

**Valerie Kesner Greenberg, Ph.D.**  
Associate Professor  
Director, Graduate Studies, Communication Arts

### **Curriculum Vita**

#### **EDUCATION**

- Ph.D. Curriculum and Instruction, University of Texas, Austin, 2006.  
Concentration in Instructional Technology.  
Research Area: Technology, Motivation, Psychology, Technology-Adoption in Higher Education.  
Dissertation: "Attitudinal Influence on Technology Usage by Faculty in Higher Education."
- M.A. Communication Arts, University of the Incarnate Word, San Antonio, Texas, 1986 (with distinction).
- B.A. English, Trinity University, San Antonio, Texas, 1973.  
Minor: Education

#### **TEACHING EXPERIENCE**

Associate Professor, University of the Incarnate Word, San Antonio, Texas, Communication Arts Department, 1988—2007.

#### **Courses Taught:**

- Comm 6312 Digital & Electronic Writing for New Media
- Comm 6302 Media Ethics
- Comm 63TR Thesis Proposal Writing
- Comm 6304 Aesthetics of Visual Perception in Film
- Comm 6315 American Cinematographers
- Comm 6302 Writing for the Media
- Comm 6308 Writing and Research Techniques
- Comm 6315 Women and the Media
- Comm 1301 Introduction to Mass Communications
- Comm 3380 Announcing & Performance
- Comm 3320 Broadcast Journalism
- Comm 6317 Communications Technology and Society
- Comm 6315 New Hollywood

### **Courses Taught:**

- Critical Discourse I
- Critical Discourse II

San Antonio College, San Antonio, Texas, Department of Radio, Television and Film, 1996—1998.

### **Courses Taught:**

- Writing for the Media in Radio, Television, and Film
- Announcing and Performance
- News Writing
- Survey of Radio, Television and Film

### **Communication Arts Master's Thesis Committees**

\* *Chaired Committee*

- Selected Theses of Communication Arts Graduate Students, (1999—2008).  
\* ***Chaired Committee indicated by bolded italics***
- Selected Theses of Communication Arts Graduate Students, (2007).
  - ***Sul, Roland, (2008), “Deconstructing Incest Incidents in the film “Babel”.***
  - *Salazar, April, (2008), Negative Influence of Teen Magazine Images in Young Girls’ Self Esteem.*
  - ***Meals, Donnie, (2007) , “Deconstructing the Corrido’s Validity: the Transformation of the Corrido into the Narcocorrido”.***
  - ***Moreno, Elizabeth (2007). “Evolve or Dissolve: Will the Extra Extra Save the Newspaper?”***
  - ***Rodriquez, Sarae, (2007) “The Future of Television: An Analysis on the Impact of the Internet on both national and local Television.***
  - \****McClennan, Imogen Constance, (2006). “To Be or Not to Be Bilingual: Communicating Effectively in a Multicultural Society.”***

