

*****FRIDAY*****

Registration (1:00 pm – 5:00 pm)

Registration

Lobby

Session F PM1 (2:00 pm - 3:15 pm)

Technology Integration in the Classroom: Pedagogical Challenges and Opportunities

East Room 1

Educators recognize that technology in the classroom distracts and disrupts productive thinking. Yet, as educators in the field of communication it is essential that our students know how to engage, utilize, and communicate with that very same distracting technology. Media literacy is a necessity for today's student. Gunther Kress clearly articulates the complexity that exists at the intersection of media, technology and critical thinking,

“The range and forms of available information are changing with the advent of new digital literacies, but we need to be aware that these are not replacing other literacies. Rather they are overlaying them and increasing the complexity of what can and must be learned with the demands of multi-layered meanings and more complex semiotic systems (2003.)

Panelists will discuss the pedagogical challenges and opportunities for technology integration in the classroom. Topics to be addressed include: course lessons, technology tools, and curriculum outcomes or goals that use technology in the classroom to foster critical thinking, ignite students' imagination, mindfulness and thoughtfulness in the classroom through the use of technology in the classroom.

Chair:

Victoria Semple, Hofstra University

Participants:

Using Online Sharing and Editing Tools for Classroom Collaborative Learning

Russell Chun, Hofstra University

Embracing Mobile Devices in the Classroom

Hillary JM Topper, Hofstra University.

Disruptive Classroom, Disruptive Industry; Lessons to be Learned

Victoria Semple, Hofstra University

**Up Close and Personal: When Learning Truly Takes Place
Outside Communication Students' Classrooms**

East Room 2

It is generally accepted that when it comes to formal education, there is no better supplement than real-world experience. While classroom learning and professors will provide the essential foundations for study, perspective, theory, and applied tools, student success is greatly enhanced when academics is paired with frontline exposure to the real-world people and places related to a field of study.

There is a myriad of traditional approaches to first-hand learning, from the classroom guest speaker to internships and others. Collaborative workspaces, hands-on campaigns, on-site productions, location tours, professional development programs, and a variety of effective networking events give students a “leg up” on their peers who may fail to take advantage of these efforts.

“Up Close and Personal: When Learning Truly Takes Place Outside Communication Students’ Classrooms” will feature a roundtable discussion for faculty and mentors, focusing on the creation of successful opportunities for communication-related student learning.

Chair:

Jeffrey Morosoff, Hofstra University

Participants:

Jennie Donohue, Marist College

Jamie Cohen, Molloy College

Suzanne Berman, Hofstra University

**Reimagining the "frat bro:" Using relational dialectic
theory to promote 'productive masculinity' in American
fraternities**

East Room 3

American fraternities are too often driven by Eurocentric cultural norms and hegemonic masculine discourse which alienate and discourage African-American, Latino, and Asian-Pacific Islander men as well as members of the LGBTQ community from joining their chapters. However, some fraternities are changing course by cultivating a culture of "positive masculinity" which disrupts racism and homophobia by emphasizing the intrinsic morality of inclusive brotherhood. Positive masculinity is defined by four factors: bringing out the best in men, (b) 'a brother is a brother', (c) disrupting sexism, homophobia, and racism, and (d) conditions that enable guys to be good. This burgeoning concept is still attempting to gain a foothold in academic research on fraternities, and Greek organizations have yet to embrace

positive masculinity on a national level in their recruitment of new members.

This panel will bring together higher education professionals in national fraternity outreach, residential life, and the to examine discursive strategies to implement positive masculinity on both an individual chapter and national organizational level. Panel members will utilize relational dialectic theory as a theoretical foundation for helping fraternities embrace a culture of positive masculinity. Members will also discuss how this can applied in an intersectional fashion to alleviate ethnocentrism and promote co-culturalism in American fraternities. In addition, audience members will be encouraged to ask questions and contribute their thoughts to the discussion.

Chair:

Barry Regan, Grand Canyon University

Participants:

Dan Erosa, New York University

A. Jordan Fischette, Alpha Tau Omega National Fraternity

Justin Fowler, Hope International University

Digital Media 2: Transformations in Human Communication

West Room 2

This panel is based on a forthcoming second edition of the book, *Digital Media*, which examines changes that have been taking place in the spheres of communication and culture as digital media evolve and proliferate. Participants on this panel represent several key lens into the contemporary digital media ecology: Information, persuasion, community, gender and sexuality, communication across cultures, and privacy and surveillance.

Chairs:

Lee Humphreys, Cornell University

Paul Messaris. University of Pennsylvania

Participants:

Paul Fazone, Peripheral Vision International

Derek Blackwell, Prairie View A&M University

Jessa Lingel, University of Pennsylvania

Kjerstin Thorson, Michigan State University

Respondent:

Lance Strate, Fordham University

NYSCA Executive Council Meeting (2:00 pm – 3:15 pm)

NYSCA Executive Council Meeting

West Room 1

Plenary Session F PM2 (3:30 pm - 4:45 pm)

Raising Our Voices: The Forum of NYSCA Past, Present, and Future

West Room 1

NYSCA as an organization has spanned three generations and endured countless shifts in the field of communications. As we approach the 75th anniversary of our convention, we gather some of our voices of the organization to talk about the value of recording a history for the many future generations of NYSCA members. The panelists are a walking history of the conference and will explain the impetus to participate in the NYSCA Oral History Project. All members are encouraged to visit the Oral History booth to record a short story about the importance of NYSCA's Past, Present, and Future.

