

Political Communication Report

International Communication Association & American Political Science Association, Vol. 10, No. 1, Autumn 1999

PCR On Line

Susan Herbst

Northwestern University

Earlier this year, the joint APSA/ICA Political Communication publications board approved a plan to publish Political Communication Report only in electronic form.

At the annual business meeting, the ICA Political Communication Division unanimously approved the plan. The APSA Political Communication Section has not yet been polled on the plan, which is now under consideration by the section executive council.

This first issue under the new editor is being put out both on paper and electronically. Pending approval from the APSA section executive council, PCR will go electronic beginning with the next issue, Winter 2000.

Below you will find a form to copy, fill out, and mail to Kevin Barnhurst if you would like to send a request to receive future issues of PCR on paper. You do not need to send the form if receiving an e-mail notice of the Web version works for you.

All who send the form in will get a paper printout of the newsletter by mail. The mailing will be a raw printout, not a designed publication, but it will have the same content as the electronic version.

Cost savings have motivated the move to publishing PCR electronically. The publication board expects that only a few members will be unable to access the newsletter on the Web, and so the joint political communication groups should save a significant amount on mailing and production costs.

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Hard Copy Request Form

Pending final approval, the next issue of PCR will appear on the Web www.uic.edu/orgs/policom . This site replaces our joint newsletter. We hope you enjoy the new format. Please send any comments, questions or submissions to the new editor, Kevin G. Barnhurst. We realize that not everyone has access to the Web. If you would like to receive the contents of the newsletter in hard copy, please copy, complete, and send this form by mail to Communication MC-132, 1007 W. Harrison St., University of Illinois, Chicago, IL 60607-7137, by fax to 312-413-2125 or by e-mail kgbcomm@uic.edu .

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Message from the Incoming Chair

Ann N. Crigler

University of Southern California

The active awards program and new web site of the Political Communication Section indicate a productive membership. Congratulations to this year's award recipients, Bernard Cohen and Nicholas Valentino (for details, see the minutes on the back page of this issue).

In Atlanta we voted to rename the best paper award, and Jerry Manheim has now announced the committees and members. Starting with the 2000 convention, the section will give three awards:

Paul Lazarsfeld Award, for the best paper presented at APSA each year. Michael Traugott and Jill Edy have joined the committee reviewing the Atlanta papers. Send nominations to the chair, Gadi Wolfsfeld, at Hebrew University.

Doris Graber Award, for the best book. The committee - Russ Neuman (chair), Diana Mutz, and Paolo Mancini - will develop criteria and procedures before issuing a call for nominations.

Murray Edelman Award, for career achievement. Committee: Lee Sigelman (chair), Diana Owen, and Bob Boynton. For more information, write to the chair lees@gwu.edu.

Many thanks to Pippa Norris for creating the new Web site for the section. It contains all kinds of useful information - course syllabi, upcoming conferences, new publications, and interesting links. Please take a look www.h-net.msu.edu/~polcomm.

Doris Graber has agreed to head a committee of former section chairs to brainstorm ways to make the section more useful to members, attract more junior scholars (graduate students and new faculty), and raise and spend funds for the section. I have asked the committee also to recommend priorities for the research agenda in political communication.

The committee wants your input. Please send suggestions and names of junior scholars to Doris dgrab@uic.edu or to me acrigler@usc.edu. The committee will share their collective wisdom at a very lively business meeting in Washington, D.C. Please plan to attend.

Finally, Lynda Lee Kaid has agreed to serve as Program Chair for the 2001 meetings in

San Francisco.

Reporters & Bureaucrats

A Literature Review of International and Comparative Trends in Relations between the Media and Public Administration

Mordecai Lee

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Abstract

Political Science has focused on the relationships between politics and the media in the United States, but little attention is paid to the interaction of the media with the unelected side of government – public administration – and even less regarding those relationships abroad. A review of research about reporter-administrator relationships outside the United States seeks to identify whether trends identified in the research about American media-administration relationships are also occurring abroad.

