

**Draft program AEJMC Midwinter conference 2011**

**Friday March 4, 2011**

1:00 – 2:00 p.m. Registration

2:00 – 3:15 p.m.

<b>Room 2520</b>	<b>Edith Kinney Gaylord Library</b>	<b>Room 1140</b>	<b>Room 2025</b>	<b>Room 3150</b>	<b>Room 3160</b>
<i>Minorities &amp; Communication Division Paper session 1</i>	<i>Cultural &amp; Critical Studies Division Paper session 1</i>	<i>ICD Panel session 1</i>	<i>Communication Technology Division Paper session 1</i>	<i>Mass Communication &amp; Society Division Paper session 1</i>	<i>Magazine Division Paper session 1</i>
<ul style="list-style-type: none"> <li>• Ralph Izard, Lyle Perkins and Masudul Biswas</li> <li>• Trina Creighton</li> <li>• Jayne Cubbage</li> <li>• Meghann Olglesby</li> </ul>	<ul style="list-style-type: none"> <li>• Avery Holton</li> <li>• Ralph Beliveau</li> <li>• Nur Uysal</li> </ul>	<ul style="list-style-type: none"> <li>• Margaretha Geertsema Sligh</li> <li>• Peter Gade</li> </ul>	<ul style="list-style-type: none"> <li>• Ivy Shen</li> <li>• A.J. “Alex” Avila</li> <li>• Jong-hwan Baek, Sookyong Kim, Karen Smreker, Hsin-yi Sandy Tsai</li> <li>• Ji Young Lee, Hongjin Shim, Kyung Han You and Jeong Kyu Lee</li> </ul>	<ul style="list-style-type: none"> <li>• Mia Moody &amp; Jessica Foumena</li> <li>• Amanda Martinez</li> <li>• Bill Hornaday</li> <li>• Rebeca Pop</li> <li>• Amber Remke</li> </ul>	<ul style="list-style-type: none"> <li>• Yan Yan &amp; Webb Robertson</li> <li>• Paula Hunt</li> <li>• Carolyn Ringer Lepre</li> </ul>

**Room 2520 Minorities & Communication Division Paper session 1: From Hair To the “Ivory Tower” To News: The Representation of Blacks in Today’s Society**

**Moderator:** Felicia McGhee-Hilt, University of Tennessee at Chattanooga

**Discussant:** Serajul Bhuiyan, Auburn University at Montgomery

- *Criteria used by minority students in selecting universities* – Ralph Izard, Lyle Perkins and Masudul Biswas, Louisiana State University
- *The Impact that violence has on the dropout rate of black males: What role does the media play: A case study* – Trina Creighton, University of Nebraska-Lincoln
- *Give the people what they want: A Quantitative analysis of news satisfaction levels among African-Americans* – Jayne Cubbaga, Howard University
- *Afro-textured hair in the media: Black women’s perceptions* – Meghann Olglesby, Arkansas State University

**Edith Kinney Gaylord Library: Cultural & Critical Studies Division Paper session 1: Media Saturation, Representation and Framing**

**Moderator/Discussant:** Brian Johnson, University of Oklahoma

- **Top paper:** *Television’s Spectacle of Autism: Myths and Metaphors of a Network Television Program* – Avery Holton, University of Texas at Austin
- *The Sound of Critique: Firesign Theater, Ekphrasis and Media Anxiety* – Ralph Believeau, University of Oklahoma
- *Ownership or Readership? A Comparison of framing of Turkey’s Accession to European Union in the International Herald Tribune and in the New York Times* – Nur Uysal, University of Oklahoma

