



Newsletter

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A Message from the Division Head

by Kalyani Chadha, MCS Division Head

Dear MCS Members,

I am honored to have the opportunity to serve as Head of the Mass Communication and Society Division, historically one of AEJMC's largest divisions. I look forward to working with the Division's officers and all of you to ensure that MC&S continues to offer a variety of opportunities to existing members while making a focused effort to launch new initiatives aimed at graduate students.

The past two years have been challenging for all of us and I really appreciate the hard work of the officers and the support of MC&S members in making the 2021 virtual conference a success. Our programming was well attended and special thanks are due to officers, reviewers, discussants, moderators, presenters and of course all those who logged onto to participate in the sessions! And looking ahead, I am really excited

at the prospect of an in-person 2021 conference in Detroit for which programming is underway. Our Vice-Head and Programming Chair Fan Yang, has been actively engaged in collaborating with other divisions to program research, teaching and PF&R panels that are reflective of the broad interests of our membership while also emphasizing diversity and inclusion with regard to potential panelists and speakers. We will share more information about these shortly.

Meanwhile, I would also like to draw your attention to the information contained in this issue of the newsletter about the Mid-Winter conference. The conference that will be held March 4-5, 2022 at the University of Oklahoma campus. Submissions are due December 15 and offer scholars the opportunity to interact with one another and present their research in an intimate setting. Further, please do check out

the many different awards— in categories ranging from research and professional freedom and responsibility to service and teaching—offered by our Division to its members. Many of these awards receive comparatively few applications and I urge you to look closely at the guidelines to see if you or someone you know might be eligible to apply for one of them. Indeed, awards not only highlight your accomplishments but can help strengthen your CV for jobs as well as promotion!

Finally, I am eager to hear your suggestions about how the Mass Communication and Society Division can best serve the membership. If you have ideas or initiatives that you would like to propose, please do contact me at kalyani.chadha@northwestern.edu.



Membership Message

by Xi Cui,
Vice-Head Elect/Membership
Chair

As the COVID-19 caseload is trending down nationwide, I hope our members are gradually gaining back some sense of normalcy in the personal and professional life. Despite the disruptions caused by the pandemic, thanks to the support of our members and the diligent work of our officers, the Mass Communication and Society Division have maintained smooth operations in membership recruitment, conference programming, and award selections.

As the Division's vice head elect for the coming year, I would like to share with you some information regarding our division's membership and financial states and seek your suggestions for the services to our members in the future. As of October 2021, the Mass Communication and Society Division has 484 members. This number is comparable to the previous years despite the pandemic disruption and the virtual format of last year's conference. The division also maintains a

healthy financial state. As of 2021 summer, the MCS Division has a total cash balance of roughly \$30,000. This is slightly down from last year as our division has taken a few initiatives to spend the cash reserve on better serving our community. In addition to co-sponsoring pre-conference and panels, in the past two years, we have also increased the cash amount for research grants and top paper awards, as well as the number of complementary conference registrations for top papers and reviewers.

The division continues to seek any suggestion on effectively utilizing our available funds to better serve our members such as sponsoring workshops, recognizing outstanding achievements of our members, facilitating mass communication research and methods innovations, furthering diversity-related initiatives etc. We are especially interested in ideas to better serve our graduate student members. I cordially invite your proposals for thoughtful spending of our financial resource to benefit our members, expand the division's influence, and to facilitate research that deepens our understanding of mass communication and society. Please feel free to contact me at cuix@cofc.edu with any thoughts and suggestions. We look forward to a fruitful year and building a stronger MCS community with you!

Communication/Social Media Committee Report



by Christina Najera,
Communication/Social Media Committee Chair

The Mass Communication and Society Division has three active social media accounts: Facebook, Twitter, and LinkedIn.

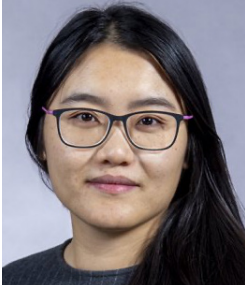
As of late October 2021, MCS has 1,300 members on Facebook, 1,118 members on LinkedIn, and 3,178 followers on Twitter.

Current activity on Facebook and LinkedIn is primarily focused on job calls, member publication announcements, and paper calls to Midwinter and the AEJMC annual conference. The highest engagement on Facebook (i.e., likes and shares) is in response to job call announcements whereas Twitter shows higher re-tweets and likes on conference announcements.

