"My Name Is Anita” From Affliction to HIV/AIDS Activism

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In Namibia, a desert nation on the southwest coast of Africa, one in four people are infected with HIV. I traveled there to collect interviews from Anita Isaacs, one of the leading HIV/AIDS activists in the region. Background necessary before scripting my documentary included, but was not limited to researching the South West Africa People’s organization, the history of Namibia’s independence, the plight of HIV/AIDS in Namibia as well as the social implications of the disease, and Anita’s history of activism. More specifically, I reviewed literature and statistical analyses to track the explosion of AIDS in Africa, so that Anita’s story was not singular, but rather had context in the greater story of AIDS in Namibia. Over the course of my three weeks in Namibia, I came to know many of Anita’s stories: that she was part of Namibia’s liberation struggle against South Africa, that she contracted HIV from her husband, and that after she contracted the disease, she became a leader for another liberation struggle in Namibia: the fight against HIV/AIDS. Her life is laden with all of the makings of a memorable story: an unlikely hero, conflict on personal and national levels, success through social activism, and vivid anecdotes. As a filmmaker, I recognized the potential for an international audience to be entertained and inspired by Anita’s story. I therefore shot, edited, and produced a 30-minute documentary about Anita’s life. Documentaries are made about issues and people because giving global issues a face and a clear narrative arc often appeals to human understanding in a way scholarly articles fall short. They integrate empiricism with empathy. Even when people are overwhelmed and numbed by the sheer magnitude of this world’s problems, they can still be touched by the story of a compelling individual. Anita is certainly compelling. First the victim of AIDS, later an advocate for those afflicted by that disease, she is a metaphor for the heroic ideal. Anita Isaacs’ life will eventually end, but her story will live on through this film. Anita serves as an archetype. Her story will hold an audience’s attention and perhaps give hope while shaping perspectives on what it means to live with HIV/AIDS. It is a message of hope for change.
Online Social Good Networks and Their Impact on Nonprofit Organizations and Individuals

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In this ever-changing digital age, nonprofit organizations have increasingly developed an Internet presence in order to further their organizational goals. Social good networks are cause-related social networking sites that have developed as a part of this trend. Some examples of social good networks include Care2.com, NetworkforGood.org, Idealist.org, and the Facebook Causes application. Few studies exist on this fairly new development; therefore, this study aims to look at social good networks from two different perspectives – that of both the non-profits and the users. The goals of this research were to first look at what these sites offer and then determine how and why nonprofits and individuals use them.

In order to study social good networks, the research methodology consisted of a three-part mixed methods approach. First, a content analysis of 30 social good networks was conducted. This involved looking at the features and emerging patterns of the networks in order to better understand and typify the sites. In-depth interviews with seven nonprofits were then held to determine how social good networks fit into the overall communications and marketing strategies of the organizations. An online survey of 70 social good network users was also conducted to further explore individuals’ attitudes and behaviors on the sites.

Content analysis findings show that social good networks have evolved from simple donation and volunteer sites to more sophisticated networks of online civic engagement. The interview results show that nonprofits are using social good networks to reach broader audiences and increase awareness, but they are finding it difficult to convert online support into offline action. Survey participants report using the networks mainly to learn more about causes and recruit others, but they are not necessarily donating more or getting more involved in their local communities as a result of their online involvement. Together, the findings reveal that social good networks are beneficial for nonprofits mostly for their marketing and relationship building capacities, but there is not substantial evidence showing that they are successful tools for increasing donations or volunteer support.
Loanwords in the Lyrics: English in J-Pop Music

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This research is based on a qualitative study exploring Japanese university-aged students’ interpretations of Japanese pop (J-pop) music in which a few lines of lyrics contain English loanwords. The use of English loanwords, words or phrases borrowed from the English language and incorporated into the Japanese writing system, permeates contemporary J-pop lyrics. In “Japanese English: Language and Culture Contact,” Dr. James Stanlaw (2004) identifies various effects that the use of these loanwords achieves. Stanlaw posits that English can serve as a tool to serve an audacious or euphemistic purpose, fill a lexical gap by addressing concepts absent from the native Japanese language, or create poetic, symbolic or exotic meaning. While Stanlaw and other scholars such as Rebuck and Seargeant have analyzed the sociolinguistic messages carried in J-pop lyrics, none of these scholars examined an audience’s interpretation of these messages.

This study explores audience responses through the use of focus groups. The research was carried out in May 2008 in Osaka. Nine English-speaking Japanese university-aged students were queried through open-ended prompts to discuss how they perceived the use of English in J-pop music. Data was collected through a digital audio recorder, and the recordings were transcribed, coded and analyzed, focusing on students’ audience/consumer opinions as compared to existing sender/producer-oriented theories.

