



DEDICATED TO THE STUDY OF THE STRATEGIC USE OF DISCOURSE IN THE PUBLIC SPHERE

COMM@Maryland
AEJMC Edition

Summer 2013

COLLEGE OF
ARTS & HUMANITIES

IN THIS ISSUE

Studying COMM at Maryland

The Department of Communication takes as its intellectual focus the strategic use of discourse in the public sphere.

Departmental research focuses on feminist studies; health and risk communication; intercultural communication; media studies; persuasion and social influence; public relations; and rhetoric and political culture.

Our Ph.D. Program

The Department encourages applications for graduate study from students wishing to pursue interests identified with one or more of these foci. The graduate program in Communication is designed for students whose educational objective is the Ph.D. degree (the program does not admit students whose degree objective is the M.A.).

The Ph.D. degree is research-oriented rather than applied. The graduate curriculum treats disciplinary methods of inquiry, communication concepts and theories, and specialized research problems, and all graduate students engage in independent research projects, including the Ph.D. dissertation. Currently, nearly all of the students admitted into the Ph.D. program aspire to academic careers as scholars and

teachers, with a few pursuing professional careers in government, non-profit organizations, or the private sector.

Studying COMM in DC

Communication faculty and graduate students at Maryland enjoy unique research opportunities.

The Washington D.C. metropolitan area provides rich resources including Congress, the Supreme Court, the White House, the Library of Congress, the National Archives, the Smithsonian, the national monuments, Embassies, media outlets, and the headquarters of major foundations and public granting agencies such as the National Endowment for the Humanities and the National Science Foundation.

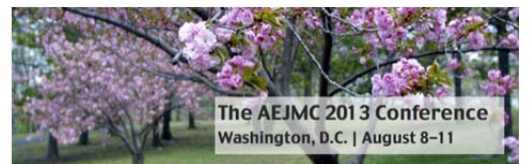
With rare exceptions, the program currently admits only full-time students who are funded by teaching assistantships, administrative assistantships, and/or university fellowships. The department works with students that we admit to provide these funding opportunities to support their work.



New Research from UM

The latest research publications from Maryland faculty members and graduate students, appearing in the leading journals in the communication arts & sciences.

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Maryland@AEJMC 2013

UM faculty members, graduate students, and alumni are presenting research, participating in business meetings, and receiving awards at the 2013 AEJMC Convention.

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Research@Maryland

2012-2013 Articles and Books by UM Faculty, Graduate Students

Faculty members and graduate students in the Department of Communication at the University of Maryland pursue and produce research that spans a wide range of the communication arts & sciences.

- Feminist Studies
- Health & Risk Communication
- Intercultural Communication
- Media Studies
- Persuasion & Social Influence
- Public Relations
- Rhetoric & Political Culture

Bessarabova, E., **Fink, E.L.**, & Turner, M. (2013). Reactance, restoration, and cognitive structure: Comparative statics. *Human Communication Research*, 39, 339-364.

Briones, R., & **Toth, E.L.** (2013). The state of PR graduate curriculum as we know it: A longitudinal analysis. *Journalism & Mass Communication Educator*, 68, 119-133.

el-Nawawy, M., & **Khamis S.** *Egyptian Revolution 2.0: Political Blogging, Civic Engagement, and Citizen Journalism*. New York: Palgrave/Macmillan, 2013.

Jang, A., & **Kim, H.** (2013). Cultural identity, social capital, and social control of young Korean Americans: Extending the theory of intercultural public relations. *Journal of Public Relations Research*, 25, 225-245.

Khakimova, L. (2013). Public diplomacy at Arab embassies: Fighting an uphill battle. *International Journal of Strategic Communication*, 7, 21-42.

Liu, B.F., Jin, Y., & **Austin, L.** (2013). The tendency to tell: Understanding publics' communicative responses to crisis information form and source. *Journal of Public Relations Research*, 25, 51-67.

Nan, X. (2012). Relative persuasiveness of gain- vs. loss-framed human papillomavirus vaccination messages for the present-minded and future-minded. *Human Communication Research*, 38, 72-94.

Nan, X., Xie, B., & **Madden, K.** (2012). Acceptability of the H1N1 vaccine among older adults: The interplay of message framing and perceived vaccine safety and efficacy. *Health Communication*, 27, 559-568.

Nan, X., & **Madden, K.** (2012). HPV vaccination information in the blogosphere: How positive and negative blogs influence vaccine-related risk perceptions, attitudes, and behavioral intentions. *Health Communication*, 27, 829-836.

