

Cultural and Critical Studies Division Program Guide

AEJMC 2021

(all times are Central)

Wednesday, August 4

9 to 10:30 a.m. / W000

Cultural and Critical Studies Division

High Density Refereed Paper Session

Part I — **Activism, Ideology, and the Politics of Platforms**

Moderator/Discussant

Benjamin LaPoe, Ohio

[EA] Melodramatic Platforms: the Emotional Theatre of Collective Political Storytelling on Social Media

Míchílín Ní Threasaigh, **Ali Azhar**,
and **Megan Boler**, Toronto

India's #MeToo Movement in Bollywood: Exposing Cultural & Societal Mores

Uma Anjalin, Tennessee
and **Abhijit Mazumdar**, Park University

Witnessing the Power of Digital Activism BTS' Involvement Brought into the Social Movement: A Case of the Black Lives Matter

Jiwoo Park, California State, Fullerton

The Power of a Good Story: Domestic Violence Survivors in True Crime Podcast Audiences

Kelli Boling, Nebraska

Disinformation and Weaponized Communication: The Spread of Ideological Hate about the Macedonian Name in Greece

Minos-Athanasios Karyotakis, Hong Kong Baptist

Part II — **Communication, Information Flows and COVID**

Moderator/Discussant:

Mimi Perreault, East Tennessee State

[EA] "The Virus May Have Come From...": COVID-19 Infodemic in China and the Politics of (Mis)Translation

Sheng Zou, Michigan

"I Know It's Sensitive": Internet Filtering, Recoding, and "Sensitive-word Culture" in China

WeiMing Ye and **Luming Zhao**, Peking University

[EA] Cultural Sensitivity in Health Crisis Communication: The Case of COVID-19 Pandemic in Africa

Elinam Amevor, Oregon

Interrogating Perceptions of Risk and Responsibility in Sports During the Coronavirus Pandemic

Charli Kerns, Tennessee

The Space Between Home and Away: Sixteen Fragments across Communication
as Culture

Peter Joseph Gloviczki, Coker

[EA] = This submission was accepted as an extended abstract.

11a.m. to 12:30 p.m. / W000

Cultural and Critical Studies and Media Management, Economics, and Entrepreneurship Divisions

Research Panel Session

Newsroom Workers Unite

Moderating/Presiding

Krishnan Vasudevan, Maryland

Panelists

Errol Salamon, University of Huddersfield

Jennifer Proffitt, Florida State

Will Mari, Louisiana State

Karin Assmann, Georgia

Arien Rozelle, St. John Fisher

Carolina Miranda, Los Angeles Times

When Gawker's editorial staff decided to unionize in 2015, labor reporter Hamilton Nolan painted a picture of journalists who felt neither particularly exploited nor underpaid, but who were moved by a sense of collective responsibility. They wanted to lead the way as "first major online media company to organize." Four months earlier, The Washington Post's Lydia DePillis had declared unions in digital news media organizations a failure. She blamed, among other factors, young journalists' shifting identities, their unfamiliarity with unions, and the fact that digital media's workforce was highly educated and appeared to identify more with management than with the working class. Yet, by the spring of the same year, Gawker's decision to organize was being described as the possible beginning of a new era of unionization, at least in digital media. The reasons seemed obvious: decades of relentless "strip mining" of news organizations; a decimated, underpaid workforce, struggling to adjust to shifts in production routines and market logics; and the seemingly endless rounds of layoffs, mergers and downsizing. Digital newsroom labor has created fertile ground for unionization. Big data, the use of algorithms, and audience analytics are not just changing routines and practices but are also producing new divisions of labor, new relationships and divisions of power within the newsroom. This panel will bring together research on the current wave of unionization in U.S. newsrooms, situating it in a historical context.

