

Ethical News

The newsletter of the AEJMC
Media Ethics Division

Winter 2004
Vol. 7, No. 2

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Steps across the divide

APPE partnership and list of media experts expose MED to others

Sandra L. Borden
division head

As I indicated in the last newsletter, I think the Division has to cross various sorts of boundaries — intellectual and otherwise — to accomplish its goals. I'm pleased to tell you about a couple of projects in that spirit.

First, I want to remind everyone about the Division's mid-year meeting Feb. 26-29 in Cincinnati. The meeting is to be held in conjunction with the 13th annual meeting of the Association for Practical and Professional Ethics.

The other initiative is developing a media ethics expert clearinghouse on the Division's web site. This is an effort to bridge another kind of divide — the one between scholars and the public.

APPE is an association of scholars and professionals from diverse fields who share an interest in ethics. I hope the 2004 collaboration between MED and APPE will

be the start of a tradition that will encourage a stronger media ethics presence at APPE and more interdisciplinary work among MED members.

MED is programming two panel sessions at APPE. Patrick Lee Plaisance of Colorado State University is organizing the first panel, "Public diplomacy and propaganda: Discerning the differences." Panelists will discuss public communications the U.S. government has directed to Arab countries and Muslim populations since 9/11, including the recently abandoned "Shared Values" video campaign designed to depict the United States as a tolerant country. Besides Plaisance, the panel will feature: Jay Black and Deni Elliott, both of the University of South Florida; Alice Kendrick, Southern Methodist University; and Dean Kruckeberg, University of Northern Iowa. The panel is scheduled for 1:30-3:30 p.m. Saturday, Feb. 28.

The second panel is being organized by Lee Wilkins of the University of Missouri-Columbia

and Bill Babcock of California State University, Long Beach. The panel, entitled "Have the Media Lost Their Way?" will take a look at ethical issues raised by journalists' handling of political and world events in the last couple of years. Besides Wilkins and Babcock, the panel features Ronald M. Green, Dartmouth College. The panel starts at 4 p.m. Friday, Feb. 27.

Three other panels of interest to MED members also will be on the program. "Media Ethics in the 21st Century: Which Way(s) Forward?" will feature Ed Lambeth, emeritus, University of Missouri-Columbia; and Cliff Christians, University of Illinois. They will speak about the latest in a series of surveys assessing the state of media ethics instruction. The panel is scheduled for 8-9:25 a.m. Saturday, Feb. 28.

David Boeyink of Indiana University and Kris Bunton of the University of St. Thomas are on a panel addressing the journalism-related findings in *Good work*:

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Global perspectives for global journalism

Stephen J.A. Ward
University of British Columbia

The meeting of our Media Ethics Division in Toronto is the perfect moment to evaluate our researching and teaching — from an international perspective.

Few ethicists would deny that an international perspective is valuable. Who would want to sound parochial? Yet, too often, our actual practice doesn't extend beyond glib talk about our global village. We

return from international conferences stimulated by the cross-cultural debate only to retreat to our narrow corner of the world. Before long, we are once again preoccupied with local issues and local

media.

We can begin to erect more permanent bridges between our relatively small island of concerns and global scholarship in ethics by doing at least two things. First, we should identify obstacles to more regular communication and research among ethicists scattered around the world. The obstacles can vary from a lack of resources to insufficient stress on international perspectives in the evaluation of

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Mentoring matters

'Old timers' needed
for Toronto program

Kris Bunton
vice chair/program head

This year, I've faced a startling realization: I'm an "old-timer." I've looked around my department and seen that colleagues' retirements and promotions to administrative posts, as well as my own promotion to professor, make me a "senior" faculty member. The "old guys" (and yes, they were all guys) have departed, and the "new folks" (who are not all guys) often look to me for advice. I'm their "old guy." Yikes.

