

Program of Events

THURSDAY 14 OCTOBER

Registration: 2:00-8:00 PM (Days Inn Town Square Atrium)

Welcoming Reception: 6:00-8:00 PM (Linden/Grove)

FRIDAY 15 OCTOBER

Continental Breakfast: 7:00-8:30 AM (Town Square Atrium)

Registration: 8:00 AM-5:00 PM (Town Square Atrium)

SESSION I (Friday 8:30-10:15 AM)

Panel A: Marching on E-Street: Online Social Movements (Grove)

Chair: **Todd Wolfson** (Rutgers University)

Matthew Corn (University of Georgia), "Resistance or Everyday Life? Challenges for Studying Disruptive Online Activities"

Ginevra Adamoli-Kalbli (Florida State University), "Audience Mobilization: Breaking the Corporate System or Supplementing It?"

Todd Wolfson (Rutgers University), "The Cyber Left: Indymedia and the Making of Twenty-first Century Struggle"

Anthony Nadler (University of Minnesota), "Cyber-optimism and the Hope for a More Democratic News Media"

Panel B: Sports, Sports Fans and Sports Journalism (Sylvan)

Chair: **Malcolm Moran** (Penn State University)

Steven Andon (Florida State University), "The Commodification of Sports Memorabilia"

T.C. Corrigan (Penn State University), "Sports Writing 'In the Tank': Professional Ideology and Precarious Labor"

Raphael Diaz-Torres (Penn State University), "Branded 'Sovereignty' in the World Baseball Classic: A Political Economic Analysis of Puerto Rican Sports Fans on Facebook"

Aaron Heresco (Penn State University), "Baseball and the Ideology of Statistical Thinking"

Panel C: Communication Regulation and Deregulation (Logan/Harris)

Chair: **Matt Jackson** (Penn State University)

Jeff Blevins (Iowa State University) and **Carla Martinez** (Iowa State University), "A Retrospective Look at the FCC Policy on Minority Media Ownership"

Jonathan A. Obar (Michigan State University), "Speaking Truth to Technocracy: Counter-Discourse at the FCC's Public Hearings on Media Ownership"

Sangyong Han (Penn State University), "Political Economy of Media Regulation in the Digital Age"

Shinjoung Yeo (University of Illinois), "Unfinished Business: Free Flow of Information Doctrine and Google.cn"

Ju Young Lee (Penn State University), "Am I Being Watched?: Effects of Governmental Regulations of the Internet on Youth Perceptions of the On-line Expression Environment in South Korea"

Panel D: The Uses of Culture: The Creative/Culture Industries Discourse, Work, Art, and the International Division of Labor (Holmes/Foster)

Chair: **Jyotsna Kapur** (Southern Illinois University)

Jyotsna Kapur (Southern Illinois University), "The Bollywood Culture Industry and a Brand Called India"

Chuck Klienans (Northwestern University), "Creative Industries, Neoliberal Fantasies, and the Cold, Hard Facts of Global Recession: The Lessons for Artists, Activists, and Academics"

Yuhui Tai (Southern Illinois University), "Development or Dependence? Taiwan's Cultural/Creative Policy and China"

Break: 10:15-10:45 AM (Willow, Town Square Atrium)

SESSION II (Friday 10:45 AM-12:30 PM)

Panel A: Movies, Money & Messages: Critical Approaches to Film (Grove)

Chair: **Kevin Hagopian** (Penn State University)

Deborah Tudor (Southern Illinois University) and **Eileen R. Meehan** (Southern Illinois University), "A Neoliberal Reboot? New *Trek's* Symbolic Universe and Corporate Infrastructure"

Kevin Hagopian (Penn State University), "The Critique of Corporation in the Media"

Rachel Guldin (Penn State University), "You're Killing Me, Smalls!": A Textual Analysis of Fat Stigmatization in Three Children's Films"

Margot Susca (Florida State University), "Going Dutch: What America Could Learn from the Netherlands' Media Rating System But Won't"

Panel B: Heroes, Teachers, Weavers and Men Under Siege: Excavating Stories about Gendered Labor from Early Industrial Production to the Great He-Cession (Holmes/Foster)

Chair: **Michelle Rodino-Colocino** (Penn State University)

Pamela Hill-Nettleton (Marquette University), "Let's Boil! V. 'Let's Roll!': The Erasure of the Heroism of Women"

