



New York State Communication Association
 81st Annual Conference | October 13-15, 2023
 Villa Roma Resort and Conference Center
 365 Villa Roma Road, Callicoon, NY 12723

COMMUNICATION IN THE DIGITAL WORLD

DRAFT PROGRAM

A full and finalized program will be provided at the conference.

Friday Schedule at a Glance

Session	Time	Event	Location
All Day	1-5 p.m.	Registration	Lobby
Meeting	1-2 p.m.	NYSCA Executive Council Meeting	Dining Room Alcove
Session 1 2:15-3:30 p.m.		Social Media, Technology, and the Higher Education Classroom	East Room 1
Coffee Hour 3:15-4:15 p.m.		Communicating Socially (Irr) Responsible in the Digital Space	East Room 2
		Communication in the Digital World: Media Technology and Artificial Intelligence	East Room 3
Session 2 3:45-5 p.m.		Theories of the Future: The Digital Space Today and Tomorrow	East Room 1
		Reengaging <i>Straight Man</i> in Contemporary Higher Education: NYSCA Book Club	East Room 2
Reception Poetry Reading	5-6 p.m.	Sponsored by the Villa Roma	Marty's Lounge
Keynote	6-7 p.m.	Dr. Carolyn D. Hedges	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 night events are scheduled by the Villa Roma and are not directly affiliated with NYSCA.

Saturday Schedule at a Glance

Session	Time	Event	Location
Meal	7-8:30 a.m.	Breakfast	Dining Room
All Day	8-4:30 p.m.	Registration	Lobby
Session 3 8:30-9:45 a.m.		Let's Talk: The Illusiveness of Productive Discourse in a Digital World	East Room 1
		Unveiling Bias and Nurturing Mentorship: Exploring Manuscript Rejections in Communication Journals	East Room 2
Session 4 10-11:15 a.m.		NYSCA 81st Conference Top Student Papers	East Room 1
		Political Thought and Decision-Making in the Digital World	East Room 2
		GIFTS Session	East Room 3
Meeting	11:30-12:30 p.m.	NYSCA Business Meeting Open to all attendees	West Rooms 1 & 2
Meal	12:35-1:45 p.m.	Plated Five-Course Meal	Dining Room
Session 5 2-3:15 p.m.		Reimagining the Communication Discipline: Embracing ChatGPT's Impact on the Landscape	West Rooms 1 & 2
		Selves and Significant Others: The Impact of Social Media and Reality TV on Lived Experiences	East Room 1
		From Folktales to Realities: Perspectives on Cultural Sense-Making	East Room 2
Session 6 3:30-4:45 p.m. Coffee Hour 3:15-4:15 p.m.		Politics and the Decay of Democracy: General Semantics Perspectives	East Room 1
		D.E.I. in the Digital World: We've Come a Long Way Maybe...Or Maybe Not!	East Room 2
		Undergraduate Town Hall	East Room 3
Reception	5-6 p.m.	Sponsored by Rutgers University	Marty's Lounge
Keynote	6-7 p.m.	Dr. Brandy Monk-Payton	Marty's Lounge
Meal	7:15-8:30 p.m.	Plated Five-Course Dinner	Dining Room
Night Event*	8:45-10 p.m.	Open Jam Session	Marty's Lounge
Night Event*	10-11 p.m.	Nightly Show	Forum Night Club

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

Sunday Schedule at a Glance

Session	Time	Event	Location
Meal	7-9 a.m.	Breakfast	Dining Room
Registration	8:30-11 a.m.	Registration	Lobby
Session 7 9-10:15 a.m.		NYSCA Meeting of AJC Editorial Board Open to all	West Rooms 1 & 2
Session 8 10:30-11:45 a.m.		Administrators' Workshop: Academic Leadership in a Digital World	East Room 1
		Being Human in the Digital World	East Room 2
Raffle	11:45 a.m.	Raffle	East Room 3
Check Out	12 p.m.	Check Out	Lobby
Meeting	12-1 p.m.	NYSCA Executive Council Meeting & Luncheon	Dining Room Alcove

