

New York State Communication Association



80th Annual Conference

JUNCTURES

**Celebrating 80 Years of
New York State Communication**

Villa Roma Resort & Conference Center
Callicoon, NY

October 14-16, 2022

www.nyscanet.org



TABLE OF CONTENTS

NYSCA Executive Council	4
Greetings from the Vice President	6-7
Villa Roma Map	9
Friday Schedule at a Glance.....	10
Friday Panels & Events	11-15
Saturday Schedule at a Glance.....	16
Saturday Panels & Events	17-27
Sunday Schedule at a Glance.....	28
Sunday Panels & Events	29-30
NYSSA/NYSSCA/NYSCA Presidents	32-33
NYSCA Conference Keynote Addresses 1992-2021	34-35
John F. Wilson Scholars & Neil Postman Mentor’s Award Recipients.....	36
2023 Call for Papers	38

Special thanks to 2022 conference paper reviewers:
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Thank you, Christina Knopf!



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

A MESSAGE FROM THE VICE PRESIDENT

Dear NYSCA Community,

It is with great pleasure that I welcome you to the 80th annual meeting of the New York State Communication Association, titled “Junctures: Celebrating 80 Years of New York State Communication.” When I developed the conference theme in the summer of 2021, we were in the throes of the pandemic and navigating the most significant period of collective unrest facing our nation to date. The current historical moment is no different and continues to present unique junctures for reflection, examination, reimagination and celebration of the communication discipline’s unique role in addressing today’s many challenges—and on our 80th anniversary.

This year’s conference program is replete with panels and presentations that offer a moment for us to examine some of the issues that we face and can address as communication scholars, educators, practitioners and students. In the pages that follow, you’ll find discussions that focus on the intersection of mental health issues and the Muslim community; communication perspectives on a post-Roe world; reflections on teaching a difficult class and the insights gained; confronting systematic oppression and silencing in the communication discipline; among numerous other topics that provide a juncture for us to reflect and learn together.

As is tradition, we welcome two stellar keynote speakers who will discuss two different and important topics:

- On Friday night, Dr. Lauren Shallish, associate professor of critical disability studies at Rutgers University, will join us for a talk titled, “A Different Diversity?: The Role of Disability Studies in Diversity and Equity Work.” Dr. Shallish reminds us that disability should be a critical and essential part of diversity and equity discourse occurring in our classrooms, on our campuses and in the workplace.
- On Saturday night, Dr. Corey Anton, professor of communication studies at Grand Valley State University, will join us for a talk titled, “Apprehending the Elusive and Ambiguous: Communication, Language and Literacy.” Dr. Anton explores some of the distinct challenges faced in the communication discipline, with particular focus on “meaning” and “context,” and he offers implications for understanding difficult discourse within contemporary life.

Returning events include our GIFTS (Great Ideas for Teaching Students) session, our Undergraduate Town Hall and our top paper panel.

Special thanks go to our many sponsors, including Rutgers University’s Doctoral Program in Communication, Information and Library Studies and Rutgers University’s Master’s Program in Communication and Information Studies, which are sponsoring Saturday night’s reception, and special thanks go to the Institute of General Semantics, which is sponsoring Saturday night’s keynote address.

Finally, this conference is not an individual effort. I owe a debt of gratitude to the many people who helped bring this event to fruition. Those people include: my colleague Doug Strahler, who answered my many conference-related questions, lent his expertise in designing this year's conference program and signage, and was a powerhouse with conference-sponsorship outreach; Lance Strate, who helped solidify our conference keynote speaker line-up; Christy Knopf, who answered every bizarre question I asked—and with patience, humor and detail; Evelyn Plummer, who organized the GIFTS session and kept our budget in check; Arshia Anwer, who led student paper reviews; Jessica K. Crowell, who led conference registration, promoted the conference among the NYSCA community and served as a paper reviewer; Noura Ahmad Hajjaj, who served as a paper reviewer; Anastasia Kurylo, who offered me a wealth of conferencing planning insight; and Tyler LaCarrubba, who kept the website updated. I also noticed, appreciate and remember anyone who offered to assist or sent a kind word of encouragement along the way.

At 80 years since its founding, NYSCA continues to provide a collegial venue for learning from, presenting with and interacting with some of the most notable voices in the communication field. Whether you're an emerging or veteran scholar, educator or practitioner, NYSCA offers a place for you. Enjoy the conference.

Allison R. Peiritsch, Ph.D.
NYSCA Vice President and Conference Planner
Associate Professor, Slippery Rock University

Indigenous Land Acknowledgement

We acknowledge that we gather here on the traditional land of the Lenape Peoples past and present, and honor with gratitude the land itself and the people who have stewarded it throughout the generations.

As members of the New York State Communication Association, we recognize that the state of New York is indebted to the Cayuga, Oneida, Onondaga, Seneca, Shinnecock, Tonawanda Seneca, Tuscarora, Unkechaung, and Delaware Nations, the Saint Regis Mohawk Tribe, the Delaware Tribe, and the Stockbridge-Munsee Band of the Mohican Nation of Wisconsin.

We acknowledge the painful history of the Lanape, Cayuga, Anishinaabe, Haudenosaunee, and Montaukett peoples, upon whose lands our New York colleges and universities reside.

We are called to commit to continuing to learn how to be better stewards of the land we inhabit. And may we always be grateful to live and learn on these lands.

