

Singapore papers, reports, publications, and interviews

Linda K. Fuller

1996

- "The Future of Mass Media." Taped interview with students from National University of Singapore, February 17, 1996.
- "Images of Image-Consciousness in the Singapore Press." Talk Show--Video Production 11, NTU, Singapore, March 12, 1996
- "The Motion Picture Industry, From Hollywood to Singapore." Lecture for the Rotary Club of Marina City-Singapore, March 14, 1996.
- "Our Bodies, Our (Singapore) Selves: Messages to Women in the Singapore Media." Lecture for AWARE (Association of Women for Action and Research), Singapore, April 25, 1996.
- "Beauty/Body Media Messages Aimed at Singaporean Women." *Awareness: A Journal of the Association of Women for Action and Research*. Volume 3, Issue 2, (forthcoming) June, 1996.
- "Media Messages and Representations of HIV/AIDS." Lecture for the Centre for Mass Communication Research, University of Leicester, England, May 1, 1996.
- Featured in an interview with Nooraini Hamzah on Singapore's community television debut at the opening of the Tampines East Community Center: "Di AS, penduduk boleh tonton siri hobi, mesyuarah," *Berita Minggu* (5 May, 1996): p.3
- "Cultivation Analysis Applied to Relationship-Seeking: Or, the E-Mail Female and the Technoerotic Techy." Informal Faculty Forum presentation, School of Communication Studies, Nanyang Technological University, May 8, 1996.
- "Working Toward a National Cinema for Singapore." Lecture for the Rotary Club of Queenstown-Singapore, May 27, 1996.
- "Hookers, Heroin Users, and Helpless Victims: The Rhetoric of Women with HIV/AIDS." Lecture for WOKS (women's service organization), Singapore, May 28, 1996.
- "Emerging Technologies: Impact on the Media and Public Relations Profession." Lecture for the Institute of Public Relations of Singapore, May 30, 1996.
- "The Singles Scene of the 1990s: From (*Sleeping in*) *Seattle* to Singapore." Lecture for the Rotary Club of Bugis Junction, June 1, 1996.

"Developing Grassroots Community Media in Singapore." Paper presented at the AMIC (Asian Mass Communication Research and Information Centre) 25th Anniversary Conference, Singapore, June 1, 1996.

"International Communications Concerns: From Culture to Comics to Computers." Omnibus book review: Elizabeth Jacka (ed.), Continental Shift: Globalisation and Culture (1992), Kees Epskamp, On Printed Matter and Beyond: Media, Orality and Literacy (1995), and Crossroads on the Information Highway: Convergence and Diversity in Communications Technologies (1995) for *Media Asia* (forthcoming).

"Singles in the 1990s: How Swinging?" Lecture for the American Women's Association (of Singapore), June 12, 1996.

"Communication Skills in Medicine." Workshop for medical and nursing staff, Kuala Lumpur, Malaysia, June 15, 1996.

"Personals, Planning, & Perspectives for 90s Relationships." Lecture for Social Development Unit (SDU), Singapore, June 16, 1996.

"Reading Singapore's National Day: A Case Study in the Rhetoric of Nationalism." Chapter for Phyllis G.L. Chew and Annaliese Kramer-Dahl (eds.) Reading Singapore: Textual Practices of Singapore-Culture. Routledge. Forthcoming.

Singapore Cinema. (With Ong Siow Heng.) Monograph for the School of Communication Studies, Nanyang Technological University.

LINDA K. FULLER
 499 Main Street, PO Box 264
 Wilbraham, Mass. 01095
 Tel. 413/596-3539

Educational experience

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

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

.1,000+ hrs in interpersonal skills, problem-solving and program development, teaching delivery, and career development.

.Master's thesis: "Voluntarism at the Management Level" used by Association of Junior Leagues, ACTION, and HEW.

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

.Majored in Mass Communication, minored in Family Studies

.Training in quantitative and qualitative research methodology, incl. advanced statistics, computers, survey design & analysis.

.Research foci: social impact of mass media, communication competence, sociolinguistics, newspaper and television case studies, the economics of media industries, stereotyping in film, consumer socialization, children's television/"kidsnews", advertising, theory criticism and construction, ethics of reciprocity in field studies, news, professionalism, and international broadcasting.

.Dissertation: "Public Access Cable Television: A Case Study on Source, Content, Audience, Producers, and Rules-Theoretical Perspective," incl. a mail survey to 5,000 residents of a town prior to its getting cable television, then telephone surveys with 400+ subscribers and 42 producers one year later. A participant observation study involving producing, directing, and editing programs in addition to other volunteer activities at the station, the ultimate contribution of this dissertation was its assessment of a reconceptualization of media.

Work experience

Executive Director, World Affairs Council, 1969-76

.Local co-ordinator for Experiment in International Living, COSERV, U.S. State Dept., and the "Great Decisions" program of the Foreign Policy Asso.

Development Officer, American International College, 1977-9

.Assistant to President for \$15 million fund-raising project

.Identified and contacted 1,400 businesses, 500 foundations

.Established a Parents Fund for unrestricted giving

Author, TRIPS & TRIVIA: A GUIDE TO WESTERN MASSACHUSETTS,

1st ed., 1978 (10,000 copies), updated by The Donning Company, 1988.
 Co-editor, with Paul Loukides, BEYOND THE STARS: STOCK CHARACTERS IN AMERICAN POPULAR FILM, Popular Press, 1990;
 BEYOND THE STARS 11: PLOT CONVENTIONS IN AMERICAN POPULAR FILM, Popular Press, 1991.
 Co-author, with Lilless McPherson Shilling, COMMUNICATING COMFORTABLY: YOUR GUIDE TO OVERCOMING SPEAKING AND WRITING ANXIETIES, Human Resource Development Press, 1990.
 Author, THE COSBY SHOW: AUDIENCES, IMPACT, IMPLICATIONS, Greenwood Press, forthcoming.

Teacher

Norfolk, VA and Springfield, MA public schools, 1964-7, 1967-72
 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--Media Department, 1987-
 (Assistant Professor, teaching Introduction to Mass Communication, Speech, Interpersonal Communication, History of Theatre, Survey of Radio and Television, Media Criticism, Telecommunications, Sportscasting)

Community and college volunteer experience

Board of Directors, Child and Family Services, Inc.
 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
 Greater Worcester Colleges Women's Consortium
 Affirmative Action Committee, Worcester State College
 Wilbraham Cable Television Commission

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," Atlanta 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. "Singapore's 24th National Day: A Participant Observer's Analysis of August 9, 1989," Intercultural and International Communication Conf., Miami, FL, 1991.

44. "Film Methodology: Is the Genre Approach Dead?" Popular Culture Asso., San Antonio, TX, 1991.

45. "Singapore Cinema: Case Study of a Burgeoning Industry," World Communication Asso., Jyvaskyla, Finland, 1991.

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, Ltd., 1987.

8. "Researching Women and the Olympics," The Starting Line, Canadian Asso. 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 Threatened 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. "How Children's Television Deals with Death," *Media and Values*, Vol. 52, 1991.
17. "Producers of Programming for Noncommercial Television," *Medienpsychologie*, 1991.
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).
19. "Membership Methodology: A Means for Accessing Media Research," *Massachusetts Journal of Communication*, 1991.
20. "Taking Terrorism into the Classroom," *Journal of Popular Culture*, 1991.

Professional organization memberships

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
 National Federation of Local Cable Programmers
 Network on Qualitative Audience Research
 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