

December 6, 1993

page 1

First off....

Welcome to my first graduate newsletter. It took a while to put it together, but then transitions are like that, I guess. We are now fully operational, however, and will be producing newsletters and other documents as needed. My personal favorite, of course, is the form, of which we keep a quarter-zillion around the office. Not that this will make us a very formal office, though!

Oh yes, the office: Louise Julian, our new staff assistant, and I will make every effort to make this the smoothest graduate office on campus. With your help, of course... So, let us know as early as possible what you require, and we will do our best to accommodate you as well as we can. After all, this *is* a full-service agency.

E- (and other) mail

With the first newsletter in slow germination, Louise and I have begun to use e-mail to communicate with y'all on a daily basis. Between the two of us, we have generated probably more than a hundred job offers, and other notifications come by the dozen or more every week. Although this channel cannot replace the newsletter, it is much faster, and job openings especially do not have a very long shelf life, after all. If for some reason you have not received these mailings, do come in at once and let us know, so that we can fix the distributor and get the information to you. Gotta read the stuff regularly, however, since messages will bounce back as soon as your reader is full. Job opening announcements are still kept in a binder in the College Reading Room (ask Reinette or one of the Reinetteers), so

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Joachim Knuf, Director of Graduate Studies (CJT), 127 Grehan Building,
University of Kentucky (606) 257-7805, dgs4cjt@ukcc.uky.edu

you can find your hard copy there. She also keeps a binder in which we collect information about other graduate programs—just so you can see how wisely you chose!

Students as authors

Some of you have really kept the old keyboard clicking, and publishers and editors around the world are eagerly printing your manuscripts. Here are some recent examples:

Likes, Terry (1993, January). Saturday morning TV grows up. *American Demographics*, pp. 12-13.

Likes, Terry (1993, February 15). Monday memo: Stations cutting talent expenses are doing so at the expense of the viewers. *Broadcasting*, p. 11.

Saidullah, Jawahara (1992, Fall). Shakti: The power of the mother. The violent nurturer in Indian mythology and commercial cinema. *Canadian Woman Studies*. York University, Ontario.

Saidullah, Jawahara (1993, Spring). Children of the Himalayas: The message of Chipko. *Canadian Woman Studies*. York University, Ontario.

Saidullah, Jawahara (1993, July). A Chipko journey. *The India Magazine*. Delhi.

There must be others, so please let me know, and I will include them in the next issue of the newsletter.

Faculty as authors

The dragons of bibliometrics can breathe fire on us all day long: Our faculty members have girded their loins with the sword of truth (and the snare of argument) and have barricaded

themselves behind shelves after shelves of publications that will ensure our collective survival. (And in some style, too!) After all, *verba volant—scripta manent*.

Going about the listing alphabetically—but beginning, for a change, at the end, there are:

Moore, R. L. & Auter, P. J. (1993). Buying from a friend: A content analysis of two teleshopping programs. *Journalism Quarterly*, 70: 2, 840-851.

Knuf, J. & Caughlin, J. (1993). Weighty issues: Semiotic notes on dieting as a secular ritual. *Health Communication* 5: 3, 161-179.

Kim, H. (1993). What our students should know about citizen activism and broadcasting. *Feedback*, 34: 1, 21-24.

Kim, H., Smith, C., & Berstein, J. (1993). Computer-mediated communication and strategies for teaching. *Journalism Educator*, 48: 1, 80-83.

Viswanath, K., Kahn, E., Finnegan, Jr., J. R., Hertog J. K., & Potter, J. D. (1993). Motivation and the knowledge gap: Effects of a campaign to reduce diet-related cancer risk. *Communication Research*, 20: 4, 546-563.

Boyd, D. A. (1994). Arab audiences for Gulf War coverage: Where did they turn and why? In T. McCain & L. Shyles (eds.), *The 1,000 hour war: Communication in the Gulf*. Westport, CT: Greenwood Press.

Boyd, D. A. (1993). *Broadcasting in the Arab world: A survey of the electronic media in the Middle East* (second edition). Ames, Iowa: Iowa State University Press.

Boyd, D. A. (1993). International broadcasting to the Middle East in Arabic: A survey of broadcasters, motivations, and audiences. *Challenges of International Broadcasting II*. Quebec, Canada: Les Presses Inter-Universitaires.

Boyd, D. A. & Amin, H. Y. (1993). The impact of the home video cassette

recorder on Egyptian film and television consumption patterns. *Communications/ Die Europäische Zeitschrift für Kommunikation (The European Journal of Communication)*, 18, 77-87.