Chair:

Jamie Cohen, Molloy College

Participants:

*Debbie Borisoff, New York University
Brian Cogan, Molloy College
Sue Drucker, Hofstra University
Lewis Freeman, Fordham University
Thom Gencarelli, Manhattan College
Anastacia Kurylo, St. Joseph's College
Cheryl Casey, Champlain College
Ari Kissiloff, Ithaca College*

Welcome Reception (5:00 pm - 6:00 pm)

Drinks and Hors d'Oeuvres

Marty's Lounge

Friday Night Keynote (6:00 pm - 7:00 pm)

Lee Humphreys, Ph.D.
Cornell University

TBD

The Qualified Self: Social media and the accounting of everyday life.

Many of the ways we use mobile and social media today have longstanding precedents in historical media like diaries, scrapbooks, and home movies. What we think of as the social media revolution is part of a much longer story about the use of media for connecting people through the documenting and sharing of everyday life. The qualified self explores the ways we come to understand ourselves, our social connections, and the world around us through the media traces we create. Placing mobile and social media into a longer historical context helps to reveal what is really new about these contemporary communication technologies, what future services might learn from historical communication practices, and what fundamental aspects of the human experience emerge through a variety of media platforms.

Dr. Lee Humphreys is an Associate Professor in Communication at Cornell University. She studies the social uses and perceived effects of communication technology. Recently her research examines historical media practices, everyday conceptions and practices regarding privacy on social media, and cultural differences in mobile social network use. Her research has appeared in such journals as Journal of Communication, New Media & Society, and the Journal of Computer-Mediated Communication. With Paul Messaris, she co-edited the book, Digital Media: Transformations in Human Communication (Peter Lang, 2006) and is working on the second edition of this book. Her own manuscript “The Qualified Self” is to be published with MIT Press next year. She is currently Chair of the Communication and Technology Division of the International Communication Association. She received her Ph.D. from the Annenberg School for Communication at the University of Pennsylvania in 2007.

Dinner (7:00 pm – 8:15 pm)

Plated 5-Course Dinner

Dining Room

NYSCA Community Pecha Kucha (8:30 pm - 9:30 pm)

NYSCA Community Pecha Kucha

Marty's Lounge

First developed in Japan in 2003, PechaKucha is a presentation format designed for concise, fast-paced speaker events. Each presentation consists of 20 images or slides and each slide remains on screen for 20 seconds. The slides advance automatically as presenters deliver the corresponding oral content. PechaKucha is therefore often referred to as "20x20."

PechaKucha Nights are now held in over 700 cities around the world, generally in spaces conducive to "thinking and drinking" (FAQ, www.pechakucha.org). In its 4th year at NYSCA, PechaKucha has become a Friday night conference staple, evoking laughter, tears, brilliant ideas, good-natured ribbing, and serious contemplation. It's the NYSCA way to unwind with a drink for a weekend of thinking with our colleagues.

Host:

Cheryl Casey, Champlain College

Participants:

Details to come

Late Night Entertainment (10:00 pm - 11:00 pm)

Late Night Show

The Forum Nightclub

Late Night Bowling

Sports Complex

*****SATURDAY*****

Breakfast (7:00 am – 9:00 am)

Breakfast

Dining Room

Registration (8:00 am – 5:00 pm)

Registration

Lobby

Session Sa AM 1: (8:30 am – 9:45 am)

**Stereotypes: Negotiating Race, Gender, Sexual Orientation
and Class: When Representation, Power and Positionality
Collide**

East Room 1

Chair:

TBD

Participants:

“Looking at Stigma”
Colton Hochhalter, NYU

“Do Racial Stereotypes Affect the Gender Narrative?: An Examination of Black Gender
Stereotypes”
Nicole Keene, NYU

“The Semiotics of Condom Use in China and the Marginalization of Homosexuals”
Nan Hu, Slippery NYU

“The Challenges to Straight Male Gamers: The Community Responses to Progressive
Gender and Sexuality Portrayals in *Dragon Age*”
Meiying Li, NYU

Respondent:

Deborah Borisoff, NYU

Representations of Gender and Race in the Media

East Room 2

The papers presented on this panel explore issues surrounding the role of the media in today's society. These papers address questions regarding media representations in relation to race in sports and reality television as well as portrayals of transgendered individuals and women in politics.

Chair:

Monica Brasted, The College at Brockport, SUNY

Participants:

“Displays of Race in the Media”

Stephanie Cooper, The College at Brockport, SUNY

“The Media Representation of Asian American Men: The Racial Discrimination Issue in the Story of Linsanity”

Kuang-Rui Hu, The College of Brockport, SUNY

“Reality Check: Representations of People of Color in Reality Television”

Eliza Calvin, The College of Brockport, SUNY

“Transgender Representation in the Media”

Kelsey Sherman, The College of Brockport, SUNY

“Transgender in the Media”

Darren W. Plunkett, The College of Brockport, SUNY

“The He-Man Woman Hater's Club: The Media's Portrayal of Women in American Politics”

Tara Kiah, The College of Brockport, SUNY

A Call for Dialogic Civility: Social Media and the Workplace Reframed

East Room 3

Social media and technology have had a tremendous impact on our society and have changed the dynamic of our everyday lives. This has led to individuals having multiple online platforms to communicate their opinions on a variety of topics, but sometimes social media posting raise serious ethical considerations related to civil discourse. This panel will provide different perspectives on the question: how do/can social networking technologies contribute to or detract from our ability to engage in civil discourse in the workplace? Multiple examples will suggest that we may need what is termed “dialogic civility” or a responsibility to engage in civil dialogue to not only avoid conflict but to restore respect and integrity for the workplace and the individuals with whom we work.

