

Remembering Division History

These two essays continue our occasional feature in which we ask selected Division members in the former Qualitative and now Critical and Cultural Studies Division to reflect on their experiences. --Eds.

MICHAEL REAL

In regard to the history of the CCS Division, I would like to add only a note of what might be called "deep background." My intent is to underscore the value of the CCS Division.

I first attended an AEJMC annual conference as a graduate student in 1969 when it was held at UC Berkeley. I was in the Ph.D. program at the University of Illinois at Champaign-Urbana and was active in campus politics. (Weren't we all then?) At that AEJMC conference, I was surprised at how few important questions and interesting studies were being reported. The studies appeared carefully done methodologically and many were quite sophisticated. But they didn't seem to me as a newcomer to be engaging significant issues. War was being waged in foreign jungles and domestic streets, and my academic colleagues almost all seemed mere technocrats distanced from the pressing issues of the day — at a conference in Berkeley, of all places!

Over the next decade, I attended many ICA conferences and found the same problem. By the late 1970s I gravitated toward IAMCR, where I found the questions much better although the methodologies were sometimes thinner.

Imagine, if you had been having these experiences, how refreshing it would be when the Qualitative Studies (now CCS) division was formed in AEJMC and the Philosophy of Communication division was formed in ICA. Finally, there were forums where interesting, complex questions were addressed and where methodologies other than quantitative were valued. Finally, professors, graduate students, and programs which attempted to connect meaningfully with political agendas, activist concerns, epistemological assumptions, access issues, ideologies, community applications, and the full range of conflicts in communication and journalism had an outlet, an academic venue for validation and exchange.

(continued on page 3)

ELLI LESTER ROUSHANZAMIR

Q: How did you become involved with the C&CS Division?

First, I'd like to take back the expression "Naming Names" and recast it — for these musings about the C&CS Division — as a List of Honored Public Intellectuals. The names I'll mention are some of the many to whom I owe personal, pedagogical and intellectual debts. AEJMC allows me to meet regularly with those who helped me find my way into my teaching and research career, folks like Profs. Dan and DeeDee Riffe and Dean Sharon Murphy. These three, along with Jim Murphy, were instrumental in bringing me into mass communication research; their participation in AEJMC is pivotal to my affiliation with the organization.

Bob McChesney's thoughts (see *Newsletter*, Autumn 2002) on the relevance of our Division brought me a great joy, expressing as they did so much truth, and so directly! Bob has contributed immensely to the Division, not least in volunteering those remarks. One example: Herbert Schiller was recognized with the Division's 1999 PF&R award but was unable to attend the celebration. Bob extended Schiller's thanks by providing a wonderful précis of Schiller's life and work to date (see *Newsletter*, Autumn 1999). Bob spoke of Schiller's personal generosity, commitment to social change and democratic values, and unflagging optimism. These characteristics (that also describe Bob himself) are shared by a number of people I've encountered through our Division, only a few of whom I've taken this opportunity to name.

It was Peter Parisi who dragged me into the Qualitative Studies Division in 1989, the year I completed my doctorate at University of Wisconsin. Previously, I had attended AEJMC national conferences, the AEJMC student mini-conferences in the mid-West, SCA (now NCA) and ICA, and each of those conferences provided opportunities for meeting and making friends and for observing how scholarly communication transpires and how academic careers work. But it was Parisi's mentorship that helped solidify my ongoing participation in AEJMC and especially in our Division. He somehow insisted that I participate, induced me to attend a "business meeting," and helped me overcome what appeared to be obstacles to feeling comfortable enough

(continued on page 3)

Inside this issue

Comments from the Chair.....2

Abstracts for Kansas City

Carolina Acosta-Alzuru, University of Georgia, "Anything You Can Do, I Can Do Better!" Representing Gender in the Talk Show ¡Qué Mujeres! Talk shows have become a "hot" topic, eliciting discussion in both the public and academic arenas. Drawing on feminist media studies and cultural studies, I examine *¡Qué Mujeres!*, a show produced in Venezuela and broadcast in the U.S. on Univision, uncovering the ways in which gendered representations are immersed in the "conversation and confrontation" present in

the show. *¡Qué Mujeres!* is one battleground among many in which the struggle over the definition of "Venezuelan woman" is endlessly played. The analysis highlights important articulations between media and culture. *¡Qué Mujeres!*'s messages about men and women reflect the strong ambivalent feelings present in Venezuela about women's changing social roles.

