



College of Communications

Graduate Newsletter

March 10, 1992

Roy L. Moore, Director of Graduate Studies

No. 18

Director's Corner : As you know, Governor Brereton Jones has proposed a 5 percent cut in the
..... 1992-93 operating budget of the four-year universities, including UK, and the legislature is likely to approve his request. It is still too early to know the full impact of this reduction on our graduate program, although there is little doubt that the program will be adversely affected. This could, for example, mean a reduction in the number of assistantships for next year and elimination of the college student travel fund. Unlike the three college academic units, the Office of the Director of Graduate Studies has no separate budget and must, therefore, rely upon the generosity of the College Dean's office and the three units -- the Departments of Communication and Telecommunications and the School of Journalism. They have strongly supported the Graduate Program in the past, and I am sure they will continue to do so, but we must all be prepared for lean times.

With the budget reduction, it will become even more crucial for you to register early. In the past, many of you have traditionally delayed registration either because of uncertainty about which classes to take or simply out of procrastination. The Graduate Faculty recently approved a new provision for the course cancellation policy:

After consultation with the affected instructor(s), the Graduate Program Committee will make decisions regarding the cancellation of 700-level courses for the fall semester immediately following preregistration based on enrollment at that time.

The new provision will complement the policy approved last summer by the faculty:

The Program Committee will make decisions regarding course cancellations on the first work day after advance registration for Spring Semester.

These provisions were adopted in response to the need to cancel courses as soon as it becomes apparent that they are unlikely to meet the university mandated minimum of five students per graduate course. As you know from the previous ***Newsletter*** (page 2), the faculty has already approved limiting enrollment to 15 students in 600-level courses and 12 in 700-level courses. With the crunch coming from both ends, **early registration is essential**. Registration takes only a minute and can be conveniently done in the DGS office.

DIRECTOR'S CORNER (Continued):

One option if funds for this Newsletter are no longer available is to send it via E-mail. During the last few weeks, the DGS office has sent out dozens of announcements and other important messages. I hope you find them interesting and useful. Please let me know your comments. By popular request, we are compiling a directory of Graduate Students in our Program. If you wish to be included, please complete the form on page 10 and return to us by **Friday, March 27**. If you do not wish to be listed, simply indicate that on the form. Either way, **WE NEED YOUR PREFERENCE**.

HAVE A NICE SPRING BREAK!

Roy L. Moore



GRADUATE STUDENT AND FACULTY HONORS AND AWARDS

Dr. Douglas A. Boyd was cited in a Journalism Quarterly article as the fifth most productive researcher in telecommunications based on articles published in refereed journals during 1984-89. The study by Dr. Richard C. Vincent of the University of Hawaii-Monoa appeared in the Winter 1991 issue. UK was ranked 21st overall among 64 communication programs producing telecommunications articles and 13th among 22 programs producing telecommunications articles on new and recently-emerged technology. Our program was 15th among 19 in articles with an international emphasis.

Dr. Boyd was also an invited presenter at the first Smithsonian/Voice of America symposium in celebration of the February 24, 1992, 50th Anniversary of the Voice of America. The title of the presentation was, "The Beginning and Evolution of International Broadcasting: The Future of the Medium."

Dr. James Applegate is one of two candidates nominated by the Speech Communication Association for SCA Second Vice President. All SCA members will receive a ballot in July and the winner will be announced in September.

GOOD LUCK, DR. APPLGATE!

Lynda Thomas, a doctoral student in our program, has been appointed by Governor Jones for this year, to the Judicial Nominating Commission for the 22nd District (Fayette Co.) Commission that recommends three candidates for any vacancy. The commission includes four lay people, Chief Justice Robert Stephens and two attorneys.

REGISTRATION REMINDERS

March 31-April 14: Advance Registration for the 1992 Fall Semester and both 1992 Summer Sessions.

