

**The Seventeenth Annual Convention of the Media Ecology Association
Interfaces of Play and Game: Engaging Media Ecosystems**

June 23-26, 2016, University of Bologna
Piazza S. Giovanni in Monte 2, Bologna, Italy

The University of Bologna, Italy, is proud to bring the Media Ecology Association to Europe for the first time and host the **17th Annual Convention in Bologna on June 23-26, 2016**. Considered the oldest university in the Western world, the University of Bologna provides a welcoming setting for old and new MEA members, inviting scholars, professionals, and interested people to attend from different fields, as well as from different nations. The 17th Annual Convention explores the theme "Interfaces of Play and Game," and proposes papers, panels and creative projects exploring the topic within complex media ecosystems. Starting from an appreciation of game and play in the broader context of media ecology, we have gathered presentations that go beyond and extend a too specialized understanding of both terms.

Playing with Johan Huizinga's idea that game and play are older than culture, we seek to recall the multifaceted symbolic dimensions embedded by these very terms: at its roots, the word game means participation, communion, and people together; similarly, the word play introduces the ideas of cultivating, taking care of, and performing. Therefore interfaces of play and game engage us in a plurality of explorations, all placing media and media environments at the core.

Our speakers have chosen to engage with a variety of lines of investigations, including: game/play as frames for meta-communication; as rituals; as strategies for storytelling; as self/meta-representations; as entertainment; as educational strategies; as system and complexity theories.

Join us, enjoy the convention!

MEA Convention Coordinators: Paolo Granata, Elena Lamberti, Brett Lunceford
UNIBO Coordinators: Mirco Dondi, Roberto Farnè

Special Thanks to:

Prof. Francesco Ubertini, Magnifico Rettore, UNIBO
Prof.ssa Francesca Sofia, Chair, DiSCi
Prof. Roberto Vecchi, Chair, LILEC
Prof. Giovanni Matteucci, Chair, QUVI
Dr Leonardi Cagnoli, President, Unirimini
Fulvio Macciardi, CEO, Teatro Comunale di Bologna

Acknowledgments and appreciation:

Mara Lambertucci, Cora Ranci, Alex Rinaldi, Maria Rita Romagnoli,
Mara Tonioli, Marco Torello, Michela Versari, Centro Copie di Ateneo.

**CALL FOR PAPERS
for**

Language in Thought and Action

Sponsored by the Institute of General Semantics

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Media Ecology Association

October 21-23, 2016
Princeton Club
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Featuring the 64th Annual

Alfred Korzybski Memorial Lecture

to be delivered by

Iain McGilchrist

**The Master and His Emissary: The Divided Brain
and the Making of the Western World**

Send papers, proposals, and inquiries by August 31, 2016 to
mandklevin@aol.com

or contact

Martin H. Levinson, President of the Institute of General Semantics
c/o Institute of General Semantics, 72-11 Austin Street #233
Forest Hills, New York 11375
212.729.7973 (voice) / 718.793.2527 (fax)

8.30 a.m. - 9.30 a.m.: Registration

(Registration desk will open then and will remain available all through the conference)

9.30 a.m. - 10.00 a.m.: Welcome Remarks (Aula Prodi)

Brett Lunceford, Independent Scholar, Media Ecology Association; **Roberto Vecchi**, LILEC, University of Bologna; **Roberto Farnè**, QUVI, University of Bologna; **Mirco Dondi**, DISCI, University of Bologna

10.00 a.m. - 11.30 a.m.: Parallel Sessions 1.1**1.1.1 ICT, the Academy, and Media: Deliberation and Social Change** (Room: Capitani)

Chair: Mirco Dondi, University of Bologna

- "Propaganda 2.1: Creating a Handbook for the De-liberation of the Masses", Peter K. Fallon, Roosevelt University
- "Information Innovations in Library Sciences: A Critical View", Mary Pat Fallon, Dominican University
- "Social Media: A Sense of Play" Pantelis Vatikiotis, Izmir University of Economics
- "Toward a Gamified Existence", Boris Susanj, ACAB Srl.

1.1.2 Playing with Perception: Experiential Environments, Perceptual Modes, and other Peculiarities of Communication Media (Room: Grande)

Chair: Robert MacDougall, Curry College

- "Playing with Perception: Consciousness, Information, and Culture in a Quantum Universe", Brecken Chinn, Emerson College
- "Avatar Play: The Ludic Fallacy and Black Swans in Postmodern Politics", Marriah Star, Fordham University
- "Staying in the Game: Learning as Infinite Game and Perceptualization in the Convivial Classroom", Ronan Hallowell, New Roads School
- "Codes, Sensory Modes, and Subroutines: Human Perception, Cognition and Action in an Age of Intelligent Machines", RC MacDougall, Curry College

1.1.3 Religion in the 21st Century (Room: Gualandi)

Chair: Paul Soukup, Santa Clara University

- "See My Journey on Facebook", Kip Redick, Christopher Newport University
- "Spiritual Creativity: Christianity for the Digital Age", Michael Giobbe, Independent Scholar
- "Clowning Around in Church: Mediating the Sacred in an Age of Amusement", Stephanie Bennett, Palm Beach Atlantic University
- "Papal Media Ecology: Laudato Si' as a Medium of Technocratic Resistance", Brian Gilchrist, Mount St. Mary's University

11.30 a.m. - 11.45 a.m.: Coffee Break**11.45 a.m. - 1.15 p.m.: Parallel Sessions 1.2****1.2.1 Game On!** (Room: Capitani)

Chair: Roberto Farnè, University of Bologna

- "The First Person: Opposition Culture in Games of War", Adam Dean, Barry University
- "Semiotic Space between Game and War in Media Cultures", Irene Machado, University of Sao Paulo
- "Structuration of a MOBA: League of Legends", Dalaki Livingston, Southern Utah University
- "Playing and Gaming in terms of Interfacing under Electronic Communication Conditions", Valery Terin, Moscow State Institute of International Relations

1.2.2 Building Curriculum in Media Ecology: Theoretical Approaches (Room: Gualandi)

Chair: Mogens Olesen, Københavns Universitet

- "Towards a Contemporary Media Ecology Curriculum: The Basic Course", Ed Tywoniak, Saint Mary's College of California
- "The Nascence of the Oral Curriculum: Johan Huizinga, Neil Postman and the Pedagogical", Challenges of the Electronic Age Robert Albrecht, New Jersey City University", Carmine Tabone, Educational Arts Team
- "Myths and Facts about Gamification in Higher Education", Fernando Gutierrez, Tecnológico de Monterrey
- "Boys and Girls Go Out to Play in The City as Classroom: "Putting On" the City to Understand Place and Patterns" Jaqueline McLeod Rogers, University of Winnipeg

1.2.3 The Playable City (Room: Grande)

Chair: Robert Logan, University of Toronto

- "Playing in the Urban Arcade", Gary Gumpert, Urban Communication Foundation & Susan Drucker, Hofstra University
- "Playful Performances in Urban Space: Addressing Street Performances to Understand the Communicative City", Simone Tosoni, Università Cattolica del Sacro Cuore
- "Acoustic Ecology: Busking in Time and Space", Brian Cogan, Molloy College

1.15 p.m. - 2.30 p.m.: Lunch**2.30 p.m. - 4.00 p.m.: Parallel Sessions 1.3****1.3.1 Difference and Culture** (Aula Prodi)

Chair: Karen Lollar, Metropolitan State University of Denver

- "License To Play: Exotica as Engine of Hybridity", Richard Pierson, Paris Art Deco Society
- "Using Video Games to Teach Language & Culture: Useful, Effective, Feasible?", Simone Bregni, Saint Louis University
- "Challenging Interfaces and Affordances: The Video Game as Potential Disability Educator", Tess Jewell, York University
- "Playing at Media Ecology in the Classroom", Ian Chunn, Columbia College

1.3.2 Audience, Design, and Interfaces (Room: Gualandi)

Chair: Luciana Renó, Complutense University of Madrid - UCM

- "Playground of Irreverent Mathematics: Marcel Duchamp's Interface Between Electric 'Sound' and Digital 'Touch'", Adam Pugen, University of Toronto
- "The Return of the 'Real': the Social and Cultural Significance of Ingress", Hou-Ming Huang, National Chengchi University
- "IDEATE: A Serious Interplay of Disciplines and Cultures", Peter Purg, University of Nova Gorica
- "'Midnight in the Desert': Internet Streaming Radio and the Interplay of Voices, Cultures and Ideas", Linda Berdayes, Barry University

