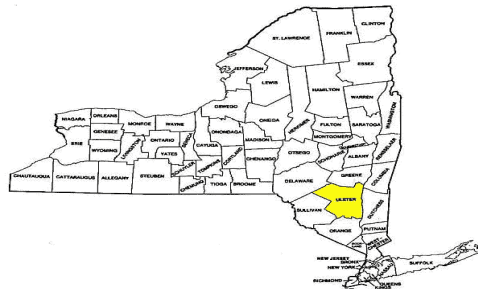


NYSCA 2009

The New York State Communication Association

***Ritual, Community, and Technology
in this New Century:
A Global Discussion in New York State***



**67th Annual Conference
of The New York State Communication
Association
1942-2009**

**Honor's Haven Resort & Spa
Ellenville, New York
October 23-25, 2009**

**Ritual, Community, and Technology
in this New Century:
A Global Discussion in New York State**

**October 23-25, 2009 Conference Program
Honor's Haven Resort & Spa,
Ellenville, New York**

**All meals will take place in the Fall's View Dining Area
All Plenary Sessions will take place in The Fantasy Room
All Breakout Sessions will take place in the West Wing**

Free wi-fi throughout hotel and grounds

Friday, October 23rd

Conference Registration Opens

1:30pm

Lower Lobby

NYSCA Executive Board Meeting

3:00pm-4:00pm

Room 3

Welcome to the New York State Communication Association Conference 2009. It was an honor and a challenge to organize this 67th Conference. There are many, many wonderful and thought provoking speakers, events, forums, and panels for you to attend and to commune. Enjoy! - Donna Flayhan, Vice President and Conference Organizer, NYSCA 2009.

Examining Community and Technology within Scholarship

4:00pm-5:30pm

Room 1

Chair: Brad Crownover, The College of Mount Saint Vincent

Presentations:

Erin Christie, Rutgers University** Competative Paper
"Understanding Space and Time Through the Exploration of a Café as a Workplace"

Andy Kirkyla, Rutgers University**Competative Paper
"Credibility and Websites"

Richard Lee, Rutgers University
"Politics and Internet Use"

Sandra Mardenfeld, Rutgers University
"Conversations about Confidentiality—
a Look at how Technological Changes in the Media Industry
May Alter the Discourse on Reporter's Privilege"

General Semantics in This New Century

4:00pm-5:30pm

Room 2

Chair: Lance Strate, Fordham University

Participants:

Thom Gencarelli, Manhattan College

Martin Levinson, Institute of General Semantics

Katherine Liepe-Levinson, Hunter College

Bill Petkanas, Western Connecticut State University

Persuasion and Politics in this New Era

4:00pm-5:30pm

Room 3

Chair: Mary L. Kahl, State University of New York at New Paltz

Participants:

Erin O'Connor, *State University of New York at New Paltz*

"Increasing Collegiate Enrollment Rates Among Hispanic Males: A State-Wide Campaign"

Nicole Famulare, *State University of New York at New Paltz*

"Garnering Support for the *Child Victims Act*: A Persuasive Campaign to Eliminate the Statute of Limitations on Child Sexual Abuse"

Colomba Fronda, *State University of New York at New Paltz*

"Abolishing Abstinence-Only Sex Education in New York State: Answering a Rhetorical and Reproductive Crisis"

Brianna Lee, *State University of New York at New Paltz*

"Knowing Your Rights Regarding Search and Seizure: A Campaign for College Students."

A Homage to Twilight Zone Rituals

4:00pm-5:30pm

Room 5

Ari Kissiloff, Ithaca College

"Paying Homage: *The Twilight Zone* in Popular Media"

Children and Media, Media Rituals Roundtable

4:00pm-5:30pm

Room 6

Chair: Lewis Freeman, Fordham University

Student Panel, Fordham University

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Beyond the Digital Divide

A Panel with SC&I Dean Jorge Reina Schement

Friday, November 13

Palmer House Hilton / Wabash Room

5:00 to 6:15 P.M.

Reception to follow immediately

6:15 to 7:30 P.M.