Our goal is to improve communication, interactions, and engagement with MCS members on all three platforms. One way is to encourage MCS members to

utilize each social media account for specific purposes while sharing general information on all accounts. For example, Facebook can be utilized to share member activities, such as publications, job calls, and invitations to special talks or brown bags, LinkedIn for job calls and job-related talks and tips, and Twitter can be a space where MCS members seek out collaboration opportunities or ask others for helpful insights on research, teaching, and service.

Our goal is to get MCS members to not only engage with MCS but with each other. Visit our social media accounts periodically and post and share information that may be relevant to MCS members. Lastly, we love to hear what our members are doing so stop by Facebook, LinkedIn, and Twitter to follow, become members, and connect with each other with a like, share, re-tweet, or comment!



Conference Programming Update

by Fan Yang,
Vice Head/Programming Chair

Now that the Fall semester is in its full swing, I'd like to review our 2021 panel sessions and update you on the ongoing panel programming of our division for the 2022 Annual Conference.

Last year, we co-sponsored two PF&R, Research, and Teaching panels, respectively. Our PF&R panel, "Bridging the Communication Gap from Behind the (Digital) Mask" (co-sponsored with the Commission on the Status of Women), focused on understanding the challenges posed by the pandemic to diversity and inclusion in online skills classes. The other panel, "Radio as Resistance: Aesthetics, Culture and Information Intertwined" (co-sponsored with the Community Journalism Interest Group), discussed how community radio endures to help promote and preserve local cultures and voices during social unrest.

Our first teaching panel, "Problems or Possibilities? Pedagogical Approaches to Teaching Skills Courses Online in a Pandemic" (co-sponsored with the Electronic News Division), explored the pedagogical opportunities to teach online skill courses in this unprecedented time. The second panel, "I Need A Job: Getting Your First Job

After Graduate School" (co-sponsored with the Internships and Careers Interest Group), exclusively addressed the "dos and don'ts" for graduate students to land their first jobs in this difficult time.

As our lives become more dependent on the Internet than ever in this pandemic, one of our Research panels, "Information Patrolling: The Why and How Questions and Answers to Counteract Pseudo Information for Social Institutions" (co-sponsored with the Public Relations Division), focused on why publics become entrapped by pseudo-information (disinformation/misinformation) and how social institutions and communication strategists can deal this challenge. Our other Research panel, "BLM: How PR, Advertising, and Journalism Benefit from the Conflict" (co-sponsored with the Minorities and Communication Division), examined how the Black Lives Matter movement has been co-opted by companies that veer away from its initial goals (e.g., the commercialization in the ad industry/co-branding).

Looking ahead to our 2022 Annual Conference, the AEJMC central office is currently finalizing panel sessions of all divisions. We will be in touch regarding the results of panel proposals in Winter. Stay tuned and be well!

Apply for Student Travel Awards

by Tamar Wilner,
Graduate Student Liaison

Grad students, do you need a little extra cash – or a nice line for your CV? You can get both with an MCS Student Travel



Award! Every year the MCS division awards \$500 to each of two graduate students for travel to the Midwinter Conference, and \$1,000 to each of four students for travel to the Annual Conference.

For Midwinter, apply by January 30, 2022; for the Annual Conference, apply by May 30, 2022. All materials should be submitted electronically in PDF format to the awards chair, Dr. Celine Song (yunyasong@hkbu.edu.hk), by 11:59 pm EST. Late applications will not be accepted. To apply, you must be a student member of MCS who is presenting research in the MCS Division. See more information at: <https://aejmc.us/mcs/awards/travel-awards/graduate-travel-award-program/>.

So you might be wondering, why choose MCS? First, MCS is a supportive division in which to network and build relationships with other scholars. Second, it covers a wide variety of topics having to do with mass communication. Third, membership gets you access to the influential Mass Communication and Society Journal.

Fourth, we have more awards! For example, every year MCS awards a \$5,000 Research Award to a student-led research project. For Annual

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Apply for Student Travel Awards

Conference submissions there is the MCS Student Paper Competition and the Moeller Student Paper Competition – the latter for the best paper to emerge from a class. Graduate students are also eligible for the Promising Professor Award; and they are encouraged to enter the MCS Dissertation Award, which comes with a \$3,000 prize. Finally, MCS is currently matching the Susanne A. Roschwalb Grant for International Study and Research awarded annually by the Public Relations Division.

Hope to see you at Midwinter and the AEJMC Annual Conference!

