

SEE YOU AT THE BEACH?

**BY PAUL VOAKES
INDIANA UNIVERSITY**

The guest speakers have been confirmed, the research papers have been judged, the A/C has been cranked up. Let the convention begin.

The Mass Communication & Society Division has put together an intriguing array of panel discussions, research presentations and other events that we hope will enrich members' experience at the AEJMC convention in Miami Beach, Aug. 7-10. In addition to the six refereed-research sessions and the scholar-to-scholar research session, the division will be sponsoring or co-sponsoring two panels on professional freedom and responsibility, three teaching panels, a visit to the Miami Museum of Science, and two mini-plenary sessions on the aftermath of Sept. 11. Also, it will be worth the effort to arrive a day early, as the division's Promising Professors Workshop, featuring presentations on pedagogy by winners of this year's competition,

will take place from 5:30 to 7:30 p.m. Tuesday, Aug. 7.

But it can't be all work and no play. I'd like to alert you especially to the "second half" of this division's meeting on Thursday, Aug. 8 – the part of the meeting that's unlikely to appear in the official program. After we conduct the serious annual business of the division from 6:45 to 8:15 p.m., we'll adjourn to the Garden Lobby Bar downstairs at the Fontainebleau, for some liquid refreshment and camaraderie. The division will pay for the members' first round of beverages, and from there we'll let things take their natural course. Be advised, however: the bar closes at 2 a.m. Even if you can't make it to the business meeting, please join us anytime after 8:15 in the Garden Lobby.

While we're on the subject of loosening up, this year's keynote speaker will be syndicated humor columnist Dave Barry, who will begin his talk at 6:45 Wednesday, Aug. 7.

The theme of this year's conven-

tion is "Ways of Knowing: Inside and Outside the Classroom," and the plenary session to explore this theme will take place 10-11:30 a.m. on Thursday, Aug. 8. Panelists will discuss how cultural, gender, technological, psychological and physical experiences affect how people view the world, and what that means for our JMC faculties. We extend the theme with a panel of our own, co-sponsored with the Radio-Television Journalism Division, called "Ways of Teaching: Educating New Journalists," from 11:45 a.m. to 1:15 p.m. Thursday.

Our two other teaching panels will be "Increasing Critical Thinking, Conflict Analysis and Criticism in the JMC Curriculum" (co-sponsored with the Council of Affiliates), from 8:15 to 9:45 a.m. Wednesday, and "The Next Wave of Computer-Assisted Reporting: New Resources, New Techniques" (co-sponsored with the Law Division), from 1:30 to 3 p.m. Wednesday, Aug. 7.

...continued on page 5

MENTORING PROPOSED

**BY PAUL VOAKES
INDIANA UNIVERSITY**

As we start thinking about the Miami Beach convention and the contacts we'll be making down there, I'd like us to think about embarking on a small-scale, informal mentoring system.

This division has an extraordinary number of grad students, and networking in AEJMC is vitally important

...continued on page 3

IN THIS ISSUE

**PAGE 2...WHERE OH, WHERE
WILL THE CONVENTION BE?**

**PAGE 4...MC& S RESEARCH
PAPERS: WHAT, WHO, WHEN
AND WHERE.**

FUTURE AUGUSTS: WHERE WOULD YOU LIKE TO MEET?

**BY PAUL VOAKES
INDIANA UNIVERSITY**

Imagine, if you will, an AEJMC convention in which the oppressive climatic conditions are not a major topic of conversation.

Yes, relief is in sight, and this is your opportunity to help spell relief a little more specifically.

Last December at the Council of Divisions meeting in Dallas, an unexpectedly heated discussion erupted over the heat. After successive conventions in New Orleans, Phoenix and Washington, some division leaders were calling for relief. Fred

Williams, AEJMC's convention manager, has been remarkably responsive in inviting the divisional leadership to participate in the decision – which isn't as easy as it looks.

But the upshot is that Glen Bleske, this year's chair of the Council of Divisions, wants to hear from the divisions – that's us – as to where we'd like to convene.

The sites for the next three years are already committed: Kansas City in 2003, Toronto in 2004, and San Antonio in 2005. So our input is for the 2006 convention.

