacking away at the Slasher Film”
Christopher Litten, Ithaca College

Buffet Lunch and General Business Meeting
Tickets required. Meal tickets are included in the hotel package for those conference attendees who have accommodations at the hotel. Those who are not staying at the hotel may purchase tickets from the hotel main desk.

1:30 – 2:45 ULSTER

COMMUNICATION, TECHNOLOGY AND PEDAGOGY:
RUBRICS CUBED, A THEME-BASED PANEL

PARTICIPANTS:

LAURA BENIN, TITLE IID MEDIA SPECIALIST/TECHNOLOGY STAFF DEVELOPER, REGION 5, NEW YORK CITY DEPARTMENT OF EDUCATION

LEIGH D. BENIN, ADELPHI UNIVERSITY SCHOOL OF EDUCATION.

STEVE HOFFMAN, EDUCATOR/TECHNOLOGIST

1:30 – 2:45 HUDSON I

Classrooms on the Internet: Blogs, Perceptions, New Challenges and Fresh Perspectives

Chair: Che Baysinger, Hartwick College

“Classroom as Community: Using blogs as a Teaching Tool”
Elizabeth LeDoux, Bentley College,

The Computer Ate my Paper: The Challenges of On-line Teaching”
Laura Tropp, Marymount College,

"Teaching interpersonal Communication the Hard Way: On-line”
Janice Kelly, Marymount College,

“Through Student’s Eyes: Using Repertory Grid Technique to understand Student’s Perceptions of Online Learning”
Susan Cook and Clark Germann, Metropolitan State College of Denver,

Respondent: Cheryl Casey, New York University

1:30 – 2:45 HUDSON II

Administrators Workshop:
Administrators Answer Non-Administrators (Open to all)

For this session, we have gathered a group of Deans and Chairs, chosen for their varying experience and tales to tell. This is round-table discussion in which administrators and non-administrators get the opportunity to ask each questions and express their concerns about current trends. All conference participants are welcome to attend and participate.

Facilitator: Gary Gumpert, Professor Emeritus, Queens College

3:00 – 4:15 ULSTER

Panel on Lambda Pi Eta

CHAIR:SUSAN DRUCKER

3:00 – 4:15 ORANGE

Celebrating the Life and Work of Professor Terence Moran of New York University

Chair: Brian Cogan, Molloy College

Participants:
Sal Fallica, New York University
Laura Benin, Molloy College
Evaluating our Technological Choices in the Classroom

Participants:
- Paul Trent, Mercy College
- Judith Mitchell, Mercy College
- Sean Dugam, Mercy College

Where the Rubber Meets the Road: Research, Activism, and the Future of Media

Free Press, founded by professor, author, and media activist Robert McChesney, envisions itself to be “a national nonpartisan organization working to increase informed public participation in crucial media policy debates.” The hub of their work is located online at www.freepress.net. Free Press Campaign Director Russell Newman and staff from the North Hampton, MA, headquarters will share information about the organizations’ current media reform agenda and opportunities for communication scholars to contribute to their efforts. In addition, Libby Kellogg, an Ithaca College Culture and Communication student and former Free Press intern, will share information about how students can become more involved in the political landscape of media.

Keynote Presentation:
To Teach is to Copy: Emerging Conflicts among technology, copyright, and education.

Introductions: Brian Cogan, Molloy College
Presenter Siva Vaidhyanathan, New York University

Siva Vaidhyanathan, a cultural historian and media scholar, is the author of Copyrights and Copywrongs: The Rise of Intellectual Property and How it Threatens Creativity (New York University Press, 2001) and The Anarchist in the Library: How the Clash between Freedom and Control is Hacking the Real World and Crashing the System (Basic Books, 2004). Vaidhyanathan has written for many periodicals, including American Scholar, The Chronicle of Higher Education, The New York Times Magazine, MSNBC.COM, Salon.com, openDemocracy.net, and The Nation. After five years as a professional journalist, Vaidhyanathan earned a Ph.D. in American Studies from the University of Texas at Austin. He has taught at Wesleyan University and the University of Wisconsin at Madison and is currently an assistant professor of Culture and Communication at New York University. He lives in Greenwich Village, USA.
BREAKFAST BUFFET
8:00 – 9:00 ORANGE