Findings based upon the rich data collected from focus group participants echoed Stanlaw’s aforementioned theories, which were viewed for applicability and validated. Furthermore, students supplemented existing literature by raising concerns about stereotypes perpetuated by the incorrect pronunciation or grammatical use of English in certain contemporary J-pop lyrics. The study’s results point to possible additions to theory relating to artists’ aptitude in their use of English and its effect on outside perception of Japan as a whole. The study also notes that loanwords, even though posed as a form of English, can sometimes be decoded otherwise. In raising these points, the paper furthers the study of English usage in J-pop music and, more broadly, in the Japanese language.
Tales of a Tragedy: Evaluating How College, Local and National Newspapers Covered the Virginia Tech Shootings

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This study evaluates 30 articles published about the April 16, 2007 shootings at Virginia Tech that left 33 people dead. The analysis focuses on articles published in Virginia Tech’s student paper, The Collegiate Times, as well as in the local newspaper, The Roanoke Times, and nationally-circulated USA Today.

Qualitative content analysis was used to evaluate the tone and topic in the articles. The researcher determined if each article had a negative, neutral or positive tone. A negative article would be characterized by graphic descriptions of the violence and words with a distressing or negative connotation. A neutral article would focus on just the facts with no loaded language. A positive article would leave the reader with an inspired attitude, and may include tributes to the lives of the victims, accounts of heroism at the scene or explanations of how the college community came together. The researcher also noted the overall topic or main focus of each article, and examined how often race was mentioned in each article.

The results reflect the strengths and weaknesses of newspapers at every level. The Collegiate Times was the least biased of all three newspapers. It was far more likely to feature stories with a positive or neutral tone than the other two papers, and was less likely to refer to racial clichés or use sensationalist words. USA Today was the most likely to mention race in it’s articles, and was more likely than The Roanoke Times to publish articles with a positive or neutral tone. The Roanoke Times published articles that commonly featured loaded, sensationalist language and referred to race frequently. It was also more likely than the other two newspapers to publish stories with a negative tone.

In the aftermath of the campus shootings, The Collegiate Times received international acclaim for the way that the student journalists covered the shootings. The findings presented by this research emphasize the strengths of The Collegiate Times in a way so that they can easily be applied to Elon University’s student media outlets. This research also provided information on the individual strengths and weaknesses of each type of newspaper, allowing readers to make a more informed decision on where to read the news.
How Did Larry Burrows’ Photojournalistic Work of the Vietnam War Reflect Cold War Ideology?

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The Vietnam War was not officially censored by the United States government because it was not declared an official U.S. war. Relatively unrestricted by government interference, television portrayed the North Vietnamese as cruel, ruthless, and fanatical, and framed the Tet Offensive to portray the war as slipping out of control (Hallin, 1986). According to Hallin, many reports out of Vietnam were dripping in Cold War ideology, often times referring to a “battle for democracy” and “the fight against communist aggression.” This study examines whether print media, specifically through photojournalism, also upheld Cold War themes that were prevalent during the Vietnam War. Specifically, this study looks at the photojournalistic work of Larry Burrows that was published in Life magazine from January 25, 1963 until February 19, 1971. A content analysis similar to that of Griffin and Lee (1995) was conducted on the 138 published Burrows photographs of the Vietnam War. These photographs were coded for topic and size to determine which themes were most prevalent and whether those themes upheld Cold War ideology. Some of the topics, which were coded for, included dead, wounded, prisoner of war, military leader, forces, and civilian. Then they were coded for size to determine which topics were most prominently presented to Life’ s readers. Findings showed that Burrows began his coverage of the war showing the superiority of the United States military and its willingness to rage war on communism. However, as the war droned on, he shifted his focus to the human elements of the war, specifically how the war was affecting American soldiers and the Vietnamese people. Burrows’ photographs as a whole were not subjecting the American public to graphic images, supporting Hammond’s theory (1989) that there is a misconception concerning the amount of death coverage from Vietnam. The early coverage of the war through Burrows’ photos upheld Cold War ideology, but later shifted, no longer focusing on those philosophies.
Simple Questions, Complex Answers: An Examination of Senate Bill No. 5’s Impact on Texans