- \*Meyer, Cassey, (2006). "The Message Behind the Face: In What Ways Do Local Female Television Personalities Feel Pressure to Conform to Certain Images Demanded by Their Audience?"*
- *\*Rosen, Sheri, (2006). For M.A.A. "Excellence in Employee Communication in Small Companies Compared with Large Companies."*
  - *\*Romero, Edward A., (2006). "McLuhan's Retribalization Theory and Satellite Radio"*
  - *\*Burns, Jeremiah, (2006). "Integrating New Communication Technologies into the Methodist Health Care System."*
  - *\*Carbahal, Darlene, (2005). "Shouting Sexual Consequences as Loud and Proud as Shouting Sexual Activity: A Content Analysis of Sexual Scripts in Seventeen Magazine."*
  - *\*Perez, Jennifer, (2005). "Global Icon or Threat: Measuring Television Addiction."*
  - *\*Conde, Alice. (2005). "Telenovela Gentleman on this Side of the Tube: A Research Study on the Male Audience of Telenovelas."*
  - *\*Ramirez, Eugene, (2005). The Technological Transformation in Print Newspapers.*
  - *\*Carmichael, Alanna. (2004). "The Relationship Between Computer Use and Children's IQ Scores."*
  - *\*Hardey, Ke'Ana A., (2004). "The Lighter the Berry...A Content Analysis of Skin Color Bias in African American Magazines."*
  - *\*Cruz, Sylvia, (2003). "Mirror Images of Invisibility—the Hispanic Journalist: How Does the Disproportionate Ration of Local Hispanic News Anchors and Reporters Impact San Antonio Hispanics?"*
  - *Hutton, James Alan, (2002). "A Content Analysis of the Terror Attacks of September 11, 2001: An Examination of Patriotism and Heroism as Portrayed in the San Antonio Express News through September 2001."*
  - *\*Davila, Ricardo, (2002). "The Sole Survivor: Final Girls and Life Beyond Carol J. Clover in the Horror Genre."*
  - *\*Tanja Solanol, (2002). "Media Bias: An Evaluation of the San Antonio Express News Coverage of the USAA Lay Offs." (2001 – 2002)."*
  - *\*Kimbell, Karen, (2001). "Madonnas and Whores: The Dichotomy of Women's Roles as Portrayed in Women's Magazines Advertisements."*

- *\*Knickerbocker, Troy, (2001). "Perceived Credibility of Internet News."*
- *Edwards, Dan, (2000). "Communication Theory in Political Campaigns."*
- *Wallace, Cindy, (2000). "A Thematic and Framing Analysis of Selected San Antonio Express News Paper Columns with Comments Pertaining to Gender References."*
- *\*Fox, Kym, (2000). "Checking Reality Checks: Does Diversity Training Help Vary News Sources?"*
- *\*Alexander, Paul. "Negative Images of Males in Television Advertising."*
- *\*Lee, John Bryant, (1999). "The Creation of the Apostolate Magazine Online Edition from the Print Edition."*
- *\*Hernandez, Maria Victoria. (1999). "Beauty or Empowerment? Seventeen Magazine: A content Analysis."*
- *\*McSweeney, Brigid, (1998). "Violence on Television: Taking the Guts Out of the Glory."*

## SCHOLARSHIP

### Referred Publications

- Greenberg, V, Fite, P., Hall, S., Gott, A., Said, S. (2000). "Computer Supported Collaborative Learning: Developing A DVD for the Multi—Media Classroom: Como Aqua Para Chocolate" in Cumming, G; Okamoto,Toshio; Gomez, L. (Eds), Advanced Research in Computers and Communications in Education, Volume 55, IOS Press, Amsterdam, 2000.
- Greenberg, Valerie, (2003). "Motivational Factors for Technology Use in Higher Education and Information Technology Library", from: <http://www.EdITLib.org>.
- Greenberg, Valerie, (2005). "Attitudes of Faculty in Higher Education Toward Faculty Use of Technology", In Isias, Pedro, Kinshuk, I., Sampson, Demetrios (Eds), Proceedings of the International Conference on Cognition and Learning in the Digital Age. Porto, Portugal (2005). ISBN#: 9728924054.
- Greenberg, Valerie (2005). "Attitudinal Influences on Technology Usage in Higher Education." In G. Richards (Ed.), Proceedings of World Conference on E-Learning in Corporate, Government, Healthcare, and Higher Education (pp. 2576—2584). Vancouver, Canada.

Greenberg, Valerie (2003). "Erasing Technophobia in Technology Reluctant Faculty." World Conference on E—Learning in Corporate, Government, Healthcare, and Higher Education, Phoenix, Arizona, USA, November 7—11, 2003. Education and Information Technology Library. from: <http://www.EditLib.org>.

