

The Official Newsletter of the Communication Theory & Methodology Division of AEJMC

Communication Theory & Methodology – The Journal?

By Dietram A. Scheufele, 2004-05 Division Head, University of Wisconsin, Madison

At ICA in New York City back in May, Andrew Hayes from Ohio State, Linda Bathgate from Lawrence Erlbaum and I had a conversation about our field and the strange absence of a journal exclusively devoted to methodological issues specific to our field. As many of you know, Erlbaum just published Andrew's new book, "Statistical methods for communication science: Theory and methods" which fills an obvious vacuum by being one of the few text books that takes an explicitly communication-centered approach to teaching statistics and methods. Realizing that a similar void exists for academic journals in our field, Linda Bathgate is exploring the idea of Lawrence Erlbaum starting a journal devoted to methodological issues specific to communication, and I invited her to our business meeting in San Antonio to give a short presentation about her ideas and to start a dialogue with all CT&M members about the potential of such a journal being affiliated with CT&M

At ICA, Andrew, Linda, and I talked about what a journal devoted to communication methodology would look like, what its target audience would be, and what kinds of articles should be in the journal. At our business meetings over the years, CT&M members have discussed many of these questions. As you may remember, we talked in the past about creating a new, divisional journal exclusively devoted to communication theory and methods and probably naming it "Communication Theory & Methodology." We also discussed the possibility of teaming up with an existing non-associational journal to create an outlet that would be more clearly devoted to issues related to theory and methodology.

The potential offer from Lawrence Erlbaum to house this journal adds a new dimension to this discussion. In fact, it will probably put a very concrete proposal on the table. The idea is to create a new journal under the auspices of or at least affiliated with CT&M.

And, of course, there are a number of issues to keep in mind. Erlbaum will most likely be concerned about a stable subscriber base. One way of guaranteeing this would be to attach a subscription to each CT&M membership. This would obviously significantly raise membership fees for full members. Would this increase include student members? Probably not since many of us believe that low student membership rates are critical for CT&M to continue to be one of the most student-friendly divisions in AEJMC. But that would also mean that students would not have a subscription for this journal. Of course, many of these considerations are premature, but we should start thinking about all aspects of a potential proposal (continued on next page)

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Lara Zwarun, University of Texas, Arlington

Friday, Aug. 12

- 8:15 – 9:45 a.m. Paper session: “Examining the Media’s and Public’s Agendas”
- 1:30 – 3 p.m. Paper session: “Media, Political Talk and Knowledge”
- 3:15 – 4:45 p.m. Paper session: “Health & Media”
- 5 – 6:30 p.m. Paper session: “Best of CT&M”
- 6:45 - 8:15 p.m. Member meeting.

Saturday, Aug. 13

- 8:15 -9:45 a.m. Research panel with Mass Media Ethics Division: “Requiring Student Participation in Research Pools: Muddying the Waters.”
- 10 - 11:30 a.m. PF&R panel with Mass Media Ethics Division: “Your 15 Minutes of Fame: The Academic's Role as Public Scholar and Media Literacy Coach.”
- 11:45 a.m. – 1:15 p.m. Teaching panel with Law Division: “Integrating Social Science in the Communication Law Classroom.”
- 1:30 – 3 p.m. PF&R panel with Commission on the Status of Women: “CPR for Feminist Scholarship.”

Special Issue of
Journal of Communication
On

Framing, Agenda Setting, & Priming: Agendas for Theory and Research

Guest Editors:

David Tewksbury (University of Illinois at Urbana-Champaign)
Dietram A. Scheufele (University of Wisconsin, Madison)

This special issue is devoted to theoretical explanations of news framing, agenda setting, and priming effects. Papers for this issue should explore connections between framing-based models and agenda-setting or priming-based research. We welcome contributions that deal with only one of the three theoretical models--framing, agenda setting, or priming--as long as the article furthers our conceptual or methodological understanding of the theory in relation to the other models. We welcome both theory-development pieces and research using quantitative or qualitative approaches.

All articles, however, should make a unique contribution to understanding the processes underlying framing, priming, and/or agenda setting and the differences between them. We are especially looking for papers that do not merely provide descriptive analyses of media frames or media agendas. In addition, all papers should establish relevant links to future theorizing or measurement as well as relevant normative questions.

Our goal is to provide readers with a set of articles that illuminate the conceptual linkages and differences between agenda setting, priming, and framing and further our understanding of theorizing and research in this area.

All papers should follow the general guidelines for submission to *Journal of Communication*, including page limits. Four hard copies and an electronic copy should be sent to

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All papers must be received by January 31, 2006. If you have questions about appropriateness of the topic or any other aspect of your submission, please contact one of the guest editors:

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=San Antonio =

Population: 1,144,646

Average July Temperature: 95 degrees

Major Industries: Tourism, Military, Agriculture, Manufacturing

The famed River Walk is a manmade canal originally designed to become an underground storm drain.

150 miles from the Mexican border. Dallas lies 277 miles to the north, Houston 199 miles to the east, and El Paso, on the New Mexico state line, 558 miles to the west.

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