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In 2005 Texas passed Senate Bill No. 5: An Act Relating to Furthering Competition in the Communications Industry (SB5), and became the first state in the country to move cable franchising from a local to a state process and as a result spur telephone entry into the multichannel video business. Historically cable franchises have been negotiated on a local basis, with providers negotiating contract specifics with each community. SB5 dramatically changed that process and now there is no negotiation, only a filing of paperwork to launch cable service in the state of Texas. This research sought to understand the impact of SB5 on Texans using quantitative analysis of pricing and qualitative analysis of service levels. Preliminary data finds that SB5 has created competitive markets in more affluent, wealthier areas of Texas. These residents benefit from having choice between cable providers and the hope that a competitive environment will bring about better customer service and pricing benefits. However, simple mathematical analysis demonstrates bills did not decrease. At the same time this competitive cable scenario exists for a handful of communities in Texas, the establishment of telephone company (telco) delivered video services has resulted in every Texan subsidizing competition for the few through telecom taxes and regulatory fees. Another consequence of this new law is that public, education, and government (PEG) program funding has been reduced. Any savings as a result of lower cable subscription costs should be considered against any new fiscal obligations created as a means to support provisions once covered as part of the local cable franchise agreement, including PEG programming.
People's Attitudes towards Video Consumption and Piracy

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This research addresses the recent changes in video viewership across both new and traditional media, in particular the increasing popularity of video piracy. Video has evolved to be produced for the cinema, television, computer and most recently mobile devices. However, this evolution has created problems for the industry with the increased accessibility of pirated materials. The industry has had to adapt to the fluctuations in consumer's wants and demands. This research seeks to identify attitudes towards the increasing popularity of video piracy and could indicate areas that the industry should focus on. An initial series of informal interviews revealed multiple factors determining people's attitudes towards video consumption. In today's hectic society, it comes to no surprise that convenience and cost is key to video consumption choices. The increasing popularity of online video has led younger generations to consume more videos online, but not necessarily legally. Ethical and legal concerns do not seem strong enough to discourage people from watching illegal videos online. Factor analysis to find various types of users was used to find and analyze the reasons for and attitudes towards video piracy. An initial analysis has identified several groups of consumer attitudes, both positive and negative, towards the movie industry and issues surrounding video piracy. Based on factory analysis, four factors were found: 1) People against piracy and think the industry should come up with a solution; 2) People who are ok with piracy, but think the industry should solve it; 3) People against piracy and think there needs to be a legal solution; 4) People who are ok with piracy, but think the solution is legal. This paper also suggests what kind of policy should be made for each type. The survey will be further analyzed to identify unique attitudes among young people the video industry has labeled as the main copyright violators. Research participants were asked to sort 40 statements on their beliefs towards and reasons for piracy and made comments on their sorts. The sample consists of 40 people, mostly college students based on snowball convenience sampling.
Realizing the Global Promise of the Internet: The Future of Internet Governance

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The United Nations, under a mandate established in 2005 during the World Summit on the Information Society (WSIS), is in the midst of a five-year global dialogue on Internet Governance. This research study surveyed stakeholders who attended the second Internet Governance (IGF) meeting, held in November 2007 in Rio de Janeiro, Brazil. Responses on the potential and role of global policies were gathered from 206 conference attendees, roughly 15% of the people at IGF, representing more than 60 countries. The online survey captured thoughts on the key areas being addressed by the forum, as well as the respondents’ general thoughts on foundational concepts applicable to Internet governance. While some countries - such as the United States and Japan - enjoy high levels of Internet diffusion, from a global perspective the Internet reaches just one in five persons. Not surprisingly, survey respondents described access to the Internet as the most important policy objective. Most respondents agreed that a global solution to Internet access is achievable. One in four respondents disagreed with the idea that the Internet has successfully connected the world. Most respondents agreed that without robust Internet access a country will have limited future economic success. Most agreed that global Internet access improves economy, healthcare and education. Strong support was expressed for global policies that establish protocols for disabled users to access the Internet and multicultural content. There was also support for neutral and equitable access to the Internet for all people. Respondents indicated strong support for the establishment global Internet users’ Bill of Rights. Many respondents also indicated strong support for freedom of information on the Internet, but little confidence that a global policy on Internet-content controls could be reached. The study data suggests that global policies are desired and achievable in the Internet-governance arena.
Enhancing Social Capital between Journalists and Public Relations Practitioners? The Social Media News Release Uncovered

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One of the most common media relations tactics used in public relations is the news release. Traditionally, news releases have been written in document form and submitted to the media – initially via hard copy, later via fax, and most recently via email. Of course, new technologies are changing all facets of communication, and public relations is no different. My research examines the social media news release (SMNR), an evolution of the traditional news release that incorporates many of the tools of new media into its format to make the information more readily accessible to journalists and media organizations. Considering a fundamental goal in public relations involves building and maintaining relationships with key publics (including the news media), my study examines whether the SMNR is an effective relationship-building tool between journalists and public relations practitioners. To investigate this topic, I conducted 19 in-depth interviews with print and online journalists and public relations practitioners. Preliminary research suggested that many practitioners and journalists were unaware of the SMNR, therefore this method afforded me the opportunity to show journalists and practitioners the SMNR template and ask follow-up questions. The interview texts are currently being analyzed according to the qualitative coding procedures outlined by Corbin and Strauss. Social capital theory, which has been used to describe public relations’ ability to form and maintain relationships to achieve organizational goals, will then be applied as an analytic induction tool to analyze the findings for their synthesis with existing literature. I will then comment on the implications of this research and how it may be useful for both scholars and practitioners in understanding how new media can enhance relationships between and among key publics, including journalists.
“Lessons From the Nixon White House” A Documentary Screening and Discussion

