Faculty & Student Presentations
AEJMC 2012 – Chicago
Deans
Joe Foote, Edward L. Gaylord Chair, Professor, Dean
David Craig, President’s Associates Presidential Professor, Associate Dean for Academic Affairs
John Hockett, Assistant Dean for Student Affairs and Administration

Area Heads and Directors
Jim Avery, Gaylord Family Endowed Professor, Professor, Strategic Communication
Peter Gade, Gaylord Family Endowed Professor, Associate Professor, Journalism
Scott Hodgson, Gaylord Family Endowed Professor, Professor, Media Arts
Meta G. Carstarphen, Gaylord Family Endowed Professor, Associate Professor, Graduate Director

Faculty
Fred Beard, Professor
Ralph Beliveau, Assistant Professor
Kyle Bergersen, Assistant Professor
Mike Boettcher, Correspondent in Residence
Ramón Chavéz, Instructor
Deborah Chester, Professor
J. Madison Davis, Gaylord Family Endowed Professor
Bob Dickey, OU Nightly News Director & Instructor
Ken Fischer, Instructor
George Lynn Franklin, Instructor
Kathryn Jenson White, Associate Professor
Kathleen Johnson, McMahon Centennial Professor in Journalism
Julie Jones, Associate Professor
Michael Kent, Associate Professor
Robert Kerr, Associate Professor
Chris Krug, Instructor
Owen Kulemeka, Assistant Professor
Gerald Loessberg, Instructor
Jaimie Loke, Assistant Professor
Daniel Ng, Associate Professor
Namkee Park, Assistant Professor
Robert Pritchard, Instructor and Agency Adviser
Judy Gibbs-Robinson, OU Daily Faculty Adviser & Instructor
Charles C. Self, Edward L. and Thelma Gaylord Chair and Professor
John Schmeltzer, Engleman/Livermore Professor in Community Journalism
Elanie Steyn, Assistant Professor
David Tarpenning, Instructor and Agency Adviser
Maureen Taylor, Gaylord Family Endowed Chair and Professor
Katerina Tsetsura, Associate Professor
Warren Veith, Instructor
Doyle Yoon, Associate Professor
Top Papers and Awards

Minorities and Communication Division

Refereed Paper Research Session: Best of MAC Research Papers

First Place Student Paper
“What if Michael Vick Were White?”: Analyzing Framing, Narrative, and Race In Media Coverage of Michael Vick

Bryan Carr

Public Relations Division

Inez Kaiser Award
This award honors Inez Kaiser, the first African-American woman to belong to PRSA and to head a PR agency with national clients. The award provides graduate students of color with free one-year membership to AEJMC, the Public Relations Division and conference registration. It seeks to encourage these students' academic career aspirations, and in turn, their involvement broadens the diversity within the PRD.

Nur Uysal

Wednesday, Aug. 8

8 pm to 10 pm / 21

The University of Oklahoma, Gaylord College of Journalism and Mass Communication with the Ethics and Excellence in Journalism Foundation Social

Hosting:
Gaylord College Dean Joe Foote and Bob Ross, Ethics and Excellence in Journalism Foundation
Thursday, Aug. 9

8:15 am to 9:45 am / 028

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

Teaching Panel Session: PC or Not PC, That Is the Question: Navigating the Contentious Issue of Political Correctness in the Diversity Studies Classroom

Panelists:
Playing “the Merit Game” – Complicating the Intersections of Race, Gender and Class
Meta Carstarphen

8:15 am to 9:45 am / 029

International Communication Division

Refereed Research Paper Session: Framing the Middle East

Uni-Dimensional Framing of a Multi-Dimensional Organization: Newspaper Frames of Hizbullah
Rebekah Husted, Maureen Taylor, and Peter Gade

8:15 am to 9:45 am / 031

Media Ethics and Electronic News Divisions

Teaching Panel Session: Storytelling in Electronic Media – The Bridge Between Public Relations and Broadcast Journalism

Panelists:
Robert “Pritch” Pritchard

1:30 pm to 3 pm / 076

Media Ethics Division

Refereed Paper Research Session: Exploring Theoretical Models and Approaches to Enhance Scholarship in Media Ethics

