

**FACULTY RESEARCH THAT HAS ADVANCED PENN STATE'S
DIVERSITY AGENDA
College of Communications
2009**

■ Murali Balaji earned the “Best Article on Immigrant Issues, Racial or Social Justice” from the New York Independent Press for his article, “Desi Hip Hop.” He also earned “honorable mention” for best paper on a minorities topic from the American Journalism Historians Association.

■ Ron Bettig’s international research activities include serving as opening plenary speaker at the "Advanced Forum on Global Education in Digital-Publishing and Publishing Industries," Fudan University, Shainghai, China, June 2009; serving as guest lecturer at the National Institute of Advanced Study (IAS), Fudan, University, Shainghai, June 2009; and giving guest lectures at the National Chiao Tung University, Hsinchu; National Taiwan University, Taipei; Shih Hsin University; Chaoyang University of Tech, Taipei; National Sun Yat-sen University, Kauishung; Auklund University of Technology, Taipei, Taiwan, May 2008.

Bettig also has written the following international political publications: Translation: *Copyrighting Culture: The Political Economy of Intellectual Property* (Mandarin Chinese), Tsinghua University Press, 2009; and Anthology: “Copyright and the Commodification of Culture.” *The Political Economy of Communication: A Reader*, Cao Jin and Zhao Yuenshi (eds,), Shanghai: Fudan University Press; 2007.

■ Barbara Bird, Judy Maltz and Richie Sherman won a prestigious CINE Golden Eagle Award for the production of their documentary film, “No. 4 Street of Our Lady,” which tells the remarkable, yet little-known, story of a Polish-Catholic woman who rescued 15 Jews during the Holocaust. The award was in the documentary feature category.

Barbara Bird’s work includes "Handmaidens," her award-winning examination of exploitation of women in the nursing profession and the experimental narrative, "Change of Life," a reflection on female identity and the necessary losses of aging.

■ Denise Bortree’s paper on gender and inclusion titled “New Dimensions in Relationship Management: Exploring Gender and Inclusion in the Nonprofit Organization-Volunteer Relationship,” recently won the second-place faculty research paper award in the public relations division at the Association for Education in Journalism and Mass Communication conference.

■ Jonathan Cavallero has presented conference papers on Bollywood film and teaches courses on Bollywood and Hong Kong cinema. He has also published and presented work on the relationship between Italian cinema and Italian American directors.

- Colleen Connolly-Ahern authored or co-authored the following publications regarding international advertising and public relations management: "Cross-national conflict shifting: Expanding a theory of global public relations management through quantitative content analysis," and "Origen y evolución de la propaganda política en la España democrática (1975-2000): Análisis de las técnicas y de los mensajes en las elecciones generales del año 2000." She also wrote, "Political advertising in Spain and Portugal."

- Dennis Davis is co-director of a U.S.-German team that is conducting research on how college students use new media. The team is collaborating with a research team in Tokyo, Japan at Tokyo Technological University. Both teams are exploring how cultural differences affect new media use. As a result of this research, Davis co-authored the following refereed presentations: "New Media Use in the US and Germany: Gender and Cultural Differences"; "Making the Transition from Old to New Media: Patterns of Media Use By Young Adults in Germany and the US"; "Emerging New Media Literacy in the United States and Germany" and "Reconceptualizing the Role of Media in a Post Cold War and Postmodern World."

Davis visited Marburg University to discuss ways that its communications program can participate in the major linkage between Penn State and Marburg. A number of possibilities were discussed, including efforts to increase student exchanges and international internships.

Davis also serves as co-director of a task force for the Internationalization of the Association for Education in Journalism and Mass Communication. Among other things, this group will seek to diversify media education by increasing contact between media education programs worldwide.

Davis is working with the Independent Journalism Foundation to assist in development of an English-language based journalism module in the Journalism School at the University of Bucharest in Romania.

