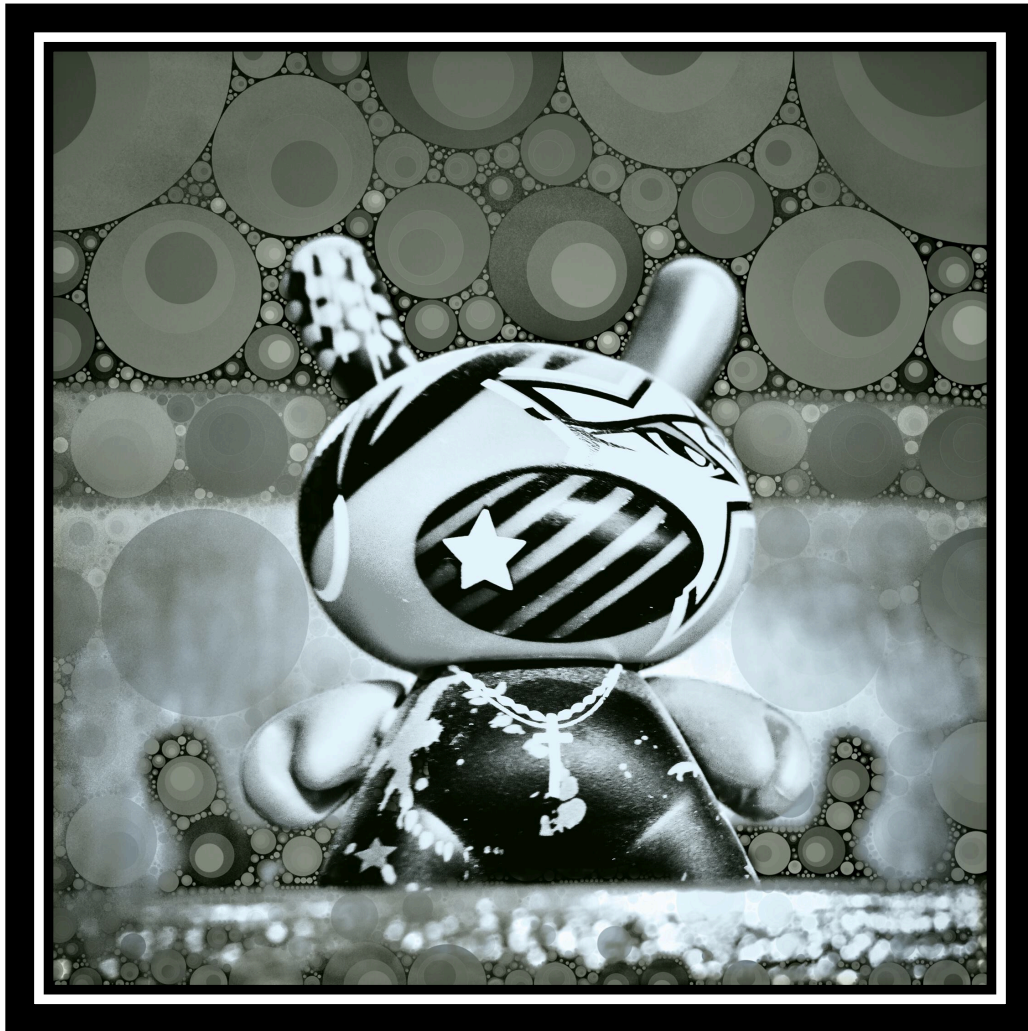


74th Annual Conference

New York State Communication Association

IMAGINATION



Artwork: Seamus Mills

www.facebook.com/seamus.mills.5

October 14-16, 2016

Villa Roma Resort and Conference Center, Callicoon, New York



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NEW YORK SOCIETY FOR GENERAL SEMANTICS

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**New York State Communication Association
Executive Board
2016**

