

## S. ELIZABETH BIRD

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### EDUCATION:

**Ph.D.:** University of Strathclyde, U.K.  
**M.A.:** Journalism & Mass Communications; University of Iowa.  
**M.A.:** Folk Life Studies (Distinction); University of Leeds, U.K.  
**B.A.:** Anthropology (Honors); University of Durham, U.K.  
**P.G.C.E.** (Postgraduate Certificate in Education); Sheffield University, U.K.

### AWARDS and HONORS:

**Communication as Open Field Award:** International Communication Association, 2009.  
**Visiting Scholar,** Annenberg School for Communication, University of Pennsylvania, Fall 2007.  
**Outstanding Research Achievement Award:** University of South Florida, 2005  
**Faculty Mentor of the Year Award,** Department of Anthropology, 2007  
**Faculty/Student Doctoral Mentor Award:** College of Arts and Sciences, USF, 2006 (with Ph.D. student Noah Porter)  
**Graduate Student Mentor Award:** Center for 21<sup>st</sup> Century Teaching Excellence, USF, 2004, 2005, 2006, 2007, 2008, 2009.  
**Fellow:** Society for Applied Anthropology, 2006.  
**Outstanding Book Award:** International Communication Association, 2004  
**Top Paper Award:** Popular Communication Division, ICA, 2008, 2001, 1999, 1986  
**Outstanding Book on Human Rights in North America:** Gustavus Myers Center for the Study of Human Rights in America, 1997.  
**Annual Research Award:** College of Liberal Arts, University of Minnesota Duluth, 1991-2.  
**Carl J. Nelson Memorial Research Award:** School of Journalism & Mass Communication, University of Iowa, 1985.  
**Social Science Research Council:** Doctoral fellowship (full scholarship), University of Strathclyde, 1974-77

### APPOINTMENTS:

Chair: Department of Anthropology, University of South Florida, 2003 – 9

Faculty Senate President and Member, USF Board of Trustees, 2003-4

Faculty Adviser to the Provost, University of South Florida, 2001-2

Faculty Assistant to Provost and President, University of South Florida, 2000-1

Professor: Department of Anthropology, University of South Florida, 1996 -

Professor: Sociology/Anthropology Department, University of Minnesota, Duluth, 1996-7 (on leave)

Director of Graduate Studies: Master of Liberal Studies, University of Minnesota, Duluth, 1995-6

Department Chair: Interdisciplinary Programs, UMD, 1993-96

Associate Professor: Interdisciplinary Programs & Sociology/Anthropology Departments, UMD, 1992-6

Assistant Professor: Interdisciplinary Programs & Sociology/Anthropology Departments, UMD, 1991-2.

Adjunct Assistant Professor: Department of Continuing Education, Department of Anthropology, University of Iowa. 1981-1987.

Postdoctoral Fellow: St. David's University College, University of Wales, 1985.

## **PUBLICATIONS:**

### **1. Books:**

Bird, S.E. ed. (In press). *The Anthropology of News and Journalism: Global perspectives*. Indiana University Press, expected publication 2009.

Bird, S.E. (2003) *The Audience in Everyday Life: Living in a Media World*. New York: Routledge. (Winner of Best Book Award, International Communication Association, 2004).

Bird, S. E, ed. (1996). *Dressing in Feathers: The Construction of the Indian in American Popular Culture*. Boulder, CO: Westview Press/Harper Collins. (Named Outstanding Book on the subject of human rights in North America, by Gustavus Myers Center for the Study of Human Rights in America (1997).

Bird, S.E. (1992). *For Enquiring Minds: A Cultural Study of Supermarket Tabloids*. Knoxville: University of Tennessee Press.

### **2. Articles in Refereed Journals:**

Bird, S.E. (2009). The Future of Journalism in the Digital Environment. *Journalism: Theory, Practice, and Criticism*, 10:3, 293-95

Bird, S.E. and Godwin, J. (2006). Film in the Undergraduate Anthropology Classroom: Applying Audience Response Research in Pedagogical Practice. *Anthropology and Education Quarterly*, 37:3, 285-299.

Salkowe, R., Tobin, G.A. and S.E. Bird (2006). Calamity, catastrophe and horror: Representation of natural disaster, 1885-2005. *Papers of Applied Geography Conferences*, 29, 196-205.

Bird, S.E. (2002). It Makes Sense to Us: Cultural Identity in Local Legends of Place. *Journal of Contemporary Ethnography*, 31: 5, 519-547.

- Bird, S. E. and Stamps, S. D. (2001). Engagement in the Metropolitan Research University: The University of South Florida Creates its Identity. *Metropolitan Universities*, 12:3, 51-62.
- Bird, S.E. (2000). Facing the Distracted Audience: Journalism and Cultural Context. *Journalism: Theory, Practice and Criticism*, 29-33.
- Bird, S.E. (1999). Chatting on Cynthia's Porch: Building Community in an Internet Fan Culture. *Southern Communication Journal*, 65:1, 49-65.
- Bird, S.E. (1999). Gendered Representation of American Indians in Popular Media. *Journal of Communication*, 49:3, 61-83.
- Bird, S.E. (1998). News We Can Use: An Audience Perspective on the Tabloidisation of News in the United States. *Javnost: Journal of the European Institute for Communication and Culture*, V:3, 33-50.
- Bird, S. E. (1996). CJ's revenge: Media, Folklore, and the World of AIDS. *Critical Studies in Mass Communication*, 13, 1-15.
- Bird, S.E. (1995). Understanding the Ethnographic Encounter: The Need for Flexibility in Feminist Reception Studies. *Women and Language*, 28 (2), 24-27.
- Bird, S.E. (1994). It's the Talking that's Important: Pregnancy Folklore as Women's Discourse. *Women's Studies in Communication*, 17 (2), 45-68.
- Bird, S.E. (1994). Is that Me, Baby? Image, Authenticity, and the Career of Bruce Springsteen. *American Studies*, 35 (2), 39-58.
- Bird, S.E. (1994). Playing with Fear: Interpreting the Adolescent Legend Trip. *Western Folklore*, 53: 191-209.
- Bird, S.E. (1992). Travels in Nowhere Land: Ethnography and the "Impossible Audience." *Critical Studies in Mass Communication*, 9 (3), 250-260.
- Bird, S.E. (1990). Storytelling on the Far Side: Journalism and the Weekly Tabloid. *Critical Studies in Mass Communication*, 7 (4), 377-389.
- Bird, S.E. & R.W. Dardenne (1990). News and Storytelling in American Culture: Reevaluating the Sensational Dimension. *Journal of American Culture*, 13 (2), 38-42.
- Bird, S.E. (1987). Anthropological Methods Relevant for Journalists. *Journalism Educator* 41 (4), 5-10.
- Bird, S.E. (1985). Lord Randal in Kent: The Meaning and Context of a Ballad Variant. *Folklore*, 96 (2), 248-252.
- Bird, S.E. (1985). Solving the Riddle of the Sphinx: Interpretive Anthropology and Anthropological History. *Journal of Communication Inquiry*, 9 (1), 76-82.

