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Greenlee makes strong showing at conference

By Matt Neznanski

Twelve papers submitted by Greenlee faculty and graduate students were recently accepted by the International Communication Association (ICA) for its annual conference held this June in Dresden, Germany.

Eight faculty papers and four written by two graduate students were accepted in at least seven of the conference's divisions.

Assistant Professor Jeffrey Blevins examined First Amendment legal philosophy as applied to broadcast ownership following the Telecommunications Act of 1996. The paper will be presented to the Communication Law and Policy division.

Former graduate student Porismita Borah, with Assistant Professor David Bulla, compared newspaper framing of the Indian Ocean tsunami and hurricane Katrina in three countries. The paper will be presented to the conference's Visual Communication division.

Borah, now a Ph.D. student in Madison, Wisc., also had a newspaper content analysis of dowry in India based on her master's thesis accepted, as well as a law seminar paper she wrote with Barbara Mack.

Assistant Professor Daniela Dimitrova had three co-authored papers accepted in the Journalism Studies, Communication and Technology, and Political Communication divisions.

Dimitrova and Greenlee Director Michael Bugeja submitted continued work in online citation permanence, specifically in communication journals. Her second paper looks at coverage of the European Union from Bulgaria and Romania, countries that are candidates for the union. As second author, Dimitrova also compared election coverage differences in the United States and Sweden.

Assistant Professor Suman Lee had two papers accepted to the conference, an analysis of international public relations in the United States and a paper co-authored with Associate Professor Lulu Rodriguez testing situational theory in anti-bioterrorism information campaigns. Both papers will be presented to the Public Relations division.

Rodriguez examined the use of photos as a way to assess village needs for extension planning in Hangzhou province, China. The paper will be presented to the Intercultural and Development Communication Division.

Greenlee graduate student Young Min Baek had two papers accepted for presentation. The first is titled "A longitudinal analysis of Internet diffusion in 68 countries: The effects of economic, social and demographic and telecommunication factors."

The second, "Multiple dimensions of trust in organizations and their effects on open communication intentions," is co-authored (with Baek as first author) with Chan-su Jung, a University of Georgia graduate student.



news

Greenlee locations, people appear in new ads

One of two new television commercials created for Iowa State University's latest advertising campaign features the experiences of Christine Romans, a CNN correspondent and a



1993 Iowa State graduate in journalism.

The commercial includes three scenes shot in Hamilton Hall. In one, Assistant Professor Chad Harms can be seen lecturing in the seminar room (Room 172). In another, Harms is shown working at his computer in his office. The third shot shows the *Iowa State Daily* newsroom and page designer Kelsey Ehlers at work.

The advertisements are designed to highlight opportunities and enjoyment of student life at Iowa State with the slogan "Choose Your Adventure."

Carole Custer, director of university marketing, worked with MotivFilms, a production company based in Santa Monica, Calif., to create the spots at the end of the Fall semester.

Christine Romans in CNN's New York City news room

Among the nation's best

Senior advertising major Bo Schroeder didn't take part in any of the job fairs on campus this week. Instead, she is meeting with recruiters in her field at their place, and at their expense.

Schroeder flew to New York Feb. 6 and will interview, socialize and mingle with the top advertising people in the country for three days. It's part of a trip she earned for being named among the nation's most promising minority students by the American Advertising Federation.

"I'm really going to have to launch at full blast," said Schroeder, referring to how she will attack the meetings. She will compete with 50 other students from around the country for the time and attention of the advertising professionals.

And she already has started to map out a plan on how to get noticed.

"I'm going to wear a little black tie as my trademark look," she said. Creating a look or 'brand' for herself is one of the skills she hopes to put into practice for others as she pursues a

career in advertising.

"Brand management is very important in advertising," she said.

She also plans many of the more common pre-interview rituals such as new clothes, new accessories, exercise, yoga and anything else that will get her feeling and looking her best. She also will get her hair cut by her favorite New York stylist.

She found her stylist last summer when she was interning in New York for Fairchild Publications' advertising promotion department for *Jane* magazine.

If she gets a job, she may be back to New York for a long time, or not. It all depends.

"I figure if I work in New York City for a couple of years, then I can go anywhere from there," she said.



