

Skills courses and multiculturalism

ELIZABETH P. LESTER, UNIVERSITY GEORGIA-ATHENS

(In the previous issue of the QS Newsletter, Prof. Lester posed the issue of "how to address complex issues [such as multiculturalism] within primarily professional [skills] classes." In this second half, she discusses some useful resources to overcome this manufactured distinction.—Ed.)

The critical pedagogy literature continues to provide both theoretical and practical discussions of how to make classes work to both teach specific course content and engender structural change. *Paulo Freire: A Critical Encounter* is a collection of essays by a divergent group of scholars, all known for their own particular engagements with critical pedagogy, concerning Freire's liberation education. The essayists are grounded in feminism, postmodernism, postcolonialism, (and/or) critical theory, and they also represent a multiculturalist perspective in terms of gender, race, ethnicity, and national origin.

Further, and as Freire points out in the introduction, various educators "such as Henry Giroux, Peter McLaren, Ira Shor, Carlos Alberto Torres, Donald Macedo, and bell hooks, among others, have tried to reinvent my writings and research on literacy and pedagogy so that they may be applied to North American struggles for liberation in schools, the workplace, the home, and universities and colleges." (Essays by the authors mentioned appear in the book.)

David Theo Goldberg's *Multiculturalism: A Critical Reader* addresses specific definitional issues, what understanding of education, knowledge, and social formations constitute the field of multiculturalism, what different practices are encouraged by multiculturalism and how to move theory into practice in classrooms as well as elsewhere. *Unthinking Eurocentrism: Multiculturalism and the Media* puts into practice in a media-specific text a revitalized media studies through the active critique of monoculturalism. Finally, some media textbooks perform the admirable function of applying diverse principles to an undergraduate curriculum; Branston's and Stafford's *The Media Student's Book* come to mind as an example.

Individual programs of reading may be one way to approach shaping skills courses

to reflect the mandate for a multicultural education; talking to recent graduates and returning graduate students has proved to be another helpful avenue. Recent graduates, especially those working in the communication industries, deal on a daily basis with the globalizing work environment and the demands for diverse workplaces on the one hand and programming on the other. Graduate students are often returning to academia after shorter or longer careers in communication. I have also been fortunate in having a cadre of international students, and in particular working with students from India, Germany, Venezuela, and Korea, among others. (I wish to acknowledge the profound support I have received from Usha Raman, Ph.D., Elfriede Fursich, Carolina Acosta-Alzuru and Shin, Soon-Chul.) Conversations with former students and graduate students can yield new questions as well as comments and critiques from an arena separate and yet connected to the classroom.

Organizing with one's peers is a third avenue towards learning, and, in this respect, my participation on a university ad-hoc committee on cultural diversity,

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QS web site assists members

JAY HAMILTON, S.U.N.Y. GENESEO

Looking for someone with whom to share a room at the upcoming AEJMC Convention in Chicago?

Attending a convention and wondering whether any QS members will be there?

Hoping to find the latest information about media-activist groups?

Look no further (as they say) than the QS site on the World Wide Web:

<http://www.geneseo.edu/~comm/qs>.

Although still in development, it houses a number of useful means of putting QS members in contact with the wider world of media, politics, and culture as well as with each other.

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Headnote:

Anticipating QS sessions

BONNIE BRENNEN, VIRGINIA COMMONWEALTH UNIVERSITY

As I was reading the 1997 Qualitative Studies Division program copy proofs this morning I began to get very excited about the upcoming AEJMC Conference. Not only do we have a great line-up of research sessions and panels, but I believe that our division will this year highlight the voices of those who have generally been marginalized by AEJMC.



In the winter issue of QS News I focused on theme panels that QS is co-sponsoring this year. But there is more—we have several wonderful research sessions organized by our research chair Ana Garner that also deserve special note.

One refereed paper session that will undoubtedly expand the voices heard in Advertising and Public Relations features papers that apply critical and literary theories and methods to these areas of research.

Another research session will give voice to controversial and dissenting issues in the press including the targeting of African-Americans during World War II by the Office of Civil Defense and the production of public-access television by African American

elders. The construction of newswork and newsframes will be considered in explorations of public journalism, objectivity, and the connection between news, myths, and society.

Other research sessions will read the politics of popular culture film, television, and books, and will reconsider a variety of crises and wars.