Davis recently returned from a two-year leave where he served as head of the Communication Studies Department at Otago University in Dunedin, New Zealand. As a result of his research, Davis co-authored the following papers: "Trends in Young Adult Use of New Media in Germany, the US and New Zealand." "New Media Use in New Zealand: A Comparison to Germany and the US."

- Jo Dumas published the following articles on gender and diversity issues impacting the international telecommunications industry: "ICT and Gender Equity Policy: Lessons of the Mali Telecentres" and "Theatre and Democratic Participation in South Africa: Raising local voice in the global conversation." She also wrote "ICT Policy for Internet Development in Sub-Saharan Africa through Schoolnet: Building Diversity and Inclusion in the Information Society" and "Humanizing Globalization of ICT with Gender Inclusive Telecentres." Dumas also authored "ICT Policy and Gender Equity Policy for Access and Cultural Communication in Mali: The Multipurpose Community Telecentre, Timbuktu" and "Women, Media and Our Equipment."

Dumas also wrote the following articles about improving the diversity content of courses and teaching a diverse student body: "Strengthening Courses

with Multicultural Content from the United States" and "Learning Principles applied to Diverse Cultures in the Large Class."

Dumas and S. Shyam Sundar co-authored "Race and Perception of Film Characters."

- Michael Elavsky authored the following publications on global cultural studies: "Moving Beyond the Wall(s): Theorizing Nation and Identity for Global Cultural Studies" and "Re-Flexing Cultural Studies: The Conceptual Challenges to Analyzing Contemporary Central European Cultural Relationships within a Cultural Studies Framework." He also authored "Implementing Post-Colonial Teaching Strategies in the Post-Communist Classroom."
- Robert M. Frieden and Richard D. Taylor study the impact of investment in technology parks on economic development in Asia. The researchers hope to provide a collection of "best practices" from which developing nations may draw information for their own benefit. As a result of this study, Frieden authored the publication "Unbundling the Local Loop: A Cost/Benefit Analysis for Developing Nations."
Frieden studies the impact of the Internet on international telecommunications technology and technological and marketplace convergence. He authored the paper "Balancing Equity and Efficiency Issues in the Management of Shared Global Radiocommunication Resources."
- Marie Hardin has completed the following studies since the last reporting period, all of which deal with diversity issues. One study in particular, on parity in college newsrooms, was a direct result of her discussions with diverse students in the College:
 - Hardin, M., & Whiteside, E. (2009). "Token Responses to Gendered Newsrooms: Factors in the Career-Related Decisions of Female Newspaper Sports Journalists." *Journalism* (Special, refereed issue on newswork, edited by Mark Deuze and Tim Marjkoribanks), Vol. 10, Issue 5, 627-646.
 - Hardin, M., Kuehn, K., Jones, H., Genovese, J., & Balaji, M. (2009). "'Have You Got Game?' Hegemonic Masculinity and Neo-Homophobia in U.S. Newspaper Sports Columns." *Communication, Culture and Critique*, Vol. 2, No. 2, 182-200.
 - Hardin, M., & Greer, J.D. (2009). "The influence of gender-role socialization, media use and sports participation on perceptions of sex-appropriate sports." *The Journal of Sport Behavior*, Vol. 32, No. 2, 207-226.
 - Hardin, M., & Whiteside, E. (2009). "The power of storytelling: Narratives and notions of gender equality in conversations about sports." *Sociology of Sport Journal*, Vol. 26, No. 2, 255-276.
 - Greer, J., Hardin, M., & Homan, C. (2009). "'Naturally' less exciting? Visual production of men's and women's track and field coverage during the 2004 Olympics." *Journal of Broadcasting and Electronic Media*. Vol. 53, No. 2, 173-189.
 - Kian, E., & Hardin, M. (2009). "Analyzing Content Based on the Sex of Sports Writers: Female Journalists Counter the Traditional Gendering of Media Coverage" in its current form for publication in the *International Journal of Sport Communication*. *International Journal of Sport Communication*. Vol. 2, No. 2, 185-204.

