

Linda K. Fuller

George -

Just think: all this  
has been done by e-mail  
to date! Don't feel  
weighed down by all the  
documents - you only need  
to put together a 1-page  
statement. "Only" - with  
your life. Thanks! ☺

September 28, 1994

To: An incredible group of people who have agreed to write references for me for a lecturing/research Fulbright Scholar Award at the School of Mass Communications, Nanyang Technological University, Singapore, for six months, beginning 1/96 (Award code #5693).

From: Linda K. Fuller

How fortunate I am to have each and every one of you in my life! Not to overwhelm you, but I am enclosing a packet consisting of the following items:

1. My Application for a Fulbright Scholar Award
2. Project Statement
3. Samples of Syllabi
  - Media Criticism
  - Telecommunications
  - Introduction to Mass Communications
  - History of the Motion Picture
  - Speech
4. Curriculum vitae
5. Postcard indicating the reference has been completed

Before you panic, turn over the 1st page, labelled "Fulbright Reference Report," and note that it's asking you for a 1-page statement about my professional qualifications, merits of the proposal, and personal traits. The scary thing is that they'd like it all by October 10th (not August 1, which was for year-long grants), and they have a postcard check-up to insure deadlines are met! Send your reference to the Council for International Exchange of Scholars, Box References, 3007 Tilden Street, NW Suite 5M, Washington, DC 20008-3009.

Let me brag a bit about having such incredible friends/colleagues. First, should anyone wonder that Jeffrey Roberts of Worcester State College's English Department is writing my teaching report, let me say that he was chair of my tenure committee and that we both represented the College at a conference on educational evaluation in Chicago in 1993.

Recommendations/references also include, as you can see on page two of the application:

\*George Gerbner--one of the most exciting aspects of my life is serving on the board of an international citizen-based non-profit educational coalition he is forming: The Cultural Environment Movement.

\*Brooks Robards--fresh from a Fulbright in Beijing, Brooks not only has contributed to several of my books on American popular film, she and her husband Jim are treasured friends of ours.

\*Kalyan K. Ghosh--coming to the U.S. on a Fulbright, he is not only the first Indian president of a four-year college here, he has a (much-admired) vision.

\*Gust Yep--through his work with the Institute for Asian American and Pacific Asian Studies at Cal. State/LA, he has contributed to two of my books on health communication and is encouraging me to collaborate on an educational guide about AIDS.

As you can see in my Project Statement, I heartily welcome a chance to extend my teaching experiences, and am convinced that Singapore would be an ideal place to introduce the notion of community media. Yet, while I can't begin to tell you all how much I appreciate all your support, I must add that I've been warned the institution may only be looking for an applicant who can be there for an entire year. Most of you know me enough to have also seen my commitment to a very special marriage of 30+ years, though, which also has to be factored in. So, we'll give it a shot. Don't hesitate to get in touch if you have any questions. And thank you!

Sincerely,



Linda K. Fuller  
Communications Department, Worcester State College  
499 Main Street  
Wilbraham, MA 01095  
Tel: 413/596-3539 (H); 508/793-8000, ext. 8015 (W)  
FAX: 413/731-7906  
Internet: lkfuller@ecn.mass.edu

# 1995-96 APPLICATION FOR A FULBRIGHT SCHOLAR AWARD

- Read the Application Guidelines before completing this application and consult the Application Checklist.
- Please type with a dark, carbon ribbon. Submit original ONLY of all application material, on 8 1/2" x 11" paper.

## PART I

Complete A or B below, but NOT both. Refer to the 1995-96 award descriptions for code numbers.

**A Country program of first choice:** Singapore

**Award Code #** 5694

Three alternate country preferences, if any:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

(Consideration of alternates is not automatic. See Application Guidelines.)

OR

**B Regional program:** \_\_\_\_\_

\_\_\_\_\_

**Award Code #** \_\_\_\_\_

List below countries cited in project statement:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

1. Fuller Linda K.  
Last name First Middle
2. Title (circle one) (Dr.) Mr. Mrs. Ms. Social Security no. 034-30-8719
3. Position Associate Professor Direct office telephone no. 508 / 793-8015  
Department/office Communications Fax no. 508 / 793-8191  
Institution Worcester State College Department telephone no. 508 / 793-8000  
City 486 Chandler Street Worcester E-mail network Massachusetts Ed.  
E-mail address lkfuller@ecn.mass.edu  
State MA ZIP 01602
4. Home address 499 Main Street Home telephone no. 413 / 596-3539  
City Wilbraham State MA ZIP 01095
5. State of legal residence Massachusetts Congressional district # \_\_\_\_\_ Veteran Yes  No
6. U.S. citizen Yes  No  If naturalized, state date and place of naturalization \_\_\_\_\_
7. Sex Female Date of birth May 14, 1942 Place of birth New York City, NY  
Month Day Year
8. Highest degree earned, date, and institution Ph.D., 1984, University of Massachusetts
9. Number of previous postdoctoral Fulbright grants through CIES 0; country(ies) and dates \_\_\_\_\_
10. Foreign language competence: Lecture/speak fluently French  
Converse in \_\_\_\_\_  
Read \_\_\_\_\_
11. Major discipline (select one from the Major Disciplines list provided) Communications and Journalism  
Specialization within your discipline Mass Communication
12. Project title (also include at the top of the project statement) "Lecturing in Mass Communication and Researching Community Media Potential for Democratic Dialogue in Singapore"
13. Primary activity: Lecturing  Lecturing/Research  Research



COUNCIL FOR INTERNATIONAL EXCHANGE OF SCHOLARS  
 3007 Tilden Street, N.W., Suite 5M  
 Washington, D.C. 20008-3009  
 Internet: CIES1@CIESNET.CIES.ORG

Name Linda K. Fuller

**PART II**

In addition to biographic data requested below, submit a separate curriculum vitae or resume, including publications list with complete citations. See Application Checklist.

14. Colleges, universities, professional schools attended, most recent first.

| Institution                    | Years attended | Discipline    | Degree | Dates |
|--------------------------------|----------------|---------------|--------|-------|
| Univ. of Massachusetts         | 1979-84        | Communication | Ph.D.  | 1984  |
| American International College | 1976-77        | Human Tech.   | M.A.   | 1977  |
| Skidmore College               | 1960-64        | Am. Studies   | B.A.   | 1964  |

15. Professional positions in the United States and/or abroad, most recent first.

| Position            | Institution/Employer           | Dates        |
|---------------------|--------------------------------|--------------|
| Associate Professor | Worcester State College        | 1987-present |
| Lecturer            | Emerson College                | 1986-7       |
| Lecturer            | Western New England College    | 1984-6       |
| Researcher          | Massachusetts Instit. of Tech  | 1983         |
| Assistant           | Univ. of Massachusetts         | 1980-3       |
| Assistant           | American International College | 1979-80      |

16. Professional honors and awards; offices held in professional organizations. Indicate teaching awards, if any.

- \*Listed in International Who's Who of Professional and Business Women, 2nd ed. Cambridge, England, 1992
- \*Regional chair, Alliance for Community Media 1993
- \*Assistant editor, Massachusetts Journal of Communication 1992-3
- \*Division chair, Gaming & Simulation, Popular Culture Assoc. 1992-4
- \*Chosen "excellent teacher" in underground campus poll 1993
- \*Board of Directors, Cultural Environment Movement 1992-present
- \*1st Place, National Broadcasting Society-AERho's Faculty Competitive Paper Competition for 1993

17. Three of your strongest lecturing subfields; please be specific.

- \*Media criticism--print, electronic, and visual analyses
- \*Telecommunications--descriptions and implications
- \*Film studies--history, politics, economics, socio-cultural issues

18. Recommendations:

(a) Teaching report reference—name, title, address (not required for research applicants).

Jeffrey Roberts, English Dept., Worcester State College

(b) References—names, titles, addresses (four for research applicants; three for lecturing or lecturing/research).

- |  |   |
|--|---|
| <p>1. George Gerbner, Dean Emeritus<br/>Annenberg School for Communication<br/>U. of Pennsylvania, 3620 Walnut St<br/>Philadelphia, PA 19104</p> | <p>3. Kalyan Ghosh, President<br/>Worcester State College<br/>486 Chandler Street<br/>Worcester, MA 01062</p>   |
| <p>2. Brooks Robards, Professor of<br/>Mass Communication, Westfield<br/>State College, Western Avenue<br/>Westfield, MA 01085</p>               | <p>4. Gust Yep, Assistant Professor<br/>Communication Studies and Interim<br/>Director, Institute for Asian<br/>American and Pacific Asian Studies<br/>California State Univ, Los Angeles<br/>5151 State Univ Drive, L.A. Calif</p> |

Name Linda K. Fuller

**PART III**

19. Marital status married If married, will spouse accompany you? Yes  No   
(Optional) Name, professional interests, and experience of spouse.

Frederic W. Fuller III, President, Holyoke Card & Paper Co.

