

CT&M CONCEPTS

ASSOCIATION FOR EDUCATION IN JOURNALISM & MASS COMMUNICATION

Oops, they did it again! Media facing criticism for Clinton reporting

ED HOROWITZ
CLEVELAND STATE UNIVERSITY
CT&M PF&R CHAIR

You had to be living on Mars for the past year to have missed the myriad ways that sexism became an accepted part of the media discourse in

ers (read men) instinctively cross their legs "at the mention of her name."

Or was men's rights author Mark Rudov the most sexist when he said, appearing on Neil Cavuto's program on Fox News, "When Barack Obama speaks, men hear, 'Take off for the future.' And when Hillary Clinton speaks, men hear, 'Take out the garbage.'"

Of course you have seen the Hillary Nutcracker Doll or heard of the men who appeared at Clinton rallies during the primary season with posters saying, "Hillary, Iron my shirts!"

Who should hold the media accountable for such tone of coverage?

It was only after Clinton officially bowed out of the race that the *New York Times* published a page-one story June 13 about the controversy over the coverage, "Media Charged with Sexism in Clinton Coverage." While the *New York Times*

The Many Faces of Hillary



Click-tweet from left:
LOOKING VISIONARY Campaigning in Des Moines, Iowa, Clinton talked about brofist, energy independence and a "whole new strategy on rural economic development."
LOOKING PUMPED The Iowa swing mothered because, as she told the crowd, "the whole world is going to be watching" when the state caucuses on Jan. 3
LOOKING SKEPTICAL General David Petraeus' testimony before the Armed Services Committee, Clinton said, required a "willing suspension of disbelief."
LOOKING TO THE SISTERS Clinton returned to Wellesley to feel the love and take note of her historic assault on the all-boys club of presidential campaigns



Sen. Hillary Clinton, D-N.Y., is visually dissected in the November 11, 2007 issue of Time.

its coverage of Hillary Clinton's now-failed bid for the Democratic presidential nomination.

In what has now become so oft-repeated it is becoming cliché, many have argued that if Barack Obama had faced the type of coverage that Clinton faced during the recent primary season it would have been Page One news, not a footnote to the campaign.

Perhaps it was MSNBC's Chris Matthews who was the most egregious when he said that everyone knows that "[T]he reason she may be a front-runner is her husband messed around."

Or maybe Tucker Carlson, also of MSNBC, should be singled out for saying that he and oth-

story may be better late than never, the way the media covered the extraordinary events of the 2008 Democratic primary between the first viable woman and African-American to run for president is worth further scrutiny.

These stories range from the umpteenth time a pundit has repeated the rumors (that circulate most widely on the Internet and via email) that Obama is (a) a Muslim; (b) refused to put his hand over his heart when saying the Pledge of Allegiance; (c) took his oath of office for the U.S. Senate on a Quran, instead of a Bible. Obama's own on-again-off-again wearing of a flag lapel pin (which he has readily acknowledged) only

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A few themes for discussion

MARIA LEN-RIOS
UNIVERSITY OF MISSOURI
CT&M DIVISION HEAD

I always look forward to our AEJMC national convention. It is a great time to catch up with colleagues, reunite with friends and mentors, and share research ideas with others. When I was a student, one of the things I enjoyed most about attending the CT&M research sessions was the discussions and questions that followed the presentations. The dialogue about conceptualizing research questions or design, developing theory, and improving measurement were always invigorating; the interaction among senior scholars and doctoral students, enriching.

As we head to the national convention in Chicago, I hope that we can sustain dialogue about important issues that we face in our field: (1) the development of new theories, (2) the value of our research to "real world" applications, and (3) encroachment by other fields on journalism & mass communication scholarship.

The first issue has to do with the need to come up with new ways of thinking about what constitutes communication and mass communication. We have several stalwart theories and concepts—agenda-setting, third-person effect, framing, spiral of silence, cultivation—but just how far have we gotten in their development or refinement in the last 15 to 20 years? This raises another question for us as we act as reviewers and "gatekeepers": how often do we squelch new, or "different," ideas from seeing the light of day because they do not conform to what was done before? Maybe we need to take more chances and have a system that rewards more risk taking. Perhaps we should encourage those who present new ideas to continue in their endeavors and take the onus of challenging ourselves even more.