Corey Liberman <i>Marymount Manhattan College</i> Nominating Committee Chair	Maureen Louis <i>Cazenovia College</i> Immediate Past President	Anastacia Kurylo <i>St. Joseph's College</i> President
Michael Plugh <i>Manhattan College</i> Vice President	Douglas Strahler <i>Slippery Rock University</i> Vice President Elect	Noura Ahmad Hajjaj <i>SUNY New Paltz</i> Executive Secretary
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Jamie Cohen <i>Molloy College</i> Archivist	Karthiga Veeramani <i>Borough of Manhattan Community College</i> Director of PR and Outreach	Thom Gencarelli <i>Manhattan College</i> Editor-in-Chief
Cheryl Casey <i>Champlain College</i> Editor of NYSCA Proceedings	Elizabeth Kaylor <i>John Jay College</i> Editor of NYSCA Reports	Molly Shilo <i>Fordham University</i> Student Representative
Che Baysinger <i>Kaplan University</i> Member at Large	Robin Levenson-Andrews <i>CUNY - Queensborough</i> Member at Large	David Habbel <i>Utica College</i> Nominating Committee, Member



Thank you, Anastacia Kurylo!

The New York State Communication Association is grateful for your dedication, service, and leadership as our president.

To the NYSCA Community,

It is my honor to welcome you to the 74th annual meeting of the New York State Communication Association. When I was given the responsibility of conceptualizing and planning the 2016 conference, I looked back at our organization's recent history to take an accounting of our conference themes. Understandably, the words *communication*, *community*, and *culture* came up repeatedly. I felt that this was the perfect opportunity to break out of the cycle and consider a range of new possibilities for our organization's presence and mission. The conference theme, *Imagination*, comes out of the desire to focus our energy on new horizons during our brief, but important, gathering. As a prelude to the organization's 75th anniversary, this conference offers our members the opportunity to share years of wonderful memories, while considering the exciting future that lies ahead.

We're very proud to have two excellent keynote speakers in the program. On Friday, Dr. Lee Humphries of Cornell University will talk to the community about the historical context of social media as a form of self-documentation. On Saturday, Dr. Douglas Rushkoff of Queens College will discuss the economy as media environment. As always, NYSCA is proud to welcome all of you as we gather to share our own ideas and research. Each year, our conference brings together scholars from New York State and beyond. The conference represents an affirmation of our professional lives, but also of personal connections, new and old. Our program is a testament to the imagination of our keynote speakers, our members, and the many supporting institutions that make the gathering possible.

Many of NYSCA's traditions return in the 2016 program including our *Great Ideas for Teaching Students* (GIFTS) panel, *Student Poster Session*, and *Undergraduate Town Hall*. In addition, our program reflects the desire to commemorate the coming 75th anniversary with a Friday plenary titled "Raising Our Voices: The Forum of NYSCA Past, Present, and Future," where NYSCA "regulars" will share their memories of conferences past. The plenary also marks the beginning of our conference long commitment to recording the voices of NYSCA for our historical archives, and to fill out the celebration of the coming year. Our Saturday plenary, "40 Years of Crazy Talk, Stupid Talk" will celebrate the 40th anniversary of Neil Postman's book "Crazy Talk, Stupid Talk." The plenary recognizes the contributions made to NYSCA by Postman, and by the general semantics community. We encourage our attendees to enjoy the amenities at Villa Roma, including the comforts of Marty's Lounge, late night entertainment in The Forum Nightclub, and late night bowling in the resort Sports Complex. Above all, mingle with fellow NYSCA members, colleagues, and new friends during our two complimentary receptions. We're very pleased to announce that our Saturday reception is once again sponsored by *Rutgers University's Doctoral Program in Communication, Information and Library Studies* and *Rutgers University Masters Program in Communication and Information Studies*.

