CT&M Concepts

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The Official Newsletter of the Communication Theory & Methodology Division of AEJMC

Communication Theory & Methodology - The Journal?

By Dietram A. Scheufele, 2004-05 Division Head, University of Wisconsin, Madison

At ICA in New York City back in May, Andrew Hayes from Ohio State, Linda Bathgate from Lawrence Erlbaum and I had a conversation about our field and the strange absence of a journal exclusively devoted to methodological issues specific to our field. As many of you know, Erlbaum just published Andrew's new book, "Statistical methods for communication science: Theory and methods" which fills an obvious vacuum by being one of the few text books that takes an explicitly communication-centered approach to teaching statistics and methods. Realizing that a similar void exists for academic journals in our field, Linda Bathgate is exploring the idea of Lawrence Erlbaum starting a journal devoted to methodological issues specific to communication, and I invited her to our business meeting in San Antonio to give a short presentation about her ideas and to start a dialogue with all CT&M members about the potential of such a journal being affiliated with CT&M

At ICA, Andrew, Linda, and I talked about what a journal devoted to communication methodology would look like, what its target audience would be, and what kinds of articles should be in the journal. At our business meetings over the years, CT&M members have discussed many of these questions. As you may remember, we talked in the past about creating a new, divisional journal exclusively devoted to communication theory and methods and probably naming it "Communication Theory & Methodology." We also discussed the possibility of teaming up with an existing non-associational journal to create an outlet that would be more clearly devoted to issues related to theory and methodology.

The potential offer from Lawrence Erlbaum to house this journal adds a new dimension to this discussion. In fact, it will probably put a very concrete proposal on the table. The idea is to create a new journal under the auspices of or at least affiliated with CT&M.

And, of course, there are a number of issues to keep in kind. Erlbaum will most likely be concerned about a stable subscriber base. One way of guaranteeing this would be to attach a subscription to each CT&M membership. This would obviously significantly raise membership fees for full members. Would this increase include student members? Probably not since many of us believe that low student membership rates are critical for CT&M to continue to be one of the most student-friendly divisions in AEJMC. But that would also mean that students would not have a subscription for this journal. Of course, many of these considerations are premature, but we should start thinking about all aspects of a potential proposal (continued on next page)

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in order to be able to discuss them with Linda. For instance, how many subscriptions would we have to guarantee and at what price per subscription? And would we offer non-subscription memberships?

The advantages of having a journal directly affiliated with our division are obvious. CT&M has long sought to establish more of an academic presence beyond the annual AEJMC conference, and a divisional journal would certainly help us to do that. It would increase our profile and provide our members (and non-members) with an outlet for theory driven, empirical scholarship that deals explicitly with the theories and methods that are important to our discipline.

In addition to academic considerations, there are potential financial benefits. Once the initial start-up costs were recovered, journals like "Mass Communication & Society" – affiliated with AEJMC's MC&S division – or the "International Journal of Public Opinion Research" – affiliated with the World Association for Public Opinion Research – have become at least modest cash cows for their respective organizations. And I do not see any reasons why CT&M would not be able to benefit in a similar fashion. The ideal scenario for me personally would be one where the profits that CT&M makes from the journal are big enough to subsidize a subscription for each student member, which – in turn – would help increase circulation, ad revenues, profits for CT&M, etc.

There are other, more specific questions, of course, that need to be addressed in the long run. Most of these are related to logistics or to the specific name of the journal. Again, it would be premature to think about these now or to even discuss them at the business meeting. For now, the key issue we need to think about is: Do we want to explore this possibility further with Linda and develop a concrete plan? And what are the economic and philosophical concerns of our members that we should keep in mind if we decide to go ahead? Even with that relatively narrow set of questions we'll have plenty of issues to discuss in August, and I look forward to a great turnout at the business meeting and to many fruitful discussions about a potential CT&M journal.

The Alamo, Six Flags and Sea World get all the hype, but there are some other attractions in San Antonio you should plan to see: **CT&M's panels and refereed research sessions**.

PF&R Chair Doug Blanks Hindman has put together panels on feminist scholarship and the role of the public scholar that promise to be provocative, while Teaching Chair Matt Nisbet's offerings focus on integrating science and social science into communication classes. We also have invited research panels dealing with student research pools and customized media messages.