One special research panel, organized by Vice-Head William Solomon, contemplates issues of the public sphere in a global era, and will feature James Carey, Columbia University, Stanley Deetz, the University of Colorado, and Dilip Goankar, Northwestern University. Linda Steiner, Rutgers University, will serve as moderator for this important session.

Carey is also this year's recipient of the James E. Murphy Memorial Award for top faculty paper. He will present his paper, "Reflections on the Project of (American) Cultural Studies" at the QS business meeting, from 8-9:30 p.m., on Thursday, July 31.

The top student paper "After the Second Wave: Toward an Interpretation of the American Feminist Antipornography Movement" by Carolyn Bronstein of the University of Wisconsin-Madison, will also be presented at the business meeting.

Exciting things are happening in the Qualitative Studies division. I hope you'll join us in Chicago and take a better look. ❖

Contribute to this newsletter

We seek contributions from QS members.

We're especially interested in items for which few professional outlets exist, such as reflections on teaching, and speculative or exploratory commentary on current issues.

Send items and direct questions to Jay Hamilton, Dept. of Comm., SUNY Geneseo, Geneseo, NY 14454, (716) 226-6092. ❖

Qualitative Studies Division 1996-1997

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<http://www.geneseo.edu/~comm/qs/>

(WEB SITE, *continued from page 1*)
Among the information and services available:

Contact QS officers

The home page has e-mail links to all QS officers, making it easy to either find out their e-mail address, or simply to e-mail them directly from the link on the page.

Find a convention roommate

Are you attending an academic or other conference, and wondering whether any other QS members are, too—perhaps to share a room or to make arrangements to meet?

Post an e-mail message to me (hamilton@uno.cc.geneseo.edu), listing the conference, dates attending, and any other such information.

Your message will be posted on the Conference Board page, off the QS home page, along with your e-mail address (and phone number, if included).

Find media activism on the web

Many alternative and activist groups and publications have web sites which make available much otherwise difficult to find information.

Among the links:

- Upcoming conventions and conferences, including the second Media and Democracy Congress, in New York, Oct. 16-19 (plus access to the proceedings and materials from last year's conference).
- Progressive media, such as *The Nation* and *MediaCulture Review*.
- Media-focused organizations, including Union for Democratic Communications; and industry critics such as Fairness and Accuracy in Reporting, and Gay and Lesbian Alliance Against Defamation.
- Activist-link clearinghouses, which provide comprehensive listings for activist sites throughout the Internet.

For more information or to suggest changes or additions, send e-mail (hamilton@uno.cc.geneseo.edu) or phone (716) 245-5223. ❖

QS research sessions finalized

ANA GARNER, MARQUETTE UNIVERSITY

The papers selected for this year provide an interesting mix of old and new ideas. They also reflect our call for new voices and research. As promised in the last newsletter, I have tried to highlight the work of our colleagues who are trying to break new ground in thoughtful and innovative ways. Before telling you about our papers, let me begin, however, with a review of this year's competition.

I am quite pleased to report that 85 papers were submitted this year—an increase of 20 over last year. This meant that competition was stiffer than last year, and the 50 judges clearly had their work cut out for them as most received 5 papers to judge. In the end, 42 papers were accepted and will be presented this year in Chicago. Let me take this opportunity to thank all of the judges for their good work and fine humor. You all worked quickly and carefully and you made my job much easier.

THIS YEAR'S TOP FACULTY AND STUDENT PAPERS ask us to reflect upon and possibly reinterpret our attempts to achieve intellectual and social change. They will be presented during the QS business meeting on Thursday, July 31 beginning at 8:00 p.m.

The top faculty paper and James E. Murphy Memorial Award winner is James W. Carey, Columbia University, "Reflections on the Project of (American) Cultural Studies."

The top student paper winner is Carolyn Bronstein, University of Wisconsin-Madison, "After the Second Wave: Toward an Interpretation of the American Feminist Antipornography Movement." Last year's top faculty paper winner, Jack Lule, Lehigh University, will discuss these two fine works.

I also encourage you to check out the other fine research sessions we have to offer:

Wednesday, July 30

- 8:15-9:45 a.m.: Reading the Politics of Popular Culture.
- 11:45-1:15 p.m.: Giving Voice: Controversial Issues and the Press.
- 1:30-2:45 p.m.: Reconsiderations of Crises and War.
- 3:00-4:30 p.m.: Hear our Call: Studying Newswork and Newsframes.

