



# COMMUNITIES OF COMMUNICATIVE PRACTICE



New York State  
Communication  
Association



71st Annual Conference



October 18 - 20, 2013



Honors Haven Resort and Spa  
Ellenville, New York



## 2013 NYSCA Executive Board

**MARY ANN ALLISON**  
Hofstra University  
Immediate Past President

**CHERYL CASEY**  
Champlain College  
President

**COREY LIBERMAN**  
Marymount Manhattan College  
Vice President

**MAUREEN LOUIS**  
Cazenovia College  
Vice President-Elect

**VIVIANE LOPUCH**  
Marist College  
Executive Secretary

**HEATHER STASSEN-FERRARA**  
Cazenovia College  
Treasurer

**ARI KISSILOFF**  
Ithaca College  
Director of New Media

**MARY NAGY**  
Bloomsburg University  
Recording Secretary

**JOSEPH COPPOLINO**  
Nassau Community College  
Archivist

**BRAD CROWNOVER**  
College of Mount Saint Vincent  
Nominating Committee, Chair

**ANASTACIA KURYLO**  
The Communicated Stereotype  
Nominating Committee, Member

**ASLI GOKHAN-KUCUK**  
Fashion Institute of Technology  
Nominating Committee, Member

**JON ARAKAKI**  
SUNY-Oneonta  
Member-at-Large

**JESSICA ECKSTEIN**  
Western Connecticut State University  
Member-at-Large

**EVELYN PLUMMER**  
Seton Hall University  
Member-at-Large

**BRETT COHEN**  
SUNY – New Paltz  
Student Representative

**REBECCA LEUNG**  
CUNY Graduate School  
Editor, NYSCA Reports

**ROXANNE O'CONNELL**  
Roger Williams University  
Editor, NYSCA Proceedings

**DONNA FLAYHAN**  
SUNY – New Paltz  
Director of Public Relations

**THOM GENCARELLI**  
Manhattan College  
Editor-in-Chief

Dear Members of the New York State Communication Association,

I want to formally welcome you to Ellenville and thank you for attending the 71<sup>st</sup> annual meeting of the New York State Communication Association. This year's theme, Communities of Communicative Practice, focuses on the mutual influence between networks and communicative behavior(s). That is, our networks come to influence our communicative behavior(s) as much as our communicative behavior(s) come to influence our networks. Each of this year's presentations will highlight the role of "networked communication" in our interpersonal, political, economic, organizational, mediated, and group worlds. Although our participants emanate from several different areas of the field that we have come to call communication/media studies, you will notice how each frames the idea of networks in a very similar way with very similar effects. In addition to the many forthcoming presentations to be offered by faculty and graduate students, I am happy to note that we are fortunate enough to have 15 papers authored (or co-authored) by our undergraduate population. We are also lucky to have NYSCA's annual Administrator's Workshop, the NYSCA Jam Session, our "now annual" Pecha Kucha, and a panel focusing on turning your manuscript into a published text.

We are also fortunate to have two keynote speakers who are among the most accomplished scholars in the field of communication, most notably focusing on communication (social) networks. Dr. Thomas Hugh Feeley joins us from The University at Buffalo (SUNY) and Dr. George Barnett joins us from the University of California – Davis. Their keynote talks will highlight the intersection among social networks and many of the interdependent areas within the communication field. My enthusiastic "thanks" go out to you both and we, at NYSCA, are lucky to have you here for the weekend.

As always, a conference like this could not have been planned or executed without the constant help of the NYSCA executive board, who I would like to thank. First, I want to thank Cheryl Casey, the current President of the New York State Communication Association, who has helped me at every single stage of the planning process. This conference would not have been the same without your guidance, support, and encouragement. Maureen Louis, the current Vice President Elect, provided much insight and we are lucky to have her as next year's conference planner. I also want to thank Viviane Lopuch who, as Executive Secretary, sent out more messages to the board and to the membership than I would like to openly admit. Thank you to Mary Ann Allison, the Immediate Past President, for providing me both direction and insight, and for being a huge advocate for my membership on the executive board. Thank you to Heather Stassen, who holds an amazingly important and significant role as treasurer, and an individual whom I owe an enormous thank you. A debt of gratitude is also extended to Ari Kissloff and Mary Nagy, who were both there to help me with anything and everything. Finally, I want to thank all of the other current (and former) executive board members...neither the organization, nor this conference, would exist without your constant support and commitment.

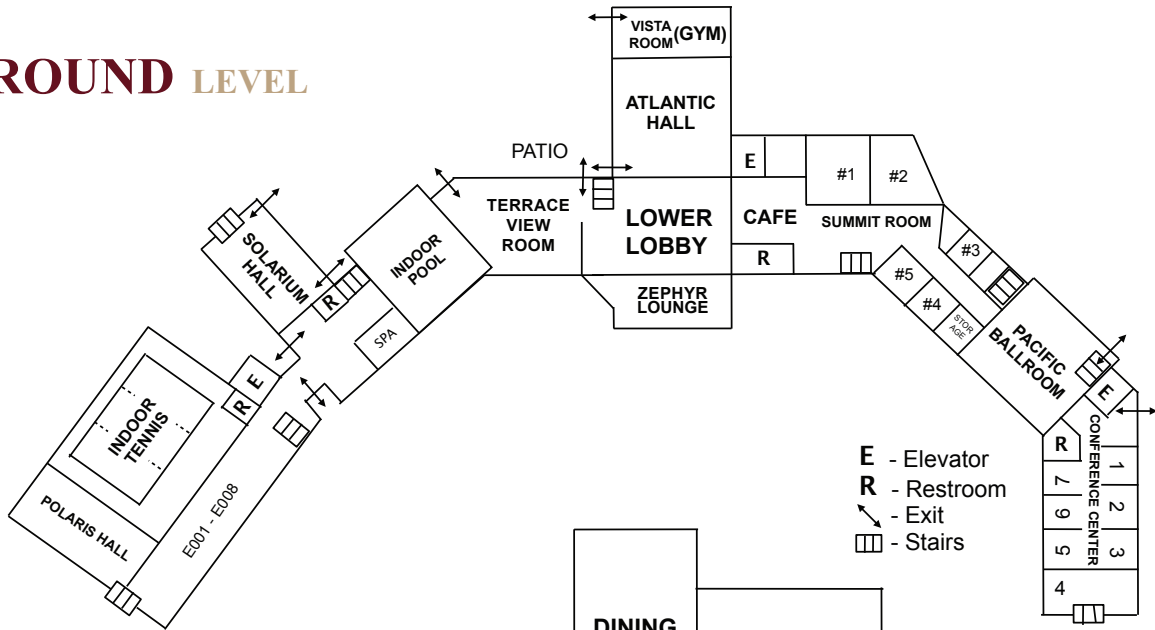
I certainly hope that you are as excited about the forthcoming weekend as me. Among the papers, presentations, keynote speakers, NYSCA jam session, Pecha Kucha, and the documentary film, we can celebrate our collective work within the field of communication/media studies and foster conversations that will bring new ideas to the academic world(s) in which we find ourselves embedded.

All the best for a wonderful 2013 NYSCA conference.