I have been reading *Work-Lifestyle Choices in the 21st Century* (Hakim, 2000), which presents an economist's perspective to feminist theory. In it, the author devotes a section to methodology and argues that much of social science research is quantitatively driven and because multivariate analyses focus on too few variables, much of the research is meaningless to real world applications. This relates to the second point that we need to ask, and that is: Are our research findings meaningful to what is happening in the "real world"? This goes back to what we all learned in graduate school—are we sure we have answered the "so what?" question. And maybe we can add a couple more questions to that. I remember a professor that used to always begin class with three questions: "What is knowledge? How do we know? And who says so? Those always turned out to be excellent

questions to understand methodology as well as social and structural processes.

Lastly, our division will showcase the best research that our members have conducted this year. There will be more than 50 research paper presentations given at this year's convention and after the research panels there will be opportunity for discussion. This is an opportunity for us as a group to share our thoughts and ideas about where our research is taking us and our field and whether we are developing as we should. We have always been interdisciplinary, mixing ideas from cognitive psychology, neurophysiology, sociology, political science, etc. Lately I have noticed that scholars from other fields have appeared to increase their focus on research in the field of journalism. This cross-pollination is a boon, but sometimes these scholars lack the deep knowledge and understanding that a journalism or mass communication Ph.D. confers, yet their research appears in journals that are more visible and have a higher impact. This may suggest that as a discipline we need to work as a group to do more to raise the visibility of our research since this is our area of research and we have much to contribute to the larger body of knowledge in the social sciences.

I hope we get to discuss some of these issues as we see each other in the corridors, poster sessions and panel discussions at the annual convention. And mark your calendars. We will hold our traditional "Best of CT&M" panel on Friday, Aug. 8, from 5:15 p.m. to 6:45 p.m. James Ettema of Northwestern will serve as the discussant. Our members meeting will follow directly.

A special thanks goes to Dominique Brossard and Doug Blanks Hindman. As you know, Dr. Brossard ran the research paper competition and Dr. Hindman did the brokering and planning for the conference program. Also, thanks to all of our reviewers—we could not pull off the competition without you.

See you in Chicago.

Division leadership structure vote is online

At last year's Communication Theory & Methodology members' meeting, it was agreed that an online vote would be held to determine whether to proceed with proposed changes to the division's leadership structure. A link to the online vote has been sent to CT&M members.

Current structure

The Communication Theory & Methodology Division elects during each year's members' meeting:

- Two members of the executive committee each to serve two-year terms as they fulfill service to the Division. During their second years, typically one executive committee member is appointed to serve simultaneously as Research/Paper Competition Chair and Program Chair.
- A Vice-Head from among the two who are completing their second years on the executive committee. The Vice-Head position typically has no assigned duties. The Vice-Head automatically becomes Division Head the following year.

Proposal

The Communication Theory & Methodology Division will elect during each year's Members' meeting:

- Two members of the executive committee each to serve two-year terms as they fulfill service to the Division in roles such as PF&R Chair, Teaching Chair, Lionel C. Barrow Minority Doctoral Scholarship Chair, Recruitment Chair, Newsletter Editor; and
- One Research/Paper Competition chair from among the two who are completing their second years on the executive committee.
- The Research/Paper Competition chair automatically becomes Vice-Head/Program Chair the following year, and the Division Head the third year.

Rationale for the proposal

- The members can choose a Research/Paper Competition Chair from among individuals whom the members have observed serving the Division for two years.
- The Research/Paper Competition Chair

position is separated from the Vice-Head/Program Chair roles to manage the workload.

- Continuity and fairness are ensured because

PATRICK MEIRICK
UNIVERSITY OF OKLAHOMA

Log on to vote

http://www.surveymonkey.com/s.aspx?sm=T5UZGb4vM9v5dbAGdDITNg_3d_3d

Password: CTM081136

it would no longer be possible for someone to serve as Research/Paper Competition Chair and Program Chair without being elected to the Division Head track.

- The Vice-Head/Program Chair will be assisted at the Midwinter Meeting/Chip Auction by the Division Head who will have attended the previous year's Midwinter Meeting.
- This structure is consistent with most other divisions in AEJMC.
- Individuals interested in CT&M Division service but not division leadership will have opportunities to do so.
- Individuals on tenure track can time their involvement so that the more demanding service roles occur after they have submitted their tenure files.

The following illustrates how the proposed leadership track would flow:

Year 1: Executive Committee (PF&R, Teaching, Barrow, Recruitment, Newsletter)

Year 2: Executive Committee (PF&R, Teaching, Barrow, Recruitment, Newsletter)

Year 3: If elected, Research/Paper Competition Chair

Year 4: Vice-Head/Program Chair

Year 5: Head

Top 10 reasons to attend CT&M sessions

DOUGLAS BLANKS HINDMAN
WASHINGTON STATE UNIVERSITY
CT&M PROGRAM CHAIR/VICE HEAD

CT&M is all about research, and this year's annual conference program reflects that tradition – with the majority of the programming slots devoted to refereed research.

