

Curriculum Vita

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MARY ELLEN SCHILLER

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EDUCATION

Ed.D. – IT/Communication Studies (Cognate)

Northern Illinois University (DeKalb, Illinois), 1999

M.A. - English Literature – Northeastern Illinois University (Chicago, Illinois)

B.A. - English – DePaul University (Chicago, Illinois)

Additional education:

Loyola University (Chicago, Illinois)

Ph.D. Program in English Literature

Academic honors, awards and grants

Fulbright Award/Grant, Lectureship; Department of Transatlantic & Media Studies, University of Lodz (Poland), Spring, 2010.

Roosevelt University Excellence in Teaching Award, 2007-08

Loyola University – Doctoral Teaching Assistantship, 1977 – 1978

ACADEMIC POSITIONS

Roosevelt University – Department of Communication 1987-present

Professor of Media Studies - Present

Associate Professor of Media Studies, 2003-2017

Assistant Department Chair 2005-2015

Assistant Director, 2000-2004

Assistant Professor, 1998-2003

Visiting Assistant Professor – 1992 – 1998

Adjunct Professor – 1987 – 1992

English Department

Adjunct Professor – 1988 – 1992

William Rainey Harper College – English Department

Adjunct Instructor – 1986 – 1992

Loyola University – English Department

Doctoral Teaching Assistant – 1977 – 1978

SCHOLARSHIP/RESEARCH

Publications - refereed:

Schiller, M. (2019). *In a mediated age: Covering migration, cultivating expectations*. The Journal of Communication and Media Studies. 4 (3): 1-15

Schiller, M. (2016) *Microaggression and the marketplace: Does it exist and how is it expressed?* - The Global Studies Journal. 10 (1). 25-37

Schiller, M. (2013). *Multiple perspectives, one world: The many meanings of globalization*. The Global Studies Journal. 5 (2) 89-100

Schiller, M. (2010). *Americans now: The re-shaping of power, culture and identity*. The International Journal of the Humanities. 8(1).

Schiller, M. (2008). *The assimilation question: An examination of attitudes toward cultural adaptation in current diasporic groups*. The Global Studies Journal. 1(2). 123-132.

Schiller, M. (2007). *Confronting the U.S. immigration debate: From what foundation does the right to location emanate?.* The International Journal of the Humanities. 5 (6). 59-68.

Schiller, M. (2005). *Providing knowledge for ethical practice in marketing communications: A rationale & model*. The International Journal of the Humanities. (3). 610-620.

Schiller, M. (2003). *Altering the paradigm: Educational leadership and change management in the professional medical society – a case study and follow-up*. The International Journal of the Humanities. (1). 1805-1820.

Schiller, M. (2001). *When IT means “instructional trepidation”:* *Innovation apprehension in CME*. IAECT Journal. (5). 42-45.

Schiller, M. (October, 2001). *Kohlberg’s stages of moral reasoning: An application in integrated marketing communications*. Proceedings of The Eighth Annual International Conference Promoting Business Ethics. (Chicago, Illinois, October 24-26, 2001)

Schiller, M. (January, 2001). *A rose is a rose – but maybe it shouldn’t be red: Visual education in the age of intercultural marketing communication*. Selected Readings of the International Visual Literacy Association. 397-405.

Schiller, M. (2000). *Out of control: The experience of researching “The process of implementing instructional technology in response to a problem in continuing professional education: A case study”*. Annual Proceedings of Selected Research and Development Papers. National Convention of the Association for Educational Communications and Technology (AECT) (Long Beach, CA, February 16-20, 2000).

