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The June 2010 issue of *Communication Quarterly* is now available and features a range of articles authored by scholars from around the nation. Volume 58.2 includes:

A study by Kathryn Greene, Shelly Campo, and Smita C. Banerjee that examines the efficacy of normative messages vs. other traditional persuasive messages that use anecdotal or statistical evidence regarding tanning bed usage. Results from the study found that normative evidence was superior to other evidence types in influencing normative perceptions of other college students' and friends' beliefs that tanning beds are safe, some messages ratings, and beliefs about health protection and consequences of tanning beds.



An analysis from Guillermo Avila-Saavedra of the articulations of U.S.-Latino identity in the ABC television series *Ugly Betty*. In his analysis, Avila-Saavedra argues that the show articulates a tension between ethnic “otherness” and cultural assimilation that symbolizes current negotiations of individual and collective identities among young, English-speaking Latinos in the United States. Furthermore, the essay argues that *Ugly Betty* symbolically endorses a new conceptualization of Latino identity in the United States.

An examination by Lisa R. Godlewski and Elizabeth M. Perse of audience activity in reality television. Hypotheses predicted that audience viewing motives would be significant predictors of identification, online post-exposure activity, and satisfaction. In general, the study's hypotheses were supported. Identification was predicted by watching for social learning and cognitive and emotional involvement. Engaging in online activity after watching was predicted by elaboration and feeling negative emotion. Viewing satisfaction was predicted by viewing motive; cognitive and emotional involvement; and, surprisingly, less online activity after watching.



Other articles in CQ 58.2 include:

Katherine Hart LaVail on coverage of older adults and HIV/AIDS

Jimmy Sanderson on the role of social support on Curt Schilling's blog 38pitches.com

Christina Kotchemidova on emotion culture and cognitive constructions of reality

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