20. Names, ages, and relationships of dependents, including spouse. Indicate below which family members will or will not accompany you. Dependents include spouse; children unmarried and under 21, or regardless of age if incapable of self-support; mother or father of applicant or the applicant's spouse if incapable of self-support. Indicate current grade of any accompanying children.

| Accompany |     |              | Not accompany          |     |                   |
|-----------|-----|--------------|------------------------|-----|-------------------|
| Name      | Age | Relationship | Name                   | Age | Relationship      |
|           |     |              | Frederic W. Fuller III | 52  | Husband of 30 yrs |
|           |     |              | Frederic W. Fuller IV  | 28  | Son               |
|           |     |              | Keith K. Fuller        | 26  | Son               |
|           |     |              | Alexander S. Fuller    | 23  | Son               |

21. Emergency information: Please provide the name, address, and telephone number of an individual to be notified in case of an emergency.

Name Mr & Mrs Frederic W. Fuller Jr Telephone no. 413 / 596-3379

Address 236 Burleigh Road Wilbraham, Mass 01095

**PART IV**

The information requested below is needed for statistical analysis of the Fulbright Scholar Program and will have no bearing on the review of the application.

22. Do you expect to receive sabbatical pay or other paid leave of absence? Yes  No

23. Other grant funding sought, including Fulbright funding through agency other than CIES. None

24. Please state your racial identity (optional). Check one.

- American Indian/Alaskan Native
- Asian or Pacific Islander
- Black (non-Hispanic)
- Hispanic
- White (non-Hispanic)

This information is gathered for statistical purposes only. The Fulbright Program does not discriminate on the basis of race, color, religion, sex, national origin, and/or physical impairment.

Name Linda K. Fuller

**PART V**

25. Visits abroad during past ten years.

|              |                         |               |
|--------------|-------------------------|---------------|
| Country/Area | Purpose and sponsorship | Dates of stay |
|--------------|-------------------------|---------------|

Please see attached list.

26. Preferred host institution, if any School of Mass Communication and reason (check one):

- selected from the awards announcement. Nanyang Technological University Singapore
- required for research project
- other (specify)

Have you received a letter of invitation? (See Application Guidelines.) Yes  No  If yes, enclose a copy.

Do you expect to receive a letter of invitation? Yes  No  If yes, send a copy to CIES upon receipt.

27. Duration of award (see award description):

(a) For Lecturing-Lecturing/Research grants:

Number of months of award 6 months, beginning January 1996  
Month Year

(b) For Research grants:

Number of months for which you are requesting Fulbright support \_\_\_\_\_

Number of months needed for project if different from above \_\_\_\_\_ Preferred starting date \_\_\_\_\_

28. If you are available for a period greater than the award period, indicate beginning and end dates of availability.

\_\_\_\_\_  
Month/Year TO Month/Year

29. Have you ever been convicted of or are you under current indictment for a felony? Yes  No

Felony conviction may be grounds for disqualification. If you are indicted or convicted after submission of application, please inform CIES in writing.

By my signature, I certify that, to the best of my knowledge, the information provided in my application is accurate and complete.

Signature Linda K Fuller Date 9/25/94

**Reminder: Please read carefully the Application Checklist to make sure that all components of your application are complete.**

Instructions for preparing the project statement, which is to follow this page, are found in item 6 of the Application Guidelines. The *five-page* statement (one-side only!) *should* begin with applicant name, country applied for, project title, and, for research applicants, an abstract (*not to exceed 2 paragraphs*).

## Part V

### 25. Visits abroad during past 10 years

| <u>Country/area</u>    | <u>Purpose/sponsorship</u>           | <u>Dates</u> |
|------------------------|--------------------------------------|--------------|
| London, England        | International TV Studies Conf.       | 1984         |
| Toulon, France         | Internat'l Gaming & Simulation       | 1986         |
| Barcelona, Spain       | Internat'l Asso. Mass Comm. Research | 1988         |
| Seville, Spain         | Keynote speaker--RTVA/Espana         | 1988         |
| Republic of Singapore  | World Communication Association      | 1989         |
| Dublin, Ireland        | International Communication Asso.    | 1990         |
| Lake Bled, Yugoslavia  | Internat'l Asso. Mass Comm. Research | 1990         |
| Jyvaskyla, Finland     | World Communication Association      | 1991         |
| Paris, France          | International Humor Congress         | 1992         |
| Guaruja, Brazil        | Internat'l Asso. Mass Comm. Research | 1992         |
| Dublin, Ireland        | Internat'l Asso. Mass Comm. Research | 1993         |
| Pretoria, South Africa | World Communication Association      | 1993         |
| Istanbul, Turkey       | Turkish Communication Association    | 1993         |
| Seoul, Korea           | Internat'l Asso. Mass Comm. Research | 1994         |
| Sydney, Australia      | International Communication Asso.    | 1994         |
| Honolulu, Hawaii       | Alliance for Community Media         | 1994         |

## Project Statement

Linda K. Fuller  
Country: Singapore

Project title:

"Lecturing in Mass Communication and Researching Community  
Media Potential for Democratic Dialogue in Singapore"

*We, the citizens of Singapore, pledge ourselves as one united people, regardless of race, language or religion, to build a democratic society based on Justice and Equality, so as to achieve Happiness, Prosperity and Progress for our Nation.*

--Pledge of Singapore

There are a number of reasons why a lecturing/research Fulbright Scholar Program in the Republic of Singapore would be mutually beneficial: educationally, theoretically, and socio-culturally.

### Teaching

As a tenured professor of Communications in an institution that emphasizes teaching over research, I teach four courses per semester--typically four different preparations. Over the years, I have taught a number of different courses, notably:

- \*Advertising and Publicity
- \*Children's Television
- \*Communication Theory
- \*Corporate Video
- \*History of the Motion Picture
- \*Interpersonal Communication
- \*Introduction to Mass Communication
- \*Mass Communication Research
- \*Media Criticism
- \*Speech
- \*Sportscasting
- \*Survey of Radio and Television
- \*Telecommunications

In addition, I have been director since 1992 of the Media Internship program of Worcester State College, matching up some 500 businesses and organizations with our approximately 200 students majoring in Communications. Further, because of my experience with community television (Fuller, 1994a), I have participated in training citizens in video production and program planning for more than a decade. Going beyond mere technical skills like camera work, graphics, editing, lighting, signals and cues, and nontechnical training for production, direction, promotion, script writing, and the like, the emphasis continues to be on empowerment.

My teaching style is best described as systems-theoretical (Fuller, 1988), emphasizing an approach that includes discussion of a topic in terms of at least its history/background, economic considerations, research interests, policy implications, political and legal issues, philosophy, and socio-cultural environment. For the field of mass communication, the main idea is emphasizing paradigms of symbiosis, interrelatedness, and global ideological repercussions. One cannot, for example, discuss any print media without considering its relationship to various electronic and emerging communications technologies.

The first day of any class, I always hand out not only a copy of the course Syllabus, but also a complete schedule of what will be studied when, how, and why. Samples of these "Critical Dates" are included. In addition, I have found a Student Profile to be extremely helpful in gearing a course to individual students' needs and concerns. That information typically consists of students' names, addresses, telephone numbers, experience(s) with the subject, and information on media usage patterns. Because Worcester State College is attended predominantly by commuters, I make up a roster of who is in the class, and students often say it is the only opportunity they have to really get to know their fellow classmates. Classroom groundrules are simple: try to suspend judgement(s), listen to and learn from others, and respect individual opinions.

One of the items that particularly intrigues me is the idea that the School of Mass Communications at Nanyang Technological University is interested in curriculum and program development, as that is clearly my area of expertise. Since my master's degree is in the field of interpersonal communication and my doctorate in mass communication, I continue to be convinced that the two can hardly be separated. Research, likewise, needs to combine both quantitative and qualitative methodologies; and throughout, we teachers need to keep students mindful of ethical underpinnings.

## Research

My experience with Singapore began with my contacting the Singapore Broadcasting Corporation (SBC) for information on audience viewership of *The Cosby Show* as part of my global analysis of that sitcom (Fuller, 1992). Lim Heng Tow, director of public relations, was so helpful that, when I later wrote to tell him I would be coming to his country for a World Communication Association conference (Fuller, 1989), he graciously toured my husband and me around the SBC facilities. And that wasn't all: he gave us tickets to Singapore's 24th National Day festivities, an event at which we were privileged to be probably the only Americans among 85,000 proud local citizens (Fuller, 1991a).

Before going to Singapore, I was struck by an Associated Press article suggesting the country was considering developing itself as "Hollywood-on-the-South China Sea" (Whiting, 1989). Following up on that notion, I first contacted Jonathan Yuen, staff director of the New York office of the Singapore Economic Development Board (EDB), who in turn put me in touch with Kesavan Yoo Weng, head of technical services of Singapore's Economic Development Board. During my visit there, I not only had an opportunity to interview him about the EDB's efforts at establishing an infrastructure for a motion picture industry, but also to see government land that has been set aside in the town for Jurong for Tang Dynasty Village, a proposed movie town and cultural village.

