

# Entertaining Ideas

AEJMC | Entertainment Studies Interest Group | Summer Newsletter | Vol. 10. No. 2

## AEJMC 2010 Edition

By **Joe Saltzman**, USC Annenberg School for Communication

**Editor's Note:** In the previous newsletter, I asked for someone to discuss a paper that they are presenting at AEJMC. Joe has graciously done this. Many Thanks.

I will be presenting a paper accepted by the History Division at a scholar-to-scholar History Division Refereed Paper Poster Session on Friday, August 6, 8:15 A.M.

**The name of my paper is:**

HERODOTUS AS AN ANCIENT JOURNALIST: REIMAGINING ANTIQUITY'S HISTORIANS AS JOURNALISTS

**The paper's premise:** The ancient historian is accused of not worrying much about what was true or false, making up quotes, frequently relying on legend rather than fact, often accepting idle rumor, malicious gossip, and hearsay as fact. Those accusations make the ancient historian sound more like a tabloid journalist than a historian. In this paper, we reimagine

Herodotus as the "father of journalism" rather than Cicero's appellation, "the father of history," as we examine how he reported, researched, and wrote his Histories.

**The reason for the paper:** Calling an ancient historian a journalist might be thought of simply as a question of labeling. For years, scholars have ignored journalists even when it was obvious that they were talking about journalists. Therefore, it is important to seriously consider labels. Calling Herodotus and other Greek and Roman chroniclers of their time Historian has created a discipline of history, a way of looking at the world and reporting what the world looked like at a precise moment in time. Labeling Herodotus as a Journalist may not change what he wrote, but it does change our perception of where journalism originated, how it was received, how the journalist himself was tolerated or ridiculed or criticized. By returning to antiquity and



Photograph: USC Website

Saltzman continued on page 2



### Business Meeting

Just like last year, we have to meet to discuss how awesome we are... wait, that's not right. We have to meet to have a business meeting... yeah... that's right. Here's the time.

**Thursday, August 5th  
8:30 pm to 10 pm / 203**

Several officer slots are open, and we hope you will consider getting involved with ESIG as a member of the executive board. The open positions include Research Chair, Secretary, Newsletter Editor, Teaching Standards Committee Chair, PF&R Committee Chair, and Graduate Student Liaison(s). As established in the bylaws, the Research Chair, Vice Head-elect, and Vice Head will automatically assume the position of Vice Head-elect, Vice Head, and Head, respectively.

Please let us know if you would like to be nominated for a position, even if you are unable to attend the conference. Nominations from the floor during the business meeting are always welcome. We hope to see you there!

# Assistant Professor of Communication, San Diego State



The School of Communication at San Diego State University invites applications for a tenure-track instructional faculty position in communication, at the rank of Assistant Professor, to begin in Fall 2011. The selected candidate will be responsible for teaching quantitative methods communication courses at the graduate and undergraduate level as well as directing graduate student

theses. Preferred candidates will exhibit a strong record of, or the potential for, publication and teaching in two or more of the following communication areas: health, intercultural, instructional, nonverbal, organizational, persuasion, or relational communication. Interest in pursuing grants and research funding is desirable. Salary is competitive and based on experience.

Candidates should possess a demonstrated commitment to excellence in both teaching and research. A Ph.D. is required for

appointment at the Assistant Professor level; a doctorate in communication is preferred (related degrees or areas of study considered). Interested candidates should submit a letter of application, vita, statement of teaching philosophy, teaching evaluations, transcript or list of all graduate courses taken, and three signed and sealed letters of recommendation to:

Dr. Kurt Lindemann, Search Chair  
School of Communication  
San Diego State University  
5500 Campanile Drive  
San Diego, CA 92182-4560  
Email: [klindema@mail.sdsu.edu](mailto:klindema@mail.sdsu.edu).

Screening of applications will begin September 15, 2010, and continue until the position is filled. More information about the School of Communication is available at <http://communication.sdsu.edu/> and information about San Diego State University is available at [www.sdsu.edu](http://www.sdsu.edu). ★

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showing how people who were doing the same jobs as journalists today were perceived and accepted or not accepted, we can see how the images we now have of journalists in modern times had their roots in ancient times -- suffering the same misconceptions, the same charges of sensationalism and lying, of making up quotes, of distorting the truth, of always emphasizing bad news instead of good news.