Department of Communication
Chair: James E. Katz
j.k@rutgers.edu

School of Communication and Information
4 Huntington Street
New Brunswick, NJ 08901
732.932-7500

RUTGERS



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Dear NYSCAN,

I would like to take this opportunity to invite you to join the Institute of General Semantics, a 501(c)(3) not-for-profit organization established in 1938, and merged with the International Society for General Semantics in 2003. As an IGS member, you will receive the quarterly journal *ETC: A Review of General Semantics* (published since 1943) now being edited by Bill Petkanas (who welcomes your submissions), the IGS annual *General Semantics Bulletin* edited this year by Brian Cogan, the quarterly newsletter *Time-Bindings*, and special discounts on IGS programs, conferences, seminars, etc. Regular membership is \$50.00, student membership \$25. See our website (URL above) to join online, purchase books on general semantics and related topics, download a membership application, download guidelines for submissions to *ETC*, and to access additional resources.

Lance Strate
Executive Director

Dinner
6:30pm-8:00pm
Fall's View Dining Rm

Plated Dinner Served

Opening Remarks, Keynote Address, Awards
8:00pm-9:30pm
The Fantasy Room

Opening Remarks: Donna Flayhan, Vice President of NYSCA 2009, State University of New York at New Paltz

Keynote: Lance Strate, Executive Director, Institute of General Semantics, Fordham University

On the Binding Biases of Time

Lance Strate is Professor of Communication and Media Studies at Fordham University. He is also the Executive Director of the Institute of General Semantics. A past President of the New York State Communication Association, and one of NYSCA's Wilson Scholars, he has served as Editor of NYSCA's former journal, *The Speech Communication Annual*, and helped to organize NYSCA's Neil Postman Award. He is a founder of the Media Ecology Association, which he served as President for over a decade, and continues to serve on the MEA's Board of Directors, and he is a founder and past Editor of the MEA's journal, *Explorations in Media Ecology*. He is the Supervisory Editor of the Media Ecology Book Series published by Hampton Press, and is himself the author of *Echoes and Reflections: On Media Ecology as a Field of Study*, co-editor of several anthologies including *The Legacy of McLuhan* (with Edward Wachtel) and *Communication and Cyberspace* (with Ron Jacobson and Stephanie Gibson), and the author of over one

hundred articles and book chapters. He also blogs and writes poetry.

Student Awards Presentation: Brad Crownover, Vice President-Elect NYSCA 2009, College of Mount Saint Vincent

NYSCA Ritual Jam Session

The Fantasy Room

9:30pm on....

THE COMMUNICATION DEPARTMENT OF
Slippery Rock University
SALUTES



Valerie Swartz
for her leadership and service to
the New York State
Communication Association



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University

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Slippery Rock University is an equal opportunity/affirmative action institution
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Saturday, October 24th

Breakfast

8:00am-9:30am

Fall's View Dining Rm

Breakfast Buffet

GIFTS and GAINS: A Plethora of Great Ideas for Teaching & a Student Town Hall Meeting

10:00am-11:15am

Room 1

Facilitator:

Lewis Freeman, Fordham University

"GIFTS Great Ideas for Teachers, Students" "GAINS Great
Activities Instill Noticeable Success"

The Rhetoric of Myth and Fantasy: Ritual Communication and Community

10:00am-11:15am

Room 2

Chair: Martin Wallenstein, John Jay College of Criminal Justice

Presentations:

Martin Wallenstein, John Jay College

"Harry Potter and the War on Terror"

Greg Donaldson, John Jay College

"Gangster Myths"

Lorraine Moller, John Jay College

"Myths and Realities about Working with Women Behind Bars"

Dana Tarantino, John Jay College

"Myths and Realities in Mary Zimmerman's *The Arabian Nights*"

MMC COMMUNICATION ARTS

The Communication Arts Department at
Marymount Manhattan College Congratulates
NYSCLA on its 67th Annual Convention

Peter Naccarato
Chair, Humanities Division

Kathleen LeBeaco
Chair, Communication Arts

Alister Sanderson
Director, Theresa Lang Center for Producing

Giovanna Chealer
Anastacia Kurylo
Corey Liberman
David Linton
Rebecca Mushtare

Anthony Naeke
MJ Robinson
Peter Schaefer
Morgan Schwartz
Laura Tropp

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**New Urban Communication Technologies and Rituals:
A NYSCA Round Table
10:00am-11:15am
Room 3**

Chair: Mary Ann Allison, Hofstra University


Discussants:

Bruce Avery, General Manager, WRHU, Hofstra University
Suzanne Berman, Hofstra University
Susan J. Drucker, Hofstra University
Gary Gumpert, Communication Landscapers
Victoria Geyer, Hofstra University
Matthew Mattagansis, State University of New York at Albany

**Advisers on Advising: Guiding Student Organizations
10:00am-11:15am
Room 4**

Organizer: Susan Jasko, California University of PA

Note: For Advisers, open invitation to all faculty who advise student organization.



