

Political Communication Report

International Communication Association & American Political Science Association, Vol. 11 No. 2, Spring 2001

In This Issue

This issue of *Political Communication Report* comes out as scholars in the field are preparing to travel to the upcoming ICA convention in Washington, D.C.. Information about the conference is available on line at the [ICA Web site](#).

COMMENTARY

TV as Race Barometer

The [Commentary](#) page explores the gap between the public-as-represented on television and the public-as-representative from survey statistics. Andy Rojecki, of the University of Illinois, Chicago, describes some of the results reported in his award-winning book with Bob Entman, *The Black Image in the White Mind*.

News & Notes

Conferences

Calls for Papers

The book section opens with a full review of [The Daily Planet: A Critic on the Capitalist Culture Beat](#), by Patricia Aufderheide of American University. [Capsule reviews](#) for books received follow, along with a complete listing of political communication [Book notices](#) received from publishers.

Meetings

Proceedings

There are several upcoming deadlines for [Grants](#) in this issue, as well as the usual slate of upcoming [Calls for papers](#) and meetings. The [Proceedings](#) section includes a full listing of papers presented during political communication section panels presented at the recent International Sociological Association convention.

BOOK REVIEW

The Daily Planet

Books Received

The joint APSA/ICA Political Communication newsletter, *Political Communication Report*, is published exclusively on line. Send your comments, reviews, feature articles, and notes about accomplishments, calls for papers, and meeting announcements for inclusion in the next issue by June 15, 2001.

Books Noted

GRANTS

[Kevin G. Barnhurst](#), Editor

Submissions

Political Communication Report (MC-132)
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University of Illinois
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Related Links

Television as a Race Relations Barometer

The Gap between Represented and Representative

In January 2001, the editors of the Progressive magazine selected The Black Image in the White Mind (Chicago: University of Chicago Press, 2000), by Robert Entman and Andrew Rojecki, as one of the Best Books of 2000. David Sears of UCLA called it potentially "the most important book on race in the past three decades." Here are some comments from one of the authors about the book and the issues it explores.

[Andy Rojecki](#), University of Illinois, Chicago

Living in a segregated society, white Americans learn about African Americans less through personal relationships than through the images the media show them. The Black Image in the White Mind offers a comprehensive look at the intricate racial patterns in the mass media and how they shape the ambivalent attitudes of Whites toward Blacks.

Using the media, and especially television, as barometers of race relations, Bob and I explored the treatment of African Americans on network and local news to uncover the messages sent about race by the entertainment industry—from prime-time dramas and sitcoms to commercials and Hollywood movies.

While we found very little in the media that intentionally promotes racism, we found even less that advances racial harmony. Our research revealed instead a subtle pattern of images that, while making room for Blacks, implies a racial hierarchy with Whites on top and promotes a sense of difference and conflict.

Commercials, for example, feature plenty of Black characters. But unlike Whites, they rarely speak to or touch one another. In prime time, the few Blacks who escape sitcom buffoonery rarely enjoy informal, friendly contact with White colleagues—perhaps reinforcing social distance in real life.

We have woven these observations in along with candid interviews of White Americans that make clear how these images of racial difference insinuate themselves into Whites' thinking. For example, only those Whites in the interview sample who did not hold any stereotyped notions about Blacks or those with Black relatives could see through the patterns and conventions of television imagery used by the majority of Whites to reinforce their fear or resentment of African Americans.

Despite its disturbing readings of television and film, our analyses and proposed policy guidelines offer hope that America's powerful mediated racial separation can be successfully bridged. Following are some highlights of our findings.

FEMALE MOVIE CHARACTERS

While Black actors are now more numerous in film, it's an open question as to how well they're being represented. In the top movies of 1996:

	Black	White
Shown using vulgar profanity	89%	17%
Shown being physically violent	56%	11%
Shown being restrained	55%	6%

Television ads now show many Blacks and eschew stereotypes. However, hidden patterns of differentiation and distance emerge on close analysis. Not surprisingly, for instance, Blacks do not touch Whites in the ads, but (unlike Whites) they rarely even touch each other, conveying a subtle message of Black skin as taboo.

ALL-WHITE CASTING OF COMMERCIALS

A hierarchy of racial preference is embedded within the casting of commercials. Consider these figures for commercials that showed only one race, from a large prime time sample:

For autos or trucks	(105 commercials)	100%
For perfumes	(74 commercials)	98%
For jewelry or cosmetics	(47 commercials)	100%

Network news tends to ghettoize Blacks. Increasingly, African Americans appear mostly in crime, sports and entertainment stories.

SOUND BITES ON NEWS

Rarely are Blacks shown making an important contribution to the serious business of the nation. Sampling network news shows:

Whites Blacks

On foreign affairs	99	1
On economics	86	1
On electoral politics	79	0
On sports and entertainment	35	11
On crime	149	24

REPRESENTATION NOT REPRESENTATIVE

Figures considered telegenic aren't always the most representative leaders. Some statistics from 1994:

	Jesse Jackson	Louis Farrakhan
Black adults stating —		
Who represents Black people "very well"	40%	11%
Who they had "never heard of"	0%	22%
ABC World News stories about or soundbites from	13	25

The media sowed discord during the affirmative action debate of the 1990s despite the considerable common ground between Blacks and Whites. Reporters often predicted affirmative action would be one of the key issues in the 1996 election because of the so-called rage among Whites.