**Room 1140: International Communication Division Paper session 1: Stoking the Research Fire**

**Moderator:** Margaretha Geertsema Sligh, Butler University

**Panelists: To be finalized**

**Room 2025: Communication Technology Division Paper session 1: Theoretical Implications of New Media Technology**

**Moderator/Discussant:** Carmen Stavrositu, University of Colorado at Colorado Springs

- *New Media Usage Among College Students: A Study Of How College Students Use The Cell Phone To Make New Friends*, Ivy Shen, University of Oklahoma
- *The Texting Generation: Decision-making, Context and Digital Media Use Beyond Uses and Gratifications*, A.J. "Alex" Avila, University of Texas at Austin
- *"Mobile Internet" vs. computer Internet: Measuring the underlying motivational factors of mobile Internet usage behavior*, Jong-hwan Baek, Sookyong Kim, Karen Smreker, Hsin-yi Sandy Tsai, Michigan State University
- *Microblogging with Smart Phone: An Extended TAM Model Approach*, Ji Young Lee, Hongjin Shim, Kyung Han You and Jeong Kyu Lee, Penn State University

**Room 3150: Mass Communication & Society Division Paper session 1: PF&R**

**Moderator/Discussant:** Meta Carstarphen, University of Oklahoma

- *A Critical Studies Analysis of the Meaning of "Independent Woman" In Rap Music* – Mia Moody & Jessica Foumena, Baylor University
- *'But it's just a joke!': Latino audiences' primed reactions to Latino comedians and their use of race-based humor* – Amanda Martinez, Texas A&M University

- **Top paper:** *Ethical Attitudes of Male and Female Students Concerning School and Journalism* – Bill Hornaday, Indiana University
- *Ethics of Journalism in Romania* – Rebeca Pop, University of Oklahoma
- *The Effects of Using “Real Women” in Advertising* – Amber Remke, Oklahoma State University

**Room 3160: Magazine Division Paper session 1: Archetypes, Changing Views & Social Issue Framing**

**Moderator:** To be finalized

**Discussant:** Myles Ludwig, Lynn University

- *Images of Children in War* – Yan Yan & Webb Robertson, University of Alabama
- *Sporting Women: Swimming, Shooting and Scoring on the Covers of Early Twentieth Century Magazines* – Paula Hunt, Missouri School of Journalism
- **Top paper:** *Miracle Cure or Too Big a Risk?: The Framing of the HPV Vaccine in Teen, Parenting, and Women’s Magazines* – Carolyn Ringer Lepre, Marist College

3:30 – 4:45 p.m.

Room 1140	Edith Kinney Gaylord Library	Room 2025	Room 3150	Room 3160
<i>International Communication Division Paper session 1</i>	<i>Religion and Media Interest Group Paper session 1</i>	<i>Panel discussion: Afghan101</i>	<i>Civic and Citizen Journalism Interest Group Paper session 1</i>	<i>Mass Communication &amp; Society Division Paper session 2</i>
<ul style="list-style-type: none"> <li>• Ming Dai</li> <li>• Lan Ye &amp; Yorgo Pasadeos</li> <li>• Ye Xu</li> </ul>	<ul style="list-style-type: none"> <li>• Josh Bentley</li> <li>• Joel Kendall</li> <li>• Amanda Dawn Emery</li> </ul>	<ul style="list-style-type: none"> <li>• Peter Gade</li> <li>• Chris Krug</li> <li>• John Schmeltzer</li> <li>• Daniel Simon</li> </ul>	<ul style="list-style-type: none"> <li>• Tara Buehner</li> <li>• Avery Holton</li> <li>• Julie Jones &amp; Nathan</li> </ul>	<ul style="list-style-type: none"> <li>• Luis Peon-Casanova</li> <li>• Xin Wang</li> <li>• Jim Sernoe &amp;</li> </ul>

	• Marcus Funk	• Melissa Foy	Altadonna • Julia Bristow	Mitzi Lewis • Bernard McCoy, Jerry Renaud, Amy Struthers & Adam Wagler
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**Room 1140: International Communication Division Paper session 1: Views on Media Coverage in China**

**Moderator/Discussant:** Derina Holtzhausen, Oklahoma State University

- *Between politics and market: Chinese media's framing of Taiwan's presidential elections in 2004 and 2008* – Ming Dai, University of Missouri
- *A Comparative Study of U.S. Elite Newspapers' Coverage of China in 2000-2009: A Topic and Source Analysis* – Lan Ye & Yorgo Pasadeos, University of Alabama
- *Redefining China's Generation X and Their Value Priorities Related to Media Consumption* – Ye Xu, University of Nebraska-Lincoln