Since that time, I have been monitoring Singapore's potential as a leader in the entertainment industry (Fuller, 1991b; Fuller, 1994b). There are a number of roadblocks, which I would like to help the country overcome: notably, except for a foray with the Malay film industry in the 1940s and 1950s, there is no real movie-making film tradition in Singapore; there are few trained and qualified Singaporeans for either side of a movie camera; there are a number of censorship issues (Sesser, 1992); and there is virtually no local film industry.

With my knowledge both theoretically and pragmatically of Singapore's television and film industries (Chen and Kuo, 1978; Heidt, 1984; Dissanayake, 1988; On Television in Singapore, 1988; Lent, 1990; Wee, 1993), I feel qualified to continue my current research in those fields, as well as taking on new projects--particularly in terms of telecommunications usage. With my experience both theoretically and pragmatically in helping to develop grassroots community media involvement, I would welcome the opportunity to work with Singaporeans toward that end.

### The Singapore community

An independent republic for just over a quarter-century, Singapore's strategic location makes it an important crossroad route for East-West trading and international networking. Considered the telecommunications center of Southeast Asia, it is a communications/information laboratory waiting to be analyzed for other developing nations (Gallimore and Fuller, work in progress).

Population-wise, Singapore's 2.5 million citizens represent a multi-racial, multi-ethnic, and multi-lingual combination of Chinese (78%), Malay (14%), Indian (7%), and other ethnic groups; yet, incredibly, as Wee (1993, p.716) points out, the country exists as "a multicultural entity in which no racial or linguistic group (is) privileged." There are four equal state languages: English (the main language of bureaucracy), Malay (the "national language"), Mandarin Chinese, and Tamil. For my work as chair of the Curriculum Diversity Committee of Worcester State College, as well as being a member of the Affirmative Action Committee and the Ad Hoc Faculty Diversity Task Force, there are many lessons to be learned from the Singapore model.

For some time, Singaporeans have been experiencing a high level of media exposure. While television gets rated as the most popular medium, film-viewing sets world records. Consider: according to *World Monitor* ("Film Trips," 1993), moviegoers from the former Soviet states lead the pack, going to an average of 14.8 films per year, followed next by Singaporeans; by contrast, Hong Kong comes in at 12.3, the U.S. at 4.6, France at 2.5. This is clearly a country prime to learn not only about film history and aesthetics, but also to learn how to develop and produce its own cinema. As we witness an era in which movie-world geography and ownership changes, with the cutting edge of cinematic development shifting from a Western monopoly to the Eastern hemisphere, film critics and scholars are looking to liberalizing countries to enter the market. While Singapore emphasizes that it wants to develop into a film-making center, not necessarily a film-making society, that move should help empower both individuals and the country at large.

It would be my greatest pleasure to teach, train, and encourage Singaporeans in the implementation and appreciation of its own unique resources toward utilization of democratic dialogue through community media. A lecturing/research award from the Fulbright Scholar Program would fulfill both personal and professional goals.

## References

- Chen, Peter S.J. and Eddie C.Y. Kuo. Mass Media and Communication Patterns in Singapore. Singapore: Asian Mass Communication Research and Information Centre, 1978.
- Dissanayake, Wimal (ed.) Communication Theory: The Asian Perspective. Singapore: AMIC, 1988.
- "Film Trips," *World Monitor* (April, 1993): 9.
- Fuller, Linda K., "Systems-Theoretical Aspects of Popular Culture and Mass Communication," in Ray B. Browne and Marshall W. Fishwick (eds.), Symbiosis: Popular Culture and Other Fields (Bowling Green, OH: Popular Press, 1988): 137-145.
- Fuller, Linda K., "Access to Audiences by Means of Membership." World Communication Association, Republic of Singapore, 1989.
- Fuller, Linda K., "Singapore's 24th National Day: A Participant Observer's Analysis of August 9, 1989." Intercultural and International Communication Conference, Miami, FL, 1991a.
- Fuller, Linda K., "Singapore Cinema: Case Study of a Burgeoning Industry." World Communication Asso., Jyvaskyla, Finland, 1991b.
- Fuller, Linda K. THE COSBY SHOW: Audiences, Impact, Implications. Westport, CT: Greenwood Press, 1992.
- Fuller, Linda K. COMMUNITY TELEVISION IN THE UNITED STATES: A Sourcebook on Public, Educational, and Government Access. Westport, CT: Greenwood Press, 1994a.
- Fuller, Linda K., "Entertainment Entrepreneurship: Singapore Cinema." Paper (to be) delivered at the Ohio University Film Conference on Asian Cinema: Poetics and Politics." Athens, OH, 1994b.
- Gallimore, Timothy A. and Linda K. Fuller. TELECOMMUNICATIONS: Implications for Markets, Multiculturalism, and Media. Book in progress.
- Heidt, Erhard U., "Television in Singapore: An Analysis of a Week's Viewing." Singapore: Institute of Southeast Asian Studies, 1984.
- Lent, John A. The Asian Film Industry. Austin, TX: University of Texas Press, 1990.
- On Television in Singapore: 1963-1988. Singapore: SBC, 1988.
- Sesser, Stan, "A Nation of Contradictions." *New Yorker* (January 13, 1992): 37+
- Wee, C.J.W.-L., "Contending with Primordialism: The 'Modern' Construction of Postcolonial Singapore." *positions* 1:3(1993):715-44.
- Whiting, Kenneth L., "Singapore wants 'Hollywood East' tag." *Union-News* (May 31, 1989): 17.

THE COMMONWEALTH OF MASSACHUSETTS  
WORCESTER STATE COLLEGE

The seal of Worcester State College is a circular emblem with a scalloped outer edge. It features a central shield with a grid pattern, a book, and a quill. The text "WORCESTER STATE COLLEGE" is written around the inner border of the seal, and the year "1874" is at the bottom.

LINDA K. FULLER, PH.D.  
ASSOCIATE PROFESSOR  
COMMUNICATIONS DEPARTMENT

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Syllabus  
ME 384 MEDIA CRITICISM  
Dr. Linda K. Fuller L120-C  
Worcester State College

Course description

The purpose of this course is to conduct evaluations and analyses of print (newspapers, magazines, books) and electronic (radio, sound recordings, television, film) media. The goals are:

1. To understand techniques of interpretation, such as rhetorical, semiological, Marxist, psychoanalytic, feminist/minority views, narrative, and socio-cultural approaches.
2. To develop skills for both critiquing and constructing reviews.
3. To apply evaluative procedures to varying topics, such as news, comedy, photography, ethics, horror, humor, etc.

Materials

1. Required text: Karyn Rybacki and Donald Rybacki, Communication Criticism: Approaches and Genres (Belmont, CA: Wadsworth), 1991; Arthur Asa Berger, Media Analysis Techniques, Revised Edition (Newbury Park, CA: Sage Publications, 1991).
2. Additional resources: library references, dictionary, newspapers.

Grading system

|  |           |
|--|-----------|
| 1. Topic choice                          | 20%       |
| 2. Thesis statement                      | 20        |
| 3. Organization                          | 20        |
| 4. Mechanics                             | 20        |
| 5. Style/delivery                        | <u>20</u> |
|  | 100%      |
| Media critiques (7 at 10 points each)    | 70%       |
| Class participation/communication skills | 10        |
| Final project                            | <u>20</u> |
|  | 100%      |

Course requirements

1. Attendance and participation--students are expected to do all readings and be prepared to contribute to class discussions.
2. Work will include 7 media critiques and a final project. All assignments are to be typed double-spaced on white 8 1/2" x 11" paper. Missed deadlines will be penalized a grade. In addition to quality of content, work will be judged on spelling, grammar, punctuation, and neatness.

Critical Dates  
ME 384-02 MEDIA CRITICISM  
MWF 9:30-10:20pm L114  
Dr. Linda K. Fuller L120-C  
Worcester State College  
Fall, 1994

Date

W 9/7 Overview, Syllabus, Student Profile  
F 9/9 The purposes of criticism (Rybacki: Ch.1, 1-14)

Newspapers

M 9/12 Historical-critical newspaper research  
The process of criticism (Rybacki: Ch.2, 15-37)  
W 9/14 Project #1: Newspaper critique  
F 9/16 "

M 9/19 Semiological analysis (Berger: Ch.1, 14-43)

Magazines

W 9/21 Historical-critical magazine research  
The traditional approach (Rybacki: Ch.3, 38-66)  
F 9/23 Project #2: Magazine critique

M 9/26 "

W 9/28 Marxist analysis (Berger: Ch.2, 44-67; Rybacki: 145-149)  
F 9/30 The role of horror in criticism  
The dramatic approach (Rybacki, Ch. 4: 67-84)

Books

M 10/3 Historical-critical book research, including comic books  
Cultural approaches (Rybacki: Ch.7, 130-139, 149-158)  
W 10/5 Project #3: Book review critique  
F 10/7 "

M 10/10 Columbus Day--no classes

W 10/12 Psychoanalytic analysis (Berger: Ch. 3, 68-89; R: 139-141)

Radio

F 10/14 Historical-critical radio research  
The narrative approach (Rybacki: Ch.6, 106-129)  
The rhetoric of public speaking (Rybacki: Ch.8, 159-204)

