

# CTEC

**Spring 2008**

**Communication Technology  
Division Newsletter**

## Another great Midwinter ahead in Pittsburgh

MARCUS MESSNER  
Mid-Winter Coordinator



The AEJMC Midwinter Conference is again going strong with a great number of paper sessions and panels. This year's conference will be held

February 29 and March 1 at Point Park University in Pittsburgh, Pennsylvania, and will feature 115 research paper presentations and eight panel sessions.

After 112 papers and six panels in Reno, Nevada, (2007) and 113 papers and three panels in Bowling Green, Ohio, (2006), this underlines how much the Midwinter Conference has established itself as an academic event in our colleagues' conference calendars.

Besides CTEC, nine other AEJMC divisions and interest groups participate in the conference including Mass Communication and Society, Media Management and Economics, Visual Communication, Entertainment Studies, Minorities and Communications, Graduate Education, Cultural and Critical Studies, Religion and Media as well as Communication Theory and Methodology.

CTEC sponsors four paper sessions on its own and co-sponsors

an additional one with the Religion and Media Interest Group. Please see the complete CTEC program at the bottom of this page. To register for the conference, please go to [www.pointparkalumni.org](http://www.pointparkalumni.org). Graduate students pay \$30, professors and professionals \$40.

Our division had a total of 25 submissions and accepted 18 paper proposals for presentation at the conference. Each of the proposals was evaluated through blind review by three reviewers.

I would like to thank Jimmy Ivory (Virginia Tech), Jim Benjamin (Toledo), Amanda Sturgil (Baylor), Vincent Filak (Ball State), Sally McMillan (Tennessee), Lily Zeng (Arkansas State), Serena Carpenter (Arizona State), Maria Fontenot (Texas Tech), Laurie Thomas Lee (Nebraska), Joe Murray (Kent State), and Bonnie Bressers (Kansas State) for their help and the quick turnarounds of their reviews in December.

The conference will open with a reception on Friday night. All

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presentations and panels are then scheduled for Saturday. Jim Benjamin, our division's research chair, and I will make the trip to Pittsburgh to moderate our division's paper sessions. Hopefully we will meet many of you there!

*Marcus Messner is an assistant professor at the School of Mass Communications at Virginia Commonwealth University and can be reached at [mmessner@vcu.edu](mailto:mmessner@vcu.edu).*

**2008 AEJMC Midwinter Conference**

February 29 - March 1, 2008  
Point Park University, Pittsburgh, PA

# Welcome to Pittsburgh!

JULIE JONES  
Membership Chair

The AEJMC mid-winter conference is an excellent opportunity to advance your scholarship. We hope you are taking full advantage of rubbing shoulders and minds with fellow scholars. In that spirit, please take a moment and consider joining the Communication Technology (CTEC) division.

CTEC is one of the fastest growing divisions within AEJMC. We have over 200 members and participation is growing. We are one of the top divisions for paper submissions to the AEJMC convention and we support an interdisciplinary approach via co-sponsored panels with other divisions such as Visual Communication, the Graduate Education Interest Group, Advertising, and Media Management and Economics. If any of your work intersects with technology, we encourage you to join our community.

As a CTEC member, you will have the opportunity to meet scholars who are doing similar research, keep up to date with your knowledge of technology – both for research and teaching, stay connected with the community via CTEC's listserve, and enjoy sponsored events at AEJMC. And, if that is not enough, we also honor the best graduate student papers in our annual paper competition – the Jung-Sook Lee Competition.

CTEC members believe that this is an exciting historical period to be a communication scholar. If you feel the same, COME JOIN US. Membership is just \$10 dollars with your AEJMC membership and \$7 dollars for graduate students. Just check CTEC on your membership form ([http://aejmc.org/\\_about/08memform.php](http://aejmc.org/_about/08memform.php)).

*Julie Jones is a Ph.D. candidate at the University of Minnesota. She can be reached at [Jones0882@umn.edu](mailto:Jones0882@umn.edu)*

## Join Today!

A membership form is available on the back page of this issue.

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# AEJMC's Strategic Directions

JAMES D. IVORY  
Vice Head



For about a year now, AEJMC has been in the process of developing a strategic plan to guide the organization's future goals and

actions. This process will continue at the upcoming 2008 AEJMC Annual Convention, where the strategic plan will be presented to the AEJMC membership for a vote. After that, the plan will move into an implementation stage if approved.

