

Association for Education in Journalism & Mass Communication

The Association for Education in Journalism and Mass Communication is a non-profit, educational association of journalism and mass communication faculty, administrators, students and media professionals. Dedicated to promoting the highest standards for education, the Association provides an abundance of resources for news, research and career opportunities, including a multicultural network of practitioners from every discipline of journalism and mass communication.

Founded in Chicago in 1912, AEJMC is the oldest and largest alliance of journalism and mass communication educators and administrators at the college level. Today, the Association has some 3,600 members around the world. AEJMC conventions attract more than half these members each year to various destinations throughout the United States and Canada.

Championing advancements in such fields as digitalization, new technology, media ethics, social media and globalization, the Association continues its mission to advance education, foster scholarly research, cultivate better professional practice and promote the free flow of communication.

AEJMC Divisions

Advertising

As a bridge between academia and the professional community, Advertising Division serves the advertising industry today and tomorrow. The division hosts five paper competitions (research, teaching, PF&R, special topics, and student) and presents three awards (for the top faculty paper, top student paper, and outstanding professional service) at AEJMC annual conventions. It runs a pre-conference workshop annually on advertising teaching, and publishes the *Journal of Advertising Education* and *AdNews*, a divisional newsletter. The Division is currently striving for three major goals: to increase its membership, particularly among graduate students and ethnic minorities; to find more ways to better demonstrate its appreciation for high-quality research activities; and continue to build and maintain good relationships with other divisions.

Communication Technology (CTEC)

The Communication Technology division brings together researchers, teachers and professionals who are interested in how new communication technologies are changing media and society. The division has attracted scholarship pertaining to innovative uses of new media technologies such as blogging and podcasting, and to technology adoption and digital divide issues.

Communication Theory and Methodology

The Communication Theory & Methodology (CT&M) division was created in the mid-1960s. The division's goal is to advance the study of communication through theory-based, methodologically sound research across subdisciplines. As part of its focus on quality research, CT&M was the first AEJMC division to use discussants at the AEJMC convention. While other divisions of AEJMC are now also involved in communication research, no other division focuses so clearly on or devotes as much of its convention programming space to research.

Cultural and Critical Studies

The Cultural and Critical Studies Division encourages humanistic, interdisciplinary research into communication. Perspectives with a range from literary, and cultural and critical analysis to creative and philosophical essays. It sponsors research-paper sessions, theme presentations, and other scholarly activity at the yearly convention of AEJMC.

History

The History Division focuses on all aspects of journalism and mass communication history. Its members work in a variety of areas and methods, but their primary goal is the same: to illuminate the historical functions and contexts of mass media and associated fields. The division strives to maintain strong communications between members by publishing a quarterly newsletter and maintaining a web site and list serve. We offer several annual awards, including a Book Award, the Covert Award for the best journal article on journalism history, and

Best Convention Papers awards for the top three student papers presented at the annual conference.
 International Communication

The International Communication division was launched in 1965. The division's main focus has been the study of processes and effects of mass communication in the international arena. With increasing globalization and rapid technological convergence, and shifting geopolitical realities, the division has expanded its interests that now span the discourses of international and global as they pertain to journalism and media. The division publishes "The International Communication Bulletin."

Law and Policy

The division is dedicated to exploring the wide range of legal and policy issues that surround mass communication and free expression by supporting members' research and teaching efforts in those areas. Law and Policy Division members conduct research on topics as diverse as first amendment issues, defamation, privacy invasion, copyright law, broadcast regulation and legal protections for newsgathering, among others. The division also plays a prominent role in AEJMC's efforts to promote professional freedom and responsibility by serving as a bridge between academic discourse and public understanding on topics of free expression through its Speakers Bureau.

Magazine Division

The Magazine division features a group of journalism professors who teach courses in magazine writing, editing, management, and design at dozens of colleges and universities around the world. The group covers a variety of interests, from magazine writing and editing to magazine layout and design to production, economics and publishing. The division publishes *Magazine Forum* and an online journal.

Mass Communication and Society

The Mass Communication and Society Division (MC&S) spans both traditional disciplines, such as advertising, public relations and journalism, and newer, convergent areas of study. We also encourage a variety of methodological approaches to the study of media and its many societal influences. One of the largest and most active of the AEJMC divisions, MC&S showcases faculty and graduate student research and teaching, offering competitive research awards for faculty and graduate students and showcasing best practices by top teachers in the field.