The council gave Fred a few basic criteria: one hotel if possible, a second hotel (if necessary) within two

blocks of the first, no "convention centers," plenty of non-work-related amenities nearby, and equal priority given to both low hotel rates and comfortable climate. And in keeping with a longer-range schedule to ensure geographic diversity in the convention, the 2006 meeting should be somewhere west of the Great Plains. After considerable research and negotiation with specific hotels,

“...an unexpectedly heated discussion erupted over the heat.”

Fred has returned with a short list:

* Los Angeles (estimated rates for '06: \$156 single, \$180 double).

* Portland (estimated rate for '06: \$167 single or double).

* San Francisco (estimated rates for '06: \$172 single, \$200 double).

* Salt Lake City (estimated rates for '06: singles/doubles range \$139-\$211).

Fred also submitted a second tier of candidates: Anaheim, Denver, Las Vegas, Reno and San Diego. The Reno hotel's rates would be lowest, and the highest rates would be in San

Diego and Denver. (In case you're wondering, there is simply no hotel available in Seattle in August '06 with the facilities we need).

So tell us what you think. We'll compile the results and pass them along to the council chair, who will represent the divisions in deciding on the site.

Email your first choice and second choice to Program Chair Kathy Brittain McKee, at kmckee@berry.edu, BEFORE July 1.

Thanks!

Your First Time?

Looking for a spot to jump in and get involved? Maybe just feeling a little bewildered after your first day at an AEJMC convention?

The Membership Committee is offering an orientation breakfast for first-time convention attendees, from

***7 to 8 a.m.
Thursday, Aug. 8.***

Representatives of the various divisions and interest groups will be on hand to explain their groups' particular focus and activities.

It's a great opportunity to meet other newcomers as well as the officers of the divisions and groups.

The free continental breakfast buffet will begin at 6:45 a.m.

MENTORING PROGRAM PROPOSED, FROM PAGE 1

when it comes time to (1) apply for gainful employment in the academy, and (2) line up certain ducks for tenure and promotion. More fundamentally, it's always helpful to receive a little guidance on teaching and research from someone who has useful experience to share—yet who is not your immediate supervisor or current professor, but simply a friendly acquaintance.

What's in it for the faculty member? I think most colleagues who have mentored or advised grad students would agree that our own teaching and research improves when we explain why we do what we do, and when we help others with a teaching or research problem. I don't think I've ever come away from a mentoring session without having thought hard about my own performance and philosophy regarding whatever it was we were discussing.

Many faculty members of our division are at small to mid-sized schools and therefore do not teach or advise grad students. Some have told me they actually miss the part of grad school that involved batting around (usually over a few beers) research

ideas and teaching ideas. This setup can offer a venue for a little (or unlimited) batting around of ideas – although the beer in most cases will have to be virtual.

What's in it for the grad student? All grad students in our division have faculty advisers in their own departments, and some may even see their advisers as mentors. This program would not presume to upstage those relationships. But many grad students have told me that they would appreciate a different point of view. Some may have developed a research or teaching interest in which their "home" faculty has limited interest or expertise.

What would it involve? The last thing any of us needs is an additional burden or obligation, especially one that promises no remuneration. The beauty of the mentoring relationship is that its subject matter and frequency are custom-tailored, and easy to negotiate. We could start with some quality time at the division's business/social meeting in Miami Beach, where the terms could be loosely agreed upon. A baseline requirement, I think, should be the commitment

that each partner, come hell, high water or final exams, will email the other at least once a month. Beyond that, it'll be up to you.

Here's how we'll get it organized. If you're interested, either as a grad student or as a faculty mentor, email me at pvoakes@indiana.edu before June 30, and I'll see if I can't do some preliminary matchmaking. In the email tell me your status (as a student or faculty member) and your main area(s) of interest. Grad students, if there's a faculty member (and MC&S member) whose work you've admired and with whom you'd like to establish contact, I'll approach him or her on your behalf. Before the convention I'll create a group email list and send out occasional suggestions or readings about mentoring activities that can be effective over long distances.

