



# Newsletter

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## A Message from the Division Head

by Fan Yang, MCS Division Head



Dear MSCD Members,

How time flies! Now that Spring is around us, I'd like to share some exciting news with you. This year our division teams up with the AEJMC Committee on Career Development (<https://www.aejmc.com/home/2021/09/committee-on-career-development/>) to launch the AEJMC-MCSD Diversity and Inclusion Career Development Fellowship for Graduate Students for a trial period of three years.

As you know, we sent out two emails to all our members, one on 1/26/2023 and the other on 2/13/2023, calling for members' votes on this new initiative using Qualtrics. In total, 51 members votes (including 1 non-member vote) were received, accounting for roughly 10% of our current MCSD members. The votes are heavily in favor of the new initiative – 4 members voted “not support”, 47 members voted “support”.

We are grateful to the feedback received from our members and welcome your input anytime as we move forward this collaboration. With it, we will be able to engage future student leaders of diverse background into this fellowship program and connect them with our amazing pool of faculty (tenure-track and non-tenure track) as their mentors. We will also host webinars and online office hours throughout the year. Your ideas and participation are always welcomed! Please find the official Call for Application on AEJMC website [http://www.aejmc.com/home/wp-content/uploads/2023/03/2023\\_AEJMC\\_MCSD\\_DEI\\_felshp\\_Rev.AC3\\_3.23.pdf](http://www.aejmc.com/home/wp-content/uploads/2023/03/2023_AEJMC_MCSD_DEI_felshp_Rev.AC3_3.23.pdf). Consider applying or help us spread the word to your students and friends.

Lastly, I just want to draw your attention to our division's wide range of awards in research, teaching and service at our website <https://aejmc.us/mcs/about/news/#>. At this year's AEJMC annual convention, we will host our annual Award Luncheon, go back to our traditional off-site tour, and hold a joint social reception with the AEJMC Committee on Career Development. We cordially invite you to our MCSD events and wish to see you all in August in D.C.!

# MCS Hosts Panel Discussions

by Xi Cui, Vice Head

In the past few months, vice heads of all AEJMC divisions, interest groups, and commissions have been busy with the panel co-sponsorship bidding process for this year's annual conference. During this time, we reviewed each other's panel proposals and made deals to co-sponsor panels we believe would benefit our members.

I am pleased to announce that we have lined up six exciting panels, including two research panels, two teaching panels, and two professional freedom and responsibility (PF&R) panels. You can read about these panels and our co-sponsors below.



## 1. Growing a National Participatory Civic Media Network (PF&R panel)

**Co-sponsor:** Participatory Journalism Interest Group

The Documenters Network is a growing national network of newsrooms and community organizations committed to participatory civic media. This panel discusses the core curriculum for Documenters and local evolutions and innovations co-created with local Documenters and newsrooms.

## 2. Teaching Computational Communication Research Methods (teaching panel)

**Co-sponsor:** Communication Theory and Methodology

This panel seeks to discuss teaching strategies in research methods courses for including computational social science research methods and tools used in journalism and mass communication.

## 3. The Value of Entertainment Scholarship for Theory and Research (research panel)

**Co-sponsor:** Entertainment Studies Interest Group

The panel spotlights the contributions from the edited volume, "Entertainment and Media Communication." It aims to summarize and provoke the applied and theoretical study of entertainment for present and future scholars of journalism and mass communication.

## 4. Fair Chance Diversity Sourcing & Reporting (teaching panel)

**Co-sponsor:** Commission on the Status of Minorities

Journalism has an ethical responsibility to reflect communities. Newsrooms and universities are developing freeware tools that reporters use to compare census demographics to their sourcing. Participants will experience the tools on their phones.

## 5. Restoring Truth and Trust in the Marketplace of Ideas: New Fronts in the Battle for Democracy (PF&R panel)

**Co-sponsor:** Law & Policy Division

This panel will share new ideas for battling the "infodemic" of lies and fake news that has created a culture of disinformation that has diminished public trust in media and created anxiety about the future of democracy.

## 6. From White Privilege to Color-blindness, Exploring the Lack of Intersectionality When Reporting about Sexual Violence in the #MeToo 2.0 Era in the USA (research panel)

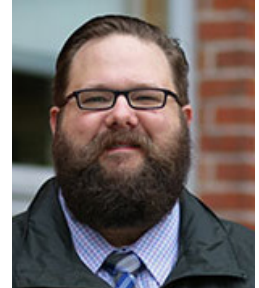
**Co-sponsor:** Commission on the Status of Women

This panel brings together five journalism scholars based in the US, the UK, and Australia who shine a light on the intersectional inadequacies in the US mainstream reporting about sexual violence in the #MeToo 2.0 era.

