

76th Annual Conference

New York State Communication Association

Signs of the <Time>

October 12-14, 2018

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
2018**

Anastacia Kurylo <i>The Quad Preparatory School</i> Nominating Committee Chair	Michael Plugh <i>Manhattan College</i> Immediate Past President	Douglas Strahler <i>Slippery Rock University</i> President
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Maureen Louis <i>Cazenovia College</i> Nominating Committee, Member	Valerie Swarts <i>Slippery Rock University</i> Nominating Committee, Member	

<p>2018 Conference Paper Reviewers Elizabeth Bleicher, Ithaca College Anastacia Kurylo, The Quad Preparatory School Corey J. Liberman, Marymount Manhattan College Jill Loop, Ithaca College Maureen Louis, Cazenovia College Tim Mirabito, Ithaca College Michael Plugh, Manhattan College Gordon Rowland, Ithaca College Andrew Utterson, Ithaca College</p>
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Thank you, Douglas Strahler!

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

Letter from: Heather M. Stassen, Ph.D.
Vice President and Conference Organizer
Associate Professor & Program Director, Cazenovia College

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- TS 16 XVI
- TS 17 XVII
- TS 18 XVIII
- TS 19 XIX
- TS 20 XX
- TS 21 XXI
- TS 22 XXII
- TS 23 XXIII
- TS 23 1/2 XXIII
- TS 24 XXIV

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Time Share Office

TS 11 XI

VILLA ROMA ROAD

VILLA ROMA ROAD

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FRONT CIRCLE

- 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

Ernesto 1st & 2nd Floor

Futura 1st & 2nd Floor

Gelato Bar

Front Desk



1st Floor Lobby

Grand Staircase

Elevators

Guest Services

Roman Garden Café

Starbucks

Marty's Lounge

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

Beechwoods & Grill

Human Resources

TS 1 I
 TS 2 II
 TS 3 III

TS 4 IV
 TS 5 V
 TS 6 VI

18 Hole PGA Golf Course



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
Meeting	1:00 pm – 2:00 pm	NYSCA Executive Council Meeting	Brookside 2
Panel Session 1 2:15 pm – 3:30 pm		On Innovation: New Approaches to Student Learning	East Room 1
		Muslim Women in Media Environments	East Room 2
		Repetition, Recognition, & Revolution	East Room 3
		Top Paper Panel	West Rooms 1 & 2
Plenary Session 3:45 pm – 4:45 pm		Wilson Fellows Roundtable	West Room
Welcome Reception	5:00 pm – 6:00 pm	Drinks and Appetizers	Marty's Lounge
Friday Night Keynote	6:00 pm – 7:00 pm	Judith Yaross Lee Keynote Address	Marty's Lounge
Meal	7:15 pm – 8:30 pm	Plated 5-Course Dinner	Dining Room
Night Event	8:45 pm – 9:45 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

NYSCA Executive Council Meeting (1:00 pm – 2:00 pm)

NYSCA Executive Council Meeting

Brookside 2

Panel Session 1.A (2:15 pm - 3:30 pm)

East Room 1

On Innovation: Developing and Deploying New Approaches to Student Learning

Excellent teaching remains at the heart of the academic endeavor. Yet time compression, curricular constraints, and competing needs can limit risk taking and creativity. This panel will discuss recent experiences with innovations in student learning. Panelists will share successful strategies and reflect on factors that can make innovative risk a particular challenge.

Chair: *Christine Hirsch, SUNY Oswego*

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

Participants:

“Student-directed Discussion: Getting Out of the Way So Students Can Teach Each Other”
Lewis Freeman, Fordham University

“Resource Free: Evolving Pedagogy in the Face of Competing Organizational Demands”
Susan Jasko, California University of Pennsylvania

“Team Based Learning and the Creative Classroom”
Ari Kissiloff, Ithaca College

“Including Student Developed Learning Threads as a Key Course Element”
Maureen Louis, Cazenovia College

“Running the Classroom as a Media Studio: An Experiential Learning Approach”
Douglas Strahler, Slippery Rock University

Panel Session 1.B (2:15 pm - 3:30 pm)

East Room 2

Muslim Women in Media Environments

In a state of defiance against Islamophobia and terrorism, the research scholars on this panel will address a variety of issues related to depictions of Muslim women in myriad media environments. In an effort to amplify their voices, the panelists will argue representations of identity and archetypes in ISIS's Magazine Rumiya, scrutinize hijab and Disney princesses, highlight discursive spaces for inclusion of hijab, and analyze the phenomenon of Nike's brand activism of pro-hijab.