Hardin, M., Genovese, J., & Yu, N. (2009). "Privileged to Be on Camera: Sports Broadcasters Assess the Role of Social Identity in the Profession." *Electronic News*. Vol. 3, No. 2, 80-93.

Hardin, M., & Whiteside, E. (2009). "Sports Reporters Divided Over Concerns about Title IX." *Newspaper Research Journal*, Vol. 30, No. 1, 58-71.

Hardin, M., & Sims, A. (2008). College Newspaper Staffing Fails to Reach Parity. *Newspaper Research Journal*, Vol. 29, No. 4, 6-17.

Whiteside, E., & Hardin, M. (2008). "The rhetoric and ideology behind Title IX: An analysis of U.S. newspaper editorials, 2002-2005." *Women in Sport & Physical Activity Journal*, Vol. 17, No. 1, 54-67.

Hardin, M., Shain, S., & Poniatowski, K. (2008). "'There's No Sex Attached to Your Occupation': Feminism and the Revolving Door for Young Women in Sports Journalism." *Women in Sport & Physical Activity Journal*, Vol. 17, No. 1, 68-79.

Hardin, M. (2007). "'I Consider Myself an Empowered Woman': The Interaction of Sport, Gender and Disability in the Lives of Wheelchair Basketball Players." *Women in Sport & Physical Activity Journal*, Vol. 16, No. 1, 39-52.

Hardin, M., Simpson, S., Whiteside, E., & Garris, K. (2007). "The 'Gender War' in U.S. Sport: Winners and Losers in News Coverage of Title IX." *Mass Communication & Society*, Vol. 10, No. 2, 211-234.

- Jeanne Hall authored the refereed paper called "Black Girls can be Princesses Too: A Critical Analysis of Disney's Multicultural Cinderella."
- Dorn Hetzel and Dennis Davis held discussions at the University of Cape Town in South Africa concerning the formation of a film school at UCT. These discussions could lead to a linkage between our film program and the school at UCT.
- Anne Hoag co-authored papers on the glass ceiling facing women as they progress toward the highest levels of television management. Hoag and Doug Anderson co-authored a book chapter, "Enhancing Diversity: It's the People, the System and the Infrastructure."
- Matt Jackson conducts research on the international copyright law and global regulation of the Internet. Recently, he spent his sabbatical as a research fellow for the Centre for Media and Communications Law, University of Melbourne Law School, Australia and as a visiting senior lecturer for the Department of Communication Studies at the University of Otago, Dunedin, New Zealand.
- Krishna Jayakar conducts research on mass media policy for the Indian government.

Jayakar also authored the book chapter "The Global Dynamics of News: Studies in International News Coverage and News Agenda."
- Matt Jordon wrote the article "Recorded Jazz and *La Voix Nègre*: The Sound of Race in the Age of Mechanical Reproduction."

■ Naomi McCormack directed and produced a documentary film on women and media research in America. Presented at the 2009 ICA, NCA , and UFVA conferences, "Out of the Question: Women, Media, and the Art of Inquiry" follows the careers and contributions of five women who did pioneering work on celebrity, media and politics, and social influence during 1940's and 50's. The women helped set the foundation for the field of media research as they investigated war propaganda in the U.S and Japan and the emerging media cultures of American life.

■ Ann Marie Major was awarded an \$18,000 grant from Sam Houston State University in July 2009 to develop a pilot research project to survey risk perception and communication behavior about Type 2 diabetes onset among African Americans, Hispanic Americans, and American Indians. The award was based in part on previous work where Major and Wanda Reyes Velasquez co-authored " Exploring Relationships among Gender, Ethnicity and Communication about Diabetes Risk among College Students."

Major also published a study exploring gender differences in risk perception and communication behavior. Major has also published research that examines the impact of colonial ties and news coverage of Africa. Major is the co-author of the book "Good-Bye Gweilo: Public Opinion and the 1997 Problem in Hong Kong."

