

CT&M CONCEPTS

ASSOCIATION FOR EDUCATION IN JOURNALISM & MASS COMMUNICATION

Division faces budget shortfall



Photo by Hernando Rojas

Dominique Brossard, incoming CT&M head, thanks outgoing head Douglas Blanks Hindman for his service to the division at the annual AEJMC conference in Boston this August. Both write below about the budget challenges facing the division

Dues to increase to help cover cost of journal, erase debt

DOMINIQUE BROSSARD
UNIVERSITY OF WISCONSIN-MADISON
CT&M DIVISION HEAD

DOUGLAS BLANKS HINDMAN
WASHINGTON STATE UNIVERSITY
PAST CT&M DIVISION HEAD

As we discussed during our last business meeting (see minutes attached to this issue), our division, for the first time in recent history, went into the red in 2008. One of the division's goals for this past year was to bring back financial stability by reducing our costs. We did so to the best of our ability, but not enough to bring us out of the red.

The 2009 fiscal year closing at the end of September left CT&M with a deficit of \$494 (from a \$182 deficit in 2008). What we were unaware of in August at the time of the business meeting is that AEJMC headquarters would not let us run a deficit and would hold bills until our financial situation got healthier (i.e. with member dues coming in).

This raises the question that we have started to discuss at the last business meeting. CT&M needs to raise its dues in order to straighten its finances and continue to provide the support its official journal needs. As most of you recall, Communication Methods and Measures became the official journal of the CT&M division in Au-

gust 2006. During the business meeting, it was voted to increase membership dues to \$26 for regular members, and \$16 for students. Currently, the journal gets \$21 and \$13 per member respectively, with CT&M keeping the rest (\$5 and \$3) to cover its regular expenses. At that time, CT&M was hoping to see a net increase in membership as nonmembers joined to receive the journal at a substantial discount. This has not happened yet, although we hope that with aggressive advertising and branding of CT&M (see "Pondering membership, mission"), CT&M membership will gain momentum.

In short, we would like to alert our members of this financial situation and the need to take aggressive measures at this point. We are considering raising fees, re-negotiating with the journal, and other innovative ways of raising funds. Please post any feedback you would like to provide on our blog (<http://aejmcctm.blogspot.com/>), or by e-mailing directly **Dominique** (dbrossard@wisc.edu) or **Doug** (dhindman@wsu.edu).

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DOMINIQUE BROSSARD
UNIVERSITY OF WISCONSIN-MADISON
CT&M DIVISION HEAD

As the fields of journalism and mass communication are evolving, so is our association. In the last few years, we have seen some Divisions gain momentum (Communication Technology, to cite one of them). New Interest Groups have been created while others have grown to the point of seeking division status (i.e. the Science Communication Interest Group).

At the same time, CT&M (traditionally one of the largest AEJMC divisions with Mass Communication and Society), has seen its membership decline. Research, which used to be the core mission of just a few divisions (and more particularly of CT&M), is now routinely presented in numerous sessions across divisions. In this context, some CT&M members have beginning to stress that CT&M needed to reaffirm its mission and to ponder what distinguishes it from other divisions. Going further, others have argued that it might be time to radically transform CT&M by focusing exclusively on political communication related work, since a large part of the research presented in CT&M sessions is arguably conducted in that sub-discipline.

Although I believe that it is important for CT&M to communicate clearly what its core mission is, I would argue against losing an identity that has proven to be central to our field. So what is the place of CT&M among AEJMC divisions and interest groups? I believe it is the place in which research that cross all divisions gets to be presented, where new theoretical developments are discussed and where novel methodological approaches are presented.

At a time of turmoil and transformation for the communication industry in general and mass communication in particular, we need more than ever a division with contributions that spans across subfields. CT&M continues

to be perceived as the "research division," with a reputation of excellence and rigor. Membership has indeed been declining, but not to the expense of the research being submitted and presented.

In 2008, CT&M had the second largest number of papers submitted to AEJMC (second only to MC&S), a trend that continued in 2009. Papers presented at CT&M continue to go through a rigorous review process and are routinely accepted for publication in the best communication outlets after being discussed at our convention. In short, CT&M scholarship matters.

Needless to say that CT&M needs its members. As discussed in another column in this newsletter, it was the hope that our journal *Communication Methods and Measures* would be perceived enough of an additional incentive for students and faculty to join and stay in our division, even as their choices of divisions has increased. This has not been the case yet, but we need to keep in mind that the journal was created a mere three years ago. It is also clear that if a Political Communication Division or Interest Group were to be created, CT&M might lose some members.