Ece Algan, University of Iowa, "Privatization of Radio and Media Hegemony"
(continued on page 4)

Strong scholarship highlighted

RALPH BELIVEAU, UNIVERSITY OF WISCONSIN-OSHKOSH

The strength of our Division can be found in the details of the scholarship that will be presented at the Kansas City AEJMC Convention. Please have a look at the abstracts included in this issue of the *C&CS News*, and be sure to include them in your schedule for the Convention, July 30 to Aug. 2.

However, the conference really will start for our Division on July 29. From 1–5 p.m., C&CS and the Entertainment Studies Interest Group will co-sponsor “Adding Cultural and Entertainment Studies Courses to a Skills-Oriented Curriculum: A How-To Session.” Many members from our Division struggle to introduce a significant level of media critique into their classrooms. We are often balancing between teaching students the skills to work in media industries (some mainstream, some alternative), and trying to give them the intellectual grounding to understand and articulate some of the ideological problems with media systems and messages. This pre-convention workshop will explore some of the efforts that have been made in that direction, offering example syllabi, pedagogic

ideas, and strategies for developing these directions.

One of the systematic problems that this session will hopefully address is the analysis of media structure. As I write, the FCC has voted along party lines to relax the rules restricting media ownership. FCC Chair Michael Powell argues, according to the *New York Times*, that “our actions will advance our goals of diversity and localism,” adding that the old restrictions were too outdated to survive legal challenges, and the FCC “wrote rules to match the times.” Much of the coverage of this issue was restricted to venues like Bill Moyers’ program *Now*, where one of the minority FCC chairs argued that the public comment period needed to be extended. That didn’t happen. The rule change appeared certain regardless of the level of public criticism. While the change is widely discussed as a relaxation of ownership restriction, the actual FCC news release (www.fcc.gov/Daily_Releases/Daily_Business/2003/d0602/DOC-235047A1.doc) is framed as if these are limits now being set. A subsection of the FCC news release is even titled “*Limits on Concentration Serve the Public Interest.*”

Watch to see if this rule change means the term “limits” literally...or perhaps ironically.

This and the Jayson Blair case at *The Times* are certain to be much on the minds of our colleagues at the Convention. If you are attending and presenting, please be sure to have a look at AEJMC’s “Paper presenter’s responsibilities” at www.aejmc.org/convention/authorresp.html. If your presentation is in the C&CS Poster Session (Thursday, July 31, 8:15–9:45 a.m.) or the Scholar-To-Scholar Session (Friday, Aug. 1, 11:45 a.m.–1:15 p.m.) you can find information on how to put together a poster presentation on the AEJ site at www.aejmc.org/Posterboardinfo.pdf.

As we did last year, one of the presenters at these sessions will win the Cultural and Critical Studies Best Poster Award, a \$150 prize, which will be presented at the beginning of the Professional Freedom and Responsibility Award Winner Session, on Friday at 5 p.m. We will be honoring Prof. James Carey, winner of the Division’s PF&R Award, as the focus of this session.