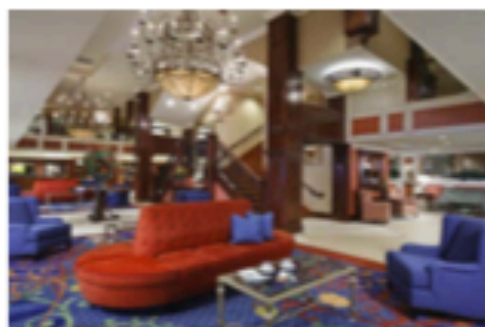
Although my name appears at the bottom of these remarks, a great number of people are responsible for making the event a success. I would like to thank the members of our Board, our Past Presidents and Life Members, and my colleagues at Fordham University and Manhattan College for their daily support. I'd like to single out Noura Hajjaj, Heather Stassen-Ferrarra, Ari Kissiloff, Trudy Milburn, Cheryl Casey, and Douglas Strahler for lending their very capable hands to the planning. Many thanks are due to my good friends Lance Strate and Thom Gencarelli for support and advice throughout the last year. Finally, I'm very grateful for the loving direction offered by our president, Anastacia Kurylo, who shepherded me through this process every step of the way. And...thanks to all of you for making this the best conference anyone could imagine.

Sincerely,
Michael Plugh, Ph.D.
Vice President and Conference Organizer, NYSCA
Visiting Assistant Professor, Manhattan College

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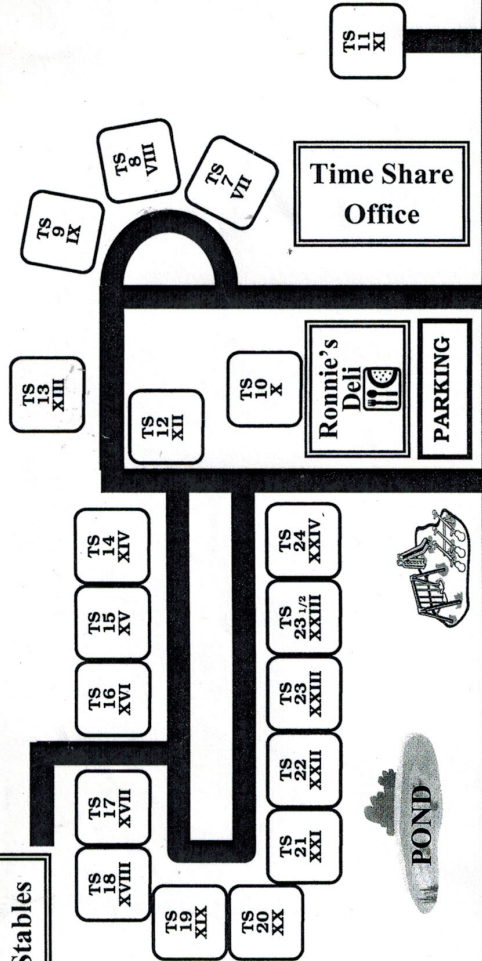
SPORTS COMPLEX
 Fitness Center
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MAIN PARKING LOT
P↑
 PARKING

Outdoor Bocce & Shuffleboard

Outdoor Pool Area

Fun Park & Stables



VILLA ROMA ROAD

VILLA ROMA ROAD

Outdoor Tennis & Volley Ball Courts

Ski Area & Chalet
 Forum Night Club
 Indoor Pool
 Jacuzzi
 Sauna
 Game Room
 Arcade
 Activities



FRONT CIRCLE

Ernesto 1st & 2nd Floor
 A) Salon
 B) Kenetics
 C) Boutique
 D) TS Sales
 E) Villa Aroma
 F) Tutto's Gifts
 G) North Room
 H) Ice/Vending

Walkway
 A B C D
 E F G H
 EXIT

Futura 1st & 2nd Floor

Gelato Bar

1st Floor Lobby
 Grand Staircase
 Elevators

Front Desk

Guest Services

Marty's Lounge

Starbucks

Roman Garden Café

THE LODGE

3rd Floor Main House Time Sharing
3rd Floor Capri Wings

2nd FLOOR
 Mezzanine Bar
 OTB
 Fireplace
 Meeting Rooms
 Hotel Rooms

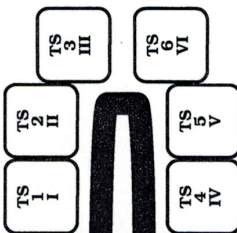
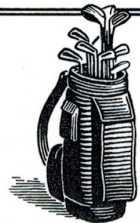
3rd Floor Walkway