Bo Schroeder

student news



Photo by Jessica Plymesser, Greenlee Web Team

Justice Hill, senior writer for MLB.com speaks to students Feb. 2 in Hamilton Hall.

Professionals speak to classes

Justice Hill, senior writer for Major League Baseball (MLB.com) spoke to Lecturer Mark Witherspoon's JMC 202 class Thursday, Feb. 2 during a recruiting visit.

"I can pretty much tell the quality of a writer's clips by asking them what they read," he said.

He also told students that part of writing well is being able to handle criticism.

Hill has already selected one Iowa State journalism student to cover a professional baseball team this summer. Before returning to sports writing, Hill was an assistant professor at Ohio University.

Mercedes Lynn de Uriarte, formerly an assistant editor and writer at the *Los Angeles Times*, and now an Associate Professor in Journalism, Latin American Studies and Women's Studies at the University of Texas, Austin, will visit the Greenlee School later this

semester.

At the *Times*, de Uriarte was responsible for expanding coverage of Mexico and Central America, as well as U.S. minority communities. She recently completed a \$190,000 project funded by the Ford Foundation examining journalism ethics, intellectual diversity and professional development.

The 102-page report, "Diversity Disconnects: From Classroom the Newsroom," draws on two years of research to assess 25 years of efforts to integrate newsrooms and diversify press content.

Michael Bugeja, Greenlee Director, is pleased to showcase visiting professionals and scholars on issues vital to the School's success. These visits were funded out of research and grant acquisitions.

Impact of technology on education explored

by Dave Gieseke

Michael Bugeja, professor and Director of the Greenlee School of Journalism and Communication, is questioning whether the investment made in technology is being used for what was intended for.

Bugeja, in an article that was published in the Jan. 27 issue of the *Chronicle of Higher Education*, evaluates the impact of social networks like Facebook on the nation's college students.

Facebook is an interactive, image-laden directory featuring groups that share lifestyles or attitudes such as a particular sports team, musical act, social cause, lifestyles or recreational activity.

Estimates indicate that more than 80 percent of students at some 2,000 institutions visit www.facebook.com. Iowa State, with a total enrollment of 25,741, has more than 20,247 registered users on Facebook.

"Many students find Facebook addicting, evidenced by groups with names such as 'Addicted to the Facebook,' which boasts 325 members at Iowa State," Bugeja reports in his article. "Nationwide, Facebook tallies 250 million hits every day and ranks ninth in overall traffic on the Internet."

The problem, Bugeja states, is that Facebook and today's high-tech gadgets are becoming as much a distraction as a tool for learning.

"Information technology was supposed to bridge digital divides, enhance student research and foster multicultural awareness," he says. "Increasingly, however, our networks are being used to entertain members of the Facebook Generation who text during class, cell-phone during lab and listen to iPods rather than guest speakers in the wireless lecture hall."

Bugeja is also concerned with the ethical issues that Facebook and other similar sites such as MySpace present. Although Facebook and its competitors forbid fabrications, there are instances

of inappropriate photos or stereotypes used on sites.

Bugeja has seen fictitious personae that have masqueraded as administrators, including college presidents.

"In fact," he says, "as I was writing my article, one of my sources – a professor from the University of Colorado – wrote that a fake profile was posted about him on MySpace."

"Unless we reassess our high-tech priorities, issues associated with insensitivity, indiscretion, bias and fabrication will consume us in higher education," Bugeja says. "Potential solutions will challenge core beliefs concerning digital divides, pedagogies, budget

allocations and, above all, our duty to instill critical thinking in multitaskers."

Some institutions have assembled task forces or blocked content of social networks, Bugeja notes.

"My preference is not to block content but to instill in students what I call 'interpersonal intelligence,' or the ability to discern when, where and for what purpose technology may be appropriate or inappropriate."

Bugeja is the author of the award-winning book *Interpersonal Divide: The Search for Community in a Technological Age* (Oxford University Press, 2005).

Interpersonal Divide documents the void that develops between people when they spend too much time in virtual rather than in real communities. Bugeja traces media history to show how other generations have coped with similar problems during periods of great technological change and makes a case for face-to-face communication in a technological world, informing readers how to use media and technology wisely so that they enhance rather than replace community.