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FRIDAY SCHEDULE AT A GLANCE

Session	Time	Event	Location
Full Day Event	1-5 p.m.	Registration	Lobby
Meeting	1-2 p.m.	NYSICA Executive Council Meeting	Dining Room Alcove
Session 1 2:15-3:30 p.m. (Coffee Hour: 2:15-3:15 p.m.)		Mental Health Stigma and the Muslim Community	East Room 1
		Denial, Derogation, and Divisiveness after Dobbs: Communication Perspectives on a Post-Roe World	East Room 2
Session 2 3:45-5 p.m.		Professorial Confessions: The Worst Class I've Ever Taught	West Rooms 1 & 2
		Communicative Junctures: Perspectives on the Influence of Social Media	East Room 1
Welcome Reception	5-6 p.m.	Sponsored by the Villa Roma	Marty's Lounge
Keynote	6-7 p.m.	Dr. Lauren Shallish	Marty's Lounge
Meal	7:15-8:30 p.m.	Plated Five-Course Dinner	Dining Room
Night Event*	10-11 p.m.	Nightly Show	Forum Nightclub

* All post-meal events are scheduled by the Villa Roma and are not directly affiliated with NYSICA.

1-5 p.m.

Lobby

Conference Registration

1-2 p.m.

Dining Room Alcove

NYSCA Executive Council Meeting

2:15-3:30 p.m.

East Room 1

Mental Health Stigma and the Muslim Community

Mental health has become a fashion statement in media, schools, and communities. However, stigma still surrounds mental health discourse. In communication studies, the focus on stigma and mental health is specific to media and health communication. Such focus discusses mental health as an outcome of biomedical thought. Writing alongside communication scholars on stigma, particularly those who promote a shift that emphasizes mental health as constitutive, Dr. Sanae Elmoudden invites other professors and scholars from an Islamic background to this roundtable panel to further unpack the mental health stigma within the Muslim community and discuss ways to help reduce it from a communication perspective.

Moderator: Sanae Elmoudden, *St. John's University*

Panelists:

Noura Ahmad Hajjaj, *SUNY New Paltz*

Arshia Anwer, *Manhattan College*

Sakina Jangbar, *St. John's University*

Sanae Elmoudden, *St. John's University*

2:15-3:30 p.m.

East Room 2

**Denial, Derogation, and Divisiveness after Dobbs:
Communication Perspectives on a Post-Roe World**

When the United States Supreme Court issued its ruling in *Dobbs v. Jackson Women's Health Organization* in late June of this year, the conservative majority effectively overturned nearly 50 years of constitutional precedent that afforded women the right to legal abortion. *Roe v. Wade* and *Planned Parenthood v. Casey* were scuttled, and the matter of abortion was returned to individual states for adjudication. Those on the political right applauded the *Dobbs* decision as a long-overdue reaffirmation of the sanctity of pre-born life and the primacy of states' rights, while those on the political left argued that the court dealt a deeply misogynistic blow to American women, stripping them of personal autonomy and inviting disastrous social consequences. The position papers offered by the participants on this panel examine the end of *Roe* from various communication perspectives.

Chair: Mary L. Kahl, *The Pennsylvania State University, the Behrend College*

Roe, Reproduction, and Representation: Artists on Abortion

Christina M. Knopf, *SUNY Cortland*

Justice Samuel Alito and the Erasure of History

Salvatore J. Fallica, *New York University*

First Amendment Reverberations in a Post *Roe v. Wade* America

Susan J. Drucker, *Hofstra University*

Gary Gumpert, *Urban Communication Foundation*

Nowhere to Hide: Digital Surveillance in the Post-Roe World

Thomas R. Flynn, *Slippery Rock University*

All the Justice that a White Man's Money Can Buy: *Roe v. Wade*, *Dobbs v. Jackson Women's Health Organization*, and the End of American Empire

Thom Gencarelli, *Manhattan College*

The Pro-Choice Language of Corporate Activism: Supporting Employees in a Post-Roe Environment

Mary L. Kahl, *The Pennsylvania State University, the Behrend College*

Professorial Confessions: The Worst Class I've Ever Taught

What was the worse course you ever taught? We face many junctures during a teaching career which invite reflection: classroom failures are among them. At this time, in a post-COVID return to the classroom, we have an appropriate opportunity to reflect on our less than stellar professorial efforts. Panelists will consider: How do you know you were bad? What did you do to remedy the situation? Was the failure due to classroom management? Was it due to a lack of relational development or class size or insufficient technologies? Were these mea culpa experiences? What did you learn as a consequence? This roundtable will explore pedagogical praxis and robust reflection.

Chair: Gary Gumpert, *Urban Communication Foundation*

Panelists:

Susan Drucker, *Hofstra University*

Thomas R. Flynn, *Slippery Rock University*

Thom Gencarelli, *Manhattan College*

Mary L. Kahl, *The Pennsylvania State University, the Behrend College*

Christina Knopf, *SUNY Cortland*

Mario Murillo, *Hofstra University*

Mike Plugh, *Manhattan College*

Gary Radford, *Farleigh Dickinson University*

Marie Radford, *Rutgers University*

Communicative Junctures: Perspectives on the Influence of Social Media

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

Respondent: Jason Wrench, *SUNY New Paltz*

Entering the Metaverse: Considering the Implications of a Journey into a Virtual World for NYSCA at 80 Years

John Pavlik, *Rutgers University*

Social Media: Redefining Relationship Rituals for a New Generation

Andrew Burns, *Dominican University*

The Unintended Effects of Facebook's Most Popular Features

S.O. Jeffcoat, *SUNY Albany*

Wood Floors and Edison Bulbs: Representations of Authenticity on Instagram by Hickster Restaurants in the Catskills

Diana Willis, *SUNY Albany*

5-6 p.m.

Marty's Lounge

Welcome Reception

Join us in celebrating the start to the conference with drinks and hors d'oeuvres. *Sponsored by the Villa Roma Resort & Conference Center, with our thanks and appreciation.*

6-7 p.m.

Marty's Lounge

KEYNOTE SPEAKER

**A Different Diversity?:
The Role of Disability Studies in Diversity
and Equity Work**

Lauren Shallish

Associate Professor of Critical Disability Studies
Rutgers University | Newark

Why is disability so often left out of conversations for diversity and equity? What difference does this make? How can we learn from the disability rights movement and its relationship to efforts for racial justice? People with disabilities represent the largest minoritized group in the United States with rich cultural and linguistic traditions, histories, achievements, and communities. How do we work to understand disability as a valued social group, important part of coalition-building, and troubling outcome of power?



