

COMMUNICATION
(OF) CHOICE AND
CONSEQUENCE:

A 70th ANNIVERSARY
REFLECTION ON THE
NEW YORK STATE OF
COMMUNICATION
ETHICS

New York State
Communication
Association



70th Annual Conference

October 19-21, 2012

Honors Haven Resort & Spa
Ellenville, NY

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COMPETE PREPARED

Welcome to the 70th Annual NYSCA Conference!

Dear Members of the NYSCA
Community,

On behalf of the Executive Council, I am pleased and honored to welcome you to this 70th annual meeting of the New York State Communication Association.

This year's program promises an exciting array of presentations that demonstrate the rich theoretical terrain of our discipline and how communication research across a variety of contexts share fundamental ethical concerns. Our keynote speakers exemplify the depth and breadth of communication ethics; from their respective corners of the discipline they converge on the kinds of ethical issues that underlie all of our questions about communication. The program also includes impressive scholarship by undergraduate and graduate students, annual staples like the Administrators' Workshop and the NYSCA Jam Session, and a special celebration in honor of NYSCA's 70th.

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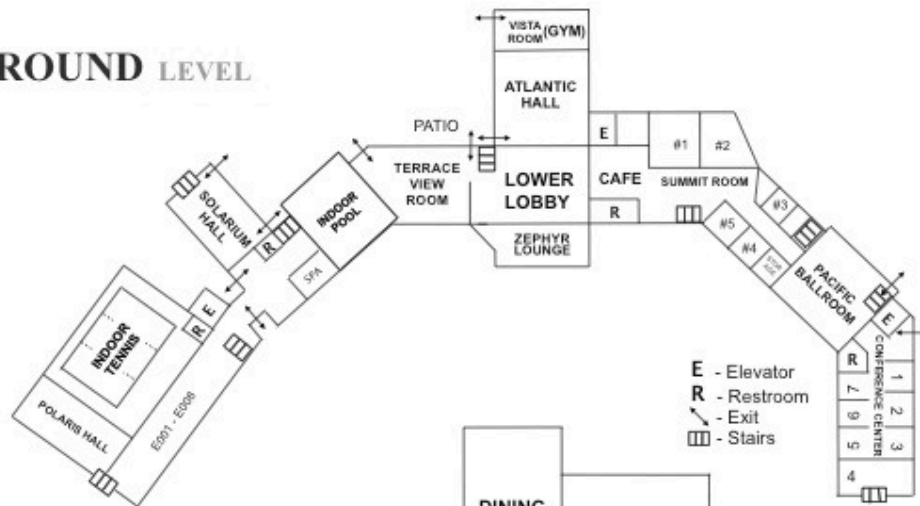
I would like to take this opportunity to thank the very wonderful and very necessary people who have supported, guided, and kindly worked with me in this conference-planning adventure. First, my heartfelt appreciation goes to our keynote speakers, Dr. Thomas Cooper and Dr. John Shotter, for their enthusiasm, graciousness, and considerable time commitment in being here. Mary Ann Allison, President, and Corey Liberman, Vice President-Elect, have been terrific sounding boards along the way, helping me to better articulate ideas and sort through the mess of details. Vivane Lopuch, Executive Secretary, has been constantly at the ready to send emails and manage memberships. Our Director of New Media, Ari Kissiloff, has likewise been poised to update the website at my bidding. I am very grateful for the time and energies these people have put in to my requests these last few months. The Executive Council has provided unwavering support from the word "go," and they are all still working hard, as you read this, to ensure a terrific conference experience and a terrific next 70 years for NYSCA.

I am also extremely grateful for the support of those whose obligations to NYSCA may be less formally defined, but whose commitment is no less profound. In true NYSCA fashion, former executive council members stood at the ready to answer questions and offer advice. With words of wisdom and a few other tricks up their sleeves, Valerie Swarts, Susan Jasko, and Brian Cogan have grown quite adept at managing my freaking out sessions. Megan Dowd, Maureen Louis, and Jon Arakaki were all thoughtful and timely in their submission reviews. I could not undertake this venture without the support of Catherine Phelan, my department chair at Hamilton College, who has compassionately respected this time commitment and offered all assistance within her power. Theme design, program layout, and sundry administrative duties are the work of the amazingly talented Julia Beaty, a senior communication major at Hamilton; her professionalism, dedication, and skill have simply been a godsend.

