



# Newsletter

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## A Message from the Division Head

by Masahiro Yamamoto, MCS Division Head

Dear MCS Members,

Hope everyone is staying safe and well while managing all personal and professional responsibilities. In this newsletter, we want to provide a brief overview of what we have done for the past few months.

First, we have programmed a number of panels and refereed research sessions for the annual conference. The research, teaching, and PF&R panels will be co-sponsored by other divisions, and our Vice Head Dr. Kalyani Chadha will introduce the theme of each panel. Our Vice Head Elect, Dr. Fan Yang, will present the MCS session schedule.

The Research Committee Chair Dr. Xi Cui will highlight important paper submission details. You must have received an email early this year from us asking you to serve as reviewers for the annual conference paper competition. We are still looking for reviewers, and if you have not responded to the reviewer recruitment survey ([https://cofc.qualtrics.com/jfe/form/SV\\_abK7SryzXX7GmO](https://cofc.qualtrics.com/jfe/form/SV_abK7SryzXX7GmO)), please do! As one of the largest divisions of AEJMC, each year we receive a large number of submissions. We would very much appreciate it if you could consider volunteering your expertise and time to make our paper competitions successful. If you have any questions, please feel free to contact our Research Committee (Dr. Xi Cui: [cuix@cofc.edu](mailto:cuix@cofc.edu) or Dr. Alec Tefertiller: [Alec\\_Tefertiller@baylor.edu](mailto:Alec_Tefertiller@baylor.edu)).

We also want to have you aware that the MCS offers various research, teaching, and PF&R awards. The Awards Committee will provide an overview of the MCS awards. The Research, Teaching, and PF&R Committees will highlight some of the awards we have for each category. Please be sure to check out our website (<https://aejmc.us/mcs/>) to learn details of specific awards.

Finally, AEJMC announced important conference updates on the registration rates and time zone of the virtual conference sessions. Please visit the AEJMC website for more details (<https://www.aejmc.org/home/2020/11/important-conference-updates/>).

Best of luck finishing up your papers for the upcoming paper competition, and hope that we can see many of you at the annual virtual conference.



## Conference Programming Update

by Kalyani Chadha, Vice Head/Programming Chair

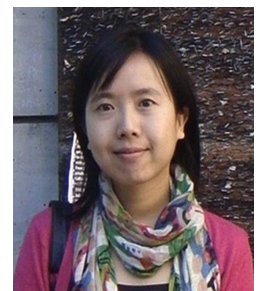
The research, teaching, and PF&R panel sessions planned for the 2021 AEJMC conference will address a broad array of topics and methodologies and provide significant intellectual value to members of the Mass Communication and Society Division. As always, in addition to division specific sessions related the paper competition, we have six sessions with other divisions and interest groups, a mix that includes panels related to research, teaching and PF&R respectively. The first research panel, co-sponsored with the PR Division is called “Information Patrolling: Re-Institutionalizing Public Relations as Guardians against Pseudo-Information,” and explores why individuals become “trapped,” by “pseudo-information,” and how communication practitioners can help mitigate this problem. The second research panel, co-sponsored with the Minorities and

Communication Division, will examine the ways in which the Black Lives Matter movement has been co-opted by companies and utilized in their messaging and coverage in ways that overlook or depart from its initial goals. Titled *I Need A Job: Getting Your First Job After Graduate School*, this teaching panel will cover topics ranging from making an appropriate application package and interviewing to negotiating offers and the tenure process. The second teaching panel—co-sponsored with the Electronic News Division—is called *Zooming the Outside World into the Virtual Classroom: Pedagogical Approaches to Online Teaching* and explores how pedagogy may be permanently changed by the availability of platforms such as Zoom. Meanwhile, the first PF&R panel, *Bridging the Communication Gap from behind the (Digital)*

*Mask*, (programmed with CSW), unpacks shifts in student-educator and between-student connections due to remote instruction related to the pandemic as well as the potential implications of inequities in access to technology for student learning. The second PF&R panel (offered with the Community Journalist Interest Group), called *Radio as Resistance: Community Broadcasting combine practitioners and researchers to examine radio’s role in the recent climate of unrest in the United States*. We hope that you will take advantage of these panels that explore a variety of contemporary issues related to our field at the conference! Finally, please remember to renew your AEJMC and MC&S membership!