Dr. Shallish is an associate professor of critical disability studies in education in the Rutgers University's Urban Education Department. She completed her master's, certificate in advanced study, and Ph.D. in Disability Studies and Cultural Foundations of Education at Syracuse University, the site of the first disability studies program in the nation.

Shallish's research examines the hyper-labeling of multiply-minoritized students and how constructs of ability and dis/ability are framed in higher education equity work. She teaches community engaged courses on inclusive and social justice pedagogies, critical disability studies, and qualitative research.

Shallish worked in higher education and urban K-12 settings, most recently as chief of staff at Hobart and William Smith Colleges, in the Office of Special Education in D.C. Public Schools (Early Stages and the Incarcerated Youth Program), and as a qualitative research assistant for the Center on Institutional and Social Change at Columbia University Law School. In partnership with local teachers, she received local, state, and national grant awards for her work on The Troublemaker Project. This student-led collective received membership into The 1619 Project Education Network for studying the links of ableism/sanism and racism in educational segregation and mass incarceration, and exploring collective movements of resistance and transformation.

Shallish was named a 2015 Exemplary Diversity Scholar for the National Center for Institutional Diversity (NCID) and keynote speaker at Columbia Law School, New York State's Self-Advocates Conference, and New Jersey's Association of Higher Education and Disability (AHEAD).

7:15-8:30 p.m.

Dining Room

Plated Five-Course Dinner

10-11 p.m.

Forum Night Club

Late Night Entertainment

Provided by the Villa Roma Resort & Conference Center.

**The Department of
Communication and Media Arts
at
Marymount Manhattan College
Congratulates NYSCA on its 80th 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, M.F.A.

SATURDAY SCHEDULE AT A GLANCE

Session	Time	Event	Location
Meal	7-8:30 a.m.	Breakfast	Dining Room
Full Day Event	8-4:30 p.m.	Registration	Lobby
Session 3 8:30-9:45 a.m.		Reframing Menstruation Health Communication from an Equity Lens and Intercultural Religious Competence	East Room 1
		Topics in Journalism and Media Influence	East Room 2
Session 4 10-11:15 a.m.		How Do We Confront Junctures of Systematic Oppression and Silencing in the Communication Discipline	West Rooms 1 & 2
		GIFTS Session	East Room 1
Meeting	11:30-12:30 p.m.	NYSCA Business Meeting (Open to all attendees)	West Rooms 1 & 2
Meal Wilson Lunch Lecture	12:35-1:45 p.m.	Junctures and Ruptures: COVID, Comics, and Visualizing the Invisible	Dining Room
Session 5 2-3:15 p.m.		Using General Semantics: Tips, Ideas, and Resources for Teaching and Scholarship (Service Too!)	West Rooms 1 & 2
		Identity Matters in Personal and Professional Life: Multicultural Perspectives	East Room 1
Session 6 3:30-4:45 p.m. (Coffee Hour: 3:15-4:15 p.m.)		The Juncture of Current Circumstances and Teachable Moments	East Room 1
		Undergraduate Town Hall	East Room 2
Reception	5-6 p.m.	Sponsored by Rutgers Univ.	Marty's Lounge
Keynote	6-7 p.m.	Dr. Corey Anton	Marty's Lounge
Meal	7:15-8:30 p.m.	Plated Five-Course Dinner	Dining Room
Night Event	10-11 p.m.	Open Jam Session	Marty's Lounge
Night Event*	10-11 p.m.	Nightly Show	Forum Night Club

* All post-meal events are scheduled by the Villa Roma and are not directly affiliated with NYSCA.

7-8:30 a.m.

Dining Room

Breakfast

8-4:30 p.m.

Lobby

Conference Registration

8:30-9:45 a.m.

East Room 1

Reframing Menstruation Health Communication from an Equity Lens and Intercultural Religious Competence

Personal experiences of menarche and menstruation are embedded in the context of cultural norms, social beliefs, and practices of proper access to menstrual products. Traditional socio-cultural views and poverty impede proper sexual and reproductive health for females. In this roundtable, panelists from diverse cultural backgrounds will examine cultural taboos and social factors, and further highlight issues of equity and access that impact women's ability to effectively manage their menstrual health and hygiene within local societies, underprivileged communities, and in war-torn countries. These global perspectives will address the challenges of the status quo of menstruation stigma at a global scale, focus on improving intercultural religious competence, and scrutinize the difficulty affording menstrual products worldwide. As scholars and activists, the panelists will highlight the importance of a paradigm shift and advocacy for menstruation equity, explaining why it matters for women's dignity to have proper access to pads, tampons, or reusable products like menstrual cups.

Moderator: Noura Ahmad Hajjaj, *SUNY New Paltz*

Panelists:

Sanae Elmoudden, *St. John's University*

Arshia Anwer, *Manhattan College*

Sakina Jangbar, *St. John's University*

Susan Drucker, *Hofstra University*

Jason Wrench, *SUNY New Paltz*

Anastacia Kurylo, *Inform Your Community*

Noura Ahmad Hajjaj, *SUNY New Paltz*

How Do We Confront Junctures of Systematic Oppression and Silencing in the Communication Discipline?

Tyrannical systems are challenging to eradicate—this high-density panel at the 80th annual conference of the New York State Communication Association explores the interrelation between oppression and power, along with the influences of governmental policies, corporations, and belief systems on marginalized communities at state, regional, and national levels, in addition to how these dynamics of power and dominance can even impact underrepresented communities abroad. In *Teaching to Transgress*, bell hooks (1994) states that the definition and critical analysis of oppression has left out the complexity, voices, and lived experiences of individuals who have been severely impacted by injustice and oppression. In this roundtable, participants will rethink methods of communication and resistance to challenge the status quo of domination, reframe discourses pertaining to the critical juncture of social injustice, and deconstruct oppression and in the communication discipline and the world of media.

