

# The Evolving Media's Impact on Rhetoric and Society: Critical and Ethical Issues



The University of Vienna, Austria

Proceedings of the 2010

International Colloquium on Communication

Elizabeth C. Fine and Gary W. Selnow, Editors

Virginia Tech, 2012

The Evolving Media's Impact on Rhetoric and Society: Critical and Ethical Issues  
Proceedings of the 2010 International Colloquium on Communication

Elizabeth C. Fine, Editor  
Department of Religion and Culture  
Virginia Tech 0227  
Blacksburg, Virginia 24060  
USA

Gary W. Selnow, Editor  
Wired International  
P.O. Box 371132  
Montara, CA 94037-1132  
USA

2012

This work is licensed under the Creative Commons Attribution-Noncommercial-No Derivative Works 3.0 United States License. To view a copy of this license, visit <http://creativecommons.org/licenses/by-nc-nd/3.0/us/> or send a letter to Creative Commons, 171 Second Street, Suite 300, San Francisco, California, 94105, USA.

In memory of Hellmut Geissner (1926-2012),  
founder and guiding light of the  
International Colloquium on Communication.

# Contents

1. An Introduction to The Evolving Media's Impact on Rhetoric and Society 1  
ELIZABETH C. FINE AND GARY W. SELNOW

## Repercussions of the Evolving Media

2. Evolution or Involution? A Question on Political Ethics 5  
HELLMUT K. GEISSNER
3. The Electronic Invasion in the Playroom 11  
EDITH SLEMBEK
4. European Kids Online: Minimizing Risks and Maximizing Opportunities 17  
RENATE CSELLICH-RUSO

## Storytelling and the Evolving Media

5. Storytelling: Digital and Analog 26  
ERIC E. PETERSON AND KRISTIN M. LANGELLIER
6. Temporary Celebrity: Media 'Fodder' and Diversion 33  
SAM G. RILEY

## Pedagogy and the Evolving Media

7. Face-to-Face and AVT-Forms of Communication: Pedagogical Interventions – Conditions and Possibilities 39  
EBERHARD WOLF
8. Forms and Functions of Listener Behaviors in Audio-Based 'Feedback Communication' 52  
ANNETTE MÖNNICH

## **Religion and the Evolving Media**

9. Internet—the Agora of the 21st Century: 62  
Communication of Young People on the Internet  
MARTIN PEIER-PLÜSS
10. Communication Possibilities in Religious Pedagogy: 68  
The Austrian Protestant Diaspora in Times of Media Networking  
MORITZ STROH
11. The Psalm: Ethical and Critical Notes on Its Media History 74  
HENNER BARTHEL

## **Politics and the Evolving Media**

12. How to Sell Wars 83  
WULFF BICKENBACH
13. Rhetorical Strategies of Environmental Cyberactivists 92  
ELIZABETH C. FINE