The Teaching and PF&R panels also feature top-notch faculty discussing pertinent topics:



The Chicago skyline is reflected in the sculpture, Cloud Gate, located in Millennium Park

issues related to using SecondLife in the classroom, blogging and politics, ethics in science com, and teaching theory in skills classes.

If you need more reasons than that, then read on ... The top 10 reasons to attend CT&M-sponsored sessions at this summer's conference:

Reason 1. First authors of CT&M grad student papers who attend the CT&M Members' Meeting (#11 in the program) receive a \$50 check from the Division. Those who don't attend ... don't get the check.

Reason 2. Those who attend the Best of CT&M session (#10 in the program) get to see what longtime CT&M presenter Jim Ettema has to say about the papers. Caution: He once said during a CT&M session, "Is there anything we DON'T know about registered voters from Dane County, Wisconsin?!!"

Reason 3. The only CT&M presenter to appear on The Daily Show is presenting in the Blogging Politics PF&R session (#2 in the program).

Reason 4. Attend the session on political discussion (#4 in the program) and see if the audience actually joins the discussion.

Reason 5. Try to figure out which presenter in the Spiral of Silence (#8 in the program) session is an ordained Episcopal priest.

Reason 6. Attend CT&M's first ever High Density research session (#7 in the program) and see if the moderator can limit all eight presenters to under four minutes each. Smart money is on the moderator.

Reason 7. Attend the CT&M/CTEC joint refereed research panel (#5 in the program) and see if you can tell which paper is from which division. *Is it just me, or is this starting to sound like a scavenger hunt?

Reason 8. Attend the "health and risk" session (#6 in the program) and learn from the clean-living CT&M Health Comm researchers.

Reason 9. Attend the poster session (#9 in the program) to see the great papers, talk with the engaging and attractive presenters, and enjoy the filling refreshments.

Reason 10. Attend the framing session (#12) and the teaching session (#13) on Saturday to demonstrate your endurance and dedication to the division. Then tell everyone how strong and dedicated you are.

2008 AEJMC Conference Program

Session 1. Wednesday, August 6; 8:15 am to 9:45 am

Communication Technology and Communication Theory and Methodology Divisions

Teaching Panel Session: First Life Potential and Liability When Using Second Life in Academe

Moderating/Presiding: Jacob Groshek, Iowa State

Panelists:

- Tony Rimmer, California State, Fullerton
- Don Heider, Maryland
- Tony Fargo, Indiana
- Michael Bugeja, Iowa State

Discussant: Jacob Groshek, Iowa

Session 2. Wednesday, August 6; 10:00 to 11:30.

Communication Theory and Methodology and Communication Technology Divisions

PF&R Panel Session: Blogging Politics: Press, Policy, and the Public

Moderating/Presiding: Sue Robinson, Wisconsin

- The Blog Public: Bloggers, Readers and the Communities They Build. Emily K. Vraga, Aaron S. Veenstra, Porismita Borah and Dhavan V. Shah, Wisconsin-Madison, and Homero Gil de Zúñiga, Texas at Austin
- Talking about the Media: Influences of Political Blogs on Sense-Making Processes. Hyunseo Hwang, Kjerstin Thorson, Namkoong Kang, and Stephanie Ederly, Wisconsin
- Reporter Blogging, Social Presence, and Newspaper Credibility. Esther Thorson, Hans Meyer and Doreen Marchionni, Missouri
- Processing and Elaboration of News and Information on Interactive Political Websites. Robert Wicks, Arkansas
- Collective Intelligence: The Promise and Peril of User-Generated Politics. Mark Tremayne and Dustin Harp, Texas at Austin

Discussant: Political Blogs: An Agenda for Research. David D. Perlmutter, Kansas

Session 3. Wednesday, August 6; 11:45 am to 1:15 pm

Science Communication Interest Group and Communication Theory and Methodology Division

PF&R Panel Session: The Ethics of Framing Science

Moderating/Presiding: John C. Besley, South Carolina

Panelists:

- Dominique Brossard, Wisconsin-Madison
- Susanna H. Priest, editor, Science Communication, Nevada, Las Vegas
- Edna F. Einsiedel, editor, Public Understanding of Science, Calgary
- Robert J. Griffin, Marquette