ANTI-AFFIRMATIVE ACTION

Percentages who —

Named affirmative action their top reason for voting against a 1996 presidential candidate	
All survey respondents	1%
Favored affirmative action programs as is or with reforms	
White men (angry or not)	61%
White women	76%

Appeared in a sample of network news as White "persons on the street"

supporting affirmative action	12.5%
opposing affirmative action	87.5%

[Andy Rojecki](#) is assistant professor of communication at the University of Illinois, Chicago. Here are details about his book with Bob Entman: 280 pages, 9.30 by 6.29 inches. \$26 (Cloth). ISBN 0226210758.

News & Notes

[Elite Interviewing Short Course](#)

[Political Sociology Roundtables at Anaheim](#)

[News On the Internet](#)

Newspaper Archive and Data on the 1992 Presidential Election Available

An extensive collection of U.S. newspapers and data on coverage of the 1992 presidential election is available for donation to a researcher or archive.

Erik A. Devereux, executive director of the [Association for Public Policy Analysis and Management](#) in Washington, D.C., will donate the research materials for the cost of moving the entire collection to a new location.

It includes hard copies of 25 major U.S. newspapers for the period February to November 1992, along with a substantial quantitative data set of coverage of the New Hampshire, Super Tuesday, and California presidential primaries.

The materials represent part of a research project begun at Carnegie Mellon University, where Devereux was collecting detailed information on newspaper layout.

The newspapers include coverage of Hurricane Andrew, the Los Angeles riots, and the entirety of the Perot campaign. Additional research materials include detailed summaries of economic indicators for the year 1992. The main data set is in Microsoft Access format.

Please note that the newspapers will not be preserved after December 2001.

The collection occupies approximately 80 book-sized boxes. Interested persons are asked to write to [Erik A. Devereux](#) at P.O. Box 18766, Washington, D.C. 20036, phone (202) 261-5788, or fax 202.223.1149.

Elite interviewing short course

The Political Organizations and Parties section of the APSA is planning a short course on elite interviewing for the upcoming APSA meetings in San Francisco.

According to executive board member and course organizer [Beth L. Leech](#) of Rutgers University, "Although interview data have provided the backbone of many of the most important works in political science, very few graduate programs provide any training or guidance about how to conduct interviews, especially with elite subjects."

The course will provide an afternoon of advice and pointers from experienced interviewers in the discipline, who study congress, public policy, comparative politics, and the courts, as well as political organizations and parties.

Graduate students may apply for a stipend. The deadline for applications is May 15. Write to [Diana Dwyre](#), Department of Political Science, California State University-Chico, Chico, CA 95929, or call (530) 898-6041.

Political Sociology Roundtables in Anaheim

Should political communication researchers have roundtable discussions at APSA each year?

That's the custom at the American Sociological Association, which meets this year in Anaheim, Calif., August 18 - 21.

The Political Sociology section each year organizes several roundtable sessions, two-hour discussions where, according to [Pamela Oliver](#) of the University of Wisconsin, "researchers can participate in meaningful dialogue with others who have similar research interests."

The Political Sociology section will hold several panels of interest to political communication researchers: In Search of Civil Society: Theories, Approaches, Sites, chaired by [Paul Lichterman](#) of the University of Wisconsin, and Politics, Crime, and Criminal Justice, chaired by [David Jacobs](#) of Ohio State University. They are scheduled on Monday and Tuesday, August 20-21.

For more information, call [Pamela E. Oliver](#) at (608) 262-6829.

News On the Internet

[Presidential Debates On Line](#) includes a history of televised debates, the first televised presidential debate, TV debates from 1960 through 1996, the impact of TV on the political process, and curriculum resources.

Coverage of the recent controversy within the APSA, "[Political Scientists Are in a Revolution](#)"

appeared in the *New York Times*, Nov. 4, 2000, and is available to registered on-line users.

Calls for Papers

[Upcoming Deadlines](#)

[New Advertising Journal](#)

[Other Journal Calls](#)

Joint IAMCR & ICA Symposium on "Digital Divide"

The International Communication Association (ICA) and the International Association of Media and Communication Research (IAMCR) have announced a symposium to be jointly convened by the presidents of the two groups: Manuel Pares I Maicas (Spain) and Joseph N. Cappella (United States). The organizing committee consists of members of both ICA and IAMCR. The University of Texas, Austin, College of Communication, under Dean Ellen Wartella, will host and co-sponsor the event. The International Federation of Communication Associations also supports the symposium.

Focus

New Communication and information technologies are central to the economic, educational, and social development of individual nations and the global community. Much previous research has shown significant differences among social groups within nations and among nations in access to and utilization of new communication and information technologies. This has come to be called the digital divide.

The conference organizers invite scholarly contributions on any issue related to the digital divide. Possibilities include but are not limited to the following:

What is the nature of the divisions that constitutes the digital divide?

Is the divide growing or receding?

How does the divide differ in developing regions versus industrialized countries?

What epistemologies and disciplines will facilitate the study of the digital divide?

What is hidden and revealed by particular epistemological approaches?

What are the consequences of a temporary or permanent divide in access, use, and facility with new technologies and the Internet?

What impact will the digital divide have on social stratification, on culture, on economy and on politics within and between countries?

Finally, how should public intellectuals use their knowledge and expertise to reduce the short and long term negative consequences implied by the digital divide?

