EXPLORING THE C-SPAN ARCHIVES
Advancing the Research Agenda

Robert X Browning (Ed.)
Paperback, 978-1-55753-734-8, $35.00
E-book available, $16.99
240 pages – November 2015

The book is divided into four parts:

Part 1 is focused on “Making Sense of Recorded Events and Re-Collected Memories.” Topics in this section include a framing analysis of the C-SPAN series, The Communicators.

The second part addresses “Changing Ways of Searching and Analyzing Data.” An “image bite analysis” of nonverbal aspects of the Obama – Romney debates leads off this section. Another scholar takes a new approach to analyzing conflict in the House by looking at audio levels. David Caputo presents ideas on the value of massive open online courses (MOOCs) using C-SPAN and reflects on the use of C-SPAN for citizen education in what he terms the “post digital world.”

Part 3 includes a paper on science and C-SPAN in which the ways that science is depicted in C-SPAN recordings of public events is reviewed in a section called, “Contributing Engaged Scholarship.”

Finally, in Part 4, “Celebrating Difference, Telling Our Stories” a number of scholars analyze oral histories of African-American Members of Congress, the presentation style of Michelle Obama as “Mom-In-Chief,” and the involvement of women in STEM issues. A chapter looks at polarization in the House through the analysis of video images contributes another innovative approach to examining video. Additionally, Patrice Buzanell contributes a reflective essay on the future directions of research using the C-SPAN Archives based on the essays in this volume.
Sunday, 10-04-15, PMU West Faculty Lounge
6:30 – 8:30 PM Registration, welcome reception with light supper and cocktail hour

Monday, 10-05-15, STEW 279
8:00 AM Light Breakfast
8:30 Welcome by David A. Reingold, Justin S. Morrill Dean of the College of Liberal Arts, Purdue University, and Joanne Wheeler, Executive Director of C-SPAN Education Foundation
9:00 Demonstration of C-SPAN Video Library by Robert X Browning, Director, C-SPAN Libraries, and Associate Professor Department of Political Science, and Brian Lamb School of Communication
9:45 Break
10:00 Panel 1:
Congressional Process and Public Opinion Toward Congress
Jonathan S. Morris, Political Science, East Carolina University
Discursively Constructing the Great Lakes Freshwater
Theresa R. Castor, Communication, University of Wisconsin-Parkside
A Proposal for Framing Analysis of Media Representations for Dominant Understandings of the Terms “Conservative” and “Liberal” in Relevant Political Discourse
Robert J. Kerr, Journalism and Mass Communication, University of Oklahoma
Discussant: Tim Groeling, Communication Studies UCLA
12:15 PM Lunch in PMU Anniversary Drawing Room Lounge
1:30 Board bus at PMU east entrance and travel to Purdue Research Park
Tour of C-SPAN Video Archives facility, Purdue Research Park, Vistech I Building, Suite 100
3:15 Board bus and return to campus
4:00 Pre-Interview Reception in Robert L. Ringel Gallery, Stewart Center
4:30 Interview in Fowler Hall, Stewart Center
The Future of Democracy:
Hon. Lee Hamilton and President Mitch Daniels are interviewed by C-SPAN's Brian Lamb
5:45 Board vans at west entrance of Stewart Center for departure to Westwood
6:00 Dinner at Westwood, hosted by President Daniels (by invitation)
Board vans for return to PMU

Tuesday, 10-06-15, STEW 279
8:15 AM Light Breakfast
9:00 Panel 2:
Mansplaining or Candidate-Splaining: A Large Scale Text Analysis of U.S. Senate Debates
Martha E. Kroft, Political Science & Public Administration, University of North Carolina-Charlotte
Emily Grassecki, Political Science, Univ. of North Carolina-Charlotte
Microanalysis of the Emotional Appropriateness of Facial Displays During Presidential Debates: C-SPAN Coverage of The First and Third 2012 Debates
Patrick A. Stewart, Political Science, University of Arkansas, Fayetteville

Question-Answering and Evasion Strategies in President Clinton's Video-Taped 1998 Grand Jury Testimony
Angela Cora Garcia, Sociology, Bentley University
Discussant: Erik Bucy Strategic Communication Texas Tech University
10:30 Panel 3:
From First Lady to Presidential Contender: Discourse (and Image) Tracing of Hillary Clinton as Captured In C-SPAN Video Library and Popular Culture
Patrice M. Buzzanell, Communication and Engineering Education, Purdue University
Race, Gender and Symbolic Representation: A Study of the Violence Against Women Reauthorization Act
Nadia E. Brown, Political Science and African American Studies, Purdue University
Sarah Allen Gershon, Political Science, Georgia State University
Working the Crowd
Kurtis D. Miller, Communication, Purdue University
Discussant: Mary Christine Banwart Communication Studies University of Kansas
12:00 PM Lunch (box lunches)
1:00 Reflections of conference, future research, etc.
2:00 Conference adjournment