3rd FLOOR
 Main Dining Room
 Hotel Rooms
 Time Share Rooms

Human Resources

Beechwoods & Grill

18 Hole PGA Golf Course



Time Share Office

Ronnie's Deli

PARKING



POND

TS 11 XI

TS 13 XIII

TS 12 XII

TS 10 X

TS 14 XIV

TS 15 XV

TS 16 XVI

TS 17 XVII

TS 18 XVIII

TS 19 XIX

TS 24 XXIV

TS 23 1/2 XXIII

TS 23 XXIII

TS 22 XXII

TS 21 XXI

TS 20 XX

TS 3 III

TS 2 II

TS 1 I

TS 6 VI

TS 5 V

TS 4 IV

FRIDAY SCHEDULE AT A GLANCE

<i>Session</i>	<i>Time</i>	<i>Event</i>	<i>Location</i>
Full Day Event	1:00 pm – 5:00 pm	Registration	Lobby
Meetings	2:00 pm – 3:15 pm	NYSCA Executive Council Meeting	Brookside 2
Session F PM1 2:00 pm – 3:15 pm		Technology Integration in the Classroom: Pedagogical Challenges and Opportunities	East Room 1
		Up Close and Personal: When Learning Truly Takes Place Outside Communication Students’ Classrooms	East Room 2
		Reimagining the "frat bro:" Using relational dialectic theory to promote 'productive masculinity' in American fraternities	East Room 3
		Digital Media 2: Transformations in Human Communication	West Room 2
Session F PM3 3:30 pm – 4:45 pm		Plenary Session Raising Our Voices: The Forum of NYSCA Past, Present, and Future	North Room
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 Humphries Keynote Address	Marty’s Lounge
Meal	7:00 pm – 8:15 pm	Plated 5-Course Dinner	Dining Room
Night Event	8:30 pm – 9:30 pm	NYSCA Community Pecha Kucha	Marty’s Lounge
Night Event	10:00 pm – 11:00 pm	Late Night Show	The Forum Nightclub
Night Event	10:00 pm – 11:00 pm	Late Night Bowling	Sports Complex

*****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

"Using Student Response Systems, Clickers, and ResponseWare for Participation and Engagement"

Amanda Damiano, 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

Brookside 2

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

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

North Room

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:

Deborah 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

Susan Jasko, California University of Pennsylvania

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

Marty's Lounge

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:

Michael Plugh
Richard & Anne Lee
Adeena Karasick

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

Late Night Show

The Forum Nightclub

Late Night Bowling

Sports Complex

**The Department of
Communication and Media Arts
at
Marymount Manhattan College
Congratulates NYSCA on its 74th Annual Conference**



**Marymount
Manhattan
College**

Jennifer Dixon, Ph.D.

Eileen Doherty, Ph.D.

Edrex Fontanilla, MFA

Erin Greenwell, MFA

Dan Hunt, MFA

Sara Jordenö, MFA

Corey Liberman, Ph.D.

Peter Schaefer, Ph.D.

Erica Stein, Ph.D.

Laura Tropp, Ph.D.