PAPER

Political science has dedicated substantial attention to the reporter-politician relationship, both regarding coverage of candidates, campaigns and elections as well as coverage of elected officials once in office (Alger, 1998; Gans, 1998; Nimmo & Newsome, 1997; Nye, 1997; Jacobs & Shapiro, 1996; Lipset, 1996, pp. 285-7; Patterson, 1996a; Patterson, 1996b).

However, the field generally focuses less on the relationship between the administrative side of government and the news media. In 1968, Heibert noted the very few studies of the public information function within federal administrative agencies or research that would be relevant to public information activities by state and local agencies (p. 6). Since then, little has changed. McKerns (1985) noted that the focus of the government-media literature "has been largely myopic, i.e. the primary focus has been on the relationship at the

federal level and between the president and the news media in particular" (p. xx). According to Martin (1989), the study of agency relations with the press "is one of the more dramatic examples of a subject from which Public Administration has borrowed only a scattering of the available literature" (p. 149). Nimmo and Swanson (1990) summed up research in political communications by noting that "even more rare are analyses of bureaucratic communication" (p. 28). According to Garnett, all aspects of communication, whether internal or external, "have been under-emphasized in public administration practice and scholarship relative to its importance to the enterprise of public administration" (1997, p. 6).

Similarly, the sub-field of comparative administration pays little attention to media issues. For example, administrative-media relations are not addressed in the overviews edited by Rowat (1988), Dwivedi and Henderson (1990), Garcia-Zamor and Khator (1994), Baker (1994), Heady (1996) and Hyden (1997). A contributing factor to this omission is the limited ability to draw generalizations between the wide variety of the governmental and media systems of contemporary nation-states (Rogers, 1997, pp. 35-39; Grunig, 1997, pp. 270-271; Lenn, 1996, p. 441).

In addition, when the literature of media studies government, it tends to focus on elected officials, politics and public policy making. Little separate attention is paid to the non-elected side of government, the bureaucracy. For example, Asante's (1997) comprehensive review of the literature did not identify a sub-field regarding media coverage of public administration in the section on the government-press connection (pp. 11-49).

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First World Nations

An assessment of trends in media coverage of American public administration concluded that it has been diminishing quantitatively. Further, the reduced coverage has been assuming a greater negative tone; with reporters often framing their stories with archetypal story lines, such as "wasteful bureaucrats," "citizen victimized by bureaucracy," and "agency ignoring real needs" reports (Lee, forthcoming).

These patterns are spreading to other countries. Negrine and Papathanassopoulos (1996) reported on the Americanization of political communications throughout the world. "Indeed, as television becomes the main source of information for most people, the fact that its own development has been greatly influenced by the U.S. experience increases the connections between practices in the United States and elsewhere" (p. 53; see also Patterson, 1998).

Several reports by the Organization for Economic Cooperation and Development (OECD) suggest that the trends regarding U.S. media coverage of public administration are also occurring in other First World countries. OECD consists of 29 of the most advanced nations, which have a free-market economic system and a democratic political system.

At its "Ministerial Symposium on the Future of Public Service" representatives expressed concern about pressures from the media for rapid responses to problems. "The part played by the media, clearly vital to the functioning of democracy and oversight of administrative action, can be disruptive if decision-makers are subjected to permanent inquisition" (OECD, 1996).

A year later OECD issued a public management paper noting general trends in media coverage similar to those occurring in the United States (Washington, 1997), including a tone that is increasingly cynical, superficial and sensationalist. This negative trend was compounded in OECD nations by a media focus on scandal, real or fabricated crises, and policy failure. Another trend in media coverage is a sense of urgency and expectation of immediate response that has the effect of skewing policy agendas and decision-making. However, "what is urgent is not always what is most important" (p. 30).

One of the responses recommended by OECD parallels a response undertaken by American practitioners: "many countries are also stepping up the proactive dissemination of government information to the public." For example, "many governments are putting a wide variety of material for public consumption on the Internet" (p. 35).