Bird, S.E. (1985). Newspaper Editors' Attitudes Reflect Doubts on Surreptitious Recording. *Journalism Quarterly*, 62 (2), 284-288.

Bird, S.E. (1983). Derbyshire Well-Dressing: An Annual Folk Festival. *Journal of Cultural Geography*, 3 (2), 61-72.

Bird, S.E. (1982). The Impact of Private Estate Ownership on Social Development in a Scottish Rural Community. *Sociologia Ruralis*, 22 (1), 43-56.

Bird, S.E. (1976). Jazz Bands of North East England: The Evolution of a Working Class Cultural Activity. *Oral History* 4 (2), 79-88.

### 3. Book Chapters:

Bird, S.E. (in press). Beyond audience response: News practices in everyday life. In Stuart Allan, ed. *The Routledge Companion to News and Journalism Studies*. London: Routledge.

Bird, S.E. (In press). The anthropology of news and journalism: Why now? In S.E. Bird, ed. *The Anthropology of News and Journalism: Global perspectives*. Indiana University Press, expected publication 2009.

Bird, S.E. (In press). Mediated practices and the interpretation of culture. In *Theorising Media and Practice*, Postill, J. & Braeuchler, B. (eds). Oxford: Berghahn, expected 2009.

Bird, S. E. (In press). From Convergence To Irrelevance: Supermarket tabloids in the post-9/11 world. In B. Zelizer and S. Allen (eds). *Journalism after September 11*. London: Routledge. (2<sup>nd</sup> Edition).

Bird, S. E. (In press). Tabloid. In *Encyclopedia of Journalism*, ed. C.H. Sterling. New York: Sage, expected publication 2009.

Bird, S.E. (2009). True believers and atheists need not apply: Faith and mainstream television drama. In *Small Screen, Big Picture: Television and Lived Religion*, ed. D. Winston Baylor University Press, 17-41.

Bird, S.E. (2009). Tabloidization: What is it, and does it really matter? In *The Changing Faces of Journalism: Tabloidization, Technology and Truthiness*, ed. B. Zelizer, pp. 40-50.

Bird, S.E. (2008). Seeking the historical audience: Interdisciplinary lessons in the recovery of media practices. In *Explorations in Communication and History*, ed. B. Zelizer. New York: Routledge, pp. 90-106.

Bird, S. E. and R.W. Dardenne (2008). News as myth and storytelling: Lessons and challenges. In K. Wahl-Jorgenson & T. Hanisch, eds. *Handbook of Journalism*, pp. 205-217.

Bird, S.E. (2008). The burden of history: Representations of American Indian women in popular media. M. Myers, ed., *Women in Popular Culture: Representation & the Media*, 185-210.

- Bird, S. E. (2008). Tabloidization. In *International Encyclopedia of Communication*, ed. Wolfgang Donsbach, Blackwell, 4947-4952.
- McBride, L.B. and S.E. Bird (2007). From smart fan to backyard wrestler: Ritual, performance, and pain. In *Fandom: Identities and communities in a mediated world*, ed. C. Sandvoss, L. Harrington, & J. Gray, New York University Press, 165-168.
- Bird, S. E. (2007). Using visual methods in anthropological research. In Michael Angrosino, ed. *Doing Cultural Anthropology: Projects for Ethnographic Data Collection*. (2<sup>nd</sup> Ed.). Prospect Heights, IL: Waveland Press, 129-38.
- Bird, S.E. and Barber, J. (2007). Constructing a virtual ethnography. In Michael Angrosino, ed. *Doing Cultural Anthropology: Projects for Ethnographic Data Collection*. Prospect Heights, IL: Waveland Press. Significantly revised for 2<sup>nd</sup> edition.
- Bird, S.E., J.P. Ambiee, and B.J. Kuzin (2006). Action research in a visual anthropology class: Lessons, frustrations, and achievements. In *Pedagogies of Practice*, ed. N. Hofman and H. Rosing, Anker Publishing, 111-133.
- Bird, S.E. (2005). Popular Culture. In *Encyclopedia of World Folklore*, edited by William M. Clements, Greenwood Publishing.
- Bird, S.E. (2005) Tabloid Narrative. *Routledge Encyclopedia of Narrative Theory*, ed. David Herman, Manfred Jahn, and Marie-Laure Ryan.
- Bird, S.E. (2005). Introduction: Popular culture in Turkey: Synthesizing tradition and change. In *The Fabric of Life: Cultural Transformations in Turkish Society*, ed. Ronald T. Marchese, Binghamton: Global Academic Publishing, 1 - 6.
- Gayles, J. and S.E. Bird (2005) Anthropology at the movies: *Jerry Maguire* as 'expeditionary discourse'. In *American Visual Cultures*, ed. David Holloway and John Beck. London: Continuum.
- Bird, S.E. (2005). CJ's Revenge: A case study of news as cultural narrative. In *Media Anthropology*, ed. Eric Rothenbuhler and Mihai Coman. Sage, 220-228..
- Bird, S.E. The Journalist as Ethnographer? (2005). How anthropology can enrich journalistic practice. In *Media Anthropology*, ed. E.Rothenbuhler and M.Coman. Sage, 301-308.
- Bird, S.E. and J.Jorgenson (2002). Extending the school day: Gender, class and the Incorporation of technology in everyday Life." In M.Consalvo and S. Paasonen (eds), *Women and Everyday Uses of the Internet: Agency and Identity*. New York: Peter Lang, 255-74..
- Bird, S.E. (2002). Taking it personally: Supermarket tabloids after September 11. In B. Zelizer and S. Allen (eds). *Journalism after September 11*. London: Routledge: 141-159.
- Bird, S.E. and Barber, J. (2002). Constructing a virtual ethnography. In Michael Angrosino, ed. *Doing Cultural Anthropology: Projects for Ethnographic Data Collection*. Prospect Heights, IL: Waveland Press, 129-138.