Sarah Wright, MFA

SATURDAY SCHEDULE AT A GLANCE			
<i>Session</i>	<i>Time</i>	<i>Event</i>	<i>Location</i>
Meal	7:00 am – 9:00 am	Breakfast	Dining Room
Full Day Event	8:00 am – 5:00 pm	Registration	Lobby
Session Sa AM 1 8:30 am – 9:45 am		Representations of Gender and Race in the Media	East Room 1
		A Call for Dialogic Civility: Social Media and the Workplace Reframed	East Room 2
		<i>Racial Issues in Higher Education</i>	East Room 3
		Top Student Paper Panel	West Room 1
		McLuhan's Laws of Media in the 21st Century	West Room 2
Session Sa AM 2 10:00 – 11:15 am		Navigating Identity: Culture, Class & Sexual Orientation	East Room 1
		Welcome to College: The Professor's Role(s) in Socialization of First Year Students	East Room 2
		Intercultural Communication, Language, and Technology: Imagining the Future	East Room 3
		"Imagining the Future of Journalism Education"	West Room 1
		Imagining Poetry	West Room 2
		Imagine the Creative Scholar!	North Room
Session Sa AM 3 11:30 – 12:45		Imagining Equality: The Multiple Discourses of Gender & Power Across Contexts and Relationships	East Room 1
		Imagining Arts and Humanities	East Room 2
		GIFTS: Great Ideas For Teaching Students	East Room 3
		Negotiating group identity in the research process	West Room 1
		Imagining, Media, and the Senses	West Room 2
		Undergraduate Town Hall Meeting	North Room

Meal	12:30 pm – 1:30 pm	Buffet Lunch	Dining Room
MEETING 1:45 pm – 2:30 pm		NYSCA Business Meeting *This meeting is open to the entire community. Everyone is encouraged to attend.	West Room 2
Session Sa PM1 2:45 pm – 4:00 pm	Touching the Face of the Cosmos		East Room 1
	The Performer, The Performance and Imagination!		East Room 2
	Imagining Issues of Identity		East Room 3
	Imagining the Future: Outstanding Graduate Work		West Room 1
	Observing, Investigating and Assessing		West Room 2
	Undergraduate Poster Session		North Room
Session Sa PM2 4:15 pm – 5:15 pm		Plenary Session “40 Years of Crazy Talk, Stupid Talk”	West Room 2
Welcome Reception ¹ 5:30 pm – 6:15 pm		Sponsored by: Rutgers University Doctoral Program in Communication, Information and Library Studies and Rutgers University Masters Program in Communication and Information Studies	Marty’s Lounge
Saturday Night Keynote 6:30 pm – 7:30 pm		Douglas Rushkoff Keynote Address	Marty’s Lounge
Meal	7:30 pm – 8:45 pm	Plated 5-Course Dinner	Dining Room
Night Events	8:45 pm – 10:00 pm	Music and Conversation	Marty’s Lounge
Night Event	10:00 pm – 11:00pm	Late Night Show	The Forum Nightclub
Night Event	10:00 pm – 11:00 pm	Late Night Bowling	Sports Complex

¹ Ticket required. Complimentary reception is included with overnight package and commuter day rate. Please see reception desk or registration table to receive your ticket.

*****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)

Representations of Gender and Race in the Media

East Room 1

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 2

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/Respondent:

Heather Stassen-Ferrara, Cazenovia College

Participants:

Allison Peiritsch, Slippery Rock University
Douglas Strahler, Slippery Rock University
Valerie Swarts, Slippery Rock University

Racial Issues in Higher Education

East Room 3

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

Top Student Paper Panel

West Room 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/Respondent:

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

West Room 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:

Che Baysinger, Kaplan University

Participants:

"Looking at Stigma"

Colton Hochhalter, NYU

"Diplobrat Diaries: Indentity, 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 1

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

Imagining Poetry

West Room 2

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

Chair: *Lance Strate, 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!

North Room

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

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:

Maureen Louis, Cazenovia College

Participants:

“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

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

Christal Chiu, NYU

Respondent:

Deborah Borisoff, NYU

Imagining Arts and Humanities

East Room 2

Our panel features scholars who are approaching the intersection between arts and the humanities and their own disciplines/subdisciplines/practices.

Chair/Respondent: *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-Andrews, 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 1

Eight 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 (Ellora) LaCarrubba, St. Joseph's College

Anastacia Kurylo, St. Joseph's College

Imagining, Media, and the Senses

West Room 2

Panelists will explore many of the ways that media intersects with our senses and our imagination.

Chair/Respondent:

Cheryl Casey, Champlain College

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

North Room

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

Military advantage, scientific knowledge, and commerce have thus far been the main motives to human exploration of outer space. *Touching the Face of the Cosmos* explores what may be the best motive of all, largely untapped: the desire of every human being, essentially spiritual, to understand more about our place in the universe, how our lives on Earth are inextricably part of that bigger picture.

