

Association for Education in Journalism and Mass Communication (AEJMC)

2019 年次大会における PR 部会のパネル一覧

2019 年 8 月 7 日～10 日の日程でカナダ・トロントにて開催される AEJMC の年次大会でのパネルが PR 部会から公表されたので、ご参考までお知らせする。一覧の後に AEJMC の概要を付けたので、こちらも参考にさせていただきたい。

2019 Public Relations Division Panels Line Up

The PRD is proud to announce the panels scheduled for the upcoming AEJMC conference in Toronto. This year we partnered with divisions across AEJMC including Sports Communication, Media Ethics and Advertising Divisions to provide you with dynamic programming that looks at compelling issues facing public relations practice and scholarship. Be sure to add these panels to your conference schedule.

Wednesday August 7

The Influence of Sports in Advocacy and Community Building (10-11:30 a.m.)

Co-sponsored with the Sports Communication Interest Group

This panel examines the role of sport organizations in the social sphere of community building and advocacy. It includes perspectives from the academic and professional community, specifically looking at the influence of sports organizational decision-making as advocates of various causes.

Public Relations, the Media and the Ethical Implications for Political Discourse

(3:15-4:45 p.m.)

Co-sponsored with the Media Ethics Division

From Anita Hill to Christine Blasey Ford, this panel will take a look at the media coverage then and now with an emphasis on the political machine, what happened behind the scenes and the role of feminism and activism on political discourse.

Thursday August 8

Differences and Similarities Between Public Relations Practice in Canada and the United States (10-11:30 a.m.)

This panel brings together educators and practitioners to explore how public relations in Canada is similar and different than public relations in the United States.

Managing and earning media through new technology: Applications of AI, Robotics and Automation for media practitioners (1:30 – 3 p.m.)

Co-sponsored with the Media Management, Economics & Entrepreneurship Division

The media landscape is increasingly being shaped by technologies that present new opportunities for audience engagement, while simultaneously threatening existing business models and organizational structures. This panel explains the real-world implications of A.I., robotics and automation for PR campaigns, advertising and managing media firms. Are they too hyped? Are they threats? Or do they provide new exciting opportunities?

Reflecting on Integration – Challenges in Research and Practice (3:15 – 4:45 p.m.)

Co-sponsored with Advertising with the Advertising

In a recent PRWeek survey, nearly 60 percent of respondents indicated their organization has integrated its communication efforts, though 40 percent of the respondents stated that the collaboration between PR and marketing was not successful. This panel looks at these results, and the results of several other studies, that address integrated communication efforts. This panel also explores various perspectives related to the importance and role of integration in modern professional communication.

Saturday August 10

The Production, Influence and Impact of Owned Content – Perspectives from the Practice (9:15 – 10:45 a.m.)

Co-sponsored with the Magazine Division

This panel looks at the role of content marketing, its production and the impact on influencers.

AEJMCについて (公式サイト : <http://www.aejmc.org/home/>)

1912年に American Association of Teachers of Journalism としてスタートし、現在、107年目を迎えている。ジャーナリズム教育に携わる18名でスタートした AATJ は、1950年に AEJMC に名称変更し、現在 50 か国、3,700 名のメンバーを擁する組織に成長している。毎年夏に開催される年次大会には 2,000 名を超えるメンバーが参集し、プレカンファレンスセッションを含むと 5 日間にわたり活発な議論が展開される。

AEJMC は 18 部会と 10 インタレストグループを擁し、Public Relations は部会の一つとして 500 名を超えるメンバーで活動している。Journal of Public Relations Research は PR 部会が発行する学術誌である。

AEJMC の部会、インタレストグループ一覧

部会 Division

Advertising

Communicating Science, Health, Environment & Risk (ComSHER)

Communication Technology (CTEC)

Communication Theory & Methodology

Cultural and Critical Studies

Electronic News

History

International Communication

Law and Policy

Magazine Media

Mass Communication and Society

Media Ethics

Media Management, Economics & Entrepreneurship

Minorities and Communication

Newspaper & Online News

Public Relations

Scholastic Journalism

Visual Communication

インタレストグループ Interest Group

Community Journalism IG

Entertainment Studies IG

Graduate Student IG

Internships and Careers IG
Lesbian, Gay, Bisexual, Transgender, Queer IG
Participatory Journalism IG
Political Communication IG
Religion and Media IG
Small Programs IG
Sports Communication IG (SPORTS)

部会、インタレストグループ発行の学術誌

Advertising Division Journal: Journal of Advertising Education

Editor: Jay Newell, Iowa State University

Website: <http://journals.sagepub.com/home/adv>

Communication Theory & Methodology Division Journal: Communication Methods and Measures

Editors: Jorg Matthes, Universität Wien

Website: <http://mc.manuscriptcentral.com/cmm>

Cultural and Critical Studies Division Journal: Journal of Communication Inquiry

Editor: Tom Oates, University of Iowa

Website: <http://jci.sagepub.com/>

Electronic News Division Journal: Electronic News

Editors: Anthony Moretti, Robert Morris University; Robert Papper, Hofstra University

History Division Journal: Journalism History

Editor: Gregory A. Borchard, University of Nevada Las Vegas

Book Review Editor: Melita Garza, Texas Christian University

Website: <http://borchard.faculty.unlv.edu/journalismhistory.htm>

International Communication Division Journal: International Communication Research Journal

Interim Co-editors: Margaretha Geertsema-Sligh, Butler University, and Elanie Steyn, University of Oklahoma

Law Division Journal: Communication Law and Policy

Editor: W. Wat Hopkins, Virginia Tech

Magazine Division Digital-only Journal: Journal of Magazine Media

Editor: Kevin Lerner, Marist College

Website: <http://aejmcmagazine.arizona.edu/journal.html>

Mass Communication and Society Division Journal: Mass Communication and Society

Editors: Fuyuan Shen, Pennsylvania State University
Media Ethics Journal: Journal of Media Ethics
Editor: Patrick Plaisance, Colorado State University
Newspaper & Online News Division Journal: Newspaper Research Journal
Editors: Dane S. Claussen
Public Relations Division
Journal: Journal of Public Relations Research
Editors: Bey-Ling Sha, San Diego State University
Journal: Journal of Public Relations Education
Editor: Emily S. Kinsky
Website URL: <http://aejmc.us/jpre/>
Visual Communication Division Journal: Visual Communication Quarterly
Editor: xtine Burrough, The University of Texas at Dallas
Website: <http://vcquarterly.org>

Community Journalism Interest Group Digital-only Journal: Community Journalism
Editor: Chip Stewart, Texas Christian University
Website: <http://journal.community-journalism.com/about-cj/>
Religion and Media Interest Group Journal: Journal of Media and Religion
Editor: Dan Stout, Brigham Young University-Hawaii; Judith Buddenbaum,
Colorado State University
Website: <https://www.tandfonline.com/toc/hjmr20/current>
Small Programs Interest Group Digital-only Journal: Teaching Journalism and Mass
Communication
Editor: Cathy Strong, Massey University
Sports Communication Interest Group Journal: Journal of Sports Media
Editor: Mary Lou Sheffer, University of Southern Mississippi
Information:
<http://unp-bookworm.unl.edu/product/Journal-of-Sports-Media,673232.aspx>

(文責：宮部潤一郎)