

# MC & S News

The Newsletter of the Mass Communication & Society Division

Vol. 34, No. 3

## Taking stock of progress on division goals

*Convention services, paper judges, by-laws see improvements*

**Dan Panici**

Division Head  
University of Southern Maine

As you may recall for the fall newsletter, the MC&S Executive Committee set forth three goals for the division. I would like to use this space to let you know how we have done in terms of reaching our goals.

**Goal #1:** *To continue to expand the "value added" services at the convention in D.C.*

This year, we will be programming more research paper sessions than any other division. Among the general research panels, we have a panel on the special call for paper topic "Marginalized Groups in Society" and a Scholar-to-Scholar session. We also have planned several teaching panels and the PF&R committee has organized a trip to and discussion with the folks at Voice of America. Further, the Teaching Standards Committee has continued with the pre-convention workshop "Promising Professors" and we will be having an awards

luncheon to honor the recipients of the various awards that the division recognizes. I urge you all to attend these sessions.

**Goal #2:** *To recruit more paper judges for our research session submissions.*

Perhaps it was the raffle for a monetary gift or the pleading and egging put forth in this column but division members have stepped up to the plate. The Research Committee reports that all judges returned their evaluations on time, and due to the number of judges participating this year, many were asked to read only three paper submissions (down from a high of five a few years ago). Thanks to all who served as judges this year. My hope is that this becomes a trend for the division, not just an anomaly.

**Goal #3:** *To examine the division by-laws.*

The division by-laws (adopted in 1967 and last revised in 1982) have been examined, and several

changes have been proposed by the Executive Committee. In essence the changes reflect the current realities for the division. For instance, as much as we would all like to pay only \$5.00 for division dues (as stated in the bylaws), the current dues are \$24.00 for regular members and \$14.00 for students. Further, the division publication is the *Mass Communication and Society* journal (we no longer publish *Mass Comm Review*). The proposed changes will need to be voted on by the division at the annual business meeting in D.C. To save the division close to \$300 in mailing charges, I have instructed Tom Gould to post the changes on the division Web site ([www.aejmc-mcs.org](http://www.aejmc-mcs.org)). Please be aware that this note serves as a 30-day notice for the vote.

In sum, I believe that we have accomplished the goals that we set forth in the fall. I would like to thank all of the members on the Executive Committee — Paul, John, Dane, Janet, Jennifer, Donica, Lois, Kathy, Stacey, Tom and George — for making this a productive year for MC&S.

### Featured article

## 'Public intellectualism' as response to unreflective instrumentalism

**Dane Claussen**

Research Chair  
Southwest Missouri State

The same day that I finished nearly all of my work for the year

as Research Chair & Paper Competition Chair for this division, I read this item in the latest alumni newsletter of the University of Georgia journalism

school, where I earned my Ph.D.: "[Dr. William E.] Lee's views on the regulation of cable modem service were recently discussed in PUBLIC, PAGE 2

### IN THIS ISSUE

• **Convention guide** . . . . . 3  
Keep these four pages handy to follow all MC&S activities throughout the 84th convention. Panels, meetings, workshops, a site visit to VOA and all the research papers are included.

**Don't forget these early-bird deadlines:**  
Convention: July 9 ([www.aejmc.org](http://www.aejmc.org))  
Grand Hyatt Washington hotel: July 2  
(800-233-1234 or 202-637-4900)





*How many of these eight 'public intellectual' activities have you engaged in recently?*

## Public intellectuals, continued from page 1

*Multichannel News, Congressional Quarterly, Video Age Daily, Communications Daily, Cable Regulation Monitor and CableFax.* In addition, interviews with Lee were carried on InternetNewsRadio.com and WPTT, a Pittsburgh, Penn. [sic], news/talk radio station."