Thursday, July 31

- 8:00-9:30 p.m.: Business meeting, top faculty and student papers.

Friday, August 1

- 1:00-2:30: Other Voices: From Ross Perot to Pizza Kitchen Murders (poster session).

Saturday, August 2

- 2:45-4:15 p.m.: Expanding the Voices: Advertising and Public Relations.

These are just our research papers—we also have many exciting panels, teaching sessions and more. Come listen! ❖

Annual Convention Research Paper Abstracts

**Carolina Acosta-Alzuru,
University of Georgia.**

“Scratching the Surface: The New York Times Coverage of the Mothers of Plaza de Mayo, 1977-1997.”

Scholars have looked at the Mothers of Plaza de Mayo from historical, political, feminist and rhetorical perspectives. But how have the media presented the Mothers? Through textual analysis, this paper examines The New York Times coverage of the Mothers of Plaza de Mayo from 1977 until today, exploring how the Mothers have been constructed in this major U.S. newspaper. This construction is consistent with previous research in the area of news coverage of women. It is superficial and tends to simplify and trivialize the Mothers and the issues involved, presenting them as either victims or demons while demeaning their importance as interlocutors of reality.

Geri Alunit,

Michigan State University.

“Al-Amiriya, February 13, 1991—Broadcasting Standards of Violence in a Time of War.”

British television news stations used graphic video during their coverage of the al-Amiriya bombings in Baghdad, Iraq on February 13, 1991. This study uses oral histories, video archive footage and document research to recreate the news coverage on that day and to analyze why the level of violence depicted on TV did not insult Britain’s viewing audience.

James Aucoin,

University of South Alabama.

“Undercover Reporting, Hidden Cameras and the Ethical Decision-Making Process: A Refinement.”

The controversy over the ABC-Food Lion undercover reporting case

among media practitioners and the public emphasizes that the issue of whether such reporting is ethical remains unresolved. This paper argues that the ethical decision-making model suggested by many media ethicists and used by many journalists is flawed in that it is based on the assumption that undercover reporting and hidden cameras are primarily information-gathering tools, when in fact they are better positioned as story-telling techniques. Once undercover reporting is repositioned in this way, the Principle of Generic Consistency as outlined by moral philosopher Alan Gewirth is adapted to offer a higher standard for deciding when to use hidden cameras and other deceptive reporting techniques. Gewirth’s principle offers a rational justification for arguing that in certain instances—when public freedom and/or well-being is in danger—deceptive reporting techniques are not unethical if reporters have gathered enough evidence that the target of the investigation has indeed violated a moral law.

Warren Bareiss, Shorter College.

“The Construction of Social Space in an Alternative Radio Text: Resistant Praxis and Hegemonic Rhetoric at KUNM-FM, Albuquerque.”

This paper is part of a larger ethnographic study that I have conducted on KUNM-FM, a noncommercial radio station in Albuquerque, New Mexico. The fundamental issue of the overall study is how an imagined community is constructed through discourse occurring at the station. This paper examines a specific KUNM program to illustrate how discursive patterns not only construct New Mexican communal space, but also privilege an *a priori* social hierarchy which is contradictory to organizing principles of KUNM and other “alternative media.”

**Ralph J. Beliveau,
University of Iowa.**

“Between Critical Layers: Lessons from ‘Theories’ Within Histories of Communication Study.”

Histories of communication study as it evolved since the 1950s often explain the field through biographies and flow charts of influence, but they rarely justify such an explanation. This critique of three other histories examines them for their justifications, and uses them to critically reflect on the field’s communication about itself, particularly on the uses of “theory,” the (dis)unity of an intellectual ground, and the relationship between communication and learning.

Douglas Bicket,

University of Washington.

“Polity and Identity: Scotland’s Struggle for Cultural Independence and the Lesson of Quebec.”

This paper comparatively examines the positions of the arts and mass media in Scotland and Quebec. It argues that, in spite of marginally increased funding for domestic cultural industries in recent years, Scotland’s separate cultural identity remains under threat in the absence of an independent, or at least substantially autonomous, Scottish polity. The example of Quebec shows that strong political and cultural institutions are needed to preserve small cultures under threat from hegemonizing external forces.

Susan Blue,

University of St. Thomas.

“American Myth, Literary Journalism, and *The Last Cowboy*’s Henry Blanton.”

