

# ENTERTAINING IDEAS

The AEJMC Entertainment Studies Interest Group Newsletter ❖ Fall 2021

## ESIG PRESENTATIONS AT AEJMC '21 Conference features panels, sessions from IG membership

Several Entertainment Studies Interest Group presentations and panels were on full display at the 104th annual AEJMC conference, taking place August 4-7, 2021. ESIG presented and co-presented six events at the conference this summer, including teaming up with the Electronic News Division, the Lesbian, Gay, Bisexual, Transgender, Queer Interest Group, and the Magazine Media Division. Starting with the Top Research Paper Panel, the session showcased the research of the top four papers submitted to ESIG, including Nathan Spencer (The University of Memphis) whose paper, "License to Angst: A Study of Female Characters in Christopher Nolan Films" was awarded the Top Student Paper award, plus Audrey Halverson, Kris Boyle, and Kevin John (Brigham Young), winners of the Top Faculty Paper award for "Battle Royale and Addictive Gaming: The Mediating Role of Player Motivations." Additional Top Paper presenters included Jindong Liu and Biying Wu (Chinese University of Hong Kong) for "A 'Soul' Emerges When AI Meets Anime via Hologram: A Qualitative Study on Users of New Anime-Style Hologram Social Robot 'Hupo'" and Wei Lin (Tsinghua University) for "More Contributors, Shorter Continuance? The Paradox of Entertainment Contents Contribution." The Top Research Paper Panel was moderated by Brad Limov (Texas at Austin) with discussant Waleed Rashidi (California State, Fullerton). Congratulations to these top scholars!

ESIG's High Density Refereed Paper Session featured two parts and explored issues of audience behavior and the content of entertainment media in a variety of contexts. The papers addressed issues related to podcast content, South Korean and Indian television shows, and the fantasy



*Top Student Paper Award recipient Nathan Spencer (The University of Memphis)*

and gaming genres of entertainment. The first, "Examining Salient Issues in Podcasts and Dramas" was moderated by Gwen Nisbett (North Texas) with discussant Newly Paul (North Texas). The papers and extended abstracts included, "Aux News: Examining Listeners' Perceptions of the Journalistic Function of Podcasts" by Kelsey Whipple (Massachusetts-Amherst), Ivy Ashe (Texas at Austin) and Lourdes Cueva Chacon (San Diego State); "K-dramas and the American Youth: Conceptualizing the Aspiration of a Youthful Utopia" by Rachel Son (Florida); "Masculinity's Representative Anecdote in the MCU: Resistance and Revision in 'Avengers: Endgame'" by Erika Engstrom and Ralph Beliveau (Oklahoma); "From 'Hunky

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# AEJMC ESIG OFFICERS 2021-2022

## Head

Gwen Nisbett  
University of North Texas  
gwen.nisbett@unt.edu

## Vice Head & Program Chair

Newly Paul  
University of North Texas  
newly.paul@unt.edu

## Research Chair

Kelsey Whipple  
University of Massachusetts-Amherst  
kwhipple@umass.edu

## Professional Freedom & Responsibility Chair

Heidi Gerber-Salins  
Howard University  
heidi.gerbersalins@howard.edu

## Teaching Chair

Neelam Sharma  
Idaho State University  
neelamsharma@isu.edu

## Secretary, Social Media & Newsletter Editor

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

## Webmaster & Graduate Liaison

Brad Limov  
University of Texas-Austin  
brad.limov@utexas.edu

## Journal of Entertainment & Media Studies Editor

Gregory Adamo  
Morgan State University  
gregory.adamo@morgan.edu

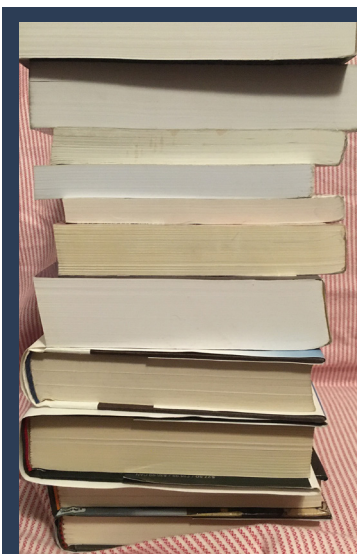
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Beefcakes' to 'Beautiful' Homecoming Queens: Perpetrators and Victims in True Crime Podcasts" by Chris Etheridge and Fatemeh Shayesteh (Kansas) and Remington Miller and Abigail Carlson (Arkansas at Little Rock); and "Intimacy and Connections: Celebrity Culture in Indian and South Korean Television Shows" by Heesoo Jang and Madhavi Reddi (North Carolina at Chapel Hill).

