

# NEWSLINK

Summer 2007

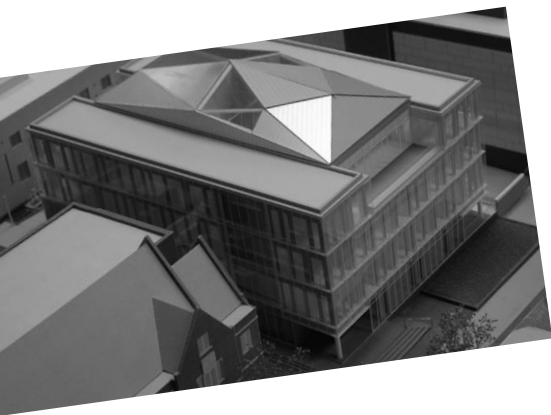
- » Mrs. Annenberg wins Philadelphia Award
- » Martin Nisenholtz ('79) discusses the future of print media
- » Dan Rather, Dean Delli Carpini, Professor Mutz, and Ted Koppel on the State of the News
- » First Gerbner Fellows named
- » How is the HPV vaccine story being spun?
- » Annenberg School in Face Book

Annenberg School  
for Communication



**The Internationalization** of the Annenberg School for Communication

- Iraq ○
- Jordan ○
- London ○
- Beijing, China ○
- India ○
- Brisbane, Australia ○
- San Francisco ○
- Germany ○
- Philadelphia ○



**2 CGCS Roundup/  
Iraq Report**  
**4 Nisenholtz Talk**  
**6 Dan Rather Reports**  
**8 Annenberg News**

- » Mrs. Annenberg wins Philadelphia Award
- » Comings and Goings among Annenberg Faculty
- » Annenberg School Face Book for alumni
- » Professor Jemmott awarded grant
- » Gerbner Fellows named at ASC
- » New Graduates
- » New Faculty
- » In Memoriam
- » Dean Wins AAPOR Book Award
- » Mutz garners prestigious awards

**13 Centers News**

- » CECCR research: HPV surveys
- » New APPC building project
- » UnSpun
- » Scholars Program

**19 News from the Faculty**

**23 Alumni Profile**

**24 News from Students**

**Credits**

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## Message from the **DEAN**

*Summer 2007*

Since you read our last issue of *News Link* we graduated 14 new Ph.D.'s from the Annenberg School for Communication. The scope of their work is as varied as their individual personalities. It ranges from an analysis of popular music in advertising to how anti-smoking public service announcements do or do not affect smoking behaviors; from the “guilty pleasure” of watching reality programs to what effects celebrity endorsements really have on political campaigns.

» The dissertations are varied, but what they all have in common is the fact that, together, they added to the Annenberg School for Communication's reputation as one of the premier graduate programs in communication studies in the world.

Our graduates have gone on to work in academic environments—where they continue to do groundbreaking research—as well as garnering influential positions in major corporations, government agencies, and non-profit organizations. Some are continuing their studies right here. For example, I'm happy to say that the first George Gerbner Post Doctoral Fellow is Jennifer R. Horner, Ph.D. Dr. Horner will continue her research and studies here at Annenberg, while sharing her knowledge and talents with students in the classroom. (Editor's note: A related story can be found on page 10).

But the work of the Annenberg School goes well beyond the walls of our building here in Philadelphia on the University of Pennsylvania campus. This issue of *News Link* highlights the ongoing work of the Center for Global Communication Studies (CGCS), which just recently released a detailed “Occasional Paper” on

understanding media policy and media systems in current-day Iraq. Just in the first half of this year, CGCS was either hosting or deeply involved with seminars and conferences around the world that focused on various aspects of what the Penn Gazette has described as the media's “nervous dance with government.” (Editor's note: Stories can be found beginning on page 2).

Elsewhere in *News Link* you will find news of interest to our alumni, like our early planning for the 50th Anniversary of the Annenberg School for Communication, an event that will culminate with the dedication of the new Annenberg Public Policy Center. The ground for that building was scheduled to be broken by late July.

Something we really want to establish as we approach the 50th Anniversary is a framework for two-way communication with our alumni. That is one reason why we created our own Annenberg Alumni account on Face Book. If you are not already a member of this burgeoning online community, then I encourage you to join Face Book (it only takes a minute to join) and become a member of Annenberg Alumni. It represents a great tool for keeping in touch on an informal basis with

classmates, and with professionals whose interests you share. It also gives you a chance to tell us what's on your mind with respect to the school.

Lastly, we're going to hit the road for the first of what I hope to be a series of talks and/or presentations by Annenberg faculty members, alumni, or noted professional in the field. More details will be announced, but you can check our web page or contact Joseph Diorio (jdiorio@asc.upenn.edu) for more information. These talks represent a good opportunity to meet with fellow alumni, talk to the guest speaker, and share your opinion about the Annenberg School.

See you on the road.

Michael X. Delli Carpini, Ph.D.  
Walter H. Annenberg Dean of the  
Annenberg School for Communication



# The Continued *Internationalization of Annenberg*

The focus on communication studies that Annenberg brings to the fore was evident at Oxford University this July during the Third Annual Annenberg/Oxford Summer Institute.

» The annual Institute brings together over two-dozen young scholars and regulators from around the world to discuss important trends in technology and its influence on information policy. This year's event was titled "Global Media Policy: Technology and New Themes in Media Regulation." Much of the time was devoted to new developments in comparative approaches to regulation, looking at regulations as they exist in the UK, Israel, Thailand, and the Middle East.

"It was thrilling to see our graduate students discuss media issues with regulators from the emirates, scholars from France, young producers from China. The excitement was not only in the content, but in the camaraderie and the magic spell of Oxford," said Monroe Price, Adjunct Full Professor and Director of the Center for Global Communication Studies (CGCS) at the University of Pennsylvania.

## *Study of Free Speech in Sudan*

In support of African Union endeavors to secure a lasting peace in Darfur, the CGCS, in collaboration with the Stanhope Centre for Communication Policy Research, is undertaking a ten-month consultancy to analyze attitudes and public opinion toward the conflict and the peace process in Darfur. This work will take place under the auspices of, and in collaboration with, the Darfur-Darfur Dialogue and Consultation (DDDC) Preparatory Committee (Prep Com) in its efforts to "Build Peace and Reconciliation in Darfur."

"The purpose of the research is to enable the DDDC Prep Com, AU-UN mediation team and negotiating parties to develop a deeper understanding of the needs and perceptions of those on the ground, to act

and negotiate accordingly, and to develop an effective communication strategy during the mediation and implementation of any peace agreement," said Susan Abbott, Senior Research Coordinator for the CGCS. "The research will also establish a mechanism that can be used by other organizations to provide much needed empirical information about opinions, attitudes and needs in Darfur as well as in other conflict environments."

Abbott said the research will be carried out by a team of local and international research experts. In preparation for the fieldwork proposed, two workshops (one at Annenberg in April and one at St Catherine's College, Oxford, in July) were held with a variety of stakeholders, experts, and leaders representing the international community, NGOs and civil society, academics, journalists, activists, social scientists and others.

"These workshops revealed the difficulties but also the promise and potential of carrying out meaningful field research in Darfur," said Abbott.

Oxford and Sudan are just two of the numerous international workshops on communication studies hosted by the CGCS. Other CGCS events that took place around the world recently are highlighted below.

## *2007 Jordan Media Law and Policy Institute: April 29-May 10, Amman, Jordan*

This was a training program on international standards and best practices in communications policy. It brought together students, civil society representatives, and other media professionals (from journalists to regulators) for a series of seminar-style classes with international and local experts. It was part of a three-year Jordan Media Strengthening Program aimed at creating a

stronger media in that country. This includes the development of rule of law mechanisms, norms and practices associated with freedom of expression and a democratic media sphere. Attendees included faculty from the Arab Archives Institute, the Middle East University for Graduate Studies, and Penn Law faculty, to name a few.

## *Communication Policy and Regulation in the Age of Convergence: From the Global to the Thai Experience: May 3 at Chulalongkorn University, Thailand.*

This one-day seminar explored broadcast regulations in the age of media convergence. Its objective was to introduce to members of the National Broadcasting Commission select committee and prospective NBC candidates to new regulations regarding media convergence and other media regulation issues.

## *World Press Freedom Day: May 3 at the Century Park Hotel, Amman, Jordan*

CGCS joined UNESCO Iraq, UNESCO Jordan, and IREX Jordan to honor press freedom. There was a keynote address by Anne Nelson, current adjunct professor at the Columbia School of International and Public Affairs and former executive director of the Committee to protect journalists. Attendees were treated to a screening of the documentary "Damn Gum," which was directed by Iraqi film maker Ammar Saad. The film is about the perils of being a journalist in strife-torn Iraq. Attendees also listened to presentations on safety concerns by reporters in Iraq, Jordan, and from U.S. correspondents working in the Middle East.

## *Exploring Media Narratives: New Concepts and Methods: May 11-12 at the University of Erfurt, Germany*

Research on audience effects of media narratives has become increasingly important. A recent focus has been on phenomenological experiences, like transportation, perceptions of realism, parasocial interaction or identification. This workshop expanded on this, and aimed at exploring narrative content and its effects—what makes a story good, understandable, credible and persuasive. ●●●

# Annenberg report catalogues threats and opportunities posed by Iraq's new domestic media scene

How free can media be in a conflict-ridden society like Iraq? That is one of the questions explored in a report—an Occasional Paper—published by the Center for Global Communication Studies (CGCS) at the Annenberg School for Communication of the University of Pennsylvania.

» There have been surprising signs of a vigorous, open media in Iraq with wide latitude to publish and broadcast, and even criticize the fledgling government. But the media system is evolving; it increasingly reflects the schisms of current Iraqi society. And as civil war or secular strife intensifies, government intrusions become more evident.

The Occasional Paper, “Toward an Understanding of Media Policy and Media Systems in Iraq: A Foreword and Two Reports,” was prepared by Monroe Price, Director of CGCS and an Adjunct Full Professor at Annenberg; Douglas Griffin, Director of Albany Associates, an international consulting firm specializing in communications and public diplomacy strategies; and Ibrahim Al-Marashi, Ph.D., a former Visiting Scholar at the Annenberg School for Communication and currently an Open Society Institute Policy Scholar



*The work is an analysis of the emergence of Iraq's post-Hussein media*

at the Center for Policy Studies at Central European University in Budapest.

The paper emerged from a study on Iraq's regulatory regime commissioned by the state's regulatory body, the Communications and Media Commission of Iraq. Its policy recommendations are combined with an introduction by Professor Price, analyzing the notion of media intervention and assistance, and a paper by Al-Marashi that examines how this notion has played out in Iraq. A full copy of the report is available at [http://www.global.asc.upenn.edu/docs/CGCS\\_OcPa\\_1.pdf](http://www.global.asc.upenn.edu/docs/CGCS_OcPa_1.pdf).

“Global media is a vast and sometimes very tangled web. This Occasional Paper—the first in a series to be published by Annenberg scholars from CGCS—is aimed at examining the structure and role of media throughout the world, and their implications for national and international communication policy,” said Michael X. Delli Carpini, Ph.D., Dean of the Annenberg School for Communication.