I will also be at the USC Annenberg table for the entire conference in the Exhibition hall talking about the new IJPC Online Database and the seven IJPC video compilations available to anyone who joins the IJPC Associates, and promoting the peer-review The IJPC Journal.

The online IJPC Database is available at [ijpc.org](http://ijpc.org)

There is also a major section on the image of the gay journalist in popular culture including a video compilation, an extensive bibliography, and various essays -- essential reading for anyone interested in writing about the image of the gay journalist in films, television, radio, fiction, commercials and all other aspects of popular culture.

I will also be meeting with my co-founding editors of The IJPC Journal to discuss the publication of our second issue in Fall, 2010 and other faculty about future IJPC projects. ★

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**Entertaining Ideas** is published three times a year by the Entertainment Studies Interest Group of AEJMC. The newsletter is intended to provide readers with timely information concerning entertainment studies research, theory and teaching. Feedback, News and Article submissions may be sent to **Entertaining Ideas**, in care of Editor Cynthia Nichols at [CynthiaNichols6@gmail.com](mailto:CynthiaNichols6@gmail.com), or Entertainment Studies at [EntStudies@gmail.com](mailto:EntStudies@gmail.com).

# Trending Topics: A Roundup of Research and News in Entertainment Studies

By Carole Bell, Webmaster

## Mapping the Experience of Lost Fans

Although the concept of parasocial interaction—the idea that media products, especially television, can deeply involve audiences in a way that approximates interpersonal social interaction—has been in development since the 1950s, relatively little is known about how the process works or what factors control it. In a recent study published in *Mass Communication and Society*, Qing Tian and Cynthia Hoffner seek to remedy this gap in knowledge by exploring various factors shaping the viewing experience and parasocial bonds of fans of the popular television drama *Lost*.

Using an online questionnaire, the researchers gathered responses from over 170 fans on a range of issues surrounding their experience of the show and their perceptions about different characters on the show. Survey questions addressed the

## Fans were more likely to have feelings of identification with characters that they perceived themselves to be similar to...

extent to which these audience members perceived similarities between themselves and individual characters in the television show, how much they identify with specific characters, and whether or not viewers felt influenced by or made efforts to be more like *Lost* characters. Similarity and identification were related but distinct concepts. Whereas similarity involves the idea that a character reminds a viewer of himself, identification concerns vicarious experience, imagining or feeling that one is in the

place of the character. Each aspect of the fan relationship was measured via multiple items derived from previous research (for example parasocial interaction was measured using Rubin and Perse's parasocial interaction scale) and each survey item employed a 5 point Likert scale.

The findings of the study indicate that perceived similarity between a fan and her favorite character is a significant positive predictor of parasocial interaction and identification. Fans were more likely to have feelings of identification with characters that they perceived themselves to be similar to and the likelihood of forming parasocial type bond was also higher in the presence of perceived similarities. Parasocial interaction was also a positive predictor of viewers reporting that they were changed or influenced by the show. In addition to shedding light on parasocial bonds, the article further demonstrates the utility of online research in the area of audience studies.

### Further Reading

Tian, Q., & Hoffner, C. A. (2010). Parasocial Interaction with Liked, Neutral, and Disliked Characters on a Popular TV Series. *Mass Communication and Society*, 13(3), 250 - 269.

Rubin, A. M., & Perse, E. M. (1987). Audience Activity and Soap Opera Involvement A Uses and Effects Investigation. *Human Communication Research*, 14(2), 246-268.



## In Brief: Female Empowerment and The Girls Next Door

Mackenzie Cato and Francesca Dillman Carpentier explore young women's reception of the E! reality program *The Girls Next Door* in relation to their views on women, sexuality and their personal conception of female empowerment. The researchers find that reality TV viewing preferences are related to attitudes about sexual empowerment and the embrace of traditional feminine roles.

Cato, M., & Carpentier, F. R. D. (2010). Conceptualizations of Female Empowerment and Enjoyment of Sexualized Characters in Reality Television. *Mass Communication and Society*, 13(3), 270 - 288.

