

# ENTERTAINING IDEAS

The AEJMC Entertainment Studies Interest Group Newsletter ❖ Winter 2021

## ESIG PAPER CALL FOR AEJMC 2021 Submissions for this year's conference are due April 1

#AEJMC21 WILL BE VIRTUAL  
Safely join us August 4-7 for our virtual conference.



The Entertainment Studies Interest Group invites faculty and graduate students to electronically submit papers or extended abstracts for the 2021 AEJMC conference. Papers that deal with any aspect of mediated entertainment, including (but not limited to) narrative film, experimental cinema, fictional books, fictional television, game shows, new media, popular magazines, sports, and tabloid/celebrity journalism may be submitted. All methods (qualitative, quantitative, historical, critical) of inquiry are encouraged. Papers may not exceed 25-pages, excluding tables, figures, and references. All entries should follow the AEJMC uniform paper competition. All submissions will undergo a blind review process by a panel of independent readers.

Although all papers compete on an equal footing, the top-ranked student paper(s) sent to ESIG will receive special recognition and first author(s) will be awarded free conference registration. Students who wish to be eligible for this award must indicate when submitting electronically that the paper was written exclusively by one or more students.

Only students are eligible for this prize; papers with any faculty co-author(s) are not eligible. The top-ranked faculty paper will be recognized. Extended abstracts aren't eligible to be considered for awards. Authors are not required to be a member of ESIG to submit a paper. The same author(s) can submit more than one paper to ESIG. The paper must be uploaded to the server no later than 11:59 p.m. (Central Daylight Time) on Thursday, April 1, 2021.

**Specific Guidelines:** Papers may not exceed 25-pages, excluding tables, figures, and references. Papers should be written in Times New Roman using 12-point font, with 1-inch margins on all sides. APA or MLA are acceptable styles for references. At least one author of an accepted faculty paper must attend the conference to present the paper. If student authors cannot be present, they must make arrangements for the paper to be presented.

Questions regarding submissions should be directed to the research chair, Newly Paul, University of North Texas, email: newly.paul@unt.edu. ❖

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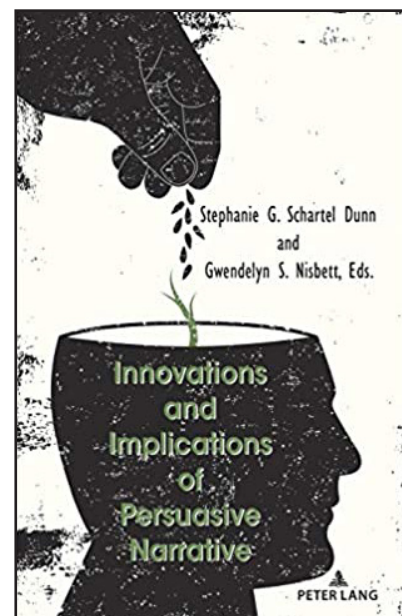
# ESIG HEADS SCHARTEL DUNN & NISBETT EDIT BOOK ON PERSUASIVE NARRATIVE

Peter Lang publication is available now

**N**arratives and storytelling are how we create shared meaning and experience the world with others. Implications of narrative are vast and apply to many disciplines. The persuasive function of narrative can be seen in marketing, advertising, strategic social media, and public relations whose practitioners are using narrative based strategies to deeply engage audiences.

This interdisciplinary volume seeks to explore the range of applications and implications of using persuasive narrative and storytelling. Persuasive strategies include the use of influencers, celebrities, virtual reality, interactive games, and content marketing (among others). The authors explore the impact of the innovative strategies that persuaders are using to capture attention and actively engage audiences.