I have just coordinated the judging of some 94 papers in our division, most of which could or do have some sort of public policy implication—whether directly or indirectly, short-term or long-term. So naturally, at least for me, I have wondered again how many of our MC&S members, like The University of Georgia's Bill Lee, are striving to disseminate their important research findings (many of which will be presented at this year's AEJMC convention) and professional opinions through: 1) professional, industry and other nonacademic conferences; 2) more than occasional interviews with the mass media; 3) publishing (or teaching, or even refereeing) in academia outside the field of journalism and mass communication (Lee essentially publishes exclusively in law reviews); 4) publishing in non-scholarly publications, if not general audience, mass circulation, newspapers and magazines; 5) expert consultant/witness work; 6) other consulting; 7) testifying in front of legislative bodies (or even sitting in elected or appointed public office); and/or 8) writing letters on mass communications topics (or any topics, for that matter) to politicians and business executives. In short, how many of us are making much of an effort to be "public intellectuals"?

As I ask this, I must qualify the question in two ways. First, I do not believe that all professors—or even a majority of us—can and should be "public intellectuals." And second, becoming involved in public policy, corporate, legal, etc., affairs outside of academia is fraught with ethical

and professional risks—not the least of which is slipping into what Daniel Rigney described as "unreflective instrumentalism" in his theorization of Richard Hofstadter's *Anti-intellectualism in American Life* (Knopf, 1963). By that he means beliefs and behavior indicating that knowledge is worthless unless it immediately and directly leads to material gain, such as profits or higher wages. (In other words, I support that research which does not have practical applications, as much and sometimes more, than that research that does.) But I feel completely comfortable suggesting that research that does have practical implications be distributed to those who can make a difference with it, and I

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### The greatest threat to intellectuals as a class is their 'professionalism.'

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came to the conclusion several years ago that we cannot necessarily rely on Congressional staffers or judges' clerks or corporate strategists to find it on their own.

Edward Said, in his lectures collected in the book, *Representations of the Intellectual* (Vintage, 1994), defines intellectuals as being either of a traditional/ideal type or a modern type in business, law, science, education and/or mass media primarily by virtue of advanced education, and argues in the face of widespread anti-intellectualism (particularly in the U.S. and U.K.) that, "There has been no major revolution in modern history without intellectuals; conversely there has been no major counter-revolutionary movement without intellectuals." Said also endorses Antonio Gramsci's vision of an intellectual class that includes

journalists, professors and many others—certainly journalism professors (granted that our species was new when Gramsci wrote):

"Gramsci's social analysis of the intellectual as a person who fulfills a particular set of functions in the society is much closer to the reality than anything Benda gives us, particularly in the late twentieth century when so many new professions—*broadcasters, academic professionals, computer analysts, sports and media lawyers, management consultants, policy experts, government advisers, authors of specialized market reports, and indeed the whole field of modern mass journalism itself*—have vindicated Gramsci's vision" (emphasis added).

Said, however, is more interested in yet appealing to the responsibilities and possibilities of universal or traditional intellectuals, which he believes are more necessary than ever. He is impatient with too many scholars writing about traditional/universal intellectuals and far too few actually acting as such: "In the outpouring of studies about intellectuals there has been far too much defining of the intellectual, and not enough stock taken of the image, the signature, the actual intervention and performance, all of which taken together constitute the very lifeblood of every real intellectual." Said is particularly harsh in referring to post-modern views of intellectuals (such as suggested by Lyotard) and sneers that "postmodern intellectuals now prize competence" alone, neither searching for truth nor advocating democracy. Said instead calls for (public) intellectuals who are:

"representing, embodying, articulating a message, a view, an attitude, philosophy or opinion to, as well as for, a public... raises[ing] embarrassing ques-

## The Mass Comm & Society Guide to D.C. 2001

Research papers, panels, meetings, awards, food, more in this handy insert

*You've been to the Capitol, the White House, how about a nice graveyard?*

Arlington County, Virginia, just across the Potomac from Washington, is more than just the current home of the Newseum. Its most visible tourist attraction is **Arlington National Cemetery**, 200 acres of rolling hills that is home to

more than 260,000 dead. Almost four million people visit the cemetery each year to learn about American history or to pay their respects to the nation's war dead.

