

Alison Alexander

PERSONAL DATA

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Journalism and Mass Communications
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EDUCATION

Ph. D. (Communication) Ohio State University, 1979

M. A. (Communication) University of Kentucky, 1974

B. A. (Education) Marshall University, 1971
(Magna Cum Laude)

PROFESSIONAL APPOINTMENTS

University of Georgia, 1991-present
Associate Dean, 2005-present
Professor and Head, Department of Telecommunications

University of Massachusetts, Department of Communication
Associate Professor, 1985-1991
Assistant Professor, 1979-1985

Ohio State University, 1975-1979
Teaching or Research Assistant, Department of Communication

PROFESSIONAL HONORS AND ACTIVITIES

Bryn Mawr HERS Institute for Women in Higher Education, 2001

International Radio and Television Foundation, Frank Stanton Fellow, 1998. For distinguished service to broadcast education

Editor, Journal of Broadcasting & Electronic Media, 1989-1991

Book Review and Criticism Editor, Journal of Broadcasting & Electronic Media, 1984-1988.

Association of Communication Administrators

2000-2003	Rep. To ACEJMC Accrediting Council; conducted site visits; evaluated reports
1997-1999	President
1996-	Board of Directors

Eastern Communication Association

1992	President
1991	First Vice President (responsible for planning convention)

National Communication Association

1999	Legislative Council
1994	Chair, Nominating Committee, Mass Communication Division
1993-94	Allied Organizations Committee
1990	Nominating Committee
1989-90	Legislative Council
1989	Chair, Mass Communication Division

International Communication Association

2003-present Publications Committee; Research Committee
2002 Theme Program Coordinator for Seoul Convention
1992 Task Force on The Professional Development of Women
1991 Nominating Committee

Association for Education and Journalism,

1999-2005 Research Council; Chair of Research Council (2003-2004)
1997-1999 Publications Committee
1982-83 Chair, Profession Freedom and Responsibility Committee,
Communication Theory & Methodology Division
1981-82 Director, Student Paper Competition, Communication Theory
& Methodology Division
1980-81 Minority Scholarship Committee, Communication Theory & Methodology
Division

Editorial Board Journal of Broadcasting & Electronic Media, Women's Studies in Communication, Journal of Communication, Communication Quarterly, Critical Studies in Mass Communication, others

Danforth Associate, 1982-88.

PUBLICATIONS

BOOKS

Editors' Guide to Scholarly Publishing. A. Alexander & W. J. Potter (Eds.) Sage: Thousand Oaks, CA. (2001) .

Taking Sides: Controversial Issues in Mass Media and Society. A. Alexander & Jarice Hanson (Eds.). Guilford, CT: Dushkin Press. (1991, 1993, 1995, 1997,1999,2000,2002,2004).

Media Economics: Theory and Practice (3rd ed.). A. Alexander, J. Owers, & R. Carveth, (Eds.). Hillsdale, NJ: Lawrence Erlbaum (1993,1998, 2003).

Theorizing Fandom: Fans, Subculture, and Identity. C. Harris & A. Alexander. (Eds.). Cresskill, NJ: Hampton Press. (1998).

BOOK CHAPTERS

Alexander, A., & Owers, J. The Economic Infrastructure of Children's Television (in Process). In Bryant and Bryant, The Children's Television Community. Erlbaum, 2005.

Hollifield, C.A., Alexander, A., & Owers, J. (2003). The International Perspective: The Situation and Trends of the Media Economy in the U.S. In Altmeppen, K.D., and Karmasin, M. (Eds.), Medien und _konomie: Grundlagen der Medien_konomie: Soziologie, Kultur, Politik, Philosophie, International, Geschichte, Technik, Journalistik (Media and Economics: Foundations of Media Economics: Sociology, Culture, Politics, Philosophy, International, History, Technology, Journalism), Vol. 1 (2) (143-168). Westdeutscher Verlag.