Through a variety of theoretical, qualitative, and quantitative approaches, this book focuses on the application and outcomes of narrative strategy. Ultimately we see this collection as a way to inspire narrative research into new directions and applications in media, marketing, public relations, advertising, and strategic communication fields. ❖



## GOT A NEW BOOK? LET US KNOW ABOUT IT!

ESIG Members: If you have a new book out, we would love to hear about it. We can publish information about your book on our website and in our newsletter. Please email ESIG Newsletter Editor Waleed Rashidi at wrashidi@fullerton.edu to be included in the next newsletter. ❖

# WILKINS RELEASES MEDIA ETHICS BOOK

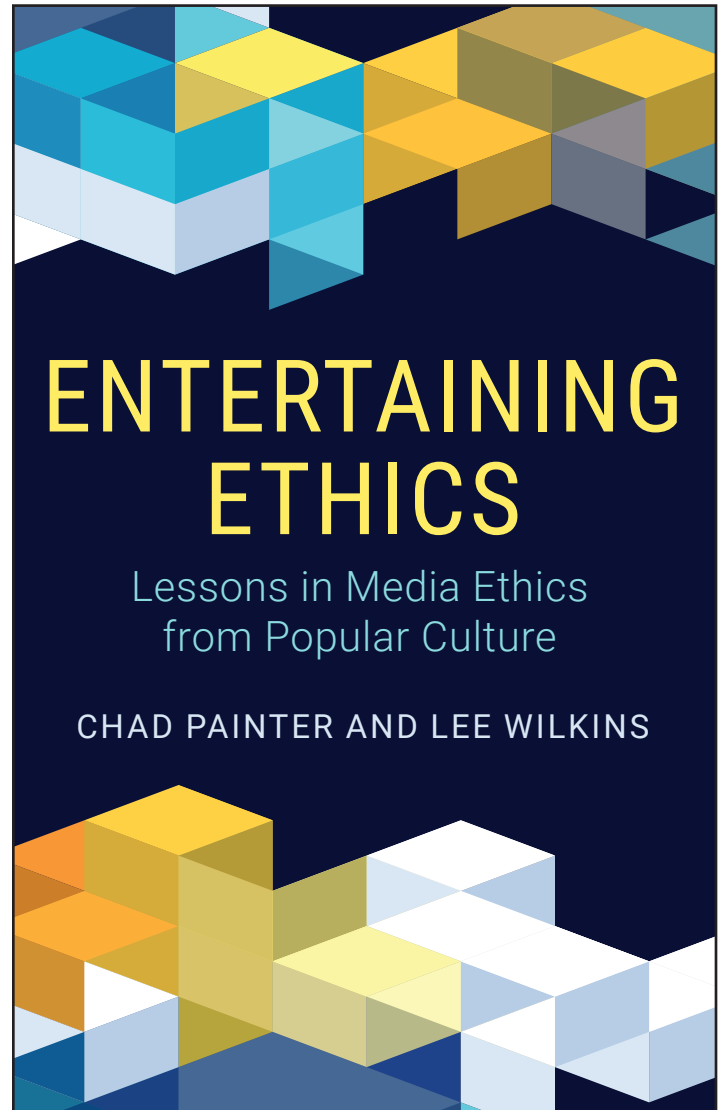
## Co-authored book with Chad Painter debuts in early 2021 via Rowman & Littlefield

“The play’s the thing wherein I’ll catch the conscience of the king,” muses Hamlet in one of Shakespeare’s better known lines. Shakespeare was repeating what the ancient Greeks had pioneered—if you want to tell a moral lesson and have it remembered, then imbed it in a play—one that audiences are fond of seeing.

That line, and that idea, served as the guiding principle for *Entertaining Ethics: Lessons in Media Ethics from Popular Culture*, a new book co-authored by Chad Painter and Lee Wilkins. It will be published in early 2021 by Rowman & Littlefield.

The goal of this book is to explore how popular culture explains media ethics and the philosophy that is key to solid ethical thinking. In each chapter, the authors focus on a key ethical concept, anchor the discussion of that concept in one film or television show, compare and contrast decisions made in that film/TV show with other popular culture artifacts, and ground the analysis in appropriate philosophical thought.