O'Keefe, D.J., & **Nan, X.** (2012). The relative persuasiveness of gain- and loss-framed messages for promoting vaccination: A meta-analytic review. *Health Communication*, 27, 776-783.

Nan, X., **Briones, R.**, Shen, H., Jiang, H., & Zhang, A. (2013). A current appraisal of health- and nutrition-related claims in magazine food advertisements. *Journal of Health Communication*, 18, 263-277.

Nan, X. (2013). Perceived source credibility and advertising persuasiveness: An investigation of moderators and psychological processes. *Journal of Current Issues & Research in Advertising*, 34, 195-211.

David S. Kaufer, **Shawn J. Parry-Giles**, & Beata Beigman Klebanov, "The 'Image-Bite,' Political Language, and the Public/Private Divide: NBC News Coverage of Hillary Clinton from

Scorned Wife to Senate Candidate," *Journal of Language & Politics* 11 (2012): 336-356.

Richards, A.S. (2013). Predicting attitude toward methamphetamine use: The role of antidrug campaign exposure and conversations about meth in Montana," *Health Communication*.

Alyssa A. Samek & Theresa A. Donofrio, "Academic Drag! and the Performance of the Critical Personae: An Exchange on Sexuality, Politics, and Identity in the Academy," *Women's Studies in Communication* 36 (2013): 28-55.

Dana Mastro, **Anita Atwell Seate**, Erin Blecha, & Monica Gallegos, "The Wide World of Sports Reporting: The Influence of Gender- and Race-Based Expectations of Evaluations of Sports Reporters," *Journalism & Mass Communication Quarterly* 89 (2012): 458-474.

Erich J. Sommerfeldt, "The Dynamics of Activist Power Relationships: A Structurationist Exploration of the Segmentation of Activist Publics," *International Journal of Strategic Communication* 6 (2012): 269-286.

Erich J. Sommerfeldt, "Networks of Social Capital: Extending a Public Relations Model of Civil Society in Peru," *Public Relations Review* 39 (2013): 1-12.

Michael Steudeman, "Entelechy and Irony in Political Times: The Preemptive Rhetoric of Nixon and Obama," *Rhetoric & Public Affairs* 16 (2013): 59-96.

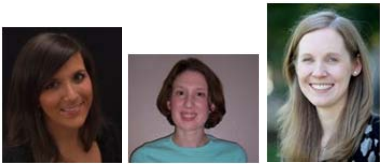
Weber, R., **Westcott-Baker, A.**, & Anderson, G. (2013). A multilevel analysis of antimarijuana public service announcement effectiveness. *Communication Monographs*.

UM ACCOMPLISHMENTS AT AEJMC



Toth to Become AEJMC President-Elect

UM professor and chair **Elizabeth Toth** will ascend to the position of President-Elect of AEJMC at the 2013 conference. Elected to the leadership of AEJMC two years ago, Toth will become president of the organization in 2014 at the AEJMC conference in Montreal.



Fraustino, Madden, & Liu On Top Teaching Paper Panel

The UM trio of Ph.D. students **Julia Daisy Fraustino** and **Stephanie Madden**, and associate professor **Brooke Fisher Liu**, are the authors of a paper featured on the Top Teaching Papers Panel sponsored by the Public Address Division. Their study is entitled "A Complexity Approach to Teaching Crisis Management: Crisis Event Simulation in the Public Relations Classroom." Their paper will be presented on Saturday, August 10, at 8:15 am. The panel also features UM Ph.D. alums **Tiffany Gallicano** (University of Oregon) and **Natalie Tindall** (Georgia State) as presenters and **Brian Smith** (Purdue) as the discussant.

FAST FACTS

80%

Since 2004, 80% of UM Department of Communication Ph.D. recipients have secured tenure-track positions at the college/university level.

FOR MORE INFORMATION

www.comm.umd.edu



Maryland@AEJMC, 2013

University of Maryland faculty members and graduate students presenting research at the AEJMC 101st Annual Convention include:

Julia Daisy Fraustino and **Liang Ma**, "Preparedness 101: Zombie Apocalypse: CDC's Use of Social Media and Humor in a Risk Campaign."

Julia Daisy Fraustino, **Stephanie Madden**, and **Brooke Fisher Liu**, "A Complexity Approach to Teaching Crisis Management: Crisis Event Simulation in the Public Relations Classroom."