The Occasional Report chronicles a period of experimentation and competition among the media emerging from the period of the Coalition Provisional Authority and continuing through the first Iraqi governments. The analysis in the documents reveals changes in the legal framework of regulation. The media show a growing tendency toward ethno-sectarianism, which threatens to disrupt an already fragile environment.

Iraqi media expanded when the Iraqi Ministry of Information was abolished after the 2003 invasion and after efforts

by U.S. and British officials to establish a media framework. As the report indicates, “Citizens have various outlets, such as talk shows, call-in programs, and man-on-the-street interviews to express their desires, complaints, and frustrations.”

“Most studies of media on an international stage have focused on issues primarily of concern to Western journalists or governments, such as access to information, journalist safety, or media as a mode of affecting public opinion,” said Professor Price. “Our focus is on the developing structure and regulatory environment of the media in Iraq.”

The Occasional Paper discusses the variety of owners of Iraq's media, and categorizes them into five broad groups:

- ① Media owned by the Iraqi state,
- ② Media owned by political Islamist groups (religious/sectarian factions),
- ③ Media owned by ethnic political parties,
- ④ Media owned by entities calling for violence, and
- ⑤ Media owned by independent entities.

The documents included in the Occasional Paper demonstrate that outlets increasingly reflect the intensely partisan militias and religious groups that characterize contemporary Iraq. While there has been no formal censorship, the government has begun to close down some media outlets, and intimidation is becoming more frequent. As the report notes, among the journalists and broadcasters who are killed, many are Iraqi. ●●●

# Annenberg alumnus Martin Nisenholtz (MA '79) discusses the future of print journalism

It was during a tragedy in New York City when the new face of journalism may have begun to emerge at The New York Times, providing a preview of what the future may hold for print media in the digital age.



A news alert of the accident was immediately placed on the *www.nytimes.com* web site, while reporters went in search of witnesses who may not only have seen the accident, but who may have photographed it with their own digital cameras or cell phone cameras. Meanwhile, other members of the reporting team scoured online databases, eventually identifying Lidle as the owner of the aircraft. All this was updated on the Times' web site as the new facts came in and were confirmed.

The result was that, not only was the Times first with the news, but other news organizations credited the Times with breaking the news first.

It was still good old-fashioned journalism, but delivered in the digital age. In an earlier day—less than a year earlier, in fact—*www.nytimes.com* would have simply placed an Associated Press story on the web site as a holder until a Times-produced story, virtually identical to the print version, was ready to be posted online.

That anecdote was shared with an audience of Annenberg School for Communication

faculty, students, alumni, guests, and staff by Mr. Martin Nisenholtz, (Annenberg MA '79), senior vice president for digital operations at The New York Times. Mr. Nisenholtz presented his thoughts on the new media in a talk entitled “How Print Media Will Make the Digital Transition.”

Mr. Nisenholtz said the print media business is in the midst of a period of change; one that can be depicted as an historical arc that traces its roots to the closing days of the Second World War and is still far from complete. This arc can be categorized by four phases: the dawn of digital computing (marked by the introduction of the Electronic Numerical Integrator and Computer, or ENIAC, on Penn's campus in 1946), the ability of a select few professionals to aggregate and sort vast amounts of information, the creative means of delivering the information to a larger audience, and the beginning of new forms of media.

During his talk he seamlessly connected the development of technologies and showed how they all have an interrelation; data sorting and aggregating led to the demand for more types of data for different applications and end-users. Eventually, by the mid- to late-1960s, commercial search engines had become more common (Mead



» On October 11, 2006 a small airplane belonging to Cory Lidle, a member of the New York Yankees baseball team, crashed into the upper floors of an apartment building on New York's Upper East Side, killing both persons on board (Lidle and his flight instructor). When word of this reached the Times, the assignment desk editor mobilized a reporting team—reporters, video camera personnel, and web content professionals.



Data Central and the early days of the New York Times data bank), which by the early 1970s and stretching to today saw the development of more creative publishing methods (Yahoo!, Google, and others) to deliver information to end-users.

“The third phase (of this arc) is characterized by creativity,” Mr. Nisenholtz said. “The birth of new forms of publishing media which borrow from the elements of the first two phases but bring users new and original ways of communicating as well as a new class of competent creators. And I think this is the phase we are now entering and it is clearly the most exciting one.”

The new model of reporting at *www.nytimes.com* is just the beginning. Indeed a new form of media, one that will manifest itself during the fourth and final phase of this arc, is only now just developing.

“This new media will be large, global, and will spawn a new profitable industry,” he said. “In order to thrive it must be expressive—it must delight people on an emotional level. It will engender a new collective class of workers—creative people working alongside the traditional media.”

There have been a few “false starts” at the beginning of this new phase—interactive movies where the audience selects from

alternate endings, and various forms of interactive journalism. Each looks for audience input. The current technologies that may embody this phase are the blogosphere and online communities like YouTube, Myspace, and Face Book.

A century ago, in order to survive the dawn of the automobile, buggy whip manufacturers needed to think of themselves not as buggy whip makers but as manufacturers of “vehicle acceleration devices.” Along that same line of thinking, print media needs to think not in terms of print, web, or mobile reporting but rather realize that they are simply in the business of journalism, thereby using all aspects of media and storytelling to report. As that happens, there has to become what Mr. Nisenholtz said is a “porous membrane” between the media institution and the outside world. The role of the institution will become the focal point of discussion, adding credibility to an online story.

“We must imagine the new possibilities and understand what leads to new challenges,” he said.

The full presentation is available via the Annenberg web site at <http://media.asc.upenn.edu/media/nisenholtz/index.html>.

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— Mr. Nisenholtz



# Dan Rather Reports

*A Discussion on the State of the News*

Sources of news are very fragmented today; so much so that the average citizen needs to be more motivated to sift through the multiple sources of information in order to become fully informed on subjects like local and national elections to whether Paris Hilton got off easy.

Koppel noted that Dan Rather himself was a part of what has changed with the business of news. He said Rather was a part of the birth of the CBS news magazine *60 Minutes*. Not only did that show demonstrate that substantive hard news can be prepared for television, Koppel said, but it also showed that the news business can be profitable to television networks. Once profit became an objective, less money was spent on actually producing the news. Koppel noted the severe drop in the number of foreign correspondents—form over 30 to only two—as an example.

Both Dean Delli Carpini and Professor Mutz noted that people need to work a little harder now to be fully informed. The days of three networks dictating the news at a predetermined time of day are over. There is an array of news sources—blogs, cable television shows, talk radio, web site, and so on. However, both Delli Carpini and Mutz said citizens should not simply rely on getting their news from a single blog, or from a source such as a news/comedy hybrid like *The Daily Show*.

The panelists agreed that the preponderance of sources for news and information—celebrity web sites, blogs, and countless cable and web news sources—points out the need for strong, professional journalists who follow the basics of reporting; checking the facts, getting the “who/what/

where/when/why” and getting it right before publishing the story.

People will say they get their news from Jon Stewart (host of *The Daily Show*), Larry King, and Oprah Winfrey, yet not one of those individuals would call themselves a journalist. Delli Carpini said that in itself is a problem, especially with bloggers who don’t consider themselves journalists. “Saying you are not a journalist is simply saying you don’t have to follow the rules of good journalism,” he said.

Koppel said a blogger may post a news story on their blog without fully checking the facts, simply to become the first to “break” a story. All of the panelists agreed that the elements of journalistic integrity and a passion for accuracy will remain key elements in protecting the state of news as new media emerges and takes shape.

The one-hour program was scheduled to air on the show *Dan Rather Reports* sometime in August. A copy of the program will be available for viewing on the Annenberg school web site. ●●●

» That subject and others were shared among a panel of experts and an intimate audience of 40 Annenberg students, faculty, staff, and alumni recently when an episode of the cable television program *Dan Rather Reports* was filmed in Room 500 at the Annenberg School for Communication. Room 500 was transformed into a TV set, complete with lights, cameras, a “control booth” set up in the hallway outside of the room, and an audience eager to hear the subject discussed.

Veteran television journalist Dan Rather hosts the show. The July 18 event was a panel discussion with Rather emceeing. Other panelists included former ABC *Nightline* host Ted Koppel, Michael X. Delli Carpini, Ph.D., the Walter H. Annenberg Dean of the Annenberg School for Communication; and Diana Mutz, Ph.D., the Samuel A. Stouffer Professor of Communication and Political Science.





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## Leonore Annenberg Wins Philadelphia Award

**Mrs. Leonore Annenberg** was the recipient of the 86th Annual Philadelphia Award on Monday, June 18. The honor was bestowed upon Mrs. Annenberg before a full house at the Philadelphia Academy of Music Ballroom.

The Philadelphia Award was established by editor and author Edward William Bok in 1921. Its purpose is to honor an individual from the Philadelphia region who acts in and serves on behalf of the community's best interests.

During 2006, The Annenberg Foundation in Radnor, PA, which is chaired by Mrs. Annenberg, awarded grants totaling nearly \$48 million to local institutions including the University of Pennsylvania, National Constitution Center, and the Philadelphia Museum of Art. The Foundation even purchased an ambulance for the Narberth Volunteer Medical Service Corps. According to the Philadelphia Inquirer, the Foundation awarded \$10 million to

the Annenberg School for Communication for the creation of the Center for Global Communication Studies, \$5 million to endow the Leonore Annenberg University Professorship at the University of Pennsylvania, \$5 million for the renovation and renaming of the University of Pennsylvania School of Nursing's building, and \$2.5 million to the Annenberg School for Communication to establish a post-doctoral fellowship program honoring the late Dean George Gerbner.

The presentation of Philadelphia's most prestigious citizen award to Mrs. Annenberg marked the first time that a husband and wife won the award in separate years. The late Walter H. Annenberg was presented the Philadelphia Award in 1993. •••



*Vincent Price, Ph.D.*



*John L. Jackson, Ph.D.*

## Comings and Goings among Annenberg Faculty

**Vincent Price, Ph.D.**, the Steven H. Chaffee Professor of Communication and Political Science at the Annenberg School for Communication, was named associate provost for faculty affairs at the University of Pennsylvania on June 18. He assumed his new position on July 1.

During that same week, it was announced that **John L. Jackson, Ph.D.**, the Richard Perry University Associate Professor of Communications and Anthropology, would assume the additional responsibility of Associate Dean for Undergraduate Studies at the Annenberg School for Communication, a responsibility held by Dr. Price until his new appointment.

"I'm delighted for Vince for his new position, and am equally glad to have a solid professional in John Jackson to step in for him," said Michael X. Delli Carpini, Dean of the Annenberg School for Communication. He said Dr. Price will still be a part of the faculty at Annenberg, although his new position with the University will reduce his Annenberg workload.

As associate provost, Dr. Price will be responsible for the overall management of the academic personnel process, including recruitment, retention and retirement; appointments and promotions; enhancement of faculty diversity; and resolution of individual faculty issues, including grievances. Offices which will report to him are the Office of the Chaplain, Annenberg Center for Performing Arts, Institute for Contemporary Art, Office of the Curator and Arthur Ross Gallery. In addition, he will work closely with the University Ombudsman and the Office of Affirmative Action and Equal Opportunity.