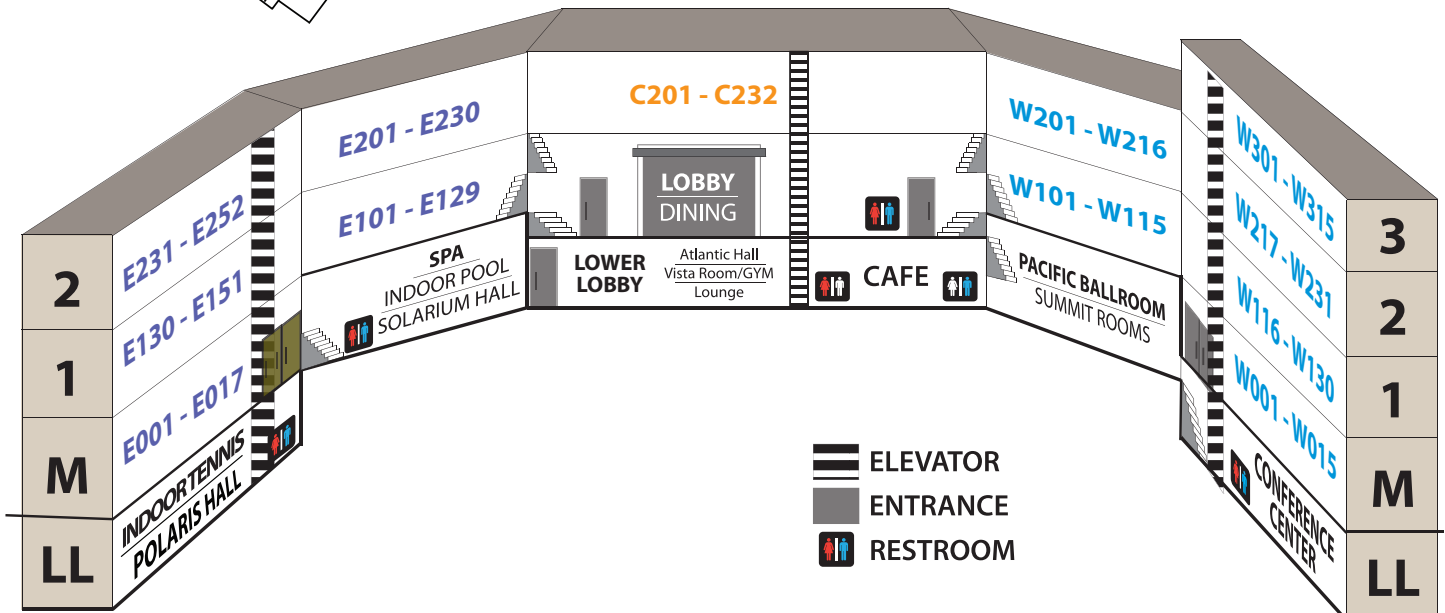
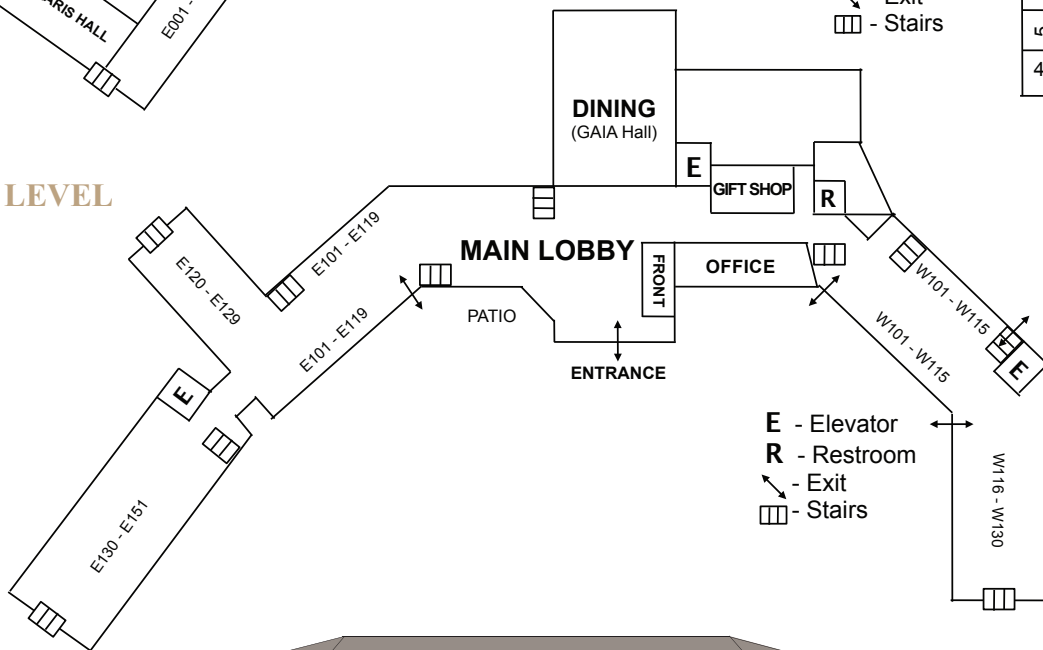
Corey Jay Liberman, Ph.D.

NYSCA Vice President

## GROUND LEVEL



## 1ST LEVEL





**Thank you, Cheryl Casey!**

**The New York State Communication Association  
appreciates your service and guidance as our President.  
We commend your outstanding work!**

## FRIDAY SCHEDULE AT A GLANCE

2:30PM-5:30PM	Registration Open
3:00PM-4:15PM	Session Block #1
4:20PM-5:15PM	Session Block #2
5:15PM-6:00PM	Opening Reception/Happy Hour
6:00PM-7:00PM	Keynote Speaker: Thomas Hugh Feeley
7:00PM-8:00PM	Dinner
8:00PM-Close	Cash Bar
8:15PM-9:30PM	NYSCA Community Pecha Kucha/ Comedy Improvisation

# Conference agenda

Registration Open (2:30PM-5:30PM) – Summit Lobby

FRIDAY SESSION BLOCK # 1 (3:00PM-4:15PM)

## **How Communicative Practices Impact Interactions – Summit 1**

This panel explores how networks of [communicative] practice influence interactions between an organization and its publics. Each panel presentation describes a public relations plan that can be used as an antecedent to interaction with certain publics. Each paper bridges the gap between theory and practice by using public relations models and principles as the foundation for the development of innovative strategies and instruments.

### **Chairs:**

Paul Ziek, Pace University  
Mark Bruce, HiTech PR, Inc.

### **Participants:**

How Communicative Practices Affect Buying Power – Vincent LoBue, Pace University  
Using High School Athletes As Communicators – Danielle Plass, Pace University  
Can A TV Show Sway College Students' Decisions About Their Eating Habits? – Tiffany Riley, Pace University  
Yankee Star Power Is Not Enough To Affect Foundation Interactions – Julio Rodriguez-Rentas, Pace University  
Aspen In The Summer? Changing Perceptions Via A Communicative Event – Carly Steet, Pace University  
Communicative Practices And PR Strategies For A Russian Film Festival In New York – Alina Yurova, Pace University

## **The Challenges Of Designating The Classroom (Traditional Or Online) As A Community Of Scholars – Summit 2**

What are the multiple impacts of social networking on this scholastic community? How do we encourage the continuing development of the competencies within this scholastic community? Are there generational differences when teaching in this scholastic community? How has the development of an academic vocabulary been nurtured within this community? In this panel discussion, five communication instructors, representing a variety of backgrounds and experiences, examine many of the influences upon the contemporary scholastic classroom community.

### **Chair:**

Louis Grasso, Mercy College

### **Respondent:**

Louis Grasso, Mercy College

### **Participants:**

Sean Dugan, Mercy College  
Louis Grasso, Mercy College  
Richard Medoff, Mercy College  
Judith Mitchell, Mercy College  
Paul Trent, Mercy College

**Media Representations Of Sexual Orientation – Summit 3**

This panel explores issues surrounding the role of the media in today's society. All four papers address questions regarding media representations of sexual orientation as they relate to the areas of sports, television, race, and Australian culture.