(continued on page 6)

Cultural & Critical Studies Division 2002-2003

Head

RALPH BELIVEAU
University of Wisconsin-Oshkosh

Vice-head and Program Chair

ALISON PLESSINGER
BUTLER UNIVERSITY

Secretary

CAROLYN BRONSTEIN
DePaul University

Research/Program Chair

CHRISTOPHER MARTIN
University of Northern Iowa

Faculty/Graduate Student Liaison

Radhika Parameswaran

Graduate Student Co-Liaisons

TERESA HEINZ
Tonya Couch

Teaching standards

WARREN BAREISS
Austin College

Professional freedom and responsibility

MARY LYNN YOUNG
Univ. of British Columbia

ALISON PLESSINGER
Butler University

Newsletter Collective

ELFRIEDE FURSICH
Boston College

MELINDA ROBINS
Emerson College

Web Publisher

Jay Hamilton
University of Georgia

Division announces awards

The winner of this year’s top student paper is Sarah Burke Odland, University of Iowa, for her paper “Labor of Love? Media, Myth, and the Political Economy of Marriage in *Wendt v. Wendt*,” which explores how the news discourse surrounding a high-profile divorce trial interpreted and constructed cultural conceptions of gender roles in marriage.

For the James E. Murphy Memorial Award for best faculty paper, there was a tie: Ece Algan, University of Iowa, “Privatization of Radio and Media Hegemony in Turkey,” analyzing media hegemony and the impact of media globalization and privatization on national-cultural identities in Turkey; and Radhika Parameswaran, Indiana University, for “Global Queens, National Celebrities: Tales of Feminine Triumph in the Textual Imagery,” a textual analysis of coverage of the Miss World and Miss Universe contests.

Division web site <http://gradycollege.grady.uga.edu/CCS/>

Remembering Division history

ELLI LESTER ROUSHANZAMIR

(continued from page 1)

to take chances.

What was your role in the Division?

I have submitted a research paper every year since 1988 (except this last year, when my travels to Ethiopia and Austria overwhelmed my attention to deadlines). I served as the Teaching Standards Chair (1996-97), held the Secretary's position (1997-98) and co-edited the Newsletter (1999-?); often these were co-chair positions, or, in the case of the newsletter, a collective. Through these smaller groups of active members, I learned a great deal: about AEJMC, our Division's depth and breadth, innovations in teaching and research, how to work successfully as a scholar and how to use my expertise within my local community.

The 1996 Anaheim, Calif., meeting was a particularly important one for me. A panel topic I suggested was accepted and, as I recall, it brought members of the Advertising and QS divisions together to discuss theory and methods. The panel was well attended and the presentations and subsequent discussion exceptionally lively. A list of some of the panel participants will suggest why:

They included: Prof. Esther Thorson, now Dean at Missouri; Prof. Hiroshi Tanaka, currently Visiting Scholar at Chazen Institute, Columbia Business School, at that time Marketing Director for the Dentsu ad agency (the largest in the world) and professor at Josai University; Suren Lalvani, a professor of humanities and communications at the University of Pennsylvania-Harrisburg (it was the last time I saw Suren, who died unexpectedly the following year at 42; he had already published one book, *Photography, Vision, and the Production of Modern Bodies*, and was working on a second; and former UGA doctoral student Ruth Largay, since lured away from academia by an alternative and lucrative career. It was to be the only conference that my son Allan attended. He was then 15 and he described the lively debate as a big argument between deeply divided sides, but he wasn't sure who'd won. *What has the Division meant to you/your career?*

I had my first academic job interviews at AEJ in 1988. One of those

escalated into an on-campus interview and eventual job offer. Our Division continues to serve as a place to meet young scholars, to attend lectures and engage in discussion with intellectuals who taught me (either directly at UW or indirectly; those latter include Hanno Hardt, Ted Glasser and Norm Denzin, whose work I read as a student and continue to read and share with others), those with whom I share research, pedagogical and political concerns. In particular, I appreciate the Division's active recruitment of graduate students. The affiliation with the *Journal of Communication Inquiry* strikes me as expressing precisely what our Division is about: engaged scholarship in which research/teaching function inseparably.

What role did the Division have within AEJMC?

The Division was and remains a safe critical place to explore alternatives to administrative research. It was and remains a place to learn how to build an academic career. Since I've been advising graduate students, I have strongly urged them to regard participation within our Division as a required part of their education. I'm particularly proud to note that the Newsletter's current editors are former doctoral student advisees.

