



# Newsletter

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## Message from the Division Head

by Kalyani Chadha,  
Division Head



Dear MCS Members,

Hope everyone is staying safe and well in what continue to be tumultuous times. Looking ahead, we have programmed a number of research, teaching, and PF&R panels for the annual conference. These sessions will be co-sponsored with other divisions and our vice head, Dr. Fan Yang will provide more details on these sessions. We also want to alert you to the numerous research, teaching, and PF&R awards offered by the Mass Communication and Society. Many of these awards do not receive enough applications and we want to encourage you to apply for them if you meet the criteria! Please be sure to check out our website (<https://aejmc.us/mcs/>) to learn details and deadlines for specific awards.

We also want to remind you that the 2022 annual conference will be in-person only and will take place August 3-6 at the Detroit Marriott at the Renaissance Center. More information about the conference is at: <https://www.aejmc.com/home/events/annual-conference/>. Registration for the conference and hotel booking will open in April. If you are unsure about attending in-person or be under travel restrictions at the time of the meeting, AEJMC is offering the option of withdrawing at any time, if needed. If your paper is accepted, you may withdraw by June 15, with no penalty, or have a proxy present your paper on your behalf.

Finally, MCS has been working with GSIG to identify concerns faced by graduate students. We recently conducted a survey and in response to the concerns raised, we hope to organize a few virtual sessions in which faculty volunteers participate in panels to help graduate students navigate challenging issues related to embarking on research, time management and funding opportunities. We will be sending out a call for volunteers and hope that many of you will be willing to help make this initiative a success!

## Help Review for the Conference

by Alec Tefertiller,  
Research Committee Chair



As one of the largest divisions in AEJMC, Mass Communication & Society once again expects to receive well over a hundred submissions to its paper competition for the annual conference. In addition to full research papers, this year the conference will once again accept extended abstracts. All that to say, April and May will be a very busy time for the research committee and many reviewers who make our paper competition a success.

As in past years, the top three faculty papers as determined by reviewer scores will be honored with awards presented at the conference, along with their own special paper session, which typically takes place right before the division business meeting. In addition to the top faculty papers, the top graduate student paper is presented during our top paper session. Beyond our faculty and graduate student awards, we also have a special competition for graduate students to honor the top paper completed during a graduate class in the preceding year.

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Known as the Moeller Student Paper Competition, graduate students must be nominated by their professor in order to be considered for this competition.

Our paper competition requires a lot of work to put together and execute, and we are dependent upon the service of our division's members to make our competition a success. If you have not yet signed up to review for the conference, it is not too late. There are always opportunities to get involved, and reviewing for Mass Communication & Society is one of the best things you can do to help. We need just shy of 100 reviewers, and your help will not go unnoticed or be unappreciated.

If you would like to know more about our research competition, or you would like to help us with reviews, please reach out to the research chair, Alec Tefertiller ([Alec Tefertiller@baylor.edu](mailto:Alec.Tefertiller@baylor.edu)), or the associate chair, Terri Hernandez ([thernandez@comm.msstate.edu](mailto:thernandez@comm.msstate.edu)).

## Help for Grad Students is On the Way

by Tamar Wilner,  
Graduate Student Liaison

We heard you. This past November and December, we fielded a survey for journalism and communication graduate students, asking about what you're struggling with. We were glad to see 85 of you responded. The result: You feel overwhelmed, overworked, and underpaid. The pressures of the pandemic have only made it more difficult for you to tend to your many



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## Midwinter Conference 2022

by Jian Rui,  
Midwinter Committee Co-Chair

This year was the 14th consecutive year when the Gaylord College of Journalism and Mass Communication of University of Oklahoma hosted the AEJMC Midwinter conference. MCS Midwinter panels showcased work from 56 authors presenting 28 papers in seven panels across both days of the conference. Highlights included panels demonstrating international responses to COVID-19, political communication and framing in the U.S. context, health communication during the COVID-19 pandemic, social media interactions and communication, media effects in international contexts, journalism practices, and digital media consumption. In addition, Tamar Wilner and Vincent Peña organized a panel, "what I wish I'd known: Advice for early-years grad students".

The Mass Communication & Society Division received 46 abstract submissions, which was about 24.3% of the total submissions received by all participating divisions. A total of 28 abstracts were accepted for presentation (60.86% acceptance rate). The accepted papers were organized into seven panels. This was the seventh year using the Microsoft CMT online submission and reviewing system, which effectively facilitates paper reviews and communication. The Midwinter Committee would like to thank our 24 reviewers who finished 3-4 reviews over the winter break. In addition, seven moderators and seven discussants

deserve recognition for facilitating the conference panels for the division.



Each abstract was assigned to two reviewers, who were carefully assigned to papers to avoid conflicts of interest. Each submission was appraised for relevance to the division, theoretical depth, clarity, innovation, methodology, and overall impression – all on 1 to 5 scales. Total scores were paired with reviewers' recommendations to accept or reject.