The Tomb of the Unknowns and the graves of John F. Kennedy, Robert Kennedy and Jacqueline Kennedy Onassis are among the best known memorials, but the cemetery is also home to monuments to every American war and to the victims of the crash of Pan Am Flight 103 and the Challenger space shuttle disaster. Veterans from the Revolutionary War through the Persian Gulf War and Somalia are buried there, as well as former slaves who were housed at the "Freedmen's Village" compound on the grounds during the Civil War.

Of special interest to journal-

ists is the War Correspondents Memorial, a tree planted in 1986 in memory of those who have died covering warfare. A marble tablet at the foot of the tree reads, "One who finds a truth lights a torch." Among the media notables buried in the cemetery are Joseph Medill Patterson, scion of the Medill family of Chicago and founder of the *New York Daily News*; UPI White House correspondent Merriman Smith; Margariette Higgins, the only female reporter to cover the Korean War; Nancy Dickerson Whitehead, CBS's first female correspondent; and ABC anchorman Frank Reynolds.

The cemetery is open every day from 8 a.m. to 7 p.m. Take Metro's blue line to the Arlington Cemetery stop. ([www.arlington-cemetery.org](http://www.arlington-cemetery.org)).

— *Kathy Olson, ex-Arlington native*

### An Awards Picnic?

Let's not do lunch—let's have a picnic. Yes, in the convention hotel, and yes, in an hour between MC&S panels.

This year we're going to honor our research award winners with an "awards picnic," that is, a box lunch that will give us plenty of time for socializing (though probably not three-legged racing)—as well as paying tribute to great research minds.

So save Wednesday (Aug. 8) at noon for the MC&S "picnic" lunch, which will conclude promptly at 1 p.m.—just in time for our next panel discussion. Check the convention program book for the location.

There will be a modest fee for the lunch, and of course we'll need to know how many lunches to order. So if you're interested, please RSVP via email to Paul Voakes at [pvoakes@indiana.edu](mailto:pvoakes@indiana.edu).

### TOUR VOA!

**WHAT:** Tour Voice of America, one of the largest news-gathering organizations worldwide. Also speak with one of its news directors in a special post-tour session.  
**WHEN:** Tuesday, Aug. 7, 1-3 p.m.  
**WHERE:** Meet in the lobby of the Grand Hyatt Washington Hotel, site of the AEJMC conference, at 1 p.m. We'll take a short cab ride to the VOA headquarters near Capitol Hill, 330 Independence Avenue.

**WHO:** YOU! Tour group size is limited to 20, so please contact Lois Boynton, MC&S, to register. E-mail address: [lboynton@mind-spring.com](mailto:lboynton@mind-spring.com). *Reservations needed by July 20th.*

## Up-and-coming professor inspires

### Donica Mensing

Teaching Standards co-chair  
University of Nevada-Reno

This year's winner of the Promising Professors competition is not the type to gush about a love of teaching. In fact, she thinks it is difficult work that can be completely exhausting. Her efforts pay off, however, as she has won teaching awards and excellent teaching reviews in her three years of teaching at Florida Southern College.

Marie Hardin, who will be moving to the State University of West Georgia in the fall, placed first among a field of more than a dozen outstanding applicants. John Kaplin of the University of Florida won second place, and Tom Kelleher of the University of Hawaii at Manoa was third. The graduate student winners were Harlen Makemson of the University of North Carolina and George L. Daniels of the University of Georgia.

The five, along with invited distinguished educator Dianne Lynch of St. Michael's College,

will share teaching tips at a pre-convention teaching workshop in Washington. The free workshop, in its third year of sponsorship by MC&S and the Graduate Education Interest Group, is scheduled for 5:30 to 8 p.m., Saturday, Aug. 4.