Session 4. Wednesday, August 6; 5:00 pm to 6:30 pm

Refereed Paper Research Session: (Inter)Personal Influence

Presiding/Moderating: Lindsay Hoffman, Delaware

- Contextual Antecedents and Political Consequences of Adolescent Political Discussion, Discussion Elaboration, and Network Diversity. Myiah Hively and William Eveland, Ohio State

• Distinguishing Dimensions of Political Discussion Using Demographic, Media Use, Political and Personality Variables. William Eveland, Alyssa Morey, and Myiah Hively, Ohio State

• Too Much of a Good Thing? Heterogeneous Networks, Discussion Disagreement, and Political Participation. Nam-Jin Lee, Douglas McLeod, Dhavan Shah, Wisconsin-Madison

• Interpersonal Discussion Following Citizen Engagement About Nanotechnology: What, If Anything, Do They Say? John Besley, Victoria L. Kramer, Qingjiang Yao, and Christopher P. Toumey, South Carolina.

Discussant: Brian Southwell, Minnesota

Session 5. Thursday, August 7; 8:15 am to 9:45 am

Refereed Paper Research Session: Communication Theory & Technology

Presiding/Moderating: Gwang James Han, Howard University

• A Rediscovery of the Web as a Medium of Political Alliance and Support. Jang Hyun Kim, University of Hawaii at Manoa; George Barnett, State University of New York at Buffalo; Han Woo Park; Yun Ho Shin, University of Tennessee at Knoxville

• The Virtual Doppelgänger: Effects of a Virtual Reality Simulator on Perceptions of Schizophrenia. Sriram Kalyanaraman and David Penn, North Carolina; James D. Ivory, Virginia Tech; Abigail Judge, University of North Carolina.

• Voices of Convergence or Conflict?: A Path Analysis Investigation of Selective Exposure to Political Web sites. Thomas Johnson, Weiwu Zhang, and Shannon Bichard, Texas Tech University.

• Instant Messenger Addiction among Teenagers: Shyness, Alienation, and Academic Performance Decrement. Hanyun Huang and Chun Shu Chow, Chinese University

Discussant: Shyam Sundar, Penn State

Session 6. Thursday, August 7; 11:45 to 1:15 pm

Refereed Paper Research Session: Health and Risk Communication

Presiding/Moderating: Cynthia Frisby, Missouri

• A Planned Risk Information Seeking Model. Lee-Ann Kahlor, Texas

• Intersecting Frames in Health News: The Role of Emotions in Responsibility Attribution. Lesa Hatley Major, Indiana

• The Influence of Liking for Anti-Smoking PSAs on Smoking-Related Behavioral Intentions. Xiaoli Nan, Wisconsin; Xiaoquan Zhao George Mason University

• Influence of Incidental Affect and Message Framing on Persuasion: The Case of Promoting Sun Protection Behaviors. Xiaoli Nan, Wisconsin

Discussant: Erica Austin, Washington State

Session 7. Thursday, August 7; 3:15 pm to 4:45 pm

Refereed High Density Paper Research Session: Politics, Knowledge, and Community: What Did We Know and Where Did We Know it?

Presiding/Moderating: Maria Len-Rios, Missouri

2008 AEJMC Conference Program

- The Politics of Emotion: Voter emotions, news media use and participation. Kang Namkoong, Timothy Fung, and Dietram Scheufele, Wisconsin-Madison
- The Study of Electoral Ambivalence as Mediator of the Relationship between Talk Radio Exposure and Electoral Decision Making. Jay Hmielowski, Ohio State
- How you feel makes you what you are: Partisan reactions to political incivility online. Kjerstin Thorson, Timothy Fung, and Emily Vraga, Wisconsin-Madison
Discussant: Tom Johnson, Texas Tech,

- Pathways to Alarm Or Shortcuts to Apathy? Examining Communication Effects on Concern About Global Warming. Andrew R. Binder, Wisconsin-Madison
- Item Difficulty and Political Learning: Inter-item and Inter-individual Differences Model. Youngmin Baek and Magdalena Wojcieszak, Pennsylvania
Discussant: Bruce Pinkleton, Washington State

- Distrust in the Local News Media and Civic Participation: Moderating Roles of Race and Connection to Community-based Communication Resources. Yong-Chan Kim, Iowa and Kyun Soo Kim, Alabama
- Neighborhood Disadvantage, News Media Use, and Public Affairs Knowledge. Masahiro Yamamoto, Washington State
- Take Me to Your Leaders: Exploring a Two-Dimensional Model of Community Pluralism and its Effects on the Availability of Public Records. Cory Armstrong, Florida
Discussant: John Pollock, New Jersey