Commentary on American Western myth emerges from Jane Kramer’s *The Last Cowboy*. This paper traces land-

scape and language in this piece of literary journalism, examining the myth's roots in early American rhetoric. This cultural exploration also reveals pertinent gender tensions. In revisiting the cowboy myth and its formation, it is possible to isolate the changes in Western myth that Kramer shows and to explore the myth's contemporary ramifications.

**Carolyn Bronstein,
University of Wisconsin-Madison.
"After the Second Wave: Toward an
Interpretation of the American
Feminist Antipornography
Movement."**

This paper analyzes how the first American feminist antipornography organization, Women Against Violence in Pornography and Media (WAVPM), constructed a discourse about pornography in the mid-1970s. I trace historical links between antipornography and nineteenth-century social purity campaigns, and try to show how these campaigns reflected the political, social and cultural circumstances of their organizers. In the case of antipornography, I argue that the movement's basic ideas about sex and sexuality grew out of the second wave critique of male sexual violence, disillusionment with the "sexual revolution" and the emergence of political lesbianism. I offer a thematic analysis of the WAVPM newsletter, *NewsPage*, published monthly from 1977 to 1983, and conclude that the organization's campaign against pornography ultimately mirrored social purity by restricting the definition of acceptable female sexual behavior. I suggest that current efforts to regulate pornography, including the Communications Decency Act, may rely on some of the same transhistorical assumptions about sex and sexuality as the earlier campaigns.

**Christopher P. Campbell,
Xavier University of Louisiana.
"Newsrooms Under Siege: Crime
Coverage, Public Policy and the
Louisiana Pizza Kitchen Murders."**

This paper is a textual analysis of coverage by the Times-Picayune and

WWL-TV (New Orleans' CBS affiliate) that followed the murder of three employees of a French Quarter restaurant. It views the coverage as a microcosm of a news process that provides shallow interpretations of events and leads to ineffective public policy. It argues that the news media's interpretation of events routinely strips them of significant historical, social, cultural, and political implications.

**James W. Carey,
Columbia University.
"Reflections on the Project of
(American) Cultural Studies."**

This essay reviews and evaluates cultural studies as a program of qualitative research in communications. It provides one rendition of cultural studies from an American perspective and explores the relationship between this work and its philosophical presuppositions and the parallel work in England, particularly at the Center for the Study of Contemporary Culture. It also examines some of the tensions between cultural studies and political economy and tries to provide an ethical/political justification for one particular outlook within this broad arena of scholarship.

**Christian Christensen,
University of Texas at Austin.
"Context and the Developed World:
Newspaper Coverage of Crisis in
Scotland and Belgium."**

This study is a qualitative analysis of 34 New York Times articles on massacres in both Scotland and Belgium in 1996. The study examines coverage of these developed countries within the context of previous academic works on the *inadequacies* of coverage from developing ("Third World") nations. The results of the study, examined with issues of proximity in mind, indicate that the New York Times provided contextualized and highly developed stories from the two nations.

**Caryl Cooper,
University of Alabama.
"Ready, Aiming, and Firing Blanks:
The Office of Civilian Defense**

**Targets African-Americans During
World War II."**

By the time the United States entered World War II, public relations was well on its way to becoming an integral part of government relations with the public. This case study examines how the Office of Civilian Defense executed those elements deemed necessary for a successful campaign. This study also examines how race, discrimination and public opinion impacted the government's attempts to communicate with a special public during a time of national crisis.

**Margaret Duffy,
Austin Peay State University.
"Organizational Rhetoric as
Performance Art: A Dramatic
Study of Corporate Communication,
Public Relations and Fund Raising."**

In a case study of the public relations, fund-raising, and organizational communication of a not-for-profit organization, this article uses symbolic convergence theory, an approach rarely deployed in examining these activities. The study examines internal and external communication processes as social constructions of reality and argues that the dramas and stories through which organizational members make sense of their organizational world are manifested in the communicative products and processes of the collectivity.

**Meenakshi Gigi Durham,
University of Texas at Austin.
"On the Relevance of Standpoint
Epistemology to the Practice of
Journalism: The Case for
'Strong Objectivity'."**

This paper interrogates traditional notions of "objectivity" and its interpretation in conventional news reporting. I argue here that the underlying principles of objectivity devolve in practice to an epistemic relativism that fails to consider the validity of various truth claims. I propose an alternative of "strong objectivity" grounded in standpoint theory. I trace the arguments against scientific objectivity that parallel critiques of journalistic objectivity, then propose an alternative conception

of praxis that could fulfill the liberatory goals of journalism.

