

# ENTERTAINING IDEAS

The AEJMC Entertainment Studies Interest Group Newsletter ❖ May 2014

## ESIG UPDATES FOR '14

by Mark Callister, ESIG Head

**A**s the 2014 officers of the Entertainment Studies Interest Group (ESIG), we wanted to share with you some of the exciting programming we've planned for Montreal and reflect on last year's accomplishments and activities in Washington D.C. We had a productive year, with last year's ESIG program filled with diverse topics (which makes our interest group so fun and varied!). At the D.C. conference we enjoyed stimulating co-sponsored panels on such issues

panels, and look forward to a new wave of papers and presentations that you will learn about in this newsletter. We saw the development of an online journal and introduction of the Cooper-Chen Research Award. Dr. Anne Cooper-Chen, the founder of ESIG, generously endowed an award of \$500 for the first author of the top student paper submitted to ESIG.

I would like to recognize the tremendous efforts of our officers this year. Our Vice Head, Cynthia



as the image of Washington political journalists in the media, research on analyzing audiences, and representations of gender in crime media. We took a tour of the Spy Museum and enjoyed rich variety in our scholar-to-scholar and Best of ESIG papers. We co-sponsored panels with the History Division, Media Management and Economics Division, Cultural and Critical Studies Division, and Religion and the Media Interest Group. This year we've forged other co-sponsored panels and have a wonderful line up of teaching and PF&R

Nichols (Oklahoma State University), worked diligently with other divisions to create some exciting panels in Montreal. Our Research Chair, Jason Zenor (SUNY Oswego), shouldered the lion's share of the work this year as he sent out calls for submissions and reviewers, and gathered and organized results, ultimately producing a wonderful midwinter and national convention programs. Our Secretary and Membership Coordinator, Alia Yunis (Zayed University) continues this year in her role in managing the listserv and recruiting members.

Our Newsletter Editor, back by popular demand, Waleed Rashidi (California State University, Fullerton), has been instrumental in gathering information and producing this ESIG newsletter. Our PF&R Committee Chair, Danny Shipka (Oklahoma State University) and our Teaching Chair, Brad Yates (University of West Georgia) have worked behind the scenes in coordinating conventions activities to enhance our professional training and academic teaching. Our Graduate Student Liaison, Azmat Rasul (Florida State) serves

to increase awareness of ESIG among the graduate student community. And thanks to our Webmaster, Emily Acosta Lewis (Sonoma State University) for her efforts in maintaining our website. And finally, a special thanks to Mina Tsay-Vogel and Maja Krakowiak, last years ESIG Co-heads, for their wonderful leadership.

Now, take a few minutes to read through the newsletter for an update and a preview of the events to come. We look forward to seeing you in Montreal! Until then, have a wonderful summer! ❖

## COOPER-CHEN RESEARCH AWARD

**D**evoted to the study of entertainment, including narrative film, experimental cinema, fictional books, fictional television, game shows, new media, popular magazines, tabloid/celebrity journalism, and videogames, it has been rewarding to witness the synergistic efforts of both faculty and graduate students who continue to provide a forum for research, teaching, and PF&R to develop in light of today's ever-changing and rich entertainment climate. We commend this year's ESIG officers who have devoted their time and energy to entertainment scholarship and have helped to raise our group's visibility.

We are grateful to all the members of ESIG for their constant support and dedication to entertainment scholarship and service.

The Cooper-Chen Research Award will be awarded at the ESIG business meeting at the AEJMC annual convention. This will be a recurring award, which we hope will encourage increased quality submissions among graduate students. ❖

### ❖ ESIG Officers for 2013-2014

**Head:**

Mark Callister  
Brigham Young University  
mark\_callister@byu.edu

**Vice Head:**

Cynthia Nichols  
Oklahoma State University  
cynthia.nichols@okstate.edu

**Research Chair:**

Jason Zenor  
SUNY Oswego  
jason.zenor@oswego.edu

**Secretary and Membership  
Coordinator:**

Alia Yunis  
Zayed University  
alia.yunis@zu.ac.ae

**Newsletter Editor:**

Waleed Rashidi  
California State University,  
Fullerton  
wrashidi@fullerton.edu