■ Matthew McAllister is co-editor of *Film and comic books*. (2007). Jackson, MS: University Press of Mississippi. Chapters focus on such countries as Malaysia, Australia, Mexico, Germany and the UK; and co-editor of *The Advertising and Consumer Culture Reader*. (2009). New York; Routledge. Chapters focus on such issues as gender, race and globalization.

McAllister has also given these talks in international venues: "Consumer Culture and New Media: Commodity Fetishism in the Digital Era," for the invitation-only workshop, "Communication in the 21st Century," Hellenic Audiovisual Institute, Athens, Greece, October 31-November 1, 2008; "From Lard Lad to Butterfinger: Cultural Contradictions of *The Simpsons* in Commercial Culture," Department of Communication Studies Public Lecture Series, University of Otago, Dunedin, New Zealand, April 24, 2006; "Media conglomerate ownership," for Communication Studies 101, "Introduction to Communication Studies," Professor Chris Russell, University of Otago, Dunedin, New Zealand, April 24, 2006.

■ Mary Beth Oliver was awarded a research Fulbright to study stereotyping of Maori populations in New Zealand. She continues to study media and social cognition, and is currently working on strategies to use media portrayals as a way of increasing empathy among different racial/ethnic groups. She collaborates with numerous international colleagues, most recently with a colleague in Germany who is a co-author of a forthcoming paper in *Human Communication Research*. In the last several years she has been invited to deliver keynote addresses in Amsterdam, Spain, and Germany, and to serve as an invited speaker at a conference in Israel.

Oliver conducted two studies pertaining to sexual attitudes. This research has provided important information concerning how attitudes and beliefs

moderate what is learned from media messages. As a result of her studies, she co-authored "An examination of factors related to sex differences in enjoyment of sad films" and "The impact of sex and gender-role self-perception on affective reactions to different types of film." She also wrote, "Gender differences in attitudes toward homosexuality: A reply to Whitley and Kite" and "Development of gender differences in children's responses to entertainment."

Oliver also studies media portrayals of racial groups and the effects of such portrayals on viewers' racial attitudes. As a result of her research, she co-authored "The face of crime: Viewers' memory of race-related facial features of individuals pictured in the news" and "African American men as 'criminal and dangerous': Implications of media portrayals of crime on the 'criminalization' of African American men." She also co-authored "Race and crime in the news: Whites' identification and misidentification of criminal suspects" and "Caucasian viewers' memory of Black and White criminal suspects in the news."

- John Nichols' research is on U.S.-Cuban telecommunications disputes, Television Marti (the U.S. government propaganda station directed at Cuba), and the right to international travel, including to embargoed countries like Cuba.
- Anthony Olorunnisola's research focuses on media roles in conflict situations in Africa as well as the cultural aspects of international and development communication. Currently, his work tracks the emerging patterns in Africa's post-Cold War democratization processes and examines the role of the media.

Olorunnisola edited three book volumes and guest-edited a special issue of an international journal: "Political Economy of Media Transformation in South Africa;" and "Media in South Africa after Apartheid: A Cross-Media Assessment;" and "Media and Communications Industries in Nigeria: Impacts of Neoliberal Reforms between 2007 and 2009". He Guest-Edited a Special Issue on Media and Democracy in Africa.

Olorunnisola authored the following publications: "Democratization, Mass Media, and Civil Society: A Discourse of Interlocking Paradoxes"; "Neo-liberal Reforms, Media, and Communications in a Nation-in-Transit"; "GSM Telephones in Nigeria's Political, Socio-Economic and Geo-Cultural Landscapes"; "Neo-liberal Reform of Media and Communications as 'Adoption of Innovation': Is there Space for Policy Adaptation?"; "African Emigres in the U.S.: Negotiating Ethnic Identities, Majority-Minority Statuses, and Negative Media Co-Representation."

