

You're The Inspiration; Chicago Conference Calls

By John Chapin ESIG Head



This year marks the end of four years of service as an ESIG officer. In four short years, I have seen the advent of electronic submissions, the blossoming of the mid-winter meeting, and growing interest in our interest group.

ESIG was among the first interest groups and divisions to accept on-line submissions the year before AEJMC adopted the All Academic approach. The process was not without its bumps. As research chair that year, I had a front row seat to the carnage. As anyone who has served in this position in the past will attest, it still beat sorting dozens of copies, mailing papers to multiple reviewers and hoping for speedy returns. Last year ESIG accepted 20 papers for presentation at the annual convention, with a 48.5% acceptance rate. This year,

we accepted 28 papers with a 48% acceptance rate. Conclusion? ESIG continues to serve as an outlet for a growing number of scholars whose work does not fall neatly within the confines of the existing AEJMC divisions.

We also had a 50 percent acceptance rate for the mid-winter meeting in Pittsburgh. Our programming was highlighted in two previous issues of *Entertaining Ideas*, still available on the ESIG Web site.

It was a pleasure to interact with so many graduate students at the mid-winter this year. I was one of a handful of graduate students involved in the first Mid-Atlantic Graduate Communication Conference, which eventually evolved into the current mid-winter meeting for multiple AEJMC divisions and interest groups. As an officer, it provided a great opportunity to bolster our teaching efforts. I encourage grad students to use it as a

comfortable entry into AEJMC.

Of my four years of service, this year was by far the least stressful and most rewarding. Such a scenario has mostly to do with the team of officers I had the pleasure of working with this year. We're all in good hands next year with Brad Yates and Tony Ferri, the incoming Head and Vice-Head. Everyone was more than up to the tasks they volunteered for at the business meeting last year!

Speaking of volunteering, plan to attend the business meeting this year. Numerous officer positions are open. It's at that meeting that you'll find out how those teaching panels got programmed; what PF&R is; and that there's an ESIG Web site, blog and Facebook group.

After all, the best way to get to know AEJMC is from within. Hope to see you in Chicago!

Chapin – out. ★

Grad Students Can Make The Most of 2008 Conference

By Cynthia Nichols Graduate Student Liaison

Graduate students attending AEJMC's Chicago conference can do a few things to make the trip more successful:

1. Get business cards. Your school may or may not provide them, but you should still have them. AEJMC is an excellent opportunity to make connections, meet mentors and colleagues, and find potential jobs. Having a busi-

ness card is not only professional, but also necessary so that, when someone asks for it, you won't be embarrassed by not having one.

2. Plan your day. Look at the schedule of events ahead of time to know where you want to go, who you want to hear and how much time you will have for lunch. Remember, you are in this for the long haul, so pace yourself.

3. Attend the social events. It may sound trite, but schmoozing is important. And from the opening gala, to the graduate student gathering, to the various schools' socials, you will have plenty of opportunities to network. Remember to take the initiative and introduce yourself to others. Don't wait for opportunity to come to you. Go out

Grad Students continued on page 3

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Article submissions may be sent to **Entertaining Ideas**, in care of Editor Heather Paige Preston at prestonhp@appstate.edu.

Conference Programs Excite

By Brad Yates Vice-Head

ESIG is well represented at the 2008 AEJMC annual conference! We are featured as the lead or co-sponsor of a panel or research session on every day of the conference. A full schedule appears at the end of this article, but I would like to highlight several sessions you should consider making a part of your conference agenda.

We are excited to co-sponsor a teaching panel session with the Visual Communication Division on Wednesday, Aug. 6, at 1:30 p.m. "Teaching Visual Communications with Second Life" features panelists who have experience teaching with the avatar-based networked program Second Life. They will discuss the pros and cons of using the online tool for teaching a large-lecture visual communications class. To simulate how Second Life might be used, the moderator, panelists, and discussant will be logged into Second Life on individual computers in the hotel's lobby while audience members will view the discussion via a projector in a conference room. After the simulation, everyone will convene to discuss the experience and answer any questions.