I don't know that I'm well-prepared to be a wise senior colleague, but I want to be encouraging and helpful. I want to be generous and savvy. I want to be as kind and smart to my junior colleagues as several mentors have been to me. Over the decade I've been at the University of St. Thomas, I've benefited enormously from the wise counsel of many. Early in my career here, senior faculty women helped me make valuable connections outside my all-male department. A colleague who has been both my department chair and dean has always given me careful advice and displayed a strong commitment to supporting my career, even when I considered leaving this institution. And although I've wondered whether my doctoral advisor knew he was signing on to be my "mentor for life" when he met me in graduate

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Ethical Briefing

Send items for this column to:
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Call for papers

The Media Ethics Division welcomes faculty and graduate student paper submissions on all topics related to media ethics. The division's work cuts across many professional and scholarly boundaries, and the papers it selects reflect that diversity. The division encourages submission of all media ethics-related research, regardless of its overall orientation (theoretical, philosophical, pedagogical, methodological, practical), its professional context (journalism, advertising, public relations), or its methodological approach. Those authors who use interdisciplinary methods are strongly encouraged to submit their work. All papers must be no more than 25 pages long (excluding bibliography and appendices) and must otherwise conform to the rules outlined in the AEJMC Uniform Call for Papers.

The division offers recognition in a number of areas. Except for the Burnett award, all competitions are open to both faculty and students. All submissions will be evaluated in the general paper competition. Authors wishing to be considered for the special competitions described below need not submit their papers more than once.

Special Call on Media Literacy

The division is making a special call this year for papers addressing relevant connections between media literacy and media ethics. Possible topics include, but are not limited to: relationships between media literacy and moral agency; assessments of the impact and results of media literacy programs; exploration of the ethical dimensions of gender, race, consumerism and other media literacy topics; study of the connections between media literacy and democracy and/or media literacy and professional ethics; strategies for raising awareness of media literacy as an ethical concern; consideration of the role of the ethics scholar as media critic; and comparative analyses of media literacy programs and initiatives in Canada and the United States.

Top papers will be scheduled for a special panel at the AEJMC convention in Toronto. These papers will also be considered for publication in the *Journal of Mass Media Ethics*.

Special call papers must be marked "Media Literacy" on the title page.

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Two programs expose MED to others

Steps, from page 1

When excellence and ethics meet by Howard Gardner, Mihaly Csikszentmihalyi and William Damon. The panel, titled "Good Works in Journalism," is scheduled for 4-5:30 p.m. Saturday, Feb. 28. Gardner will speak on "Good Work Across the Professions" in his keynote address at 8:30 a.m. Friday, Feb. 27.

An interdisciplinary panel on "Critiquing the Conventions of the Craft" is scheduled for 1:30-3:25 p.m. Friday, Feb. 27. The panel focuses on ways to encourage professionals in training to question the conventions and the very purpose of their future crafts. The panel features Wendy Barger and Bunton, both journalism and mass communication, University of St. Thomas; Christopher Meyers, Kegley Institute of Ethics, California State University, Bakersfield; and John W. Truslow III, Center for the Study of Professional Military Ethics, U.S. Naval Academy.

Finally, a MED members meeting is sched-

uled from 5:30-6:30 Friday, Feb. 27.

APPE mailed its newsletter with convention information to all MED members last fall. You also can find information about APPE's program at php.ucs.indiana.edu/~appe/home.html. The hotel deadline is Feb. 7.

As for the experts clearinghouse, MED members are in an excellent position to provide reasoned, insightful analysis of media performance. Yet, as panelists pointed out during a session in Kansas City, relatively few of us are active public intellectuals. The clearinghouse will provide information about members willing to be contacted for interviews, lectures, workshops, etc. If you are interested in being listed on the Web site, contact MED webmaster Tom Bivins at tbivins@ballmer.uoregon.edu with your name, institution, area of expertise, and contact information (including home phone number if you are willing to be contacted at your residence). Thank you in advance for your willingness to participate. This is a simple, but important, way to make a difference.

'Old timers' needed for mentoring program

Mentoring, from page 1

school, he has never failed to write letters of support for applications and promotions, or to listen thoughtfully to my frustrations.

Now it's my turn. I'm an "old-timer." I take the responsibility to assist my junior colleagues quite seriously. I hope others of you who are "old-timers" in the Media Ethics Division will, too.

I'd like MED to consider establishing a mentoring program for graduate students and junior faculty. Maybe some of these colleagues are the only "ethics person" in their programs. Maybe some of them don't get much support for their teaching and scholarship in ethics. Maybe some of them have basic questions about what to publish, how to attain tenure, whether to apply for certain jobs or even how to get on the AEJMC program.

Those of us who are "old-timers" should share our wisdom. We could begin with some informal mentoring that would take place at next summer's annual convention in Toronto. I'm not asking for a major, life-long mentoring commitment. I'm asking if you'd be willing to meet a graduate student or junior faculty member for coffee and a chat, or for a meal and a conversation, during the Toronto convention. You can talk about what's on the junior colleague's mind. If you and the junior colleague hit it off and want to continue your relation-

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ship, that would be up to you, at least for now.