**PF&R Committee Chair:**

Danny Shipka  
Oklahoma State University  
dshipka@okstate.edu

**Teaching Committee Chair:**

Brad Yates  
University of West Georgia  
byates@westga.edu

**Graduate Student Liaison:**

Azmat Rasul  
Florida State University  
azmatrasul@gmail.com

**Webmaster:**

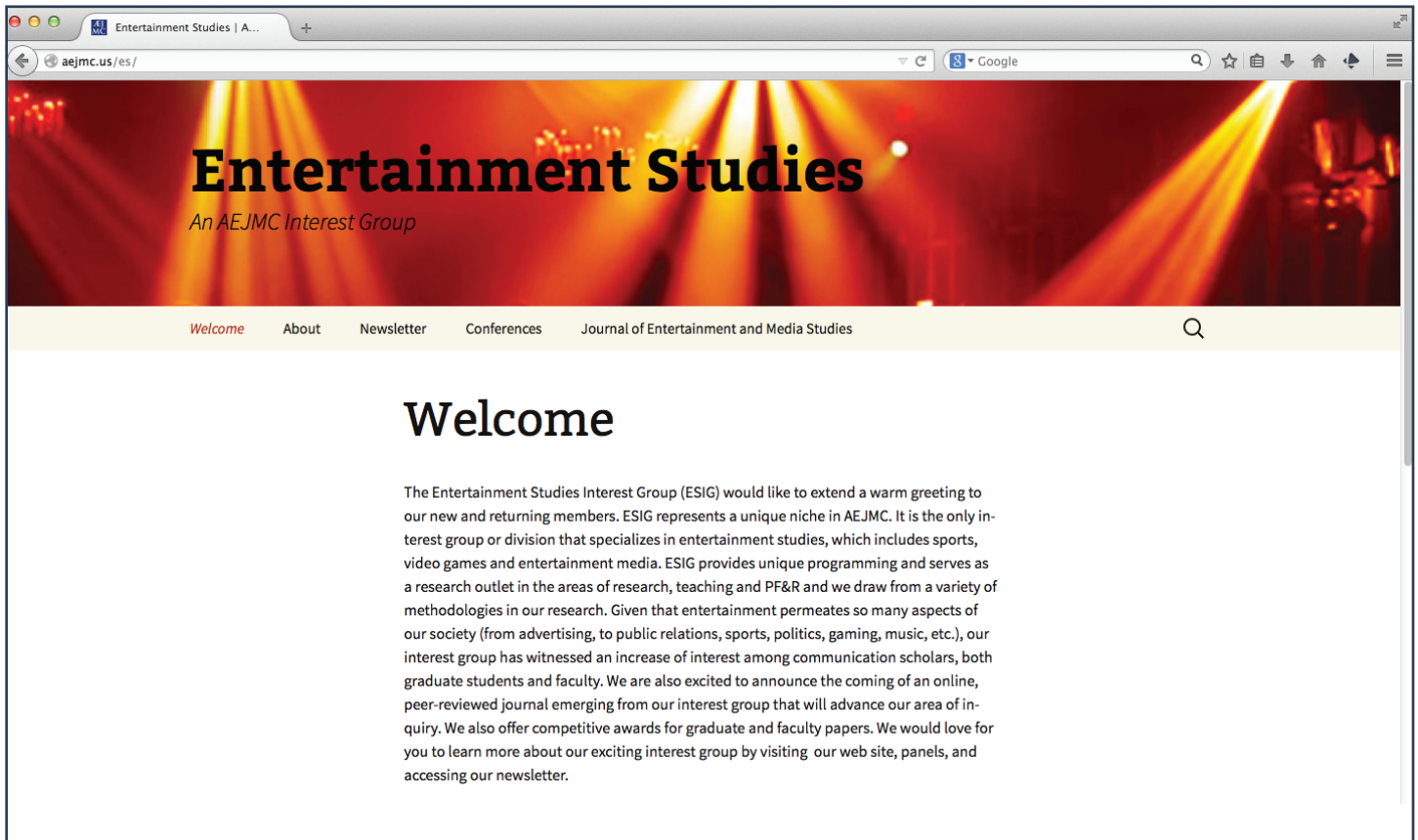
Emily Acosta Lewis  
Sonoma State University  
emily.acostalewis@sonoma.edu

# ESIG WEBSITE CHANGES AHEAD

by Emily Acosta Lewis, ESIG Webmaster

The ESIG website has been moved to a WordPress site and can be found at [aejmc.us/es](http://aejmc.us/es). It has been updated to include information about our current officers. All of our past newsletters are also available on the website for your viewing pleasure. Additionally, there will be information posted about the upcoming AEJMC

conference in Montreal. We hope to add a blog portion to the website soon, which will be worked on by all ESIG officers. If there is any information that you would like to see on the site or if you would like to become a contributor, please contact Emily Acosta Lewis ([emily.acostalewis@sonoma.edu](mailto:emily.acostalewis@sonoma.edu)). ❖



## ❖ About the Entertainment Studies Interest Group

The Entertainment Studies Interest Group was established in 2000. ESIG represents a unique niche in AEJMC. It is the only interest group or division that specializes in entertainment studies, including narrative film, experimental cinema, fictional books, fictional television, game shows, new media, popular magazines, tabloid/celebrity journalism, and videogames. ESIG provides unique programming and serves as a research outlet in the areas of research, teaching and PF&R. ESIG is a frequent co-sponsor of mid-winter convention events geared toward graduate students.



