

The Monitor

*The Graduate Programs in Mass Media & Communication
and Broadcasting, Telecommunications, and Mass Media
at Temple University*

Volume VI, Issue 1

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MM&C Update from Chair Priscilla Murphy

This fall the MM&C program was joined by a new faculty member, Bell Atlantic Chair of Telecommunications George Gerbner. Nine other MM&C faculty continued from last year: Patricia Bradley, Tom Gordon, John Lent, Matthew Lombard, Michael Maynard, Priscilla Murphy, Concetta Stewart, Sari Thomas, and David Womack. We welcomed three new MM&C students in the fall: Mercedes Diaz, Beth Kaminsky, and Amy Richards.

During the fall semester the MM&C faculty conducted reviews for all MM&C doctoral students to assure that they have taken or will take required courses and are making timely progress toward completion of their degree.

We have also been working on creating and distributing recruitment literature for all the mass communication graduate programs in the School of Communications and Theater (SCAT), including MM&C and the BTMM masters program.

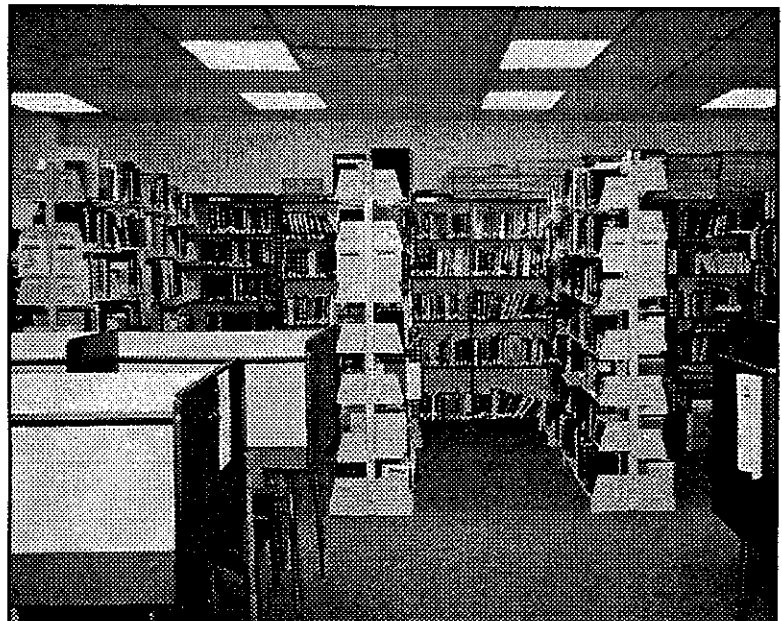
We continue to be proud of the success of MM&C and BTMM students and alums (for just one example, we are increasingly well represented at communication conferences). During the spring semester the MM&C and BTMM faculty plan to closely examine the graduate curricula in order to ensure that we offer the best possible learning experience for our students. As always we welcome your comments and suggestions.

Blitman Library: An Invaluable Tool for Communication Research

Blitman Library is probably SCAT's best kept secret. It specializes in materials related to media research and scholarship, and is an invaluable resource for those interested in mass media and communication.

Blitman Library not only contains an extensive collection of scholarly journals, but also has a good selection of recently published books in the areas of media criticism and cultural studies. A major reorganization process has begun at Blitman, making the collections increasingly accessible. Blitman also provides a quiet place to read, study, or do research.

The Library is located on the third floor of Annenberg Hall. Graduate students as well as alumni are encouraged to take advantage of Blitman's vast resources. Call for the most up-to-date hours of operations at (215) 204-7350.



Blitman Library is located in Annenberg Hall and is available to alumni.

FACULTY FOOTNOTES

George Gerbner made several television and radio appearances and addressed numerous communication conferences in the U.S. and abroad (including the keynote address at the Chicago conference of the Association for Education in Journalism and Mass Communication) during the summer and fall of 1997. Among other published pieces, his book chapter titled "Gender and Age in Prime-Time Television" appeared in "Perspectives on Psychology and the Media" (Diana Adele Krischner and Sam Krischner, Eds.

Tom Gordon was asked to present one of the three spring 1998 lectures offered through Temple's Center for Frontier Sciences (CFS). The topic of the presentation will be "Psychoneuroimmunology and Psychoneuroendocrinology: State of the Sciences and Prospects for the Future." The (free) event will be held in Kiva Auditorium in Ritter Hall from 2:00 to 3:30 on February 18th.

John A. Lent presented "Sri Lanka Cartooning: A Precarious Profession" at the Mid-Atlantic Region Association for Asian Studies Conference in West Chester in October, and "The Asian Animated Film: Foreign and Domestic Implications" at the Asian Cinema Studies Society 5th Biennial Conference in Peterborough, Canada in August.

Matthew Lombard and MM&C alum Theresa Dittons' article, "At the Heart of It All: The Concept of Presence" was published in the *Journal of Computer-Mediated Communication*, 3(2) (available at <http://www.ascusc.org/jcmcc/vol3/issue2/>).

