

# PETER K. FALLON, PH.D.

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## SUMMARY OF QUALIFICATIONS

Nearly thirty years of teaching experience on the college/university level; significant record of scholarship and publication; more than twenty years professional experience in television and electronic journalism; terminal degree (Ph.D.) in Media Ecology

## PROFESSIONAL EXPERIENCE

### **2003–Present: Roosevelt University Chicago, IL**

*Professor of Journalism and Media Studies* (August 2017 – present)

*Professor of Media Studies* (August 2014 – July 2017)

*Associate Professor of Journalism* (August 2007 – July 2014)

*Assistant Professor of Journalism* (August 2003 – July 2007)

- Serve on Department of Communication Media Studies program committee, Media Studies curriculum committee, develop new major in the Department of Communication.
- Develop and teach courses, “Media Criticism and Analysis,” “Communication Research Methods,” and “The Research Project” for new Media Studies Program.
- Teach undergraduate survey course in Communication studies.
- Teach undergraduate and graduate studies in Media Criticism.
- Teach undergraduate and graduate studies in news broadcasting.
- Teach undergraduate and graduate studies in Public Opinion and Propaganda.
- Develop and teach course on Globalization: Communication and Political/Economic Dimensions.
- Develop and teach new course in Promotional Video Production.
- Develop and teach new course, “Examining Media Ethics: The Search for Truth in a Culture of Confusion” for Roosevelt University Scholars Program.
- Develop and teach new course, “What is Truth/Fake News?”
- Revised course in Alternative Media to reflect the growing influence of weblogs or “blogs” on journalism.
- Committee Memberships: Technology, Assessment, Curriculum (departmental and university), Media Studies Program Curriculum Committee (developing new major), University Senate. Various successful faculty searches and promotion/tenure peer reviews.

**2010–Present: Media Ecology Association, New York/Chicago/Toronto**

*Editor, Co-editor of EME: Explorations in Media Ecology (2010 – 2012)*

*Member, Editorial Board of EME: Explorations in Media Ecology (2010 – present)*

- Responsible for the creation of 8 issues of an international scholarly journal for the years 2011 through 2012.
- Formulating theme issues related to events and historical dates.
- Soliciting and reviewing manuscripts from top scholars in the fields of mass communication, culture studies, orality/literacy studies, and information sciences.
- Supervising managing editor, reviews editor, and pedagogy editor.
- Working with the Board of Directors of the Media Ecology Association to assure that EME adheres to the mission of the organization and maintains both philosophical and fiduciary integrity.

**1993–2003: Molloy College Rockville Centre, NY**

*Assistant Professor of Public Communication (1999 – 2003)*

*Adjunct Assistant Professor of Public Communication (1997 – 1999)*

*Adjunct Instructor (1993 – 1997)*

- Oversee the development and expansion of Public Communication concentration in Communication Arts.
- Develop new courses in Television Production, Media Criticism, Multi-track Audio Recording, Communication Ethics, Rhetoric & Social Communication.
- Honors Program Faculty; Core Curriculum Faculty.

**1995–1999: Adelphi University Garden City, NY**

*Adjunct Instructor in Communication Arts*

- Teach courses in Media Theory, History of Communication.
- Supervise Senior Research Seminar; two-semester course in research methods, and thesis development and writing.

**1989: New York University New York, NY**

*Adjunct Instructor, School of Continuing Education*

- Teach course on media criticism.

**1982–1999: NBC News New York, NY**

*Electronic Journalism Videotape Editor*

- Assistant Editor on NBC News documentary profile of Mehmet Ali Agca, “The Man Who Shot the Pope.” (original air date Sep 21, 1982)
- Today Show News/Feature editor.
- Edit news and feature stories for NBC Nightly News with Tom Brokaw, NBC News Overnight, News Specials, and Documentaries.
- Supervising Editor.
- Editing trainer.

### **1977–1982 NYS Office of Mental Health New York, NY**

*Video Specialist, Department of Education and Training, Kingsboro Psychiatric Center*

- Produced, directed, edited educational and training videotapes, audiotapes, and slide/tape presentations for Doctors, Nurses, and Aides distributed within the NYS OMH system.