Boyd, D. A. & Shatzer, M. (1993). Television viewing habits of Saudi Arabian young adults. *Gazette*, 51, 137-148.

If I have not reported a publication, the only reason is that I have not heard from the author!

Fun in the sun (I): Students going to conferences

As we have come to expect, CJT graduate students have been mucho active on a variety of conference panels. At the recent meeting of the AEJMC in Kansas City, Elizabeth Hansen's research paper "Conflicting values in journalism: Truth-telling, objectivity, freedom, responsibility and profitmaking," co-authored with Pat Smith, a faculty member in the UK Philosophy Department, placed second in this year's Carol Burnett/AEJMC/University of Hawaii Graduate Student Ethics Competition (fondly known as the CB/AEJMC/UHGSEC). Ms. Hanson received a plaque at a special awards luncheon. Congratulations!

Ms. Hanson also spoke on "Supermarket tabloids as sources of political information (with Carmen Manning-Miller) and presented "An analysis of the role of insurance, prepublication review and correction policies in threatened and actual libel suits" (with Roy Moore). David Miller and Haeryon Kim also contributed to the conference, sharing their thoughts on "Serving the public interest in the absence

of ascertainment rules: A survey of Kentucky broadcasters."

The 2nd Kentucky Conference on Narrative, STORIES AND DISCOURSES, took place October 15-16, and local talent was well evident. Gina Wesley presented some results of her Master's thesis, "I could have had a PhD in typing: Stories of schizophrenics" – easily the most ingenious title of any paper at the conference! Phyllis Braun, a new Master's student, spoke about her reconstruction of Somerset Community College's oral history: "The oral narrative--Completing the pyramid of our past." Laban Miller and Greg Widener collaborated with yours truly on "Electoral discourse: Coding the 3rd presidential debate."

Some alumnae and alumni were also at the Conference on Narrative: Joy Hart Seibert and Greg Leichty drove down from Louisville, and Stephanie Zimmermann flew in from San Diego.

At the SCA meeting in Miami Beach our students were also well represented. The Most-Visible-UK-Student-of-the-Conference Award goes to Sally Vogl-Bauer, who presented not only a paper on "Deceptive messages and maintaining close relationships" with Pam Kalbfleisch, but also a single-authored piece entitled "Can we talk? Parent/adolescent communication about sexually-related topics."

Other students presenting were: Marilyn Hunt: "Upward communication in the leader-member dyad: Towards a threat-management model," with Vince Waldron; and Dan Jackson and Bob Miller: "Talking specifics: Some effects of planning on AIDS talk in peer dyads," with Vince Waldron, Don Cegala, and John Caughlin.

Student presentations at other conferences included Bill Keesler and

Carmen Manning-Miller's work on "Screaming about change: *The Mountain Eagle* and the evolution of modern Appalachia, 1957-1992," at the 16th Annual Appalachian Studies Conference in Johnson City, TN.

Fun in the sun (II): Faculty members going to conferences

College faculty members were also not exactly idle. Let me attack their list of contributions in alphabetical order (it contains some individuals not on the graduate faculty, but leaves out faculty contributions already listed in the student section):

Jim Applegate: "Supportive communication in organizations: Theoretical, methodological, ethical, and practical considerations" (SCA)—with Stephanie Zimmermann (an alumna); "A report on the National Preconference on Graduate Education" (SCA).

Doug Boyd: "The development of direct broadcast television to and within the Middle East" (AEJMC)—with Hussein Amin.

Lewis Donohew: "External funding for communication research projects" (SCA).

Jim Hertog: "The visual rhetoric of objectivity: Donahueing it up in the Twin Cities" (KY Narrative Conference).

Pam Kalbfleisch: see above.

Haeryon Kim: "An analysis of television networks, policies and practices on controversial issue advertising" (AEJMC)—with Linda Henson, a 1992 graduate of our program.

Joachim Knuf: "Communicating with Alzheimer's patients: A pragmatic perspective on nonverbal and verbal sign systems" (SCA)—with Cathy Gillotti and Susan Colon; see also above.

Greg Lowe: "Renegotiating the meanings of 'public' in public service broadcasting: Competition and transformation in Finland" (SCA).

Carmen Manning-Miller: "The disability press: A descriptive study" (AEJMC); see also above.

Roy Moore: see above.

