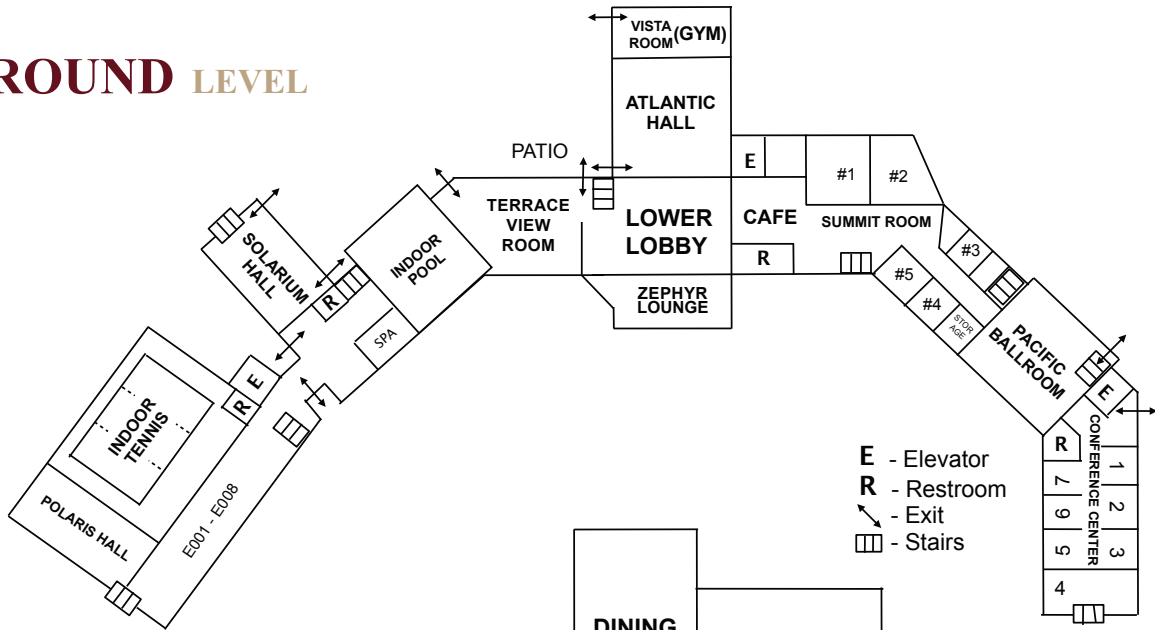
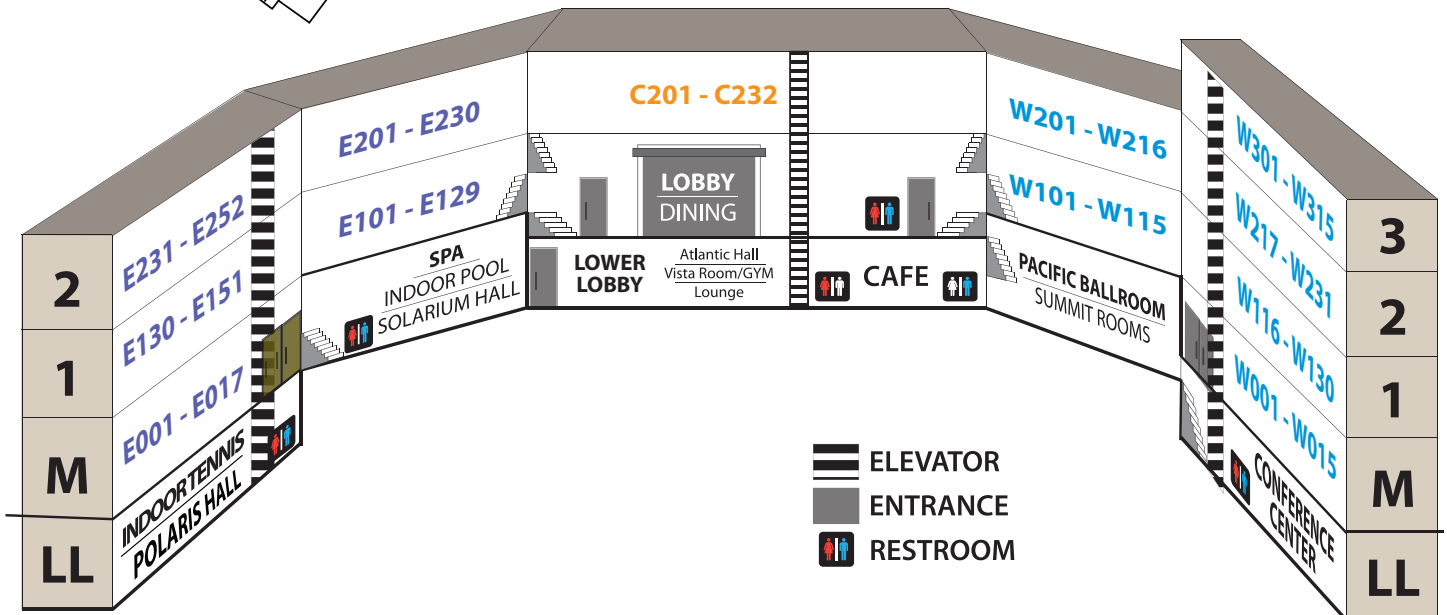
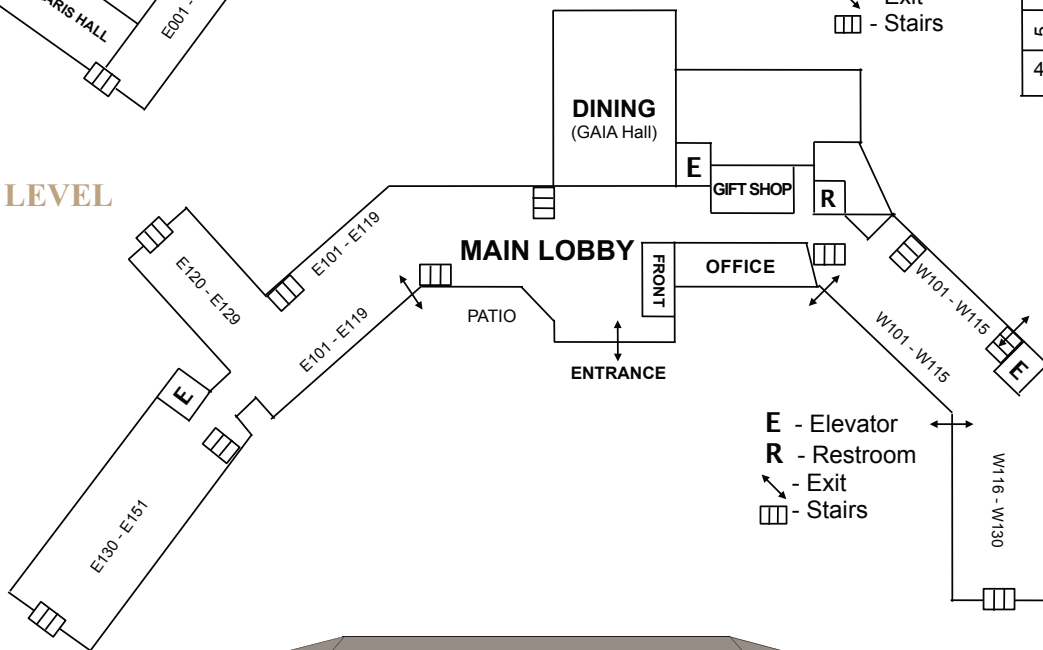


GROUND LEVEL



1ST LEVEL



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

EVENING ACTIVITIES

Opening Reception/Happy Hour – Cash 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 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

Lance Strate, Fordham University

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:

Ari Kissiloff, Ithaca college

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 Habel, 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

You Don't Belong Here: Exploring The Intersections Of Race, Gender, and Technological Inventions Of An All-Female Hackathon Team – Precious Yamaguchi, Cedar Crest College

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:

Using Laughter As A Means To Improve Communication, Increase Work Productivity, Improve Workplace Morale, Reduce Stress, And Enhance Our Social Well-Being – Gene Haynes, Learn To Laugh

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 21st 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

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:

Elizabeth Chafee, Fordham University

Colin Croughan, Fordham University

Lauren MacDonald, Fordham University

Helena Meyer, Fordham University

Kayla Pantano, Fordham University

Michelle Rufrano, Fordham University

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

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

SESSION BLOCK # 4 (2:30PM-3:45PM)

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:

Yogi Berra Stadium As A Place For Communication And Community: Symbolic Interaction In A Minor League Ballpark – 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

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:

George Barnett, University of California – Davis

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

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

SUNDAY

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

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

Conference Concludes (9:30AM)