Friday, October 13

Registration (1-5 P.M.): Lobby

NYSCA Executive Council Meeting (1-2 p.m.): Dining Room Alcove

Session 1.A (2:15-3:30 p.m.): East Room 1

Social Media, Technology, and the Higher Education Classroom

We're at a moment to reflect on the current state of technology and social media in classroom spaces, assignments, and the role it plays in our pedagogy. This roundtable seeks to create a discourse around the best practices for implementing technology and social media in higher education classrooms and the unique ethical implications presented by these new technologies. The discussants will be asked to talk about assignments, teaching instruments, or other avenues through which technology and/or social media has found its way into their classrooms (for better or for worse). Ultimately, the roundtable hopes to further consider the question of not if, but how, to teach these technologies in our classes.

Moderator: Brian McFadden, *Hofstra University*

Panelists:

Nicole Clarity, *Hofstra University*

Susan Drucker, *Hofstra University*

Michael Plugh, *Manhattan College*

Virginia Horan, *Suffolk County Community College*

Session 1.B (2:15-3:30 p.m.): East Room 2

Communicating Socially (Ir) Responsible in the Digital Space

This panel contains four unique studies which address the issue of responsible—and at times—irresponsible communication in the digital space by a variety of actors across sectors. The energy, fashion, real estate, and NGO sectors are increasingly under pressure from stakeholders and shareholders to do and be better. The rise in corporate social responsibility (CSR) and environmental, social, and governance (ESG) initiatives presents a unique challenge for organizations to resist the temptation of communicating irresponsibly in times where it may be the easier and potentially more appealing option to satisfy their stakeholders. This panel will address responsible communication strategies, ethical concerns in pink and green washing and areas for future research.

Chair: Allison R. Peiritsch, *Slippery Rock University*

Panelists:

Corporate 'Pinkwashing' and Consumer Virtue Signaling: Antecedents of Purchase Intention during 'Pinktober'

Tiffany Mohr, Nancy DiTunnariello and Victoria O'Keefe, *St. John's University*

Culturally Sensitive Corporate Social Responsibility

Seonwoo (Sunny) Bak and Martyne Volcy, *St. John's University*

Tall Green Tales or Storytelling? Greenwashing in NYC Real Estate

Tiffany Mohr, Desislava Stoeva and Carmen Collins, *St. John's University*

Displaced by a Wounded Planet

Tiffany Mohr and Victoria O'Keefe, *St. John's University*

Session 1.C (2:15-3:30 p.m.): East Room 3

Communication in the Digital World: Media Technology and Artificial Intelligence

Chair: Aisha Powell, *Morgan State University*

Panelists:

Who Holds the Power: A Textual Analysis on the Cancellation of YouTube Star David Dobrik and the Vlog Squad

Aisha Powell, *Morgan State University*

Race, Gender and Visual Art Created via Artificial Intelligence: Assessing Bias in Images Generated by OpenAI's DALL-E

John Pavlik, *Rutgers University*

Attractions and the Power of the False: *Babylon* and "Pepperoni Hug Spot" as the End of Cinema

Michael Quinn, *Manhattan College*

Communication Efficacy for the Gen Z Student: How Digital Technologies and Artificial Intelligences Have Reframed How We Do and Think About Outcomes Assessment

Corey Jay Liberman, *Marymount Manhattan College*

Session 2.A (3:45-5 p.m.): East Room 1

Theories of the Future: The Digital Space Today and Tomorrow

In the rapidly evolving digital landscape, Artificial Intelligence (AI) has emerged as a forefront of technological advancements, transforming from science fiction to a tangible reality that has reshaped our daily lives. AI has made significant strides, revolutionizing industries with intelligent personal assistants,

recommendation systems, self-driving vehicles, and medical diagnostics. As AI continues to evolve, its future holds immense potential, particularly in the areas of deep learning and neural networks, enabling accurate interpretation of complex data. The seamless integration of AI into our digital spaces, through smart devices, IoT networks, and virtual assistants, creates an interconnected ecosystem where personalized experiences and tailored recommendations thrive. With the rise of machine learning and AI-driven automation, businesses can optimize operations and unlock innovative avenues. Apple's AR glasses exemplify this transformation, leveraging advanced sensors, spatial mapping, and AI to redefine our perception and interaction with the world. However, ethical considerations must be addressed, including data privacy, algorithmic biases, and employment impact, to strike a balance between innovation and responsibility. Collaborative efforts are essential to ensure AI's responsible integration, fostering a future where AI and human ingenuity work together to drive progress and improve lives.