J. W. Patterson: "The staged public hearing as a rhetorical instrument" (SCA).

Phil Palmgreen: "Development of parasocial interaction as a function of repeated viewing of television programs" (AEJMC)—with Phil Auter, a recent alumnus.

Carrie Peirce Jones: "Communicating gender: Cultural consciousness and the plight of the female in the evangelical community" (SCA)—with Heather Hensley.

Ramona Rush: "Theories and research to live by: Communications and information in the 21st century" (AEJMC).

In addition to these formal presentations, many graduate faculty members also served as panelists, session chairs, program planners and respondents at a variety of conferences. These accomplishments are not listed in detail, as I do not want to contribute to soil erosion any more than necessary.

Well, I hope this list is otherwise complete. If not, let me know, and we will run a special edition of the newsletter (or include the information in the next available issue).

... and they're off!!!

First, a report from the *Department for Things Beginning with M*: The fall of this year was certainly M&M time. Martha Einerson won the Ph.D. M-race with a dissertation entitled "Female

preadolsecents' interpretation of popular music experience: An interpersonal perspective." The next to defend was Margaret dSilva, writing about "Dissemination and targeting of public service announcements: Interplay of individual differences and media characteristics in a televised drug abuse prevention campaign." Finally, Marilyn Hunt presented her work on "The subordinate's view: A communication inventory of talk between subordiantes and their supervisors." Way to go: All of them are doing really well, with faculty positions at the University of Idaho, University of Louisville, and Murray State University, respectively.

Of course, a number of other students also graduated, and their names and thesis or dissertation titles are listed below:

David Carter: "Identity management strategies among the elderly" (PhD);

Murray Fortner: "The Black press: A case study of revitalization" (PhD);

Robert Miller: "Acquaintances talking about AIDS: Self-disclosure as a function of gender" (MA);

Ruth Wagoner: 'How supervisors deliver routine bad news" (PhD).

Plan B Master's students finishing this fall were Bill Keesler (who is continuing in the doctoral program), David Meaher, and Anne Phelan. Congratulations to all of you!

Total Quality Management

Now that you have an organizational communication person running the Graduate shop, look for a highly scientific effort to engage in total quality management. Louise and I are thinking continuously about how to do a better job,

but we really rely on you telling us how we can improve our services further. Roy Moore left the office in grrreat shape, so we have a solid base to work from. Thanks, man!

After a late start in the fall semester, we will have regular meetings with graduate students on the second Friday of every semester - and more often if we have to. I hope you will use this opportunity to critique and suggest, in short, to help us plan the best possible communication graduate program!

Dis'n'dat

Forestry Department: No bucks, unfortunately, for graduate student research from *The Graduate School* this financial year. Let's hope there will be some next year!

Travel Services: There *is* some travel money for students presenting research papers at national conventions! If you have a paper accepted, pick up a yellow travel form from Louise and give it to the Dean, together with a copy of the acceptance letter.

Education Department: We have a first start on a depository of curricula from programs in which CJT graduate students take courses—please keep those copies coming. Eventually, this depository should enable students to make better choices among courses outside the College.

Reproductive Services: Unless you would prefer this, I will not list standard Graduate School deadlines in the newsletter. We send you this information in various formats anyway, and it is printed in the schedule book.

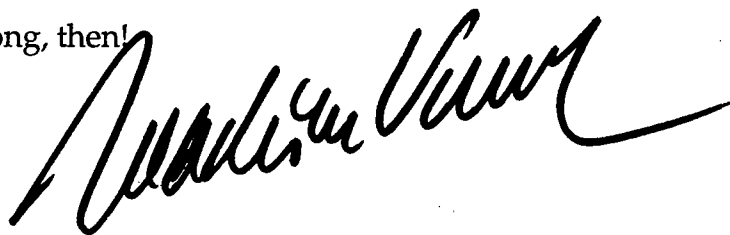
Coda/Tschüs

Well, it's done. If you keep me informed of your activities, accomplishments and concerns, there may just be another newsletter in the not-too-distant future. In the meantime, have a very merry (substitute appropriate seasonal holiday), and GO FORTH AND CONSTRUCT THAT REALITY!

But let me close with a few deft phrases from ye olde philosopher, Sir Thomas Browne:

"When there is an obscurity too deepe for our reason, 'tis good to sit downe with a description, periphrasis, or adumbration."

So long, then!

A handwritten signature in black ink, appearing to read "Markus Vetter". The signature is written in a cursive, flowing style with a long, sweeping tail that extends to the right.