**Edith Kinney Gaylord Library: Religion and Media Interest Group Paper session 1: Content and Coverage of Religion and Media**

**Moderator:** Mia Moody-Ramirez, Baylor University

- *Gatekeeping in Contemporary Christian Music Radio* – Joshua M. Bentley University of Oklahoma
- *State and national media coverage of Oklahoma's proposed constitutional amendment outlawing the consideration of Sharia law in court decisions* – Joel Kendall, Southwestern Oklahoma State University
- *A Case Study of Social and Media Influence on Religion* – Miranda Dawn Emery, Arkansas State University
- **Top paper:** *An Absence of Religion News on the Front Pages of American Community Newspapers* – Marcus Funk, University of Texas at Austin

**Room 2025: Panel discussion: Collaborative, Specialized and Different: Afghan101, An Innovative Journalism Project**

**Moderator:** Peter Gade, University of Oklahoma

**Panelists:**

Chris Krug, University of Oklahoma

John Schmeltzer, University of Oklahoma

Daniel Simon, Graduate Student, University of Oklahoma

Melissa Foy, Undergraduate Student, University of Oklahoma

**Room 3150: Civic and Citizen Journalism Interest Group Paper session 1: Citizenry as Journalism in the Digital Age**

**Moderator:** Phil Todd, University of Oklahoma

**Discussant:** Charles Self, University of Oklahoma

- **Top paper co-recipient:** *A Study of the Motivations of Citizen Photojournalists* – Tara Buehner, University of Oklahoma
- **Top paper co-recipient:** *Case of the #UTShooter: Twitter Voices and Ambient Journalism During an Acute Crisis* – Avery Holton, University of Texas –Austin
- *We Don't Need No Stinkin' Badges: The Social Role of Badge Owners on the Huffington Post* – Julie Jones and Nathan Altadonna, University of Oklahoma
- *Online Defamation and the Internet Host Site* – Julia Bristow, Arkansas State University

**Room 3160: Mass Communication & Society Division Paper session 2: Working with Students**

**Moderator:** Brett Chambers, N.C. Central University

**Discussant:** Joe S. Foote, University of Oklahoma

- *Assessing comprehension in visual communication in the classroom* – Luis Peon-Casanova, University of Nebraska
- *A study of the Perceptions of Undergraduate Students about Violence in Online Video Games* – Xin Wang, Arkansas State University
- *Trends in Mass Communication Curriculum: A Survey of Current Degree Plans* – Jim Sernoe and Mitzi Lewis, Midwestern State University
- *Student Perceptions of Public Relations and Journalism: A Pilot Study of Attitude Shifts through Curriculum Innovation* – Bernard McCoy, Jerry Renaud, Amy Struthers & Adam Wagler, University of Nebraska

6:30-10:00 p.m. – Opening Reception, National Weather Center

**Saturday March 5, 2011**

8:00 – 9:00 a.m. – Registration

9:00 – 10:15 a.m.

Room 1140	Edith Kinney Gaylord Library	Room 2025	Room 3150	Room 3160
<i>Minorities &amp; Communication Division Paper session 2</i>	<i>Cultural &amp; Critical Studies Division Paper session 2</i>	<i>International Communication Division Paper session 2</i>	<i>Communication Technology Division Paper session 2</i>	<i>Mass Communication and Society Panel session 1</i>
<ul style="list-style-type: none"> <li>• Summer Harlow</li> <li>• Taehyun Kim</li> <li>• Liz Lebrón</li> <li>• Cory Weaver</li> </ul>	<ul style="list-style-type: none"> <li>• Brian Hough</li> <li>• Inkyu Kang</li> <li>• Charles File</li> </ul>	<ul style="list-style-type: none"> <li>• Jami Fullerton &amp; Derina Holtzhausen</li> <li>• Zheng Xiang</li> <li>• Jiafei Yin</li> </ul>	<ul style="list-style-type: none"> <li>• Adam J. Saffer</li> <li>• Nur Uysal</li> <li>• Michael Hanley</li> <li>• Jennifer Seefeld, Meghan Collins &amp; Sarah</li> </ul>	<ul style="list-style-type: none"> <li>• Barbara Friedman</li> <li>• Linda Steiner</li> <li>• Shauntae Brown-White</li> </ul>