1.3.3 Knowledge and Narrative: Mixed Media (Room: Grande)

Chair: Paul Grosswiler, University of Maine

- "Serious Play and Gaming with McLuhan and Frye to Examine World Reordering Storylines and Media Forces", Fred Cheyunski, Independent Consultant
- "Louis Raemaekers (1869-1956): An Artist Lost to the Electric Age", Anthony Saraceno, Villanova University
- "Everyone's Searching for a Savior: Film, Television, Theology, and Media Ecology", Paul Soukup, Santa Clara University
- "Contemporary Russian Theatre: A Play with Television, a Game with Politics", Fabian Erlenmaier, University of Konstanz

1.3.4 This is Your Brain on Media (Room: Capitani)

Chair: Mike Russo, St. Mary's College of California

- "Empathy for the Avatar: Towards an Embodied Account of Game Playing", Francesco Parisi, University of Messina
- "The Information Overload: Mapping the Research Field", Varvara Chumakova, National Research University Higher School of Economics
- "Mind as medium: Jung, McLuhan and the Archetype", Adriana Braga, Pontifical Catholic University of Rio de Janeiro

4.00 p.m. - 4.15 p.m.: coffee-break**4.30 p.m. - 5.45 p.m.****Plenary Session 1.4: Walter Ong Award** (Aula Prodi)

Chair: Elena Lamberti, University of Bologna

Keynote: Luciano Floridi, Oxford University

Luciano Floridi is Professor of Philosophy and Ethics of Information at the University of Oxford, where he is the Director of Research and Senior Research Fellow of the Oxford Internet Institute, Governing Body Fellow of St Cross College, Distinguished Research Fellow of the Uehiro Centre for Practical Ethics, Faculty of Philosophy, and Research Associate and Fellow in Information Policy of the Department of Computer Science.

6.00 p.m. - 8.00 p.m.: Welcome brindisi
San Giovanni in Monte

9.00 a.m. – 10.30 a.m.: Parallel Sessions 2.1

2.1.1 Fiddling with Freedom, Autonomy and Determinism: Finding Signal in the Noise of Sociology, Psychology, Philosophy, and Communication Studies (Room: Grande)

Chair: Kip Redick, Christopher Newport University

- "Communication Theory as Game: Playing with the Notion of Medium across Seven Traditions", David Paterno, Massey University
- "Participatory Media New and Old: Semiotics and Affordances of Museum Media", Chaim Noy, University of South Florida
- "Probing Things Made and Found: Playing with the Ontological Status of 'Objects-in-the-World'", Jennifer J. Skinnon, University of Massachusetts & Robert MacDougall, Curry College

2.1.2 Issues of Privacy and Surveillance (Room: Gualandi)

Chair: Hollis Griffin, Denison University

- "Not a Video Game: The Brave New World of Global Anonymity", Brantly Millegan, IISTC and Catholic University of America
- "When Doxxers Attack: Anonymous and the Changing Nature of Privacy", Brett Lunceford, Independent Scholar
- "Augmenting Justice: Google Glass, Body Cameras, and the Politics of Wearable Technology", Kevin Healey, University of New Hampshire & Niall Stephens, Framingham State University
- "The Revolution will be Digitized: How Video and Participatory Media Have Changed the Role of Activism Today", Ashleé Douglas, Villanova University

2.1.3 Let's Get Physical: Media Ecology and the Body (Aula Prodi)

Chair: Ed Tywniak, Saint Mary's College of California

- "From the Ground to the Clouds: Minimalist and Maximalist Footwear in the Sport of Running", Bryan Picciotto, University of Maine
- "Mindfulness, Korzybski, and Tennis", Leon Cerdana, Portland After School Tennis and Education
- "Frames in Live-Action Role-Playing Games", Olga Vorobyeva, European university at St. Petersburg
- "Menstrual Games and Rituals", David Linton, Marymount Manhattan College

2.1.4 Reconsidering Mediation (Room: Capitani)

Chair: Paolo Granata, University of Bologna

- "The Interplay of Media Ecology and Intermediality", Jean-François Vallée, Collège de Maisonneuve
- "The Interological Turn in Media Ecology", Peter Zhang, Grand Valley State University Eric McLuhan, Independent Scholar
- "Playing with Purpose: Efficiency, Goals, and the Question of How to 'Mediate' between the Two", Yoni Van Den Eede, Free University of Brussels
- "Mediatization and Production Economies in a Post Organizational Context", James Wertz, Edinboro University

10-30 a.m. – 10.45 a.m.: Coffee Break

10.45 a.m. - 12.15: Parallel Sessions 2.2

2.2.1 Walter Ong Society Special Session I: Ong Society and Self-Representation as Game and Play in Social Media

(Room: Gualandi)

Chair: Paul DePalma, Gonzaga University

- "Walter J. Ong Society and the Media Ecology", John Caputo, Gonzaga University
- "Ong, the Media, and Religion in a Pluralistic Society – Insights and Challenges", Marinus Iwochukwu, Duquesne University & Randolph Lump, Regis University
- "Inadvertent Ventures into the Public Sphere: Imagined Privacy in Social Media", Karen Lollar, Metropolitan State University of Denver
- "Secondary Orality and Orality 2.0: The Pop-Hilarity Phenomenon", Gianni Ciofalo, Sapienza Università di Roma & Silvia Leonzi, Sapienza Università di Roma

2.2.2 Media and Connection: Environmental Systems (Aula Prodi)

Chair: Michael Plugh, Fordham University

- "Tempore Ludens: Play and Temporality with Social Media Apps", Scott Haden Church, Brigham Young University & Clark Callahan, Brigham Young University
- "New Media Subjects in the Media Ecology: The Case of Spanish YouTubers", Carlos Scolari, Universitat Pompeu Fabra Barcelona & Damian Fraticelli, Universidad de Buenos Aires
- "Luhmann, Codes, and the 'Scientizing' of Weather", Susan Jasko, California University of Pennsylvania
- "Changing Knowledge-Power Games: Ecosystems as Media", Marie Lovrod, University of Saskatchewan

2.2.3 Serious Games: Games and Humanity (Room: Capitani)

Chair: Yoni Van Den Eede, Free University of Brussels

- "On Russian Activity Games as a Type of 'Social Ecology': Mankind in Media Tension", Gregory Sandstrom, European Humanities University
- "Play and Game as Humanization Media", Silvia M. G. Molina, Natalia S. Grigol, Debora A. C. Santos, Ana Carolina M. Lima, Gustavo C. Sant'Ana, Flavia L. Piedade, Lucas A. Garcia, University of Sao Paulo
- "The Child's Play as Media-Ecological Laboratory", Wanda Strauven, Universiteit van Amsterdam

2.2.4 The Poetry of Media Ecology (Room: Grande)

Moderator: Elena Lamberti, University of Bologna

Featuring: Robert Albrecht, City University of New Jersey; Adeena Karasick, Pratt Institute; David Linton, Marymount Manhattan College; Lance Strate, Fordham University

12.15 - 1.30 p.m.: Parallel Sessions 2.3

2.3.1 Walter Ong Society Special Session II - Walter Ong and Self Representation as Game and Play in Social Media

(Room: Gualandi)

Chair: John Caputo, Gonzaga University

- "Confidence Games: Walter Ong and Role Playing in Language", Thomas Zlatic, St. Louis College of Pharmacy
- "The Pre-Modern Self in Silicon Valley", Paul De Palma, Gonzaga University
- "Ong and Ferraris on the Smart Phone", Kirk Besmer, Gonzaga University
- "Language as Hermeneutic Play", Sara Van den Berg, St. Louis University

2.3.2 Difference and Desire in Media Ecology (Room: Capitani)

Chair: Marie Lovrod, University of Saskatchewan

- "Love and the Cyborg, or Theseus Sailing on the Singularity", Brett Lunceford, Independent Scholar
- "Playing with Identity and Desire on Mobile Media", Hollis Griffin, Denison University
- "Playing Safe, 'Pussypedia,' and the Rhetoric of Sex Education in Sweden", Saniya Lee Ghanoui, University of Illinois at Urbana-Champaign
- "Assassins Do Not Wear Battle Bikinis: The Case Against Gender Inequality and Female Specific Hypersexualization in Video Games", Mary-Cecile Gayoso, Florida Gulf Coast University