5 to 6:30 p.m. / W000

Cultural and Critical Studies and Political Communication Divisions

Research Panel Session

Memes in the Digital Public Sphere

Moderating/Presiding

Suman Mishra, Southern Illinois Edwardsville

Panelists

Rebecca Kern-Stone, Manhattan College

Peter Joseph Gloviczki, Coker

David P. Perlmutter, Texas Tech

Sherice Gearhart, Texas Tech

Internet memes have gained popularity in the digital cultural sphere and become powerful ways of communicating and criticizing on social media. This panel will explore how memes help to define cultural events or issues; the social and political power of memes in modern society; development, structure, and value of memes within different subcultures; and how memes may act as a site of empowerment and resistance.

Thursday, August 5

11 a.m. to 12:30 p.m. / T000

Cultural and Critical Studies and History Divisions

PF&R Panel Session

Dismantling a Legacy of Misrepresentation: Critiquing the Past in Order to Improve the Present Coverage of American Indian Issues and Identity

Moderating/Presiding

Melissa Greene-Blye, Kansas

Panelists

Bryan Pollard, Associate Director, NAJA

John Coward, Tulsa (Professor Emeritus)

Cristina Azocar, San Francisco State

Victoria LaPoe, Ohio

Benjamin LaPoe, Ohio

Issues surrounding American Indian identity and recognition are complex, and, too often, journalists fail to offer authentic representations of Native individuals and issues in the news; however, this problem is not new. The purpose of this panel is to highlight the ways news media past and present have contributed to a legacy of misrepresentation of Native peoples with the goal of highlighting ways to improve that coverage in

the future. The discussion will examine the historical roots of problematic coverage of Indian issues and individuals while also examining the ways those historical misrepresentations continue to manifest in contemporary coverage of Indian Country. It will also serve to counter the prevailing press tendency to treat the historical experiences of the numerous tribal nations monolithically, which serves to diminish the unique experiences and identities of those nations. Perhaps most importantly, this panel will offer insights into what we, as journalism, history, and communication scholars can do to counter a legacy that, for too long, has limited the ability of Native individuals to tell their own stories and exercise self-determination in the way they are represented in the press as well as in the historical record. This panel will make the case for the necessity of placing Native people in the center of their own narrative and giving them voice in the ways they are represented in news media. It will also discuss the need to adjust and improve the ways we train journalists, with an eye toward telling more inclusive, more authentic stories in the future.

3 to 4:30 p.m. / T000

International Communication and Cultural and Critical Studies Divisions

Research Panel Session

Communicating the Coronavirus: Stress Testing the Resilience of Authoritarian States

Moderating/Presiding

Volha Kananovich, Appalachian State

Panelists

Anna Popkova, Western Michigan

Dzmitry Yuran, Florida Institute of Technology

Ge Zhu, Iowa

Vasil Navumau, University of Bremen

Mehrnaz Khanjani, University of Iowa

As the coronavirus pandemic disrupted economic and health care systems, it also challenged political regimes. For authoritarian states, this was a particularly high-stakes test. Their success in curbing the virus—and communicating the effectiveness of their efforts—could help legitimize authoritarian governance as better prepared to enforce emergency measures and secure public consent to limitations on freedoms of assembly and movement in the name of the common good. At the same time, their failure to get a handle on the crisis could threaten the stability of the regimes. Authoritarian states came out of this test with varying outcomes. The panel will explore these outcomes (and the communicative efforts of various actors -- e.g., governments, journalists, digital activists -- that contributed to them) and theorize ways in which comparative communication research can contribute to a more nuanced understanding of sociopolitical effects of global disruptions.