Even if you've already got a faculty adviser—or even if you're already advising grad students—I'd like you to consider joining this endeavor. One of the great strengths of AEJMC is the swapping of ideas, but it doesn't have to be in a formal, large-group setting.

Take a Break: Thursday Trip to the Miami Museum of Science

This year we're co-sponsoring, with the Science Communication Interest Group, a trip to The Miami Museum of Science, from 1:30 to 3:30 p.m. Thursday, Aug. 8.

This museum includes a number of exhibits — from dinosaurs to the science of football — plus a "birds of prey" center and planetarium. Information about the museum is available at <http://www.miamisci.org/>. Those interested in attending should send an e-mail to Lois A. Boynton (lboynton@email.unc.edu). We're limited to 15-20 people.

We'll meet in the lobby of the AEJMC conference hotel (look for the "Museum Tour" sign) and take taxis to the museum. Cost: \$10 museum fee, plus shared cab fare to museum.

REFEREED MC&S RESEARCH PAPERS AT THE AEJMC CONVENTION

Wednesday: Aug. 7; 11:45 a.m.

to 1:15 p.m. *Health Communication: Media & Messages*

Achieving the Men's Health

Look: College Males' Attitudes and Behaviors regarding the Lean and Toned Body Ideal*; Magdala Peixoto Labre, Florida, and Kim Walsh-Childers, Florida

The Influence of News Coverage on Gulf War Syndrome**; Robert L. Stevenson, North Carolina-Chapel Hill

A Content Analysis of Farm Safety Health Messages: Challenging Assumptions of Current Health Communication Theory on the Use of Fear and Empathy Appeals in the Mass Media; Rose G. Campbell, Butler

Alcohol Advertising Exposure and Perceptions: Links with Alcohol Expectancies and Drinking or Intention to Drink in Teens and Young Adults; Kenneth Fleming, Missouri-Columbia, Esther Thorson, Missouri-Columbia, and Charles Atkin, Michigan State

Framing Mental Illness: The Trial of Andrew Goldstein***; Elaine Sieff, North Carolina-Chapel Hill

Moderator: Janet A. Bridges, Louisiana at Lafayette

Discussant: Lowndes F. "Rick" Stephens, South Carolina

* Top Faculty Paper

**Second Place Faculty Paper

***Third Place Student Paper

Wednesday: Aug. 7; 5 to 6:30 p.m.

Effects of the 3rd-Person Effect

Third-Person and First-Person Perceptions of Smokers and Non-Smokers: Effects of Attitudes toward Smoking and Involvement in

Smoking on Perceived Influences of Anti-Smoking Public Service Announcements; Youjin Choi, Missouri-Columbia, and Mijong Chae, Florida

Motivating Turnout: Counter-Endorsement Third-Person Effects, Campaign Negativity, and Voting; Glenn Leshner, Missouri-Columbia, R. Lance Holbert, Missouri-Columbia, & Tae-Il Yoon, Missouri-Columbia

Third-Person Perception and School Violence; John Chapin, Penn State, and Grace Coleman, Crisis Center North

Preventive or Punitive: A Case Study on the Third-Person Effects and Support for Media Censorship; Stella Chih-Yun Chia, Wisconsin-Madison, Kerr-hsin Lu, Wisconsin-Madison, and Douglas M. McLeod, Wisconsin-Madison

Moderator: Marie Curkan-Flanagan, South Florida

Discussant: TBA

Thursday: Aug. 8; 8:15 a.m. to 9:45 a.m.

9-11: Lessons (to be) Learned by the Media

Communicating in the Aftermath of a Crisis: Lessons Learned from 9-11*; Terry Flynn, Syracuse

"American Taliban": A Framing Content Analysis of the U.S. Press Coverage of John Walker Lindh; Shao-Chun Cheng, Ohio

Effects of the September 11, 2001 Terrorist Attack on U. S. Press Coverage; Jensen Moore, Minnesota, Samantha Kemming, Minnesota, Betsy Neibergall, Minnesota, and David Fan, Minnesota

Political Elites, News Media, and

the Rhetoric of U.S. National Identity since September 11; John Hutcheson, Washington, David Domke, Washington, Andre Billeaudeau, Washington, and Philip Garland, Washington

Moderator: Kathy B. McKee, Berry

Discussant: Dennis T. Lowry, Southern Illinois-Carbondale

*Moeller Competition Winner

Thursday: Aug. 8; 5 to 6:30 p.m.

