

## NYSCA Executive Council Meeting

2:30-3:45p

West Room 1

### Scary Screen

These competitively selected undergraduate papers examine the implications of myriad screens – video games, digital networks/memes, and viral video. Through examination of gratification, propaganda, interactive entertainment, and celebrity incidents of domestic violence, these papers seek to shed light, through theoretical frameworks, on the ways in which the medium impact and are subsequently impacted by users and content-genre.

#### Panelists

“The Video Gaming Industry: Playing the Game of Instant Gratification”

*Emma Franza & Robert Tesoriero, Fordham University*

“Control, Alt-→Right, Delete: The Horizontal Propaganda of Digital Networks”

*Shane Sheehy, New York University\**

“Are Video Games the Scariest Medium?”

*Tiernan Foley, The College of Saint Rose\**

“Domestic Violence in the NFL: Application of Muted Group and Agenda Setting Theories”

*Paige Lott, Cazenovia College\**

**Chair/Respondent:** *Heather Stassen-Ferrara, Cazenovia College*

2:30-3:45p

West Room 2

### The Changing Media Landscape of Celebrity Culture

Developments in media continue to transform how scholars approach the study of celebrity culture. The evermore pervasive and instantaneous nature of contemporary media shatters the traditional constructions of celebrity culture, creating a hypermodern existence. But with this increased access to media production and consumption, how does the celebrity maintain their relevance? How do the changing roles of fans influence and complicate celebrities? The participants of this panel want to critically explore how evolving media renegotiates the relationship between celebrities, fans, and wider culture.

#### Panelists

“Negotiating Celebrity Identity: The Changing Roles in Culture Studies”

*Jessica Sun, New York University\**

“Bridging the Gap: Celebrities and Fans”

*Michael Bukur, New York University\**

“No One Likes a Smartass, But We All Like Stars: The Radiohead Spectacle”

*Lenz Ong, New York University\**

**Chair/Respondent:** *Salvatore Fallica, New York University*

\*Debut Paper

**In Search for Meaning: Methodology of Audiovisual Texts Analysis**

The present research focuses on defining a viable methodology of audiovisual texts' analysis, particularly centering on audiovisual social issue ads. The authors dwell upon different channels that help to convey the meaning to create a desired communicative effect; define tools and mechanisms for creating implications and translating those implicative meanings by audiovisual means. The issues of interpretation of meaning, "second thought" provoking, and target audiences' reactions are also taken into consideration. As the result, the authors work out a methodology of audiovisual texts' analysis based on empiric research of such texts and associative experiment.

**Panelists**

*Evgeniya Malenova, F.M. Dostoyevsky Omsk State University*

*Marina Terskikh, F.M. Dostoyevsky Omsk State University*

**Chair/Respondent:** *Trudy Milburn, Independent Scholar*

MARYMOUNT AD

**JOHN F. WILSON FELLOW LECTURE****“Dark Nets and Disruptive Practices”**

Thom Gencarelli, Manhattan College

*Recipient of the 2016 John Fletcher Wilson Fellowship Award*

All too often, people outside the academic discipline of communication and media studies consider what we do to be little more than a special interest, rather than the study of something that is central to, and one of the primary defining features of, the human experience. As a case in point, the Presidential election of 2016, the most disruptive event of all disruptive events in our contemporary experience in the U.S., can be explained from a media perspective, and an historical one at that. Beginning from Gutenberg’s invention of the mechanical, movable-type printing press and through our contemporary innovations in mobility, social media, and Tor, this presentation argues that all inventions and innovations in media are a disruption, and that the evolution of media by which the citizenry in a democratic society inform themselves can explain, in full, exactly what happened to us in 2016.



Thom Gencarelli, Ph.D. (NYU, 1993) is Professor and the founding Chair of the Communication Department at Manhattan College in Riverdale, New York. He is a Past President of the New York State Communication Association, the Media Ecology Association, and New Jersey Communication Association (twice), and a member of the Board of Trustees of the Institute of General Semantics. He researches and writes about media literacy/media education, media ecology, and popular media and culture with an emphasis on popular music. He is co-editor (with Brian Cogan) of *Baby Boomers and Popular Culture: An Inquiry into America’s Most Powerful Generation* (ABC-Clio/Praeger, 2014), and is currently at work on a book about language acquisition and cognitive development. Thom is also a songwriter, musician, and music producer, and has released two album-length works with his ensemble bluerace, *World is Ready and Beautiful Sky*. The group’s third, as yet untitled effort is due out in 2018.