M 10/17 Project #4: Radio critique

- W 10/19           "
- F 10/21   Comedy: the rhetoric of humor (Rybacki: Ch.12, 308-350)
- Sound recordings
- M 10/24   Historical-critical sound recordings research  
The rhetoric of song (Rybacki: Ch.11, 275-307)  
\*Choose topics for final projects
- W 10/26   Feminist/minority analysis (Rybacki: 142-145)  
Photography and photojournalism
- F 10/28   Project #5: Sound recording critique
- M 10/31           "
- Television
- W 11/2     Historical-critical television research  
The rhetoric of television (Rybacki: Ch.10, 236-274)
- F 11/4     Project #6: Television critique
- M 11/7           "
- Academic advising and course evaluations
- W 11/9     The fantasy theme approach (Rybacki: Ch.5, 85-105)  
Film  
Historical-critical film research  
The rhetoric of film (Rybacki: Ch.9, 205-235)
- F 11/11   Veterans Day--no classes
- M 11/14   Sociological analysis (Berger: Ch.4, 90-110)
- W 11/16   Project #7: Film critique
- F 11/18           "
- M 11/21   Individual appointments on final topics
- 11/23-25  Thanksgiving recess
- M 11/28   Final project reports
- W 11/30           "
- F 12/2           "
- M 12/5           "
- W 12/7           "
- F 12/9     Final projects due--in duplicate
- M 12/12   Last day of class

Syllabus  
ME 205 TELECOMMUNICATIONS  
Dr. Linda K. Fuller L120-C  
Worcester State College

Course description

The purpose of this course is to help students who wish to enter the field of broadcasting and those media consumers who wish to gain a better general understanding of today's telecommunications industry. The course's goals are:

1. to introduce a macro-perspective on the overall characteristics of the telecommunications industry;
2. to discuss and critique communications systems, physical aspects of telecommunications, programming, regulation and business, and other telecommunications forms; and
3. for students considering careers in broadcasting, to offer insights into the institutions functioning in their fields of interests.

Materials

1. Text: August E. Grant and Kenton T. Wilkinson (eds.), Communication Technology Update: 1993-1994. Austin, TX: Technology Futures, Inc., 1993.
2. Additional resources: library references, dictionary, newspapers.

Grading system

|  |           |
|--|-----------|
| 1. Topic choice                          | 20%       |
| 2. Thesis statement                      | 20        |
| 3. Organization                          | 20        |
| 4. Mechanics                             | 20        |
| 5. Style/delivery                        | <u>20</u> |
|  | 100%      |
| Quizzes (3 at 20 points each)            | 60%       |
| Olympic Games report                     | 10        |
| Class participation/communication skills | 10        |
| Final project--"Information Highway"     | <u>20</u> |
|  | 100%      |

Course requirements

1. Attendance and participation--students are expected to do all readings and be prepared to contribute to class discussions.
2. Work will include 3 quizzes, an Olympic report, and a final project. Homework assignments are to be typed double-spaced on white 8 1/2" x 11" paper. Missed deadlines will be penalized a grade. In addition to quality of content, work will be judged on spelling, grammar, punctuation, and neatness.

Critical Dates  
 ME 205 TELECOMMUNICATIONS  
 Dr. Linda K. Fuller L120C  
 Worcester State College  
 Spring, 1994

| <u>Date</u> |  |
|-------------|--|
| W 1/19      | Overview, Syllabus, Student Profile                      |
| F 1/21      | Chapter 1 (Grant and Wilkinson): Umbrella Perspective    |
|             | <u>Electronic Mass Media</u>                             |
| M 1/24      | Ch. 2: Digital Video Compression, p.13                   |
| W 1/26      | Ch. 3: High-Definition Television (HDTV), p.19           |
| F 1/28      | Ch. 4: Cable Television, p.33                            |
| M 1/31      | Ch. 5: Pay-Per-View Television (PPV), p.41               |
| W 2/2       | Ch. 6: Direct Broadcast Satellites (DBS), p.51           |
|             | Ch. 7: Wireless Calbe (MMDS), p.65                       |
| F 2/4       | Ch. 8: Satellite Master Antenna Television (SMATV), p.71 |
| M 2/7       | Ch. 9: Interactive Television, p.79                      |
| W 2/9       | Ch. 10: Electronic Retailing, p.91                       |
|             | Ch. 11: Low Power Television (LPTV), p.101               |
| F 2/11      | Ch. 12: Digital Audio Broadcasting, p.111                |
| M 2/14      | Ch. 13: AM Stereo Radio, p.121                           |
| W 2/16      | *Quiz #1--Chapters 1-13                                  |
|             | <u>Computers and Communication</u>                       |
| F 2/18      | Ch. 14: Virtual Reality, p.129                           |
| M 2/21      | Washington's Birthday--no classes                        |
| W 2/23      | Ch. 15: Multimedia: DVI and CDI, p.139                   |
| F 2/25      | Ch. 16: CD-ROM, p.147                                    |
| M 2/28      | *Olympics report   |
| W 3/2       | Ch. 17: Videotex, p.155                                  |
| F 3/4       | Ch. 18: Electronic Messaging, p.167                      |
| M 3/7       | Ch. 19: Desktop Publishing, p.171                        |
|             | Ch. 20: Desktop Video, p.181                             |
|             | <u>Consumer Electronics</u>                              |
| W 3/9       | Ch. 21: DCC and MD, p.189                                |
| F 3/11      | Ch. 22: Digital Audio Tape, p.197                        |

3/14-3/18 Spring break

M 3/21 Ch. 23: Videocassette Recorders, p.203  
W 3/23 Ch. 24: Videodiscs, p.211  
F 3/25 \*Quiz #2--Chapters 14-24

Satellites

M 3/28 Ch. 25: Satellites, p.217  
W 3/30 Ch. 26: Very Small Aperture Terminals, p.219  
Ch. 27: Remote Sensing, p.233  
F 4/1 Ch. 28: Satellite News Gathering, p.239

M 4/4 Ch. 29: Satellite-Based Distance Learning, p.257

Telephony

W 4/6 Ch. 30: Fiber Optics, p.263  
F 4/8 Ch. 31: Integrated Services Digital Network, p.265

M 4/11 Ch. 32: Facsimile Machines, p.285  
W 4/13 Ch. 33: Cellular Telephones, p.293  
F 4/15 Ch. 34: Mobile Satellite Service, p.305

M 4/18 Patriot's Day--no classes  
W 4/20 Ch. 35: Personal Communication Network, p.313  
F 4/22 Ch. 36: Videophone, p.319

M 4/25 Ch. 37: Videoconferencing, p.325  
Ch. 38: Voice Mail, p.331

A Broader View

W 4/27 Ch. 39: Researching the Environment of New Communi-  
cation Technology, p.339  
Ch. 40: Conclusions, p.351  
F 4/29 \*Quiz #3--Chapters 25-40

M 5/2 Final reports on the "Information Highway"  
W 5/4 "  
F 5/6 "

M 5/9 Last day of classes

Syllabus  
ME 100 INTRODUCTION TO MASS COMMUNICATIONS  
Dr. Linda K. Fuller L120-A  
Worcester State College

Course description

The purpose of this course is to conduct an introductory examination of the histories, theories, structures, processes, and effects of the mass media of communication. The goals are:

1. To develop a perception of the scope and complexity of the field.
2. To develop a better comprehension of the relationship between the media and contemporary society.
3. To explore career opportunities in mass communication.

Materials

1. Text: John Vivian, The Media of Mass Communication, 2nd ed.  
Boston, MA: Allyn and Bacon, 1993.
2. Additional resources: library references, dictionary, newspapers.

Grading system

|  |           |
|--|-----------|
| 1. Topic choice                          | 20%       |
| 2. Thesis statement                      | 20        |
| 3. Organization                          | 20        |
| 4. Mechanics                             | 20        |
| 5. Style/delivery                        | <u>20</u> |
|  | 100%      |
|  |           |
| Quizzes (6 at 10 points each)            | 60%       |
| Book report on mass communication        | 10        |
| Class participation/communication skills | 10        |
| Final exam (cumulative)                  | <u>20</u> |
|  | 100%      |

Course requirements

1. Attendance and participation--students are expected to do all readings and be prepared to contribute to class discussions.
2. Work will include 6 quizzes, a book report, and a final exam.  
Homework assignments are to be typed double-spaced on white 8 1/2" x 11" paper. Missed deadlines will be penalized a grade.  
In addition to quality of content, work will be judged on spelling, grammar, punctuation, and neatness.