Re-Examining the Social: Capital, Influence, Responsibility and Attitudes

Peer and Social Influence on Opinion Expression: Combining the Theories of Planned Behavior and the Spiral of Silence; Kurt Neuwirth, Cincinnati, Edward Frederick, Southern Mississippi, and Joyce M. Wolburg, Marquette

Talking the Talk & Walking the Walk: The Mass Media and Social Capital in Towns and Cities; Christopher E. Beaudoin, Indiana-Bloomington, Esther Thorson, Missouri-Columbia, and Ken Fleming, Missouri-Columbia

Framing Social Responsibility: Media Coverage of Nike Sweatshops from 1996-1998; Ning Wang, Syracuse

Modeling the Development of International Knowledge and Attitudes; Christopher E. Beaudoin, Indiana-Bloomington

Moderator: Lamar W. Bridges, Texas A&M--Commerce

Discussant: Bryan Denham, Clemson

...continued on page 6

Our contributions for professional freedom and responsibility include the two Sept. 11-related mini-plenaries: "Representing Patriotism: Popular Culture's Response to Sept. 11," taking place from 3:15 to 4:45 p.m. Wednesday, Aug. 7, and "Terrorism's Attack on Freedom . . . of Speech and Information," from 1:30 – 3 p.m. Friday, Aug. 9. In addition, we're co-sponsoring (with the Civic Journalism Interest Group) the

panel "Civic Journalism: A Decade in Review," from 10 to 11:30 a.m. Wednesday, and (co-sponsored with the Public Relations Division) "Bridging the Gulf from Cuba to Afghanistan: U.S. Public Affairs and Media Coverage," on Friday, Aug. 9 from 5 – 6:30 p.m.

And if that's not enough to get you enlightening and inspired, there will be dozens and dozens of other panels and research presentations,

exhibits of the latest textbooks and other teaching resources, interview opportunities for those in the faculty-job market, other opportunities, formal and informal, to expand your network of scholarly colleagues.

Oh, and there's also a beach on-site

HYDE, CARROLL WIN PROMISING PROFESSORS

BY JENNIFER GREER

UNIVERSITY OF NEVADA AT RENO

The response to the Mass Communication & Society Division's annual Promising Professors competition, now in its fourth year, was overwhelming. We had nearly 25 entries from around the country.

The winners in the 2002 competition are:

Faculty competition winners: Jon Hyde, St. Michael's College, first place; Alyse Lancaster, University of Miami, second place; Jean Grow von Dorn, Marquette University, third place. **Graduate student winners:** Brian Carroll, University of North-Carolina, Chapel Hill; Victoria Ekstrand, University of North-Carolina-Chapel Hill.

The winners will give 15-minute interactive presentations at MC&S's pre-conference Promising Professors teaching workshop at the AEJMC annual convention this August in Miami, scheduled from 5:30 to 7:30 p.m., Tuesday, Aug. 6.

At the workshop, the winners will receive awards and checks, and will share teaching tips and examples of effective exercises that they've used with students. This is the first time an Honorable Mention has been awarded, going to Kathleen Wickham of the University of Mississippi. Ms. Wickham will prepare a four-minute speech.

Additionally, invited Distinguished Educator Wayne Wanta, a member of AEJMC's Teaching Standards Committee and a recipient of several research awards, will give a brief talk about balancing teaching with research.

There is no registration fee to attend this event. Dr. Jennifer Greer and Kimberly Voss will be moderators. Dr. Greer's email is jdgreer@unr.edu and Kimberly Voss's is wilmot-weidmank@uwstout.edu

Get a Job

AEJMC will offer its usual job-placement service during the convention. This is for anyone seeking a faculty position, or any institution seeking faculty applicants. Placement services will be available from 9 a.m. to 5 p.m. Wednesday, Thursday and Friday, and from 9 a.m. to 3 p.m. Saturday. The AEJMC staff matches institutions with applicants, and an interview (nearby or elsewhere in the hotel) is arranged.