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

Scholars will explore a range of ideas related to issues of identity and their intersection with communication and media.

Chair/Respondent:

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

North Room

Meet with students one on one to discuss their work. Peruse the posters at this event to see exciting projects, discuss new ideas, and share insights about mutual interests.

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

West Room 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/Respondent:

Brian Cogan, Molloy College

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”

Kristin 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”

Sara E. West, Pace University

Observing, Investigating and Assessing

West Room 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/Respondent:

Corey Liberman, Marymount Manhattan College

Participants:

“Students Assess their Journalistic Skills”

Anne Lee, St. Bonaventure University

Richard Lee, St. Bonaventure University

Andrea Fernandes, St. Bonaventure University
Hannah Gordon, 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 Sinai Beth Israel Hospital
Danny Lundy, Baruch College

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

40 Years of Crazy Talk, Stupid Talk

West Room 2

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

Bill Petkanas, Western Connecticut State University

Marty Levinson, Institute of General Semantics

Thom Gencarelli, Manhattan College

Robin Levenson-Andrews, Queensborough Community College

Welcome Reception (5:30 pm - 6:15 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 (6:15 pm - 7:15 pm)

Douglas Rushkoff

Marty's Lounge

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 – 8:45 pm)

Plated 5-Course Dinner

Dining Room

Entertainment (8:45 pm – 11:00 pm)

Music & Conversation

Marty's Lounge

Late Night Show

The Forum Nightclub

Late Night Bowling

Sports Complex

Language in Thought and Action Lecture/Dinner/Symposium

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SUNDAY SCHEDULE AT A GLANCE

<i>Session</i>	<i>Time</i>	<i>Event</i>	<i>Location</i>
Meal	7:00 am – 9:00 am	Breakfast	Dining Room
Morning Event	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
		"Graphics or Infographics?" Examining the growth of information-based visual storytelling since the 2010 launch of the iPad	East Room 2
		Imagining Identity Construction	East Room 3
Session Su AM 2 10:30 – 11:45 am		Pedagogy as Emancipatory Practice: Methods of Increasing Intercultural Competence in Community College Public Speaking Classrooms	East Room 1
		Not Helping: Considering Language and Exclusion in Communication With and For People with Developmental Disabilities	East Room 2
		Autism and Asperger's: 21st Century Challenges for Family, Health, and Society	East Room 3
		Roundtable Discussion on Imagination in the Community College	West Room 1
NYSCA Raffle	11:45 am – 12:00 pm	Get \$\$\$\$\$\$\$	West Room 2
Meetings	12:00 am – 1:00 pm	NYSCA Executive Council Meeting and Luncheon ²	Brookside 2
Check Out	12:00pm	Check Out	Lobby

² Check out time is extended until 1:30 pm for NYSCA Executive Council members.

*****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

Jodi Van Der Horn-Gibson, Queensborough Community College

Ashlie Klepper, 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:

“Analyzing Identity Construction in Conversation: A Teaching Activity”

Anastacia Kurylo, St. Joseph's College

“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

Respondent:

Maureen Louis, Cazenovia 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:

Maureen L. Louis, Cazenovia College

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

Chair:

Anastacia Kurylo, St. Joseph’s College

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

East Room 3

Individuals with Autism and Asperger’s struggle with verbal and nonverbal communication. Research, personal stories, and multiple perspectives will highlight 21st century challenges for families, health and society. This panel is intended to spark further research within the communication discipline. Audience members can take away a sense of empathy for the challenges and helpful information across multiple perspectives.