The top abstract award was presented to Anxun Zhang, Donghua Chung, Chen Yuanxin, and Yanfang Meng, for their work titled "Environmental behavior among Chinese youth: The influence of social media environmental information exposure on pro-environmental behavior". Top abstract award recognition was presented during the conference.

Last but not least, I'd like to mention the contribution of Asian scholars to this midwinter conference. Out of the 28 accepted abstracts, four were made by scholars from East Asia (14.28%), specifically two from mainland China and two from Hong Kong. Additionally, while 75% reviewers were working at the universities in the U.S. by the time of the conference, 25% were working at the universities in mainland China. Moreover, 14 out of 24 reviewers are of Asian origin. Their contribution to this conference deserve recognitions.

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duties. Many of you say you're struggling to be productive, to deal with personal matters such as friends and family, and to pay for essentials like food, rent, and tuition. International students reported particular struggles with funding and with immigration status issues. In short, you're exhausted. (Full survey results are available at [bit.ly/3uFYcR5](http://bit.ly/3uFYcR5)).

In the survey, you asked for help with time management and priority-setting; the job search; and securing funding. Requests for mentoring also came up several times, along with calls for more provision of and publicity around scholarships and award opportunities.

Here's how we're addressing these needs. We'll be holding webinars on topics like time management, the publishing pipeline, and networking. We're also working with the Graduate Student Interest Group to hold a pre-conference on the job search, and to maintain a centralized list of all AEJMC grad funding opportunities.

Speaking of the conference: Don't forget it is one of your best opportunities to meet and receive feedback from senior scholars – a don't-miss opportunity.

And speaking of funding: Don't forget the \$5,000 graduate research award and the \$3,000 dissertation award – applications are due April 30! More details can be found at <https://aejmc.us/mcs>.

## Schedule of MCS Events at 2022 Annual Conference



by Xi Cui,  
Vice-Head Elect/  
Membership Chair

We are excited about the resumption of the in-person conference this year! After two years of virtual meetings and social distancing, the pandemic has taught us to cherish connections and community even more. The Mass Communication and Society Division has planned research, teaching, and PF&R panels that cover a diverse range of topics. We hope you will join us in Detroit for stimulating discussions.

There will be twelve events that involve the MCS Division. A total of six referred research sessions will include two themed ones, one high-density, two scholar-to-scholar, and one best paper session. In addition, MCS Division will also collaborate with various other divisions and interest groups to host three PF&R panels, two research panels, and one teaching panel.

### Schedule of MCS Events at AEJMC's 2022 Annual Conference in Detroit, MI

#### Wednesday, August 3

8:30 am to 10 am: Scholar-to-scholar session

10:30 am to 12 pm: Research panel (co-sponsoring with Lesbian, Gay, Bisexual, Transgender & Queer Interest Group)

12:30 pm to 2 pm: Teaching panel (co-sponsoring with Political Communication Division)

4:30 pm to 6 pm: PF&R panel (co-sponsoring with Communication Technology Division)

#### Thursday, August 4

8:30 am to 10 am: Referred research session

10:30 am to 12 pm: PF&R panel (co-sponsoring with Media Management and Economics Division)

4:30 pm to 6 pm: PF&R panel (co-sponsoring with the Public Relations Division)

6:30 pm to 8:15 pm: The Best of MCS Session

#### Friday, August 5

8:30 am to 10 am: High-density research session

12 pm to 1:30 pm: Scholar-to-scholar session

4 pm to 5:30 pm: Research panel (co-sponsoring with Broadcast and Mobile Journalism Division)

#### Saturday, August 6

9:30 am to 11 am: Referred research session

We encourage you to join or renew your membership with the Mass Communication and Society Division. As one of the largest divisions of AEJMC, we are currently home to 496 members whose research and teaching expertise covers diverse topics and methodologies. We cordially invite you to join the MC&S family and, if you have any questions regarding membership, please feel free to contact me at [cuix@cofc.edu](mailto:cuix@cofc.edu).



## MCS Co-Sponsored Panels at the 2022 AEJMC Annual Conference

by Fan Yang,  
Vice Head/Programming Chair



Spring is finally here with us! I would like to update you on our exciting co-sponsored panels at this year's AEJMC Annual Conference in Detroit. As we continue to face individual, professional, and societal challenges in these difficult times and strive for equality, justice, and diversity, we are proud to offer a selection of panels that cover a wide range of key topics.

### Professional Freedom and Responsibility Panel

#### **Change comes from the top: Bringing diversity into newsroom leadership, co-sponsored by the Media Management, Economics & Entrepreneurship Divisions**

This panel will be a conversation about global efforts to bring diversity into the newsrooms at all levels. By bringing together scholars and, if possible, practitioners, preferably active in Detroit, this panel will compare these efforts in different parts of the world.