Participants will provide examples of conversations that are taking place in the classroom about prominent issues surrounding systemic racism and degradation, and they will ask important, critical questions, engage in difficult conversations, debate the frameworks of exploitation, and examine how these issues matter to us in higher education and as a global society amid the polarization of political dividedness. They also will explore how these dynamics of domination aim to suppress representations of racial minorities, undermine human rights, and jeopardize some democratic principles. The overarching theme of this roundtable panel is the interconnectedness of all forms of silencing and oppression.

Moderator: Noura Ahmad Hajjaj, *SUNY New Paltz*

Panelists:

Arshia Anwer, *Manhattan College*

Jaclynn Orobello, *SUNY New Paltz*

Thomas R. Flynn, *Slippery Rock University*

Thom Gencarelli, *Manhattan College*

Debbie Borisoff, *New York University*

Jason Wrench, *SUNY New Paltz*

Susan Drucker, *Hofstra University*

Gary Gumpert, *Urban Communication Foundation*

Lance Strate, *Fordham University*

Marie Radford, *Rutgers University*

Gary Radford, *Fairleigh Dickinson University*

Sanae Elmoudden, *St. John's University*

Sakina Jangbar, *St. John's University*

Brian Cogan, *Molloy College*

Brian McFadden, *Hofstra University*

Michael Plugh, *Manhattan College*

Anastacia Kurylo, *Inform Your Community*

Noura Ahmad Hajjaj, *SUNY New Paltz*

10-11:15 a.m.

East Room 1

GIFTS: Great Ideas For Teaching Students

Great Ideas For Teaching Students provides an excellent opportunity for faculty members and/or graduate students to share classroom-tested “great ideas” with other members of the teaching community. Participants will 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: Corey J. Liberman, *Marymount Manhattan College*

Participants:**Informative Speech 2.0.: TikTok in the Public Speaking Classroom**

Julian Costa, *Pace University*

Adrian Pitt, *Pace University*

Teaching Sustainability: Using the U.N. Global Goals to Transform Your Teaching

Jessica K. Crowell, *SUNY New Paltz*

Making Intrapersonal Communication Public Knowledge: A Pedagogical Approach to Public Relations and Crisis Management

Corey J. Liberman, *Marymount Manhattan College*

Non-Alcoholic Flipcup as a Strategy for Teaching Group Decision Making: Applied Practices Within the Classroom

Corey J. Liberman, *Marymount Manhattan College*

Deception is Among Us (2018): Analyzing How Imposters Hide their Guilt and Wrongdoings

Matthew Petrunia, *Fashion Institute of Technology, SUNY*

Communicating Diversity, Equity and Inclusion: A Public Relations Class/Client Partnership with a DEI Focus

Arien Rozelle, *St. John Fisher University*

Nicole Smith, *St. John Fisher University*

Introducing Double Blind Peer Review in Teaching Communication Research Methods

Wei Shi, *SUNY Farmingdale*

Forming Strategic Service-Learning Partnerships

Douglas C. Strahler, *Slippery Rock University*

11:30-12:30 p.m.

West Rooms 1 & 2

NYSCA Business Meeting***NYSCA General Meeting and Awards Presentation***

This meeting is open to all NYSCA members and conference attendees.

Top paper awards are proudly sponsored by Taylor & Francis.

12:30-1:45 p.m.

Dining Room

Wilson Scholar Lunch Lecture**Junctures and Ruptures:****COVID, Comics, and Visualizing the Invisible**

Comics have always responded, directly or allegorically, to catastrophes, documenting and commenting on the way we deal with crises. With the appearance of COVID-19, comics were harnessed by governmental and medical agencies as a public health tool, enabling science and communication. Webcomics were employed by educators as an alternative means of achieving student learning outcomes during quarantine. And graphic medicine, an interdisciplinary field of comics and health studies, curated digital collections of comics, editorial cartoons, and graphic autobiography dealing with COVID-19. These representations express what has been called "covidity" - individual and collective philosophical, material, and emotional responses to the COVID-19 pandemic. The comics format enables an articulation of spatial, temporal, and relational aspects of the pandemic not available to other media, even bringing audiences into the places and lives where news cameras could not go. This presentation looks at a selection of the verbal-visual rhetoric that documented COVID as an epoch and schism in our lives, highlighting the myriad ways this historical moment transformed our communal spaces and social interactions and demonstrating why comics feature prominently in recent political battles.



Wilson Scholar: Christina M. Knopf, SUNY Cortland

2-3:15 p.m.

West Rooms 1 & 2

Using General Semantics: Tips, Ideas, and Resources for Teaching and Scholarship (Service Too!)

From the basic course to advanced graduate study, general semantics has myriad uses and applications for communication pedagogy. Panelists will discuss the ways in which they have incorporated general semantics into their teaching and scholarship, and the resources available for students, instructors, researchers, and administrators.

Chair: Lance Strate, *Fordham University*

Panelists:

Corey Anton, *Grand Valley State University*

Thom Gencarelli, *Manhattan College*

Mike Plugh, *Manhattan College*

Susan Drucker, *Hofstra University*

2-3:15 p.m.

East Room 1

Identity Matters in Personal & Professional Life: Multicultural Perspectives

Chair: Noura Ahmad Hajjaj, *SUNY New Paltz*

Respondent: Arshia Anwer, *Manhattan College*

Queer Experiences in India: Media, Sexuality, Gender, and Privilege

Manasi Nimkar, *New York University*

From the One to the Third Child Policy in China: Challenges and Struggles

Clivia (Huizhu) Liang, *New York University*

Women in the Workplace: Generational Divide in Azerbaijan

Leyla Shurkurova, *New York University*

Challenges for South Korean Female Students Adapting to U.S. Academic Life: The Problem is NOT the U.S. Students But Rather the South Korean Male Students

Jinhee Park, *New York University*

A Case Study of Key Challenges Within the Educational Technology Industry in India

Priya Gorain, *New York University*

3:30-4:45 p.m.