Hardin is finishing her third year of teaching print journalism (news, feature writing and copy editing) and media issues and ethics. Judges who reviewed her entry in the Promising Professors competition noted her outstanding statement of teaching philosophy that was creatively implemented. Her philosophy was apparent in the clarity and thoroughness of her syllabi and assignments, according to the judges.

She has students in her reporting classes complete projects in cooperation with the local daily, *The Lakeland Ledger*.

"I absolutely love it when I present a challenge, the students rise to meet it, and we all feel an overwhelming sense of a job well done," Hardin said. "That really gets me going."

## MC&S Division refereed research panels

**Sunday, August 5**

8:15 a.m. to 9:45 a.m.

### Mass Communication in Southeast Asia, and America's Model

*Presiding/Moderating: Joseph P. Bernt, Ohio University*

**Setting the Stage for the Hutchins Commission: Pre-1947 Government Restrictions on Free Expression.** Jane S. McConnell, University of Oklahoma

**Do Newspapers Keep Autonomy in Times of National Crisis?: A Case Study of the IMF Crisis in Korea, 1997-1999.** Irkwon Jeong, Ohio State University

**A Two-Way Interaction Channel with Voters or A New Political Tool? The Role of Candidates' Campaigning Websites in Taiwan's 2000 Presidential Election.** Tai-Li Wang, Shih-Hsin University

**The Effects of Warning Labels on Cellular Phones in Korea.** Sung Wook Shim, University of Florida

*Discussant: Marilyn Greenwald, Ohio University*

11:30 a.m. to 1 p.m.

### Winners of the Leslie J. Moeller Award Competition for Graduate Student Papers

*Presiding/Moderating: Daniel A. Panici, University of Southern Maine*

**The Effects of Campaign Advertising on Candidate Evaluation, Candidate Preference, and the Likelihood of Voting: An Experimental Analysis.\*** Young Min, University of Texas at Austin

**Media Ownership and "Bias": A Case Study of News Magazine Coverage of the 2000 Presidential Campaign.\*\*** Craig Flournoy, Danielle Sarver and Nichole Smith, Louisiana State University

**Video Games and the Elusive Search for their Effects on Children: An Assessment of Twenty Years of Research.\*\*\*** James D. Ivory, University of Wyoming

**Redefining Homelessness: How Tucson**

**Recyclers Resist the Media's Stereotyping.\*\*\*\*** Deborah Kaplan, University of North Carolina at Chapel Hill

*Discussant: Carol J. Pardun, University of North Carolina at Chapel Hill*

\*First Place

\*\*Second Place

\*\*\*Third Place

\*\*\*\*Honorable Mention

**Monday, August 6**

8:15 a.m. to 9:45 a.m.

### Scholar-to-Scholar (co-sponsored with other divisions)

**Bridging the Gap Between Perception and Behavior: Psychological Distance in First-Person Perception.** John Chapin, Pennsylvania State University at Beaver

**From Wall Street to Main Street: An Analysis of Stock Market Recommendations on TV Business News Programs.** Bruce L. Plopper, University of Arkansas at Little Rock

**The Importance of Receiver Interpretation Variables in Media Effects Experiments.** W. James Potter, Florida State University, and Tami K. Tomasello, Florida State University

**In Search of the Zeitgeist: A Systematic Approach to Measuring Social Context.** Jill A. Edy, Middle Tennessee State University, and Regina G. Lawrence, Portland State University

**Media and Democracy: News Media's Political Alienation Effect in Both Election and Non-Election Settings.** Tien-tsung Lee, Washington State University

**Media Participation: A Legitimizing Mechanism of Mass Democracy.** Erik P. Bucy, Indiana University, and Kimberly S. Gregson, Indiana University

**Modern Gladiators: A Content Analysis of Televised Wrestling.** Hyung-Jin Woo, University of Georgia, and Yeora Kim, University of Georgia

**Newspapers & the Internet: A Comparative Assessment of News Credibility.** Gregg A. Payne, Quantum Communications; David M. Dozier, San Diego State University; and Afsheen J. Nomai, San Diego State University

**Sports Exposure, Identification, and Viewer**

**Aggression.** Steve J. Collins, University of Texas at Arlington.

**Web and Traditional Media Use in the 2000 Presidential Election.** Thomas P. Boyle, Susquehanna University.

*Discussants (for MC&S papers only): John Beatty, La Salle University; Lamar W. Bridges, Texas A&M University at Commerce; and Dane S. Claussen, Point Park College*

1 p.m. to 2:30 p.m.