The daunting task of putting together such a plan has fallen primarily to the AEJMC administrative leadership, a group of contracted consultants, and a strategic plan design team comprised of appointed AEJMC members. The AEJMC divisions, however, also participated in the process during a two-day work session held December 1-2 at the 2007 AEJMC Winter Meeting in St. Louis, MO. As your CTEC representative at the event, I had the opportunity to participate in the work session, which was dedicated to conceiving a list of strategic directions for AEJMC.

After a number of presentations, activities, and guided discussions over the course of two-day session, the group identified eight strategic directions to inform the continuing strategic plan process. They are:

**1. Create Brand Awareness**  
(potentially including revisiting name, mission, scope, and identity/image)

**2. Build Academy and Industry Prestige/Reputation/Influence**  
(exploring opportunities for visibility and relationships regarding academia, industry and media)

**3. Develop Financial Strategies**  
(investigating new income sources and financial structures)

**4. Redefine Internal Structure** (revisiting organizational structure and convention activities)

**5. Develop Membership Program**  
(exploring new membership types and ways to improve recruiting/retention)

**6. Expand Expertise Everywhere**  
(enhancing external accessibility of research and expertise)

**7. Create Innovative Scholarship Center**  
(developing research incubators, centers, and training)

**8. Engage Globally and Multiculturally**  
(broaden international activities and outreach)

The brief parenthetical summaries included with the list are my own attempts to briefly relate some of the ideas behind each direction — they are certainly not exhaustive. I hope, however, that I have been able to at least provide some basic information about the ideas behind the eight strategic directions and their role in the larger strategic plan process.

As I mentioned, the strategic plan will be a big part of AEJMC's business at this August's convention. I hope you'll consider taking a closer look at what's been accomplished so far.

For more information about the strategic directions I've briefly outlined above, see the AEJMC Web site's page dedicated to the strategic directions at [http://aejmc.org/\\_strategicplan/strategic\\_directions\\_chart.pdf](http://aejmc.org/_strategicplan/strategic_directions_chart.pdf). For other information about the AEJMC strategic plan in general, see the AEJMC's strategic plan section at [http://aejmc.org/\\_strategicplan/](http://aejmc.org/_strategicplan/).

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# CTEC Schedule Set for 2008

JAMES D. IVORY  
Vice Head

The slate of panels for CTEC's 2008 AEJMC Annual Convention is in place, and I think you'll agree that there will be plenty of good sessions on offer in Chicago this August. CTEC will be sponsoring or co-sponsoring six refereed paper sessions, taking part in two research poster sessions, co-sponsoring one pre-convention session, and co-sponsoring seven panels dealing with research, teaching, and professional freedom and responsibility.

We've arranged session co-sponsoring partnerships with the Mass Communication and Society, Communication Theory and Methodology, Radio-Television Journalism, Visual Communication, International Communication, and Public Relations Divisions, as well as the Commission on the Status of Women and the Graduate Education Interest Group. CTEC is very grateful to these AEJMC groups for their cooperation in co-hosting so many terrific sessions.

This year, the convention runs from Wednesday, August 6, to Saturday, August 9, but CTEC's program gets underway a day earlier with a pre-convention session about emerging technologies in teaching.

On the convention's first day, August 5, CTEC's schedule includes a teaching session on Second Life and virtual worlds in academe, a professional freedom and responsibility session on blogging and politics, our top student paper presentations from the Jung-Sook Lee competition winners, and a research panel on virtual worlds.

CTEC events on Thursday, August 7, include co-sponsored and sole-

sponsored research paper sessions and our annual "Best of the Web" teaching panel event. Be sure to come to the members' meeting, then wrap up the day at our evening social.

Don't overdo it at the social, though, or you'll risk missing a lot of great CTEC research Friday, August 8. We'll be sponsoring a pair of sole-sponsored research paper sessions and co-sponsoring a large poster presentation session. The CTEC officers will get together for a brief executive meeting.

There is no slowing down for CTEC on the last day of the convention, Saturday, August 9. Check out a research panel on women's voices in political commentary in traditional media and cyberspace, a professional freedom and responsibility panel on the Internet in the 2008 political campaigns, and another professional freedom and responsibility panel on journalism ethics regarding the blogosphere and social media. We're also hosting one more sole-sponsored research paper session that day.