East Room 1

The Juncture of Current Circumstances and Teachable Moments

A teachable moment is an unplanned or fleeting chance which presents itself and can be seized upon as a unique educational opportunity. At times, these emerge from events which seem a digression from the original subject or research agenda while other times events and circumstances are directly on point requiring attention and integration into curriculum and/or scholarship. The whirlwind of current events, the changing nature of media industries, higher education, politics, law, etc., have provided an ample supply of topics in recent months. This panel will explore those outside events integrated into classes or research which invite examination from a communication perspective.

Moderator: Gary Gumpert, *Urban Communication Foundation*

Panelists:

Scott Brinton, *Hofstra University*

Susan Drucker, *Hofstra University*

Lewis Freeman, *Fordham University*

Noura Ahmad Hajjaj, *SUNY New Paltz*

Maureen M. Louis, *Cazenovia College*

Jeffrey Morosoff, *Hofstra University*

Brian McFadden, *Hofstra University*

3:30-4:45 p.m.

East Room 2

NYSCA Undergraduate Town Hall Meeting

What topics interest or concern you about your undergraduate experience? In this open town hall session, undergraduate students have an opportunity to share and discuss their experiences navigate the curricular and co-curricular aspects of their communication degree programs. Discussion topics include majors, minors, concentrations, specializations, student-teacher interaction, internships, study abroad experiences, careers, broadening course requirements to include other disciplines, and preparing for the changing communication environment of the 21st century.

Facilitator: Douglas C. Strahler, *Slippery Rock University*

All undergraduate students attending the conference are invited and encouraged to join this hosted conversation. In the interest of open and unfettered discussion, only undergraduate students may attend this session.

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The Rutgers Interdisciplinary Ph.D. program in Communication, Information, and Media offers specialization in five areas of study in the field of Communication:

- Communication and Technology
- Interpersonal Communication
- Organizational Communication
- Health Communication
- Language and Social Interaction

For full funding consideration, applications for Fall 2023 are due by **January 5, 2023**.

Contact: Jennifer A. Theiss, Ph.D. Program Director, at jtheiss@rutgers.edu.

Matthew Matsaganis, Ph.D. Area Coordinator for Communication at matthew.matsaganis@rutgers.edu or visit comminfo.rutgers.edu/phd.

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5-6 p.m.

Marty's Lounge

Saturday Evening Reception

Join us in celebrating the start to the conference with drinks and hors d'oeuvres.

Sponsored by Rutgers University's School of Communication and Information, Rutgers' Ph.D. program in Communication, Information and Media, and Rutgers' Master of Health Communication and Information, with our thanks and appreciation for their generous support.

6-7 p.m.

Marty's Lounge

KEYNOTE SPEAKER

Apprehending the Elusive and Ambiguous: Communication, Language and Literacy

Corey Anton

Professor of Communication Studies
Grand Valley State University



In this talk, I survey some of the peculiar challenges facing those who would study communication. More specifically, I show how two main concepts, "meaning" and "context," remain inherently elusive and ambiguous. I also spell out how literacy produces challenges for the study of meaning and context while simultaneously providing resources to subdue them. I conclude by offering some takeaway implications for understanding heated and/or charged discourse within contemporary life.

Dr. Anton is an award-winning teacher and author as well as a fellow of the International Communicology Institute. His publications can be found in journals, such as *Philosophy and Rhetoric*, *Communication Theory*, *Human Studies*, and *The American Journal of Semiotics*.

His books include: *Selfhood and Authenticity* (2001, SUNY Press), *Sources of Significance: Worldly Rejuvenation and Neo-Stoic Heroism* (2010, Purdue University Press), *Communication Uncovered: General Semantics and Media Ecology* (2011, Institute of General Semantics) and the edited collections *Valuation and Media Ecology: Ethics, Morals, and Laws* (2010, Hampton Press), *Korzybski And...* (with Lance Strate, 2012, Institute of General Semantics) and *Taking Up McLuhan's Cause* (with Lance Strate and Robert K. Logan, 2017, Intellect, Ltd.). Anton is the past editor of the journal *Explorations in Media Ecology* and past chair of the Semiotics and Communication Division of the National Communication Association. Anton currently serves on the board of trustees for the Institute of General Semantics, and on the editorial boards of *The Atlantic Journal of Communication*, *Media Ethics*, and *Explorations in Media Ecology*.

Saturday night's keynote address is proudly sponsored by the Institute of General Semantics.



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Corey Anton, Vice-President
Eva Berger, Secretary
Thom Gencarelli, Treasurer

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NEW YORK SOCIETY FOR GENERAL SEMANTICS

7:15-8:30 p.m.

Dining Room

Plated Five-Course Dinner

8:45-10 p.m.

Marty's Lounge

Entertainment/Open Jam Session

10-11 p.m.

Forum Night Club

Entertainment/Late Night Show

Provided by the Villa Roma Resort & Conference Center.

SUNDAY SCHEDULE AT A GLANCE

Session	Time	Event	Location
Meal	7-9 a.m.	Breakfast	Dining Room
Morning Event	8:30-11 a.m.	Registration	Lobby
Session 7 9-10:15 a.m.		NYSICA Meeting of AJC Editorial Board (Open to all attendees)	East Room 1
Session 8 10:30-11:45 a.m.		Administrators' Workshop	East Room 1
		Special Topics Round-Up: COVID, Comics, Classroom Collaboration	East Room 2
Raffle	11:45 a.m.	Raffle	East Room 3
Conference Concludes	12 p.m.	Hotel Check Out	Lobby
Meeting	12-1 p.m.	NYSICA Executive Council Meeting & Luncheon	Dining Room Alcove

7-9 a.m. Dining Room

Breakfast

8-11 a.m. Lobby

Conference Registration

9-10:15 a.m. East Room 1

**Meeting of the NYSCA Members of the Editorial Board of the
*Atlantic Journal of Communication***

The panel is a meeting of those members of NYSCA who are also members of the editorial board of the *Atlantic Journal of Communication*. The meeting is open to any member of the NYSCA community who is interested in learning more about the official journal of NYSCA.