5 to 6:30 p.m. / T000

Advertising and Cultural and Critical Studies Divisions

Research Panel Session

Contextual Advertising and BLM Appropriation

Moderating/Presiding

Vanessa Bravo, Elon

Panelists

Mia Moody-Ramirez, Baylor

Juan Mundel, Arizona State

Sydney Dillard, DePaul

Yadira Nieves-Pizarro, Universidad Interamericana de Puerto Rico – Recinto de Bayamón

Jing Yang, Loyola Chicago

As brands take to advertising to address the ongoing fight against racism, inequality, and discrimination in the United States as a means to appeal to their publics, questions remain about the motivations behind their support. Previous research shows that when there is not an apparent fit between the brand and the social issue, consumers make attributions about messaging that can lead to negative outcomes, such as negative brand attitudes, perceptions of brand opportunism, brand hate, and boycotts. Panelists will discuss how the stories told about people of color in American advertising have changed in the past 50 years, consumer perceptions and responses to the brands' messaging about BLM, as well as agencies' challenges moving forward.

7 to 8:30 p.m. / T000

Cultural and Critical Studies Division

Refereed Paper Session

Gender, Diversity, and Equity in Media Communication

Moderator/Discussant

Adina Schneeweiss, Oakland

Leaning In, Pushed Out: Postfeminist Precarity, Pandemic Labor, and Journalistic Discourse

Jessica Maddox, Alabama

and **Brian Creech**, Temple

"The Day Joy Was Over": Representation of Pregnancy Loss in the News

Zelly Martin, Texas

A Reckoning in Journalism Education: Examining the Approach to Diversity, Equity, and Inclusion in Journalism Syllabi

Azeta Hatef, Emerson

and **Sara Shaban**, Seattle Pacific

Toward a Framework for Intersectional Listening in Strategic Communication

Katie Place, Quinnipiac

Friday, August 6

1 to 2:30 p.m. / F000

Law and Policy and Cultural and Critical Studies Divisions

PF&R Panel Session

Twitter Mobs and Out of Jobs: Squaring Cancel Culture and the Marketplace of Ideas

Moderating/Presiding

Meredith Clark, Virginia

Panelists

Jessica Maddox, Alabama

Guy Harrison, Tennessee

Jared Schroeder, Southern Methodist

Amy Gajda, Tulane Law School

Cancel culture has been implicated as a threat to freedom of expression. Critics often contend that more speech, rather than less, is best for democratic society. The marketplace of ideas, the Supreme Court's dominant tool for rationalizing protections for widespread safeguards for expression – even hateful, indecent, personally damaging, or otherwise unpopular speech – has led to wide-ranging speech protections. The theory, however, carries its own set of problematic baggage. This panel will bring First Amendment and critical and cultural scholars together in a roundtable format to discuss the conflict between the cancel culture phenomenon and the marketplace of ideas. Does cancel culture damage the marketplace, or does it merely provide an express lane for rejected, false ideas?

3 to 4:30 p.m. / F000

Cultural and Critical Studies Division and Commission on the Status of Women

Teaching Panel Session

Carrying OUR Weight: Teaching about Sexual Assault and Harassment in Reporting, Advertising, and Mass Communication Courses

Moderating/Presiding

Jacqueline Lambiase, Texas Christian

Panelists

Melita Garza, Texas Christian

Carolyn Bronstein, DePaul

Tracy Everbach, University of North Texas

Madlin Mekelburg, Austin American-Statesman

As part of representation industries, journalism and advertising professionals create and perpetuate cultural norms, language, and imagery concerning sexual assault and sexual harassment. These two industries also have been identified by feminists allied with the #MeToo movement as playing a significant role in the

construction of rape culture. While rape culture affects all women, its violence is experienced by Black women and other women of color in disproportionately harsher ways, according to the National Organization for Women (2018). Prior to the rise of #MeToo, the #CarryThatWeight public performance project at Columbia University helped to raise awareness on college campuses about sexual assault and harassment. This project was created by a Columbia undergraduate who strapped her dorm room mattress to her back and walked around the campus to communicate to onlookers the burden she had to carry as a sexual assault victim at the university. This discussion will pull these two movements into one space to ask and respond to these questions: How have our journalism and advertising academic spaces expanded to include discussions and teaching about these important issues with students? What should journalism and advertising instructors be teaching students about responsible media portrayal and responsible reporting on sexual assault, as a result of these movements' collective impact? What are the connections between sexual assault, sexual harassment, and other toxic environments where sexist attacks may be more subtle, yet undermine women in the workplace? This session seeks to provide new ways to address power in professional spaces—physical and psychological—and to incorporate lessons from these important movements into education for students learning about sexual harassment and sexual assault. In addition, the panelists will address how we teach students to protect themselves inside newsrooms and within industries like advertising that do not have good track records for protecting workers from sexual assault and harassment.