**Chair:**

Monica Brasted, The College at Brockport

**Respondent:**

Monica Brasted, The College at Brockport

**Participants:**

Homosexuality In Professional Sports: Why It's Lacking – Janelle Danehy, The College at Brockport

An Original Song: Glee's Representation Of Same-Sex Couples – Roseann Pluretti, The College at Brockport

Are All Gay People White? The Representation Of Gay Black Men In The Media – Mark Shipley, The College at Brockport

Jackaroos, Priscilla, Mardi Gras, And Almighty Pink Dollar: The Shaping Of An Australian Queer Identity – Kieran McGuinness, The College at Brockport

**We Don't Want To Talk About It: Communication Strategies For Teaching Less Popular Subjects – Summit 4**

Some subjects are the unloved: The required course in academic writing, the course in communication theory, the course in basic mathematics. This panel brings together professors in Communication Studies, Mathematics, and Writing to consider the critical connection between communicative practice and learning, applying a networked perspective of interconnections.

**Chair:**

Heather Stassen-Ferrara, Cazenovia College

**Respondent:**

Heather Stassen-Ferrara, Cazenovia College

**Participants:**

Teaching The Required Writing Course In The Age Of Social Media – Chris Geyer, Cazenovia College

Learning As A Consequence Of Communication In Mathematics – John Livermore, Cazenovia College

Engaged In Media, Engaged In Policy: Teaching Strategies To Promote Media Literacy And Civic

Participation – Maureen Louis, Cazenovia College

Attempting To Teach Communication Theory: Pedagogical Strategies For The Communication Theory Course – Heather Stassen-Ferrara, Cazenovia College



***Adaptation And Interdependent Networks Within Communities Of Communicative Practice – Summit 5***

By most operational definitions, networks manifest an interdependence and a reciprocity upon all parties involved. Whether applying principles from General Systems Theory, General Semantics, Cybernetics, or Control Theory, the strong linkages among the elements within a network make conflicting perspectives an inherent dynamic of communicative practice. This panel will address an intersection of network factors by applying a pragmatics-based perspective, addressing the network of communicative practice as a functional manifestation of social/cultural identity.

**Chair:**

Evelyn Plummer, Seton Hall University

**Respondent:**

Evelyn Plummer, Seton Hall University

**Participants:**

Students Choosing Professors: Information Seeking Via Offline Networks And Online Ratings Websites – Maria Dwyer, Rutgers University

University Crises: Improvisational Leadership During Moments Of Uncertainty – Ralph Gigliotti, Rutgers University

Speaking Proverbs And Establishing Relationships In A Speech Community – Asli Gokhan, Fashion Institute of Technology

Facing Our Needs: Integrating Facework Into Western Discourse Communities – Matthew Petrunia, Fashion Institute of Technology

In A Network, All Concerns Are Your Concerns: Applying The ‘Dual Concerns,’ Conflict Management Model To Communication Networks – Evelyn Plummer, Seton Hall University

**Keynote**  
**6:00 - 7:00 PM**

**Atlantic**

George Barnett, University of California – Davis

***A Network Model Of International/Intercultural Communication***

George A. Barnett, Ph.D., is currently Professor and Chair of the Department of Communication at the University of California at Davis. He earned his B.A. and M.A. degrees at the University of Illinois, both in sociology, and he earned his Ph.D. at Michigan State University in communication. Prior to his appointment at UC Davis, Dr. Barnett taught at Rensselaer Polytechnic Institute, the State University of New York at Buffalo, the University of Texas, and the University of Maryland. He has served as chair of the Communication and Technology Division of the International Communication Association and as President of the International Network for Social Network Analysis. Dr. Barnett has published widely in the fields of communication and information science and his research focuses mainly on social and communication networks. In particular, he is interested in international telecommunication (telephone and Internet) networks and their role in social and economic development, cultural change, and the process of globalization. His research explores (a) the development of tools and methods for the examination of cognitive, organizational, social, and communication networks, (b) network dynamics and their evolution and co-evolution, (c) the diffusion of communication and information technologies, and (d) the development of mathematical models of adoption and discontinuance of innovations. Dr. Barnett has received numerous awards for his research from the International Communication Association, the National Communication Association, and the Association for Education in Journalism and Mass Communication. Most recently, Dr. Barnett was the 2012 recipient of the International Communication Association's Aubrey Fisher Mentorship Award, having directed more than 40 doctoral students during his academic tenure.



Dr. Barnett's keynote address will focus on international and intercultural communication networks (where the units of analysis are cultural groups or nation-states), the system of the global community, and the relations among these entities regarding some form of information exchange. First, the Structural Theory of International/Intercultural communication will be described. This will be followed by a series of examples from international telecommunications (telephone and the Internet), illustrating how these networks are changing as part of the process of globalization. Dr. Barnett will then discuss the implications of these changes from the perspective of Cultural Convergence Theory and will conclude his keynote address by speaking about both the opportunities and challenges associated with the study of international network research.

## EVENING ACTIVITIES

**Opening Reception/Happy Hour – Cash Bar (5:15PM-6:00PM) – Zephyr Lounge**

**Keynote Speaker (6:00PM-7:00PM) – Atlantic**

**Speaker:**

**George Barnett, University of California – Davis**

**Dinner (7:00PM-8:00PM) – Gaia Dining Room**

**Cash Bar (8:00PM-Close) – Zephyr Lounge**

***NYSCA Community Pecha Kucha/Comedy Improvisation (8:15PM-9:30PM) – Atlantic***

**Participants:**

Mary Ann Allison, Hofstra University

Deborah Borisoff, New York University

Brad Crownover, The College of Mount Saint Vincent

Thom Gencarelli – Manhattan College

Adeena Karasick, Fordham University

Ari Kissiloff, Ithaca College

Corey Liberman, Marymount Manhattan College

Roxanne O'Connell, Roger Williams University

Michael Plugh, Fordham University

# M.S. Degree in Communications

A program that integrates corporate communication and workplace learning through a blend of academic and professional experiences

