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## **EDUCATION**

- Ph.D. Temple University, School of Communication  
1989 Dissertation: Adolescent identification of heroes: A study of media exposure and perceptions of public figures.
- M.A. Indiana University of Pennsylvania, History Department  
1984 Thesis: History of newspapers in Johnstown, Pennsylvania: 1800-1983.
- B.A. University of Pittsburgh, Education Department  
1980 Concentrations: Communication Education, Economics

## **EXPERIENCE**

- 2019- Editor, *Explorations in Media Ecology: The Journal of the Media Ecology Association*
- 2015- Drexel University, Department of Communication  
Professor  
Graduate Faculty in Communication, Culture and Media
- 2010- Drexel University, Department of Culture and Communication  
2015 Professor, Head of Graduate Programs
- 2001- Drexel University, Department of Culture and Communication  
2010 Associate Professor, Head of Graduate Programs
- 1998- Drexel University, Department of Humanities/Communications  
2001 Associate Professor  
Head, Communication Program, Includes Graduate Program
- 1995- Drexel University, Department of Humanities/Communications  
1998 Assistant Professor  
Director, Undergraduate Communication Program

1992- Drexel University, Department of Humanities/Communications  
 1994 Assistant Professor

1990- Marquette University, Broadcast & Electronic Communication  
 1992 Assistant Professor of Communication and Graduate Faculty

1989- Denison University, Department of Communication  
 1990 Assistant Professor of Communication (one year contract)

1987- Drexel University, Department of Humanities/Communications  
 1989 Adjunct Professor of Communication

1984- Temple University, Department of Radio, Television, Film  
 1988 Assistant to the Director--Conference on Communication and  
 Culture & Assistant Editor--Faculty Herald

## **BOOK**

Branding the teleself: Mass media effects discourse and the changing self.  
 (2007). Lexington Books (Rowman-Littlefield): Lanham MD.

## **EDITED BOOKS**

Signs of war: From patriotism to dissent. (with Anne- Marie Obejtec-Kirkwood)  
 2007). Palgrave MacMillan: New York.

Days leading to the 2003 Iraq War: The global media debate. (with Alexandre  
 Nikoleav). (2006). Palgrave MacMillan: New York.

Mass Media and Society. (with A. Wells). (1997). Greenwich, CT: Ablex.

## **SELECTED JOURNAL PUBLICATIONS**

Playing the fool: Trump's Appeal to Each of Korzybski's Fools. (with Julia  
 Richmond). etc.: A review of general semantics. (forthcoming).

Screening the tetrad – A tetrad of screens. (with Nicholas Grodsky and Julia  
 Hildebrand). *Explorations in Media Ecology*. (2018). 17:1. 23-39.

Themes and Affect in the Third Wave of Contemporary Chinese Art. (with Alison  
 N. Novak). *Journal of Social Sciences, Culture and Arts*, (December 2012). 1:1.

Relationship between emotional intelligence to emotional recognition and mood  
 management. *Psychological Reports*. (2004). 94. 1097-1103.

Lists as Social Grid: Ratings and Rankings in Everyday Life. Social Semiotics. (2003). 12:3. 245-254.

In the public interest? The state of public service programming 15 years after deregulation. (with Ronald C. Bishop). Communication Inquiry. (2002). 26:3

Music choice for emotional management by Hong Kong adolescents. (with A. Wells and Lisa L. S. Ying). Asian Journal of Communication. (1999). 9:1. 72-85.

Music use for emotional management by Japanese adolescents. (with A. Wells and H. Tokinoya). Keio Communication Review. (1998). 20. 19-30.

Counting down to number one: The evolution of the meaning of popular music charts. Popular Music. (1998). 17:1. 45-61.

The expression of localism: A study of local news coverage in the new videomarketplace. (with K.S. Slattery and M. Doremus). Journal of Broadcasting and Electronic Media. (1996). 40:3. 403-413.

Citation patterns in international mass communication journals. (with D. Wolfram). Journal of Information Science. (1995). 21:3. 209-216.