The second part of this session, titled "Salient Issues in Gaming, and Superhero Shows," was moderated by Neelam Sharma (Idaho State-Pocatello) with discussant Greg Adamo (Morgan State). These papers and extended abstracts included, "Sharing Emotion while Spectating Video Game Play" by Seung Woo Chae and Sung Hyun Lee (Indiana, Bloomington); "Let's Watch Live Streaming! Exploring Streamer Credibility in Influencing Purchase Intention in Video Game Streamer Marketing" by Qingru Xu (Eastern Washington), Hanyoung Kim (Georgia) and Andrew Billings (Alabama); "Online and Offline: How MOBA Games Affect Adolescence's Discourse" by Wenjing

Yang and Ruyue Ma (Communication University of China); "All the Reasons Why: Exploring the Relationship between Morally Controversial Content in 13 Reasons Why and Viewers' Moral Rumination" by Serena Daalmans, Mariska Kleemans, Cedra van Erp, and Addy Weijers (Radboud); and "Earth's Moral Hero: Virtue Depictions in the Marvel Cinematic Universe" by Casey Yetter and Alex Eschbach (Oklahoma).

Another ESIG Paper Session was titled "What You Watching? Examining Representation and Viewing Patterns on Television Shows" and moderated by Kelsey Whipple (Massachusetts-Amherst) with discussant Gwen Nisbett (North Texas). Papers in this session explored binge-watching, media portrayals of women and children and the role of entertainment media in promoting resiliency. These papers included "Am I Binge-watching or Just Glued to the Couch? Viewing Patterns, Audience Activity, and Psychological Antecedents for Different Types of Extended-time Television Viewing" by Alec Tefertiller (Baylor) and Lindsey



## HEY ESIG, LET US KNOW ABOUT IT!

Please do not be shy in sharing your professional news with ESIG. We want to celebrate you on social media and in our newsletter. If you win an award, acquire new funding, change positions, publish anything related to the division's mission or accomplish anything else our ESIG community should know about, please tweet the details at us or direct message us on Twitter at @EntStudies, or email Newsletter & Social Media Editor Waleed Rashidi at wrashidi@fullerton.edu. We want to share your successes with our community! ❖

Maxwell, (Southern Mississippi); "A Little Bit Alexis: From Self-Absorbed Socialite to Self-Made Career Woman" by Stefanie East (Troy); "Keeping Up with the Yummy Mummies? Examining Kim Kardashian's Mediated Yummy Mummy Images on the Reality Television Program Keeping Up with The Kardashians versus Instagram posts" by Suri Pourmodheji (Indiana, Bloomington); "Spotlighting Emotional Intelligence in Children's Media: Emotional Portrayals in Disney Channel Television Series" by Patrick Osei-Hwere, Enyonam Osei-Hwere and Li Chen (West Texas A&M); and "It's Nothing Like Cancer: Young Adults with Cancer Reflect on Memorable Entertainment Media" by Meredith Collins, Allison Lazard, Ashley Hedrick and Tushar Varma (North Carolina Chapel Hill).

ESIG co-hosted a Teaching Panel Session with the Electronic News Division, titled "It's All Fun and Games: The Blending of News, Advertising, and Entertainment in the New Media Environment" and moderated by Lindsey Maxwell (Southern Mississippi). The session featured panelists Miles Kahn (Full Frontal with Samantha Bee), David Morris (South Carolina-

Aiken), Alec Tefertiller (Baylor) and Gwen Nisbett (North Texas).

The Lesbian, Gay, Bisexual, Transgender, Queer Interest Group co-hosted a research panel session with ESIG titled "Queering the Quarter: Intersectional Representations in Film, Television & Streaming Shows," moderated by Jennifer Huemmer (Ithaca) and featuring panelists Nathian Shae Rodriguez (San Diego State), Mia L. Anderson (Azusa Pacific), Greg Adamo (Morgan State), Joseph Sirianni (Niagara) and Beth Shiller (Ohio). This panel focused on intersectional representations of traditionally marginalized identities in film, television, and streaming shows made in and about New Orleans (NOLA).

The final ESIG collaboration was with the Magazine Media Division, hosting a PF&R Panel Session titled, "Turning the Tables on America's Food Culture's Racial Tumult," which was moderated by Joy Jenkins (Tennessee-Knoxville) and featured panelists Paola Banchemo (Alaska-Anchorage), Newly Paul (North Texas) and Gwen Nisbett (North Texas). ❖

## AEJMC MIDWINTER CONFERENCE 2022 CALL FOR ABSTRACTS AND PANEL PROPOSALS

**T**he AEJMC Midwinter Conference is an annual forum for the presentation of research and debate in areas relevant to the AEJMC groups (divisions, interest groups and commissions) sponsoring the event. The conference provides a platform for presentations and extended discussions in a relaxed setting.