### **Referred Presentations with Papers**

Greenberg, Valerie, (2007). "Media Ethics: The US Government Campaign of Disinformation: A Chilling Effect on Global Warming." Invited Presenter, Oxford Roundtable, Oxford University, Oxford, England. August 5—10, 2007.

Greenberg, Valerie, ( 2007). "**Psychological Factors as Barriers to Technology Usage in Faculty of Higher Education**", Academy of Business Communications, Bermuda. .October, 2007. Published in Proceedings.

Greenberg, Valerie, ( 2005). "Motivating Technology Usage in Faculty of Higher Education", World Conference of the Association for Advancement of Computers in Education, Vancouver, Canada. November, 2005. Published in Proceedings.

Greenberg, Valerie, (2002). "Conquering the Digital Divide found in Attitudes in Higher Education." E-Learn 2002—World Conference on E-Learning in Corporate, Government, Healthcare, and Higher Education, October, 2002. Published in Proceedings. Montreal, Canada. Published in Proceedings.

Greenberg, Valerie, (2001). "The Import of the Digital Divide for Ethnic Minority Students and UIW." UIW Symposium. Invited Presenter: University of the Incarnate Word, San Antonio, Texas.

Greenberg, Valerie (2000). "Helping Minorities Bridge the Digital Divide with Laptop Computer Usage." Invited Presenter International Workshop on Advanced Learning and Technology, December, 2000. Massey University, Palmerston North, New Zealand. Published in Proceedings.

Greenberg, Valerie (2000). "Cognitive Bias as a Motivating Factor in Educational Use of the Internet," The World Conference on the Internet. October, 2000. San Antonio, Texas, Published Abstract.

Greenberg, Valerie (1999). "Learning Through Collaboration: Using Multimedia for the Cross—Cultural Classroom." International Conference for Computers in Education, October 1999, Chiba, Japan.

Greenberg, Valerie (1999). "Opening Eyes: A Reflective Prism for Advertising and Stereotyping of Women in Media." South Central Women's Association, Tulane University, April 1999, New Orleans, Louisiana.

Greenberg, Valerie, (1998). "Crossing Contextual Borders in the Multi-Media Classroom: Como Aqua Para Chocolate." Co-Presenter/Author with Dr. Pat Fite, Dr. Susan Hall, and Dr. Sally Said. South Central Modern Language Association, Southwestern Literature Conference, 1998, San Antonio, Texas.

Fite P., Greenberg, V., Hall S., Said, S. (1997) "Using Multi-media and Hypertext as a Study Guide — "Like Water for Chocolate." Association for Integrative Studies, Appalachian State University, Boone, North Carolina, Oct. 23— 25, 1997.

Fite, Greenberg, Gott A., Hall, S., Said, S. (1996). "Crossing Contextual Borders: Producing Multi-Media Across Disciplines" [Panel Presentation] South Central Women's Association Conference. Texas A&M University.

Greenberg, Valerie (1996). "Cognitive Flexibility in Hypertext and Multimedia: Its impact on collaboration." South Central Women's Association Conference. Texas A&M University.

### **National and Regional Presentations**

Greenberg, Valerie (2003). "Adaptation – The Dreamworks of a Collective Unconscious," Florida State University Conference on Literature and Film, "The Persistence of Form: Culture, History, and the Aesthetic." Jan 29—Feb 2, 2003.

Greenberg, Valerie (2000). "Behind Closed Doors, Revealing Negative Women's Images in Advertising," South Central Women's Association, University of the Incarnate Word, March 2000, San Antonio, Texas.

Greenberg, Valerie (1999). "Opening Eyes: A Reflective Prism for Advertising and Stereotyping of Women in Media." South Central Women's Association, Tulane University, April 1999, New Orleans, Louisiana.

Greenberg, Valerie (1995). "The Rescue, The Enchantment, The Return: Animated Images of Women in Disney Fairytales," Trinity University, San Antonio, Texas." Southern Association Conference of Women's Studies.