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Japan

Although Japan is similar to the United States as a democratic and economically advanced nation, media coverage of the bureaucracy is significantly different. Notwithstanding its modern media institutions on par with the United States, Japan's media give much greater coverage to the administrative state than U.S. media. According to Krauss (1996), Japanese television has an "exceptionally large percentage of stories related to the bureaucracy and its advisory councils (together occupying 36 percent in the Japanese sample versus only 2 percent for mentions of bureaucracy in the American sample)" (p. 99). While the U.S. media are executive-centered and input oriented, the Japanese media are bureaucracy-centered and output oriented. Krauss concludes that "the portrayal of politics and government, particularly the administrative state, is one of the most important and seemingly distinctive aspects of the content of NHK television news compared to American network news" (p. 102).

This significant difference can be attributed partly to general cultural factors, but Freeman (1996) attributes it largely to the prevalence of press clubs in Japan. These press-based information cartels limit competition between reporters from different media outlets who are assigned to the same beat. Furthermore, most assignments are institution-based, normally corresponding to major administrative departments. Press clubs have the effect of giving bureaucrats the ability to assert control and define their own agendas.

One similarity between U.S. and Japanese media trends is that "saturation television news coverage in Japan of bizarre events easily rivals its American counterparts" (Pharr, 1997, p. 136), which can have the effect of slowly crowding out the current extensive coverage of bureaucracy.

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Eastern Europe

According to O'Neill (1993), the criticism of the Americanization of television coverage of government news in Eastern Europe characterized such coverage as too aggressive, critical, reckless and sensational (p. 155). He concluded that "however much these trends may vary from country to country, they are traveling in the same general direction: toward various degrees of media-crazy, in which TV politics replaces old patterns of governance and instant public emotions override reflection and deliberation in the making of policy" (p. 156).

A newspaper reporter from Germany who was assigned to cover southeastern Europe noted that "because of a journalist's constraints always to cover 'headline-news', important background stories on subjects like public administration reform never or seldom are written" (Rub, 1996, p. 47).

Kimble (1998) suggests that in the successor states to the Soviet Union, which had been dominated by the administrative apparatus, the emergence of market economies, personal freedoms, and democracy mean that government is becoming irrelevant. Diminished media coverage of the bureaucracy, she argues, reflected evolving citizen perceptions of which institutions are now important in their lives and which no longer are.

Summary

The limited academic literature on media coverage of public administration abroad prevents definitive conclusions from being drawn. From the modest amount of research that is available, it appears that the trends regarding press coverage of bureaucracy in the United States – reduced in quantity and increasingly negative in quality – are occurring in other countries as well. The

pattern is most noticeable in First World nations, which are economically, socially and politically at levels comparable to the United States. This issue is too important for academics to ignore. It is important that scholars write about their observations and experiences regarding media coverage of administration throughout the world in order to enhance the knowledge about what is occurring.

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APSA Political Communication Section

1999 Annual Business Meeting

Political Stands

Section Chair Thomas Patterson, Harvard, opened the meeting with several announcements. He reported that the membership of the Political Communication section places it around the median in size among APSA sections. He described the APSA web site as improved, featuring articles from P.S., job listings, an on-line paper proposal process, and other innovations. He also reported that pursuant to discussions during the previous year's meeting, a letter had been written on behalf of the section to the Gore Commission, expressing support for the principle of scholarly access to broadcast content.

The session then turned to policy questions about awards. The members present voted to name the award for best paper in political communication after Paul Lazarsfeld, who was chosen in a close contest over Walter Lippmann. Members also discussed at some length criteria and procedures for the new Doris Graber Best Book award. A committee will devise proposed rules and provide final recommendations to the executive council of section; the new section chair, Ann Crigler, will appoint three members to this committee.

Minutes from the 1998 business meeting were approved.

Robert Entman gave the treasurer's report: \$16,151.18 rests in the section's coffers, although that figure omits the cost of the 1999 section reception.

The nominating committee then recommended the following slate of section officers, who were approved by the members unanimously: Chair-elect, Robert Entman; secretary-treasurer, Steven Livingston; and council at-large member, Holli Semetko.

The position of annual meeting program chair for the section's 2001 panels was vacant as of the September 3, 1999, meeting.

David Swanson, editor, reported on the journal, Political Communication. He said that manuscript submissions are running about the same for 1999 and for 1998. Both individual and institutional subscriptions are rising slowly. A new discount being offered to members of the National Communication Association appears to be encouraging more subscribers from that quarter. David received warm applause for his exemplary efforts.