Additional Panel Information

Questions to be addressed during our panel

- Civility – what do we mean by civility?
- Discourse/dialogue – what are the characteristics of civil discourse and dialogue?
- Social networking technologies – is the discourse via social technologies civil?
- Do people generally turn to social media for mutual understanding or to air their grievances?
- Why is there so much incivility?
- What are the repercussions of incivility on the Internet with regard to workplace issues?
- Are there examples where negative posts about the workplace have affected positive change?
- What are the characteristics of civil discourse in the workplace?
- What are our responsibilities as civil communicators?
- Is mediated communication affecting our ability to be able to engage in productive interpersonal communication?

Chair:

TBD

Participants:

Allison Peiritsch, Slippery Rock University

Douglas Strahler, Slippery Rock University

Valerie Swarts, Slippery Rock University

Racial Issues in Higher Education

West Room 2

It appears that issues related to race, cultures, and politics have created controversial debates and escalated tension among student body, student organizations, in the classroom, faculty and administration in academia over the past two years. In this roundtable panel, we will all try to figure out and think out of the box together of the best strategies to respond to these critical issues that are becoming matters of concern, and have been affecting different universities and colleges across the nation. Although engaging in cultural training on active listening and social decentering are key factors, we would like you to join us to explore other options and hear from your expertise of other effective strategies in responding to matters related to social justice.

Chairs/Respondents:

Noura Hajjaj, SUNY New Paltz

Ari Kissiloff, Ithaca College

Participants:

Corey Liberman, Marymount Manhattan College

Cheryl Casey, Champlain College

Evelyn Plummer, Seton Hall University

Christine Pease-Hernandez, Slippery Rock University

Kristen Isgro, SUNY Plattsburgh

Top Student Paper Panel

Brookside 1

NYSCA is proud to present our student paper winners and runners-up in a special panel to showcase the promising work of undergraduate and graduate students in our proceedings.

Chair:

Lewis Freeman, Fordham University

Participants:

Molly Shilo, Fordham University (undergraduate winner)

Jing Wang, Rutgers University (graduate winner)

Jose Moraga & Stacey Grabiec, Montclair State University (undergrad runners-up)

Irene Y. Wang, New York University (graduate runner-up)

McLuhan's Laws of Media in the 21st Century

Brookside 2

Students discuss their explorations of media, using Marshall McLuhan's tetrad of media effects.

Chair:

Roxanne O'Connell, Roger Williams University

Participants:

"Match.com"

Kirsten Corrsen, Roger Williams University

“McLuhan’s Laws of Twitter”
Gina DiCiancia, Roger Williams University

“McLuhan’s Laws of Media: Texting/Instant Messaging”
Troy Lange, Roger Williams University

“Linking in McLuhan’s Laws of Media”
Emma Limburg, Roger Williams University

“Quinn’s Laws of GroupMe”
Sarah Quinn, Roger Williams University

Session Sa AM 2: (10:00 am – 11:15 am)

Navigating Identity: Culture, Class & Sexual Orientation

East Room 1

Chair:

TBD

Participants:

“Ruminations of the Filipino Diplomat: Identity, Interaction and Belonging”
Ana Natividad, NYU

“Raised by the Television: How TV Impacted My Sexual Orientation”
Roberto Garcia, NYU

“‘It’s Not Home, but a Worthy Choice’: Young New Generation Migrants in Shanghai as Co-Cultural Group Members”
Fengmi Li, NYU

“Freedom of Identity Formation within the Gulf: Kuwait as a Case Study”
Al Hanouf Al Tamimi, NYU

Respondent:

Deborah Borisoff, NYU

Welcome to College: The Professor’s Role(s) in Socialization of First Year Students

East Room 2

With the ongoing struggle for many institutions to recruit and maintain enrollment, retention of students is a campus task (Tinto, 2012). Part of this retention issue is taken up by the notion of socialization – helping to enable first year students to become comfortable with college, their specific campus, and their major. This panel will be a combination of a traditional panel program as well as a roundtable. Each of the five panelists will briefly describe an initiative at their institution which helped to socialize students to college, their specific college or university, and/or the field of communication as a whole. Since we would like to have discussion, each presenter will be limited to five minutes to briefly describe the initiative, and to note any strengths or limitations.

Specifically, panelists will discuss socialization strategies in their encounters with students both inside and outside of the classroom. Outside of the classroom initiatives include active advising and mentorship. Within in the classroom, presenters will discuss development of first year seminars, specific projects aimed at collaboration and relationship building, and enabling students to garner political and media literacy. For many students, specifically the increasing number of first generation students, “the classroom is a unique culture” and that the “classroom involves a socialization process” (Simonds, 2001, p. 262). In other words, each class requires students (and faculty) to play a unique role and students are “active agents in establishing, maintaining, and changing the conventions of the classroom” (p. 262).