Chair: Gary Radford, *Fairleigh Dickinson University*

Panelists:

Susan Drucker, *Hofstra University*

Thom Gencarelli, *Manhattan College*

Anastacia Kurylo, *Inform Your Community*

William Petkanas, *Western Connecticut State University*

Marie Radford, *Rutgers University*

Lance Strate, *Fordham University*

10:30-11:45 a.m. East Room 1

Administrators' Workshop

This session is designed for conference participants who are current and former college/university administrators. A tradition at NYSCA, this 2022 panel examines the various "junctures" that administrators face as they guide, serve, and educate their various and diverse audiences. What are the strong spots and what are the weak spots that typify daily administrative work? At what points and about what issues do administrators grapple with intractable difficulties? At what junctures do administrators find their greatest accomplishments? Are these twin characterizations of difficulties and accomplishments mutually exclusive? Attend this panel if you want to seek solace, succor, and perhaps a shot in the arm from fellow administrative types. Session conversations will be held in confidence.

Co-chairs: Mary L. Kahl, *The Pennsylvania State University, the Behrend College*
Gary Gumpert, *Urban Communication Foundation*

10:30-11:45 a.m.

East Room 2

**Special Topics Round-Up:
COVID, Comics, Classroom Collaboration**

Chair: *Arshia Anwer, Manhattan College*

Respondent: *Christina Knopf, SUNY New Paltz*

Panelists:

The Impact of COVID-19 on the Deaf Community*

Jaclynn Orobello, SUNY New Paltz

COVID and Cuomo: Using the CERC Model to Evaluate Strategic Uses of Twitter on Pandemic Communications**

Aisha Powell, Howard University

Escaping the Inescapable

Dante Eusebio, St. John's University

Learning through Groupwork: The Role of Psychological Capital, Flow, and Academic Self-Efficacy

Ann Liao, Buffalo State College

* Top Undergraduate Paper

** Top Graduate Paper

Top paper awards are proudly sponsored by Taylor & Francis.

11:45 a.m.

East Room 3

Don't Leave Yet - Raffle!

12 p.m.

Lobby

Conference Concludes: Hotel Check-Out at Noon

12-1 p.m.

Dining Room Alcove

NYSCA Executive Council Meeting

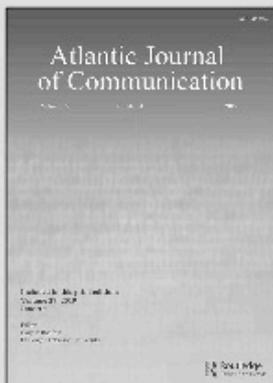
Atlantic Journal of Communication

EDITOR

Gary P. Radford
Fairleigh Dickinson University

The ***Atlantic Journal of Communication (AJC)*** is an academic journal concerned with the study of communication theory, practice, and policy. ***AJC*** is philosophically committed to an eclectic approach to scholarship and the publication of articles of the highest quality regardless of their type, orientation, or geographical origin. Contributions devoted to significant problems and issues in communication studies and of wide professional and scholarly interest are welcome.

AJC is the official journal of the New Jersey Communication Association and the New York State Communication Association. Members of these associations receive the journal automatically as a benefit of membership.



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NYSSA/NYSSCA/NYSKA PRESIDENTS

1942-43	Loren Reid, Syracuse University
1943-44	Loren Reid, Syracuse University
1944-45	Mardel Ogilvie, SUC at Fredonia
1945-46	Mardel Ogilvie, SUC at Fredonia
1946-47	Agnes Rigney, SUC at Geneseo
1947-48	Agnes Rigney, SUC at Geneseo
1948-49	Lillian O'Connor, Julia Richmond High School
1949-50	Lillian O'Connor, Julia Richmond High School
1950-51	James Kavanagh, Binghamton Central High School
1951-52	James Kavanagh, Binghamton Central High School
1952-53	Doris Goodrich, Rochester Schools
1953-54	Doris Goodrich, Rochester Schools
1954-55	Yetta Mitchell, New York University
1955-56	Yetta Mitchell, New York University
1956-57	Wilbur Gilman, Queens College
1957-58	Henry Youngerman, SUC at Fredonia
1958-59	Frances Marion Brown, City Schools, Oswego
1959-60	Ralph Schmidt, Utica College
1960-61	Solomon Simonson, Yeshiva University
1961-62	Bernard Boresoff, Great Neck High School
1962-63	Gladys S. Bennett, Mechanicsville High School
1963-64	John W. Gunning, Ithaca College
1964-65	Bruce Klee, SUC at Geneseo
1965-66	Rose Alderman, Hunter College, CUNY
1966-67	Helen D. Feulner, NYC Bureau for Speech Impairments
1967-68	J. Edward McEvoy, SUC at Oswego
1968-69	Sr. Ruth Trautman, Medialle College
1969-70	John F. Wilson, Lehman College, CUNY
1970-71	John J. Carney, SUNY at Oneonta
1971-72	Robert Greene, SUNY at Geneseo
1972-73	Sr. Therese Monaghan, Molloy College
1973-74	Bernice Sherman, SUNY at Farmingdale
1974-75	David Hill, Morrisville College of Agriculture & Technology
1975-76	Morton Klayman, Amherst Central High School
1976-77	Beatrice Ferrante, St. John's University
1977-78	Allan D. Frank, SUNY at Brockport
1978-79	Nancy S. Swartout, Orange County Community College
1979-80	Myron B. Shaw, SUNY at Geneseo
1980-81	John L. Meyer, SUNY at Plattsburgh
1981-82	Peggy Rypsam, Iona College
1982-83	Davis Brooks, Bronx Children's Psychiatric Center
1983-84	John F. 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, SUNY New Paltz
2010-11	Brad Crownover, College of Mount Saint Vincent
2011-12	Mary Ann Allison, Hofstra University
2012-13	Cheryl Casey, Hamilton College
2013-14	Corey Liberman, Marymount Manhattan College
2014-15	Maureen 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
2020-21	Noura Ahmad Hajjaj, SUNY New Paltz
2021-22	Christina M. Knopf, SUNY Cortland