Format

The conference will start on Friday, November 16, end on Sunday, November 18, 2001. Friday and Saturday will be kicked-off by invited keynote speakers from the business and policy area, followed by

a panel of discussants. There will be several competitive paper sessions from the submissions. On Sunday the conference will end with several workshops.

Proposals

To be considered for participation, please forward a proposal of 2 to 4 pages in length to the program chair. Papers will be peer reviewed, must address the symposium theme, and must be explicit about the empirical basis of the paper's evidence. The symposium language will be English. Proposals must be received by May 31, 2001. For additional information, write to [Wolfgang Donsbach](#), Department of Communication, Dresden University of Technology, 01062 Dresden, Germany, call +49.351.463.3533, or fax +49.351.463.7067.

Upcoming Deadlines

April 6. La Laguna, Tenerife, Canary Islands, Spain, September 26-28, 2001. Political Communication section of the Spanish Political Science Association (Asociacion Espanola de Ciencia Politica). For work related to electronic democracy, political manipulation, and media and conflict, send your message to the attention of [Ramon Cotarelo](#), University of Madrid. For papers and proposals on elections, political ads, political economy of media, media production or institutions, media and sociopolitical identities, and collective deliberation, contact [Victor Sampedro Blanco](#), University of Salamanca.

April 30. "Visions and Divisions, Challenges to European Sociology," European Sociological Association, [Helsinki 2001 Conference](#), August 28 – September 1, 2001. Write to the conference [Secretariat](#) or to [Anna Rotkirch](#).

July 1. University of Tampere, Finland, September 13-15, 2001. [Politics and the Arts Conference](#), "Identity, Narrative, Order." Write to Matti Hyvarinen, Research Institute for Social Sciences, 33014 University of Tampere, Finland; call +358-3-2156999.

New Advertising Journal

Political communication scholars whose work touches on the role of advertising in society, culture, history and the economy are invited to submit their work to Advertising & Society Review.

The [Advertising Educational Foundation](#) (AEF) began publishing the interdisciplinary, electronic-only journal in Fall 2000. Managing Editor [Sylvia Lim](#) of Duke University wanted our readers to know that the journal has an entire issue devoted to political advertising.

The editor is [William M. O'Barr](#), professor and chair of Cultural Anthropology. Manuscripts that deal specifically with advertising techniques and effectiveness of advertising, unless tied to the broader interests of the journal, will not be accepted. Submit manuscripts as an e-mail attachment.

So far the journal has published the following numbers:

Issue 1, an anthology of classic articles in the field

Issue 2, research on political advertising

Issue 3, a bibliographic guide to the field

Three issues are available on the Internet at the AEF site (follow links to JOURNAL). Our check of the site found that the content of each issue is only accessible to subscribers.

The journal is peer-reviewed and distributed quarterly by the Johns Hopkins University Press through [Project Muse](#).

Other Journal Calls

May 1. Volume 6 of the book series Studies in Communications (Elsevier Science Publishers) seeks submissions on the theme, "Human Rights and Media." For guidelines, write to [Diana Papademas](#), Sociology/SUNY/Old Westbury, 3 Anchorage Lane 7B, Oyster Bay, NY 11771 or call (516) 922-3047.

July 1. Communication Yearbook 26 seeks submissions of research reviews. Initial submission may be in the form of extended abstracts or complete papers. Submit four copies to [Bill Gudykunst](#), Department of Speech Communication, California State University, Fullerton, CA 92834-6868.

Meetings

April

Kent State University, Kent, Ohio, April 11 - 12. Second Annual [Symposium on Democracy](#), "Media, Profit and Politics: Competing Priorities in an Open Society." Keynote addresses by Hodding Carter III, Oscar Gandy, Jr., and Nancy Hicks Maynard. Write to [Elaine Huskins](#) or [Thom Yantek](#) for information.

Philadelphia, Penn., April 11 - 14. American Culture Association/The Politics Section. Philadelphia Marriott Hotel. For information write to [Fran Hassencahl](#), Chair, ACA Politics Section, Dept. of Communication and Theater Arts, Norfolk, VA 23529, or call (757) 683-3828.

University of Kentucky, April 13 - 14. Fifth Annual [Communication Graduate Symposium](#), "Engaging Communication: The Millennial Undertaking." Registration is \$15 and includes a luncheon. [Register on line](#) or write to [Adel Iskandar](#).

Chicago, Ill., April 19 - 22. [Midwest Political Science Association](#), Annual Conference, Palmer House Hilton.

May

Hamilton, Ontario, Canada, May 17 - 20. 18th Qualitative Analysis Conference. Write to [Billy Shaffir](#) and Dorothy Pollach, McMaster University.

Washington, D.C., May 24 - 28. [International Communication Association](#) Annual Meeting. Call (512) 454-8299.

June

New York University, June 15 - 16. Second Annual MEA Convention. Write to [Janet Sternberg](#), Department of Culture and Communication, 239 Greene St., 7th Fl., New York, NY 10003-6674.

San Juan, Argentina, June 27 - 29. XIV International Sociological Seminar, "Democracy and Participation in Organizations in the New Informational Societies." Call [Cristina Ayza](#) 00-54-264-422-3724.

August

Washington, D.C., August 5 - 8. [Association for Education in Journalism and Mass Communication, Annual Conference](#). Call (800) 798-0271.