5:00-6:00p

Marty's Lounge

**Welcome Reception**

Join us in celebrating the kick-off to the 75th Anniversary with drinks and hors d'Oeuvres.

6:00-6:30p

Marty's Lounge

**Honoring the Past, Present and Future of NYSCA**

Over the past 75 years, a number of individuals have ensured the success and growth of the New York State Communication Association. This ceremony will take a moment to honor all of the past presidents who were responsible for running our past conferences, as well as other members of the organization.

6:30-8:00p

Dining Room

**Plated 5-Course Dinner**

8:15-9:p

Marty's Lounge

**NYSCA Community PechaKucha**

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](http://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**

"Keep it Classy - Gaining Gravitas Through Professionalism, From Memos to Twitter"  
*Pat Barniak Atkinson, Marist College*

"I remember..."

*Brad Crownover, College of Mount Saint Vincent*

"Crazy Talk/Stupid Talk: Honoring the Past, Shaping the Future"

*Adeena Karasick, Pratt University*

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9:15-10:00p

Marty's Lounge

### **What's My Line?**

Join us in celebrating the kick-off to the 75th Anniversary with drinks and hors d'Oeuvres.

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10:00-11:00p

Club Forum

### **Late Night Show**

For crowd-pleasing entertainment, catch a live show with side-splitting comedians and legendary singers in the Club Forum. Provided to you by Villa Roma.

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10:00-11:00p

Sports Complex

### **Late Night Bowling**

Villa Roma offers you their 8-lane bowling alley for your late night bowling needs. \$3.50 per game plus shoe rental.

# SATURDAY SCHEDULE AT A GLANCE

SATURDAY OCTOBER 14

**Breakfast****Top Student Paper Panel**

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 student.

**Panelists**

“Publicly Private: Disclosing Grief on Facebook” (Top Undergraduate Paper)  
*Elizabeth Dobson, Cazenovia College*

“Building The Wall: Trump and Rhetorical Corporeality” (Top Graduate Paper)  
*Bradly Knox and Nicholas Bradley, University of Memphis*

“Nonprofits Active in Long-Term Recovery after Disaster: A Pilot Analysis of Characteristics and Activities of Disaster Recovery Organizations” (Graduate Runners-up)  
*Jack L. Harris, Allison Carestia, and Victoria Fedorova, Rutgers University\**

“Trapped in the Closet: Applying Communication Theories to LGB Advice Forum” (Undergraduate Runners-up)  
*Aaron Deloria, Cazenovia College\**

**Chair/Respondent:** *Lewis Freeman, Fordham University*

**The Digital Self and Other**

This collection of undergraduate papers examines the influence of social media on the perception of self, the perception of others, and the ways in which we view our relationships with others. Examining the individual, interpersonal, and cultural implications for identity in online forms, this panel seeks to uncover larger implications for everyday acts of identity-construction.

**Panelists**

“Selfies, Social Media, and Femininity Construction: Shaping a Digital Female Body”  
*Frances Thomas, New York University\**

“Chinese Internet Celebrity Culture”  
*Audrey Hu, New York University*

“The Role of Social Media, Satire, and Celebrity in American Political Propaganda”  
*Robert Ramkishun, New York University\**

“The YouTuber: A Look at The Internet Famous”  
*Catalina Gonella, New York University\**

**Chair/Respondent:** *Ari Kissiloff, Ithaca College*

*\*Debut Paper*

## Back to the Future: Labyrinth Walking in Communication Studies Including Audience Walk on 7-Circuit Classical Canvass Labyrinth

In this paper, I posit that labyrinth walkers experience binaries related to darkness & light to form a dialectic. This dialectical movement, whereby one's initial state-of-being while walking to the center (thesis) gives way to an opposite state (anti-thesis). As a result of experiencing this spectrum, a creative reality (synthesis) to inwardly and outwardly realize an unknown Self truth occurs. I present a case study of a communication student and recommend that the ancient ritual of labyrinth walking based on the Greek myth of Theseus, Ariande, and the Minotaur is currently relevant in higher education especially in communication studies. In addition, I offer an opportunity for audience participation by providing an 18 ft. classical style canvass labyrinth for an open labyrinth walk that I will facilitate as a Certified Veriditas Trained Labyrinth Facilitator.