Chair:

Susan Jasko, California University of Pennsylvania

Participants:

A Researcher's Perspective, Susan Wieczorek, University of Pittsburgh at Johnstown

An Educator's Perspective, Laura Campbell Carapella, Ithaca College

A Parent's Perspective, Lance Strate, Fordham University

A Sibling's Perspective, Kristen Campbell Eichhorn, State University of New York,

Oswego

Roundtable Discussion on Imagination in the Community College

West Room 1

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 state government and unions fighting for our contracts, plus a

growing sense of entitlement from today's college students, the burgeoning use of interactive digital media and changes in hybrid/online best practices for online pedagogy, and variant uses of English in our largely non-native speaker classrooms—with pressure on Community College professors to teach almost twice as many classes as in four-year colleges, not to mention newly-imposed publishing requirements—our Community Colleges dance to a tarantella unknown to four-year schools gliding through the waltz of teaching only four-five courses per year. And President Obama upholds his declaration last year that "Community Colleges should be free."

Chair:

Robin Levenson-Andrews, LaGuardia Community College

Participants:

Robert Bruno, LaGuardia Community College
Nancy Bandiera, LaGuardia Community College
Sumanth Inukonda, LaGuardia Community College
Robin Levenson-Andrews, LaGuardia Community College
Jaime Riccio, LaGuardia Community College
Boris Zakharov, LaGuardia Community College
Poppy Slocum, 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 Meeting³ (12:00 am – 1:00 pm)

NYSCA Executive Council Meeting

Brookside 2

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

See you next year!

³ Check out time is extended until 1:30 pm for NYSCA Executive Council members.

NYSCA *Sunday Only* Discounted Activities (12:00pm – Close)

CRUISE-SHIP ON LAND

Lobby

Take advantage of the CRUISE-SHIP ON LAND atmosphere at Villa Roma and make the most of your Sunday in the Catskills! Villa Roma has provided exclusive discounts on activities for NYSCA members.

Contact Villa Roma directly at 800-533-6767 to register for these activities. Advance registration required for some activities. *Reservations subject to availability.* Front desk can hold luggage during Sunday activities.

Love GOLF?

Villa Roma is offering HALF PRICE GOLF at \$30.00 for 18-holes with cart included after 12pm Noon. Regular pricing is \$60.00.

Want to have FUN, FUN, FUN?

Villa Roma is offering a 'Fun Package' which includes unlimited GO-CARTS, BOWLING, target PAINTBALL shootout, ROCK-CLIMBING wall, and INFLATABLES for \$17.50 per adult after 12pm Noon. Regular pricing is \$25.00.

Need to RELAX?

Villa Roma is offering 15% off SPA SERVICES after 12pm Noon. Spa appointments can be made by calling 800-727-8455 ext. 7536

Ready for a HAIRCUT or MANICURE?

Villa Roma is offering 15% off SALON SERVICES after 12pm Noon. Salon appointments can be made by calling 800-727-8455 ext. 7536

Enjoy NATURE?

Villa Roma is offering HORSEBACK RIDING at \$35.00 per person for a 40-minute trail ride after 12pm Noon. Regular pricing is \$40.00.

Want to grab LUNCH before you leave?

Villa Roma is offering a discounted Café Lunch. For a flat lunch price of \$13.00 per person (including tax and gratuities), the following options are available to NYSCA members after 12pm Noon:

- Hamburger or Hotdog w/ Fries & Soft Drink
- Salad Platter with Tuna w/ Soft Drink
- Soup and ½ Sandwich w/ Fries & Soft Drink
- Chicken Caesar Salad w/ Soft Drink

CALL FOR PAPERS
75th Annual Conference of the New York State Communication Association
October 13-15, 2017
Villa Roma Resort & Conference Center – Callicoon, NY

From Plato to Pixels: Honoring the Past. Celebrating the Present. Shaping the Future.

As the great Greek philosopher, Plato, once said, “The beginning is the most important part of the work.” Oral communication laid the foundation of our discipline through the use of the spoken word. The introduction of writing ushered in a new era of communication where people no longer relied just on the spoken word to pass down their stories over generations, but could communicate them through the use of symbols and alphabets. In the 15th century, the invention of the printing press produced a quantum increase in the need for a visual medium of presenting the written word. The electronic era provided new forms of communicating ideas and stories through mediums like the telephone, radio and television, which presented unique forms of visual storytelling and reevaluating the way we express ourselves. These four eras have become the pillars of the current state of the communication discipline with the availability of the Internet and digital technologies.

