

Friday
2:30-5:00

Registration

Friday
3:30-4:30

NYSCA Executive Board Meeting

Friday
4:00-5:15

Contemporary Political Communication

Chair: Mary Kahl, SUNY-New Paltz

This panel of undergraduate students examines various examples of political communication.

The Structure and Function of Moral Argument in Anita Hill's Senate Testimony: A Close Textual Analysis

Denise Martin, SUNY-New Paltz

Rudolph Giuliani's July 2007 Foreign Policy Address: The Spectre of 9-11 in the 2008 Presidential Election Campaign

Brandon Berte, SUNY-New Paltz

Security, Prosperity, and Unity: An Analysis of Fred Thompson's 2007 Presidential Announcement Speech

Daniel Ford, SUNY-New Paltz

Friday
4:00-5:15

Hip Hop Lives: 21st Century Commodification and Appropriation of Hip Hop Culture

Chair: Salvatore Fallica, New York University

This panel of graduate students will focus on the social-political aspects of contemporary hip hop culture, specifically who, how, and in what ways groups of people and society as a whole are affected by the commodification and appropriation of a cultural identity.

Neshani Jani, New York University

Patsy Wilson, New York University

Yumi Numata, New York University

Friday
4:00-5:15

Facing the Challenges of Internal Program Assessment

Chair: Sean Dugan, Mercy College

This panel examines the constraints and opportunities from the program to the provost's office to investigate, establish, and monitor the effectiveness of communication disciplines and related administrative oversight.

Sean Dugan, Mercy College
Judith Mitchell, Mercy College
Paul Trent, Mercy College
Nancy Pawlyshyn, Mercy College

Friday
4:00-5:15

Pedagogy: Engaging Students in Authority, Power, Civic Engagement and Public Values

Chair: Deborah Borisoff, New York University

This panel presents case studies of two different courses that involve issues of authority, power, civic engagement, and public values.

"Because I Said So" and Other Notions of Authority: An Advanced Course on Communication and Power

Maureen Louis, Cazenovia College

Oral Interpretation as a Course in Civic Engagement and Public Values

Diane Cypkin, Pace University

Friday
5:30-6:30

Opening Reception

Friday
6:30-7:30

Dinner

Friday
7:30-8:30

Using Research Groups to Unify Unique Perspectives: A Case Study of Political Debates and Beyond
KEYNOTE SPEAKER: Diana Bartelli Carlin, University of Kansas

Dr. Diana Carlin has a distinguished record of teaching and scholarship. She is currently a Professor in the Communication Studies Department at the University of Kansas and served the past year as Dean-in-Residence for the Council of Graduate Schools in Washington, D.C. While at KU, she has served as Dean of the Graduate School and International Program, Interim Assistant Provost, and Acting Chair of the Communication Studies Department. Additionally, she has a notable record of service at other universities as well as secondary teaching experience.

Professor Carlin is perhaps most widely known for her guiding work on *Debate Watch* (national voter education project). Also of importance is her work as a member of the Advisory Board of NCA Liaison to the Commission on Presidential Debates since 1990. Much of her research and scholarship has been devoted to the analysis of presidential and political communication. Interestingly, she has received grants to develop political debates in The Republic of Georgia, Russia, and South Africa.

Having taught at both the undergraduate and graduate levels, Professor Carlin's courses have included Gender and Communication, Theory of Communication, Women as Political Communications, Seminar in Political Debates, Seminar on the Public Sphere and Civic Engagement, as well as the majority of courses that the traditional field of communication as offered.

Dr. Carlin's scholarship includes books, book chapters, textbooks, book reviews, articles in *Rhetoric & Public Affairs*, *Communication Studies*, *Argumentation and Advocacy*, *Communication Education*, and *Comparative State Politics*, conference papers and presentations, and numerous consulting opportunities.