As we think of our division and of its role, we also need to reaffirm what it brings to its members. It may be time to find novel ways to benefit our membership, beyond giving them the opportunity to present their cutting edge research.

In sum, we need to ponder ways to attract membership in harsh economic times, while thinking of CT&M core mission. I will be starting a conversation on this topic on our blog (<http://aejmcctm.blogspot.com/>). I hope you will be joining me with any comments and suggestions you see fit.

I am looking forward to hearing from you.

Minutes from the CT&M business meeting

Communication Theory & Methodology Division, AEJMC
2009 Members' Meeting
Friday, Aug. 7
Minutes

Meeting called to order at 7 p.m.

- 1) Review and approval of the minutes for the 2008 members' meeting.
- 2) Reports
 - a) Financial report (Doug Hindman)
 - CT&M was \$368.44 in the red on July 31, 2009. In July 31, 2008, CT&M was \$58 in the

red.

- CT&M has cut costs by \$650 from last year by not giving \$50 to each grad student-authored paper and instead moving \$250 into additional cash prizes for top grad papers. The other expenses were constant. The \$650 budget cut difference between income and expenses is estimated from last year's figures.

- The journal expenses are tied to member numbers, and so should not be a drain on the budget.

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Distinguishing factors sought for division

Having served as Research Chair for last year's conference, I can attest to the vibrancy and quality of the research that gets submitted and presented in our division. For the Boston conference we had 121 submissions to the research paper competition (up from 106 the previous year). In 2009, we accepted 58 research papers and I can say that having been to most of our sessions I was quite impressed by the overall quality of the research being presented. In addition, the Best of CT&M session was an inspiring collection of very high quality research that tackled important questions, while using sophisticated methodological techniques to answer them.

I am convinced that CT&M continues to be the premier research division of AEJMC, and I am proud to have the opportunity of continuing my role of service within the division. Having said this, I should point out that I have some concerns regarding the future of our division that I think we need to start discussing collectively.

My basic concern goes back to the fact that as AEJMC has grown other specialized divisions have embraced research on diverse areas within the communication field. For example, with the consolidation of the Communication Technology Division, today most research involving new media is gravitating towards this division. Something similar happens with the Communicating Science, Health, Environment, Risk Interest Group, now in its way to becoming a division. Having assigned all the papers for review, as last year's research chair, it is clear to me that despite the robustness of our competition, we no longer get many papers in these two areas of research. These of course are only two examples I chose to

highlight, but there are other divisions in AEJMC that now attract high quality research.

Of course it is understandable that as specialized divisions emerge, in which solid research gets presented, people interested in these topics gravitate towards them. However, these changes also pose a challenge for us as a division. Our mission traditionally has been "to advance the study of communication through theory-based, methodologically sound research" and we were pioneers within AEJMC in doing so. But as more divisions and groups within AEJMC embrace the "study of communication through theory-based, methodologically sound research," within their sub discipline, we need to ask ourselves what will the distinguishing factors for CT&M be?

I think this "existential" question is a good question to pose oneself every few years, since it is the only way to continue growing as human beings, or, as organizations. I also think that now is particularly critical for us to face this question, bearing in mind developments that include: a membership base that has diminished over the past five years and a Political Communication interest group being organized within AEJMC (currently most of the papers that are submitted to CT&M are political communication papers).

In order to listen to your ideas about CT&M reinventing itself for the 21 century I welcome individual e-mails (hrojas@wisc.edu) that I can summarize, or you can participate in a discussion thread devoted to this topic within the division's blog that our head has started. This would give us close to a year, until our next business meeting, to get a conversation started and create some potential scenarios that we can discuss in Denver.

HERNANDO ROJAS
UNIVERSITY OF WISCONSIN-MADISON
VICE-HEAD AND PROGRAM CHAIR

More scholars needed as volunteers to review

The fall semester is half over, and April is quickly approaching. I am writing to encourage all members of CT&M to pencil in conference reviews for mid-April. So mark the calendar for a day in mid-April to be an active member of CT&M and an active member of AEJMC.

If there any new, full-time faculty who want to get involved in AEJMC and need service to the communication discipline, reviewing for the annual meeting is a great opportunity to do these things. Reviewing conference papers provides a chance for new faculty to develop their reviewing skills.

