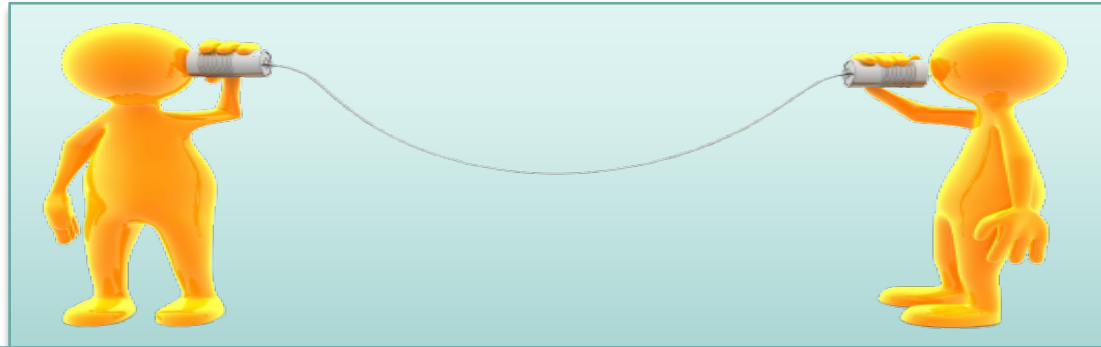


The 78th Annual Conference New York State Communication Association Program



1942-2020
Virtual Event



Communication

Conduct

&

Pragmatic



Interplay

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We are NYSCA Tough

Resilience is at the core of our mission at New York State Communication Association. NYSCA has utilized different tactics for survival since its foundation in 1942. Historical records indicate that we held our annual conventions during World War II and continued to do so despite the dire financial crises that faced us throughout the years.

Following the footsteps of the founding parents of the association, we have strategically resisted conference cancellation despite all impediments in 2020. For the first time ever in our history, the 78th annual conference is going online, a strategic pivot after nearly-finalized conference plans with keynote speakers and having organized the logistics of our first short course and photojournalism exhibition at our convention site, Villa Roma Resort and Conference Center in Callicoon, New York. We had to adjust our planning from an in-person conference to an online conference in response to the global public health crisis, COVID-19.

In recognition of the impact of the pandemic on higher education, the 78th annual conference also waived conference fees for undergraduate, graduate, and adjunct faculty. Likewise, we kept our membership prices at the early-bird rate of \$50, which includes an electronic subscription to the *Atlantic Journal of Communication*, to support full-time faculty to the best of our ability.

These measures were taken because we understand the difficulties our members face during this time, both financially and with logistic issues, and our aim is toward inclusion and care for all our members. Due to the ongoing economic fallout, we worry about drastic budget cuts to academic conferencing in higher education, and to funds that were formerly allocated to research activities for students as well as both part-time and full-time faculty. As a response to these issues, we have tried to do all we can for our membership.

However, even with all of the difficulties that the NYSCA community faced, as the primary conference planner of 2020, my rewarding moment was receiving a variety of highly competitive submissions representing many academic institutions worldwide and across different regions within the United States. This overwhelming response spoke to the unconceivable hard work of our community during trying times, as well as our effort to deal with multiple contingencies within the planning process.

I would like to sincerely thank all members for investing the time in adhering to the best practices of high academic standards for which NYSCA has been known with high quality submissions. I cannot find the appropriate words to express my gratitude to our membership (state, regional, national, and international). I could have never asked for such diverse and global submissions in a traditional state conference setting.

Please know that I am immensely grateful for this incredible show of support. Most importantly, I was touched by the heart-felt messages that included positive reinforcement from both new students and faculty members I have never met before as well as from general members, life

members, past presidents, and executive council members. To all of you, I say: I would like to welcome you and thank you all for being part of the resilient community that we are proud of at the New York State Communication Association.

Noura Ahmad Hajjaj

Vice President and Conference Planner, New York State Communication Association



Thank you, Arshia Anwer (Manhattan College) for outstanding leadership and exceptional devotion toward editing the 78th Annual Conference Program of New York State Communication Association!

Thank you, Brian Obach, Dean Laura Barrett, Provost Barbara Layman, Evelyn Plummer, and SUNY New Paltz Communication Department!

**Congratulations to Noura Hajjaj and the
New York State Communication Association
for organizing an
outstanding conference in
challenging times!**

Department of Communication



New York State Communication Association 2021 Call for Papers
79th Annual Conference, October 15-17
Villa Roma Resort and Conference Center
356 Villa Roma Road, Callicoon, NY 12723

Changing the Conversation/ Conversations about Change

“Changing the Conversation/Conversations about Change” offers NYSCA scholars the opportunity to address issues and ideas related to their field of communication, especially in its evolution and/or intersections, and in its role in uncertain times. This gathering challenges us to explore the notion of change within individual specializations and across the intradisciplinary/interdisciplinary field of communication. It allows us to address problems and to capture the dynamics of transformations within our discipline. What are the most important changes in the field? How do the separately organized branches of the discipline reshape the study, practice, and education of communication? What are the strengths and weaknesses of increasing, and increasingly narrow, specializations within the discipline? How does growing public distrust in the era of fake news and conspiracy theories impact the viability of communication and media studies programs?

Beyond the academy, we have witnessed conversations for, and because of, change (ie, Black Lives Matter, #MeToo, #FakeNews, #StayHome, the war on terror, the war on science, the war on truth). Conference participants are invited to consider the implications, opportunities, and challenges of communication in an interconnected, yet politically divided, society. Symbols and their mediation facilitate all we know about our world, though the strategies and meanings for that communication are contested. The conference theme encourages exploration of communication’s cognitive, emotional, and social processes in times of turbulence. What is the relationship of activism, social justice, and communication? What are the changing forms and meanings of activist media and mediated activism? How can the scientific community maintain public trust when new evidence changes old messages?

With the arrival of the pandemic, the way we conceive of and practice teaching and learning, research and publication, creative performance, job seeking and hiring, conferences, and service – not to mention errands, socializing, and communal rites – was changed irrevocably. As a result, we have been engaged in conversations we never anticipated, often mediated in formats with which we were previously unfamiliar. This conference theme provides a forum to continue those conversations about change and to reflect on them. What have we learned about our discipline, profession, or craft? What lessons can we apply to a post-pandemic world? What are our responsibilities to higher education, to our communities, to each other, and to the discipline?

Submission Guidelines

We welcome submissions of completed papers, panels, roundtables, fishbowl conversations, student posters, and other innovative and engaging programs, due no later than midnight on July 7, 2021 to christina.knopf@cortland.edu. Work related to the conference theme is encouraged, as well as scholarship addressing a wide range of communication topics from a variety of theoretical and methodological approaches. We will also be inviting submissions for film shorts, works-in-progress, and GIFTS (great ideas for teaching students) under separate calls.

Submitted papers of no more than 25 pages should be complete and not include any identifying information. The author, affiliation, and contact information should be provided separately in the body of the email. Papers should include a running head with an abbreviated title. Completed paper submissions from undergraduate and graduate students will be considered for student paper awards. Student submissions should indicate “undergraduate” or “graduate,” along with an abbreviated title in the running head.

For all other presentation formats, including panel proposals, posters (students only), roundtables, fishbowls, and other innovative programs, please include the title, the lead contact or panel chair, the participants/authors, affiliations, contact information, and a description of the panel, poster, roundtable, etc. For each paper in a panel or roundtable proposal, please include a title, a list of authors, and abstracts of no more than 125 words for each presenter.

A statement of professional responsibility should be included on the first page of all submissions and should state the following: “In submitting the attached paper/panel proposal, poster, or roundtable, I/we agree to present at the 2021 NYSCA conference if it is accepted. I/we further recognize that all who attend and present at NYSCA’s annual meeting must register and pay the required fees.”

Direct inquiries to Dr. Christina Knopf, Communication & Media Studies, SUNY Cortland at christina.knopf@cortland.edu

**Thank you, Thom Genceralli, MEA 2020 Executive Council,
Rebecca Kern, and Evelyn Plummer!**



The Twenty-Second Annual Convention of the Media Ecology Association - Call for Papers

THE MEDIA ECOLOGY ASSOCIATION (MEA) invites the submission of abstracts of papers and proposals for panels for presentation at its 22nd Annual Convention, which will be held from 8 to 11 July, 2021 at Pontifical Catholic University of Rio de Janeiro, Brazil. The deadline for submission is **1 November 2020**.

The MEA convention provides in its annual meeting an opportunity for our community of academics and professionals to exchange experiences and ideas in a friendly environment. The convention addresses a wide diversity of topics in thematic sections, panels and working groups. We encourage submissions that explore approaches from different fields of knowledge and social practices. We are interested in papers, thematic panels, roundtable discussion panels, creative projects, performance sessions, and other proposals of interest to media ecologists.

We also propose a single central theme to be explored throughout the conference with the aim of generating and exploring multiple perspectives. This is accomplished through plenary and

special sessions. The central theme for 2021 focuses on “Dystopic Futures.” Not all submissions have to address the central theme.

THE THEME OF THE 2021 CONVENTION is **Dystopic Futures: Media Ecology in an Algorithm Society**. Dystopian societies are represented in a variety of science fiction works as an effort to predict pessimistic consequences of our current practices. Films, books, and other forms of art set their narratives in the future, but not in our present culture. However, nowadays we are living in a sort of dystopic present with undesirable and frightening realities. In addition to our natural, environmental, political, ethical, cultural, health, and social problems, we have to deal with issues brought by technological advances. We are living in a Technopoly (Postman, 1992), or in what some recent authors call an Algorithmic Society: “a society organized around social and economic decision-making by algorithms, robots, and AI agents, who not only make decisions but also, in some cases, carry them out.” (Balkin 2016). What kind of dystopia can we envisage as consequence of our dystopic present?

General topics of interest related to the convention theme (but not limited to):

- Fake news, and social media: discursive breakdown and political consequences.
- Robots and transhumanism
- Algorithmic media: data mining, subjectivity modelling and decision-making
- Big Data, machine learning, AI, and society
- Limits of AI development: is it reasonable to talk about an AI take over?
- Movies and literature: mapping different kinds of dystopias.
- Pandemics, economical crash, irreversible climate changes and other disasters: what now?
- Any new (and better) world order on the horizon? Is not being dystopian nowadays possible?
- Media regulation is still at stake? In what sense and by what means?
- Discourse and education in the era of technology hegemony.
- Politics, Health, Citizenship, and Media
- Disinformation, censorship, and propaganda
- Crazy talk, Stupid talk in digital media
- Orality and digital literacy in a dystopic world
- Arts, technology, and cultural legacy
- Utopia, dystopia and Media Ecology studies

GUIDELINES FOR SUBMISSION

Please submit paper and panel proposals, in English, by November 1, 2020 to MEA2021Convention@gmail.com. A maximum of two submissions per author will be accepted.

Authors who wish their papers to be considered for the Top Paper or Top Student Paper award must indicate this on their submission(s).

Submission Guidelines for paper and panel proposals:

1. Include title(s), abstract(s) (maximum 250 words), and contact information for each participant.
2. Outline, as relevant, how your paper or panel will fit with the convention theme.
3. Authors with papers submitted as part of a panel proposal or as a paper proposal that wish to be considered for Top Paper or Top Student Paper must send the completed paper to the convention planner by May 15, 2021.

Submission guidelines for manuscripts eligible for MEA award submissions: 1. Manuscripts should be 4,000–6,000 words (approximately 15 to 25 double-spaced pages) 2. Include a cover page with your institutional affiliation and other contact information. 3. Include an abstract (maximum 150 words).

INFORMATION

Please direct questions to Adriana Braga, MEA2021Convention@gmail.com. For more on the Media Ecology Association, visit <https://www.media-ecology.org>.

Thank you, Gary Gumpert, Susan Drucker, UCF 2020 Executive Council, Rebecca Kern, and Evelyn Plummer!



join us at <http://urbancomm.org>

**Thank you, Peggy Cassidy, Adelphi University Communications
Department, and Evelyn Plummer!**

To be displayed in the final program

Thank you, 2019-2020 Executive Council, for your exceptional service, leadership, and dedication to The New York State Communication Association!

Douglas Strahler <i>Slippery Rock University</i> Chair of Nominating Committee & Past President	Heather M. Stassen <i>Cazenovia College</i> Immediate Past President	Ari Kissiloff <i>Ithaca College</i> President
Noura Hajjaj <i>SUNY New Paltz</i> Vice President & Primary Convention Planner	Christina Knopf <i>SUNY Cortland</i> Vice President Elect	Arshia Anwer <i>Manhattan College</i> Community Manager
Evelyn Plummer <i>Seton Hall University</i> Acting Secretary & Treasurer GIFTS Coordinator	Rebecca Kern <i>Manhattan College</i> Director of Sales & Fundraising	Tyler LaCarrubba <i>Fordham University</i> Director of Web and Social Media
Jason Wrench <i>SUNY New Paltz</i> Archivist	Thom Gencarelli <i>Manhattan College</i> Editor-in-Chief, Past President, & Life Member	Vacant Position <i>Editor of Proceedings</i>
Yvette Sterbenk <i>Ithaca College</i> Executive Secretary	Jessica Crowell <i>SUNY New Paltz</i> Recording Secretary	Donna Flayhan <i>SUNY New Paltz</i> Member at Large & Past President
Christine Hirsch <i>SUNY Oswego</i> Member at Large	Robin Levenson <i>LaGuardia Community College- CUNY</i> Member at Large	Michael Plugh <i>Manhattan College</i> Nominating Committee, Member & Past President
Corey Liberman <i>Marymount Manhattan College</i> Nominating Committee, Member & Past President	Amy Bubb <i>Cazenovia College</i> Student Representative	

Thank you, Past Presidents and Life Members, for your exceptional service and dedication to the 78th Annual Conference of New York State Communication Association

<p>Deborah Borisoff <i>New York University</i> Past President and Life Member</p>	<p>Susan Drucker <i>Hofstra College</i> Past President and Life Member</p>	<p>Lance Strate <i>Fordham University</i> Past President and Life Member</p>
<p>Gary Gumpert <i>Urban Communication Foundation</i> Life Member</p>	<p>Anastacia Kurylo <i>Independent Scholar</i> Past President</p>	<p>Peggy Cassidy <i>Adelphi University</i> Past President</p>
<p>Marie Radford <i>Rutgers University</i> Past President</p>	<p>Gary Radford <i>Fairleigh Dickinson University</i> Past President</p>	<p>Sal Fallica <i>New York University</i> Life Member</p>
<p>Lewis Freeman <i>Fordham University</i> Life Member</p>	<p>Brian Cogan <i>Molloy College</i> Past President and Life Member</p>	<p>Katherine Fry <i>Brooklyn College- CUNY</i> Life Member</p>

**A Token of Appreciation to the Planning Team at the 78th Annual
Conference of New York State Communication Association
To be displayed in the final program**

Onward with a Spectacular New Logo Design

As the logo competition organizer of the New York State Communication Association (NYSCA), it is my great honor and pleasure to announce that our association has officially adopted the logo design submitted by Morgan Miller at Slippery Rock University (SRU). The logo will be used in a variety of applications, including letterhead, brochures, signage, badge labels, Eventbrite registration system, the official NYSCA website, and social media channels for our 78th annual conference and onward.