### **RELATED EXPERIENCE**

*Editorial Board, EME: Explorations in Media Ecology* (2010 – Present)

*Editorial Board, Second Nature, an online journal for critical thinking about technology and new media in light of the Christian tradition.* <https://secondnaturejournal.com/>

*Teaching Assistant in Communication Arts, New York Institute of Technology* (1976–77)

### **EDUCATION**

1996 New York University New York, NY *Doctor of Philosophy in Media Ecology*

1980 New York Institute of Technology Old Westbury, NY *Master of Fine Arts in Communication Arts, with distinction*

1976 New York Institute of Technology Old Westbury, NY *Bachelor of Arts in Communication Arts*

### **PRESENTATIONS AND PUBLICATIONS**

**Propaganda 2.1: Understanding Propaganda in the Digital Age** (book, forthcoming Spring 2022; Eugene, OR: Cascade Press)

**Information, Noise, Entropy, Redundancy, and Truth: What Information Theory and Cybernetics Can Tell Us About “Fake News”** (refereed paper presentation), Twenty-First Annual Convention of the Media Ecology Association, Hosted (via ZOOM) by Hofstra University, Hempstead, NY, June 17–20, 2020.

**Marshall McLuhan: On the Nature of Media** (book review), *EME: Explorations in Media Ecology*, Volume 18, 2020.

**Truth, Facts, “Alternative Facts,” News, “Fake News,” and Propaganda: Navigating the Unregulated Information Ecology** (refereed paper presentation), Twentieth Annual Convention of the Media Ecology Association, St. Michael’s College of the University of Toronto, Canada, June 27–30, 2019.

**The Reader in the Book: A Study of Spaces and Traces, Stephen Orgel** (book review), EME: Explorations in Media Ecology, Volume 17, 2018.

**Force of Evidence: Elizabeth Eisenstein’s Legacy and the Responsibility of the Media Scholar** (refereed journal article), EME: Explorations in Media Ecology, Volume 16, Number 4, 1 December 2017, pp. 311–324.

**Divine Art, Infernal Machine: The Reception of Printing in the West, from First Impressions to the Sense of an ending, Elizabeth Eisenstein** (book review), EME: Explorations in Media Ecology, Volume 16, Number 4, 1 December 2017, pp. 367–374.

**Propaganda as Psychic Violence** (refereed book chapter), in *Jacques Ellul on Violence, Resistance, and War*, Shaw, Jeffrey M. and Demy, Timothy J., eds. (Eugene, OR: Pickwick Publications, 2016)

**Propaganda 2.1: Creating a Handbook for the De-liberation of the Masses** (refereed paper presentation), Seventeenth Annual Convention of the Media Ecology Association, June 23–25, 2016, University of Bologna, Bologna, Italy.

**Honoring Elizabeth Eisenstein** (plenary panel, with Elena Lamberti, *University of Bologna*, Lance Strate, *Fordham University*, Thom Gencarelli, *Manhattan College*, David Linton, *Marymount Manhattan College*), Seventeenth Annual Convention of the Media Ecology Association, June 23–25, 2016, University of Bologna, Bologna, Italy.

**Teaching Caritas/Veritas in a Free-Market Environment** (presentation), Caritas/Veritas Symposium, September 27, 2016, Dominican University, River Forest Illinois.

**Why We Fight: Resisting the Incursion of Free-Market Technique in US Higher Education (An Educator’s Manifesto)** (invited presentation), Joint Colloquium of the International Jacques Ellul Society and Association Internationale Jacques Ellul, July 16–19, 2015, Gite Les Ombelles, Trièves, Isère, France.

**Harold Adams Innis and the Global War on Terror** (refereed paper presentation), Sixteenth Annual Convention of the Media Ecology Association, Metropolitan State University of Denver, Denver Colorado, June 13, 2015.

**Sacrament and Anti-sacrament: On the Media Criticism of Jacques Ellul and Pierre Teilhard de Chardin** (solicited journal article) *Second Nature Journal*, June 1, 2015. <https://secondnaturejournal.com/on-the-media-criticism-of-jacques-ellul-and-pierre-teilhard-de-chardin/>

**Lance Strate's "Amazing Ourselves to Death": A Review** (book review) *Second Nature Journal*, May 5, 2015. <https://secondnaturejournal.com/lance-strates-amazing-ourselves-to-death-a-review/#>

**Internet est-il un progres?** (solicited magazine article), *L'Ecologiste*, No. 42, Printemps (April-May-June) 2014, Vol. 15, No. 1.