Chair: *Thom Gencarelli, Manhattan College*

Respondent: *Susan Drucker, Hofstra University*

Participants:

"ISIS's Propaganda of Gender: The Depiction of Women in Magazine Rumiya"
Noura Ahmad Hajjaj, SUNY New Paltz

"'She's Doing Islam Wrong': A Muslim-Malaysian's Representation of Hijab in Postmodern Contemporary Culture"
Arshia Anwer, Manhattan College

"Muslim Women Voices: Carving a Discursive Space of Their Own"
Sanae Elmoddden, St. John's University

"Marketing Opportunity or Brand Activism? The Nike Pro Hijab"
Allison R. Peiritsch, Slippery Rock University

"Changes in Egyptian Culture & Gender Dynamics over Time as Depicted in the Soap Opera Zat"
Aliaa Dawoud, American University in Cairo

Panel Session 1.C (2:15 pm - 3:30 pm)

East Room 3

Repetition, Recognition, Revolution? The Responsibilities of Journalists, Scholars, and Satirists in the Present Moment

Ranging in topic from the responsibilities of journalists and comedians in a post-fact world to the importance of media ecological considerations of political news cycles the papers on this panel seek to articulate, interrogate, investigate and ultimately posit solutions for the erosion of objectivity, verification, facts and the power of free speech in our present moment.

Chair: *MJ Robinson, Brooklyn College - CUNY*

Participants:

“Keeping it Unreal: Social Media and the Challenge of Responsible Journalism in the 21st Century”

William Phillips, St. Joseph’s College – New York

“Trump, Hitler, Guns, Smart Phones: Evolving Truth, Changing News”

Katherine Fry, Brooklyn College – CUNY

“The Death of Satire in a Post-Fact World: Weimar :: Watergate :: 2018”

MJ Robinson, Brooklyn College – CUNY

Panel Session 1.D (2:15 pm - 3:30 pm)

West Room 1 & 2

Top Paper Panel

Chair: *Michael Plugh, Manhattan College*

Respondent: *Anastacia Kurylo, The Quad Preparatory School*

Participants:

“Fearless Speech: Foucault, Parrhesia, and Philosophical Truth Telling”

*Gary P. Radford, Fairleigh Dickinson University**

“An Overview of Whiteness: History, Perspectives, and Implications”

*Anna Linder, New York University***

“Attached and Apart: Attachment Styles and Self-Disclosure in Long-Distance Romantic Relationships”

Joshua Hammonds, Rollins College

Elizabeth Ribarsky, Illinois State University – Springfield

Guilherme Soares, Rollins College

“Process-temporal rhetoric in the Carbocene: Kairos calls for a temporality embracing the post-human, subjectivity, and being and becoming”

Jacob Miller, Kansas State University

* *Top Faculty Paper*

** *Top Graduate Student Paper*

Plenary Session (3:45 pm – 4:45 pm)

West Rooms 1 & 2

Wilson Scholar Roundtable: The State of the Field

Moderator: *Douglas Strahler, NYSCA President, Slippery Rock University*

Participants: *John F. Wilson Scholars*

Deborah Borisoff, New York University
Gary Gumpert, Urban Communication Foundation
Susan Drucker, Hofstra University
Lance Strate, Fordham University
Brian Cogan, Molloy College
Katherine Fry, Brooklyn College, CUNY
Thom Gencarelli, Manhattan College

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

Appetizers & Cocktails

Marty's Lounge

Sponsored by Villa Roma Resort and Conference Center

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

Judith Yaross Lee, Ph.D.
Ohio University

Marty's Lounge

A New York State of Mind: Mad Magazine and the Spirit of Our Times

When *Mad* magazine began life in 1952 as a comic book parodying other comic books, it silently built on a series of regional communication traditions. A comic take on the contemporary scene marked New York periodicals dating back to the 1830s, when William T. Porter's *Spirit of the Times* (1831-1861) and *The Knickerbocker* (1833-1865) carried the regional media scene to a national audience, as did the twentieth century's two most influential humorous magazines: the *New Yorker* in the aftermath of World War I and *Mad* in the years following World War II. *Mad*'s zany humor has received credit for inspiring the development of the graphic novel as well as for launching the counterculture of the Baby Boom generation, but it also deserves recognition as a downtown (and outer-borough) counterpart to the *New Yorker* and an avatar of postmodern rhetoric, with its penchant for parody, contrarian standpoints, and the visual turn.

Judith Yaross Lee (Ph.D., University of Chicago, 1986) is Distinguished Professor of Communication Studies and Charles E. Zumkehr Professor of Rhetoric and Public Culture in the School of Communication Studies at Ohio University's Scripps College of Communication in Athens, OH. An interdisciplinary Americanist, she studies popular rhetorics at the intersection of media, social, political, and intellectual history. Lee is the author or editor of five books, most recently *Twain's Brand: Humor in Contemporary American Culture* (2012), three journals (including *Explorations in Media Ecology* as founding co-editor with Lance Strate), and some five dozen essays and articles in scholarly books and journals, most recently "The Sociable Sam Clemens: Mark Twain Among Friends" (2018). She served as 2016 Fulbright Senior Professor of American Culture at Leiden University in the Netherlands, and has lectured widely in Europe and Australia as well as across the U.S. Her current projects include *Seeing Mad: Essays on Mad Magazine's Humor and Legacy from Cover to Fold-In*, co-edited with John Bird of Winthrop University, and *American Humor and Matters of Empire*, a theoretical revision of American comic rhetoric.