---

The perfect program for recent graduates  
...or working professionals

Graduate in as little as 18 months  
...or take one class at a time

Learn practical skills  
...or update your expertise

---



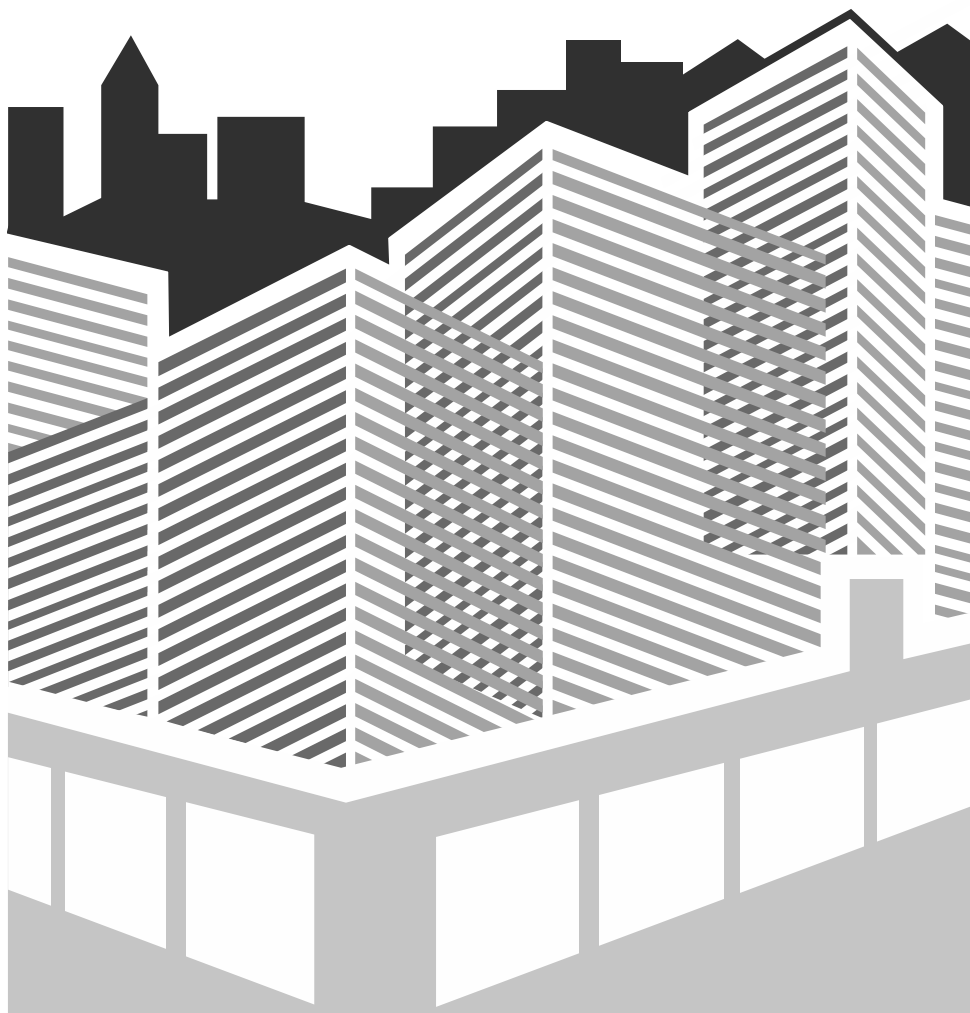
- communication campaigns
- digital media design
- crisis communication
- design of communication strategies
- corporate communication and training
- workplace learning and performance
- organizational culture and diversity
- special topics such as public relations

[ithaca.edu/rhp/gradcomm](http://ithaca.edu/rhp/gradcomm)



ITHACA COLLEGE

Roy H. Park School of Communications



**Where  
scholarship  
and friendship  
forge careers.**

[rit.edu/cmt](http://rit.edu/cmt) R·I·T

## SATURDAY SCHEDULE AT A GLANCE

7:30AM-9:00AM	Breakfast
8:30AM-4:00PM	Registration Open
8:00AM-9:15AM	Session Block #1
9:30AM-10:45AM	Session Block #2
10:45AM-11:15AM	Session Block #3
11:15AM-12:30PM	Session Block #4
12:30PM-1:30PM	Lunch
1:30PM-2:15PM	NYSCA Business Meeting
2:30PM-3:45PM	Session Block #5
4:00PM-5:00PM	Documentary Screening
5:15PM-6:00PM	Cocktail Hour/Open Bar
6:00PM-7:00PM	Keynote Speaker: George Barnett
7:00PM-8:00PM	Dinner
8:00PM–Close	Cash Bar
8:30PM–Until the last notes are strummed	NYSCA Jam Session

## SATURDAY

Registration Open (8:30AM-4:00PM) – Summit Lobby

Breakfast (7:30AM-9:00AM) – Gaia Dining Room

### SESSION BLOCK # 1 (8:00AM-9:15AM)

#### **Political Communication In A Networked World – Summit 1**

This panel addresses issues related to the intersection among communication networks, politics, and individual choices, focusing on the role of media in both creating and fostering a politicized community of voters and activists.

##### **Chair:**

Maureen Louis, Cazenovia College

##### **Respondent:**

Maureen Louis, Cazenovia College

##### **Participants:**

What Makes Someone A Cyber Balkan? Finding The Linkages Between Social Psychology And Self-Selectivity In US Politics Online – Benjamin Gross, Saint Bonaventure University

A Moral Duty: The Political Activism Of Sister Patricia McCann - Alexandra Klarén, University of Pittsburgh

Are The Media Leaving Today's Voters Less Informed? – Richard Lee, Saint Bonaventure University

The Press' Use Of Individuals' Tragedies To Eulogize President McKinley – Adam Seeman, Hofstra University

#### **Community Building And Community Activism – Summit 2**

This panel addresses the role of communication in building a sense of community and the communicative and behavioral choices made by individuals within it.

##### **Chair:**

Mary Ann Allison, Hofstra University

##### **Respondent:**

Mary Ann Allison, Hofstra University

##### **Participants:**

I'll Be A Monkey's Uncle: An Empirical Investigation Into Primate Testing Schema Content – Joseph Abisaid, Monmouth College and Jason Anderson, Minnesota State – Moorhead

SeaTrust, Climate Change, And The Goba People Of Zambia: How International Community Hopes To Influence A Local Community About Environmental Practices – Che Baysinger, Kaplan University and Lynn Wilson, SeaTrust Institute

Writings On The Wall: Lexical Elements Of Active Shooters – Michael Egnoto, University at Buffalo – State University of New York and Christopher Ortega, University at Buffalo – State University of New York

Global Village: Globalization Through A Media Ecology Lens – Michael Plugh, Temple University

***Media's Role In Creating Social Networks And Their Effect(S) On Communication – Summit 3***

This panel highlights online social networks and the effects that they have on the communicative choices of users, focusing heavily on the creation of meaning, the dissemination of information, and the construction of a networked community.

**Chair:**

Ari Kissiloff, Ithaca College

**Respondent:**

Jennifer Rausch, Long Island University

**Participants:**

The Spiral Of Silence Theory And Fear Of Isolation: Selective Posting On Facebook – Rachel Connelly, California University of Pennsylvania

Networks Of Drag Queens: The Construction Of Competition In The Documentary Paris Is Burning And The Reality Television Show RuPaul's Drag Race – Saniya Ghanoui, New York University

Media Education For Parents And Teachers Of Young Children In The USA: A Breakdown In Communication – Mary Rothschild, Healthy Media Choices

A Critique Of The Newsroom And Its Lessons On Media Practice – Michael Scully, Roger Williams University

***Communication And Understanding From A Networked Perspective – Summit 4***

This panel explores perceptions created from an us/other communicative viewpoint, highlighting the role of networked information exchanges and how they come to influence how individuals make social choices that are predicated on the input from others.

**Chair:**

Cheryl Casey, Champlain College

**Respondent:**

Cheryl Casey, Champlain College

**Participants:**

Attribution Of Pageant Experience: Participants' Self Perceptions Of Past Pageant Experience Examined As A communication Competence Tool – Christine Buyce, Marist College

Communication With Former Abusive Partners: Predictions Based On Victim Characteristics – Jessica Eckstein, Western Connecticut State University

Utilizing Cognitive Approaches, Genetic And Kinship Data To Develop Pro-Diversity Orientation – David Habbel, Utica College

I Is What I Is: Whiteness, Privilege, And Paula Deen – Christopher Jackson, Borough of Manhattan Community College and Renata Ferdinand, New York City College of Technology



**Demographic And Relational Variables Associated With Network Membership – Summit 5**

This panel explores the variables that come to influence both the impetuses for network creation and the effects of network inclusion, paying particular attention to the pro-social implications of certain communities of practice.