- Bird, S.E. (2001). "Indians are like that:" Negotiating identity in a media World. In Karen Ross and Peter Playdon, eds. *Black Marks: Minority Ethnic Audiences and Media*. Aldershot, England: Ashgate, 105-122.
- Bird, S. E. (2001). Savage desires: The gendered construction of the American Indian in popular media. In Carter Jones Meyer and Diana Royer, eds. *Selling the Indian: Commercializing & Appropriating American Indian Cultures*, University of Arizona Press.
- Bird, S.E. (2000). Audience demands in a murderous Market: Tabloidisation in U.S. television news. In C. Sparks & J. Tulloch, eds. *Tabloid Tales*. Rowman & Littlefield, 213-228.
- Bird, S.E. (1999). Growing up pink or blue: Using children's television commercials to analyze gender enculturation. In Patricia Rice and David McCurdy eds. *Strategies in Teaching Anthropology*, Prentice-Hall, 145-148.
- Bird, S.E. (1999). Tales of difference: Representations of American Indian women in popular film and television. In Marion Myers, ed., *Mediated Women: Representations in Popular Culture*, Hampton Press, 91-109.
- Bird, S.E. (1997). What a story! Understanding the audience for scandal. In James Lull and Steve Hinerman, ed., *Media Scandals: Private Desire in the Popular Culture Marketplace*, Polity Press (Cambridge, UK.), pp. 99-121.
- Bird, S. E. (1996). Introduction: The construction of the Indian in popular culture, 1830 - 1990s. In S. E. Bird, ed, *Dressing in Feathers*. Boulder, CO: Westview Press.
- Bird, S.E. (1996). Not my fantasy: The persistence of Indian imagery in *Dr. Quinn: Medicine Woman*. In *Dressing in Feathers*. Boulder, CO: Westview Press.
- Bird, S.E. (1990). John F. Kennedy, supermarket tabloids, and folklore: Intertextual processes in political communication. *Politics in Familiar Contexts: Projecting Politics through Popular Media*, (Ed. Robert L. Savage & Dan Nimmo, Norwood, NJ: Ablex), 247-268.
- Bird, S.E. & R.W. Dardenne (1988). Myth, chronicle and story: Exploring the narrative qualities of news. *Mass Communication as Culture: Myth and Narrative in Television and the Press*, (Ed. James W. Carey, Beverly Hills: Sage), 67-86.
- Bird, S.E. (1987). Media and folklore as intertextual communication processes: John F.Kennedy and the supermarket tabloids. *Communication Yearbook 10* (Ed. Margaret L. Mclaughlin, Sage Publications), 758-772.

### 3. Published Articles Reviewed by Editorial Board:

- Bird, S.E. (2001). "Bruce Springsteen;" (pp. 778-9); "Woody Guthrie; (p. 353); "Tabloid Newspapers" (p. 803) and "*The National Enquirer*" (p. 569). In *The Guide to United States Popular Culture* (ed. R.B. Browne & P. Browne), Bowling Green: The Popular Press. .
- Bird, S.E. (1998). Skepticism in Prime Time: The Amazing Story Unmasked! *Skeptic*, 6:2, p. 16.
- Bird, S.E. (1998). The Tales We Tell: Folk Legends of Minnesota. *CURA Reporter*, 28:1, pp. 8-12.

Cranberg, G. and S.E. Bird, (1984). A Prize In Deed: The Miami Herald's 1983 Pulitzer. *Washington Journalism Review*, 6 (3), 47-49.

Bird, S.E. (1983). Kingmaker or Informer? A Study of Reasons Why Editorial Pages Recommend Candidates for Office. *The Masthead: Quarterly Journal of the National Conference of Editorial Writers*, 35 (4), 20-21.

#### **4. Anthologized Articles:**

Bird, S.E. (2007). Reading the tabloid. In A. Biressi & H. Nunn (eds), *The Tabloid Culture Reader*.

Bird, S.E. (2003). News we can use: An Audience Perspective on the Tabloidisation of News in the United States. *Critical Readings: Media and Audiences*, (ed. Virginia Nightingale and Karen Ross, Open University Press, 66-86).

Bird, S.E. & R.W. Dardenne (1997). Myth, Chronicle and Story: Exploring the Narrative Qualities of News. *Social Meanings of News: A Text Reader*, (ed. Dan Berkowitz: Sage, 333-350).

Bird, S.E. (1978). Le Bande Jazz dell'Inghilterra Nord Orientale: L'Evoluzione di un'Attività Culturale della Classe Operaia. *Storia Orale: Vita Quotidiana e Cultura Materiale Delle Classi Subalterne*, (Ed. Luisa Passerini, Torino: Rosenberg & Sellier), 291-300.