If anyone is interested in reviewing, who has not reviewed for CT&M before, please contact me. Reviewers are usually asked to review

around three or four papers, but this depends on the number of submissions CT&M receives. Individuals can still sign up to review in All Academic even if they are not going to submit papers because they will not be traveling to Denver.

The CT&M Division invites submissions of original research papers pertaining to the study of communication processes, institutions, and effects from a theoretical perspective. CT&M welcomes both conceptual and data-based papers and is open to all methodological approaches. If you have questions on the reviewing process, please contact Michel M. Haigh, CT&M research chair, at 814-863-3850 or by e-mail: mmh25@psu.edu.

MICHEL HAIGH
PENNSYLVANIA STATE UNIVERSITY
RESEARCH AND PAPER COMPETITION
CHAIR

Syllabus exchange offers value to members

JASON REINEKE
 MIDDLE TENNESSEE STATE
 UNIVERSITY
 TEACHING STANDARDS CHAIR

If you've checked out the Communication Theory and Methodology division's blog (<http://aejmctm.blogspot.com/>) at any point in the last few years you might have noticed a link on the left side of the page: "Syllabus Exchange (coming soon)." Though "soon" is a subjective amount of time, we seem to have an exceptionally loose definition. Nonetheless, as the division's Teaching Standards Chair this year, one of my goals is to finally get the syllabus exchange up and running – and soon!

Most CT&M members will find themselves teaching an analysis, methods, or theory course at some point in their careers. Many of us teach these classes frequently. Whether you're a graduate student teaching an undergraduate introduction to communication theory class for the first time, or senior faculty teaching advanced statistics for the tenth, a syllabus exchange can come in handy. It will give us starting points to work from if we're assigned a new course to teach, a way to compare and contrast how others administer courses similar to ours, and keep tabs on what our colleagues are teaching.

Of course to get things started I need your help. So this column is both an announcement and a request. At this point, I'm looking for syllabi for classes on quantitative or qualitative analysis, methods, or theory. This includes both general and specific topics, but the focus of the course should be primarily on analysis, methods, or theory as opposed to courses where one of several topics may include one of those. So syllabi for courses on communication theory in general and, for example, cultivation theory would both be great, but let's hold off on classes that deal with topics like mass communication and society, which

might touch on a lot of different analysis-, theory- or methods-related topics, but where those topics aren't necessarily the focus of the course. Similarly, syllabi for introductory statistics classes or a class in, for example, structural equation modeling would both be great, but let's again hold off on syllabi for classes like general political communication that might include at least brief discussions of both those topics, but where they aren't the focus of the course. Once the syllabus exchange gets going, we can think about adding syllabi for courses that aren't focused primarily on theory, methods, or analysis.

Please send your syllabi for analysis, methods, or theory courses to jreineke@mtsu.edu. Attach the syllabus as a .doc, .rtf or .pdf file. The subject line should be "CT&M Syllabus Exchange." In the body of the e-mail, please include the following information:

- Your name
- The course name(s)
- Undergraduate or graduate course
- General topic of the course (analysis, methods, theory, etc.)
- Institution where the course is taught
- Date of syllabus (quarter/semester and year)
- Comments or additional information, if necessary

It is my hope that by next year's convention in Denver the syllabus exchange will finally be in place, and that we'll have begun to utilize it as a resource for teaching the field's courses in analysis, methods and theory. But this will only happen with your help, so please send your syllabi (or any questions, comments, or concerns you might have) as soon as possible!

"New Media Theory: How Far Have We Traveled" – Call for papers

Nearly 15 years ago Merrill Morris and Christine Ogan, in their seminal work "The Internet as Mass Medium," chastised researchers for not taking the Internet seriously as a mass medium, noting that the introduction of any new medium must make us rethink basic theoretical assumptions in our field.

Clearly the mass communication field has taken up the researchers' charge to conduct research on the Internet as well as other computer-mediated media and other communication devices such as the cell phone. But to what degree have we reconceptualized our theories or de-

veloped new ones to take into account unique properties of the Internet and other new communication technologies?

This conference: "New Media Theory: How Far Have we Traveled?" invites scholars to examine what influence computer-mediated communication and new media have on theories in the field such as agenda-setting, framing, uses and gratifications and gatekeeping (to name a few) as well as explore how existing theories such as networking theory, social presence and differential gains have been applied to the Internet.