For audience participation, I discuss: (1) the concept of liminality, a state between the point of crossing the threshold into the labyrinth to the point of return out; (2) the relevance of a developing consciousness toward wholeness in teaching communication; and (3) how to walk the labyrinth via an 18 ft. classical canvass labyrinth set up at the conference.

### Participant

*Nancy Bandiera, CUNY LaGuardia Community College\**

## Rhetorical Practices of Political Communication

This panel of scholars will address a variety of approaches to analyzing rhetorical practices related to politics & communication.

### Panelists

“Marching for the Jews of Europe, Washington, DC, October 6, 1943--A ‘Burkeian’ Analysis”

*Diane Cypkin, Pace University*

“Visual Rhetoric of the Presidency: An Analysis of Trump’s First 100 Days in Flickr Images”

*Russell Chun, Hofstra University\**

“The Language of Political Genres: Inaugural and State Speeches of New York City Mayors and US Presidents”

*David Hoffman, Tiffany Lewis and Don Waisanen, Baruch College*

“Fake News: Dishonoring the Past, Bashing the Present Yet Shaping the Future”

*Martin Wallenstein, John Jay College*

**Chair/Respondent:** *Maureen Louis, Cazenovia College*

\*Debut Paper



## **Take Me Out to the Ballpark: NYSCA All Stars Play Major League Communication Theories**

When a fan attends a baseball game, they become part of a larger community. This community exists in and around a place: The stadium. These structures are more than a place where baseball is played, more than a playing field, luxury boxes or bleachers, and concession stands. They are places of interaction between fan and team, fans and fans, and community and sport. Stadiums are places of memory, of identity, of athletic and architectural accomplishment. They can create a community of fans and sustain the larger community through identification and have been used to revitalize cities in the fight against urban decay.

There has been some scholarly work on the communicative nature of baseball. To date, however, almost nothing has been written about baseball stadia as sites of communication and community. Baseball stadia provide a unique lens through which to understand, explore and even expand our understanding of communication theories. This panel explores communication and communication theories through an examination of the four discrete themes that frame the organization of this work: Community and Communication, Fandom and Communication, Memory and Communication, and Commodification and Communication.

### **Panelists**

First Base: *Gary Gumpert, Urban Communication Foundation*

Second Base: *Lewis Freeman, Fordham University*

Third Base: *Mike Plugh, Manhattan College*

Right Field: *Tom Flynn, Slippery Rock University*

Center Field: *Harvey Jassem, Hartford University*

Pitcher: *Susan Drucker, Hofstra University*

Catcher: *Dale Herbeck, Northeastern University*

### G.I.F.T.S. (Greats Ideas For Teaching Students) Session

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.

#### Participants

“The Snowball/Paper Plane Ice Breaker”

*Maria Dwyer, Rutgers University*

“Students’ Political/Aesthetic Biography Abstract”

*Salvatore J. Fallica, New York University*

“Teaching Race in the Organizational Communication Curriculum”

*Jack L. Harris, Rutgers University*

“Music? Yes, Music”

*Evelyn Plummer, Seton Hall University*

**Chair:** *Evelyn Plummer, Seton Hall University*

### What’s The Deal With Trigger Warnings?

The college classroom has been known for encouraging students to be exposed to new ideas, whether they agree with these ideas or not. With the movement of trigger warnings from online to the classroom, the question is raised of whether they are detrimental to classroom discussion. These warnings can be defined as written or spoken alerts about upcoming potentially traumatic material or content. This panel aims to explore the implications that come with the use of trigger warnings in college classrooms.