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Probing the Media Environment in This New Century

10:00am-11:15am

Room 5

Chair: Lance Strate, Fordham University

Presentations:

Mary Purcell, Fordham University

"You Can Be Whomever you Like: Facebook as Medium
Allowing Permutation of the Self"

Ekaterina Alexandrova, Fordham University

"User Generated Content: Damaging Visual"

Matt Quayle, CNBC / Fairleigh Dickinson University

"The Method of the Medium is in Motion: A Response from a
TV Producer Challenging and Embracing *Amusing Ourselves to
Death* 25 Years Later"

Al Auster, Fordham University

"How the Greatest Game Ever Played Became the Greatest
Game Ever Played"

"Law and the Public Sphere," Jordhan Besek, Fordham
University

The Community of the Audience Centered Professional

10:00am-11:15am

Room 6

Presenters:

Valerie Swarts, Slippery Rock University

Christine Pease-Hernandez, Slippery Rock University

"Preparing Students for a "Real World" Community Using an
Aristotelian Approach: *The Community of the Audience
Centered Professional*"

Note: For Students Only

Coffee Chats
11:15am-11:45am
Lower Lobby

Coffee, Tea, Snacks Provided in Lower Lobby Area
Visit our Vendors, Books, CDs (even of this conference),
History, and Information.

Administrator's Round-table
11:45am-1:00pm
Room 1

By Invitation Only

**Resistance as Ritual: Technology, Ritual, and Alternative
Education**
11:45am-1:00pm
Room 2

Yingfan Zhang, Suffolk Community College
"A Review of Plantation Slaves' Communication for Survival and
Humanity"

Christine Pease-Hernandez, Slippery Rock University
"Welcome to My World: When Resistance is Ritual..."

Culture, Cultural Values, and Rhetoric
11:45am-1:00pm
Room 3

Jessica Eckstein, Western Connecticut State University

Katie Lever-Mazzuto, Western Connecticut State University

Karen Wolf, Suffolk Community College
"The Rhetoric of Cultural Values"

Critical Media Studies: Questioning Technology and Culture

11:45am-1:00pm

Room 4

Chair: Azeem Mallick, Marist College

Presentations:

José Luís Garcia, Universidade de Lisboa (University of Lisbon)

Filipa de Brito Subtil, Universidade de Lisboa (University of Lisbon)

"Questioning Culture in 1960-70's. Reflections on James Carey and the Critical Media Studies in Europe"

Phil Rose, University of Toronto

"Technopoly, the Warfare State, and the Revolution in Military Affairs"

Roxanne O'Connell, Roger Williams University

"Granny's Gramophone: McLuhan, media and music in the Irish diaspora"

Catherine Phelan, Hamilton College

"Emerging Challenges"



Manhattan College's Communication Department congratulates NYSCA on the occasion of its 67th Annual Conference in Ellenville, New York.

Manhattan College's Communication Department offers undergraduate concentrations leading to a B.A. degree in

- Broadcasting/Telecommunications
- Corporate Communication
- Journalism



MANHATTAN COLLEGE

Crises, Calamities, and Communication

11:45am-1:00pm

Room 5

Chair: Brad Crownover, College of Mount Saint Vincent

Presentations:

Patricia Swann, Utica College

"Corporate Blogging as Public Relations Strategy During a Crisis: An Exploratory Examination of General Motor's Fast lane Blog"

Gordon Alley-Young, Kingsborough Community College - City

University of New York

"Culture, Calamity, Faith, and Flexibility: Complicating Locus of Control as Predictor of Communication Effectiveness "

Arlhene Flowers, Ithaca College

Kimberly Gregson, Ithaca College

"From Videoconferences to Virtual Worlds: An Analysis of Presence and Control in Digital Meetings for Business, Training and Learning"

Top Graduate Competitive Papers--A New Generation of Outstanding Scholars

11:45am-1:00pm

Room 6

Chair: Corey Liberman, Marymount Manhattan College

Presentations:

Jason Turcotte, New York University

"Army Strong: How the Military's New Recruitment Tactics Target the Instant Gratification Generation"

Jessica D. Festa, State University of New York at Albany

"Framing of the Dr. Hootan Roozrokh Case in News Articles: A Qualitative Analysis"

Yulia Golobokova, Fordham University, Graduate Student in Public Communication

"Communication and Democratization: Russia's Long Path to Enlightenment"

*Note: Two additional top graduate competitive papers were presented as part of a Rutgers graduate student panel.