2.3.3 E-Learning (Aula Prodi)

Chair: Alex Kuskis, Gonzaga University

- "The Affordances of E-Learning – A Study at Ørestad Gymnasium", Mogens Olesen, Københavns Universitet
- "The Digital Paradigm and the Learning Shift", Alessandro Colombi, Free University of Bolzano
- "The Game of Dobbie Debate - Alternate Educational Strategies", Nina Czegledy, University of Toronto, Lynne Heller & Judith Doyle (OCAD University)

2.3.4 The Gamification of Everything (Room: Grande)

Chair: Fernando Gutierrez, Tecnológico de Monterrey

- "The Gamification of Information: Interactive Maps as Newspaper with Creativity for the New Media Ecology", Denis Renó, State University Paulista – UNESP & Luciana Renó, Complutense University of Madrid - UCM
- "Gaming Google, Playing its Spiders: Practicing Rhetoric within Search Engines' Evolving Information Ecologies", David Landes, American University in Dubai
- "Conceptual Links between Media Ecology and Game Theory, From the Perspective of Complexity", Octavio Islas, Universidad de los Hemisferios
- "Games Then and Now: From McLuhan's Take on Games to Digital Games and Gameification", Robert Logan, University of Toronto

1.15 p.m. – 2.30 p.m.: Lunch (MEA Board Lunch Meeting)

2.30 p.m.-4.00 p.m.

Plenary Session 2.4.: Honoring Elizabeth Eisenstein (Aula Prodi)

Moderator: Brett Lunceford, Independent Scholar

Featuring: Lance Strate, Fordham University, Peter Fallon, Roosevelt University; David Linton, Marymount Manhattan College

4.00 p.m. - 4.15 p.m.: Coffee Break

4.30 p.m.-5.45 p.m.
Plenary Session 2.5: Neil Postman Award (Aula Prodi)

Chair: Brian Cogan, Molloy College

Keynote: Bruce Sterling, Author

Bruce Sterling is an American science fiction author and one of the founders of the cyberpunk movement. He is also known for his work with Wired Magazine through his Beyond the Beyond column.

6.00 p.m.-8.00 p.m.: Music and Poetry at the Teatro Comunale
Teatro Comunale di Bologna, Largo Respighi 1, Bologna

*Poetry reading by Adeena Karasick, Lance Strate and special guests.
Réa Beaumont, pianist, in concert. With the support of the Canada Council for the Arts.*

Réa Beaumont: A specialist in virtuoso repertoire and Canadian music, Beaumont has premiered more than 50 works in collaboration with many of Canada's finest composers, including R. Murray Schafer, Barbara Pentland, Anton Kuerti, and Chan Ka Nin, plus works commissioned for her by the Canadian Broadcasting Corporation. Frequently described as "beautiful" (Minnesota Public Radio), Beaumont's critically acclaimed recordings continue to be broadcast internationally and Canada's largest classical radio station selected her most recent CD "A Conversation Piece" as one of their top five albums.

9.00 a.m. – 10.30 a.m.: Parallel Sessions 3.1

3.1.1 Rethinking Text and Language (Room: Grande)

Chair: Read Schuchardt, Wheaton College

- "Gamification and Textual Culture", Elyse Graham, SUNY Stony Brook
- "The Reading Game: The Future of the Library", Robert Logan, University of Toronto
- "Commonplace Books: Trying to Find Play Within Mertonian Communism", Jeremy Hunsinger, Wilfrid Laurier University

3.1.2 Film, Genre, Emotions and Media Ecology (Room: Capitani)

Chair: Sheila J. Nayar, University of North Carolina, Chapel Hill

- "Katharsis and Media", Laura Trujillo Liñan, Universidad Panamericana, Campus México
- "Play and Uncertainty", Wolfgang Lukas, University of Innsbruck & Clare Ellis, School for Body-Mind Centering
- "Playing with Genre on the Czech Frontier: Adapting the American West in Lemonade Joe (1964)", Cynthia Miller, Emerson College
- "Playing at the Edge of Film Genres: Parody and Genre Evolution in Popular Film", Vincent Casaregola, Saint Louis University

3.1.3 It Has a Beat and You Can Dance to It: Musical Media Ecology (Room: Gualandi)

Chair: Brian Cogan, Molloy College

- "Playing in Tune: A Media Ecological Approach to Tuning and Temperament", Andrew Chrystall, Massey University
- "Doo-Wop Italiano: A Media Ecological Probe of Italian American Vocal Groups in the Classic Era of Rock 'n' Roll", Robert Albrecht, New Jersey City University & Carmine Tabone, Educational Arts Team
- "Playing with Perspective: Canadian Composer John Weinzwieg and Performing Silence", Réa Beaumont, The Royal Conservatory of Music

10-30 a.m. – 10.45 a.m.: Coffee Break

10.45 a.m. -12.15: Parallel Sessions 3.2

3.2.1 Media Literacy and Media Ecology (Room: Capitani)

Chair: Ronan Hallowell, New Roads School

- "Transmedia Literacy. Rethinking Media Literacy in the New Media Ecology", Carlos Scolari, Universitat Pompeu Fabra Barcelona
- "The Media Literacy Movement's Debt to Marshall McLuhan", Alex Kuski, Gonzaga University
- "Intergenerational Game Design as a 'Learning Activity Engaging Elders and Secondary Level Students' ", Margarida Romero, Université Laval & Giuliana Cucinelli, Concordia University

3.2.2 Play with Words and Images (Room: Gualandi)

Chair: David Linton, Marymount Manhattan College

- "Playing with Words", Bronac Ferran, Independent Artist
- "Joué Jewy Jouissance: The Gamey Play of Vispoetics in Communication Theory", Adeena Karasick, Independent Artist
- "Play / Play-dough / Plato – Extensions of Matter", Dom Heffer, Independent Artist

3.2.3 Media Ecology of Play: Home, Sport, School (Room: Grande)

Chair: Lisa Bocchini, Kensington Design Projects

- "From Lecture to Game: Reconfiguring the Media Environment of the Classroom", Brian Cogan, Molloy College
- "Press Play: A Media Ecological Analysis of Gaming YouTube Videos", Michael Grabowski, Manhattan College
- "Born Again Yokozuna: Sports Media and National Identity", Michael Plugh, Fordham University
- "Class Strategies: Course management Systems as Games", Bill Petkanas, Western Connecticut State University

3.2.4 Game Over: Media Ecologies in Cathartic Moments (Aula Prodi)

Chair: Scott Haden Church, Brigham Young University

- "Arms or the Man: Gunpowder Technology and the Early Modern Romance", Sheila J. Nayar, University of North Carolina, Chapel Hill
- "Civic Purgation and Structured Pictorial Memory", Michael Grillo, University of Maine
- "Game Over, Game Begins: Play and Games in Cultural Responses to the Traumatic Transitions to New Media Environments", Paul Grosswiler, University of Maine

12.15 p.m. - 1.30 p.m.: Parallel Sessions 3.3

3.3.1 The Programmer, The Player, and The Professor: Interfacing Points of View (Aula Prodi)

Chair: Maria F. Loffredo Roca, Florida Gulf Coast University

- "Ludology vs. Narratology: Where to Start When Designing a Game Presenter", James Beans, Moonfall Studios
- "My Boyfriend is an Alien, My Girlfriend is a Pirate: Exploring Love and Romance in Video Games", Mary-Cecile Gayoso, Florida Gulf Coast University
- "Minding the Mind of the Gamer: Concentration vs. Mindfulness", Maria F. Loffredo Roca, Florida Gulf Coast University
- "The Game is Afoot: Four Games of Higher Education Leadership", Missy Alexander, Western Connecticut State University

3.3.2 Sound and Images (Room: Gualandi)

Chair: Linda Berdayes, Barry University

- "A Game of Fate: "Chance Music" and the Third Player", Réa Beaumont, The Royal Conservatory of Music
- "Contemplating Playful Images of the Self: Photos of Roller-Coaster Riders and the Work of Self-Recognition", Chaim Noy, University of South Florida
- "Photographs of the Olympic City: The Archive of an Urban Landscape in Transformation", Débora Gauziski & Fausto Amaro, Rio de Janeiro State University
- "Montelab: An Example of Gamification in the Transmedia Documentary", Denis Renó, State University Paulista - UNESP & Luciana Renó, Complutense University of Madrid - UCM