#### **5. Book Reviews:**

Bird, S.E. (2008). *The Persistence of Popular Memory: The Cinematic Construction of the American Indian. Review Essay*. (Review of "Injuns!" *Native Americans in the Movies*, by Edward Buscombe. London: Reaktion Books, 2006, and *Killing the Indian Maiden: Images of Native American Women in Film*, by M. Elise Marubbio. Lexington: University Press of Kentucky. *Great Plains Quarterly*, 28:1.

Bird, S.E. (2007). Review of *Peoples of the Plateau: The Indian Photographs of Lee Moorhouse, 1898-1915*, by S.L. Grafe (University of Oklahoma Press, 2006). *American Anthropologist*, 109.

Bird, S.E. (2007). Review of *Scientists and Storytellers: Feminist Anthropologists and the Construction of the American Southwest*. In *American Indian Culture and Research Journal*, 31:2.

Bird, S.E. (2005). Review of *Working Images*, ed. S. Pink, L. Kurti, & A. I. Alonso (Routledge 2004). *American Anthropologist*, 107:4, 736-37.

Bird, S.E. (2005). Review of *Tabloid Culture* (Duke University Press 2000), by Kevin Glynn, *Cultural Studies*.

Bird, S.E. (2005). Review of *Individuality Incorporated: Indians and the Multicultural Modern* (Duke University Press, 2004), by Joel Pfister. *Pacific Historical Review*, May, 302-03.

Bird, S.E. (2005). Review of *Going Native or Going Naïve? White Shamanism and the Neonoble Savage* (U.P. of America, 2003), by D. Wernitznig, *Great Plains Quarterly*, 25:1,60

- Bird, S. E. (2004). Review of *Buffalo Bill and Sitting Bull: Inventing the Wild West* (University of Texas Press 2002), by Bobby Bridger, *American Indian Culture and Research Journal*, 28:2, 145-7.
- Bird, S.E. (2004) Review of *The Audience Studies Reader*, edited by Will Brooker and Deborah Jermyn, Routledge, 2003. *Popular Communication*, 2:3, 179-181.
- Bird, S.E. (2002). Review of *Voodoo Science: The Road from Foolishness to Fraud* (Oxford University Press, 2000), by Robert L. Park. *Human Biology: The International Journal of Population Biology and Genetics*, 74:4, 621-3.
- Bird, S.E. (2002). Review of *Life Online: Researching Real Experience in Virtual Space* (Altamira, 1998)), by Annette N. Markham, *Southern Communication Journal*, 67:4, 354-5.
- Bird, S.E. (2002). Review of *Tabloid television: Popular Journalism and the "other news"* (Routledge 1998), by John Langer, *Social Semiotics*, 12:1, 131-3.
- Bird, S. E. (2001). Review of *Slippery Characters: Ethnic Impersonators and American Identities* (University of North Carolina Press, 2000). *Annals of the American Academy of Political and Social Science*, Sept. 2001.
- Bird, S. E. (1999). Review of *Inventing the Savage: The Social Construction of Native American Criminality* (University of Texas Press, 1998), by Luana Ross. *American Indian Quarterly*, 23:3/4, pp. 183-4.
- Bird, S.E. (1993). Review of *Covering the Body: The Kennedy Assassination, the Media, and the Shaping of Collective Memory* (University of Chicago Press: 1992), by Barbie Zelizer. *Journalism Quarterly*, 70:4.

## 5. Other Publications:

- Bird, S.E. (2008). Florida's War on Knowledge. *St. Petersburg Times*, April 11.
- Bird.S.E. (2002). Technology Divide Creates Social, Educational Cavern. *The Business Journal*, March 1-7, p. 29
- Bird, S.E. (2001). *University and the Community: Celebrating our Engagement*. University of South Florida, 32 pp., full color.
- Bird, S.E. and C.Von Trapp (1999). Beyond Bones and Stones. *Anthropology Newsletter*, Dec.
- Bird, S.E. and Parameswaran, Radhika (1999). On Mentors and Mentoring. *Con/Text: Newsletter of Feminist Scholarship Division, ICA*, Spring.
- Bird, S.E. with D.J. Woodward (1996). Documenting and Interpreting Minnesota Folklore. Technical Report; Center for Urban and Regional Affairs, University of Minnesota.
- Bird, S.E. (1994). Popular Communication and Folklore: Exploring Some Common Ground. ICA

## **ACADEMIC PRESENTATIONS:**

### **1. Invited Keynote Addresses:**

Bird, S.E. (2008) From media response to mediated practices: The challenges to ethnographic methodology. Invited Keynote Speaker, Annual Media Anthropology Workshop, European Association of Social Anthropologists, Barcelona, November.

Bird, S.E. (2008) Audience ethnography today: Is everyone a fan? Keynote Panel, Popular Communication Division. International Communication Association, Montreal.

### **2. Invited Presentations**

Bird, S.E. (2009). Reclaiming Asaba: Genocide and the Construction of Popular Memory. Media and Memory Workshop, Sponsored by Israel Science Foundation, Haifa and Jerusalem, June 29-July 2.

Bird, S.E. (2009) News talk online: Preliminary thoughts. In Affective Audiences Preconference Event, International Communication Association, Chicago, May.

Bird, S.E. (2008). Real Bodies: The Public Display of Anatomy, From Pickling to Plastination. USF Humanities Institute, Feb. 5

Bird, S.E. (2007). Celebrities and the Media. Invited presentation to Circle of Friends Event, Nova Southeastern University, January 25.

Bird, S.E. (2007). Museums as Popular Culture: The Body of Evidence in Controversial Science. Public Lecture, Annenberg School for Communication, University of Pennsylvania, Oct.

Bird, S.E. (2007). Tabloidization: What is it, and does it really matter? Presentation in The Changing Faces of Journalism Symposium, Annenberg School for Communication, Nov.

Bird, S.E. (2007). No True Believers and Atheists: Faith and Mainstream Television Drama. Presentation in Culture and Communication Colloquium Series, Annenberg School for Communication, Oct. 10.

Bird, S.E. (2005). Media Anthropology: What about News? International Communication Association, New York City, May.