Ann Holt (Penn State University), "'Retired After 22 Years of Service': Reconstructing, Reinterpreting, and Reclaiming the 'Service' of Penn State's First African American Faculty Member"

Michelle Rodino-Colocino (Penn State University), "Man Caves: Consuming, Producing and Eliminating Masculine Labor After the Peak"

Heidi Brush (Penn State University), "Women Weaving Words: Domestic Textile Labor and Storytelling from Veillees to Hypertext"

Panel C: To the Barricades: Media and Social Protest (Logan/Harris)

Chair: **Matt McAllister** (Penn State University)

Colleen Mihal (University of Colorado), "Exceptional States? Media Rights and Mass Demonstrations during the 'War on Terror'"

Christina Mislan (Penn State University), "Filming the Revolution: Does Soderbergh's *Che* Move Beyond the Icon?"

Margaret Orłowski (Simon Fraser University), "Public Space, Economic

Critique, and Community: Convergence in the Vancouver 2010
Anti-Olympic Protests”

Katie Raso (Simon Frazer University), “Waltz of the Robots: Understanding
the Erosion of Public Trust as Emergent Behaviour”

**Panel D: User-Generated Content: Participatory Production and
Consumption** (Sylvan)

Chair: **Krishna Jayakar** (Penn State University)

Jay Hamilton (University of Georgia), “The Work of Media Work:
Historicizing User-Generated Content”

Mickey Stellavato (University of Oregon), “Photovoice as a Way of
Engaging Youth in Social Change”

Kathleen Kuehn (Penn State University), “Producing the Local:
Participatory Consumption on Local Listing Sites”

David Deluliis (Penn State University), “Individuality on Social
Networks: A Pilot Analysis of Facebook Gatekeeping”

Lunch: Town Square Atrium (12:30 PM-2:00 PM)

SESSION III (Friday 2:00-3:45 PM)

**Panel A: Angles and Frames: The Music Industries as Site, Symbol,
and Experience** (Sylvan)

Chair: **Michael Elavsky** (Penn State University)

Michael Elavsky (Penn State University), “Don't Look Back?:
The ‘Life’ and ‘Death’ of the ‘Music Industry’”

Matthew Jordan (Penn State University), “Autotuned Widgets:
Standardization and Pseudo-Distinction in the Post-Fordist
Music Industry”

Chenjerai Kumanyika (Penn State University), “‘Words I Manifest’:
Music Industries as Battlegrounds of Corporate and
Communal Praxis”

**Panel B: I'd Like Not to Thank the Academy: Communication,
Education & Democracy** (Holmes/Foster)

Chair: **Sandra Smeltzer** (University of Western Ontario)

Nicole Files-Thompson (Howard University), “Scholarship, Utility
and Empowerment for Black Marxist Feminist Academicians”

Chris Robe (Florida Atlantic University), “Is Anybody Watching?:
The Legacy of Indymedia and the Failure of the Academy”

Matthew Tedrow (University of Texas), “Theorizing Media and
Movements: A Framework for Linking Theory and Strategy”

Sandra Smeltzer (University of Western Ontario), “Critical
Communications Pedagogy in the Public Interest”

David Sholle (Miami University), “ReACTivating the Academy:
Documentary For and With Citizens”

Panel C: Communications and Culture in the Indian Diaspora (Grove)

Chair: **Md Abu Naser** (Southern Illinois University)

Vijaya Kumar Babu (Osmania University, India), “Democratic Communications, Equal Rights, and Justice: An Indian Study (c. 300 BC-1700 AD)”

Krishna Jayakar (Penn State University), “A Fistful of Dollars: Corporatization of Indian Film Production and the Emergence of the Diaspora Film”

Md Abu Naser (Southern Illinois University), “Media Boom’ to Boost Democracy or is it Corporate Intrusion? The Political Economy of Media Industry in Bangladesh”

Azmat Rasul (Florida State University), “Politicizing Entertainment: Bollywood’s Treatment of Female Politicians”

Panel D: Virtual Exploitation and Resistance: Digital Labor and Capital (Logan/Harris)

Chair: **Trent Cruz** (University of Western Ontario)

Susan Bryant (University of Windsor), “Flexible Learning, Flexible Labour? A Case Study in the Digital Workplace”

Trent Cruz (University of Western Ontario), “Valorising Online Reputation on Empire Avenue”

John L. Sullivan (Muhlenberg College), “Netmedia,’ Digital Rights Advocacy, and the Construction of the Open Source Software Movement”