5 to 6:30 p.m. / F000

Cultural and Critical Studies and Mass Communication and Society Divisions

Scholar-to-Scholar Refereed Paper Poster Session

Cultural and Critical Studies Division

Topic I — **Activism in (as) Journalism**

[EA] Can Journalists be Activists? A Metajournalistic Discourse Analysis of the Relationship Between Journalism and Activism

Sohana Nasrin, Maryland

[EA] Feigning Indignance, Reinstating Power: Paradigm Repair, Femicide, and the Publishing of Ingrid Escamilla's Murdered Body

Dominique Montiel Valle

and **Zelly Martin**, Texas at Austin

Investigative Journalism and Effects of Capitalist "Pathologies" on Societal Integration: Challenging Habermas's "Colonization" Thesis

Ali Mohamed, United Arab Emirates

Black Lives Matter to Media (Finally): A Content Analysis of News Coverage During Summer 2020

Jennifer Cox, Salisbury

Discussant

Jeanne Criswell, Indianapolis

Topic II — **Visual Media, Representation and Genre**

[EA] The One with the Anniversary, the Friends 25th Anniversary Extravaganza:

A Political Economy Approach to a Postmodern Pseudo-event

Gigi McNamara, Toledo

Genre, the Meaning of Style? Categorizing Japanese Visual Kei

Lucy March, Temple

That's Why I Smoke Weed: An Analysis of #StonerMom Discourse on TikTok

Madison Mullis, Memphis

[EA] Hybrid Media or Mediasport? Exploring Media Portrayal of Esports Culture

Steven Young, Southern Mississippi

Discussant

Madeleine Esch, Salve Regina

Topic III — **Alternative Media, Representation and Marginality**

Video Game Community Content Creators: A Cultural Intermediary Perspective

Jeffrey Duncan, Georgia

[EA] Reading Lumpérica from a Cinematographic Perspective - A Fragmented Script about Marginality

Alejandro Bruna, Pontificia Universidad Católica de Chile

[EA] Emotionally Charged and Politically Polarized: An Interpretive Approach to Social Media Analysis

Efrat Gold and **Megan Boler**, Toronto

[EA] Social Media as an Essential Tactical Resource for Police Whistleblowers

Rhon Teruelle, Purdue-Northwest

Discussant

Kalen Churcher, Wikles University

Topic IV — **Race, Power and Gender**

[EA] Narrative Formation: Black Women, Writing, and Vogue Magazine

Rachel Parker, Alabama

[EA] Race-conscious public health: A critical discourse analysis of the Release the Pressure Campaign

Hayley Markovich, Florida

[EA] The Framing of Other: How Framing Can Be a Postcolonial Tool for Institutional Power

Kris Vera-Phillips, Arizona State

Discussant

Juliana Trammel, Savannah State

Topic V — **Bias, Cancel Culture and Power**

[EA] Talking Through the Algorithm: Techno-Institutional Bias and Women's Voices

Katherine Dawson, Temple

Membership Negotiation Flow in CCO Model May Explain Institutional Bias at a Nonprofit Media Site

Elizabeth Potter, Colorado Boulder

[EA] Courage and Conviction: Christopher Columbus and the Rhetorics of Cancel Culture