Chair:

Christine Hirsch, SUNY Oswego

Participants:

“Navigating the First Year Seminar”
Heather M. Stassen-Ferrara, Cazenovia College

“Transformation in Stages: First Year Students, Core Curriculum, and Community”
Susan A. Jasko, California University of Pennsylvania

“An Integrative Learning Approach to Student Development Across the Curriculum and Co-Curriculum”
Cheryl A. Casey, Champlain College

“Visual Literacy and the First Year Experience”
Valerie Swarts, Slippery Rock University of Pennsylvania

“Including Media Literacy and Public Policy Awareness in the First Year Experience”
Maureen M. Louis, Cazenovia College

“Opportunities and Costs Associated With the New York City Seminar”
Corey Jay Liberman, Marymount Manhattan College

RESPONDENT:

Corey J. Liberman, Marymount Manhattan College

**Intercultural Communication, Language, and Technology:
Imagining the Future**

East Room 3

In the present age of digital communication, it is hard to imagine communicating with friends, family members, and acquaintances without it. Digital communication technologies have created a highly interconnected society where we very easily communicate at a global scale. With all of the great opportunities these technologies have offered us in the field of communication, these same technologies have brought about challenges to areas of interpersonal and intercultural communication. However, some of the same communication challenges existed in multicultural learning environments outside of the technology (Jandt, 2015; Holmes, 2014; Singh & Rampersad, 2010), but we must continue to develop strategies for cross-cultural communication through the use of digital communication technologies.

This roundtable will address the relationship between digital technologies and intercultural communication, as well as the pedagogical opportunities presented to educators. Panelists will discuss a variety of topical areas, including: globalization, diversity, language learning and language differences, and developing cultural competency through digital technologies. Each panelist will evaluate current strategies being implemented in their classrooms and through scholarly research. In addition, this panel will look at case studies where digital communication technologies, such as social media, amplified issues or provided excellent opportunities for learning between cultures.

Chair:

Noura Hajjaj, SUNY New Paltz

Participants:

Ari Kissiloff, Ithaca College

Christine Pease-Hernandez, Slippery Rock University

Douglas Strahler, Slippery Rock University

Respondent:

Noura Hajjaj, SUNY New Paltz

“Imagining the Future of Journalism Education”

West Room 2

This panel discusses ways in which media educators have reimagined their curricula to prepare students for the transformed ecology and practices of the digital age and industries. Media literacy and a deep understanding of the political economy of the media industries have become core competencies for the ethical and comprehensive preparation of this new generation of multi-mediated, social and mobile journalists. Forms of instruction designed for linear media environments and technologies must be reimagined, transformed and innovated upon to accommodate new forms of communication and storytelling.

Chair:

Katherine Fry, Brooklyn College

Participants:

“News Literacy and Participation – imagining the collaboration”

Katherine Fry, Brooklyn College

“JAMS-ing Journalism Education for the 21st Century and Beyond”

John Anderson, Brooklyn College

“‘But what do we do with it?’” Using New Media Technologies to Imagine New Journalism”

MJ Robinson, Brooklyn College

Poetry Panel

Brookside 1

Several of NYSCA’s talented poets will perform and discuss their poetry.

Chair:

Paul Levinson, Fordham University

Participants:

David Linton, Marymount Manhattan College

Lance Strate, Fordham University

Adeena Karasick, Pratt Institute

Robert Albrecht, New Jersey City University

Imagine the Creative Scholar!

Brookside 2

In the best of all possible worlds creativity lies at the heart of academic labors. Often

traditional scholarship is less than a creative endeavor thriving on formula and method. Rules, restrictions, and formulae of academic research are rewarded. Imagination hovers in the background. The motivation to engage in creative scholarship often falls victim to other concerns (tenure and promotion, grants and funding, unreadable journals).

As silos become increasingly narrow and specialized and long-term appointments become increasingly scarce, the imaginative scholar may be an endangered species. Yet, others have argued that creativity without restrictions is no creativity at all so that silos and academic constraints are a condition precedent for creativity. In the academy today, is there room to think outside the box? Can the imaginative scholar survive in the academy today? Can communication scholarship be enriched by the creative professional? The panelists exploring these issues will represent the perspectives of imaginative scholars, administrators and professionals possessing an ability to think outside the box.

Chair:

Gary Gumpert, Urban Communication Foundation

Participants:

Suzanne Berman, Hofstra University

Brian Cogan, Molloy College

Susan Drucker, Hofstra University

Joe Peyronin, Hofstra University

Session Sa AM 3: (11:30 am – 12:30 am)

**Imagining Equality: The Multiple
Discourses of Gender & Power Across
Contexts and Relationships**

East Room 1

Chair:

TBD

Participants:

“So Why Can’t You Have a Purse?: The Role of Housewives as Told by Bravo”
Keli Gabinelli, NYU

“The Critical Ear: Female Vocal Patterns,

Professional Success, and Social Acceptance”
Molly Davy, NYU

“Right on the Money: Women on 20s and the Public
Battle Over the Twenty-Dollar Bill ”
Elizabeth Bibi, NYU

“Was I Raped?: An Auto-ethnographic Approach to
Understanding Rape Culture in the U.S.”
Victoria Hill, NYU

“The Millennial Man: Attitudes on Marriage,
Money, and Parenthood”
Christal Chiu, NYU

Respondent:

Deborah Borisoff, NYU

Arts and Humanities

East Room 2

Description to come...