Alexander, A., & Kim, Y. (2003). Television and Family. In Ponzetti, J.J. (Ed.). International Encyclopedia of Marriage and Family. Second edition. Thomson:Gale

"Broadcast Networks and the Children's Television Business," In D. & J. Singer, Handbook of Children and the Media, Thousand Oaks, CA: Sage, 2001, pp. 495-505.

"The Meaning of Television in the American Family," In J. & A. Bryant, Television and the American Family, Mahwah, NJ: Erlbaum, 2000, pp. 273-288.

"Intra-University Competition and Outside Stakeholders," M. McGregor, A. Alexander. In W. Christ, Leadership in Times of Change: A Handbook for Communication and Media Administrators, 1998.

Articles on "Children and Television," "Sesame Street," "Linda Ellerbee," and "The Flintstones," for the Encyclopedia of Television, Horace Newcomb, ed., 1997.

"Ellen Wartella," Women in Communication, 1997.

"The Effect of Media on Family Interaction", A. Alexander. In D. Zillman, J. Bryant, & A.C. Huston. Media, Children, and The Family. Social Scientific, Psychodynamic, and Clinical Perspectives. Hillsdale, NJ: Erlbaum, 1994, pp. 51-59.

"Investigating Gender Differences in College Student Soap Opera Viewing," A. Alexander, R. Carveth, G. Bohrer, & S. Ryan. In S. Frentz, Staying Tuned: Contemporary Soap Opera Criticism. Bowling Green, OH: Bowling Green University Popular Press, 1992, pp. 19-32.

"Effects of Television on Family Interaction," J. Bryant (Ed.), Television and the American Family. Hillsdale, NJ: Erlbaum, 1990, pp. 211-226.

"Textual Status, Media Consumption, and the Stigmatized Self," V. Fry, A. Alexander, & D. Fry. In J. Anderson (Ed.), Communication Yearbook 13. Newbury Park, CA: Sage, 1990), pp. 519- 544.

"Interpreting viewing: Creating an acceptable context," A. Alexander & V. Fry. In Sari Thomas (Ed.), Studies in Communication Vol. 4, Norwood, N. J.: Ablex, 1990, pp. 236-243.

"The Stigmatized Self as Media Consumer," V. Fry, A. Alexander, & D. Fry. In N. Denzin (Ed.), Studies in Symbolic Interaction, Vol. 10, Part B. 1989, pp. 339-350.

"Developing Communication Skills," B. Haslett & A. Alexander. In R. Hawkings, J. Wiemann, & S. Pingree. Advancing Communication Science, Newbury Park, CA: 1988, pp. 224-258.

"The Quixotic Quest for Civility: Patterns of Interaction Between the New Christian Right and Secular Humanists," Pearce, Littlejohn & Alexander. In J. Hadden & A. Shupe (Eds.), Secularization and Fundamentalism Reconsidered, 1989, pp. 152-177.

"Forced Cooperation: Violence as a Communicative Act," L. Harris, A. Alexander, S. McNamee, M. Stanback, K. Kang, in S. Thomas (Ed.) Studies in Communication Theory and Interpersonal Interaction: Selected Proceedings from the Fourth International Conference on Culture and Communication, Norwood, N. J.: Ablex, 1984, pp. 20-32.

"Learning from Educational Television Programming," J. Bryant, A. Alexander, & D. Brown. In M. Howe (Ed.), Learning from Television, London: Academic Press, 1983, pp. 1-30.

"The Young Child as Consumer," D. Wackman, S. Ward, E. Wartella, J. Shamir, & A. Alexander. In E. Wartella (Ed.) Children Communicating, Sage Annual Reviews of Communication Research, Vol. 7, Beverly Hills, CA: Sage Publications, 1979, pp. 251-279. Reprinted in J. Esserman (Ed.) Television Advertising and Children, New York: Child Research Service, 1981, pp. 195-221.

JOURNAL ARTICLES

"Quality Standards in Children's Programming: An Independent Observation of Industry Claims," A. Alexander, K. Hoerrner, L. Benjamin, S. Kang, Mass Communication & Society, Fall, 2002, 5,4, 383-394.

"We'll Be Back in a Moment: A Content Analysis of Advertisements in Children's Television in the 1950s," A. Alexander, L. Benjamin, K. Hoerrner, D. Roe, Journal of Advertising, Fall 1998.