As if that's not enough, CTEC will have posters in the AEJMC Scholar-to-Scholar poster session on either Thursday or Friday from 1:30-3:00 p.m.—the poster sessions are held on both days, and division assignments are yet to be finalized. So if I were you, I'd just plan to go both days of the scholar-to-scholar sessions to see great research from all AEJMC divisions!

Keep an eye out for the final schedule in our summer newsletter, and start preparing yourself for a busy week in Chicago!

## **AEJMC 2008 Convention**

(Tentative Schedule)

### **Tuesday, August 5, 2008**

Pre-Convention Workshop: Using Emerging Technologies to Teach Communication  
5:30 p.m. to 10 p.m.  
Mass Communication & Society and CTEC

### **Wednesday, August 6, 2008**

Using Second Life in Academe Teaching Panel  
8:15 a.m. to 9:45 a.m.  
CTEC and Comm. Theory & Methodology  
Blogging Politics PF&R Panel  
10:00 a.m. to 11:30 a.m.  
Comm. Theory & Methodology and CTEC  
Jung-Sook Lee Top Student Papers Panel  
1:30 p.m. to 3:00 p.m.  
CTEC and Graduate Education Interest Group  
Living Virtually Panel  
5:00 p.m. to 6:30 p.m.  
Radio-Television Journalism and CTEC

### **Thursday, August 7, 2008**

Co-Sponsored Refereed Research Paper Session  
8:15 a.m. to 9:45 a.m.  
Comm. Theory & Methodology and CTEC  
Refereed Research Paper Session  
11:45 a.m. to 1:15 p.m.  
Best of the Web Teaching Panel  
5:00 p.m. to 6:30 p.m.  
Visual Communication and CTEC  
CTEC Members' Meeting  
8:30 p.m. to 10:00 p.m.  
CTEC Social  
10:00 p.m.

# Annual Convention in Chicago

## AEJMC 2008 Convention

(Tentative Schedule)

### Friday, August 18, 2008

Refereed Research Paper Session

8:15 a.m. to 9:45 a.m.

Refereed Research Paper Session

5:15 p.m. to 6:45 p.m.

Joint Research Poster Session

3:30 p.m. to 5:00 p.m.

International Communication,  
CTEC, and Comm. Theory and  
Methodology

CTEC Executive Meeting

7:00 p.m.

### Saturday, August 9, 2008

Women's Voices in Traditional/  
Cyberspace Political Commentary  
Research Panel

8:15 a.m. to 9:45 a.m.

CTEC and Commission on the  
Status of Women

Internet in Campaign '08 PF&R  
Panel

10:00 a.m. to 11:30 a.m.

CTEC and Commission on the  
Status of Women

Refereed Research Paper Session

11:45 a.m. to 1:15 p.m.

Journalism Ethics and  
Blogosphere/Social Media PF&R  
Panel

1:30 p.m. to 3:00 p.m.

Public Relations and CTEC

### Note:

CTEC's Scholar-to-Scholar poster session will be at 1:30-3:00 p.m. on either Thursday, August 7, or Friday, August 8—divisions' dates for Scholar-to-Scholar sessions are yet to be finalized by AEJMC.

## New book explores the gender gaps in news media production and consumption

SHARON MERAZ

A glaring gap in the literature on media production and consumption trends in communication technology literature is the gender disparity in the types and quantity of news consumed through traditional and new media technologies. Together with Paula Poindexter and Amy Schmitz-Weiss, I've co-edited a book titled *Women, Men, and News: Divided and Disconnected in the News Media Landscape*. The volume examines the consistent trend in gender disparities in news media consumption and production in the traditional technologies of news print, television, and magazines, and in Web technologies such as social networking sites, blogs and wikis. Through its 18 chapters, the book provides a compelling and consistent analysis of a widely overlooked subject in media circles: why women pay less attention than men to hard news subject matter in the majority of news media technologies. Along a similar vein, the book explores the reasons why women are turning away from more traditional news media while embracing blogs as a social media platform for creating their own alternative press.

