

Entertaining Ideas

AEJMC Entertainment Studies Interest Group • Summer Newsletter • Vol. 9, No. 2

ESIG Needs You! Entertain Being A Leader

By Brad Yates ESIG Head



We are just a couple of weeks away from the 2009 AEJMC annual convention in Boston! It is sure to be an exciting and stimu-

lating time in Beantown for the Entertainment Studies Interest Group. ESIG is undergoing assessment this year from AEJMC; its officers will meet with the Assessment Committee on Tuesday, Aug. 4, from 8:15 to 8:45 p.m. at the Sheraton Boston. I will be sure to share all of the details with the membership via the listserv and the newsletter.

On another note, I want to extend my congratulations to all of the authors whose papers were selected for presentation. I look forward to your presentations. For all authors, please send the most recent versions of your papers to the appropriate discussants so they can prepare their remarks. If you are unsure who your discussant is, please contact Kelly Poniatowski (poniatowskik@duq.edu) as soon as possible.

An overview of the schedule of ESIG events appears in other sections of this abbreviated newsletter. I hope to see you at as many sessions as possible.

I encourage all of you to attend the *Best of ESIG* research paper competition on Thursday, Aug. 6, from 5 to 6:30 p.m. to hear presentations from our top authors and recognize their outstanding efforts.

Following the *Best of ESIG* is our annual Members' Meeting in the same room from 6:45 to 8:15 p.m. Several officer slots are open, and I 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 me know (byates@westga.edu) 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. Finally, those who are elected to executive positions will meet from 8:30-10 p.m. at a site-to-be-determined to go over several details and alert new officers to critical training sessions and resources.

It has been a pleasure to serve as Head of ESIG for the past year. I know Tony Ferri will do an admirable job as your leader in the coming year. Thanks to everyone for their hard work and dedication. If you have any questions before the convention, feel free to e-mail me. And, of course, during the conference do not hesitate to speak with me in person, e-mail me, or leave a voicemail in my room at the Sheraton Boston. I look forward to seeing you all in Boston. Safe travels! ★

Boston Conference Lineup

AEJMC 2009 Conference

Boston, Mass. • August 5-9

Wednesday, August 5

10 to 11:30 a.m. PR&R Panel

The Image of the Gay Journalist in Popular Culture

Sponsor: ESIG

Co-sponsor: Gay, Lesbian, Bisexual, Transgender Interest Group

Moderating/Presiding: Joe Saltzman, Southern California

Panelists/Presentations: Premiere of 10-minute video, excerpted from "The

Image of the Gay Journalist in Movies and Television, 1929-2009", Joe Saltzman, Southern California; "If We Could Just Learn Not to Hate Ourselves Quite So Very Much: Gay Journalists and the Self-Perpetuating Stigma", Gary Hicks, Southern Illinois-Edwardsville; "The Twenty-First Century Gay Journalist: The Devil Wears Prada", Matthew Ehrlich, Illinois; "The Lesbian Journalist As Sleuth: The Nyla Wade Mysteries", Sammye Johnson, Trinity

Discussant: Joe Saltzman, Southern California

Lineup continued on page 2

ESIG 2008-2009 Officers

Head

Brad Yates
University of West Georgia
byates@westga.edu
Tel. 678.839.4938

Vice Head

Anthony Ferri
University of Nevada, Las Vegas
drums@unlv.nevada.edu
Tel. 702.895.1371

Vice Head-Elect

Danny Shipka
Louisiana State University
dshipka@lsu.edu
Tel. 352.246.4202

Research Chair

Kelly Poniatowski
Duquesne University
kponiatowski@duq.edu
Tel. 814.883.9199

PF&R Chair

David P. Pierson
University of Southern Maine
dpierson@usm.maine.edu
Tel. 207.780.5898

Teaching Standards Chair

Kevin Williams
Mississippi State University
kwilliams@comm.msstate.edu
Tel. 662.325.8330

Graduate Student Liaisons

Nicholas David Bowman
bowmann5@msu.edu
Emily Garrigues Marett
egarrigues@wsu.edu

Newsletter Editor

Heather Paige Preston
Appalachian State University
prestonhp@appstate.edu
Tel. 828.262.2449

Webmaster

Carole V. Bell
George Washington University
cvbell@gwu.edu
Tel. 919.933.3327

Secretary

Howard Fisher
Ohio University
hdeanf@att.net
Tel. 740.274.2367

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.