3.3.3 Through the Rear View Mirror: History and Media Ecology (Room: Grande)

Chair: Andrew Chrystall, Massey University

- "Mediating Empire: The 1903 U.S. Census of the Philippines", Vicente Berdayes, Barry University
- "How Death Became the Grim Reaper: The Historical Moment of Telegraphy, Electricity, and Modern Death", Anthony Saraceno, Villanova University
- "The Council of Trent 2.0: Understanding the Reformation as Media Event", Read Schuchardt, Wheaton College
- "Crisis of Humanities and Games", Barttomiej Knosala, Silesian University of Technology

3.3.4 Literature (Room: Capitani)

Chair: Paul Grosswiler, University of Maine

- "The Subject as a Consequence of the Media: With Don DeLillo's Americana as an Example", Min Zhou, Shanghai International Studies University
- "Are You a Replicant or a Replicant?: Playing with PK Dick as Media Ecologist", Robert MacDougall, Curry College
- "Teaching Media Ecology through Fiction: An Italian Boy, an Orphan, and the Future of the Human Race", Stephanie Bennett, Palm Beach Atlantic University
- "The World is a Ball. Sport and Play and Growing Up in Children's Picturebooks. An International Visual Journey", Marcella Terrusi, University of Bologna

1.30-5:00 p.m.: Lunch: Free afternoon in Bologna (guided historical/cultural tours offered).**5.00 p.m. - 6.45 p.m.: Plenary Session 3.4. James W. Carey Award Opening of the Series "Media Ecology for Life Quality"** (Aula Prodi)

Opening by Francesco Ubertini, Magnifico Rettore Alma Mater Studiorum - University of Bologna

Chair: Paolo Granata, University of Bologna

keynote: Luca De Biase, Sole 24 Ore

Luca De Biase, journalist and co-founder of *Italia Startup*; founder and editor of *Nova24*, the weekly technology and new media insert of *Il Sole 24 Ore*. He is the author of *In Nome del Popolo Mondiale* (2001), *Giornalisti Online: manuale di giornalismo nell'epoca di internet* (2003), *Economia della felicità* (2007), *Cambiare Pagina. Per sopravvivere ai media della solitudine* (2011), *Scienza della conseguenza* (2012), *I media civici. Informazione di mutuo soccorso* (2013), *Homo pluralis. Esseri umani nell'era tecnologica* (2015). His blog deals with knowledge and happiness economy, media and information ecology.

7.30 p.m.: MEA Banquet and Award Ceremony

Osteria de' Poeti, Via De' Poeti 1/B

9.30 a.m. - 11.00 a.m. MEA Business Meeting

Meeting Room, Foresteria Universitaria, Via De' Chiari 8

IMPORTANT INFORMATION FOR THE CONVENTION

Convention Venue

The Seventeenth Annual Convention of the Media Ecology Association will be held at: Dipartimento di Storia Culture Civiltà - DiSci - Alma Mater Studiorum - Università di Bologna Piazza S. Giovanni in Monte 2, 40124-Bologna; Italy. (All conference rooms are located in the same building).

Logistic

- Registration is mandatory; daily passes available at the registration desks
- All rooms are equipped with computer, projector, usb port, and internet access.
- A list of restaurants where to lunch or dine is included in the conference folder. Special discounts for MEA 2016 participants are indicated.

Wireless Access

To log on to the Internet follow instructions provided in the conference folder

Official Hashtag

#MEA2016

Panel organization

- Chairs and moderators are invited to monitor time for speakers and QA, and to assure the respect of the time allocated to their panels.
- In each panel, time for speakers is equally distributed on the basis of the number of featured presentations.

Social

Bologna in the summer offers many opportunities to 'amuse yourself to death'. Details and links are enclosed separately in the conference folder, together with additional information on cultural events directly associated to MEA 2016.

Emergency Phone Number

112 is the common emergency telephone number that can be dialed free of charge from most mobile telephones. 112 is a part of the GSM standard and all GSM-compatible telephone handsets are able to dial 112 even when locked or with no SIM card present. It is also the common emergency number in all member states of the European Union as well as several other countries of Europe and the world.

The 2016 MEA Convention Top Paper Award

Paul Soukup, "Everyone's Searching for a Savior: Film, Television, Theology, and Media Ecology"

The 2016 Linda Elson Scholar Award for Top Student Paper

Bryan Picciotto, "From the Ground to the Clouds: Minimalist and Maximalist Footwear in the Sport of Running"

2014 MEA AWARDS

The **Marshall McLuhan Award** for Outstanding Book in the Field of Media Ecology to **Elena Lamberti** for McLuhan's Mosaic: Probing the Literary Origins of Media Studies

The **Walter Benjamin Award** for Outstanding Article in the Field of Media Ecology to **Casey Lum** for "Media Ecology: Contexts, Concepts and Currents"

The **Erving Goffman Award** for Outstanding Scholarship in the Ecology of Social Interaction to **David J. Alworth** for Site Reading: Fiction, Art, Social Form

The **Susanne K. Langer Award** for Outstanding Scholarship in the Ecology of Symbolic Form to **Jeff Scheible** for Digital Shift: The Cultural Logic of Punctuation

The **Dorothy Lee Award** for Outstanding Scholarship in the Ecology of Culture to **Caroline Levine** for Forms: Whole, Rhythm, Hierarchy, Network

The **Lewis Mumford Award** for Outstanding Scholarship in the Ecology of Technics to **Karen Rader and Victoria Cain** Life on Display: Revolutionizing U.S. Museums of Science and Natural History in the Twentieth Century

The **Harold A. Innis Award** for Outstanding Thesis or Dissertation in the Field of Media Ecology to **David James Paterno** Technology Translated: The Communicational Facilitation of Medium

The **Mary Shelley Award** for Outstanding Fictional Work to **Ernest Cline** for Ready Player One

The **John Culkin Award** for Outstanding Praxis in the Field of Media Ecology to **Eugene Marlow** "Zikkaron/Kristallnacht" A Family Story

The **Louis Forsdale Award** for Outstanding Educator in the Field of Media Ecology to **Valerie Peterson**

The **Jacques Ellul Award** for Outstanding Media Ecology Activism to **Rosi Braidotti**

The **James W. Carey Award** for Outstanding Media Ecology Journalism to **Luca De Biase**

The **Christine L. Nystrom Award** for Career Achievement in Service to the Field of Media Ecology to **Paul Grosswiler**

The **Edmund S. Carpenter Award** for Career Achievement in Editing in the Field of Media Ecology to **Carlos Scolari**

The **Walter J. Ong Award** for Career Achievement in Scholarship to **Luciano Floridi**

The **Neil Postman Award** for Career Achievement in Public Intellectual Activity to **Bruce Sterling**

Publications Awards

Brian Cogan
Paul Levinson
Lance Strate

Innis Award

Casey Man Kong Lum
M. J. Robinson
Janet Sternberg
Ed Tywoniak

Shelley Award

Sara van den Berg
Brian Cogan
Sheila Nayar
Michael Grabowski

Culkin Award

Thom Gencarelli
Fernando Gutiérrez
Eric McLuhan

Forsdale Award

Edward E. Tywoniak
Paul A. Soukup

Ellul Award

Stephanie Bennett
Peter Fallon
Donna Flayhan

Carey Award

Paul Grosswiler
Donna Halper
James C. Morrison

Nystrom Award

Brian Cogan
Janet Sternberg
Lance Strate

Carpenter Award

Brian Cogan
Paul Grosswiler
Janet Sternberg
Lance Strate

Ong Award

Sara van den Berg
Brian Cogan
Thom Gencarelli
Paul Grosswiler
Paul A. Soukup
Janet Sternberg
Lance Strate

Postman Award

Brian Cogan
Thom Gencarelli
Douglas Rushkoff
Paul Levinson
Janet Sternberg
Lance Strate