I hope our Division will continue to attract a diverse, active membership and will continue its active commitment to do so. I trust that we will continue to attract and elect as leaders mature, thoughtful scholars who in their wish to be inclusive remain committed to the intellectual practices for which QS was founded.

I learned so much from the Division Heads with whom I worked most closely, e.g., Peter Parisi, Bonnie Brennen and Ana Garner. Their personal integrity, dedication to scholarship and understanding of the powers and responsibilities vested in those who make teaching/research our life's calling helped guide our Division. Mentorship is not for-students-only; I hope that C&CS continues to demonstrate the commitment to public service that those former Heads exemplify.

Elli Lester Roushanzamir is an Associate Professor in the Advertising Division, Grady School of Mass Communication, University of Georgia.

MICHAEL REAL

(continued from page 1)

As an academic field, we owe a great deal to people from Illinois, Iowa, and critical programs across the country who took the risk of creating alternatives to the dominant paradigms and expectations. It was like rediscovering missing body parts – arms, feet, head, heart – and becoming a complete field of inquiry. Even if CCS or PhilComm occasionally reveal a precious or technocratic tendency, a reliance on the old over-used self-protective body parts, these divisions call for self-criticism and require continuous re-examination and painful correction as intrinsic to their mission.

May those who have encountered these divisions only after they became full-blown or who will join them only in the future never underestimate the necessity of tough criticism and intellectual risk-taking, the spirit of those who struggled before them. I had the privilege of teaching for nine years side-by-side with Herb Schiller and being his friend for thirty years. He had little use for the "old" AEJMC and ICA. Now he is one of the CCS Division's officially recognized heroes. That is progress. May his skeptical, iconoclastic, and public-spirited good humor always fuel CCS and the best of communication scholarship and criticism.

Michael Real is Director of the E.W. Scripps School of Journalism at Ohio University.

C&CS News seeks your contributions

We would like to invite you to contribute to this newsletter. We especially welcome longer contributions and commentary that aren't usually a part of traditional publishing outlets. Graduate-student contributions are encouraged. Editors will get in touch with authors before publishing any materials. Keep your eyes open for the next deadline, which we'll post at <http://grady-college.grady.uga.edu/CCS/>

We would like to thank the Communication Department at Boston College for financing the printing and mailing of the C&CS News.

Co-Editors Elfriede Fursich and Melinda Robins

Paper abstracts for 2003 Convention

(continued from page 1)

Hegemony in Turkey"*** This study analyzes media hegemony and the impact of media globalization and privatization on national-cultural identities in Turkey. Globalization is viewed as a complex process of global/local interaction where many contrasting elements, such as nationalism, ethnicity, regionalism, diversity, homogenization, imperialism, and domination are constantly contested and redefined. Using Turkish media as a case study with a special emphasis on radio and music, this study draws on the concept of hegemony to identify the ways in which the global is conceived, experienced, negotiated and transformed by the local.

James Aucoin and Melva Kearney, University of South Alabama, "Saying They're Sorry: News Media Apologia Strategies" Six prominent news media apologies offered between 1981 and 1998 are examined to determine strategies used. The apologiae are criticized using rhetorical theory. Reactions to each apologia are assessed. Sincerely admitting mistakes, showing regret for them, and correcting them because it is the right thing to do, and announcing long-term corrective actions to prevent reoccurrences are basic requirements for successful media apologia.

Misook Baek, University of Iowa, "Competing for the Public Interest, 1920-1922: Amateurs and 'Citizen Radio'" The language of "the public interest" was first introduced in broadcasting by Herbert Hoover when the "broadcast boom" swept the nation. This paper examines the contestation over the meaning of the public interest between the government, radio corporations, and amateurs, with focus on the amateurs' vision of "Citizen Radio." This paper appreciates Citizen Radio as an actual process of developing the meaning of the public interest, while revealing how the project failed and corporate interests took over its meaning.