### Critical Dates

ME 100-06 INTRODUCTION TO MASS COMMUNICATIONS

MWF 10:30-11:20pm L114

Dr. Linda K. Fuller L120-C

Worcester State College

Fall, 1994

#### Date

W 9/7

Overview, Syllabus, Student Profile

F 9/9

Chapter 1 (Vivian): Essentials about the Mass Media

M 9/12

"

W 9/14

International media

F 9/16

\*Quiz #1--Chapter 1

M 9/19

Chapter 2: Books--First of the Mass Media

W 9/21

"

F 9/23

Chapter 3: Magazines--An Innovative Mass Medium

M 9/26

"

W 9/28

Chapter 4: Newspapers--A Medium for News

F 9/30

"

M 10/3

\*Quiz #2--Chapters 2-4

W 10/5

Chapter 5: Records--Spinning the Music

F 10/7

"

M 10/10

Columbus Day--no classes

W 10/12

Chapter 6: Movies--A Glamour Medium

F 10/14

"

M 10/17

\*Quiz #3--Chapters 5-6

W 10/19

Chapter 7: Radio--A Medium of Instant Communication

F 10/21

"

M 10/24

Examples of radio programming

W 10/26

Chapter 8: Television--Electronic Moving Pictures

F 10/28

"

M 10/31

Examples of television programming

W 11/2

Quiz #4--Chapters 7-8

F 11/4

Chapter 9: Journalism--Gathering and Telling News

- M 11/7                   "
- W 11/9     Chapter 10: Public Relations--Winning Hearts and Minds
- F 11/11    Veterans Day--no classes
- 
- M 11/14    Chapter 11: Advertising--Selling Goods and Services
- W 11/16    \*Quiz #5--Chapters 9-11
- F 11/18    Chapter 12: Media Research--The Quest for Useful Data
- 
- M 11/21    Quantitative and qualitative research
- 11/23-25   Thanksgiving recess
- 
- M 11/28    Chapter 13: Mass Media Effects on Individuals
- W 11/30    Chapter 14: Mass Media and Society
- F 12/2     \*Quiz #6--Chapters 12-14
- 
- M 12/5     Chapter 15: Mass Media in a Political Environment
- W 12/7     Chapter 16: Media Law and Regulation
- F 12/9     Chapter 17: Ethics and the Mass Media
- 
- M 12/12    Review

Final (cumulative) exam: Wednesday, 12/21 8:30-11:30am

Syllabus  
ME 249 HISTORY OF THE MOTION PICTURE  
Dr. Linda K. Fuller L120-C  
Worcester State College

Course description

The purpose of this course is to go beyond the traditional aesthetic approach to cinema, and to also include the technological, economic, legal, and socio-cultural aspects of film history's 100 years, both in the United States and internationally.

Materials

1.Text:

Kristin Thompson and David Bordwell, Film History: An Introduction. New York: McGraw-Hill, Inc., 1994.

Paul Loukides and Linda K. Fuller (eds.) Beyond the Stars 111: The Material World in American Popular Film. Bowling Green, OH: Popular Press, 1993.

2.Additional resources: library references, dictionary, newspapers.

Grading system

|                    |      |
|--------------------|------|
| 1.Topic choice     | 20%  |
| 2.Thesis statement | 20   |
| 3.Organization     | 20   |
| 4.Mechanics        | 20   |
| 5.Style/delivery   | 20   |
|                    | 100% |

|  |      |
|--|------|
| Quizzes (5 at 10 points each)            | 50%  |
| Book report                              | 10   |
| Class participation/communication skills | 10   |
| Final exam or project                    | 30   |
|  | 100% |

Course requirements

1.Attendance and participation--students are expected to do all readings and be prepared to contribute to class discussions.

2.Work will include quizzes, a book report, and a final exam/project. Homework assignments are to be typed double-spaced on white 8 1/2" x 11" paper. Missed deadlines will be penalized a grade. In addition to quality of content, work will be judged on spelling, grammar, punctuation, and neatness.

Critical Dates

ME 249 HISTORY OF THE MOTION PICTURE  
Mondays and Wednesdays 9am-12pm L116  
Dr. Linda K. Fuller L120-C  
Worcester State College  
Summer, 1994

Date

- M 5/23 Overview, Syllabus, Student Profile  
Thompson and Bordwell (T&B), Introduction(s), pp. xxv-xliv  
Loukides and Fuller (L&F), Introduction, pp. 1-4.  
Film: HOLLYWOOD: THE PIONEERS (1980) 52 min.
- W 5/25 Early Cinema (1880s-1919)  
T&B Part I: The Invention and Early Years of Cinema  
Ch. 1: 1880s-1904, 1-25  
Ch. 2: International Expansion (1905-12), 26-52  
Ch. 3: National Cinemas, WW1, 53-82  
L&F: Jay Boyer, "Cry Food: The Use of Food as a Comic Motif in the Films of Charlie Chaplin," pp.24-37.  
L&F: Martin F. Norden, "Reel Wheels: The Role of Wheel-chairs in American Movies," pp. 187-204.  
Film: BROKEN BLOSSOMS (1918), 95 min.
- M 5/30 Memorial Day--no classes
- W 6/1 \*Quiz #1: T&B, Chapters 1-3  
T&B Part 11: The Late Silent Era (1919-1929)  
Ch. 4: France in the 1920s, 85-104  
Ch. 5: Germany in the 1920s, 105-127  
Ch. 6: Soviet Cinema in the 1920s, 128-155  
Ch. 7: The Late Silent Era in Hollywood, 156-182  
Ch. 8: International Trends of the 1920s, 183-209  
L&F: Dick Stromgren, "Now the the Banquet We Press: Hitchcock's Gourmet and Gourmand Offerings," 38-50.  
Film: THE JAZZ SINGER (1927), 90 min.
- M 6/6 \*Quiz #2: T&B, Chapters 4-8  
T&B Part 111: Development of Sound (1926-1945)  
Ch. 9: Introduction of Sound, 213-232  
Ch. 10: Hollywood Studio System (1930-1945), 233-264

Ch. 11: Other Studio Systems, 265-291  
 L&F: Norma Fay Green, "Press Dress: The Beige Brigade of Movie Journalists Outdoors," pp.65-77.  
 Film: TRIUMPH OF THE WILL (1934), 110 min.

W 6/8 T&B Development of Sound (cont.)  
 Ch. 12: Cinema and the State: USSR, Germany, and Italy (1930-1945), 292-321  
 Ch. 13: France (1930-1945), 322-343  
 Ch. 14: Leftish, Documentary, Experimental, 344-370  
 L&F: Ralph R. Donald, "The Mary Ann, The Ruptured Duck, and The Enterprise: Character Relationships with Air and Space Craft as Metaphors for Human Affinities," pp. 123-133.  
 Film: WATCH ON THE RHINE (1943), 114 min.

M 6/13 \*Quiz #3: T&B, Chapters 9-14  
 T&B Part IV. The Postwar Era (1946-1960s)  
 Ch. 15: American Cinema (1946-1967), 371-405  
 Ch. 16: European Cinema: Neorealism, 406-433  
 Ch. 17: France, Scandinavia, Britain, 434-458  
 Ch. 18: Postwar Cinema Beyond the West, 459-491  
 L&F: John H. Lenihan, "Superweapons from the Past," pp. 164-174.  
 Film: THE ASPHALT JUNGLE (1950), 112 min.

W 6/15 \*Book report due  
 Postwar Era (cont.)  
 Ch. 19: Art Cinema and Authorship, 492-516  
 Ch. 20: New Waves/Young Cinema (1958-67), 517-557  
 Ch. 21: Documentary/Experimental Cinema, 558-600  
 L&F: Dennis P. Grady, "From *Reefer Madness* to *Freddy's Dead*: The Portrayal of Marijuana Use in Motion Pictures," pp.51-61.  
 L&F: Philip Skerry and Brenda Berstler, "You Are What You Wear: Western Costume in Film," pp. 77-86.  
 Film: Z (1969), 127 min.

M 6/20 \*Quiz #4: T&B, Chapters 15-21  
 T&B Part V. Contemporary Cinema (since the 1960s)  
 Ch. 22: Third World Cinema, 1960s-70s, 601-632  
 Ch. 23: Political Cinema of 1960s-70s, 633-666  
 Ch. 24: Documentary/Experimental Film, 667-695

L&F: Parley Ann Boswell, "Hungry in the Land of Plenty: Food in Hollywood Films," pp. 7-23.

L&F: Steve Lipkin, "The Object Realm of the Vietnam War Film," pp. 175-186.

Film: STRAW DOGS (1972), 113 min.

W 6/22 Contemporary Cinema (cont.)

Ch. 25: Hollywood's Fall and Rise, 696-722

Ch. 26: New Cinemas, New Developments: Europe, USSR, and the Pacific Since the 1970s, 723-761

Ch. 27: New Cinema in Developing Countries, 762-795

L&F: Linda K. Fuller, "Desperately Seeking Meaning: 'Personals' in Am. Popular Film," pp. 89-96.

L&F: Brooks Robards, "Reel Art: Excursions into the Biopic, Mystery/Suspense, Melodrama of 80s," pp. 106-120.

L&F: Howard Good, "Extra Innings: Bats, Balls and Gloves in Baseball Films of the 1980s," pp. 134-148.

Film: ROBOCOP (1987), 103 min.

M 6/27 Contemporary Cinema (cont.)

\*Quiz #5: T&B, Chapters 22-27

T&B: Conclusion, pp. 797-804

L&F: Gary Hoppenstand, "Lethal Weapons: The Gun as Icon in the Popular Urban Vigilante Film," pp. 149-163.

L&F: Susanna Hornig, "Digital Delusions: Intelligent Computers in Science Fiction Film," pp. 207-215.