So if you're an "old-timer" — and you don't have to be nearing retirement to qualify; you could just be an associate professor who's recently survived the tenure treadmill — please send your name, institution, e-mail address and a line or two

about any particular expertise you could offer junior colleagues to me at kebunton@stthomas.edu as soon as possible.

In the spring newsletter, I'll call for graduate students or junior faculty who wish to connect with a mentor. Then we'll try to put pairs, or even threesomes, together for Toronto. Maybe we can even post a sort of "mentoring match" list on the MED Web site.

If those of us who are "old-timers" do a better job of reaching out to our newer colleagues in a systematic way, all of us will benefit. We'll be better connected, and MED will be strengthened by welcoming and supporting more new voices in the field. Can you help?

Mentoring program details:

- ◆ **What:** Informal mentoring among MED members
- ◆ **How:** If you want to be a mentor, send you name and information to kebunton@stthomas.edu.

MED should develop global perspectives

Global, from page 1

academic work. Second, we should initiate a couple of concrete measures to get us moving in the right direction.

Perhaps the ethics division could start this process by conducting a survey of its members to get their views on the challenges and obstacles, and what can be done. For example, I suspect that Canadian members of the division might have some interesting ideas on how they could contribute to the division's international perspective. In addition, it would be valuable to learn what division members think the leading edge of international research should be. What are the issues that researchers should focus on? What are the best opportunities for fruitful international co-operation?

Other initiatives could include a prize for the best research from an international perspective. Perhaps the division should make sure that, at all of its meetings, there is at least one panel on papers with international research. Also, the division might seek funding to allow international scholars and professionals to participate in our meetings?

In my own work on the ethics of global news media, I've been struck by how difficult it is to discuss almost any ethical issue without referring to media outside Canada. Even the usual references to developments in American news media are increasingly insufficient. For instance, an informed discussion of the growth of national

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security laws and their impact on journalism needs to go beyond the new statutes in Canada and the United States. A proper study must consider the national security laws enacted in eastern and central European nations since 1999, as these countries sought to join security-conscious NATO.

Media credibility is another example. Studies on the public's attitude toward the credibility of news media in Canada are enriched when compared with similar studies in the United States, Europe and even Asia. Common issues and

causal factors surface when one works with media researchers in other countries. Moreover, any study of media credibility in Canada needs to take into account that many Canadians access news from a multitude of international web sites. Their view of the media's credibility is influenced by the credibility of media outside their region, or country.

The need for an international perspective goes deeper than the desire to have a richer discussion on specific issues. It goes to the ethical foundations of news media. Now that the news media is global in reach, the journalist's "public" is trans-national. Global impact implies global responsibilities. That means ethicists should examine how to re-interpret such basic concepts as "impartiality," "balance" and "serving the public" for an era of global media. We need to discuss the tension between the news media's responsibility to a global public sphere and the news media's tendency to adopt a narrow patriotism in times of uncertainty. Here are topics that are ripe for cross-border research among scholars from many disciplines — media ethics, economics, sociology history, law, philosophy and political science.

Broadening our ethical conversation is not always easy. We have to fight our natural tendency to focus on the familiar, to stay with what we know best. We have to be deliberate in expanding the scope of our research. Otherwise, our ethical perspective, as well as our ethics, will be crimped and parochial.

Call, from page 2

Carol Burnett Award

The Media Ethics Division cooperates with the University of Hawaii and the Carol Burnett Fund for Responsible Journalism to sponsor a special paper competition for graduate students. Graduate students are invited to submit papers on any topic related to media ethics.

The winning paper will receive the Carol Burnett/University of Hawaii/AEJMC Prize, which includes a \$350 cash award. The runner-up will receive a \$150 cash award. Authors for the top two submissions will receive a small travel assistance stipend and will be invited to present their papers at the 2004 convention in Toronto. The winner will be invited to accept his or her prize at the KTA Awards Luncheon at the convention.

Burnett competition papers must be marked "Burnett Competition" on the title page (and ONLY the title page). Students wishing to have their papers considered for both the Burnett and media literacy competitions should mark their

title page "Burnett Competition and Media Literacy."

Professional Relevance Award

Special Recognition will be given to the paper that is judged to be the most relevant to working professionals. The recipient will be selected from the general paper competition.