Dr. Price's research examines mass communication and public opinion, social influence processes and political communication, including the ways in which media frame issues. He has been editor of the flagship journal *Public Opinion Quarterly*, and his pioneering book *Public Opinion* (Sage, 1992) has been published in five languages. He earned a Ph.D. in communications from Stanford University in 1987 and a B.A. in English from Santa Clara University in 1979.

Upon joining Penn in 2006, Dr. Jackson became the University's first Penn Integrates Knowledge (PIK) Professor. PIK

is a University-wide initiative to recruit exceptional faculty members to Penn whose research and teaching exemplify the integration of knowledge across disciplines.

Dr. Jackson is the recipient of numerous grants and awards, including the Woodrow Wilson Career Enhancement Award; the Lilly Endowment Fellowship, National Humanities Center; the William F. Milton Fund, Harvard Medical School; and the National Science Foundation Predoctoral Fellowship. As a filmmaker, he has also produced a nationally-distributed documentary, several internationally-screened film shorts, and an award-winning 16mm feature film. Dr. Jackson's publications include *Real Black: Adventures in Racial Sincerity* and *Harlemworld: Doing Race and Class in Contemporary Black America*. He received his Ph.D. (with distinction) in anthropology from Columbia University in 2000. He graduated from Howard University summa cum laude with a B.A. in communications in 1993. •••

## Annenberg School opens Face Book for alumni

Whether it is through the University of Pennsylvania's alumni portals, personal networking, or involvement with Annenberg lectures, events, or other activities, there are many ways for alumni of the Annenberg School for Communication to remain connected.

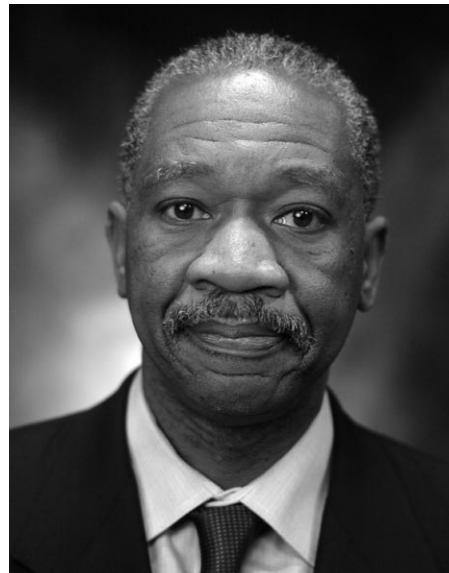
Just recently, Annenberg added another popular tool to this mix: an Annenberg Alumni Face Book page.

Face Book is one of the most-visited social networking website on the Internet, with over 28 million members. It started in 2004 as a means for college students to communicate with one another, and has expanded to high school students, college students, alumni, and just about anyone with an e-mail address.

The site is widely used and extremely popular. According to the technology

blog, Techcrunch.com, about 85 percent of college students have a Face Book profile. Among those, 60 percent log in every day, 85 percent log in at least once a week, and 93 percent log in at least once every month.

To get to Annenberg's alumni Face Book page, you have to first register as a Face Book user—a process that takes about three minutes. Once registered and logged in, you can search the term "Annenberg Alumni" to find the Face Book pages for both ASC Philadelphia and ASC at the University of Southern California. •••



*Professor John B. Jemmott III*

## Professor John B. Jemmott III awarded \$3.7 Million Grant from NIMH

The incidence of HIV/AIDS among African-American men in the U.S. who have sex with men is exceptionally high, with rates of infection approximating those reported in countries such as South Africa. Even so, this population has largely been ignored by researchers.

**John B. Jemmott III**, Kenneth B. Clark Professor of Communication at the Annenberg School and Director of the Annenberg Public Policy Center's Center for Health Behavior and Communication Research, has been awarded a \$3.7-

million, five-year grant from the National Institute of Mental Health to develop an intervention strategy that targets this group of men. He and his colleagues will work with BEBASHI (Blacks Educating Blacks About Sexual Health Issues), a community-based organization in Philadelphia.

"This is a population at high risk of contracting HIV/AIDS," said Jemmott, who will lead the team comprised of researchers from Penn, Temple University and Thomas Jefferson University. "But nationally, and historically, it has been overlooked."

"Part of the reason," said Jemmott, "is that many African-American men who have sex with men don't identify themselves as gay, and thus do not participate in intervention efforts, which often are conducted in groups." The Jemmott team hopes to devise intervention strategies that involve one-on-one counseling on behavior change, particularly consistent condom use.

Philadelphia historically has recorded higher rates of sexually transmitted diseases among gay African-Americans than the national average, said Jemmott. In response, BEBASHI was founded in 1985 and is the country's first nonprofit to target the HIV/AIDS crisis in the African-American community.

Another goal of the study will be to develop strategies that are practical and can be adapted for use by facilitators with whom the men are comfortable working. Currently, intervention efforts often are conducted by social workers, many of whom are female, which represents another roadblock to reaching this group of men.

"We want to develop something that can be replicated elsewhere, something a community-based organization can use," said Jemmott.

A total of 594 African-American men who have sex with men and range in age from 18 to 45 will be involved in the research project, which got underway April 1. •••

## First Gerbner Post Doctoral Fellows Named at ASC

**Jennifer Horner (2006 Ph.D.)** has been awarded the first George Gerbner Post Doctoral fellowship at the Annenberg School for Communication. Colleague **Hongmei Li, a 2006 Ph.D.** from Annenberg at USC, was also named a Gerbner Fellow.

As the inaugural recipients of these awards, established in honor of former ASC Dean George Gerbner, Drs. Horner and Li will spend their fellowships at the Annenberg School engaged in teaching and research designed to further their professional development. They will teach one undergraduate course while pursuing a research project of their own design. They will also present their research plans and results to the larger ASC community.

Dr. Horner will join the Annenberg School in the Fall of '07 to complete the second phase of a three-phase study of partisan conflicts over soldier voting in times of war. Her dissertation, a study of the Union Army vote in the election of 1864, represented the first phase of research. The second phase will focus on overseas military participation in the United States presidential election of 1944. The larger goal of Dr. Horner's research is a three-part study of the strategic mobilization of technological, social, and economic evidence to justify changes in polling procedures at certain moments in history: 1864 (Lincoln's re-election during the Civil War), 1944 (Roosevelt's re-election during World War II), and the events of

the present day, centered around the 2008 Presidential election.

Dr. Li will join the school in the Fall of '08. Her 2006 dissertation, *Advertising and Consumption: Between the Local and the Global*, compares the localization strategies of foreign agencies and globalization strategies of Chinese agencies in the Chinese market. It looks at whether Chinese agencies follow the Western development model or create their own alternative path. It also compares and contrasts the branding strategies of foreign and Chinese producers in the Chinese market. As a Fellow, Dr. Li plans to move her dissertation to publication and continue her research on advertising and consumerism in China through a critical examination of how new communication technologies have influenced marketing strategies of global producers and the challenges they have encountered. •••

## New Graduates

### New Ph.D.s from the Annenberg School for Communication

Fourteen Ph.D. students were recognized for their work and achievements on Monday, May 14, 2007, during the graduation celebration of the Annenberg School for Communication. They were feted by family, friends, and officials of the school.

The graduates are working in communication-related positions with businesses such as the Google and the Boston Consulting Group, and with institutions of higher education such as the Annenberg School for Communication, the University of Central England, the University of Wisconsin-Madison, Hope College, the University of Texas at Austin, SUNY Albany, Lehigh University, and Indiana Law School. The graduates and their dissertation topics follow:

**Vani Henderson**, (August 2006 graduate), *Investigating TV Viewing and Overweight in Pre-Adolescent and Adolescent Girls*

**Jennifer R. Horner**, (August 2006 graduate), *Blood and Ballots: Military Voting and Political Communication in the Union Army During the United States Civil War, 1861-1865*

**Bethany Klein**, (December 2006 graduate), *As Heard on TV: A Critical Cultural Analysis of Popular Music in Advertising*

**Jeffrey D. Niederdeppe**, (December 2006 graduate), *Contingent Effects of Cancer News Coverage on Sought and Scanned Information Exposure*

**Ji Hoon Park**, (December 2006 graduate), *Race on Reality TV: How the Genre Mediates Textural Construction and Audience Reading of Race*

**Talia Stroud**, (December 2006 graduate), *Selective Exposure to Partisan Information*

**Lemi Baruh**, (May 2007 graduate), *The Guilty Pleasure of Watching Like Big Brother: Privacy Attitudes, Voyeurism and Reality Programs*

**Lela S. Jacobsohn**, (May 2007 graduate), *Explaining the Boomerang Effects of the National Youth Anti-Drug Media Campaign*

**Yahui Kang**, (May 2007 graduate), *The Effects of Smoking Cues on Anti-smoking Public Service Announcements on Smoking Urge, Message Processing and Intention to Quit Smoking*

**Kelli Lammie**, (May 2007 graduate), *The (Not-So) 'Powerless Elite': Celebrity Endorsements of Political Candidates*

**Kimberly Meltzer** (May 2007 graduate), *Irreconcilable Differences: An Analysis of Television's Difficult Marriage with Journalism through the Lens of its Anchors, 1950-2006*

**Lee Humphreys**, (August 2007 graduate), *Mobile Sociality & Spatial Practice: A Qualitative Field Study*

**Jody Madeira**, (August 2007 graduate), *Ties Out of Bloodshed: Collective Memory, Cultural Trauma, and the Prosecution and Execution of Timothy McVeigh*

**Russell Tissinger**, (August 2007 graduate), *Toward an Understanding of Televised Fiction's Influence on Political Attitudes* •••

## New Faculty

**Dr. Marwan M. Kraidy** joined Annenberg on July 1, 2007. He was most recently Assistant Professor of International Communication and International Relations at American University. His current research interests include global communication theory, the nexus of new media, public culture and media policy in the Arab world, and Islamic pop. He was most recently a visiting scholar through the Scholars Program.

Dr. Kraidy is currently writing two books: *Screen of Contention: Reality Television and Arab Politics* is an in-depth, empirically based, theoretically grounded study of the reality television culture wars in the Arab world, including Bahrain, Lebanon, Kuwait, Saudi Arabia and Syria. *Arab Television Industries*, co-authored with Joe Khalil and under contract with British Film Institute, focuses on production, programming, distribution, advertising and audiences in Arab satellite television.

“Internationally-focused studies will continue to be a point of distinction for the Annenberg School for Communication,” said Michael X. Delli Carpini, Ph.D., Dean of the Annenberg School for Communication. “Marwan brings an outstanding international perspective to our faculty that will benefit all of our students in their ongoing research and studies.” •••

## In Memoriam



### Natatcha Estebanez: 1962-2007

Natatcha Estebanez (M.A. '86), writer and producer of the ALMA award-winning film *The Blue Diner*, died March 15, 2007. She was 45-years-old.

Ms. Estebanez was a producer, writer, and director who won four New England Emmy Awards for her work on *La Plaza*, a series on WGBH-TV in Boston about Latino culture, and was the series producer for the children's show *Postcards From Buster*. The National Council of La Raza, the nation's largest Latino advocacy and civil rights group, presented her with the ALMA in 2002 for *The Blue Diner*.