Our warmest congratulations go to both Morgan and SRU on this huge accomplishment. A junior, Morgan's area of concentration is Integrated Communication, with a minor in Business Administration. Slippery Rock University (SRU) is a public university in Butler County in Pennsylvania. Its communication program offers degrees in digital media production, public relations, integrated marketing communication, journalism, and communication studies, and minors in graphic design and communication studies.

SRU's communication department faculty has had a powerful presence at NYSCA's annual conventions and holds a record of exemplary service to our association's mission. Professor Emeritus Valerie Swarts and Professor Thomas R. Flynn of Slippery Rock University have been past recipients of the Neil Postman award, which is given in recognition of contributions to the advancement of NYSCA and encouragement of students' involvement to present their research in NYSCA's annual conventions.

Professor Doug Strahler, alumnus and current faculty member at the communication department at Slippery Rock University, served as NYSCA's primary conference planner for its 75th anniversary, and as the association's president at the 76th. He is currently the chair of the nominating committee at NYSCA.

The winning logo submission by Morgan Miller was one of forty-four submitted designs from a variety of national and international institutions and students, all of whom were determined to serve NYSCA with their submissions, despite being aware that prizes would be given only to those who placed first and second, and that only one winning logo would be adopted by the association.

Noura Ahmad Hajjaj

Vice President and Conference Planner, New York State Communication Association



Logo Competition: Involvement and Acknowledgements

The passion and wonderful spirit that the top four finalists had for logo competition at New York State Communication Association (NYSCA) was incredible. All of them agreed to adapt their logos according to the gracious recommendations of Professor Arthur Hoener (Graphic Design, MFA), State University of New York at New Paltz, in order to add more vibrancy, currency, and efficiency to their submissions.

After NYSCA executive council members, past presidents, and life members voted for the top five logo designs in two stages, NYSCA is honored to present Morgan Miller at Slippery Rock University with first place in this competition after our general membership voted for the top three logo designs in stage three. Kaitlin Parker, alumna with B.F.A degree in Digital Arts at New York Institute of Technology, placed second in the 2020 logo competition.

We also would like to proudly acknowledge honorable mentions in the competition: submissions from Etaf Abu Hadda, a junior studying Information Security at University College of Applied Sciences in Gaza, Palestine; and from a recent alumna – as of May 2020 – Lucia Petruccelli, who graduated with a Bachelor of Arts in PR with a minor in Criminal Justice from Roger William's University. Lucia Petruccelli's professor, Professor Emeritus Roxanne O'Conner is also the recipient of NYSCA's Neil Postman award and has served NYSCA with great compassion as Editor of Proceedings for 14 years.

NYSCA's 2020 logo competition also included submissions from Christine Nappi, a sophomore at Manhattan College with a major in Communication and a minor in Marketing; Isabelle Flowers at Slippery Rock University, with double majors in Communication and Integrated Marketing; Imtithal Audi, a graduate student studying Human Rights at The University of London; Juliana Fornabaio, a junior from Ithaca College with a major in Integrated Marketing Communications; and Ly Do, a recent alumna of Ithaca College.

Our deep appreciation also goes to NYSCA past and present officers: Past President Donna Flayhan at State University of New York at New Paltz, for creating a short video to promote the logo competition; Past Presidents Dough Strahler, at Slippery Rock University and Anastacia Kurylo, for providing incredible support of NYSCA's 2020 logo competition; and current Executive Council members: Tyler Lacarrubba, graduate student at Fordham University, Arshia Anwer, assistant professor at Manhattan College, and Jason Wrench at State University of New York at New Paltz, for working behind the scenes, and going above and beyond to facilitate the very long process of the logo competition.

Noura Ahmad Hajjaj

Vice President and Conference Planner, New York State Communication Association



Celebrating an Accomplishment



First Place - Morgan Miller



Morgan Miller is a junior Integrated Marketing student with a minor in Business Administration at Slippery Rock University (SRU). She originally began her college career at Temple University, transferring to SRU in the spring of 2019. She has maintained a 3.54 for her overall GPA and a 3.8 for her major GPA. At her current pace, she is on track to graduate early, even after transferring and going a full year as an exploratory major. She aspires to become a marketing manager once she has graduated and hopes to live a happy and fulfilled life full of music, laughter, photography, friends, and family.



Second Place - Kaitlin Parker



Kaitlin Parker is a recent BFA graduate of the New York Institute of Technology, where she primarily focused on illustration and animation.

Honorable Mention

Etaf Abu Hadda



Lucia Petruccelli



Etaf Abu Hadda is a junior studying Information Security Engineering at University College of Applied Sciences in Gaza, Palestine, and is also interested in business and IT fields. During her free time, Etaf loves to engage in creating different forms of art designs. She is involved with a non-governmental organization called Challenge2Change, which empowers young women in areas of conflict across the Middle East. One of her dreams is to receive a scholarship opportunity from a reputable graduate school abroad.

Lucia Petruccelli is college senior from New York, studying Public Relations at Roger Williams University (RWU). She has had multiple internship experiences and is heavily involved in student leadership positions. On campus, she has worked as an Orientation Advisor as well as a Peer Mentor and Tour Guide. She also holds positions as the President of Dance Club and the Treasurer of the Public Relations Student Society of America at RWU. She is a part of the National Society of Leadership & Success as well as the Lambda Pi Eta National Communications Honor Society. She is a proud first-generation college student who will be graduating at the end of May 2020. Additionally, she is a creative, driven, personable individual seeking a full-time entry-level position where she can contribute her knowledge of PR tactics and social media management while also gaining valuable experience in the communications field.

Acknowledgment: Peer Review Process
Thank you, Christina Knopf and Jason Wrench!

The 78th annual conference at the New York State Communication Association (online) received 36 completed manuscripts from undergraduate and graduate (both MA and Ph.D.) submitters. VP Elect and NYSCA 2021 conference planner, Christina Knopf (State University of New York at Cortland), led a rigorous peer-review process of these manuscripts. Constructive feedback is an indispensable act of love to the process of strengthening scholarship for both conferences and publication.

Thank you, Christina Knopf (State University of New York at Cortland) and Jason Wrench (State University of New York at New Paltz), for your hard work, leadership, and outstanding dedication to the review process in order to determine the top paper winners. We appreciate your deep care toward advancement of the communication discipline and your thoughtful constructive comments to the authors.

As a result of such a competitive peer review process, NYSCA is honored to feature research titles, bios, and photographs of top student paper winners and second place scholars in the official program of the 78th annual conference. Congratulations on well-deserved recognition from the reviewers, and we thank your dedication toward producing great scholarly work.

Sponsor: Taylor and Francis
Thank you, Gary Radford, Rebecca Kern, & Evelyn Plummer!

Congratulations Sophia and Andrea!



Top Undergraduate Paper Award

**“Adopting Strategies for the Hyperreal Battlefront”:
Fake News vs. The New York Times”**

Sophia Sakellariou, from the Hudson Valley, is a Communications major at Manhattan College. Her passion for storytelling and content creation is what led her to the field of communications. This is reflected in her campus involvement as Production Editor of *The Quadrangle* Student Newspaper, section editor of *Lotus Magazine*, and a DJ of her own show on the radio station—a portfolio of which can be found on her website: sophiasakellariou.com. She is also a member of Lambda Pi Eta. Sophia’s curiosity has led her to always ask questions about the world around her, which is what drew her to pursue her thesis, “Adopting Strategies for the Hyperreal Battlefront”: Fake News vs. The New York Times.” Challenging peoples’ misconceptions about the news media and keeping them informed is a passion she hopes to one day pursue in a career in a broadcast newsroom.



Second Place:

**"Examining the Gender Roles in Poland's Solidarity,
1980-1983"**

Andrea Gariolo will be graduating from State University of New York at New Paltz in December 2020 with Bachelor of Arts in History. During her first semester at New Paltz, Andrea was accepted into Phi Alpha Theta, the American national honor society for history. Over the Summer and Fall 2019 semesters, Andrea completed two off-campus internships at the Locust Grove Estate in Poughkeepsie, New York, and handled historic journals from the 20th century and transcribed them into digital archives. During her senior capstone seminar class, Andrea wrote her thesis paper about "Examining the Gender Roles in Poland's Solidarity, 1980-1983." Andrea researched political, social, and women’s cultural history while focusing on women’s contributions to the Solidarity movement, an opposition group to the communist regime.

Congratulations Susan and Kayo!



Top M.A. Paper Award

"Digital Communication Tools Used by Those 65 and Older: The Benefits and Barriers of Use"

Susan Quatro is an older student who finished her BS degree in 2017 and my MS degree in May of 2020 at Rochester Institute of Technology (RIT). Susan is from the Rochester, NY area and have lived here all her life. She also works as the Manager of Student Services in the Computer Science Department at RIT. Susan is a proud mother of two wonderful daughters and loves hiking, gardening, playing board games and cards, and being in and around water of any kind. Susan became interested in the topic of Digital Technology and Older Adults as she watched many of these individuals struggle in a variety of ways with digital communication. Since Susan is approaching the time when she can be categorized as a senior citizen, she thought the topic was deserving of some attention. Susan was thrilled to find out that older people have mostly jumped right in with trying digital tools but struggle greatly with keeping up to date and the ever-increasing security needs that threaten them. Susan hopes to continue her research in this area in the near future. She has been blessed to have such supportive communication professors to guide her throughout her time as a communications student at RIT.



Second Place

"No, We Don't Buy Your Framing: Mainstream Media Coverage and Twitter Response to the Fukushima Nuclear Plant Accident "

Kayo Mimizuka is a master's student majoring in Media, Culture, and Communication at New York University. After working as a journalist in Japan for seven years, she relocated to New York in 2019 to pursue her academic research as a Fulbright scholar. Her research interests include how new media technologies impact journalistic practices, disinformation on social media, and media literacy in the digital age. She has also done research on partisan exploitation of fact-checking. Kayo hopes to continue her research to bring more non-western evidence and perspectives into the field.

Congratulations Pallavi, Thora, and Alyce!

Top Ph.D. Paper Award

"Content Analysis of Athletic Brand Posts on Instagram"

Pallavi Khurana and Thora Knight, University at Albany- SUNY



Pallavi Khurana, University at Albany- SUNY, is a doctoral student at the Department of Communication. Her research interests are new media technology, digital communication, computer-mediated communication, and health communication. Her research examines how new media technologies, such as social media and mobile technology, impact the user and organizational behavior. She holds an MBA in Marketing and HR from Bangalore University, India, and a Post Graduate Diploma in Public Relations and Corporate Communications from Xavier Institute of Communications, Mumbai, India. She has worked as a Senior Consultant with KPMG India in the Financial Services Advisory practice. She also has several years of product management experience working with a bank and media organization. She is a Vice-President of the Indian Student Organization at University at Albany and works toward promoting cultural diversity on campus. She is trained in Bharatanatyam- a classical dance of India. Along with the academic duties, she devotes some time to teach dance and yoga.

About Thora Knight

Thora Knight is an information science Ph.D. student at the University at Albany College of Emergency Preparedness, Homeland Security and Cybersecurity (CEHC). She received her JD/MBA from the University at Buffalo in 2018. Thora focused her legal studies on intellectual property, technology, and privacy and her business studies on information assurance. Her research interest lies at the intersection of people, technology, and law. Through her doctoral studies, she aims to understand the sociotechnical and privacy implications of emerging technologies.



Second Place:

“Theoretical Application of the Hedonic-Motivation System Adoption Model and Social Presence Theory to Patient Adherence of Home Exercise Programs”

Alyce Viens is a doctoral student at the University of Connecticut, known as UCONN. Her research is largely situated in media consumption and effects. She primarily has been studying binge watching, considering conceptualization and measurement of the behavior, what makes people binge watch, and the effects of it. She has also done research in a variety of media effects contexts. At UCONN, she teaches courses in a variety of subject areas including media literacy and criticism and public relations.

Acknowledgment: NYSCA 2020 General Membership

This year, we are exceptionally proud of gaining a diverse pool of new members representing many academic institutions from 16 different countries, and I would like to thank NYSCA's 2020 general membership (state, regional, national, and international) for promoting the 78th annual conference and presenting their research in their areas of interest at the New York State Communication Association.





**Thank you, Rebecca Kern, Michael Grabowski, Evelyn Plummer,
and Manhattan College Communication Department!**

The Communication Department
at



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Friday Convention at a Glance		
<i>Session Time</i>	<i>Event</i>	<i>Virtual Location</i>
Kicking-off the 78th Annual Conference 11:00 am – 12:15 pm (EST)	Wilson Scholar Plenary: Film, Short Video, and Podcast Showcase	WebEx Plenary Room
12:30– 01:45 pm (EST)	Social Media and its Influence on Health Communication, Social Change, and Political Communication	Conference Room I
	"Who Will Save Us Now?": Strategic Crisis Leadership Communication during COVID-19	Conference Room II
	WIGO: McLuhan, Mailer, and reflections on 1968 from 2020	Conference Room III
	Poster Session (Graduate and Undergraduate)	Conference Room IV
02:00– 03:15 pm (EST)	Using Ethnographic Research to Help Local Nonprofits: How an Intercultural Communication Class Engaged Communities	Conference Room I
	Construction and Deconstruction of Information and Identity: Civic Engagement in Physical and Virtual Spaces	Conference Room II
	Navigating Gender Norms and Other Barriers in Cultural Contexts	Conference Room III

03:30– 04:45 pm (EST)	Mediated Interpersonal Communication Research in the Time of the Pandemic	Conference Room I
	Who is that Masked Movement? COVID, the Class of 2020, and Growth of The Black Lives Matter Movement	Conference Room II
	Navigating Identity in Everyday Life: Interrogating Privilege	Conference Room III
05:00 – 06:15 pm (EST)	NYSCA Executive Council Meeting (General membership <u>cannot</u> attend this meeting)	Business Meeting Room
06:30 – 07:30 pm (EST) <i>Friday Night Keynote:</i> <i>Dr. Nicholas David Bowman, Texas Tech University</i> (All NYSCA members are highly encouraged to attend)	Keynote Address Title: Evolving Norms for Communication Research: The Costs and the Benefits of a Culture of Transparency	Plenary Room
07:45 – 08:45 pm (EST)	Kendall Hunt Publishing Company Special Event	Plenary Room

Friday, October 16, 2020
11:00 am

Thank you, Mr. Omar Alshogre, for your outstanding commitment toward advancing the communication discipline and your exceptional advocacy for general membership at the 78th Annual Conference of New York State Communication!