PAST MEA AWARD RECIPIENTS

The Marshall McLuhan Award for Outstanding Book in the Field of Media Ecology

2000 - Neil Postman for Building a Bridge to the Eighteenth Century: How the Past Can Improve Our Future
2001 - Thomas J. Farrell for Walter Ong's Contributions to Cultural Studies: The Phenomenology of the Word and I-Thou Communication
2002 - Douglas Rushkoff for Coercion: Why We Listen to What "They" Say
2003 - Frederick Wasser for Veni, Vidi, Video: The Hollywood Empire and the VCR
2004 - Francis Fukuyama for Our Posthuman Future: Consequences of the Biotechnology Revolution
2005 - Donald N. Wood for The Unraveling of the West: The Rise of Postmodernism and the Decline of Democracy
2006 - Thomas de Zengotita for Mediated: How the Media Shapes Your World and the Way You Live in It
2007 - Peter K. Fallon for Printing, Literacy, and Education in Eighteenth Century Ireland: Why the Irish Speak English
2008 - Richard Barbrook for Imaginary Futures: From Thinking Machines to the Global Village
2009 - Rick Williams and Julianne Newton for Visual Communication: Integrating Media, Art, and Science
2010 - Viktor Mayer-Schönberger for Delete: The Virtue of Forgetting in the Digital Age
2011 - Sheila Nayar for Cinematically Speaking: The Orality-Literacy Paradigm for Visual Narrative
2012 - Barbie Zelizer for About to Die: How News Images Move the Public
2013 - John Miles Foley for On Reflection: An Essay on Technology, Education, and the Status of Thought in the Twenty-First Century
2014 - Ellen Rose for Oral Tradition and the Internet: Pathways of the Mind
2015 - Fred Turner for The Democratic Surround: Multimedia and American Liberalism from World War II to the Psychedelic Sixties

The Walter Benjamin Award for Outstanding Article in the Field of Media Ecology

2000 - Walter J. Ong, S.J. for "Digitization Ancient and Modern: Beginnings of Writing and Today's Computers"
2001 - Pablo J. Boczkowski for "Mutual Shaping of Users and Technologies in a National Virtual Community"
2002 - Erik P. Bucy and Kimberly S. Gregson for "Media Participation: A Legitimizing Mechanism of Mass Democracy"
2003 - Alan Randolph Kluver for "The Logic of New Media in International Affairs"
2004 - Susan B. Barnes for "The Development of Graphical User Interfaces and Their Influence on the Future of Human-Computer Interaction"
2005 - Sheila J. Nayar for "Invisible Representation: The Oral Contours of a National Popular Cinema"
2006 - Edward Wachtel for "Did Picasso and Da Vinci, Newton and Einstein, The Bushman and the Englishman See the Same Thing When They Faced the East at Dawn? Or, Some Lessons I Learned From Marshall McLuhan About Perception, Time, Space, and the Order of the World"
2007 - Corey Anton for "Playing with Bateson: Denotation, Logical Types, and Analog and Digital Communication"
2008 - Robert MacDougall for "Identity, Electronic Ethos, and Blogs: A Technologic Analysis of Symbolic Exchange on the New News Medium"
2009 - Thomas J. Bruneau for "Time, Change, and Sociocultural Communication: A Chronemic Perspective"
2010 - Brenton J. Malin for "Mediating Emotion: Technology, Social Science, and Emotion in the Payne Fund Motion-Picture Studies"
2011 - Keith N. Hampton for "Internet Use and the Concentration of Disadvantage: Glocalization and the Urban Underclass"
2012 - James C. Morrison for "Acoustic, Visual, and Aural Space: The Quest for Virtual Reality in Musical Reproduction"
2013 - Mara Mills for "Hearing Aids and the History of Electronics Miniaturization"
2014 - Brett Lunceford for "Posthuman Visions: Creating the Technologized Body"
2015 - David Trippet for "Facing Digital Realities: Where Media Do Not Mix"

The Erving Goffman Award for Outstanding Scholarship in the Ecology of Social Interaction

2004 - Corey Anton for Selfhood and Authenticity
2005 - Aaron Ben Ze'ev for Love Online: Emotions on the Internet
2006 - David Berreby for Us and Them: Understanding Your Tribal Mind
2007 - Richard A. Lanham for The Economics of Attention: Style and Substance in the Age of Information
2008 - Paul Mason Fotsch for Watching the Traffic Go By: Transportation and Isolation in Urban America
2009 - Rich Ling for New Tech, New Times: How Mobile Communication is Reshaping Social Cohesion
2010 - Kenneth J. Gergen for Relational Being: Beyond Self and Community
2011 - Richard S. Hallam for Virtual Selves, Real Persons: A Dialogue Across Disciplines
2012 - Corey Anton for Sources of Significance: Worldly Rejuvenation and Neo-Stoic Heroism
2013 - Valerie V. Peterson for Sex, Ethics and Communication: A Humanist approach to Conversations on Intimacy
2014 - Susan Barnes for Social Networks: From Text to Video
2015 - danah boyd for It's Complicated: The Social Lives of Networked Teens

The Susanne K. Langer Award for Outstanding Scholarship in the Ecology of Symbolic Form

2000 - Robert K. Logan for The Sixth Language: Learning a Living in the Internet Age

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PAST MEA AWARD RECIPIENTS

2001 - Raymond Gozzi, Jr. for The Power of Metaphor in the Age of Electronic Media
2002 - Kevin G. Barnhurst and John Nerone for The Form of News: A History
2003 - N. Katherine Hayles for Writing Machines
2004 - Susan Sontag for Regarding the Pain of Others
2005 - Heike Wiese for Numbers, Language, and the Human Mind
2006 - Guy Deutscher for The Unfolding of Language: An Evolutionary Tour of Mankind's Greatest Invention
2007 - Martin H. Levinson for Sensible Thinking for Turbulent Times
2008 - Robert Hariman and John Louis Lucaites for No Caption Needed: Iconic Photographs, Public Culture, and Liberal Democracy
2009 - Karin Barber for The Anthropology of Texts, Persons and Publics: Oral and Written Culture in Africa and Beyond
2010 - Michael Wurtz for Enduring Words: Literary Narrative in a Changing Media Ecology
2011 - Linda G. Elson for Paradox Lost: A cross-Contextual Definition of Levels of Abstraction
2012 - Whitney Davis for A General Theory of Visual Culture
2013 - David Bellos for Is that a Fish in Your Ear?: Translation and the Meaning of Everything
2014 - Brian Lennon for In Babel's Shadow: Multilingual Literatures, Monolingual States
2015 - Michael Serazio for Your Ad Here: The Cool Sell of Guerrilla Marketing

The Dorothy Lee Award for Outstanding Scholarship in the Ecology of Culture

2002 - Susan B. Barnes for Online Connections: Internet Interpersonal Relationships and Stuart Biegel for Beyond Our Control? Confronting the Limits of Our Legal System in the Age of Cyberspace
2003 - Nancy A. Walker for Shaping Our Mothers' World: American Women's Magazines
2004 - Thomas L. Friedman for Longitudes and Attitudes: Exploring the World After September 11
2005 - Robert Albrecht for Mediating the Muse: A Communications Approach to Music, Media and Cultural Change
2006 - Charlton D. McIlwain for When Death Goes Pop: Death, Media and the Remaking of Community
2007 - David MacDougall for The Corporeal Image: Film, Ethnography, and the Senses
2008 - Paul Rutherford for A World Made Sexy: Freud to Madonna
2009 - Tom Boellstorff for Coming of Age in Second Life: An Anthropologist Explores the Virtually Human
2010 - Diego Gambetta for Codes of the Underworld: How Criminals Communicate
2011 - Lisa Brooks for The Common Pot: The Recovery of Native Space in the Northeast
2012 - Sara van den Berg and Thomas M. Walsh for Language, Culture, and Identity: The Legacy of Walter J. Ong
2013 - Peter Lunefeld for The Secret War Between Downloading and Uploading: Tales of the Computer as a Culture Machine
2014 - Kate Marshall for Corridor: Media Architectures in American Fiction
2015 - Dariusz Jemielniak for Common Knowledge?: An Ethnography of Wikipedia