1. Registration worksheets are available in the DGS office.

NOTE: Advisor's signature *MUST* be on the registration worksheet

2. Students taking Independent Study courses such as CJT 696, CJT 700, and CJT 781 ***MUST submit an Independent Study Agreement form prior to registration.***

NOTE: Students may not register if the form is not submitted.

GRADUATE STUDENT AND FACULTY ACTIVITIES

International Communication Association

A number of graduate students and faculty members will be presenting papers or chairing sessions at the annual ICA conference during May 21-25 in Miami. These include:

1. Dr. James Applegate and Dr. Vince Waldron, "Interpersonal Cognitive Complexity and Conversational Planning as Antecedents to Conversational Tactics and Outcomes in a Conflict Situation" (Interpersonal Communication Division paper.)

Dr. Vince Waldron will also be presenting a paper with Dr. Clyde Holsapple of UK's Department of Decision Science and Information Systems and Dr. Linda Ellis Johnson of Western Kentucky University to the Organizational Communication Division entitled "A Model of Communication Phenomena in Knowledge Based Organizations." He will also chair a session for the Feminist Scholarship Interest Group on "Constructions of Gender and Race in Sports and Sports Media: Some Feminist Perspectives."

2. Dr. Applegate is also chairing an Interpersonal Communication Division papers session on "Perspectives on Interpersonal Communication."

3. Ph.D. student Philip J. Auter and Dr. Philip Palmgreen, "Development of a New Parasocial Interaction Measure: The Audience Persona Interaction Scale" (Mass Communication Division Paper.)

4. Dr. James K. Hertog and Dr. David P. Fan (University of Minnesota) will also be presenting a paper at this session, "Elite Press Coverage of the U.S. Bombing of Libya: A Test of Three Theories."

5. Dr. Douglas A. Boyd will be chairing this session and another Mass Communication Division papers session on "International Research." As Head of the division, he will also be participating in the Board of Directors meetings and presiding over the division business session.

6. Dr. Hertog will also be presenting a paper to the Health Communication Division with Emily Kahn, a Ph.D. student at the University of Minnesota, entitled "Media Coverage of AIDS, Cancer and Sexually Transmitted Diseases: A Test of the Public Arenas Model."

7. Dr. Robert N. Bostrom and Ph.D. student Mark Prather, "Birth Order and Communication: A Preliminary Investigation" (Instructional/Developmental Communication Division paper.)

Mr. Prather will also be presenting a paper to the Health Communication Division entitled "Which One Needs the Spoon Full of Sugar? A Q-Analysis of Medication Adherence."

8. Dr. Joachim Knuf, "Ritual and Irony: Observations about the Discourse of Political Change in Two Germanies" (Language and Social Interaction Interest Group paper.)



**OTHER GRADUATE STUDENT
AND FACULTY ACTIVITIES**

1. **Dr. Knuf's** article, "'Spit first and then say what you want!' Ethnographic reflections concerning the use of language and ancillary codes in ritualized communication" has been accepted for an upcoming issue of **Quarterly Journal of Speech**.
2. **Dr. Knuf** addressed colleagues at the UK Faculty Club, February 19-20, on "Learning and instructional formats."
3. **Dr. Knuf's** doctoral thesis, in revised form, will be published into a book.
4. **Philip J. Auter** and **Roy L. Moore's** manuscript entitled "Buying from a friend: A Content Analysis of Two Teleshopping Programs" has been accepted for publication in **Journalism Quarterly**.
5. **Dr. Robert Bostrom** presented a paper at the International Listening Association meeting, February 5th, in Seattle. He reported the results of a number of reliability studies of the Kentucky Comprehensive Listening Test. These studies were conducted by a research group at the University of Texas and are called "Rasch analyses." Rasch analyses involve ordering items on a "difficulty index" arranged in logarithmic order. The overall results showed that the KCLT is far more reliable than was first indicated, and that the models of listening he originally proposed were valid ones.
6. **Dr. James Hertog's** article, "Self-Efficacy as a Target Population Segmentation Strategy in a Diet and Cancer Risk Reduction Campaign" has been accepted by **Health Communication** for January, 1993.
7. **Dr. James Applegate** will be a critic on the Robert Bostrom Young Scholars panel at the Southern Communication Association convention in San Antonio in April. He is being funded through a FIPSE (Federal Improvement in Post Secondary Education) grant to spend time at Hampton University, an historically black institution in Virginia in May to conduct a faculty development workshop. This is the third year he has been funded to visit Hampton.
8. **Dr. Applegate** is also chairing the SCA task force on graduate education, which will sponsor a special conference in Chicago in November, on key issues facing communication graduate education programs. They hope to attract DGSs from all over the country as well as those thinking about developing new graduate programs.
9. **Dr. Haeryon Kim's** paper "Theorizing Deregulation: An Exploration of the Utility of 'Broadcast Policy-Making System' model" has been accepted for publication in the **Journal of Broadcasting and Electronic Media**.
10. Doctoral student **Randy Wood** was one of three finalists for outstanding student paper at the Western States Communication Association Convention in Boise. This paper will appear, in revised form, in a book edited by **Pamela J. Kalbfleisch**. The book, *Advances in Interpersonal Communication Research*, will be published by Lawrence Erlbaum Associates, Inc.