It was announced that the new editor of the section newsletter will be Kevin G. Barnhurst, who plans to make an on-line version available. This is planned as a joint undertaking with the International Communication Association Political Communication Division, which shares many members with the APSA section. Members applauded outgoing newsletter editor Richard Davis.

Steve Livingston, this year's program chair, discussed his work on the 1999 conference. By using the ability to cross-list with other sections strategically, Steve managed to arrange 15 panels sponsored or co-sponsored by the section. He too received a round of thankful applause.

Darrell West, program chair for 2000, announced a November 15, 1999, deadline for paper proposals and volunteering as panel chairs or discussants. Note that paper proposals for the 2000 meeting will only be accepted via the on-line procedure at the APSA Web Site www.apsanet.org.

The Graber Best Paper Award for 1998 (soon to be the Lazarsfeld Award) was presented to Nicholas Valentino, University of Michigan, for his paper on crime news and priming. The Murray Edelman Career Award went to Bernard C. Cohen, University of Wisconsin, for his important contributions and especially his pioneering work in The Press and Foreign Policy on the interactions of government and media.

After award presentations, attention turned to discussion of creative ways to spend the section's considerable revenue. Among the ideas raised were providing small research grants to graduate students and travel grants to graduate students or foreign scholars for attending the APSA annual meeting. Ann Crigler will appoint a committee to analyze the options and make recommendations.

There was also a spirited discussion on the propriety of the section's taking policy positions. It was reported that APSA rules prohibit the association or its components from taking political stands except on issues bearing upon teaching and research in political science, such as open records laws and NSF appropriations. Members may raise such issues in the newsletter and propose resolutions at the annual business meeting. The idea of running an occasional column in the newsletter to alert members to policy issues that might affect scholarship and teaching was also broached. The executive council of the section will take this matter under advisement.

In one announcement from the floor, Dominic Wring, a member of our sister organization, the Media and Politics Group of the Political Studies Association in Britain, announced a political communication research conference to be held in London April 10-14, 2000. He encouraged APSA members to consider attending and announced the Group's Web site www.psa.ac.uk/spgrp/MPG/MPG.htm.

With this, Ann Crigler, professor of Political Science, University of Southern California, took the gavel as section chair for 1999-2000, and the meeting adjourned and moved next door to the section's reception. A lengthy and well-provisioned session

of convivial schmoozing followed.

–*Robert Entman*

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Paper Calls

December 15

Social Theory 2000, May 11-14, University of Kentucky, wnatter@pop.uky.edu .

Public Broadcasting and the Public Interest, June 15-17, 2000, University of Maine, mccauley@maine.edu.

December 31

International Society of Political Psychology (ISPP), July 1-4, 2000, Seattle, WA 134.173.117.152/ISPP/seattlecall.html , <http://ispp.org> , or krmonroe@uci.edu.

Comparative Interdisciplinary Studies Section, Interational Studies Association Millenium Series mini-conference, cissisa@attglobal.net.

January 10

American Sociological Association, August 12-16, 2000, Washington, D.C., www.asanet.org/convention/2000theme.html or lee@cua.edu.

March 1

Special Issue, Sociology of Education, www.asanet.org/members/soecall.html or socofed@pilot.msu.edu .

April 1

International Political Science Association, August 1-5, Quebec City, Canada www.prosus.no/ipsa/call.html or ipsa@ucd.ie .

AEJMC Convention, Aug. 9-12, 2000, in Phoenix, AZ, <http://www.facsnet.org/cgi-bin/New/facs/5615>

American Politics Quarterly calls for articles on any area of government, from local and state to regional and national, including scholarship on voting behavior, and public opinion. Recent topics have included media, campaigns and elections.

Many Political Communication members serve on its editorial board, including James Carlson, Providence College, Shanto Iyengar, University of California, Los Angeles,

William Jacoby, University of South Carolina, Columbia, Kim Fridkin Kahn, Arizona State University, Tempe, Jan Leighley, Texas A&M University, Jeffery Mondak, Florida State University, Tallahassee, Richard Niemi, University of Rochester, Lee Sigelman, George Washington University, Washington D.C., and B. Dan Wood, Texas A&M University.