**Inclusiveness & Exclusion: Marginalized Groups in Society I**

*Presiding/Moderating: Paul S. Voakes, Indiana University*

**Exploring the Digital Divide: Internet Connectedness and Age.\*** William E. Loges, University of Southern California, and Joo-Young Jung, University of Southern California

**Misrepresentations of the Race of Juvenile Criminals on Local Television News.** Travis L. Dixon, University of Michigan, and Christina Azocar, University of Michigan

**A Structural Analysis of the Mediated Civic Participation on Human Rights Issues: Comparing the Mainstream with the Alternative Newspapers in Korea.** Bum Soo Chon, State University of New York at Buffalo; Yun Sook Song, Korea Press Foundation; and Won Yong Jang, State University of New York at Buffalo

**The "Coolie" Barrister: Mahatma Gandhi as a Leader of Racially and Socially Marginalized Groups in South Africa (1888-1914).** Debashis "Deb" Aikat, University of North Carolina at Chapel Hill

*Discussant: Daniel A. Panici, University of Southern Maine*

\*Second Place Paper

4:30 p.m. to 6 p.m.

**Inclusiveness & Exclusion: Marginalized Groups in Society II**

*Presiding/Moderating: Dane S. Claussen, Point Park College*

**Perception vs. Reality: Comparing Actual Newspaper Coverage of Lesbian and Gay Issues with Readers' Impressions.** Sheila T. Murphy, University of Southern California, and Leroy Aarons, University of Southern California

**When No News is Not Good News, Ignorance is Not Bliss, and Your Mama May Not Have Told You: Female Adolescent Information Holding and Seeking about Sexually Transmitted Diseases.** Donna Rouner, Colorado State University, and Rebecca E. Lindsey, Colorado State University

**Violence vs. Sex: Differences in Rap Lyrics by Male and Female Artists.** Rhonda Gibson, University of North Carolina at Chapel Hill, and Joe Bob Hester, University of North Carolina at Chapel Hill

**Internet Technology Empowers Marginalized Labor Movements in South Korea: A Case Study.** Tae-hyun Kim, Washington State University

*Discussant: Paul S. Voakes, Indiana University*

8:00 p.m. to 9:30 p.m.

**Theories of "Learning" from and Using Today's Complex Media Forms**

*Presiding/Moderating: Kathy Brittain McKee, Berry College*

**Assessing Causality: A Panel Study of Motivations, Information Processing and Learning During Campaign 2000.\*** William P. Eveland Jr., Ohio State University; Dhavan V. Shah, University of Wisconsin-Madison; and Nojin Kwak, University of Michigan

**Can Using Qualifiers Initiate Active Processing of Exemplars?** Stephen D. Perry, Illinois State University; John Beesley, Illinois State University; Dave Jorgensen, Illinois State University; Dave Novak, Illinois State University; and Kari Catuara, Illinois State University

**A Web for All Reasons: Uses and Gratifications of Internet Resources for Political Information.** Barbara K. Kaye, University of Tennessee at Knoxville, and Thomas J. Johnson, Southern Illinois University

**Ugly for Life: Exposure to Sports Coverage of the Olympic Games, Sports Participation and Body Image Distortion in Women 18-75.** Kimberly L. Bissell, University of Alabama

*Discussant: Dennis Lowry, Southern Illinois University*

\*First Place Paper

**Monday, August 6 (cont.)**

9:45 p.m. to 11:15 p.m.