She was born and raised in Vega Baja, Puerto Rico, on a dairy farm that once was a coffee plantation. She attended rural schools until she was 11, at which time she moved to San Juan, P.R. with her mother. When she graduated from high school she received a scholarship to attend Muhlenberg College in Allentown, PA, and later enrolled at Annenberg.

Her work in documentary films kept her in the United States. She said in an interview that returning to Puerto Rico to make films would have meant mostly producing commercials “with beautiful boats and with women in bikinis, which I really didn't want to do.”

In addition to *La Plaza* and *Postcards From Buster*, Ms. Estebanez produced dozens of documentaries and cultural programs about the Latino communities and culture in the United States. She also produced and directed for PBS a dozen short films as part of the Favorite Poem Project, four films for The Discovery Channel, and worked on *Human Race*, a PBS series on race relations.

Her work on *Postcards From Buster* at one point drew some controversy. The show was criticized 2005 by the U.S. Secretary of Education Margaret Spellings for an episode in which Buster, an animated bunny, learned about maple syrup at the Vermont home of a lesbian couple. PBS decided to not distribute this episode, but some member stations across the country did choose to air the episode, including WGBH and WNET in New York.

Services were private. She is survived by her husband, Claudio Ragazzi; her eight-year-old daughter, Gabriela; and her father Eduardo of Spain; and her brother, Eduardo of Miami, FL.



### Joshua Gesell: 1969-2007

Joshua Gesell, operations coordinator at the Annenberg Public Policy Center, who also served as assistant to Kathleen Hall Jamieson when she was dean of the Annenberg School, died March 5, 2007. He was 38-years-old.

Josh began working for Dean Jamieson in 1998 and quickly became the go-to guy for needs large and small. He previously had worked with the dean of the Graduate School of Fine Arts and at Penn's School of Veterinary Medicine.

When the Public Policy Center moved to its current offices at 3535 Market Street, Josh served as the liaison with building management, APPC and the Annenberg School faculty and staff.

A celebration of Josh's life was held at the Annenberg School on April 13, 2007.



## Dean Michael X. Delli Carpini wins the 2007 American Association of Public Opinion Research (AAPOR) Book Award

The 2007 AAPOR book award was given to **Dean Michael X. Delli Carpini and Scott Keeter** for their book, *What Americans Know About Politics and Why It Matters* (Yale University Press, 1996) at this year's annual meeting in Anaheim, California. The award, established in 2004, is given each year for a book that has had a lasting impact on the study of public opinion. *What Americans Know About Politics and Why It Matters* will be added to AAPOR's list of the 50+ most influential books published in the field.

In presenting the award, Selection Committee chair Tom W. Smith said: "It is the rare book that blends together well-grounded theory, comprehensive data, sophisticated, quantitative analysis, and clear and insightful narration. *What Americans Know about Politics and Why It Matters* by Michael X. Delli Carpini and

Scott Keeter is one of those rarities. As Kathleen McGraw has noted, 'this book is one of the most ambitious, provocative, and ultimately optimistic contributions to the public opinion literature in recent years.' First, it embeds its exploration of the political knowledge of Americans in a general theory of democracy and demonstrates how and why knowledge matters to the operation of the political system and well-being of the country. Second, it draws data from both a monumental secondary analysis of over 2,000 factual items covering a 50+-year span and new surveys designed by the authors. Together these data provide a solid foundation for their conclusions. Third, both their meta analysis of the factual items from the archives and their multivariate analysis from their own surveys provide careful, compelling tests of the importance of political knowledge and its role and function in the American political system. Finally, the book is logically organized and the arguments and analysis are presented clearly and precisely. Among the findings that emerge from the book are that political knowledge levels remained basically stable during the last half of the 20th century apparently due to off-setting trends, that people tend to be generalists rather than narrow specialists when it comes to political information, that group differences in knowledge exacerbate the political inequities of race, class, gender and age, and that political knowledge matters in the practice of effective citizenship and thus plays an important role in the functioning American democracy." •••

## Diana Mutz Garners two Prestigious Awards

**Diana Mutz**, the Samuel A. Stouffer Professor of communication and Political Science, earlier this year received two awards for her work.

In March, Dr. Mutz received the Goldsmith Book Prize for her book, *Hearing the Other Side: Deliberative versus Participatory Democracy*. The prize

is awarded by the Shorenstein Center at Harvard University and was presented at a ceremony in Cambridge, MA. It recognizes the best academic and trade books that seek to improve the quality of government or politics through an examination of press and politics in the formation of public policy. *Hearing the Other Side* was published in 2006 by Cambridge University Press.

Two months later, Dr. Mutz was named co-winner of the Warren J. Mitofsky Innovators Award by the American Association for Public Opinion Research. She and Arthur Lupia of the University of Michigan's Institute for Social Research were cited for their design and implementation of Time-Sharing Experiments in the Social Sciences (TESS), which has been utilized by more than 200 researchers.

This is what the judges wrote about the TESS project:

"Researchers have made advances in social sciences through national opinion surveys since the early days of opinion polling. These experiments are an important means to study the cause-and-effect relationships in public opinion research, with evidence for the external validity provided by the use of representative national samples. But the ability to do such experiments has been hindered by the costs of fielding experiments in national surveys and by the long lead-time needed to apply for and receive large-scale grants for individual projects."

TESS was designed to overcome those barriers. Funded by the National Science Foundation, the project has provided individual researchers and teams a way to propose and conduct, on a competitive basis, experiments in ongoing nationally-representative telephone and Internet surveys. These proposals are peer-reviewed; researchers receive extensive comments and advice, and the approved experiments are programmed, pre-tested, and implemented quickly. •••

# CECCR Research: Three studies explore communication effects and the HPV vaccine

## CENTERS

While stories in the news media about the human papillomavirus (HPV) vaccine can be inconsistent, the news media remain a primary source of information about the vaccine. How the vaccine is described in news accounts can play a significant role in women's decisions to obtain the vaccine for themselves or parents' decisions for their daughters.

Those were the findings of three studies conducted by students, faculty and research staff at the Center of Excellence in Cancer Communication Research (CECCR) at the Annenberg School for Communication at the University of Pennsylvania. Researchers at the CECCR have been studying media coverage of the HPV vaccine and its effects on knowledge, public opinion, and intentions to vaccinate.

A content analysis of 321 stories appearing in major newspapers, on the AP wire, and on television news networks from December 2005 through November 2006 reviewed the quality and quantity of news media coverage of the vaccine. A monthly survey was also used to evaluate changes in knowledge about HPV and the vaccine, possibly due to media coverage, during the

same time period. A third study assessed the effects of how information is presented—that is, framed—on intentions to vaccinate against HPV.

The content analysis showed that while the number of news articles was high in the months surrounding vaccine approval, the quality of the coverage was inconsistent. Roughly three-quarters of the stories included information that HPV was caused by a sexually transmitted infection, but only 20% of stories included information for women about the continued need for routine cervical cancer screening after vaccination. Additionally, sixty percent of stories lacked a statement of credibility from an expert source. Print and broadcast news stories were similar in their use of credibility and description of HPV as a sexually transmitted infection. However, while newspapers discussed the importance of continued screening in about 24% of stories, broadcast news only included such information 10% of the time. The results of this study are being presented at the 2007 annual meeting of the American Public Health Association in November.

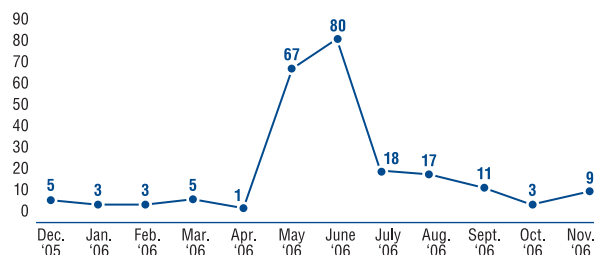
“Since the public often turns to the news media for much of its health-related information, inconsistent coverage of the HPV vaccine could lead to uninformed decisions about getting the vaccine, and about what policies to support,” said

Amy Leader, MPH, research director at CECCR. Leader and student Bridget Kelly did the bulk of the survey analysis on all three studies.

The second and third studies used data from the Annenberg National Health Communication Survey (ANHCS), a monthly survey that collects data from a nationally representative sample of U.S. adults. In the second study, responses about HPV knowledge and media exposure from December 2005 through November 2006 (n= 3,323) were chosen to mirror the time frame of the content analysis. In the third study, 635 adults were surveyed in June 2006, the same month that the vaccine received FDA approval, about their intentions to vaccinate themselves (if female) or their female daughters. ANHCS is made possible through support from the Annenberg Foundation Trust at Sunnylands and the Annenberg School for Communication at Penn.

The second study found that knowledge is associated with news media coverage. Those who were surveyed during months when coverage was moderately high were more likely to know that HPV is the primary cause of cervical cancer, even after controlling for gender, age and education, than those who were surveyed during months when coverage was lower. Additionally, those surveyed in the highest coverage period were even more likely to know about the link between HPV and cervical cancer than those surveyed in the moderate or low coverage periods. A longitudinal analysis supported an hypothesis that current exposure to health media sources predicts current knowledge when controlling for baseline knowledge and »

News media articles about the HPV vaccine\*



\*The number of articles dramatically increased at the time of the FDA approval of the vaccine in June 2006

# CENTERS

## New APPC building project set to begin

*But first come the basics*

**By early next year, the steel beams framing the new Annenberg Public Policy Center building will begin to rise along the 36th Street walk on the University of Pennsylvania campus. Occupancy of the building, designed by noted Tokyo architect Fumihiko Maki, is now set for late summer 2009.**

The building is a gift of the Annenberg Foundation and the Annenberg Foundation Trust at Sunnylands, which have contributed a total of \$41.5 million to the project, including \$6 million earmarked for perpetual maintenance.

But before the innovative four-story glass and wood structure takes shape above ground, a complex underground construction project is required. When completed later this summer, infrastructure improvements—undertaken to coincide with the APPC construction—will ultimately service the new building plus 3 adjacent structures on campus. Upgrades of electrical and telecommunications systems as well as gas and cooling supply lines will be made. Steam lines were improved last year.