We are happy to host the upcoming conference again at the Gaylord College, University of Oklahoma in Norman, Oklahoma between March 4 and 5, 2022. Conference participants will be able to enjoy the College's state-of-the-art teaching and research facilities, as well as the city's and campus' world-class museums, art galleries and restaurants. We will also ensure a healthy and safe environment for participants in light of the current COVID-19 reality, with options to participate in the conference remotely (via Zoom or a similar platform).

**Paper abstract submissions:** Authors are invited to submit research paper abstracts of between 600 and 800 words (word count excludes author information and references) appropriate to one of the Divisions or Interest Groups represented at the conference. Abstracts should give a clear sense of relevant

literature, research objectives, methodological approach, stage of research project (conceptual, data gathering, data interpreting), findings and conclusions.

Submissions should be done online and by the December 15, 2021 deadline at: <https://bit.ly/Midwinter2022>

When submitting an abstract, please follow these steps:

1. Go to the conference website (<https://bit.ly/Midwinter2022>).
2. In the "AEJMC Midwinter 2022 Login" box, click on "Sign up here" as new user if you have not used this service before. Otherwise, just log in using your existing login.
3. It will take you to a sign-up wizard, which is self-explanatory and guided. Finish signing up by confirming your email address.
4. Once the account is set up, sign in using your email address and password.
5. To submit the abstract, click on "Create a new Paper Submission", and select the division/interest group you want to submit your abstract to.

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6. The next step will require you to provide the title of the paper, an abstract (9,000 characters maximum). If your abstract's character count exceeds 9,000 characters, you can also attach it as a Word doc or PDF file. However, you cannot leave the abstract box empty, write a brief abstract or keywords for your paper abstract if you choose to upload it as an attachment.

7. Next you can add additional authors, if there are any. You can add as many authors as you need.

8. Finally, click the submit button to upload the abstract.

9. You can log in to the site at any time to check the status of your submission or if you need to edit something. You can only do this up to the submission deadline of December 15, 2021, 11:59 p.m. Central Time. You would not be able to make any changes to your submission after the deadline.

Note that authors can submit any specific paper abstract to only one participating group – submitting the same paper abstract to more than one group will result in disqualification and withdrawal from the review process. Do not submit full papers but please ensure that abstracts are between 600 and 800 words; shorter abstracts (i.e., 75 words) don't allow for adequate consideration with longer abstracts. Authors must ensure that they remove any identifying information from their document.

Authors of accepted papers will be notified by mid-January 2022. Papers presented at the midwinter conference are also eligible for presentation at the AEJMC national convention in August. Authors are encouraged to use the midwinter conference as an opportunity to get feedback on their research, to improve and finalize it for submission to the national conference.

Authors of accepted abstracts must submit complete papers (not exceeding 30 pages) to the discussant of their conference

session at least two weeks before the midwinter conference. The midwinter chair for the relevant group will send authors the names and contact details of the discussant for their session.

At least one author of each accepted paper must register and attend the conference to present the paper. Failure to register by the deadline will result in authors' names and papers being removed from the program. NO onsite registration will be available.

Some groups participating in the midwinter conference have award opportunities (e.g. for travel). Authors are encouraged to contact the groups' individual midwinter chairs for details.

**Panel submissions:** In addition, the organizers are also inviting panel proposals. These panel proposals should NOT be done through the online abstract submission system. Instead, submissions for panels should be sent to the relevant midwinter chair directly via email (for ESIG, contact Kelsey Whipple at [kwhipple@umass.edu](mailto:kwhipple@umass.edu)). The deadline for panel submissions is the same as for abstract submissions, December 15, 2021, 11:59 p.m. Central Time.

Panel submissions should include the panel title, a description of the session's focus, the issues to be discussed, and a list of panelists (potential and confirmed), including affiliation. Proposals should not exceed two double-spaced pages.

The University of Oklahoma is located in Norman, 20 miles south of Oklahoma City, with easy access to the Will Rogers World Airport. Details on conference registration, hotel accommodation and airport transportation will be available at <http://www.ou.edu/gaylord>.

For more information, please contact Elanie Steyn, Conference Site Host ([elanie@ou.edu](mailto:elanie@ou.edu)) or Imran Hasnat, Conference Site Co-Host ([im@ou.edu](mailto:im@ou.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. ❖