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Few people ever gain the privilege of stepping behind the revered doors of the White House, but those who do soon become witnesses to history, albeit sometimes unwittingly. One such witness was Richard D Barnett, a Communications Director for the Nixon White House, and my own grandfather. Over the past three years, I accumulated over 20 hours of interview and accompanying footage, and have edited into a 16-minute retrospective about my grandfather’s time supporting the President, and the lessons he learned from one of the most mysterious and powerful leaders in American history. Barnett’s stories are framed within the context of a day spent with my grandfather in Washington, D.C., revisiting his old haunts and hangouts. For this film, I traveled to the National Archives and the Nixon Library to verify my grandfather’s stories, and to capture images and video footage of President Nixon, sorting through over 10,000 photos in the process. Heavily influenced by documentaries of the past, I used films such as Errol Morris’ Academy Award winning doc *The Fog of War* (2003) as a basis of structure to tell my story. Documentaries offer glimpses into worlds beyond the audience’s imagination, and at their core, tell compelling stories. *Lessons from the Nixon White House* does both: offering a primary source behind the scenes of the country’s most notorious presidential administration, and telling a personal story of achievement, chance, and ethics.
Media Literacy: Elementary School Beginnings

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According to the Center for Media Literacy, media education leads to media literacy. Media literacy is defined as “the ability to choose, to understand, to question, to evaluate, to create and/or produce and to respond thoughtfully to the media we consume.” (Megee, 1997) The Center advocates children should learn media literacy skills at an early age because they watch television, read magazines, or use the Internet during their developmental years. This research examines the history of media literacy and some concepts of media literacy programs used in the Guilford County school system. A convenient sample of three in-depth telephone interviews were conducted with elementary school teachers. The results of this study indicate that media literacy should be a priority in the classroom because students use media everyday and tend to believe what they view on television as real-life. The respondents said that students must be able to access media and that teachers need to be taught how to incorporate media into their lessons. Further, results indicate that students are ready to learn about media and students use media as a supplement for reading and writing. However, the respondents admitted media literacy lessons were not common because of other curriculum demands from end-of-year testing and county curriculum requirements. This research study concludes with suggestions about how to improve media literacy programs in classroom curriculums.
From Mass Roots to Grass Roots: Music and Community in an Internet Age

Ryan T. Sweeney (Dr. Richard Landesberg) School of Communications

This work answers questions that Mass Communications scholars, music industry professionals, and rock and roll lovers are asking: Is the mass music industry failing to meet the needs of its Internet Age market? And, with the accessibility of music on the Internet, will the music shift from broad, international stars to local community musicians?

The music industry is changing and the golden age of rock stars and guitar gods has passed. With the wide reach and variety of music on the Internet, it is becoming more difficult for the mainstream music industry to keep their customers’ focus on a limited amount of artists. Promotion and distribution on the Internet allow musicians to be successfully independent. Local music involves a close community of musicians and music lovers within an area no larger than a state or region.

In several other countries a focus on local music has replaced the mainstream music model. America has not yet embraced local music the way countries such as South Africa and Singapore have. However, the United States is starting to follow a localization trend as newspapers and television stations are developing websites to promote bands in the community like never before. This development fits with the Long Tail Theory, showing the “one size fits all” model is becoming obsolete in today’s marketplace since the consumer is looking for a more personalized product. Global corporations are attempting to localize their products and services to fit specified wants and needs of smaller consumer groups. This shift in consumer wants helps to explain the slowly declining profit margin for mainstream music.

To explain this phenomenon, three focus groups will be carried out to complete the research. IRB approval has been received and the focus groups will be conducted and the information will be analyzed in the next two weeks. One focus group will include hand picked local music industry professionals, discussing any change or development in the local music scene in the past decade. The second focus group will involve a random sample of North Carolina individuals in the age range of 18-26 for the purpose of discussing the music tastes of the local music target audience. Finally, the last group will involve a random group of Elon students to examine their feelings towards local music in North Carolina as well as their home state and the role of local music in their lives.

In conclusion, this research is essential as it examines a new trend in the music industry. With music marketing, it is important to understand where the industry is headed. The Internet has opened new doors for music as it has both aided and hindered the sales and marketing of music. Society is responding to more localized content as the consumer drifts away from a generalized model. Based on American consumer trends, the mainstream music industry is losing mass market value and the music listener’s interests are in a smaller and more localized music scene.