Brian Snee, Scranton

Beyond the Lens: Black Professional Athletes on Racism & the Realities

of Breathing While Black
Christina Myers, South Carolina

Discussant
Loren Coleman, Howard

Topic VI — **Ideology and the Politics of Identity**

Themes, ideology, and Social Media: A Critical Analysis of a US Vice President
Nana Kwame Osei Fordjour, New Mexico

The Spectacle of Flags
Julie Grandjean, Texas Tech

Thatcherism, Trumpism, and the Potential of Organic Ideology
Kristen Heflin, Kennesaw State

Discussant
David Wolfgang, Colorado State

Topic VII — **Discourse, Power and Gender in Asia**

[EA] Celebrity Capital and Social Movements: A Textual Analysis of Bollywood Celebrities' Tweets on 2020-21 Indian Farmers' Protest

Ali Zain, South Carolina

[EA] Dead and Back to Life: "The Eight Hundred" in the Field of Power

Zhaoxi Liu, Trinity

Quenching the Pan-Asian Desire - Thai's Boys' Love, Transculturalism, and Geolinguistic Fusion

Hong-Chi Shiau, Shih-Hsin

Discussant
Krishnan Vasudevan, Maryland

[EA] = This submission was accepted as an extended abstract.

Saturday, August 7

10:30 to Noon / S000

Cultural and Critical Studies and Newspaper and Online News Divisions

PF&R Panel Session

Journalism and the Carceral State: The Challenges of Reporting on American Prisons

Moderating/Presiding

Mary Angela Bock, Texas at Austin

Panelists

Patrick Waters, Kutztown

J. Michael Lyons, Saint Joseph's

Mary Kay McFarland, West Virginia

Krishnan Vasudevan, Maryland

Respondent

Paromita Pain, Nevada, Reno

This panel addresses the need to improve coverage of prisons in the U.S. and the institutional impediments to such coverage. The U.S. has the highest rate of incarceration of any industrialized country. Approximately 1.5 million people are in prison, rivaling the population of many of the country's largest cities, and 200,000 people are in prison for life. People of color bear the brunt of this incarceration binge. The rate of imprisonment for women is increasing as well, though their overall numbers remain a fraction of male prisoners. Many states contract with for-profit prison contractors. The Bureau of Justice Statistics estimates that the U.S. spends a little over \$80 billion on prisons, but an advocacy group called the Equal Justice Initiative argues that the true cost to taxpayers and families far exceeds that number. Yet because they are located far outside urban centers, strategically out of sight, the prison system is often out of reach for most news organizations. As a result, inmates – about ten percent of whom are estimated to be innocent – are denied the chance to be seen or heard, as even their own families struggle to visit. This is a big story, yet one that is not well-covered, and not necessarily for a lack of trying. The Society of Professional Journalists advocates for improved journalistic access to the American prison system and maintains a webpage with resources and information for reporters pursuing access, but access remains difficult for all journalists and especially multi-media journalists. The virtual ban on visual coverage means that TV news will rarely, if ever, touch the topic. Sometimes officials will set up a media area where officials will hold news conferences, but this is at the state's discretion. Access to inmates is difficult, and case law has sided with prisons, suggesting that journalists have no more rights than the general public to prison access.

12:30 to 2 p.m. /

Cultural and Critical Studies Division

Refereed Paper Session

Journalists, Activists and Echo Chambers

Moderator/Discussant

Rebecca Kern, Manhattan College

Living For—And Maybe Off—Journalism: French and American Journalists’
Career Expectations

Matthew Powers, Washington, Seattle

and **Sandra Vera-Zambrano**, Universidad Iberoamericana

The Caucasities of Portland: Theorizing White Protests for Black Lives

John Vilanova, Lehigh

The “Major Mea Culpa:” Journalistic Discourse When Professional
Norms are Broken

Erica Salkin

and **Kevin Grieves**, Whitworth

Theorizing the Mediasphere: NRA Media and Multimodal Dependency

Dawn Gilpin, Arizona State