Livestreaming and Featuring Public Keynote
Omar Alshogre, Director of Detainees

Omar Alshogre is a 25-year-old former detainee in the Assad regime's vast network of prisons in Syria. At age 15, Omar first faced arrest after joining a peaceful protest. By 17, Omar was arrested for the seventh time and spent three years in multiple Syrian regime prisons. He spent nearly two years in detention in Syrian Intelligence Branch 215, where he numbered the very bodies of dead torture victims that later appeared as photos in the Caesar file. After Branch 215, Omar was moved to Saydnaya Prison, dubbed “the worst place on Earth,” where he survived for a year before finally being released.

Omar, along with his surviving 10-year-old brother, eventually traveled to Europe and arrived in Sweden, where he has resided since. In Sweden, Omar learned English, Norwegian, and Swedish and worked for the Boston Consulting Group. Today, he is a member of the Caesar Team and the

Syrian Emergency Task Force, an American non-profit organization working to document and prosecute the Assad regime's human rights violations. Moreover, Omar is an inspiring public speaker who has shared his story at many universities like Brown and Princeton, spoke at companies like Spotify and LinkedIn and recorded several TedX Talks.

During this most recent visit to the U.S., Omar met with the White House, the United States Holocaust Memorial Museum, members of the U.S. Congress, The New York Times and The Washington Post. He has served as a key witness in several ongoing European court cases against the Assad regime.

**Friday, October 16, 2020
11:00 am-12:15 pm
Kicking-off the Virtual Event at the 78th Annual Conference**

**Sponsor: State University of New York at New Paltz
Wilson Scholar Plenary
Conduct and Pragmatic Interplay in Different Communication
Contexts**

Moderators: NYSCA 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-City University of New York
Thom Gencarelli, Manhattan College

The New York State Communication Association (NYSCA) is proud to launch its first showcase of film, short videos, and podcasts at the virtual event of the 78th annual conference. The call for proposals invited innovation in media production addressing human conduct and the pragmatic interplay as a result, to a variety of important communication themes that matter to everyday citizens around the world. We dedicate the Wilson Scholars plenary to film producers in recognition of both time and efforts put into an array of competitive submissions in the industry of media-making, from both national and international arenas. During Q and A, the audience will have the opportunity to ask pertinent questions and elaborate on thoughts in a synchronous setting.

ABSTRACTS:

“The Unthinkable Pragmatic Interplay in Syria’s Military Cells” (5:00)
Omar Alshogre, Director of Detainees Affairs

Omar Alshogre attests to the extravagant interplay of pragmatic brutal torture and starvation, which he encountered at the age of 15 in Syrian military prisons. In 2011, Omar was arrested while innocently chanting in a peaceful, anti-government protest. As he joined a large crowd in his hometown in Al-Bayda, Omar was clueless that his conduct as an excited child would lead to

detention, and both physical and psychological torture. He will share his story in ten Syrian military jails, from witnessing the slow death of two cousins, to being tasked in removing their dead corpses as well as of other prisoner-mates to the mortuary and numbering their foreheads.

“Becoming Me” (9:18)

Sabrina Petroski, State University of New York at New Paltz

Finding yourself is a key part of adolescent life, but what if who you are inside isn’t what is reflected on the outside? Milo Paz, a Hudson Valley resident, speaks about his transition from female to male, how he became comfortable in his own skin, and how it affected his life. From mental health issues to familial strain, his journey was not an easy one, but every step forward made his life a little bit better. The short video reveals more about his story.

“The Pragmatic Interplay of Privacy Breaching in Gaza, Palestine” (5:00)

Etaf Abu Hadda and Hala M. Abu Sada, University College of Applied Sciences

The “Are You Secure?” or RUS Team consists of a group of information security engineering students from University College of Applied Sciences in Gaza, Palestine- occupied by Israel since 1967 and also suffering from the imposed blockade by Israel and Egypt since 2006. Our role is to educate the public discourse about violation of private information as a result of technological development. Our goal is to increase awareness about the pragmatic interplay of privacy breaching, predominately executed by digital occupation, so this makes our mission more important than ever. Our video highlights how the RUS Team has executed many initiatives targeting secondary schools and university students to educate about information security in every website we visit and applying the code of safety in social media networks, new technologies, social engineering, smart phones, computer security, and social media effects.

“Is CBD safe and effective? Video journalism as a means for public education on medical Cannabis” (3:43)

Sarah Fraser, Christopher Bared, and Tawny Wright, University of Miami

Cannabidiol, or CBD, is an active ingredient found in the hemp plant. Not only is CBD becoming more popular in the field of medicine, but it is also showing up on menu items in bars and restaurants. In the U.S., CBD is legal in all 50 states. Forbes predicts that the CBD industry is worth billions. In the age of COVID-19, it is imperative that journalists engage in sharing accurate information with the public. This informative video produced by graduate students in Miami’s Department of Communications explores whether CBD is safe and effective.

“Falling... Well I’m here now” (4:37)

Matthew McFadden, Manhattan College

Humans are angels falling from heaven, slowly into the soil of the Earth. We are not so different from the rain, or the petals that fall from a flower, the leaves that fall from a tree. Human beings, beings of light stretch across the Earth. Cameras capture a view of the light that flies around before our very eyes. At times it feels as though we are falling ever so quickly into the Earth,

into the soil. Lonely wind and rain hold on to our cheeks. A moment of perspective, well I'm here now, this is the end of the road and its true... nothing matters.

“Trauma in Gaza” (10:00)

Jacqueline Guzda, Western Connecticut State University

Behind the Curtain (BTC) is a podcast produced by host, Dr. Jacqueline Guzda, at Western Connecticut State University. BTC “looks beyond what they want you to see – and into what’s really going on.” This episode explores, in audio story fashion, the trauma of life in Gaza. Through a first-hand account by one who has lived through it and an objective look of an outside view, the sounds and story lets the listener into this experience, beyond the nightly news report.

**Friday, October 16, 2020
12:30-01:45 pm
Conference Room I**

Social Media and its Influence on Health Communication, Social Change, and Political Communication

The papers in this panel investigate the ways in which social media networking sites have extended their influence on a wider range of awareness campaigns in health and medical communication, law enforcement, political demonstrations, and societal transformation. The authors describe the opportunities and challenges associated with social media communication, branding, and marketing strategies related insulin pump therapy among Type-1 diabetics, police departments' data collection regarding unlawful acts in the United States, communicating political awareness during the recent Algerian revolution, and raising consciousness about climate activism. The critical role of social media influencers is identified in light of these significant issues, in order to explore the impact of social media integration on consumers' behaviors, attitudes, and motives.

Chair: Sanae Elmoudden, St. John's University

Respondent: Arshia Anwer, Manhattan College

Presentations

“The Use of Social Media Influencers to Create Positively-Valenced Attitudes About Insulin Pump Therapy Among Type-1 Diabetics: A Case Study” Corey Jay Liberman, Marymount Manhattan College

“How Are Police Departments Using Social Media to Collect Information About Illegal Activities” Saundra Hayley Foutz, Pace University

“The Role of Social Media as a Public Sphere in the Algerian Protests: An Analytical Study” Youcef Benrazek, Marmara University

“Social Media and Society: A Generation Transformed and Transforming Consciousness and Culture” Marisa Rupolo, State University of New York at New Paltz

**Friday, October 16, 2020
12:30-01:45 pm
Conference Room II**

"Who Will Save Us Now?": Strategic Crisis Leadership Communication during COVID-19

The authors in this panel utilize experiential approaches to crisis leadership communication

during the COVID-19 global pandemic. The panelists discuss how leadership emergency response, integrity, and commitment matter for public persuasion and the shifting of public behavior in everyday life and higher education. The panelists discuss how New York Governor Andrew Cuomo emerged as a leading spokesperson across the United States during the pandemic, and how his approval metrics resonated positively with the public during the crisis. The effectiveness of nonverbal cues and verbal communication in crisis leadership communication is also examined in a cross-cultural comparison between a Western culture, the United States, and an Asian culture, Singapore. Dramatic realization and idealization will be explored within academic institutions through the leadership response to the precipitation of complaints from students and parents in higher education.

Chair: Jason Wrench, State University of New York at New Paltz

Respondent: Marie Radford, Rutgers University

Presentations

“Andrew Cuomo and COVID-19: A Case Study in Crisis Leadership” Thomas R. Flynn, Slippery Rock University

“You Can Handle the Truth: A Content Analysis of @NYGovCuomo’s Twitter Feed During the Coronavirus Pandemic” Andrew Burns, Dominican College

“The Role of Nonverbal Communication by Leaders during a Pandemic” S. Divya, University of Miami

“What We Are Without the Atmosphere: Higher Education and Dramatic Realization” Bill Petkanas, Western Connecticut State University

Friday, October 16, 2020
12:30-01:45 pm
Conference Room III

WIGO: McLuhan, Mailer, and reflections on 1968 from 2020

Type: Interactive Roundtable Panel

In 1968, amidst erupting social turmoil, Marshall McLuhan and Normal Mailer sat down for a conversation on CBC television. The two men discussed violence, conflict and confusion in a swiftly shifting media environment, characterized by electronic speed, volume, and intensity of interface. Over 40 years later, violence, conflict and confusion continue to mark our social experience. What lessons can we learn from McLuhan and Mailer in deciphering our present situation? In what ways are we continuing the experience of 1968 in the present, and in what ways are our circumstances different?

Chair: Michael Plugh, Manhattan College

Panelists:

Sal Fallica, New York University
 Lance Strate, Fordham University
 Thom Gencarelli, Manhattan College
 Brian Cogan, Molloy College
 Michael Plugh, Manhattan College

**Friday, October 16, 2020
 12:30-01:45 pm
 Conference Room IV**

Poster Session (Graduate and Undergraduate)

“An Analysis of Trends and Biases in News Alerts and Push Notifications” Eliot Schiaparelli, Fordham University

“Technology’s Role in The Feminist Social Movement Tradition” Mikayla Pevac, Penn State University

“When doctors go digital: can communication apprehension be reduced when doctors have an online presence” Sarah Fraser and S. Divya, University of Miami

“Gendering the Myth of Asian American Apoliticism: A Musical Representational Perspective” Runchao Liu, University of Minnesota-Twin Cities

“Where Do I Fit In? Lesbian YouTube and the Identity Formation of LGBTQ+ Youth” Alexandra Love, Brooklyn College- City University of New York

“Technology’s Role in The Feminist Social Movement Tradition” Mikayla Pevac, Penn State University

“Social Media Influencers as Agents of Contemporary Capitalism” Amanda Drucker, State University of New York at New Paltz

Committee of NYSCA Scholars:

Peggy Cassidy, Adelphi University
 Anastacia Kurylo, Independent Scholar

Friday, October 16, 2020
2:00-3:15 pm
Conference Room I

Using Ethnographic Research to Help Local Nonprofits: How an Intercultural Communication Class Engaged Communities

Type: Paper Session

It is the responsibility of higher education institutions to engage students in community-based research in order to understand the needs of the community first-hand and better provide support. This panel illustrates ways of researching about and helping communities through an intercultural communication class. Specifically, this panel focuses on a series of Advanced Community Engaged Learning (ACEL) projects conducted through an Intercultural Communication class at a New Jersey undergraduate college. Students were guided to use a full range of ethnographic methods: observation, participation, interview, and focus group, to study local non-profit organizations and create intercultural communication deliverables.

This panel starts with the instructor introducing the overall idea, process, and outcome of the project. Three student projects are then showcased. Presenters reflect on their various experiences with the project, ranging from the ethical parameters to the feedback received from the nonprofit organization. The panel concludes with takeaway messages such as how these experiences enable students to apply what they have learned in the classroom while aiding community-identified needs, and how we can improve our methods for future similar projects.

We live in an ever-diverse community where people of different cultures interact. Gaining a better understanding of other cultures and increasing empathy can be a fulfilling learning experience. This project helped students enhance their intercultural communication competencies and grow as individuals and engaged and responsible citizens.

Chair: Thom Gencarelli, Manhattan College

Respondent: Jessica Crowell, State University of New York at New Paltz

Presentations

Teaching Intercultural Communication through Advanced Community Engagement Learning Projects: Methods, Results, and Lessons Learned” Yifeng Hu, The College of New Jersey

“Embracing Hardships and Constructing Immigrant Identities: An Ethnographic Study of an English as a Second Language School in America” Carly Nocchi and Yifeng Hu, The College of New Jersey

“An Ethnographic Approach to Assessing Immigrant Needs in Learning English as a Second Language: Resources Needed to Navigate Fundamental Social Settings” Katie La Capria and Deanna Amarosa, The College of New Jersey

“Using Ethnographic Research to Provide ESL Students with Resources to Acclimate to the English Language and American Culture” Alexandria Crans and Skyla Liiv, The College of New Jersey

Friday, October 16, 2020

2:00-3:15 pm

Conference Room II

**Construction and Deconstruction of Information and Identity:
Civic Engagement in Physical and Virtual Spaces**

Type: Paper Session

Civic participation is associated with empowerment, and the redistribution of power that is incorporated in participatory processes. Alternative forms of participation have been emerging through forums in which identities are constructed, enacted and performed and in which voices can be heard. Whether involving traditional public spaces, performances and displays or in digital spaces, civic engagement is thriving and changing. This session will explore diverse forms of civic engagement from cultural artifacts and performances in public spaces to social media participation.

Chair: Susan Drucker, Hofstra University

Presentations

“Defending the Indefensible” Sal Fallica, New York University.