The recipient of numerous honors, outstanding teaching awards, service awards and grants, Dr. Carlin has served in numerous positions of leadership in state, regional and national organizations throughout her career. Some of her honors include the Emily Taylor Women's Resource Center, University of Kansas, Woman of Distinction Award, the Kansas Speech Communication Association Hall of Fame Inaugural Class Inductee, the TIAA-CREF Faculty Excellence Award, the Order of Omega Outstanding Faculty Award, the Kemper Teaching Fellow Award, the Steeples Award for Service to Kansans, the University of Kansas Women's Hall of Fame, and the University of Kansas College of Liberal Arts and Sciences Graduate Faculty Member Award.

Friday
8:45-??

NYSCA Official Jam Session

Hosts: Bill Petkanas and Missy Alexander.
Informal/circle style. Bring your acoustic instruments and favorite songs—all genres welcome.

Saturday
7:30-8:45

Breakfast

Saturday
8:30-4:00 **Registration**

Saturday
8:45-10:00 **Communication Law**

Chair: Gary Gumpert, Urban Communication Foundation

This roundtable panel will discuss the concern that free speech pedagogy and research endures a more marginal status than should exist given that (1) communication scholars agree that free and responsible speech holds a central place in a democratic society, and (2) free and responsible speech relies on the educational process to cultivate the skills and values necessary to its practice. In their discussion of the nature and status of free scholarship and pedagogy, the panelists will seek to raise awareness of the marginalization of free speech pedagogy/research and to develop strategies to reassert its centrality to the discipline.

Susan Drucker, Hofstra University
Thomas Flynn, Slippery Rock University
Martin Wallenstein, John Jay College of Criminal Justice
Lewis Freeman, Fordham University

Saturday
8:45-10:00 **Viewing the World Through Theory-Colored Lenses**

Chair: Anastacia Kurylo, Marymount Manhattan College

This panel of undergraduate students current global/social issues as viewed through the lens of a communication theory.

The Rhetoric of a Cause: The Uganda Civil War

Thomas Ford, Marymount Manhattan College

Cultivation Theory and Suicide

Alex Catarinella, Marymount Manhattan College

Social Penetration Theory and Former Child Soldiers

Rebeka Badila, Marymount Manhattan College

Using Adaptive Structuration Theory to Promote Civilian Involvement in the Iraq War

Meagan Ballenger, Marymount Manhattan College

Saturday **Selected Topics in Organizational and Interpersonal Communication**
8:45-10:00

Chair: Mark Van Dyke, Marist College

This graduate student and faculty panel addresses a variety of important issues found in organizational and interpersonal communication contexts.

Communicating Identity in Changing Times: The Case of Marist College

Elisabeth Tavaréz, Marist College

Leah Simone Tuite, Marist College

Birds of a Feather Flock Together, Or Do They? Understanding the Homophily/Heterophily Debate Within the Organizational Communication Context

Corey Jay Liberman, Marymount Manhattan College

Parent-Teen Communication About Dating Behaviors and Its Relationship to Teenage Dating Behaviors: From the Teen's Perspective

Kimberly Reeb, The Rochester Institute of Technology

Saturday **Selected Topics of Mediated Communication**
8:45-10:00

Chair: Brian Cogan, Molloy College

This panel of undergraduate and graduate students explores issues regarding contemporary media.

When Fake Becomes Real: Getting Your News from *The Daily Show*

Elissa Nyerges, The Rochester Institute of Technology

Understanding *Iron Man*: An Examination of the Relationship Between Technology and Humanity in a Popular Comic Book Series

Jon Hogan, Syracuse University

Disabled Characters on American Primetime Television Programs

Vivian Lopuch, Marist College

Saturday **Disciplinary Detachment in Communication: Lost and Found**
8:45-10:00

Chair: Victoria Geyer, Hofstra University

Respondent: Thom Gencarelli, Manhattan College

This panel examines how the role of tradition has fragmented in the contexts of media and technology, as well as the possibilities that the same media and technology present in the future for coherence and continuity in the discipline of communication.