On autopilot inside the beltway: Organizational failure, the doctrine of localism and the case of digital audio broadcasting. Journal of Telematics and Informatics. (1995). 8:1. 1-10.

Emotional use of music by African American adolescents. Howard Journal of Communications. (1994). 5:3. 214-222.

Sensationalism versus public affairs reporting in local tv news: Pennsylvania revisited. (with K.S. Slattery). Journal of Broadcasting and Electronic Media. (1994). 38: 2. 205-216.

Music preference and taste cultures among adolescents. (with A. Wells ). Popular Music and Society. (1993). 17:1. 45-61.

Digital audio broadcasting promises and policy issues in the United States. Telecommunications Policy. (1991). 641-646.

The emotional use of popular music by adolescents. (with A. Wells). Journalism Quarterly. (1991). 68:3. 445-454.

Adolescent music marginals: Who likes metal, jazz, country, and classical? (with A. Wells) Popular Music and Society. (1991). 14:4. 57-66.

The (d)evolution of heroes: An expanded typology of heroes for the electronic age. *Free Inquiry in Creative Sociology*. (1989). 17. 153-158.

The American connection: Telecommunications planning policy in the Caribbean. *Howard Journal of Communications*. (1988). 1:2. 65-85.

## **BOOK CHAPTERS**

The communicator's wisdom: framing of Technological influence through C-SPAN. (2015). (with Alison Novak). *C-Span Archives: an interdisciplinary resource for discovery, learning, and engagement*. Purdue University Press: West Lafayette, IN.

Yellow ribbons everywhere and no meaning to be found. in A. Obejtec-Kirkwood & Hakanen, E. A.( 2007). *Signs of war: From patriotism to dissent*, Palgrave MacMillan: New York.

The emotional uses of music by Japanese adolescents. (with A. Wells and H. Tokinoya). in T. Mitsui. (1998). *Popular music: Intercultural Interpretations*. Kanazawa, Japan: Kanazawa University.

Music preference and taste cultures among adolescents. (with A. Wells ). Reprinted in Hoke, K.R. (1997). *Course Packet Soc. 248* Vanderbilt University.

German broadcasting: Regional representation in transition. in A. Wells. (1996). *International Communications: Mass Media in Comparative Perspective*. New York: Ablex.

Sensationalism versus public affairs reporting in local tv news: Pennsylvania revisited. Reprinted in Wells, A. & E.A. Hakanen (1996). *Mass Media and Society*. New York: Ablex.

The emotional use of popular music by adolescents. Reprinted in Wells, A. & E.A. Hakanen (1996). *Mass Media and Society*. New York: Ablex.

The emotional use of popular music by adolescents. Reprinted in E.J. Whetmore. (1993). *Mediamerica, Mediaworld*. 5th ed. New York: Wadsworth. 420-433.

\*Used as example (one of four) of good communication research.

Local public affairs content of TV news: Sixteen years later. In *National Association of Broadcasters*. (1993). *Reports of the 1992 NAB grantees*. Washington, DC: NAB.

## ENCYCLOPEDIA ENTRIES

“Engagement Advertising,” “Engagement Features,” “Big Data,” and “Framing Theory.” (2014). (with Alison N. Novak). In K. Harvey & G. Golson (Ed.). *Encyclopedia of Social Media and Politics*. SAGE Reference.

## BOOK REVIEWS

U.S. Congress. (1990). Review of Critical connections: Communication for the future]. *Journal of Broadcasting and Electronic Media*. (Fall, 1991). 49-50.

Condry, J. (1990). [Review of *The psychology of television*.]. *Journal of Broadcasting and Electronic Media*. (Fall, 1990). 366-367.

Rediker, M. (1987). [Review of *Between the devil and the deep blue sea: Merchant seaman, pirates and the Anglo-American maritime world*.]. *Journal of Political and Military Sociology*. (Spring,1990). 355.

## SCHOLARLY CONFERENCE PAPERS

Playing the Fool: Trump’s Appeal to Each of Korzybski’s Fools. (with Julia Richmond). Media Ecology Association Convention. (2018). Orono, ME.