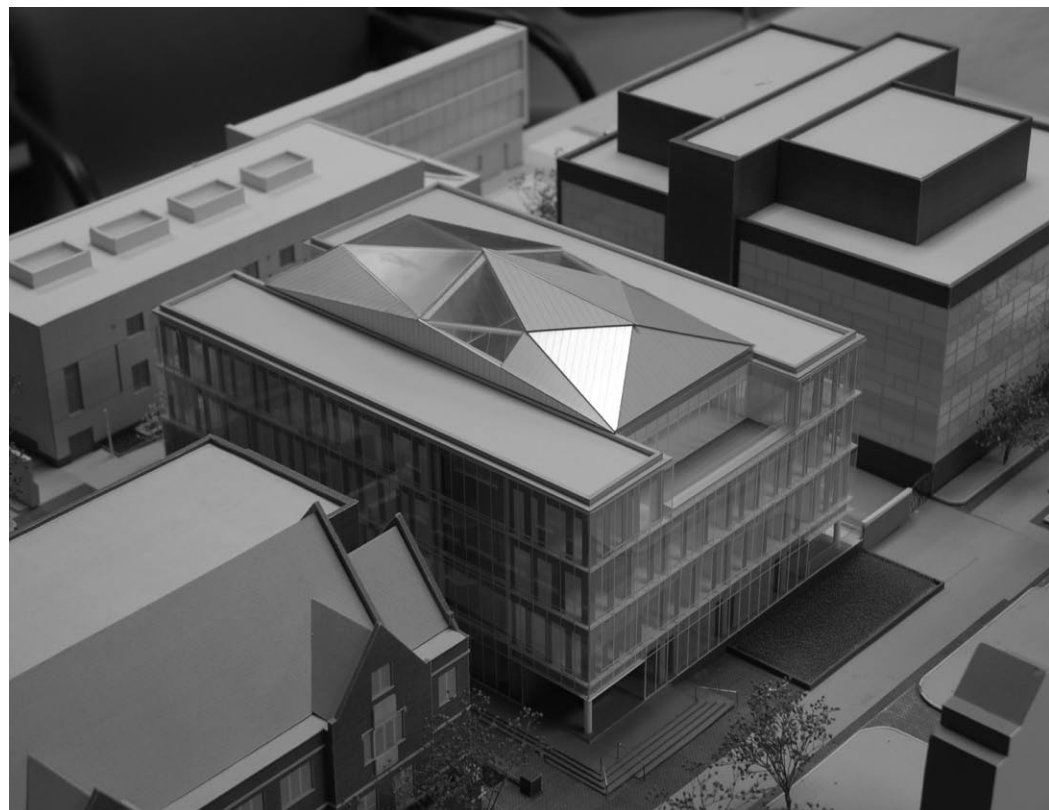
This summer the 36th Street walkway between Walnut Street and Locust Walk will be closed. There will be a boardwalk erected to route pedestrians away from the building site. Additionally, the Hillel House at 202 S. 36th Street, will be demolished. The boardwalk will remain in place for about two years.

What passersby will see initially will be a large trench that will contain two concrete duct banks and a gas line. The duct banks will carry power and telecommunications lines. A separate line for chiller water will be laid from Steinberg-Dietrich Hall. The

» demographics. Exposure to general news (newspapers, national and local news), was not associated with increased knowledge.

The third study showed that the way a vaccine for HPV is described can impact a woman's intention to become vaccinated. When told the vaccine protects against cervical cancer, 63 percent said they were "very likely" or "somewhat likely" to get the vaccine. However, when told the vaccine protects against cervical cancer and sexually-transmitted infection (STI) the percentage dropped to 43 percent. There was very little change when the description was changed to "protects against cervical cancer, STI, and may or may not lead to increased sexual promiscuity among those who get vaccinated", indicating that language about sexual promiscuity had little effect on vaccination intentions. This research was presented in Boston in November, 2006 at the American Association for Cancer Research's Fifth Annual International Conference on Frontiers in Cancer Prevention Research.

"The Annenberg National Health Care Survey makes it possible for us to be responsive to fast-breaking developments in health care and health care policy. The survey gives an ongoing monthly picture of the public's health communication practices," said Joseph Cappella, Ph.D., the Gerald R. Miller Professor of Communication at Annenberg. "It also allows us to assess the public's responses to health innovations including how different ways of communicating about them will bias their reactions. The approval of the HPV vaccine needed a quick evaluation with women nationally. How the vaccine was framed affected women's intentions to get it." •••





Annenberg Public Policy Center basement will house a 13,200-volt transformer and circuitry that will provide power for the new building and the 13 nearby buildings. That power is coming via underground lines from the substation next to Pottruck, two blocks away on Walnut Street.

Although the logistics are complicated, the infrastructure update is simplified by one fact: “I only had to dig one hole,” said Mike Swiszc of Penn’s Facilities and Real Estate Services, who is overseeing the APPC project.

Because the cost of underground construction is high—especially in an old and densely built location like the Penn campus, one excavation is a real cost-saver. (The cost of the project will be spread among all the beneficiaries.)

The location itself may generate some surprises.

“Who knows what we’ll hit underground,” said Swiszc, sitting in front of a detailed blueprint of above-ground landmarks and underground utilities. “There’s a subway down there. We know exactly where that is,” he said smiling. He’s not sure what he’ll find along Locust Walk, however. Most of it is underlain with trolley tracks paved over when it became a pedestrian avenue through campus.

The project will require crossing Walnut Street at 36th. “Walnut is a nasty crossing,” said Swiszc. The excavation will be very deep and will have to avoid a tangle of utilities already in place.

By September, Hillel House will be down; in October, a foundation will be underway; by December, the footings poured, and at the start of 2008, steel beams begin pointing skyward. ●●●

*(Left): The new Annenberg Public Policy Center building will be located next to the Annenberg School for Communication, and between the Charles Adams Fine Arts Hall and The Arts, Research and Culture House.*

# UnSpun

*Annenberg Scholars Publish  
New Book on Spin*

*UnSpun: Finding Facts in a World of Disinformation, a new book described as “the secret decoder ring for the 21st-century world of disinformation,” was released by Random House on April 24, 2007. Co-authored by the Annenberg Public Policy Center’s **Brooks Jackson and Kathleen Hall Jamieson**, the paperback lays bare the art of spinning—rampant in the world of politics, marketing and news.*

Jackson, who directs APPC’s *FactCheck.org* web site, and Jamieson, APPC’s director, teamed up with Pulitzer Prize-winning cartoonist Signe Wilkinson of the Philadelphia Daily News to detail how spin has worked successfully in selling everything from war and taxes to emu oil and “tall” coffees.

The authors are particularly excited about a unique feature of unSpun, a companion website that allows them to update the book online. For example, after unSpun went to press, new data on the homeless population became available and is now posted on the site, <http://www.factcheck.org/unspun/>.

Jamieson calls this feature “a pioneer use of the internet” that will enable researchers and authors to keep print publications current, as well as to provide supplemental data. UnSpun’s source notes also are included on the website.

Said Jackson: “What we’ve tried to do with this book is show how often we voters and consumers get spun without even knowing it, and why. We share with our readers some of the tools we use every day at *FactCheck.org* to de-bunk the malarkey and find reliable information quickly using the internet.”



*Kathleen Hall Jamieson*

According to *Publisher’s Weekly*, “spin is a polite word for deception,” and deception is everywhere. As a remedy, Books and Jamieson offer this media literacy crash course. The authors explore spin’s warning signs (“If it’s scary, be wary”) and the tricks used to bring people around to a certain point of view (“The implied falsehood,” “Frame it and claim it”), as well as the lessons to call on when confronted with conflicting or suspect stories (“Extraordinary claims need extraordinary evidence”). Although they tackle the checkered history of product pitches (from snake oil to Cold-Eeze), what stands out is their keen insight into Washington politics, where “deception is a bipartisan enterprise,” as illustrated by Bush and Kerry in the 2004 presidential election (in which both fudged the facts of unemployment and taxation). September 11 and the run-up to Gulf War II give the authors their most convincing talking points, debunking myths and chronicling Washington’s use of “fear, uncertainty, and doubt”—cited so often it gets the acronym “FUD”—to generate public support for the 2003 invasion. However, the rules to avoid these and other carefully enumerated tricks range from commonsensical (“You can’t be completely certain”) to labor intensive (“Check primary sources”), leaving one to wonder whether the spin doctors have already won out over energy- and time-deficient Americans. ●●●

# CENTERS

## Scholars Program

### Fall Symposium on Communication & History

On December 1, 2006, the Scholars Program at the Annenberg School for Communication sponsored an all-day Symposium with the collaboration of the Graduate Working Group in History and Communication. **Ph.D. candidate Josh Lauer** conceived the idea, and along with colleagues **Deborah Lubken, Nicole Maurantonio, and Dr. Jennifer Horner**, moderated the proceedings. Titled “Back to the Future: Explorations in Communication and History,” the symposium brought together a distinguished group of scholars selected by the students. The panelists gave presentations on the ways in which history intersected with communication, through the prisms of journalism, technology, audiences, and theory.

The participants included **James Curran** and **Anna McCarthy**, the two visiting scholars-in-residence, as well as **Richard Butsch** (Rider University), **Susan Douglas** (University of Michigan), **Robert McChesney** (University of Illinois, Urbana-Champaign), **John Nerone** (University of Illinois, Urbana-Champaign), **David Paul Nord** (Indiana University), **John Durham Peters** (University of Iowa), **Barbara Dianne Savage** (U Penn-History), **Michael Schudson** (UC-San Diego & Columbia University), **Peter Stallybrass** (U Penn-English), and **Paul Starr** (Princeton University). **Barbie Zelizer**



(Top to bottom): Symposium panelists Barbara Dianne Savage, David Paul Nord and Paul Starr

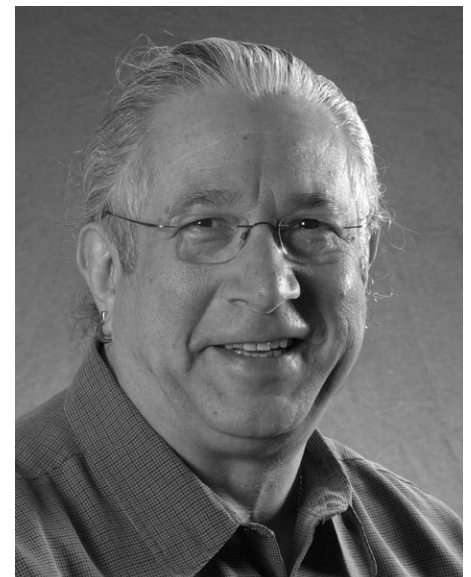
and **Carolyn Marvin** of the Annenberg School for Communication provided introductory and summary comments, respectively.

In the wake of this very successful History Symposium, the Scholars Program will sponsor a Symposium on Journalism Studies this coming Fall, on November 30. The day-long event, entitled “The Changing Faces of Journalism: Tradition, Tabloidization, Technology, and Truthiness,” will mark the presence of two noteworthy journalism scholars—**Liz Bird** from the University of South Florida and **Peter Dahlgren** from Lund University in Sweden (the two also will be this fall’s scholars-in-residence). •••

### Lawrence Grossberg delivers guest lecture at Annenberg

**Lawrence Grossberg, Ph.D.**, the Morris Davis Distinguished Professor of Communication Studies and Cultural Studies at the University of North Carolina, served as a guest lecturer at the Annenberg School for Communication in March.

Dr. Grossberg, who is the Director, University Program in Cultural Studies,



Lawrence Grossberg, Ph.D.

and Co-editor of the journal *Cultural Studies* at UNC, delivered a lecture on March 28 entitled, “Where Have All the Moderns Gone? When Will We Ever Learn?” Arguing that the struggle in contemporary U.S. political culture might be fruitfully seen as an attempt to put in place a new configuration of modernity, Professor Grossberg called for an opening up, in a global and contemporary context, of the question of modernity in order to consider how we might better understand and respond to what’s going on in the U.S. and the world. In addition to faculty colleagues from the Annenberg School and the university, the lecture was attended by alumni guests, students and staff.