Frank E. Fee,
University of North Carolina.
“Heroes, Villains and Twice-Told Tales: The Normative Power of Journalism’s Worklore.”

Organizational communication theory, rhetorical theory, and popular culture theory provide a new framework for examining occupational lore’s power to create and maintain work cultures in news organizations. Folk heroes and antiheroes model behaviors salient to journalists’ views of their work processes and operating assumptions. The professional culture of journalists, reflected in heroes and villains, and the local newsroom culture, where the stories are told, in turn reveal tensions and problems in the practice.

Koji Fuse,
University of Texas at Austin.
“Decontextualization of Hirohito: Historical Memory Loss in the Docudrama ‘Hiroshima’.”

This paper is a discourse analysis of the Showtime miniseries “Hiroshima,” aired in August 1995. It explores how Hirohito was depicted to suit the dominant ideology in line with the traditional conservative historical account of him as a robotic pacifist in contrast with an aggressive Japanese military. The revisionist view of Hirohito, however, presents a very different picture of his prewar political power, aggressiveness, and disrespect of non-Japanese Asians, which were totally ignored in “Hiroshima.”

Theodore L. Glasser
and Stephanie Craft,
Stanford University.
“Public Journalism and the Search for Democratic Ideals.”

Public journalism’s commitment to promoting and improving the quality of public life raises interesting and important questions about what this arguably new role for the press entails and what view of democracy it implies. This paper focuses on three areas where public journalism’s con-

ception of the press and the press’s interest in self-governance appear to be most problematic. It concludes with a brief assessment of the prospects for a public purpose for a private press.

Eileen Gilligan,
University of Wisconsin-Madison.
“He Never Had a Chance: The U.S. Media’s Portrayal of Ross Perot’s Exclusion from the 1996 Debates.”

This paper examines how Ross Perot, his party, and his campaign were portrayed in the U.S. media, especially during his fight to gain entry to the 1996 presidential candidates debate. Using a sample of approximately 120 news media stories and qualitative analysis, this paper explores the media’s use of routine practices, marginalizing devices, and their focus on individuals as hegemonic methods for supporting the two-party electoral system or the status quo.

Alyse R. Gotthoffer,
University of Florida.
“Anti-Drinking-and-Driving PSAs: Do They Have Any Meaning to Underage College Students?”

This study qualitatively examines underage college students’ drinking behaviors and what meanings, if any, anti-drinking-and-driving public-service announcements (PSAs) have to them. Results suggest many implications for PSA designers, including localization of PSAs, and the use of consequences more relevant to college students, such as being charged with a DUI.

Joseph Harry,
Michigan State University.
“Money Talks: The Television Promotional Text as Ideological Expression.”

A rhetorical and political-economic analysis of 34 television promotional spots representing 18 different Fall primetime programs on the three major commercial broadcast networks shows how each promo is framed to project a certain storyline pertaining, to varying degrees, either to the nature of the upcoming program or to the nature of

the network itself. The promo rhetoric reflects the political-economic interests of the network, thus each promo can be read as a form of ideological expression.

Peter Hart, Rutgers University.
“When the Numbers Don’t Add Up: The Framing of Proposition 187 Coverage in the Los Angeles Times.”

This paper examines coverage of California’s Proposition 187 (1994) in the Los Angeles Times by means of both the administrative and the critical research paradigms. In the end, the critical research methodology appears to be more thorough and intellectually satisfying, as it both offers and answers substantial questions concerning the Times’ coverage. The paper addresses the competing research methodologies in regard to both Proposition 187 and in a more general context.

John Hartsock, Marist College.
“Narrative Literary Journalism’s Historic and ‘Gratuitous’ Resistance to Critical Closure.”

This paper examines how rhetorical concrete detail assures that narrative literary journalism will resist coming to critical closure. Even in the instance when they serve symbolic purposes, their phenomenalist status will resist wholesale reification. Such tropes could be characterized as “subversively gratuitous.” But in particular, it is “flagrantly gratuitous” details that most forcefully resist critical closure, begging instead with unfulfilled meaning. The writings of Ernest Hemingway, Tom Wolfe, Edmund Wilson, and Erskine Caldwell are examined.