Our paper and poster sessions will showcase 52 accepted submissions. The 80 faculty reviewers who helped evaluate the 82 submitted papers deserve our thanks for what is typically a thankless job that comes at the busiest time of the year. The heartening response to the call for reviewers helped make that job a little easier for everyone who chose to accept it. Thanks also to the eight insightful student reviewers for their additional comments to the authors of 24 papers.

Here's a look at what's in store at the conference:

Wednesday, Aug. 10

- 10-11:30 a.m. Research panel with Communication Technology and Policy Division: "Customized Media Messages: Promises and Prospects for Communication on the Web."
- 5 6:30 p.m. Paper session: "Censored News, Debates and Ditto-heads: Politics in the Media" (continued)

Thursday, Aug. 11

- 11:45 a.m. 1:15 p.m. Teaching panel with Science Communication Interest Group: "Integrating Science into Communications Curricula and Vice Versa"
- 1:30 3 p.m. Plenary Scholar-to-Scholar session
- 3:15 4:45 p.m. Paper session: "Perspectives on New Media"
- 5 6:30 p.m. Joint poster session with the International and Communication Technology & Policy divisions

Friday, Aug. 12

- 8:15 9:45 a.m. Paper session: "Examining the Media's and Public's Agendas"
- 1:30 3 p.m. Paper session: "Media, Political Talk and Knowledge"
- 3:15 4:45 p.m. Paper session: "Health & Media"
- 5 6:30 p.m. Paper session: "Best of CT&M"
- 6:45 8:15 p.m. Member meeting.

Saturday, Aug. 13

- 8:15 -9:45 a.m. Research panel with Mass Media Ethics Division: "Requiring Student Participation in Research Pools: Muddying the Waters."
- 10 11:30 a.m. PF&R panel with Mass Media Ethics Division: "Your 15 Minutes of Fame: The Academic's Role as Public Scholar and Media Literacy Coach."
- 11:45 a.m. 1:15 p.m. Teaching panel with Law Division: "Integrating Social Science in the Communication Law Classroom."
- 1:30 3 p.m. PF&R panel with Commission on the Status of Women: "CPR for Feminist Scholarship."

Special Issue of Journal of Communication On

Framing, Agenda Setting, & Priming: Agendas for Theory and Research

Guest Editors: David Tewksbury (University of Illinois at Urbana-Champaign) Dietram A. Scheufele (University of Wisconsin, Madison)

This special issue is devoted to theoretical explanations of news framing, agenda setting, and priming effects. Papers for this issue should explore connections between framing-based models and agenda-setting or priming-based research. We welcome contributions that deal with only one of the three theoretical models--framing, agenda setting, or priming--as long as the article furthers our conceptual or methodological understanding of the theory in relation to the other models. We welcome both theory-development pieces and research using quantitative or qualitative approaches.

All articles, however, should make a unique contribution to understanding the processes underlying framing, priming, and/or agenda setting and the differences between them. We are especially looking for papers that do not merely provide descriptive analyses of media frames or media agendas. In addition, all papers should establish relevant links to future theorizing or measurement as well as relevant normative questions.

Our goal is to provide readers with a set of articles that illuminate the conceptual linkages and differences between agenda setting, priming, and framing and further our understanding of theorizing and research in this area.

All papers should follow the general guidelines for submission to *Journal of Communication*, including page limits. Four hard copies <u>and</u> an electronic copy should be sent to

David Tewksbury Department of Speech Communication University of Illinois at Urbana-Champaign 244 Lincoln Hall

702 S. Wright St. Urbana, IL 61801

All papers must be <u>received by January 31, 2006</u>. If you have questions about appropriateness of the topic or any other aspect of your submission, please contact one of the guest editors:

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=San Antonio =

Population: 1,144,646	Average July Temperature: 95 degrees
Major Industries: Tourism, Military, Agriculture, Manufacturing	The famed River Walk is a manmade cana originally designed to become an underground storm drain.
150 miles from the Mexican border. Dallas lies 277 miles to the north, Houston 199 miles to the east, and El Paso, on the New Mexico state l	

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