The book proposes a new model for news consumption through a typology of seven news user types based on frequency and quantity of news habits. The model provides a framework for understanding why women consume less hard news than men across all communication media, both within the U.S. and worldwide. The book contains contributions from such noted scholars as Linda Steiner, Maggie Rivas-Rodriguez, and Dustin Harp, and includes three exciting chapters on gender consumption gaps across Europe, Egypt, the Middle East, Africa, Latin America and the Caribbean, India and Asia. Written by a diverse body of national and international contributors, these chapters highlight the pervasive problem of gender inequities in production and consumption of news media content. The final chapter culminates with a proposed blueprint of recommendations to close the gender gap and make news more appealing to the Millennial generation.

The significance of this topic is made all the more urgent by the lower news consumption habits of the Millennial generation. This book provides a strong analysis of how newsrooms can leverage the newer media technologies to reach out, not only to women, but to a younger audience as the future news reading public.

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*Sharon Meraz is an assistant professor at the University of Illinois, Chicago. She can be reached at [smeraz@uic.edu](mailto:smeraz@uic.edu).*

# The Challenge of Teaching Technology in the Classroom

AMANDA STURGILL  
Teaching Chair



Using technology and teaching technology are a two-edged sword for the journalism professor. Although one wants to give one's students the "real-world" skills

that will be an advantage for them in the job market, the monetary and time costs in teaching technology are all too real. Some experienced CTEC members give some advice below.

Teaching with technology has some real advantages, according to Dr. Leslie-Jean Thornton, an assistant professor at Arizona State. It can be a great assistance for the students and helps classes "cover more ground," she said.

Dr. Edgar Huang said that teaching with technology benefits the students because they can "get started as a pro the first day on the job instead of going through lengthy, on-the-job training."

The rewards are important, but technology also creates real challenges, even when the instructor is experienced. Thornton explains "You might know perfectly well how to get from point A to point B or even Z all by yourself, but trying to figure out how someone else got sidetracked and stuck at point Y after visiting who-knows-how-many other points is the hardest thing, like trying a mindmeld."

It's essential, then, for the instructor to be confident in his or her ability to use the technology. As Huang, an associate professor at IUPUI notes "For me, I have to spend a lot of time to learn new software constantly and

read new textbooks." This comes at a cost, he said, mainly in taking time that might be used for scholarship. "Such time is hardly recognized by the P&T committee," he added.

One of the most frustrating experiences for students and faculty alike is when the technology breaks in the middle of a project. Thornton said planning and preparing students for this can help. "Much of what you need to do depends on what you've been teaching up to this point – the value of frequent saves, thinking through the project before committing it to a program, the inevitability of glitches and setbacks and the advantages that can come from reworking material," she said.

*Faculty needs to balance the teaching of critical and creative thinking skills and that of technological skills. The teaching of technological skills is a bottomless pit.*

I spend five minutes early in project time telling students about the amorous squirrels who frequent campus and how at certain, special squirrel times, they forget themselves and fall into the transformers near campus, electrocuting themselves, but also cutting power to our labs (this has actually happened here twice since I have been here). This

colorful story helps remind them of the need to save frequently, but it doesn't always take for every student.

When the worst happens, Huang suggested being familiar with work-arounds that can get the job done. For example, "a student brought a newly purchased hard-drive-based HD video camera to me and said Final Cut Pro did not recognize the file type captured by the in-camera hard drive, and his project was to be due soon. I was not familiar with his camera nor his file type either. But the student told me that QuickTime could read his video files. So, I showed him how to convert his videos to QuickTime movies through QuickTime Pro. Such conversion might not be the best solution to get the job done, but at least the problem was solved."

At the end of the day, Huang encouraged teachers to never forget the big picture. "Faculty needs to balance the teaching of critical and creative thinking skills and that of technological skills. The teaching of technological skills is a bottomless pit. No time is enough to teach it."

Thornton pointed out one of the unique pleasures of teaching with technology – the ability to learn from your students. "When you find a student for whom it's not new, don't be afraid to turn the student into the teacher and then learn as quickly as you've ever done before," she said. "The high you get from teaching is the same high that student will get. What better gift could you give?"

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*Amanda Sturgill is an assistant professor at Baylor University. She can be reached at [Amanda\\_sturgill@baylor.edu](mailto:Amanda_sturgill@baylor.edu).*

# AEJMC

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 \_\_\_\_\_ Barrow Doctoral Scholarship  
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