"What is Quality Children's Television," A. Alexander, K. Hoerrner, L. Duke, The Annals of the American Academy of Political and Social Science, May 1998, 70-82.

"Electronic Toyland and the Structure of Power," A. Alexander & M. Morrison, Critical Studies in Mass Communication, Vol 12, (1996), 344-353.

"Exploring the Margins of Television Viewing," K. Foss & A. Alexander, Communication Reports, Vol. 9, #1, (Winter 1996), 61-67.

"Exploring Media in Everyday Life," Communication Monographs, 60,1, 1993.

"Television Addiction: Theories and Data Behind the Ubiquitous Metaphor," R. McIlwraith, R. Jackovitz, R. Kubey, & A. Alexander. American Behavioral Scientist, Vol. 35, 1992, 104-121.

"Videocassette Recorders and the Family Environment," M. Morgan, A. Alexander, J. Shanahan & C. Harris. Communication Research, 17, 1, 1990, 83-106.

"The New Christian Right and the Humanist Response: Reciprocated Diatribe," W. B. Pearce, S. W. Littlejohn & A. Alexander, Communication Quarterly, 35 (2), 1987, 171-192.

"Initial Interaction in Two Cultures," A. Alexander, V. Cronen, K. Kang, B. Tsou & B. Banks, Communication Quarterly, Vol 34, #1 (Winter 86), 68-78.

"The Great Escape: College Student Soap Opera Viewing," College Student Journal, Vol. 19, # 2 (Summer 1985), 141-143.

"Adolescents' Soap Opera Viewing and Relational Perceptions," Journal of Broadcasting & Electronic Media, Vol. 29, # 3 (Summer 1985), 295-308.

"Soap Opera Viewing Motivations and the Cultivation Process," R. Carveth & A. Alexander, Journal of Broadcasting & Electronic Media, Vol. 29, # 3 (Summer 1985), 259-273.

"Creating the Learning Context: Investigations on the Interaction of Siblings during Co-Viewing," A. Alexander, M. S. Ryan & P. Munoz, Critical Studies in Mass Communication, Vol. 1, #4 (Winter 1984).

"From Sesame Street to Port Charles: Elementary School Children and Soap Operas," A. Alexander & R. Carveth, Children and Television, (Nov/Dec 1984).

"Estimates of Children's Television Viewing by Mother and Child," A. Alexander, E. Wartella & D. Brown, Journal of Broadcasting, Vol. 25, #3 (Summer 1981), pp. 243-252.

"An Investigation of Eye Gaze and its Relation to Selected Verbal Behaviors," D. J. Cegala, A. Alexander & S. Sokuvitz, Human Communication Research, Vol. 5, #2 (Winter 1979), pp. 99-105.

"The Mass Media Environment of Children," A. Alexander, E. Wartella & D. Lemish, American Behavior Scientist, Vol. 23, #1 (September 1979), pp. 33-52.

MISCELLANEOUS PUBLICATIONS

"Celebrating 35 Years of Scholarship," A. Alexander. Journal of Broadcasting & Electronic Media, Vol. 35, 1-2.

"Changing Times: The 1991 Editor's Annual Report," A. Alexander. Journal of Broadcasting & Electronic Media, Vol. 35, 549-552.

Editor's Annual Report, Journal of Broadcasting & Electronic Media, Fall, 1989; Fall, 1990.

Review of The Soap Opera and Life on Daytime Television, Journal of Broadcasting, Winter 1984.

Review of Entertainment, Education and the Hard Sell. Journalism Quarterly, Vol. 59, #1 (Spring 1982), pp. 157-158 and Southern Speech Communication Journal, Vol. 48, #2 (Winter 1983), p. 163.

Review of Ethics, Morality and the Media. Journal of Applied Communication, Vol. 10, #2 (Fall 1982), pp. 168-170.

Review of Children, Television, and Sex-Role Stereotyping. Journal of Broadcasting, Vol. 25, #2 (Spring 1982), pp. 216-217.