**Chair:**

Heather Stassen-Ferrara, Cazenovia College

**Respondent:**

Heather Stassen-Ferrara, Cazenovia College

**Participants:**

Intimate Communication And The Effect It Has On Athletic Performance – Lauren Kelly, Bloomsburg University and Dana Treichler, Bloomsburg University

The Disparity Of Age And Sex In Sexual Relationships: A Physiological Perspective – Bithia Rissinger, Bloomsburg University

Yawning For Marriage Equality: The Rhetorical Absence Of Marriage Equality In The 2012 Presidential Election – Christopher Perrello, Syracuse University

SESSION BLOCK # 2 (9:30AM-10:45AM)

**Race, Culture, And Gender Identity: Scripting And Negotiating Representation In Diverse Contexts And Venues – Summit 1**

This panel addresses the demographic and cultural variables that come to affect issues of identity within the social worlds in which individuals find themselves embedded. The issues presented will deal with stereotypes, perceptions, and expectations inextricably linked to dialogic interactions between and among social actors.

**Chair:**

Deborah Borisoff, New York University

**Respondent:**

Deborah Borisoff, New York University

**Participants:**

(Mis)Representation And Stereotyping Of The Caribbean And Latin American Female: The Exotic And Mystified Othering Of Carmen Miranda, Calypson, and Rihanna In Western Popular Culture – Kamilah Gibson, New York University

Gender Roles In Comedy: Cultural Comparisons Of Gag Culture In South Korea And Saturday Night Live In The US: Jessica Lee, New York University

Chinese Graduate Students' Performance In US University Classes: A Study Of Adaptation And Communication Approaches – Christine Meng, New York University

All The Roads Taken: Negotiating Identity As Global Nomads: A Focus On Third Culture Kids –Shruti Sannon, New York University

**The Words Of Others: Plagiarism And Community – Summit 2**

This panel explores the impact and implications of plagiarism on communication in communities, ranging from the world of academia to the world of professional writers to the world of online communities. The panel will highlight the impact of plagiarism and its punishment on the individuals in those communities.

**Chair:**

Martin Wallenstein, John Jay College of Criminal Justice

**Respondent:**

DL Stephenson, Western Connecticut State University

**Participants:**

Gaps In Plagiarism Protection For The Community Of Professional Writers – Greg Donaldson, John Jay College of Criminal Justice

Plagiarism And The Community Of New Media Users – Susan Drucker, Hofstra University

An Administrator's View Of Plagiarism: The Confluence Of Law And Ethics – Thomas Flynn, Slippery Rock University

The Ethical Costs Of Plagiarism: The Words As A Hypothetical Case Study – Martin Wallenstein, John Jay College of Criminal Justice

**Communities Judging Learning: A Roundtable Discussion Of The Ways In Which Networks Affect Assessment – Summit 3**

Some assessment networks are primarily functional/positive, some primarily dysfunctional/negative, and all are mixed in their influence. In this roundtable, practicing academics discuss outcomes assessment and the ways in which networks and communities affect communication concerning assessment. Each participant in this roundtable will make a five minute introductory presentation, which will be followed by discussion and synthesis.

**Chair:**

Mary Ann Allison, Hofstra University

**Respondent:**

Mary Ann Allison, Hofstra University

**Participants:**

The Rising Network Of Badge Providers In Industry And Academia – Mary Ann Allison, Hofstra University

The ACEJMC Process, Impact, And Value Of Self-Study At Hofstra University – Suzanne Berman, Hofstra University

Networking Across Disciplines: Strategies For Sharing Academic Assessment Resources – Michael Grabowski, Manhattan College

No Community For Faculty Who Have Students With Disabilities: Preliminary Methods Of Assessing Teaching Effectiveness – Nancy Kaplan, Hofstra University

Transitioning To TalkStream For Student Portfolio Assessment – Ari Kissiloff, Ithaca College

Looking To Others For Baselines: The Role Of Networked Communities In Conducting Annual Academic Assessments – Corey Liberman, Marymount Manhattan College

Cross-Disciplinary Participation In The Outcomes Assessment Process – Maureen Louis, Cazenovia College

**Health And Medical Communication In Creating A Networked Community Of Professionals And Information Seekers – Summit 4**

This panel focuses on the communication between and among health care providers and patients, paying particular attention to both the processes and effects of dialogic exchanges and how such exchanges create both positive and negative, and intended and unintended, consequences.

**Chair:**

Brad Crownover, College of Mount Saint Vincent

**Respondent:**

Brad Crownover, College of Mount Saint Vincent

**Participants:**

An Investigative Study Of Albany Asians' Access To Traditional Health Care Focusing On The Chinese, Korean, And Indian Communities – Sarah Cho, University at Albany, Sreyashi, Chakravarty, University at Albany, Yujin Kwon, University at Albany, and Xiaoyi Zhao, University at Albany

The Politics Of HPV Vaccination Advocacy: Effects Of Source Expertise On Effectiveness Of A Pro-Vaccine Message – Roger Gans, University at Albany

More Than A Front: The Performance Of Medical Professionalism At A Manhattan Retinal Specialist – Lauren Levitt, New York University

White Coat Hypertension: Doctor-Patient Communication And Physiological Outcomes – Mary Nagy, Bloomsburg University and Kathleen Deegan, Bloomsburg University

**Internal And External Stakeholders And The Role Of Communication In Creating An Organizational Community – Summit 5**

This panel focuses on the role of communication in producing positive organizational outcomes, highlighting the relationships among employees, supervisors, internal publics, external publics, and counterpublics, paying particular attention to how message framing comes to produce positive effects.

**Chair:**

Jessica Eckstein, Western Connecticut State University

**Respondent:**

Jessica Eckstein, Western Connecticut State University

**Participants:**

Organizational Change, Communication, External Stakeholder Buy-In, And Leadership – Caity Kirschbaum, Pace University

Acknowledging The Need For Pro-Bono Public Relations Services For Non-Profit Organizations On Wealthy Long Island – Jeffrey Morosoff, Hofstra University

A Question Of Queerness: Queer Publics And Counterpublics – Christopher Perrello, Syracuse University

**Administrator's Workshop – Atlantic**

The administrator's workshop is open only to bone fide administrators and provides an opportunity for those in the exalted or unfortunate position of President, Dean, Chair, Program Coordinator, et al. to discuss issues and problems among a group of sympathetic fellow travelers. It is an opportunity to learn and to share from the experiences of others. The structure and shapes of departments and schools of communication vary radically, but shared are some of the problems: tenure, retrenchment, promotion policy, defining the position, coping with other departments, faculty evaluation, the role of adjuncts and graduate assistants, teaching assignments, defining the discipline, and the qualifications of an administrator. These issues, and others, will be discussed. This is a closed-door session of catharsis and therapy for those serving in the trenches of administration. All administrators attending the conference are encouraged to join this hosted conversation.

**Chair:**

Gary Gumpert, Communication Landscapers

**Respondent:**

Gary Gumpert, Communication Landscapers

SESSION BLOCK # 3 (10:45AM-11:15AM)

**Publishing Your Book Manuscript With Farleigh Dickinson University Press – Summit 1**

This panel session will provide a forum in which potential authors can discuss their book ideas, proposals, drafts, and/or completed or partially completed manuscripts with the editor of the Communication Studies Series of Farleigh Dickinson University (FDU) Press. Authors are invited to sign up for appointments ahead of time to discuss their projects and feasibility of having their work published by the press.

**Chair:**

Gary Radford, Farleigh Dickinson University

**Respondent:**

Gary Radford, Farleigh Dickinson University

**Undergraduate Town Hall Meeting – Summit 2**

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

**Chair:**

Lewis Freeman, Fordham University

**Respondent:**

Lewis Freeman, Fordham University



Tell a story. Use your voice. Make a difference.