Bird, S.E. (2004). Media as myth: Where do we go from here. Session on Ritual, Myth and Power: Debating the Central Concepts of media anthropology. International Communication

Association, New Orleans, May.

Bird, S. E. (2002). Supermarket tabloids after September 11. Invited "Mini-plenary" session on Popular Culture after September 11, Association for Education in Journalism and Mass Communication. Miami Beach, August 5-8.

Bird, S. E. (2002). The Tabloid Ethic: A Breed Apart? Invited session on tabloid ethics, Association for Education in Journalism and Mass Communication. Miami Beach, August 5-8.

Bird, S.E. (1999). Cultural Studies and Taste: Ethnography and TV Fan Culture. Invited speaker at Colloquium "Beauty and its Discontents," Center for Humanities and Arts, University of Colorado, Boulder, March 4-5.

Bird, S.E. (1999). Chatting on Cynthia's Porch: Building Community in an Internet Fan Culture. Second Annual Qualitative Studies Conference, University of South Florida, Feb. 26.

Bird, S.E. (1998). An Audience Perspective on the Tabloidisation of News in the United States. Presented at Thirteenth Colloquium on the Media (*Tabloidization and the Media*), sponsored by the European Institute on Communication and Culture, University of Westminster, London, Sept. 9-13.

Bird, S.E. (1997). Response: Creating Places. Response to paper session on Geographies of Fantasy. International Communication Association, Montreal, Canada.

Bird, S.E. (1997). Creating a Sense of Place: Cultural Identity in Minnesota Folk Narratives. Keynote Address to First Reading XVII, Conference of Superior Chapter of the Popular Culture/American Culture Associations, Duluth, MN, April.

Bird, S.E. (1993). Expanding Ethnographic Perspectives: A Plea for Greater Methodological Diversity. International Communication Association, Wash. D.C.

Bird, S.E. (1990). Travels in nowhere land, or ethnography and the "non-existent audience." Association for Education in Journalism and Mass Communication, Minneapolis.

### **3. Refereed Conference Papers:**

Morris, Jamae & S.E. Bird (2009). "I wish Bush's mom abstained:" The Youtube Generation Responds to a Sexual Abstinence Campaign. Society for Applied Anthropology, Santa Fe.

Bird, S.E. (2008). From Fan Practice to Mediated Moments: The Value of Practice Theory in the Understanding of Media Audiences. Philosophy of Communication Division, International Communication Association, Montreal.

Bird, S.E. (2008). No True Believers or Atheists: Faith & Mainstream TV Drama. Popular Communication Division, International Communication Association (Top paper winner).

Bird, S.E., N. Shelnut, and FN. Creagan (2008) Cultural Heritage, Community Art, and Applied Visual Anthropology: The West Tampa Mural Project. Society for Applied Anthropology, Memphis.

- Bird, S. E. (2007). *Applied visual anthropology, community partnership, and heritage interpretation*. Society for Applied Anthropology, March.
- Bird, S.E. and J.P. Ambiee (2006). *Real Bodies: Public Responses to a Controversial Science and Health Exhibition*. American Anthropological Association, San Jose, November.
- Bird, S.E. (2005). *Community Engagement as Pedagogy and Research: The USF/Prodigy Project*. Society for Applied Anthropology, Santa Fe, March.
- Bird, S.E. (2003). *News as a Cultural Phenomenon: What do we Know, and What do we Need to Know?* In special session on Anthropology and Journalism, American Anthropological Association, Chicago, November.
- Bird, S.E. (2003). *Taking Methods Seriously: In Search of an Ethnographic Way of Seeing*. Presented in competitive panel session of Popular Communication Division, International Communication Association, New Orleans. Named best panel proposal by reviewers.
- Bird, S.E. and N. Porter (2003). *Studying Spiritual Practice in a Mediated World*. Presented in competitive panel theme session at International Communication Association, New Orleans.
- Bird, S.E. (2002). *Implications of a Rural Digital Divide Initiative*. Presented in "Strategies for Bridging the Digital Divide," annual convention of the American Anthropological Association, New Orleans, November.
- Bird, S.E. (2001) *Red Earth: American Indians, Media, and Ethnic Identity*. Presented at the annual convention of the American Anthropological Association, Washington, DC., November.
- Bird, S. E. (2001). "Indians are Like That": *Negotiating Identity in a Media World*. Presented in competitive paper session of Popular Communication Division, International Communication Association, Washington, D.C. May. Won a Top Paper award.
- Bird, S.E. and J. Jorgenson (2001). *Extending the School Day: Gender, Class and the Incorporation of Technology in Everyday Life*. Theme session, International Communication Association, Washington, D.C, May.
- Bird, S.E. and J. Jorgenson. (2001). *Closing the Digital Divide: Cultural Context and Educational Computer Use in Rural Florida*. Presented at SfAA, Merida, Mexico, March.
- Bird, S.E. (2000). *Internet Crazyes? An Ethnography of Television Fandom and Electronic Communication*. American Anthropological Association, San Francisco.
- Bird, S.E. (2000). *It Makes Sense to Us: Cultural Identity in Traditional Narratives of Place*. International Communication Association, Acapulco.
- Bird, S.E. and Jane Jorgenson (2000). *Technological Equality? Exploring Perceptions of Computers in Low-Income Families*. International Communication Association, Acapulco.