Chair:

MJ Robinson, Brooklyn College

Participants:

Adeena Karasick, Pratt Institute

Paul Lippert, East Stroudsburg University

Katherine Fry, Brooklyn College

GIFTS: Great Ideas For Teaching Students

East Room 3

Great Ideas For Teaching Students (GIFTS) provides an excellent opportunity for faculty members and/or graduate students to share class-tested “great ideas” with other members of the teaching community. Participants may discuss an activity, assignment, project, game, or simulation addressing a specific communication theory, concept, skill, or learning objective appropriate to the communication discipline. GIFTS presenters often provide a brief, comprehensive handout for interested attendees.

Chair:

Evelyn Plummer, Seton Hall University

Participants:

"Wait, Wait: Now, Tell Me: Using Pop Culture to Our Advantage"
Che Baysinger, Kaplan University

"Experiential Learning Using Emails"
Maria Dwyer, Rutgers University

"Teaching Empathy through Mindfulness: A Learning Objective in Conflict Management"
Adolfo J. Garcia, SUNY New Paltz

"Where is my attention?"
Robin Levenson, CUNY - LaGuardia Community College

"Direction-Giving Assignment"
Trudy Milburn, Purchase College

"The Pioneer 10 and 11 Plaque: Incorporating Interstellar Communication into the Classroom"
Matthew Petrunia, SUNY Fashion Institute of Technology

"Adapting the 'A-B-Scene' to Communication Classrooms: An Exercise for Understanding the Role of Context, Empathy, Perceptions, and Message Dimensions"
Christian R. Seiter, University of Rochester
John S. Seiter, Utah State University

"Team Activity To Reinforce Effective Presentation Design Skills"
Elaine Winship, Thomas Aquinas College

Negotiating group identity in the research process

West Room 2

Nine scholars will discuss their insights about conducting research as an insider or outsider to the groups they study. Panelists will address various topics, from research ethics, emotions and reflexivity in research, and entering the field, conflicts of interest, navigating identity issues, and more from their experiences. Audience members will be able to ask questions related to their own work. Graduate students in particular may find the panel useful to find out more about complexities of the research process. Panelists represent a variety of fields including media, library and information science, theatre and business communication among other areas.

Chair:

Anastacia Kurylo, St. Joseph's College

Participants:

Trudy Milburn, Purchase College

Anthony Naaeke, Borough of Manhattan Community College

Marie Radford, Rutgers University

David Linton, Marymount Manhattan College

Brad Crownover, College of Mount Saint Vincent

Brian Cogan, Molloy College

Tyler LaCarrubba, St. Joseph's College

Anastacia Kurylo, St. Joseph's College

Imagining, Media, and the Senses

Brookside 1

Description to come....

Chair:

TBD

Participants:

“Visual Cognitive Metaphor in PSA Discourse”

Marina Terskikh, Omsk State University

Evgeniya Malenova, Omsk State University

“Interpreting and Imagining”

David M. Habbel, Utica College

“The Changing Face of Radio: Why Audio is Moving
into Physical Space in the Digital Age”

Veronica Volk, Independent Researcher

“Formation of Plot and Working Imagination in Graphic Literature”

Michelle S. Kramisen, Farleigh Dickinson University

Undergraduate Town Hall Meeting

Brookside 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

Lunch (12:30 pm – 1:30 pm)

Plated 4-Course Lunch

Dining Room

NYSCA Business Meeting (1:45 pm – 2:30 pm)

NYSCA General Meeting

West Room 2

Note: All NYSCA members encouraged to attend.

Session Sa PM1 (2:45 pm – 4:00 pm)

Touching the Face of the Cosmos

East Room 1

Description to come...

Chair:

Paul Levinson, Fordham University

Participants:

"Religion as a Missing Engine of Space Travel"
Paul Levinson, Fordham University

"The Touching Interface of the Cosmos"
Lance Strate, Fordham University

"Castles in the Air: Young Children Imagine Outerspace"
Molly Vozick-Levinson, Children's Learning Center at Morningside Heights
Brittany Miller, Children's Learning Center at Morningside Heights

The Performer, The Performance and Imagination!"

East Room 2

Inspiring students to contribute their skills and talents 'imaginatively' to courses in public speaking, television production, media and film studies, English studies and/or Journalism along with those in theatrical performance is an essential dimension of every instructor's expectation and responsibility. Student success in each discipline benefits from their creative and imaginative contributions, to their willingness to work "outside the box," and to the richness and fertility of their individual creativeness. How do classroom experiences foster manifestations of "imagination," and how do these impact the individual as well as the collective communication within the group? This panel will discuss tactics and practices which promote and encourage imagination and creativity within the disciplines and which should prove valuable professionally in each.

Chair:

Paul Trent, Mercy College

Participants:

Richard Medoff, Mercy College

Judith Mitchell, Mercy College

Lou Grasso, Mercy College

Paul Trent, Mercy College

Imagining Issues of Identity

East Room 3

Description to come...

Chair:

Che Baysinger, Kaplan University

Participants:

“Afropolitan Pentecostals in Diaspora”
Kimberly Casteline, Fordham University

“Hajj Metwally’s Imagination of Indulgence: Stereotypes of Arab Women in Entertainment”
Noura Hajjaj, SUNY New Paltz

“Action, Community or Neutrality: Toward an understanding of gendered discourse in corporate America”
Paul Ziek, Pace University
Robert Mundy, Pace University

“The imposter syndrome of Japanese business women: The trap which distresses excellent women in Japan”
Nobutake Matsushita, Zom

Undergraduate Poster Session

West Room 2

Take this opportunity to meet with students one on one to discuss their work presented in a poster format. Peruse the posters at this event to see exciting projects, discuss new ideas, and share insights about mutual interests.