“Interplay or Interplay fighting? The pragmatic hopes for social media and civic engagement” Brian McFadden, Hofstra University

“Taking it to the Streets: Civic Participation and Flash Mob Activism” Gary Gumpert, Urban Communication Foundation and Susan Drucker, Hofstra University

Friday, October 16, 2020

2:00-3:15 pm

Conference Room III

Navigating Gender Norms and Other Barriers in Cultural Contexts

The papers in this panel utilize theoretical, methodological, and analytical orientations surrounding gender roles from both a historical and modern perspective. The authors discuss

gender equality and address significant areas of convergence and/or divergence in gender discourse in national and international arenas. Female photography discourse in male-dominated societies in areas of conflicts, lack of acknowledgement of women's leadership in media portrayals of Poland's Solidarity movement, and undervaluation of women in the art world are examined. The papers also highlight various social advocacy and activism tactics that can cause a cultural shift towards more inclusion in visual storytelling and photography as well as in media coverage in Poland, and produce similar progressive structures of acknowledgement at the National Museum of Women in the Arts in the United States.

Chair: Arshia Anwer, Manhattan College

Respondent: Christina Knopf, State University of New York at Cortland

Presentations

"Examining the Gender Roles in Poland's Solidarity, 1980-1983" Andrea Gariolo, State University of New York at New Paltz

"Women of Quality: Gender Parity and Innovation at Two Contemporary Art Museums" Alicia Daniele, New York University

"Visual Storytelling. Rita Leistner and her socially engaged photography" Kalina Kukielko-Rogozinska, University of Szczecin and Krzysztof Tomanek, Jagiellonian University

**Friday, 10/16
03:30-04:45 pm
Conference Room I**

Mediated Interpersonal Communication Research in the Time of the Pandemic

Type: Paper Session

Benjamin Disraeli said: “The secret of success is to be ready when your opportunity comes.” The students a class on Mediated Interpersonal Communication at Hofstra University were ready when, in mid-March, the world was told to stay in place and turned, ever more, to mediated communication. Interpersonal interactions, holiday gatherings, entertainment, work, information, education and our connection to others became ever more media dependent. For students of media and interpersonal communication, this was a remarkable opportunity to apply research skills in an effort to understand and perhaps predict some of the ways the pandemic has and will impact our personal lives and our society. Subjects ranged from communication and public life to personal media use patterns across different generations. Significantly, online education was examined from the perspectives of students, parents, faculty and staff. This panel will feature several studies, preliminary in nature, which provide a telling glimpse into the pandemic and our media experiences.

Chair: Susan Drucker, Hofstra University

Respondent: Lewis Freeman, Fordham University

Presentations

“The Millennial Perception of Public Spaces (pre and post COVID-19)” Theodore Drummond and Saba Tahir, Hofstra University

“The Virtualization of Schooling During the COVID-19 Pandemic: An Analysis of the Student, Parent and School Professional Perspective” Jared Brown, Kaila Folk, Jenna Swedlow, and Liat Blumner, Hofstra University

“The Privacy Concerns of Zoom Classroom: A Video Essay” Natalie Khait, Andrew Murdolo, Eliza Kravitz, Eli Finkelson, Rebecca Canfield, Jamie Johnson, Hofstra University

“Zoom: Privacy A Video Essay” Kyle Gaunt, Courtney File, Kylie Finnigan, Penelope Lopez Ahjane Forbes, Hofstra University

**Friday, October 16, 2020
03:30-04:45 pm
Conference Room II**

**Who is that Masked Movement?
COVID, the Class of 2020, and Growth of The Black Lives Matter Movement**

Type: Paper Session

Tamir Rice would have graduated high school with the Class of 2020 had he not been shot by police while playing in a park as a 12-year-old. These 4 first year college students, graduated from Kingston High School in 2020 amidst the novel Corona Virus Pandemic. As they socially distanced and were isolated in homes with online curriculum, the brutal videotaped murder of George Floyd in Minneapolis on May 23, 2020 was the spark to set off a movement. Each panelist will present in their own 15-minute slides with narrative explaining the journey to activism. What inspired them to organize and demonstrate with hundreds and then thousands, building a massive local and global movement demanding that Black Lives Matter. Presenters will discuss what moved them to activism and the role played by the pandemic and pivotal points in the Black Lives Matter Movement.

Chair: Donna Flayhan, State University of New York at New Paltz

Panelists:

Grace Arcadipane, Sienna College
Saul Roots, American University at Paris
Victoria Boulay, Central Connecticut State University
Sabrina Glover, State University of New York at Albany

**Friday, October 16, 2020
03:30-04:45 pm
Conference Room III**

Navigating Identity in Everyday Life: Interrogating Privilege

Chair: Robin Levenson, LaGuardia Community College, City University of New York

Respondent: Deborah Borisoff, New York University

Presentations

"Wearing Two Hats: Challenges Faced by First-Generation Americans Navigating the First-Generation College Student Experience" Lorena Kanzki, New York University

"Unscripted Queer Men Dating in the Digital Frontier" Leonard Santos, New York University

"Self-Identity, Family Relationships and Marriage: A Shifting of Chinese Generation-Z Queers" Xi Wang, New York University

"Representation Matters: The Lens of Disability" Cheyenne Leonard, New York University

"Identity Expressions Through Social Media" Murat Hoger, New York University

"Workplace Accessibility for Invisible Disorders" Grace Dickerson, New York University

Friday, October 16, 2020
05:00-06:15 pm
NYSCA Executive Council Meeting

**Friday, October 16, 2020
6:30 -7:30 pm**

Thank you, Dr. Nicholas David Bowman (Texas Tech University) for your outstanding commitment toward advancing the communication discipline and your exceptional advocacy for general membership at the 78th Annual Conference of New York State Communication!



**Featuring and Livestreaming:
Dr. Nicholas David Bowman
Texas Tech University**

**Evolving norms for communication research: The costs and benefits
of a culture of transparency**

KEYNOTE ABSTRACT:

The knowledge that we generate about human communication is always evolving. Yet, this implicit evolution is not always reflected in the ways in which we train for and engage in human communication scholarship. Advances in communication technology have paired with concerns over the veracity of what we "know" about communication in recent calls to amend, update, and extend what we publish and share with each other. For example, communication conferences and journals are already encouraging open science practices designed to make scholarship more transparent by asking scholars to share research materials and even study data with the broader

community. In his keynote, Dr. Bowman will discuss and explain these emerging open science practices broadly and discuss their implications for communication scholarship. Best practices and key concerns will be explored, and the session will conclude with an interactive question and answer session for how we can integrate open science practices into our teaching, research, and service practices.

ABOUT THE KEYNOTE:

Dr. Nick Bowman (PhD, Michigan State University) is an Associate Professor of Journalism and Creative Media Industries at Texas Tech University. He has been studying the uses and effects of interactive media for nearly 15 years. His research examines how technologies such as video games and virtual reality influence how we feel, what we think, how we behavior, and how we interact with each other. Interactive technologies are amount the most popular forms of entertainment media. Video games early nearly \$100 billion worldwide each year, and virtual reality technologies have become increasingly affordable. Video games and VR have the potential to help tell powerful and meaningful stories, yet the underlying psychology of both is not well understood—something that Dr. Bowman addresses in his research. His interactivity-as-demand model is designed to understand how audiences use and process interactive content, so that message designers and producers can tell more effective stories. His research has been published in over 80 peer-reviewed academic journals, and he has been involved with over 200 presentations at regional, national, and international conferences. He was awarded a J. William Fulbright grant to research persuasive uses of VR in Taiwan during part of the 2019-2020 academic year, and he has active international research partnerships in Taiwan and Germany. Bowman is a native of St. Louis, where he graduated with a B.A. and M.A. from the University of Missouri – St. Louis.

Friday, October 16, 2020
07:45 -08:45 pm
Kendall Hunt Publishing Company Special Event

Thank you, Marie Radford and Jennifer Theiss

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Saturday Convention at a Glance		
<i>Session Time</i>	<i>Event</i>	<i>Virtual Location</i>
08:00– 09:15 am (EST)	Communication and Technology in the 21 st Century	Conference Room I
	Strategic Communication in Sports and Social Change Campaigns	Conference Room II
	The Interplay between Urban Environments and Rhetoric in Sustainable Tourism	Conference Room III
	Identity and Intersubjectivity: Communication as Lived Experience	Conference Room IV
09:30– 10:45 am (EST)	Toward a New Lexicon of Forced Migration: A Dialogue Between Vassar College Students and Poughkeepsie-Area Activists	Conference Room I
	Navigating the Organizational Landscape: The Effects of Power and Control	Conference Room II
	The Rhetoric of Controversy: Religious, Nationalist, and Activist Contexts in Communication for Social Change	Conference Room III
	The Evolution of Mass Communication: Big Data and Communication as Entertainment	Conference Room IV

11:00 am– 12:15 pm (EST)	A Short Course with Dr. Nicholas Bowman for Graduate and Faculty Membership: Updating the Undergraduate Mass Communication Curriculum with an Entertainment Media Course	Plenary Room I
	For Undergraduate Membership: Navigating M.A. Programs and International Student Application Process	Plenary Room II
12:30– 01:45 pm (EST)	Political Discourse and Media Narratives	Conference Room I
	The Effects of Media Framing and Propaganda	Conference Room II
	Communication Conduct in the Age of Social Distancing	Conference Room III
	Political Journalism and Contemporary Challenges	Conference Room IV
02:00– 03:15 pm (EST)	Health Communication and its Impact on Beliefs, Attitudes and Behaviors	Conference Room I
	Migration, Communication, and Survival	Conference Room II
	Navigating Roles, Age, and Bodies: The Lenses of Gender and Culture	Conference Room III
	Political Communication and Rhetorical Strategies During Trump’s Era	Conference Room IV
03:30– 04:45 pm (EST)	NYSCA General Business Meeting (Open to all membership to attend)	Plenary Room

05:00– 06:15 pm (EST)	Black Lives Matter Protests: Examining Strategies and Tactics of Activists and Allies	Conference Room I
	Cultural Change and Transitions	Conference Room II
	NCAA Athletes 2020: Fitness, Corona, and Communication	Conference Room III
	Great Ideas for Teaching Students	Conference Room IV
06:30– 07:30 pm (EST) <i>Saturday Night Keynote:</i> <i>Dr. Jasbir Puar, Rutgers University</i> (All NYSCA members are highly encouraged to attend)	Keynote Address Title: Spatial Debilities: Slow Life and Carceral Capitalism in Palestine	Plenary Room
08:00 pm (EST) <i>Live Entertainment</i>	NYSCA Jam Session Begins	Plenary Room

Saturday, October 17, 2020
08:00-09:15 am
Conference Room I

Communication and Technology in the 21st Century

Technology has played a key role in advancement of the global community and enabled humans to make significant strides as the world has become an interconnected village. In this panel, the authors discuss the critical role of technology in the 21st century and address its importance in bringing unique opportunities for experimentation, adaptation, and innovation within the fields of medical communication, instructional communication and digital pedagogy. The panelists examine theoretical approaches and inductive reasoning for the pragmatic interplay of technology in medical communication through the processes of organ transplant, elderly patients diagnosed with Alzheimer's disease and dementia, Google's support of scientific research about invasive brain implants, and challenges associated with digital media projects.

Chair: Anastacia Kurylo, Independent Scholar

Respondent: Jason Wrench, State University of New York at New Paltz

Presentations

"Technology and Humanness: The Pragmatic Interplay of Technology and the Body through Organ Transplant" Emily Farrell, Adelphi University

"Digital Communication Tools Used by Those 65 and Older: The Benefits and Barriers of Use" Susan Quatro, Rochester Institute of Technology

"Addressing What is Important: The Biotechnological Revolution" Daniel Martin, Marist College

"Creating Critical Digital Pedagogy (or How to Use Technology While Keeping it Human)" JC Barone, Western Connecticut State University and Paul Echeverria, Wayne State University

Saturday, October 17, 2020
08:00-09:15 am
Conference Room II

Strategic Communication in Sports and Social Change Campaigns

The papers in this panel synthesize theoretical, methodological, and analytical explorations of strategic marketing communication, campaign discourse, brand intelligence, and content marketing communication in corporate cultures and activist organizations. The authors assess the

influence of social media presence to promote perspectives of brand perceptions during Super Bowl commercials, athletic brand posts, a menstruation campaign, and civic discourse in their papers. The underlying effects of digital marketing content and civic information in sports communication and prominent athletic events is explained. Collective action to promote political activism and discourses, and target health campaign awareness programs combating menstrual stigma are examined towards the aims of creating sustainable social change.

Chair: Thom Gencarelli, Manhattan College

Respondent: Corey Jay Liberman, Marymount Manhattan College

Presentations

“Super Bowl Commercials and Brand Perception” Trevor Pelletier, Manhattan College

“Content Analysis of Athletic Brand Posts on Instagram” Pallavi Khurana and Thora Knight, State University of New York at Albany

“Systematic categorization of civic information from digital-grassroots activist organization” Wiebke Reile, Brooklyn College

“Normalizing the Topic of Menstruation through the #Prideintheperiod Campaign” Amanda Molina, Ramapo College of New Jersey

Saturday, October 17, 2020

08:00-09:15 am

Conference Room III

The Interplay between Urban Environments and Rhetoric in Sustainable Tourism

This panel examines the interplay between urban communication and the rhetoric of environmental communication and sustainable tourism. The panelists highlight the fundamental approaches of media narratives in the formation and perseverance of social structures, and examine the unique phenomenon of the underground urban music scene in the Bronx, New York. Political and cultural climate will also be investigated through rhetorical analyses and ethnographic fieldwork regarding the embodiment of sustainable tourism in today’s world, particularly during the Covid-19 pandemic.

Chair: Donna Flayhan, State University of New York at New Paltz

Respondent: Sal Fallica, New York University

“The Interplay of Experience and Social Structure: Adaptation Through Media” Steven Hicks, University of Toronto

“Throgs Neck: Anatomy of an Urban Underground Music Scene” Lou Guarneri, Pace University; Paul Ziek, Pace University; and David Freeman, Pace University

“Uncanny Tourism in Sleepy Hollow, New York” Sarah Kennedy, Rensselaer Polytechnic Institute

“Environmental Communication and Tourism” Lillian Wallace, Marist College

Saturday, October 17, 2020
08:00-09:15 am
Conference Room IV

Identity and Intersubjectivity: Communication as Lived Experience

This panel examines the lived experience and changing identities of individuals and groups in relation to sociopolitical factors. Using varied research methodologies, panelists study the myriad ways in which cultural experiences and political changes affect individuals' lives and identity. The research papers highlight the cultural impact of interpretations and misperceptions associated with individuals' names, the influence of forced migration on communication and social adaptation, communication policies toward minorities within the American educational system, organizational changes in the Kibbutz since the foundation of Israel to current times, and media ecology as it explains the relationship human beings have with their digital environments.