The conference is co-sponsored by

The Texas Tech Convergent Media Resource Center and the Communication Technology Division of AEJMC and will be held April 15th and 16th at Texas Tech University in Lubbock. Please submit an abstract of no more than 500 words by January 19th, 2010 to techconvergence10@gmail.com. You will be informed of acceptance by February 9th. The top three papers will be published in the Web Journal of Mass Communication Research <http://wjmc.org/>. To be considered for a top three paper, papers must be submitted to techconvergence10@gmail.com by March 19, 2010.

CT&M requires clearer sense of mission

CT&M seems to lack a compelling vision of itself. This was the open-ended response from the Communication Theory and Methodology Division Membership Survey conducted by **Jason Reineke** and **Myiah Hively** last year that most cocked my head in puzzlement. Regardless of the truth behind the statement, I wondered how widespread such a perception may be both within CT&M and throughout AEJMC and what it would mean for our membership.

Past newsletters have noted that CT&M has had a moderate decline in membership over the past few years, dropping from 373 members to 298 between 2005 and 2008. The current member count is about 300, but still does not show a rate of increase that would approach previous numbers anytime soon.

This decline seems to contrast with generally positive reviews of CT&M from the previously mentioned survey. Of the CT&M members who completed the survey, roughly 21%, satisfaction was above the scale midpoint for conference sessions, this newsletter, the Communication Methods and Measures journal and CT&M in general. This lack of correlation cocked my head the other direction; do we have an image problem and is it affecting new membership?

I think I understand the vision of CT&M and feel drawn to its precepts; likely the reason I became involved and now reside as the membership/recruitment chair. But how did I arrive at such a vision? I have been involved in CT&M for a few years, attending the business meetings and forming professional and personal relationships with its members. What about others who have not had the same contact? I decided to ask.

CT&M? That's one of those brainy divisions. CT&M? I don't know too much except they have a low acceptance rate. CT&M? Don't they do political framing?

Three anecdotal data points represent less than an ideal sample size, so I tried to research CT&M as if I was coming from the same mindset as my three guinea pigs. Starting at the official description on the AEJMC Web site, I must admit that the description of CT&M is a bit vague:

"The Communication Theory & Methodology (CT&M) division was created in the mid-1960s. The division's goal is to advance the

study of communication through theory-based, methodologically sound research across subdisciplines. As part of its focus on quality research, CT&M was the first AEJMC division to use discussants at the AEJMC convention. While other divisions of AEJMC are now also involved in communication research, no other division focuses so clearly on or devotes as much of its convention programming space to research."

We may have been the first to use discussants, but don't most divisions now use them? We may devote the largest amount of our resources to research, but don't most divisions also focus on research, and more? CT&M used to be the only true social science division, but now that other divisions have borrowed many of the foci that we introduced, what unique role does that leave for us? I went to the CT&M blog for answers but found no about us, mission or vision statement provided.

Updating the blog is easy and I think a low acceptance rate is a good thing, but the larger issues of how do we promote ourselves outside of the division and what shared vision exists among our members left on the table.

Therefore, I offer the question to our members. Do we have a valid vision and do we do enough to promote this vision to non-CT&M members (or as I like to think of them, future-CT&M members)?

Remember, I believe that we do have a vision, but notice that I have purposefully not stated my perception of this vision in this article because I want to see how close it matches that of our members. Think of it as avoiding any pretest effects.

I invite discussion either directly to my e-mail (mfd@iastate.edu) or on the CT&M blog (<http://aejmcctm.blogspot.com/>). I thank **Jason Reineke** and **Myiah Hively** for conducting the 2008 Communication Theory and Methodology Division Membership Survey, which served not only to provide data on existing membership, but also brought this potentially important issue to light.

Editor's note: With several columnists calling for insight into the future of the division, carrying this conversation to the blog seems like the ideal suggestion. In a future issue of the newsletter, we will try to present some of the suggestions offered there.

MICHAEL DAHLSTROM
IOWA STATE UNIVERSITY
MEMBERSHIP/RECRUITMENT CHAIR

Minutes: Overview of August 2009 meeting

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- CT&M board elected to not reduce the amount of the Barrow scholarship after consulting with Dr. Barrow. Increased endowments following Dr. Barrow's death will reduce the cost of the award to the division. The endowment increased from \$38,000 to over \$50,000 in the past year, mostly from a \$10,000 gift from the Barrow estate. At 2% interest, the endowment will generate \$1000 per year. Commission on the status of Minorities and the Minorities Division both contribute to the yearly cost of the award.