To participate, you need to contact Felicia Greenlee-Brown at Felicia@aejmc.org, or (803) 798-0271, soon. Felicia will mail you an application form, which she'd like back by June 28.

AEJMC PAPERS

CONTINUED, FROM PAGE 4

Friday: Aug. 9; 11:45 to 1:15 p.m.;
Scholar to Scholar

The Enactment of Journalists' Role Conceptions; Tim Vos, Syracuse

Disruptive and Cooperative Interruptions in Prime Time

Television Fiction: The Role of Gender, Status and Topic***;

Xiaoquan Zhao, Pennsylvania, and Walter Gantz, Indiana

Looking for an Agenda: Meta Analytic Review of the Literature on

Political Advertising and Issue Learning; Soontae An, Kansas State,

and Hyun Seung Jin, Kansas State

Cancer Information on the Web: Gross Characteristics and

Readability; Craig W. Trumbo, Missouri-Columbia

Embryonic Stem Cell Research and Newspapers Nationwide: A

Community Structure Analysis; Daniella Gratale, New Jersey,

Christina Steer, New Jersey, and John C. Pollock, New Jersey, with Megan

Deacon, New Jersey, Katie Huber, New Jersey, and Bill Hults, New

Jersey

Media Coverage of Mexican Immigration into the United States: A

Community Structure Approach; Guinevere Lehman, New Jersey,

Daniella Gratale, New Jersey, Nicholas Stine, New Jersey, and

Patrick Snyder, New Jersey

The Credibility of Newspapers, Television News, and Online News;

Rasha A. Abdulla, Miami, Bruce Garrison, Miami, Mike Salwen,

Miami, Paul Driscoll, Miami, and Denise Casey, Miami

Evaluating the Credibility of Online Information: A Test of Source and Advertising Influence; Jennifer Greer, Nevada-Reno, Janet

Baughman, Nevada-Reno, Patricia Cunningham-Wong, Nevada-Reno,

Ethnie Groves, Nevada-Reno, Catherine McCarthy, Nevada-Reno,

Megan Myers, Nevada-Reno, and Cindy Petterson, Nevada-Reno

Less Influenced than Who, Exactly? The Role of Stereotyping in

Third-Person Perceptions of Effects of Media Violence; Erica Scharrer,

Syracuse

Bypassing the Middleman: The Impact of Web Use on the Public

Perception of Physicians; Wilson Lowrey, Mississippi State, and

William B. Anderson, Louisiana State

Privacy in a State of War: The Effect of the Events of September 11

on Media Privacy Framing; Richard Stevens, Texas-Austin

Discussants: Dixie Shipp Evatt, Syracuse University

Kristie A. Swain, Texas A&M-College Station

John Beatty, La Salle

Janet A. Bridges, Louisiana at Lafayette

***Third Place Faculty Paper

Saturday: Aug. 10; 8:15 to 9:45 a.m.

The Internet: Support, Dependency and Values

Soliciting and Expressing Social Support over the Internet: An

Investigation of On-line Eating Disorder Support Groups; Kristen

Campbell, Miami

Intensity and Goal Dimensions of Internet Dependency Relations: A

Media System Dependency Theory Perspective**;

Padmini Patwardhan, Southern Illinois-Carbondale, and Jin Yang, Southern Illinois-Carbondale

The Internet Comes to Radiotown: Media Use 40 years after Schramm; Jay Newell, Michigan State

An Ideological Race between Journalistic Values and Corporate Interests on the Information Superhighway: NBC News' Web

Coverage of a GE-Related Incident; Tien-tsung Lee, Washington State,

and Kuang-Kuo Chang, Michigan State

Moderator: John Beatty, La Salle

Discussant: Thomas McPhail, Missouri-St. Louis

** Second Place, Moeller Competition

Saturday: Aug. 10; 11:45 a.m. To 1:15 p.m.

Messages: Effects of Race, Body Image, Threat and Humor

Stimulus or Outcome: An Operant Conditioning Explanation of Threat

Messages' Effectiveness*; Yulian Li, Minnesota

"Laugh Away Your Mistrust": Revisiting the Relationship between

Friendship Sitcom Viewing and Social Trust**;

Jong-Eun Roselyn Lee, Pennsylvania

Must See TV or ESPN: Entertainment and Sports Media

Exposure and Body Image Distortion in College Women; Kimberly L.