### Talk Back:

Trending Topics is an ongoing feature of the Entertaining Ideas Newsletter intended to highlight some of the most interesting and buzzworthy recent scholarly and industry research in the field of entertainment studies, including a wide variety of popular culture including film, television, music, and their intersection with social media. To write this, we need to hear from you. If you stumble on a compelling study that might be of interest to your peers, please e-mail us at [entstudies@gmail.com](mailto:entstudies@gmail.com) or send a message to [@EntStudies](https://twitter.com/EntStudies) on Twitter. ★

# It's AEJMC time! Here's the ESIG round-up.

## Wednesday, Aug. 4th

10 am to 11:30 am / 048

### **Entertainment Studies & Religion and Media Interest Groups**

*Teaching Panel Session:* Entertainment Television Theologies

*Moderating/Presiding:* James Y. Trammell, High Point

*Panelists:* Medeleine Esch, Salve

Guy J. Golan

Anthony Hatcher, Elon

5 pm to 6:30 pm / 095

### **Entertainment Studies Interest Group, High Density Refereed Paper Research Session**

*Moderating/Presiding:* Ron Leone, Stonehill

"Deconstructing Dust: Postmodern Superhero Extraordinaire Or a Stereotype in Disguise?" - Arthur Bamford, Denver

"Girl Power: A Content Analysis of Gender Portrayals on Popular Children's Cable Networks" - Jack Powers, Ithaca

"How the West was Family Friendly: Disney's Westerns and Generation X in the 1970's" - Timothy R. Gleason, Wisconsin-Oshkosh

★ "Prevalence and Portrayal of Sexual Content in Adolescent Novels" - Mark Callister and Sarah M. Coyne, Brigham Young; Lesa A. Stern, Westmont College; Malinda Miller, Laura Stockdale and Brian Wells, Brigham Young

"More of the Same from Television Doctors: A Content Analysis of Their Portrayal, Interactions, and Ethical Behavior" - Tom Robinson, Jessica Danowski, and Kenny Trent, Brigham Young

*Discussant:* Ron Leone, Stonehill

"Quick Measures of Transportation" - Daniel G. McDonald, Jonathan J. Anderegg, Erin M. Schumaker and Andrea Quenette, Ohio State

"Fictional Minds and Symbolic Interaction: How the Act of Communication Facilitates Understanding Between Characters" - Megan Hill, Ohio State

"Power and Violence in Angry Aryan Song Lyrics: Exploring the Recruitment Strategies of the White Power Movement" - Andrew Selepak and Belio Martinez, Florida

"No Future No Longer: Pop-Punk and the Second-Wave Legacy" - Alexandra Smith, Pennsylvania State

"How (and Why) Can Tragic Drama Be Enjoyable? Cognitive, Affective, Physiological, and Motivational Accounts" - Dohyun Ahn, Alabama

*Discussant:* Anne Cooper-Chen, Ohio

## Thursday, Aug. 5th

3:15 pm to 4:45 pm / 154

### **Media Ethics Division & Entertainment Studies Interest Group**

*PF&R Panel Session:* The Future of Media Ethics in Journalism, Public Relations, Entertainment, and Advertising