Margaret Duffy, University of Missouri, "From Tin to Tourism: Nature for Sale in Phuket, Thailand" This research examines media coverage of the economic and environmental transitions from tin mining to tourism at Phuket Island, Thailand. The analysis focuses on two areas: 1) A discussion of the dominant news theme, a narrative that utilized the "goose that laid the golden egg" analogy both explicitly and implicitly. 2) An analysis of how news narratives reinforced assumptions that economic development and environmental protection can be achieved with the proper control of authori-

ties accompanied by technological development.

Meenakshi Gigi Durham, University of Iowa, "Toward a Phenomenology of Media Reading: Theorizing the Embodied Subject, and the Text" This paper offers a theory of media reading that uses phenomenology to reconcile Althusser's concept of media "interpellations" of readers with psychoanalytic concepts of the subject. Using Merleau-Ponty's phenomenology of subjectivity, in which identity stems from embodied experience, this paper theorizes the dialectical relationship of reader and text in a way that moves away from top-down "effects" models as well as valorizations of the "active audience" to posit a more complex and reiterative notion of identity formation and decoding.

Mohan J. Dutta-Bergman, Purdue University, "Theoretical Approaches to International Health Communication Campaigns: A Critical Viewpoint from a Marginalized Space" Based on the fundamental argument that silencing and marginalization of third-world voices lie at the core of miscommunication in international health campaigns, this paper offers a critical lens to inform the current scholarship and praxis of health campaigns. Questioning the ulterior motives situated behind the Western enterprise of health campaigns, it argues that international health campaigns seek to create docile bodies that would offer themselves to the support of the imperial powers of the developed world. The essay offers a critical lens that interrogates international campaign efforts and suggests a skeptical reading of international efforts led by the World Health Organization, United Nations etc.

Heidi Hatfield Edwards, Pennsylvania State University, "Triangulation: Layering Methods to Uncover Layers of Meaning" This paper illustrates how the use of multiple qualitative methods enriches the study of social phenomenon by providing multidimensional perspectives of complex situations. It details the intricate case study design employed in a study investigating the audience role in shaping corporate involvement in social issues. The study is theoretically grounded in a rhetorical view of public relations and significantly influenced by a cultural studies tradition. The qualitative methodology reflects these perspectives.

Bettina Fabos, University of Northern Iowa, "From Information Highway to Commercial Highway: The Corporate Strategy to Wire America's Schools" The Internet was quietly privatized in 1995. That

same year, the Clinton Administration and corporate America launched a campaign called the "Educational Challenge" which aimed to wire America's schools by the year 2000. The intense PR blitz, lasting between 1995-1998 was accompanied by many slick ads, all loftily illustrating the internet's learning potential. By 1998 most schools were wired and the Internet was, almost overnight, commercially viable. This paper examines how the "information highway" was cast as a commercial highway all along.

Eric Gormly, University of North Texas, "Popularizing Evangelicalism: Cultural Implications of Contemporary Christian Music" American society has witnessed a dramatic growth in a musical genre known as Contemporary Christian Music. Ostensibly, the genre's purpose is to evangelize to an emerging Evangelical youth culture through broader appeal. Evangelicals historically have used the media of popular culture and secular commercial practices for evangelizing vehicles. Using a range of cultural theory, however, the author argues that the movement toward religious messages in the form of popular music enables the subculture of Evangelical Christians to resist against a dominant secular society by taking possession of a cultural form and redefining it as their own, empowering them to effect an influential voice in the cultural discourse of American society.

Amanda S. Hall, University of Georgia, "Eat. Sleep. Watch Dawson's Creek." *Consuming Dawson's Creek's Teenage Experience* Drawing on cultural studies, especially consumption, this study examines how a sample of the audience of Dawson's Creek, a Warner Brothers' Television show, interpret and relate to the show and whether they incorporate these meanings into their lives. Ten in-depth interviews were conducted with females aged 15- to 20-years-old. Findings suggest the way participants the show establishes a way of life for them, serving a crucial role of support during the teenage years.