The division also publishes *Mass Communication & Society*, a well-known quarterly research journal published by Taylor and Francis Group. See *Mass Communication & Society* - Research You Can Use.

Media Management and Economics

The Division promotes research, teaching and professional freedom and responsibility in many diverse areas of media management and economics. Such topics include microeconomic modeling, human resource management, new media technologies, business convergence, marketing, product differentiation and pricing, policy impacts and evaluation, corporate relations and strategy, and international trade in a variety of media-related industries. The Division also fosters high ethical standards and practices in media management through our teaching, public advocacy and research. We are proud of our inclusiveness, and take seriously our responsibility to mentor future media scholars by including graduate students in division leadership and convention programming.

Media Ethics Division

The Media Ethics Division includes more than 300 scholars research and teaching in the fields of mass communication ethics. Since its inception in 1999, the division has been committed to favorably impacting the media professions by promoting academic/professional partnerships, ethical analysis, and ethics education.

Minorities and Communication

The Minorities and Communication division (MAC) is committed to advancing research, teaching and professional freedom and responsibility scholarship and initiatives that explore the relationship between racial and ethnic minorities and mass communication. Our programming and service center on critical economic, political, legal, ethical, and social issues that define the role racial and ethnic minorities have played, and are playing, in media and mass communication education. As such, MAC also has a pragmatic aim to promote cultural literacy and diversity among academics, professionals, and students, and to heighten knowledge and strengthen skill sets to manage the complexities and respond to the disparities that manifest in a multicultural media landscape.

Newspaper

The Newspaper Division examines key concerns facing journalism education, the newspaper industry and society; topics include ethics, new technology,

readership, minority recruitment and the media's role in society. Publishes *Newspaper Research Journal* and a newsletter. Visit the *Newspaper Research Journal* Website: <http://www.newspaperresearchjournal.org/>. See *Newspaper Research Journal - Research You Can Use*.

Public Relations

AEJMC's Public Relations Division is the largest organization of public relations educators in the world. Its 500+ members represent institutions of higher learning in the United States and about two dozen countries around the world. The Public Relations Division advances public relations teaching, research, and professional freedom and responsibility through: research paper competitions for faculty and graduate students at its annual convention; sponsorship of *Journal of Public Relations Research*; discussions, faculty paper competitions, and a monograph series related to teaching public relations; a quarterly membership newsletter; special programs to promote international research by graduate students and diversity among prospective educators; and liaison with professionals in the field.

Radio-Television Journalism

The Radio-Television Journalism (RTVJ) Division focuses on the teaching, practice, and research of electronic news. The division maintains close ties with the industry through the major professional organization for broadcast and online journalists, the Radio-Television News Directors Association (RTNDA). Goals of the RTVJ Division include enhancing engaged learning of radio, television and online journalism at the undergraduate and graduate levels. The Division also fosters research and scholarly inquiry into broadcast and online journalism through publication of the journal,

Electronic News. And the RTVJ division promotes a sense of public service, professional responsibility and freedom among practitioners and academics in radio, television and online journalism.

Scholastic Journalism

The Scholastic Journalism Division provides a liaison between secondary school journalism teachers/media advisers and college-level journalism educators. Members are often student press association directors who run summer workshops, press days and conferences. Some primary concerns include journalism education standards, teacher training and student free expression rights. Through programming at the summer convention and at its midwinter meeting at The Poynter Institute, the Division works to support its members and stimulate interest among others in regarding issues and trends in scholastic journalism.

Visual Communication

The Visual Communication Division of AEJMC is devoted to the study of visual communication and issues concerning the professional practice of visual media production for presentation. The division members represent a broad spectrum of methodology and application on all types of visual media—advertising, broadcast, digital imaging, film, graphic design, multimedia, Web design, photojournalism, propaganda images, visual images and culture, visual literacy, and visual aspects of political campaigns, etc. The division publishes *Visual Communication Quarterly* and hosts the annual Best of the Web competition with the Communication Technology Division, the AEJMC logo competition, the Creative Projects competition, and student and faculty paper competitions.