#### **Navigating Data Collection Collaborations between Academia and Social Media Companies, co-sponsoring with the Communication Technology Division**

This panel discuss how to conduct collaborative research directly with social media platforms, what benefits it presents over independent (e.g., survey) research of these platforms, challenges and limitations of such collaborations, and ethical considerations in taking on these collaborations.

#### **Hot Topics, Wicked Problems and Polarizing Politics: The Expanding Social Role of Public Relations, co-sponsoring with the Public Relations Division**

This panel explores the expanding role and responsibilities of public relations professionals in corporate social advocacy, social issues management, CEO activism and political public relations on issues like racial justice, COVID-19, climate change, immigration, voting rights.

### Research Panel

#### **Using Research to Inform Journalistic Practice: Hurdles and Opportunities, co-sponsored by the Broadcast & Mobile Journalism Division**

This panel will address the crucial question about how researchers and journalists can better work together towards shared aims and the formation of a loose community of practice, which will work to develop and enact those ideas.

#### **Masculinities in the Media: Current Research Trends of Masculinity in Pop Culture Entertainment, co-sponsored by the LGBTQ Interest Groups**

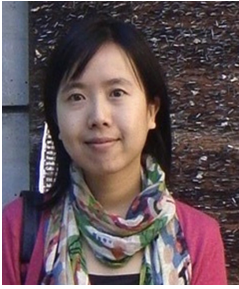
This panel will encompass a variety of methodological approaches to examining current research trends of representations, as well as repercussions, of masculinity in pop culture entertainment.

### Teaching Panel

#### **I want to keep my job: Strategies for navigating the T&P Journey, co-sponsored by the Political Communication Divisions**

The purpose of this panel is to provide junior faculty members with practical tips as they navigate the stressful, complicated journey of earning tenure and promotion to associate professor.

## 2022 MCS Research and Teaching Awards Opportunities



by Celine Song Yunya,  
Awards Committee Chair

The Awards Committee of Mass Communication and Society Division is calling for applications for a variety of awards celebrating excellence in research and teaching,

MCS is delighted to offer three research awards, including the Top Paper Awards that are part of the annual conference paper competitions, the Research Award that funds two faculty-led and one graduate student-led research proposals, and the Dissertation Award that commends outstanding graduate research in the field of mass communication emphasizing interactions with the society.

MCS 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.

All awards are now open for application till 11:59 pm EST on April 30, 2022. Please check the eligibility criteria and submission instructions at "<https://ae-jmc.us/mcs/> > Awards" before you apply. Requested materials should be emailed to the Awards Chair, Dr. Celine Yunya SONG ([yunyasong@hkbu.edu.hk](mailto:yunyasong@hkbu.edu.hk)) by the due date.

All are welcome! Please do not hesitate to apply if you qualify for any of these awards. We look forward to receiving your applications and recognizing your achievements.

## MCS Division Seeks Nominations for 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.

All of our members have forced to create new ways to engage students in and outside the classroom. The teaching committee hopes to be a sounding board and collection for all the ideas and solutions used to face challenges from the pandemic. MCS teaching committee has great ways for you to recognize the teaching work of others or spotlight your own contributions.

Since 2016, we give out the Distinguished Educator

Award 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. If you feel that you or a colleague deserve this award, please nominate them to us.

For Junior faculty members who demonstrate excellence and innovation in teaching, we will give out the Promising Professors Awards to spotlight their excellence in teaching. Any faculty who has taught no more than five years full-time and graduate students who have primary responsibility for teaching at least on course can apply for the awards.

Three Adjunct/Instructor Awards are granted each year to in recognition of the outstanding contributions and teaching excellence of adjuncts and instruc-

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tors. If you feel that you or a colleague deserves to be recognized please encourage them to 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 committee offers the Service-learning Awards to faculty members for their service-learning courses. This award is a great way to acknowledge projects that encourage students to become involved in the community.

Finally, all of our members are encouraged to submit their teaching ideas to the Teaching Ideas Competi-

tion awards. The awards build 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.

The pandemic brings many challenges to teaching, but also opens our minds to new ways of thinking. On behalf of the teaching committee, I hope that we will come up with creative teaching ideas for our students and bring a brighter future for them.

## Call Your Attention to Three PF&R Awards Opportunities



by Juan Liu,  
PF&R Committee Chair

The Mass Communication and Society Division would like to call your attention to three monetary awards for professional freedom and responsibility: the PF&R Award, the Professional Award, and Traves Service 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 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.

The Traves Service Award honors exemplary service to the MCS Division, with a monetary award of \$500. The winner will be recognized at the Awards Luncheon at the national conference of AEJMC.

Three 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/>. Details for the Traves Service Award could be found at: <https://aejmc.us/mcs/awards/traves-service-award/>

Please consider submitting nominations for the awards. All materials should be submitted electronically in PDF format to the Awards Chair, Dr. Celine Song Yunya ([yunyasong@hkbu.edu.hk](mailto:yunyasong@hkbu.edu.hk)), by 11:59 pm EST on April 30, 2022.

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