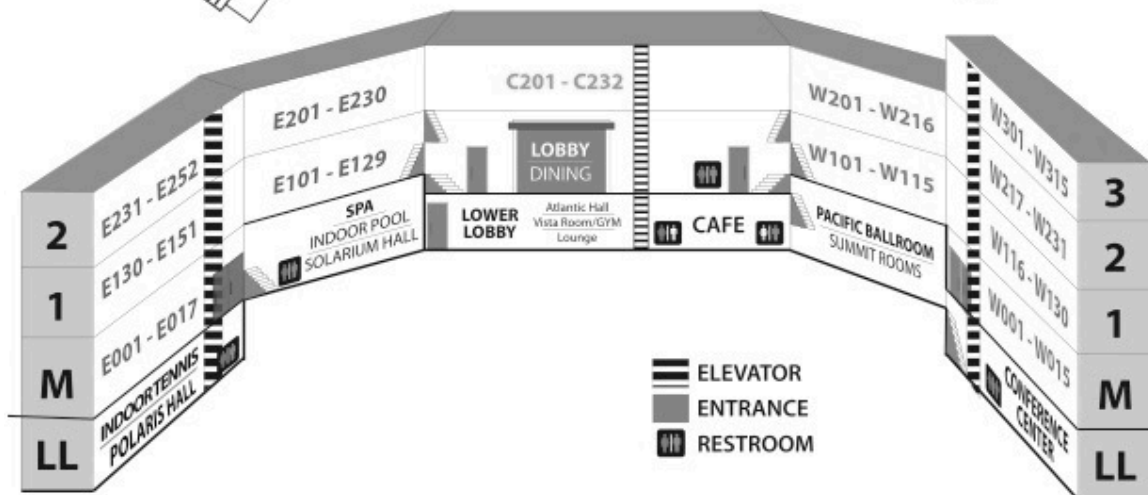
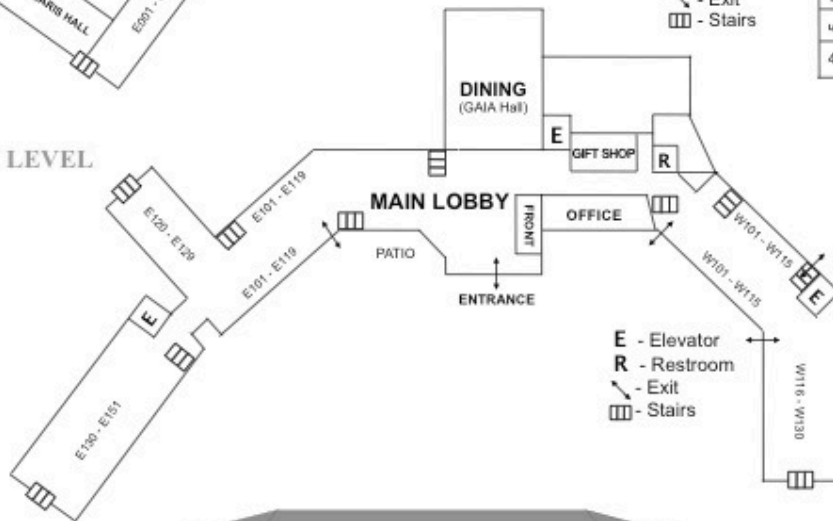
Finally, the most heartfelt appreciation of all goes to you, the members and conference participants. Because of you, we have an engaging and lively weekend ahead, and I look forward to the conversations that, each year, make the NYSCA conference an enlightening, meaningful experience to which we always look forward.

I wish you a terrific conference!
Cheryl Casey
NYSCA Vice President

GROUND LEVEL



1ST LEVEL





• Thank you,
Mary Ann Allison!

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

FRIDAY SCHEDULE AT A GLANCE

2:30-5:30 pm	Registration Open
3:00-4:15 pm	Session Block #1
4:20-5:15 pm	Session Block #2
5:15-6:00 pm	Opening Reception
6:00-7:00 pm	Keynote Speaker: Thomas Cooper
7:00-8:00 pm	Dinner
8:00 pm - Close	Cash Bar
8:15-9:30 pm	NYSCA Community "Pecha Kucha"

FRIDAY

Registration Open

2:30-5:30 pm

SUMMIT LOBBY

SESSION BLOCK #1

3:00-4:15 pm

SUMMIT 1

Ethics, Responsibility, and Organizational Reputation

Reputation is a purely perceptual concept that stems from stakeholder impressions about an organization, its products or executives. These perceptions severely impact many organizational aspects including sales, employee attraction and retention, stock price, media coverage, etc. Communication is one of the ways that today's organizations can mitigate problems with reputation because it allows organizations to represent themselves to stakeholders. As a result, communication practitioners are faced with many choices when developing strategies and instruments meant for creating and sustaining organizational reputation. This also means that there is an ethical dimension to the decisions about how to communicate with stakeholders relative to organizational reputation. Each panel presentation will discuss the implication of communication choices related to building and maintaining organizational reputation.

Chair: Paul Ziek, Pace University

Participants:

Organizational Change and Reputation: A Case Study of Clearview Cinemas

Vincent Lobue, Pace University

Image, Reputation, and Gender

Danielle Plass, Pace University

Reputation and US News and World Report's Best Colleges Rankings

Julio A. Rodriguez-Rentas, Pace University

SUMMIT 2

Roundtable: How Do We Remain Relevant as Trans-generational Instructors in a Multi-generational Classroom?

The past seventy years have seen significant changes in the field of communication, modes of delivery of content in communication classrooms, trends in the preparation of communication doctoral candidates, and pedagogical demands on the long-time communication professor. What does it now take to engage students of different ages, backgrounds, and communication proficiencies? Can we continue to call ourselves "relevant" as instructors if we are not on Facebook, using Twitter, and meeting our students in cyberspace? Is there a point at which the relevance and efficacy of our academic training is outlived by the communication expectations and experiences of our students? In this panel discussion, five communication instructors representing a variety of backgrounds and experiences present the practical and ethical challenges of teaching today's communication student.

Chair: Louis Grasso, Mercy College

Participants:

Sean Dugan, Mercy College

Richard Medoff, Mercy College

Judith Mitchell, Mercy College

Paul Trent, Mercy College

SUMMIT 3

Intercultural Communication Issues (Hidden) in the Workplace

Panelists will discuss intercultural communication topics that are often overlooked in the workplace. These include the less common group distinctions of intergenerational communication, nepotism and class, and religious/spiritual variations in bereavement processes. Presenters will explore the many perspectives on these issues, especially the workplace problems that can be associated with intercultural communication between these groups for employers and employees.

Chair: Anastacia Kurylo, The Communicated Stereotype

Participants:

Family Relationships in the Workplace

Amanda Claudio, Olivia Armstrong, & Patty Diez,

Marymount Manhattan College

Catering to Religious/Spiritual Variations in the Bereavement Process

Robbi Thuet, Alyx McGowan, & Eric Arnold,

Marymount Manhattan College

Intergenerational Issues Related to Social Media and Discrimination in the Workplace

Caroline Proto, Tess Verneuil, & Madison Yanofsky,

Marymount Manhattan College

SUMMIT 4

Social Responsibility, Advocacy, and the Citizen Consumer Relationship in a Digital Age

The ubiquity of social media platforms and mobile technologies across all forms of communication has increased large-scale, peer-to-peer communication. As a result, citizens have increasing opportunities to play meaningful roles in promoting market responsibility, social advocacy, and activism. This panel will explore the changing communication landscape as it influences citizen-consumer relationships around responsibility, choice, and expression. The four papers in this panel will highlight research studies that investigate dispositions around decision-making and responsibility in the context of new media platforms and technologies in an increasingly digital media age.