Chair: Jessica Crowell, State University of New York at New Paltz

Respondent: Robin Levenson, LaGuardia Community College, City University of New York

Presentations

“Three Names; Three Destinies: An Autoethnography on Learning to Forgive” Sakina Jangbar, St. John's University

“Immigration to West Germany: Case Study of a Turkish Asylum Seeker” Derin Yetil, Marist College

“The Pragmatic Interplay of the School-to-Prison Pipeline Policy” Samantha Hernandez, State University of New York at New Paltz

“Changing Identity: The Journey of Kibbutz” Dathan Simpson, University of Wisconsin-Milwaukee

“Intersubjectivity 2020: The Power of Presence” Christtian Travieso, Salve Regina University

Saturday, October 17, 2020
09:30-10:45 am
Conference Room I

**Toward a New Lexicon of Forced Migration: A Dialogue Between and Vassar College
Students and Poughkeepsie-Area Activists**

Type: Interactive Roundtable Panel

Safeguarding the rights and opportunities of more than 80 million displaced individuals worldwide presents a tremendous challenge to nations, NGOS, and concerned communities. The challenge grows when we remain vague about the buried power dynamics in how we — from global policymakers to community organizations to students — talk about forced migration and the people who experience it. We must ask ourselves: why do we call some people “refugees” and others “migrants?” Whom do we call an “asylum seeker,” and who an “alien?” Who gets to decide which people experiencing displacement are “deserving” of protection and resettlement? The current regime of nation-states, borders, and legal determinations of deservingness is rooted in Western liberal principles and has failed to equally protect and nurture all people displaced from their homes. We must begin a new conversation about political belonging, starting by reworking the language we use to examine forced migration.

In this roundtable, students and Poughkeepsie-area activists will question what is missing, complex, and unexamined within the existing discourse and lexicon of forced migration. The roundtable will explore more flexible systems of belonging that provide justice for migrants as well as for marginalized communities worldwide, and how migrant communities in Poughkeepsie are working toward these models.

The roundtable will take an interdisciplinary and global approach to defining forced migration, as participants will bring their experience from careers of community organizing and activism, as well as community engaged learning experiences and classroom knowledge, to the conversation. Participating students have all been enrolled in the Lexicon of Forced Migration, the entry class of the Forced Migration Studies curriculum being developed at Vassar College and the Consortium on Forced Migration, Displacement, and Education.

Moderators: Vassar College Students

Ava McElhone Yates
Christopher Unruh
Haru Sugishita
Naima Nader
Ananya Chaudhuri
Samantha Cavagnolo
Kaiya John

Panelists: Poughkeepsie-Area Activists

Valerie Carlisle, Grannies Respond
 Mariel Fiori, *La Voz*
 Nobody Leaves Mid-Hudson

Saturday, October 17, 2020
09:30-10:45 am
Conference Room II

Navigating the Organizational Landscape: The Effects of Power and Control

Type: Paper Session

Chair: Jason Wrench, State University of New York at New Paltz
Respondent: Deborah Borisoff, New York University

Presentations

"Control by Any Other Name: Constructing Meritocracy in Organizations" Bryan Foster, New York University

"Navigating Occupational Assimilation in China: Barriers to Entry-Level Professional Women" Kexin Sun, New York University

"Scripting the Black Female Body in the Workplace" Demilade Adebayo, New York University

"The Corporate Annual Party as Organizational Performance: The Case of a Major Law Firm in China" Chang Liu, New York University

"21st Century Telework: A S.W.O.T. Analysis from an Insider's Perspective." Amanda Dominguez, New York University

Saturday, October 17, 2020
09:30-10:45 am
Conference Room III

**The Rhetoric of Controversy:
 Religious, Nationalist, and Activist Contexts in Communication for Social Change**

This panel brings together research on intercultural communication encounters that are of a controversial nature. The authors present rhetorical and communicative aspects pertaining to abortion rights and Catholicism in Poland, a cross-cultural comparison of the Rashtriya

Swayamsevak Sangh faction in India and white nationalist groups in the United States, health communication behaviors and attitudes, and farmed animal sanctuaries in Upstate New York. The rhetoric of social change will be explored to reveal fundamental differences about freedom and choice. The panelists will further our understanding about women's abortion rights vs. calls of anti-abortion in post-communist Poland, the political sphere usage of new media to understand the cross-cultural examination of political turmoil, the controversy surrounding individualism and health choices in the global pandemic, and sanctuaries activism to challenge the human–(non-human) animal divide in a pandemic.

Chair: Christina Knopf, State University of New York at Cortland

Respondent: Anastacia Kurylo, Independent Scholar

Presentations

“My Body, My Choice: Abortion Rights and the Influence of the Catholic Church in Postcommunist Poland” Madison Haydon, State University of New York at New Paltz

“Order and Violence: Elite Theory and Non-State Violent Actors Putting non-state abusers of violence in context of the modern state politic and examining social media's effects” Rahul Thayil, New York

“The Impact of Communication on Health Behaviors” Kristine Spike, Johns Hopkins Bloomberg School of Public Health

“Rhetorics of Home at Farmed Animal Sanctuaries” Sarah Kennedy, Rensselaer Polytechnic Institute

Saturday, October 17, 2020

09:30-10:45 am

Conference Room IV

The Evolution of Mass Communication: Big Data and Communication as Entertainment

In this roundtable panel, the authors discuss how traditional media, social media networks, and virtual reality can serve as mediums to produce political, pragmatic, and societal discourses in national and international media environments. These issues are examined in the contexts of American entertainment productions, Brazilian data journalism, disclosure of private data among co-workers on Facebook, and the impact of video and computer games on education. The panelists discuss the correlation between entertainment and the amplification of fake news, the role of investigative journalism in combating corruption within Brazil's political context, ownership of information on social media, and the impediments associated with video and computer games in relation to pedagogic efficiency.

Chair: Sal Fallica, New York University

Respondent: Katherine Fry, Brooklyn College- City University of New York

Presentations

“American News And (Or As) Entertainment” Mary Beth Hopkins, New York University

“The Importance of Data Journalism in the Fight Against Corruption” Eduarda Gomes Vilar de Macedo, Pontifical Catholic University of Rio de Janeiro

“Communication Privacy Management Theory” Raheem Shand, State University of New York at Albany

“Are Video and Computer Games Suitable for Educational Purposes? An Attitudinal Survey” Ehsan Shahghasemi, University of Tehran

**Saturday, October 17, 2020
11:00 am-12:15 pm**

Thank you Nicholas David Bowman (Texas Tech University) and Kendall Hunt Publishing Company Team (Paul Carty, Director and Tracey DeBrincat, Acquisitions Editor) for your outstanding commitment toward advancing the communication discipline and advocacy for graduate and faculty membership at the 78th Annual Conference of New York State Communication Association!

Updating the Undergraduate Mass Communication Curriculum with an Entertainment Media Course

with Nicholas Bowman

Saturday, October 17, 2020 | 11:00 am - 12:15 pm | East Room

78th Annual Conference, New York State Communication Association
Virtual Event

For more information, visit: www.nyscanet.org



Most communication programs have required courses on mass media/communication. These courses usually have a single chapter focused on entertainment media, discussing the entertainment industry, as well as the uses and effects of entertainment content on people's thoughts, feelings, and actions. Yet in the last 20 years, entertainment media scholarship has grown into a sub-discipline in its own right, integrating numerous theories and perspectives from communication, psychology, sociology, and other fields. In this short course, we present a bleeding edge "roadmap" of entertainment media scholarship as a guide to help colleagues develop curriculum of their own, using examples and course materials already in use at our institutions. At no additional cost to faculty and graduate membership, registrants will be provided instructor review copies of the latest textbook, *Media Entertainment* (Kendall-Hunt, 2019).

Kendall Hunt
publishing company

Saturday, October 17, 2020

11:00 am-12:15 pm

Navigating M.A. Programs and International Student Application Process

This panel is geared toward potential students for MA programs in the field of communication and media studies who could drop in and chat with prominent scholars at the New York State Communication Association and graduate program directors: Deborah Borrisoff, New York University; Beth Knobel, Fordham University; and Richard Dool, Rutgers University to learn about the graduate programs in communication, media studies, new communication programs at their home academic institutions in the Northeast. International undergraduate students can also greatly benefit from an opportunity to hold live conversations about programs and international student visa processes and familiarize themselves with the Student and Exchange Visitor Information System (SEVIS). Arshia Anwer, Assistant Professor at Manhattan College, will weigh in with professional expertise in maintaining current status with the U.S. Department of Homeland Security (DHS) and address best practices during interviews at American Consulates or Embassies. The panel will also discuss navigation of appropriate resources for Student Exchange Visitor Programs in light of the COVID-19 travel restrictions and the Trump administration's recent executive order on non-immigrant visas.

Moderator: Arshia Anwer, Manhattan College

Panelists:

Deborah Borrisoff, New York University
Beth Knobel, Fordham University
Richard Dool, Rutgers University
Arshia Anwer, Manhattan College

Thank you, Lance Strate, (Fordham University) and Marie Radford (Rutgers University for assisting with the logistics of the event for undergraduate membership! We also appreciate Deborah Borisoff (New York University), Beth Knobel (Fordham University), Richard Dool (Rutgers University), and Arshia Anwer (Manhattan College) for their incredible commitment to the continued success of undergraduate membership. We thank all the amazing efforts toward advancing the communication discipline and exceptional advocacy for undergraduate membership at the 78th Annual Conference of New York State Communication!

**Saturday, October 17, 2020
12:30-1:45 pm
Conference Room I**

Political Discourse and Media Narratives

The papers in this panel examine conceptual and methodological frameworks of political discourse, cultural hegemony, media representations, and political violence within intercultural communication contexts. The authors address the pragmatic interplay of intercultural challenges surrounding social injustice, inequality, marginalization, and discrimination as result of warfare challenges, news framing, and media fabrication on the institutionalization of public policy in the United States, Iran, Republic of Nauru, and during the Cold War era. The social construction of “othering” and criminalization of minorities in international political communication encounters is also addressed, and presenters elaborate on the justification of ethnic scapegoating and institutional racism in empowering the rhetoric of the dominant culture, as well as the transformational change of public policy that causes vulnerability among disadvantaged communities worldwide.

Chair: Arshia Anwer, Manhattan College

Respondent: Thom Gencarelli, Manhattan College

Presentations:

“Violence, Visibility, and Circulation” Wazhmah Osman, Temple University

“Intercultural Stereotypes of Iranians towards Americans” Faezeh Jabarpour, University of Tehran

“Resignation Syndrome: A New Conversation” Ava McElhone Yates, Vassar College

“The Pragmatic Interplay Between Media and Political Policy: An Analysis of The Day After and Its Implications on American Cold War Nuclear Policy and Opinion” Claire Dawkins, State University of New York at New Paltz

**Saturday, October 17, 2020
12:30-1:45 pm
Conference Room II**

The Effects of Media Framing and Propaganda

These research papers offer theoretical, methodological, and critical comparative analyses of framing and other rhetorical strategies related to propaganda and political discourse in multiple

media environments. The authors investigate mainstream media coverage of the rhetoric of propaganda discourse and social media response within multiple political communication contexts: the Fukushima Nuclear Plant accident, the controversy surrounding the Israeli-Palestinian conflict, the 'America First' Movement, and Russia's unconventional war against the NATO Alliance. The panelists explain the close correlation between media and propaganda as a form of persuasion to aid the controlled transmission of single-sided news coverage and appeal to the public; the emotional response these practices produce leads to further controversy in public discourse.

Chair: Corey Liberman, Marymount Manhattan College

Respondent: Peggy Cassidy, Adelphi University

Presentations

“No, We Don’t Buy Your Framing: Mainstream Media Coverage and Twitter Response to the Fukushima Nuclear Plant Accident” Kayo Mimizuka, New York University

“Atrocity Denial and the Politics of Definition” Harriet Malinowitz, Ithaca College

“Agitative v Integrative Propaganda: Rhetorical Strategies in America’s First “America First” Movement” Brian J. Snee, The University of Scranton

“Russia's Propaganda: The Unconventional War Against the NATO Alliance” Tanner Fitz Patrick, State University of New York at New Paltz

Saturday, October 17, 2020
12:30-1:45 pm
Conference Room III

Communication Conduct in the Age of Social Distancing

Type: Interactive Roundtable Panel

The global pandemic has altered communication conduct around the world. Cities, businesses and schools have sought to expand digital services to deal with stay in place and social distancing directives. Telemedicine, streaming religious services, video therapy and virtual conferences have become commonplace. Traditional sites of community and interpersonal interaction such as stadia, arenas, convention centers, theaters, clubs, performing arts centers, universities, schools and restaurants have been close and depicted as dangerous environments. What have we learned about effective communication as a result of the pandemic? What are the implications for attitudes toward education on campus and online education? What have we learned about working from home? How will we think about the office of the future? What will the effect be on spectator sports in a stadium? How will public spaces be perceived and used? What are the implications of staying in place for family communication? Ultimately, what is the future for communication conduct in a post pandemic world? This roundtable will deal with diverse areas of communication from health communication and organizational

communication to political communication, online education, religious communication, sports communication and urban communication

Chair: Gary Gumpert, Urban Communication Foundation

Panelists:

Suzanne Berman, Hofstra University

Katherine Thweatt, State University of New York at Oswego

Susan Drucker, Hofstra University

Thomas R. Flynn, Slippery Rock University

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

Peter Hecht, Philadelphia University

Nancy Kaplan, Hofstra University

Michael Plugh, Manhattan College

Saturday, October 17, 2020

12:30-1:45 pm

Conference Room IV

Political Journalism and Contemporary Challenges

The authors in this panel examine both challenges and changes that face political journalism in print, broadcast and online contexts. Does this subject require an in-depth re-definition of the role, mission, and format of political journalism in both traditional and digital media in a globalized media landscape? Does the notion of symbolic or cultural legitimacy refer to the existence of institutionalized representation of opposing dualisms? The panelists discuss the impact of political bias on journalism coverage, journalism data, and journalism ethics in different political communication environments: The Middle East, Ukraine, Brazil, and the United States. They examine how coverage of political journalism may shift to bias in areas of conflict and countries that suffer political turmoil and unrest.