Dinner (7:15 pm – 8:30 pm)

5-Course Plated Dinner

Dining Room

NYSCA Community Pecha Kucha (8:45 pm - 9:45 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 6th 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:

Please contact Cheryl Casey if you wish to participate!

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

Late Night Show

The Forum Nightclub

Late Night Bowling

Sports Complex

SATURDAY SCHEDULE AT A GLANCE SATURDAY

Morning

<i>Session</i>	<i>Time</i>	<i>Event</i>	<i>Location</i>
Meal	7:00 am – 8:30 am	Breakfast	Dining Room
Full Day Event	8:00 am – 4:30 pm	Registration	Lobby
Panel Session 2 8:30 am – 9:45 am		The Nuts and Bolts of Networking	East Room 1
		Media, Celebrity, & Knowing	East Room 2
		Don't Wait, Act Now!: Perspectives on Responsiveness for the Philosophy of Communication	East Room 3
		Ethnographies of Service-Learning	West Rooms 1 & 2
Panel Session 3 10:00 am – 11:15 am		Dating, Dissent, Divorce, & Digital Affordances	East Room 1
		Chronemics & Contemporary Music	East Room 2
		The Impact of Gender & Culture on Composing Careers	East Room 3
		Transdisciplinary Discussions of Pedagogy About Poverty	West Rooms 1 & 2
11:30 am – 12:30 am		NYSCA Business Meeting Meeting is open to the entire NYSCA community	West Rooms 1 & 2
12:35 pm – 1:45 pm		Lunch	Dining Room

SATURDAY SCHEDULE AT A GLANCE SATURDAY

Afternoon/Evening

<i>Session</i>	<i>Time</i>	<i>Event</i>	<i>Location</i>
Panel Session 4 2:00 pm – 3:15 pm		Trump Time: Communication Lessons or Trump's Communication Primer	East Room 1
		Time and A Word: Time Studies and Communication Perspectives	East Room 2
		The Inflection of Time and Space on Performing Race, Gender, Culture and Sexual Identity	East Room 3
		Undergraduate Town Hall Meeting is open to all undergraduate students	Brookside 2
Panel Session 5 3:30 pm – 4:45 pm		Great Ideas for Teaching Students	East Room 1
		Rhetoric, History, and Contemporary Impact	East Room 2
		Mediated Images: The Progress or Stasis of Identity Over Time	East Room 3
		Undergraduate Poster Session 3:15-4:45 *NYSCA Coffee Hour	West Rooms 1 & 2
Welcome Reception 5:00 pm – 6:00 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 6:00 pm – 7:00 pm		Dana Cloud Keynote Address	Marty's Lounge
Meal	7:15 pm – 8:30 pm	Plated 5-Course Dinner	Dining Room
Night Event	8:45 pm – 10:00 pm	Music and Conversation Featuring The Professors	Marty's Lounge
Night Event	10:00 pm – 11:00pm	Late Night Show	The Forum Nightclub
Night Event	10:00 pm – 11:00pm	Late Night Bowling	Sports Complex

*****SATURDAY*****

Breakfast (7:00 am – 8:30 am)

Breakfast

Dining Room

Registration (8:00 am – 4:30 pm)

Registration

Lobby

Panel Session 2.A (8:30 am – 9:45 am)

East Room 1

The Nuts and Bolts of Networking: Perspectives from Faculty & Students

This panel of communication professors and students will discuss the growing importance of networking as today's students are more worried than ever about finding jobs after graduation.

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

Participants:

Amanda Damiano, Hofstra University

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

Jacqueline Ihnacik, Marist College

Panel Session 2.B (8:30 am – 9:45 am)

East Room 2

Media, Celebrity, & Knowing

Individual papers examining celebrity spectacle, intertextuality and knowledge resources in memes, and celebrity-fan parasocial relationships.

