Erika Grodzki

EDUCATION

Doctor of Philosophy in Kulturwissenschaft

Europa Universitaet Viadrina, Frankfurt/Oder, Germany, 2002 Published doctoral dissertation. Graduated cum laude.

Master of Arts in Mass Communication

Miami University, Oxford, OH, 1996 Completed 17 additional credits in the graduate Communication major. Graduated magna cum laude.

Bachelor of Arts in Speech Communication

Muskingum College, New Concord, OH, 1994 Completed the requirements for a Bachelor's degree in English. Completed the requirements for a Minor in Pre-Medicine. Participated in an exchange program for one year at the *Scuola Administrazione Aziendale* in Torino, Italy. Graduated magna cum laude.

EXPERIENCE

Lynn University, Boca Raton, FL

Associate Professor, September 2005- present Chair, Advertising/PR Major 2004- present Assistant Professor, September 2002 – June 2005 Visiting Professor, September 2000 - June 2002 Adjunct, January 1999 – June 1999

Muskingum College, New Concord, OH

Speech Communication Department Sabbatical Replacement, August 1999 - May 2000

Palm Beach Community College, Lake Worth, FL

English as a Second Language Instruction Adjunct. January 1999 - June 1999

Europa Universitaet Viadrina, Frankfurt/Oder, GERMANY

Language Instructor, October 1996 - June 1998

Miami University, Oxford, OH

Communication Department Teaching Assistant, September 1994 - May 1996

TEACHING AND ADMINISTRATIVE EXPERIENCE

Administrative Responsibilities

- Advertising/PR Specialization Coordinator
- Graduate Program Coordinator
- Evening Division Coordinator

Courses Taught

- COM 105 INTRODUCTION TO MASS MEDIA
- COM 140 AUDIO PRODUCTION *(Muskingum College)
- COM 145 VIDEO PRODUCTION *(Muskingum College/Miami University)
- COM 325 MEDIA WRITING *(Miami University)
- COA 110 PUBLIC SPEAKING (Miami University/Muskingum College/Lynn University)
- COM 130 FILM APPRECIATION
- COM 335 AMERICAN FILM *(Miami University)
- COM 320 WORLD MEDIA SYSTEMS
- COM 360 COMMUNICATION THEORIES
- FYE 102 FIRST YEAR EXPERIENCE
- COM 435 MEDIA MANAGEMENT
- COM 305 MEDIA & SOCIETY
- COM 340 MEDIA AESTHETICS *(Miami University)
- COM 375 ADVERTISING & SOCIETY
- COM 299 STRATEGIES IN INTERNATIONAL ADVERTISING
- COM 500 MASS COMMUNICATION THEORY
- COA 110 FUNDAMENTALS OF COMMUNICATION
- COM 350 COMMUNICATION LAW & ETHICS
- COM 399 INVESTIGATING THE GERMAN MEDIA SCENE
- COM 495 COMMUNICATION RESEARCH
- ESL 201 ENGLISH GRAMMAR (ESOL) *(Palm Beach Community College)
- ESL 330 ENGLISH CONVERSATION (ESOL) *(Palm Beach Community College/Europa Univ. Viadrina)
- COM 500 MASS COMMUNICATION RESEARCH METHODS
- COM 520 MASS COMMUNICATION THEORY
- COM 505 MASS COMMUNICATION HISTORY
- COM 451 INTERCULTURAL COMMUNICATION
- COM 510 MASS COMMUNICATION LAW & REGULATION
- COM 515 INTERNATIONAL COMMUNICATION

RESEARCH

Thesis

Grodzki, E. M. (1996). The Simpson Persona: CNN's Rhetorical Development of a Fallen Hero. Unpublished Master's Thesis, Dept of Mass Communication, Miami University.

Journal Article

Grodzki, E. M. (2006). The Lacuna Model and Its Application Potential for Advertising Research. In: Voprosi Psikholingvistiki (Problems of Psycholinguistics) 3: 95-103.

Book

Grodzki, E. (2003) *Using Lacuna Theory to Detect Cultural Differences in American and German Automotive Advertising*. Frankfurt am Main: Peter Lang.

Book Chapters

- Grodzki, E. M. & Rehman, S. (2005). Utilizing Lacuna Theorie for Advertising Research. In I. Panasiuk & H. Schroeder (Eds.), Lakunen-Theorie: Ethnopsycholinguistische Aspekte der Sprach- und Kulturforschung.(pp. 313-325). Muenster-Berlin-Hamburg-London-Wien: LIT Verlag.
- Ludwig, M. & Grodzki, E.M. (2005). Seeking Cultural Lacunas in International Magazine Design. In I. Panasiuk & H. Schroeder (Eds.), Lakunen-Theorie: Ethnopsycholinguistische Aspekte der Sprach- und Kulturforschung.(pp. 326-335). Muenster-Berlin-Hamburg-London-Wien: LIT Verlag.

Book Review

Grodzki, E.M. (2003). The Girl on the Magazine Cover: The Origins of Visual Stereotypes in American Mass Media. [Review of the book]. Women's Studies in Communication, 26, 54.

Other Research Activities

Served as a member of the Foundation for International Transformation (F.I.T.) which studied the transition from communism to capitalism among Eastern European countries; researched television advertising in Germany and America through the cultural science department.

Currently writing two articles, one on lacuna theory as a competing method for intercultural research and the other on video games and their influence on the image of women in the media.