Join MCS at Midwinter Conference 2022

by Jian Rui,
Midwinter Committee Co-Chair



The AEJMC Midwinter Conference is now inviting you to submit research paper abstracts. This conference provides an opportunity to present your studies, seek feedback about your research, and exchange ideas related to any AEJMC group sponsoring this event including our division --- Mass Communication & Society. Papers presented at the midwinter conference are also eligible for presentation at the AEJMC national convention in August. Authors are encouraged to use the midwinter conference as an opportunity to improve and finalize your paper for submission to the national conference.

Last year, the Mass Communication & Society Division received 50 abstract submissions, which was almost 21% of the total submissions received by all participating divisions. A total of 25 abstracts were accepted for presentation (50% acceptance rate), and 25 papers were presented at the conference. These papers address topics such as journalism's contribution to 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.

The upcoming AEJMC Midwinter Conference will

be held at the Gaylord College, University of Oklahoma, between March 4 and 5 2022. The conference will be in person with options to participate remotely. See conference call for abstracts (<https://aejmc.us/mcs/wp-content/uploads/sites/22/2020/10/AEJMC-Midwinter-2021-Call-for-Paper-Abstracts-and-Panel-Proposals.pdf>). You are invited to submit your research paper abstracts of between 600 and 800 words (word count excludes author information and references) to one of the divisions or interest groups represented at the conference. Abstracts should give a clear sense of relevant literature, research objectives, methodological approach, stage of research project (conceptual, data gathering, data interpreting), findings and conclusions. You can submit your work online via <https://bit.ly/Midwinter2022> by December 15, 2021, 11:59pm. Central Time. Please make sure that you only submit your work to one participating group and do not submit full papers or shorter abstracts.

You will be notified by mid-January 2022 of the decision about your submission, which will be made based on comments from reviewers. If accepted, you will be expected to submit the complete paper (not exceeding 30 pages) to the discussant of your conference session at least two weeks before the midwinter conference.

In addition to abstracts, panel proposals are also invited. Please do not submit your panel proposals through the online abstract submission system but send them to the relevant midwinter chair via email. This year, the co-chairs of the midwinter conference for Mass Communication & Society are Dr. Angela Zhang, angelazhang@ou.edu, and Dr. Jian Raymond Rui, ruijian@scut.edu.cn. The deadline for panel submission is the same as for abstract submission, December 15, 2021, 11:59 pm. Central Time.

Panel submissions should include the panel title, a description of the session's focus, the issues to be discussed and a list of panelists including their affiliation. Proposals should not exceed two double-spaced pages.

Last but not least, the Mass Communication & Society Division recognizes the top paper at the midwinter conference and offers travel awards to two graduate students in the amount of \$500. We will keep you posted about the application procedure.

Call Your Attention to Awards Opportunities



Research Awards

by Alec Tefertiller,
Research Committee Chair

Each Spring, Mass Communication and Society gives its members \$25,000 in research funding through our annual Research Awards. Two faculty projects are provided with \$10,000 each, and a student-led project is awarded \$5,000 in research funding. All members of MCS who are currently teaching, researching, or studying mass communication full-time are eligible to apply, with applications due at the end of April. Initial funding is presented to recipients at the Mass Communication & Society Awards Banquet at the annual conference.

Past award winners have used their research awards to complete dissertations, present at conferences, and publish in academic journals, with first consideration from the Mass Communication & Society journal. Scott Parrott (University of Alabama) used his research award from 2020 to complete a study he had “long wanted to pursue.” Parrott conducted an experiment that studied social media users’ emotions and symptoms of depression over the course of a month.

“We are often quick to blame social media for negative effects on mental health,” said Parrott, “but the relationship is much more complex. I would never have been able to conduct the study without the funding.”

Yujin Heo (University of South Carolina) used the 2020 student award to help set up a biometric lab and prepare experimental stimuli for a study examining selective exposure and counter-attitudinal information-seeking. Heo is collecting data this semester.

This past year, MCS presented faculty awards to Shuning Lu (North Dakota State University) and Luwei Rose Luqiu (Hong Kong Baptist University); and Xinyan Zhao (University of North Carolina-Chapel Hill) and Wenlin Liu (University of Houston).

Lu and Luqiu’s project is titled, “Reframing journalist–audience relationship on social media: An integrated framework of expectancy violations and social identity theories.” They plan to use their funding to conduct two experiments examining audiences’ expectations of and reactions to journalists’ social media posts during protests in Hong Kong.

Zhao and Liu’s project is titled “An Ecological Perspective to ICT-Enabled Disaster Support Networks in Multi-ethnic Communities.” Using a survey, they plan to study how individuals used information and communication technologies to form disaster support networks during the February 2021 Texas Winter Storm.