## School of Communication Graduate Programs

Evolving with unprecedented speed, communication has never been more central to the overall functioning of society. At Hofstra's School of Communication, you'll receive a superior education with real-world applications, close to the heart of the media universe — New York City. Hofstra's accomplished faculty and access to advanced resources will help you find your edge.

### **M.A. in Journalism**

The Master of Arts in Journalism is a professional program that prepares students to become ethical, skilled providers of multimedia news across platforms. Students may receive a generalized degree or choose from advanced study in business journalism, science and health journalism, or sports journalism.

Program Director: Jeffrey Morosoff  
Jeffrey.Morosoff@hofstra.edu

### **M.F.A. in Documentary Studies and Production**

The Master of Fine Arts in Documentary Studies and Production program provides students with the critical, analytical and practical tools for producing documentaries.

Program Director: Aashish Kumar  
Aashish.Kumar@hofstra.edu

### **M.A. in Speech Communication and Rhetorical Studies**

The primary goals of the Master of Arts in Speech Communication and Rhetorical Studies curriculum are to develop competencies in observing, analyzing, and evaluating communication practices; to develop knowledge about human communication theory; and to develop communication skills in a variety of settings.

Program Director: Marc Oppenheim  
Marc.Oppenheim@hofstra.edu

[hofstra.edu/gradcomm](http://hofstra.edu/gradcomm)

 **HOFSTRA UNIVERSITY**  
pride and purpose

**Moving Images And Moving Identities – Summit 1**

This panel highlights the role of media in the creation, manifestation, and presentation of identities that are produced by characters and understood by viewers. Of particular interest is the communication of identity in the media worlds of television and motion picture.

**Chair:**

Thom Gencarelli, Manhattan College

**Respondent:**

Thom Gencarelli, Manhattan College

**Participants:**

Molly Picon, The Beloved Icon Of Her Yiddish Film Audience – Diane Cypkin, Pace University

Negotiating The Tzimtzum: Kabbalistic Identity In Life Of Pi – Adeena Karasick, Fordham University

Growing Up With The Science Fiction Genre: How The Baby Boomers Learned How To Live With The Bomb – Lance Strate, Fordham University

**Communication And The Criminal Justice Community – Summit 2**

This panel explores debates within the criminal justice community on subjects with deep emotional impact and practical implications for the public at large and with a high degree of relevance to communication scholars. It examines how what this community knows about serial killers and their victims differs, in startling ways, from the fictional portrayal of serial killers and victims in film. It considers the way this community argues about civil liberties in relation to exclusion of relevant evidence, plea bargaining, and how the war on the war on terror has changed the nature of the debate over crime control and civil liberties within this community.

**Chair:**

Thomas Flynn, Slippery Rock University

**Respondent:**

Susan Drucker, Hofstra University

**Participants:**

Serial Killers And Their Victims In Film: Myths And Realities: A Content Analysis – Jennifer Farr, John Jay College of Criminal Justice

Plea Bargaining: A Broken System Viewed Through Inadequate Models – Aryeh Halevy, John Jay College of Criminal Justice

Exceptions To The Rules: Crime Control, Due Process, And Evidentiary Exclusion – Elizabeth Kaylor, John Jay College of Criminal Justice

Terrorism And The New Meaning Of Crime Control – Martin Wallenstein, John Jay College of Criminal Justice

**Meaning Management: Recreating Urban Environments Into Nodes Of Readiness And Resilience – Summit 3**

This panel discussion will draw on the recent history in the mid-Atlantic region of violent weather and its impacts, issues of urban communication and community, the role of the media, the potential of social media, and overlapping communities of concern overseen by a range of professionals. The communication questions centering around the use of mass and electronic media, the mediated environment, the web of relationships, and nexus of community, communication, and the co-construction of reality will drive the discussion.

**Chair:**

Susan Jasko, California University of Pennsylvania

**Respondent:**

Susan Jasko, California University of Pennsylvania

**Participants:**

Bruce Avery, Hofstra University

Gary Gumpert, Communication Landscapers

**Great Ideas For Teaching Students (GIFTS) – Summit 4**

This panel focuses on pedagogical approaches to teaching courses within the field of communication, focusing on public communication, interpersonal communication, organizational communication, sexual communication, and small group communication. Each panelist will present his/her great teaching activity and will explain its utility from a communication perspective.

**Chair:**

Mary Nagy, Bloomsburg University

**Respondent:**

Mary Nagy, Bloomsburg University

**Participants:**

Developing Effective Transitional Statements Through Improvisational Word Play – Cheryl Cavalcante, Roger Williams University

On Sex And Sexualization – Anastacia Kurylo, Fortified Communication Consulting and DL Stephenson, Western Connecticut State University

The Communication Of Organizational Dissent: Effective Rhetorical Strategies Of Disagreement – Corey Liberman, Marymount Manhattan College

Using The Hunger Games To Teach Privilege And Oppression - Karen McGrath, The College of Saint Rose

Using MindTrap To Enhance Lateral Learning – Mary Nagy, Bloomsburg University

The Five Elements Of Interview Analysis – Christopher Perrello, Syracuse University

Working With Nonprofit Organizations To enhance The Student Learning Experience – Smiljana Petrovic, Iona College and Natalie Redcross, Iona College

Designing Outside The Template: Complementing Your Message With Unique PowerPoint Slides – Matthew Petrunia, Fashion Institute of Technology

What's Wrong With This Slide? Helping Students Develop Their Presentation Graphics Skills From The Inside Out – Evelyn Plummer, Seton Hall University

Grouping Students For Increased Participation – Elissa Good Smith, The College at Brockport



**Understanding Media Through A Media Fast – Summit 5**

Most people spend more time using media than any other activity. High school graduates have spent more time watching television than being in school. Media are blamed for increasing obesity and violence, decreasing political participation, bullying, and alienation. Media are praised for their ability to connect, inform, build community, facilitate research, and entertain. It is difficult to imagine a world without media. Media fasts facilitate understanding of media and ourselves and allow for a reexamination of assumptions about the impact of media on us, as individuals, as well as on society and culture. This roundtable discussion presents student insights after stepping outside the electronic media environment for a day. Audience members are encouraged to engage in their own media fasts and share their experiences in the discussion.

**Chair:**

Lewis Freeman, Fordham University

**Respondent:**

Lewis Freeman, Fordham University

**Participants:**

Pablo Centeno, St John's University

Elizabeth Chafee, Fordham University

Brian Cogan, Molloy College

James Cohen, Molloy College

Colin Croughan, Fordham University

Minna Aslama Horowitz, St John's University

Anne Lee, St Bonaventure University

Lauren MacDonald, Fordham University

Helena Meyer, Fordham University

Emily Rogawski, St John's University

Victoria Semple, Hofstra University

DL Stephenon, Western Connecticut State University

**Lunch (12:30PM-1:30PM) – Gaia Dining Room**

**NYSCA Business Meeting (1:30PM-2:15PM) – ATLANTIC**



***The Dissemination Of Communication Through Mediated Devices – Summit 1***

This panel highlights the role of technological media in the communication of messages between sources and receivers, ultimately creating networks of individuals based on the accumulation of information and interest.