Anaheim, Calif., August 18 - 21. August [American Sociological Association](#), Political Sociology Sessions, [Annual Convention](#). Call (202) 383-9005.

San Francisco, Calif., August 30 - September 2. [American Political Science Association](#), Annual Convention. [Registration](#), [hotel reservations](#), and [membership renewal](#) available on line.

September

Singapore, September 14 - 15. [Internet Political Economy Forum](#), "Internet and Development in Asia."

October

Cholula, Mexico, October 30 - November 1. University of the Americas, Puebla, Mexico. Third Communication Biennial, "Globalization, Technology, and Culture." Write to [Jorge Calles](#), [Jose Manuel Ramos](#), or [Jose Antonio Meyer](#) of UDLA, MŽxico, or to [Jose Manuel de Pablos](#), University of La Laguna, Spain, call (52-2) 229-2003 or -2292, or fax 522.229.2009.

November

Atlanta, Georgia, November 1 - 4. [National Communication Association](#), 88th Annual Meeting, "Radical (izing) Roots."

Recent Proceedings

National Communication Association

[Communicating Politics](#), Washington, DC, Summer 2000

[NCA 2000 Convention](#), Seattle, November 9–12

[Search Proceedings](#)

American Sociological Association

[2000 ASA Annual Meeting](#), Washington, DC, August 12–16

[Index of Program Topics](#)

International Studies Association

[2001 Convention](#)

International Communication Section Panels

Comparing the Digital Divide, Rex Hughes, University of Washington, Chair

Division, Dismissal and Disappearance: A Survey of the Effects and Possible Solutions for the Growing Digital Divide in Russia and the United States; Madelyn J. Flammia and David Gillette, University of Central Florida

Information Revolution, Digital Divide and Regime Change in China; Qing Duan, University of Maryland

The Information Revolution and the Digital Divide: A Comparative Analysis of National Performances and Policy Implications; Anthony E. Tsougranis, Syracuse University

Discussant, Venilde Jeronimo, University of Washington

Internet Politics from the Margins, Gavan Duffy, Syracuse University, Chair

Agitating for Democracy in the Pacific: Post-Colonial Politics Meets the Status Quo On Line; Marianne Franklin, University of Amsterdam

Mainstreaming the Marginalized: Conceptualizing Activism on the Internet; Jayne Rodgers, University of Leeds

The Amsterdam Digital City: From Grassroots to Commercial Enterprise; Dennis Beckers, University of Amsterdam

The Brazilian Labor Movement on the Internet; Marieke Riethof, University of Amsterdam

Discussant, Barbara Welling Hall, Earlham College

Networks and Evolution of Property Rights in the Global, Knowledge-Based Economy, Linda D. Garcia, Georgetown University, Chair

International Communication Section and the International Political Economy Section

Bottling the Genie; Robert Kost and Sam Meo, Georgetown University

Capitalism, Technology and Liberalization: The International Telecommunications Regime, 1865-2000; Mark W. Zacher, University of British Columbia
Networks and the Evolution of Property Rights in the Global, Knowledge-Based Economy; Linda D. Garcia, Georgetown University
The Defense of Intellectual Property Rights in the Global Information Order; Jeffrey Hart and Sang Bae Kim, Indiana University
The Evolution of Property Rights in a Dynamic Environment: Telecommunications Deregulation in Asia; J. P. Singh, Georgetown University
Discussant, Alan Inouye, National Academy of Science

The News as a Political Force, Douglas A. Van Belle, East Stroudsburg University, Chair
From the *New York Times* to the Internet: Foreign Policy and the Press Revisited; Robin Brown, University of Leeds
The Changing Nature of CNN 'Live Events' Coverage and the Consequences for International Affairs; Steven Livingston and Kurtis Cooper, The George Washington University
The Influence of *Le Monde* Coverage on French Foreign Aid Allocations; Jean-Sébastien Rioux, Vrije Universiteit, Brussels, and Douglas A. Van Belle, East Stroudsburg University
Truths and Consequences: Explaining Variation in Newspaper Coverage of Social Movement-State Interactions; Christian Davenport, University of Maryland
Discussant, Nathalie J. Frensley, University of Nevada, Las Vegas

States, Borders, and Technology: Defining Identity in the Information Age, Rey Koslowski, Rutgers University, Newark, Chair
Ethnicity, Nationalism and Migration Section and the International Communication Section
Constructed Identities: New Social Movements and Computer Mediated Communications in the Middle East; Joseph W. Roberts, University of Utah
Cultural 'Euro-Speak': The EU Politics of Cultural Identity and the Impact on European Citizens; Katerina Kolyva, University of Kent, Canterbury
Inviting the Global Elite In and Keeping the World's Poor Out: International Migration and Border Control in the Information Age; Rey Koslowski, Rutgers University, Newark
Discussants, G. R. Boynton, University of Iowa, and Robin Brown, University of Leeds

Reacting to the Digital Divide: The Use of the Internet in the Developing World, Ken Rogerson, Duke University, Chair
International Communication Section and the International Organization Section
Bridging the Digital Divide? Malaysia and the Multimedia Corridor Project; Jason P. Abbott, Nottingham Trent University
Digital Divide in a Globalized World: Formation of Knowledge Societies in the Developing World; Vikas Nath, London School of Economics and Political Science
Globalization, Inequality and the Internet in India; Elizabeth C. Hanson, University of Connecticut
The Role of International Organizations in Promoting the Use of the Internet in the Developing World; Ken Rogerson, Duke University
Discussant, Francis A. Beer, University of Colorado, Boulder