**OTHER GRADUATE STUDENT AND
FACULTY ACTIVITIES (Continued):**

Ohio University Conference

Ph.D. student **Mark Prather's** paper, "Attention Profiles for Televised Anti-Drug PSAs: Why Can't We Sell Brotherhood Like They Sell Dope" will be presented at the Ohio University College of Communication Research Conference next month.

Ph.D. student **Pauline Hunter** will also be presenting a paper at the conference.

10. **Dr. Ramona R. Rush's** paper, "Communications at the Crossroads: The Gender Gap Revisited" has been accepted for presentation during the 1992 Spring Conference on Women, Minorities, and the Mass Media in Atlanta, March 26-28. The conference is sponsored by the Mass Communication and Society Division of AEJMC in cooperation with the Advertising, International Communications, Minorities and Communication, and Radio-Television Journalism divisions. She also will serve as a member of a panel about the newly-created Commission on the Status of Women of AEJMC. Dr. Rush did the initial study in the early 1970s on the status of women in journalism and mass communication field which established the forerunner committees to the Commission.

Dr. Rush also has had a paper, "Global Eco-Communications: Refining and Grounding the Concepts" accepted for presentation during the International Association for Mass Communication Research (IAMCR) in Brazil in August.

11. **Dr. Thomas Lindlof's** article, "Computing Tales: Parents' Discourse about Technology and Family" will appear in the fall 1992 issue of *Social Science Computer Review*.

Dr. Lindlof was also recently appointed to the Editorial Board of the *Human Communication Research Journal*.

IMPORTANT DATES



March 6 - Last day to withdraw from a course.

March 16-21 - *SPRING VACATION* 

March 26 - Last day for doctoral candidates for a May degree to submit a *Notification of Intent to Schedule a Final Exam*.

March 31-April 14 - Advance Registration for the 1992 Fall Semester and both 1992 Summer Sessions.

April 9 - Last day for candidates for a May degree to schedule a final examination.

April 23 - Last day for candidates for a May degree to sit for a final examination.

April 27-28 - Summer and Fall 1992 Advance Registration Early Add/Drop.

May 1 - Last day for doctoral candidates for a May degree who wish to receive a diploma at Commencement to submit dissertation to The Graduate School.

May 4-8 - Final Examination Week Add/Drop.

May 8 - Last day for candidates for a May degree to submit a thesis/dissertation to The Graduate School.

May 9 -- Commencement Day

IMPORTANT ANNOUNCEMENTS

SELF-STUDY SURVEY

A copy of the university self-study survey is available for checkout from the Director of Graduate Studies. The data include the results of a survey of graduate students and faculty.