Chair: Paul Mihailidis, Emerson College

Participants:

Consumer-Citizens and Mobile Information Habits: A Global Portrait

Paul Mihailidis, Emerson College

Engaging the Digital Citizen: How to Market and Leverage a Network for a Cause

Eivind Michaelsen, Emerson College

Corporate Social Responsibility Through the Behavioral Economist's Lens: A Citizen-Consumer Perspective

Amy Wicks, Emerson College

The Formation of Children's Media Literacy During the Early Years at School

Marketa Zezulkova, Emerson College and Bournemouth University, UK

SUMMIT 5

Personality, Performance, and Presentation: Choices and Consequences for Acting and Being in the World

This panel explores how the use of media technologies and rhetorical strategies are implicated in the formation, maintenance, and presentation of identity and community.

Chair: Ari Kissiloff, Ithaca College

Participants:

Personality and Addiction: An Analysis of World of Warcraft Users' Gaming Habits

Katie Lever-Mazzuto, Western Connecticut State University

Jessica Eckstein, Western Connecticut State University

Posting "Me" in Social Media: Examining the Relationship between Body Satisfaction and Self-Presentation in Social Networking Sites

Ji Won Kim, Syracuse University

Camila Espina, Syracuse University

Acting in Concert: Rhetoric and the Freedom of Appearance

Jay Brower, Western Connecticut State University

SESSION BLOCK #2

4:20-5:15 pm

SUMMIT 3

NYSCA Executive Council Meeting

Opening Reception

Happy Hour Cash Bar

5:15-6:00 pm

ZEPHYR LOUNGE



Integrating
**media literacy and
critical thinking** into
the core curriculum

PROVIDING

**FREE ONLINE K-12 & COLLEGE
LESSON PLANS**

MEDIA LITERACY RESOURCES

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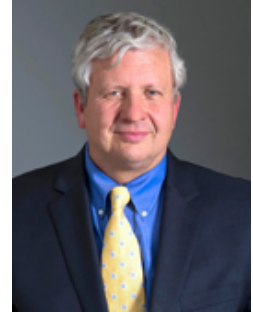
Keynote
6:00-7:00 pm

ATLANTIC

Thomas Cooper, Emerson College

Overview of Overviews: Of Media Ethics, Epistemology, and Ecology

Dr. Cooper showcases an overview of some of the highlights in the history of media ethics research and key conclave. His "overview of overviews" will lead to an examination of the epistemology and ecology of an important overview topic in the field – media saturation. Just as Thoreau went to Walden to gain a perspective on the environment of his day, Dr. Cooper conducted a "media fast" to examine the media environment of the 1980s and has been taking his classes on such fasts and related media diets ever since, as discussed in his new book *Fast Media/Media Fast*. Inspired by McLuhan's insight that one does not learn the true impact of a medium until it is subtracted from society, Dr. Cooper compares media saturated societies such as the U.S. with "no media" (e.g. the Amish) and "low media" (e.g. the Rapa Nui) zones to gain a better overview of our own media, society, and some resulting ethical issues.



Dr. Cooper is the author or co-author of six published books about media ethics and criticism including *Television and Ethics: A Bibliography*, *Communications Ethics and Global Change*, and his most recent, *Fast Media/Media Fast*. The co-publisher of *Media Ethics*, an independent academic and professional magazine, Cooper has written over a hundred articles and reviews. From 1975-1980 at the University of Toronto, Cooper served as an assistant to Marshall McLuhan. He has received numerous fellowships, awards, and grants, and was founding director of the Association for Responsible Communication, which was nominated for the Nobel Peace Prize in 1988.

Dinner
7:00-8:00 pm

GAIA DINING ROOM

Cash Bar *
8:00 pm - Close

ZEPHYR LOUNGE

NYSCA Community Pecha Kucha
8:15-9:30 pm

ATLANTIC



First developed in Japan in 2003, Pecha Kucha 20x20 is a presentation format developed to suit today's needs in which each presentation consists of 20 images, each displayed for 20 seconds. The images forward automatically and presenters talk as the images are displayed. Pecha Kucha nights are now held in hundreds of cities around the world.

Host: Mary Ann Allison, Hofstra University

Participants:

Donna Flayhan, State University of New York at New Paltz

Susan Jasko, California University of Pennsylvania

Jeffrey Morosoff, Hofstra University

Lance Strate, Fordham University

** Cash bar available in Zephyr Lounge throughout the evening.*



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

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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

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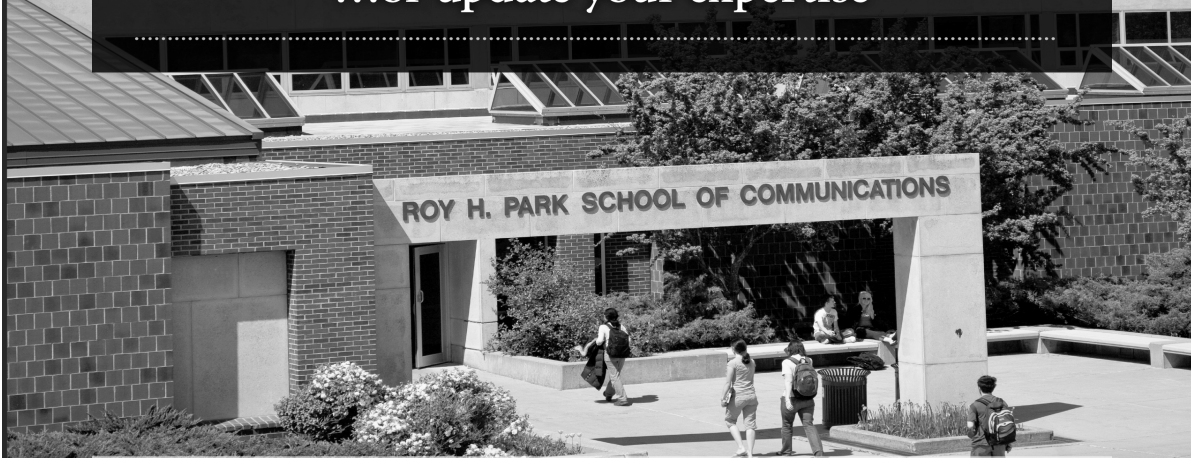
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- organizational culture and diversity
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SATURDAY SCHEDULE AT A GLANCE

