

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

Petra Johnson, Fordham University
Billy Kotler, Fordham University
Rachel Lieb, Fordham University
Samantha Margalit, Temple University
Amina Syed, Fordham University

Respondents: Lewis Freeman- Fordham University
Jonathan Gray- 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

"Peddling New Communication Technology: A P.R. Directive for 2006"

Toby Cohen, New School for Social Research

5:00 – 6:00 ORANGE

Executive Board Meeting

6:00 – 7:30 COLUMBIA

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

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

Registration

9:30 – 10:45 ULSTER



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

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

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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 Crawley, 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"

Cheryl Casey, New York University

11:00 – 12:15 HUDSON I

"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

11:00 – 12:15 HUDSON I

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

11:00-12:15 ULSTER

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"

12:15 – 1:15 COLUMBIA

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

Peter Fallon, Roosevelt University
Brian Cogan, Molloy College
Thomas Harkins, New York University

3:00 – 4:15 HUDSON I

Evaluating our Technological Choices in the Classroom

Participants:

Paul Trent, Mercy College
Judith Mitchell, Mercy College
Sean Dugan, Mercy College

3:00 – 4:15 HUDSON II

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.

5:30 – 6:30 COLUMBIA FOYER

Reception

Celebrate! Tickets required or cash bar.

6:30 – 7:30 COLUMBIA

Dinner

Tickets required. Meal tickets are included in the hotel package for those conference attendees who have *Saturday* night accommodations at the hotel. Those who are not staying at the hotel may purchase tickets from the hotel main desk.

7:30 – 8:00 COLUMBIA

Awards Ceremony

8:00 – 9:00 COLUMBIA



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.

SUNDAY, OCTOBER 23, 2005

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 multi-disciplinary 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

9:00 – 10:15 ORANGE

Ranger Rick, Dr. Seuss and the Meta-Ideology of Children's Literature

Chair, Jeffrey W. Murray, Rochester Institute of Technology

"Ranger Rick, Narrative Ideology and Interpellation"
Jacqueline Licht, Independent Scholar

"Louis Althusser, Dr. Seuss, and Kenneth Burke: An Ideological Triangle"
Jennifer S. Ost, Rochester Institute of Technology

"Children's Literature, Ideological indoctrination and the Pentadic Framing of Meta-ideology"
Jeffrey W. Murray, Rochester Institute of Technology

10:30 – 11:45 ULSTER

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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,"

10:30 – 11:45 HUDSON III

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

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)

NYSCA Executive Board 2005-2006

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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.

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ITHACA

Ithaca College is located in New York's Finger Lakes region, noted for scenic beauty and a stimulating academic environment. Tuition support is available through graduate assistantships.

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