Chair:

TBD

Participants:

“Iconicity of The John and Yoko Bed-In”
Sarah Quinn, Roger Williams University

“An Analysis of Sally Mann’s ‘Candy Cigarette’”
Jenna Webb, Roger Williams University

“The Buddy System using Theory of Planned Behavior”
Liam Kelleher, Cazenovia College

“College Students’ Performance in Classes Based on the Amount of Sleep”
Ty Zelinsky, Cazenovia College

“Stop the Gossip: The Campus Curse Story Edition”
Donte Williams, Cazenovia College

“The Effects of Stererotypes and Prejudice: Why Do Minorities Choose Not to Step Outside the Box?”

Ahmon Powell, Cazenovia College

“Oratory: The Impact of Powerful Voices”

Elizabeth Dobson, Cazenovia College

“Social Norms of Casual Sex”

Heather Greenwood, Cazenovia College

“Persuading Yoga Participation Through Theory of Reasoned Action”

Macy Michaels, Cazenovia College

“Using Cognitive Dissonance Theory to Understand and Take Action against Slut-Shaming”

April Rink, Cazenovia College

“‘I Matter’: Analyzing Self-Care, Racial Performativity, and Podcasting”

Molly Shilo, Fordham University

“A Revision of Social Exchange Theory”

Emma Franza, Fordham University

“Male use of makeup: Explaining the fluidity of gender”

Jose Moraga & Stacey Grabiec, Montclair State University

Imagining the Future: Outstanding Graduate Work

Brookside 1

This panel is comprised of several of the outstanding graduate papers submitted to this year’s conference. Each paper represents a fine piece of scholarship, and a bright future for NYSCA as we enjoy the 74th annual conference together. Please join these fine graduate scholars to appreciate their talents, and offer helpful advice.

Chair:

TBD

Participants:

“Climbing Up the Ladder: Dreams of Racial, Class Uplift in Guess Who’s Coming to Dinner (1967) and Dear White People (2014)”

Brittany Y. Suh, New York University

“Media Portrayal of The NYPD and the Influence It Has On Public Opinion”

Kristen Stein, Pace University

“Protectable or Incompatible: Privacy Protection and Big Data Practices in the Regulation on the Administration of Credit Investigation Industry in China”
Jing Wang, Rutgers University

“Public Relations and Crisis Communication: The Effects of Terrorism Crises on SMEs and Consumer Discretionary Spending”
Sarah E. West, Pace University

Observing, Investigating and Assessing

Brookside 2

This panel deals with a number of interesting topics related to the use of public information. Each presenter makes a case about the importance of observation, investigation, and assessment of public communication and communication skills in contemporary media environments.

Chair:

TBD

Participants:

“Students Assess their Journalistic Skills”
Anne Lee, St. Bonaventure University
Richard Lee, St. Bonaventure University

“How Many Ads Can You Spot? Investigating Consumers’ Knowledge of Native Advertising”
Rebecca Leung, Ramapo College of New Jersey
Roberto Salvidar, University of the Incarnate Word

“Lessons for Internet Campaigning from the 2016 Presidential Primaries”
David C. Hoffman, CUNY – Baruch College
Amanda Anderson, Mount Saini Beth Israel Hospital
Danny Lundy, Baruch College

Plenary Session (4:15 pm - 5:15 pm)

40 Years of Crazy Talk, Stupid Talk

East Room 1

In 1976, Neil Postman published his introduction to general semantics, “Crazy Talk, Stupid Talk,” a book that has been described as “A guide to recognizing and correcting or eradicating confused, inappropriate, and inarticulate speech and unreasonable or maliciously intended speech.” In the 40 intervening years, the importance of the book, and its general semantics foundation, has become increasingly clear as our public communication has grown more

unreasonable, uncivil, and confused. The panelists will discuss the important themes of the book, the significance of its message to contemporary audiences, and the legacy of Neil Postman.

Chair:

Michael Plugh, Manhattan College

Participants:

Lance Strate, Fordham University

Peggy Cassidy, Adelphi University

Bill Petkanas, Western Connecticut State University

Marty Levinson, Institute of General Semantics

Welcome Reception (5:30 pm - 6:30 pm)

Sponsored by

Marty's Lounge

**Rutgers University Doctoral Program in
Communication, Information and Library Studies and
Rutgers University Masters Program in Communication
and Information Studies**

Attendees of the conference are invited to join NYSCA's Welcome Reception. Mingle with fellow students, academics, colleagues, and old friends. Make new friends. Take time from your busy technologically mediated life to chat face-to-face with like-minded peers about topics of interest in the communication field, publishing strategies, pedagogy tips, administrative challenges, or any other topic you like! Grab a bite. Have a drink. Make a toast to NYSCA's 74th Anniversary.

This complimentary reception is included with your overnight package or your commuter day rate. A ticket is required for entrance. Please see the reception desk or registration table to receive your ticket.