Joseph C. Harry, Slippery Rock University, "Trailer-Park Trash': News, Ideology & Depictions of the American Underclass" A textual analysis, using social-semiotic and Marxist theoretical perspectives, of newspaper articles was conducted to analyze how class is depicted in stories about life in "trailer parks." The analysis finds that class perspectives conflict, as higher-class journalists routinely depict a "lower class"

(continued on page 5)

Paper abstracts for 2003 Convention

(continued from page 4)

segment as "white trash." In this way, class functions as an invisible meta-sign, providing journalists an ironic, stereotypical means of ridiculing and, in some ways, celebrating "white trash" as a cultural marker, while sustaining economic class differences.

Lee Hood, University of Colorado, "The Columbine Tragedy and Collective Identity: Local Reactions and a Sense of 'Us'" The shootings at Columbine High School in 1999 put Columbine and the suburb of Littleton, Colorado, into a glaring international spotlight. But in the Denver area, the story was a local tragedy. Using in-depth interviews, this study examines how a sense of collective local identity emerged around the event. The research is situated within cultural studies, as well as sense of place literature, both from media studies and from other areas such as sociology and cultural geography.

Dal Yong Jin, University of Illinois, "The Contemporary Korean Film Industry: State Cultural Policy under Neoliberal Globalization, 1988-2002" This paper draws systematic attention to the reconfiguration of the Korean film industry. It attempts to clarify the cause of the changes and discusses the Korean film industry with a special focus on state cultural policy toward cinema. The paper, in particular, examines the main role of the Korean government in the film industry's decline until the mid-1990s, as well as its rise in recent years.

Chris Jordan, Pennsylvania State University, "The Political Economy of the Reagan-era Prime Time Soap Opera" Prime-time soap operas of the 1980s arose from an intensification of television production's historically oligopolistic structure under Reaganomics and deregulation. While regulatory reforms undertaken on behalf of the public interest broadened access to prime time television for independent producers during the 1970s, Reagan's implementation of tax reforms and deregulatory initiatives concentrated control over prime time television in the hands of Hollywood's largest producers and syndicators during the 1980s. The one-hour evening soap opera facilitated these companies' domination of prime time network access and foreign syndication sales by allowing them to use access to a nationwide audience to engage economies of scale in television production.

Richard Kaplan, University of California-Santa Barbara, "American

Journalism Goes to War, 1898-2001: A Manifesto on Media and Empire"

Considers the role that the "imagined community" of the nation plays in the organization of journalism – in its narratives, in its professional ideals, and as an institution. Three theoretical maneuvers help explicate this centrality of nation to journalism. First, journalism's narratives must be largely understood as a rite of the community. In its plots, the press thematizes the life and values of the group. Second, this community has, since 1776, been defined as the democratic nation. Journalism implicitly addresses its readership as citizens joined together in deliberation over the commonwealth. Third and last, the American nation has found its identity most often in military confrontation with threatening others. Journalistic reporting of the 1898 Spanish American War offers an illustration of the dynamic ways that the daily news functions as a narrative united in battle against a demonized enemy.

Kevin R. Kemper, University of Missouri-Columbia, "Civilization, Christianity, and Cherokeeity: The Three Layers of Elitism in the Writings of Cherokee Editor Elias Boudinot" Cherokee Elias Boudinot was the first Native American editor of the first Native American newspaper, the *Cherokee Phoenix*. An ideological critique examines Boudinot's writings and considers literature from other disciplines to reveal Boudinot as an elitist who saw himself as a civilized, Christian Cherokee. The complex journalist saw others as lost or saved, white or Cherokee, ignorant or educated. That elitism may have led to his support of removal of the Cherokee from ancestral lands.

Sue Lawrence, Marist College, "The Agency: Naturalizing Terrorism" CBS' *The Agency* is coded to exert a powerful effect on the perceptions of the audience around a discourse on terrorism. Episodes depicting foreign attacks on US soil naturalize terrorism, making terrorist acts on the US seem common, horrifying and inevitable. The Agency reflects the ideology of the US government at a time when the country is engaged in a war on terrorism, embracing stereotypes and underlining the need for a strong intelligence agency.