Brenna Wolf-Monteiro (University of Oregon), “Distributed Digitalized Labor: A Political Economic Critique of the Tensions Between Facilitating Exploitation and Collaboration”

Break: 3:45-4:15 PM (Willow, Town Square Atrium)

SESSION IV (Friday 4:15-6:00 PM)

Panel A: The New New Economy and Critical Crossovers (Logan/Harris)

Chair: **Kalen M.A. Churcher** (Niagra University)

Benjamin J. Birkinbine (Southern Illinois University), “Continuity in Technological Change: Toward a Political Economy of Digital Film Exhibition”

Kalen M.A. Churcher (Niagra University), “You’ve Got Mail? A Discourse Analysis of the Move to End Saturday Mail Delivery”

Jian Cui (Penn State University), “From Cultural Imperialism to Glocalization: The Political Economy of Hybrid Media Texts”

Chunhyo Kim (Southern Illinois University), “The Powerhouse in South Korea: Samsung and Its Media Firms”

Christine Quail (McMaster University), “A Critical Transnational Political Economy of Online Television”

Panel B: Killing Me Discursively: Variations on Violence (Grove)

Chair: Robin Andersen (Fordham University)

Robin Andersen (Fordham University) and Anthony Dimieri (Fordham University), “Media, Democracy, and Grotesque Violence: Critique, or the Consequences of War and Cruelty?”

Rosa Eberly (Penn State University), “‘This Penn State Life’: Violence and Local/Global Consequences of the Corporate University”

Brian Creech (University of Georgia), “The Mumbai Attacks: A Case Study in Terrorism and Capitalism’s Discursive Influence”

Lisa Brooten (Southern Illinois University), “Social Movements, Contentious Politics and Media in the Philippines”

Mike Niman (Buffalo State College), “When Cops Go Wild: A Case Study in the Communication of Fear and its Role in Provoking Police Riots”

Panel C: Culture for Sale: Advertising, Marketing, and Consumption (Sylvan)

Chair: Ian Kivelin Davis (University of Illinois)

Janelle Applequist (Penn State University), “Ask Your Doctor About...’: An Analysis of Direct-To-Consumer Prescription Drug Advertisements”

Kyle Asquith (University of Western Ontario), “Consumer Socialization and Early Children’s Radio Advertising”

Ian Kivelin Davis (University of Illinois), “Broadcasting Market Information in Postwar American Reconversion, 1945-1947”

Matt McAllister (Penn State University), “No Logo Legacy: Assessing Naomi Klein’s *No Logo* Ten Years Later”

Panel D: Becoming Internationalist: Developing International Solidarity Despite It All (Holmes/Foster)

Chair: Michelle Rodino-Colocino (Penn State University)

Lisa McLaughlin (Miami University), “Labor Education, Women’s Empowerment, and the Question of Global Solidarity: Conjectures and Contradictions Drawn from Asian Contexts”

Deepa Kumar (Rutgers University), “The Contradictions of Americanism: International Solidarity vs. Appeals to American Identity in the US Labor Movement”

Michelle Rodino-Colocino (Penn State University), “How Can We Become Internationalist? Negotiating Labor’s Message with National/ist Media”

Dana Cloud (University of Texas), “The Rhetoric of Internationalism in the US Labor Movement”

Dinner: 6:00-8:00 PM (On your own--please see our restaurant guide)

Guest Speaker: Peter Hart 8:00-9:30 PM (Carnegie Cinema)

SATURDAY, OCTOBER 16

Continental Breakfast: 7:00-8:30 AM (Town Square Atrium)

Registration: 8:00 AM-12:30 PM (Town Square Atrium)

Dallas Smythe Award Ceremony

Keynote Address: Robert W. McChesney

9:00-10:30 AM (Sylvan/Centre)

Break: 10:30-11:45 AM (Town Square Atrium)

SESSION V (Saturday 10:45 AM-12:30 PM)

Panel A: Live or Memorex? Selling Sound in Music's Secondary Industries
(Sylvan)

Chair: **Michael Elavsky** (Penn State University)

David Gracon (University of Oregon), "To You I'm Nothing But a Number":
A Political Economic Analysis of Corporate Music Retail and the
Persistence of Indie Record Stores"

Chris Jordan (St. Cloud State University), "Rock and Roll is Dead:
The Live Nation/Ticketmaster Merger"

Alex Nutter-Smith (Penn State University), "The Taping Takeover:
A Political Economy of Nugs.net"