Session 8. Friday, August 8; 1:45 to 3:15

Refereed Paper Research Session: New Spins on the Spiral of Silence

Presiding / Moderating: Cynthia Coleman, Portland State

- In Search of the Opinion Climate: A New (and Novel) Test of Spiral of Silence Theory. Andrew Hayes, Ohio State; Jorg Matthes, Zurich; Myiah Hively and William Eveland, Ohio State
- Speaking out among strangers, friends, and kin: Social setting and the spiral of silence. Ken Blake and Robert O. Wyatt, Middle Tennessee State
- Expanding and validating applications of the Willingness to Self-Censor scale: Self censorship and media advisers' comfort level with controversial topics. Vincent Filak, Wisconsin-Oshkosh; Scott Reinardy, Kansas, and Adam Maksl, Ball State.
- Spiral of Cynicism" or "Virtuous Circle" : Political Alienation and Television News Use. Laurel Gleason, Ohio State.

Discussant: Kurt Neuwirth, Cincinnati

Session 9. Friday, August 8; 3:30 pm to 5:00 pm

Refereed Paper Research Session: Poster Session Agenda Setting and Frames

- Exploring effects of knowledge and interest on agenda setting. Jae Kook Lee, Texas*
- Agenda-Building Theory in Communication

Research: Toward Coherence and Parsimony. Bryan Denham, Clemson

- Political Advertising and Agenda Setting: An Experimental Exploration of the Need for Orientation and Obtrusiveness. Yonghwan Kim, Texas
- Age and public opinion: Testing generational and life cycle effects on agenda setting. Jae Kook Lee, Renita Coleman, and Maxwell McCombs, Texas
- Frames as Cues versus Frames as Facts: Effects on Economic Attitudes. Rosanne Scholl, Keith Zukas, and Dhavan Shah, Wisconsin-Madison
Discussant: Wayne Wanta, Missouri

Media Processes and Effects

- Who Gets the Media Attention?: Media Polling and Primary Election Coverage. Sungtae Ha, Kyung Hee University
- The Value of the Third-Person Effect: Evaluating the Third-Person Effect in Theory Building. Tae Hyun Baek, Georgia
- I Think, I Talk, Therefore I Learn: Extending the Cognitive Mediation Model to Online Communication. Ming Wang, Wisconsin-Madison
Discussant: Stacey Hust, Washington State

Health Communication and Social Marketing

- Identifying the Key Targets for CSR Marketing: Associating the Consumer Characteristics with Purchase Intentions of CSR-Marketed Products. Hyo Kim and Esther Thorson, Missouri.
- The Credible Brand Model: The Effects of Ideological Congruency and Consumer-Based Brand Equity on News Credibility. Tayo Oyedeji, Georgia
- Influences of Rationality and Discounting Cues on Relative Sleeper Effect: The Case of Health-related Persuasive Messages. Chia-hsin Pan, Chinese Culture University, Taiwan
- When the Movie Ends the Thinking Begins: Examining Entertainment Elaboration and the Mediating Role of Film Engagement. Heather LaMarre and Kristen Landreville, Ohio State
- Hip-Hop Fandom and Identification: Relations with Expectancies toward Alcohol and Tobacco among Young Adults. Michelle Arganbright, Washington State

Discussant: Fiona Chew, Syracuse

Messages and Measures

- Media Influence on Suicidal Ideation: A Theory Testing Approach. KW Fu, The University of Hong Kong
- Correlations Among Variables in Message and Messenger Credibility Scales. Chris Roberts, South Carolina
- Psychometric Evaluation of Harter's SPPA Global Self-Worth and Implications for Use in Mass Communication Research. Michelle Arganbright, Washington State
- Dynamics of individual television viewing behavior: Models, empirical evidence and a research program. Anke Wonneberger, Klaus Schoenbach, and Lex van Meurs University of Amsterdam
Discussant: Julie Andsager, Iowa

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Media Effects and Persuasion

- The effects of mass media and interpersonal communication on college women's desire for fair-skinned appearance. Yuen Ting Chay, Poh Kwan Cheong, Wai Yin Chong, Sok Kuan Lee, and Stella Chia, Nanyang Technological University
- From the Cradle to the Grave: A Lifespan Approach to Media Effects. Jacob Depue, Nathan Gilkerson, T.C. Kelvin, Brittany R.L. Duff, and Brian Southwell, University of Minnesota
- The Logic of Argument Quality: Rethinking how strong and weak arguments are operationalized. Betsy Anderson, University of St. Thomas and Marco Yzer, Minnesota
- Inside the Narrative: The Role of Information Placement upon Narrative Persuasion. Michael Dahlstrom, Wisconsin-Madison