Jack Lule, Lehigh University, "War and Its Metaphors: News Language and the Prelude to War in Iraq, 2003" Metaphors can kill, said George Lakoff in response to official justifications for war in the Persian

Gulf. This paper studies metaphor in news coverage during the prelude to the 2003 war with Iraq. The paper outlines a methodology for study of metaphor and applies the method to six weeks of coverage by NBC Nightly News, the top-rated U.S. evening newscast. The paper identifies metaphors in NBC coverage, examines implications of those metaphors, and finally considers the role of metaphor and news language in the conception and construction of war.

Siho Nam, Pennsylvania State University, "Examining Diversity in Cable Television: A Proposal for Linking Diversity of Content to Diversity of Ownership" Originally developed as a means of retransmitting and boosting broadcast signals, cable television has grown as a main component of contemporary media culture. In view of that, this paper first seeks to examine various conceptions of and views toward diversity, proceeds to argue for the need to consider diversity of content in connection with diversity of ownership, and then finally discusses implications of diversity in cable TV with respect to both political and cultural democracy.

Eleanor Novek, Monmouth University, "The 'Devil's Bargain': A Natural History of a Prison Newspaper" A free press is necessary for a healthy democracy, but how can an imprisoned journalist speak the truth to power? This paper traces the development of an inmate newspaper at a state prison for women, contrasting the routines of prison journalism with those of the commercial press. A prison newspaper is a paradoxical "devil's bargain" – on one hand, a control mechanism employed by prison administrators, and on the other, a potentially empowering aspect of prison culture for inmates.

*Sarah Burke Odland, University of Iowa, "Labor of Love? Media, Myth, and the Political Economy of Marriage in *Wendt v. Wendt*"** This paper explores how the news discourse surrounding the high-profile divorce trial of Gary and Lorna Wendt—a high-paid executive and his homemaker wife—interpreted and constructed cultural conceptions of gender roles within the institution of marriage. Drawing on theories of gender identity, political economy, and myth, the analysis demonstrates how the news discourses functioned as a mythmaker, naturalizing and normalizing the devaluation of domestic work.

(continued on page 6) 6

Abstracts

(continued from page 5)

JinSeong Park, Marquette University, "The Story of Depression: An Investigation into the Discourse of Depression as Constructed in Direct-to-Consumer Antidepressants Advertising" This paper discusses how direct-to-consumer (DTC) antidepressant advertising frames depression and depicts men and women. The findings suggest that DTC advertising biochemically frames depression and depicts men as more stable and women as more vulnerable. The social implication of the findings is that by naturalizing the view that depression is a female problem, DTC advertising may reinforce social stereotypes of women.

Seung Hyun Park and Jinman Han, Hallyum University & Kangwon National University, "Political Regulation on Cinema in Korea" Political regulation on cinema has been the greatest barrier to the development of Korean cinema since its inception in the early twentieth century. Especially in the period from 1961 to 1979, authoritarian rule, which often involved martial law and emergency measures to silence diverse voices in basic human rights of the Korean people, elaborately designed the film industry to follow the official aesthetic doctrine defined by state agencies. This paper examines how politics had a great influence on filmmaking, focusing on the mechanisms regarding the production of wholesome movies that encouraged particular ways of interpreting the world.

Kimmerly S. Piper-Aiken, Michigan State University, "Television News and Gender-relevant Visual Frames: How Election Stories Both Empower and Exclude Women Viewers" This study involved the analysis of 30 news stories focused on "the importance or value of the women's vote" or "the gender gap" from the 1996, 1992, 1988, and 1984 elections. This study found dramatic evidence of gender-relevant framing in television news video in three categories: visual imaging, visual clichés, and visual stereotypes. In terms of women's involvement in politics, there was evidence that television news messages have been both empowering and exclusionary.