7:30-9:00 am	Breakfast
8:30 am-4:00 pm	Registration Open
8:00-9:15 am	Session Block #1
9:30-10:45 am	Session Block #2
10:45-11:15 am	Coffee Break
11:15 am -12:30 pm	Session Block #3
12:30-1:30 pm	Lunch
1:30-2:15 pm	Business Meeting
2:30-3:45 pm	Session Block #4
4:00-5:00 pm	Special Plenary Presentation
5:15-6:00 pm	Cocktail Hour
6:00-7:00 pm	Keynote Speaker: John Shotter
7:00-8:00 pm	Dinner
8:00 pm – Close	Cash Bar
8:30 pm – until the last notes are strummed	NYSCA Jam Session

SATURDAY

Breakfast

7:30-9:00 am

GAIA DINING ROOM

Registration Open

8:30 am – 4:00 pm

SUMMIT LOBBY

SESSION BLOCK #1

8:00-9:15 am

SUMMIT 1**Understanding the Ethics of Celebrity Culture**

Celebrity culture is an area of study developed by scholars interested in the ethical, cultural, economic, and symbolic power of those we call "celebrities." Celebrities may have a preternatural facility to communicate, but what exactly do they communicate? What are the cultural consequences of their various modes of representation or their various media campaigns? The participants of this panel will explore how a critical discussion of celebrity culture can illuminate some of the major ethical dilemmas in contemporary society.

Chair: Salvatore J. Fallica, New York University

Participants:

Celebrities Gone Bad: Caught on YouTube

Barbara Leung, New York University

Kony 2012 and the Entanglements of Celebrity

Loredana Loy, New York University

Speaking Some Truth to the Celebrity Machine: Kathy Griffin and the Politics of Celebrity

Rachael E. Roberts, New York University

SUMMIT 2

The Lens of Culture on Identity Construction: Consequences for Depictions of Women, Viewing the Self, and Creating a Professional Life

This panel addresses the mediated construction of gender and professional stereotypes and the relevant theoretical frameworks used to study the links between mediated representations and identity. Of particular interest are the implications for transcultural communication.

Chair: Deborah J. Borisoff, New York University

Participants:

The Mediated Powerfulness: Textual and Discourse Analysis of Forbes' 'The Most Powerful Women' List

Jing Wang, New York University

Mediated Bodies: The Construction of a Wife, Mother, and the Female Body in Television Sitcoms

Saniya Ghanoui, New York University

Thinking Carefully: From Standpoint Theory to Similarity

Zhe Wang, New York University

Identity Construction for Chinese Journalists Working in China and in the U.S.: A Comparative Analysis

Yuan Qu, New York University

SUMMIT 3

Media Narratives and Consequences for Perception, Dialogue, and Community

This panel examines how different media genres—from news and sports to soap opera—and online technologies shape perceptions of and discourse surrounding gender, race, and community.

Chair: Brad Crownover, College of Mount Saint Vincent

Participants:

"Nobody Wants to Eat Them Alive": Ethical Dilemmas and Media Narratives on Domestic Rabbits as Pets and Commodity

Gayane Torosyan, State University of New York at Oneonta

Brian Lowe, State University of New York at Oneonta

Slipping Racism into the Mainstream: A Theory of Information Laundering

Adam Klein, Mercy College

"Covering" the National Pastime: Baseball and the Cover of Sports Illustrated (1954-2011)

Jon Arakaki, State University of New York at Oneonta

Beyond Critical Communication: "Noor's" Soap Opera

Noura Hajjaj, Marist College

SUMMIT 4

Practicing Professional Ethics: News, Politics, and PR

This panel examines the professional obligations and ethical norms practiced by journalists, politicians, and public relations practitioners. Such considerations as profit, social responsibility, and an informed citizenry are central to the discussion.

Chair: Susan Jasko, California University of PA

Participants:

Professional, Personal, or Both: Understanding Journalists' Roles and Ethical Beliefs with Microblogging Practice

Lei Jia, University of Wisconsin-Milwaukee

Survey of Long Island's Not-For-Profits: Choices and Challenges for Public Relations Programs

Jeffrey S. Morosoff, Hofstra University

Distinctive Features of Mid-Level and Local Political Campaigns

David Habbel, Utica College

Are News Organizations' Dual Roles on a Collision Course?

Richard Lee, St. Bonaventure University

SUMMIT 5

Ethics in the New, Flipped Academic World: A NYSCA Roundtable

In this roundtable, practicing university teachers discuss the ethical implications of their pedagogical designs using flipped classrooms, peer teaching activities, and student-focused collaboration in the university classroom. Also of concern are the communication choices made by students in these circumstances, the consequences of those choices, and the interventions teachers may feel are appropriate. Each participant in this roundtable will describe one classroom example and the related ethical considerations. This introduction will be followed by discussion and synthesis. Members of the audience are invited to participate in the discussion.