Panelists will theorize six different AI/VR aftermath scenarios as Max Tegmark suggests in *Life 3.0*. Communication philosophers and thinkers will help them explore their respective chosen scenarios as Benevolent Dictator, Gatekeeper, Protector God, Egalitarian Utopia, Enslaved God, and Self-destruction.

Chair: Michael Quinn, *Manhattan College*

Panelists:

Robert Cote, *St. John's University*

Karenarose Rizzo, *St. John's University*

Gohar Aznauryan, *St. John's University*

Garfield Benjamin, *St. John's University*

Tara DeWorsop, *St. John's University*

Miriam Prever, *St. John's University*

Basilio G. Monteiro, *St. John's University*

Session 2.B (3:45-5 p.m.): East Room 2

Reengaging *Straight Man* in Contemporary Higher Education: NYSCA Book Club

Straight Man (1998) written by Richard Russo regained popularity and attracted renewed attention due to the small screen adaptation titled *Lucky Hank* on AMC featuring Bob Odenkirk of *Breaking Bad* and *Better Call Saul* fame. The novel, featuring a fictional and haphazardly managed English department at a cash-strapped institution, highlights (and perhaps foreshadowed) key contemporary themes and difficulties faced in higher education. This panel seeks to unpack the key themes of the novel and the ways in which they are experienced in the increasingly competitive and often difficult to navigate world of higher education. These key themes include, but are not limited to, tenure processes, interdepartmental conflict, budget uncertainties and reductions, administrator-faculty tension, the precarious role of department chair, and the overall purpose of higher education. **We strongly encourage others in the NYSCA community to join us in conversation of the novel.**

Moderator: Heather Stassen, *Daemen University*

Panelists:

Christina Knopf, *SUNY Cortland*

Michael Plugh, *Manhattan College*

Thom Gencarelli, *Manhattan College*

Corey Jay Liberman, *Marymount Manhattan College*

Welcome Reception (5-6 p.m.): Marty's Lounge

The Welcome Reception is sponsored by the Villa Roma Resort and Conference Center.

NYSCA thanks Villa Roma Resort and Conference Center for its continued support.

Poetry Reading

Moderator: Thom Gencarelli, *Manhattan College*

Poets:

Adeena Karasick is a New York based Canadian poet, performer, cultural theorist and media artist and the author of 14 books of poetry and poetics. Her Kabbalistically inflected, urban, Jewish feminist mashups have been described as “electricity in language” (Nicole Brossard), “proto-ecstatic jet-propulsive word torsion” (George Quasha), noted for their “cross-fertilization of punning and knowing, theatre and theory” (Charles Bernstein) “a twined virtuosity of mind and ear which leaves the reader deliciously lost in Karasick’s signature ‘syllabic labyrinth’” (Craig Dworkin); “demonstrating how desire flows through language, an unstoppable flood of allusion (both literary and pop-cultural), word-play, and extravagant and outrageous sound-work.” (Mark Scroggins). Most recently is *Massaging the Medium: 7 Pechakuchas*, (The Institute of General Semantics Press: 2022), shortlisted for Outstanding Book of the Year Award (ICA, 2023) and winner of the 2023 Susanne K. Langer Award for Outstanding Scholarship in the Ecology of Symbolic Form. (MEA), *Checking In* (Talonbooks, 2018) and *Salomé: Woman of Valor* (University of Padova Press, Italy, 2017), the libretto for her Spoken Word opera; *Salomé: Woman of Valor CD*, (NuJu Records, 2020), and *Salomé Birangona*, translation into Bengali (Boibhashik Prokashoni Press, Kolkata, 2020). Karasick teaches Literature and Critical Theory for the Humanities and Media Studies Dept. at Pratt Institute, is Poetry Editor for *Explorations in Media Ecology*, Associate International Editor of *New Explorations: Studies in Culture and Communication*, 2021 Andrew W. Mellon Foundation Award recipient and winner of the Voce Donna Italia award for her contributions to feminist thinking, and has just been appointed Poet Laureate of the Institute of General Semantics. The “Adeena Karasick Archive” is established at Special Collections, Simon Fraser University. Hot off the press is *Ærotomania: The Book of Lumenations*, and *Ouvert: Oeuvre: Openings*, (Lavender Ink Press, 2023).