Book Chapter:

Schiller, M. (2014). Multiple perspectives, one world: The many meanings of globalization. In S. Litz (ed.). *Globalization and Responsibility*. Champaign, IL: Common Ground Publishing LLC

Book Reviews:

Schiller, M. (2016). Review of Keeping Cool on the Hot Seat: Dealing Effectively with the Media in Times of Crisis. (Four C’s Publishing: Clayton North Carolina)

Schiller, M. (2012) Editor-solicited review:
Just, E. & Woytaszek, M. (eds.) (2013) *Esthetic Experiments: Interdisciplinary Challenges in American Studies*. Newcastle-upon-Tyne, UK: Cambridge Scholars Publishing. ISBN-10: 1443844642.
December, 2012

Schiller, M. (2009). Review of Hines’ PR Toolkit. (RACOM Books, Chicago, IL)

Schiller, M. (2008). Review of Ethics in Journalism (6th ed.). Author: Ron F. Smith (Blackwell Publishing: Malden , MA) in Media, War and Conflict (Sage)

Conference Presentations

- “In a mediated age: Covering migration, cultivating perceptions”. The Third International Conference on Communication and Media Studies. University of California, Berkeley – Berkeley, California USA – October 22 – 25, 2018.
- “Microaggression and the marketplace: Does it exist and how is it expressed?”. The Ninth Annual Global Studies Conference. University of California, Los Angeles – Los Angeles, California USA – June 30 – July 1, 2016
- “Multiple perspectives, one world: The many meanings of globalization”. The Fifth International Global Studies Conference. Moscow State University – Moscow, Russia – June 20-22, 2012. (virtual presentation – paper)
- “Americans now: The re-shaping of culture, power and identity”. The Eighth International Conference on New Directions in the Humanities, University of California – Los Angeles – June 29 – July 2, 2010.

- “The U.S. role in global security: Identifying the range of challenges; clarifying the possibilities”
Conference on Culture, Media and Globalism, Department of Mass Media and Trans-Atlantic Studies, University of Lodz – Lodz, Poland – May 5, 2010.
- “The assimilation question: An examination of attitudes toward cultural adaptation among current diasporic groups” The Global Studies Conference, University of Illinois – Chicago – May 16-18, 2008
- “Confronting the U.S. immigration debate: From what foundation does the right to location emanate?” The Fifth International Conference on New Directions in the Humanities, American University of Paris – July 17-20, 2007 (virtual presentation - paper)
- “A Kohlbergian approach to emergent challenges in marketing communications: A prescriptive for the ethical organization”
The Third International Conference on New Directions in the Humanities, Cambridge University – August 2-5, 2005 (paper)
- “Altering the paradigm: Educational leadership and change management in the medical professional society”
The 10th International Literacy and Education Research Network Conference, London, University of London – July 15-19, 2003 (paper)
- “Kohlberg’s stages of moral reasoning: An application in integrated marketing communications”
The Eighth Annual International Conference Promoting Business Ethics, Chicago, Illinois – October 24-26, 2001. (paper)
- “Out of control: The experience of researching ‘The process of implementing instructional technology in response to a problem in continuing professional education: A case study’”
Association for Educational Communication & Technology (AECT) National Conference, Long Beach, California – February 6-9, 2000. (paper)
- “World View and Intercultural Business Communication: An Approach for the New Millenium”
Association for Business Communication (ABC) Midwest U.S. Regional Conference, Chicago, Illinois – April 15-17, 1999
- “Educational Opportunity Exemplified”
Leadership and Educational Policy Studies (LEPS) Symposium, DeKalb, Illinois-February 9-10, 1996.

Service to the Discipline

2021 - Fulbright U.S. Scholar Discipline Peer Review Committee (Communications) – Spring Review Cycle 1

2021 - Fulbright U.S. Scholar Discipline Peer Review Committee (Communications) – Spring Review Cycle 2

2021 - Fulbright U.S. Scholar Discipline Peer Review Committee (Communications) – Spring Review Cycle 3

2020 - Fulbright U.S. Scholar Discipline Peer Review Committee (Communications) – Fall Review Cycle 6.

2020 - Fulbright U.S. Scholar Discipline Peer Review Committee (Communications) – Fall Review Cycle 5.

2020 - Fulbright U.S. Scholar Discipline Peer Review Committee (Communications) – Spring Review Cycle 3.