Separation and Next Level Coherence: Evolving Levels of Specialization in Communication

Mary Ann Allison, Hofstra University

The Loss of Culture: The Changing Role of Communication

Suzanne Berman, Hofstra University

The Forest from the Trees: Meta Reflections on Teaching Communication Theory and (In) Coherence of the Discipline

Susan Jasko, California University of Pennsylvania

Saturday **Aging, Culture and Communication: Examining Inter-
10:15-11:30 Generational Culture**

Chair: Mark Van Dyke, Marist College

This panel of faculty and graduate students presents their extensive graduate research project concerning aging, culture and communication.

Bridging the Generational Divide: Applying the Situational Theory of Publics to Connect and Understand Aging, Culture and Communication

Mark VanDyke, Marist College

Carmen Haynes, Marist College

Jennifer Ferguson-Mitchell, Marist College

I've Got Mail? The Effect of Aging, Culture and Communication Modes on Intergenerational Communication

Jaime Pinto, Marist College

Elisabeth Tavaréz, Marist College

Using Situational Theory of Publics to Examine Intergenerational Culture, Communication and the Role of Filial Piety in Well-Being

Lisa Chabot, Marist College

Eileen Church, Marist College

Culture and Communication: The Differences Among the Traditionalist Generation and Generation X and What Influences Those Differences

Nicole Gesh, Marist College

Janel Landon, Marist College

Intergenerational Communication: A Look at Culture, Communication and End-of-Life Decisions

Chrystal Doucette, Marist College

Roy Gagne, Marist College

Saturday **The Country Mouse and City Mouse Meet at NYSCA: Quality
10:15-11:30 of Life Issues from Across the Discipline**

Chair: Gary Gumpert, Urban Communication Foundation

This roundtable panel will explore the communicative dimensions of quality of life from across the splendid splinters of the communication discipline in an effort to develop a broad cross-disciplinary research paradigm to examine how communication needs and developments are integrated into the design of communication environments.

Mary Ann Allison, Hofstra University
Bruce Avery, Hofstra University
Susan Drucker, Hofstra University
Lewis Freeman, Fordham University
Thomas Flynn, Slippery Rock University
Mary Kahl, SUNY-New Paltz
Barbara Kelly, Hofstra University
S. Diane McFarland, Buffalo State University

Saturday **Issues in Social Interactions and Processes: Gender and
10:15-11:30 Cultural Differences**

Chair/Respondent: Deborah Borisoff, New York University

This graduate student panel examines the impact of critical issues on how gender and cross-cultural differences are experienced and negotiated in the various cultural contexts of social interaction.

**Cross-Cultural Content Analysis of Dating Websites: France and
the United States**

Clara Kroher, New York University

Manga and Gendered Discourse in the U.S. Comics Field

Casey Brienza, New York University

**Stigmatization Toward “Feminized” Gay Men: The Reinforcement
of Masculinity as a Superior Concept in the Gay Community**

Shinsuke Eguchi, Howard University

Saturday **Selected Topics in Political/Public Communication**

10:15-11:30

Chair: Donna Flayhan, SUNY-New Paltz

This faculty and graduate student panel consider the First Amendment and the War on Terror, the image restoration of two prominent religious leaders, and the rhetoric of the Democratic nominee for President of the US.

The Big Chill: The War on Terror's Impact on the First Amendment

Martin Wallenstein, John Jay College of Criminal Justice

Oh? How the Mighty Have Fallen! A Study of Apologia and Image Restoration Strategies in the Case of Richard and Lindsay Roberts and Oral Roberts University

Carol Downing, Utica College

Patricia Swann, Utica College

Barack Obama's Political Rhetoric, 2004-early 2008

Andrea Birnbaum, Marist College

Saturday **Pedagogy: Examining the Nature, Substance and Practice of the Communication Discipline**

10:15-11:30

Chair: James Laux, Slippery Rock University

This faculty and graduate student panel address critical philosophical and pragmatic concerns within the discipline and the academy.

What Do All Communication Disciplines Have in Common?

Alexander Laskin, University of Florida

The Intersection of Communication, Pedagogy, Diversity and Social Justice in the Classroom: Present and Future

Christine Pease-Hernandez, Slippery Rock University

Educational Fatigue

Jaime Holtzer, Hofstra University

Saturday **Publishing: Making the Transition from Paper to Journal Article**

11:45-1:00

Chair: Lewis Freeman, Fordham University

These panelists will briefly discuss their experiences and tips regarding the publication process and then analyze specific cases of the process of moving from conference presentation (or term paper) to scholarly journal article.