The editor is Thomas Holbrook, University of Wisconsin, Milwaukee. For more information, see the Sage Publications web page <http://www.sagepub.com>

Meetings

April 27-30. Chicago, Illinois, Midwest Political Science Association, Palmer House Hilton, www.luc.edu/orgs/mpsa .

August 31 - September 3. Washington, D.C., APSA, 96th Annual Meeting. Theme: Political Science as Discipline? Reconsidering Power, Choice & the State at Century's End, www.apsanet.org.

March 15-18. Southwestern Political Science Association, Galveston, Texas. For information write to Jan Leighley, leighley@polisci.tamu.edu .

March 24-26. Western Political Science Association, San Jose, California. Write to Ann Crigler, acrigler@usc.edu .

April 10-13. Political Studies Association of the UK, 50th Annual Conference, London. See the Web site www.psa.ac.uk/2000 .

April 14-19. European Consortium of Political Research Joint Workshops, Copenhagen, Denmark, www.essex.ac.uk/ECPR .

April 27-30. Midwest Political Science Association, Chicago. Write to Kenneth J. Meier, kmeier@polisci.tamu.edu .

Grants

Rolling deadline. Markle Foundation, Public Engagement through Interactive Technologies program. To encourage the use of communications technology for effective participation in a democratic society. See the web site, <http://www.markle.org>.

February 1. Shorenstein Fellowships, one semester at the Joan Shorenstein Center on the Press, Politics & Public Policy, Harvard University. Open to established scholars, journalists, and policy-makers. For application materials and additional information, please contact Edith Holway by phone, (617) 495-8269, or e-mail, edith-holway@harvard.edu.

Proceedings

ICA Annual Convention, San Francisco, May 27-31

www.icaheadq.org/conference/99/main.htm

ISPP Scientific Meetings, Amsterdam, July 19-21.

134.173.117.152/ISPP/program99.html

AEJMC Convention, New Orleans, August 4-7.

www.facsnet.org/cgi-bin/New/facs/10829

APSA Convention, Atlanta, September 1-5. Political Communication Sessions:

pro.harvard.edu/panels/038/D038.htm

www.h-net.msu.edu/~polcomm

NCA Convention, Chicago, November 4-8.

http://www.natcom.org/convention/national_convention.htm

Panels Presented

- [AAPC Convention 99](#)
- [Association for Education in Journalism & Mass Communication \(AEJMC\)](#)
- [International Society of Political Psychology \(ISPP\)](#)

AAPC Convention 99.

The American Association of Political Consultants held its annual convention November 14-17 at Louisiana State University in Baton Rouge. The professional and academic communities gathered to discuss issues about political communication.

Conference panels included From Party Bosses to Political Consultants, Civility in Politics, and Fractionalizing the Media, as well as discussions of the 2000 election, ethics, and democracy.

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Association for Education in Journalism & Mass Communication (AEJMC).

Aug. 4-7, 1999, New Orleans

- [Panel: Television & Politics: Public, Commercial and International Broadcasters](#)
- [Panel: All the World's a Political Stage: Building Cognitions and Constituencies Through Media Messages](#)
- [Competitive Paper Session Communication Theory & Methodology Division](#)
- [Qualitative Studies & Advertising Refereed Poster Session](#)
- [Refereed Paper Session: Minorities and Communication Division Images in the Media-Mirror: Perceptions and Reality](#)

Panel: Television & Politics: Public, Commercial and International Broadcasters
Moderating/Presiding: Chris Allen, Nebraska-Omaha

The State, Market and TV Relationship in China: A Managerial Perspective of Decentralization and Depoliticization

Tsan-Kuo Chang, Minnesota-Twin Cities

Yanru Chen, Nanyang

Technological Winner by a Sound Bite: Fairness and Balance in the 1998 Michigan Governor's Race

Sue Carter, Frederick Fico & Jocelyn A. McCabe, Michigan

State Editorial Rights of Public Broadcasting Stations vs. Access for Minor Political Candidates to TV Debates