**Teaching Media Ecology Across the Disciplines: Media Ecology as "Trojan Horse"** (refereed paper presentation), the 14<sup>th</sup> Annual Convention of the Media Ecology Association, Grand Valley State University, Grand Rapids, Michigan, June 21 2013.

**Cultural Defiance/Cultural Deviance** (New York: SophiaOmni Publishing, 2013)

**Contemplation as Defiance/Deviance** (invited keynote), 12th biennial Dominican Higher Education Colloquium, Dominican University, River Forest, Illinois, June 16, 2012.

**The Inevitability of the Occupy Movement in a Global Context** (invited paper and panel discussion) at *Occupy Wall Street: The Meaning, the Movement, the Controversy*, an event organized and sponsored by the Molloy College Center for Social and Ethical Concerns, Hays Theatre at Molloy College, Rockville Centre, New York, Wednesday, November 16, 2011.

**Jacques Ellul and the Technological Bridge to Nowhere** (panel respondent), 96th Annual Convention of the National Communication Association, Hilton Union Square Hotel, San Francisco, November 16, 2010.

**Aural/Oral and Visual Domains in Rhetorical Interaction: Building Bridges** (panel participant), 96th Annual Convention of the National Communication Association, Hilton Union Square Hotel, San Francisco, November 15, 2010.

**Ernest Reginald McClintock Dix, 1857-1936: The Last "Man of Letters"** (refereed paper presentation) Eleventh Annual Convention of the Media Ecology Association, University of Maine, Orono, June 11, 2010.

**The Metaphysics of Media: Toward an End of Postmodern Cynicism and the Construction of a Virtuous Reality** (lecture), Eleventh Annual Convention of the Media Ecology Association, University of Maine, Orono, June 12, 2010.

**The Metaphysics of Media** (lecture and book signing), open to the Wheaton College and Wheaton, Illinois communities, Wheaton College, Wheaton, Illinois, April 23, 2010.

**The Metaphysics of Media** (faculty research presentation), Roosevelt University, Chicago, Illinois, March 24, 2010.

**The Metaphysics of Media** (lecture and book signing), open to the Dominican University and River Forest, Illinois communities, Dominican University, River Forest, Illinois, March 16, 2010.

**The Metaphysics of Media: Toward an End to Postmodern Cynicism and the Construction of a Virtuous Reality** (Scranton: The University of Scranton Press, 2009) Winner of the Lewis Mumford Award for Outstanding Scholarship in the Ecology of Technics, 2010, by the Media Ecology Association.

**Popular Culture** (panel moderator/respondent), tenth annual convention of the Media Ecology Association, Saint Louis Missouri, June 18–21, 2009.

**Keywords in Media Ecology: Technology** (paper/panel chair), presented at the 59th Annual ICA Conference Chicago, Illinois, May 21–25, 2009

**The Past, Present, and Future of General Semantics** (panel moderator), presented at the 59th Annual ICA Conference Chicago, Illinois, May 21–25, 2009

**Sin and Sacrament: Media Criticism from the Contrasting Theological Perspectives of Jacques Ellul and Pierre Teilhard de Chardin** (paper), presented at the ninth annual convention of the Media Ecology Association, Santa Clara, California, June 19–22, 2008.

**The Metaphysics of Media: Toward an End of Postmodern Cynicism and the Construction of a Virtuous Reality** (paper), presented at the ninth annual convention of the Media Ecology Association, Santa Clara, California, June 19–22, 2008.

**Seeking Veritas: Communicating the Sacred in Higher Education Settings** (panel moderator, with Stephanie Bennett, Palm Beach Atlantic University), presented at the ninth annual convention of the Media Ecology Association, Santa Clara, California, June 19–22, 2008.

**Why the Irish Speak English: Printing, Literacy, and Education in the Eighteenth Century Ireland** (keynote address), presented – by invitation – to the Irish American Heritage Center of Chicago's annual Irish Heritage Library Lecture. Irish American Heritage Center, Chicago, Illinois. March 9, 2008.