Chair: *TBD*

Respondent: *Maureen Louis, Cazenovia College*

Participants:

“Microcelebrities, Aspirational Labor and Social Media: How Social Media Influencers Self-Brand Gym Sharks on Instagram”

Jin Kim, The College of St. Rose

Dana Nicoletti, The College of St. Rose

“Bee Movie Memes as Social Media Allusions”
Eileen Gilligan, SUNY Oswego
Bradley Gorham, Syracuse University
Anne G. Gorham, Onondaga Community College

“The Celebrity Culture Spectacle Over Time”
Maura Puscheck, New York University

Panel Session 2.C (8:30 am – 9:45 am)

East Room 3

Don't Wait, Act Now! Perspectives on Responsiveness and Urgency for the Philosophy of Communication

Given that time has long been a concern of philosophy, and communication typically considers a response, the philosophy of communication is an apropos space to consider how time and responsiveness necessarily complicate each other, to discover an intimacy with urgency. Thematically, this panel is particularly concerned with philosophical investigations into the way in which urgency dominates communicative mediums and messages, prompting unique responses in today's fast-paced historical moment.

Chair: *Bruce Roig, Cazenovia College*

Participants:

“Recalling Overtime: Feeling Time at Work-Life Boundaries”
Margaret M. Mullan, East Stroudsburg University

“Bargain Shopping: The Rise of Pop-Up Marketing and the Renegotiation of Time and Space in a Hypermodern Age”
Jenna M. Lo Castro, Penn State University, Fayette

“On The Name, ‘The Boy Scouts of America’: Diversity Merit Badge or Preparing for the Future?”
Robert Foschia, Duquesne University

“‘Time is but the Stream I Go A-Fishing In’: Henry David Thoreau’s Countermodern Critique of Urgency Revisited”
Tim Michaels, Slippery Rock University

Panel Session 2.D (8:30 am – 9:45 am)

West Rooms 1 & 2

Ethnographies of Service-Learning

The following papers are ethnographies of student learning in service-learning settings with particular focus on human dynamics and interpersonal connections.

Chair: *Evelyn Plummer, Seton Hall University*

Respondent: *Christine Hirsch, SUNY Oswego*

Participants:

“Rich and Complex Dynamics: A New Volunteer's Guide to Trenton Area Soup Kitchen Through An Ethnographic Study”

Emma Streckenbein, The College of New Jersey

Macaire Machado, The College of New Jersey

Kathleen Zarro, The College of New Jersey

Yifeng Hu, The College of New Jersey

“Unique Deliveries, Unique Bonds: A New Volunteer’s Guide to Meals on Wheels through An Ethnographic Study”

Alyssa Flodmand, The College of New Jersey

Grace Pfeifer, The College of New Jersey

Delaney Fischer, The College of New Jersey

Louis Cacchione, The College of New Jersey

Yifeng Hu, The College of New Jersey

“Perspectives on Poverty: An Ethnographic Approach to Urban Poverty in Quito”

Elizabeth Dobson, Cazenovia College

“Positive Vibes: A New Volunteer's Guide to the Joy, Hopes & Dreams Program at HomeFront Through An Ethnographic Study”

Alana Adams, The College of New Jersey

Jessica Stevenson, The College of New Jersey

Kristine Spike, The College of New Jersey

Rocco Siravo, The College of New Jersey

Panel Session 3.A (10:00 am – 11:15 am)

East Room 1

Dating, Dissent, Divorce, & Digital Affordances

The following papers examine myriad issues in interpersonal communication including dating and emerging adulthood, expressing dissent in the workplace, effects of divorce, and the use of paralinguistic digital affordances.

Chair: *Margaret Mullan, East Stroudsburg University*

Respondent: *Jason Wrench, SUNY New Paltz*

Participants:

“Mobile Dating and Emerging Adulthood”
Sarah Rose Marcus, Rutgers University

“Being Less Reticent when Engaging in Upward Dissent: The Use of Media when Communicating Disagreement to Superiors and Lateral-Level Employees”
Corey J. Liberman, Marymount Manhattan College

“From then to Now: The Journey of Divorce Told through the Lens of the Children Involved: The Psychological Effects Divorce Has on Children”
Felicia Colavito, Hofstra University
Tomeka Robinson, Hofstra University

“Seeking Validation Online: Effects of Paralinguistic Digital Affordances (PDAs) on Self-Esteem at Social Media”
Jin Kim, The College of St. Rose

Panel Session 3.B (10:00 am – 11:15 am)

East Room 2

Chronemics & Contemporary Music

What does “contemporary” mean in terms of today’s music? Originality in music is certainly problematic as almost all songs are versions, commentaries, or appropriations of other tunes. Furthermore, how does the music of our time comment on our times? Three communications scholars tackle the issue of time and contemporary music.