Narratives of Globalization, Hellmut Lotz, University of Maryland, Chair
Ethnicity, Nationalism and Migration Section and International Communication Section

Free Trade and Frankenfood; Hellmut Lotz, University of Maryland
From Brain Drain to Brain Trust: 'Indians Abroad' and the Indian State; Latha Varadarajan, University of Minnesota
Policing the Global Village: Drug Wars and NAFTA; Martha L. Cottam and Otwin Marenin, Washington State University
Speaking of Trade: Images, Myths and the Language of Policy in the U.S.; Amy M. Skonieczny, University of Minnesota
Discussant, Himadeep R. Muppidi, Vassar College

Diplomacy in the Information Age, Geoffrey R. Wiseman, University of Southern California, Chair
Diplomatic Studies Section and the International Communication Section
National Branding: Using IT to Enhance Canada's Public Diplomacy; Evan H. Potter, Canadian Department of Foreign Affairs and International Trade
Public Diplomacy by Technological Skill: The Greenpeace Campaign Against French Nuclear Testing and the Spain-Canada 'Fish War' as Snapshots of an Emergent Diplomacy; Andrew F. Cooper, University of Waterloo
Repackaging Diplomacy for an Information Age; Rhiannon M. Vickers, University of Leeds
The Media and Diplomacy; Philip M. Taylor, University of Leeds
Why Countries Talk; Tom Vest, University of Southern California
Discussant, Daryl Copeland, Canadian Department of Foreign Affairs and International Trade

The Information Revolution and World Politics: Systemic and Unit-Level Implications, William J. Drake, Carnegie Endowment for International Peace, Chair
International Communication Section and the International Political Economy Section
Internet(s) and Civil Society: Operating Systems for Global Governance; Ronald J. Deibert, University of Toronto
The Information Revolution and World Politics: Bridging the Analytical Divide; William J. Drake, Carnegie Endowment for International Peace
The Information Revolution: Both Powerful and Neutral; James N. Rosenau, The George Washington University
The Internet and State Power in Authoritarian Regimes: China, Cuba and the Counterrevolution; Taylor Boas and Shanthi Kalathil, Carnegie Endowment for International Peace
Discussant, Stephen D. McDowell, Florida State University

Roundtable: ISA Editors Panel

International Communication Section and the International Political Economy Section
Linda B. Miller, Wellesley College/Brown University, Chair
Roundtable Discussants, Mark A. Boyer, University of Connecticut; Patrick James, Iowa State University; Linda B. Miller, Wellesley College / Brown University

Mediating Internationals, François Debrix, Florida International University, and Cynthia Weber, University of Leeds, Chairs
Comparative Interdisciplinary Studies Section and the International Communication Section
Mediating Internationals: An Introduction; Cynthia Weber, University of Leeds
Salgado and the Sahel: Documentary Photography and the Imaging of Famine; David Campbell, University of Newcastle upon Tyne

Sensational Sexualities: Transatlantic Innocence, Purity, and Danger; Marysia Zalewski, Queen's University of Belfast

Site Specific: Cultures of the International Airport; Debbie Lisle, Queen's University of Belfast

Trauma, Memory, and the Political; Jenny Edkins, University of Wales, Aberystwyth

Discussant, Michael Dillon, University of Lancaster

The Internet in Political Economic and Historical Context, Philip M. Taylor, University of Leeds, Chair

International Communication Section and the International Political Economy Section

Historicizing Internet Developments Through the Political Economy of Harold A. Innis; Edward A. Comor, American University

The Global Media System and Neoliberal Democracy; Robert W. McChesney, University of Illinois, Urbana-Champaign

The Internet and the Changing Configuration of Spatial Relationships; Ronen Palan, University of Sussex

The 'Popcorn-Letterman Top Ten List' of Global Internet Trends; Ian Parker, University of Toronto

Discussant, Ronald J. Deibert, University of Toronto

Mediating Foreign Policy Decisions, W. Hook, Kent State University, Chair

When the President Speaks What Do the Media Hear? The Effects of Presidential Rhetoric and News Production Routines on New York Times and ABC News Coverage of Clinton's Kosovo Decisions;

Nathalie J. Frensley, University of Nevada, Las Vegas

Who Calls the Tune? Determinants of Media Portrayal of Presidential Rhetoric in the Panama Invasion; R. William (Bill) Ayres, University of Indianapolis

Whose Cue? Canadian Media and Foreign Policy, A Case Study; Nelson Michaud, Université du Québec

Discussant, Doris A. Graber, University of Illinois, Chicago

Evolving Practices in Transnational Politics, Richard W. Mansbach, Iowa State University, Chair

Excavating Violence: The Transnational Politics of the Land Mines Movement; Richard A. Matthew, University of California, Irvine

Horizontal Politics: Non state Efforts to Protect the Earth's Ecosystem; Paul Wapner, American University

Sleepless in Seattle: Challenging the WTO in a Globalizing World; Elizabeth A. Smythe, Concordia University, and Peter (Jay) J. Smith, Athabasca University

The Role of Nonprofit Organizations in Drafting a Treaty to Establish a Permanent International Criminal Court; Robert C. Johansen, University of Notre Dame

Discussant, Richard W. Mansbach, Iowa State University

International Communication Distinguished Senior Scholar Panel in Honor of Todd Gitlin, chaired by Doris A. Graber, University of Illinois, Chicago

Roundtable Discussants, Sandra Braman, University of Alabama; Edward A. Comor, American University; Timothy W. Luke, Virginia Polytechnic Institute, and State University; Robert W.