CONFERENCE PRESENTATIONS

- 2006 AEJMC CONFERENCE, BOWLING GREEN, OHIO Presented a Paper Entitled, "Seeking Cultural Lacunas in International Magazine Design."
- 2005 NCA NATIONAL COMMUNICATION ASSOCIATION CONFERENCE BOSTON Presented a Paper Entitled, "A Professional Review of Current Print Advertising Trends Apppearing in National Newspapers." Presented a Second Paper Entitled, "The Management and Production of Public Service Campaigns."
- 2005 ICA INTERNATIONAL COMMUNICATION ASSOCIATION NEW YORK -- Respondent (Intercultural & Development Communication)
- 2004 NCA NATIONAL COMMUNICATION ASSOCIATION CHICAGO -- Participated in a Panel Entitled, "The Retired Professor as Mentor." Presented a Second Paper Entitled, "Problems to Expect When Investigating the Arab World."
- 2003 ICA INTERNATIONAL COMMUNICATION ASSOCIATION -NEW ORLEANS Presented Paper Entitled, "Lacuna Theory in Advertising Research"
- 2003 NCA NATIONAL COMMUNICATION ASSOCIATION CONFERENCE MIAMI -- Represented the graduate program for Lynn University
- 2002 NCA NATIONAL COMMUNICATION ASSOCIATION CONFERENCE NEW ORLEANS -- Attended several sessions, particularly focusing on intercultural communication and advertising research; met with other researchers
- 2002 ANTWERP BUSINESS & MANAGEMENT CONFERENCE ANTWERP, BELGIUM – Presented a Paper Entitled, "Lacuna Theory in International Advertising Research."
- 2000 NCA NATIONAL COMMUNICATION ASSOCIATION CONFERENCE NEW ORLEANS – Presented a Paper Entitled, "Using Lacuna Theory to Detect Cultural Differences in German and American Automotive Advertising" (Research Section of Dissertation as Article)
- 1998 F.I.T. FOUNDATION FOR INTERNATIONAL TRANSFORMATION CONVENTION FRANKFURT/ODER, GERMANY -- Served on a committee for Eastern German research
- 1996 PCA POPULAR CULTURE ASSOCIATION CONFERENCE
- LAS VEGAS Presented a Paper Entitled, "The Simpson Fantasy Theme Analysis."
- 1992 UJC UNIVERSITY JOURNALISM CONVENTION DENVER -- Presented College Newspaper for Critique: The Black & The Magenta

PROFESSIONAL EXPERIENCE

- 1990-92 MUSKINGUM COLLEGE, NEW CONCORD, OH, ADMISSIONS ASSISTANT
- 1990-94 THE BLACK & THE MAGENTA, NEW CONCORD, OH, JOURNALIST/EDITOR
- 1991-92 MUSKINGUM COLLEGE, NEW CONCORD, OH, DEVELOPMENT FUNDRAISER
- 1991-94 WMCO, NEW CONCORD, OH, RADIO PROGRAM/NEWS
- 1992-93 SCUOLA ADMINISTRAZIONE AZIENDALE, TORINO, ITALY, ADMISSIONS ASSISTANT
- 1994-96 WMUB PUBLIC RADIO, OXFORD, OH, RADIO NEWS ASSISTANT
- 2000-01 BELL & HOWELL PUBLISHING, ANN ARBOR, MI, COURSE PACKS DEVELOPER

INSTITUTIONAL SERVICE

Lynn University

2001-2002 (Visiting Professor)

Faculty Standards Committee

2002-2003

Chair - CIC Facilities Committee

Member - Alcohol & Substance Abuse Committee

Member – Faculty Standards Committee

Organized a study abroad program to Germany

Graduate program coordinator for M.S. in Mass Communication

Evening Division Coordinator

Second reader for three dissertation committees

2003-2004

Graduate Program Coordinator

Advertising Specialization Coordinator

Evening Division Coordinator

Chair - CIC Faculty Relations Committee

CIC Faculty Hiring Committee

Thesis/Creative Project Advisor

Alcohol & Substance Abuse Committee

Second reader for three dissertation committees

2004-2005

Chair for the Sub-Committee on Advertising, Alcohol & Substance Abuse Committee

Evening Division Coordinator

Chair for five graduate thesis/creative projects

Second/third Reader for five graduate thesis/creative projects

Second reader for Elizabeth Barbosa doctoral committee

2005-2006

Developed an online public speaking course

Chair for five thesis/creative projects

Second reader for two graduate thesis/creative projects

Evening Division Coordinator

Institutional Review Board

Women in Communication Advisor

Lynn Branding Project Consultation

2006-2007

Advertising/PR Specialization Coordinator

Institutional Review Board (IRB) Committee

Curriculum Committee, College of International Communication DECA Advisor

Alcohol & Substance Abuse Committee

Online Learning Committee (Replacement)

Chair for five thesis/creative projects

DECA Advisor

Lynn Branding Project Consultation

Major Advertising Responsibilities:

2002-Present

Advised 30-40+ students on average per semester

RECOGNITIONS & AWARDS

Lambda Sigma Honorary (President) – Muskingum College Omicron Delta Kappa – Muskingum College Teaching Assistantship – Miami University

LANGUAGE FLUENCY

Average fluency in Italian, Spanish, & Polish. Above average fluency in German.

PROFESSIONAL ORGANIZATION MEMBERSHIPS

National Communication Association International Communication Association Popular Culture Association (former member)

TECHNICAL KNOWLEDGE

Blackboard
Microsoft Office Publisher
Microsoft Movie Maker
Microsoft Word
Microsoft Office Power Point
Adobe Audition
Excel
FrontPage
XDrive
FTP
Camtasia Studio

COMMUNITY SERVICE

Web Designer & Manager – Calvary United Methodist Church Server – The Way Café Feeding Program Participant – Relay for Life (2007) Other church outreach activities