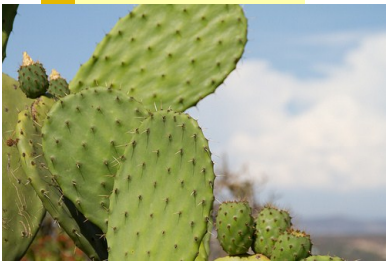




Graduate Studies News

MAY 2012

ICA Papers & Presentations Increases in '12



The Missouri School of Journalism will have another exceptional showing at the annual meeting of the International Communication Association. The meeting will be held in Phoenix, AZ., between May 24-28, and is titled "Communication and Community."

Faculty, students and alumni of the J-School will present 24 conference papers and panel presentations (See full list of papers below); an increase over the 19 papers that were presented by Missouri School of Journalism affiliates in 2011.

ICA is one of the leading academic associations for mass me-

dia and communication researchers. With its 4,400 members and 25 different divisions and interest groups, ICA facilitates the exploration and sharing of ideas as well as a network of connections among scholars in the field.

Papers to be presented are:

Faculty, students and alumni of the J-School will present 24 conference papers and panel presentations.

Exploring Defensive Processing of Suicide Narratives in Entertainment Programming (Extended Abstract) by Anthony Almond

The Impact of Political Ideology and Motivational Activation on Processing Partisan Political Media Content by Anthony Almond, Paul Bolls, Kyungbo Kim, Jaime Williams and Doug Davis

Understanding the Effects of MTV's 16 and Pregnant on Adolescent Girls' Beliefs, Attitudes, and Behavioral Intentions Toward Teen Pregnancy by Jennifer Aubrey, Elizabeth Behm-Morawitz and Kyung Bo Kim

"I Might" Want Your Sex! The Impact of Model Gender on Females' Processing of Sexually Objectifying Video Ads by Paul Bolls and Dawn Schillinger

Social Media Messages About Dog Ownership Among Families of Children With Autism Spectrum Disorders by Glen T. Cameron, Rebecca Johnson, Hyojung Park, Micah Mazurek, Steven Osterlind, Gretchen Carlisle and Charlotte McKenney

Transparent Leadership in Top Management Inspires Confident, Even Excellent, Public Relations Performance by Glen T. Cameron, Bokyoung Kim and Eun Hae Park

Utilizing Audiovisual and Gain Message Frames to Attenuate Psychological Reactance Towards Strategic Health Messages by Glen T. Cameron and Hyunmin Lee (St. Louis University)

The Yielding-Reactance Response Model and Youth Sensitivity to Ethically Problematic Commercials by Margaret Duffy, Esther Thorson and Eunjin Kim

Development of a Scale to Measure Individual Differences in Opportunistic Discovery of Information by Sanda Erdelez, Kevin Wise and Yi-hsuan Chiang (Shih Hsin University)

Incidental Exposure to Online News Among Rural Americans by Sanda Erdelez, Borchuluun Yadamsuren, Joonghwa Lee, and Esther Thorson

A Black and White Game: Racial Stereotypes in Baseball by Patrick Ferrucci, Edson Tandoc, Chad Painter, Glenn M. Leshner, Heather Shoenberger and Erin Schauster

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ICA, continued

Whose Man at His Best? A Comparative Study of Masculine Ideals in Esquire Middle East and the American Esquire by Brian Heffernan and Amanda Hinnant

Disillusioned Working Abroad? U.S. and Foreign Correspondents' Illusion of Professional Freedom by Lea Hellmueller

Mind the Gap: Between Journalistic Role Conception and Role Enactment by Lea Hellmueller, Edson Tandoc and Tim P. Vos

Shifting Journalistic Capital? Transparency and Objectivity in the 21st Century by Lea Hellmueller, Tim P. Vos and Mark Anthony Poepsel (Loyola U - New Orleans)

How Health Journalists Evaluate, Use, and Locate Exemplars for Their News Stories by Amanda Hinnant, Maria E. Len-Rios and Rachel Young

Measurement of Political Knowledge in American Adolescents by Seoyeon Hong, Esther Thorson and Joonghwa Lee

Creative Interaction in Organizations: The Dynamics of Network Multiplexity (Also Featured in Virtual Conference) by Cheolhan Lee and Seungyoon Lee (Purdue U)

Prediction of Newspaper Financial Performance From Differing Features of Online News Content by You Li and Esther Thorson

Geographic Dissonance in Media Issue Framing: A Content Analysis on Wisconsin Protests by Yan Lu, Fei Qiao and Joseph Yerardi

Status Update: Understanding Facebook Use Through Explicit and Implicit Measures of Attitudes and Motivations by Heather Shoenberger and Edson Tandoc