Top Faculty Paper

Special recognition will be given to the faculty paper judged to be the best paper submitted among faculty authors. The recipient will be selected from the general paper competition.

Submission

All papers must be submitted to Erik Ugland, MED Research Chair, College of Communication, Marquette University, 1131 West Wisconsin Avenue, Milwaukee, WI 53233. Questions should be directed to Erik Ugland at erik.ugland@mu.edu or 414-288-3494.

Details:

◆ **What:** 2004 AEJMC Convention

◆ **When:** Aug. 4-7

◆ **Where:** Toronto, Ont.

◆ **Paper deadline:**

April 1, 2004

◆ **Paper submission:**

Papers to the Media Ethics Division must be sent to Erik Ugland, MED Research Chair, College of Communication, Marquette University, 1131 W. Wisconsin Ave., Milwaukee, WI, 53233.

◆ **Info:** Send questions about the MED paper call to erik.ugland@mu.edu, or call Ugland at 414-288-3494.

◆ **Other divisions:** The AEJMC uniform call for papers can be viewed or downloaded online at:

www.aejmc.org/calls/04papercall.html



Missouri colloquium announces participants

On April 7-9, 2004, scholars from all over the world will be coming to the University of Missouri to participate in a colloquium on media, ethics and politics. This colloquium, the fifth in a series of decade-long colloquia, was planned to coincide with the 2004 Presidential elections. The series is sponsored by 10 U.S. universities, Brigham Young University, Lawrence Erlbaum, publishers, and the *Journal of Mass Media Ethics*.

The colloquium series was the brainchild of *Journal of Mass Media Ethics* editors Jay Black and Ralph Barney, both University of Missouri grads, to promote and enhance thinking about media ethics. The papers that result from the colloquium will be published in the journal.

The colloquium series' other goals include encouraging junior scholars to engage in thinking about the field, promoting interdisciplinary scholarship about media ethics, and encouraging senior scholars to continue active intellectual leadership in the field.

To promote those goals, colloquium fellows work in teams which combine viewpoints, academic disciplines and length of service in the academy.

Previous colloquia have centered on ethics in advertising and persuasion, universal ethical values for journalists, the ethics of virtual reality, and ethics across the professions.

More than 50 applicants, from five different

academic disciplines and four continents, applied to participate in the Missouri colloquium. Some applied as members of already formed teams; others asked the colloquium selection committee to create an academic partnership. The teams will draft papers, bring those drafts to the colloquium for comments from the fellows, and then revise those papers in light of the comments and interaction at the colloquium.

Participants in the colloquium include:

◆ From South Africa, Senior Lecturer Arnold S. de Beer and Lecturer Herman Wasserman: the role of the media in a post-apartheid South Africa, particularly with regards to conflict resolution.

◆ Professor Bill Babcock, California State Long Beach, chair, department of communication, and Associate Professor Virginia Whitehouse, Whitworth College: the inherent relationship between democracy and media accountability in the age of celebrity and arcane but important policy choices.

◆ Assistant Professor Patrick Plaisance, Colorado State University, and Assistant Professor Elizabeth Skewes, University of Colorado, Boulder: campaign coverage, focusing on issues of legitimacy and the public good with particular emphasis on presidential politics.

◆ Professor David T. Ozar, Loyola University of Chicago Department of Philosophy and head of Loyola's Center on Ethics and Social Justice,

and Assistant Professor Jeffrey J. Maciejewski, Creighton University: the concept of right to know, understood particularly through natural law theory with application to both news and advertising.

◆ Associate Professor Shakuntala Rao, SUNY Plattsburgh, and Assistant Professor Seow Ting Lee, Nan Yang University, Singapore: universal values for political reporters, with particular emphasis on Asian foci on community and concepts of peace.

◆ Assistant Professor David S. Allen, University of Wisconsin-Milwaukee, and Assistant Professor Karin Wahl-Jorgensen, Cardiff University, Wales: liberal democratic theory, as it does and does not apply to public journalism, interpretive reporting, and political coverage in general.

◆ Associate Professor James B. Murphy, department of government, Aine Donovan, executive director, Ethics Institute, both at Dartmouth College, and Associate Professor Stephen Ward, director, the Graduate School of Journalism, University of British Columbia, Canada: whether values of truth telling or of democratic government and/or nation-building should dominate media coverage of various events, including war and terrorism.

The Missouri event is coordinated by MED member Lee Wilkins.

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