This year’s student research award went to Tamar Wilner (University of Texas at Austin) for the project titled, “Testing the effects of news literacy and news economics lessons on key epistemological outcomes.” Wilner will use the funding in support of a field experiment examining news skepticism, nihilism, and cynicism.

For more information about our research awards, including the application process, visit: <https://aejmc.us/mcs/awards/research-awards/research-award/>.



Teaching Awards

by Liang Chen,
Teaching Committee Chair

The Covid-19 pandemic has raised unprecedented challenges for our teaching. Many of our colleagues have to adapt previously face-to-face university courses to an online environment. To acknowledge your hard work and contributions, the Teaching Committee would like to introduce our fantastic teaching awards to you.

First, three Adjunct/Instructor Awards are granted each year in recognition of the outstanding contributions of adjuncts and instructors in advancing teaching excellence in the field of mass communication. Please encourage your adjunct and instructor colleagues to join our division and apply for the award.

Since 2016, the Distinguished Educator Award is given each year to a member of MCS who has made a significant contribution to mass communication pedagogy. This prestigious award can be a great way to acknowledge the professors whose teaching had a profound influence on your career. Additionally, the Promising Professors Awards are very popular, which honor new faculty members and graduate students who demonstrate excellence and innovation in teaching. Each year our division will select three junior faculty and three graduate students to receive the awards to spotlight your excellence in teaching. Please join our division and apply for the award.

Many of our members could use some help in offsetting a portion of the costs for working with communities, nonprofit clients, schools and governmental bodies in the classroom. The Service-learning Awards will be offered to assist faculty members by providing a \$500 stipend to use in their service-learning courses.

Finally, the Teaching Ideas Competition awards are launched to recognize 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. This award builds upon the idea of Scholarship of Teaching and Learning (SoTL), which treats teaching as part of research agendas. If you have a great teaching idea in the field of mass communication, please do not hesitate to apply for the award.



PF&R and Professional Awards

by Juan Liu,
PF&R Committee Chair

The Mass Communication and Society Division would like to call your attention to two monetary awards for professional freedom and responsibility: the PF&R Award and the Professional Award. The PF&R Award recognizes excellence in research, teaching, or service related to the five PF&R principles identified by AEJMC. These principles are the promotion of free expression; ethics; media criticism and accountability; racial, gender, and cultural inclusiveness; and public service. The PF&R award is worth 500 dollars. The award is open to any individual who has made significant contributions to scholarship in any of these five areas or has undertaken

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ken 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.

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 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.

2021 MCS Awards Winners

by Celine Song Yunya,
Awards Committee Chair



Greetings from the Awards Committee of Mass Communication and Society Division! We are delighted to announce the winners of this year and express our sincere gratitude to all members of the awards committee who nominated, entered and supported the awards in 2021.

The 2021 MCS Dissertation Award went to Chengyuan Shao at Communication University of Zhejiang, with the dissertation entitled “The surveillance experience of Chinese university students and the value of privacy in the surveillance society”.

Two papers out of 7 faculty submissions received a Top Paper Award in the MCS Open Paper Competition. Winners of the first place were Shuning Lu & Luwei Rose Luqiu’s Reframing journalist–audience relationship on social media: An integrated framework of expectancy violations and social identity theories. The winner of the second place was Xinyan (Eva) Zhao & Wenlin Liu’s An Ecological Perspective to ICT-Enabled Disaster Support Networks in Multiethnic Communities.

Tamar Wilner’s Let’s Get Skeptical: Testing the Effects of News Literacy and News Economics Lessons on Key Epistemological Outcomes received Top Paper Award in the MCS Student Paper Competition.

MCS also recognizes the outstanding contributions made by a vast variety of educators in our field. Promising Professor Faculty Winners were Harrison Hove from University of Florida (1st Place), Chris Etheridge from University of Kansas (2nd Place), and Yen-I Lee from Washington State University (3rd Place). Promising Professor Student Winners were Alexis Romero Walker from University of North Carolina at Chapel Hill (1st Place), Stephanie Gibbons from Washington State University (2nd Place), and Emily Buteau from University of North Dakota (3rd Place). The award of the recently initiated Teaching Ideas Competition went to Lisa Farman (Ithaca College) and Dennis Charsky (Ithaca College).

Lastly, the Professional Freedom and Responsibility Award went to Farnosh Mazandarani from the University of North Carolina at Chapel Hill. This award recognizes excellence in research, teaching or service related to the five PF&R principles identified by AEJMC, namely the promotion of free expression; ethics; media criticism and accountability; racial, gender, and cultural inclusiveness; and public service.

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