Ideas proposed by members to increase financial stability were the following:

- organizing pre-conference workshops on CT&M related topics (it was noted that locking the rooms would be an issue)

- re-negotiating the contract with the journal

- raising CT&M dues as soon as possible

- not participating in the mid-winter conference (it costs the division \$250 to participate in the mid-winter conference).

b) Council of Divisions report (Doug Hindman);

- Current Council of Divisions leadership will continue another year – Kim Bissell and Evonne Whitmore will serve as Vice Chair and Chair. Nominations for apprentice leadership positions will be solicited from among current council of division members, including outgoing division heads.

- Dues for AEJMC were raised \$5

c) Newsletter report (Mike Schmierbach)

- Mike noted that CT&M published three newsletters in 08-09, all on time. All were generally well-received, with particular attention and praise for the coverage of Dr. Barrows.

- CT&M continues to look for ways to involve the membership in the newsletter and provide a greater diversity of content: one possible idea is to create a feature that tracks when and where CTM-presented papers are published. Suggestions and volunteers are welcome.

d) Membership (Ed Horowitz)

Ed was absent; no report was given on membership.

e) Teaching Standards (Xiaoli Nan)

- A teaching column entitled "Panelists ponder how to effectively teach theory" was published in the fall 2008 newsletter. Co-authored by Nan and Haigh, the column recapped one of the CT&M teaching panels ("Teaching Theory in Skills Classes") held at the 2008 AEJMC conference.

- Another teaching column entitled "Working with clients can improve courses" was published in the summer 2009 newsletter. The column also introduced a teaching panel, jointly sponsored by CT&M and the science communication interest group, that will be devoted to the discussion of the pros and cons of specific methods involved in teaching and managing courses with client (to be held on Saturday (08/08) 11:45-1:15).

f) PF&R (Jason Reineke)

Jason covered what PF&R is/does, including definitions from the AEJMC Constitution and Code of Ethics. He then discussed our PF&R panels: one out of convention at MAPOR (The 2008 Presidential Election Panel -- meeting our public service goals by applying advanced methods to the analysis of this historic election), and one in-convention mini-plenary (Brain and Media: The Ethical Imperative for Embracing Neuroscience in Journalism and Communication -- meeting ethical goals), co-sponsored with visual communication and media ethics. For the mini-plenary, Jason requested and received \$900 (the maximum possible) convention speaker's funding from the association in order to bring in Dr. George E. Marcus from Paris. It was noted that both of our panels had speakers from Harvard University, which is a good name to be associated with (if nothing else). Jason also mentioned that he wrote a PF&R related article for each of the year's newsletters.

g) Research/Papers

i) Michel Haigh – Midwinter Meeting

Michel noted that we need to consider our participation in midwinter based on the following problems:

- One fourth of our participants that had been accepted backed out and did not come to Norman to present.

- Of those that did show up, sev-

eral did not provide copies of the papers.

- Michel was discussant for two of our three sessions.

- In sum, this conference is good for grad students, but in order for it to really be beneficial, they need to change the acceptance policy to submitting a paper. It is a lot of time on the part of CT&M, and the grad students don't really take advantage of it because they don't turn the papers in for discussion and back out of coming.

Based on the above, it was decided that CT&M would not participate in the next winter meeting.

ii) Hernando Rojas – Annual Conference

- We had 121 submissions for the 2009 research competition and we accepted 58 papers.

- Acceptance rate for faculty lead papers was 51.6 % and for student or student lead papers 44.1%.

- We had 72 CT&M members serving as judges, which ensured that all papers were reviewed by 3 judges but it also meant 6 papers to review per judge.

- Overall the competition was very successful and the review process went smoothly with AllAcademic this year.

h) Program (Dominique Brossard)

The research program this year includes:

- 26 posters organized around 5 topics, in a poster session co-sponsored with CTEC and International division

- 1 scholar to scholar poster section with 6 papers (AEJMC poster session),

- 5 research sessions (4 papers per session), one co-sponsored with the Science Comm Interest Group

- One high density session (8 papers)

i) Communication Methods and Measures (Andrew Hayes)

- The journal is still under review at ISI.