**Ego-Journalism: From Hemingway to the Blogosphere** (Presentation), given – by invitation – as part of the “Big Read Program,” sponsored by the Ernest Hemingway Foundation, The Oak Park and River Forest Public Libraries, and Dominican University, with aid from the National Endowment for the Arts, held on the campus of Dominican University, River Forest, Illinois, November 5, 2007.

**Why the Irish Speak English** (paper), and **The Legacy of Neil Postman** (panel) presented – by invitation – at the seventh annual convention of the Media Ecology Association (<http://www.media-ecology.org>), held on the campus of the Tecnológico del Monterrey, Mexico City, Mexico, June 9, 2007.

***Echoes and Reflections: On Media Ecology as a Field of Study, by Lance Strate*** (book review), in EME: Explorations in Media Ecology, the Journal of the Media Ecology Association, Volume 6, Number 3, 2007.

**Why the Irish Speak English** (paper), presented – by invitation – at the first annual Conference on Irish Studies, National University of Ireland, Galway, Ireland, June 8, 2006.

**The Metaphysics of Media** (paper), presented to the 63rd Annual Conference of the New York State Communication Association, Hudson Valley, NY, October 22, 2005.

**Printing, Literacy, and Education in Eighteenth Century Ireland: Why the Irish Speak English** (Lewiston, New York: The Edwin Mellen Press, 2005). Winner of the Marshall McLuhan Award for Outstanding Book in the Field of Media Ecology for 2007 by the Media Ecology Association.

***Archie Bunker's America: TV in an Era of Change, 1968–1978, Josh Ozersky*** (book review) EME: Explorations in Media Ecology, the Journal of the Media Ecology Association, Volume 3, Number 2, 2004.

**The Legacy of Neil Postman: Writer, Educator, Public Intellectual** (paper/panel discussion) presented to the 54th Annual Conference of the International Communication Association, New Orleans, May 29, 2004.

**Mel Gibson's Passion: Translating Scripture into Images, Transforming Truth into Impressions** (paper/panel discussion) presented to the Molloy College Center for Christian-Jewish Studies, Rockville Centre, NY, April 21, 2004.

***Why the Irish Speak English*** (refereed article) in Printing History, the Journal of the American Printing History Association. Volume XXI, number 2, Spring 2002.

**In the Dark: Why Ignorance Survives in an Age of Information** (paper) presented at the Women of Spirit Symposium of the Siena Women's Center, Rockville Centre, NY, April 19, 2002.

**Practice What You Preach: Service Learning in the Dominican Tradition** (paper presentation and panel, with Margaret Kavanagh, O.P., and Alice Byrnes, O.P.) presented at the Molloy College Community Day, November 6, 2001.

**Pierre Teilhard de Chardin and Jacques Ellul: Media Theory and Criticism from Opposing Christian Theological Perspectives** (paper) presented at the 31st Annual Conference of the Popular Culture Association, Philadelphia, PA, April 12, 2001.

**Yeats's Political Poems: Descent from Romantic Idealism to Frustration and Alienation** (paper) presented by invitation on my induction into the Gamma Pi (Molloy College) chapter of Lambda Iota Tau, the International Honor Society for Students of Literature at Molloy College, Rockville Centre, NY, November 16, 2000.

**The Intimate Connection Between Town and Gown: The Classroom as Part of the “Real World.”**

(paper) presented at the annual convention of the New York State Communication Association, September 23, 2000, Kiamesha Lake, New York.

**Orality– and Literacy–based Differences in the Spread of Printing in Ireland: 1750–1800** (paper)

presented at the annual convention of the International Communication Association, Trinity College, Dublin, Ireland, June 28, 1990.

**Printing, Literacy, and Education in Eighteenth Century Ireland** (paper)

presented at the annual conference of the American Educational Research Association, Boston, MA, April 18, 1990.

**MEMBERSHIPS**

Associate, Dominican Order (Order of Preachers)

International Communication Association

International Jacques Ellul Society

Kappa Delta Pi, International Education Honor Society

Lambda Pi Eta, National; Communication Honor Society

Lambda Iota Tau, National Literature Honor Society

Media Ecology Association (Editorial Board Member)

National Communication Association