NYSCA extends our heartfelt thanks to Rutgers University Doctoral Program in Communication, Information and Library Studies, Rutgers University Masters Program in Communication and Information Studies, and their respective Program Directors, Dr. Marie Radford and Dr. Rick Dool, for their generosity in sponsoring this event for NYSCA members. Please take a moment to visit the Rutgers table on the mezzanine to find out more about their doctoral program.

Saturday Night Keynote (6:30 pm - 7:30 pm)

Douglas Rushkoff

TBD

Money is a Medium: The Economy as Media Environment, and How to Reprogram It

The economy is not a natural landscape, but a set of rules developed by particular people at particular moment in history. The tools of the media theorist are uniquely suited to help up de-naturalize the economy, reveal the media environment in which it was developed, and evaluate how it has been affected by our migration to the digital media environment.

Rushkoff will perform a tetrad on the corporation and central currency, and reveal the embedded biases of these media – as well as their openness to reprogramming once we decide what values we wish to promote. He will show how our leading digital technology developers and investors are accepting the rules of the industrial age as pre-existing conditions for any economic activity, and unwittingly amplifying dangerously extractive, winner-takes-all processes. They are unaware of the operating system on which all of their business plans are operating.

Rushkoff will show how media theory can save the economy.

Dr. Douglas Rushkoff is an author, teacher, and documentarian who focuses on the ways people, cultures, and institutions create, share, and influence each other's values. He is Professor of Media Theory and Digital Economics at CUNY/Queens, technology and media commentator for CNN, digital literacy advocate for Codecademy.com and a lecturer on media, technology, culture and economics around the world.

*His new book, [Throwing Rocks at the Google Bus: How Growth Became the Enemy of Prosperity](#), argues that we have failed to build the distributed economy that digital networks are capable of fostering, and instead doubled down on the industrial age mandate of growth above all. His previous best-selling books on media and popular culture have been translated to over thirty languages. They include [Present Shock: When Everything Happens Now](#), [Program or Be Programmed: Ten Commands for a Digital Age](#), a followup to his Frontline documentary, *Digital Nation*, and [Life Inc](#), an analysis of the corporate spectacle, which was also made into a short, award-winning film.*

*He has written and hosted three award-winning PBS Frontline documentaries – *The Merchants of Cool* looked at the influence of corporations on youth culture, *The Persuaders*, about the cluttered landscape of marketing, and new efforts to overcome consumer resistance, and *Digital Nation*, about life on the virtual frontier. Most recently, he made *Generation Like*, an exploration of teens, marketers, and social media.*

Dinner (7:30 pm – 8:30 pm)

Plated 5-Course Dinner

Dining Room

Entertainment (8:45 pm – 10:45 pm)

TBD

Marty's Lounge

*****SUNDAY*****

Breakfast (7:00 am – 9:00 am)

Breakfast

Dining Room

Registration (8:00 am – 11:00 am)

Registration

Lobby

Session Su AM 1: (9:00 am – 10:15 am)

Assessment of the Speech Communication Course

East Room 1

Assessment is one of the driving forces in Higher Education at the present time. Yet assessing the basic public speaking curriculum with its myriad parts is a very difficult task indeed. Here at Queensborough Community College, we have been wrestling with this for the last four years. This presentation will describe three assessment instruments developed by our department (listening, speaking, and non-verbal delivery) and report on our findings. We will also share some exercises faculty have developed or adapted to support student outcomes in these areas.

Non-verbal communication is the most recent to be assessed. Just in its planning stage, this model has been created and tried within the last year. It is due for a pilot study within our department this coming fall semester. This model of assessment was designed to measure a student's non-verbal delivery during major speeches throughout the semester.

Chair:

Barbara Lynch, CUNY – Queensborough Community College

Participants:

Assessing Listening and Speaking in the Speech Communication Classroom

Barbara Lynch, Queensborough Community College
Roseanne Vogel, Queensborough Community College
Franca Ferrari, Queensborough Community College

The Ferrari, Vogel, Lynch model of listening assessment will be demonstrated and discussed. This model was designed to measure a student's ability to use listening to

compare a learned concept to a real time presentation. The model is both replicable, reliable and valid.

Our speaking assessment measures student's improvement in verbal and nonverbal delivery skills. Our rubric for this assessment will be discussed and four years of data collection will be shared.

"Graphics or Infographics?"

East Room 2

Examining the growth of information-based visual storytelling since the 2010 launch of the iPad

Panelists will discuss the visual aspects of storytelling, information structures, and user engagement in the digital era.

Chair:

Valerie Swarts, Slippery Rock University

Participants:

"Graphics or Infographics?"

Roxanne O'Connell, Roger Williams University

"Building relationships: The importance of visual story-telling for branding and public relations"

Suzanne Berman, Hofstra University

"Reimagining the Magazine in an iPad World"

Douglas Strahler, Slippery Rock University

Imagining Identity Construction

East Room 3

This hybrid panel will offer the opportunity for attendees to gain insight in two ways. First, attendees will learn about a particular class assignment that allows students to analyze identity construction through their own conversations. This assignment is geared to be accessible to a lower level class and provides students with a quasi-research experience in which they learn to analyze their own conversations while applying class concepts and disarming expectations, stereotypes, and other biases. This assignment is suitable for a variety of course topics including the basic course, intercultural communication, organizational communication, and interpersonal communication at the lower levels.