- Bird, S.E. and Carolena Von Trapp (2000). *Imagining Anthropologists: Implications for Applied Anthropology*. Society for Applied Anthropology, San Francisco.
- Bird, S.E. (1999). *Savage Desires: The Gendered Construction of the Indian in American Popular Media*. International Communication Association, San Francisco.
- Bird, S.E. (1997). *What a Story: Understanding the Audience for Scandalous News*. International Communication Association, Montreal, Canada.
- Bird, S. E. (1995). *Not my Fantasy: Representations of Native Americans in Dr. Quinn, Medicine Woman*. International Communication Association, Albuquerque, N.M.
- Bird, S.E. (1993). *C.J.'s Revenge: Media, Folklore, and the World of Aids*. International Communication Association, Washington, D.C.
- Bird, S.E. (1992). *Power to the People? Some Questions on the Optimism of Cultural Studies*. International Communication Association, Miami.
- Bird, S.E. (1991). *It's the talking that's important: The folklore of pregnancy in contemporary America*. International Communication Association Convention, Chicago.
- Bird, S.E. (1990). *Storytelling on the far side: Journalism and the weekly tabloid*. Annual Convention of Association for Education in Journalism and Mass Communication, Minneapolis.
- Bird, S.E. (1989). *Writing the weekly tabloids: The far side of the storytelling spectrum*. International Communication Association Annual Convention, San Francisco.
- Bird, S.E. (1988). *Reading supermarket tabloids: The significance of class and gender*. Annual Convention of AEJMC, Portland, OR.
- Bird, S.E. (1988). *Playing with fear: Interpreting the adolescent legend trip*. ICA Annual Convention, New Orleans.
- Bird, S.E. (1986). *Folklore and mass media as intertextual communication processes: The John F. Kennedy legend*. International Communication Association , Chicago.
- Bird, S.E. & R.W. Dardenne (1986). *News and Storytelling: Reevaluating the Sensational Dimension*. Sensationalism & the Media conference, Ann Arbor, Mich.
- Bird, S.E. and R.W. Dardenne (1985). *Newsstory: Toward an understanding of the Narrative Code of News*. Annual Convention of AEJMC, Memphis.
- Bird, S.E. (1984). *Folklore and Mass Media as Dual Image-Makers: The JFK Legend*. Annual Convention of American Folklore Society, San Diego.
- Bird, S.E. (1983). *The Black Angel: The Symbolic Interpretation of an Iowa City Legend*. Annual Convention of American Folklore Society, Nashville.

Bird, S.E. (1981). Large Scale Private Landownership and its Impact on Rural Social Change in Scotland. European Studies Annual Convention, Omaha.

### 3. Other Papers:

Bird, S. E. (2000). A Vast Wasteland? Television Fandom and the Question of Taste. Annual Conference on American Culture, UMD.

Bird, S.E. (1998). Coming through the Stones: Creating Community on an E-mail Fan Group. Annual Conference of the Popular Culture Association, Orlando.

Bird, S. E. (1995). Is it Real, or is it News: "New News" and the Perception of Reality in Contemporary Culture. Annual Conference on American Culture, UMD.

Bird, S.E. (1994). The Saturday Night Indian: Images of Native Americans on *Dr. Quinn, Medicine Woman*. Annual Conference on American Culture, UMD.

Bird, S.E. (1993). C.J.'s revenge: Media, folklore, and the world of AIDS. Annual convention of American Folklore Society, Eugene, Oregon.

Bird, S.E. (1992). Supermarket tabloids and the question of belief. Annual convention of Popular Culture Association, Louisville.

Bird, S.E. (1991). A brilliant disguise: Bruce Springsteen and the nature of celebrity in American popular culture. Conference on American Culture, UMD.

Bird, S.E. (1990). It's the talking that's important: The folklore of pregnancy in contemporary America. Conference on American Culture, UMD.

### SELECTED FREELANCE PUBLICATIONS:

Bird, Elizabeth, "Psychological Explanations for UFO Abductions," *Psychology Today*, April 1989, 64-66.

Bird, Elizabeth, "Dental Esthetics: A Bridge too Far," *Psychology Today*, Sept. 1987, 16.

Bird, Elizabeth, "Well Dressing," *British Heritage*, April/May 1986, 20-24.

Bird, Elizabeth, "What is Women's Place in Religion?" *The Des Moines Register*, Aug. 11, 1984.

Bird, Elizabeth, "Need to Show Creation Science up for what it is -- Wishful Thinking," *The Des Moines Register*, Sept. 30, 1982.

Bird, Elizabeth and others, "Majority of Editors in Study Disapprove of Hidden Devices," *Editor and Publisher*, May 7, 1982, 32-34.

Bird, Elizabeth, "It's Secretaries' Week, Bosses; Why not Give Raises Instead of Roses?" *The Des Moines Register*, April 23, 1982.

Bird, Elizabeth, "A Conduit for Courseware," *Microcomputing Magazine*, February 1982, 24-25.

Bird, Elizabeth, "Bairns in the Band," *The Guardian*, April 23, 1976.

### **PROFESSIONAL SERVICE ACTIVITIES:**

**Editorial Board Member:** *Journalism: Theory, Practice and Criticism*  
*Feminist Media Studies*  
*Critical Studies in Media Communication*  
*Popular Communication*  
*Communication, Culture, and Critique*

**Chair:** Outstanding Book Award Committee, ICA, 2005

**Chair:** Nominating Committee, Feminist Scholarship Division, International Communication Association, 1997-99

**Chair:** Feminist Scholarship Division, International Communication Association, 1995-96.

**Vice-Chair:** Feminist Scholarship Division, International Communication Association, 1994-95.

### **Paper Reviewer:**

Competitive sessions of Feminist Scholarship Interest Group, and Popular Communication Interest Group, Annual Conference of International Communication Association, 1989-2006.

### **Chair:**

Research paper sessions, ICA, 1991, 1993., 1995, 1997, 1999, 2000, 2001, 2003.

Invited Papers session, Association for Education in Journalism and Mass Communication, August, 1990.

Research paper session for Status of Women Comm. Portland, OR, 1988.

Research paper session for Feminist Ethics Conference, Duluth, MN, 1988.

### **Editor:**

*The Journal of Communication Inquiry*, 1984-85

Member of editorial collective producing special Feminist Issue of the *Journal of Communication Inquiry*, Winter 1987.