# MCS Events at the 2023 AEJMC Annual Conference

by Alec Tefertiller, Vice-Head Elect/Membership Chair

Once again, the Mass Communication & Society Division will have a full slate of panels and research paper sessions at this year's annual conference. I am excited to share what you have to look forward to in Washington, D.C.



In addition to co-sponsoring PF&R, teaching, and research panels with six different divisions and interest groups, MCS will be presenting two themed research paper panels, a high-density research paper session, and our Best of MCS panel, where the top faculty and student papers will be presented. In addition, we will be co-sponsoring a scholar-to-scholar research paper session with the Minorities and Communication Division and the Community Journalism Interest Group.

## Schedule of MCS Events at the 2023 AEJMC Annual Conference

### Monday, August 7

- 10:30 am EST: PF&R Panel (co-sponsored with the Participatory Journalism Interest Group)
- 12:30 pm EST: Scholar-to-Scholar Research Paper Session (co-sponsored with the Minorities and Communication Division and Community Journalism Interest Group)
- 4:30 pm EST: Teaching Panel (co-sponsored with the Communication Theory and Methodology Division)

### Tuesday, August 8

- 8:30 am EST: Research Paper Session
- 10:30 am EST: Research Panel (co-sponsored with the Entertainment Studies Interest Group)
- 12:30 pm EST: Teaching Panel (co-sponsored with the Commission on the Status of Minorities)
- 2:30 pm EST: PF&R Panel (co-sponsored with the Law and Policy Division)
- 6:30 pm EST: Best of MCS Research Paper Session

### Wednesday, August 9

- 2:00 pm EST: Research Panel (co-sponsored with the Commission on the Status of Women)
- 4:00 pm EST: High Density Research Paper Session

### Thursday, August 10

- 9:30 am EST: Research Paper Session

When you renew your AEJMC membership, make sure to renew your membership with MCS. As always, graduate student MCS memberships are free. In addition, you must be an MCS member to be eligible for MCS awards. We look forward to seeing you at the conference!

## Midwinter Conference 2023

by Angela Zhang,  
Midwinter Committee Chair



The 15th AEJMC Midwinter Conference was held on February 24 and 25. The Gaylord College of Journalism and Mass Communication at the University of Oklahoma 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 research paper sessions scheduled across both days of the conference.

MCS led the field with 49 abstract submissions – which was 25 percent of the total submissions received by all participating divisions. In total, the division presented 23 papers from about 41 authors in seven panels across both days of the conference. Highlights included sessions addressing health communication topics in social media, issues, trends, and youth in digital media, news media and the communication of science, news media and framing effects, insights in consumer behavior, and social media discourse and user engagement.

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

The top abstract award was presented to Haley Hatfield and F. Aarum Youn-Heil from the University of Georgia for their paper, “On being human: An investigation of virtual influencers and activism.” 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 conference is extended to Dr. Elanie Steyn, Associate Dean at the Gaylord College of Journalism and Mass Communication, University of Oklahoma and 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 twelve 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.

## 2023 Mass Communication & Society Awards Opportunities

by Celine Song Yunya,  
Awards Committee Chair



Greetings to everyone! The Awards Committee of Mass Communication and Society Division would like to call your attention to a variety of exciting awards opportunities to celebrate your achievements in research and teaching.

This year, 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 2 faculty-led and 1 graduate student-led research proposals, and the Dissertation Award that commends outstanding graduate research in the field of mass communication with an emphasis on interactions with the society. The Top Paper Awards encompass three research paper competitions (Open, Student, Moeller) and will honor the top three winners in each competition.

MCS provides five teaching awards in total: the Distinguished Educator Award to recognize an MCS member's significant contribution to mass communication pedagogy, the Promising Professors Award to recognize up to 3 junior faculty and up to 3 graduate students who demonstrate excellence and innovation in teaching, and the Adjunct/

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## 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. It is worth mentioning that both the Professional Award and the Traves Service Award received no application over the past year.

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, 2023.

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Instructor Award to recognize outstanding contributions of up to 3 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 and offer the Service-Learning Award to assist faculty in their service-learning courses by offsetting a portion of the costs for working with communities, nonprofit clients, schools and governmental bodies in the classroom.

All awards are now open for application. We highly encourage you to check the eligibility criteria and submission instructions at “<https://aejmc.us/mcs/> > Awards” before you apply. Requested materials 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, 2023.

We look forward to receiving your applications!