2020 – Association for Education in Journalism and Mass Communication (AEJMC), Reivewer _ International Communication Division, Open Paper Competition. Papers Reviewed:

1. “The Vox-Pop, the Victim and the Active Citizen: A Content Analysis of Citizen Sources in Non-Western International Broadcasting in Spanish”
2. “The Cross-Culture Selfie Study: Exploring the Difference between Chinese and American Motivations for Taking and Sharing s
3. Selfies on Social Media”

2020 – Association for Education in Journalism and Mass Communication (AEJMC), Reviewer – Communication & Methodology Division, Method Paper Competition. Papers Reviewed:

1. “Response Quality Comparison Between Computers and Smartphones in Different Web Survey Modes and Question Formats”
2. “Methodological Implications of Between-Coder Variance in Content Analysis”

2019 - Jacobs & Clevenger Case Writers’ Competition Judge (DePaul University – Chicago). Cases judged:

1. “Reaching and Engaging a New Breed of Tourists: The Case of Mike’s Bike Tours”
2. “Seabourn Cruise Ships Niche Market: Staying Small – The Key to Marketing Authenticity”

2019 – Association for Journalism and Mass Communication. Abstract Reviewer – AEJMC Winter Conference.

2019– Referred paper for *The Journal of Communication and Media Studies*

“Faith in Facebook: The Impact of Recent Facebook Scandals on User Expectation of Privacy”

Report submitted May, 2019

2019 - Fulbright U.S. Scholar Discipline Peer Review Committee (Communications).

2018 - Fulbright U.S. Scholar Discipline Peer Review Committee (Communications).

2018 – Fulbright Specialist Peer Reviewer

2018 – Jacobs & Clevenger Case Writers’ Workshop Competition Judge (DePaul University- Chicago). Cases judged:

1. Asian Pop-Up Cinema Case Study
2. PGA Tour Case

2018 – AEJMC Annual Conference Paper Competition Reviewer – Submissions for Annual Conference, August 6-9, Washington, DC

2017 Association for Journalism and Mass Communication (AEJMC) Abstract Reviewer – AEJMC Winter Conference.

2017 Jacobs & Clevenger – Case Writers’ Competition Judge (DePaul University - Chicago). Cases judged:

1. SNAP, Inc. : Pushing the Limits of Social Media Communities and Advertising through Innovation
2. Flowers for Dreams

2017 – Fulbright Specialist Peer Reviewer

2016 Jacobs & Clevenger - Case Writers’ Competition Judge (DePaul University – Chicago). Cases judged:

1. “Team Survivor New York – Getting Back on Track”
2. “Bowtie Cause”

2015 Jacobs & Clevenger Writers’ Competition Judge (DePaul University – Chicago). Cases judged:

1. What’s in a Name: Powerful Forces Are On the Warpath Against a Powerful Sports Team Brand
2. “Digital Music, Distribution, and Debatable Revenue: To App or Not to App? Song.com”

2016 Polish-U.S. Fulbright Commission. Evaluation of Project Proposal – Fulbright Advanced Junior Research Award. “From Digital to Analogue: Humanities In Light of the Digital Turn”.

2016 The Social Sciences Collection (Common Ground Publishing LLC – University

of Illinois Research Park) - Refereeing Committee. Paper: "Alcohol Billboards in San Antonio, Texas".

2016 Council of International Exchange of Scholars (CIES) Merit Review of Fulbright U.S. Scholar Program Applications. Communications Peer Review Committee.

2014 Jacobs & Clevenger Case Writers' Competition Judge (DePaul University – Chicago). Cases judged:

1. "Scleroderma: Gaining support for what?"
2. "Brandco: Development and Marketing of a Social Media Mix"

Reports submitted July, 2014.