Susan Drucker, Hofstra University

Donna Flayhan, SUNY-New Paltz

Lewis Freeman, Fordham University

Thom Gencarelli, Manhattan College

James Morrison, Western Connecticut State University

Ben Peters, Columbia University

Saturday **Identity and Culture: The Impact of Diversity in a Multicultural Society**

11:45-1:00

Chair: Barbara Kelly, Hofstra University

This panel will explore the issues associated with increased specialization of communication in a global society with special emphasis on race, gender and socio-economics as key forms that impact the communication process.

Challenges to Inclusion in a Revitalizing but Divided Community

Mary Ann Allison, Hofstra University

Communicating Health Issues to a Multicultural Society

Suzanne Berman, Hofstra University

Public Relations: A Role Created for Women?

Victoria Geyer, Hofstra University

Saturday **Administrators' Workshop**

11:45-1:00

Chair: Gary Gumpert, Urban Communication Foundation

This annual gathering of chairs and deans is designed to offer communication administrators an opportunity to discuss issues related to their work. Administrators are defined and define the turf of what constitutes the field, discipline, and/or academic fragment, so this year's conference theme should promote lively discussion.

Saturday **GIFTS (Great Ideas for Teaching Students)**

11:45-1:00

Chair: Mary Nagy, Rutgers University

This panel provides the opportunity for faculty members and/or graduate teaching assistants to share class-tested “great ideas” with other members of the teaching community.

Teaching Collaboration Through Trial and Error

Anastacia Kurylo, Marymount Manhattan College

Managing Socially Isolated and Fragmented Classrooms: Using Web 2.0 to Facilitate Teaching and Learning in the Internet Age

Mark Van Dyke, Marist College

“Pants on Fire” Communication Game for Teaching Critical Listening and Public Speaking Skills

Christina Knopf

SUNY, Potsdam

One Minute Paper

Robert Petrausch, Iona College

“Put Yourself in My Hands”: Using Acting Tools to Train Public Speakers

Brad Crownover, College of Mount Saint Vincent

Blogging as Reflection in Experiential Learning

Roxanne M. O’Connell, Roger Williams University

Second Life: A Course in Online Advertising

Susan B. Barnes, The Rochester Institute of Technology

Communicating Effectively in Small Group Settings: Understanding Decision-Making, Conflict Management and Leadership Through Experiential Learning

Corey J. Liberman, Marymount Manhattan College

Understanding and Applying Mediated Communication Theory in Quiz Show

Mary Nagy, Rutgers University

Saturday **Seeking Coherence, Continuity and Connection Through Outcomes-
11:45-1:00 Based Assessment of a Communication Program (Short Course)**

Chair: Thomas Flynn, Slippery Rock University

This short course explores the design and implementation of one sustainable outcomes-based assessment plan for communication programs.

Thomas Flynn, Slippery Rock University
Christine Pease-Hernandez, Slippery Rock University
Valerie Swarts, Slippery Rock University
James Laux, Slippery Rock University
Bruce Russell, Slippery Rock University

Saturday **LUNCH AND GENERAL BUSINESS MEETING**
1:00-2:30 NYSCA business and presentation of Student Research Awards.
Election of new officers.

Saturday **Negotiation of Gender and Cultural Identities Across International
2:45-4:00 Borders**

Chair/Respondent: Deborah Borisoff, New York University

This panel of graduate students examines the particular cross-cultural communication challenges and effects of how individuals negotiate their identities to adapt to living in a new cultural environment after crossing international borders. Dealing with multiple identities is explored from three perspectives by the panelists.