Second, attendees will hear from several panelists who will present the findings of their case study that resulted from this assignment. Presenters will provide insights into how mentorship, friendship, and other relationships and identities are constructed in ordinary conversations.

Chair:

Anastacia Kurylo, St. Joseph's College

Participants:

“The Depth of One Conversation”
Tyler (Ellora) LaCarrubba, St. Joseph's College

“The Construction of a Romantic Relationship”
Brittany Locrotondo, St. Joseph's College

“Identity, Relationships, and Accomplishments in Interpersonal Dialogue”
Aliyah Mitchel-El, St. Joseph's College

Session Su AM 2: (10:30 am – 11:45 am)

**Pedagogy as Emancipatory Practice: Methods of
Increasing Intercultural Competence in Community
College Public Speaking Classrooms**

East Room 1

In an ever-increasing intercultural world, perception, understanding, and empathy are not just important – they are vital. As professors of communication, we are committed to fostering classroom environments where students are encouraged to strengthen multiple literacies across cultural boundaries – technological, academic, and personal. Speech Communication is a perfect environment to foster a rich intercultural dialogue. This roundtable discussion will discuss methods of increasing intercultural competence in the Public Speaking classroom at two City University of New York community colleges: Queensborough Community College and Bronx Community College. The scholarship will address emerging methodologies such as HIPs and integrated technologies; traditional methods such as story telling, interview, and small group dynamics; and non-traditional models like teaching to incarcerated students, and employing Amnesty International's model for education on global awareness.

Chair:

Jodi Van der Horn-Gibson, Queensborough Community College

Participants:

“Teaching the Community Outside the Classroom”
Franca Ferrari, Queensborough Community College

“Using Rhetorical Analysis in Small Groups for Diversity Education”
Ashlie Klepper, Queensborough Community College

“SWIG as a Model for Intercultural Collaboration”
Barbara Lynch, Queensborough Community College

“Developing International Competency Through Mass Media Critical Analysis”
Moronke Oshin-Martin, Bronx Community College

“Reflective Practice Through Interview and Story-telling”
Carmen Meyers, Bronx Community College

“Amnesty International as Foundation for Intercultural Dialogue”
Jodi Van Der Horn-Gibson, Queensborough Community College

“Service Learning as High Impact Practice (HIP)”
Rosanne Vogel, Queensborough Community College

**Not Helping: Considering Language and Exclusion in
Communication With and For People with Developmental
Disabilities**

East Room 2

Advocates, human service organizations, and government agencies ostensibly pursue a mission of support for people with developmental disabilities and their families. Yet the insider lexicon that is common language within these groups is ineffective in communication with the public and isolating for the very people these entities seek to assist. In accordance with the conference theme of *Imagination*, this panel examines these language barriers and considers potential for change.

Chair:

TBD

Participants:

“Disability Rhetoric and Argot: Challenging Language Barriers to Create Permeability between Disability and Public Cultures”
Heather M. Stassen-Ferrara, Cazenovia College

“The Experience of Exclusionary Language in the Developmentally Disabled Community”
Maureen M. Louis, Cazenovia College

“The Social Construction of Inclusion and Exclusion: Ethics of Language and Representation in Understanding Disability”
Cheryl A. Casey, Champlain College

“Challenging Normalcy: Reframing the Language Regarding Disability”
Erica V. Miller, Cazenovia College

Autism and Asperger's: 21st Century Challenges for Family, Health, and Society

East Room 3

Description to come...

Chair:

TBD

Participants:

Laura Campbell Carapella, Ithaca College

Lance Strate, Fordham University

Susan Wieczorek, University of Pittsburgh at Johnstown

Roundtable Discussion on Imagination in the Community College

West Room 2

It is stated in the Call for Papers that teachers may often "pay little attention to nurturing imagination in education." However, in the Community College arena, professors are obliged to continually review and revise methods, practices and the relevance of our teaching curricula for a continually shifting and diverse student population, considering always the rocketing vicissitudes of old and new media. "Imagination" is the life-blood of our work.

With failing support from the States and administrators, with teachers' unions fighting for contracts, with the growing sense of entitlement of today's college students, the increasing job market and financial pressures on these students and teachers plus soaring increases in the import of Student Evaluations, the burgeoning use of interactive digital media and changes in hybrid/online best practices for online pedagogy--and with the pressure forced on Community College professors to teach almost twice as many classes as their four-year college colleagues, including newly-imposed publishing requirements on the CC's--our Panel's "imagination" must incessantly dance to an allegro tarantella unknown to those gliding through the measured adagio waltzes of only 4-5 courses per year.

Chair:

Robin Levenson, LaGuardia Community College

Participants:

Robert Bruno, LaGuardia Community College

Fairlie Firari, Onondaga Community College
Sumanth Inukonda, LaGuardia Community College
Robin Levenson, LaGuardia Community College
Louis Lucca, LaGuardia Community College
Jaime Riccio, LaGuardia Community College
Nancy Bandiera, LaGuardia Community College
Boris Zakharov, LaGuardia Community College

NYSCA RAFFLE (11:45 am – 12:00 pm)

NYSCA will announce the winner of our raffle!!

West Room 2

NYSCA Executive Council Meeting¹ (12:00 am – 1:00 pm)

NYSCA Executive Council Meeting

Brookside 2

**Conference Concludes
Check Out Deadline (12:00pm)**

¹ Check out time is extended until 1:30 pm for NYSCA Executive Council members.