ESIG will co-sponsor a panel entitled "From Publick Occurrences to HBO: Examining American Indian Cultures in the American Mass Media" with the Minorities and Communication Division Thursday, Aug. 7, at 8:15 a.m. John Sanchez of Penn State was the catalyst behind this session.

According to Sanchez, the panel examines culturally insensitive American Indian stereotypes still found in the contemporary Ameri-

can mass media and in America's Public School curriculum and works toward a more balanced resolution to ending these practices and working toward a more accurate portrayal of American Indians in the 21st Century.

Our featured session for Thursday at 11:45 a.m. is headed by our own Joe Saltzman of the University of Southern California. With our co-sponsor, the Magazine Division, ESIG is proud to lead the session called "The Image of the War Correspondent in Popular Culture."

Saltzman describes the session as a look at "the undisputed journalist hero — the war correspondent." Participants will track the evolution of the war correspondent from national folk hero who saved the day during times of conflict, to the homefront crime reporter whose daily work included patriotism, danger, violence and drama.

"With Iraq in daily headlines and no end in sight, this topic seems more timely than ever," Saltzman said.

What is sure to be an exciting panel session, "The Image of War Correspondent" features Matthew Ehrlich (Illinois), Howard Good (SUNY-New Paltz), Norma Green (Columbia, Chicago), and Sammye Johnson (Trinity) along with Saltzman.

Friday, Aug. 8, is ESIG's day to show off the interesting and exciting research that is being done in the field of entertainment studies. The 8:15 a.m. session is our Refereed Paper Research Poster Session that we will co-sponsor with the Advertising, Cultural and Criti-

Conference continued on page 3

cal Studies, and Public Relations divisions. Sponsorship of the poster session with our colleagues from these divisions has become a tradition, and we are delighted to once again be a part of the event.

ESIG has 14 papers that will be displayed during the session. Please stop by and introduce yourself to the authors and congratulate them on being selected to present their research.

Our scholarly pursuits continue Friday at 12:15 p.m. with the AEJMC-sponsored Scholar-to-Scholar refereed paper session. Nine additional papers will be presented at this time.

The "Best of ESIG" session will take place at 5:15 p.m. Friday. During this time our outgoing Head, John Chapin, will moderate the session as we celebrate the top five papers in our research competition and award the top faculty and student papers.

Be sure to stay after for our annual business meeting that will start promptly at 7 p.m. If you would like to be considered for an executive office, please notify John at jrc11@psu.edu. Newly elected officers will convene at 8:45 p.m. to discuss plans for 2008-2009.

Our final session for AEJMC 2008 will take place Saturday, Aug. 9, at 10 a.m. ESIG takes the lead with the Mass Communication and Society division as co-sponsor of the panel entitled "Entertainment or Advertainment?: Increased Product Placement and Integration in Entertainment Media." Our own PF&R Chair David Pierson of Southern Maine will moderate and serve as a panelist. The panel will explore the underlying forces driving the increased use of product

placement in entertainment media, and examine the potential positive and negative effects on audiences.

AEJMC 2008 Conference

Chicago, Illinois • August 6-9

Wednesday, August 6

1:30 to 3 p.m. PR&R Panel

Teaching Visual Communications with Second Life

Sponsor: Visual Communication Division

Co-sponsor: ESIG

Moderating/Presiding: Peter Seel, Colorado State

Panelists: Paul Lester, California State, Fullerton; Aaron Delwiche, Trinity; Lawrence Mullen, Nevada-Las Vegas

Thursday, August 7

8:15 to 9:45 a.m. PR&R Panel

From Publick Occurrences to HBO: Examining American Indian Cultures in the American Mass Media

Sponsor: Minorities and Communication

Grad Students from page 1

and find it.

4. Attend the business meetings. If you are interested in a certain division, make it a point to attend the business meeting. You will make great connections and stand out among young scholars. Plus, you'll get exciting opportunities, like contributing to newsletters.