# RESEARCH COMPETITION UPDATES & MID-WINTER PANEL DESCRIPTIONS

by Jason Zenor, ESIG Research Chair

The research competition is in full swing. The Entertainment Studies Interest Group received 67 submissions this year, up from the 60 submissions received last year. Unfortunately, two of this year's submissions did have to be disqualified for not following the posted specifications. Once again, submitters need to be vigilant in checking their submissions to make sure that they will not be disqualified. The best way to do this is to submit early so that you have time to check the All Academic site and review your submission.

Nonetheless, we still had 65 submissions to review. I am very grateful to the many volunteers who willfully decided to give back to the interest group and do the meticulous and time-consuming work of reviewing. Because of the number of volunteers for reviewing, we were able to keep the load at a manageable level, despite the unexpected increase in submissions.

Once again, the top-ranked student paper(s) will be recognized with the Cooper-Chen Research Award of \$500 and first author(s) will be awarded free conference registration. This year we will have a poster session and high density scholar-to-scholar session on Wednesday, August 6th. The Best of

ESIG paper will be presented at 6:45 on Thursday, August 7 and will be immediately followed by our business meeting.

For this year's Mid-Winter Meetings the Entertainment Studies Interest Group received 10 submissions. We had six volunteers who reviewed three papers each. We ended up with two panels of four papers at the meetings. Below is a description of the panels:



## **PANEL #1: Persuasive Entertainment: Learning to Like Materialism through Play**

*Exploring the Interplay of  
Flow and Transportation  
in Narrative Advergaming*  
Lu Zeng and Linwan Wu,  
University of Florida

*The Big Bang  
Thinking: Differential  
Entertainment Liking  
and Concept Placement  
Persuasion*  
Carson Wagner and Emily  
Sun, Ohio University

*Postmodern Hybridization of Oppositional Modernist  
Identities: A Longitudinal Content Analysis of U.S.  
Hip-Hop Song Lyrics, 1980-2013*  
Shawn Gadley and Koji Fuse, University of North  
Texas

*A Study of Subtitles of Nonstandard Language in*

**(“Research Competition” continued on page 6)**

# ESIG TEACHING PANELS AT MONTREAL

## ESIG Explores Teaching Challenges Related to Global Justice and Changes in Audience Measurement

by Brad Yates, ESIG Teaching Committee Chair

**E**ntertainment Studies Interest Group (ESIG) is excited to have three panels dedicated to teaching at the AEJMC 2014 conference in Montreal. If memory serves, this may be the first time in several years that we have had more than two teaching panels on the slate. Given that ESIG will undergo assessment this year, having these strong teaching panels on the schedule will bode well for our review.

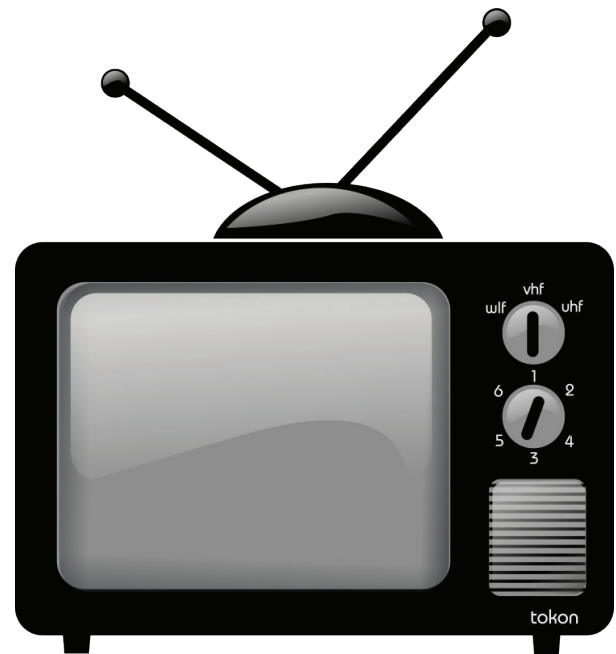
ESIG's first teaching panel is scheduled on day one of the conference, **Wednesday, August 6**. Help ESIG get the conference off to a great start and pack the room from **10-11:30 a.m.** for our session with the **Minorities and Communication Division**. Final panel details are being ironed out and will be posted on the main AEJMC conference site (<http://aejmc.org/events/montreal2014/>). We are pleased to co-sponsor a panel once again with MAC and hope you all place this session on your schedule.