#### Panelists

*Tyler (Ellora) LaCarrubba, St. Joseph’s College*

*Anastacia Kurylo, St. Joseph’s College*

*Nicholas Rudy, St. Joseph’s College*

*Robin Levenson, LaGuardia Community College, City University of New York*

*Noura Ahmad Hajjaj, State University of New York at New Paltz*

*Jacqueline E. Ihnacik, Marist College*

**Chair:** *Tyler (Ellora) LaCarrubba, St. Joseph’s College*

## **Pedagogy and Politics: An Interdisciplinary Discussion of Politics in the Classroom**

In 2016, a website sponsored by the conservative organization Turning Point USA launched. Known as the Professor Watchlist, the website's mission is to "expose and document college professors who discriminate against conservative students and advance leftist propaganda in the classroom." Like its print predecessor, *The Professors: The 101 Most Dangerous Academics in America* (Horowitz, 2006), the website reinvigorated in the public sphere the longstanding debate about the role of a professor's beliefs and political advocacy in classroom pedagogy. This panel seeks to discuss this debate from an interdisciplinary perspective with panelists from education, sport management, philosophy/ethics, and communication studies. Each panelist notes the importance of discussing politics in the classroom due to the ramifications of political actions on their field of study. From discussion of rhetoric, codes of ethics, sport as a microcosm of society, media literacy and consumption, and education in P-12, panelists discuss both the role of politics in their field and practical pedagogical considerations.

### **Panelists**

"The Rhetorical Situation of Politics in the Classroom"

*Heather M. Stassen-Ferrara, Cazenovia College*

"Political Advocacy and the Teaching of Professional Ethics"

*Bruce Roig, Cazenovia College*

"Navigating Politics in the Sport Management Classroom"

*Tracy Trachsler, Cazenovia College*

"Packing the Truth Search Tool Kit: Three Techniques to Support Students in the Pursuit of Facts, Context, and Empathy"

*Maureen Louis, Cazenovia College*

"Trump's Rhetoric and Its Impact on P-12 Public Education"

*Erica Miller, CEO Professor Patty Cake Consulting, LLC*

**Chair:** *Christine C. Hirsch, SUNY Oswego*

**Respondent:** *Corey J. Liberman, Marymount Manhattan College*

## Honoring the Past: Celebrating Obsolescence

At a time when communication technologies and patterns of interaction and dissemination change at an ever faster pace, this session explores obsolescence and continued relevance. Why study Aristotle in an age of social media? Is cursive handwriting still important? Are printed maps, newspapers and magazines now passe? Is film dead? Are normative theories obsolete? Each panelist will discuss a particular technology, philosophy, theory, founding figure arguing for or against their continued significance.

### Participants

*Susan Drucker, Hofstra University*

*Gary Gumpert, Urban Communication Foundation*

*Joseph Peyronnin, Hofstra University*

*Suzanne Berman, Hofstra University*

*Bruce Avery, Hofstra University*

*Jingsi Wu, Hofstra University*

*Mary Kahl, Penn State Behrend*

*Mario Gonzalez, Hofstra University*

**Chair:** *Susan Drucker, Hofstra University*

## Connecting Communication & Research

### Panelists

“Placing the Speech: Location Strategy in New York City State of the City Speeches 2002 to 2016”

*David Hoffman, Michael Lanza, Annette Goodman and Danny Lundy, Baruch College*

“Redeploying the UAV: Democratization, Privatization, and Commodification of the ‘Transhumanist’ Drone Stare in the Consumer Market”

*Bradly Knox, University of Memphis*

“Humans Gone Wild: Analysis of Zoo Controversy Regarding Online Communication and Public Agenda”

*April Rink, Syracuse University*

“I Didn’t Write This, but Whatever it Says, That’s What I Think: Analysis of the Function of Greeting Cards”

*Macy Michaels, Syracuse University*

“Effective Corporate Image Management as a Strategy for Enhancing Profitability”

*Haruna Sola Adeosun and Ajoke F. Adebisi, Moshood Abiola Polytechnic, Abeokuta, Nigeria\**

**Chair:** *Christine C. Hirsch, SUNY Oswego*

\*Debut Paper

## Undergraduate Town Hall

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/Respondent:** *Lewis Freeman, Fordham University*

## Bridging the Gap of Gender, Race & Culture: Liberating the Body; Liberating the Mind

### Participants

“Online Identity in the Workplace: A Content Analysis of LinkedIn User Profiles”  
*Jenny Oh, New York University\**