Adam Perry (Penn State University), "Hidden Surcharges:
The Political Economy of the Live Music Industry"

**Panel B: Circulation and Communication: Volume II of Marx's *Capital*
as the Key to 21st Century Media Studies"** (Grove)

Chair:

Nick Dyer-Witthford (University of Western Ontario), "Media, the
Circulation of Struggle, and Communization"

Atle Mikkola Kjoson (University of Western Ontario), "Outline of a
Value Theory of Media: Mediation and Logistics"

Vincent Manzerolle (University of Western Ontario), "Capital-in-formation:
Digital Media and the 'Production of Circulation'"

Panel C: Just for Laughs? The Subversive Potential of Comedy
(Holmes/Foster)

Chair: **James F. Tracy** (Florida Atlantic University)

Jeanette Castillo (Florida State University), "Tempering Democratic
Disillusionment: Comedy, Democracy, and User-Generated Content"

Lauren Jaclyn DeCarvalho (Penn State University), "Many Little Girls'
Dream': The Portrayal (and Punishment) of Ambitious,
Career-minded Women on NBC's *The Office*"

James F. Tracy (Florida Atlantic University), "Grim Humor:

Taft-Hartley Through Labor Comics”
Kyunghan You (Penn State University), “To What is ‘Bad’ Pleasure Due?
Focusing on the Conceptualization of the ‘Sociality of Laughter’”

Panel D: Against the Neoliberal Tide: Communications from Below
(Logan/Harris)

Chair: **Shenid Bhayroo** (Temple University)

Shenid Bhayroo (Temple University), “Alternative Media Formations:
Immigrant/Ethnic Media in Philadelphia”

Adilson Vaz Cabral Filho (Federal Fluminense University, Brazil), “Social
Participation and Decision-taking in the Brazilian Communication
Sector: The I National Conference of Communication”

Sarah Lewison (Southern Illinois University), “Critical Categories:
Mapping as Radical Media from Below”

Rich Potter (University of Illinois), “State Supported Community Media
in Latin America: Lessons from Chile, Nicaragua, and Venezuela”

Lunch: (Porch/Parkside) 12:30 PM-2:00 PM

SESSION VI (Saturday 2:00-3:45 PM)

Panel A: Breaking the News: The Ongoing Struggle for Journalism
(Sylvan)

Chair: **Dennis Davis** (Penn State University)

Robert W. McChesney (University of Illinois, Free Press, Media Matters),
“The Ongoing Struggle for Journalism”

Wendy Weinhold (Southern Illinois University), “News Virtues and
Radical Democracy”

Lei Guo (University of Texas), “The Political Economy of U.S. Alternative
Press: Case Study of *The Nation* and the *Texas Observer*”

Shea Smock (Florida State University), “Corporate Free Speech and
Free Elections: A Political Economic Analysis of Network News
Coverage of *Citizens United v. General Election Commission*”

Panel B: Moments of Danger: Media, Politics and Class in U.S.
Communication History (Holmes/Foster)

Chair: **Steve Macek** (North Central College)

Brian Dolber (University of Illinois), “Strange Bedfellows: WEVD and
the Politics of Media Reform Coalitions”

Steve Macek (North Central College), “The Citizen’s Committee on the
Media and the Campaign for Media Democracy in Chicago”

Victor Pickard (New York University), “A Critical Juncture for U.S. Media:
Broadcast Reform from Above and Below, 1945-1949”

Inger L. Stole (University of Illinois), “Advertising, Consumer Activism,
and Promotional Perseverance during the Second World War”

Janice Peck (University of Colorado), “History, Media, Politics: From
Keynesianism to Neoliberalism”

Panel C: So Many Channels...: Critical Approaches to Television (Grove)

Chair: **David Pierson** (University of Southern Maine)

Nicole B. Cox (Florida State University), "Kicking Ass and Taking Names:
From D'Acci to TLC's *Police Women of Broward County*"

David Pierson (University of Southern Maine), "Desiring-Production,
Oedipalization, and Late Capitalism in AMC's *Mad Men*"

Julia Woolley (Penn State University), "Make it Work (Ethic): Neoliberalism
and the Commodification of 'Chic' in *Project Runway*"

Nicole B. Cox (Florida State University) and **Jennifer M. Proffitt** (Florida
State University), "The Housewives' Guide to Better Living: Promoting
Consumption on Bravo TV's *The Real Housewives*"