*Moderating/Presiding:* Lee Wilkins, Missouri

*Panelists:* The Future of Ethics in Advertising & PR

Tom Bivins, Oregon

The Future of Ethics in PR and Management

Shannon Bowen, Syracuse

The Future of Ethics in Journalism

Patrick Lee Plaisance, Colorado State

The Future of Ethics in Entertainment and Sports

Lance Porter, Louisiana State

Co-Respondents: Clifford Christians, Illinois and Tom Cooper, Emerson

## Congrats on your pubs, jobs & awards!

- **Brian J. Bowe** was named visiting assistant professor of journalism at Grand Valley State University in Allendale, Mich. Bowe is a Ph.D. candidate in Michigan State University's Media and Information Studies program.
- **Cynthia Nichols** was named assistant professor of strategic communication at Oklahoma State University. Nichols recently finished her dissertation, entitled "*How fast can they learn: Developmental differences in information acquisition of educational and narrative content through pacing and distance,*" at the University of Alabama.
- **David Pierson**, associate professor of media studies, at the University of Southern Maine published the article, "Evidential Bodies: The Forensic and Abject Gazes in C.S.I.: Crime Scene Investigation" in the April 2010 edition of the *Journal of Communication Inquiry*.
- **Mina Tsay** will receive a Promising Professor award at the Association for Education in Journalism & Mass Communication's national conference in Denver. The AEJMC Mass Communication & Society Division and Graduate Education Interest Group will honor the best and brightest teachers during the annual Promising Professor Awards Panel & Workshop on Friday, August 6, where Mina Tsay will present her teaching philosophy and ways she actively incorporates it in the classroom. ★

## 5 pm to 6:30 pm / 168

### **Entertainment Studies Interest Group Scholar-to-Scholar Refereed Paper Research Session**

61. "The Family Osbourne: A Narrative of Domesticity Tames and Enriches the Godfather of Heavy Metal" - Jacqueline Lambiase, Texas Christian

62. "Who Is the Loser?: A Critical Analysis of Contestant and Trainer Communication About Weight Loss on The Biggest Loser" - Kimberly Bissell, Alabama and Lauren Reichart-Smith, Auburn

63. "Watch What Happens: How People Watch and Talk About Reality Television" - Kelly Barrows and Simone Becque, Syracuse

64. "Awe and Disgust: American Idol Press Coverage" Amanda McClain, Temple

*Discussant:* Mina Tsay, Boston University

65. "Multimedia in the Website: How Do the U.S. Professional Sports Team Websites Adopt and Use Media Technologies?" Yang-Hwan Lee and Sung-Chul Ihm, Sungkyunkwan University

66. "Shining a Bright Light: An Analysis of Race and Identity in Online Messages" - Naeemah Clark and Amanda Gallagher, Elon and Lori Boyer, Texas Tech

67. "Soap Dish: An Exploratory Examination of Daytime Soap Opera Message Boards" - Maria Fontenot, Texas Tech

68. "Motivated Cognitive Processing of Risky and Sexy Video Game Content" - Sarah Miesse, Alabama; Johnny Sparks, Texas Tech; Harsha Gangadharbatla, Oregon and Curtis B. Matthews, Texas Tech

*Discussant:* Kelly Poniatowski, Elizabethtown

69. "Changing Gender Stereotypes in Disney Films: A Content Analysis of Animated and Live-Action Movies" Bruce Finklea, Alabama

70. "How to Make a Bully: Examining the Impact of Violent Entertainment on Adolescents" Patrice Oppliger and Denis Wu, Boston University

71. "Reading the Brandfan: Using Twilight to Explore Brands and Fandom" Barbara Chambers, Texas Tech

72. "In With the Tweens: Appeal of Disney's 'High School Musical' Among College Students" - Kelly Barrows, Syracuse

*Discussant:* K. Maja Krakowiak, Colorado-Colorado Springs

73. "Cartoon Planet: The Cross-cultural Acceptance of Japanese Animation" Anne Cooper-Chen, Ohio

74. "The Man Without Fear at a Time of Great Fear: A Review of Countercultural Themes in the First 100 Issues of the Comic Book, Daredevil" - Bill Schulte, Ohio

75. "Reality Does Bite: Generation X Enters Adulthood" Timothy R. Gleason, Wisconsin-Oshkosh

76. "Moving Out of the Spotlight?: An Analysis of Playboy Centerfolds' Career Goals and Ambitions, 1977-2001" Amanda Gallagher, Elon and James Gallagher, Triangle Business Journal

*Discussant:* Lisa Marshall, Muskingum University

77. "An Examination of College Sports Fans' Perceptions of Scandal Coverage in the Media" - Molly Yanity and Ashley Furrow, Ohio

78. "How Moviemakers Frame the Media: An Analysis of the Portrayal of Journalism in Popular Vietnam-era Cinema" - Alexa Milan, Elon

79. "Bollywood and the Indian Premier League (IPL): The Political Economy of Bollywood's New Blockbuster" - Azmat Rasul and Jennifer Proffitt, Florida State

80. "Late-Night Talk Shows: Why People Watch and What They Seek to Gain" - Jin Kim, Iowa and Julie Kocsis, Hope