Kyu Ho Youm, Arizona State Public Broadcasting in Transition: News, Elections and the New Market Place Claes de Vreese, Amsterdam

Discussant: Folu Ogundimu, Michigan State

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Panel: All the World's a Political Stage: Building Cognitions and Constituencies Through Media Messages Moderating/Presiding: Tsan-Kuo Chang, Minnesota

Mass and Interpersonal Communication Effects on Public Deliberation

Patricia Moy, Washington

Influence of Political Campaign Advertising

Michael Pfau, R. Lance Holbert, Erin Alison Szabo

Kelly Kaminski, Wisconsin-Madison

Attention to Counter-Attitudinal Messages in the 1998 Election Campaign

Steven H. Chaffee, Melissa Nichols Saphir, Joseph Graf, Christian Sandvig & Kyu Sup Hahn, Stanford

Understanding Community: A Closer Look at the Categorization and Complexity of Understanding Citizen's Understanding Community

Jack M. McLeod, Dietram A. Scheufele, Jessica Hicks, Nojin Kwak, Weiwu Zhang &

R. Lance Holbert, Wisconsin-Madison Discussant: Donna Rouner, Colorado State

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Competitive Paper Session Communication Theory & Methodology Division

Relevant Papers:

The Operationalization of "Political Knowledge" in Communication and Political Science Research Raymond N. Ankeny, North Carolina

The Power of the Story: Narrative Analysis as a Tool for Studying the News

Christopher Hanson, North Carolina

An Efficacy Model of Electoral Campaigns: The 1996 Presidential Election

Mahmoud A.M. Braima, Southern and A&M
Thomas J. Johnson and Jayanthia Sothirajah, Southern Illinois at Carbondale
Discussants: Wayne Wanta, Florida, & Douglas McLeod, Delaware

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Qualitative Studies & Advertising Refereed Poster Session

A Cross-Cultural Comparison of Political Advertising in the 1996 Presidential Election Campaign in Taiwan and the United States

Chingching Chang, National Cheng-chi

Refereed Paper Session How Dost Thou Opinionize?

Let Me Count the Ways: The Role of Media in Shaping Public and Private Opinion

Moderating/Presiding: Michael A. Shapiro, Cornell News

Media, Racial Preceptions and Political Cognition

David Domke, Kelley McCoy & Marcos Torres, Washington

Opinion Leadership and Social Capital: The Role of Dispositional and Informational Variables in the Production of Civic Participation

Dietram A. Scheufele and Dhavan V. Shah, Wisconsin-Madison

Looking Beyond Job Approval: How Media Coverage of the Monica Lewinsky Scandal Influenced Public Opinion of the Presidency

Spiro Kiouisis, Texas at Austin

In the Public's Interest or Interesting the Public? Who Defines "News"?

Clyde H. Bentley, Oregon

The Influence of Mass Media and Other Culprits on the Projection of Personal Opinion

Cindy T. Christen & Albert C. Gunther, Wisconsin-Madison

Opinion Expression as a Rational Behavior

Sei-Hill Kim, Cornell Discussants: William P. Eveland, Jr., California-Santa Barbara, & Rick Busselle, Washington State

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Refereed Paper Session: Minorities and Communication Division Images in the Media-Mirror: Perceptions and Reality

Moderating/Presiding: Cheryl D. Jenkins, Howard

Relevant Paper: *Trust, Efficacy and Political Information Seeking Among Latinos*

Jose Gaztambide-Geigel, Connecticut-Storrs

Discussant: Oscar Gandy, Jr., Pennsylvania

Examining Credibility: Politics, the Internet and Y2K

Moderating/Presiding: Dane Claussen, Southwest Missouri

State Using is Believing: The Influence of Reliance on the Credibility of Online Political Information

Thomas J. Johnson, Southern Illinois, & Barbara K. Kaye, Valdosta State

Electronic Politics: The Internet as Tool of Political Communication

Mustafa Taha, Ohio Public

Trust or Mistrust? Perceptions of Media Credibility in the Information Age

Spiro Kiouisis, Texas

Agenda Setting and the Y2K Bug: Paths of Influence on Behaviors and Issue Salience