Lance Strate is the author of three books of poetry, *Thunder at Darwin Station* (2015), *Diatribal Writes of Passage in a World of Wintertextuality* (2020), and *First Letter of My Alphabet* (2023), in addition to seven scholarly books. His poetry has been published in journals such as *New Note Poetry*, *Poetica*, *Anekaant*, *Samyutka*, *KronoScope*, *ETC*, *Explorations in Media Ecology*, *General Semantics Bulletin*, the *Malahat Review*, and in several anthologies. He is also co-editor (with Adeena Karasick) of a poetry collection entitled *The Medium is the Muse: Channeling Marshall McLuhan* (2014), in addition to co-editing six scholarly anthologies. He previously co-edited the Poetry Ring feature (with Dale Winslow) in *ETC*, and is supervisory editor of the Language in Action book series for the Institute of General Semantics, which is dedicated to creative expression. His poetry has been set to music by the composer Iris Karlin, and he has also written lyrics for singer-songwriter Michelle Shocked. His other creative activity includes authoring five musical Purim spiels, the script for an episode of the children’s animated television series *Galaxy Rangers*, a comedy sketch for a public access cable program, and two videos based on poetic pecha kucha presentations. Translations of his writing have appeared in French, Spanish, Italian, Portuguese, Hungarian, Hebrew, Mandarin, and Quenya. Lance Strate is also past president of the New York State Communication Association, the New York Society for General Semantics, and the Media Ecology Association, and is currently the president of the Institute of General Semantics, Senior Vice-President of the Global Listening Centre, and Professor of Communication and Media Studies at Fordham University.

Unraveling the Critical Issues of Communication in the Digital Age



Carolyn D. Hedges

*Assistant Professor, Communications Department, Syracuse University
Director of Online Master's Programs at Newhouse*

In the ever-evolving landscape of rapid technological advancements and unparalleled connectivity, communications scholars play a pivotal role in comprehending and tackling the pressing challenges facing society. This compelling keynote presentation delves into the critical issues that demand our collective attention. From the digital divide and addictive design to misinformation, privacy concerns, the ascent of AI, and the imperative of media literacy – these intertwined topics form the crux of our experience in today's digital world. By using examples from past students and current literature and analyzing social trends, this keynote enables us to understand these challenges better. By recognizing the link between them, we can create a more equitable and knowledgeable future that promotes social justice.

Carolyn Hedges, Ph.D., is an Assistant Teaching Professor in the Communications Department and the Director of Online Master's Programs at Newhouse. With an impressive professional background as a former film publicist at Fox Searchlight and United Artists/MGM, and a consumer analytics expert at Nielsen, Dr. Hedges possesses a wealth of knowledge spanning various media industries and their relation to audience behavior and consumption.

Drawing from her diverse experiences, Dr. Hedges' teaching and research focus on the economic systems and cultural contexts that shape today's media landscape. Her scholarly work delves into critical topics such as online education, diversity and inclusion in mass communication, and popular culture studies.

Recognized for her dedication to teaching excellence, Dr. Hedges was honored with the 2021-22 Teaching Recognition Award for Early Performance. Moreover, her exceptional contributions to the field earned her the distinction of being named a 2021 Kopenhaver Center Fellow.

Dr. Hedges earned her undergraduate degree from Duke University and went on to achieve both her master's and doctoral degrees from the prestigious Newhouse School, solidifying her as a respected authority in the realm of communications and media studies.