**Panel D: Talking Back and Acting Up: Resistance and Alternatives
to Big Media** (Logan/Harris)

Chair: **Robert Handley** (University of Denver)

Molly Niesen (University of Illinois), "Consumer Activism and
the Advertising Industry, 1960-80"

Robert Handley (University of Denver), "Dissident Media
Monitors and the U.S. News Media: The Case of Palestine
Media Watch, 2000-2004"

Evan Light (Universite du Quebec a Montreal), "Breaking the Limits
of Our Creative Thinking: The Spectrum as a Wedge/Notes
from Uruguay"

Randall Livingstone (University of Oregon), "Let's Leave the Bias
to the Mainstream Media: A Network Perspective on a
Wikipedia Community Fighting for Information Neutrality"

Joe Rumbo (James Madison University), "Talking Back to Babylon:
How the Signs at the Rainbow Gathering Communicate
Alternatives to Capitalism"

Break: 3:45-4:15 PM (Willow, Town Square Atrium)

SESSION VII (Saturday 4:15-6:00 PM)

Panel A: The Bull Market: Communications, Capital, and Collapse (Sylvan)

Chair: **Ronald V. Bettig** (Penn State University)

Robert W. McChesney (University of Illinois), "Theater of the Absurd:
Politics in the Age of Monopoly-Finance Capital"

Bob J. Neubauer (Simon Frazer University), "Think Tanks on the Front
Lines: Policy Institutes as Organic Intellectuals in the Construction
of Hegemony"

Juraj Kittler (St. Lawrence University), "Too Big to Fail: Lessons from the
Collapse of Markets in Renaissance Venice"

Yu Hong (USC Annenberg School of Communication & Journalism),
"China's Networked Recovery"

Mercedes Lynn de Uriarte (University of Texas), "Displacement:
Case Studies of a Financial Meltdown Microcosm and

Suggested Remedies”

**Panel B: Problematizing American Military War Culture/Media:
Ideology and Communications Technology** (Holmes/Foster)

Chair: Brian Martin Murphy (Niagra University)

Mary Sterpka-King (Northeastern University), “The US Military
‘Network Shift’ and the Re-Militarization of Culture”

Randal Nichols (Bentley University), “The Military and Gaming”

Doug Tewksbury (Niagra University), “The US Military Spin-Offs
into Civilian Control”

Brian Martin Murphy (Niagra University), “Mapping the Military-
Industrial Information Complex”

Panel C: Cover Me: Case Studies in Contemporary Journalism (Grove)

Chair: Russell Frank (Penn State University)

Tia Tyree (Howard University), “Representations of Black Masculinity:
A News-Making Case Study,” presented by Kerry-Ann Hamilton
(Howard University)

Graham Knight (McMaster University) and **Josh Greenberg** (Carleton
University), “Talk of the Enemy: Adversarial Framing and
Climate Change Discourse”

Ashley Fogle (University of North Carolina-Chapel Hill), “Flat Earthers’
vs. ‘Birthers’: News Coverage of the Anti-Globalization and
Tea Party Movements, a Comparative Analysis”

Priscilla Penate (California State University), “Is it Still a Man’s World?
Examining Gender Disparities in Spanish-Language Newsrooms”

Ashley Torrence (Howard University), “Black and White, Wrong versus
Right: A Content Analysis of Mainstream and Minority Newspapers’
Framing of Barak Obama’s *A More Perfect Union*”

Panel D: Commercialization, Commodification and Consumption:

Selling Stuff That’s Bad For You (Logan/Harris)

Chair: Aimee-Marie Dorsten (Wilson College)

Matt Crain (University of Illinois), “Commercialization through Legislation:
An Outline of the Development of the World Wide Web”

Ryan Lizardi (Penn State University), “Micro-transactions: Perpetual
Commodification of the Video Game”

Aaron Heresco (Penn State University), “Transopticon: Commodification
of Surveillance, Automatic Functioning of Capital”

Aimee-Marie Dorsten (Wilson College), “Guess Who’s Coming to Dinner?
The Political Economy of High Fructose Corn Syrup”

Break: 6:00-6:30

Dinner: 6:30-8:00 PM Mad Mex Southwest Barbeque Buffet (Sylvan/Centre)

Dance Party with J.P. Rocks 8:00 PM-Midnight (Sylvan/Centre)

SUNDAY 17 OCTOBER

Business Over Breakfast (UDC Business Meeting): 9:00-11:00 AM (Linden)