Greenberg, Bowie, Swofford (1993). "Childhood Enchantments: Animated Images of Women in Film." South Central Women's Studies Association, University of Arkansas, Fayetteville, Arkansas.

### **Local Presentations**

Greenberg, V (2000). "Creativity in Classroom Writing." Presented at spring workshop. University of the Incarnate Word, San Antonio, Texas.

Greenberg, Valerie (2002). "The Digital Divide for Ethnic Minority Students and UIW." UIW Symposium. Invited Presenter: University of the Incarnate Word, San Antonio, Texas.

Hall, Fite, Greenberg V., Gott, A., Said, S. (1998). Teaching & Producing a Multi-Media teaching tool. Presented to the faculty at St. Mary's University, San Antonio, Texas.

Hall, Fite, Greenberg, V., Gott, A., Said, S. (1996). Teaching & Producing a Multi-Media teaching tool. Presented to the faculty at University of the Incarnate Word, San Antonio, Texas.

Greenberg, Valerie. "The influence of the Media on Civil Rights and Desegregation." Presented to University of the Incarnate Word, San Antonio, Texas.

### **Grant Recipient**

Awarded Title V Research Grant, "The Digital Divide: A Cultural comparison of U.S. and Britain's Digital Divide." Awarded to research culture, the internet, and the digital divide. Researched in London, England and Oxford, England. (Summer, 2004)

### **Creative Works**

#### **Websites**

Greenberg, Valerie (1997). "Learning Theories in Hypertext". Published on University of Texas at Austin Website. University of Texas, Austin, Texas.

Greenberg, Valerie (Project Manager), Gould, Kristi, McCoy, Danny. (1998). Website Author, Designer, Producer for official University of Texas Web Site: Department of Curriculum and Instruction: Instructional Technology site. Found at:  
<http://www.edb.utexas.edu/ci/IT/index.php>

Greenberg, Valerie, Eakins, Ellen, Gonzales, Cynthia, Gould, Kristi, Jacobson, Deborah M. and Spiro, R.J. (1999). Alien Rescue: A Problem-Based Hypermedia Learning Environment for Hypertext Learning Environments. University of Texas at Austin. Found at:  
<http://jabba.edb.utexas.edu/liu/aliendb/Contrigutors.htm>

### **CD-ROM**

Co-Producer/Writer CD-ROM: (1997) Writer, Videographer "Like Water for Chocolate." Teaching Guide. Interactive Student Teaching Tool for Studies in Multi-Disciplinary curriculum. Co-Authors with Dr. Patricia Fite, Dr. Susan Hall, Dr. Sally Said. Multimedia Teaching Guide for cross-cultural classroom.

## **Television Productions**

KENS—TV Television Journalism Package Story (1991)

“Escape from Iraq” News package on Desert Storm.

Telephone Interview Sound Byte from Iraq.

And Video Footage from NBC "The Today Show."

K-SAT 12 (ABC Affiliate) (1987) Annual Promotional Campaign.

"Dancing in the Streets" Fall Campaign. Production Assistant.

K-SAT 12 (ABC Network) (1990) “Good Morning America” education segment.

Production Assistant.

## **PROFESSIONAL ACTIVITY**

- Selected, State Delegate, Texas Democratic Convention, April 2008
- Selected City Delegate at large, San Antonio Convention, February 2008
- Editorial Responsibility for Book(s)
- 2008, Editorial Consultant/Reviewer Textbook Kendall/Hunt Publishing Co.
- Reviewer for Chapters 4, 5, 6
- Ruben/Reis/Iverson/Belmas- Mass Communication, 2e
- Editorial Consultant, Collegiate Editorial Advisory Board. “Media in Your Life” Textbook Review and Revision. Asked to review and comment on film sections. (2002).
- Editorial Consultant Collegiate Editorial Advisory Board. Collegiate Press, Alta Loma, California. Helped design and implement integration of textbooks within specific curriculum areas for The Collegiate Press. (1994).