**Lunch
& Wilson Fellow Award Words**

1:00pm-2:30pm

Fall's View Dining

Buffet Lunch

NYSCA Business Meeting Working Lunch 1:00pm-2:00pm

2:00pm-2:30pm, Wilson Awards Address

Brian Cogan, New York University, Wilson Fellow 2008-09

Sue Barnes, Rochester Institute of Technology, Wilson Fellow 2009-10

Student Public Relations Business Meeting-PRSSA

3:00pm-4:15pm

Room 1

Student PRSSA Members Meet

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R·I·T

**New Media Issues:
Rethinking Curriculum from Pre-K to B.A.
3:00pm-4:15pm
Room 2**

Presenters:

Peggy Cassidy, Adelphi University

"Transmission or Ritual? Rethinking Priorities of K-12 Public Education and the Use of New Media in Schools"

Daniel Schackman, State University of New York at New Paltz

"We're All in Our Places with Sunshiny Faces: The Classroom Ritual Transformed in Virtual Space"

**Community Life, Community Life Wired
3:00pm-4:15pm**

Room 3

Presenters:

Valery Terin, Moscow State Institute of International Relations

"Community Life Patterns Under Electronic Conditions"

Robert K. Blechman, St. George's University

"Things Come in Fours: A Comparison of Marshall McLuhan's Tetrad and Claude levi-Strauss's Canonical Formula"

Richard Wilkins, Baruch College, City University of New York

"The Rhetorical Invocation of Societal Life through Social Dramas"

Phil Rose, University of Toronto

"Regarding Electronic Literacy and Aliteracy"

New Directions in News Literacy

3:00pm-4:15pm

Room 4

Presenters:

Katherine Fry, Brooklyn College

"Evaluating Mothers Evaluating News: A News Literacy Approach"

Paul Mihailidis, Hofstra University

"Remixing News in the Classroom: Effective Practices for News Literacy Education"

Michael RobbGrieco, Temple University

"Student-centered Pedagogy for News Literacy Development"

Poetry in Media: New Contexts for an Enduring Activity

3:00pm-4:15pm

Room 5

Chair: Lance Strate, Fordham University

Participants:

Robert Albrecht, New Jersey City University

Karen Lerman, Fordham University

Lance Strate, Fordham University

Public Health & Public Education: Some Rituals Need to be Abolished: "Owl Syndrome" and Education, Chemicals in Everyday Products, and Discrimination in Public Health

3:00pm-4:15pm

Room 6

Chair: Azeem Malik, Marist College

Presenters:

Russell Richardson, Executive Director, Film Program
"At Risk Teens: The Medium as Vehicle to the Mission"

"Truman R. Keys, Western Connecticut State University
"Behaviors That Eliminate Health Disparities for Racial and
Ethnic Minorities: A Narrative Systematic Review"

Donna Flayhan, State University of New York at New Paltz
"Public Health and Personal Care Products: Daily Rituals of
Paying to be Poisoned, Globally, in this New Century"

Poster Session: Student Public Relations Campaigns for Small Businesses

3:00pm-4:15pm

Lower Lobby

Malorie Ginsberg, State University of New York at New Paltz
Samantha Thomson, State University of New York at New Paltz
Jelena Ilijevaska, State University of New York at New Paltz
Lilien Sokolva, State University of New York at New Paltz
Brianna Lee, State University of New York at New Paltz
Francis Magaldi, State University of New York at New Paltz
Sean Haberhorn, State University of New York at New Paltz

Tribute to Woodstock: The Place, the Spirit, and the Creative Offspring

4:30pm-6:30pm

The Fantasy Room

Chair: Joanna Reisner, State University of New York at New Paltz

Young poets, singers, and jazz musicians from Woodstock to open the Tribute to Woodstock Celebration*

Michael Lang

The man who pulled it all together in 1969 and made Woodstock the most famous small town in the world. Lang co-founded Woodstock Ventures and is the promoter who made it all happen for the concert that doesn't-need-an-introduction-anywhere-in-the-world Woodstock Music Festival of 1969. 2009 marks the 40th Anniversary of the Woodstock Music and Arts Festival that brought together amazing musicians and a generation ready for change. Lang continues to reside in Woodstock, New York and continues to promote peace, love, and music throughout the world. Mr. Lang will be joined with his co-author, Rock-n-Roll historian Holly George-Warren.