McChesney, University of Illinois, Urbana-Champaign; Philip M. Taylor, University of Leeds

Honoree, Todd Gitlin, New York University

The Emergent Global Information Policy Regime, J. P. Singh, Georgetown University, Chair
International Communication Section and the International Political Economy Section
Global Governance in Cyberspace (or Did E-Commerce Kill the Net?): Understanding the Processes of
International Regime Formation for the Global Information Infrastructure and Global Information
Society; Derrick L. Cogburn, University of Michigan
Intruding Collaborators: The International Community and Communications Systems; David J.
Goldberg, University of Glasgow
Mutiny on the Bandwidth: Virtuality, Geography, and the Pitcairn Island Internet Domain Name
Registry; Philip E. Steinberg, and Stephen D. McDowell, Florida State University
The Emergence of the Global Information Policy Regime; Sandra Braman, University of Alabama
Discussant, Anthony E. Tsougranis, Syracuse University

Markets, States, and the Changing Media Ecology, Giampiero Giacomello, European University
Institute, Chair
International Communication Section and the International Political Economy Section
All the [Global] News That's Fit to Print; Francis A. Beer, University of Colorado, Boulder, and G. R.
Boynton, University of Iowa
Development Imperatives for Local Television Programming and Production in Jamaica: Identifying
Appropriate and Feasible Alternatives; Livingston White, Florida State University
Re-Presenting the Information Society: The Rhetorics and Politics of Digitalization in State and
Corporate Discourse on the Information Society; Graham D. Longford, Trent University and Barbara
Crow, University of Calgary
The Politics of Television Exports; Des J. Freedman, University of North London
Discussant, Christopher May, University of the West of England

Book Review

The Whole Scholar Catalog

[Patricia Aufderheide](#), American University

[*The Daily Planet: A Critic on the Capitalist Culture Beat*](#)

Minneapolis: University of Minnesota Press, 2000

368 pages, 5 7/8 by 9 inches. \$19.95 Paper ISBN 0-8166-3342-8 ; \$49.95 Cloth ISBN 0-8166-3341-X

It is rare to see a scholar of political communication as a fully rounded, engaged citizen. The work we do in our field tends to exist in isolation from other parts of our intellectual and everyday lives. Unless one knows a scholar personally, the ways a research agenda develops and connects with forms of public service and teaching and with acts of civic engagement tend to hide behind the veil of academic impartiality. *The Daily Planet* is a rare look at a scholar's work in a fully rounded life.

Patricia Aufderheide, professor in the School of Communication at American University in Washington, D.C., and a senior editor of *In These Times* magazine, has collected twenty-seven articles and essays in her latest book, a large enough selection to make the book useful to a wide variety of readers, who will want to scan some articles, dip into others, and study the rest in detail. There are plenty of options. They range from very brief articles (3 pages) to extended research essays (22 pages), and each one clearly speaks to a constituency.

Scholars will find such essays as "Public Broadcasting and the Public Sphere" thorough and enlightening, based on historical information that does not go out of date. It is the sort of research article that becomes a basic reference tool and a refresher course rolled into one.

Activists will be fascinated by articles describing the nuts and bolts of political life and how it is influenced in Washington. Her account in the introduction of running a one-person (what to call it? lobbying? outreach?) operation is full of telling detail, down to the turned-up noses at her dot-matrix printer. "Doing Business with the Democrats," her short piece on meeting with the transition team for the Clinton Administration, is a lesson in the limits of intellectual influence.

Professionals will find the essay, "Paul Harvey and the Culture of Resentment," a clear example of evenhanded media biography, analysis, and criticism. Aufderheide is frank about the marketing of Harvey (which approaches the control measures of, say, an Arnold Schwarzenegger) and its impact on anyone studying him as a media phenomenon. She is also balanced in her discussion of his impact on people's thinking.

General readers will probably find most engaging her personal essays. "Oh Grow Up," the closing piece on her immersion in and reemergence from full-time child-rearing, is the most memorable of these, although personal touches appear in many of the essays. Students will find these nicely balance the scholarly studies (which do explain such things as her research methods) and give them a chance to see what the intellectual life is like, what a scholar does.

The book breaks with the turgid norm for scholarly writing. It rarely lapses into jargon or sinks to academic phraseology. Aufderheide writes clearly and directly, as if in conversation. Although I have met her only a few times, I had the distinct sense that I was sitting down with a scholar-as-friend. *The Daily Planet* is a distinct pleasure to read.

The research has all been published before, but in venues so scattered — *Afterimage*, legal briefs, the pages of newspapers and magazines, as well as scholarly journals — that it would be difficult for anyone within one of her fields of interest to know much about her others.

The political dimension runs through all the essays, but members from our specialty might not be familiar with her work within visual communication, for example, or within new media technology. Her wide range may make the book hard to classify but speaks highly of her versatility as a scholar and confirms her claim to be a public intellectual.