Screening the tetrad – A tetrad of screens. (with Nicholas Grodsky and Julia Hildebrand). International Conference on the Toronto School: Then/Now/Next. (2016). Toronto, Canada.

On Screen: Implosion and Conspiracy in 9/11 Discourse. (with Nicholas Grodsky). IAMCR. (2015). Montreal, Canada.

The communicator’s wisdom: framing of Technological influence through C-SPAN. (with Alison Novak). *The C-Span Archive: Advancing the Research Agenda*. (2014). Purdue University: West Lafayette, IN.

Get to know your local occupiers: A framing analysis of the coverage of the occupy movement. (with Alison Novak and Ronald Bishop). International Communication Association Conference. (2013). London.

“Life’s been good to me so far:” Exploring changes in the story of fame in popular songs. (with Alison Novak, Jeana Fidyk and Ronald Bishop). Popular Culture Association/American Culture Association. (2013). Washington D.C.

Mather Work Incentive Posters and the Rhetoric of Scientific Management in the 1920s. (with Alison Novak). Eastern Communication Association (2012). Cambridge, MA.

Get to know your local Occupiers: A framing analysis of the coverage of the Occupy movement. (with Alison Novak and Ronald Bishop). Poster session, Drexel University Graduate Research Day (2012). Philadelphia, PA.

Mather Work Incentive Posters and the Rhetoric of Scientific Management in the 1920s. (with Alison Novak). Poster session, College of Arts and Sciences Research Day. (2012). Philadelphia, PA.

Globalization, Mobilization, and the Third Wave of Contemporary Chinese Art. (with Alison Novak). Mobilities in Motion Conference. (2011). Philadelphia, PA.

Who gets to be a hero?: The construction of heroism in newspapers. (with Ronald Bishop and Andrew Damiter). Eastern Communication Association Conference (2009). Philadelphia.

Lists as Social Grid: Ratings and Rankings in Everyday Life. Popular Culture Association. (2002). New Orleans.

The birth of universal service: ATT print campaign from 1908-1914. Popular Culture Association. (1999). New Orleans.

In the public interest: The state of local broadcasting in the wake of deregulation. (with Ronald Bishop). International Communication Association. (1999). San Francisco.

Music use for emotional management by Hong Kong adolescents. (with Alan Wells and Lisa Lai Suet Ying). Popular Culture Association Conference. (1998). Orlando, FL.

Talk radio and political efficacy. (with William Rosenberg). Midwest Association for Public Opinion Research. (1997). Chicago.

Community integration from “hood’ to globe.” Association of Educators in Journalism and Mass Communication. (1997). Chicago.

Music use for emotional management by Japanese adolescents. (with Alan Wells). International Association for the Study of Popular Music. (1997). Kanazawa, Japan.

Music genre choice among Japanese adolescents. (with Alan Wells). Popular Culture Association Conference. (1997). San Antonio.

The expression of localism: A study of local news coverage. (with K. Slattery and M. Doremus). International Communication Association Conference. (1995). Albuquerque.

Counting down to number one: The evolution of the American music charts. Midwest Popular Culture Association Conference. (1994). Pittsburgh.

*Die wende* : Trends in the German broadcast system. International and Intercultural Communication Conference. (1994). Miami.

The FCC and organizational regulatory failure: A case study of digital audio broadcasting and the constructs of localism. International Communication Association Conference. (1993). Washington, DC.

The utility of home audio recording. International Communication Association Conference. (1993). Washington, DC.

Local television news coverage: A study of ten Pennsylvania stations. (with K. Slattery). Broadcast Education Association Conference. (1993). Las Vegas.

Music use for emotional management by African American adolescents. North Central Sociological Association Conference. (1993). Toledo, OH.

Adolescents and home audio recording. Popular Culture Association Conference. (1993). New Orleans.

Music preferences and the use of music to manage emotional states: Correlates with self-concept among adolescents. (with T. F. Gordon and A. Wells). International Communication Association Conference. (1992). Miami.

