

BONNIE S. JEFFERSON

Home Address

Bonnie S. Jefferson
2 Kimberly Drive
Medway, MA 02053
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Campus Address

517 Campanella
Boston College
Chestnut Hill, MA
02467

EDUCATION

University of Pittsburgh, 1972-1984, Ph.D., 1984

Ohio University, 1970-1971, M.A., 1971

Marshall University, 1965-1969, B.A. 1969

Dissertation - The Rhetorical Restrictions of a Devil Theory: The Anti-Communist Press's View of Communism, 1945-1947. Directed by Robert P. Newman, University of Pittsburgh.

EXPERIENCE

Boston College	Adjunct Associate Professor	2006-Present
	Director of Undergraduate Studies -	2004-2010
	Adjunct Assistant Professor	1997-2006
Stonehill College	Assistant Professor	1991-1997

COURSES TAUGHT

American Public Address
Contemporary Public Discourse
Gender and Communication
Introduction to Communication
Persuasion
Public Speaking
Political Communication
Rhetorical Theory
The Rhetorical Tradition
Rhetorical Criticism

HONORS AND AWARDS

Winner of the Boston College Phi Beta Kappa Teaching Award, May 2010,

Winner of the Boston College Teaching with New Media Award, May 2007

Winner of the Donald H. Ecroyd and Caroline Drummond Ecroyd Teaching Excellence Awards, Eastern Communication Association, April 29, 2006

Winner of the Boston College Teaching with New Media Award, May 2005

SCHOLARSHIP AND CREATIVE WORK

Publications

Walsh, Kimberly, Fürsich, Elfriede. & Jefferson, Bonnie, "Beauty and the Patriarchal Beast: Gender Role Portrayals in Sitcoms Featuring Mismatched Couples." Journal of Popular Film and Television, 32 Fall 2008 p.2.

"John Wayne: American Icon, Patriotic Zealot and Cold War Ideologue." War and Film in America. Ed. Marilyn J. Matelsi and Nancy Lynch Street. Jefferson, North Carolina: McFarland & Company, Inc. Publishers 2003.

"The Truman Administration: Rhetorically Trapped by an Anti-Communist Popular Press," Speaker and Gavel, Vol. 34 Summer, 1997, p. 64.

Papers Presented

"Teaching the Vietnam War in the Context of the Iraq War," Association of Jesuit Colleges and Universities Communication Conference, July 22, 2006.

"The Tale of Two Clintons", The Apologia Strategies used to explain Clinton's Affair with Monica Lewinsky." Association of Jesuit Colleges and Universities Communication Conference, July 22, 2005.

"Web CT and the Large Lecture Course." Association of Jesuit Colleges and Universities Communication Conference, July 23, 2004.

"Crisis in the Catholic Church: The Boston Connection," National Communication Association, November 23, 2003.

"The Public Reenactment of Kennedy Family Tragedies: The Death of the Prince of Camelot," National Communication Association, November 21, 2002.

"The Cruella De Vil of Florida: Katherine Harris and the 2000 Presidential Election," National Communication Association, November 21, 2002.

"John Wayne: American Icon, Patriotic Zealot & old War Ideologue," National Communication Association, November 2, 2001.

"Challenges to Effective Listening: Breast Cancer Interacts With the Health Care Profession," Central States Communication Association, April 7, 2001.

"Hypocritical, Arrogant, Un-American, The View of Jerry Falwell and the Religious Right In *The People vs. Larry Flynt*," Paper presented at the Western States Association Communication, February 23, 1999.

"*Big Jim McLain*: An Analysis of the 'John Wayne' Image of the Communist Spy." National Communication Association, November 22, 1998.

"Joe McCarthy and the First Amendment: Exploring the Relationship Between Public Opinion and Intolerance." National Communication Association, November 21, 1997.