## Attention Students Conducting Mass Communication Research!

by Louvins Pierre,  
Graduate Student Liaison



Hello students conducting mass communication research!

On behalf of the Mass Communication and Society (MCS) division of AEJMC, I encourage you to join our division! The division is free to students and has several award opportunities available.

Some example awards available to students are the Dissertation Award (\$3,000), Research Award (\$5,000), Teaching Ideas Competition (up to \$250), Professional Freedom and Responsibility Award (\$500), the Student Travel Award (multiple awards between \$500-\$1000), and the newly voted on Diversity and Inclusion Career Development Fellowship (reimbursement of up to \$1,200 for conference travel).

Additionally, I would like to bring your attention to the Susanne A. Roschwalb Grant for International Study and Research. Students who's major and/or research emphasizes how public relations or mass communication interacts with society outside the United States are encouraged to apply!

**To be eligible for most of these awards you must be a member of the MCS division.** Again, please note that membership to MCS is free for students. In addition to applying for these awards, other benefits of joining the MCS division include a subscription to the flagship journal of the division "Mass Communication and Society" and access to other research and teaching-related initiatives and events sponsored by the division. **Additionally, there are several opportunities to serve on committees or get involved in service to enhance your curriculum vitae (CV).**

Lastly, I would like to encourage all students to attend the upcoming annual conference on August 7-10 in Washington, D.C. It is a tremendous opportunity to network with fellow scholars from all around the world, learn about the latest research happening amongst your peers, and of course have fun doing so! I have attended the annual conference every year since 2019 and each time has been better than the last.

Hope to see you there!

## Help Review for the Conference

by Terri Hernandez,  
Research Committee Chair



The Mass Communication & Society Division expects a high volume of submissions for its annual paper competition. With a history of over a hundred entries, the division continues to attract the brightest minds in the field. Apart from full research papers, the conference also accepts extended abstracts, providing scholars with more opportunities to present their research work. As a result, the research committee and many reviewers are expected to be occupied during April and May as they work diligently to ensure the success of the paper competition.

As in previous years, all full research papers submitted to the division will be reviewed and scored by reviewers in the Open Competition. The top three papers will be recognized and awarded in D.C. Along with the Open Competition, the Student Competition will also recognize and award the top student full research paper. Moreover, the conference includes the Moeller Student Paper Competition, which is a unique contest that recognizes the top paper accomplished by a graduate student during the previous year's graduate class. All winners will be invited to attend and be recognized at the MCS Awards Luncheon in August. The top research papers in the Open and Student Competitions will be invited to present in the top research panel session.

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## Call for 2023 teaching awards in MC&S Division

by Stella Chia,  
Teaching Committee Chair



“Applications are now being accepted for five teaching awards including the Distinguished Educator Award, the Promising Professors Awards, the Adjunct/Instructor Award, the Service-Learning Award, and the Teaching Ideas Competition for the year of 2023. Please seize the time to submit nomination or self-nomination.

The Distinguished Educator Award and the Promising Professors Awards aim to honour established and emerging educators in the field of mass communication. The Distinguished Educator Award is given to an educator who has made a significant contribution to mass communication pedagogy. The Promising Professors Awards honor new faculty and graduate students who demonstrate excellence and innovation in teaching.

In addition to honoring full-time teachers, MCS also give three Adjunct/Instructor Awards to recognize part-time educators who have made valuable contribution to the field of mass communication. The award is meant to acknowledge adjuncts and

instructors who advance teaching excellence in the field of mass communication. All teaching faculty in the field of mass communication with a full time equivalent (FTE) less than 100% (e.g., on a semester-by-semester basis, or on bargaining-unit appointments) are welcomed to apply.

Finally, there are the service-learning award and the teaching ideas competition. Both awards aim to provide small amount of grant to fund community-based teaching projects in the field of mass communication and development of teaching ideas. The Service-Learning Award funds projects that encourage mass communication students to become involved in community work. The Teaching ideas Competition recognize projects that seek innovative approaches to advance education of mass communication.

All entrants must be members of the MCS Division. Details can be found on the MCS website <https://aejmc.us/mcs/>. “

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The success of our paper competition relies heavily on the dedication and commitment of our division’s members. The work involved in organizing and executing the competition is immense, and we depend on the service of our members to make it a success. If you still need to sign up to review for the conference, we urge you to do so. We are in need of almost 100 reviewers, and your contribution will not go unnoticed or unappreciated.

To learn more about our research competition or sign up to help us with reviews, please reach out to the research chair, Terri Hernandez ([thernandez@comm.msstate.edu](mailto:thernandez@comm.msstate.edu)).