Moderating/Presiding:
David Craig
3:15 pm to 4:45 pm / 085

Cultural and Critical Studies Division and Entertainment Studies Interest Group

Research Panel Session: Critiquing the Critiquers: Ethics, Disclosure, and Turning Our Own Favorite Media Inside-Out

Panelists:
Frank Fanboy (or Fangirl)-ism: The Potential for Authoritative Research and Critical Contributions Among Enthusiast Researchers
Bryan Carr

5 pm to 6:30 pm / 109

Small Programs Interest Group and Public Relations Division

Teaching Panel Session: Teaching the Advertising and Public Relations Campaigns Course

Panelists:
Katerina Tsetsura

Friday, Aug. 10

8:15 am to 9:45 am / 135

Entertainment Studies Interest Group, Cultural and Critical Studies, Advertising and Public Relations Divisions

Scholar-to-Scholar Refereed Paper Research Session:

Advertising Division

Topic III — The Agency Business
An Exploratory Study of An Emerging Phenomenon in Advertising Agencies: Project Management Is Taking Over?
Daniel Ng

Topic IV — Ad Effects and Impacts
The Effect of Tempo in the Background Music of Political Television Spots on Candidates’ Issue Images, Humane Images, and Voters’ Recall
Sang Chon Kim and Doyle Yoon
Topic — Constructing Meaning, Memory and Myth

Heteroglossia, Polyphony, and Unfinalizability: Examining a White House Press Briefing Through the Theories of Mikhail Bakhtin
Sarah Cavanah

Sociology After Society: Emile Durkheim and “The Walking Dead”
Bryan Carr

The Role of the Organization in Networked Social Capital: A Political Public Relations Model of Social Capital Building
Adam Saffer

Beyond Reactive Public Relations: How a Delphi Study of New Technology Informs Professional Practice
Adam Saffer, Michael Kent and Rebeca Pop

1:30 pm to 3 pm / 160
Association for Education in Journalism and Mass Communication Scholar-to-Scholar Refereed Paper Research Session

Law and Policy Division

Justices or Politicians in Robes? Using the Brandenburg Line to Examine Political Influence on Supreme Court Decisions
Jared Schroeder

Commission on the Status of Women

Topic — Gender in Political Media and Creative Writing

A Section of Their Own: Women Leaders in the Financial Times’ Women At the Top
Elanie Steyn and Kathryn Jenson White

Political Communication Interest Group

The New American Right: Rhetorically Analyzing Tea Party Coverage Through the Protest Paradigm
Kevin Musgrave and Bryan Carr

Religion and Media Interest Group

Topic — Religion and Media: Issues and Themes

A Parade Or A Riot: A Discourse Analysis of Two Ethnic Newspapers in Northern Ireland
Dave Ferman
3:15 pm to 4:45 pm / 170

Communication Technology Division

High Density Refereed Paper Research Session

Presiding Chair:
Adam J. Saffer

3:15 pm to 4:45 pm / 174

International Communication Division and Commission on the Status of Women

Centennial Session

Research Panel Session: 100 Years of International Journalism, Communication, and Media Studies

The Last 100 Years of Experience in Africa
Elanie Steyn

3:15 pm to 4:45 pm / 177

Minorities and Communication Division

Refereed Paper Research Session: Best of MAC Research Papers

“What if Michael Vick Were White?”: Analyzing Framing, Narrative, and Race In Media Coverage of Michael Vick****(First Place Student Paper)
Bryan Carr

5 pm to 6:30 pm / 187

Cultural and Critical Studies Division and Community College Journalism Association

PF&R Panel Session: In Honor of Hanno Hardt: Continuing the Critical Path Between Europe and the U.S.

Moderating/Presiding:
Ralph Beliveau

Panelists:
Charles Self

5 pm to 6:30 pm / 198

Urban Communication Foundation and Association for Education in Journalism and Mass Communication

2012 Gene Burd Urban Journalism Award Panel:
“Who Speaks for Cities, How Do Cities Speak to Us?”: Re-imagining Urban Spaces
Charles C. Self
Saturday, Aug. 11

8:15 am to 9:45 am / 244

Media Ethics and Public Relations Divisions

PF&R Panel Session: Conflicting Systems of Ethics: The Media and The Military

Panelists:
Robert Pritchard
John Schmeltzer

8:15 am to 9:45 am / 250

Political Communication Interest Group; Communicating Science, Health, Environment and Risk; Communication Theory and Methodology and Communication Technology Divisions