Bissell, Alabama, and Peiqin Zhou, Alabama

Psychological Reactions to the Race of Victims and Criminals

Portrayed on Television; Travis L. Dixon, Michigan

Moderator: Kathy Olson, Lehigh

Discussant: Dane S. Claussen, Point Park *Top Student Paper

**Second Place Student Paper

THOUGHTS ON RESEARCH AFTER ANOTHER YEAR RUNNING A PAPER COMPETITION, REFEREEING CONFERENCE PAPERS AND ARTICLE MANUSCRIPTS, AND GRADING TERM PAPERS

BY DANE S. CLAUSSEN
POINT PARK COLLEGE

This past year, I—like many of you—have spent large chunks of time with other people's research, as a member of three editorial boards, directing the AEJMC convention paper competition for the Magazine Division, teaching a research methods course, and judging who-knows-how-many conference papers myself. What follows are a few thoughts on my experience this year, with similar experiences in previous years not irrelevant or terribly different.

*There are, let's say, circumstances that make you one go "hmmmm." Why is it, for instance, that every year, the research in some AEJMC divisions is so much better than in others—both in what I get to judge and what gets presented at the convention? There were plenty of extremely weak papers in the Magazine Division, many of them from master's degree students. So I wonder if magazine professors are simply more aggressive about encouraging their students to submit papers generally, or simply more willing to encourage students to submit weak papers, knowing that the students' chances of having their papers accepted are low (therefore, the judging becomes really nothing more than a critique service). On the other hand, eight of the 14 papers accepted in the division are solely by students, and several of the "faculty" papers (professor as lead author) have student co-authors. I once ran a Magazine Division paper competition in which all of the accepted papers were by students; no faculty papers

were accepted. How should one interpret any of this? One possible interpretation is that magazine faculty and graduate students are not as skilled at, because they're not as interested in, research, but I don't necessarily accept that speculation.

*The journalism/mass communication discipline needs to be more vigilant in using, and allowing others to use, old research in the theoretical and empirical foundations for new studies that we call literature reviews. In the past 18 months, I have been a journal referee for one manuscript that cited Morris Janowitz's 1952 book, *The Community Press in an Urban Setting*, not as history, but as valid, reliable, currently applicable social scientific research. Is there anyone who doesn't think that community newspapers in Chicago have changed significantly in both form and function in the 50 years, or that Chicago neighborhoods have changed a lot in 50 years, or that the relationship between Chicago residents and their neighborhood newspapers have changed a lot in 50 years? I also have read a manuscript in which a psychology book from the 1930s was cited as a valid, reliable source. It almost is enough to suggest that certain social science research be marked with a "sunset date," like some legislation, or an "expiration date," like meat and milk: "Must be replicated by, or otherwise ignored beginning in, 2015."

One need not report such extreme examples of questionable citations. For example, much of my scholarly reading and writing concerns various aspects of newspaper management. Many excellent studies were conduct-

ed on newspaper management in the 1980s—and haven't been replicated since. So it is not unusual for articles about the newspaper industry appearing in *Newspaper Research Journal* or *Journalism and Mass Communication Quarterly* to cite a dozen articles at least 15 years old and, again, not even hint that newspapers, the public, and the relationship between them has changed in the last 15 years. And I say this as someone who rejects the facile assumption/claim that the "Internet changed everything!" Much social science research is only partially like what Patton said about old soldiers; it doesn't die, it just fades away—but sometimes our old research doesn't even do that. (Some social science research hasn't been so much refuted as the theories on which it is based have become unfashionable. And when a theory has not been flat-out rejected by the discipline, it's not unlikely that it will become a vampire, sucking blood out of the discipline while existing among the undead.)