Discussant: Dennis Lowry, Southern Illinois

Information Seeking and Persuasion

- Exploring media-induced information seeking: When does a news story cross from too little to too much? Mike Schmierbach, Penn State and Michael Boyle, West Chester University
- Resonance or Dampening? Relevance, Elaboration and Cognitive Interference. Dan McDonald, Jingbo Meng, Melanie Sarge, and Caryn Ragin, Ohio State
- Chronological Inconsistency: Reexamining the Persuasive Process. D. Jasun Carr, Wisconsin-Madison

Discussant: Sri Kalyanaraman, North Carolina-Chapel Hill

*Top 3 student paper

Session 10. Friday, August 8; 5:15 to 6:45

Refereed Paper Research Session: *The Best of CT&M*

Presiding/Moderating: Dominique Brossard, Wisconsin

- Adolescents' Exposure to Sexually Explicit Internet Material and Sexual Satisfaction: A Longitudinal Study* Jochen Peter and Patti Valkenburg University of Amsterdam
- A Selective Exposure Experiment on Social Identity Theory: Effects of News Valence, Character Race, and Recipient Race on Selective News Reading*** Osei Appiah and Silvia Knobloch-Westerwick, Ohio State; Scott Alter, UMD-New Jersey
- Explicating and measuring social relationships in social capital research: A working paper*** Mami Kikuchi and Cynthia-Lou Coleman, Portland State
- Political Involvement and Type of Issue Moderate Priming Effects: Evidence from the 2006 Canadian Election** Sebastian Valenzuela Texas-Austin

*Top Faculty Paper

**Chaffee-McLeod Top Student Paper

***Top Three Faculty Paper

Discussant: James Ettema, Northwestern

Session 11. Friday, August 8: 7:00 p.m. to 8:30 p.m.

CT&M Members' Meeting

Presiding/Moderating: Maria Len-Rios, Missouri

Session 12. Saturday, August 9; 10:00 to 11:30

Refereed Paper Research Session: *Frames and Framing*

Presiding/Moderating: Sela Sar, Iowa State

- The Framing Debate: Idealistic Framing versus Pragmatic Framing and the Relationship to Information Processing. Melissa Gotlieb, Ashley Anderson, Porismita Borah, Itay Gabay, Nam-Jin Lee, and Douglas McLeod, Wisconsin-Madison
- The view at the border: News framing of the definition, causes, and solutions to the illegal immigration problem. Sei-Hill Kim, John Carvalho, Andrew Davis, and Amanda Mullins, Auburn
- Toward a Taxonomy of Frames*. Brian Baresch, Texas
- Building up a Cognitive-Sociological Model of Stereotypical Frames and Their Effects. Aimei Yang, Oklahoma
- How stable are Framing Effects? A Two-Wave Experiment on Competing News Frames, Judgment Formation, and Judgment Stability. Jorg Matthes, Zurich

Discussant: Weiwu Zhang, Texas Tech

*Top Three Student Paper

Session 13. Saturday, August 9; 11:45 am to 1:15 pm

CT&M and Magazine Division Teaching Panel

Teaching Theory in Skills Classes

Presiding/Moderating: Michel Haigh, Penn State

- Cory L. Armstrong, Florida
- Bradley W. Gorham, Syracuse
- Sheila M. Webb, Marquette
- Homero Gil de Zúñiga, Texas-Austin

Impressive number of submissions to CT&M

DOMINIQUE BROSSARD
UNIVERSITY OF WISCONSIN
CT&M RESEARCH PAPER
CHAIR

Following with the CT&M division research tradition, our 2008 paper competition was impressive, with 106 research papers submitted for presentation consideration at the 2008 AEJMC

Most of the papers also got tailored comments from the reviewers.

Based on standardized scores computed from the judges' ratings, we selected 55 papers for an acceptance rate of 52%. Several papers that showed considerable promise had therefore to be turned down. As Doug Hindman's column demonstrates, we will have an exciting line up of presentations in Chicago.

Thanks to all for submitting your work to CT&M, and a special thanks to our reviewers who are an essential component of our competition process. Not only did they take the time to share their expertise with us at a busy time of the academic year; they also dealt graciously with several glitches of the AllAcademic system.