Characteristics of endomorphs on prime-time television: A cultural studies approach. (with M. Maher). Popular Culture. (1991). San Antonio.

Adolescent identification of non-traditional heroes and tolerance for corruption among public figures. Popular Culture Association Conference. (1990). Toronto.

Adolescent music marginals: Who likes metal, jazz, country, and classical? (with A. Wells). North Central Sociological Association Conference. (1990). Louisville.

The emotional use of popular music by adolescents. (with A. Wells). Speech Communication Association Conference. (1990). Chicago.

Freedom given or taken: A cultural critique of press theories. International and Intercultural Communication Conference. (1990). Miami.

Music taste preference and taste cultures among adolescents. (with A. Wells). Speech Communication Association Conference. (1990). Chicago.

Who speaks for the Caribbean?: Another look at telecommunications planning policy in the Caribbean. International and Intercultural Communication Conference. (1989). Miami.

Adolescent identification of heroes: A study of media exposure and perceptions of heroes. International Communication Association Conference. (1988). New Orleans.

The American connection: Telecommunications planning policy in the Caribbean. International and Intercultural Communication Conference. (1988). Miami.

The (d)evolution of heroes: A typology of heroes. North Central Sociological Association Conference. (1988). Pittsburgh. (Available Sociological Abstracts. (April, 1988). 149. 6.

Diglossia and Haitian press freedom. Conference for Culture and Communication Conference. (1987). Philadelphia.

#### **PANELS CHAIRED OR MODERATED AT SCHOLARLY CONFERENCES**

Sex, Sexuality, and Improvisation. (2001). ICA. Washington, DC.

Popular CULT-ure: Theory, CultTV and Fandom. (2000). ICA. Acapulco.

Audience Issues. MAPOR. (1999). Chicago.

Directions in Communication Education. Mid-Atlantic Communication Conference. (AEJMC). (1996). Philadelphia.

Popular Culture and Mass Media. NCSA. (1992). Terre Haute, Indiana.

Of Heroes and Heroines. PCA. (1990). Toronto.

Mass Media Studies. NCSA. (1989). Louisville.

Social Uses of Music. CCC. (1989). Philadelphia.

#### **MENTOR (PhD Students)**

Brandon Niezgoda, PhD

Do it Together? The Pragmatics and Implications of Synergistic Micro-budget Filmmaking, November 2017

Ellen Bernhard, PhD (Philadelphia University)

Never mind the Subculture: Contemporary Punk Rock Communities and the Evolution of American Punk Rock, November 2016

Alexander Jenkins, PhD (Drexel University)  
 Digital Gamers: A Mixed Method Study of Players Emotions, Moods and Moral Life  
 May 2015

Alison N. Novak, PhD (Rowan University)  
 Generation “Undecided”: Millennial Discourses and Media Reactions to Changing  
 Political Behaviors  
 May 2014

#### Committee Member

Jane Bokunewicz (Stockton College)  
 Robert Devido (VP, United Health Care)  
 Melinda Sabastian (Kutztown University)  
 Ammani El Burki (Lehigh University)  
 Julia May (Drexel University)  
 Ashley Patwell (Rowan University)  
 Candice Roberts (St. Johns University)  
 Daniel Gilmore (St. Johns University)  
 Danni Greenwell  
 Miles Ethan Lassity (SMU)

#### **INVITED LECTURES**

Pennsylvania Humanities Council, “Technology and Communication: A Short Course,” June-August, 1997.