- The journal has currently 64 pages, soon to be 96 pages an issue

- The board endorsed Andrew Hayes potential appointment as Editor of the journal

- Some members are still not getting the journal issues; membership

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Minutes: Report lists award winners, bylaws debate

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needs to follow up

- 3) Awards
 - a) Paper awards (Dominique Brossard)

Awards were distributed to all faculty and student paper winners. All winners got a certificate. The first authors of the winning student papers got complimentary registration from AEJMC, and a check from CT&M:

- Myiah Hively, the Ohio State University - \$250
- Emily Vraga, University of Wisconsin-Madison - \$150
- Maria Leonora Comello, the Ohio State University - \$100

- b) Barrow Minority Doctoral Student Scholarship (Yvonne Chen)

Emily Elizabeth Acosta (UW-Madison), was this year's recipient. She got a check for \$1400 and a free one-year membership in AEJMC and CT&M. Emily Vraga represented E. Acosta who was not present.

- c) Doug Hindman got a certificate

from CT&M in recognition for his service to the Division as Head for 2008-2009

- 4) Elections (Doug Hindman)
As per the new leadership structure, CT&M Board for 2009-2010 will be the following:

- Head: Dominique Brossard
- Vice-head: Hernando Rojas
- Research Chair: Michel Haigh
- Executive Committee (Open Nominations – 2 open seats):
Rosanne Scholl (Louisiana State) and Michael Dahlstrom (Iowa State) were nominated. Both were elected to the Executive Committee of CT&M board
Jason Reineke and Michel Haigh remain on the executive for a second year.

- 5) Old Business – Division Bylaws
Bylaws were distributed via summer newsletter July 3, 2009. A paper copy is distributed during the meeting. It is noted that as currently specified in the bylaws, student members are not allowed to vote since it is specified that "each regular member of the Division is entitled to one vote" (Article III, section 4). The discussion focuses on these points: having students vote may pose the following problems:

- Student vote favors large schools
- Students can vote when they become faculty
- It is unclear what constitute a student (i.e. they may be in between status)
- If students are volunteering for the organization, should they be allowed to vote

An amendment is proposed and passed (with 2 abstentions and 3 no): the term "each regular member of the division" on article III section 4 of the bylaws is replaced by "each regular member of the Division"

The bylaws are approved (1 abstention)

- 6) New Business
 - It is noted that CT&M needs a webmaster to work on CT&M image on the web: the board will follow up
 - The in site conference registration form needs a box for CT&M membership: the new membership chair will follow up
 - The high density sessions need to accommodate larger discussion groups per theme
 - There are still problems with the list serv; some members are not getting the e-mails
- 7) Adjournment at 8:30 p.m.

Membership approves final text for CT&M bylaws

What follows is the text of the division bylaws, as approved by the membership at the CT&M business meeting in Boston.

Adopted on August 7th 2009

Article I: Name

Section 1: The name of the organization shall be the Communication Theory and Methodology Division (hereinafter referred to as "the CT&M division") of the Association for Education in Journalism and Mass Communication (hereinafter referred to as AEJMC).

Article II: Object

Section 1: The object of the CT&M division shall be to advance the study of communication through theory-based, methodologically-sound research.

Article III: Membership and Dues

Section 1: Membership in the CT&M division shall be open to all interested members of AEJMC.

Section 2: Dues are \$26.00 and \$16.00 per calendar year for regular and student members, respectively.

Section 3: The officers shall have the right to appraise the need for operating funds, from time to time, and, upon ratification of such proposal by a simple majority of the membership voting at any annual meeting, to raise or lower annual dues as a requirement for membership in the Division.

Section 4: Each due paying member of the Division shall be entitled to one vote

in elections, and to one vote on all issues or proposals presented at an annual or special meeting or special meeting of the Division.

Article IV: Officers and Committees

Section 1: The officers of the CT&M division shall be head; vice-head/program chair; research/paper chair; professional freedom and responsibility (PF&R) chair; teaching standards chair; Barrow minority doctoral scholarship chair; membership/recruitment chair; journal liaison chair; newsletter editor; and outgoing head.

Section 2: The vice-head/program chair shall succeed the head and the paper/research chair shall succeed the vice-head/program chair at the close of the CT&M

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Complete text of division bylaws

Continued from page 4

division's annual business meeting. Beginning in 2010, a new research/paper chair will be elected by ballot at the annual business meeting of the CT&M division and assume the office at the close of the CT&M division's annual business meeting. Beginning in 2010, the research/paper chair will be elected from among those two individuals who have completed their second years of service as elected members of the executive committee. Each year, two members of the executive committee will be elected by ballot to two year terms at the annual members' meeting. Elected members of the executive committee will serve their first two years as major officers of the division other than head, vice-head/program chair, or research/paper chair.