Olorunnisola also authored or coauthored "Political Economy, Representation and Transformation"; "A Continental Perspective on the Transformation of South Africa's Media and Communication Policies"; and "Political Economy of Media Transformation in South Africa and the Next Frontier"; He also authored "Community radio as participatory communication in post-apartheid South Africa"; "African media, information providers, and emigrants as collaborative nodes in virtual social networks"; "Radio, TV and Politics: Broadcast Media in Nigeria"; "Understanding Media in African Transitional Democracies." Olorunnisola also authored "Racism in the Media and News Frames of a Public Investigation"; "Media Inquiries in South Africa: Continuities and Discontinuities;" "Raradigm Lost: Local Press Coverage of

Nigeria's Aborted Transition" and "When Tribal wars are mass mediated: Re-evaluating the policy of 'non-interference'".

- Ford Risley published *Abolition and the Press: The Moral Struggle Against Slavery* (Northwestern University Press, 2008). The book, which was named by the American Journalism Historians Association the best book published on media history in 2008, examines the important role that abolitionist newspapers played in opposing slavery in the United States.
- John Sanchez's research is focused at the intersection of News Media and American Indian cultures and how this intersection shapes and helps to identify American Indian cultures in the 21st century. He co-authored several book chapters including "Has the Dream Stalled? -- an assessment of the centrality of diversity in journalism and mass communication education" and "Why Can't They Just Get Over It?" a co-authored chapter about labels that are given to American Indians in the 21st Century. In addition he has authored the book chapters including, "From Public Occurrences to HBO, The News Framing of American Indians." In press, Oklahoma Press, "An American Indian in Journalism: A dream maker for others." and Diversity in America: Visions of the Future: *Real Issues of Real People*; "Teaching Media Ethics for the New Millennium: A View from Indian Country;" and "Diversifying America's Classroom: A Perspective from Indian Country."

Sanchez has also authored or co-authored the following peer reviewed journal manuscripts: "The Rhetoric of Indian Activism in the 1960's and 1970's," "How American Public Schools Using Down-Linked News Media Shape American Indian Identity," "Communicating Culture Through Leadership: One Perspective from Indian Country," "From Boarding Schools to the Multi-cultural Classroom: The Intercultural Politics of Education, Assimilation, and American Indians," "The Government's Case Against American Indian Activists, The American Indian Movement, Leonard Peltier," "Distance Learning in Indian Country: Becoming the Spider on the Web," "E Pluribus Unum: American: Education and Native American Values," "Transformations: A Resource for Curriculum Transformation and Scholarship." In addition, Sanchez has published numerous op-ed newspaper articles related to American Indians in the 21st century.

Sanchez also served as keynote speaker at the annual campus Achievements Conference that serves to further enhance diversity and personal connections among students on February 8, 2008.

- Amit Schejter conducts comparative international research of communications policies, and has published studies discussing policies in Israel, Korea, the European Union and across wide comparative settings. He also has developed and taught courses on comparative media systems on both the undergraduate and graduate levels. His work on media and telecommunications policy has specifically focused on its application to the everyday challenges created by the unequal distribution of resources and the silencing of the public's voice, creating a research agenda that highlights the need to consider diversity as a major policy goal. The policies studied under this umbrella discuss radio, television, cable,

satellite and the Internet and are incorporated into teaching courses on telecommunications regulation and media activism.

Schejter wrote the following publications regarding Israel's telecommunications policies: "The Cultural Obligations of Broadcast Television in Israel;" "From a Tool for National Cohesion, to a Manifestation of National Conflict: The Evolution of Cable Television Policy in Israel, 1986-1998;" "The Fairness Doctrine is Dead and Living in Israel;" "3G Where Art Thou? On What Can and Can't be Learned from the UMTS Spectrum Auctions in Europe"; "The People Shall Dwell Alone": The Effect of Transfrontier Broadcasting on Freedom of Speech and Information in Israel"; "Regulatory Measures and Cell Phone Industry Development: The Case of Israel" and "Online Transformation: the Israel Broadcasting Authority on The Internet - What Goes, What Gets By and What Should Give."