Chair: Mary Ann Allison, Hofstra University

Participants:

James Cohen, Hofstra University

Corey J. Liberman, Marymount Manhattan College

Maureen M. Louis, Cazenovia College

Evelyn Plummer, Seton Hall University

Valerie Swarts, Slippery Rock University

SESSION BLOCK #2

9:30-10:45 am

TERRACE VIEW**Graduate Town Hall**

Come join your peers in conversation about various aspects of graduate education: curriculum, advising, mentorship, professional development, scholarship, publication, academic careers, teaching, service, governance, etc. Share experiences, issues, concerns, and peer advice as we find common ground across universities and build a network of colleagues.

Chair: Lewis Freeman, Fordham University

Participants: All graduate students attending the conference are encouraged to join this hosted conversation; no prior preparation required. [Note: In the interest of open and unfettered discussion, *only graduate students* may attend this session.]

SUMMIT 1**A Weather Eye/I: Researching and Reporting Weather and its Impacts**

This panel addresses key and current issues surrounding the forecasting, reporting, and communicating of weather and weather impacts. Panelists will address perspectives from TV broadcasting, coverage of Hurricane Katrina, and the ongoing efforts of the National Weather Service to continuously improve their public services, partner outreach, and internal operations. Communication ethics, media policy, and organizational communication issues will be discussed.

Chair: Susan Jasko, California University of PA

Participants:

Bruce Avery, Hofstra University & WRHU-FM

Phil Hecken, Hofstra University

Vankita Brown, National Weather Service OCCWS

Susan Jasko, California University of PA

SUMMIT 2

Highlights in Undergraduate Research I

This panel showcases undergraduate research in topics pertaining to education, language and community, and conflict.

Chair: Catherine Phelan, Hamilton College

Participants:

Speech Communities at Hamilton College: An Examination of Pre-Game Speech Events

Julia Beaty, Hamilton College

The Future of the American Classroom

Rebecca Hazlett, Hamilton College

Banning Pro-Ana Communities: What Does it Actually Mean for Youths?

Barbara Leung, New York University

Conflict and the Theory of Coordinated Management of Meaning in a Vacuum

Gregory Newton, Hamilton College

SUMMIT 3

The Ethics of Representation: Gender, Race, Age, and Sexuality

Panelists address mass-mediated representations and their consequences for how audiences perceive, construct, and categorize identity.

Chair: Katherine Fry, Brooklyn College

Participants:

How the Mass Communications Industry Portrays America's First Ladies

Anne Lee, St. Bonaventure University

"That's So Gay": How Everyday People Envision the Gay Ad

Kristin Comeforo, Berkeley College

And So it Continues...Teenage Magazines and Their Focus on the Superficial

Natalie Redcross, Iona College

Tremaine Grimes, Iona College

MTV's "Jersey Shore": An Educator on Interpersonal Relationships, Gender Roles, and Embracing Manhood

Brooke Swift, Pace University

Leave it Dead: Implications That Come With the Media Reviving Archaic and Irresponsible Images of Black Women

Sharron Greaves, Nyack College

SUMMIT 4

"To Be or Not to Be": Managing Online and Offline Professional Identities

While there are numerous interpretations of Shakespeare's "To Be or Not to Be" soliloquy in Hamlet, the speech generally questions the morality of choosing life over death. With a rhetorical spin to this famous saying, this informal roundtable panel will explore the ethical implications of individuals' actions and choices in the communication of their professional persona, which can be the life or death of them in obtaining a job. In particular, this panel will discuss the benefits, challenges, and consequences from our modes of representation in the offline and online worlds, and how we can bridge our online and offline worlds to our benefit. To integrate the online world into our presentation, we welcome comments and questions using Twitter by tagging your tweets with #NYSCApro.

Chair: Douglas Strahler, Duquesne University

Participants:

Valerie Swarts, Slippery Rock University
Corey DeSantis, Slippery Rock University
Courtney Moats, Slippery Rock University
Emily Strickland, Slippery Rock University
Douglas Strahler, Slippery Rock University
Lucie Fremeau, California University of PA
Alicia Patt, California University of PA

SUMMIT 5

Survivors Tell All: War Stories in Academic Publishing

In this session of "insiders' tips," seasoned veterans of academic publishing share their experiences in and advice about getting articles, chapters, and books published. All are welcome to listen and contribute—whether the whole process is still a puzzle for you, or you have a piece to help make the puzzle clearer. Further information about publishing in the NYSCA proceedings will also be provided.

Chair: Roxanne O'Connell, Roger Williams University and Editor, *NYSCA Proceedings*

Participants:

Roxanne O'Connell, Roger Williams University and Editor, *NYSCA Proceedings*
Thom Gencarelli, Manhattan College
Brian Cogan, Molloy College

Coffee Break
10:45 -11:15 am

SUMMIT LOBBY

SESSION BLOCK #3
11:15 am - 12:30 pm

SUMMIT 1

Popular Music in the New Millennium: Meaning, Media, Technology, and Ethics

As we find ourselves in the second decade of the new millennium, the field of popular music and the music industry itself continue to grapple with changes in how music is used, accessed, produced, and consumed. This panel attempts to understand some of these changing dynamics of music from a variety of perspectives, covering a variety of music-related themes, from music as communication and media ecology as punk rock, to economic consequences of digital recording and the ethical quandaries of "free" music.

Chair: William Phillips, College of Staten Island

Participants:

Communicating Musically

Phil Rose, York University

Punk Rock Postman?: Media Ecology as Punk Rock

Brian Cogan, Molloy College

Don't Quit Your Day Job: Economic Consequences of Digital Recording Technology

William Phillips, College of Staten Island

Be Careful What You Wish For: Popular Music in an Age in Which "Information Wants to be Free"

Thom Gencarelli, Manhattan College

SUMMIT 2

All Politics is Local: A Look at Campaigns for House and Senate

It's campaign season again, and these panelists address a variety of topics and issues surrounding the 2012 campaigns for House and Senate positions.