5. Send an e-mail in advance to a scholar you'd like to meet. Ask her or him about a recent publication, or about her or his interest in your current research. If you are lucky, the person you'd like to talk to will be at the conference and will have time for at least a quick hello.

6. Stay in the main conference

Division

Co-Sponsor: ESIG

Moderating/Presiding: Brad Yates, West Georgia

Panelists: "Examining American Indian News Frames from Publick Occurrences to The Nightly News", John Sanchez, Pennsylvania State; "Image, Reality and Identity: Native Newspapers in the Oklahoma Territory", Meta Carstarphen, Oklahoma; "The American Indian Perspective of HBO's Bury My Heart at Wounded Knee", Selene Phillips, Louisville

Thursday, August 7

11:45 a.m. to 1:15 p.m. PF&R Panel

The Image of the War Correspondent in Popular Culture

Sponsor: Entertainment Studies Interest Group

Co-Sponsor: Magazine Division

Moderating/Presiding: Joe Saltzman, Southern California

Panelists: "War, Myth and Ernie Pyle in 'The Story of G.I. Joe'", Matthew Ehrlich, Illinois; "History's Losers: The War Correspondent in the Graphic Novel", Howard Good, SUNY-New Paltz; "The Portrayal of Women Journal-

Conference continued on page 4

hotel whenever possible, and find a roommate. Yes, the main hotel may be expensive but, trust me, your feet will thank you. The time and the money you save on transportation will also be well worth it. Plus, if you register early enough, AEJMC offers roommate matching.

7. Eat with people you do not know. Attending the conference is about networking. So don't decline an invitation because it is not in your comfort zone, or you want to eat with someone you perceive to be more important.

8. Be polite. I sound like my mother, but good manners never go out of style. ★

ists in War Zones from World War II to the Present”, Norma Green, Columbia, Chicago; “The Female War Correspondent in Fiction: Covering Cold Wars, Hot Battles and Covert Operations Around the World”, Sammye Johnson, Trinity

Discussant: Joe Saltzman, Southern California

Friday, August 8 8:15 to 9:45 a.m. Poster Session

Sponsor: Advertising Division

Co-Sponsors: Critical and Cultural Studies Division, ESIG, Public Relations Division

Papers: “Perception is Everything: Examining the Cognitive Processes of Character Impression Formation and the Relationship with Viewer Enjoyment”, Meghan Sanders, Louisiana State; “Superheroes & Gender Roles, 1961-2004”, Erik Palmer, Oregon; “At ‘The Office’: Media Images of Gender in the Workplace”, Jason Martin, Indiana; “Propaganda Techniques in Early Documentary Films: An In-depth Analysis With Seven Devices”, Ji Hoon Lee, Florida; “Myth and the Carnavalesque: A Critical Analysis of HBO’s ‘Carnivale’”, Michael Glassco

Discussant: Danny Shipka, Louisiana State

“Celebrity and Politics: Effects of Endorser Credibility and Gender on Voter Attitudes, Perceptions, and Behaviors”, David Morin, Meghan P. Tubbs and James D. Ivory, Virginia Polytechnic Institute; “Building a Better PIG: A Historical Survey of the PMRC & Its Tactics”, Maria Fontenot, Texas Tech, and Chad Harriss, Alfred; “My Network TV: Rise and Fall of the English-Language Telenovela”, Guillermo Avila-Saavedra, Temple; “Not Perfect Enough? Exposure to Sports and Entertainment Media and College Women’s Perceptions of Ideal Beauty”, Kimberly Bissell and Andrea Duke, Alabama