### **Manuscript Reviewer:**

*American Anthropologist*

*Critical Studies in Media Communication*

*American Indian Culture and Research Journal*

*Journal of Communication*

*Journalism and Mass Communication Quarterly*

*Journalism Monographs*

*Journalism: Theory, Practice, and Criticism*

*Humor: International Journal of Humor Studies*

*National Women's Studies Association Journal*

*Journal of Contemporary Ethnography*

*Feminist Media Studies*

*Journal of Broadcasting*

*Southern Communication Journal*  
*Michigan Review*  
*Popular Communication*  
*New Media and Society*  
*Communication, Culture, and Critique*  
*International Journal of Media and Cultural Politics*

Hampton Press  
University of Chicago Press  
University of Tennessee Press  
University of Pennsylvania Press  
University of Oklahoma Press  
Routledge

Sage Publications  
University of Minnesota Press  
Columbia University Press  
Guilford Press  
Palgrave MacMillan  
Polity Press

**GRANT REVIEWER:**

**Canadian Social Science Research Council**, Fall 2007.  
**National Science Foundation**, Informal Science Education Division:  
Review Panel, Washington DC, August 2008.  
**United States-Israel Binational Science Foundation (BSF)**, Spring 2009.

**TENURE/PROMOTION EXTERNAL EVALUATIONS:**

University of Denver  
Rutgers University  
Middle Tennessee State University  
Indiana University  
Portland State University  
Ohio University  
University of Washington  
Indiana University Northwest  
University of Iowa  
University of Oregon  
Temple University  
University of Kentucky  
University of Central Florida

**MEDIA EXPERIENCE:**

**Host and Writer:** *Anthroscope*, series of 1-hour radio shows, WMNF 88.5 Tampa, 2005  
**Editorial Page Editor:** *The Daily Iowan*, Iowa City; 1982-83.  
**Columnist:** *The Daily Iowan*, Iowa City; 1980-82.  
**Freelancer:** Articles published in several newspapers and magazines.  
**Commentator:** Regular commentator for WSUI Public Radio, Iowa City, 1983-1987.

**INVITED LECTURES:**

The University of Colorado, Boulder --1999

The University of Alabama, Birmingham -- 1998  
The University of Michigan -- 1993  
The University of South Florida -- 1993  
The University of Virginia, Charlottesville - 1986  
The University of Hawaii, Honolulu, 1986  
The University of Wales - 1985

## **COURSES TAUGHT:**

### *Anthropology:*

Anthropological Perspectives on American Culture	Folklore
Qualitative Research Methods	Cultural Anthropology
Women in the Folk Tradition	American Folklore and Folklife
Visual Anthropology	Anthropology, Culture, & Media
Foundations of Applied Anthropology	Methods in Cultural
Research	
Audience Ethnography	Legal and Ethical Issues in
	Applied Anthropology

### *Journalism/Mass Communication:*

Journalistic Writing	Journalism
Women and Men in Popular Culture	Freelance Feature Writing
Advanced Writing for Natural Sciences	Audience Ethnography

## **Special course units:**

2-week symposia to Master of Liberal Studies students:

1. Science, pseudo-science, and the paranormal (with Graham Tobin), Spring 1994.
2. Death and resurrection in mythology, science, and popular culture, Fall 1995.

## **GRADUATE STUDENT COMMITTEES**

### **Committee Chair (USF):**

**Doctoral:** Margaret Karnyski (Anthropology). Graduated 2009  
Noah Porter (Anthropology). Graduated 2007  
Linda Hose (Anthropology). Graduated 2007.  
Jim Milne (Anthropology). Graduated 2004  
Janna Jones (Communication). Graduated 1998  
Baboucar Jobe; Elizabeth Heath; SueEllen Regonini; Mabel Sabogal, Jamae Morris.

**Masters:** (All in Anthropology)  
James Kuzin (graduated 2008)  
Jess Paul Ambiee (graduated 2007)  
Jennifer Hunsecker (graduated 2007)  
Jamae Morris (graduated 2007)  
Lawrence McBride (graduated 2005)  
Noah Porter (graduated 2003)  
Kelley Curtis (graduated 2003).

Jon Godwin (graduated 2003)  
Carolena Von Trapp (graduated 2003)  
Alison Myers (graduated 2002)  
Renee Brathwaite (graduated 2002)  
Karen Bachman (graduated 2001)  
Poonam Valliappan; Debbie O'Hearn, Alex Ritzheimer

**Member:** Many committees in Anthropology, Communication, Geography, Journalism, and Liberal Arts.

**Committee Chair (UMD):**

**Masters:** Larry Lubovich (graduated 1994)  
David Woodward (graduated 1996) Anna Wirta (graduated 1996)  
**Member:** Approximately 7 other committees

**UNIVERSITY SERVICE (University of South Florida)**

**Elected Member:** Provost's Chairs' Steering Committee, 2006-2008  
**Elected Member:** CAS Chairs' Steering Committee, 2004-2007.  
**Elected Member:** Senate Executive Committee (at-large member), 2007-8.  
**Chair:** Integrated, Interdisciplinary Inquiry Task Force, Committee on Program Development, 2008-2009  
**Member:** Steering Committee, Sustainable Community Initiative, 2006-07  
**Member:** Search Committee, Sustainable Community Initiative, 2007  
**Chair:** Senate Committee on USF Constitution, 2005-6  
**Member:** USF Board of Trustees, 2003-4  
**President:** USF Faculty Senate, 2003-4  
**Member:** USF Senate Rules Committee, 2003  
**Senator:** USF Faculty Senate, 2002-3; 2007-  
**Member:** USF Faculty Senate Executive Committee, 2002-6  
**Member:** USF Committee on Free Speech Issues, Fall 2002  
**Member:** ISS Faculty Evaluation Committee, Spring 2002  
**Writer/Editor** *Anthroscope*, Newsletter of the Anthropology Department, USF, 1999-2008  
**Member:** College of Arts and Sciences Advisory Council, 1999-2000  
**Chair:** Faculty Advisory Committee, Anthropology Department, 1997-98.  
**Member:** Faculty Advisory Committee, Anthropology Department, 1997-99.  
**Chair:** Budget Committee, Anthropology Department, 1997-99  
**Member:** Graduate Committee, Anthropology Department, 1997-98