Michael Maynard presented "Selling Japanese Culture in a Collapsing Space," at the Mid-Atlantic Region Association for Asian Studies Conference in West Chester in October, and "Policing Transnational Commerce: Global Awareness in the Margins of Morality" at the Conference on International Policy in July. He published "Opportunity in Paid vs. Unpaid Public Relations Internships: A Semantic Network Analysis" in *Public Relations Review*, 23(4).

Concetta Stewart and Stella Shields' article "Communication: Policy, Power and Participation" was published in *Razon y Palabra*, 2(9) (available at <http://www.cem.itesm.mx/dacs/publicaciones/logos/comm.htm>). Professor Stewart, Stella Shields, and MM&C student Nandini Sen presented "Diversity in Online Discussions: A Study of Cultural and Gender Differences in Listservs" at the International Association for Mass Communication Research Conference, in Oaxaca, Mexico in July.

Featured Faculty: John Lent

John A. Lent, one of the founding members of the MM&C program, has been at Temple since 1974. He taught in the Journalism Department between 1974 and 1995 and then joined the BTMM Department.



A professor since 1960, Dr. Lent has taught at universities in the Philippines, where he was a Fulbright Scholar; in Malaysia, where he started the first mass communications program in that country; and at universities and colleges in West Virginia, Wyoming, and Wisconsin.

In addition to teaching courses such as Third World Mass Media, Comparative Media Systems, Comparative Broadcasting, and Mass Media and Society, he recently added a new title to Temple's course list: Comic Art and Animation.

Professor Lent began studying comics in 1963-1964 when he conducted a readership/causal relationship analysis of fourth graders in Syracuse, New York. Over the years, he has pursued cartooning, studying comic books as part of a larger mass communications project in the Philippines in 1964-1965, and presenting the featured address at the first comic art exhibition in Malaysia in 1973. In 1984 he founded the comic art working group within the International Association for Mass Communication Research (IAMCR), and in 1986 he compiled the first international comic art bibliography published in the United States.

Dr. Lent also has been chair of the Asian Cinema Studies Society, editor of its twice yearly journal, *Asian Cinema*, associate editor of *Asian Thought and Society*, and comics and Third World editor of *Communication Booknotes Quarterly*. And he has been managing editor of *WittyWorld International Cartoon Magazine* since its inauguration in 1987. The author or editor of 50 books and monographs and hundreds of articles, he also serves on the editorial boards of *Comics Journal*, *Studies of Latin American Popular Culture*, and many more periodicals.

His latest efforts are *Pulp Demons* (forthcoming, Fairleigh Dickenson University Press), and *Illustrating Asia* (forthcoming, Curzon Press).

MM&C GRADUATES (MAY - NOVEMBER 1997)

STUDENT	TITLE	ADVISOR
Kathleen Shawn O'Dowd	"Personal Competencies and their Relationship To Mediated Interpersonal Enactments"	<i>Sari Thomas</i>

MM&C STUDENTS ADVANCED TO CANDIDACY (MAY - NOVEMBER 1997)

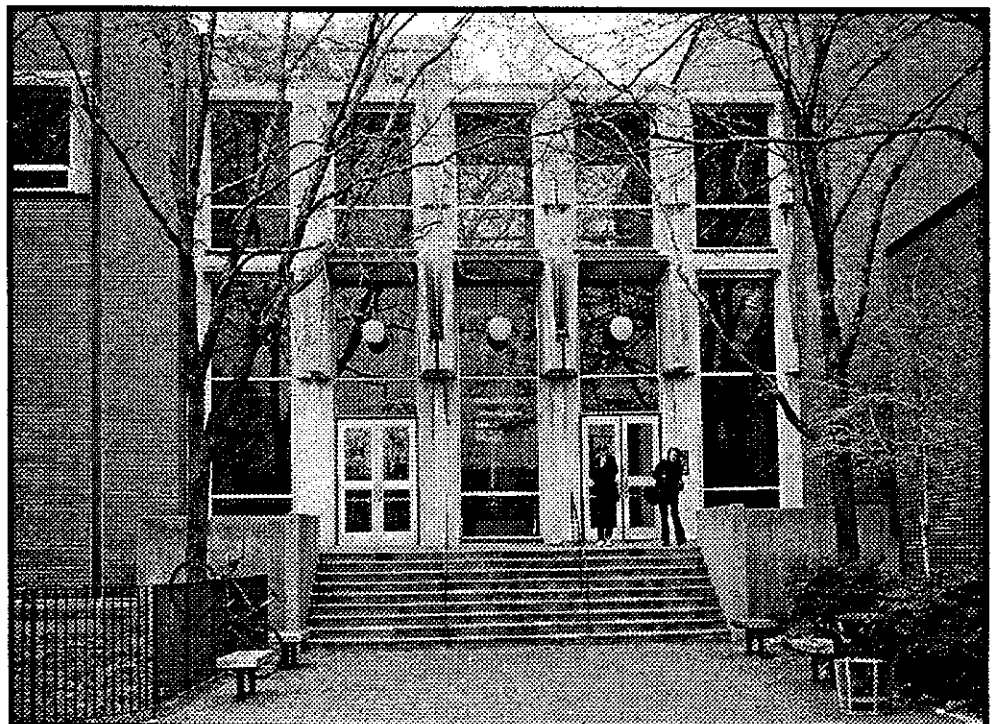
John O'Leary	"The Rockford Files: Crowded Textual Space"	<i>Paul Swann</i>
Jodi Linder	"Defining Sensationalism in Television News"	<i>Matthew Lombard</i>
Daiwon Hyun	"U.S. Policy and its Implications in the Global Telecommunications Market"	<i>John A. Lent</i>
Christine Kelly	"Social Issue Messages in Fictional Prime Time Television as Educational Entertainment"	<i>Matthew Lombard</i>
Selcan Kaynak	"Scholarship in the News: An Epistemological Examination of Public Discourse About Controversial Research"	<i>Sari Thomas</i>