Betty Ballentine

The woman who put paperback books in the hands of millions around the world, from the nest of her handmade home in Woodstock, New York. Betty Ballentine, along with her husband Ian Ballentine, founded Bantam Books in 1945 and Ballentine Books in 1952, revolutionizing access to reading by introducing the lower cost paperback book. At one point in the late 1950s, nearly all paperback books sold around the world originated out of one of the two paperback book publishers in Woodstock.

Betty Ballentine is 90 years old this year and going strong. Ballentine continues to reside in Woodstock, New York in her Handmade House.

Richard Heppner

Mr. Heppner is the official Historian for the Woodstock Historical Society, Woodstock, NY. Mr. Heppner is Author of *Remembering Woodstock* in which he pulls together a collection of essays from the Historical Society of Woodstock archives that tell the history and capture the unique spirit of Woodstock, "where the individual is always welcome and new and creative beginnings are always possible." Mr. Heppner resides in Woodstock, New York.

Barry Samuels

Manager of The Golden Notebook bookstore on Tinker Street in Woodstock. Samuels is a reservoir of historical knowledge and a staple in the Village of Woodstock for residents and tourists alike who walk into the "little" bookstore across from the Village Green. Samuels attends hundreds of house-party book releases around the area for the hundreds of writers nestled in the shadows of Overlook Mountain. If you attend a small house party book release in or around Woodstock, you'll see Barry enjoying the readings of the local writers and promoting the sale of their books, seemingly moments later Samuels is behind the counter of the bookstore known round the world. Samuels continues to reside in Woodstock, New York.

*Woodstock Poets organized by JoAnn Margolis, Woodstock Elementary School Librarian and member of Woodstock Historical Society

*Woodstock Choral and Jazz Band presentation produced by Harvey Boyer, Woodstock Elementary School Orchestra, Jazz, and Choral Director

Happy Hour

6:30pm-7:30pm

Fall's View Dining Rm

Open Bar and Open Conversation

Dinner

7:30pm-8:30pm

Fall's View Dining Rm

Plated Dinner Served

Keynote Address

8:30pm-9:30pm

The Fantasy Room

John Durham Peters, F. Wendell Miller Distinguished Professor
Chair for Media History and Social Theory

*God and Google:
On Seeking in the Digital
Era*

John Durham Peters is Professor of Communication Studies at the University of Iowa. He completed his Ph.D. at Stanford University in 1986 and he is author of the internationally acclaimed book, *Speaking into the Air: A History of the Idea of Communication*. Peters holds the F. Wendell Miller

Distinguished Professor Chair for Media History and Social Theory. Peters has been the recipient of fellowships from the Fulbright Foundation, the Leverhulme Trust, and the National Endowment for the Humanities.

Live Music from the Hudson Valley Today

10:00pm-12:30am

The Fantasy Room

Cash Bar, Live Music, Good Company

Sunday, October 25th

Breakfast

8:30am-10:00am

Fall's View Dining Rm

Breakfast Buffet (NYSCA Executive Board pre-breakfast meeting to begin at 8:00am in dining room)

Examining Ritual and Community Within Scholarship

10:00am-11:15am

Room 1

Presenters:

Kirkyla

Lee

Mardenfeld

Teaching Speech Across the Disciplines: Are We Talking the Same Language?

10:00am-11:15am

Room 2

Chair: Judith Mitchel, Mercy College

Presenters:

Sean Dugan, Mercy College

Judith Mitchel, Mercy College

Michael Perotta, Mercy College

Paul Trent, Mercy College

**National Science Foundation Grants: How to Get Funding
for Media Studies Research**

10:00am-11:15am

Room 3

Susan Barnes, Rochester Institute of Technology is an accomplished grant writer, researcher, professor and scholar of communication technologies and social interaction. Dr. Barnes is this year's recipient of the Wilson Fellow Award of the New York State Communication Association. Dr. Barnes has generously agreed to share with conference goers her advice and knowledge in securing funding for communication studies scholars.