*Discussant:* Brad Yates, West Georgia

## 8:30 pm to 10 pm / 203

### **Entertainment Studies Interest Group**

*Business Session: Members' Meeting*

*Moderating/Presiding:* Anthony Ferri, Nevada-Las Vegas



## Friday, Aug. 6th

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12:15 pm to 1:30 pm / 240

**Association for Education in Journalism and Mass Communication Refereed Paper Research Session: Scholar-to-Scholar**

*Entertainment Studies Interest Group*

51. "Alcoholic Content: A Textual Analysis of Rock of Love" - Tim Hogarth, Mike McComb, Kareema Pinckney and Sandra Smith, Syracuse

52. "The Lady Is (Still) a Tramp: Prime-Time Portrayals of Women Who Love Sex" - Jan Whitt, Colorado

53. "Who Lives, Who Dies, and Why? Doctors, Diseases, and Mortality in TV Medical Dramas" - Julie Andsager, Rauf Arif, James Carviou, Kyle Moody and Erin O'Gara, Iowa

*Discussant:* Daniel Shipka, Louisiana State

54. "Critic-Adored, Award-Ignored: Roots and Consequences of Emmy Gone Wire-less" - Todd Sodano, St. John Fisher

55. "Using Sense of Control and Sense of Others to Explicate User Experiences and Impact of Online Games" - Gunwoo Yoon, Graduate School of Culture Technology, KAIST and Seoungho Ryu, Kangwon National University, Korea

56. "Uses and Gratifications Structural Model of Videogame Play" - Emil Bakke and L. Meghan Peirce, Ohio

*Discussant:* Maria Fontenot, Texas Tech

1:45 pm to 3:15 pm / 248

**Advertising Division & Entertainment Studies Interest Group PF&R Panel Session: Movies and Marketing: Selling the Silver Screen**

*Moderating/Presiding:* Jami Fullerton, Oklahoma State

*Panelists:* Julie Reiger, executive vice president of Media and Marketing Planning, 20th Century Fox

Helen Green, executive creative director, Greenhaus GFX

Paul Holtzhausen, co-owner/editor, Vibe Creative

Lance Porter, Louisiana State

3:30 pm to 5 pm / 270

**Entertainment Studies Interest Group Refereed Paper Research Session: The Best of ESIG**

*Moderating/Presiding:* Anthony Ferri, Nevada-Las Vegas

"Personally, I Feel Sorry for Her' A Focus Group Analysis of Journalistic Coverage of Celebrity Health"\* - Amanda Hinnant, Missouri and Elizabeth Hendrickson, Tennessee

"Times Change, But Trailers Don't: Violent and Sexual Content in a Decade of Movie Trailers"\* - Adrienne Holz Ivory, Julie E. Leventhal and James D. Ivory, Virginia Tech

"People Watching: Genre Repertoires and Multichannel TV Environments" \*\*\* - Chad Harriss, Alfred and Maria Fontenot, Texas Tech

"The Mediating Role of Identification and Perceived Persuasive Intent in Overcoming the Resistance to Persuasive Narrative Messages" \*\*\*\* - Kitae Kim, Shin-Il Moon, and Thomas Feeley, SUNY at Buffalo

"Goffman in The Real World: Processes of Performance and Characterization Across Three Reality Television Series"\*\*\*\*\* - Mark Lashley, Georgia

*Discussant:* Anthony Ferri, Nevada-Las Vegas

## Saturday, Aug. 7th

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11:45 am to 1:15 pm / 354

**Entertainment Studies Interest Group and Media Ethics Division, PF&R Panel Session: He Shoots, He Scores, He Tweets: The Ethics and Implications of Social Media in Sports Journalism**

*Moderating/Presiding:* Ed Wasserman, Washington & Lee  
*Panelists:* Lionel Bienvenue, sports director, KMGH-TV 7, Denver

Lindsay Jones, sportswriter, The Denver Post

Lindsay Lew, director of Strategic Sales and Communication, University of Colorado

Athletic Department

Marc H. Rosenweig, Montclair State

## See you in Denver!

# AEJMC

Denver | August 2010