

Alison Alexander

PERSONAL DATA

Grady College of
Journalism and Mass Communications
The University of Georgia
Athens, Georgia 30602
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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
Senior Associate Dean, 2007-present
Associate Dean, 2005-2007
Professor and Head, Department of Telecommunications, 1991-2005

University of Massachusetts, Department of Communication
Associate Professor, 1985-1991
Graduate Director, 1986-1989
Assistant Professor, 1979-1985

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

SELECTED PROFESSIONAL HONORS AND ACTIVITIES

Chair, University Admissions Committee, 2010-

Member, University Strategic Planning Task Force, 2008-2010
Advisory Board, Office of International Education, 2006-present
Facilities Committee, 2006-present
Curriculum Committee, 2010-present

Chair, New Major Task Force, Grady, UGA, 2008-2009

Outreach Grants totaling \$12,000 to create a program targeting summer
Learning loss in elementary-age children, 2007.

State of the Art Conference on Youth and News, \$20,000 grant, 2006.

Member, Provost's Committee to Revise University Guidelines for Promotion
and Tenure, UGA, 2003-2004

Bryn Mawr HERS Institute for Women in Higher Education, 2001

Member, Provost's Committee to Create P&T Guidelines for Lecturers, 2000

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
1996-2000	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

2003-2005	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

1982-88	Danforth Associate.
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PUBLICATIONS

BOOKS

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

Taking Sides: Controversial Issues in Mass Media and Society. (1991, 1993, 1995, 1997, 1999, 2000, 2002, 2004, 2006, 2008, 2010, 2011). A. Alexander & Jarice Hanson (Eds.). Guilford, CT: Dushkin Press.

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

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

BOOK CHAPTERS

Alexander, A. (2008). "Media and the Family" in B. J. Wilson and S. L. Calvert (Eds), Handbook of Children, Media, and Development, Blackwell, pp. 234-258.

Harris, C & Alexander, A. (2008). "A Return of the "Real?" Discussions with Children Ages 5 to 13 about the Contemporary Hero" In S. Drucker and G. Gumpert (Eds.) Heroes in a Global World. Hampton Press, 221-242.

Alexander, A. & Hoerrner, K. (2007). "How does the U.S. Government Regulate Children's Media" in S. Mazzarella (Ed), 20 Questions about Youth and the Media, Peter Lang. 29-44.

Alison Alexander and James Owers (2006). The Economics of Children's Television). in A. Bryant (Ed.), The Children's Television Community. Erlbaum, pp. 57-74.

Alexander, A., Kang, Seok, & Kim, Yeora (2006). Cyberkids: The Influence of Mediation and Motivation on Children's Use of and Attitudes Toward the Internet. In Family Communication Sourcebook. (Eds.) Lynn Turner and Richard West. Sage, 2006, pp.315-334.

Alexander, A. & Hoerrner, K. (2006) Children's Advertising. Social Issues in America: An Encyclopedia. Sharpe Inc.

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 Medienökonomie: 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," (2001). In D. & J. Singer, Handbook of Children and the Media, Thousand Oaks, CA: Sage, pp. 495-505. (Revision scheduled for 2011).

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

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

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

"Ellen Wartella," 1997. Women in Communication.

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

"Investigating Gender Differences in College Student Soap Opera Viewing," (1992) A. Alexander, R. Carveth, G. Bohrer, & S. Ryan. In S. Frenzt, 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.

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

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

- V. Fry, A. Alexander, & D. Fry (1989). "The Stigmatized Self as Media Consumer," In N. Denzin (Ed.), Studies in Symbolic Interaction, Vol. 10, Part B. pp. 339-350.
- B. Haslett & A. Alexander (1988). "Developing Communication Skills." In R. Hawkins, J. Wiemann, & S. Pingree. Advancing Communication Science, Newbury Park, CA, 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.
- L. Harris, A. Alexander, S. McNamee, M. Stanback, K. Kang (1984). "Forced Cooperation: Violence as a Communicative Act, 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, pp. 20-32.
- J. Bryant, A. Alexander, & D. Brown (1983). "Learning from Educational Television Programming,". In M. Howe (Ed.), Learning from Television, London: Academic Press, 1983, pp. 1-30.
- D. Wackman, S. Ward, E. Wartella, J. Shamir, & A. Alexander (1979). "The Young Child as Consumer,". 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**
- "Market Reactions to Merger, Acquisition, and Divestiture Announcements in the Media Industries," J. Owers, A. Alexander, 2011, 13,4. International Journal of Media Management, 253-276.
- "Divestiture Restructuring in the Media Industries: A Financial Case Analysis," A. Alexander, J. Owers, 2009, 11, 3/4. International Journal of Media Management, 102-114
- "Can Scholarly Associations be Heard beyond the Academy?" A. Alexander, Journalism and Mass Communication Educator, Summer 2005, 145-149.
- "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.