To guide the reader, *The Daily Planet* includes a brief introduction to each essay, and a complete list of the original publications is provided at the end of the volume. These signposts make the book useful, as well as insightful and original. My only reservation about the collection is its seeming finality. At the end, Aufderheide includes excerpts from published interviews she conducted as a reporter/writer on assignment. One unfamiliar with the author could be left wondering if the book might be a definitive collected works. Luckily, we can expect to see much more to come from this remarkable colleague.

—[Kevin G. Barnhurst](#)

Books Received

[Kevin G. Barnhurst](#), University of Illinois at Chicago

[John Nerone](#), University of Illinois at Urbana-Champaign

[The Form of News, A History](#)

New York: [The Guilford Press](#), 2001

319 pages, 6 1/8 by 9 1/4 inches. \$35 (cloth), ISBN 1-57230-637-8

Barnhurst and Nerone examine U.S. civic culture from the colonial to the digital era. The lens they use, "the form of news," includes not only what you might expect (pictures, layout, and typography) but also what is usually considered content (news stories, bylines, headlines) along with design devices such as labels, indexes, and sectioning. They show how these elements do cultural and ideological work, defining roles for citizens and politicians, by creating an environment for readers to enter. Media environments, they argue, reflect but also constrain how journalists and citizens imagine civic culture.

David Croteau, Virginia Commonwealth University

William Hoynes, Vassar College

[The Business of Media: Corporate Media and the Public Interest](#)

Thousand Oaks, Calif: [Pine Forge Press](#), 2001

250 pages. \$25.95 (paper), ISBN 0761986405

Croteau and Hoynes show how a profit driven, highly concentrated industry fails to fulfill a democratic society's need for media that serve the public interest. The first part of the book lays out the historical context and develops the framework. The market model provides a rationale for industry action and is used in popular assessments of media industries. The public sphere provides a lens for understanding the media more broadly within society. The second part describes the media industry trends in the last decade, based on the market model. The third part is a critical analysis based on the public sphere model.

Dennis Tourish and Tim Wohlforth

[On the Edge: Political Cults, Right and Left](#)

New York: [M.E. Sharpe](#), 2000

256 pages. \$34.95 (cloth), ISBN 0-7656-0639-9

Tourish and Wohlforth examine political cults and explain their significance in mainstream politics. General characteristics of cults, and a variety of political cults are discussed. In addition, characteristics of those predisposed to join cults, and cultic practices intended to control members are discussed.

Books Noted

Hart, Roderick P. and Daron Shaw, eds. [*Communication and U.S. Elections: New Agendas*](#). Lanham, Md.: [Rowman & Littlefield](#), 2001. 288 pages. \$21.95 paper, ISBN 0-7425-0069-1. \$69.00 cloth, ISBN 0-7425-0068-3.

Hart, Roderick P. and Bartholomew Sparrow. [*Politics, Discourse, and American Society: New Agendas*](#). Lanham, Md.: [Rowman & Littlefield](#), 2001. \$21.95 paper, ISBN 0-7425-0071-3. \$69.00 cloth, ISBN 0-7425-0070-5.

2000

Axford, Barrie and Richard Huggins. *New Media and Politics*. Thousand Oaks, Calif.: [Sage](#), 2000. 240 pages. \$27.95 paper, ISBN 0-8039-9085-5.

Campbell, James E. and James C. Garand, eds. *Before the Vote: Forecasting American National Elections*. Thousand Oaks, Calif.: [Sage](#), 2000. 232 pages. \$69.95 cloth, ISBN 0-7619-1636-9. \$29.95 paper, 0-7619-1637-7.

Ferguson, Sherry Devereaux. *Researching the Public Opinion Environment: Theories and Methods*. Thousand Oaks, Calif.: [Sage](#), 2000. 312 pages. \$39.95 paper, ISBN 0-7619-1531-1. \$79.95 cloth, ISBN 0-7619-2206-7.

Gastil, John. *By Popular Demand: Revitalizing Representative Democracy Through Deliberative Elections*. Berkeley, Calif.: [University of California Press](#), 2000. \$48.00 cloth, ISBN 0-226-29364. \$18.95 paper, ISBN 0-520-22365-9.

Hacker, Kenneth L. and Jan Van Dijk. *Digital Democracy: Issues of Theory and Practice*. Thousand Oaks, Calif.: [Sage](#), 2000. 240 pages. \$78.00 cloth, ISBN 0-7619-6217-4.

Hart, Roderick P. [*Campaign Talk: Why Elections are Good for Us*](#). Princeton, N.J.: [Princeton University Press](#), 2000. 328 pages. \$29.95 paper, ISBN 0-691-00126-X.

Kraus, Sidney. [*Televised Presidential Debates and Public Policy*](#). 2nd Edition. Mahwah, N.J.: [Erlbaum](#), 2000. 344 pages. \$32.50 paper, ISBN 0-8058-1603-8.

Manheim, Jarol B. *[The Death of a Thousand Cuts: Corporate Campaigns and the Attack on the Corporation](#)*. Mahwah, N.J.: [Erlbaum](#), 2000. 376 pages. \$39.95 cloth, ISBN 0-8058-3831-7.

Margolis, Michael and David Resnick. *Politics as Usual: The Cyberspace "Revolution"*. Thousand Oaks, Calif.: [Sage](#), 2000. 256 pages. \$59.95 cloth, ISBN 0-7619-1330-0, \$25.95 paper ISBN 0-7619-1331-9.