Gender Ideologies and Marital Roles of Indian Women Immigrants in the United States

Radhika Ramesh, New York University

Virtual Stories-Real Life: An Examination of Chinese Students' Acculturation in the United States Through Blogs

Lin Zhang, New York University

Identity Negotiation and Readjustment of Japanese U.S. College-Graduates Upon Reentry to Home

Shinsuke Eguchi, Howard University

Saturday
2:45-4:00 **Non-Traditional Groups Sending Non-Traditional Messages Using
Non-Traditional Media: Seeking Coherence, Continuity and
Connection Through Communication**

Chair: Martin Wallenstein, John Jay College of Criminal Justice

Respondent: Brian Cogan, Molloy College

This panel of undergraduate students and faculty examines how out-groups use media to attempt to create coherence and continuity for themselves and connection between themselves and others, as well as how new media help to create new groups and shape the messages that those groups send. Examining this communication sheds light on seemingly unique group characteristics as well as illuminates communication strategies that may become increasingly common.

**Digilante Culture: The Rhetorical Performance of Justice and
Punishment on the Wild Wild Web**

Dara Byrne, John Jay College of Criminal Justice

Serial Killer Fans and Their Web Sites

Katie Carroll, John Jay College of Criminal Justice

Serious Games and Social Activism

Lyell Davies, John Jay College of Criminal Justice

Saturday **General Semantics Today**

2:45-4:00

Chair: Lance Strate, Fordham University

This roundtable discussion will consider the state of contemporary general semantics.

Martin Levinson, Institute of General Semantics

Lance Strate, Fordham University

Bill Petkanas, Western Connecticut State University

Missy Alexander, Marist College

Saturday **Small Behavior. Big Change.**

2:45-4:00

Chair: Anastacia Kurylo, Marymount Manhattan College

This panel of undergraduate students uses interpersonal communication theory and concepts to argue that a small change in an interpersonal communication behavior might have dramatic societal impact if adopted by a large population.

Yelling and Divorce Rates

Megan Cabelus, Marymount Manhattan College

Changing Aggressive Driving Habits

Kimberly Redmond, Marymount Manhattan College

Encouraging Family Meals

Jillian Moseman, Marymount Manhattan College

Do You Know My Name? The Importance of Learning Names and Its Effect on Everyday Life

Sydney Zarp, Marymount Manhattan College

Eliminate Chivalry to Create Equality

Meagan Cowan-Barnes, Marymount Manhattan College

Saturday
2:45-4:00

Beyond the Disciplinary Divide: Personal and Social Predictors of Communicative Outcomes in the Classroom, the Marketplace and the Media

Chair: James Laux, Slippery Rock University

This panel of undergraduate student research underscores the fact that despite the broad and sometimes apparently disparate nature of communication research, there is a coherent core to our discipline that underlies the various forms and contexts of communication.

Speak Up! An Examination of the Relationship Between Gender, Extroversion and Class Participation

Haley Gaidosh, Slippery Rock University

April Aven, Slippery Rock University

No Laughing Matter: An Investigation of the Relationship Between the Use of Humor By An Instructor and Information Retention in the College Classroom

Megan Gribbin, Slippery Rock University

Jessica Rupell, Slippery Rock University

Dress for Success: A Study of the Relationship Between A Customer's Appearance and A Sales Associate's Evaluation of Them

Staci Gratton, Slippery Rock University

Can You Hear (or see) Me Now? An Investigation of the Representation of Minorities in Prime Time Television Shows

Carlo Cardello, Slippery Rock University

Indu Muthuswamy, Slippery Rock University

FACULTY PLENARY SESSION

Saturday 4:15-5:30 **Uneasy is the Head That Wears the Crown: Past Presidents Reflect on the Past, Present and Future of NYSCA**

Chair: Brian Cogan, Molloy College

Missy Alexander, Marist College
Lance Strate, Fordham University
Thom Gencarelli, Manhattan College
Susan Drucker, Hofstra University
Susan Jasko, California University of Pennsylvania
Peggy Cassidy, Adelphi University
Brian Cogan, Molloy College

STUDENT PLENARY SESSION

Saturday 4:15-5:30 **Student Town Hall**

Chair: Lewis Freeman, Fordham University

In this unique open session, undergraduate and graduate students will have an opportunity to share and discuss their experiences navigating the curricular and co-curricular aspects of their communication degree programs.