The Lewis Mumford Award for Outstanding Scholarship in the Ecology of Technics

2000 - Paul Levinson for Digital McLuhan: A Guide to the Information Millennium
2001 - Jay David Bolter and Richard Grusin for Remediation: Understanding New Media
2002 - Jack Lule for Daily News, Eternal Stories: The Mythological Role of Journalism
2003 - Emily Thompson for The Soundscape of Modernity: Architectural Acoustics and the Culture of Listening in America, 1900-1933
2004 - Scott Eastham for Biotech Time-Bomb: How Genetic Engineering Could Irreversibly Change Our World
2005 - Margaret Cassidy for Bookends: The Changing Media Environment of American Classrooms
2006 - Casey Man Kong Lum for Perspectives on Culture, Technology and Communication: The Media Ecology Tradition
2007 - Timothy C. Campbell for Wireless Writing in the Age of Marconi and to Fred Turner for From Counterculture to Cyberculture: Stewart Brand, the Whole Earth Network, and the Rise of Digital Utopianism
2008 - Steve Dixon for Digital Performance: A History of New Media in Theater, Dance, Performance Art, and Installation
2009 - Yvonne Spielmann for Video: The Reflexive Medium
2010 - Peter K. Fallon for The Metaphysics of Media: Towards an End of Postmodern Cynicism and the Construction of a Virtuous Reality
2011 - Marco Adria for Technology and Nationalism
2012 - Braden R. Allenby and Daniel Sarewitz for The Techno-Human Condition
2013 - Janet Sternberg for Misbehavior in Cyber Places: The Regulation of Online Conduct in Virtual Communities on the Internet
2014 - Brett Robinson for Appletopia: Media Technology and the Religious Imagination of Steve Jobs
2015 - Brenton Malin for Feeling Mediated: A History of Media Technology and Emotion in America

The Harold A. Innis Award for Outstanding Thesis or Dissertation in the Field of Media Ecology

2000 - Donna Flayhan for Marxism, Medium Theory, and American Cultural Studies: The Question of Determination
2001 - Lori Ramos for Self-Initiated Writing Practices and Conceptions of Writing Among Young Urban Adolescents
2002 - Janet Sternberg for Misbehavior in Cyber Places: The Regulation of Online Conduct in Virtual Communities on the Internet
2003 - Keith Hampton for Living the Wired Life in the Wired Suburb: Netville, Glocalization and Civil Society

PAST MEA AWARD RECIPIENTS

2004 - Brian Cogan for *Wired Worlds: An Analysis of Newspaper Coverage of the Personal Computer and the Internet*
2005 - Mary Ann Allison for *Gecyberschaft: A Theoretical Model for the Analysis of Emerging Electronic Communities*
2006 - Susan Jacobson for *Scrapbook of the Chinese Cultural Revolution: Hypertext and the Representation of History*
2007 - Adriana Braga for *Feminilidade Mediada por Computador: Interação Social no Circuito-Blague [Computer-Mediated Femininity: Social Interaction on the Blog Circuit]*
2008 - Stephanie Bennett for *The Disappearance of Silence: A Dialectical Exploration of the Interpersonal Implications of Personal Mobile Media as Viewed through the Lens of Jacques Ellul's La Technique*
2009 - Catherine Alison Adams for *PowerPoint and the Pedagogy of Digital Media Technology*
2010 - Mogens Olesen for *Survival of the Mediated: Speech, The Printing Press, and the Internet as Selection Mechanisms in Cultural Evolution*
2011 - Joseph A. Kim for *Marshall McLuhan's Theological Anthropology*
2012 - Macello Santos de Medeiros for *O Lugar Na Comunicação: Um Estudo Sobre a Comunicação Locativa em Zonas Bluetooth*
2013 - Yoni Van Den Eede for *Amor Technologiae: Marshall McLuhan as a Philosopher of Technology -Steps Toward a Philosophy of Human-Media Relationships*
2014 - Helio César Hintze for *Espetáculos e Invisibilidades do Discurso Legitimador do Turismo [Spectacles and Invisibilities of Legitimizing Discourse of Tourism]*
2015 - No award given

The Mary Shelley Award for Outstanding Fictional Work

2003 - Paul Levinson for *The Consciousness Plague*
2004 - William Gibson for *Pattern Recognition*
2005 - John G. McDauid for "Keyboard Practice, Consisting of an Aria with Diverse Variations for the Harpsichord with Two Manuals"
2006 - Rick Moody for *The Diviners*
2007 - Janna Levin for *A Madman Dreams of Turing Machines*
2008 - Jean-Claude Carrière for *Please, Mr. Einstein*
2009 - Geraldine Brooks for *People of the Book*
2010 - Steve Tomasula for *TOC (a new media novel)*
2011 - Chuck Wachtel for *3/03*
2012 - Shumeet Baluja for *The Silicon Jungle* and Robert K. Blechman for *Executive Severance*
2013 - Robin Sloan for *Mr. Penumbra's 24-Hour Bookstore*
2014 - No Award This Year
2015 - David Eggers for *The Circle*

The John Culkin Award for Outstanding Praxis in the Field of Media Ecology

2000 - Jerome Agel for *The Medium is the Massage* (audio CD and book)
2001 - Douglas Rushkoff for *The Merchants of Cool* (television documentary produced for the PBS program *Frontline*, initially aired February 26, 2001)
2002 - William Bly and John McDauid for *Media Ecology Unplugged* (audio music recording, available on CD and as downloadable MP3 files at www.infomonger.com/meunplug/.)
2003 - Kevin McMahon for *McLuhan's Wake* (video documentary produced by Primitive Entertainment and the National Film Board of Canada)
2004 - John Bishop and Harald Prins for *Oh, What a Blow That Phantom Gave Me!* (documentary film; DVD distributed by Media Generation)
2005 - Toni Urbano and NYU-TV Productions for *A Conversation with Neil Postman* (video documentary)
2006 - Deiren Masterson for *McLuhan Way: In Search of Truth* (video documentary)
2007 - Michael Wesch for *The Machine is Us/ing Us* (video on YouTube.com)
2008 - Eric Goodman for *Thus Spoke the Spectacle* (videos and website)
2009 - Peter C. Rollins for *The Benjamin Lee Whorf Legacy* (CD-ROM)
2010 - Barry Vacker for *Space Times Square* (video)
2011 - Nora Bateson for *An Ecology of Mind* (documentary film)
2012 - Robert Albrecht for *Song of the Poet* (musical composition on CD)
2013 - Laureano Ralon for *the Figure/Ground Communication Website*
2014 - David Cayley
2015 - Alex Kuskis

PAST MEA AWARD RECIPIENTS

The Louis Forsdale Award for Outstanding Educator in the Field of Media Ecology

2000 - Christine L. Nystrom	2008 - Lee Thayer
2001 - Joshua Meyrowitz	2009 - Bruce E. Gronbeck
2002 - Edmund Carpenter	2010 - Salvatore J. Fallica
2003 - James W. Carey	2011 - Alex Kuskis
2004 - Gary Gumpert	2012 - Janet Sternberg
2005 - Frank E. X. Dance	2013 - Clifford Christians
2006 - Terence P. Moran	2014 - Casey Lum
2007 - Octavio Islas	2015 - Fernando Gutiérrez

The Jacques Ellul Award for Outstanding Media Ecology Activism

2000 - Stephanie B. Gibson	2008 - Margot Hardenbergh
2001 - Dennis Gallagher	2009 - Mark Lipton
2002 - Parry Aftab	2010 - Eric Goodman and Mike Stevens
2003 - Ronald J. Deibert	2011 - Lisa Prins
2004 - The Reverend Everett C. Parker	2012 - Scott Harrison and charity: water
2005 - Jerry Brown	2013 - Aaron Swartz
2006 - Andrew Rasiej	2014 - David Gill
2007 - Donna Flayhan	2015 - Noam Chomsky

The James W. Carey Award for Outstanding Media Ecology Journalism

2007 - Philip Marchand	2012 - David Carr
2008 - Marvin Kitman	2013 - David Pogue
2009 - Thomas de Zengotita	2014 - Megan Garber of <i>The Atlantic</i>
2010 - Eugene Marlow	2015 - Thomas Friedman
2011 - David Hendy	

The Christine L. Nystrom Award for Career Achievement in Service to the Field of Media Ecology

2011 - Robert Barry Francos	2014 - James Morrison
2012 - Terence P. Moran	2015 - Janet Sternberg
2013 - Thomas Gencarelli	

The Edmund S. Carpenter Award for Career Achievement in Editing in the Field of Media Ecology

2012 - Thomas J. Farrell and Paul A. Soukup	2014 - Eric McLuhan
2013 - Gary Gumpert	2015 - Susan Drucker