Undergraduate Top Papers

10:00am-11:15am

Room 4

Chair: Brad Crownover, The College of Mount Saint Vincent

Presentations:

Amanda Hamilton, State University of New York at Geneseo

"An Analysis of College-Aged Women's Personal Relations"

Mary Connolly, Manhattan College

"The Effects of Broadcast News Media on Political Perspective in Spain"

Carey's Legacy: James W. Carey's New York Years

10:00am-11:15am

Room 5

Chair: Donna Flayhan, State University of New York at New Paltz

Participants:

Susan Drucker, Hofstra University

Gary Gumpert, Communication Landscapers

Paul Grosswiler, University of Maine

Lewis Freeman, Fordham University

Changing the World One Behavior at a Time

10:00am-11:15am

Room 6

Chair: Anastasia Kurylo, Marymount Manhattan College

Presenters:

Sarah Jospitre, Marymount Manhattan College, Communication Arts Student

"Stern Looks Is Money"

Camela Weekes, Marymount Manhattan College, Student, Communication Arts Department

"Sticks and Stones May Break My Bones..."

Siobhan Santini, Marymount Manhattan College,
Communication Arts Student

"Communicating Non-Physical Compliments to Children to
Lower High School Drop-Out Rates"

Parting Words of Wisdom

11:30pm-12:00pm

The Fantasy Room

Conference 2009 Closes at 12:00pm

*Official Photographer for NYSCA 2009, Bina Fronda
Photography

*Emma Smith, Student Volunteer, State University of New York
at New Paltz

NYSCA 2008-09 Executive Council New York State Communication Association

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Marist College

Missy.Alexander@Marist.edu

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Slippery Rock University

Valerie.swarts@sru.edu

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SUNY-New Paltz

flayhand@newpaltz.edu

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College of Mount Saint Vincent

Brad.Crownover@mountsaintvincent.edu

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Nominating Committee Member 2008-2009

Laura Tropp

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Nominating Committee Member 2008-2009

Peggy Cassidy

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Cassidy@Adelphi.edu

Student Representative 2008-2009

Mary Nagy

Rutgers University

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Thom Gencarelli

Manhattan College

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Editor of NYSCA Reports 2007-2010

Jim Morrison

Babson College
jcm46@comcast.net

Editor of Proceedings 2008-2011
Roxanne M. O'Connell
Roger Williams Univeristy
roconnell@rwu.edu

Call for Proposals 2010

Communication Matters (?)

68th Annual Conference

New York State Communication Association

October 2010

Location: New York State, Specifics TBD

Planners for the 68th annual conference invite conference participants to consider the question of how, if at all, communication matters in interpersonal, digital/networked, organizational, intercultural and international communication contexts.

The word “matters” should be understood as having a dual meaning. One meaning (the more traditional one) of the proposed theme invites paper submissions, panels, demonstrations, roundtables and/or media screenings that deal with the topic of communication in its myriad conceptualizations and contextualizations.

The second meaning invites the same kinds of participation in the conference as mentioned but with an eye to exploring how, when and why communication matters in a variety of communication contexts.

For instance, Twitter. When people have the ability to tweet about the moment to moment activities of their lives...how, if at all, does this communication matter? When people are dealing with a health crisis/issue and talking with others about their

situation (e.g., doctors, neighbors, friends and/or other people dealing with the same health issue/crisis)...how, if at all, does this communication matter? When “packaged” messages become *the* message...how, if at all, does this communication matter?

It is the hope that the theme of **Communication Matters (?)** will open theoretical and ideological lines of communication among conference participants to engage in discussions about how communication can effect change and is effected by it.

Please submit 300 word abstracts or completed papers in word attachments only to Brad Crownover:

brad.crownover@mountsaintvincent.edu by **June 1, 2010.**



NYSCA 2009 is a Tribute to the late James W. Carey

Professor - Columbia University

Founder - American Cultural Studies

"Communication is a process in and through which society is created, maintained, and transformed."

"Communication, to commune, to come together."