Chair: David Habbel, Utica College

Participants:

Accentuating the Negative in a Culture of Revelation

Salvatore J. Fallica, New York University

Old Media Meets New in the Grassroots of Rhode Island

June Speakman, Roger Williams University

The Battle for the House in Central New York

David Habbel, Utica College

Greenwich vs. Weathersfield: The Language of Linda McMahon and Chris Murphy's Campaigns for US Senator from Connecticut

Bill Petkanas, Western Connecticut State University

SUMMIT 3

Undergraduate Town Hall

What topics interest or concern you about your undergraduate experience?

Discussion might include: improving majors, minors, concentrations, and specializations; improving student-teacher relations; the value of internships and study-abroad experiences in career preparation; broadening course requirements or electives to include other disciplines; requiring students to be more well-rounded in today's world; and preparing students for an increasingly globalized world.

Chair: Bruce Avery, Hofstra University and WRHU-FM

Participants: All undergraduate students attending the conference are encouraged to join this hosted conversation; no prior preparation required. [Note: In the interest of open and unfettered discussion, *only undergraduate students* may attend this session.]

SUMMIT 4

Don't Say/Do That!!! Taboo Communication for the Greater Good?

Presenters will discuss the value of understanding communication that is usually considered taboo in the United States. In order to explore the positive and negative consequences of communicating such behaviors, participants present their work on communication behaviors that are not generally considered appropriate. Verbal and nonverbal communication topics like sexualized behavior, stereotypes, farting, nepotism, nail biting, and social media identity construction will be addressed. Consistent with the conference theme, by the end of this panel the audience will be armed with various perspectives from which to make a choice about using these behaviors in interaction. Spoiler alert: some of these behaviors are going to be recommended by our presenters!

Chair: Anastacia Kurylo, The Communicated Stereotype

Participants:

...On Stereotypes

Anastacia Kurylo, The Communicated Stereotype

...On Sexualization

D.L. Stephenson, Western Connecticut State University

...On Menstruation

David Linton, Marymount Manhattan College

...On Biting Nails

Stephan Sardi, Marymount Manhattan College

...On Hugging Strangers

Julia Materasso, Marymount Manhattan College

...On Farting

Brittany Flynn, Marymount Manhattan College

...On Facebook Self-Presentation

Amanda Claudio, Marymount Manhattan College

SUMMIT 5

Rules and Consequences: The Ethics and Law of Social Media

Social media space presents a staggering breadth of legal and ethical matters to consider: copyright and trademark, along with defamation, privacy, harassment, stalking, contracts, advertising, and censorship issues, to name a few. Myriad standards of professional ethics command compliance in order for various media industries to function. Corporate compliance with authoritarian regimes raises ethical issues. Should students and teachers ever be friends on Facebook? Should judges permit attorneys to check the blogs and Web sites of prospective jurors? Should reporters send friend requests to sources? Should we manipulate our online identity? Should one ever use a pseudonym online? Is it ever ethical to post negatively about others at work? When should you accept friend requests on Facebook, LinkedIn, Google+? Should you follow clients on Twitter, Blogs, Flickr? When is it appropriate to repost or pass information along? These questions merely scratch the surface. The scope of this panel is broad and, if successful, hopes to provide paths to follow through the social media labyrinth.

Chair: Susan Drucker, Hofstra University

Participants:

Social Media, Public Relations, and Ethics

Suzanne Berman, Hofstra University

Transparency, Misrepresentation, and Social Media

Douglas C. Strahler, Duquesne University

Thomas R. Flynn, Slippery Rock University

Brains and Behavior: Addressing Amplified Adolescent Visibility in the Global Village

Mary Ann Allison, Hofstra University

Toward a New Code of Ethics—Social Media in Journalism

Kelly Fincham, Hofstra University

Thoughts on Social Media, Law, and Ethics

Susan Drucker, Hofstra University

Gary Gumpert, Communication Landscapers

Lunch

12:30-1:30 pm

GAIA DINING ROOM

Business Meeting

1:30-2:15 pm

ATLANTIC

Join us for award presentations, organizational news and notes, and a special happy birthday cake for NYSCA's 70th!

SESSION BLOCK #4

2:30-3:45 pm

SUMMIT 1

Administrators Workshop

The Administrators' Workshop has become a Saturday feature at the fall meeting of NYSCA. The Administrators' 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 shape 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, the qualifications of an administrator – are among the issues that have been, and will continue to be, discussed.

It's a closed-door session of catharsis and therapy for those serving in the trenches of administration.

Chair: Gary Gumpert, Communication Landscapers

Participants: All administrators attending the conference are encouraged to join this hosted conversation.

SUMMIT 2

Horror, Pornography, and Their Consequences in Popular Culture

This panel explores the problems and possibilities of horror and pornography genres. Because of the growing ubiquity of both genres, the consequences of horror and pornography viewership has become not just a popular social issue but the focus of scholarship on a variety of cultural practices providing insight into the body, sexuality, and innumerable forms of representation.

Chair: Salvatore J. Fallica, New York University

Participants:

Haunted Mirrors: The Lacanian Consequences of the Horror and Porn Genres

Eric Shorey, The New School for Social Research

Seeing Bodies: Voyeurism in Pornography and Popular Horror

Jenn Hyland, The New School for Social Research

The Commodification of the Fetish: Cultural Consequences of the Normalization of BDSM

Juniper Alcorn, The New School for Social Research

SUMMIT 3

Highlights in Undergraduate Research II

This panel showcases undergraduate research in topics pertaining to the influence of images, artifacts, and technologies on relationships and identity.