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**Room 1140: Minorities & Communication Division Paper session 2: Racial Discourse in Domestic and Foreign Journalism**

**Moderator:** Dr. Felicia McGhee-Hilt

**Discussant:** Christal Johnson, University of Oklahoma

- **Top paper:** *Story-Chatters stirring up hate: Racist discourse in reader comments on U.S. newspaper websites* – Summer Harlow, University of Texas at Austin
- *Korean ethnic radio station's role as the community guard dog: Frame analysis of Radio Korea's wall-to-wall emergency broadcasting during the 1992 Los Angeles riot* – Taehyun Kim, California State University, Northridge
- *La Mordaza: Use of the Smith Act to Persecute the Puerto Rican Nationalist Party* – Liz Lebrón, Southern Illinois University Edwardsville
- *Headline Hawai'i: Racial Aloha in Kama'aina News* – Cory Weaver, Syracuse University

**Edith Kinney Gaylord Library: Cultural & Critical Studies Division Paper session 2: Technology and the Evolution of Identity**

**Moderator/Discussant:** Daniel Emery, University of Oklahoma

- *Peripheral Voice: User-Generated Content and Place Representation* – Brian Hough, Ohio University
- *The Internet as Ideology: Discourses of Technology and Their Impacts On the Evolution of the Internet in Korea* – Inkyu Kang, Penn State University
- *Trust and Failure: Security at the Community Level* – Charles File, Rutgers University School of Communication and Information



**Room 2025: International Communication Division Paper session 2: Sport and Media Freedom in South Africa and Asia**

**Moderator/Discussant:** Mitch Land, University of North Texas

- **Top paper:** *Place Branding: South Africa and the 2010 FIFA World Cup* – Jami Fullerton & Derina Holtzhausen, Oklahoma State University
- *China's Soft Power in Media: A Cross-country Analysis of the News Coverage Leading up to the 2008 Beijing Olympic Games* – Zheng Xiang, University of Florida
- *The fight for a free press from the least developed regions of the world – South Africa & India* – Jiafei Yin, Central Michigan University

**Room 3150: Communication Technology Division Paper session 2: New Media in Organizational Settings**

**Moderator/Discussant:** Julie Jones, University of Oklahoma

- **Top paper:** *The Effects of Twitter on Perceptions of Organization-Public Relationship Building: An Exploratory Study*, Adam J. Saffer, University of Colorado at Colorado Springs
- *An Exploration of Sense of Community on Organizational Intranets: The Case of SWALife at Southwest Airlines*, Nur Uysal, University of Oklahoma
- *Smartphone Versus Feature Phone Usage and Advertising Acceptance Among College Students: A Seven-Year Analysis*, Michael Hanley, Ball State University
- *Consumer Motivations and the Use of QR Codes*, Jennifer Seefeld, Meghan Collins and Sarah Armstrong, University of Nebraska – Lincoln
- *Social Networking Sites: Taking Care of Business*, Kristi Gilmore and Emily Dolan, Syracuse University

**Room 3160: Mass Communication and Society Panel session 1: Getting out there: Publishing, presenting, and finding creative ways to get your work noticed**

**Moderator:** Lisa Paulin, North Carolina Central University

**Panelists:**

Barbara Friedman, University of North Carolina at Chapel Hill, Editor of American Journalism  
 Linda Steiner, University of Maryland, Editor of Critical Studies in Media Communication  
 Shauntae Brown-White, North Carolina Central University

10:30 – 11:45 a.m.