Sanford, Bruce W. *[Don't Shoot the Messenger: How Our Growing Hatred of the Media Threatens Free Speech for All of Us](#)*. Lanham, Md.: [Rowman & Littlefield](#), 2000. 264 pages. \$16.95 paper, ISBN 0-7425-0837.

Sparks, Colin and John Tulloch, eds. *[Tabloid Tales: Global Debates over Media Standards](#)*. Lanham, Md.: [Rowman & Littlefield](#), 2000. 336 pages. \$24.95 paper, ISBN 0-8476-9572-7. \$69.00 cloth, ISBN 0-8476-9571.

1999

Adams, Katherine H. *[Progressive Politics and the Training of America's Persuaders](#)*. Mahwah, N.J.: [Erlbaum](#), 1999. 184 pages. \$19.95 paper, ISBN 0-8058-3237-8. \$39.95 cloth, ISBN 0-8058-3236-X.

Bernhard, Nancy. U.S. *Television News and Cold War Propaganda, 1947 - 1960*. New York: [Cambridge University Press](#), 1999. 266 pages. \$64.95 cloth, ISBN 0-521-59415-4.

Gilens, Martin. *[Why Americans Hate Welfare: Race, Media, and the Politics of Antipoverty Policy](#)*. Chicago: [University of Chicago Press](#), 1999. 296 pages. \$25.00 cloth, ISBN 0-226-29364-5. \$16.00 paper, ISBN 0-226-29365-3.

Loeb, Paul. *[Soul of A Citizen: Living with Conviction in a Cynical Time](#)*. New York: St. Martin's Press, 1999. \$15.95 paper, ISBN 0-312-20435-3.

Grants

Whiteman Receives MacArthur Funding

The MacArthur Foundation has awarded David Whiteman, Department of Government and International Studies, University of South Carolina, \$36,000 to study the political impact of documentary film. The grant will fund research on the ways social-issue documentaries by independent filmmakers are used by community and activist groups in campaigns for social change. Whiteman heads the Project on Documentary Film and Social Change and can be reached at the University of South Carolina, Columbia, SC 29208, phone (803) 777-4548, or fax 803.777.8255.

Awards

April 1. Best Article Award, Political Sociology Section, American Sociological Association, for articles published in 2000. Authors or others may nominate articles. Submit four copies to [Anthony M. Orum](#), Political Sociology Award, Department of Sociology, University of Illinois at Chicago (MC-312), 1007 W. Harrison, Chicago, IL 60607-7140.

April 1. Best Graduate Student Paper Award, Political Sociology Section, American Sociological Association, for single-authored papers by graduate students enrolled during this academic year. Authors or others may nominate papers. Submit four copies to [Clem Brooks](#), Political Sociology Graduate Student Paper Award, Dept. of Sociology, Indiana University, 1020 E. Kirkwood Ave., Bloomington, IN 47405-7103, (812) 855-2569, fax 812.855.0781.

Other Funding Programs

[Pew Charitable Trusts](#), "Strengthening Democratic Life in the United States." Write to [Michael X. Delli Carpini](#), Public Policy Program, 2005 Market St., Ste 1700, Philadelphia, PA 19103-7017, call (215) 575-4720, fax 215.575.4939, or download [e-forms](#).

[Mott Foundation](#) Civil Society Program, Flint, MI 48502-1851 (810) 238-5651, fax 810.766.1753, [e-mail](#), and [e-forms](#).

[Markle Foundation](#), Public Engagement through Interactive Technologies Program. E-mail to [Susan Sigel](#), Grants Manager, 10 Rockefeller Plaza, Floor 16, New York, NY 10020 (212) 713-7619, fax 212.765.9690.

[Johnson Foundation](#) Wingspread Conferences program. Write to Barbara J. Schmidt, Program

Secretary, P.O. Box 547, Racine, WI 53401-0547, call (262) 681-3343, fax 262.681.3325, or visit the Web site for [e-forms](#).

[CBS Foundation](#). Write to Helene Blieberg, 51 West 52nd Street, New York, NY 10029, call (212) 975-3773, fax 212.975.3515.

This issue of *Political Communication Report* comes out as scholars in the field are preparing to travel to the upcoming ICA convention in Washington, D.C.. Information about the conference is available on line at the [ICA Web site](#).

The [Commentary](#) page explores the gap between the public-as-represented on television and the public-as-representative from survey statistics. Andy Rojecki, of the University of Illinois, Chicago, describes some of the results reported in his award-winning book with Bob Entman, *The Black Image in the White Mind*.

The book section opens with a full review of [The Daily Planet: A Critic on the Capitalist Culture Beat](#), by Patricia Aufderheide of American University. [Capsule reviews](#) for books received follow, along with a complete listing of political communication [Book notices](#) received from publishers.

There are several upcoming deadlines for [Grants](#) in this issue, as well as the usual slate of upcoming [Calls for papers](#) and meetings. The [Proceedings](#) section includes a full listing of papers presented during political communication section panels presented at the recent International Sociological Association convention.

The joint APSA/ICA Political Communication newsletter, *Political Communication Report*, is published exclusively on line. Send your comments, reviews, feature articles, and notes about accomplishments, calls for papers, and meeting announcements for inclusion in the next issue by June 15, 2001.

[Kevin G. Barnhurst](#), Editor

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