**UNIVERSITY SERVICE (University of Minnesota):**

**Member:** Graduate Council, 1995-96  
**Chair:** CLA Single Quarter Leave Committee, 1994-96.  
**Chair:** CLA Research Committee, 1993-4  
**CLA Representative:** UMD Educational Policy Committee, 1992-4; 1995-6  
**Member:** Women's Studies Advisory Board, 1995-96  
**Member:** CLA Budget Committee, 1993 -5  
**Member:** CLA Assembly Council, 1992-3

**Chair:** Dean's Committee on Retrenchment, Spring 1993.

**Member:** Women's Center Advisory Board, UMD, 1991-3

**Department Representative:** CLA Academic Affairs Committee, 1991-2

**Committee Member:** Institute for Women's Studies, UMD, 1988-89.

#### **OUTREACH SERVICE:**

Numerous radio and television appearances as expert on popular culture. Included KMSP TV (Twin Cities), KBJR TV (Duluth), Duluth radio stations KXTP, WEBC, WCCO, WAKX, Twin Cities station WUOM; KING radio (Seattle); WNYC Public Radio, New York; Minnesota Public radio; Jenny Jones Show, Chicago; Rolonda Watts Show, New York; WUSF (Tampa); WTSP TV, St. Petersburg; CNBC News; WFTS, Fox TV, Tampa, Channel 28, Tampa, WMGF Radio (Orlando); Ireland Public Radio; NPR; 579 News Kichener, Ontario.

Interviewed for feature articles in Minneapolis *Star-Tribune*, St. Paul *Pioneer Press*; Duluth *News-Tribune*; Toledo *Blade*; Orlando *Sentinel*; Birmingham *News*; Richmond *Post-Dispatch*, Newark (N.J.) *Ledger*; *Jewish Times*; St. Petersburg *Times*; Grand Rapids *Press*; Portland *Oregonian*, Fort Worth *Star-Telegram*. Tampa *Tribune*; *U.S. News and World Report*; *Reuters News Agency*; *Marie Claire* magazine; *The World and 1* magazine; *Providence Journal* (R.I.); *Palm Beach Post*; *American Journal* magazine; *LA Times*, Dallas *Morning News*, *Sacramento Bee*, *Wilmington News-Journal*, *Chicago Sun-Times*; *Chicago Tribune*, *In Touch Magazine*; *Time Magazine*; *Boston Globe*; *Sarasota Herald-Tribune*, *Orange County Register*, *Philadelphia Inquirer*.

#### **MEMBERSHIPS:**

International Communication Association

Society for Applied Anthropology

American Anthropological Association

#### **FUNDED PROJECTS:**

**USF Humanities Institute:** Faculty research grant, Reclaiming Asaba: Genocide and Popular Memory, \$5,000, 2009

**USF Collaborative on Children & Families:** Faculty Grant, The WestTampa Community Development Mural Project, \$15,000, 2007.

**Visiting Scholar,** Annenberg School for Communication, University of Pennsylvania, Fall 2007. Funded at \$45,000

**USF Office of Research: International Travel Grant,** invited speaker at International Communication Association, Montreal, Canada. 2008. \$1,773.

**USF Office of Research:** Conference support grant (\$10,000). 2006, for SfAA Annual Conference.

**Wenner-Gren Foundation for Anthropological Research:** Conference support Grant, (\$15,000), 2006.

**State of Florida:** (co-PI with Brent Weisman), Establishing the Crystal River Center of the Florida Public Archaeology Network Center at Crystal River, \$295,000), 2007 (renewed annually since) .

**State of Florida:** (co-PI with Brent Weisman), Establishing the West Central Center of Florida Public Archaeology Network (\$209,000), 2006 (renewed annually since).

**USF Center for Teaching Enhancement:** Grant, "Ethnographic Film in the Classroom: Toward a

more Effective Pedagogy" (\$10,019), 2003.

**USF Center for Community Partnerships:** Grant (with Jane Jorgenson), "Facilitating Computer Literacy in an After-School Technology Center," in partnership with Tampa Bay Technology Forum and Tampa Bay Boys and Girls Club (\$15,000), 2003.

**USF Collaborative on Children & Families:** Grant (with Jane Jorgenson), "Technological Inequity: The Incorporation of Computers into Low-Income Families," \$12,628, 2000.

**Research Council, USF:** International Travel Grant, Acapulco, (\$1,500), 2000.

**USF Center for Teaching Enhancement:** Grant (with Brent Weisman), "Development of Interactive Kiosk in the Anthropology Exhibit Gallery," \$15,000, 2000.

**Research Council, USF:** International Travel Grant, London (\$630), 1998.

**University of Minnesota:** Graduate School Grant-in-Aid: "Toward more Equitable Representation of American Indians in Popular Culture," (\$16,070), 1996-97.

**Minnesota Historical Society:** Grant for Minnesota Folklore Project, Summer 1995 (\$1,500).

**University of Minnesota Center for Urban and Regional Research:** Matching Grant for Minnesota Folklore Project, Summer 1995 (\$2,800).

**University of Minnesota, Duluth:** Course Development Grant, Summer 1994. (\$2,900).

**University of Minnesota:** Single Quarter Research Leave, Winter Quarter, 1994.

**University of Minnesota, Duluth:** Multimedia Course Development Grant, 1993 (\$995)

**University of Minnesota:** "Toward an ethnography of tabloid culture," 1992-93 (\$5,800).

#### **OTHER AWARDS**

**W. Earl Hall & Reeves E. Hall Award:** For interpretive writing, School of Journalism & Mass Communication., University. of Iowa, 1983, 1985.

**Best Editorial Page:** Iowa Newspaper Association, 1983.

**Editorial Writing Award:** Society of Professional Journalists, 1982.