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

Lineup from page 1

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

Entertainment and Ethics

Sponsor: ESIG

Co-sponsor: Meida Ethics Division

Moderating/Presiding: Sandra L. Borden, Western Michigan

Panelists/Presentations: “The Ethics of Speaking Out”, Wendy Wyatt and Kris Bunton, St. Thomas; “The Virtuous Journalism of Joe Sacco”, Howard Good, SUNY, New Paltz; “Superbad: A Twisted and Touching Ethical Mess of a Movie”, Joseph C. Harry, Slippery Rock; “Entertaining Ourselves at the Expense of Others”, Elizabeth K. Hansen and Angela F. Cooke-Jackson, Eastern Kentucky

5 to 6:30 p.m. Teaching Panel

Produced In Boston, Teaching Around the World

Sponsor: ESIG

Co-sponsor: Radio-Television Journalism Division

Moderating/Presiding: Kevin D. Williams, Mississippi State

Speaker: Raney Aronson, documentaries senior producer, FRONTLINE (“News War,” “Rules of Engagement”) and WGBH discuss the collaboration of classrooms with FRONTLINE programs and Web-based resources. Educators will learn how to integrate their story telling courses into “Digital Nation,” a report on how digital media changes the way we think, learn and interact.

Thursday, August 6

5 to 6:30 p.m. Refereed Paper Research Session

The Best of ESIG

Sponsor: ESIG

Moderating/Presiding: Bradford Yates, West Georgia

Papers: “The Effects of Individual Differences on the Enjoyment of Morally Ambiguous Characters”*, K. Maja Krakowiak, Colorado, Colorado Springs;

“Do ‘Sad’ People Like ‘Sad’ Entertainment?”**, Mary Beth Oliver, Julia Woolley, Anthony Limperos, Daniel Tamul, Keunmin Bae and Marlena Freeman, Pennsylvania State; “Rhetorical Visions of Health: A Fantasy-Theme Analysis of Celebrity Articles”***, Amanda Hinnant, Missouri, and Elizabeth Hendrickson, Tennessee; “Examining Humor in ‘30 Rock’ from Four Perspectives: Bergson, Frye, Freud, and Bakhtin”****, Lauren Bratslavsky, Oregon; “The Heat is On: The Effects of Temperature on Presence and the Gaming Experience”*****, Ashleigh Shelton, Minnesota

Discussant: Bradford Yates, West Georgia

* *First Place Award*

** *Second Place Award*

*** *Third Place Award*

**** *First Place Student Award*

***** *Second Place Student Award*

6:45 to 8:15 p.m. Business Session

Members’ Meeting

Sponsor: ESIG

Moderating/Presiding: Bradford Yates, West Georgia

8:30 to 10 p.m. Business Session

Executive Board Meeting

Sponsor: ESIG

Moderating/Presiding: Bradford Yates, West Georgia

Friday, August 7

8:15 to 9:45 p.m. PF&R Panel

Celebrities in the Entertainment Process

Sponsor: ESIG

Co-Sponsor: Magazine Division

Moderating/Presiding: Anthony J. Ferri, Nevada-Las Vegas

Panelists: “Public Intellectuals as Celebrities”, Stephen Bates, Nevada-Las Vegas; “The Social Science of Celebrity”, Jonathan Imber, Wellesley; “Celebrity

and Cultural Religion: Oprah, Elvis, and Jimmy Buffett”, Daniel C. Stout, Nevada-Las Vegas; “Parasocial Relationships with Celebrities”, Amanda Laken, Nevada-Las Vegas

12:15 to 1:30 p.m. Scholar-to-Scholar Research Session

Sponsor: AEJMC

Co-Sponsor: ESIG

Papers: “Rhymes for Sale? A Content Analysis to Determine the Frequency of Use and Implementation Methods of Brand Methods in Hip Hop Lyrics”, Jang Ho Moon, Kevin Thomas, Min Woo Kwon and Ryan Turner, Texas at Austin; “The Impacts of Intrinsic Motivation and Gender Difference on Video Game Genre Usage: A Multiple Group Comparison Approach”, Zoohwang Lee and Jung Kyu Kim, Alabama, and Robert LaRose, Michigan State; “Predictors of Attractiveness: The Role of Entertainment and Sports Media, Self-Discrepancy, and Sociocultural Attitudes in College Students’ Perceptions of Beauty in Women”, Kimberly Bissell, Alabama; “What’s Entertainment? Notes Toward a Definition”, Stephen Bates and Anthony J. Ferri, Nevada, Las Vegas

Discussant: Danny Shipka, Louisiana State

3:30 to 5 p.m. Refereed Paper Research Poster Session

Sponsor: Cultural and Critical Studies Division, ESIG, Advertising and Public Relations Divisions