<b>Room 1140</b>	<b>Edith Kinney Gaylord Library</b>	<b>Room 2025</b>	<b>Room 3150</b>	<b>Room 3160</b>
<i>Magazine Division Paper session 2</i>	<i>Communication Technology Division Paper session 3</i>	<i>Entertainment Studies Interest Group Paper session 1</i>	<i>Mass Communication &amp; Society Division Paper session 3</i>	<i>Commission on the Status of Women Paper session 1</i>
<ul style="list-style-type: none"> <li>• Joy Jenkins</li> <li>• Maurianne Dunn</li> <li>• David E. Sumner</li> </ul>	<ul style="list-style-type: none"> <li>• Joe S. Foote, Jody Bales &amp; Nur Uysal</li> <li>• Gretchen B. Sparling &amp; Koji Fuse</li> <li>• Bobbi Kay Lewis</li> <li>• Aimei Yang</li> </ul>	<ul style="list-style-type: none"> <li>• Bryan Carr</li> <li>• Cynthia Nichols</li> <li>• Severin Justin Poirot</li> </ul>	<ul style="list-style-type: none"> <li>• Jinhyon Kwon &amp; Jiyoung Kim</li> <li>• Jared C. Schroeder</li> <li>• John McGuire, Ray Murray &amp; Stan Ketterer</li> <li>• Kenna Griffin</li> </ul>	<ul style="list-style-type: none"> <li>• Lawrence Strout</li> <li>• Elanie Steyn &amp; Kathryn Jenson White</li> <li>• Kenneth Merrill, Aidan Bryant, Emily Dolan &amp; Siying Chang</li> <li>• Hebatalla El-Semary &amp; May Al-Khaja</li> </ul>

**Room 1140: Magazine Division Paper session 2: Old Media/New Media: Co-Existence, Growth & Change**

**Moderator:** Beverly G. Merrick, University of Nebraska Kearney

**Discussant:** To be finalized

- *Characteristics of Online Editors at City and Regional Magazines* – Joy Jenkins, Oklahoma State University
- *This is my magazine: Reader responses to the Relief Society Magazine 40 years later* – Maurianne Dunn, Brigham Young University
- *Radio, Motion Pictures, Magazines, Television and the 'Expanding Interests' Media Theory* – David E. Sumner, Ball State University

**Edith Kinney Gaylord Library: Communication Technology Division Paper session 3: Technology in Education**

**Moderator/Discussant:** Stephanie Blake, University of Colorado at Colorado Springs

- *Will Communication Journals Go Online? An Analysis of Journal Publishing Formats and Impact Factors*, Joe S. Foote, Jody Bales, and Nur Uysal, University of Oklahoma
- *Technology or Self-Efficacy? Structural Predictors for High-School Journalism Educators' Job Satisfaction and Burnout*, Gretchen B. Sparling and Koji Fuse, University of North Texas
- *Learning at your fingertips: The impact of the Apple iPad and technology on student learning*, Bobbi Kay Lewis, Oklahoma State University
- *The emerging network paradigm in computer-mediated communication: A structure analysis of scholarly collaboration network*, Aimei Yang, University of Oklahoma

**Room 2025: Entertainment Studies Interest Group Paper session 1: Exploring the Terrain of Entertainment: Dissecting Role Representations, Content Features, Users, and Effects**

**Moderator/Discussant:** Danny Shipka, Louisiana State University

- **Top Paper:** *Ryan Choi is Dead: Ideological Representations of Asians and Asian Americans in North American Superhero Comics* – Bryan Carr, University of Oklahoma

- *“Fatties Get a Room!” An examination of humor, imagery, and stereotyping in Mike & Molly* – Cynthia Nichols, Oklahoma State University
- *The Self-Perception of the College-Aged Video Game User* – Severin Justin Poirot, University of Oklahoma