Our good friends in the **Small Programs Interest Group (SPIG)** reached out to us for a sponsorship opportunity on the panel entitled **"Challenges of Entertainment-Education Interventions for Global Justice."** This panel is slated for **Thursday, August 7 from 3:15-4:45 p.m.**, and, according to an e-mail from the SPIG Head, this panel will be promoted on the AEJMC web site once the program schedule is finalized. The description of the panel is as follows:

This panel will explore the benefits and disadvantages of embedding pro-social messages in entertainment. Panelists will cite case studies that suggest the advantages of this approach along with examples of messages that are co-opted by third parties with questionable motives. This panel will explore the many opportunities and

challenges of strategically using entertainment media to promote global justice and meet critical social needs throughout the world. Presenters will consider the use of entertainment-education to promote peace, reduce ethnic and religious conflict, advocate good health practices, and advance educational goals. Examples of entertainment-education interventions will be discussed from many different countries.

ESIG's final teaching panel on the schedule focuses on audience measurement. I sure wish I could attend this panel before teaching my **Media Programming & Management** course this summer, but I will have to wait until spring 2015



to incorporate what I expect to be very valuable information that comes from this panel. Working with the Media Management and Economics Division is always a delight, and I hope that we can have a full house for this session just like

**(“Teaching Panels” continued on page 6)**

# RESEARCH COMPETITION

(continued from page 4)

*Television's Entertainment Programs in South Korea: Focused on a Third Person Effect\**

Hye Ri Chung, University of Texas-Austin

\*Top Abstract- Entertainment Studies Interest Group

## **PANEL #2: Creating Cultures through Film, Television and Memes**

*Added in Translation: Adapting Hollywood Movies to Bollywood*

Enakshi Roy, Ohio University

*Working Man Blues: Images of Cowboy in American Film*

Jan Whitt, University of Colorado

*Miley Cyrus Memes and the Blurred Lines of User-Generated Content*

Danielle Brown, University of Texas-Austin

*Rotten is the New Raunch: Displacing Raunch Culture for a Male-Centered Genre Theory of the Rotten Aesthetic*

Garret Castleberry, University of Oklahoma

I am very grateful to everyone who submitted papers and volunteered to review. You all made my job so much easier. I look forward to meeting you in person at the conference so that I can thank each and every one of you. See you in Montreal! ❖

# TEACHING PANELS AT MONTREAL

(continued from page 5)

we will have for all of our others. Mark **Friday, August 8 from 1:45-3:15 p.m.** for **“Whatever Ever Happened to Good Ol’ CUME, Shares and HUTs? Trying to Teach Audience Measurement When No One Knows What Is Happening.”**

Note that the MMED site (<http://mmedivision.wordpress.com/2014/03/>) has the panel slated for 3:30-5 p.m. on August 8, but the AEJMC convention schedule grid (<http://issuu.com/aejmcnews/docs/2014aejmcplanninggrid031314>) has it slated for the 1:45 p.m. slot. Therefore, as always, be sure to download the online conference schedule for up-to-date information on room locations and any changes related to start time or panel members.

I extend my thanks to everyone who submitted a teaching panel proposal this year. If your proposal wasn't programmed this year, feel free to submit it next year. We are always in need of sound ideas and issues to explore as they relate to teaching about entertainment studies. I, too, extend kudos to Vice Head & Programming Chair Cynthia Nichols for an excellent slate of PF&R, Research, and Teaching panels throughout the conference. Thanks, also, to Research Chair Jason Zenor for coordinating the Research Paper competition and to Mark Callister for keeping us all on-task and serving ably as ESIG Head.

Safe travels and best wishes for an enjoyable summer. I look forward to seeing you in Montreal. ❖

Entertaining Ideas is published 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 Waleed Rashidi at [wrashidi@fullerton.edu](mailto:wrashidi@fullerton.edu), or Entertainment Studies at [entstudies@gmail.com](mailto:entstudies@gmail.com).