**Analyzing Changes and their Effects in the U.S. Newspaper Industry**

*Presiding/Moderating: Lisa Lyon, Kennesaw State University*

**Mobilizing Information in Newspaper Editorial Pages: An Endangered Species?** Gary Gray, University of Georgia, and William F. Griswold, University of Georgia

**Word People vs. Picture People: Normative Differences and Strategies for Control Over Work Among Newsroom Subgroups.** Wilson Lowrey, Mississippi State University

**Raising Another Voice: Framing the Civil Rights Movement Through Ads in The New York Times.** Susan Dente Ross, Washington State University

**Believability and Satisfaction: Media Credibility in a Midwestern Community.** Christopher E. Beaudoin, University of Missouri-Columbia; Esther Thorson, University of Missouri-Columbia; and George Kennedy, University of Missouri-Columbia

*Discussant: Janet A. Bridges, University of Louisiana at Lafayette*

**Wednesday, August 8**

8:30 a.m. to 10:00 a.m.

**Political News: Presidents, Elections and Voters**

*Presiding/Moderating: Lois Boynton, University of South Carolina*

**Learning from the News in Campaign 2000: An Experimental Comparison of TV News, Newspapers, and Online News.\*** William P. Eveland Jr., Ohio State University; Mihye Seo, Ohio State University; Krisztina Marton, Ohio State University

**"A Tale of Two Presidents": Media Effects and Divergent Trends in Mass Evaluations of Clinton.** Dhavan V. Shah, University of Wisconsin-Madison; David Domke, University of Washington; and David P. Fan, University of Minnesota

**Agenda Setting & Attitudes: An Exploration of Political Figures During the 1996 Presidential Election.** Spiro Kioussis, Iowa State University

**Better Informed, No Say: Internet News Use and Political Efficacy.** Young Mae Kim, University of Illinois at Urbana-Champaign

*Discussant: Kathy Brittain McKee, Berry College*

\*Third Place Paper

**Plus these provocative panels and meetings**

**Saturday, Aug. 4**

**5:30-8 p.m.: "Promising Professors"** Pre-convention workshop co-sponsored with Graduate Education Interest Group

**Sunday, Aug. 5**

**9:45-11:15 a.m.: Invited Panel: "Case Studies and Media Artifacts in the Classroom."** Co-sponsored with History Division

**Monday, Aug. 6**

**Noon-1 p.m.: MC&S Business Meeting** (with major snacks)

**2:45-4:15 p.m. Invited Panel: "Sports Entertainment: Examining Audiences, Content, Media Behavior and Participant Perspectives"** co-sponsored with Entertainment Studies Interest Group

**Tuesday, Aug. 7**

**7-8:15 a.m.: MC&S Executive Committee Meeting**  
**Noon-2:30 p.m.: Off-Site Activity:** Tour and discussion at Voice of America.

**2:45-4:15 p.m.: Invited Panel: "Keeping (or Losing) the Faith: The Role of Religion in the 2000 Political Campaign."** Co-sponsored with Religion and Media Interest Group

**Wednesday, Aug. 8**

**10:30-noon: Mini-Plenary Session: "Soaring or Crashing? How We're Coping in the Age of Digital Journalism Education."** Co-sponsored with Communication Technology & Policy, Graduate Education Interest Group, and Science Communication Interest Group

**noon-1 p.m. Awards Picnic** (location TBA)

**1-2:30 p.m. Invited Panel: "The First 100 (OK, 200) Days: Assessing Media Coverage of the New President."** Co-sponsored with Communication Technology & Policy

**2:45-4:15 p.m.: Invited Panel: "Teaching Information Literacy to Students who Think They Know it All."** Co-sponsored with Communication Technology & Policy



## Public intellectuals, continued from page 2

tions ... confront[ing] orthodoxy and dogma (rather than produce[ing] them), to be someone who cannot be easily co-opted by governments or corporations ... . Least of all should an intellectual be there to make his/her audiences feel good: the whole point is to be embarrassing, contrary, even unpleasant. ... [They are] of a quite peculiar, even abrasive style of life and social performance that is uniquely theirs."