Discussant: Kevin Williams, Mississippi State

“You Have Other Friends?: An Analysis of Racial Representation in Friends”, Lisa Marshall, Muskingum; “Reporting on Celebrities’ Causes: Coverage of Angelina Jolie’s Humanitarian Work”, Yoori Hwang, Minnesota, and Se-Hoon Jeong, Pennsylvania; “Entertainment Television Exposure and College Students’ Beliefs in Rape Myths”, Chunbo Richard Ren and Stacey Hust, Washington State; “Is Ugly the New Beautiful? Investigating Young Female Viewers’ Perceptions of Beauty and Ugly Betty”, Lauren M. Reichart and Robert Andrew Dunn, Alabama; “Beyond Face(book) Value: Debunking the Myths and Claims About Social Networking Sites”, Ashleigh Shelton, Min-

nesota

Discussant: Brad Yates, West Georgia

Friday, August 8 12:15 to 1:30 p.m. Scholar-to-Scholar Research Session

Sponsor: AEJMC

Co-Sponsor: ESIG

Papers: “User-generated Content in Video Game Animal Crossing”, Jin Kim; “The Digitalization of Consumption: A Case Study of Lily Allen”, Mary Elizabeth Ray; “‘Truthiness’ and Satire News: The Daily Show, The Colbert Report, and Television News Credibility”, Daxton Stewart, Texas Christian, and Jeremy Littau, Missouri; “Shifting Frames of Masculinity in Seventeen Magazine: A Comparative Analysis of 1945-1955 and 1995-2005”, Jaime Loke, Texas; “Successful Play, Surprise Value, and Enjoyment in College Football”, Chang Wan Woo and Jung Kim, Alabama

Discussant: Anthony Ferri, Nevada-Las Vegas

“Propaganda Techniques in Early Documentary Films: An In-depth Analysis With Seven Devices”, Ji Hoon Lee, Florida; “Investigating the Roles of Personality and Demographic Variables in Predicting the Consumption of Fantasy Game”, Wooyoung Lee, Indiana, Dae Hee Kwak, Maryland, and Choonghoon Lim and Kimberly Miloch, Indiana; “The ‘Celebrification’ of Culture: A Content Analysis of Celebrity Gossip Blogs”, Mackenzie Cato, North Carolina at Chapel Hill; “Singing Celebrities: American Idol Winner Narratives”, Amanda Scheiner, Temple

Discussant: David Pierson, Southern Maine

Friday, August 8 5:15 to 6:45 p.m. Best of ESIG Research Session

Sponsor: Entertainment Studies Interest Group

Moderating/Presiding: John Chapin, Pennsylvania State

Papers: “‘I Wanna Be Paris’ New Best Friend!?: Para-social Relationships in Celebrity Culture”, Patrice Oppliger and Jenna Baran, Boston; “Sports Commentators and Source Credibility: Do Those Who Can’t Play...Commentate?”, Justin Robert Keene and R. Glenn Cummins, Texas Tech; “A Study of Typology in Buffy the Vampire Slayer Fanfiction”, Marilda Oviedo, Iowa; “Taboo or Not Taboo? That is the Question: Offensive Language on Prime Time Broadcast and Cable Programming”,

Barbara Kaye, Tennessee, and Barry Sapolsky, Florida State; “An Exploratory Study: Effects of Gender and Entertainment Media Messages on Unplanned Teen Pregnancy Prevention?”, Ming Lei and Stacey Hust, Washington State

Discussant: John Chapin, Pennsylvania State

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

Members’ Meeting

Sponsor: Entertainment Studies Interest Group

Moderating/Presiding: John Chapin, Pennsylvania State

Friday, August 8 8:45 to 10:15 p.m. Off-site Business Session

Executive Committee Meeting

Sponsor: Entertainment Studies Interest Group

Moderating/Presiding: Brad Yates, West Georgia

Saturday, August 9 10 to 11:30 a.m. PF&R Panel

Entertainment or Advertainment?: Increased Product Placement and Integration in Entertainment Media

Sponsor: Entertainment Studies Interest Group

Co-Sponsor: Mass Communication and Society Division

Moderating/Presiding: David Pierson, Southern Maine

Panelists: Matt McAllister, Pennsylvania State; John Chapin, Pennsylvania State; Matthew Killmeier, Southern Maine; Evene Estwick, Wilkes ★

See You
In
Chicago!