Dinner (7:15-8:30 p.m.): Dining Room

5-Course Plated Dinner

Late Night Entertainment (10-11 p.m.): Marty's Lounge

Saturday, October 14

Breakfast (7-8:30 a.m.): Dining Room

Registration (8-4:30 p.m.): Lobby

Session 3.A (8:30-9:45 a.m.): East Room 1

Let's Talk: The Illusiveness of Productive Discourse in a Digital World

With the increase in remote work, abundance of information at our fingertips, the difficulty in telling truth from fiction, the ease with which we can unfriend/unfollow, and the rise of algorithms determining the messages we see, the digital age has contributed to a political climate that makes informed conversations about contested topics difficult to successfully pursue. As we communicate about different civic, social, and political issues, how do we recognize, identify, negotiate, navigate, and let go of preconceived notions, biases, and stereotypes in our efforts to inform others, whether students, colleagues, or customers?

Panelists represent a variety of industries including human resources, marketing, nonprofits, and academia and will address topics such as microaggressions, partisanship/non-partisanship, intent, unconscious bias, and much more.

Ultimately, this panel seeks answers to the question: how do we negotiate conversations about important and controversial topics? The focus will be on messaging about these topics that can facilitate productive discourse in a digital world.

Chair: Anastacia Kurylo, *Brooklyn College*

Panelists:

Tyler LaCarrubba, *Inform Your Community*

Anastacia Kurylo, *Brooklyn College*

S. Jeffcoat Sotayo, *University of Albany*

Sanae Elmoudden, *St. John's University*

Session 3.B (8:30-9:45 a.m.): East Room 2

Unveiling Bias and Nurturing Mentorship: Exploring Manuscript Rejections in Communication Journals

While the rejection of full manuscripts is a common occurrence in academic publishing, it is crucial to acknowledge the ethical concerns that arise when authors face unfair rejections. Such rejections can have demoralizing and demotivating effects, despite authors' diligent efforts in conducting research. As researchers, we recognize that we achieve success through preparation, hard work, and learning from our failures. In addition, we hold ourselves accountable to uphold the standards of communication ethics. According to Ballard's (2017) theoretical standpoint, communication ethics entails a commitment to seeking the good and fostering ethical and civil discourses through scholarly research that examines diverse forms of human communication.

However, the process of peer review sometimes falls short of providing constructive criticism. Constructive criticism is an essential act of love and compassion that demonstrates respect for researchers and aims to improve the quality of their academic papers. In this roundtable panel, panelists will share their experiences of manuscript rejections at high-impact journals within the communication discipline, delving beyond typical

editorial reasons such as lack of novelty, inappropriate study designs, poor theoretical frameworks, inadequate methodological descriptions, subpar writing quality, weak study rationale, and misalignment with the journal's scope.

Additionally, this panel will address important questions about the process of seeking mentorship. Does the editor take the author's research scope seriously? Is the motivation behind the rejection reasonable? Does the editor maintain an independent position regarding unfair reviewers and make crucial decisions accordingly? Does the editor provide guidance to authors on the significance of specific reviewer comments? Moreover, can the editor hold biased reviewers accountable for unfair and discriminatory evaluations? By exploring these questions, we aim to foster a culture of fairness, mentorship, and accountability within the realm of manuscript rejections in communication journals.

Chair: Noura Ahmad Hajjaj, *Duquesne University*

Respondent: Erik Garrett, *Duquesne University*

Panelists:

Susan Drucker, *Hofstra University*

Gary Gumpert, *Urban Communication Foundation*

Jason Wrench, *SUNY New Paltz*

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

Michael Plugh, *Manhattan College*

Noura Ahmad Hajjaj, *Duquesne University*

Session 4.A (10-11:15 a.m.): East Room 1

**New York State Communication Association 81st Annual Conference
Top Student Papers**

Chair: Christina M. Knopf, *SUNY Cortland*

Respondent: Aisha Powell, *Morgan State University*

Panelists:

"Trans Genocide": Minimalization and Misinformation Surrounding Anti-Trans Rhetoric *

Matthew Kaido, *SUNY New Paltz*

How do Public Relations Professionals Use Language to Influence Emotion and Thinking in Audiences? A Study of Emotional Leveraging in Applied Settings **

