Available Soon

THE C-SPAN ARCHIVES
An Interdisciplinary Resource for Discovery, Learning, and Engagement

Robert X Browning (Ed.)
Paperback, 978-1-55753-695-2, $35.00
E-book available, $16.99
272 pages – October 2014 – 6 x 9

The book is divided into four parts:

Part 1 consists of an overview of the C-SPAN Archives, the technology involved in establishing and updating its online presence, and the C-SPAN copyright and use policy.

Featured are the ways in which the collection is indexed and tips on how individuals can find particular materials. This section provides an essential foundation for scholars’ and practitioners’ increased use of this valuable resource.

Parts 2 and 3 contain case studies describing how scholars use the Archives in their research, teaching, and engagement activities. Some case studies were first presented during a preconference at the National Communication Association (NCA) convention in November 2013, while others have been invited or solicited through open calls.

Part 4 explores future directions for the C-SPAN Archives use as a window into American life and global politics.

C-SPAN Archives: Advancing the Research Agenda
November 16 – 18, 2014
Agenda and Information

Sponsored by Purdue University and C-SPAN Archives with funding from the C-SPAN Education Foundation and Purdue University Office of the President West Lafayette, Indiana

C-SPAN2® C-SPAN3® C-SPAN Video Library®

Brian Lamb School of Communication Department of Political Science
Sunday, 11-16-14, PMU West Faculty Lounge
6:30 – 8:30 PM Registration and reception with light supper and cocktail hour

Monday, 11-17-14, STEW 3-314
8:00 AM Light Breakfast
8:30 Welcome by Irwin Weiser, Dean, College of Liberal Arts, Purdue University, and Joanne Wheeler, Director of C-SPAN Education Foundation
9:00 Demonstration of C-SPAN Video Library by Robert X Browning, Director, C-SPAN Archives, and Associate Professor Department of Political Science, and Brian Lamb School of Communication
9:45 Break
10:00 Panel 1:
  Personal Narratives and Representation Strategies: Using C-SPAN Oral Histories
  to Examine Key Concepts in Minority Representation
  Nadia E. Brown, Political Science and African American Studies, Purdue University,
  Michael D. Minta, Political Science and Black Studies, University of Missouri, Columbia, and
  Valeria Sinclair-Chapman, Political Science, Purdue University
  Black-Woman Stereotypes, Policy Rhetoric, and the Politics of Media Depiction: A Content Analysis of Video Footage from Michelle Obama’s Speeches
  Christina S. Haynes, Women’s Gender, and Sexuality Studies, University of Wisconsin, LaCrosse, and
  Ray Block Jr., Political Science and Public Administration, University of Wisconsin, LaCrosse
  A History of Presidential Debates: Analyzing Media Coverage and Assessing Voter Engagement
  Kathryn Cramer Brownell, History, Purdue University
  When Style Obscures Substance: Image Bite Analysis of the 1960 and 2012 Presidential Debates
  Erik P. Bucy, Strategic Communications, Texas Tech University
12:15 PM Lunch in PMU East Faculty Lounge
1:30 Teaching Presentation, HICKS B853
3:00 Board bus at PMU east entrance and travel to Purdue Research Park
3:30 Tour of C-SPAN Video Archives facility, Purdue Research Park, Vistech 1 Building, Suite 100
5:00 Board bus and return to campus
6:30 Dinner in Dauch Alumni Center with Keynote speaker:
  David A. Caputo, Professor of Political Science and President Emeritus, Pace University
  Social Media, MOOCs and C-SPAN: Future Possibilities,

Tuesday, 11-18-14, STEW 3-314
8:15 AM Light Breakfast
9:00 Panel 2:
  Consulting Engineering: Allure of and Contradictions with STEM Initiatives, Policies, and Consequences as Captured In C-SPAN Archives
  Patrice M. Buzzanell and Lauren Berkshire Hearit, Brian Lamb School of Communication, Purdue Univ.
10:30 Panel 3:
  Using Personalization Frames in National News Coverage of U.S. Supreme Court Justices
  Brian J. Fogerty, Political Science, Univ. of Missouri, St. Louis, and
  Patrick C. Wohlforth, Government and Politics, University of Maryland, College Park
  Expressive Polarization in Political Discourse
  stongarden grindlife, Political Science, UCLA
  If a Picture is Worth a Thousand Words, What is a Video Worth?
  Bryce J. Dietrich, Political Science, University of Illinois, Urbana-Champaign
12:00 PM Lunch (box lunches)
1:00 Reflections of conference, future research, etc.
2:00 Conference adjournment