“The Meaning of Internships: A Cross-cultural Comparison of Students’ Experiences in China and in the U.S. in the Communication and Media Fields”  
*Huiran Yi, New York University\**

“Don’t Touch My Hair’: An Examination of the Exercise of Privilege & Power Through Interracial Hair-Centered Communication Interactions”  
*Zakiya Collier, New York University\**

“Resist and Reimagine: Decolonizing the Young, Black Mind.”  
*März Saffore, New York University\**

“Analysis of the Relationship Between the Beijing Courtyard House and Gender”  
*Zhe Huang, New York University\**

**Chair:** *Noura Ahmad Hajjaj, State University of New York at New Paltz*

**Respondent:** *Deborah Borisoff, New York University*

### Lunch

## NYSCA General Business Meeting (open to all membership)

*\*Debut Paper*

## Getting Your Book Published: Perspectives from Authors and Editors

This panel of published authors and editors is designed for new faculty, doctoral students, and others who wish to publish a book in the communication or allied disciplines. Each of the panelists will discuss their experiences in writing and publishing scholarly books, including their recent books. Topics to be discussed include:

- choosing a publisher
- crafting a proposal
- converting a dissertation into a book
- authored vs edited volumes
- the importance of originality in your ideas
- working with an editor
- low stress ways to meet editors for less networked authors
- collaborating with a co-author(s)
- setting realistic timelines
- guidelines for best practices
- pitfalls to avoid

If you have ever contemplated writing a book (or think that you may want to do so in the near future) this panel will answer the questions you might have and provide thoughtful advice based on their successes, as well as perhaps painful learning experiences.

### Participants

*Marie L. Radford, Rutgers University*

*Gary P. Radford, Fairleigh Dickinson University*

*Anastacia Kurylo, St. Joseph's University*

*Brian Cogan, Molloy College*

**Chair:** *Marie L. Radford, Rutgers University*

### Understanding Past, Present, & Future Media Use Through A Media Fast

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

#### Participants

*Emma Franza, Fordham University*

*Emily Gagliostro, Fordham University*

*Lewis Freeman, Fordham University*

**Chair:** *Lewis Freeman, Fordham University*

### From Roosevelt to Trump: Explaining the Past, Deconstructing the Present, Hoping We Have a Future

This panel examines the current election results and its aftermath by looking simultaneously at our past in light of political communications in the present. These include those from our Tweeter-in-Chief to our future in “fake news”—which do no less than question our perceptions of reality itself. Our panel will compare actions of past and current presidents, shifts in media and our perception of “reality,” the effect of the Trump presidency on art and medicine in our democracy and the deleterious impact of President Trump’s tweet storms and profanity. What might these phenomenons bode for us politically and socially in the U.S.?

#### Participants

*Robin Levenson, New York University*

*Salvatore J. Fallica, New York University*

*Noura Ahmad Hajjaj, State University of New York at New Paltz*

*Jacqueline E. Ihnacik, Marist College*

**Chair:** *Robin Levenson, New York University*

**Respondent:** *Lance Strate, Fordham University*

## Media & Identity: Implications of Representation for Organizations, Politics, and Programming

### Participants

“Gender Expectations of Women in Politics”

*Jialin Chen, New York University\**

“Articulating Diversity & Inclusivity Through University Websites”

*Riki Lee Burhans, New York University\**

“‘Dear White People’: Tales of Marginalization in the American University”

*Ineye Komonibo, New York University\**

“Will Women Return Home? When...”

*Fengmei Li, New York University\**

“Gender in Fashion”

*Zijun Shi, New York University\**

**Chair:** *Cheryl Casey, Champlain College*

**Respondent:** *Deborah Borisoff, New York University*

## Undergraduate Poster Session

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

“The Decline of the Black Lives Matter Movement”

*Moira Bythrow, Temple University\**

“The Americanization of Political Culture in Spain”

*Alicia Alonso, New York University\**

“A Case Study of Artist Stephen Cartwright: Self-tracking through the Ages and our Efforts to find Truth through Technology”

*Darby Cook, New York University\**

“Data Mining Big Data on #Netflix”

*Haley Gibson, Arya Grantham, & Kylie Leff, Kutztown University*

“Human Rights in a Post Obama America”