Chair: Jessica Crowell, State University of New York at New Paltz

Respondent: Lance Strate, Fordham University

Presentations

"Desperately Seeking Sources: How Immediacy, Expediency, and Western Bias Made a Fake Activist Newsworthy" Gordon R. Alley-Young, Kingsborough Community College - City University of New York

"Rhizome as a new techno-political model: the case of the Ukrainian Euromaidan revolution" Alexandre Zaezjev, University of Geneva

"The Silenced Revolution: The Historical Silencing of Female Journalists Opposed to the

Brazilian Military Dictatorship with An Analysis of Míriam Leitão's Case" Manoela Caldas,
Pontifical Catholic University of Rio de Janeiro

"Freedom and Restriction Categories in US Codes of Journalism Ethics" Aleksei Bykov, St.
Petersburg State University

Saturday, October 17, 2020
2:00-3:15 pm
Conference Room I

Health Communication and its Impact on Beliefs, Attitudes and Behaviors

These research papers illustrate theoretical, methodological, and analytical explorations of health communication within multicultural communities in Northeastern United States, Bangladesh, and Israel. The authors evaluate the effectiveness of preventative health communication and address the obstacles facing insulin pump therapy communication, physical and occupational home therapy programs, health communication by pharmacists, and healthcare communication leadership in eradicating the novel coronavirus COVID-19. Crisis communication, health communication research challenges, health literacy, ethics in public health, and strategic communication will be highlighted as areas in health communication prior to the outbreak of the ongoing pandemic, as well as issues affecting the impact of the global public health crisis as it unfolds.

Chair: Jason Wrench, State University of New York at New Paltz

Respondent: Gary Gumpert, Urban Communication Foundation

Presentations

“Information Dissemination During a Worldwide Pandemic: How Insulin Pump Therapy Providers Engaged in Crisis Communication During the Initial Outbreak of COVID-19” Corey Jay Liberman, Marymount Manhattan College

“Theoretical Application of the Hedonic-Motivation System Adoption Model and Social Presence Theory to Patient Adherence of Home Exercise Programs” Alyce Viens, University of Connecticut

“Applying a Mixed Methods Approach to Study Pharmacists Role in Raising Awareness and Promoting Appropriate Acts of Self-medication” Maram Khazen, Tel Aviv University

“Can Strategic Communication Work Like a Vaccine to Fight Covid-19?” Mahamudul Haque, Begum Rokeya University, Rangpur

Saturday, October 17, 2020
2:00-3:15 pm
Conference Room II

Migration, Communication, and Survival

Type: Paper Session

The presenters in this roundtable panel provide a range of useful theoretical perspectives and interesting sources and sites of data. More importantly, each of the papers respond to the timely and significant question, how is communication requisite for survival in contemporary (forced) migration contexts? As we approach International Migration Day on December 18th, discussing the intersections and contributions of this research collectively is more important than ever.

Chair: Brittany Murray, University of Tennessee

Respondent: Susan Drucker, Hofstra University

Presentations

“A Call for a Syrian-American Rhetorical Tradition” Noor Ghazal Aswad, University of Memphis

“Resilience in Contingent Contexts: Communicative Practices and Institutional Logics of Survival Among Refugee and Migration Specialists” Tiffany Ann Dykstra-DeVette, San Diego State University

“Myanmar’s Approach to Human Rights: A History of Ethnic Conflict and Prospect of Reconciliation” Wai Yen Oo, Marist College

“Palestinian Refugees in Lebanon: Between Citizenship and Right of Return” Imtithal Audi, University of London”

**Saturday, October 17, 2020
2:00-3:15 pm
Conference Room III**

Navigating Roles, Age, and Bodies: The Lenses of Gender and Culture

Type: Paper Session

Chair: Anastacia Kurylo, Independent Scholar

Respondent: Deborah Borisoff, New York University

Presentations

"Dating at Changpu River Park: Sexual Agency and Gendered Dynamics of the Older Population in Contemporary China" Sophie Zhang, New York University

"Women Having it All: The Amazon Prime vs the Pinterest Mom and Revisiting the New Momism" Marina Sulmona, New York University

"Women's Body Image: Redefining Roles and Expectations" Padma Yawen Yang, New York University

"A Hairier Minority: The South Asian Experience of Female Body Hair" Twinkle Bharwaney, New York University

"Reminiscences of Mentoring in a Civic Engagement Program: Age Matters" Trinity Gao, New York University

Saturday, October 17, 2020
2:00-3:15 pm
Conference Room IV

Political Communication and Rhetorical Strategies During Trump's Era

The rhetoric of President Donald Trump is the central thesis for this roundtable panel. Through their examinations of political divisiveness, the authors provide insights into understanding the context of political polarization in the United States from both a historical and modern lens. In civil discourse, Trump's (non-presidential) rhetoric and presidency will be argued from different political viewpoints: Trump's tweets about ESPN, his depictions of traditional media outlets as "fake news", his narratives of violence construction, immigration, and the US-Mexico border wall, and his marginalization of Ghazala Khan, a Muslim American woman of Pakistani origin during the 2016 Democratic National Convention, leading to post-convention debate about the Muslim ban. The panelists use rhetorical effectiveness to elaborate on Trump's presidential campaign and presidency.

Chair: Lance Strate, Fordham University

Respondent: Teresa Manzella, New York Society for General Semantics

Presentations

"Tweeting as a Political Weapon: Trump versus ESPN" Rod Carveth, Morgan State University

"Adopting Strategies for the Hyperreal Battlefield": Fake News vs. The New York Times"
Sophia Sakellariou, Manhattan College

"Crafting Violence: Visual Narratives, Imaginaries and Meanings of the US- Mexico Border"
María Fernanda Soria Cruz, New York University

"Silence of a Pakistani Muslim Woman: The Influence of Culture on the Meaning of Silence"
Sakina Jangbar, St. John's University

Saturday, October 17, 2020
3:30-04:45 p.m.
NYSCA General Business Meeting
 (open to all membership)

Saturday, October 17, 2020
05:00-06:15 pm
Conference Room I

Black Lives Matter Protests: Examining Strategies and Tactics of Activists and Allies

Type: Interactive Roundtable Panel

Since the murder of George Floyd by Minneapolis police officers Black Lives Matter protests have taken place across the world. Amid the COVID-19 pandemic, protesters have put their lives at risk to speak out against the frequent killings of unarmed Black people in the U.S. Others have put their efforts into fighting these injustices in online spaces. The strategies and tactics used by these protesters have been beneficial to the cause and have also unwittingly hindered the cause.

This panel will explore the ways in which allies of the Black Lives Matter protests have impacted the movement. Panelists will consider how fans of the Korean boyband BTS matched the band's one million dollar donation to the cause in 24 hours; discuss how the Ad Council ran advertisements that supported the movement and protesters; analyze how protesters have used tactics similar to environmental activists; and examine the negative reaction to the Blackout Tuesday initiative that was meant to support the movement.

Despite the differences in the subjects that the participants chose to explore in their research, we expect to host a discussion that will prompt audience participation in this necessary conversation. Black Lives Matter protests have continued since daily until the U.S. takes the movement's demands seriously, these protests are likely to continue. By bringing the issue of the killing of Black people at an alarming rate to the forefront of public consciousness, we argue that the conversation fostered by this panel will help to educate others and contribute to scholarship regarding this issue

Moderator: Jone Brunelle- University of Colorado at Boulder

Panelists:

Kelly M. O'Donnell- University of Pittsburgh

Jeanette German- Utah State University
Urooj Raja- University of Colorado at Boulder
Deborah Danuser- University of Pittsburgh

Saturday, October 17, 2020
05:00-06:15 pm
Conference Room II

Cultural Change and Transitions

Type: Interactive Roundtable

A panel of people in communications will share their experiences crossing the bridge between two worlds. Issues of identity, customs, traditions, role relationships, and expectations will be explored through the lens of different symbolic environments. Issues of language, verbal and para-verbal mandates emerge alongside the non-verbal hidden dimensions Edward Hall has called, “The Silent Language.”

Clearly, people sometimes meet up with “culture shock.” This can feel good, bad, neutral, or thrilling. The richness of awakening to different cultural contexts are often juxtaposed with issues of being an outsider to those on the inside. As the macro and micro environments emerge, people cope with feelings of being on the margins. Sometimes, they live in a liminal space between cultures never fully feeling acculturated in either. Or, they slip back and forth, with great joy, putting on a different hat for different occasions and audiences. Each situation seems to affirm identity along various dimensions.

French comedian, Fary, has said, “only when I visited New York City last summer, did I become a French man.” He was taken aback, “People you don’t know in the street talk to you, for no reason. We French, especially Parisians, need a reason to talk to you. To us it’s very simple, you don’t know me, I don’t talk to you.”

Our deep-seated cultural beliefs are like putting on comfortable shoes, we hardly feel them. A new culture might be compared to a new and uncomfortable pair of shoes. We become aware of each step. Adelbert Ames, a pioneer in the field of perception, refers to this as a violation of our assumptive world. It’s only when we experience a hitch, do we become aware of preconceived expectations and the conditioned habits of our minds.

Moderator: Teresa Manzella, New York Society for General Semantics

Panelists:

Arshia Anwer, Manhattan College
Sanae Elmoudden, St. John’s University
Michael Plugh, Manhattan College
Teresa Manzella, New York Society for General Semantics

**Saturday, October 17, 2020
05:00-06:15 pm
Conference Room III**

NCAA Athletes 2020: Fitness, Corona, and Communication

Type: Interactive Roundtable Panel

Post University NCAA Volleyball athletes Suzy Boulay (New York) Liz McGrath (California) and Mikayla McLeod (British Columbia) reflect upon the role of communication as they, like all other NCAA athletes across the country, left campus in March 2020 not to return until August 2020 under completely new guidelines and living arrangements. These athletes will discuss a myriad of communication issues from how they worked remotely to keep team cohesion strong, to helping keep teammates scientifically informed when odd ideas about the pandemic began to circulate, including “Pandemic.” In social media public communication, mainly through the Instagram Account, the team bonded and publicly thanked essential workers and later at the end of May 2020 coordinating public statements on Instagram regarding the murder of George Floyd while making a public stand. In the past, NCAA Athletes had been warned that “taking a knee” during the National Anthem could cost them their scholarships, and yet in late May 2020 when the incoming Captain Boulay asked the Coach, they were granted permission to make Anti-Racist Black Lives Matter Posts on the Official Instagram Team Page. The first positive comment came from a past President of the College. Communication platforms, uses, and strategies will be discussed in the two 20-minute presentations. Posts will be discussed and analyzed. Communication, conduct, and pragmatic interplay will be discussed throughout this novel 2020 NCAA experience.

Chair: Donna Flayhan, State University of New York at New Paltz

Panelists:

Suzy Boulay, Post University

Elizabeth McGrath, Post University

Mikayla McLeod, Post University

**Saturday, October 17, 2020
05:00-06:15 pm
Conference Room IV**

Great Ideas For Teaching Students

Type: GIFTS 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 some form of tangible takeaway for interested attendees.

Chair: Evelyn Plummer, Seton Hall University

Participants:

“Leveraging Liminal Spaces: Zine-Making and Pandemic Pedagogy” Jessica Crowell, State University of New York at New Paltz and Madeline Veitch, State University of New York at New Paltz

“Demystifying operational definition and levels of measurement” Arvind Diddi, State University of New York at Oswego

“Getting More Creative with your Webcam Image in Online Meetings” Ari Kissiloff, Ithaca College

“Tools needed to teach Broadcast Journalism Production during the Covid 19 shutdown” Louis Grasso, Mercy College

“Monroe’s Motivated Sequence – As Seen on TV!” Christina M. Knopf, State University of New York at Cortland

“‘Your Pettiest Hill’ journal assignment” Christopher R. Ortega, State University of New York at Cortland

“Rethinking Research Methods” Lukas Pelliccio, Lincoln University

“Reconceptualizing Service-Learning for Online & Hybrid Courses” Douglas Strahler, Slippery Rock University

“‘I’ve Lost Two Family Members Due to The Virus’: Managing a Coronavirus Discussion Thread” Jay Zalinger, Mercy College

**Saturday, October 17, 2020
06:30-7:30 pm**

Thank you, Dr. Jasbir Puar (Rutgers University) for your outstanding commitment toward advancing the communication discipline and your exceptional advocacy for general membership at the 78th Annual Conference of New York State Communication!



**Livestreaming and Featuring
Dr. Jasbir Puar
Rutgers University**

Spatial debilities: Slow life and carceral capitalism in Palestine

KEYNOTE ABSTRACT:

There has been much written on the forms of control enacted in the splintering occupation of Palestine, in particular regarding mobility, identity, and spatiality, yet this vast scholarship has presumed the prominence of the abled-body that is hindered through the infrastructures of occupation. In this lecture I examine the splintering occupation in relation to disability and the spatial distribution of debilitation, highlighting the logistics of border crossings and movement in the West Bank in relation to disability rights frameworks. I argue two things: one, that the creation of what Celeste Langan terms "mobility disabilities" through both corporeal assault

and infrastructural and bureaucratic means are not only central to the calculus of the occupation, but importantly, linked logics of debilitation; and two, that these calibrations of various types of movement are forms of carceral containment and enclosure that render specific stretchings of space and time, what we could call slow life.

ABOUT THE KEYNOTE:

Dr. Jasbir Puar (PhD, University of California-Berkeley) is Professor and Graduate Director of Women's and Gender Studies at Rutgers University. As a queer-theorist, Puar's prestigious academic awards include a 2018 Fellowship from the Palestinian American Research Council, the 2013-14 Society for the Humanities Fellowship at Cornell University, the Edward Said Chair of American Studies 2012-13 at the American University of Beirut, a Rockefeller Fellowship at the Center for Lesbian and Gay Studies at the CUNY Graduate Center (1999-2000) and a Ford Foundation grant for archival and ethnographic documentation work (2002-2003). She received the 2013 Modern Languages Association Gay Lesbian/Queer Caucus Michael Lynch Award for her years of scholar-activist work. Dr. Puar she was honored with the Robert Sutherland Visitorship at Queens University, awarded to "a notable individual with expertise in race relations." Along with numerous U.S. speaking engagements, Dr. Puar has delivered international keynote addresses in multiple conferences and academic institutions in Amsterdam, Australia, Barcelona, Brazil, Finland, London, New Delhi, New Zealand, Norway, South Africa, and Sweden.

Saturday, October 17, 2020
8:00 pm
Live Entertainment: NYSCA Open Jam Session

You are invited to participate in our annual tradition "Jam Session" at New York State Communication Association. All genres are welcome, and performers/partners will play one-at-a-time in our NYSCA open jam session, through the WebEx Cisco System. Remember that we need to adjust to the new normal- as WebEx Cisco System only allows one mic/audio feed at a time, so multiple musicians and singers cannot play and/or sing at the same time unless they are in the same physical space. This is your opportunity to play your favorite instrument and/or sing your special song in a relaxed setting, or just join us to listen to great music, chill out, and have fun.