Chair: *Salvatore J. Fallica, New York University*

Participants:

“Careerism in Contemporary/Popular Music”
Thom Gencarelli, Manhattan College

“The Chronemics of the Remix”
Brian Cogan, Molloy College

“The Problematic Present, Past and Future in ‘Only a Pawn in Their Game’”
Salvatore J. Fallica, New York University

Panel Session 3.C (10:00 am – 11:15 am)

East Room 3

The Impact of Gender & Culture on Composing Careers

Chair: *Anastacia Kurylo, The Quad Preparatory School*

Respondent: *Deborah Borisoff, New York University*

Participants:

“21st Century Voices: A Comparison of how Female Executives in the U.S. and in China Address Gender-Related Challenges”
Angela Sun, New York University

“‘How Can I Get Both Heads and Tails on the Same Coin Toss?’: The Work-Family Dilemma for Millennial Women in China”
Yiping (Sylvia) Hao, New York University

“Exploring Work-Life Balance: Three Decades of Transformation”
Sierra Moon, New York University

“Leading Successfully: Contesting the Gender Divide in the 21st Century”
Camila Pascual-Bernard, New York University

“‘This Game is Not Fun’: How Women Experience China's Video Game Companies”
Jianian Huang, New York University

Panel Session 3.D (10:00 am – 11:15 am)

West Rooms 1 & 2

Transdisciplinary Discussions of Pedagogy about Poverty

According to the U.S. Census Bureau in 2016 roughly 43 million Americans lived in poverty. This panel seeks to examine how this reality informs and impacts classroom pedagogy. From interdisciplinary perspectives, panelists from communication studies, english, philosophy, education, and sport management discuss how issues of poverty are introduced and discussed in their classes.

Chair: *Elizabeth Kaylor, Federal Public Defender Office*

Respondent: *Cheryl Casey, Champlain College*

Participants:

“Communicating about the Working Poor in Multicultural Communication”
Heather M. Stassen, Cazenovia College

“‘Discovering’ Poverty in the First Year Writing Classroom”
Christine A. Geyer, Cazenovia College

“The Intersection of Crime, Environment, and Poverty”
Shawn Ingalls, Cazenovia College

“Communication Strategy in Programs for Poverty Reduction through Environmental Initiatives”
Bruce Roig, Cazenovia College

“A Teaching Profession for Whom?: Examining the Socio-Economic Barriers Preventing Diversity in Teaching”
Erica Vernold Miller, Professor Patty Cake Consulting

“Pedagogical Methods to Approaching Poverty in Sport-Related Issues”
Tracy A. Trachsler, Cazenovia College

“Guiding Students in Considering the Impact of Poverty on Options Awareness”
Maureen M. Louis, Cazenovia College

NYSCA Business Meeting (11:30 am – 12:30 pm)

NYSCA General Meeting

West Rooms 1 & 2

Note: All NYSCA members encouraged to attend.

Lunch (12:30 pm – 1:45 pm)

Panel Session 4.A (2:00 pm – 3:15 pm)

East Room 1

Trump Time: Communication Lessons or Trump’s Communication Primer

From Twitter to off-the-cuff comments on the White House lawn, Trump prefers to be his own messenger. The Trump era communication strategy embraces social media and direct engagement with the public often bypassing press. Politics aside, what are the lessons we can all take from his communication playbook? Questions this roundtable will discuss include: Who speaks for the candidate? Who speaks for the president? What is the role of the White House press secretary? What have we learned about the power of narrative? What have we learned about persuasion? Public Address? Journalism? Public Relations?

Chair: *Gary Gumpert, Urban Communication Foundation*

Participants:

“The Art of the Fact-Free Claim: POTUS, Priming, and Prevarication”

Mary Kahl, Penn State Behrend

“Infantilizing the Press: The Performance Art of Sarah Huckabee Sanders”

Salvatore J. Fallica, New York University

“Pun Dites: Artists’ Re-Framing of Trump’s Words”

Christina M. Knopf, SUNY Cortland

“Arise Ye Lions: There is No Time”

Donna Flayhan, SUNY New Paltz

“All the President’s Tweets”

Susan Drucker, Hofstra University

Panel Session 4.B (2:00 pm – 3:15 pm)

East Room 2

Time and A Word: Time Studies and Communication Perspectives

Chair: *Cheryl Casey, Champlain College*

Participants:

"Time Told, Time Tolled, and Time's Tolls: Notes on a Study of Time"

Lance Strate, Fordham University

"Markers and Pathways in the Anthropocene: Timescale, Ideology, Values, Communication, Metacognition, Wisdom"

Robert Daniel, St. Joseph's University

"Slowing Down Teaching: Reclaiming the Classroom and Ancient Rhetoric"
Michelle Kramisen, Fairleigh Dickinson University

"Why Time Travel Is So Enjoyable"
Paul Levinson, Fordham University

Panel Session 4.C (2:00 pm – 3:15 pm)

East Room 3

“The Inflection of Time and Space on Performing Race, Gender, Culture and Sexual Identity”

Chair: *Erica Vernold Miller, Professor Patty Cake Consulting*

Respondent: *Deborah Borisoff, New York University*

Participants:

“The Asian-American Chameleon: The Filipino-American's Collectivist Dance Across Cultural Borders”
Aaron Zabarte Gozum, New York University

“Leftover Women in China: Past and Present Ways of Dating and Mating”
Xinnan Wang, New York University

“Home Not Alone: How Young South Korean Adults Experience Intergenerational Co-Residence”
Kyuwon Lee, New York University

“The Autonomy of Mothers: A Pilot Study of Post-Partum Confinement in China”
Yuchen Chen, New York University

“Homophobia in Hip Hop”
Annalisa Francesca Ciro, New York University

Panel Session 4.D (2:00 pm – 3:00 pm)

Brookside 2

NYSCA Undergraduate Town Hall Meeting

Facilitator: *Lewis Freeman, Fordham University*

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.