## 2021 Mass Communication & Society Awards Opportunities

by Celine Song Yunya, Awards Committee Chair



The Mass Communication and Society Division offers a variety of research, teaching, and the Professional Freedom and Responsibility (PF&R) awards. The category of research awards includes the Top Paper Awards that are part of the annual conference

paper competitions, the Research Awards that fund 2 faculty-led and 1 graduate student-led research proposals, and the Dissertation Award that advances mass communication research.

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## Opportunities for Graduate Students to Showcase their Research

by Christina J. Najera, Graduate Student Liaison

Calling all graduate students! The Mass Communication and Society Division has two opportunities for graduate students to showcase their research and demonstrate their ability of independent scholarship – The Moeller Student Paper Competition and the Student Top Paper Competition.

The Moeller Student Paper Competition recognizes papers written for a class within the past year. This is a great opportunity to transform a class paper to a line on your CV! Papers are nominated by a faculty member that instructed the class for which the paper was written. The paper will need to be submitted online and the faculty member nominating the paper will need to email the research chair verifying that the paper was written for his/her class. This is a great way to utilize a paper written for class and possibly have it recognized at the AEJMC annual conference.

The Student Top Paper Competition allows for students to showcase their original work without the help of a faculty member. This competition is a way to demonstrate a graduate student's independent scholarship. Paper submissions should be submitted online to the AEJMC site, only consist of student authors, and cover topics in the area of mass communication and society.

Top papers in each of these categories will be recognized and will receive a cash prize and one waiver to the AEJMC conference registration!

Consider attending the annual conference! Attending the conference allows you the opportunity to network with other graduate students and scholars from all over the U.S. (and the world!), receive feedback from senior scholars, and expand your knowledge on what the field of communication is undertaking by sitting in on a variety of scholarly panels and presentations. We hope to see you at the 2021 Annual Conference on August 4-7!

## 2021 Mass Communication & Society Awards Opportunities

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The category of PF&R awards consists of the Professional Freedom and Responsibility Award that recognizes excellence in research, teaching, or service related to the five PF&R principles identified by AEJMC, the Professional Award that recognizes professionals for upholding the values of professional freedom and responsibility, diversity and public service, and the Traves Service Award that honors exemplary service to the MCS Division.

MCS also provides five teaching awards: The Distinguished Educator Award to recognize an MCS member's significant contribution to mass communication pedagogy, the Promising Professor Award to recognize up to 3 junior faculty and up to 3 graduate students who demonstrate excellence and innovation in teaching, and the Adjunct/ Instructor Award to recognize outstanding contributions of adjuncts and instructors in advancing teaching excellence in the field of mass communication. We also hold the Teaching Ideas Competition to recognize innovation and excellence in teaching in the field of mass communication and offer the Service-Learning Award to assist faculty in their service-learning courses.

2021 Mass Communication & Society Awards is now open. You may check whether you meet the eligibility criteria before you start your application. The eligibility criteria and the requested application materials are available at <https://aejmc.us/mcs/> > Awards. The award application should be submitted electronically to the Awards Chair, Dr. Celine Yunya SONG ([yunyasong@hkbu.edu.hk](mailto:yunyasong@hkbu.edu.hk)), by 11:59 pm EST on April 30, 2021.



## MCS 2021 Annual Conferenwce Schedule

by Fan Yang, Vice Head-Elect/Membership Chair

While this year's AEJMC annual conference will take place virtually again, this pandemic, if anything, has certainly taught us to cherish any opportunity to "get together" as a community. The Mass Communication and Society Division cordially invites you to join the many events planned this August.

**Research sessions.** There are five research sessions of the MCS Division, including the first refereed research session on Wednesday, Aug. 4, from 11 am to 12:30 am, the high-density research session on Thursday, Aug. 5, from 9 am to 10:30 am, the Best of MCS Session in which the top papers will be recognized on Thursday, Aug. 5, from 7 pm to 8:30 pm, the scholar-to-scholar poster session on Friday, Aug. 6, from 5 pm to 6:30 pm, and the final refereed research session on Saturday, Aug. 7, from 12:30 am to 2 pm.

**Research panels.** Besides the research sessions, the MCS Division is also co-sponsoring two research panels this year. The first one is scheduled for Wednesday, Aug. 4, from 1 pm to 2:30 pm, followed by the second one on Thursday, Aug. 5, from 5 pm to 6:30 pm.

**Teaching panels.** This year the MCS Division will also co-sponsor two teaching panels: one on Thursday, Aug. 5, from 11 am to 12:30 pm, and the other one on Friday, Aug. 6, from 9 am to 10:30 am.