The Walter J. Ong Award for Career Achievement in Scholarship

2004 - Denise Schmandt-Besserat	2010 - Don Ihde
2005 - James W. Carey	2011 - Robert K. Logan
2006 - Elizabeth L. Eisenstein	2012 - Sherry Turkle
2007 - Jay David Bolter	2013 - Lance Strate
2008 - Joshua Meyrowitz	2014 - René Girard
2009 - John Miles Foley	2015 - Johanna Drucker

The Neil Postman Award for Career Achievement in Public Intellectual Activity

2004 - Douglas Rushkoff	2010 - Mary Catherine Bateson
2005 - Paul Levinson	2011 - Gary Gumpert
2006 - Howard Rheingold	2012 - Jaron Lanier
2007 - Eric McLuhan	2013 - Morris Berman
2008 - Fritjof Capra	2014 - Ronald J. Deibert
2009 - Alan Kay	2015 - Nicholas Carr

PAST MEA AWARD RECIPIENTS

The MEA Convention Top Paper Award

2003 - Arthur W. Hunt, III for "The Image Versus the Word: Old Story, New Twist: A Lament from a Christian Media Ecologist"
2004 - Kip Redick for "Theme Parks as Sacred Places and Commercial Sanctuaries"
2005 - Ellen Rose for "The Wiring of Bhutan: A Test Case for Media Ecology in the Non-Western World"
2006 - Davis Foulger for "Medium as an Ecology of Genres: Integrating Media Theory and Genre Theory" and Peter A. Maresco and Cheryl A. Casey for "Stories in Stone, Stories on Screen: An Examination of Increased Personalization of Cemetery Memorials"
2007 - Anne Pym for "Orality, Secondary Orality, and the Presence of the Word"
2008 - Stephanie Bennett for "The City's Curse: The Church's Plight: Technology, Communication and the Sacred"
2009 - Matthew A. Killmeier for "Invasion of the Body Snatchers: Disembodiment, Media, and Innis and Carey"
2010 - Claudia Springer for "Watch the Birdie: Image-Making and Wildlife Conservation"
2011 - Eric Jenkins for "Another Punctum"
2012 - Eric Jenkins for "Updating Narcissus, the Ur-Myth of Media, for the Digital Age"
2013 - Brett Lunceford for "Telepresence and the Ethics of Digital Cheating"
2014 - Kevin Healey for "Coercion, Consent, and the Struggle for Social Media"
2015 - Heather Crandall and Carolyn Cunningham "Media Ecology and Hashtag Activism".

The Linda Elson Scholar Award for the Top Student Paper at the MEA Convention

2003 - Lisa Hanson for "PRO-ANA, a Culture Remediated in Cyberspace"
2004 - Megan Rogers for "Taoism, Media Ecology, and the Reason the West Just Can't 'Dig it'"
2005 - Cuthbert Alexander for "Community Journalism: Hope for a Society Without Heroes" and Michael T. Zimmer for "Media Ecology and Value Sensitive Design: A Combined Approach to Understanding the Biases of Media Technology"
2006 - David Parisi for "Fingerbombing or 'Touching Is Good': The Cultural Construction of Technologized Touch"
2007 - Xiaoyan Xiang for "Walling-In and Walling Out"
2008 - Phil Rose for "René Girard as Media Ecologist"
2009 - Jason Kalin for "Toward a Rhetoric of Hybrid-Space Walking"
2010 - J. N. Beckham for "Food and Drink: Engaging the Logics of New Mediation"
2011 - Helma Sawatzky for "Anemone Theory: An Exploration of Digital Media as Phenomena"
2012 - Angela M. Cirucci for "First Person Paparazzi: Why Social Media Should Be Studied More Like Video Games"
2013 - Helma Sawatzky for "Reconfigurations: Unfolding the Spaces of Mobile Listening"
2014 - Mike Plugh for "The Global Village: Globalization and Media Ecology"
2015 - Kate Drazner Hoyt "The visual Effect of the Hashtag"

CALL FOR NOMINATIONS FOR THE 2017 MEA AWARDS

The Marshall McLuhan Award for Outstanding Book in the Field of Media Ecology

Open to books published in 2014 or later on any topic related to media ecology. Entry requirements: Letter of nomination or self-nomination and two copies for initial screenings; finalists will be instructed to send three copies directly to the judges. Entrants may request simultaneous consideration for the Erving Goffman Award, the Susanne K. Langer Award, the Dorothy Lee Award, and/or the Lewis Mumford Award.

The Erving Goffman Award for Outstanding Scholarship in the Ecology of Social Interaction

Open to books and articles published in 2014 or later that focus on social situations, symbolic interaction, interpersonal communication (both face-to-face and technologically mediated), nonverbal communication, social space, temporal rhythms, rules of engagement, performance of roles, and the presentation of self in everyday life. Entry requirements: Letter of nomination or self-nomination and two copies for initial screenings; finalists will be instructed to send three copies directly to the judges. Entrants may request simultaneous consideration for the Marshall McLuhan Award and/or the Walter Benjamin Award.

The Susanne K. Langer Award for Outstanding Scholarship in the Ecology of Symbolic Form

Open to books and articles published in 2014 or later that focus on the ecology of language, semantics, semiotics, codes, symbol systems, aesthetic form, etc. Entry requirements: Letter of nomination or self-nomination and two copies for initial screenings; finalists will be instructed to send three copies directly to the judges. Entrants may request simultaneous consideration for the Marshall McLuhan Award and/or the Walter Benjamin Award.

The Dorothy Lee Award for Outstanding Scholarship in the Ecology of Culture

Open to books and articles published in 2014 or later that focus on the ethnographic or intercultural analysis of communication, perception, cognition, consciousness, media, technology; material culture, and/or the natural environment. Entry requirements: Letter of nomination or self-nomination and two copies for initial screenings; finalists will be instructed to send three copies directly to the judges. Entrants may request simultaneous consideration for the Marshall McLuhan Award and/or the Walter Benjamin Award.

The Lewis Mumford Award for Outstanding Scholarship in the Ecology of Technics

Open to books and articles published in 2014 or later that focus on the history and/or philosophy of technology or science; studies of specific technologies, techniques, or media, and/or their social, cultural, and psychological effects; analysis and criticism of the technological/information society. Entry requirements: Letter of nomination or self-nomination and two copies for initial screenings; finalists will be instructed to send three copies directly to the judges. Entrants may request simultaneous consideration for the Marshall McLuhan Award or the Walter Benjamin Award.

The Walter Benjamin Award for Outstanding Article in the Field of Media Ecology

Open to articles, essays, reviews, and book chapters published in 2014 or later on any topic related to media ecology. Entry requirements: Letter of nomination or self-nomination and five copies. Entrants may request simultaneous consideration for the Erving Goffman Award, the Susanne K. Langer Award, the Dorothy Lee Award, and/or the Lewis Mumford Award.

The Harold A. Innis Award for Outstanding Thesis or Dissertation in the Field of Media Ecology

Open to any Master's thesis or doctoral dissertation completed for a degree granted in 2014 or later on any topic related to media ecology. Entry requirements: Letter of nomination or self-nomination and five copies.

The Mary Shelley Award for Outstanding Fictional Work

Open to novels, short stories, hypertexts, plays, scripts, comics, audio recordings, motion pictures, videos, and other narrative forms, published or released in 2014 or later, that include media ecology themes, concepts, or insights. Entry requirements: Letter of nomination or self-nomination and five copies.

The John Culkin Award for Outstanding Praxis in the Field of Media Ecology

Open to works of art, media production, professional activity or other practical applications of the media ecology approach introduced in 2013 or later. Entry requirements: Letter of nomination or self-nomination and five copies of supporting materials.

The Louis Forsdale Award for Outstanding Educator in the Field of Media Ecology

Open to any instructor on any educational level. Entry requirements: Letter of nomination or self-nomination and five copies of supporting materials.

The Jacques Ellul Award for Outstanding Media Ecology Activism

Open to any individual engaged in political activism whose work is informed by the media ecology perspective. Entry requirements: Letter of nomination or self-nomination and five copies of supporting materials.

CALL FOR NOMINATIONS FOR THE 2017 MEA AWARDS

The James W. Carey Award for Outstanding Journalism

Open to any individual engaged in journalism whose work is informed by the media ecology perspective. Entry requirements: Letter of nomination or self-nomination and five copies of supporting materials.