## Social Media Report

by  
Anastasia Kononova (left),  
Communication/Social Media Committee Chair  
&  
Liang Chen (right),  
Communication/Social Media Committee Chair



### Facebook group AEJMC Mass Communication and Society Division (1,438 members [+43 members from Fall 2022])

From October 23, 2022, till March 27, 2023, MCS' Facebook group was viewed 6,495 times; 14 individuals posted in the group or made comments. Group content generated 211 engagements (201 reactions and 10 comments), yielding the average engagement rate of 3.2%, which is a 23 % increase from the average engagement rate measurement in the 2022 Fall report (2.6 %, August 1, 2022 to October 2022).

1,395

### Twitter, @AEJMC\_MCS (3,490 followers [+14 followers from Fall 2022])

From October 23, 2022, till March 27, 2023, the Division's Twitter account gained 14 new followers. Fourteen (14) tweets were posted during that period, earning the total impressions of 4,697 (about 336 impressions per tweet). See top three tweets below.



In the past 28 days (March 2023), the average engagement rate is 7.4%, which is a 61% increase from the engagement rate measurement in October 2022 (4.6%).

The MC&S Twitter account was mentioned 30 times in the 28-day period (it is 8 mentioned higher than in October 2022).

Average engagement rate for both Facebook and Twitter accounts has increased remarkably from October 2022. Most popular content in both Facebook and Twitter accounts is scholarship announcements and AEJMC- and MCS-related events (call for award nominations, conference announcements, reviewer invitations, etc.).



# Mass Communication and Society

## Division Officers

Kalyani Chadha, Outgoing Head  
Northwestern University  
kalyani.chadha@northwestern.edu

Fan Yang, Head  
University at Albany, SUNY  
fyang@albany.edu

Xi Cui, Vice Head  
College of Charleston  
cuix@cofc.edu

Alec Tefertiller, Vice Head Elect  
Baylor University  
Alec\_Tefertiller@baylor.edu

Terri Hernandez,  
Research Committee Chair  
Mississippi State University  
thernandez@comm.msstate.edu

Ruoxu Wang,  
Research Committee Associate  
Chair  
University of Memphis  
rwang4@memphis.edu

Gretchen Hoak,  
Research Committee Member  
Kent State University  
gdworzni@kent.edu

Yanqin Lu,  
Research Committee Member  
Bowling Green State University  
ylu@bgsu.edu

Angela Zhang,  
Midwinter Committee Chair  
University of Oklahoma  
angelazhang@ou.edu

Christina Najera,  
Midwinter Committee Associate  
Chair  
University of Tennessee, Knoxville  
cnajera@utk.edu

Yen-I Lee,  
Midwinter Committee Member  
Washington State University  
yen-i.lee@wsu.edu

Juan Liu,  
PF&R Committee Chair  
Towson University  
juanliu@towson.edu

Andrew Shumway,  
PF&R Committee Associate Chair  
Messiah University  
andrewshumway@hotmail.com

Adrienne Darrah,  
PF&R Committee Member  
Pennsylvania State University  
axg130@psu.edu

Stella Chia,  
Teaching Committee Chair  
Concordia University  
stella.chia@concordia.ca

Kai Xu,  
Teaching Committee Associate  
Chair  
University of Minnesota-Duluth

Adedayo (Dayo) Abah,  
Teaching Committee Member  
Washington & Lee University  
abahd@wlu.edu

Sonali Kudva,  
Teaching Committee Member  
University of Tampa  
skudva@kent.edu

Celine Song Yunya,  
Awards Committee Chair  
Hong Kong Baptist University  
yunyasong@hkbu.edu.hk

Lucinda D. Austin,  
Awards Committee Associate  
Chair  
University of North Carolina at  
Chapel Hill  
lucinda.austin@unc.edu

Ololade Afolabi,  
Awards Committee Member  
Sacred Heart University  
loladeworld08@yahoo.com

Nicky Chang Bi,  
Awards Committee Member  
University of Nebraska at Omaha

Anastasia Kononova,  
Communication/Social Media  
Committee Chair  
Michigan State University  
kononova@msu.edu

Liang Chen,  
Communication/Social Media  
Committee Associate Chair  
Tsinghua University  
chenliang@tsinghua.edu.cn

Hyerim Jo,  
Secretary/Newsletter Editor  
University at Albany, SUNY  
hjo2@albany.edu

Kix Patterson, Webmaster  
University of Florida  
akix.patterson@ufl.edu

Louvins Pierre,  
Graduate Student Liaison  
University of Connecticut  
louvins.pierre@uconn.edu