- "Conflicting Spheres of Argument: The Persistence of the Flag Amendment Controversy,"
Speech Communication Association, November 24, 1997, Paper Co-authored by Donald
Fishman, Boston College.
- "Revising Introduction to Communication: Orientation to Contexts and Skills," Speech
Communication Association, November 22, 1994. Paper
Co-authored by Anne Sears, Stonehill College.
- "Confronting the Rhetorical 'Poppycock': Truman Challenges the 'Do Nothing' 80th
Congress. Eastern Communication Association, April 28, 1994.
- "The Agenda for American Renewal: The Bush Campaign's 'Evidence' of an Economic Plan,"
Eastern Communication Association, April 23, 1993. Paper Co-authored by Rita
Rosenthal, Boston College.
- "The Humanization of the Soviet Beast: The Images of Soviet Leaders in Political
Cartoons, 1990-1991," Speech Communication Association, November 22, 1992.
- "Evidence or Hysteria: The Public Arguments Surrounding the Execution of Julius and Ethel
Rosenberg," Speech Communication Association, October 31, 1991.
- "The Clash of the Vision with the Senate Establishment: Hubert Humphrey's Early Lessons in
the
Senate," Speech Communication Association, October 31, 1991.
- "The Death of the Soviet Beast: The Transformation of the Soviet Image in the Political
Cartoon," Speech Communication Association, November 2, 1991.
- "Visual Images of Evil: The use of the Political Cartoon by the Conservative Popular Press to
Redefine the Soviet Union," Speech Communication Association, November 1, 1990.
- "Popular Press Reaction to the Recognition of the Soviet Union: A Cold War Preview," Speech
Communication Association, November 19, 1989.
- "The Catholic Church and Joseph McCarthy: A Rhetoric of Shared Goals," Speech
Communication Association, November 19, 1989.
- "Past President's As Defender of his Administration's Policy: Lyndon B. Johnson's
Defense of his Vietnam War Policy," Speech Communication Association, November 3,
1988.
- "The Political Cartoon: The Anti-Communist Press's Use of Visual Symbols of Evil," Fall
Conference of the Rhetoric and Public Address Division of the Eastern Communication
Association, October 1, 1988.
- "The Truman Administration: Trapped by the Rhetorical Forms of an Anti-Communist Popular
Press," Eastern Communication Association, April 30, 1988.
- "Joseph Davies' Mission to Moscow: A Public Justification of the Soviet Union as an
Ally in World War II," Speech Communication Association, November 8, 1987.

"U.S. Anti-Communist Traditions: The Legacy of the Anti-Communist Popular Press," Eastern Communication Association, May 18, 1987.

"The Anti-Communist Popular Press's Rhetorical Control of the Truman Administration," Fall Conference for the Rhetoric and Public Address Division of the Eastern Communication Association, September 20, 1987.

"The Rhetorical Restrictions of a Devil Theory: The Anti-Communist Press's View of Communism," Fall Conference of the Rhetoric and Public Address Division of the Eastern Communication Association, September 20, 1986.

Presentations and Symposiums

"On the Horizon: The Basic Course Quiz." Panel Participant, Eastern Communication Association, April 22, 2010.

"Teaching 'Naked' or Teaching 'Teched': Technology in the Classroom." Panel Participant, Eastern Communication Association, April 24, 2010.

"Too many majors! The Challenges Faced by Communication Department's Facing Rapid Growth." Panel Organizer, National Communication Association, November 2010

"Round Table Discussion: Civility in the Classroom," Panel Participant, Eastern Communication Association, April 24, 2009

"Teaching G.I.F.T.S., Great Ideas for Teaching Speech, Teaching Ethics with Infomercials, or Persuasion and the Infinite Dress." Panel Participant, Eastern Communication Association, April 27, 2007.

"The Future of Textbooks in Academia: Web CT and Designer Textbooks." Panel Participant, Eastern Communication Association, April 28, 2007.

"Teaching G.I.F.T.S., Great Ideas for Teaching Speech, A First Class Exercise for Public Speaking." Panel Participant, Eastern Communication Association, April 29, 2006.

"Web CT and the Basic Course," Short Course, Eastern Communication Association, April 28, 2005.

"Teaching Political Communication," Panel Participant, Eastern Communication Association, April 23, 2004.

"Teaching G.I.F.T.S., Great Ideas for Teaching Speech, the Clay Toothpick Tower, A Group Process Exercise" Panel Participant, Eastern Communication Association, April 24, 2004.

"Virtual Meetings on the Internet," Panel Participant, National Communication Association, November 20, 2003.

"The Many Faces of the Basic Course," Panel Presented at Eastern Communication Association, April 24, 2003.

"Teaching G.I.F.T.S., Great Ideas for Teaching Speech, The Abstraction Ladder Exercise," Panel Participant, Eastern Communication Association, April 26, 2003.

"'Political Aberration' 'Feminists' Dilemma?' 'Pregnant Pariah?' Governor Jane Swift Tries to Make it in Massachusetts," Panel Participant, Eastern Communication Association, April 26, 2002.

"Parliamentary Procedure and New Technology: Deliberations in a Digital Age, Panel Participant National Communication Association, November 10, 2000.

"Orientation to Context and Skills: An Alternative Basic Course Model," Presented at the Basic Course Conference, Eastern Communication Association, April 25, 1996.

The Basic Communication Course: Trends in Teaching the Adult Learner," Panel presented at the Basic Course Conference, Eastern Communication Association, April 25, 1991.