Executive Board meeting

9:00 – 10:30 EXECUTIVE CONFERENCE CENTER LOBBY

Registration
9:00 – 10:15 ULSTER

Communication Law for Beginners: A Primer
This panel will address a series of contemporary issues and current trends of communication law through the multidisciplinary perspectives and extensive scholarship of the participants. The program will focus upon information and ideas helpful to communication scholars who do not presently teach Communication Law but address some of its issues within their teaching. All members of NYSCA are invited to attend and participate in this roundtable discussion.

Chair: Susan Drucker
Hofstra University

Panelists: Thomas Flynn
Slippery Rock University
Gary Gumpert
Communication Landscapers

10:30 – 11:45 ULSTER

Ranger Rick, Dr. Seuss and the Meta-Ideology of Children’s Literature
Chair, Jeffrey W. Murray, Rochester Institute of Technology

Media and Celebrity: New Perspectives
Chair Liz LeDoux, Bentley College

"Michael Moore and the Pre-rhetorical Violent Image: An Essay on the Phenomenology of Violence and Images of Violence"
Jeffrey W. Murray, Rochester Institute of Technology

"Leadership in Entertainment: Celebrity Appeal and the Use of Charismatic Leadership in Modern Day Politics"
Felicia A. Zammit, Marist College

"Celebrity Capital and Niche Activism"
Sue Collins, New York University

"From Candidate to Chairman: the Evolving Rhetoric of Howard Dean"
Richard Franco New York University,“
What are They Like? An introduction to Research on Stereotypes and Communication

Chair/Respondent: Anastacia Kurylo, Marymount Manhattan College

Panelists:
"The Function of Stereotypes as Portrayed in Politics and Television"
   Carla Camargo, Rutgers University

"The Stereotype as a Rhetorical Tool"
   Debralee Hall, Rutgers University

"Stereotypes: Application of a Socio-Cultural Approach"
   Laura Lark, Rutgers University

"Why Classify?"
   Stephanie Tobia, Rutgers University,

10:30 – 11:45 HUDSON

Call for Papers and Reviewers for Biennial 2004-2005
NYSCA Conference Proceedings

Submission of papers presented at 2003 and 2004 Annual Conference of the New York State Communication Association are being accepted for the conference proceedings.

Authors should send four (4) copies of the manuscript, no longer than 25 pages (including tables and figures), to:
Paul Grosswiler
420 Dunn Hall
Department of Communication and Journalism
University of Maine
Orono, ME 04469.

Manuscripts must conform to the Publication Manual of the American Psychological Association (5th ed., 2001). Authors are responsible for obtaining permission to reprint copyrighted material.

Double space the entire manuscript, including title page, abstract, text, quotations, acknowledgments, references, appendixes, tables, figure captions, and footnotes.

To facilitate blind review, the first page of the manuscript should include only the article title and an abstract of no more than 100 words. A separate, detachable cover page should be provided that includes the title of the article, the complete name of each author as it is to appear in the journal, the current and complete mailing address, telephone, fax, and email address of each author.

Manuscripts must be postmarked by Jan. 15, 2006.

Reviewers also are needed to read manuscripts for inclusion in the proceedings. Please contact Paul Grosswiler at Paulg@maine.edu or call 207-581-1287.

Bridging Curricular Gaps Through Student Organizations

This panel discussion will examine from both faculty and student perspectives the role of extra-curricular activities in the development of student learning.

Participants:
Gina Gonzalez, California University of PA
Thomas Flynn, Slippery Rock University
Jennifer Schooley, California University of PA
Thom Gencarelli, Montclair State University
Susan Jasko, California University of PA (Discussion leader)

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Susan Murray: Reality TV
Helen Nissenbaum: Academy and the Internet
Siva Vaidyanathan: The Anarchist in the Library

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demic environment. Tuition support is available through graduate assistantships.

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ITHACA

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