**PF & R panels.** In collaboration with other divisions and interest groups, the MCS Division also has two PF&R panels. One panel is scheduled for Wednesday, Aug. 4, from 9 am to 10:30 am, and the other in the same day from 5 pm to 6:30 pm.

### Schedule of MCS Events at AEJMC's Annual Conference 2021 in Central Daylight Time

#### **Wednesday, August 4**

9 am to 10: 30 am: PF&R session (co-sponsoring with the Community Journalism Interest Group)

11 am to 12:30 pm: Referred research session

1 pm to 2:30 pm: Research panel (co-sponsoring with the Public Relations Division)

5 pm to 6:30 pm: PF&R session (co-sponsoring with the Commission on the Status of Women)

#### **Thursday, August 5**

9 am to 10:30 am: High-density research session

11 am to 12:30 pm: Teaching panel (co-sponsoring with the Internships and Careers Interest Group)

5 pm to 6:30 pm: Research panel (co-sponsoring with Minorities and Communication Division)

7 pm to 8:30 pm: The Best of MCS Session

#### **Friday, August 6**

9 am to 10:30 am: Teaching panel (co-sponsoring with the Electronic News Division)

5 pm to 6:30 pm: Scholar-to-Scholar Poster Session

#### **Saturday, August 7**

12:30 pm to 2 pm: Referred research session





## Research Committee Report

by Xi Cui, Research Committee Chair

Greetings to everyone! Now the Spring semester is in its full swing, the research committee would like to draw your attention to the paper competitions and MCS research Awards for the 2021.

The MCS Dissertation Award celebrates excellence in graduate research with a cash prize of \$3,000 and an opportunity to publish in the Division's journal *Mass Communication and Society*. The MCS Division also awards innovative research proposals advancing mass communication research regardless of methodologies. In this category, two faculty-led and one graduate student-led research projects will each be granted \$5,000 to complete the proposed research projects. Any member of the MCS Division who is currently teaching, researching or studying mass communication full time is encouraged to apply. A dissertation should be completed between January 1, 2020 and December 31, 2020 and no part of the dissertation should be "under

review" or in a "revise and resubmit" status at a journal.

If you are submitting to the MCS Division of the AEJMC 2021 Annual Conference, you are automatically considered for our MCS Top Paper Awards that acknowledge excellent research in student competition (all authors must be students) and open competition category.

We would like to mention a special research award for student research separately from our regular student competition. The Moeller Student Paper Competition Award of MCS recognizes outstanding student papers written for a class during the previous year. Moeller Competition papers must be nominated by the faculty member who taught the class and must be correctly submitted to the Moeller Competition category online. Due to the COVID-19 pandemic, AEJMC 2021 Conference will also accept submissions of extended abstract. The deadline for both types of submissions is 11:59 pm (Central Daylight Time), April

1, 2021.

Please be advised, conference submissions must not include any identifying information in the manuscript or the document meta-data. The research committee will screen all submissions before assigning them to reviewers. Identifying information of any type may result in disqualification from the paper competitions.

We highly encourage you to check out the detailed instructions of all MCS research awards and the MCS call for conference submissions at <https://aejmc.us/mcs/> and the AEJMC uniform call at <https://www.aejmc.org/home/2021/01/call-for-papers/>.

If you have any question, please feel free to get in touch with this year's research chairs: Dr. Xi Cui at [cuix@cofc.edu](mailto:cuix@cofc.edu) and Dr. Alec Tefertiller at [Alec\\_Tefertiller@baylor.edu](mailto:Alec_Tefertiller@baylor.edu). We wish you a big success in 2021 and hope to see you all at this year's virtual conference.

## Recognizing Excellence in Professional Freedom and Responsibility

by Andrew Shumway, PF&R Associate Chair



The Mass Communication and Society Division would like to call your attention to two monetary awards for professional freedom

and responsibility: the MCS PF&R Award and the MCS Professional Award.

Established in 2015, the PF&R Award recognizes excellence in research, teaching or service

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related to the five PF&R principles identified by AEJMC. This award is worth 500 dollars. These principles are: the promotion of free expression; ethics; media criticism and accountability; racial, gender, and cultural inclusiveness; and public service. The award is open to any individual who has made significant contributions to scholarship in any of these five areas or has undertaken professional or service activities that promote excellence in any of the five areas. The research, service or professional activities could have been completed either during the preceding year or reflect work done over a longer period of



The Teaching Committee would like to remind all members there are fantastic opportunities for your hard work and contributions to be acknowledged and rewarded.