Olivia Donovan, *Manhattan College*

Social Media Influencers: Impact on Consumer Purchasing Decisions ^

Erin Flynn, Kennedy Kutz, Kiara Espinal and Julia Cheney, *Pace University*

Motivations and Consumption of Streaming Services: Millennials and Generation Z ^^

Shannon Anderson, Sydney Campbell, Brianna Civitano and Alexis Gutierrez, *Pace University*

* First Place Undergraduate Paper

** Second Place Undergraduate Paper

^ First Place Graduate Paper

^^ Second Place Graduate Paper

Top paper awards are proudly sponsored by Taylor & Francis.

Session 4.B (10-11:15 a.m.): East Room 2

Political Thought and Decision-Making in the Digital World

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

Respondent: Thom Gencarelli, *Manhattan College*

Panelists:

America's Trust in the Electoral System: How Party Affiliation and Media Consumption Affect Electoral Trust

Samuel Aikins, Grace Buetti-Gasparrini, Kelsie Green and Kevin Kowalik, *Pace University*

Digital Disorder in The Social-Media Era

Philip W. Hosang, *New York University*

Do We Need Experts and Judges? – Darrative & AI

Gad Karmi and Fazel Keshtkar, *St. John's University*

Session 4.C (10-11:15 a.m.): East Room 3

GIFTS: Great Ideas For Teaching Students

Great Ideas For Teaching Students (GIFTS) provides an excellent opportunity for faculty members and/or graduate students to share 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: Evelyn Plummer, *Seton Hall University*

Participants:

Communication Branches Out: Developing Interpersonal Skills through Genealogical Research

Julian Costa, *Pace University* & Gary Snyder, *Lehigh Carbon Community College*

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

Jessica K. Crowell, *SUNY New Paltz*

Flag Assignment

Michael Rhett Cuzzo, *Kean University*

Electronic Media “Diet” Assignment

Lewis Freeman, *Fordham University*

Appreciative Inquiry for a Supportive Climate

Ann Liao, *Buffalo State University*

I Could Get a Look at a T-Bone Steak By Sticking My Head Up a Bull’s A But I would Rather Take the Butcher’s Word For It: An Applied Approach to Persuasive Communication**

Corey J. Liberman, *Marymount Manhattan College*

Not Your Grandmother’s Current Events Presentation: How to Cultivate News Sense Among Future Communication Practitioners

Allison R. Peiritsch, *Slippery Rock University*

It Happened Here: Place-Based Education in the Public Relations Classroom

Arien Rozelle, *St. John Fisher University*

NYSCA Business Meeting (11:30-12:30 p.m.): West Rooms 1 & 2

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.

Lunch (12:30-1:45 p.m.): Dining Room

5-Course Plated Meal

Session 5.A (2-3:15 p.m.): West Rooms 1 & 2

Reimagining the Communication Discipline: Embracing ChatGPT's Impact on the Landscape

ChatGPT, or the Chat Generative Pre-Trained Transformer, has sparked both controversy and interest within the communication classroom. This machine learning tool has prompted discussions about the evolving landscape of the communication discipline and its impact on higher education. Academic institutions are taking the time to address the debates and controversies surrounding the integration of ChatGPT in the classroom. They are developing policies for institutional governance and providing resources for faculty, staff, and students. Despite the rapid adoption of ChatGPT across various disciplines since January 2023, higher education leadership has not set a specific timeline for finalizing discussions about machine learning.

In this roundtable panel, we will discuss the opportunities and challenges that ChatGPT presents for educators in the communication classroom. Rather than panicking about ChatGPT, it is crucial to have realistic conversations about its impact on the communication discipline. We should engage in open and honest dialogues about ChatGPT policies, debate best practices, and ensure healthy rhetorical discourses surrounding ChatGPT to guarantee that our students receive a quality education. Instead of treating it as an adversary, we must consider reimagining ethical standards of intellectual property and academic writing and implement safety protocols for educators and students in the ChatGPT era.

Whether we perceive ChatGPT as an opportunity or a challenge, it is essential to continue discussing the advancements in technology and their overall impact on the nature of human communication.