The 75th Anniversary of the New York State Communication Association is a wonderful time for honoring the past, celebrating the present and shaping the future. NYSCA invites papers bringing together discussions about the rich history and sustaining foundations of our discipline. This conference looks to celebrate and highlight scholarly perspectives of those pivotal moments of the past and present as we anticipate the challenges of the future.

We welcome submissions in a variety of formats including papers, panel proposals, posters, roundtables, media screenings, and other innovative proposals for thoughtful engagement. Work related to the conference theme is encouraged, as well as scholarship addressing a wide range of communication topics from a variety of theoretical and methodological approaches. Undergraduate and graduate student submissions are also welcome and will be considered for student paper awards. For completed papers of no more than 25 pages, please send identifying information (title page, author, affiliation, contact information) in a separate document. Papers should include a running head with an abbreviated title. Student submissions should indicate “undergraduate” or “graduate,” along with an abbreviated title in the running head. For all other presentation formats, including panel proposals, posters, and roundtables, please include the title, the lead contact or panel chair, the participants/authors, affiliations, contact information, and a description of the panel, poster, or roundtable. For each paper in a panel or roundtable proposal, please include a title, a list of authors, and abstracts of no more than 250 words.

A statement of professional responsibility should be included on the cover or title page of the submission and should state the following: “In submitting the attached paper/panel proposal, poster, or roundtable, I/we agree to present at the 2014 NYSCA conference if it is accepted. I/we further recognize that all who attend and present at NYSCA’s annual meeting must register and pay the required fees.” Please email abstracts, proposals, and/or completed papers to Douglas Strahler (douglas.strahler@sru.edu) no later than Friday, June 2, 2017.

<p style="text-align: center;">NYSSCA/NYSCA PRESIDENTS</p>

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 High School
1949-50	Lillian O'Connor, Julia Richmond High School
1950-51	James Kavanagh, Binghamton Central High School
1951-52	James Kavanagh, Binghamton Central High School
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 Impairments
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 College of Agriculture & Technology
1975-76	Morton Klayman, Amherst Central High School
1976-77	Beatrice Ferrante, St. John's University
1977-78	Allan D. Frank, SUNY at Brockport

1978-79	Nancy S. Swartout, Orange County 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, 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 Penn.
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
2012-13	Cheryl Casey, Hamilton College
2013-14	Corey Liberman, Marymount Manhattan College
2014-15	Maureen M. Louis, Cazenovia College
2015-16	Anastacia Kurylo, St. Joseph's College



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GRADUATE STUDY OPPORTUNITIES IN COMMUNICATION AT RUTGERS

The Rutgers Interdisciplinary Ph.D. Program in Communication, Information and Library Science offers opportunities to specialize in areas such as:

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- Interpersonal Communication
- Language and Social Interaction
- Organizational Communication
- Areas related to Media Studies or Library and Information Science

Applications for fall 2017 due by January 15, 2017 for those seeking funding. TA and Fellowships are awarded on a competitive basis. For additional information about the communication area of the program, contact Dr. Galina Bolden (gbolden@comminfo.rutgers.edu) or visit <http://comminfo.rutgers.edu/phd>.

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Graduate Faculty in the Communication Department

- Mark Aakhus
- Galina Bolden
- Marya Doerfel
- Rick Dool
- Meara Faw
- Bernadette Gaillard
- Kathryn Greene
- Alexa Hepburn
- Vikki Katz
- Jeffrey Lane
- Laurie Lewis
- Jenny Mandelbaum
- Lisa Mikesell
- Hartmut Mokros
- Katherine Ognyanova
- Jonathan Potter
- Brent Ruben
- Craig Scott
- Lea Stewart
- Jennifer Theiss
- Jennifer Warren
- Matthew Weber
- Itzhak Yanovitzky

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