Section 3. The executive committee comprises the head; vice head/program chair; research/paper chair, four elected members of the board; and outgoing head (ex-officio, non-voting).

Section 4. Duties of major officers are as follows.

Division Head: Serves as the division's leader and administrator. Tasks include: presiding over the annual meeting, attending the mid-winter meeting (with the vice head/program chair) of AEJMC to participate in the convention program planning session, writing official divisional reports, serving as chair of the executive committee and serving on the AEJMC Council of Divisions.

Vice Head/Program Chair: Responsible for generating and coordinating the division's conference programming. Tasks include attending the midwinter planning meeting (with division Head) and serving as the primary program planner, notifying chairs of teaching standards, research/paper and professional freedom & responsibility of panels selected, requesting funds from AEJMC for speaker travel, making the final decision on paper acceptance or rejection for the annual conference, notifying authors of the acceptance or non-acceptance of their papers, scheduling highest rated papers into panel sessions, obtaining discussants and moderators for

sessions, preparing copy for the convention program, ordering certificates and checks for award-winning papers, taking notes and writing the official minutes at the annual members' meeting, and assisting the division Head and research chair as otherwise required.

Research/Paper Chair: Coordinates activities associated with soliciting and judging research papers. Tasks include: issuing the call for papers, communicating with submitters, recruiting judges, submitting the judging form to AEJMC, coordinating the blind review of papers immediately after the April 1 deadline, submitting the final scores and ranking of each paper to the vice-head/program chair.

Professional Freedom and Responsibility (PF&R) Chair: Promotes awareness among AEJMC members of professional freedom and responsibility issues in communication theory & methodology through convention and out-of-convention activities. Conference activities include proposing and organizing PF&R panel sessions. Out-of-convention activities have included co-sponsoring sessions on communication theory & methodology issues related to PF&R at other organizational conventions and writing newsletter articles on communication theory & methodology issues related to PF&R.

Teaching Standards Chair: Promotes research and the development of pedagogy to advance the teaching of communication theory & methodology. This includes proposing and organizing both in-convention and out-of-convention sessions on teaching methods and standards; coordinating the syllabi exchange, teaching tips, and other exchanges; and promoting awareness of teaching trends in communication theory & methodology through newsletter articles.

Outgoing Head: Serves as an ex-officio, non-voting member of the executive committee for one year from the end of his/her term as the division's Head.

Barrow minority doctoral scholarship chair: Coordinates the distribution of announcements and publicity promoting the

scholarship, collects applications, coordinates the review and ranking of applications by a selection committee, communicates with the applicants regarding the status of their applications, coordinates with the vice-head/program chair the issuance of the certificate and check for the winner, announces the winner at the annual members' meeting.

Membership/recruitment chair: Represents the division at the new members' breakfast at the annual convention, makes sure that the listserv is up-to-date, coordinates publicity promoting membership in the division, coordinates outreach to current members, seeks to increase regular and student membership in the division, writes newsletter articles relevant to the benefits of membership and the recruitment of new members.

Newsletter editor: Solicits articles from officers and others for three newsletters each year; distributes completed newsletters to the members and other division heads via the listserv, division Web site, and e-mail attachments.

Journal liaison is a current member of the editorial board of *Communication Methods & Measures* who also represents the division. Tasks include: represents the division at the journal's editorial board meetings, meets with the head and journal representative at the annual convention, stands with the journal representative for the annual report of the journal at the members' meeting, writes newsletter articles promoting the journal to the members.

Web site coordinator/Blogmaster: maintains the online presence of the division, including current and archived copies of the newsletter, bylaws, minutes of members' meetings, annual reports, and other content submitted by officers and members.

Section 5: The head shall appoint all officers, excluding outgoing head, vice-head/program chair, research/paper chair.

Section 6: The head may appoint special or ad hoc committees and officers as she or
Continued on page 9

Scholars should consider scope of field

A new Code of Ethics approved by the AEJMC membership at the 2008 meeting states that Professional Freedom & Responsibility “encompasses research, teaching, and service.” Our division is well-known for its emphasis on research and thus it appears appropriate to focus this PF&R commentary on research. In fact, in the fall 2005 issue of CT&M Concepts, **Andrew Hayes** noted that “it is sensible to construe discussion, debate, and commentary about our obligations to the research community and enterprise we call the field of communication as within the domain of PF&R.” In his PF&R column, Andrew raised the important question of what qualifications are necessary for a scholar to be considered a member of the field of communication. In line with his inquiry, I ask in this commentary what differentiates the field of communication from other disciplines, particularly the field of social psychology. I draw some answers from an article recently published in the *Journal of Communication* (Hornsey, Gallios, & Duck, 2008).