Chair: Noura Ahmad Hajjaj, *Duquesne University*

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

Panelists:

Lance Strate, *Fordham University*

Susan Drucker, *Hofstra University*

Gary Gumpert, *Urban Communication Foundation*

Thom Gencarelli, *Manhattan College*

Erik Garrett, *Duquesne University*

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

Thomas R. Flynn, *Slippery Rock University*

Jason Wrench, *SUNY New Paltz*

Pallavi Khurana, *SUNY Albany*

John Pavlik, *Rutgers University*

Allison R. Peiritsch, *Slippery Rock University*

Michael Plugh, *Manhattan College*

Brian McFadden, *Hofstra University*

Noura Ahmad Hajjaj, *Duquesne University*

Session 5.B (2-3:15 p.m.): East Room 1

Selves and Significant Others: The Impact of Social Media and Reality TV on Lived Experiences

Chair: Jessica K. Crowell, *SUNY New Paltz*

Respondent: Michael Quinn, *Manhattan College*

Panelists:

The Impact of Communication on Romantic Relationships

Jamie Reilly, Neath Williams, Lani Watt and Mel Villacis, *Pace University*

Too Hot To Handle: Analyzing Contemporary Intimacy in the Digital Streaming Landscape

George Kasten, *Fordham University*

Can't Keep Up with the Kardashians: The Kardashian-Jenner Sisters and their Influence on Female College Students' Body Image

Carter Silane, *Manhattan College*

The Impact of Social Media on Well-Being and Self-Esteem

Dara Potts, Noah Lemieux, Jerry McKinstry and Elizabeth Revangil, *Pace University*

Session 5.C (2-3:15 p.m.): East Room 2

From Folktales to Realities: Perspectives on Cultural Sense-Making

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

Respondent: Christina M. Knopf, *SUNY Cortland*

Panelists:

A Siberian Folktale: The Sun Maiden and The Crescent Moon

Jackson O.A. Yusuf, *SUNY New Paltz*

Stateless People, Intercultural Competence Model, and COVID-19

Heidy Ruiz, *SUNY New Paltz*

Performing Identity, Brokering Attention: Chinese NFT Influencers on WeChat

Daniel Qicheng Yao, *New York University*

The Financial Burden of Higher Education

Alyssa Roldan, *SUNY New Paltz*

Session 6.A (3:30-4:45): East Room 1

Politics and the Decay of Democracy: General Semantics Perspectives

Chair: Lance Strate, *Fordham University*

Panelists:

General Semantics and the Lost Art of "I Don't Know"

Michael Plugh, *Manhattan College*

The Media of Hate Speech

Susan Drucker, *Hofstra University*, and Gary Gumpert, *Urban Communication Foundation*

Two-Party Politics and a Two-valued Orientation Meet the 21st Century Media Environment: Why the U.S. Finds Itself on the Edge of a Second Civil War

Thom Gencarelli, *Manhattan College*

Justice, Reason, and the Open Society: Towards a Non-Aristotelian Approach to Democracy

Lance Strate, *Fordham University*

Session 6.B (3:30-4:45): East Room 2

D.E.I. in the Digital World: We've Come a Long Way Maybe...Or Maybe Not!

Chair: Noura Ahmad Hajjaj, *Duquesne University*

Respondent: Allison R. Peiritsch, *Slippery Rock University*

Panelists:

Media Portrayals of Gendered Occupational Roles for Young Audiences: A Content Analysis of Children's Television Programming

Kelly Sand, *New York University*

Gender, Representation and Power in the Video Game Industry: The (Un)Intended Consequences

Arel Sinett, *New York University*

Toxic Masculinity in an Australian Law Firm: When White is Might and Right

Nicholas Harvey Doyle, *New York University*

Fatphobia in Ballet: The Impact of Organizational Practices on Body Size in American Ballet Companies

Ashley Chenery, *New York University*

Session 6.C (3:30-4:45): East Room 3

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: Lewis Freeman, *Fordham 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.

Reception (5-6 p.m.): Marty's Lounge

Tonight's reception is 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.

NYSCA thanks Rutgers University for its generous support.