- S. Shyam Sundar serves as senior personnel on a World Class University Project funded by Korea Science and Engineering Foundation, Ministry of Education, Science and Technology, South Korea. As part of this effort, he helped launch a new discipline and Department of Interaction Science at Sungkyunkwan University in Seoul, South Korea, where he holds a visiting appointment as World Class University (WCU) Professor. He is working on establishing an exchange program between the College of Communications at Penn State and the Interaction Science department at Sungkyunkwan University.

Sundar visited the following universities, research centers, and conferences, and delivered presentations on psychological aspects of communication technology and media education: Seoul National University, Seoul, South Korea; the First Annual Symposium on Interaction Science, Sungkyunkwan University, Seoul, South Korea; the international conference on "Internet Communication in Intelligent Societies," Chinese University of Hong Kong, Shatin, Hong Kong; the Institut für Kommunikationswissenschaft, Ludwig Maximilians Universität, Munich, Germany; the Amsterdam School for Communication Research (ASCoR), Universiteit van, Amsterdam, Netherlands; Christ College, Bangalore, India; the Sri Sri Centre for Media Studies, Bangalore, India.

Sundar was an invited panelist to deliver presentation on "Social Psychology of Communication Technologies: Implications for Development" at a conference on "Communication and Development in the Information Age: Extending the Benefits of Technology for All" organized by the Global Communication Research Association in January, 2003 in Banaras Hindu University, Varanasi, India.

Sundar collaborated with Dr. Eun-Ju Lee of the Department of Communication, Seoul National University in Seoul, South Korea, on the book chapter "Human-Computer Interaction."

Sundar collaborated with Dr. Matthias R. Hastall of the Department of Communication, University of Erfurt, Germany, on the article: "News cues: Information scent and cognitive heuristics."

Sundar also co-authored the following publications regarding perception of race: "Perceptual effects of race and weight of models in magazine advertisements on the body-self concept of Afro-American women." "Race and perception of film characters."

Sundar published the following articles about international news: "Status of small newspapers in developing societies...A case study of Shimoga district." "Watchdog or lapdog? The effect of US foreign policy on The New York Times' coverage of Central America." "The 'shrinking foreign newshole' of the New York Times."

Sundar served as site visitor and Reviewer of the Education Abroad programs offered by the Institute for the International Education of Students (IES), Barcelona, Spain, in 2006.

Sundar served as Independent Technical Reviewer of Online Course on Media and Society for Knowledge Solutions—NIIT Ltd., New Delhi, India, during 2004-2005.

Sundar served as Chair of Experts Committee on Multimedia Arts, New Initiatives Fund, a large-scale grant competition for establishing centers coordinated by the Canada Foundation of Innovation in Ottawa, Canada.

Sundar is a regular member of grant-proposal review panel for University Grants Committee, Research Grants Council of Hong Kong, Wan Chai, Hong Kong, China.

- Richard Taylor took a sabbatical leave at the East-West Center in Hawaii to advance research, pedagogy and partnerships related to understanding developmental impacts of information and telecommunications policies, with an emphasis on the Asia-Pacific region.

Taylor also served as a visiting fellow at the East-West Center in Hawaii, as a USIS "expert speaker" in India, and as a guest of the Indian international telecommunications carrier VSNL. His most recent scholarly work has been in the areas of international telecommunications investment and economic development.

- Doctoral candidate Nathaniel Frederick II studied the influence of African-American magazines as a part of the Black Press and the role of African-American gospel music in social protest. Both of these topics were explained and related to broader topics during class lectures in Comm 205, "Women, Minorities and the Media."
- Doctoral candidate Erin Whiteside, was selected as the recipient of the Mary Gardner Award for Graduate Student Research by the AEJMC's Commission on the Status of Women. Whiteside's work, titled "Power Relations Under the Glass Ceiling: Gender, Sexuality and Identity in Sports Information," earned praise from judges as well as a monetary award. Specifically, judges cited the paper for its focus as "a great new area of research."
- Master's student Erin Ash received a top-paper award from the Minorities and Communication Division of AEJMC for her co-authored research on news coverage of former Big Ten Conference football player Maurice Clarett.