BTMM MASTERS GRADUATES (MAY - NOVEMBER 1997)

Yi-Hsuan Fang	Monsinee Keeratikrainon	Hong-Chi Shiau
Michael Harney	Nandini Sen	Gina Steward
Denise Hill	Mei-Lin Shan	Mitchell Weinraub

MMC Electronic Listserv for MM&C/BTMM Students, Faculty and Alumni

To learn about events and issues relevant to the MM&C and BTMM community and stay in touch with fellow students, faculty, and alumni/ae, subscribe to the MMC listserv, an e-mail forum to distribute news and discuss trends in media and education; calls for papers; funding and research opportunities; MM&C/BTMM courses and schedules; student, faculty, and alumni/ae activities; social events; and much more. For more information and/or a free subscription, send your name and e-mail address to lombard@vm.temple.edu or call (215) 204-7182.



STUDENT SURVEY

Paul D'Angelo co-authored "The Crisis of Political Communication: Normative Critiques of News and Democratic Processes," with Erik Bucy of Indiana University in *Communication Yearbook 22*. He is currently teaching on a one-year full time appointment in Villanova University's Communication Arts Department.

Mercedes Diaz interviewed Nobel Laureate Oscar Arias during his visit to Philadelphia and also wrote about the impact of Immigration's Section 245(i) on Latinos in the Philadelphia area for a Spanish-language weekly, *AL DIA*.

Carolyn Kitch published "Changing Theoretical Perspectives on Women's Media Images: The Emergence of Patterns in a New Area of Historical Scholarship" in *Journalism & Mass Communication Quarterly* (Autumn), and "The Work that Came Before Art: Willa Cather as Journalist, 1893-1912" in *American Journalism* (Summer/Fall). Carolyn has begun a tenure-track appointment at the Medill School of Journalism at Northwestern University.

Woong Park presented "A Critique of JFK: A Voice of Dissent Against Coup d'etat? Or Reinforcing Another American Myth?" and "Dances with Wolves: A Racist Historiography" at the International Conference on Narrative, in Lexington, Kentucky in November.

Mary Pileggi (spring 1997), **Judi Puritz** (fall 1997), and **Selcan Kaynak** (spring 1998) all received the prestigious Dissertation Completion Award from Temple in university-wide competitions.

Asli Tunc presented "Animation in Turkey: Historical and Contemporary Problem Analysis" at the Society of Animation Studies with Dr. John A. Lent in Utrecht, the Netherlands, in October. She also presented "Girgir As a Social Phenomenon: Transformation of a Humor Magazine" at the Mid-Atlantic Region Association for Asian Studies Conference in West Chester in October.

ALUMNI UPDATE

Robert D. Reich (MM&C '95), a Senior Member of the Communications Discipline (i.e., Chair) at Baldwin College, is advising students in a department with emphases in Advertising/Public Relations, Broadcasting, Media Writing, and Human Communication.

More Resources for MM&C/BTMM Students, Faculty and Alums: The MM&C Information Bank

The MM&C Information Bank is a collection of information available specifically to members of the MM&C/BTMM community. Located in three file cabinet drawers near the BTMM faculty offices on the second floor of Annenberg Hall, the growing collection includes:

- Promotional materials from publishers for the latest books, textbooks and journals in a variety of areas of communication
- Information, membership applications, and membership directories for many professional communication organizations
- Several useful books and handbooks about the dissertation and publishing processes
- Books and brochures regarding the academic job search, including workbooks for writing curricula vitae and cover letters, a sample listing of questions asked in job interviews, and criteria for evaluating academic jobs
- A variety of computer and media-related merchandise catalogs
- and listings of local colleges and universities with communication programs.

Additional information about academic positions is available in the BTMM Department office (Annenberg 6), the SCAT Graduate Office (Annenberg 344) and on the MMC listserv (see page 3).

The Monitor Editors:

Selcan Kaynak, Dominique Monolescu, Woong Park, Amy Richards, Nandini Sen, and Asli Tunc.

Faculty Supervisor:
Matthew Lombard

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Please send information for the next issue of The Monitor to the address below. We're especially interested in hearing from MM&C and BTMM alumni/ae.

The Monitor
c/o Matthew Lombard
Annenberg Hall (011-00)
Temple University
Philadelphia, Pennsylvania 19122
e-mail: lombard@vm.temple.edu