I am looking forward to a fruitful and intellectually stimulating conference in Chicago!



The Ferris Wheel at Navy Pier provides amazing views of the Chicago.

Convention in Chicago. Only the Mass Communication division outnumbered CT&M in terms of number of papers submitted. Students' submissions to CT&M were numerous, 58 papers listing students as first authors.

CT&M was also privileged to have the impressive number of 92 reviewers agree to help with the process. This allowed us to have all submitted papers blind reviewed by a set of three reviewers. The reviewers rated the manuscripts based on their clarity of purpose, the literature review, the clarity and appropriateness of the research methods, the evidence provided, the writing and organization, the relevance to the focus of our division and the contribution to our field.

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Oops, they did it again!

further muddies the waters for the news coverage.

Media coverage of Michelle Obama has taken its own twists and turns from focusing on her “proud” comments early in the primary season, to recently being called “Obama’s Baby Mama” on Fox News (although there was an apology offered for that expression).

Washington Post reporter Paul Farhi does an excellent job of trying to sort all of this media coverage in the June/July issue of *American Journalism Review*. Among his many strong points: the media are not monolithic—an idea that needs to be constantly emphasized and explained to our students.

What can we as academics do in the face of the media coverage that has already enveloped the presidential primary season and will, no doubt, be a large part of the general election reporting as well? Let me offer three suggestions.

First, don’t be afraid to speak out to your students about the problems with media tone and coverage of either Obama or John McCain.

This can easily fit into news writing and mass media classes.

Second, take the opportunity to hold forums on campus where election media coverage can be discussed. Look beyond communication and political science faculty to broaden the discussion. Faculty in English, Philosophy, Urban Studies, Linguistics, Black Studies, and other disciplines can help students learn that this is a multi-disciplinary issue.

Third, as journalism and media professionals in academia we should think of media accountability as one of the hallmarks of our faculty service. Use your influence to speak directly with your own local media, write letters to the editor, speak on your local public radio station, or engage this conversation with local civic groups.

So much of media criticism is presented from strident partisan perspectives on the Internet, talk radio, or cable talk shows, that reasoned analysis and commentary from university faculty can be a welcome antidote to the problematic media coverage of this presidential election year.

Highlights of the AEJ Midwinter Meeting

The AEJMC Midwinter meeting was held Feb. 29 to March 1 in Pittsburgh, PA. The conference was held at Point Park University. One never knows what the weather will be like in February or March in Pennsylvania. My three-hour drive turned into a six-hour drive as I made the trip in a blizzard! The weather impacted participants. A number of presenters and conference participants ended up not being able to make the trip because of flight delays/cancellations or bad driving conditions.

CT&M sponsored three refereed paper sessions. A total of nine papers were presented at the conference. Panel topics included political communication, new theoretical and methodological advances, and persuasion in the area of health communication.

Those participating in the CT&M part of the conference were as follows:

- *Framing a Theory in the Making*, Yasmine Dabbous and Gennadi Gevorgyan, Louisiana State University
- *From the Cradle to the Grave: A Lifespan Approach to Media Effects*, Jacob Depue, Calvin Choi, Brittany R.L. Duff, Nathan Gilkerson, Sarah Janel Jackson, Caitlin Massart and Brian G. Southwell, University of Minnesota
- *Explicating Globalization: An Investigation into Scholarly Definitions of the Concept of Globalization*, Patrick Baxter, Pennsylvania State University;
- *Moderation of Media Issue Salience: Retesting the Agenda Setting Effect within the Elaboration Likelihood Model*
- Xudong Liu, Southern Illinois University-Carbondale

- *Political Expression and Opinion Leadership: Changes During a Campaign Cycle*, Aaron S. Veenstra and Emily K. Vraga, University of Wisconsin – Madison
- *An Analysis of Negativity in the News Releases of 2008 Primary Presidential Candidates*, Mia Moody and Jennifer Baker, Baylor University
- *The Use of Human Flourishing Theory in Advertising*, Craig Davis, Ohio University
- *The Interplay of Gain-Loss and Public-Individual Framing in Public Health Advocacy Campaign: The Case of Medical Abortion in the U.S.*, Kenneth E. Kim, University of Florida
- *How Talking about and Expecting to Talk about Mass Media Health Messages Influences the Strength of Relations Between Theory of Planned Behavior Variables*, John G. Wirtz, University of Minnesota.