The Promising Professors Award is a very popular award that honors the new faculty and graduate students who demonstrate excellence and innovation in teaching. Each year, Mass Communication and Society, select three junior faculty and three graduate students to receive the awards. Over the past ten years, the list of recipients is a collection of the finest university and college professors in the United States. Apply for the award and join this prestigious group.

Since 2016, Mass Communication and Society have granted three Adjunct/Instructor Awards to adjuncts

time.

Also established in 2015, the Professional Award recognizes professionals for upholding the values of professional freedom and responsibility, diversity and public service. This award is worth 250 dollars. It is also open to any individual who has spent a significant portion of her/his career in mass communication industries such as broadcast, print, photojournalism, advertising, public relations, and social media. Individuals must show initiatives that were undertaken in order to uphold these values for work within the areas of education, journalism,

advertising, public relations, or a related field. Other worthwhile endeavors entail working within the community to promote social responsibility outside of normal work duties.

Both awards are open to nominations, including self-nominations. Details for the PF&R Award can be found at: <https://aejmc.us/mcs/awards/pfr-award/>. Details for the Professional Award can be found at: <https://aejmc.us/mcs/awards/professional-award/>. Please consider submitting nominations for the awards in April 2021.

## Teaching Committee Report

by Dean Cummings, Teaching Committee Chair

and instructors who have shown outstanding contributions to the advancement of teaching excellence in the field of mass communication. The award winners receive \$250 for first place, \$150 for second place and \$75 for third place. Please encourage your adjunct and instructor colleagues to join our division and apply for the award.

Many of our members could use some help in offsetting a portion of the costs they accumulated working with communities, nonprofit clients, schools or government bodies in their classrooms. Two \$500 service-learning awards are available to help with those costs. The MCS Division Service-Learning Grant program assists faculty by providing \$500 stipend to use their service-learning courses. Is there a faculty member you

would like recognized for their contribution to mass communication pedagogy? The Distinguished Educator Award is given each year to a member of MCS whose teaching had a profound influence on the career of the person who nominated them. The prestigious award can be a great way to acknowledge your mentor and celebrate the transfer of knowledge that has helped you become the professor you are today.

Finally, do you have a great teaching idea? We would like you to compete for the Teaching Ideas Competition award. The award recognizes innovation and excellence in teaching in the field of mass communication with monetary awards of \$250 for first place, \$150 for second place, and \$75 for third place.



## 2021 AEJMC Midwinter Conference

by Terri Hernandez, Midwinter Committee Chair

The 13th AEJMC Midwinter Conference was held virtually for the first time on March 5th & 6th. The Gaylord College of Journalism and Mass Communication at the University of Oklahoma virtually hosted researchers and panelists from around the world. The AEJMC Mass Communication and Society (MCS) division was featured prominently on the conference program, with seven panels scheduled across both days of the conference.

MCS led the field with 50 abstract submissions – which was almost 21 percent of the total submissions received by all participating divisions. In total, the division presented 25 papers from about 55 authors in seven panels across both days of the conference. Highlights included panels addressing journalism's contribution to the society, political framing during the 2020 election, navigating the new normal during the COVID-19 pandemic, and the effects of digital interactivity within the society.

Thank you to all the members who volunteered to review submissions for the AEJMC Midwinter Conference.

The top abstract award was presented to Sohana Nasrin (University of Maryland), Bobbie J Foster (University of Maryland), and Mahfuzul Haque (University of Maryland) for their paper, “Without a fixture it is just an idea, but with a fixture, it will be a story: Local news producers’ perspectives on their work and extant challenges.” Top abstract award recognition was presented during the conference, and awards were mailed to the authors.

Much appreciation for organizing and hosting an engaging and seamless virtual conference is extended to Dr. Elanie Steyn, area head at the Gaylord College of Journalism and Mass Communication, University of Oklahoma and organizer of the Midwinter Conference, and Imran Hasnat, doctoral candidate at Gaylord College of Journalism and Mass Communication, University of Oklahoma and assistant organizer of the Midwinter Conference.

The Midwinter Conference is an annual event that attracts research from AEJMC members around the globe. The event has been hosted by the Gaylord College of Journalism and Mass Communication at the University of Oklahoma for over a decade. MCS is one of the eleven divisions and interest groups that participate in the Midwinter Conference. Midwinter is unique in that it accepts abstract submissions, and papers presented at the conference are eligible – and encouraged – to be submitted to the AEJMC Annual Conference in August.

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