On the same day, Dr. Grossberg conducted a master class for Annenberg graduate students, the theme of which was, “‘We’re on the road to nowhere’: Cultural Studies, conservatism and the disappearing future.” The class was geared toward discussing new directions in cultural studies. Annenberg Ph.D. candidates had an additional opportunity to meet with Dr. Grossberg and discuss their research project with him during a special dinner. •••

## Annenberg Scholars Program in Culture and Communication welcomed scholars-in-residence for the Spring and Summer terms

Two scholars-in-residence—**Robin Wagner-Pacifi** and **Marwan Kraidy**—taught graduate-level seminars and presented public lectures during the Spring and Summer semester at Annenberg.

Robin Wagner-Pacifi, Ph.D., the Gil and Frank Mustin Professor of Sociology at Swarthmore College; and Marwan Kraidy, Ph.D., Assistant Professor of International Communication and International Relations at American University in Washington, D.C. (and a new member of

the faculty at Annenberg) each brought their unique insights to Annenberg.

Dr. Wagner-Pacifi is the author of numerous acclaimed books, including *Theorizing the Standoff: Contingency in Action* (Cambridge, 2000) and *The Art of Surrender: Decomposing Sovereignty at Conflict’s End* (Chicago, 2005). An expert in events of violence, discourse and reception, her work analyzes society’s response to violent events, including events identified as terrorist in nature. Dr. Wagner-Pacifi taught a course entitled “Discourse and the Nation,” in which students explored how speaking and writing about the nation creates the nation. The premise of the course was that official speeches and documents speak in the name of the nation but also constitute this entity at the same time. Students read scholarly analyses of historic and contemporary speeches and texts in which a national entity and ethos are forged, e.g., constitutions, laws, policy statements, judicial inquiry reports, including the *9/11 Commission Report* and the *National Security Strategies of 2002 and 2006*. One student in the class, Susan Haas, wrote a paper entitled, “On Justification: A Manual for Cold War Journalists,” that was accepted for presentation at the IAMCR conference in Paris, scheduled for July 2007.

In an introductory colloquium for Annenberg students and faculty, Dr. Wagner-Pacifi presented some questions framing her current work on how events “become history.” Focusing on the discourses of location, involvement and identity in relation to events, she explored these frames of reference further in a second lunch-time colloquium on participation, witnessing, and representation as acts in the context of historical record-keeping. During her stay here at Penn, she also delivered colloquia to the Sociology Department—“The Innocuousness of State Lethality in an Age of National Security”—and to the Solomon Asch Center for Study of Ethnopolitical Conflict—“Territorial Conundrums of State Sovereignty: Revisiting Max Weber’s ‘Monopoly of the Use of Legitimate Force Within a Given Territory’”—and

presented a working-paper at the Sociology Department’s “Culture and Interaction Cluster” on “Mapping Genealogies of State in the National Security Strategies.”

Dr. Kraidy has become a key point person for issues related to Arab media. He has also won honors for his work, including a 2005-2006 Fellowship at the Woodrow Wilson International Center for Scholars in Washington, DC. Dr. Kraidy’s course, “Culture and Modernity in the ‘Arab Media Revolution,’” extending from his two books, *Global Media Studies: Ethnographic Perspectives* (Routledge, 2003) and *Hybridity, or The Cultural Logic of Globalization* (Temple University Press, 2005), emphasized the array and influence of a growing Arab-language media world, particularly the two hundred satellite channels that comprise the “Arab media revolution,” a mix of reality television, music videos and social talk-shows that have fuelled wide-ranging controversies about Arab-Western relations, cultural authenticity, gender, and the convergence of politics and popular culture.

Dr. Kraidy also gave two colloquia. In one, entitled “On Media and States: Roles, Norms and Power in Global Communications Studies,” he described his theoretical approach to studying the role(s) and effect(s) of media and institutions in relation to each other. A second colloquium, “Contesting Reality: Reality Television and Cultural Authenticity in Saudi Arabia,” provided Kraidy the opportunity to discuss the impact of Arab-language reality TV shows on ideas of Arab and Muslim identity. During his tenure with the Scholars Program, he also served as a convener of the April 20th Symposium, “Beyond Media Censorship: Speech and State in the Middle East,” co-sponsored by the Scholars Program and the Penn Middle East Center, under the auspices of the Annenberg Center for Global Communication Studies. In fall 2007, Dr. Kraidy will be joining the Annenberg faculty as an Associate Professor of Communication. »

# CENTERS

## » Spring Public Lecture Series

Dr. Wagner-Pacifici lectured on “The Defense of the Nation: Reading the 9/11 Commission Report,” on February 20. Of her talk, she wrote, “Political and military crises often elicit governmental investigatory commissions. These commissions are charged with making sense and often with apportioning blame. *The 9/11 Commission Report* details the findings of the National Commission on Terrorist Attacks Upon the United States. As such, it is a significant document of nation and statecraft.” This lecture examined the narrative structures of the *9/11 Report* and in so doing, aimed to take the *Report*, literally, “at its word.” The lecture was attended by University of Penn faculty and students from across the curriculum, including the departments of Sociology, Anthropology, English and Cinema Studies, and Political Science, as well as faculty from other institutions.

Dr. Kraidy lectured on “Idioms of Contention: Reality TV and Arab Politics,” in which he explored the implications of a vibrant and growing public culture of Arab media. Dr. Kraidy claimed that Pan-Arab reality TV shows have been more popular and more controversial than anything seen on television in Arab countries, triggering street riots, pushing clerics to issue *fatwas*, spawning transnational media wars, and forcing high-level politicians to resign. Reality TV has provided Arab activists, clerics and regimes with idioms of contention. In short, he argued, Arab reality TV controversies have stirred and renewed Arab public life from within, opening a unique vista on the cultural, social and political tensions that are reshaping the contemporary Middle East. The lecture took place on April 10, and was attended by Penn faculty, including



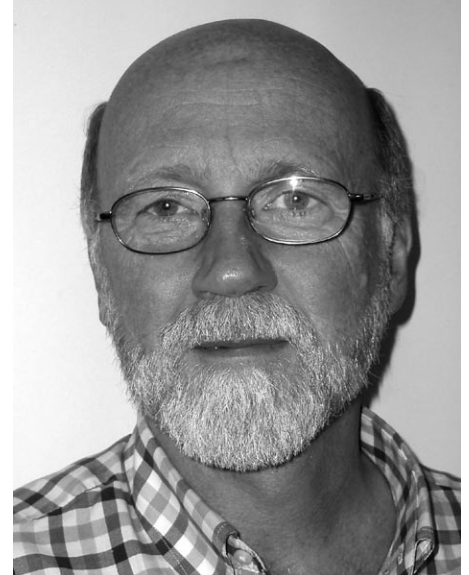
S. Elizabeth Bird, Ph.D.

colleagues from the Middle East Center, the departments of Anthropology, Political Science and English, and faculty visitors from Temple University and the University of Wisconsin-Milwaukee. •••

## Annenberg Scholars Program in Culture and Communication—Upcoming Program Highlights

The Fall 2007 resident scholars will be **S. Elizabeth Bird, Ph.D.** and **Peter Dahlgren, Ph.D.**

Dr. Bird is Chair and Professor in the Department of Anthropology at the University of South Florida, where she focuses her teaching and research on media and popular culture, with a special emphasis on audience response and the role of the media in everyday culture. Among her publications are *The Audience in Everyday Life: Living in a Media World* (Routledge: 2003), which won



Peter Dahlgren, Ph.D.

the 2004 ICA Best Book Award, *Dressing in Feathers: The Construction of the Indian in American Popular Culture* (Westview Press: 1996), and *For Enquiring Minds: A Cultural Study of Supermarket Tabloids* (University of Tennessee Press: 1992).

Dr. Dahlgren is Professor of Media and Communication Studies at Lund University, Sweden, and has written extensively on the role of mass media and journalism in the development of a democratic public sphere. Author of the highly acclaimed, *Television and the Public Sphere* (London: Sage, 1995), Dahlgren has also co-edited, with Colin Sparks, two collections of critical essays, *Journalism and Popular Culture* (London: Sage, 1992) and *Communication and Citizenship* (London: Routledge, 1991).

Each scholar will teach a graduate-level seminar course. Dr. Bird’s course, titled, “Audience Ethnography: From Response to Media Practices,” will address ethnographic and qualitative approaches to studying media audiences, moving from classic cultural studies to contemporary approaches

that see “audience” activity as less about responding to media texts and more about developing multiple interactive practices inspired by and linked with media. Special reference will be made during the semester to recent anthropological work on media practices in a global context. Dr. Dahlgren’s course, “Media, Democracy and Civic Participation,” has as its point of departure, the contemporary set of dilemmas facing democracy. The particular focus of the course will be on the role of the media in enhancing or hindering the engagement of citizens in democracy, including both parliamentary and extra-parliamentary forms. Theoretical horizons include the public sphere perspective, political communication, and elements drawn from late modern cultural theory. In particular, students will encounter a notion of civic culture that is developed as a six-dimensional framework for analyzing citizens’ participation. This framework is applied to a variety of media genres and phenomena, including the traditional press and television journalism, as well as political communication and activism found on the internet. ●●●

## Accomplishments

In November, 2006, **Robert C. Hornik, Ph.D., the Wilbur Schramm Professor of Communication**, received the 2006 Mayhew Derryberry Award from the American Public Health Association (APHA). The award is given by the APHA to a person who has made an outstanding contribution to health education research theory, health promotion, and health communication. Professor Hornik joins **Martin Fishbein, Ph.D., the Harry C. Coles, Jr. Distinguished Professor of Communication**, as a winner of this award.

**Vincent Price, Ph.D., Steven H. Chaffee Professor of Communications and Political Science**, was named to the Board of Overseers of the American National Election Studies (ANES). Established by the National Science Foundation as a national research resource in 1977, the ANES is charged with extending the time-series of survey election data gathered since 1952, pertaining to citizen’s electoral participation, social backgrounds, underlying values, political preferences, and opinions on questions of public policy. It is charged with improving the measurement of core concepts first created in landmark election studies, as well as for developing instrumentation and study designs that would allow new theories of voting and public opinion to be tested.

Specifics of the ANES study designs are determined by an intellectually diverse Board of Overseers hailing from universities around the nation, including Penn, Yale, Chicago, Duke, Wisconsin, Stanford, MIT, UC Berkeley, Princeton, and Michigan.

**Professor Price** also joined an International Working Group on Online Consultation and Public Policy Making. The working group, headed up by Peter Shane of the Ohio State University, US, and Stephen Coleman of the University of Leeds, UK, is funded by the National Science Foundation as part of an effort aimed at sustaining a global digital-government research community. The group’s work will be multidisciplinary and comparative, with team members based in Australia, England, France, Italy, Slovenia, and the United States, and will involve collaborative research, graduate student mentoring, and project meetings in several nations over three years.

*Further Off the Straight and Narrow*, a documentary by **Katherine Sender, Ph.D.**, was shown during “Outfest 07,” the Los Angeles Gay and Lesbian Film Festival, July 16. Dr. Sender’s film, which she directed, has been described as a “thoroughly engaging documentary that screams ‘we’ve come a long way, baby!’” Set against a backdrop of political and social issues affecting the Lesbian, Gay, Bisexual, and Transvestite (LGBT) community, the documentary takes a close look at current and recent sitcoms, reality shows and premium cable programming, exploring the complex and varied representations of LGBT characters that have appeared on television in recent years.