Ann Haugland,
Middle Tennessee State University.
“Oprah’s Book Club: Radical Reading and Talk Show Literature.”

Oprah Winfrey’s on-air book club has been a phenomenal success. Using transcripts, news articles about the club and theories of popular culture, the paper identifies the ways that the book club challenges some established assumptions about books and reading

in contemporary culture. The success of the club provides further evidence that the high/popular distinctions based on class or status of the consumers of culture or on the characteristics of the work are inadequate and seriously limit our understanding of the possibilities for books and reading. Oprah's book club is remarkable because it suggests an alternative discourse about "serious" books and alternative uses for them.

**Robert K. Kalwinsky,
University of Iowa.
"Analysis of Physician Assisted
Suicide in The New York Times
from 1991-1996."**

This research paper represents a first step toward contextualizing the study of physician-assisted suicide (PAS) within the framework of mass communications. An impassioned topic among certain groups, the incidence of PAS is apparently more prevalent than one would suspect. Save for accounts of Jack Kevorkian's activities and a few contested cases, the media were initially silent in this regard. After defining terms and detailing relevant background material, a research proposal is set forth that utilizes textual analysis to trace the threads of developing accounts. Specifically, coverage of PAS in The New York Times over the past six years is analyzed to glean organizing principles that create cultural meanings for the practice.

**Soobum Lee,
University of Oklahoma.
"Reading Presidential Candidates: A
Semiotic Analysis of Televised
Political Advertising in Korea."**

This study examines and interprets the combined structure and content of televised political advertisements during the 1992 Presidential election in Korea, using the semiotics method. Semiotics is the study of underlying mechanisms by which signs convey meaning. Such studies can be applied to the case of televised political advertisements. As a result of this analysis, Kim Daejung emphasized change, while Kim Youngsam emphasized gradual reform with ordinary people.

Consequently, Kim Youngsam received wide support from the voters, who preferred gradual reform to abrupt change. In conclusion, Kim Youngsam's advertising represents a more commodified image of the middle class. This type of advertising thus indicates that a successful presidential campaign depends on good image-marketing.

**Larry Z. Leslie,
University of South Florida.
"The Troubled Waters of
Communication Research:
Scylla and Charybdis
in the Postmodern Era."**

Facing tight budgets and limited resources, many universities are watching their communications programs. A few have been discontinued; some have merged with other disciplines. Some say that the work communication departments do is not central to the mission of a university. Additionally, observers note our research is not high quality, not "scholarly." This article critically examines some of the problems surrounding communications research; places communication research in a theoretical modernist paradigm; and calls for changes in the way communication scholars do their work, changes suggested by a postmodern culture.

**Elizabeth Pauline Lester
and Usha Raman,
University of Georgia.
"Facts, Stories and the Creation of
Worlds: An Analysis of the
Atlanta Journal-Constitution's
'News for Kids'."**

While recent textual analyses have focused on portrayals of Others in media, little critical research has looked at the socializing role of children's media. In this paper we analyze the News for Kids section of the Atlanta Journal-Constitution, a section that is targeted at children of upper-elementary through middle-school age. Our textual analysis uncovers five discursive strategies that News for Kids uses to construct images of "Us" (the preferred readers) and "Other" (different and marginalized groups, both international and local) in ways that

sustain existing global and local socio-economic relationships and hierarchies.

**Jack Lule, Lehigh University.
"News, Myth and Society:
Mother Teresa
as Exemplary Model."**

The purpose of this paper is to begin building a model that restores myth to a privileged place in studies of news and society. The paper first reviews the rich tradition that gave rise to comparisons of news and myth in the 1950s and earlier. It briefly traces the strains of research that emerged from this tradition, particularly in the 1970s and 1980s. It offers reasons why this research seemingly has faltered in our times. And it proposes a perspective that might recapture and extend the insights provided by links between news and myth. Finally, the paper demonstrates the possibilities of the model by using myth to explore a case of news reporting—The New York Times' coverage of Mother Teresa.

**Christopher R. Martin
and Bettina G. Fabos,
University of Northern Iowa.
"Olympian Melodrama: The Excess
of NBC's 1996 Olympic Games."**

This paper argues that, with the decreasing relevance of the traditional geopolitical narratives in television Olympic coverage, Olympian melodrama had to be reinvented. Network storytelling thus turned to individuals and individual conflicts to increase the tension, drama, and excitement of the Games. The authors critically analyze the 171.5 hours of NBC's 1996 Atlanta Games coverage, and they explain how the new melodramatic narrative polarized individuals—oftentimes athletes from the same American team—through a record number of "up-close-and-personal" stories. The analysis also covers the pitfalls of NBC's narrative strategy, and it explains why so many people watched the Olympics yet hated the coverage.