### **Room 3150: Mass Communication & Society Division Paper session 3: Advertising and News Media**

**Moderator/Discussant:** Peter Gade, University of Oklahoma

- *Ad Message Involvement and Perceived Credibility on Online Reviews: the Effect on Attitude toward the Ad and Brand Attitude* – Jinhyon Kwon & Jiyoung Kim, University of Florida
- *Defragmenting the Media: Isolating the Characteristics of Stories that Overcome the Niche-Dominated Online News Environment* – Jared C. Schroeder, University of Oklahoma
- *The Sports Department vs. The News Department: Examining Editorial Disputes in Television Newsrooms* – John McGuire, Ray Murray and Stan Ketterer, Oklahoma State University
- *Witnessing Executions: How Journalists Prepare for and Respond to Planned Trauma Exposure* – Kenna Griffin, University of Oklahoma

### **Room 3160: Commission on the Status of Women Paper session 1: Negotiations of Identity, Power and Potential**

**Moderator:** Barbara Friedman, University of North Carolina at Chapel Hill

**Discussant:** Margaretha Geertsema Sligh, Butler University

- *Norma Fields: Mississippi Pioneer Journalist* – Lawrence Strout, Mississippi State University
- **Top paper:** *From the Fall of the Iron Curtain to the Rise of Invisible Nets: An Exploratory Study into the Challenges and Opportunities Facing Female Media Professionals in Post-Soviet Bulgaria* – Elanie Steyn and Kathryn Jenson White, University of Oklahoma

- *The Male Gaze and Online Sports Punditry: A Case Study of the Ines Sainz Controversy* – Kenneth Merrill, Aidan Bryant, Emily Dolan, and Siying Chang, Syracuse University
- *Family Violence in Gulf Drama and its Impact on Emirati Females’ Relationship with their Families* – Hebatalla El-Semary and May Al-Khaja, United Arab Emirates University

11:45 a.m. – 1:15 p.m. – Lunch

1:15 p.m. – 2:30 p.m.

Room 1140	Edith Kinney Gaylord Library	Room 2025	Room 3150	Room 3160
<i>Minorities &amp; Communication Panel session 1</i>	<i>Religion and Media Interest Group Paper session 2</i>	<i>Communication Technology Division Paper session 4</i>	<i>Media Management and Economics Paper session 1</i>	<i>Mass Communication and Society Panel session 2</i>
<ul style="list-style-type: none"> <li>• Andre Nicholson</li> <li>• Vanatta Ford</li> <li>• Adria Goldman</li> <li>• Alexa Harris</li> <li>• Natasha Howard</li> </ul>	<ul style="list-style-type: none"> <li>• Jim Trammell</li> <li>• Trent Boulter &amp; Kevin Nielsen</li> <li>• Dave Ferman</li> <li>• Myna German</li> <li>• Mia Moody-Ramirez &amp; Amanda Sturgill</li> </ul>	<ul style="list-style-type: none"> <li>• Summer Harlow &amp; Lei Guo</li> <li>• Kanni Huang</li> <li>• Lynne Edwards &amp; April Kontostathis</li> <li>• Kris Boyle, Thomas J. Johnson &amp; Catherine Team</li> <li>• Jinhyon Kwon</li> </ul>	<ul style="list-style-type: none"> <li>• Alan B. Albarran, Aimee Valentine &amp; Jennifer Yepez</li> <li>• Nur Uysal &amp; Elanie Steyn</li> <li>• Sangho Seo</li> </ul>	<ul style="list-style-type: none"> <li>• Lisa Paulin</li> <li>• Felicia McGhee-Hilt</li> <li>• Barbara Friedman</li> </ul>

**Room 1140: Minorities & Communication Panel session 1: Thirty-five Years Later and the Issues Still Resonate: A Rhetorical Analysis of the Film, *For Colored Girls***

**Panelists:**

Andre Nicholson, Howard University

Vanatta Ford, Howard University, Doctoral Student  
Adria Goldman, Howard University, Doctoral Student  
Alexa Harris, Howard University, Doctoral Student  
Natasha Howard, Howard University, Doctoral Student