NYS CA CONFERENCE KEYNOTE ADDRESSES 1992-2021

*NO TITLE WAS PRINTED IN THE CONFERENCE PROGRAM

- | | | | |
|------|---|------|--|
| 1992 | <p>Linda Lederman, Rutgers University
"An After-Dinner Mint"</p> <p>Dan Hahn, Florida Atlantic University
"Get a 'Professional' Life"</p> | 2003 | <p>John Downing, The University of Texas at Austin</p> <p>David Turnley
"Reflections of a War Photographer"</p> |
| 1993 | <p>Alan Chartock, Host of WAMC/
Northeast Public Radio's Capital
Connection*</p> <p>John Makay, Bowling Green State
University*</p> | 2004 | <p>Stanley Deetz, University of Colorado at
Boulder
"Communication Hype, Enduring
Currents, & Contemporary Struggles"</p> |
| 1994 | <p>Raymie McKerrow, Ohio University*</p> | 2005 | <p>Siva Vaidhyanathan, New York University
"To Teach is to Copy: Emerging Conflicts
Among Technology, Copyright, and
Education"</p> |
| 1995 | <p>Tom Benson
Pennsylvania State University
"Communication & Community
in the Age of the Computers"</p> | 2006 | <p>William I. Hoynes, Vassar College
"Marginalizing Dissent: News Media
& the Narrowing of Political Debate"</p> |
| 1996 | <p>Todd Gitlin, New York University
"What's Wrong with Sex & Violence?"</p> <p>Neil Postman, New York University
"How Media Change Values"</p> | 2007 | <p>Mary Kahl, SUNY New Paltz
"A Subject for Sarcasm and Ridicule"</p> <p>Shawn J. Parry-Giles, University of
Maryland
"Connecting Research, Pedagogy, and
Civic Engagement"</p> |
| 1997 | <p>Susan Drucker, Hofstra University</p> <p>Gary Gumpert, Communication
Landscapers
"Discourse and Chat@Non-
Communicating Communities"</p> | 2008 | <p>Diana Bartelli Carlin, University of Kansas
"Using Research Groups to Unify
Unique Perspectives: A Case Study of
Political Debates and Beyond"</p> <p>Terence Moran, New York University
"Understanding Communication History:
A Media Ecology Approach"</p> |
| 1998 | <p>Langdon Winner, Rensselaer
Polytechnic Institute
"Introducing the Automatic Professor
Machine"</p> <p>James W. Carey, Columbia University
"Where Do We Go with Marshall
McLuhan?"</p> | 2009 | <p>Lance Strate, Fordham University and
Executive Director, Institute of General
Semantics
"On the Binding Bias of Time"</p> <p>John Durham Peters, Yale University
"God and Google"</p> |
| 1999 | <p>Julia T. Wood, The University of North
Carolina at Chapel Hill
"Rethinking the Making of
Common Narratives"</p> | 2010 | <p>Donal Carbaugh, University of
Massachusetts-Amherst
"The Matter of Communication:
Perspectives and Practices"</p> <p>Lawrence Frey, University of Colorado
at Boulder
"Making Communication Matter through
Communication Activism for Social
Justice Scholarship"</p> |
| 2000 | <p>James W. Chesebro, Indiana State
University
"The Role of Academia - and
Specifically the Discipline of
Communication-in the 'Real' World"</p> <p>Mark Crispin Miller, New York University
"Real Criticism"</p> | 2011 | <p>Renee Hobbs, Temple University and
The Media Education Lab
"Down with the Silos: How Digital Media
Literacy Embraces Interdisciplinary
Connections across Campus and
Community"</p> <p>Aashish Kumar, Hofstra University
"Software from Hard Rocks"</p> |
| 2001 | <p>Paul Thaler, Mercy College
"From TV Trials to Killing Hitler: The
Twists and Turns of a Writer's Angst"</p> <p>Daniel Kolak, William Paterson University
"Beyond Self & Other: Talking
Communication Theory Inside Out or
Why in Talking to You I am Talking
Only to Myself"</p> | | |
| 2002 | <p>Klaus Krippendorff, University of
Pennsylvania
"The Possibility of Possibility"</p> | | |

- Carole Blair**, University of North Carolina, Chapel Hill
 "UNKNOWN: Remembering as Family and (Re)Legitimizing the Nation-State"
- 2012** **Thomas Cooper**, Emerson College
 "Overview of Overviews: Of Media Ethics, Epistemology, and Ecology"
- John Shotter**, University of New Hampshire and London School of Economics
 "The Transmission of Information: An 'Awful Deformation' of What Communication Really Is"
- 2013** **George Barnett**, UC Davis
 "A Network Model of International/ Intercultural Communication"
- Thomas Hugh Feeley**
 "Studying Communication Networks: What I Have Learned us Far"
- 2014** **Jason Llorenz**
 "Communication in a Mobile, Social World: New Opportunities to Meet Persistent Social Challenges"
- Roger Aden**, Ohio University
 "Places Apart: Sites of Communion Among Us"
- 2015** **Howie Giles**, UC Santa Barbara
 "Us, Them, and Me: Intergroup Communication and Successful Aging"
- Mecca E. Santana, Esq.**, Westchester Medical Center
 "Lost in Translation: The Interplay Between Diversity, Inclusion and Communication"
- 2016** **Lee Humphries**, Cornell University
 "The Qualified Self: Social Media and the Accounting of Everyday Life"
- Douglas Rushkoff**, Queens College of CUNY
 "Money is a Medium: The Economy as Media Environment, and How to Reprogram It"
- 2017** **Michael Prosser**
 "25/75: NYSCA & Michael Both Flourishing"
- 2018** **Judith Yaross Lee**, Ohio University
 "A New York State of Mind: Mad Magazine and the Spirit of Our Times"
- Dana L. Cloud**, Syracuse University
 "Reality Bites: The Limits of Truth Appeals and Fact-Checking in Political Discourse"