Eung-Jun Min,

Rhode Island College.

“The Legacy of Popular Culture Movement: A Case of National Cinema in Korea.”

Korean National Cinema is a theoretical, politicized, and often underground cinematic practice and discourse that speaks out for people and provides a site for creating and experimenting with new forms and contents. It has inspired many cinematic possibilities and opens the possibility of creating non-capitalist filmic practice. The whole process of national cinema, whether it is cinematic or non-cinematic practices, gives a new meaning to the viewing of films in general. They are related historically and politically to subordinated cultural experiences during political turmoil, which has long been recognized as an area of cultural resistance to the centralizing influences of the dominant culture. This article discloses and closely examines the persistent series of binding interrelationships, continuities, and similarities that, alongside the breaks and differences, has made this movement a significant socio-political and cultural force in Korea.

David P. Pierson,

Pennsylvania State University.

“A Show About Nothing?: Social Manners, ‘Seinfeld,’ and the Dense Web of American Civility.”

This paper examines how the popular TV series “Seinfeld” reveals a deeply held cultural ambivalence towards the changing social codes and manners of contemporary American society. Drawing on the works of Bourdieu, Bakhtin, and Elias, the paper argues that all societies have placed a great emphasis on social manners and customs. This paper also illustrates the benefits of analyzing popular cultural forms as interpretive sites for charting the evolving social manners that comprise American civility.

Judy Polumbaum,

University of Iowa.

“Paradoxes of the Information Age: Recasting the Book-versus-Computer Debate.”

This paper suggests that bipolar categorization—e.g., bibliophiles vs. technophiles, traditionalists vs. futurists, optimists vs. pessimists—is a poor way to order discussions about the nature and implications of new communications media. Through review and analysis of a selection of recent popular and scholarly literature related to the book, reading, knowledge and communication in the digital era, the paper pursues the notion that attitudes toward older and newer media are evolving conjointly, often on the basis of shared rather than divergent goals and priorities. Values discerned as important to both boosters and skeptics of new media—*comfort*, *communion*, *community* and *continuity*—are examined in terms of old and new media technologies.

Jimmie L. Reeves,

Texas Tech University.

“Re-covering the Homeless: Hindsight on the Joyce Brown Story.”

A reconsideration of what Morley Safer once called “a moral fable for our time,” this paper takes a radically-historical interpretive perspective to treat the Joyce Brown controversy as a significant moment in the flow of 246 television news reports broadcast between 1981 and 1988 that, collectively, gave expression to the Reagan-era “homeless narrative.”

Karen E. Riggs and Robert Pondillo,
University of Wisconsin-Milwaukee.

“Preaching to the Unseen Choir: African-American Elders Producing Public-Access Television.”

The authors interviewed five older African-Americans who have been involved in producing or appearing on public-access television shows in order to promote particular social causes. The study contends that religious identification, joined with a charismatic and purposeful personal style, motivat-

ed these elders to turn to public access as a pulpit for democracy. The authors conclude that public access is imperfect as an element of the public sphere but carries the potential for people to effect change in their communities.

Eileen R. Ringnald,

University of Utah.

“A New Media Analysis Technique: An Ethical Analysis of Media Entertainment.”

This paper asserts the need for an ethical analysis of media entertainment texts and describes how it may be carried out. Just as other forms of media criticism are grounded in the disciplines of linguistics, psychology and sociology, this media-analysis technique is based on ethical principles and the evaluation of values communicated by media entertainment. The paper elaborates on the significance of ethical analysis as well practical guidelines for it.

Radhika Talwani,

University of Florida.

“An Exploration of the Social, Political, Religious, and Economic Constraints to the Implementation of an Effective AIDS Prevention Program.”

Until a cure for AIDS is found, prevention is the key, but health-communication research states that effective AIDS/HIV prevention programs have not been implemented. Researchers and AIDS prevention program coordinators agree about what constitutes an effective AIDS prevention program. However, both groups discussed various obstacles to the implementation of such programs. This study found that the obstacles that are the most prevalent spring from the conservative movement that has been sweeping the nation since the 1980s.