**Edith Kinney Gaylord Library: Religion and Media Interest Group Paper session 2: Globalization and special audiences**

**Moderator:** Jim Y. Trammell, High Point University

- *People Watch Conference Like This: Male and Female Viewing Styles During The Church of Jesus Christ of Latter-day Saints' General Conference* – Trent Boulter and Kevin Nielsen, Brigham Young University
- *Placeholder title*, Jim Trammell, High Point University
- *Secular and Religious Framing of the Uganda Anti-Homosexuality Bill* – Dave Ferman, University of Oklahoma
- *Migration, Religion and Mass Media Technology* – Myna German, Delaware State University
- *Taking a stand: Black and Mainstream Press's Editorial Coverage of the Rev. Jeremiah Wright story* – Mia Moody-Ramirez, Baylor University and Amanda Sturgill, Elon University

**Room 2025: Communication Technology Division Paper session 4: Social Media & Social Change**

**Moderator/Discussant:** Bobbi Kay Lewis, Oklahoma State University

- *Will the Revolution be Twittered or Facebooked? A Study of Incorporating New Digital Tools into Immigrant Activism*, Summer Harlow and Lei Guo, University of Texas at Austin
- *The Role of Social Media in Promoting Pro-environmental Behavior Change*, Kanni Huang, Michigan State University

- *ChatCoder 2.0: Toward Labelling and Categorizing Online Sexual Offenders*, Lynne Edwards and April Kontostathis, Ursinus College
- *Getting to Know MySpace: The effects of self-esteem and self-presentation on MySpace profiles of older users*, Kris Boyle – Creighton University, Thomas J. Johnson – University of Texas at Austin and Catherine Team – Texas Tech University
- *How Does Virtual Reality Increase Communication Self-efficacy? Explicating User Perceptions of Virtual Reality*, Jinhyon Kwon, University of Florida

**Room 3150: Media Management and Economics Paper session 1: Media Beyond the Mainstream**

**Moderator/Discussant:** Aimee Valentine, University of North Texas

- *The State of Spanish Language Media in the United States* – Alan B. Albarran, Aimee Valentine & Jennifer Yopez, University of North Texas
- *Harnessing Employee Blogging in the Media Industry: An Exploratory Study of Employee Blogs to Reinforce a Sense of Community Among Employees* – Nur Uysal & Elanie Steyn, University of Oklahoma
- *Channel Diversity in Cable Industry: Examining Factors Affecting the Diversity of Channel Genres of U.S. Basic-tier Cable Services* – Sangho Seo, Konkuk University

**Room 3160: Mass Communication and Society Panel session 2: Gearing up for the job hunt: the ins & outs, ups & downs of different types of institutions**

**Panelists:**

Lisa Paulin, North Carolina Central University  
 Felicia McGhee-Hilt, University of Tennessee Chattanooga  
 Barbara Friedman, The University of North Carolina at Chapel Hill  
 Margaretha Geertsema Sligh, Butler University  
 Joe S. Foote, University of Oklahoma

2:45 – 4:15 p.m.

Room 1140	Edith Kinney Gaylord Library	Room 2025	Room 3150	Room 3160
<i>Mass Communication and Society Division Paper session 4</i>	<i>Minorities &amp; Communication Division Panel session 2</i>	<i>Visual Communication Division/Entertainment Studies Interest Group Paper session 1</i>	<i>International Communication Division Paper session 3</i>	<i>Ethics panel: The Promise and Realities of Social Media in Journalism and Strategic Communication</i>
<ul style="list-style-type: none"> <li>• Kenneth Kim &amp; Jin Seong Park</li> <li>• Kioko Ileri</li> <li>• Kyun Soo Kim</li> <li>• Brian Bowe, Wen-Chi Chao, Tsuyoshi Oshita &amp; Carol Terracina-Hartman</li> </ul>	<ul style="list-style-type: none"> <li>• Jerry Komia Domatob</li> <li>• Meta Carstarphen</li> <li>• Felicia McGhee-Hilt</li> <li>• Bala Musa</li> <li>• Chris Ogbondah</li> </ul>	<ul style="list-style-type: none"> <li>• Myles Ludwig</li> <li>• Gail Ritchie Henson</li> <li>• Laura Osur &amp; Jeffrey Parrotte</li> </ul>	<ul style="list-style-type: none"> <li>• Aimei Yang</li> <li>• Anne Golden Worsham</li> <li>• Patrick F. Merle</li> </ul>	<ul style="list-style-type: none"> <li>• David Craig</li> <li>• Julie Jones</li> <li>• Aran Coleman</li> <li>• Michael L. Kent</li> <li>• Maureen Taylor</li> <li>• Erich J. Sommerfeldt</li> </ul>