Intellectuals must be on the "same side with the weak and unrepresented" (p. 22), Said adds—although he also supports asking "embarrassing questions" and confronting the orthodoxies of the "weak and underrepresented."

The "Western university, certainly in America, still can offer the intellectual a quasi-utopian space in which reflection and research can go on, albeit under new constraints and pressures," Said writes, and "To accuse all intellectuals of being sellouts just because they earn their living working in a university or for a newspaper is a coarse and finally meaningless charge." But he also agrees with Russell Jacoby, author of *The Last Intellectuals* (one of two 1987 books about anti-intellectualism in academia, the other being Allan Bloom's *Closing of the American Mind*) that in the United States, essentially no intellectuals remain outside the academy, and that many professors are not intellectuals. The greatest threat to intellectuals as a class is their "professionalism," by which Said means "thinking of your work as something you do for a living, between the hours of nine and five with one eye on the clock, and another cocked at what is considered to be proper, professional behavior."

Said sees four "pressures" that cause professionalism and "challenge the intellectual's ingenuity and will": specialization; "expertise and the cult of the certified expert"; the "inevitable drift towards power and authority in [professionalism's] adherents,

towards the requirements and prerogatives of power, and towards being directly employed by it; and the "system that rewards intellectual conformity, as well as willing participation in goals that have been set not by science but by the government." These pressures and others, Said claims, result in the "reprehensible" decision of academics to avoid "difficult and principled position[s]" because they do not want to appear too political or too controversial or unobjective—especially the scholar who is counting on obtaining a consulting income or an honorary degree or even a government appointment. "For an intellectual these habits of mind are corrupting par excellence," he writes.

The United Kingdom's Nicholas Garnham, writing in a 1995 issue of the journal *Media, Culture & Society*, called for an examination of intellectuals' role in mass media content (in the United States, I might cynically add, "if any")—a task that assumes that academics performing said study are or soon will be public intellectuals:

"[A] focus on intellectuals enables us to place the system of education in its proper place at the centre of media studies and to study ... the significance of the shifting relation between the education system and the media, understood as the modern systems of mass communication ... .

"The second advantage of approaching media studies from the vantage point of intellectuals is that it focuses on the agencies involved in the process of social communication and cultural reproduction and, at the same time, shifts that focus from the consumers, the overwhelmingly dominant concern of recent media and cultural studies, on to the producers, thus striking a more appropriate balance between the autonomy of the reader and authorial intention. It enables us to ask who, within the existing structure of the division of cultural labour, are the producers, what are they trying to achieve and

why do they think and act in the ways that they do. This then enables those of us who are not entirely happy with the status quo to at least ask whether successful intervention in production and circulation are possible, rather than relying on audience resistance alone as a possible force for change."

Garnham also argues that exclusion of intellectuals/public intellectuals from contributing to general circulation mass media (and, by implication, mass communication scholars not fulfilling their other opportunities and responsibilities) ultimately limits both the quality of media content and we scholars' research and teaching:

"This widespread defenestration of the intellectual—at least in her or his amateur mode, the professional intellectuals, of course, proliferated regardless—has four linked results within the media and cultural studies. First, it leaves no ground for critical judgement of media performance on the basis of either truth, beauty or right. Second, while it allows agency to audiences, for what is resistance but agency, it tends, since the notion of authorial intention and its effect is suspect, not to allow it to cultural producers and thus has no interest in studying intellectuals, who they are, what they think, how and why they act. Third, because of the above, it provides no ground for policy intervention in the processes and institutions of cultural production and tends increasingly to evacuate the field of established national representative democracy in favour of identity politics and communitarianism. Fourth, it leaves little if any room for a pedagogy, whether critical or not."

The National Communication Association already has begun discussions about its members' opportunities and responsibilities as potential public intellectuals. How about AEJMC? Might not a good place to start be in our division?

# MC&S DIVISION OFFICERS AND LEADERSHIP, 2000-2001

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