Melissa Janoske and Benjamin Sheppard, "Risk Communication Factors to Inform Theory: Risk Perception, Special Needs Populations, and Media Usage."

Sahar Khamis, Panelist, "Freedom of Speech and Press Around the World: Approaches to Reconciling Diverse Values."

Mohammed el-Nawawy and **Sahar Khamis**, "Governmental Corruption through the Egyptian Bloggers' Lens: A Qualitative Study of Four Egyptian Political Blogs."

Brooke Fisher Liu, with Lucinda Austin and Yan Jin, "Examining Signs of Recovery: How Senior Crisis Communicators Define Organizational Crisis Recovery."

Stephanie Madden, "Alerting a Campus Community: Emergency Notification Systems from a Public's Perspective."

Erich Sommerfeldt and Jennifer Mandel, "Media Credibility and Disaster: The Moderating Role of Information Satisfaction in Post-Earthquake Haiti."

Erich Sommerfeldt, **Michael Paquette**, **Melissa Janoske**, and **Liang Ma**, "Identifying Network 'Communities' of Theory: The Structure of Public Relations Paradigms."

Elizabeth Toth, Panelist, "2012 Commission on Public Relations Education Report: Standards for Public Relations Education for the Professional Master's Program in the United States."

Elizabeth Toth, Panelist, "Teaching Ethics in a Changing, Converged Media Climate."

Xinyan Zhao, "A Self-Created Spiral of Silence?: Modeling the Effects of Media Reliance and Perceived Media Diversity on Opinion Expression."

New Graduate Studies Program in Interpreting & Translation

The Department of Communication of the College of Arts & Humanities is pleased to announce its new *Graduate Studies in Interpreting & Translation* program (GSIT).

The Department of Communication at the University of Maryland is uniquely positioned to offer this program given its focus on intercultural, health, legal, and political communication.

The Department of Communication's faculty will provide instruction in such theoretical contexts needed for a graduate program in interpreting and translation. Some of the country's most experienced interpreters and translators will also serve as instructors in the program, ranging from individuals serving the nation's diplomatic corps, the federal court system, as well as leading health care center in the greater Washington, DC metro area.

The Director of the GSIT program is **David B. Sawyer**, Ph.D. Formerly an associate professor of Interpretation and Translation at the Monterey Institute of International Studies in Monterey, California, Dr. Sawyer most recently served as the Chief of the European Branch, Interpreting Division, Office of Language Services, at the U.S. Department of State in Washington, DC.

The department's GSIT program becomes only the second full-service interpreting and translation graduate program in the United States.

The GSIT program features the following offerings:

Interpreting:

- Graduate Certificate in Professional Studies in Consecutive Interpreting
- Master of Professional Studies in Interpreting (with two tracks): *Conference Interpreting*; or *Public Service Interpreting*

Translation:

- Graduate Certificate in Professional Studies in Translation
- Master of Professional Studies in Translation (with two tracks): *Translation*; or *Translation and Localization Project Management*

To learn more, visit www.gsit.umd.edu

Maryland's Graduate Faculty

- Edward L. Fink, Ph.D., *University of Wisconsin*
- Robert N. Gaines, Ph.D., *University of Iowa*
- James L. Grunig, Ph.D., *University of Wisconsin*
- Larissa Grunig, Ph.D., *University of Maryland*
- Dale Hample, Ph.D., *University of Illinois*
- Kathleen Kendall, Ph.D., *Indiana University*
- Sahar Khamis, Ph.D., *University of Manchester, U.K.*
- James F. Klumpp, Ph.D., *University of Minnesota*
- Brooke Fisher Liu, Ph.D., *University of North Carolina*
- Kristy Maddux, Ph.D., *University of Georgia*
- Xiaoli Nan, Ph.D., *University of Minnesota*
- Shawn J. Parry-Giles, Ph.D., *Indiana University*
- Trevor Parry-Giles, Ph.D., *Indiana University*
- David B. Sawyer, Ph.D., *Johannes Gutenberg University of Mainz, Germany*
- Anita Atwell Seate, Ph.D., *University of Arizona*
- Erich J. Sommerfeldt, Ph.D., *University of Oklahoma*
- Elizabeth Toth, Ph.D., *Purdue University*
- Leah Waks, Ph.D., *University of Michigan*
- Amber Westcott-Baker, Ph.D., *University of California-Santa Barbara*
- Andrew Wolvin, Ph.D., *Purdue University*
- Michelle Murray Yang, Ph.D., *University of Wisconsin*