*Samantha Kahres, Jeffrey Thornton, & Alexander Faison-Donahoe, Kutztown University*

“A Theoretical Look into the Kaepernick Kneeling Movement”

*Michelle Matson, Cazenovia College\**

*\*Debut Paper*



“A Look at Police Injustice and Brutality Toward African-Americans Using Agenda Setting and Muted Group Theory”

*Ty Zelinsky, Cazenovia College*

“Underrepresentation of African-Americans in the Justice System: The Effects of Muted Group and Speech Code Theory”

*Ahmon Powell, Cazenovia College*

“Loyalist Militiaman at the Moment of Death – Robert Capa”

*Nicholas Barbaria, Roger Williams University*

“The Iconicity of Self-Immolation: The Burning Monk – Malcolm Browne”

*Mitchell Kiliulis, Roger Williams University*

“Migrant Mother – Dorothea Lange”

*Erica Meier, Roger Williams University*

“Analyzing the Challenger Explosion: Significance and Impact – Bruce Weaver”

*Janine Petracca, Roger Williams University*

“Gandhi & His Spinning Wheel – Margaret Bourke-White”

*Ashley Rossi, Roger Williams University*

“The Iconicity of Steve McCurry’s Afghan Girl”

*Stephanie Ward, Roger Williams University*

## Leading NYSCA: “Intended and Unintended Consequences”

This panel features leaders of NYSCA reflecting on the intended and unintended consequences of decisions made while in their leadership positions in the organization. Leaders have been faced with changes in the discipline, changes in membership, and changes in conference format and location. Some of the challenges have come from the consequences of larger events in history. Each panelist will explore the story of their leadership and ultimately how these challenges affected the nature of the organization and its mission.

### Participants

*Deborah, Borisoff, New York University*

*Sue Jasko, California University of Pennsylvania*

*Brian Cogan, Molloy, Molloy College*

*Douglas Strahler, Slippery Rock University*

*Gary Gumpert, Urban Communication Foundation*

*Susan Drucker, Hofstra University*

*Lance Strate, Fordham University*

## Saturday Reception

*Sponsored by the S.I. Newhouse School of Public Communications*

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 75th 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 the S.I. Newhouse School of Public Communications at Syracuse University and the Dean, Lorraine Branham, for their generosity in sponsoring this event for NYSCA members. Please take a moment to visit the Newhouse table on the mezzanine to find out more about their doctoral program.

**Keynote Speaker****Dr. Michael Prosser**

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

Following teaching, at Yangzhou University (2001-02 and 2013-14), Beijing Language and Culture University (2002-05), Shanghai International Studies University (2005-09), and Ocean University of China (2011), former

Executive Secretary of NYSSA, 1964-68, including the 25th anniversary in 2007, Michael glosses his autobiographical- autoethnographic memoir, *A Journey to the East: Asia in Focus* (2015).

Michael reflects on his role in communication in New York, both while teaching at SUNY Buffalo and Rochester Institute of Technology, the early developments in the academic study of intercultural communication in North America and China, and his experiences teaching 2,550 Chinese students and the achievements for the communication field in Chinese universities today.



**Plated 5-Course Dinner****bluerace Jam Session**

bluerace has been a band, in one form or another, ever since its two guitarists and principal songwriters met at a jam session in New York when they were both just kids. The band has opened up for, and appeared on bills with the likes of Pat Benatar, Eliot Easton (of The Cars), Fleetwood Mac, Steve Howe (of Yes), Orleans, and R.E.O. Speedwagon, at venues including the Blockbuster-Sony Music Entertainment Center at the Waterfront (now the Susquehanna Bank Center) in Camden, New Jersey, and Long Island's Jones Beach Bandshell on the Boardwalk. They have released two albums on their own independent label, big radio records - *World is Ready* (2009) and *Beautiful Sky* (2013) - and are presently at work on their third, asyet-untitled album.