Send all entries by October 14, 2017 to:

Brian Cogan
Awards Coordinator
Media Ecology Association
Department of Communications
Molloy College
Rockville Centre, NY 11571

For more information, contact Brian Cogan at bcogan@molloy.edu or 516.323.3242.

CALL FOR PAPERS FOR 2017 MEA CONVENTION

The 18th Annual Convention of the Media Ecology Association
Technology, Spirituality, Ecology
Saint Mary's College Of California
JUNE 22-25, 2017



Saint Mary's College of California is proud to host the 18th annual convention of the Media Ecology Association (MEA). Founded in 1863, Saint Mary's is one of the oldest colleges in the western U.S. with the original location in San Francisco and now located on a 420-acre campus in the Moraga Valley, 20 miles east of San Francisco. The convention will be held from June 22 through 25, 2017.

Media Ecology is a wide tent whose history, perspectives, and scholarly interests incorporate a broad array of academic and professional disciplines focusing on "the study of media environments and the idea that technology and techniques, modes of information and codes of communication play a leading role in human affairs" (Lance Strate, 1999). This interdisciplinary approach towards the exploration of media as environments fosters a rich discourse of investigation, and each MEA convention provides a unique opportunity for academics and professionals to come together in a relaxed, convivial and intimate environment that encourages deep conversations alongside activities that encourage friendship and fun.

The theme for the 18th annual MEA Convention is **Technology, Spirituality, Ecology**. This tri-part theme provides a confluence of topics that represent major global concerns in the contemporary age. This is probably best articulated in the papal encyclical from Pope Francis, *Laudato Si*, when he stated that "when media and the digital world become omnipresent, their influence can stop people from learning how to live wisely, to think deeply and to love generously. In this context, the great sages of the past run the risk of going unheard amid the noise and distractions of an information overload. Efforts need to be made to help these media become sources of new cultural progress for humanity and not a threat to our deepest riches. True wisdom, as the fruit of self-examination, dialogue and generous encounter between persons, is not acquired by a mere accumulation of data which eventually leads to overload and confusion, a sort of mental pollution. Real relationships with others, with all the challenges they entail, now tend to be replaced by a type of internet communication which enables us to choose or eliminate relationships at whim, thus giving rise to a new type of contrived emotion which has more to do with devices and displays than with other people and with nature" (para. 47).

With this as context, we invite paper and panel proposals that address one or more of the three core themes. Although we encourage submissions that touch upon, or align with, the convention theme, papers, abstracts, and panel proposal submissions from all areas of Media Ecology are welcome. 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). The top papers will be published in *Explorations in Media Ecology*. All submissions will be acknowledged. The language of the convention is English.

Please submit all papers, panels, and proposals to the convention coordinator Lori Erokani at lerokan@stmarys-ca.edu.

Submission deadline: December 15, 2016

Questions can be sent to the Convention Chair, Ed Tywoniak at tywoniak@stmarys-ca.edu.

Guidelines for Submission

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 (or e-submission page) with your academic or professional affiliation and other contact information.
3. Include a 150 words abstract, with the title. Use APA, MLA or Chicago style.
4. Papers should be written in English.

For Paper and Panel Proposals:

1. Include title, 250 words abstract, and contact information with your proposal
2. Outline, as relevant, how your paper or panel will fit with the convention theme
3. Presenters should be prepared to deliver their papers in English.
4. 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 completed paper to the convention planner by June 1, 2016.

Note that campus housing will be available at reasonable rates, along with a variety of off-campus lodging options. Specific information on housing, transportation, places of interest and other logistics will be available shortly on the convention website and the official MEA website.

For more on the Media Ecology Association, visit www.media-ecology.org

MEA OFFICERS

2016 MEA Executive Board

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Janet Sternberg - Fordham University (2009-2011)
James C. Morrison - Babson College (2012)
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Corey Anton - Grand Valley State University (2014)

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MEA members receive the newsletter twice a year. Keep up with the latest MEA activities and keep us up-to-date about you. Send personal news, information of interest to media ecologists, ideas for short articles, and especially ideas for book reviews, to the Editor of In Medias Res:

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The MEA's electronic mailing list provides a space for reasoned, informed, and civil discussion about communication, media, and culture among persons interested in themes or subjects relevant to the field of media ecology. Subscribers use this list to share views, exchange information, and learn about interesting events related to media ecology.

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The list managers are responsible for ensuring that these guidelines are observed. They reserve the right to take whatever measures are required to ensure these guidelines are respected by participants. Such measures include, but are not limited to, removing from the list those who do not abide by these guidelines.

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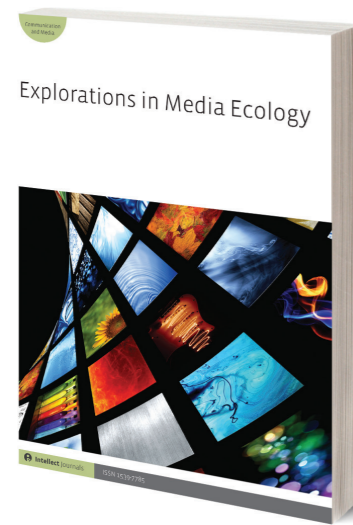
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EME explores the relationships between media, technology, symbolic form, communication, consciousness, and culture. Its scope is interdisciplinary and multidisciplinary. Media ecology provides a rich philosophical, historical and practical context for studying our increasingly technological and mediated society and culture with an emphasis on historical context.

Media ecology scholarship emphasizes a humanistic approach to understanding media, communication, and technology, with special emphasis on the ways in which we have been and continue to be shaped and influenced by our inventions and innovation. The Media ecology approach is predicated on understanding that media, symbols, and technologies play a leading role in human affairs, and function as largely invisible environments affecting the way we think, feel, act, and organize ourselves collectively.



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CONVENTION AT A GLANCE

THURSDAY, JUNE 23

8.30 a.m. - 9.30 a.m.
Registration

9.30 a.m. - 10.00 a.m.
Welcome Remarks

10.00 a.m. - 11.30 a.m.
Parallel Sessions 1.1

11.30 a.m. - 11.45 a.m.
Coffee Break

11.45 a.m. - 1.15 p.m.
Parallel Sessions 1.2

1.15 p.m. - 2.30 p.m.
Lunch

2.30 p.m. - 4.00 p.m.
Parallel Sessions 1.3

4.00 p.m. - 4.15 p.m.
Coffee Break

4.30 p.m. - 5.45 p.m.
Plenary Session 1.4
Walter Ong Award
Keynote: Luciano Floridi

6.00 p.m. - 7.00 p.m.
Welcome *brindisi*

FRIDAY, JUNE 24

9.00 a.m. - 10.30 a.m.
Parallel Sessions 2.1

10.30 a.m. - 10.45 a.m.
Coffee Break

10.45 a.m. - 12.15
Parallel Sessions 2.2

12.15 - 1.30 p.m.
Parallel Sessions 2.3

1.30 p.m. - 2.30 p.m.
Lunch
(MEA Board Lunch Meeting)

2.30 p.m. - 4.00 p.m.
Plenary Session 2.4
Honoring Elizabeth Eisenstein

4.30 p.m. - 5.45 p.m.
Plenary Session 2.5
Neil Postman Award
Keynote: Bruce Sterling

6.00 p.m. - 8.00 p.m.
Music and Poetry
at the Teatro Comunale

SATURDAY, JUNE 25

9.00 a.m. - 10.30 a.m.
Parallel Sessions 3.1

10.30 a.m. - 10.45 a.m.
Coffee Break

10.45 a.m. - 12.15
Parallel Sessions 3.2

12.15 p.m. - 1.30 p.m.
Parallel Sessions 3.3

1.30 - 5.00 p.m.
Lunch: Free afternoon in
Bologna (guided historical/
cultural tours offered CE).

5.30 p.m. - 6.45 p.m.
Plenary Session 3.4
James W. Carey Award
Opening of the Series
"Media Ecology for Life "Quality"
Keynote: Luca De Biase

7.30 p.m.
MEA Banquet
and Award Ceremony

SUNDAY JUNE 26

9.30 a.m. - 11.00 a.m.
MEA Business Meeting



- 1 Convention Venue: Department of History and Cultures, Piazza S. Giovanni in Monte 2, Bologna
- 2 Teatro Comunale di Bologna, Largo Respighi 1, Bologna
- 3 Osteria De' Poeti, Via De' Poeti 1/B, Bologna



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