An opening reception was held Friday evening to welcome conference participants to Pittsburgh and Point Park. There were 37 paper sessions or panels held on Saturday at the University Center. Divisions and Interest Groups taking part in the Midwinter meeting included: CT&M, Visual Communication, Mass Communication & Society, Media Management and Economic, Minorities and Communication, Cultural and Critical Studies, Communication Technology, Graduate Education, Religion and Media, and the Entertainment Studies interest group.

A special thanks to Emily K. Vraga and Aaron S. Veenstra, University of Wisconsin – Madison, and Pamela Brubaker, Penn State for serving as moderators. Bu Zhong, Denise Bortree, and I (Penn State) served as discussants.

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THE PENNSYLVANIA
STATE UNIVERSITY
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What is Communication Theory & Methodology?

The Communication Theory & Methodology (CT&M) division of the Association for Education in Journalism and Mass Communication (AEJMC) was created in the mid-1960s. The goal of CT&M is to advance the study of communication through theory-based, methodologically-sound research.

The official division journal, *Communication Methods and Measures*, brings developments in methodology, both qualitative and quantitative, to the attention of communication scholars (Publisher Taylor & Francis Group).

The CT&M division is a venue for some of **the field's most exciting research**. The friendly social atmosphere and emphasis on achievement are among the most attractive attributes of our division.

CT&M has traditionally been a leader at encouraging research by graduate students. The first division of AEJMC to have a **student paper competition**, CT&M awards \$250 to the Top Student Paper, as well as \$50 to first author of student papers to help **offset the conference costs**.

CT&M is currently finalizing a **new leadership structure** to take effect at the 2008 conference in Chicago. The goals are to create a balanced and efficient distribution of administrative work. This new structure will include **service opportunities for both faculty and graduate students**.

If you are interested in the theory and methodology of communication research, CT&M should be your first AEJMC division.

For more information:

Visit the CT&M Web site at

<http://aejmctm.blogspot.com>

or contact Jason Reineke: reineke.6@osu.edu

2006-2007 CT&M OFFICERS

DIVISION HEAD

Maria Len-Rios
362 McReynolds Hall
School of Journalism
University of Missouri
Columbia, MO 65211
Phone: 573.884.0111
Fax: 573.882.4823
Email: lenriosm@missouri.edu

VICE-HEAD AND PROGRAM CHAIR

Doug Blanks Hindman
Edward R. Murrow School of Communication
204 Communication Addition
PO Box 642520
Pullman, WA 99164-2520
Phone: 509.335.6149
Email: dhindman@wsu.edu

RESEARCH CHAIR

Dominique Brossard
School of Journalism & Mass Communication
University of Wisconsin-Madison
5168 Vilas Communication Hall
821 University Ave.
Madison, WI 53706
Phone: 608.263.4701
Fax: 608.262.1361
Email: dbrossard@wisc.edu

PLANNING/RESEARCH REVIEWER COORDINATOR

Hernando Rojas
Department of Life Sciences Communication
University of Wisconsin - Madison
440 Henry Mall
Madison, Wisconsin 53706
Phone: 608.262.7791
Email: hrojas@wisc.edu

TEACHING CHAIR

Michel Haigh
College of Communications
Pennsylvania State University
221 Carnegie Building
University Park, PA 16802
Phone: 814.863.3850
Email: mmh25@psu.edu

PROFESSIONAL FREEDOM & RESPONSIBILITY CHAIR

Edward Horowitz
School of Communication
Cleveland State University
2121 Euclid Avenue, MU 239
Cleveland, OH 44115-2214
Phone: 216.687.3996
Fax: 216.687.5435
Email: e.horowitz1@csuohio.edu

MEMBERSHIP/RECRUITMENT CHAIR

Jason Reineke
School of Communication
The Ohio State University
3016 Derby Hall
154 N. Oval Mall
Columbus, OH 43210
Phone: 614.323.2473
Email: reineke.6@osu.edu

GRADUATE STUDENT LIAISON

Myiah Hutchens Hively
School of Communication
The Ohio State University
3016 Derby Hall
154 N. Oval Mall
Columbus, OH 43210
Email: hively.15@osu.edu

BARROW SCHOLARSHIP CHAIR

Xiaoli Nan
Department of Life Sciences Communication
University of Wisconsin - Madison
440 Henry Mall
Madison, Wisconsin 53706
Phone: 608.264.0482
Email: nan@wisc.edu

NEWSLETTER EDITOR

Andrew Mendelson
Department of Journalism
School of Communications and Theater
Temple University
2020 North 13th Street
Philadelphia, PA 19122
Phone: 215.204.5020
Fax: 215.204.1974
Email: andrew.mendelson@temple.edu

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