Referred two papers for *Lambda Pi Eta Journal*

1. "Transhumanism: The Treaty of Tragedy"
 2. "National Park Service 'National Park Week': Case Study"
- February, 2014

2013 Jacobs & Clevenger's Case Writers' Competition Judge (DePaul University – Chicago). Cases judged

1. "ECB.com"
2. "Busch Gardens"

Reports submitted July, 2013

Referred two papers for *The Global Studies Journal*

1. "Metaevaluation of a Global Leadership Coaching Program"
2. "Package, Seal and Sell"

Reports submitted September, 2012

Referred three papers for *The International Journal of the Humanities*:

1. "Nation Abroad: Inspiration in Florida"
2. "The Potent Fool: Shedding New Light on Potentiality and Staying Creative in a Global Risk Society"
3. "Skepticism toward Health Claims in Food Labeling: A Turkish Case"

Reports submitted September, 2010

Referred three papers for *The Global Studies Journal*:

1. "The Redefinition of Cultural Imperialism in American Visual Communication"
2. "All You Need Are Looks and a Whole Lot of Money" Selling Wealthy America To the World - and to Americans"
3. "Mediated Cosmopolitanism: Global Disasters and the Emergence of Cosmopolitan Solidarity"

Reports submitted July, 2008

Referred two papers for *The International Journal of the Humanities*:

1. “Mobilizing Immigration and Settlement Knowledge through Global Networks”
2. “Havana Transfigured: Return of the Repressed ‘Other’ in Padura’s *Mascaras* Reports submitted December, 2007.

Refereed two papers for *The International Journal of Humanities*:

1. “Using Indigenous Knowledge in International Development”
 2. “The Humanities and Serres’s ‘New Organization of Knowledge’”
- Reports submitted December, 2005.

Reviewed prospectus for “Research in the Real World: Introducing Communication Research”. Publisher: Sage Publications – Thousand Oaks CA
Reviewed December, 2005.

Faculty Research Presentations

- “The view from Zelwerewicza 13: A semester at the Department of Transatlantic and Media Studies (University of Lodz – Poland).
Roosevelt University, January 19, 2010.
- “Pictures, persuasion and the Iraqi War: An analysis of propagandistic elements in news photography’
Roosevelt University, February 18, 2004
- “Altering the CME paradigm: A case study in organizational communication”
Roosevelt University, Spring, 2003

Other Roosevelt University Presentations

- “The Rise of Yellow Journalism”; Institute for Continued Learning – 2007 Fall Lecture Series.
- “Communication and Propaganda: Can We Believe Anything We Read...or Hear...or See? Institute for Continued Learning – 2005 Winter Lecture Series.

COURSES TAUGHT – ROOSEVELT UNIVERSITY

ACP

- ACP 250 - Mass Media, Acculturation and Social Justice

Communication

- COMM 240 – Democracy: The Worst Form of Government, Except...?
- COMM 210 – “What is Truth? Fake News?”
- COMM 150 – Reality T.V. and Culture
- COMM 150 – Mediaculture: Sex, Sports, Crime

Media Studies

- MED 210 – “What is Truth? Fake News?”
- MED 240 - Democracy: The Worst Form of Government, Except...?
- MED 203 – Introduction to Media Theory
- MED 375/470 – Media Analysis & Criticism
- MED 380/381 – Media Studies Research

Journalism

- JOUR 240 - Democracy: The Worst Form of Government, Except...?
- JOUR 150 – Mediaculture: Sex, Sports, Crime
- JOUR 201 – Communication in the Information Age
- JOUR 240 – Communication Research
- JMS 347 – Politics: On the Trail of the Primary
- JOUR 351/431 – Public Opinion and Propaganda
- JOUR 363/463 - Media Law
- JOUR 375/470 – Media Criticism

Integrated Marketing Communications

- IMC 363 – Law and Ethics: Cases (Honors)
- IMC 374 – Crisis Communications
- IMC 381– International Marketing Cultures
- IMC 401 – Strategic Decisions in IMC
- IMC 440 – IMC Research
- IMC 452 – Ethics
- IMC 453 – Multi-cultural IMC
- IMC 470 – Politics and Marketing
- IMC 481 – International Marketing Cultures
- IMC 491 – International Study Experience

Business Communications (Course now taught in College of Business)

- BCOM 301 – Business Communications

Speech

- SPCH 355 – Globalization, Culture and Media
- SPCH 345 – Cross-cultural Communication
- SPCH 392 – Family Communication

COURSES TAUGHT – DEPARTMENT OF TRANSATLANTIC & MEDIA STUDIES, UNIVERSITY OF LODZ (POLAND)