*Literature reviews continue to be generally mediocre, even without the egregious examples of clearly out-of-date material not treated more as history than theory. One conference paper this year demonstrated that the author, a graduate student, was not aware of a relevant journal article written by that graduate student's own professor! Second, JMC scholars overall tend to still be extremely reluctant to look outside their own discipline's literature for helpful material. Third, on the other hand, some JMC scholars are too eager to

...continued on page 8

THOUGHTS ON RESEARCH,

CONTINUED FROM PAGE 7

cite literature in sociology and/or psychology, the most common examples, while ignoring relevant sources within our discipline. Why do I dwell on this at such length? Because I'm frustrated by even my own students claiming in their papers that "no previous research has been conducted on XXXX," at which point I often give them a list of anywhere from three to 30 articles that shows otherwise. A lot of so-called "research"—especially at conferences and in courses—

"I was taught that social science research should have something to do with theory."

really consists of reinventing a wheel, without the benefit of being a true replication. I suspect that students' common assumption that if it isn't on the World Wide Web, it doesn't exist, has something to do with this—but I also suspect that poor literature reviews were a major problem even before the World Wide Web, if only because there weren't as many indexes and databases then either.

*Some "scholars" have forgotten the basics, or never learned. I don't know about you, but, I was taught that social science research should have something to do with theory, from beginning to end (this is not necessarily true of media history research or media law research, but

then neither history nor law are particularly theory-based to begin with). So a literature review should result in a theory-driven research question or questions, or a hypothesis or hypotheses. The methodology should be the one that will result in the most valid and reliable results directly related to that research question or hypothesis. After that, the research's conclusion—at the very least—answers the research question(s) or tells us whether the hypothesis/ses was/were supported by the results.

This is followed by some analysis about what the results mean, if anything, for our understanding of the theory. Instead, what I have been seeing a lot of are article manuscripts and papers in which the theoretical foundation of a study and/or the methodology seem to be more or less picked out of a hat, and the methodology is not justified as being good, let alone the best, for gathering evidence directly related to the research questions or hypotheses. This is often followed (and compounded) by conclusions that simply summarize the evidence, with little to no reference to the theory or theories that supposedly were driving the entire endeavor to begin with.

I won't speak for other MC&S members, but I was taught when I was 11 (eleven) years old that the scientific method—at the most basic level—consists of identifying a problem, developing a hypothesis, outlining a research method, gathering data, and presenting conclusions, and that all five parts are inextricably connected with (which means they must not be inconsistent with) each other. Are there really that many

JMC scholars who believe that the literature review is simply an annoying hole to be filled rather than the foundation of everything?

Given the current state of higher education, however, I suspect that the most likely result of this short article will be someone telling me that he/she doubts that I was drilled on the scientific method starting at age 11. Such an event would be most likely similar to the New York Times book reviewer's recent doubting of Andrea Dworkin's claims of having read great quantities of classic literature during high school—as if no teenager was ever a self-motivated intellectual, let alone well-educated.

Hot Off the Presses

Copies of papers presented during the convention's research sessions will be for sale at the hotel from 9 a.m. to 5 p.m. Wednesday, Thursday and Friday, and from 9 a.m. to 3 p.m. Saturday.

It's another early-bird situation: If you buy the papers you want at the convention, you pay 50 cents a paper. If you order them later from the central office, they will cost \$3.50 each.

Reminder to those presenting papers: It is YOUR responsibility to get 40 copies of your paper to Don Stacks at the University of Miami before July 21 (or 20 copies if you've already submitted a diskette and authorized AEJMC to include your paper in the online paper project). Questions? Contact Janet Bridges at snobrid@louisiana.edu or John Beatty at beatty@lasalle.edu.

PLENARY PLANNED ON SEPT. 11 AND CULTURE

Details on AEJMC mini-plenary co-sponsored by Entertainment Studies, Advertising, Magazine, and Mass Comm & Society

"Popular Culture's Response to September 11: Messages, Magazines, Merchants and Movies"

Wednesday, August 7, 2002, from 3:15 p.m. - 4:45 p.m.

"Making It Personal: Supermarket Tabloids and Popular Culture After September 11," S. Elizabeth Bird, University of South Florida (also moderator)

"Blurring of Place and Space: Non-Mediated Representation of Patriotism," Donnaly Pompper, Florida State University

"I Was There, You Weren't, Let Me Tell You About It: Ground Zero in Journalism and Journalism at Ground Zero," Jay Rosen, New York University

"Income and Image: Magazines Mix Pragmatism with Patriotism," Sammye Johnson, Trinity University

"Altering the Arc of Change: Film and TV Industries' Response to 9/11," Valliere Richard Auzenne, Florida State University.