Emily Erickson Hoff, Laura Arpan Ralstin, Francesca Dillman & Alison Bryant, Alabama

Do You Admit or Deny? An Experiment in Public Perceptions of Politicians Accused of Scandal

Patrick Meirick and Zixue Tai, Minnesota Discussant: Dennis Lowry, Southern Illinois

The Impacts of News Frames and Ad Types on Candidate Perception and Political Orientations

Kim A. Smith, Iowa State

Media Use and Perceptions of Welfare

Mira Sotirovic, Illinois Foreign Policy

Ideological Exclusion and the Media: How the American Press Shifts its News Coverage of Gerry Adams

Kuang-Kuo Chang, Michigan State

Does Tabloidization Really Make Newspapers Successful? A Summary of an Explorative Study

Klaus Schoenbach, Amsterdam

Migrant Workers: Myth or Reality? A Case Study of News Narratives in Thailandâs English-Language Newspapers

Suda Ishida, Iowa

Exploring âDrenchâ Effects of Dramatic Media: A Test in Volcanic Disaster

Portrayals

C. Mo Bahk and Kurt Neuwirth, Cincinnati

Academic Letters of Recommendation: Perceived Ethical Implications and Harmful Effects of Exaggeration

David L. Martinson, Florida International, & Michael Ryan, Houston

The Portrayal of Race and Crime on Network News: An Exploratory Study

Travis L. Dixon, Michigan, & Daniel Linz, California ö Santa Barbara

Free Air Time for Candidates: An Attempt to Improve Political Discourse

Douglas Bailey, Ohio

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International Society of Political Psychology (ISPP).

July 19÷21, 1999, Amsterdam

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Panel 1.5

Studies of Mass Media Portrayals I

Chair: Jaap Van Ginneken, University of Amsterdam.

How Television News Influences Attitudes about Crime and Race Among the Viewing Public: Evidence from the Los Angeles Media Market

Franklin D. Gilliam, Jr., & Christopher Tarman, University of California, Los Angeles

Acquiescence and Threat in World Press Perceptions of Dictators

William R. Meyers & Christine A. Gerety, University of Cincinnati.

Media Priming, Perceptions, and Political Atmosphere of Public Sphere: The Public Framing Theory and Discovery of Mass Behaviors from Principles of Natural Sciences

Ji-Young Kim, The Ohio State University

Citizens and Electoral World Wide Web Sites: Patterns of Information Use

Montague Kern, Rutgers University
Marion Just, Wellesley College
Ann Crigler, University of Southern California
Iris (Hong) Xie, University of Wisconsin-Milwaukee

Discussant: Jaap van Ginneken, University of Amsterdam

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Panel 2.5

Studies of Mass Media Portrayals II

Chair: Alan J. Lipman, Georgetown University

Personalization in Political Television News: An Analysis of the Content of Texts and Visuals and a 13-Wave Survey Study

Jan Kleinnijenhuis & Dirk Oegema, Vrije Universiteit

Dictators in Power Versus Other World Leaders: A Comparison of World Press Portrayals

William R. Meyers, Christine A. Gerety, & James L. Szalma, University of Cincinnati

Framing the Outsider: Media Treatment of the Jesse Jackson Candidacies

Matthew Kerbel, Villanova University

Marc Howard Ross, Bryn Mawr College

The Arab-Israeli Conflict in the French and Dutch Press

Nathalie Yahouni-Hutten

Discussant: Ernst L. Moerk, California State University at Fresno

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Panel 9.6

The Media and Opinion Change

Chair: Scott L. Althaus, University of Illinois, Urbana-Champaign

Media Coverage and Opinion Change: The Case of Health Care Reform

Zoe Oxley, Union College

Rapid Shifts in Public Opinion

Jaap van Ginneken, Amsterdam University

Blood on Their Hands: Reconstructing the Allocation of Blame for the Death of Princess Diana

Merel Noordhuizen & Joke Hermes, Universiteit Van Amsterdam

Reflections on the Study of Mass Media and Opinion Change, 1940s to the 1990s

Kurt Lang & Gladys Engel Lang, University of Washington

Discussants: Gladys Engel Lang & Kurt Lang, University of Washington

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Panel 11.3

Roundtable: *Raising the Profile of Political Psychology Through Media Relations*

Aubrey Immelman, Saint John's University

Dana Ward, Pitzer College

David Winter, University of Michigan

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News & Notes

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- [Lang Announces New Book Series](#)
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APSA Directory

APSA is now compiling a Centennial Biographical Directory of Members. All Association members will be listed in the first update of the comprehensive listing of political scientists in more than a decade.