Institute for Scientific Information, “Knowing the difference between massaging and fondling: Clinton defines multimedia,” April, 1996

#### **GRANTS**

C-SPAN Archive and Purdue University (with A. N. Novak), Fall 2014

National Association of Broadcasters Annual Grant (with K. Slattery), 1992

International Studies Grant, Marquette University, Fall, 1991

Graduate Faculty Research Grant, Marquette University, Fall, 1991

Faculty Research Grant, Marquette University, Spring, 1991

University Fellowship Grants, Temple, 7 times from 1985-1989

## HONORS AND SPECIAL STUDIES

Bertalanffy Center for the Study of Scientific Structures, Vienna, Austria –  
Visiting Fellow, Winter and Spring 2017

Critical Theory Institute, UC, Irvine -- Visiting Scholar, Studied with Professors  
Mark Poster and Fredric Jameson, Spring, 1997

Pennsylvania Humanities Council -- Advisory Board, 1995-1997

Philadelphia Communications Academy -- Representative, 1995-1998

Annenberg Washington Program -- Technology Tutorial, Winter, 1994

Annenberg Washington Program, Summer, 1991

## COURSES TAUGHT (\* denotes development of new course)

### Undergraduate Courses

Mass Communication and American Social Thought\*

Communication Theory I \*

Theories of Persuasion and Communication

Telecommunications Policy \*

Principles of Communication \*

Media Effects\*

Mass Media and Society

History of Broadcasting in America

International Communication/Comparative Broadcasting Systems

Communication Research Methods

Emergent Communications Technologies

Popular Music and Communication (Honors) \*

Television Criticism (Honors) \*

Techniques of Speaking

University Seminar

Honors Freshman Seminar

Graduate Courses

Communication Theory

The Information Society \*

Research Methods (Information Science)

Telecommunications Policy \*

Mass Communication and American Social Thought\*

History of Electronic Media \*

**PROFESSIONAL SERVICE**

Committees (All at Drexel)

Tenure Appeals Committee, Chair, 2015, 2013-2016

Head of Faculty Sabbatical Committee, 1011-13

Department Head Decision Committee, 2009

Hiring Committee, 2003, 2007, 2008

Dean's Advisory Committee, 2003-

Faculty Senate Committee on Academic Affairs, 2004-2007

Steering Committee of the faculty Senate, 2002-2003

Nominations Committee of the Faculty Senate, Chair, 2002-2003

Faculty Senate, Chair, 2000-01

University Committee on Distinguished Professorship, 2000-01

Middle States Subcom. on Planning & Resource Allocation, 1999

Faculty Senate, 1998-01

Faculty Senate Committee on Academic Affairs, 1998-00, 10-13

Devereax Committee, 1998-99

Review Committee, 1998-01

Executive Advisory, 1998-01

Senate Committee on Academic Support, 1996-00

Department Curriculum Committee, Chair 1997-00

Department Curriculum Committee, Secretary 1993-95

Elections Committee, 1995-00

Freshman Studies Committee 1995-97

Department Hiring Committee 1994-00

College Curriculum Committee 1994-00

Service Learning Advisory Board 1993-99

Writing Competition Director 1992-96

#### Editorial Board

Explorations in Media Ecology, current

Popular Communication, past

#### Reviewer

##### JOURNALS

Journal of Communication

Explorations in Media Ecology

Policy Studies Journal

Journal of Broadcasting and Electronic Media

Journalism and Mass Communication Quarterly

Popular Communication

Popular Music and Society

The Psychology of Music

Sex Roles

PUBLISHERS

Allyn and Bacon

Lawrence Earlbaum Associates

Longman

McGraw-Hill

Wadsworth

CONFERENCES

Mass Communication Division (ICA)

Popular Communication (ICA)

Communication Theory & Research Division (AEJMC)

Public Affairs

Sponsored Symposia on “Violent Media, Violent Soccer Moms,” Feb, 2001

Sponsored Symposia on “The Future of Newspapers,” May, 2000

Organized and taught short course to Philadelphia Communication Academy teachers, August 26-28, 1996.

Organized and hosted University Lecture by Neil Postman, February 2, 1996.

Guest on local radio WHYY’s “Radio Times,” May 25, 1993 .

Interviewed for Article on Children and Video Games, Buffalo News, June 2, 1993.

**PROFESSIONAL ORGANIZATIONS (Current)**

Association for Education in Journalism and Mass Communication  
Institute for General Semantics  
International Communication Association  
International Association of Media and Communication Researchers  
Media Ecology Association