Thank you, Corey Liberman!

The Department of
Communication and Media Arts
at
Marymount Manhattan College
Congratulates NYSCA on its 78th Annual Conference



Jennifer Dixon, Ph.D.

Eileen Doherty, Ph.D.

Erin Greenwell, M.F.A.

Noelle Griffis, Ph.D.

Dan Hunt, M.F.A.

Corey Liberman, Ph.D.

Cyrille Phipps, M.A.

Peter Schaefer, Ph.D.

Tatiana Serafin, M.A.

Laura Tropp, Ph.D.

Sarah Nelson Wright, MFA

Sunday Convention at a Glance		
<i>Session Time</i>	<i>Event</i>	<i>Virtual Location</i>
09:30– 10:45 am (EST)	Rethinking organizational communication, Integrated Marketing Communication, and Caregiving Stress Communication	Conference Room I
	An Invitation to Qualitative Methods of Inquiry	Conference Room II
	Fake News and the COVID-19 Pandemic	Conference Room III
11:00 am– 12:15 pm (EST)	From Poughkeepsie to Gaza: Displacement, Civic Engagement, and Cultural History	Conference Room I
	Recognizing the Other: Identity Politics in a Post-Pandemic Classroom	Conference Room II
	Reality Television, Cinematic Virtual Reality, and Virtual Reality	Conference Room III
12:30– 01:45 pm (EST) Conference Conclusion	Special Photojournalism Exhibition with Amy Kaslow	Plenary Room
02:00 – 03:15 pm (EST)	NYSCA Executive Council Meeting (General membership <u>cannot</u> attend this meeting)	Business Meeting Room

Sunday, October 18, 2020
9:30-10:45 am
Conference Room I

Rethinking organizational communication, Integrated Marketing Communication, and Caregiving Stress Communication

The presenters in this panel address the intersection of strategy and creativity in organizational communication, integrated marketing communication, and caregiving stress communication. The papers revisit existing literature in order to re-evaluate the process of changing an organization's strategies, procedural models, technologies, and organizational culture, as well as the effect of change on organizational structure, and caregiving stress. The papers examine employee engagement in the workplace, upward dissent communication, unsuccessful advertising and marketing communication, and how communication, the self, and stress are interrelated in caregiving practices.

Chair: Lukas Pelliccio, Lincoln University

Respondent: Jason Wrench, State University of New York at New Paltz

Presentations

“Employee Voice Revisited: The Fruitfulness of Mediated Technologies for Purposes of Upward Dissent Within the Workplace” Corey Jay Liberman, Marymount Manhattan College

“Cultivating Employee Engagement” Jack E. Appleman, State University of New York at Albany

“Pepsi-Cola's Number Fever: How a Failed Marketing Gimmick Led to Consumer Activism” Rick Pulos, Regent University

“The Symbolic Interdependence between Alzheimer's Spouse Caregivers and Care Recipients: A Content Analysis of an Online Community” Erting Sa, State University of New York at Albany

Sunday, October 18, 2020
9:30-10:45 am
Conference Room II

An Invitation to Qualitative Methods of Inquiry

This panel provides an introduction to qualitative methods, especially designed for students and others who may be unfamiliar with naturalistic research approaches. The goals or purposes for qualitative research include: exploratory, explanatory, and descriptive, most often addressing research questions or problem statements, as opposed to quantitative hypotheses. Claims for the

power of qualitative approaches center on their use as a “strategy for discovery, for exploring new ideas, and for developing hypotheses” (Miles, Huberman, & Saldaña, 2013, p. 8) or for building theories, as opposed to hypothesis testing, as generally seen in quantitative methods. Qualitative methods have long been of interest in the communication discipline as the rapidly growing body of literature using these frameworks can attest. However, barriers such as inadequate training and ongoing perceptions within the research community that qualitative methods are more subjective and not as scientific or rigorous as quantitative approaches, are thought to continue (Denzin & Lincoln, 2017). There are numerous techniques in qualitative data collection, including interviews, observations, case study, diaries, visual methods, interpretive analysis, ethnography, digital ethnography, textual analysis, and analysis of artifacts and new methods are seen to be emerging. Each panelist will discuss how they have used qualitative methods with examples from their research.

Moderator: Marie Radford: Rutgers University

Panelists:

Heather Stassen, Cazenovia College

Amana Kaskazi, the State University of New Jersey

Marie L. Radford, Rutgers University

Sunday, October 18, 2020

9:30-10:45 am

Conference Room III

Fake News and the COVID-19 Pandemic

As the world continues to tackle the raging COVID-19 pandemic, this panel explores critical issues in fake news, its implications, and evolving approaches to combat it with media literacy. Panelists will discuss themes developed dealing with international approaches to fake news explored in the newly published edited volume, *Fake News: Real Issues in Modern Communication*. The session will focus on the impact of misinformation and disinformation in a time of public health crises domestically and globally, including messaging from and within China.

Chair: Susan Drucker, Hofstra University

Presentations

“The cycle that repeats itself: Dissecting China's information environment and public health crises” Jingsi Christina Wu, Hofstra University

“Old Fake News @ a New Media Environment” Susan Drucker, Hofstra University

“Political loyalties, misinformation, and disinformation on COVID-19” Russell Chun, Hofstra University

“The Market Model and Today’s Media Tribalism: Was “Fake News” a Natural Outcome of the “Give the People What They Want” Commercial System?” Mario Murillo, Hofstra University

**Sunday, October 18, 2020
11:00 am-12:15 pm
Conference Room I**

From Poughkeepsie to Gaza: Displacement, Civic Engagement, and Cultural History

Type: Interactive Roundtable Panel

This roundtable reviews a pedagogical approach on activism and social advocacy undertaken in Honors seminar about contemporary forced migration and displacement at Marist College. In this roundtable, students from Marist College, New York and Gaza Strip, Palestine will communicate about their experiences with this global civic engagement initiative. The courses offered civic engagement options that corresponded to their thematic emphases upon refugees, migration, and racism, including the chance to virtually connect with young women in Gaza through the non-governmental organization Challenge to Change. Our goals aligned with the mission of Challenge to Change, which empowers refugee women and young women in areas of conflicts across the Middle East, supports their well-being, provides opportunities for both mentorship and leadership and transforms challenges into positive experiences.

In all courses that features a project with Challenge to Change, this intercultural experience was a necessary element, so students can understand the scale of displacement in the 20th and 21st centuries and especially in the Gaza strip. By working with young women whose lives are shaped by their families' displacement in Gaza, students could develop a more concrete sense of the impact of communication, conduct, and the pragmatic interplay of international foreign policy decisions on the livelihoods of civilians in Gaza.

In response to social injustice and violations of international humanitarian law, our students at Marist offered peer support with Challenge to Change partners in Gaza after a careful vetting process and intercultural communication competency training to ensure positive intercultural exchanges and experiences. They connected via video conference, WhatsApp, and social media.

Through ten virtual meetings over the course of ten weeks, they had communication exchanges in English about daily life, cultural history, religion, politics, travelling (freedoms vs. bans), paramedics and healthcare, education, and COVID-19 impact on the public sector. Marist students often interacted with young women who pursued their college studies despite only having electricity four hours a day, WIFI Shortages, and dealing with disruption from political violence. In another case, Marist alum and panelist Brittany Hampton engaged in sessions for mental health communication, leadership development, career development, language proficiency, and psychological support.

Moderator:

Michael O'Sullivan, Marist College

Panelists:

Brittany Hampton, Syracuse Veterans Affairs Medical Center
Etaf Abu Hadda, University College of Applied Sciences
Anna Hagenbuch, Marist College
Fatema Hmaid, Islamic University of Gaza
Lila Ford, Marist College
Hala M. Abu Sada, University College of Applied Sciences
Jennifer Brown, Marist College
Merna Nesheiwat, Marist College

**Sunday, October 18, 2020
11:00 am-12:15 pm
Conference Room II**

Recognizing the Other: Identity Politics in a Post-Pandemic ClassroomType: Paper Session

College instructors employ various pedagogical approaches within the classroom to accommodate and communicate with largely diverse student populations. In order to successfully teach required content, instructors may find novel and engaging ways that work to meet students' learning needs. This has become increasingly more important with the shift to online learning instruction as a result of the Covid-19 pandemic. But developing online, innovative pedagogical methods does not stop at lesson plans and resources.

Since instructors are part of diverse campus communities, they are also given the invisible and oftentimes symbolic task of fostering belonging and inclusion within the physical classroom, and now, the digital classroom. This is no surprise since the current historical moment reflects a milieu largely defined and influenced by social inequities relating to identity.

As such, instructors are finding themselves responsible for facilitating tolerable digital classroom spaces and discovering ways to prepare students with the appropriate faculties necessary for post-college professional success, even in the midst of various encumbrances. Because this challenge is far more precarious than traditional educational challenges that present themselves in the form of a textbook question, case study, or formula, fostering spaces that promote recognized differences in others without inciting a therapeutic culture, has become more vital than ever before.

Using Francis Fukuyama's *Identity: The Demand for Dignity and the Politics of Resentment* and Kwame Anthony Appiah's *The Lies that Bind: Rethinking Identity: Creed, Country, Color, Class, Culture*, this roundtable panel addresses how identity as a validated public good can help inform pedagogical approaches aimed at facilitating inclusion and civil conduct within the classroom. Using concepts pertaining to identity politics conduct within presented in the two texts, the roundtable proposes a discussion on how the topic of identity

can be a useful classroom consideration and provide the basis for classroom activities, discussions, and projects.

Chair: Jenna M. Lo Castro, Point Park University

Presentations

“Interpreting Identities Without Competitive Ethos: Visual Narratives and the Pedagogy of Rhetorical Looking” Mark W. Gardner, Robert Morris University

“Truth-Default Theory and Self-Deception: The Role of Critical Media Literacy in Forging Digital Identities” Robert Foschia, Pennsylvania State York

“Decriminalizing Isothymia: Banned Books and the Rhetoric of Identity” Tim Michaels, Slippery Rock University

“Beyond Diversity: Building Community in the Virtual Classroom through Social Capital” Jenna M. Lo Castro, Point Park University

Sunday, October 18, 2020
11:00 am-12:15 pm
Conference Room III

Reality Television, Cinematic Virtual Reality, and Virtual Reality

The panelists in this roundtable explore reality television, cinematic virtual reality, and virtual reality in video games, and in what ways these genres faced substantial criticism since their rise in popularity. How do some of these reality programs exploit participants and glamorize vulgarity? And how can the applications of these reality programs be geared towards both entertainment and educational purposes? The panelists discuss both concepts and practice in the contexts of these reality productions, examine perceptions surrounding them, and present research about the medium and the message. In addition, the panelists address ethical questions about communication and technology, interactivity, camera movement, spatial sound capture, blocking, lighting, and stereoscopic 3D versus mono within reality programming.

Chair: Jason Wrench, State University of New York at New Paltz

Respondent: Katherine Fry, Brooklyn College- City University of New York

Presentations

“‘It’s Do or Die’: Cultural Labor, Competitive Reality TV, and the Reproduction of Neoliberal Capitalism” Aiden James Kosciuszka, Temple University

“But They Don’t Know You: Hybridization and the Wellbeing of Reality TV Participants” Rose Felice, State University of New York at New Paltz

"Experiencing Cinematic VR: Where Theory and Practice Converge in the Tribeca Film Festival Cinema360 " John V. Pavlik, Rutgers University

“Americans’ Perception of Possible Utilities of Video and Computer Games” Ehsan Shahghasemi, University of Tehran

**Sunday, October 18, 2020
12:30-01:45 pm
Plenary Session: Photojournalism Exhibition**

Thank you, Amy Kaslow, for your outstanding commitment toward advancing the communication discipline and exceptional advocacy for general membership at the 78th Annual Conference of New York State Communication Association!



Amy Kaslow is an award-winning journalist, writer, and photographer focusing on at-risk societies, worldwide. This online exhibition, *Life After War: Disturbed** examines deeply scarring trauma in 12 countries where sexual violence, gang control, human trafficking, and corrosive governance push human resilience to its most pressing point. Kaslow's work provides vivid material for her Life After War series, traveling photojournalism exhibitions that pair large-

format images with contextual storyboards. The purpose? To engage communities in conversation and action.

K/NOW? People want to learn about the world in a precise and concise format. Kaslow created K/NOW to deliver one essential issue lost in the daily feed of political turbulence. K/NOW pairs a stunning image with a short, crisp narrative, followed by DO NOW: one paragraph full of ways to engage on the issue, either individually or with an organization, locally or across the world. Forbes Magazine named K/NOW a Top Ten Must Read for 2019. Learn more about the world at www.amykaslow.com

**The exhibition was originally mounted at Vassar College as part of an international conference on Global Displacement and Mental Health organized by the Consortium of Forced Migration, Displacement, and Education's member schools Vassar College and The New School of Social Science, NYC. Generous support was supplied by the Andrew W. Mellon Foundation, the Social Science Research Council, and the University Alliance for Refugees and at-Risk Migrants.*

October 18, 2020
2:00-3:15 pm
NYSCA Executive Council Meeting

Conference Conclusion @3:15 pm

NYSSCA/NYSCA Presidents

Established in 1942, the association was formerly known as New York State Speech Communication Association (NYSSCA). On the weekend of September 25-27, 1997, the association was officially renamed as New York State Communication Association (NYSCA). It one of oldest academic, state-level communication associations in the United States. NYSSCA/NYSCA has a history of dedication to communication research and scholarship, excellence in teaching, and distinction of service to the communication discipline. Our association also welcomes new membership, who share these goals and objectives. If a member is interested to volunteer with the Executive Council, contact the chair of the nominating committee, a past president who planned a past convention. The 78th annual conference would like to acknowledge service from all volunteers in all capacities, and particularly former convention planners - who latter on became presidents of our association.