The Complex Road to Happiness: The Influence of Human Development, a Healthy Environment and a Free Press by Edson Tandoc and Bruno Takahashi (U of ESF, SUNY)

What Does it Take? Compensational Capital, Professional Recognition, and Gender Disparities Among Pulitzer Prize Winners, 1917-2010 by Yong Volz and Francis L. F. Lee (Chinese U of Hong Kong)

Playing Their Game: Changing American Students' Evaluations of Palestinians and Israelis Through Video Game Play by Kevin Wise and Saleem Alhabash (Michigan State U)



Online student Stephanie Meyers has been selected as the first recipient of the Online MA Synor Scholarship. Meyers is in the Strategic Communication model. The scholarship will pay \$1000 of her tuition costs in the fall 2012 term.

Stephanie works as Marketing Manager for Emergency Communications Network in Ormond Beach, Fla. Meyers graduated magna cum laude at Flagler College in 2006 and began the Mizzou graduate program in fall 2010. Meyers began her career as an assignment editor and web producer for the CBS and FOX affiliate television news station in Jacksonville, Fla., worked as a web producer and traffic reporter for WOFL in Orlando, Fla., and left news in 2009 to work in marketing and

Synor Recipient

public relations for Florida Hospital. She currently resides in Ormond Beach, Fla. with her husband, Bobby.

Mr. Synor bequeathed his estate to the Missouri School of Journalism with the intention of funding fellowships and scholarships for students pursuing studies in advertising and strategic communication. Mr. Synor spent most of his life working in the creative department for advertising agencies in New York, Chicago, Toronto and London, including Leo Burnett in Chicago, the advertising agency responsible for creating Tony the Tiger, the Pillsbury Doughboy, Morris the Cat, Charlie the Tuna, the Marlboro Man and other brand icons.

PhD: Graduation and Jobs

Congratulations to all of our doctoral students who will be graduating this spring and summer! Several of our students will be moving on to academic positions in the fall:



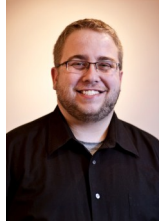
Bokyung Kim
Rowan University
Assistant Professor in Public Relations & Advertising
Research Area: Public Relations, Social Media, Transparency
Co-chairs: Maria Len-Rios & Glen T. Cameron



Joonghwa Lee
Middle Tennessee State University (School of Journalism)
Assistant Professor of Advertising
Research Area: Interactive and non-traditional advertising
Chair: Esther Thorson



You Li
Oakland University in Rochester Hills, Michigan
Assistant Professor in Journalism
Research Area: media business and management
Chair: Esther Thorson



Adam Maksl
Odenton, MD
Research Area: Youth journalism and media literacy
Chair: Charles Davis



Erin E Schauster
Bradley University
Assistant Professor
Research Area: Organizational studies of advertising
Chair: Margaret Duffy

PhD Student Spotlight: Yulia Medvedeva by Alecia Swasy

Tell us a bit about yourself.

I spent most of my life in Kostroma, a town of 270,000 people about 225 miles north-east of Moscow. I studied management in Kostroma State University for my undergraduate degree. In my final two years at the university, I edited a monthly newspaper for Kostroma's office of Russian Union of Youth, a non-profit for high-school and college students that aims to develop leadership skills. We were publishing a newspaper with a group of volunteers, and I taught them basics of journalism as a part of our production routine.

I got my master's degree from Mizzou as a Fulbright scholar in 2008. I worked in city magazines in my hometown after graduation. I had a dream of starting my own magazine in Kostroma, but my experience of editing somebody else's magazine taught me that running a magazine as an independent business is not a viable business idea in Russia.

Why did you choose Mizzou for the PhD program?

My major concern about Missouri was a belief that it is not cool to attend a PhD program in the same school where I received my master's. One university offered me a dream teaching assis-

tantship in a Magazine Management class, but Missouri offered better structure for the program and better funding. I feel happy with my choice. **Tell us about your research interests.**

I'm interested in political communication. I'm studying how media assists immigrants' political socialization. I'm interested in learning how immigrant media covers politics, what immigrants learn about politics from immigrant and mainstream media, and how this shapes their participation in political life of their new home country. I'm becoming interested in how health is covered in immigrant media now after working as a research assistant for Dr. Maria Len-Rios. I'm curious about business aspects of running a media outlet targeting immigrants. I guess that's a manager still living in me.

What do you want to do after you receive your degree?