Chair: Lewis Freeman, Fordham University

Participants:

"Their Image of Me:" A Phenomenological Study of Professional Dress Choices of Female Professors

Laura Abassi, McDaniel College

The Influence of Technology on Family Dynamics

Alessondra Villegas, Fordham University

The Influence of Layout Changes in College Students' Usage of Facebook

Matt Doyle, State University of New York at Oswego

Children and Advertising

Ursula Leone, Fordham University

SUMMIT 4

Global and Local Views of Identity: Consequences of Mediated Images of Race, Class, and Gender

Panelists will discuss the implications of language, spectacle, and mediated representations for perceptions of cultural identity, gender roles, and race.

Chair: Deborah J. Borisoff, New York University

Participants:

Labeling the Hottentot Venus Spectacle: How Mediated Language Enforces Racial Essentialism

Tyler Zang, New York University

The Virgin and the Whore: Feminine Constructs and Gender Performance in Taylor Swift and Ke\$ha

Kelly Aiken, New York University

Appalachia Under the Lens: Communication Barriers in the Context of Documentaries

Becky Banks, New York University

Development of Cultural Identity Among American Children Adopted in China

Linda V. Block, New York University

TERRACE VIEW

PRSSA (Public Relations Student Society of America) Meeting

This meeting of PRSSA students from various schools in the NYSCA community enables connecting a networking – a PR must.

Chair: Susan Jasko, California University

Participants: All PRSSA members are encouraged to attend

SUMMIT 5

G.I.F.T.S (Great Ideas for Teaching Students)

Panelists share their tried-and-true teaching ideas. Come pick their brains or offer some suggestions of your own.

Chair: Mary Nagy, Bloomsburg University

Participants:

Students as Consultants

Teresa L. Keeler, Rutgers, The State University of New Jersey

Public Relations Campaigns

Jeffrey S. Morosoff, Hofstra University

Argumentations Analysis Presentation: Evaluating Rhetoric-in-Action

Evelyn Plummer, Seton Hall University

"Shattered Glass": Take-Home Exam/Project

Valerie Swarts, Slippery Rock University

We Teach, We Learn: A Sociocultural Approach for Interdependent Teaching and Collective Learning

Rannie Teodoro, Rutgers, The State University of New Jersey

Immersive Learning Community Project

Steve Voorhees, Rutgers, The State University of New Jersey

Special Plenary Presentation

4:00-5:00 pm

ATLANTIC

Diane Cypkin, Pace University

A Musical Salute to Molly Picon, Star of the Yiddish Theater

On Piano: Lena Panfilova

Dr. Diane Cypkin, Professor of Media, Communication, and Visual Arts at Pace University, is both a professional actress/singer and an academic. A few years ago she did an exhibition at the Lincoln Center Library for the Performing Arts on the star of the Yiddish Theatre, Molly Picon. In conjunction with that exhibit, she performed a concert/lecture in their auditorium on Molly's life—telling her story in English and singing some of the marvelous songs she made famous in Yiddish. This evening, Dr. Cypkin and Lena Panfilova, a graduate of the Moscow Conservatory, bring that concert/lecture to the Catskills and NYSCA.

Cocktail Hour
Open Bar and
Hors D'oeuvres
5:15-6:00 pm

ZEPHYR LOUNGE

Keynote

6:00-7:00 pm

ATLANTIC**John Shotter, University of New Hampshire and London School of Economics**

The Transmission of Information: An "Awful Deformation" of What Communication Really Is



"Modern society expects [the expert] to provide a substitute for past moral and political orientations. Consequently, the concept of 'praxis' which was developed in the last two centuries is an awful deformation of what practice really is." (Gadamer, 1975, p. 312)

"... because we are studying not to know what goodness is, but how to become good men, since otherwise it would be useless – we must apply our minds to the problem of how our actions should be performed, because, as we have just said, it is these that actually determine our dispositions." (Aristotle, 1955, Ethics, p. 93)

It is easy to think of communication as being primarily to do with the transmission of information, with the communication of facts, of intelligence, of things people want to know about – a view given scientific expression long ago by Shannon and Weaver (1949). The taken-for-granted background to this view, being the Cartesian assumptions of a mechanical world of separate, identifiable, inter-acting entities in motion according to discoverable laws. Everything changes, however, once we switch to a view of communication as occurring within a ceaseless, indivisible flow of entwined strands of spontaneously responsive, expressive, living, bodily activity – a view adopted by all those who see communication as a dialogic activity (e.g. Bakhtin, 1981, 1986; Gadamer, 1975, 2000; Wittgenstein, 1953, 1980; along with many others). Straightaway we find, instead of facing simply one kind of difficulty in life – that of solving problems – we face a second, much more basic difficulty – that of gaining orientation, of arriving at a sense of what the situation is that we find ourselves in, prior to our attempts to act well within it. While the facts of the matter are still of importance to us, what is of even greater importance is our sensing of the relations between the possibilities for action it makes available to us and what, ethically, we feel we must do within it if we are to be the kind of person we feel we want to be. What is special about our living activities in these situations, is that they work in terms of the ways in which our past experiences give rise, within us, to an anticipatory sense of our possible next steps – ethical and political issues then enter into this process as we try to resolve on a line of action, on an expression of our feelings/sensings that "does justice" to the uniquely detailed situation we currently occupy. While some communications can change us simply in our knowledge, others can change us in our very ways of being in the world, in who we are – it is the nature of these latter which will be central to this presentation.

Dr. Shotter works internationally as an organizational consultant and doctoral examiner. His ongoing research interest is in the social conditions conducive to people having a voice in the development of participatory democracies and civil societies. Dr. Shotter's books include *Social Accountability and Selfhood* (Blackwell, 1984), *Conversational Realities: The Construction of Life Through Language* (Sage, 1993), and most recently, *Getting It: Witness-Thinking and the Dialogical...in Practice* (Hampton, 2011). In addition to authoring numerous journal articles, book chapters, and conference papers, Dr. Shotter continues to travel, write, and present extensively.