Jimmie Reeves, Texas Tech University, "Ted Turner as Postmodern Legend: From Mouth of the South to Maverick on a Mission" Like the "great man" narratives of other prominent figures in mass media history, the legend of Robert Edward (Ted) Turner III has been carefully cultivated and

is largely the product of self-promotion. In exploring the continuities, contradictions, and contrivances of the Ted Turner story, this paper focuses on a period that begins in 1963 with Turner taking control of the family business and ends in 1991 with Turner being named Time Magazine's "Man of the Year."

Denise St. Clair and Atsushi Takjima, University of Wisconsin-Madison, "The Road to War: Breaking the Code" This paper evaluates six newspaper articles from six newspapers around the world to assess through the use of framing analysis whether the coverage of President Bush's Sept. 13, 2002 speech to the UN urging the world to go to war with Iraq represents the dominant ideology of the country in which the paper is produced. This study builds on Entman's work on framing, specifically in regard to the reliance on official sources.

Sara Struckman and Frank D. Durham, University of Iowa, "'Tama Mesquakies Battle to Save the School'; Hegemony and Change at a Community Newspaper" This study interprets newspaper coverage involving a conflict between the Mesquakie tribe of Iowa and the local white community over the proposed closing of the Native Americans' school in 1968-69. The focus is the interaction of the two newspapers, the regional *Des Moines Register* and the local *Tama News-Herald*. As a result of the textual analysis, we have understood more about the nature of media hegemony and social change.

K. D. Trager, Indiana University, "Undisciplined Reading: An Ethnographic Study of Social-Silent Readers in a Mega-Bookstore Café" This article explores the ways that the "social-silent" readers in may case study established rules for themselves and others that tamed the "undisciplined" atmosphere of one Borders bookstore café in the Midwest. Their actions are read as a "mild protest" against the forms of sociability constructed by the store and the privatization of the store offers. This paper also examines the quiet struggle between the different types of readers to define the café reading space. While the reading at Borders was found to be social, it was not always harmonious.

Christopher Vaughan, Rutgers University, "Feeding the Public's Hunger for Sensation: Discourses on Dog-eating" The consumption of dog has served as a cultural dividing line in Western discourses demarcating civilized and "uncivilized" societies. The case of Igorot tribes in the

northern Philippines, whose canine repasts generated much sensationalist journalism and popular cultural comment, served in the early 20th century to provide a false case for the unsuitability for self-government of Filipinos writ large. The journalistic tradition continues in coverage of such minority practices in the Philippines and South Korea.

Karin Wahl-Jorgensen, Cardiff University, "Are the Opinion Pages a Forum for Public Participation? A Comparison of Danish and British Models" This paper compares the potential for public participation in the opinion pages of Danish and British quality newspapers, which have radically different models for these pages. The paper is based on an examination of op-ed and editorial pages in the three largest circulation Danish dailies, as well as in the British papers, The Guardian, The Telegraph, and The Times, during a randomly selected two-week period in the autumn of 2002. The paper draws on deliberative democratic theory as its normative framework.

*top student paper

**top faculty paper (tie). James E. Murphy Memorial Award

Chair's message

(continued from page 2)

Finally, be sure to join members of the Division on Friday for the Members Meeting at 6:45 p.m. and our off-site social at 8:15. We will announce the location of the social at the Members Meeting. At the meeting we will discuss Division business, including the future of electronic submissions and reviews, paper judging, etc. We hope to introduce members of the Division to Shayla Thiel, who is taking over as Editor for the Division's affiliated journal, the *Journal of Communication Inquiry*, and to publicly recognize and thank the outgoing journal editor, Dina Gavrilos.

We will also need a new Newsletter Editor or editors. If you are interested in discussing this possibility before the conference, please get in touch with me (Beliveau@uwosh.edu) to discuss the matter.

On that note, I would like to thank Elfride Fürsich and Melinda Robins for their most excellent newsletter work, as well as the contributions of the rest of the Division leadership. Hope to see you all at the Convention; use our Listserve: http://groups.yahoo.com/group/ccs_aejmc/ for any concerns you wish to express.