Panel Session 5.A (3:30 pm – 4:45 pm)

East Room 1

GIFTS: Great Ideas For Teaching Students

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.

Moderator: *Evelyn Plummer, Seton Hall University*

Participants:

“Take out your Phones: Doing Journalistic Interviews in Class”

Eileen Gilligan, SUNY Oswego

“Informal Writing Assignments: A Teacher’s New Best Friend”

Christine Hirsch, SUNY Oswego

“Timely tweets: A Public Relations Social Media Challenge”

Rhiannon B. Kallis, California University of Pennsylvania

“Hybridizing the Senior Capstone Course: Pedagogical Opportunities and Challenges”

Corey J. Liberman, Marymount Manhattan College

“Hofstra in L.A.”

Jeffrey S. Morosoff, Hofstra University

“Using YouTube Videos to Teach Ethics in Public Speaking”
Anthony Naaeke, Borough of Manhattan Community College

“Conducting an Informational Interview”
Jay Zalinger, Mercy College

Panel Session 5.B (3:30 pm – 4:45 pm)

East Room 2

Rhetoric, History, and Contemporary Impact

Chair: *Michael Rhett, Regent University/Pillar College*

Respondent: *TBD*

Participants:

“Use of Interface Media in Early Protestant Propaganda”
Paul Lippert, East Stroudsburg University

“Paul Laurence Dunbar Then and Now”
Joseph Slade, Ohio University

“The Telegraphic Bride: Henry James and the Rhetoric of Techno Romance”
Callie Gallo, Fordham University

“Making the American Revolution Relevant Again: Reflections on Lin-Manuel
Miranda's *Hamilton*”
Lance Strate, Fordham University

Panel Session 5.C (3:30 pm – 4:45 pm)

East Room 3

Mediated Images: The Progress or Stasis of Identity Over Time

Chair: *Elizabeth Kaylor, Federal Public Defender Office*

Respondent: *Deborah Borisoff, New York University*

Participants:

“Glamazons & Cyborgs: Forging New Potentialities for Imagining and Communicating
Gender in RuPaul's Drag Race”
Rebecca Alter, New York University

“How Cultural Identity Affects Crosscultural Online Dating for Heterosexual Millennials Living in New York City”

Yunshuang (Blair) Bao, New York University

“The First Female President: Portrayals of the Professional Woman in Primetime TV”

Yael Lazarus, New York University

“Representations and Implications of Pregnancy & Pregnant Women in Chinese TV Series”

Xinlan Yu, New York University

“Hollywood's Mass Exodus and the Women Who Support Them”

Sherrell Peter, New York University

Panel Session 5.D (3:15 pm – 4:45 pm)

West Rooms 1 & 2

Undergraduate Poster Session

Wandering Scholars:

Cheryl Casey, Champlain College

Salvatore J. Fallica, New York University

Susan Jasko, California University of Pennsylvania

Participants:

“Flower Power- An Idealistic Memory of the Anti-Vietnam War Movement”

Ava Binns, Roger Williams University

“Opposing the MSM Donor Deferral: An Analytical Approach Using Social Judgement Theory”

Ryan De Tomi, Cazenovia College

“Get out the Vote: College Edition”

Elizabeth Dobson, Cazenovia College

“Raising the Flag on Iwo Jima: How a Historic Photograph Became Iconic”

Lindsey Elliott, Roger Williams University

“Representation in Hollywood: A Reflection on Our Reflections”

Emma Franza, Fordham University

“The Sex Determination Genes & The Gender Binary”

Amber Gates, Cazenovia College

“The Image of Pain: An Analysis of the Iconicity of ‘The Terror of War’”

Marissa Peloso, Roger Williams University

“Lady Gaga is a Fan of Her Fans”

Mónica G. Rodríguez, New York University

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

Appetizers & Cocktails

Marty's Lounge

A special thank you to Rutgers University for their generous sponsorship.