**Chair:**

Donna Flayhan, State University of New York – New Paltz

**Respondent:**

Donna Flayhan, State University of New York – New Paltz

**Participants:**

Feeling Pride: How People And Brands Engaged The Marriage Equality Issue On Facebook – Kristin Comeforo, University of Hartford

YouTube And The Participatory Media Impact On Arab Spring – Adam Klein, Pace University

To Post Or Not To Post: The Ethics Of New York Newspapers' Online Mug Shot Galleries – Mark Grabowski, Adelphi University

Does Social Media Users' Commenting Behavior Differ By Their Local Community Tie? A Computer-Assisted Linguistic Analysis Approach – Michael Stefanone, State University of New York – Buffalo and Weiai Xu, State University of New York – Buffalo

***Baseball, Self, Time, And Community: Ballparks And Communication Theory – Summit 2***

Baseball stadia are ideally suited for study using communication theories. A ballpark is a locus of community and a focus of public policy, as well as a space for communication between player and fan, between fan and fan, between player and player, and even between mascot and fan. Ballparks are also places of memory, identity, and athletic and architectural accomplishment. A broad range of scholars, working in different areas of the discipline, will present papers employing a variety of communication theories to understand communication principles and practices at play in the communicative spaces of particular baseball stadia.

**Chair:**

Lewis Freeman, Fordham University

**Respondent:**

Lewis Freeman, Fordham University

**Participants:**

Ballpark Transgressions: Breaking (Down) Symbolic Boundaries – Lewis Freeman, Fordham University

There Used To Be A Ballpark Here: Collective Memory, Urban Renewal, And Communication – Gary Gumpert, Communication Landscapers and Susan Drucker, Hofstra University

Koshien Stadium: Time-Binding Bushido – Mike Plug, Fordham University

What Profiteth Baseball? Ballparks, Marketing, And The Extended Self – Kurt Schimmel, Slippery Rock University, Thomas Flynn, Slippery Rock University, and Pennilane Carlisle, Lauer Johnson Research Associates

***Roles, Relations, And Love: In-Person And Online – Summit 3***

This panel focuses on the role of communication in the creation and expression of self and relationships, highlighting how individuals construct, and respond to, issues related to identity and dialogic behavior in both mediated and non-mediated environments.

**Chair:**

Deborah Borisoff, New York University

**Respondent:**

Deborah Borisoff, New York University

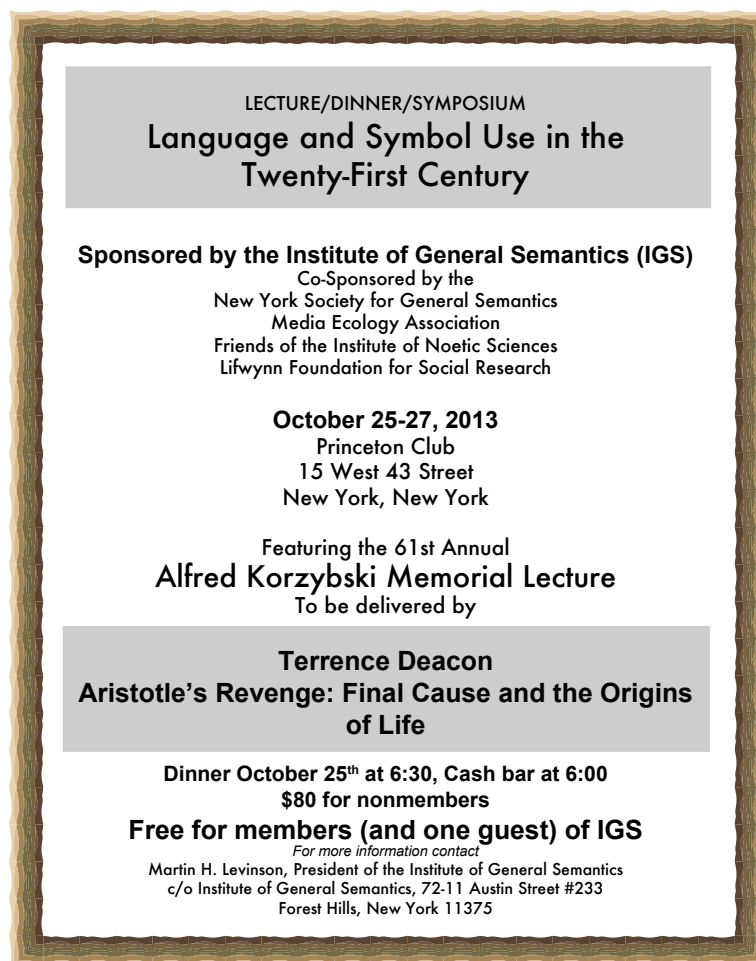
**Participants:**

The Implications Of Gendered Attitudes And Behaviors On Conversational Styles: A Legacy Of Dividing Practices, Socialization, And Labels – Jenni Frierson, New York University

Online Dating Profile Analysis: The Intersection Of Identity, Gender, And Religion – Sarah-Rose Marcus

Performance Of Identity In The Digital Social Space – Jaclyn Winkelman, New York University

The Match Making Corner In Shanghai: Parents As Agents Of Love – Meng Xu, New York University



LECTURE/DINNER/SYMPOSIUM

**Language and Symbol Use in the  
Twenty-First Century**

**Sponsored by the Institute of General Semantics (IGS)**  
Co-Sponsored by the  
New York Society for General Semantics  
Media Ecology Association  
Friends of the Institute of Noetic Sciences  
Lifwynn Foundation for Social Research

**October 25-27, 2013**  
Princeton Club  
15 West 43 Street  
New York, New York

Featuring the 61st Annual  
**Alfred Korzybski Memorial Lecture**  
To be delivered by

**Terrence Deacon**  
**Aristotle's Revenge: Final Cause and the Origins  
of Life**

**Dinner October 25<sup>th</sup> at 6:30, Cash bar at 6:00**  
**\$80 for nonmembers**  
**Free for members (and one guest) of IGS**  
*For more information contact*  
Martin H. Levinson, President of the Institute of General Semantics  
c/o Institute of General Semantics, 72-11 Austin Street #233  
Forest Hills, New York 11375

**Keynote**  
**6:00 - 7:00 PM**

**Atlantic**



**Keynote Speaker:**

Thomas Hugh Feeley, Ph.D.

**Title Of Keynote Address:**

***Studying Communication Networks: What I Have Learned Thus Far***

Thomas Hugh Feeley, Ph.D. is currently Professor and Chair in the Department of Communication at University at Buffalo, The State University of New York, and also holds faculty appointments in the Department of Family Medicine and the Department of Nursing. His research program centers on the design, implementation, and evaluation of health campaigns in the area of organ donation. His research has been funded since 2003 by the Health Resources Services Administration (HRSA/NIH) social and behavioral grants program. His scholarship also examines social influence processes (social networks, persuasion) in organizational and health settings. In addition to various book chapters, Dr. Feeley has authored over 70 referred journal articles and his work has appeared in *Human Communication Research*, *Communication Monographs*, *Journal of Communication*, and several other top-tier journals in the fields of communication, public health, and social psychology. Dr. Feeley's work in social networks has spanned several contexts in communication. Most recently he has studied the relationship between journals and citations to journals in the field of communication. He has also developed, along with Dr. George Barnett, the Erosion Theory of social networks in organizational settings that predicts turnover from network position. Specifically, the theory indicates that more centrally located individuals are more likely to stay at their current position, regardless of job tenure or other individual-level characteristics.

Dr. Feeley's keynote address will focus on his research, spanning 16 years, on communication networks in the contexts of employee turnover, academic hiring, and journal citation patterns. He will discuss the value of using networks to understand important communication processes, such as relationships, information sharing, and social influence. Examples from Dr. Feeley's past research will be used to highlight important considerations in the study of networks within the social sciences.