Dinner
7:00-8:00 pm

GAIA DINING ROOM

Cash Bar *
8:00 pm - Close

ZEPHYR LOUNGE

NYSCA Jam Session
8:30 pm – until the last notes are
strummed

LOCATION TBD

An annual NYSCA tradition featuring music, singing, storytelling, good cheer, good conversation, and great company!

** Cash bar available in Zephyr Lounge throughout the evening.*

SUNDAY

Breakfast

8:00-9:30 am

GAIA DINING ROOM

NYSCA Executive Council Meeting

8:30-9:30 am

GAIA DINING ROOM

CONFERENCE CONCLUDES!

9:30 am

LOOKING FORWARD TO SEEING YOU NEXT YEAR!



NYSSCA/NYSCA PRESIDENTS

1942-43	Loren Reid, Syracuse University
1943-44	Loren Reid, Syracuse University
1944-45	Mardel Ogilvie, SUC at Fredonia
1945-46	Mardel Ogilvie, SUC at Fredonia
1946-47	Agnes Rigney, SUC at Geneseo
1947-48	Agnes Rigney, SUC at Geneseo
1948-49	Lillian O'Connor, Julia Richmond H.S.
1949-50	Lillian O'Connor, Julia Richmond H.S.
1950-51	James Kavanagh, Binghamton Central H.S.
1951-52	James Kavanagh, Binghamton Central H.S.
1952-53	Doris Goodrich, Rochester Schools
1953-54	Doris Goodrich, Rochester Schools
1954-55	Yetta Mitchell, New York University
1955-56	Yetta Mitchell, New York University
1956-57	Wilbur Gilman, Queens College
1957-58	Henry Youngerman, SUC at Fredonia
1958-59	Frances Marion Brown, City Schools, Oswego
1959-60	Ralph Schmidt, Utica College
1960-61	Solomon Simonson, Yeshiva University
1961-62	Bernard Boresoff, Great Neck High School
1962-63	Gladys S. Bennett, Mechanicsville High School
1963-64	John W. Gunning, Ithaca College
1964-65	Bruce Klee, SUC at Geneseo
1965-66	Rose Alderman, Hunter College, CUNY
1966-67	Helen D. Feulner, NYC Bureau for Speech Improvement
1967-68	J. Edward McEvoy, SUC at Oswego
1968-69	Sr. Ruth Trautman, Medialle College
1969-70	John F. Wilson, Lehman College, CUNY
1970-71	John J. Carney, SUNY at Oneonta
1971-72	Robert Greene, SUNY at Geneseo
1972-73	Sr. Therese Monaghan, Molloy College
1973-74	Bernice Sherman, SUNY at Farmingdale
1974-75	David Hill, Morrisville Ag. And Tech.
1975-76	Morton Klayman, Amherst Central H.S.
1976-77	Beatrice Ferrante, St. John's University
1977-78	Allan D. Frank, SUNY at Brockport
1978-79	Nancy S. Swartout, Orange County Ed. Community College
1979-80	Myron B. Shaw, SUNY at Geneseo
1980-81	John L. Meyer, SUNY at Plattsburgh
1981-82	Peggy Rypsam, Iona College
1982-83	Davis Brooks, Bronx Children's Psychiatric Center
1983-84	John F. Kirn, Dutchess Community College
1984-85	Ruth L. Goldfarb, Nassau Community College
1985-86	Dorothy Gould, Niagara University
1986-87	James L. Johnson, Brooklyn College, CUNY
1987-88	John Trombetta, Ithaca College
1988-89	Joseph A. Bulsys, SUNY at Geneseo
1989-90	Deborah Borisoff, New York University

1990-91	Susan Drucker, Hofstra University
1991-92	Maria F. Loffredo, SUNY at Oneonta
1992-93	Mary Ann Messano-Ciesla, Brooklyn College of CUNY
1993-94	Judythe Isserlis, Iona College
1994-95	Richard F. Somer, Hamilton College
1995-96	Susan Mallon Ross, Clarkson University
1996-97	Joyce Hauser, New York University
1997-98	Rudy Pugliese, Rochester Institute of Technology
1998-99	Lance Strate, Fordham University
1999-00	Susan Jasko, California University of Pennsylvania
2000-01	Thom Gencarelli, Montclair State University
2001-02	Gary P. Radford, Fairleigh Dickinson University
	Marie Radford, Pratt Institute
2002-03	Carol Wilder, The New School University
2003-04	Edward Lenert, Queens College
2004-05	Marie Garland, Ithaca College
2005-06	Brian Cogan, Molloy College
2006-07	Margaret Cassidy, Adelphi University
2007-08	Missy (Mary) Alexander, Marist College
2008-09	Valerie Swarts, Slippery Rock University
2009-10	Donna Flayhan, SUNY at New Paltz
2010-11	Brad Crownover, College of Mount Saint Vincent
2011-12	Mary Ann Allison, Hofstra University

PARTICIPATING INSTITUTIONS:

Berkeley College
Bloomsburg University
Bournemouth University, UK
Brooklyn College
California University of PA
Cazenovia College
College of Mount Saint Vincent
College of Staten Island
Communication Landscapers
Duquesne University
Emerson College
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Hamilton College
Hofstra University
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Ithaca College
London School of Economics
Manhattan College
Marist College
Marymount Manhattan College
McDaniel College
Molloy College
Nassau Community College

Nation Weather Service OCCWS
New York University
Nyack College
Pace University
Rochester Institute of Technology
Roger Williams University
Rutgers, The State University of New Jersey
Seton Hall University
Slippery Rock University
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WRHU-FM
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... AND A SPECIAL THANK YOU TO OUR ADVERTISERS:

The Forensic Files
Hofstra University
Ithaca College
Rochester Institute of Technology

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**Where
scholarship
and friendship
forge careers.**

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