Scholar-to-Scholar Refereed Paper Research Session

Communication Technology Division
Discussant:
Julie Jones

12:15 pm to 1:30 pm / 255

Association for Education in Journalism and Mass Communication

Refereed Paper Research Session: Scholar-to-Scholar

Advertising Division
The Effectiveness of Comparative versus Noncomparative Advertising for Nonprofessional Services
Fred Beard

Public Relations Division
Are Public Radio Stations Creating Opportunities for Dialogue on Their Web Sites?
Joshua Bentley

Corporate Web Site Communication with Investors: The Relationship Among Employee Size, Profitability, and Web Site Communication
Nur Uysal
3:30 pm to 5 pm / 282

History, Communication Technology and Newspaper and Online News Divisions

Scholar-to-Scholar Refereed Paper Research Session

Communication Technology Division

#like me plz: Examining Influence and Social Capital within the Knight News Twitter Discourse
Julie Jones, Aimei Yang, Adam Saffer, and Jared Schroeder

Newspaper and Online News Division

The Viewing Room: How Journalists Prepare for and Respond to Witnessing Executions
Kenna Griffin

3:30 pm to 5 pm / 294

Association for Education in Journalism and Mass Communication

Panel Session: Bringing the Knight News Challenge Apps to Life in the Classroom

2012 Bridge Grant projects: Reporting from the Storm
Julie Jones

5:15 pm to 6:45 pm / 298

Cultural and Critical Studies and History Divisions


Moderating/Presiding:
Charles Self

Panelists:
Learning Without Illusions and Without Becoming Disillusioned: Gramsci, Media, and Liquid Literacy
Ralph Beliveau
About Our Doctoral Program

The Ph.D. program at the Gaylord College challenges students to conduct in-depth study of issues in news, strategic communication and media arts. The program offers a diverse faculty, outstanding facilities and nationally competitive funding.

The Gaylord College Ph.D. program seeks junior colleagues who wish to explore deeply the practices and values of journalism, mass communication and the media professions.

The program is highly competitive, admitting and funding just five students at $18,000 per year plus a travel stipend. We welcome applicants from across Oklahoma, the United States and the world – particularly those with three or more years of professional experience in journalism and mass communication disciplines. **The application deadline for a fall start is Feb. 1.**

Doctoral students will find a faculty with a wide range of research interests encompassing a variety of approaches and perspectives related to the program’s three concentrations:

- News and Information
- Strategic Communication
- Media Arts

Among the areas of faculty expertise are management, ethics and normative theory, law, race and gender, international public relations, new media advertising, message strategy and tactics, and documentary.

Productive Students and a Culture of Collaboration

In the first four years of our program, our 19 Ph.D. students have had a total of more than 164 refereed papers accepted to conferences including AEJMC, NCA and ICA and more than 20 journal articles received top paper awards. Many of these were developed in collaboration with Gaylord College faculty members who have made it a priority to mentor these students.

Areas of Study

**News and Information**
Performance, critical analysis, representations and the community-building potential of news and information media.

**Strategic Communication**
Broad spectrum of theoretical and practice-oriented research topics and problems in public relations and advertising.

**Media Arts**
Performance, critical analysis, effects, representations and the community-building potential of entertainment and experimental media, including visual digital, video, multimedia and long-form print media.

Doctoral students are encouraged to design a flexible program targeting an area of emphasis within these areas of study. Some examples are media management, media ethics, visual communication, international communication, and communication theory and methodology.

For more information about the Gaylord College Ph.D. program, contact Kelly Storm at 405-325-2722 or gaylordgrad@ou.edu.
Doctoral Students
(with graduation year and positions obtained)

Anna Klyueva (2011)
University of Oregon

Chad Nye (2012)
Keene State College

Erich Sommerfeldt (2011)
University of Maryland

Aimei Yang (2012)
University of Dayton (Ohio)

Joshua Bentley

Tara Buehner
University of South Carolina

Bryan Carr

Katie Eaves

David Ferman

Kenna Griffin
Oklahoma City University

Christal Johnson
Howard University

Amanda Kehrberg

Joonil Kim

Sang Chon Kim

Yousuf Mohammad

Justin Poirot

Adam Saffer

Jared Schroeder

Khalaf Tahat

Phil Todd
East Central University

Nur Uysal