Fulbright Lectureship – January-June, 2010

- Mass Media & American Society
- Public Opinion & Propaganda
- Media Criticism

SERVICE TO THE UNIVERSITY

Department level

- Assistant Chair, Department of Communication – 2010 – 2016
- Assessment Committee Chair – 2009-present
- Faculty Search Committee Chair – Fall, 1999; Spring, 2001; Fall 2006; Fall, 2009
- Program Head, Speech and Business Communications – 2008 - 2010
- Assistant Director, School of Communication – 1998 – 2004
- Faculty moderator, Lambda Pi Eta, National Honor Society in Communications
- Advising Coordinator – 1996 – 2000
- Curriculum Committee – 2006 - present

College level

- Curriculum Committee – 2017 – present
- CAS Assessment Coordinator – 2019 - present
- International Studies Committee – 2017 - 2020
- Chair, College of Arts & Sciences Council – 2007 - 2009
- College of Arts & Sciences Executive Committee – 2003 – 2006; 2007 – 2008, 2016-2017; 2017-2018
- Vice-chair, College of Arts & Sciences Council – 1999-2000

Campus level

- Co-chair, Professional Science Management (PSM) Master's Program Committee – Schaumburg Campus –2013-2014.
- Goal One Working Group – Schaumburg Campus Distinctiveness Project – 2013-2014.

University level

- Tenure Review Committee – 2021
- Media Literacy Committee – 2017-present
- Committee on Diversity and Inclusion – 2017-2020
- Faculty Senate, Vice-chair – 2011-2012
- Schaumburg Task Force - 2009
- Faculty Issues Committee – 2008 – 2010
- Social Justice Committee – 2008
- Faculty Learning Community - 2008
- Graduate Council – 2006 – 2008
- University Faculty Personnel Committee – 2005 (chair); 2015 (chair); 2021; 2022
- Sub-committee for Student Learning (Criterion Three) – Higher Learning Commission Re-Accreditation Initiative. 2003-2006
- Assessment Committee - .2000 - 2010
- Faculty Honors Committee – 1999 - 2000
- Faculty Senator – 1998 – 2000; 2010 - 2013
- Distance Learning Committee – 1997 – 1999

- Strategic Planning Task Force – Identity/Metropolitan Identity Sub-committee 1997-1998

Other

- **Established/edit *IMC Review: Journal of Integrated Marketing Communications*** 2001 – present (Refereed publication – ISSN: 001542-829x)
- **Established/edit *Perspectives: Readings on Communication, Media & Society***, 2009 - present
- Reviewer – Summer research funding proposals - 2004
- Organized/facilitated panel discussion “Marketing the War on Terrorism” – held April 2, 2002 at the Center for Professional Advancement (Gage Building)
- College of Arts & Sciences Representative – University College Faculty Search Committee – 1998
- Cable Television Committee - 1997 – 1998
- Communications Committee – new Schaumburg (Robin) Campus – 1996
- Robin Campus Resident Faculty Advisory Committee on Student Recruitment, Chair –1994 – 1996
- Faculty Representative, Robin Campus Council – 1997
- Chair, Robin Campus Resident Faculty – 1995 – 1997

ADVISORY BOARD

- Bloomberg BusinessWeek Market Advisory Board (Bloomberg Media) – 2008-2014

ORGANIZATIONAL AFFILIATIONS

- International Association for Media and Communication Research (IAMCR)
- American Communication Association (ACA)
- Association for Education in Journalism & Mass Communication
- International Visual Literacy Association (IVLA)
- Society for Business Ethics (SBE)

PROFESSIONAL EMPLOYMENT/CONSULTING (Selected positions)

- Laidlaw Brothers, Educational Publishers (division of Doubleday Publishing)
- Conference of State Bank Supervisors (Illinois)
- Lexington Development
- American Society of Plastic Surgeons (ASPS)

SERVICE TO THE COMMUNITY

- House of Hope (Lake Zurich, Illinois) – Providing support for families in crisis through homelessness, unemployment, illness and other catastrophic events -2012-2016