Specifically, the book focuses on core philosophical concepts of media ethics—truth telling, loyalty, privacy, public service, media economics, social justice, advocacy, and accountability—as they are examined through the lens of narrative film (e.g. *Spotlight*, *Network*, and *The Devil Wears Prada*), television (e.g. *Mad Men*, *House of Cards*, and *The Daily Show*), books (everything from *The Hunger Games* to *Superman*), and music (including *The Clash*, *Johnny Cash*, and *Tupac Shakur*). By adopting the sociological view expressed by William Raymond Williams that “culture is ordinary,” the book assumes that expressions of popular culture



illuminate a conversation that answers the academic call to further explore the ethical messages of entertainment and amusement, the dominant role of almost all media content. ❖

## ADAMO HEADS JEMS RETURN THIS YEAR

The *Journal of Entertainment and Media Studies* is returning in 2021. Gregory Adamo will be taking on the editor position. He will be formulating a board of editors and initiating a callout for submissions. If you are interested in being involved please email: [gregory.adamo@morgan.edu](mailto:gregory.adamo@morgan.edu). A full announcement regarding *JEMS* will appear in the next issue of *Entertaining Ideas*. ❖

# JOB POST: SPORTS MEDIA FACULTY AT BUTLER

The Eugene S. Pulliam School of Journalism and Creative Media at Butler University invites applications for a tenure-track assistant/associate professor or a non-tenure line lecturer (professional practice faculty member) position in Sports Media beginning Fall 2021, subject to final budgetary approval. The successful candidate will have expertise in sports media production, with a preference for those with experience in producing live sports.

In addition, we have a desire for candidates who have scholarly, creative or teaching interests in one or more of the following: 1) Race + Sports Media/Journalism, 2) Esports, 3) Podcasting

We seek candidates whose research, teaching and/or service have prepared them to contribute to engagement and inclusion of culturally diverse students, faculty, and staff. Successful candidates will have a demonstrated commitment to promoting diversity, inclusion, and intercultural development in an educational and work environment and be willing to contribute to the inclusion efforts on campus.

**Requirements:** For consideration as an assistant/associate professor, the candidate must have a terminal degree (e.g. – MFA, PhD) in Journalism/Mass Communication or a closely related field. ABD candidates will be considered. Candidates with a master's degree and significant professional experience will be considered for a professional practice faculty position.

**Expectations:** An assistant/associate professor would be expected to teach 9 credit hours per semester and produce peer-reviewed scholarly publications or creative works. A professional practice faculty member would be expected to teach 12 credit hours per semester and engage in creative work.

The Sports Media program is a fast-growing and innovative

major, and Indianapolis is an ideal sports town for the program. Students have opportunities to work with the Indy sports scene, and internship opportunities abound in the Indianapolis area with professional and amateur sports organizations, including the Indianapolis Colts, the Indiana Pacers, the Indiana Fever, the Indianapolis 500, and the NCAA national headquarters. More information about the Sports Media program is available at <https://www.butler.edu/entertainment-media-journalism/sports-media>.

## To apply, candidates must submit:

- A letter of application outlining qualifications, a teaching philosophy, and a statement of experience with, and commitment to, teaching a diverse student body
  - Curriculum vita
  - Names and contact information of three references
- Materials should be submitted to Dr. Lee Farquhar, Sports Media Search Committee Chair, College of Communication, Butler University, 4600 Sunset Avenue, Indianapolis, IN 46208 or via e-mail to [sportsmediasearch@butler.edu](mailto:sportsmediasearch@butler.edu). Review of applications will begin January 1 and continue until the position is filled.

Butler University is a comprehensive liberal arts institution with about 5,000 undergraduate students, located in a residential area of Indianapolis. Butler University is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive and equitable environment for all employees. We welcome applications from all individuals, regardless of age, gender, gender identity, sex, race, religion, color, disability, protected veteran status, sexual orientation, national origin, or any other legally protected category.

Additional information may be found at [www.butler.edu](http://www.butler.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. ❖