About the panel presentations:

In the hours after the terrorist attack on the World Trade Center, the media and entertainment industries shifted gears to cover the horrifying developing story. Broadcasting ran coverage around the clock, weekly magazines and tabloids ripped up their planned covers, and the film industry placed several movies on hold and modified others. Cursed with longer lead times, the television

industry shifted the focus of certain shows while monthly magazines found themselves with dwindling advertising and an inability to provide an editorial response before November or December.

To cope with an overwhelming combination of empathy and helplessness, Americans coast to coast affirmed their patriotism. What has happened to popular culture in the months since the terrorist attacks? What role has the internet and patriotic icons played in touching people's minds and hearts? This panel looks at mediated and non-mediated responses to September 11.

About the panelists:

S. Elizabeth Bird is an anthropologist who is considered the foremost authority on supermarket tabloids and their cultural impact.

In addition to her work in public relations,

Donnaly Pompper has covered mainstream newspaper coverage of environmental risk and focused on public versus private issues.

Jay Rosen is a key figure in public journalism and worked on the Internet collection of essays about 9/11, "Documenting America's Greatest Tragedies."

Sammye Johnson, who continues to freelance as a magazine editor and writer, will be addressing both the editorial and the advertising impact of 9/11 on the magazine industry; she is the co-author of "The Magazine from Cover to Cover," a comprehensive book which is used by professionals as well as scholars.

Valliere Richard Auzenne is a documentary film producer who is

assistant program director of FSU's School of Motion Picture, Television and Recording Arts. She will be including examples from "Spiderman," "Law & Order," and "Collateral Damage" in her presentation. In short, all the participants have significant professional experience -- and they continue to freelance or consult in their respective fields.

Judges win money

Each year, the Mass Communication & Society Division keeps a list of AEJMC convention paper judges who submit their rankings and ratings by the deadline, and then three names are drawn to win cash prizes. This year's winners were:

\$50 Dixie Evatt, Syracuse University

\$25 Orayb Najjar, Northern Illinois University

\$25 Joye Gordon, Kansas State University

Get Convention Discounts

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MEDIA COVERAGE OF CATHOLIC SCANDALS SUGGESTS FURTHER RESEARCH IN A THINLY ANALYZED AREA

BY DANE S. CLAUSSEN
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As the known scandals within the Catholic Church proliferates, well, at the rate the U.S. Catholic Church was once growing, mass communication scholars in the Mass Communication & Society Division, the Religion & Media Interest Group, the Ethics Division, and others will no doubt turn their attention in that direction over the coming months and years. (I keep uttering the phrase, "truth is stranger than fiction," as I compare actual events to the brouhaha over the movie "Priest" or the short-lived and similar television show, "Nothing Sacred.")

The Catholic Church, as most readers will know, is the largest single denomination in the United States, and is the primary religion of the country's fastest growing ethnic group, Latinos. The Catholic Church also is well-funded, historically influential well beyond its limited representation in the White House and Supreme Court, and—in many ways—relatively well known and well understood by those of other faiths.

The Catholic Church directly or indirectly is associated with a large stable of newspapers and magazines, many of them of commendable quality (I recently was a judge for the Catholic Press Association competition; I am not a Catholic).

One would not be unreasonable if one assumed that media portrayals of Catholics, the influence of religious beliefs on Catholics' media consumption, and the Catholic media

themselves already have been extensively studied by mass communication scholars. One also would be incorrect. What follows is a selected bibliography of articles (about all mass media, not only news media) that may be of interest to scholars constructing a research agenda around recent events. I would start off with Carl M. Cannon's May 2002 article in *American Journalism Review*, "Priest Scandal: How Old News at Last Became a Dominant National Story... And Why it Took So Long," and then go on to:

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...continued on page 12

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CATHOLIC SCANDALS SUGGESTS FURTHER RESEARCH, CONTINUED FROM PAGE 10

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