**Room 1140: Mass Communication and Society Division Paper session 4: Political Communication**

**Moderator/Discussant:** Lisa Paulin, North Carolina Central University

- *The Effectiveness of Message Framing in Negative Political Advertising* – Kenneth Kim, Oklahoma State University & Jin Seong Park, University of Tennessee
- *Race, Party Affiliation, & Unemployment in Obama’s Approval* – Kioko Ileri, Indiana University



- *Why Partisans Perceive News Media as Biased? The Role of Motivation and Political Discussion* – Kyun Soo Kim, Grambling State University
- *Framing of climate change in newspaper coverage of the East Anglia e-mail scandal* – Brian Bowe, Grand Valley State University and Wen-Chi Chao, Tsuyoshi Oshita & Carol Terracina-Hartman, Michigan State University

**Edith Kinney Gaylord Library: Minorities & Communication Division Panel session 2: Media and Minorities in the 21<sup>st</sup> Century: Problems, Prospects & Policies**

**Panelists:**

Dr. Jerry Komia Domatob, Alcorn State University  
 Dr. Meta Carstarphen, University of Oklahoma  
 Dr. Felicia McGhee-Hilt, University of Tennessee at Chattanooga  
 Dr. Bala Musa, Azuza Pacific  
 Dr. Chris Ogbondah, University of Northern Iowa

**Room 2025: Visual Communication Division/Entertainment Studies Interest Group Paper session 1: On light and death, magazine design and television comedy**

**Moderator/Discussant:** Bruce Thorson, University of Nebraska-Lincoln

- **Top paper:** *Reading Signs: How Culture Shapes Magazine Design* – Myles Ludwig, Lynn University
- *Light at the end of the tunnel: Images of light at the end of life* – Gail Ritchie Henson, Bellarmine University
- Ben LaPoe, Louisiana State University
- *The Face of the Joke: Identification and Enjoyment in Popular Television Comedies* – Laura Osur and Jeffrey Parrotte, Syracuse University

**Room 3150: International Communication Division Paper session 3: World System, Foreign Correspondents and News for Teenagers**

**Moderator/Discussant:** Thimios Zaharopoulos, Park University

- *Reconceptualizing the relationship between global civil society and states: Toward a communication based world system model* – Aimei Yang, University of Oklahoma
- *Diverse Representations of International News for Teenagers: An Analysis of Three Corporate News Broadcasts Shown in the Public Schools* – Anne Golden Worsham, Brigham Young University
- *The U.S. Correspondents in Paris: a longitudinal study of the profession 1998-2010* – Patrick F. Merle, Texas Tech University
- Moderator/Discussant: Jami Fullerton, Oklahoma State University

**Room 3160: Ethics panel: The Promise and Realities of Social Media in Journalism and Strategic Communication**

**Moderator:** David Craig, University of Oklahoma

**Panelists:**

David Craig, University of Oklahoma, *Excellence and Challenges in Journalistic Use of Social Media: An Ethical Perspective*

Julie Jones, University of Oklahoma, *Social Media and Virtual Communities*

Aran Coleman, University of Oklahoma undergraduate student, *Social Media and Airline Strategic Communication*

Michael L. Kent, Maureen Taylor & Erich J. Sommerfeldt, University of Oklahoma graduate student, *What Do We Really Know about Building Relationships through the Web and Social Media?*