Papers: “Annie Wilson Wears Versace: The Representation of High School Females’ Socioeconomic Class on Current Fictional Television Series”, Bene Petty, Trinity; “Upper-Class Women Reading Celebrity News: Audience Reception Study on Celebrity News Viewed Through the Lends of Class”, Gwendolyn Hasley, Missouri–Columbia; “Celebrity Persuasion in the Political Arena: A Study of Message Effects on Voter Opinion”, Cynthia Nichols and Carly McKenzie, Alabama; “Truthiness of Fake News: Individuals’ Viewing Characteristics of The Daily Show and The Colbert Report”,

Jennifer Kowalewski, North Carolina at Chapel Hill, Daxton Stewart, Texas Christian, and Francesca Dillman Carpentier, North Carolina at Chapel Hill

Discussant: Kelly Poniatowski, Duquesne

“Veronica Mars: A Modern-Day Teenager Strolling the Dark Streets of Film Noir”, Kathryn Lookadoo, Trinity; “Enjoyment of Sad Endings: The Contributions of Empathy to the Eudaimonic Appreciation of Drama”, Tom German, Muskingum College; “From Shakespeare to Disney: An Explication of Coleridge’s Suspension of Disbelief for Hollywood Musicals”, Kelly Barrows, Syracuse; “Swamps, Snakes and Storms: The Negative Portrayal of Louisiana in Film”, Danny Shipka, Louisiana State

Discussant: Kevin Williams, Mississippi State

“OK. If It’s for the Family.: Production and Representation of Family in Maya & Miguel”, Emily S. Kinsky, Pepperdine; “They’re Like My Family: An Analysis of Alternative Families in ‘Friends’”, Lisa Marshall, Muskingum College; “The One with All the Heteronormativity: Lesbian Images in ‘Friends’”, D. Renee Smith, Tennessee; “Positive Benefits: An Exploratory Study of Crime Drama Viewership and Sexual Assault Prevention”, Stacey Hust, Emily Marett, Hua Chang, Ming Lei, Chunbo “Richard” Ren, Anna McNab and Paula Adams, Washington State

Discussant: Dave Pierson, Southern Maine

“Fast Pace, Smart Show?: An Analysis of Educational Quality and Pacing in Children’s Television Programming”, Cynthia Nichols and Creshema Murray, Alabama; “Protecting Children’s Privacy on the Internet: COPPA Compliance on Children’s Websites”, Erin Ryan and Carly McKenzie, Alabama; “Striking the Brand: The Political Economy of TLC’s Miami Ink”, Kristine Weglarz, Minnesota-Twin Cities; “Quarterbacks, Engineers, and Wingmen: Stereotypically Male Linguistic and Semiotic Content in ‘The Pick-Up Artist’”, Melissa Crosby and Jennifer Bil-linson, Syracuse

Discussant: Anthony J. Ferri, Nevada, Las Vegas

“Theorizing Parasocial Interactions Based on Character Authenticity: The Development of a Media Figure Typology”, Mina Tsay and Mitchael Schwartz, Kentucky; “I Play, Therefore, I am Persuaded”, Nam Young Kim, Yongick Jeong and Meghan Sanders, Louisiana State; “Let’s Talk Soaps: An Exploratory Uses and Gratifications Study of Soap Opera Websites and Message Boards”, Maria Fontenot, Texas Tech; “The Effect of Negative Persuasive Message on Communicator Credibility and Behavioral Intention: The Moderating Role of Group Identification”, Mikyoung Kim and Tom Isaacson, Michigan State

Discussant: John Chapin, Pennsylvania State

Saturday, August 8

10 to 11:30 a.m. PF&R Panel

The Dangers of Dichotomy: Bringing Diverse Voices to the Classroom, Academy, and Public

Sponsor: Cultural and Critical Studies Division

Co-Sponsor: ESIG

Moderating/Presiding: Erika Engstrom, Nevada, Las Vegas

Panelists: “Bridging the Gap: How Ethics at the Center Engages the Extremes”, Peggy Bowers, Clemson; “The Press as Common Carrier: The Argument for Diverse Voices”, Stephen Bates, Nevada, Las Vegas; “Confronting Differences in a Free Society”, Harvey Silverglate, Foundation for Individual Rights in Education (FIRE); “You’re a Great American: How Talk Radio Defines The Other in Political Discourse”, Kelley Crowley, West Virginia; “Forging Journalistic Otherness in Benin, West Africa, Through Educational Praxis”, Steve Urbanski, West Virginia ★