Film: JU DOU (1989), 95 min.

W 6/29 \*Final project reports

L&F: Donald G. Lloyd, "Renegade Robots and Hard-Wired Heroes: Technology and Morality in Contemporary Science Fiction Films," pp. 216-228.

L&F: Greg Metcalf, "The Other Kind of Movie Trailer: Mobile Homes in American Movies," pp. 229-242.

Film: AMERICAN DREAM (1992), 100 min.

M 7/4 4th of July--no classes

Tu 7/5 Last day of classes

Film: Class choice of a contemporary film

Syllabus  
ME 110 SPEECH  
Dr. Linda K. Fuller L120-C  
Worcester State College

Course description

Students will work to improve their writing and speaking skills, with emphasis on the relationship of clear, orderly thought to effective communication and critical analysis.

Skills to be developed: 1.Analyzing topics to frame an evaluative, critical, or argumentative thesis; 2.Recognizing substantive issues; 3. Finding and evaluating information pertaining to topics; 4.Using information to support a critical evaluation, construct and test an hypothesis, and develop an argumentative thesis; and 5.Identifying assumptions underlying varying points, recognizing poor reasoning.

Materials--required text

Teri Gamble and Michael Gamble. Public Speaking in the Age of Diversity. Boston, MA: Allyn and Bacon, 1994.

Grading system

|   |           |
|---|-----------|
| 1.Topic choice                          | 20%       |
| 2.Thesis statement                      | 20        |
| 3.Organization                          | 20        |
| 4.Mechanics                             | 20        |
| 5.Style/delivery                        | <u>20</u> |
|   | 100%      |
| 10 general/background speeches          | 40%       |
| Speeches to inform, persuade, and evoke | 30        |
| Self-critique                           | 10        |
| Final presentation                      | <u>20</u> |
|   | 100%      |

Course requirements

- 1.Attendance and participation--students are expected to do all readings and be prepared to contribute to class discussions.
- 2.Assignments are to be typed double-spaced on white 8 1/2"x 11" paper. Missed deadlines will be penalized a grade. In addition to quality of content, work will be judged on spelling, grammar, punctuation, and neatness.

Critical Dates  
 ME 110-01 SPEECH  
 MWF 11:30-12:20pm L118  
 Dr. Linda K. Fuller L120-C  
 Worcester State College  
 Fall, 1994

| <u>Date</u> |  |
|-------------|--|
| W 9/7       | Overview, Syllabus, Student Profile  |
| F 9/9       | Intro.--personal and professional aspects of public speaking; ethics; implications for multiculturalism            |
| M 9/12      | Gamble and Gamble, Part 1. <u>Who is Speaking? Listening?</u>  |
| W 9/14      | Chapter 1: Public Speaking: An Introduction (pp.3-35)  |
| F 9/16      | Journalistic exercise<br>Newspaper reports (Speech #1)   |
| M 9/19      | Chapter 2: Skillful Listening (pp.37-65)   |
| W 9/21      | Listening reports (#2)   |
| F 9/23      | Part 11. <u>Speech Planning</u><br>Chapter 3: Analyzing the Audience (pp.69-97)                                    |
| M 9/26      | One minute speeches (#3)   |
| W 9/28      | TV Studio B, LRC--tour   |
| F 9/30      | Observation reports (#4)   |
| M 10/3      | Ch. 4: Analyzing your Purpose/Topic Selection (99-119)   |
| W 10/5      | Ch. 5: Speaker's Search for Materials/Research (121-151)   |
| F 10/7      | Impromptu speeches (#5)  |
| M 10/10     | Columbus Day--no classes   |
| W 10/12     | Ch. 6: Supporting What You Say/Integration (153-180)   |
| F 10/14     | Community services reports (#6)  |
| M 10/17     | Part 11. <u>Putting It Together: The Plan Takes Shape</u><br>Chapter 7: Order Please/Speech Organization (183-201) |
| W 10/19     | Chapter 13: Speaking to Inform (347-375)   |
| F 10/21     | *Informative speeches<br>"   |

- M 10/24 Chapter 8: Start to Finish/Intro. to Concl. (203-231)  
 Chapter 12: Speaking with Visual Aids (311-343)
- W 10/26 Visual aids speech (#7)
- F 10/28 Chapter 9: Outlining (233-251)
- M 10/31 Part IV. Presentation Skills: Speaking the Speech  
 Ch.10: Speaker's Language, Thought, Action (255-277)  
 Chapter 14: Speaking to Persuade (377-423)
- W 11/2 Nonverbal presentations (#8)  
 Individual appointments on final presentations
- F 11/4 Ch.11: Speaker's Style, Voice, Body Language (279-309)
- M 11/7 \*Persuasive speeches  
 W 11/9 "
- F 11/11 Academic advising and course evaluations  
 Veteran's Day--no classes
- M 11/14 \*Speeches to evoke  
 W 11/16 "
- F 11/18 Part V. At the Speaker's Stand: An Array of Purposes  
 Chapter 15: Speaking on Special Occasions (425-451)  
 Chapter 16: Speaking in the Small Group (453-473)  
 Introductory speeches (#9)
- M 11/21 Presentation, acceptance, commemorative speeches (#10)  
 11/23-25 Thanksgiving recess
- M 11/28 \*Final presentations  
 W 11/30 "  
 F 12/2 "
- M 12/5 "  
 W 12/7 "  
 F 12/9 Self-evaluations due.
- M 12/12 Last day of classes.

Final exam will be an in-class presentation

LINDA K. FULLER  
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Educational experience

B.A. Skidmore College, 1964--American Studies

M.A. American International College, 1977--Human Technology

Ph.D. University of Massachusetts, 1984--Communication Studies

Work experience

Executive Director, World Affairs Council, 1969-76

Development Officer, American International College, 1977-9

Author/editor:

1. PUBLIC ACCESS CABLE TELEVISION: A Case Study on Source, Content, Audience, Producers, and Rules-Theoretical Perspective. Unpublished dissertation, University of Massachusetts, 1984.
2. TRIPS & TRIVIA: A Guide to Western Massachusetts. Norfolk, VA: The Donning Company, 1988.
3. THE COSBY SHOW: Audiences, Impact, Implications. Westport, CT: Greenwood Press, 1992.
4. CHOCOLATE FADS, FOLKLORE, AND FANTASIES: 1,000+ Chunks of Chocolate Information. Binghamton, NY: The Haworth Press, 1994.
5. YOGURT, YOGOURT, YOUGHOURT: An International Cookbook. Binghamton, NY: The Haworth Press, 1994.
6. COMMUNITY TELEVISION IN THE UNITED STATES. A Sourcebook on Public, Educational, and Governmental Access. Westport, CT: Greenwood Press, 1994.
7. MEDIA-MEDIATED RELATIONSHIPS. Binghamton, NY: The Haworth Press, forthcoming.
8. MEDIA-MEDIATED AIDS. Amherst, MA: HRD Press, forthcoming.

Co-editor, with Paul Loukides:

1. BEYOND THE STARS: STOCK CHARACTERS IN AMERICAN POPULAR FILM. Bowling Green, OH: Popular Press, 1990.
2. BTS 11: PLOT CONVENTIONS IN AMERICAN POPULAR FILM, 1991.
3. BTS 111: THE MATERIAL WORLD IN AM. POPULAR FILM, 1993.
4. BTS IV: LOCALES IN AMERICAN POPULAR FILM, 1993.
5. BTS V: IDEOLOGIES IN AMERICAN POPULAR FILM, forthcoming

Co-author, with Lilless McPherson Shilling:

1. COMMUNICATING COMFORTABLY: Your Guide to Overcoming Speaking and Writing Anxieties. Amherst, MA: Human Resource Development Press, 1990.
2. COMMUNICATING QUOTABLY. HRD Press, forthcoming.
3. COMMUNICATING ABOUT COMMUNICABLE DISEASES. Amherst, MA: HRD Press, 1994.

