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Restoring Image in Party Schools

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Rod Pritchard

While The Princeton Review's The Best Colleges has emerged as a popular college guide, at least one designation in the annual college guidebook, "Party Schools," (Franek et al., 2004, p. 43) creates a negative image for the colleges and universities listed. In an effort to protect the reputation of these institutions, research indicates that image restoration management techniques are widely implemented. The use of the defensive image restoration strategies is the most common, but the effectiveness of these techniques is questionable, especially if they are used exclusively.

The Impact of Adolescents' Perceptions of Interparental Conflict on Adolescents' Aggressive Communication Traits

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This study examined the relationship between interparental conflict and adolescents' aggressive communication while utilizing tolerance for disagreement as a mediating variable. Participants were 159 high school students. No significant relationships were found between perceived interparental conflict and adolescents' tendencies to approach arguments, adolescents' tendencies to avoid arguments, and adolescents' verbal aggressiveness. Post-hoc analyses revealed that adolescents living in intact homes reported lower levels of interparental conflict than adolescents living in non-intact homes.

Master Mick and Redneck Roger: Framing of the Mickey Mantle and Roger Maris Homerun Chase in 1961

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Dain H. TePoel

One of the most significant events in baseball history occurred in New York in 1961 as Roger Maris and Mickey Mantle spent the season chasing Babe Ruth's homerun record. The media presented the race as a feud with both players jarring for the record. A framing analysis demonstrates how the media glorified Mantle and stained Maris, forever altering how fans view and remember this instance in baseball history.

Pedagogy Section

A Lyrical Alternative to Impromptu Speaking

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This instructional activity presents an alternative to traditional impromptu speaking. Use of the lyrical alternative can help alleviate some of the intimidation inherent in impromptu speaking while allowing students to discuss topics which with they are comfortable. The inclusion of topic areas also assists the student in developing a stronger speech, thus increasing the educational function of

The Amazing First Century of Electronic Media

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Most textbooks used in introduction to mass media courses devote separate chapters to sound recording, radio, television, the Internet, etc. While these texts do a good job of explaining the development of each medium, they fail to show how the developments of these technologies are intertwined. This essay provides instructors with a more complete overview of the development of mass media.