**Joseph Turow, Ph.D., Robert Lewis Shayon Professor of Communication**, is the editor of a new series from the University of Michigan Press called “The New Media World.” The series will encompass both “traditional” and “emerging” media with the realization that »

# News from the FACULTY

» the entire media system is being buffeted by change. Among the inaugural titles of the series is a book on the forthcoming China Olympics co-edited by ASC Professor Monroe Price and Professor Daniel Dayan of the Institut d'Etudes Politiques de Paris, and a collection on the social meaning of the hyperlink edited by Professor Turow and ASC doctoral candidate Lokman Tsui.

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## Publications

**John L. Jackson, Jr., Ph.D., Richard Perry University Associate Professor of Communication & Anthropology,** wrote a book review in the December 17, 2006 edition of the *Washington Post*. The review, "Fault Lines: A new study casts doubt on Americans' ability to 'just get along together'" examines the recent work *There Goes the Neighborhood: Racial, Ethnic, and Class Tensions in Four Chicago Neighborhoods and Their Meaning for America* by William Julius Wilson and Richard P. Taub.

**Klaus Krippendorff, Ph.D., Gregory Bateson Professor of Communication,** published a paper with Andrew F. Hayes of OSU: "Answering the Call for a Standard Reliability Measure for Coding Data." *Communication Methods and Measures* 1,1:77-89, 2007. It makes available a macro for computing Krippendorff's alpha, including a bootstrapping procedure for calculating confidence levels and the probability of failing to reach an acceptable level of reliability. Additionally, at the 2007 ICA Conference in San Francisco, May 24-28, 2007, **Professor Krippendorff** presented a paper at a well-attended panel discussion on Information and Meaning,

titled *A Human-centered View of Variety, Recognition, Information, and Meaning*.

**Professor Krippendorff's** article "An Exploration of Artificiality", made available online in 2006, has now been published in the first issue of the new journal *Artifact* 1,1:17-22, 2007.

Additionally, **Professor Krippendorff** has joined the editorial Board of a new Journal: *Communication Methods and Measures*

**Vincent Price, Ph.D., Steven H. Chaffee Professor of Communication & Political Science, and Ph.D. candidate Talia Stroud** recently published an article in the Winter 2006 edition of the *International Journal of Public Opinion Research*. The article, "Public Attitudes Toward Polls: Evidence from the 2000 U.S. Presidential Election," investigates the perceived impact of election polls, focusing on the hotly contested 2000 U.S. presidential election. Survey data from 558 individuals gathered during the final days of the election campaign are analyzed to examine beliefs that the polls greatly affect other voters, general views of polls as good or bad for the country, beliefs about whether pollsters influence their results to come out a certain way, and support for banning election-night projections. Results indicate that most respondents felt the polls had no influence on themselves while still affecting others. Respondents exhibiting these 'third-person-effect' perceptions were significantly more likely than others to believe that election polls are a bad thing for the country. Negative perceptions of polls and beliefs that pollsters try to influence results were also related to general distrust of the news media. Negative views of polls

in turn were associated with increased support for prohibiting election-night projections. In general, the results illustrate the dependency of negative views about polling on fears of untoward effects on voters, in particular the fear that polls and election projections might lend support to candidates opposed by the respondent.



*Joseph Turow, Ph.D.*

**Joseph Turow, Ph.D., Robert Lewis Shayon Professor of Communication,** co-authored an op-ed article published March 5, 2007 in the *San Francisco Chronicle*. "Why Marketers Want Inside Your Medicine Cabinet" describes the potential threats to privacy if personal health records are posted online by a for-profit marketer of health information. WebMD, an online provider of health information, recently announced a free service that will allow consumers to store and maintain their personal health data on the WebMD site. Turow and his co-authors say the idea "should raise alarm bells, because Madison Avenue has a long history of covertly trolling for consumers' personal information for marketing." Turow collaborated on the article with Robert Gellman, a privacy and information policy consultant in Washington, D.C., and Judith Turow, a pediatrician and clinical assistant professor of pediatrics at Thomas Jefferson University Hospital.

**Professor Turow** and Annenberg statistician **Michael Hennessy** published an article titled “Internet Privacy and Institutional Trust: Insights From a National Survey” in the April 2007 issue of *New Media and Society*. Turow’s article “Audience Construction and Culture Production: Marketing Surveillance in the Digital Age,” was reprinted in *Freiberger Beitrage Zur Interkulturellen Und Wirtschaft skommunikation*, edited by Michael Hinner and published in Germany by Peter Lang. An article he wrote with ASC doctoral candidate Jessica Taylor-Piotrowski titled “Children and the Internet” appeared in the *Encyclopedia Of Children, Adolescents, And The Media*, edited by Jeffrey Jensen Arnett and published by Sage.

Additionally, **Professor Turow** wrote a number of articles on marketers, privacy and social policy, including “Wir Erleben Die Geburtsstunde Giner Kultur Der Verdächtigungen,” *GDI Impulse* (Zurich, Switzerland); “Personalized Marketing of Health Products the 21st Century Way,” *Virtual Mentor: American Medical Association Journal of Ethics* (written with Robert Gellman and Judith Turow); and “Why Marketers Want Inside Your Medicine Cabinet,” *San Francisco Chronicle*, March 5, 2007, p. D-9 (with Professor Turow, Robert Gellman and Judith Turow).

**Barbie Zelizer, Ph.D., the Raymond Williams Professor of Communication**, was the guest editor of a Special Issue of *Political Communication*, May 2007. The subject was “New Ways of Thinking About Journalism.” Professor Zelizer wrote the introduction for the special issue.

Other publications by Professor Zelizer include the following:

Journalism and the Academy. In Karin Wahl Jorgensen and Thomas Hanitzsch (eds.), *Handbook of Journalism*. Lawrence Erlbaum, in press, 2007.

Journalism’s Memory Work. In Astrid Erll and Ansgar Nünning (eds.), *Cultural Memory Studies. An International and Interdisciplinary Handbook* (Media and Cultural Memory VII). DeGruyter: Berlin and New York, in press, 2007.

Journalism and Memory. In Vita Fortunati and Elena Agazzi (eds.), *Body, Mind Sociality*. Rome: Meltemi, in press (Italian), 2007.

Going Beyond Disciplinary Boundaries in the Future of Journalism Research. In David Weaver and Martin Loeffelholz (eds.), *Global Journalism Research*. Blackwell, 2007. •••

## Appearances and Interviews

**Michael X. Delli Carpini, Ph.D., Walter H. Annenberg Dean of the Annenberg School for Communication**, participated in a November 13, 2006 discussion on America’s political climate during a Roundtable at the National Archives in Washington, DC. The Roundtable centered on the findings of a new Kettering Foundation report, *Public Thinking about Democracy’s Challenge: Reclaiming the Public’s Role*. The report highlights the public’s thinking when deliberating the importance of community life and civic skills, the role of religion and moral values in a democratic society, and barriers and

opportunities for fuller citizen engagement in the political system. The Roundtable was sponsored by the Kettering Foundation, the National Issues Forums Institute, the Office of Presidential Libraries at the National Archives and Records Administration, 12 Presidential Libraries, and Public Agenda.

An interview with **Robert C. Hornik, Ph.D., Wilbur Shramm Professor of Communication**, was recently featured on *Academy Blog* by the American Academy of Political and Social Sciences, in an entry titled “Do Social Context and Social Influences Play a Role in the Messages Youth Take From an Anti-drug Media Campaign?” Professor Hornik also contributed a recent piece in a special edition of the *Annals of the American Academy of Political and Social Sciences* on “Rereading Personal Influence”, titled “Personal Influence and the Effects of the National Youth Anti-Drug Media Campaign” (November 1 2006, Volume 608, No. 1).

**Klaus Krippendorff, Ph.D., Gregory Bateson Professor of Communication**, was the invited speaker to a workshop (July 12-16, 2007) on the island of Syros, Greece, for Greek internet researchers and policy makers concerned with the slow adoption of information technology in Greece. He talked about the methodological incomensurabilities of re-search and design.

**Professor Krippendorff** and Reinhart Butter (OSU) offered a five day workshop (June 11-15, 2007) at the University of Technology, Monterrey, Mexico, for Professors of that university on how to incorporate conceptions of communication and meaning in design education. He used his book *The Semantic Turn* as a text. »

## News from the **FACULTY**

» **Professor Krippendorff** presented a paper on “A Human-centered View on Variety, Recognition, Information, and Meaning,” on May 26 during the annual ICA Conference May 24-29, 2007, in San Francisco.

**Professor Krippendorff** was invited to give a lecture about communication on April 10, 2007, to an interdisciplinary seminar titled “Great Works Symposium on Design” at Drexel University.

**Carlin Romano, J.D.** delivered an invited keynote address on “Media Ethics: The Darker Side,” at the International Congress on Applied Ethics held in Ankara, Turkey on October 18, 2006. Sponsored by the Philosophy Department of Middle East Technical University and the Republic of Turkey, it brought international scholars and government officials in applied ethics together with their Turkish counterparts. On Dec. 29, Mr. Romano delivered an invited lecture on the late Belgian philosopher of law and rhetoric, Chaim Perelman, at a conference on political Hebraism at the Shalem Institute in Jerusalem.

**Joseph Turow, Ph.D., Robert Lewis Shayon Professor of Communication,** presented the annual Pockrass Memorial Lecture on “Advertisers, Audiences and the End of Television” at Penn State University in April 2007. Together with professors from U.C. Berkeley Boalt Hall School of Law, he presented a talk at the Federal Trade Commission in November 2006 on “The FTC and Consumer Privacy in the Coming Decade.” In June 2007, at the invitation of the Center for Digital Democracy, he returned to the FTC



*Barbie Zelizer, Ph.D.*

to discuss the implications of Google’s proposed purchase of DoubleClick.

An interview with **Barbie Zelizer, Ph.D., the Raymond Williams Professor of Communication,** will appear on the WGBH Public Television web site in August. The interview is a part of a promotion for the documentary “Oswald’s Ghost,” by Robert Stone. Professor Zelizer, who is the author of *Covering the Body: The Kennedy Assassination, the Media, and the Shaping of Collective Memory* (University of Chicago Press, 1992) discussed how the JFK assassination became such a significant media event.

Recent presentations and talks by Professor Zelizer include the following:

**July 2007** – “On the Future of Journalism,” a Plenary Panel at the International Association for Media and Communication Research, Paris.

**April 2007** – “What Does Genocide Look Like, and How Do We Know It When We See It?” Keynote Presentation to the Conference on Witnessing Genocide: Representation and Responsibility, sponsored by Harold Schnitzer Family Program in Judaic Studies and the Oregon Humanities Center at the University of Oregon.

**February 2007** – “What Journalism Studies Should Be,” a Plenary Address at the Meetings of II Journalism International, University Fernando Pessoa, Porto, Portugal.

**November 2006** – “Imagining Journalism,” the keynote address at the Conference on Thinking Journalism Across National Boundaries, Porto Allegre, Brazil.

**September 2006** – “From 9/11 to the Iraq War: How Images of Impending Death Shape the News,” the James W. Pence Memorial Lecture at the University of North Carolina.