1942-43 Loren Reid, Syracuse University
1943-44 Loren Reid, Syracuse University
1944-45 Mardel Ogilvie, SUC at Fredonia
1945-46 Mardel Ogilvie, SUC at Fredonia
1946-47 Agnes Rigney, SUC at Geneseo
1947-48 Agnes Rigney, SUC at Geneseo
1948-49 Lillian O'Connor, Julia Richmond High School
1949-50 Lillian O'Connor, Julia Richmond High School
1950-51 James Kavanagh, Binghamton Central High School
1951-52 James Kavanagh, Binghamton Central High School
1952-53 Doris Goodrich, Rochester Schools
1953-54 Doris Goodrich, Rochester Schools
1954-55 Yetta Mitchell, New York University
1955-56 Yetta Mitchell, New York University
1956-57 Wilbur Gilman, Queens College
1957-58 Henry Youngerman, SUC at Fredonia
1958-59 Frances Marion Brown, City Schools, Oswego
1959-60 Ralph Schmidt, Utica College
1960-61 Solomon Simonson, Yeshiva University
1961-62 Bernard Boresoff, Great Neck High School
1962-63 Gladys S. Bennett, Mechanicsville High School
1963-64 John W. Gunning, Ithaca College
1964-65 Bruce Klee, SUC at Geneseo
1965-66 Rose Alderman, Hunter College, CUNY
1966-67 Helen D. Feulner, NYC Bureau for Speech Impairments
1967-68 J. Edward McEvoy, SUC at Oswego
1968-69 Sr. Ruth Trautman, Medialle College
1969-70 John F. Wilson, Lehman College, CUNY
1970-71 John J. Carney, SUNY at Oneonta
1971-72 Robert Greene, SUNY at Geneseo

1972-73 Sr. Therese Monaghan, Molloy College
 1973-74 Bernice Sherman, SUNY at Farmingdale
 1974-75 David Hill, Morrisville College of Agriculture & Technology
 1975-76 Morton Klayman, Amherst Central High School
 1976-77 Beatrice Ferrante, St. John's University
 1977-78 Allan D. Frank, SUNY at Brockport
 1978-79 Nancy S. Swartout, Orange County Community College
 1979-80 Myron B. Shaw, SUNY at Geneseo
 1980-81 John L. Meyer, SUNY at Plattsburgh
 1981-82 Peggy Rypsam, Iona College
 1982-83 Davis Brooks, Bronx Children's Psychiatric Center
 1983-84 John F. Kirn, Dutchess Community College
 1984-85 Ruth L. Goldfarb, Nassau Community College
 1985-86 Dorothy Gould, Niagara University
 1986-87 James L. Johnson, Brooklyn College, CUNY
 1987-88 John Trombetta, Ithaca College
 1988-89 Joseph A. Bulsys, SUNY at Geneseo
 1989-90 Deborah Borisoff, New York University
 1990-91 Susan Drucker, Hofstra University
 1991-92 Maria F. Loffredo, SUNY at Oneonta
 1992-93 Mary Ann Messano-Ciesla, Brooklyn College, CUNY
 1993-94 Judythe Isserlis, Iona College
 1994-95 Richard F. Somer, Hamilton College
 1995-96 Susan Mallon Ross, Clarkson University
 1996-97 Joyce Hauser, New York University
 1997-98 Rudy Pugliese, Rochester Institute of Technology
 1998-99 Lance Strate, Fordham University
 1999-00 Susan Jasko, California University of Penn.
 2000-01 Thom Gencarelli, Montclair State University
 2001-02 Gary P. Radford, Fairleigh Dickinson University
 Marie Radford, Pratt Institute
 2002-03 Carol Wilder, The New School University
 2003-04 Edward Lenert, Queens College
 2004-05 Marie Garland, Ithaca College
 2005-06 Brian Cogan, Molloy College
 2006-07 Margaret (Peggy) Cassidy, Adelphi University
 2007-08 Missy (Mary) Alexander, Marist College
 2008-09 Valerie Swarts, Slippery Rock University
 2009-10 Donna Flayhan, State University of New York 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 Jay Liberman, Marymount Manhattan College
 2014-15 Maureen Louis, Cazenovia College
 2015-16 Anastacia Kurylo, St. Joseph College
 2016-17 Mike Plugh, Manhattan College

2017-18 Douglas Strahler, Slippery Rock University
2018-19 Heather Maloney-Stassen, Cazenovia College
2019-20 Ari Kissiloff, Ithaca College

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- City University of New York
- 2017 Thom Gencarelli, Manhattan College

Neil Postman Mentor's 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
- 2019 Susan Drucker, Hofstra University
Lance Strate, Fordham University
- 2020 Valerie Swarts, Professor Emeritus, Slippery Rock University

Life Members
To be displayed in the final program

Index of Participants: Competitive Submissions of Completed Manuscripts

Undergraduate Conference Papers

State University of New York at New Paltz, New York, United States:

- Andrea Gariolo
- Claire Dawkins
- Rose Felice
- Tanner FitzPatrick
- Madison Haydon
- Samantha Hernandez
- Marisa Rupolo

Adelphi University, New York, United States:

- Emily Farrell

Manhattan College, New York, United States:

- Trevor Pelletier
- Sophia Sakellariou

Marist College, New York, United States:

- Wai Yen Oo
- Derin Yelitz

Pontifical Catholic University of Rio de Janeiro, Brazil:

- Manoela Caldas

State University of New York at Albany, New York, United States:

- Raheem Shand

Vassar College, New York, United States:

- Ava McElhone Yates, Vassar College

MA Conference Papers

New York University, New York, United States:

- María Fernanda Soria Cruz
- Alicia Daniele
- Grace Dickerson
- Cheyenne Leonard
- Kayo Mimizuka
- Marina Sulmona
- Kexin Sun

- Rahul Thayil

Pace University, New York, United States:

- Hayley Foutz

Ramapo College of New Jersey, New Jersey, United States:

- Amanda Molina

Rochester Institute of Technology, New York, United States:

- Susan Quatro

University of Miami, Florida, United States:

- S. Divya

PhD Conference Papers

Salve Regina University, Rhode Island, United States:

- Christian Travieso

State University of New York at Albany, New York, United States:

- Pallavi Khurana and Thora Knight

Temple University, Pennsylvania, United States:

- Aiden James Kosciesza

University of Connecticut, Connecticut, United States:

- Alyce Viens

University of Toronto, Canada:

- Steven Hicks

University of Wisconsin-Milwaukee, Wisconsin, United States

- Dathan Simpson

Faculty Conference Papers:

Kingsborough Community College - City University of New York:

- Dr. Gordon R. Alley-Young

Morgan State University, Maryland, United States:

- Dr. Rod Carveth

Rutgers University, New Jersey, United States:

- Dr. John V. Pavlik

St. John's University, New York, United States:

- Dr. Sakina Jangbar

Pace University, New York, United States:

- Dr. Lou Guarneri, Dr. Paul Ziek, and Dr. David Freeman

Student-Faculty Conference Papers

The College of New Jersey, New Jersey, United States

- Carly Nocchi and Dr. Yifeng Hu

Index of Participants: Competitive Submissions of Film, Short Video, and Podcast

State University of New York at New Paltz, New York, United States:

- Sabrina Petroski

Director of Detainees Affairs, Bayda, Syria; Stockholm, Sweden

- Omer Alshogre

Manhattan College, New York, United States:

- Matthew McFadden

University College of Applied Sciences, Gaza, Palestine:

- Etaf Abu Hadda and Hala M. Abu Sada

University of Miami, Florida, United States:

- Sarah Fraser, Christopher Bared, and Tawny Wright

Western Connecticut State University, Connecticut, United States

- Dr. Jacqueline Guzda

Index of Participants: Thematic Paper Sessions

State University of New York at New Paltz, New York, United States

- Dr. Donna Flayhan

Fordham University, New York, United States

- Dr. Lewis Freeman

Hofstra University, New York, United States

- Dr. Susan Drucker
- Jared Brown, Kaila Folk, Jenna Swedlow, and Liat Blumner
- Dr. Russell Chun
- Theodore Drummond and Saba Tahir
- Ahjane Forbes
- Kyle Gaunt, Courtney File, Kylie Finnigan, Penelope Lopez
- Natalie Khait, Andrew Murdolo, Eliza Kravitz, Eli Finkelson, Rebecca Canfield, and Jamie Johnson
- Dr. Brian McFadden
- Dr. Mario Murillo
- Dr. Jingsi Christina Wu

New York University, New York, United States:

- Dr. Sal Fallica

Pennsylvania State York, Pennsylvania, United States:

- Dr. Robert Foschia

Point Park University, Pennsylvania, United States:

- Dr. Jenna M. Lo Castro

Robert Morris University, Pennsylvania, United States:

- Dr. Mark W. Gardner

San Diego State University, California, United States:

- Dr. Tiffany Ann Dykstra-DeVette

Slippery Rock University, Pennsylvania, United States

- Dr. Tim Michaels

The College of New Jersey, New Jersey, United States:

- Alexandria Crans and Skyla Liiv
- Dr. Yifeng Hu
- Katie La Capria and Deanna Amarosa

- Carly Nocchi

University of London, London, United Kingdom:

- Imtithal Audi

University of Memphis, Tennessee, United States:

- Noor Ghazal Aswad

University of Tehran, Tehran, Iran

- Dr. Ehsan Shahghasemi

Urban Communication Foundation, New York, United States:

- Dr. Gary Gumpert

Index of Participants: Interactive Roundtable Panels

State University of New York at New Paltz, New York, United States

- Dr. Donna Flayhan

American University at Paris, Paris, France:

- Saul Roots

Cazenovia College, New York, United States:

- Dr. Heather Maloney-Stassen

Central Connecticut State University, Connecticut, United States:

- Victoria Boulay

Fordham University, New York, United States:

- Dr. Lance Strate
- Dr. Beth Knobel

Hofstra University, New York, United States:

- Dr. Susan Drucker
- Dr. Suzanne Berman
- Dr. Nancy Kaplan

Islamic University of Gaza, Gaza, Palestine:

- Fatema Hmaid

Ithaca College:

- Dr. Harriet Malinowitz

Jagiellonian University, Krakow, Poland

- Dr. Krzysztof Tomanek

Manhattan College, New York, United States:

- Dr. Arshia Anwer
- Dr. Thom Gencarelli
- Dr. Michael Plugh

Marist College, New York, United States:

- Dr. Michael O'Sullivan
- Jennifer Brown
- Lila Ford
- Anna Hagenbuch
- Merna Nesheiwat

Molloy College, New York, United States:

- Dr. Brian Cogan

New York Society for General Semantics, New York, United States:

- Dr. Teresa Manzella

New York University, New York, United States:

- Dr. Deborah Borisoff
- Dr. Sal Fallica
- Demilade Adebayo
- Twinkle Bharwaney
- Amanda Dominguez
- Grace Dickerson
- Bryan Foster
- Trinity Gao
- Murat Hoger
- Lorena Kanzki
- Cheyenne Leonard
- Chang Liu
- Leonard Santos
- Marina Sulmona
- Kexin Sun
- Padma Yawen Yang
- Xi Wang
- Sophie Zhang

Philadelphia University, Pennsylvania, United States:

- Dr. Peter Hecht

Post University, Connecticut, New York:

- Suzy Boulay
- Elizabeth McGrath
- Mikayla McLeod

Poughkeepsie-Area Activists, New York, United States:

- Valerie Carlisle, Grannies Respond
- Mariel Fiori, *La Voz*
- Nobody Leaves Mid-Hudson

Rutgers University, New Jersey, United States:

- Amana Kaskazi
- Dr. Marie Radford

St. John's University

- Dr. Sanae Elmoudden

Sienna College, New York, United States:

- Grace Arcadipane

Slippery Rock University, Pennsylvania, United States:

- Dr. Thomas R. Flynn

State University of New York at Albany, New York, United States:

- Sabrina Glover

State University of New York at Oswego, New York, United States:

- Dr. Katherine Thweatt

Syracuse Veterans Affairs Medical Center, New York, United States:

- Brittany Hampton

University College of Applied Sciences, Gaza, Palestine:

- Etaf Abu Hadda
- Hala M. Abu Sada

University of Colorado at Boulder, Colorado, United States:

- Jone Brunelle
- Urooj Raja

University of Pittsburgh, Pennsylvania, United States:

- Deborah Danuser
- Kelly M. O'Donnell

University of Szczecin, Szczecin, Poland:

- Dr. Kalina Kukielko-Rogozinska

Urban Communication Foundation, New York, United States:

- Dr. Gary Gumpert

Utah State University, Utah, United States:

- Jeanette German

Vassar College, New York, United States:

- Samantha Cavagnolo
- Ananya Chaudhuri
- Kaiya John
- Naima Nader
- Haru Sugishita
- Christopher Unruh
- Ava McElhone Yates

Index of Participants: Great Ideas for Teaching Students

Seton Hall University, New Jersey, United States:

- Dr. Evelyn Plummer (NYSCA GIFTS Coordinator)

State University of New York at New Paltz, New York, United States:

- Dr. Jessica Crowell
- Dr. Madeline Veitch

Ithaca College, New York, United States:

- Ari Kissiloff

Lincoln University, Pennsylvania, United States:

- Dr. Lukas Pelliccio

Mercy College, New York, United States

- Dr. Louis Grasso
- Dr. Jay Zalinger

Slippery Rock University, Pennsylvania, United States:

- Dr. Douglas Strahler

State University of New York at Cortland, New York, United States:

- Dr. Christina Knopf
- Dr. Christopher R. Ortega

State University of New York at Oswego, New York, United States:

- Dr. Arvind Diddi

Index of Participants: Academic Submissions of Research Abstracts

Begum Rokeya University, Rangpur, Bangladesh:

- Dr. Mahamudul Haque

Brooklyn College, New York, United States:

- Dr. Wiebke Reile

Dominican College, New York, United States:

- Dr. Andrew Burns

Johns Hopkins Bloomberg School of Public Health, Maryland, United States:

- Kristine Spike

Marist College, New York, United States:

- Daniel Martin

Marmara University, Istanbul, Turkey:

- Youcef Benrazek

Marymount Manhattan College, New York, United States:

- Dr. Corey Jay Liberman

New York University, New York, United States:

- Mary Beth Hopkins

Pontifical Catholic University of Rio de Janeiro, Brazil:

- Eduarda Gomes Vilar de Macedo

Regent University, New York, United States:

- Rick Pulos

Rensselaer Polytechnic Institute, New York, United States:

- Sarah Kennedy

Slippery Rock University, Pennsylvania, United States:

- Dr. Thomas R. Flynn

St. Petersburg State University, Saint Petersburg, Russia:

- Dr. Aleksei Bykov

Tel Aviv University, Tel Aviv, Israel

- Dr. Maram Khazen

Temple University, Pennsylvania, United States:

- Dr. Wazhmah Osman

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Thank you, Lance Strate (Fordham University)
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To be displayed in the final program