Co-author, with Timothy A. Gallimore:

1. TELECOMMUNICATIONS: Implications for Markets, Multiculturalism, and Media. Proposal with Westview Press.

Co-author, with Kathy Merlock Jackson:

1. ETHNIC IMAGES IN THE MEDIA. Proposal with HarperCollins.

#### Teaching

- .American International College--Dept. of Psychology & Ed., 1979-80.
- .University of Massachusetts--Rhetoric Dept., 1980-3
- .M.I.T.--Research Program on Communications Policy, 1983
- .Western New England College--Marketing Dept., 1984-6
- .Emerson College--Division of Mass Communication, 1986-7
- \*Worcester State College--Communications Dept., 1987-present  
(Associate Professor, granted tenure February 24, 1993)

#### Civic and professional volunteer experience

- Board of Directors, Child and Family Services, Inc.
- Board of Directors, Cultural Environment Movement
- Board of Directors, Junior League of Springfield, MA
- Board of Directors, Springfield Adult Education Council
- Board of Directors, Stage/West Theatre Guild
- Board of Directors, World Affairs Council
- President, Springfield Women's Club, 1986-7
- Editorial Board, Association for Communication Administration
- Affirmative Action Committee, Worcester State College
- Computer Usage Committee, Worcester State College
- Ad Hoc Faculty Diversity Task Force, Worcester State College
- Interdisciplinary Committee, Worcester State College
- Wilbraham (MA) Cable Television Commission
- Chair, Media Internships 1992-present
- Chair, Curriculum Diversity Committee, Worcester State College
- Faculty advisor, AERho (Media Honors Society), WSC
- Director of Development, Cultural Environment Movement

## Professional publications

### Conference papers:

1. "Attitudes in Transition: A Multimethod Approach to Retirement" (with Bill Lesch), Speech Comm. Asso., Edwardsville, IL, 1981.
2. "Radio Nederland Wereldomroep: A Case Study in International Propaganda," Popular Culture Asso., Wichita, KA, 1983.
3. "Enculturation: An Axiomatic Theory of Mass Communication," Fifth Internat'l Conf. on Culture and Comm., Philadelphia, PA, 1983.
4. "Audience Measurement Methodology," National Federation of Local Cable Programmers, Portland, OR, 1983.
5. "Steam Ship Acadia: Journal of Israel Lombard, 1942-3," Popular Culture Asso., Toronto, Canada, 1984.
6. "Toward a Reconceptualization of Television: The Potential Impact of Access," International Comm. Asso., San Francisco, CA, 1984.
7. "Television Of the People, By the People, For the People: Public Access," Internat'l Television Studies Conference, London, 1984.
8. "CMM Meets MBO: 'Coordinated Management of Meaning' Theory Meets Management By Objective' Model," World Comm. Asso., San Juan, 1984.
9. "Producers of Programming for Noncommercial Television," Popular Culture Asso., Louisville, KY, 1985.
10. "CHOCO-MARKETING-MANIA" (with William Frost Mobley), Popular Culture Asso., Louisville, KY, 1985.
11. "Excellence on Television: Research and Applications," Western New England College Colloquium, 1985.
12. "Television and Your Children: A Positive Approach," PTO Group, Agawam, MA, 1985.
13. "Measuring Your Local Programming Audience," workshop for National Federation of Local Cable Programmers, Boston, MA, 1985.
14. "Marketing a Star To and Through the Media: The Cosby Case," Popular Culture Asso., Atlanta, GA, 1986.
15. "Personal Hygiene Products: A Case Study in Forced Compliance," International Comm. Asso., Chicago, IL, 1986.
16. "Television Games: Applications and Anecdotes," workshop for the 17th Annual International Simulation and Gaming Asso., Toulon, France, 1986.
17. "Afternoon Delights: The Soaps," Junior League of Springfield, MA, 1986.
18. "Popular Cultural Perspectives on Western Massachusetts: Architecture, Culture, Education, History, and Recreation," North East Popular Culture Asso., Bangor, ME, 1986.

19. "Olympics Access for Women: Athletes, Organizers, and Sportsjournalists," The Olympic Movement and the Mass Media Conference, Calgary, Canada, 1987.
20. "News Viewers in an Upper Socio-economic Community," Popular Culture Asso., Montreal, Canada, 1987.
21. "If Interactive Video is the Goal, What is the Best Educational Means to Achieving It?", Writing for the Computer Industry Conference, MIT, 1987.
22. "An International Terrorism Simulation: Extending Hanson's Model," North East Popular Culture Asso., Portland, ME, 1987.
23. "The Rise of Radio and Its Role in Our Lives," South Church Afternoon Guild, Springfield, MA, 1987.
24. "Your relationship to the Media," Atalanta Club, Longmeadow, MA, 1987.
25. "Terrorism as Treated by the *Christian Science Monitor*, 1977-1987," Terrorism and News Media Research Project, Boston, MA, 1988.
26. "A Profile of Radio Listenership by Elderly, Educated Women," Popular Culture Asso., New Orleans, LA, 1988.
27. "A Sociolinguistic Survey on the Use of the Term 'Ms.'", Conference on Research in Gender and Comm., Media, PA, 1988.
28. "Audience Appeal of THE COSBY SHOW: How It Cuts Across Cultural and Demographic Boundaries," Union for Democratic Communication, Carlton University, Ottawa, Canada, 1988.
29. "Research on Ritualistic Television-Viewing: The Loyal Audience of THE COSBY SHOW Worldwide," IAMCR Conference, Barcelona, Spain, 1988.
30. "Considerations and Case Studies of Community Access Television in the United States," Junta de Andalucia, Union de Consumidores de Espana, RTVA, Seville, Spain, 1988.
31. "The Baseball Movie Genre: At Bat, or Struck Out?" Popular Culture Asso., St. Louis, MO, 1989.
32. "Access to Audiences by Means of Membership," World Comm. Asso., Republic of Singapore, 1989.
33. "Character Conventions in American Popular Film: cultural illuminators and indicators," Northeast Popular Culture Asso., Killington, VT, 1989.
34. "Access to Grassroots Media: Public Access Cable Television in the U.S.," Union for Democratic Communications, NYC, 1989.
35. "The Business of Sportscasting," International Conference on Sports Business, University of South Carolina, Columbia, S.C., 1989.
36. "COSBY in the Caribbean: Audience Data on THE COSBY SHOW, Intercultural and Internat'l Communication Conf, Miami, FL, 1990.

37. "Games in 'Mortal Games'," Popular Culture Asso., Toronto, Canada, 1990.
38. "Hollywood's Housekeepers: Maids in American Popular Film," New England Women's Studies Asso., Kingston, RI, 1990.
39. "Images of Olympians in Film," International Communication Asso., Dublin, Ireland, 1990.
40. "An American Audience for the Seoul Summer Olympics," International Asso. for Mass Communication Research, Lake Bled, Yugoslavia, 1990.
41. "Tiananmen as Treated by the *Christian Science Monitor*," Media and Crisis Conference, Quebec City, Canada, 1990.
42. "An Audience Research Technique that Teaches About the Community," Speech Communication Asso., Chicago, IL, 1990.
43. "The Potential Impact of New Technologies on Access," Northeast Region NFLCP Spring Conference, East Hartford, CT, 1991.
44. "Singapore's 24th National Day: A Participant Observer's Analysis of August 9, 1989," Intercultural and International Communication Conf., Miami, FL, 1991.
45. "Film Methodology: Is the Genre Approach Dead?" Popular Culture Asso., San Antonio, TX, 1991.
46. "Singapore Cinema: Case Study of a Burgeoning Industry," World Communication Asso., Jyvaskyla, Finland, 1991.
47. "The Media of Wilbraham and McKnight," Mass. Foundation for the Humanities "Sense of Place" Study Group, Springfield, MA, 1991.
48. "Balancing Special Interest Groups," Northeast Region NFLCP Fall Conference, Greenfield (MA) Community College, 1991.
49. "Reaching the Right Target Market about AIDS: The Magic Touch," Communication Asso. of Massachusetts, Emerson College, Boston, MA, 1992.
50. "The Media of Nintendo," Popular Culture Asso., Louisville, Kentucky, 1992.
51. "Getting Gays' Through the Classifieds," Popular Culture Asso., Louisville, Kentucky, 1992.
52. "Teaching About New Communications Technologies," NBS/AERho Convention, Washington, D.C., 1992.
53. "Monitoring the Soviet Coup," Temple University's 13th Annual Discourse Analysis Conference, Philadelphia, PA, 1992.
54. "Reporters' Rights to the Locker Room," Union for Democratic Communications, Trent University, Peterborough, Ont., Canada, 1992.
55. "Music, Sport, and Comedy"--moderator, International Communication Asso., Miami, Florida, 1992.

56. "Magic in the Media: An Analysis and Survey on the Sports Story of Our Times," International Society for Comparative Physical Education and Sport Conference, University of Houston, Texas, 1992.
57. "Comedy Across Cultures: A Case Study of *The Cosby Show*," Tenth International Humor Congress, Paris, France, 1992.
58. "Outreach to Special Interest Groups,"--moderator, National Federation of Local Cable Programmers, St. Paul, Minnesota, 1992.
59. "Sportstalk/Wartalk/Patriotismtalk/Mentalk: Super Bowl XXV," International Asso. for Mass Communication Research, Guarujá, Brazil, 1992.
60. "WTV-46: Wilbraham's Community Television," International Asso. for Mass Communication Research, Guarujá, Brazil, 1992.
61. "Remembering Radio: Work in Progress on Oral History," International Asso. for Mass Communication Research, Guarujá, Brazil, 1992.
62. "*Gremlins* in Yugoslavia: A Cross-Cultural Cinematic Experience," Northeast Popular Culture Conference, Brookline, MA, 1992.
63. "South America as Cinematic Scene-Stealer: Recent Reflections on the Rain Forest," Intercultural and International Communication Conference, Miami, FL, 1993.
64. "Instructing About Imbedded Advertising in Film," National Broadcasting Society/AERho, St. Louis, MO, 1993--\*First place winner in faculty competition.
65. "Management of Community Television," Northeast Regional Convention, The Alliance for Community Media, Pittsfield, MA, 1993.
66. "In a League of Its Own: Penny Marshall Breaks the Baseball Film Genre for Women," Popular Culture Asso., New Orleans, LA, 1993.
67. "AIDS as (Filmic) Entertainment," Eastern Communication Asso., New Haven, CT, 1993.
68. "U.S. Community Television: Concerns, Controversies, and Case Studies," International Asso. for Mass Communication Research, Dublin, Ireland, 1993.
69. "Images of Africa in Popular Film," World Communication Asso., Pretoria, South Africa, 1993.
70. "Communication Strategies for AIDS," Speech Communication Asso., Miami, FL 1993.
71. "A Report on Research about Health Communication." Turkish Communication Asso., Istanbul, Turkey, 1993.
72. "Learning about Latino Cinematic Stereotypes: A Pedagogical Proposal," Intercultural/International Communication Conference, Miami, FL, 1994.
73. "Chicago Sportscasters," Popular Culture Asso., Chicago, IL, 1994.