**Lauren R. Tucker,
University of South Carolina.
“Black, White and Read All Over:
Racial Reasoning and the
Construction of Public Reaction to
the O.J. Simpson
Criminal Trial Verdict.”**

This case study deconstructs the media frame of the racial divide used by the Chicago Tribune and the Chicago Defender to define the public reaction to the Oct. 3, 1995 Simpson criminal verdict. This frame analysis identifies differences and similarities between two newspapers, one mainstream and one black, as they define, interpret and evaluate the public reaction to Simpson's acquittal.

**James H. Wittebols,
Niagara University.
“Television and the Politics of
Values: The Case of ‘M*A*S*H’.”**

As a long-running situation comedy, “M*A*S*H” is an ideal vehicle for examining television's politics and values. Four value orientations are presented to look critically at how: 1) television lags behind value shifts occurring in society, 2) television's

imperatives produce a focus on commercial and universal values, 3) oppositional or countercultural values are rarely portrayed, even in a show regarded as innovative and provocative, and 4) television stays within safe boundaries while reflecting some social tensions and contradictions.

**Joyce M. Wolburg,
Marquette University
and Ronald E. Taylor,
University of Tennessee.
“Rethinking the Unintended
Consequences: The Pursuit of
Individualism in American
Primetime Television Advertising.”**

A longstanding, unresolved issue concerns whether advertising messages merely reflect existing cultural values or construct new values. To reconsider the issue, this study examined primetime television advertising for expressions of individualism, the most basic cultural value in American society. Using a document-analysis approach, four types of main message strategy and eight contextual categories emerged as elements that express individualism. These expres-

sions showed that advertising portrayals often misrepresent what we know of the culture from census data. Conclusions were offered regarding advertising's ability to construct new values.

**Lynn M. Zoch,
University of South Carolina
and Erin A. Galloway,
Greater Columbia
Chamber of Commerce.
“Spokesperson as Agenda Builder:
Framing the
Susan Smith Investigation.”**

This paper analyzes the thematic frames used by Sheriff Howard Wells, the main police spokesman in the Susan Smith investigation. Three overlapping frames served to build the media coverage of the nine-day investigation, keeping the focus of the media on efforts to achieve the safe return of the two missing children, and downplaying suspicions of Smith while police conducted parallel investigations. Wells' characteristics as a successful source and his use of strategic ambiguity in his statements are also noted. ❖

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The second Media & Democracy Congress will take place October 16-19 in Manhattan's historic Greenwich Village at New York University and Cooper Union.

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(SKILLS, continued from page 1) while working towards goals mandated by the university, has facilitated conversations and access to classroom and programmatic changes to reflect multicultural goals. The increasing number of jointly sponsored panels at AEJMC is another productive avenue, a way to meet with peers who are willing to do the theoretical work as well as struggle to achieve changes in curricula.

Different settings lead to different types of questions and answers. Definitions of multiculturalism can include dimensions of race, ethnicity, gender, class, sexual orientation and other dimensions depending on the particular setting. Critical research which almost by definition engages with these concepts also provides an avenue for access into classroom innovation. I have been persuaded that a model which sets up a specific course to deal with issues of diversity and multiculturalism along with a “diffusion” model which infuses courses across the curriculum with appropriately multi-

Branston, Gill and Roy Stafford. *The Media Student's Book*. New York: Routledge, 1996.

Goldberg, David Theo, ed. *Multiculturalism: A Critical Reader*. New York: Basil Blackwell, 1994.

McLaren, Peter and Peter Leonard, eds. *Paulo Freire: A Critical Encounter*. New York: Routledge, 1993.

Shohat, Ella and Robert Stam. *Unthinking Eurocentrism: Multiculturalism and the Media*. New York: Routledge, 1994.

cultural aspects is best. Other models, such as requiring one from a listing of courses, developing new courses and/or designing supported learning experiences in diverse settings; all of these, and undoubtedly other approaches may also help accomplish the goal of preparing students to live in, work in, and contribute to a multicultural environment. I am also convinced that media and communications

programs should require a second language, certainly for graduate students and probably for undergraduates.

These are not always popular positions. However, I think that, as media educators, we should begin with the recognition that multiculturalism, however defined, must be actively incorporated into our programs. Industry, politics and—not least of all—peoples have led the way. ❖