Symposiums Taught

"Teaching with Technology, the use of Web CT in the Classroom." Taught Short Course, Eastern Communication Association Conference, April 28, 2005.

"Cold War Films 1945-1991", National Communication Association Pre-Conference, November 2, 1999, Co-Sponsor, Donald Fishman, Boston College.

Program Chair or Respondent

"Lambda Pi Eta Top Student Papers: Panel III," Program Respondent, National Communication Association, November 13, 2009.

"Too Many Majors!! The Challenges Faced by Communication Departments Dealing with Rapid Growth," Program Chair and Planner, National Communication Association, November 14, 2009.

"New Routes in Cold War Scholarship," Program Chair, National Communication Association, November 23, 2008.

"Student 2.0: Dealing With the 21ST Century Student," Program Respondent, National Communication Association, November 23, 2008.

"Was There a Pitt Tradition in Rhetoric?" Panelist, Eastern Communication Association, May 1, 2008.

"Educating the 21st Century Student: From Instructional Development to Student-Centered Learning." Respondent, National Communication Association, November 15, 2007.

"Beyond the Private Sphere: Convention, Femininity, and Empowerment in the Women's Rights Struggle." Program Chair, National Communication Association, November 16, 2007

"Memory and Memorials: Contributed Papers in Rhetoric and Public Address." Program Chair, Eastern Communication Association, April 28, 2006.

- "Celebrating 50 Years of Scholarship on American Women's Rhetoric: Papers in Honor of Lillian O'Connor and Pioneer Women Orators: Politicians & Activists Speak Out." Program Chair, National Communication Association, November 12, 2004.
- "The Rhetorical Construction of Identity: Elizabeth Dole as Politician and Rhetorical Phenomenon," Program Chair, Eastern Communication Association, April 26, 2003.
- "Debates 2000: A Closer Look," Program Respondent, Eastern Communication Association, April 27, 2002.
- "Great Ideas for Teaching Great Speeches," Program Chair, Eastern Communication Association, April 26, 2002.
- "Political Communication Case Studies: Presidential and Gubernatorial Campaigns", Program Chair, Eastern Communication Association, April 28, 2000.
- "Parliamentary Procedure, Political Rules, and the Clinton Impeachment Trial," Program Chair, National Communication Association, November 4, 1999.
- "Revising the Rule Book from the Playing Field: A Multiple Method Analysis of Assessing Dating Strategies." Program Respondent, Eastern Communication Association, April 26, 1998.
- "Top Three Papers in Political Communication," Program Chair, Eastern Communication Association, April 27, 1996.
- "Violence in the Classroom," Program Chair, Speech Communication Association, November 29, 1993.
- "Rhetoric, Communication, and Law: The Clarence Thomas Confirmation Hearings," Program Chair, Eastern Communication Association, May 1, 1992.
- "Competitive Papers in Political Communication," Program Chair, Eastern Communication Association, May 2, 1992.
- "Competitive Papers in Rhetoric and Public Address," Program Chaired, Eastern Communication Association, May 7, 1989.

Professional Development

Attended Rhetoric and Public Address Small Conference, Monticello, New York, September 19-21 1997. Rhetoric and Public Address is a division of the Eastern Communication Association.

"C-SPAN in the Classroom, Professors Conference," Attended conference at C-SPAN headquarters in Washington, DC., January 6-7, 1997. Conference participants were competitively selected.

PROFESSIONAL ACTIVITIES

National Communication Association

Member of NCA Educational Policy Board 2007-2010

Program Planner, EPB 2009 & 2010 NCA Convention
Member of Public Address Interest Group
Member of Political Communication Interest Group
Local Arrangement Committee - 2005 - Co-chair Ushers Division

Eastern Communication Association

Communication Quarterly Editorial Board, 2006 to 2009
Program Planner Poster Sessions, 2007-2008
Program Planner Spotlight Panels, 2004
Member of Rhetoric and Public Address Interest Group
Served as Secretary, 1987-1988
Served as reviewer for competitive Papers for the 2002, 2005,
2006, 2007
Member of the Political Communication Interest Group
Served as Secretary 1992-1993
Served as chair of the division, 1994-1995
Member of the Executive Council
Served two year term as Rhetoric and Public Address Interest
Group representative, 1996 until May 1998
Member of the Nominating Committee
Political Communication Interest Group Representative, 1995
Political Communication Interest Group Representative, 1996
Political Communication Interest Group Representative, 1997
Public Address Interest Group Representative, 2000
Public Address Interest Group Representative, 2001
Public Address Interest Group Representative, 2002
Chair Nominating Committee 2005
Member of Resolutions Committee, 2003, 2004, 2005, 2006, 2008