Each member's listing in the new directory will include complete contact information (including URLs, when available), a representative list of publications and awards, and an employment history.

To ensure accuracy, members should update their own records by visiting the directory web site search.apsanet.org.

Non-members must first join the Association to be included and can join on line. Once a membership is processed, a unique member number permits access to the biographical directory site and all other members-only sections.

The directory will also include essays on the history and practice of political science.

Besides being published on paper, the directory will come out on a fully searchable CD-ROM, both available to APSA members at a 30 percent discount off the list price.

Website: search.apsanet.org

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Call from American Politics Quarterly

American Politics Quarterly calls for articles on any area of government, from local and state to regional and national, including scholarship on voting behavior, and public opinion. Recent topics have included media, campaigns and elections.

Many Political Communication members serve on its editorial board, including James Carlson, Providence College, Shanto Iyengar, University of California, Los Angeles, William Jacoby, University of South Carolina, Columbia, Kim Fridkin Kahn, Arizona

State University, Tempe, Jan Leighley, Texas A&M University, Jeffery Mondak, Florida State University, Tallahassee, Richard Niemi, University of Rochester, Lee Sigelman, George Washington University, Washington D.C., and B. Dan Wood, Texas A&M University.

The editor is Thomas Holbrook, University of Wisconsin, Milwaukee. For more information, see the Sage Publications web page <http://www.sagepub.com>.

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Lang Announces New Book Series

Peter Lang Publishing has announced a new book series, *Frontiers in Political Communication*, to be edited by Bruce Gronbeck, Obermann Center for Advanced Studies at the University of Iowa, and Lynda Lee Kaid, Department of Communication, University of Oklahoma.

The editors consider communication "the heart of how citizens, governments, and the media interact," and the series seeks books examining the relationships "important to the maintenance of civil society," including works from critical and cultural perspectives.

Sophy Craze, formerly of Sage Publications, joined Peter Lang Publishing as editor and is seeking ideas for textbooks and monographs, as well other new series.

The publisher also announced a second new series, edited by Sut Jhally and Justin Lewis, of the University of Massachusetts at Amherst. *Media & Culture* will publish media and cultural studies titles based theoretically informed empirical work from critical perspectives. George Gerbner, Edward Herman, and David Easter have books forthcoming in this series.

For more information, see the Peter Lang web site or write to Craze at 1420 South East St., Amherst, MA 01002 craze@javanet.com, Gronbeck at NI34 OH, Iowa City, IA 52242-5000 Bruce-Gronbeck@uiowa.edu, or Kaid at the Political Communication Center, Norman, OK 73109 LKaid@ou.edu.

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Campaign TV Ads Available

Ten collections of historical television advertisements from presidential elections have been updated, according to L. Patrick Devlin, Department Communication Studies, University of Rhode Island.

One collection includes ads from 1952 through 1996 organized into categories: talking head, documentary, production, humor, testimonial, attack, person-in-street, issues, music, party and PAC ads. Other collections compile short ads, longer ads, or negative ads. Collections by campaign year are available for 1980 through 1992, with commercials from the presidential primary and general election. For 1996, the collection includes only presidential primary ads.

Prices range from \$125 through \$225 and are available on videotape for classroom use. For more information, write to Devlin, 60 Upper College Rd., Suite 1, Kingston, RI 02881-0812, call (401) 874-4724, or send a fax 401.874.4722.

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Links

International Communication Association

www.icahdq.org

Political Communication Newsletter

www.uic.edu/orgs/policom

Back issues

fhss.byu.edu/polsci/profess/pcr.htm

American Political Science Association

www.apsanet.org

Political Communication Section

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American Sociological Association

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American Association of Political Consultants

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