Their music is pop-rock based, but arises out of an amalgam of influences and an eclectic approach to songwriting. In fact, they describe themselves, first-and-foremost, as a small factory or laboratory of songwriters. Their songs run the gamut from jangly guitars and Beatles-esque melodies to crunchy guitar-based music that gives Roger, the lead guitarist, a chance to show off his wares, and from ballads to feedback and noise. The present line-up of the band has been in place since 2013 with Roger Diller on lead guitar, Thom Gencarelli on vocals, guitar and keyboards, Vic Mercado on drums, percussion and vocals, and Andrei Petrovich as bass guitar and vocals.

**Late Night Show**

For crowd-pleasing entertainment, catch a live show with side-splitting comedians and legendary singers in the Club Forum. Provided to you by Villa Roma.

**Late Night Bowling**

Villa Roma offers you their 8-lane bowling alley for your late night bowling needs. \$3.50 per game plus shoe rental.

# SUNDAY SCHEDULE AT A GLANCE

SUNDAY OCTOBER 15

**Breakfast**

9:00-10:15a

West Room 1

**Exploring the Communication Landscape****Panelists**

“Control, Alt-Right, Delete: The Horizontal Propaganda of Digital Networks”

*Shane Sheehy, New York University*

“The Americanization of Political Culture in Spain”

*Alicia Alonso, New York University*

“The Biopolitical Spectacle: “Look at that face!” Gendered Surveillance and the Forced Surrogacy of Hillary Clinton in the 2016 Presidential Campaign”

*Bradly Knox, University of Memphis\**

“Insurrection! Recontextualization, Partial Genre Blending and Interdiscursivity of ‘Insurgency’ in the 2016 Political Establishmen”

*Bradly Knox, University of Memphis*

“Examining Youth Experiences and Barriers to Political Engagement”

*Amana Kaskazi, Rutgers University\**

**Chair/Respondent:** *Maureen Louis, Cazenovia College*

9:00-10:15a

West Room 2

**Selected Topics in Communication Research****Panelists**

“Citizen activism and user-generated content on social injustice : Analysis of YouTube police brutality videos”

*Ryan Grant & Jin Kim, The College of Saint Rose*

“The Pentagon Papers, Snowden and Freedom of Expression: A Utilitarian Analysis of Media Leaks”

*Olenka Sadovnik & Jin Kim, The College of Saint Rose*

“Intertextual and hyperreal comedy cartoon: A postmodern analysis of Family Guy”

*Andrew Cronin & Jin Kim, The College of Saint Rose*

**Chair:** *Robin Levenson, Laguardia Community College*

\*Debut Paper

## Academic Freedom of Censorship? Exploring the Blurred Boundaries in Faculty Extramural Social Media Communication

According to the American Association of University Professors (AAUP), “College and university teachers are citizens, members of a learned profession, and officers of an educational institution. When they speak or write as citizens, they should be free from institutional censorship or discipline...” (AAUP, 2017). However, these principles are clearer in theory than in application. Several recent cases demonstrate the muddy borders between academic freedom and institutional censorship, especially with social media use. Panelists will discuss the challenges and responsibilities of balancing their role as an educator and as a private citizen, and share institutional policies, experiences, and research on the issue.

### Panelists

*Amanda Damiano, Hofstra University*

*Russell Chun, Hofstra University*

*Victoria Semple, Hofstra University*

*Jingsi Wu, Hofstra University*

*Noura Ahmad Hajjaj, State University of New York at New Paltz*

**Chair:** *Douglas Strahler, Slippery Rock University*

9:00-10:15a

East Room 3

## The Past, Present, and Future of Communication

### Panelists

“Positive Psychology, Appreciative Inquiry and Higher Education”

*Julio Rodriguez-Rentas, Westchester Community College*

*Rachel Sugerman, Montclair State University*

*Paul Ziek, Pace University*

“Usage of Artificial Intelligence On Production of Online News: A Sociological Perspective to Robo-Journalism”

*Feyyaz Firat & Demet Firat, Gazi University\**

“Risk and crisis communication using mediated forms of action and interaction: Opportunities and challenges in the information age”

*Corey Liberman, Marymount Manhattan College*

“Putting the Social in Social Media: How Human Connection Triggers Engagement”

*Stephanie Adomavicius, Hofstra University\**

**Chair/Respondent:** *Anastacia Kurylo, St. Joseph's College*

10:30-11:30a

Brookside 2

## NYS CA Executive Council Meeting

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