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

Dana L. Cloud, Ph.D.
Syracuse University

Marty's Lounge

Challenging the Campus Right as Social Movement: Putting Targeted Attacks on Faculty and White Supremacist Organizing in Historical and Material Context

Dana L. Cloud (Ph.D., 1992, University of Iowa) is Professor and Director of Graduate Studies in the Department of Communication and Rhetorical Studies at Syracuse University. Her research and teaching focus on social movements, critical theory (including Marxist, feminist, anti-racist, and queer), and critical rhetorical studies of media and politics. She is the author of the new book *Reality Bites: Rhetoric and the Circulation of Truth Claims in U.S. Political Culture* (Ohio State University Press, 2018), in addition to two previous books (*We ARE the Union*, University of Illinois, 2011; *Rhetorics of Therapy*, Sage, 1998). Along with numerous book chapters, her articles have appeared in such journals as *Communication and Critical/Cultural Studies*, *Quarterly Journal of Speech*, *Critical Studies in Media Communication*, *Communication and Cultural Critique*, *Rhetoric Society Quarterly*, and the *Western Journal of Communication*. She is a longtime activist and member of the International Socialist Organization.

Dinner (7:15 pm – 8:30 pm)

Plated 5-Course Dinner

Dining Room

Entertainment (8:45 pm – 11:00 pm)

Music – Featuring The Professors

Marty's Lounge

Late Night Show

The Forum Nightclub

Late Night Bowling

Sports Complex

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	8:30 am – 11:00 am	Registration	Lobby
Panel Session 6 9:00 am – 10:15 am		Is the Time Right for Teaching and Learning Public Speaking Online?	East Room 1
		Communication Administrators Workshop	East Room 2
		Dark Side of Media in Contemporary Culture	East Room 3
Panel Session 7 10:30 am – 11:45 am		“People Are Reading Your Work:” Scholarly Identity and Social Networking Sites	East Room 1
		Issues of Authenticity in Times of Fakery	East Room 2
		Contemporary Topics in Pedagogical Practice	East Room 3
Meeting	12:00 pm – 1:00 pm	NYSCA Executive Council Meeting and Luncheon	Brookside 2
Check Out	12:00pm	Check Out	Lobby

*****SUNDAY*****

Breakfast (7:00 am – 9:00 am)

Breakfast

Dining Room

Registration (8:30 am – 11:00 am)

Registration

Lobby

Panel Session 6.A (9:00 am – 10:15 am)

East Room 1

Is the Time Right for Teaching and Learning Public Speaking Online?

Online learning (and the hybrid format) affords teachers and students freedom from time and space constraints and have proven to be valuable and even preferred modes of learning to the traditional classroom setting in many subjects and disciplines, and for many students as well. But what about public speaking? Isn't it at its very essence supposed to be performed live, face-to-face in front of an audience? Many purists feel so, but the natural and sometimes debilitating anxiety that accompanies public speaking might be ameliorated in the online and/or hybrid setting, giving students a chance to focus on the fundamental building blocks of speech making and improving their technical literacy along the way.

Roundtable Moderator: *Robert Bruno, Wilkes University*

Participants:

Robert Bruno, Wilkes University

Mia Briceno, Wilkes University

Kristen Rock, Wilkes University

Nancy Bandiera, LaGuardia Community College

Robin Levenson, LaGuardia Community College

Francine White, LaGuardia Community College

Jaime Riccio, LaGuardia Community College

Sumanth Inukonda, LaGuardia Community College

Panel Session 6.B (9:00 am – 10:15 am)

East Room 2

Communication Administrators Workshop

Moderator: **TBD**

Panel Session 6.C (9:00 am – 10:15 am)

East Room 3

Dark Side of Media in Contemporary Culture

Papers focusing on the dark side of contemporary media including liberation/disempowerment in video games, trolls in Netflix's *Black Mirror*, and coverage of higher education.

Chair: *Anne Lee, St. Bonaventure University*

Respondent: *Michael Plugh, Manhattan College*

Participants:

“Gamer Girls and Gender Discrimination in Gaming Culture”

Jin Kim, The College of St. Rose

Carly Bardino, The College of St. Rose

“*Black Mirror* and Social Media Trolling”

Johanna Riehm, Manhattanville College

“Is Higher Education Coverage Suffering from the Same Maladies as Political Reporting?”

Richard Lee, St. Bonaventure University

Panel Session 7.A (10:30 am – 11:45 am)

East Room 1

“People Are Reading Your Work:” Scholarly Identity and Social Networking Sites - The Good, the Bad, and the Ugly

Panelists will discuss the good (benefits and opportunities), the bad (drawbacks), and the ugly (ethical concerns) of “scholarly identity” work. Additionally, they will share results from preliminary research consisting of 30 semi-structured interviews with communication faculty and doctoral students, as well as academic librarians. Attendees will be involved in discussion of issues and strategies for effective use.