- 2019** **Cyndy Scheibe**, Project Look Sharp
 "From Practice to Theory and Back Again: Reflections on Media Literacy Education in 2020 and Beyond"
- Renee Hobbs**, University of Rhode Island and Media Education Lab
 "From Theory to Practice and Back Again: Reflections on Media Literacy Education in 2020 and Beyond"
- 2020** **Nicholas David Bowman**, Texas Tech University
 "Evolving Norms for Communication Research: The Costs and Benefits of a Culture of Transparency"
- Jasbir Puar**, Rutgers University
 "Spatial Debilities: Slow Life and Carceral Capitalism in Palestine"
- 2021** **Brenda Hoffman**, Stony Brook University & the Alan Alda Center for Communicating Science
 "Re-envisioning Our Roles as Communication Scholars and Teachers"
- Whitney M. Phillips**, Syracuse University
 "Feeling Better so We Can Share Better: Exploring the Links between Mental Health, Media Literacy, and Online Ethics"

JOHN F. WILSON SCHOLARS

- 1992 Deborah Borisoff, *New York University*
 Gary Gumpert, Professor Emeritus, *Queens College of the City University of New York*
 Dan F. Hahn, *Queens College*
 Neil Postman, *New York University*
- 1994 Laurie Arliss, *Ithaca College*
- 1995 Susan Drucker, *Hofstra University*
- 1997 Joyce Hauser, *New York University*
- 1999 Lance Strate, *Fordham University*
- 2004 James W. Carey, *Columbia University*
- 2009 Sue Barnes, *Rochester Institute of Technology*
 Brian Cogan, *Molloy College*
- 2014 Katherine Fry, *Brooklyn College, CUNY*
- 2017 Thom Gencarelli, *Manhattan College*
- 2021 Christina M. Knopf, *SUNY Cortland*

NEIL POSTMAN MENTOR'S AWARD RECIPIENTS

- 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*
- 2009 None
- 2010 Mary Kahl, *SUNY New Paltz*
- 2011 None
- 2012 Salvatore Fallica, *New York University*
- 2013 Cheryl Casey, *Hamilton College*
 Anastacia Kurylo, *Marymount Manhattan College*
- 2014 Lewis Freeman, *Fordham University*
- 2015 None
- 2016 Heather Stassen-Ferrara, *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, *Slippery Rock University*
- 2021 None

CONGRATULATIONS

to

Allison Peiritsch and the New York State Communication Association

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from the

Department of Strategic Communication and Media
at Slippery Rock University



NEW YORK STATE COMMUNICATION ASSOCIATION 2023 CALL FOR PAPERS

81st Annual Conference | October 13-15, 2023

*Villa Roma Resort & Conference Center
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COMMUNICATION IN THE DIGITAL WORLD

The internet and smartphone have transformed the way we communicate in profound ways. We are now moving toward normalizing new features like artificial intelligence, and virtual and augmented reality applications in day-to-day use, poised to further change our relationship with technology and with each other in the near future. We live in a digital world of full of information and misinformation, character limits and fast-paced communication, influencers and followers, ceaseless scrolling and mediated interaction - but also in a world that reveals structural disparities and unequal access to digital communication platforms. The last few years, especially, have seen an accelerated transformation toward remote work and learning, changing the way we live and work, and the way we think of online and offline spaces in both personal and professional contexts. Contemporary issues we face as local, national, or even global societies have been the subject of oftentimes heated online discourse - issues like political unrest, social justice movements and activism, pandemics and public health, environmental justice, and concerns about the regulation of online platforms and privacy.

Acknowledging the impact of our transforming digital landscape and its effect on our lived experience, the 81st annual conference of the New York State Communication Association invites participants to consider how communication functions on digital platforms in intrapersonal, interpersonal, community-oriented, organizational, global, and virtual contexts. Scholars, practitioners, and students are encouraged to examine how their areas of study in communication intersect with the transformation of digital communication use and culture, with particular focus on the environmental, psychological, and social benefits and costs of the contemporary and future use of digital platforms.

We welcome submissions of completed papers, panels, roundtables, fishbowl conversations, student posters and other innovative and engaging programs. Work related to the conference theme is encouraged, along with a range of communication topics from a variety of theoretical and methodological approaches.

Submission Guidelines

Completed paper submissions should be no more than 25 double-spaced pages (not inclusive of title and bibliography pages) and should not include any identifying information. The author, affiliation, and contact information must be provided separately in the body of the submission email. Papers should include a running head with an abbreviated title. Any standard style is permitted. Completed paper submissions from undergraduate and graduate students will be considered for student paper awards. Student submissions must 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.

Statement of Professional Responsibility

A statement of professional responsibility must be included on the first page of all paper/panel/roundtable submissions, or in the email accompanying video/audio files, and should state the following: "In submitting the attached paper/panel proposal, poster or roundtable, I/we agree to present at the 2023 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."

Contact Information

Direct inquiries and email submissions to Arshia Anwer, Associate Professor, Communication Department at Manhattan College at NYSCA2023@gmail.com.

Deadline

All submissions and proposals are due no later than midnight EST on July 7, 2023.



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