I would like to work at a re-



search university in an English-speaking country. I plan to keep on studying political socialization of immigrants and teach magazine editing and publishing. **Anything else interesting you want to mention?**

It seems to me that I should mention something extreme in my answer. The most extreme experiences in my life so far were deciding to get Master's degree in journalism abroad and designing a magazine prototype for John Fennell's Magazine Publishing class. Rumor has it I almost died in Professor Fennell's class because I was doing a team project on my own, but, to be honest, I was just drinking too much coffee then. Now I know what three cups of coffee a day can do to a tea person's health. Oh, I forgot about one more extreme experience – learning how to drive. It was unforgettable for me, my driving instructor and a couple of drivers and even pedestrians on Kostroma's streets. I don't drive in Columbia, so I'm completely harmless now!

Missouri Business Insider Begins Pilot this Summer

The primary goal, Smith states, is to provide Missouri School of Journalism students, "training on business news reporting and launch them into business journalism careers."

In the summer of 2011, an initial meeting between Keith Politte of the Reynolds Journalism Institute, Randy Smith, faculty member, REDI President Mike Brooks, and Boone Electric CEO Todd Culley, culminated in the idea to develop a website consisting of press release content from businesses in the region. During the months that followed, this project has grown in scope from something akin to an online newsletter to a full-blown, curated news site. The primary goal, Smith states, is to provide Missouri School of Journalism students, "training on business news reporting and launch them into business journalism careers."

There has been a recent uptick in media organizations, such as Bloomberg and Dow Jones, recruiting entry-level business reporters. In order to accommodate the demand for new graduates with business journalism skills, Missouri Business Insider will provide another opportunity for students to learn the skills required in business news and build their portfolio of articles. Smith believes that the school- with its focus on the Missouri Method and two graduate faculty members (Martha Steffens and himself) who focus on business and financial journalism- is well-situated to provide the training required to stu-

dents interested in pursuing this career path. In fact, two new classes are in the works to further train future business reporters, and there are plans for video and audio components as well.

The project is moving forward rapidly. Smith believes that the business plan will be complete by May, which will be followed by beta testing this summer. The goal is to launch the full site in September, and begin offering the new classes in the Spring 2013 semester. Toward this end, Smith was happy to announce that Alecia Swasy, current doctoral student in Journalism, will be editing the pilot project, and that five student interns will be hired for the summer as well, with the purpose of developing site content.

Swasy is a natural pick for editor in the beta test. Swasy worked as a reporter for The Wall Street Journal and served as assistant managing editor for North American Equities/Dow Jones Newswires. She is the author of two corporate biographies, Soap Opera: The Inside Story of Procter & Gamble, and Changing Focus: Kodak and the Battle to Save a Great American Company, both published by Random House. Concerning her role in the project during the coming months, Swasy says, "This is a tremendous opportunity to teach



students how to connect Missouri's main streets to Wall Street. Business news will continue to grow along with the global economy and we can teach students how to cover it."

Excitement about the Missouri Business Insider extends beyond faculty and students. Both Todd Culley and Mike Brooks have signed on as investors in the project. The Reynolds Journalism Institute and the Student Technology Fund are providing support. There is also significant financial support from a silent investor in the Kansas City area. Regarding the support already received for the project, Smith elaborates, "All see a lack of business coverage and the giant opportunity for our students. They are also excited about the potential economic opportunities... for the School."

The project has excited those within the Missouri School of Journalism as well. Martha Steffens' Fall 2011 class initiated a pre-study and found significant opportunities in this area. Faculty member Amy McCombs has provided creative and logistical support—even sharing physical space—for the venture as it continues to grow. As Smith concludes, "All of us believe we are creating a legacy project that will uplift students for generations to come."



Cruelty-Free Labeling

Kim Sheehan (Oregon) and Joonghwa Lee (PhD '12) believe a legal definition for what constitutes "cruelty-free" labeled products should be determined. Many consumers intentionally buy products manufactured in ways that do not exploit child labor or cause minimal harm to animals or the environment. Many businesses, such as cosmetic and pharmaceutical companies, use the term cruelty-free to attract buyers, giving consumers the impression that no animal testing was used while manufacturing and testing the products. That is not always the case.

"Because there is no legal standard for what is and isn't

cruelty-free, consumers are vulnerable to deceptive advertising," said Joonghwa. "A company may claim their product is cruelty-free, but there still may be some animal testing done somewhere along the manufacturing process. This could lead to consumers being tricked into buying products that they do not support."

During the study, Lee and Sheehan conducted an online survey asking participants about their knowledge of cruelty-free labeled products. The participants were then given information from a New York Times article describing the ambiguous nature of cruelty-free labeled products.

This study was presented at the American Academy of Advertising Conference, and recently reported by the New York Daily News.