All students are encouraged and invited to attend.

Saturday 6:30-7:30 **Dinner**

Saturday 7:30-8:30 **Understanding Communication History: A Media Ecology Approach
KEYNOTE SPEAKER: Terence Moran, New York University**

Dr. Terence Moran has a distinguished record of teaching and scholarship. He is currently a Professor of media ecology in the Department of Media, Culture and Communication at New York University. Notably, Professor Moran co-founded, along with Neil Postman, the M.A. and Ph.D. programs in Media Ecology at New York University. He also served as a past Program Director of the Media Ecology programs for both the M.A. and Ph.D. degrees, as well as being the Founding Director of the Undergraduate Communication Studies Program at New York University.

Professor Moran may be most recently and widely known for his 2007 book (co-authored with Eugene Secunda), *Selling War to America: From the Spanish American War to the Global War on Terror*. His other scholarship includes articles in *College English*, *ETC: A Review of General Semantics*, *New York Observer*, *English Journal*, and *Exploration in Media Ecology*, as well as book reviews and various lectures. He has

also served as an executive producer and writer for various media experiences.

Professor Moran has served as a communication consultant for numerous U.S. and international organizations. One of his most recent consulting experiences is with the Department of Communication and Design, Bilkent University in Ankara, Turkey.

Teaching both undergraduate and graduate courses in communication, Professor Moran's recent courses have examined mass persuasion, propaganda, language and behavior, and the history of communication.

Professor Moran has been awarded the Louis Forsdale Award for Outstanding Educator in the Field of Media Ecology, the New York University Steinhardt School of Education Teaching Excellent Award, and the Special Teacher, Scholar, Mentor, and Founder Award from NYSCA.

Sunday
7:30-8:45 **Breakfast**

Sunday
7:30-8:45 **NYSCA Executive Board Meeting**
(Eat & Meet)

Sunday
9:00-10:15 **PLENARY SESSION**
The Future of the Discipline
Chair: Brian Cogan, Molloy College

This panel will consider the common core themes that define our varied approaches to the study of communication and will address where we have come from and where we seem to be headed in our rapidly evolving digital culture, and the varied ways in which disciplinary domains lend themselves to integration.

When Specialties Blur: Department Divisions and Mergers
Missy Alexander, Marist College

Communication Versus Mass Communication, Media Versus Mass Media, New Media Versus Old, Etc.: To/Not/Divide is to Conquer
Thom Gencarelli, Manhattan College

Do Fish Know They're West? The Study of Human Communication and Its Natural Medium—Continuities and Gaps
Susan Jasko, California University of Pennsylvania

The Evolution of a Discipline
Catherine Phelan, Hamilton College

Sunday
10:30-11:45 **Pedagogy: Engaging Students in Media Literacy, Online Advertising
and e-Portfolios**

Chair: Susan Jasko, California University of Pennsylvania

This panel discusses three different courses that unite communication,
technology and pedagogy.

**From the Academy to the Streets: Creating Community-Based
Media Literacy (starting) in Brooklyn**

Katherine Fry, Brooklyn College of the City University of New York

Students' Reactions to Second Life: A Course in Online Advertising

Susan Barnes, The Rochester Institute of Technology

**e-Portfolios: Engaging Students in a Capstone Course in
Communication**

Tatyana Dumova, University of North Dakota

Sunday
10:30-11:45 **Communication and Technology: Selected Technologies and Their
Implications**

Chair: Cheryl Casey, Hamilton College

This panel of faculty and graduate students will discuss various types of
communication technologies—their uses and implications.

**A Soundtrack to Life: An Exploration of College Students' Use
of Digital Music**

Katie Lever-Mazzuto, Western Connecticut State University

**From Isolation to Alienation: The Societal Implications of Social
Networking Sites**

Jason Turcotte, New York University

**Blogs and Fauxtography in the 2006 Israel/Hezbollah War:
Were Traditional Media Frames Rejected?**

J.J. De Simone, University of Kansas

Sunday
11:45 The 66th annual New York State Communication Association Conference
ends.

Have a safe trip home.

Hope to see you next October!