Chair: *Marie L. Radford, Rutgers University*

Participants:

“The Good (Benefits and Opportunities of SI Work)”
Marie L. Radford, Rutgers University

“The Bad (Drawbacks to SI Work)”
Diana Floegel, Rutgers University

“The Ugly (Ethical Concerns in SI Work)”
Gary P. Radford, Fairleigh Dickinson University

Panel Session 7.B (10:30 am –11:45 am)

East Room 2

Issues of Authenticity in Times of Fakery

Authenticity is associated with faithfulness to the original. Yet this is an era dominated by the proliferation of quality forgeries, undetectable replicas, facsimiles, copies and reproductions. It is a time dominated by allegations and concerns that our news is fake and sources of advertisers shadowy. Much of this is driven by changes in technologies from the affordances offered by digitalization to an over-reliance on social media, peer-to-peer sharing, news feeds automated by algorithms, and personal confirmation bias. This panel will explore the myriad critical and ethical issues associated with authenticity in this developing media environment.

Chair: *Thom Gencarelli, Manhattan College*

Participants:

“Understanding Visuals and Data in Fake News Issues of Authenticity in Times of Fakery”
Russell Chun, Hofstra University

“The Commodity of Authenticity: The Value of Verisimilitude on YouTube”
Jamie Cohen, Molloy College

“Architectural Authenticity and Copycat Cities”
Susan Drucker, Hofstra University

“Fake Horses of San Marco and the Real Art of Reproduction”
Gary Gumpert, Urban Communication Foundation

“Regaining Trust: The Authenticity of Corporate Social Responsibility”
Suzanne Berman, Hofstra University

Panel Session 7.C (10:30 am –11:45 am)

East Room 3

Contemporary Topics in Pedagogical Practice

Individual papers exploring contemporary issues related to pedagogical practices in rapidly changing interpersonal and mediated environments.

Chair: *Ari Kissiloff, Ithaca College*

Respondent: *Lewis Freeman, Fordham University*

Participants:

“Safe Space and Sensemaking Empower Students to Challenge Tokenism and Intolerance”

Truman R. Keys, Western Connecticut State University

“Teaching as a Humanizing Activity: A Media Ecology Pedagogy”

Michael Plugh, Manhattan College

“Taking the time: Understanding the role Social Cognitive Theory, Self-efficacy, and Chronemics Play in Web 2.0 and Pedagogy 2.0”

Michael Rhett, Regent University/Pillar College

“The Pedagogical Benefits of Slowing Down Today's 24/7 News Cycle”

Anne Lee, St. Bonaventure University

Richard Lee, St. Bonaventure University

NYSCA Executive Council Meeting (12:00 pm – 1:00 pm)

NYSCA Executive Council Meeting

Brookside 2

Hotel Checkout is 1:15 for Executive Council Members

Conference Concludes: Hotel Checkout at Noon

2019 CALL FOR PAPERS

NYSSCA/NYSCA PRESIDENTS

1942-43	Loren Reid, Syracuse University
1943-44	Loren Reid, Syracuse University
1944-45	Mardel Ogilvie, SUC at Fredonia
1945-46	Mardel Ogilvie, SUC at Fredonia
1946-47	Agnes Rigney, SUC at Geneseo
1947-48	Agnes Rigney, SUC at Geneseo
1948-49	Lillian O'Connor, Julia Richmond 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. Kirm, 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
 2016-17 Michael Plugh, Manhattan College
 2017-18 Douglas Strahler, Slippery Rock University

John F. Wilson Scholars

- 1992 Deborah Borisoff, New York University
Gary Gumpert, Professor Emeritus, Queens College of the City University of New York
Dan F. Hahn, Queens College
Neil Postman, New York University
- 1994 Laurie Arliss, Ithaca College
- 1995 Susan Drucker, Hofstra University
- 1997 Joyce Hauser, New York University
- 1999 Lance Strate, Fordham University
- 2004 James W. Carey, Columbia University
- 2009 Sue Barnes, Rochester Institute of Technology
Brian Cogan, Molloy College
- 2014 Katherine Fry, Brooklyn College, CUNY
- 2017 Thom Gencarelli, Manhattan College

Neil Postman Mentor's Award Awardees

- 2004 Joseph Coppolino, Nassau Community College
- 2005 Gary Gumpert, Communication Landscapers
- 2006 Deborah Borisoff, New York University
- 2007 Tom Flynn, Slippery Rock University
- 2008 Susan Jasko, California University of Pennsylvania
- 2010 Mary Kahl, SUNY New Paltz
- 2012 Salvatore Fallica, New York University
- 2013 Cheryl Casey, Hamilton College
Anastacia Kurylo, Marymount Manhattan College
- 2014 Lewis Freeman, Fordham University
- 2016 Heather Stassen, Cazenovia College
- 2017 Roxanne O'Connell, Roger Williams University
- 2018 Maureen Louis, Cazenovia 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
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- 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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