# MMC COMMUNICATION ARTS

The Communication Arts Department at  
Marymount Manhattan College Congratulates  
NYSCA on its 71st Annual Convention

**Peter Naccarato**

*Chair, Humanities Division*

**Laura Tropp**

*Chair, Communication Arts*

**Sarah Wright**

*Director, Theresa Lang Center for Producing*

**Blake Carrington**

**Jennifer Dixon**

**Eileen Doherty**

**Edrex Fontanilla**

**Daniel Hunt**

**Corey Liberman**

**Alister Sanderson**

**Peter Schaefer**

**MarymountManhattan**

a college of the liberal arts

221 East 71st St

New York, NY 10021

(212) 517-0430

[www.mmm.edu](http://www.mmm.edu)

***The Creation, Recreation, and Co-Creation Of Communicative Cultures – Summit 4***

This panel showcases the role of communication in the construction, manifestation, and internalization of culture from a rhetorical perspective, highlighting how cultures are both enabling and constraining as they relate to attitudinal and behavioral choices.

**Chair:**

Viviane Lopuch, Marist College

**Respondent:**

Viviane Lopuch, Marist College

**Participants:**

Whoop-Dee-Doo or Whoop-Dee-Yay: Formative Research For Breastfeeding Promotion: Implications For Intervention – Amanda Hamilton, University at Buffalo

The Hardcore Scorecard: Defining, Quantifying, And Understanding Video Game Culture – Joseph Loporcaro, University at Buffalo, Christopher Ortega, University at Buffalo, and Michael Egnoto, University at Buffalo

Visualizing Culture: Using A Thirds' Grid To Measure Modality, Ratio, Function, And Density Aesthetic Patterns On The Web, Roxanne O'Connell, Roger Williams University

**Documentary Screening (4:00PM-5:00PM) – ATLANTIC**

Once a staple on network television, horror hosting has gone underground. This cultural phenomenon survives on the fringe with a loyal cult following. In this documentary, entitled *I. Zombi*, cable access television personalities discuss the Horror Host Underground. This social network spans the United States, promoting their programs and enriching their lives. Professionally, this community seeks a return to mainstream status. Yet, their friendships transcend communication media. They meet several times a year at spirited conventions where they share their love of the horror genre. In this documentary film, Hayden Milligan (*I. Zombi*) survived a house fire as a child. Living with third degree burns on 98% of his body, he finds his voice as a horror host. Milligan, along with A. Ghastlee Ghoul, Dr. Creep, and Baron Von Wolfstein, stress the importance of social networking. Hailing from Appalachia, Milligan is a born-again Christian who preaches gospel on his show and these hosts commend him for being true to himself. Ultimately, he sees a parallel between this modern day fellowship and Jesus' biblical community for the hurt and the lost.

**Presenter:**

Jeremy Newman, The Richard Stockton College of New Jersey

**Cocktail Hour/Hors D'oeuvres– Open Bar (5:15PM-6:00PM) – Zephyr Lounge**

**Keynote Speaker (6:00PM-7:00PM) – Atlantic**

**Speaker:**

Thomas Hugh Feeley, University at Buffalo – The State University of New York

**Dinner (7:00PM-8:00PM) – Gaia Dining Room**

**Cash Bar (8:00PM-Close) – Zephyr Lounge**

**NYSCA Jam Session (8:30PM-?) – Location To Be Determined**

SUNDAY

*Breakfast (8:00AM-9:30AM) – Gaia Dining Room*

*NYSCA Executive Council Meeting (8:30AM-9:30AM) – Gaia Dining Room*

*Conference Concludes (9:30AM)*

## NYSSCA/NYS CA PRESIDENTS

---

1942-43	Loren Reid, Syracuse University	1978-79	Nancy S. Swartout, Or. Cty. Ed. Comm. Coll.
1943-44	Loren Reid, Syracuse University	1979-80	Myron B. Shaw, SUNY at Geneseo
1944-45	Mardel Ogilvie, SUC at Fredonia	1980-81	John L. Meyer, SUNY at Plattsburgh
1945-46	Mardel Ogilvie, SUC at Fredonia	1981-82	Peggy Rypsam, Iona College
1946-47	Agnes Rigney, SUC at Geneseo	1982-83	Davis Brooks, Bronx Children's Psychiatric Cen.
1947-48	Agnes Rigney, SUC at Geneseo	1983-84	John F. Kirn, Dutchess Community College
1948-49	Lillian O'Connor, Julia Richmond H.S.	1984-85	Ruth L. Goldfarb, Nassau Community College
1949-50	Lillian O'Connor, Julia Richmond H.S.	1985-86	Dorothy Gould, Niagara University
1950-51	James Kavanagh, Binghamton Central H.S.	1986-87	James L. Johnson, Brooklyn College, CUNY
1951-52	James Kavanagh, Binghamton Central H.S.	1987-88	John Trombetta, Ithaca College
1952-53	Doris Goodrich, Rochester Schools	1988-89	Joseph A. Bulsys, SUNY at Geneseo
1953-54	Doris Goodrich, Rochester Schools	1989-90	Deborah Borisoff, New York University
1954-55	Yetta Mitchell, New York University	1990-91	Susan Drucker, Hofstra University
1955-56	Yetta Mitchell, New York University	1991-92	Maria F. Loffredo, SUNY at Oneonta
1956-57	Wilbur Gilman, Queens College	1992-93	Mary Ann Messano-Ciesla, Bklyn College CUNY
1957-58	Henry Youngerman, SUC at Fredonia	1993-94	Judythe Isserlis, Iona College
1958-59	Frances Marion Brown, City Schools, Oswego	1994-95	Richard F. Somer, Hamilton College
1959-60	Ralph Schmidt, Utica College	1995-96	Susan Mallon Ross, Clarkson University
1960-61	Solomon Simonson, Yeshiva University	1996-97	Joyce Hauser, New York University
1961-62	Bernard Boresoff, Great Neck High School	1997-98	Rudy Pugliese, Rochester Institute of Technology
1962-63	Gladys S. Bennett, Mechanicsville High School	1998-99	Lance Strate, Fordham University
1963-64	John W. Gunning, Ithaca College	1999-00	Susan Jasko, California University of Penn.
1964-65	Bruce Klee, SUC at Geneseo	2000-01	Thom Gencarelli, Montclair State University
1965-66	Rose Alderman, Hunter College, CUNY	2001-02	Gary P. Radford, Fairleigh Dickinson University
1966-67	Helen D. Feulner, NYC Bureau for Speech Imp.		Marie Radford, Pratt Institute
1967-68	J. Edward McEvoy, SUC at Oswego	2002-03	Carol Wilder, The New School University
1968-69	Sr. Ruth Trautman, Medialle College	2003-04	Edward Lenert, Queens College
1969-70	John F. Wilson, Lehman College, CUNY	2004-05	Marie Garland, Ithaca College
1970-71	John J. Carney, SUNY at Oneonta	2005-06	Brian Cogan, Molloy College
1971-72	Robert Greene, SUNY at Geneseo	2006-07	Margaret Cassidy, Adelphi University
1972-73	Sr. Therese Monaghan, Molloy College	2007-08	Missy (Mary) Alexander, Marist College
1973-74	Bernice Sherman, SUNY at Farmingdale	2008-09	Valerie Swarts, Slippery Rock University
1974-75	David Hill, Morrisville Ag. And Tech.	2009-10	Donna Flayhan, SUNY at New Paltz
1975-76	Morton Klayman, Amherst Central H.S.	2010-11	Brad Crownover, College of Mount Saint Vincent
1976-77	Beatrice Ferrante, St. John's University	2011-12	Mary Ann Allison, Hofstra University
1977-78	Allan D. Frank, SUNY at Brockport	2012-2013	Cheryl Casey, Hamilton College