74. "Participant Observation of a Town's Cable Television: Democracy in the Making," Eastern Communication Asso., Washington, D.C., 1994.

75. "Channelling Controversy: Technology, Target Markets, Censorship and Content on Community Television," International Asso. for Mass Communication Research, Seoul, Korea, 1994.

76. "Doubly Excluded from the Dialogue: Depictions of Women in AIDS Films," International Asso. for Mass Communication Research, Seoul, Korea, 1994.

77. "How Much Like 'McCarthyism' Is 'Political Correctness'?", International Communication Asso., Sydney, Australia, 1994.

78. "Making the Connection between Media Literacy and PEG Access," Alliance for Community Media, Honolulu, Hawaii, 1994.

Forthcoming conference reports:

79. "Hollywood and HUAC: A Review of Motion Pictures about McCarthyism," Northeast Popular Culture Asso., Lewiston, ME, 1994.

80. "Media Gridlock: The Culture of Violence," Faculty Forum, Worcester State College, 1994.

81. "Entertainment Entrepreneurship: Singapore Cinema," 16th Annual Ohio University Film Conference, Asian Cinema: Poetics & Politics, Athens, OH, 1994.

82. "Media Stereotypes of Middle Easterners: A Case Study of Movie Terrorists," Intercultural/International Communication Conference, Miami, FL, 1995.

83. "African-American Women as Movie-Made 'Mammy'/Maids: Louise Beavers as the Prototype," Society for Cinema Studies, New York City, 1995.

84. "The Not-So-'Rocky' Road: Philadelphia Films about Sports," Popular Culture Asso., Philadelphia, PA, 1995.

85. "The 'Sultan of Swat' on the Silver Screen," A Conference Commemorating the 100th Birthday of Babe Ruth, Hofstra University, Hempstead, NY, 1995.

Journals and books:

1. "The Recorder: An Observational Study of a Community Newspaper," *Newspaper Research Journal*, 4. (Spring, 1983): 25-32.

2. "Developing Survey Instruments for Assessing Community Programming," *Community Television Review*, 7 (Spring, 1984): 18.

3. "The Constitutionality of Cable Technology," in Ray B. Browne and Glenn J. Browne (eds.), Laws of Our Fathers: Popular Culture and the U.S. Constitution (Bowling Green, OH: Popular Press, 1986): 114-122.

4. "Access and First Amendment Rights," Northeast Regional Report, NFLCP (Winter, 1985): 8.

5. "Managerial Involvement in Community Affairs: Economic and Ethical Implications," research for Press Concentration and Monopoly Research Project of the Mass Communication and Society Division, Asso. for Education in Journalism and Mass Communication, 1985.

6. "International Propaganda via Shortwave: The Dutch Example from an American Perspective," *World Communication* 15 (Fall, 1986): 143-154.

7. "Television Viewing Rules vs. Television Viewing Behavior." Communication and Simulation. England: Multi Lingual Matters, 1987.

8. "Researching Women and the Olympics," *The Starting Line*, Canadian Association for the Advancement of Women and Sport (Summer, 1987): 11+.

9. "Olympics Access for Women: Athletes, Organizers, and Sports Journalists." The Olympic Movement and the Mass Media: Past, Present, and Future Issues. International Conference Proceedings, The University of Calgary. Canada: Hurford Enterprises Ltd., 1987, 4/9-4/18.

10. "Springfield, MA: Microcosm of Popular Culture," Orono, ME: National Poetry Foundation/University of Maine, 1988.

11. "Terrorism as Treated by the *Christian Science Monitor*, 1977-1987," *Political Communication and Persuasion* 5 (1988): 121-137.

12. "Systems-Theoretical Aspects of Popular Culture and Mass Communication," in Ray B. Browne and Marshall W. Fishwick (eds.), Symbiosis: Popular Culture and Other Fields (Bowling Green, OH: Popular Press, 1988): 137-145.

13. "The Baseball Movie Genre: At Bat or Struck Out?" *Play & Culture* 3 (February, 1990): 64-74.

14. "From Servile to Sassy: A Look at Hollywood's 'Maids,'" in Paul Loukides and Linda K. Fuller (eds.), Beyond the Stars: Stock Characters in American Popular Film (Bowling Green, OH: Popular Press), 1990: 110-119.

15. Book reviews: Regina Barreca (ed.), Last Laughs: Perspectives on Women and Comedy (Gordon and Breach, 1988) and Nancy Walker, A Very Serious Thing: Women's Humor and American Culture (U. of Minnesota Press, 1988), *Quarterly Journal of Speech* 4 (November, 1990): 453+.

16. "Producers of Programming for Noncommercial Television," *Medienpsychologie*, 4 (December, 1990: 302-314.

17. "How Children's Television Deals with Death," *Media and Values*, No. 52-3 (Fall, 1990/Winter, 1991): 28.

18. "'Triumph of the Underdog' in Baseball Films," in Paul Loukides and Linda K. Fuller (eds.), Beyond the Stars II: Plot Conventions in

American Popular Film (Bowling Green, OH: Popular Press, 1991): 53-60.

19. "Tiananmen as Treated by the *Christian Science Monitor*," *Political Communication and Persuasion* 8 (1991): 79-91.

20. "Taking Terrorism into the Classroom," *Journal of Popular Culture*, Vol. 25, No. 1 (Summer, 1991): 93-98.

21. "Membership Methodology: A Means for Accessing Media Research," *Massachusetts Journal of Communication*, 1992.

22. "Tracking Telecommunications Technologies: Some Research Considerations," *Australian Journal of Communication*, 1992.

23. "Teaching About New Communications Technologies," *Signals*, 1992.

24. "Reporters Rights in the Locker Room," *Feminist Issues*, Volume 12, No. 1 (Spring, 1992): 39-45.

25. "Depictions of Death on Children's Television," *Media Development*, Volume XXXIX (4/1992): 27-28.

26. "Tracking telecommunications technologies: Some research considerations," *Australian Journal of Communication*, Volume 19, No. 1 (1992): 156-164.

27. "Desperately Seeking Meaning: 'Personals' in American Popular Film," in Paul Loukides and Linda K. Fuller (eds.), Beyond the Stars 111: The Material World in American Popular Film (Bowling Green, OH: Popular Press, 1993): 89-96.

28. "Last Bastion of Masculinity: Men's Rooms in American Popular Film," in Paul Loukides and Linda K. Fuller (eds.), Beyond the Stars IV: Locales in American Popular Film (Bowling Green, OH: Popular Press, 1993): 223-230.

29. "If Interactive Video is the Goal, What is the Best Educational Means to Achieve It?," *Telematics and Informatics*, Volume 10, No. 4, 1993.

30. "The Magic Johnson Media Phenomenon: An Interdisciplinary Analysis and Survey," in Linda K. Fuller and Lilless McPherson Shilling (eds.), Communicating About Communicable Diseases. Amherst, MA: Human Resource Development Press, 1994.

31. "The Business of Sportscasting," in Peter J. Graham, Sport Business: Operational and Theoretical Aspects (Dubuque, IA: Wm. C. Brown, 1994): 251-261.

32. "Communicate! (about AIDS)," *Media Ethics*, Volume 6, No. 2 (Spring, 1994): 7+

Forthcoming publications:

33. "Docu-lympics," in John Findling and Kim Pelle (eds.), Historical Dictionary of the Modern Olympics (Greenwich, CT: Greenwood Press).

34. "Hollywood Holding Us Hostage: Or, Why are Terrorists in the Movies Middle Easterns?", in Yahya R. Kamalipour (ed.), The U.S. Media and the Middle East: Image and Perception (Greenwich, CT: Greenwood Press).

35. "Filmic Fictions: Depictions of AIDS in Motion Pictures," in Linda K. Fuller (ed.), Media-Mediated AIDS, Amherst, MA: HRD Press, forthcoming.

Professional organization memberships

Alliance for Community Media

American Association for Public Opinion Research

American Studies Association

Human Technology Association

International Association for Mass Communication Research

International Communication Association

International Listening Association

National Council for Children and Television

Organization for the Study of Communication, Language and Gender

Popular Culture Association

Speech Communication Association

Union for Democratic Communication

Women's Studies Association

World Communication Association

Listed in International Who's Who of Professional and Business Women, 2nd. edition, Cambridge, England, 1992.