Other Forms of Life: Black Digital Cultures, Animacy, and Communicative Possibility



Brandy Monk-Payton

Assistant Professor of Communication and Media Studies

Department of African & African American Studies at Fordham University

What empathetic ways of being and being with others in the world can digital platforms provide? This talk explores how Black digital cultures cultivate radical modes of communication that can potentially present alternative approaches to combating racial injustice through an emphasis on quotidian life and expression. Dr. Monk-Payton examines the online activities of Black People Pets, a dispersed virtual community that is connected by a shared interest in, and love for, companion species. Specifically, she analyzes the myriad ways in which dogs figure into Black domestic experience in digital media. Building on Donna Haraway's assertion that the lives of humans and canines are "bonded in significant otherness," Dr. Monk-Payton looks to racialized scenes of interspecies engagement on social networking sites. Such scenes contest dominant hierarchies of animacy in their linguistic and gestural play between Black folks and pets, offering up techniques for a different ethics of relation.

Brandy Monk-Payton, Ph.D., is an Assistant Professor in the Department of Communication and Media Studies and affiliated faculty in the Dept. of African & African American Studies at Fordham University. Her interdisciplinary research focuses on the theory and history of Black media representation and cultural production across television, film, and digital media.

Her work is forthcoming in *Television & New Media* and *The Journal of e-Media* and has been published in other journals such as *Persona Studies*, *Film Quarterly*, *Feminist Media Histories*, *Women's Studies in Communication*, and *Communication, Culture and Critique*. She also has chapters in edited collections such as *Black Cinema & Visual Culture: Art and Politics in the 21st Century* and *Unwatchable*.

She has been featured on NPR's *All Things Considered* to discuss the racial politics of *The Bachelor* and interviewed on PBS *NewsHour* about media depictions of the Tulsa Race Massacre. In 2022, she served as an expert panelist on a virtual briefing for the Congressional Multicultural Media Caucus focused on Black creatives and the fight for attribution on the internet. She is currently working on two book projects: one on television and Black Lives Matter and another on contemporary Black celebrity culture.

Dinner (7:15-8:30 p.m.): Dining Room

5-Course Plated Dinner

Entertainment/Open Jam Session (8:45-10 p.m.): Marty's Lounge

Entertainment/Late Night Show (10-11 p.m.): Forum Night Club

Sunday, October 15

Breakfast (7-9 a.m.): Dining Room

Registration (8:30 -11 a.m.): Lobby

Session 7.A (9-10:15 a.m.): West Rooms 1 & 2

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

This 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*

Participants:

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*

Session 8.A (10:30-11:45 a.m.): East Room 1

Administrators' Workshop: Academic Leadership in a Digital World

This session is designed for conference participants who are current and former college/university administrators. A long-standing tradition at NYSCA, this 2023 panel examines the various challenges that administrators face as they guide, serve, and educate their various and diverse audiences in our increasingly digital world. 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 moments do academic leaders find their greatest accomplishments? Are administrative difficulties and accomplishments mutually exclusive? How has the blurring of online and offline spaces confounded administrative work? Attend this panel if you want to dish, deliberate, or decompress. Attend if you seek a demi-demulcent dialectic about digital developments. Session conversations will be held in confidence.

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

Session 8.B (10:30-11:45 a.m.): East Room 2

Being Human in the Digital World

Chair: Noura Ahmad Hajjaj, *Duquesne University*

Panelists:

The Meaning of “Humanize”

Michael Plugh, *Manhattan College*

Examining Breast Cancer Detection, Diagnosis, and Treatment in the Occupied Gaza Strip: Unraveling the Rhetoric of the Occupation

Noura Ahmad Hajjaj, *Duquesne University*

The Politics of Deepfakes and the Uncertain Certain in the Counterpoise of the UnThought

Adeena Karasick, *Pratt Institute*

Don't Leave Yet – Raffle! (11:45 a.m.): East Room 3

Conference Concludes: Hotel Check-Out at Noon: Lobby

NYSCA Executive Council Meeting (12-1 p.m.): Dining Room Alcove

Hotel checkout is 1:15 p.m. for Executive Council members.