MEDIA RESEARCH AWARD

The Media Research Club of Chicago has a \$2,000 Research Award available for student(s) conducting media research that is of greatest interest to and of benefit for the advertising industry. The competition is open to all graduate students and to upperclass undergraduates who are completing a thesis or dissertation in this area of advertising.

All applications must be received by **Friday, March 27**. Applications and more detailed information are available in the DGS office.

AEJMC MINI CONFERENCE

Cleveland State University is sponsoring an Association for Education in Journalism and Mass Communication mini-conference for graduate students and faculty during April 3-4. The program will include an informal orientation on Friday, followed by presentations on Saturday. Abstracts were due by March 1, 1992. You can get more details by calling Dr. David Atkin at 216-687-4637 (office) or 779-8466(home).

.....

CULTURAL POLITICS CONFERENCE

CONFERENCE UPDATE AND REGISTRATION INFORMATION

A conference on "Mainstream(s) and Margins: Cultural Politics in the 90's," organized by The Center for the Study of Communication of the Department of Communication, University of Massachusetts/Amherst, will be held on **April 3, 1992**. The purpose of the conference is to link academic case studies and center-margin theoretical debates from a variety of interdisciplinary perspectives. Panel sessions include: Mass media and cultural criticism.

Registration:

After March 2, 1992	10.00
At the conference	20.00

For more information:

E-mail: CSC@COMM.UMass.EDU

Fax: (413) 549-6399

USMail: Mainstream(s) and Margins

The Center for the Study of Communication
Department of Communication, Machmer Hall
University of Massachusetts/Amherst
Amherst, MA 01003

Registrations received after March 2, 1992 will require a \$10.00 (US) check payable to "Communication Service Trust Fund."

Please see the DGS for a registration form and more details.

AEJMC STATUS OF WOMEN CONFERENCE

"Significant Silences Invisible Faces"

related to
under-reported news content
unresearched and under-researched issues
self-censorship and institutional biases

is the theme for **Research Papers and Creative Projects** from faculty in all AEJMC divisions and their students invited by *AEJMC's Commission on the Status of Women*.

*\$100 to 1st Place Undergraduate & Graduate Student Winners
1992 AEJMC Convention Spotlight for Faculty Winners*

Postmark Deadlines

April 1, 1992 For faculty and/or graduate student work entered in either research or the creative-project category.

May 1, 1992 For all undergraduate materials.

More details from the DGS office. The AEJMC Conference will be August 5-8 in Montreal, Canada.

OTHER AEJMC CALLS FOR PAPERS

The Newspaper Division is seeking research papers for competitive research paper sessions at the 1992 annual AEJMC Convention in Montreal.

Papers may focus on any aspect of the newspaper industry or newspaper research. Authors of papers selected are expected to present their papers at the convention and provide copies for distribution.

Papers submitted to another division's competition, already published or presented at another convention or accepted for publication elsewhere are not eligible.

Authors will be informed of judging results by **June 1. Deadline for submission is April 1.**

1992 MacDOUGALL STUDENT PAPER COMPETITION CALL FOR PAPERS

Undergraduate and graduate students are invited to submit original research papers on any topic related to newspapers or the newspaper industry.

***First-place winner will receive a \$230 cash award.
Second-place winner will receive \$100.***

Both the first- and second-place winners will have their convention registration fees waived. **Entries must be postmarked by Wednesday, April 1, 1992.**

The Wilma E. Grote Symposium for the Advancement of Women

"Families: A World Perspective"

November 6-7, 1992

Morehead State University, Morehead, KY

The symposium will focus on women and families. Possible presentations will include such topics as: blended families, boomerang children, changing parental roles, child abuse, children's literature, dual career relationships, elder care/abuse, family composition, family health issues, family law, family leave, families in literature, generational relations, incest, marital communication, mass media's portrayal of the family, poverty's effect on the family, sandwich generation, single parent families and spouse abuse.

All submissions will be reviewed by at least two experts on women's issues. Submissions should be **postmarked by May 30, 1992** with a July 1 notification of acceptance date. **See the DGS for more details.**