Advertising Ethics Workshop

Margaret Duffy and Esther Thorson proposed and conducted a special pre-conference session at the American Academy of Advertising annual convention on March 14th in Myrtle Beach, SC. Thorson and Duffy moderated the session and doctoral student Heather Shoenberger, Thorson, and attorney Mark Sableman presented research on consumer perceptions of behavioral targeting. The goal of the pre-conference was to bring together advertising professionals and academics to understand optimal ways to teach, research, and expand discussion of advertising ethics. The opening panel included Lee Peeler, National Advertising Review Council, Wally Snyder, Executive Director of the Institute for Advertising Ethics based at the Missouri School of Journalism, Robert Burnside, Chief Learning Officer at Ketchum, Inc., and Sheryl Oliver, Howard University.

David Bell, retired CEO of the Interpublic Group, sponsored the luncheon and provided his insights in an interview format highlighting his experiences and approaches to handling ethical dilemmas. Other presentations included subjects such as intrusiveness in advertising, integrating ad-

vertising into teaching, teaching ethics with the future practitioner in mind, advertising ethics and marketing ethics, and updates on ethics theory.

From the left: Jan Slater, Wally Snyder, David Bell, Jef Richards, Margaret Duffy, Esther Thorson, and Anca Micu



News

Thomas Jonathan Jackson Cowell was born April 20th, at 4:20 pm at Ft Hood, Texas, to Will and Julia Cowell. He weighed 6 lbs., 8 oz. and was 20 1/2" long. Will is the son of **Ginny Cowell** and her husband Ron.



Fritz Cropp is one of eleven individuals that have recently been recognized in the 45th annual Faculty-Alumni awards!



Berkley Hudson and Prof. Bao-wei Zheng met recently at the Missouri School of Journalism to talk about issues they share in common when teaching mass media theories to graduate students. Prof. Zheng is the doctoral supervisor and director of The Research Center of Journalism and Social Development, Renmin University of China. He is also commissioner for the Social Science Committee, Ministry of Education, and director of the National Journalism Research Association.

Hyun Shik Kim (MA '89, PhD '01) is happy to report that he has recently received tenure at the University of Colorado-Boulder.

Doctoral student **Liz Lance** has been awarded a U.S. Department of State Critical Language Scholarship to study Bengali.

Lance will spend her summer in Dhaka, Bangladesh taking intensive Bengali language courses with about 15 other students at the Independent University of Bangladesh. Already a fluent Nepali speaker, Lance will use her Bengali language skills in future comparative research on journalism and democratic practice in Nepal, India, and Bangladesh. She is still looking for someone to take care of her cats in June and July.



Hyojung Park, recent graduate from our doctoral program, is happy to announce that she has received a job offer from Louisiana State University in Baton Rouge!



Sue Schuermann is happy to report that she is a proud first time grandma! Her son JP and his wife Jessica McFarland are the proud parents of Lucy Marie McFarland, born March 30th at 2:38 a.m. She was 5lbs., 15 oz. and 19 1/2" long. Both mom and baby are doing great.

Aleesha Towns-Bain, online MA student, has just been selected as one of Alaska's Top 40 Under 40, and was featured in the Alaska Journal of Commerce! You can read the article [here](#).



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SUBMIT AN ARTICLE, ANNOUNCEMENT, OR ITEM OF INTEREST

**Deadline for submission for the AEJMC news-
letter is Monday, July 30th. Late submissions
will be included on a space- available basis, or
in a following month.**

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Alecia Swasy, Reporter/Writer

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Faculty Active in the China Program

The Missouri School of Journalism's graduate faculty has been particularly active with university and professional colleagues in China during the academic year. According to Ernest Zhang, Director of China Programs, more than 25 Missouri faculty members and alumni have talked with nearly 3,000 journalists, students and professors from China during the 2011-2012 year.

Among the highlights:

Dean Mills, Brian Brooks, Charles Davis, Mike McKean, Dorothy Carner, and Ken Fleming helped host delegations from Fudan University, Eurasia University, Wuhan University and China Radio International

Mike McKean lectured at Nanjing University and Eurasia University

Young Volz, Berkley Hudson and Ken Fleming visited with Prof. Zheng Baowei, from Renmin University

Fritz Cropp lectured at Shanghai and Xiamen University

The following faculty members also lectured to journalists either at the School or in China:

Jacqui Banaszynski, Clyde Bentley, Kent Collins, Nathan Estep, Jim Flink, Lynda Kraxberger, David Herzog, Mark Horvit, Maria Len-Rios, Mike McKean, Karen Mitchell, Daryl Moen, Jeimmie Nevalga, Rita Reed, David Rees, Jennifer Reeves, Janet Saidi, Scott Schaefer, Amy Simons, Randy Smith, Marty Steffens, Mark Swanson and Stacey Woelfel



"Our faculty members have been crucial in the establishment of key relationships in China," said Zhang. "We are now formally linked to most of China's top 10 journalism schools and have conducted training at about 18 of the top 30 media groups."