The article discusses the disciplinary differences between communication and social psychology on content, theory, philosophy, and approach. I find some viewpoints presented in this article thought-provoking. The authors noted that the disciplinary differences may appear superficial to outsiders but profound to insiders. This may be true. One difference, according to the authors, is that social psychology places a premium on theoretical advance and while communication is also theory-driven, it is less stringent on this feature and tends to embrace descriptive research as well.

Another easily spotted difference between the two fields resides in methodology. Social psychology research is overwhelmingly quantitative, employing primarily experiments. To social psy-

chologists, internal validity is of utmost importance. Communication research, on the other hand, is more multi-methodological, using diversified methods including experiments, surveys, and focus groups. Compared to social psychologists, communication researchers are more concerned about ecological validity and the quality of the sample.

The authors also noted the difference in the impact that the two fields have on each other. They conclude that social psychology has much stronger influence on communication than communication has on social psychology. Communication journals often cite social psychology research, while it is uncommon to see communication research cited in social psychology journals. The authors also observed that “some of the top scholars in communication have received all their professional education in social psychology, but few scholars from communication have such status in social psychology.”

These differences raised by this article are foods for thought. Do they reflect the true differences between the two fields? If so, what are the implications of these differences for communication scholars like us? What can we do to increase our field’s impact on other disciplines? I hope we will have an opportunity to address these questions in a PF&R panel at the next AEJMC meeting. Meanwhile, if you have any thoughts on the very issue of the differences between the field of communication and other disciplines or on the identity of our field in general, e-mail me at nan@umd.edu. I will incorporate your thoughts in future PF&R commentaries. Let’s have a dialogue.

Reference: Hornsey, M. J., Gallois, C., & Duck, J. M. (2008). The Intersection of Communication and Social Psychology: Points of Contact and Points of Difference. *Journal of Communication*, 58, 749-766.

XIAOLI NAN
UNIVERSITY OF MARYLAND
PROFESSIONAL FREEDOM &
RESPONSIBILITY CHAIR

Complete text of division bylaws

Continued from page 8

he deems necessary.

Article V: Meetings

Section 1: The CT&M division’s annual business meeting shall take place during the annual convention of AEJMC. Special meetings may be called by the head as necessary.

Section 2: A quorum of the annual business meeting shall consist of the CT&M division members present.

Article VI: Amendments

Section 1: The Bylaws may be amended by a

majority vote of the members present and voting at the annual business meeting.

Section 2: Proposed amendments should be distributed to the CT&M division membership by either by mail or electronically at least two weeks prior to the meeting at which they are to be voted on.

Article VII: Promulgation

Section 1: The By-laws shall become effective upon adoption by a majority affirmative vote of those members present and voting at the annual business meeting.

2009-2010 CT&M OFFICERS

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CT&M CONCEPTS,
the newsletter of the
Communication Theory
& Methodology division
of the Association
for Education in
Journalism and Mass
Communication, is
published three times per
school year. Please submit
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**What is Communication
Theory & Methodology?**

The Communication Theory & Methodology (CT&M) division of the Association for Education in Journalism and Mass Communication (AEJMC) was created in the mid-1960s. The goal of CT&M was and still is to advance the study of communication through theory-based, methodologically-sound research.

CT&M has traditionally been a leader at encouraging research by graduate students. It was the first division of AEJMC to have a **student paper competition**, and every year it awards complimentary AEJMC registration and a \$250 to the Top Student Paper, \$150 to the second place student paper and \$100 to third place student paper.

The CT&M **Minority Student Scholarship** - currently \$1,400 - acknowledges and honors outstanding minority students. It is awarded annually to a deserving student enrolled in a journalism & mass communication Ph.D. program.

If you are interested in the theory and methodology of communication research in any substantive AEJMC area, CT&M should be the first division of AEJMC that you join.

For more information:

Visit the CT&M Web site at
<http://aejmcctm.blogspot.com>

or contact Michael Dahlstrom: mfd@iastate.edu