**September 2006** – “Reporting War,” a seminar in honor of Sigurd Allern, Oslo University, Oslo, Norway. •••



## Jeff Niederdeppe Ph.D.

Annenberg School for Communication (2006) / Robert Wood Johnson Health and Society Scholar / Department of Population Health / University of Wisconsin - Madison

### Jeff Niederdeppe knows that most Americans are pretty confused about cancer.

» “(Our research) found pretty widespread confusion,” he said. “About half of the people we surveyed believe that almost everything causes cancer. About one-quarter say there is nothing that can be done to prevent cancer, and three out of four were completely confused when confronted with recommendations about cancer causes and prevention.”

Dr. Niederdeppe’s research has focused on the role of the news media in communicating information about the causes and prevention of cancer. His work, conducted first as a Ph.D. student at the Center for Excellence in Cancer Communication Research (CECCR) at the Annenberg School for Communication at the University of Pennsylvania and later as a post-doctoral researcher at the University of Wisconsin – Madison, was most recently captured in the article “Fatalistic Beliefs about Cancer Prevention and Three Prevention Behaviors.” An abstract can be found at the end of this story.

How messages are packaged and conveyed has long been a topic of interest to the Arizona native. He was studying to become an attorney at the University of Arizona when he enrolled in a class that focused on persuasion in the news media. “We looked at the aggressive anti-drug campaign that the government was running at the time, and that got me thinking seriously about the impact of messages and how they were conveyed,” he says.

He received his Master’s of Arts from Annenberg in 2001, working with Amy



Jordan on a study of how families in Philadelphia use the V-chip to block certain television programming. He left Penn to work in North Carolina, studying tobacco prevention media campaigns for RTI International, a not-for-profit research firm in the Research Triangle Park area of North Carolina. “I wanted to make sure I had worked in research before devoting the time and effort to finish getting my Ph.D.,” he said. “I had some fantastic opportunities at RTI International to lead research projects related to anti-tobacco media campaigns, and those experiences convinced me that I wanted to go into research, and having the Ph.D. makes opportunities in research more attainable.”

His academic interests aren’t the only thing he found while at Penn. During his brief hiatus between his Master’s and Ph.D. studies he was introduced to Lee Humphreys, then an Annenberg student studying for her doctoral degree. The two were married in New Hartford, NY on August 13, 2005. Humphreys, incidentally, successfully defended her dissertation in June of this year.

Dr. Niederdeppe is an admitted “Harry Potter” fan, having recently finished the sixth book in the series. He is proficient on multiple musical instruments, including the piano and saxophone, which he played while performing as a member the Penn Wind Ensemble. ●●●

## Alumni PROFILE

» You can contact Dr. Niederdeppe at [niederdeppe@wisc.edu](mailto:niederdeppe@wisc.edu).

### ARTICLE ABSTRACT:

Background: A substantial proportion of US adults hold fatalistic beliefs about cancer prevention. Although evidence suggests that fatalistic beliefs discourage people from engaging in screening behaviors that can reduce their cancer risk, far less is known about associations between cancer fatalism and other prevention behaviors. We examined sociodemographic correlates of these beliefs and their associations with regular exercise, smoking, and fruit and vegetable consumption with a national sample of American adults.

Methods: Data were analyzed from the first wave of the Health Information National Trends Survey (HINTS 2003). HINTS used random-digit dialing to complete phone interviews with adult Americans (N = 6,369).

Results: Nearly half of respondents (47.1%) agreed that “It seems like almost everything causes cancer,” 27.0% agreed that “There’s not much people can do to lower their chances of getting cancer,” and 71.5% agreed that “There are so many recommendations about preventing cancer, it’s hard to know which ones to follow.” These beliefs were stronger in subjects who were less educated but generally weaker among both African Americans and Hispanics relative to Whites. Fatalistic beliefs about cancer prevention were negatively associated with exercising weekly, not smoking, and eating five or more fruits and vegetables daily in multivariate analysis controlling for sociodemographic characteristics.

Conclusions: Americans who hold fatalistic beliefs about cancer prevention may be at greater risk of cancer because they are less likely to engage in various prevention behaviors. Results have notable implications for future cancer communication and education efforts.

(Cancer Epidemiol Biomarkers Prev 2007;16(5):998-1003)

## **Annenberg Ph.D. Candidate Eran Ben-Porath Published in Journalism Studies**

An article by Annenberg doctoral candidate **Eran Ben-Porath** was published in the June 2007 edition (Volume 8, Issue 3) of *Journalism Studies*. The article is titled: Internal Fragmentation of “The News: Television News in Dialogical Format and Its Consequences for Journalism.”

### *Abstract:*

Unlike the edited news package, which dominates network and local news in America, the cable news channels recount the day’s news predominantly through conversation, a format dubbed here dialogical news. At the center of this article is the concept of internal fragmentation, a consequence of the turn to conversation-based reporting, and its central implications: (1) the authority of the news reporter diminishes; (2) question-asking replaces fact-checking; (3) news organizations relinquish their accountability for news content; and (4) the news audience assumes the role of witness or participant rather than receiver. As dialogical news becomes prominent in the repertoire of viewers, short- and long-term prospects are suggested here. In the short-run, journalists are losing their battle to control their sources and maintain their gatekeeping function. In the long run, journalism might lose its significance as society’s reflexive storyteller, reverting instead to its former role as a partisan instrument, a source of entertainment or a bit of both.

Additionally, **Mr. Ben-Porath** was published in the June 2007 issue of *Presidential Studies Quarterly* (Volume 37, Issue 2). His article “Rhetoric of Atrocities: The Place of Horrific Human Rights Abuses in Presidential Persuasion Efforts” is the issue’s lead piece.

### *Abstract:*

An analysis of presidential rhetoric in the post-Cold War era finds that in building the case for imminent war, presidents turn to narrative descriptions of specific atrocities, namely rape, torture, and victimization of children. By the same token, presidents wishing to avoid American involvement in war use abstract terms and statistical information concerning human rights crises, but refrain from detailing personalized stories of abuse. This study expands on the theory of savagery as a necessary component in enemy construction and on the literature concerning the changing rhetorical landscape of the post-Cold War era. The analysis finds the rhetoric of atrocities employed and avoided, in similar fashion, by three presidents and across several different settings. The implications are discussed in the article.

Annenberg Ph.D. candidate **Jasmine Nichole Cobb, MA**, co-authored the article, “No way of Seeing: Mainstreaming and Selling the Gaze of Homo-Thug Hip-Hop,” appears in the current (Volume 5, Number 2) edition of *Popular Communication*.

### *Abstract:*

This essay examines the attempt to market to a mainstream audience a gay, Black rapper—Caushun—who embodies competing claims of “thug” masculinity

and “queen” femininity. The authors argue that Caushun might experience failure because his music, and more importantly his music videos, will offer his target audience “no way of seeing” authenticity in his intersecting identities. That is the viewing experience, theorized as the gaze (Mulvey, 1975), when applied to Caushun, demonstrates “gaze gone wrong.” He offers himself up as a “homo-thug” in a homophobic genre, even as the thug identity in hip-hop is marked by its hyper-masculine, violent, and homophobic rhetoric. Caushun lays bare a host of social and marketing challenges that demand exploration.

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In May, **Ph.D. candidate Kenneth N. Farrall** presented “Cascading Networks: Electronic Communication and the Diffusion of Social Instability” at the annual meeting of the International Communications Association in San Francisco. In July, Ken presented “Surveillance at the Edge of Chaos: reconceptualizing intensity in terms of discursive structures” at the 2007 annual meeting of the International Association for Media and Communication Research in Paris and “Surveillance in the U.S. and China: Conflict and Synergy on the path to a global panopticon” at the China/East Asia/Media/New Media conference held at Queensland University of Technology’s Creative Industries Precinct in Brisbane, Australia.

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**Ph.D. candidate Bill Herman** presented “Dead Traders, Not Dead Traitors: The Online Politics of Trading Grateful Dead Bootlegs” at Media in Transition 5: Creativity, Ownership, and Collaboration



Jennifer Horner, Ph.D.

in the Digital Age in Cambridge, MA in April. He has also been invited to participate in a preconference in August at the American Political Science Association Conference in Chicago, “Machine Politics/ Politics of the Machine.” Along with Annenberg **Ph.D. candidate Kenneth N. Farrall**, Herman will instruct participants on how to use web graphing in studying online political communication.

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Recent ASC grad **Jennifer Horner (Ph.D. '06)** is the co-author of the lead article in the latest issue of **Critical Studies in Media Communication** (Volume 24, Number 1, March 2007). The article, “The Salt River Ticket, Democratic Discourse, and Nineteenth Century American Politics,” is co-authored with Mark Brewin (University of Tulsa).

**Abstract:**

In the mid-nineteenth century, victorious partisans distributed Salt River tickets to tease and mock the supporters of losing



Lela Jacobsohn (Ph.D. '07)

candidates in the days following local, state, and national elections. This once popular form of political communication provides an entry point for investigating the role of media in the carnivalesque political culture of the past. The imagery of the tickets and the circumstances of their use articulated the bond between partisan adversaries. The history of the Salt River ticket helps contextualize the conflict between liberal and populist values in contemporary American political discourse.

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**Lela Jacobsohn (Ph.D. '07)** received the President and Provost’s Citation for Exceptional Commitment to Graduate and Professional Student Life. This award is presented to graduate or professional students, upon their graduation, “who have been a catalyst for transformative and lasting new developments that have enhanced graduate and professional student life at Penn.” Lela receives this recognition with four other students from across the

University. Among other accomplishments, Ms. Jacobsohn is a former GAPSA chair, a member of the Penn Alumni Communications Committee, and the Gift Chair of the Class of 1997. News of this honor for Ms. Jacobsohn came during the same week that she successfully defended her dissertation, “Explaining the Boomerang Effects of the National Youth Anti-Drug Media Campaign.”

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**Ph.D. candidate, Magdalena**

**Wojcieszak’s** work appeared in the April 2007 issue of *The International Communication Gazette* (Volume 69, Number 2). Her article “Al Jazeera: A Challenge to Traditional Framing Research” is the issue’s lead piece.

**Abstract:**

This article examines framing research and the challenges posed to this model by al Jazeera. The study argues that traditional framing scholarship might not be applicable to analyzing al Jazeera and other satellite channels because it presumes the impact of political elites on the framing process, conceives of the media as hegemonic, is idiosyncratic to the American media and power arrangements, and does not account for new information communication technologies. Al Jazeera, on the other hand, a satellite channel relatively autonomous from domestic media regulations and national power structures, originated in the continuously evolving media landscape and sociopolitical context of the Middle East, and has been considered a counter-hegemonic force in the Arab world that challenges its dominant social discourse and the existing political order. ●●●

Summer 2007

# NEWSLINK



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Carolyn Marvin

Paul Messaris

Diana Mutz

Monroe Price

Vincent Price

Katherine Sender

Joseph Turow

Charles R. Wright

Christopher Yoo (*secondary*)

Barbie Zelizer

## New APPC building project set to begin

» See article page 14.



A construction worker displays a copy of the Philadelphia Evening Bulletin from the 1930s, which was unearthed during demolition of the Hillel House. Demolition is the first step toward construction of the new Annenberg Public Policy Center.