## **International Conferences Attended**

Oxford Round Table, Oxford University, Oxford, England. 2007

Academy of Business Education, Bermuda 2007

International Conference for Computers in Education, Japan 1999

International Conference for Computers in Education, New Zealand 2000

International Association for a Digital Information Society, Portugal 2005

Association for Advancement of Computers in Education, Vancouver, Canada 2005

World Conference on E-Learning in Corporate, Government, Healthcare, and Higher Education, Canada 2003

### **Workshops Attended**

- Woodhull Institute for Ethical Leadership. Conference on ethics in professional America. Invited, funded participant in national Organization for Ethics. (May, 2005).
- Educause Seminar. Exploring Student Communication Services in the 21<sup>st</sup> Century. Online — Workshop with presenters from Wharton School of Business, University of Pennsylvania and Microsoft trainers. (September, 2007).
- Consultant, Sisters of Charity of the Incarnate Word, San Antonio, Texas. Informed and Advised the order concerning the continued Digital Divide as it pertains to integration of technology into their developing nations outreach and mission, notably Africa. (2006).
- “Catholic Social Teaching” workshop with Dr. Patrick McCoy. Integrating Catholic ideologies into classroom teaching. (2006)
- Consultant, Collegiate Editorial Advisory Board. “Media in Your Life” Textbook Review and Revision. Asked to review and comment on film sections. (2002).
- Developed partnership with KENS—5 and University of the Incarnate Word. Partnership and collaborative teamwork for the students in the Communication Arts program. (2001).

Session Chair: E-Learn 2003, International Academic Symposium 2002.

Ethnographic Research Conference. “The Role of Educational Ethnography in Pedagogy: Critical Ethnography in a Global and Interdisciplinary Perspective.” University of Houston, Texas, February 11—12, 2000.

AVID Multi-media Editing Workshop. Washington, D.C. Trained in advanced digital editing to enhance UIW Communication teaching capabilities. (2001).

Writing for “Northern Exposure” Script-Writing Seminar for writers taught by Andrew Schneider and Diane Frolov, both emmy award-winning writers for the quirky television show, Northern Exposure. Austin Writer’s Guild Workshop. (2000).

Consultant/Lecturer “Mexican American Physicians Association.”  
Lectured on Effective Writing Skills for Seniors to Enter Medical School (2000).

“Catholic Social Teaching” workshop with Dr. Patrick McCoy. Integrating Catholic ideologies into classroom teaching.

Peter Seldin “Teaching Portfolio Workshop”, San Antonio, Texas.

“Trouble Shooting Macintosh Computers.” Austin, Texas. Hands-on workshop to maintain and troubleshoot Macintosh computers for Mac Lab (1999).

Conflict Resolution Skills workshop. San Antonio, Texas. (1998).

Website Producer: Writer/Producer / Project Manager for the University of Texas at Austin Instructional Technology Website. Project Manager of the University's official website. (1998).

St. Philips College. Multimedia Authoring Workshop. (1997).

Multi-Media Interdisciplinary Workshop. St. Philips University. Attended a workshop on how to author multi-media including video, audio and graphics design in software, Toolbook.” (1997).

Member, Collegiate Editorial Advisory Board. Collegiate Press, Alta Loma, California. Helped design and implement integration of textbooks within specific curriculum areas for The Collegiate Press. (1994).

## **Professional Development**

### **UNIVERSITY AND COMMUNITY SERVICE**

#### **Community Service**

Member, Advisory Board Rebuilding Together, Christmas in April Program. (Similar to Habitat for Humanity) House Captain. (1992—1994).

Hillary Clinton committee on Women’s Global Issues

Women’s Global Connection, volunteer (2003).

Conference Organizer for SCWSA on UIW campus in charge of Public Relations and Promotions. (1993).

Board Member, St. Luke’s Episcopal School/Parent Council. 1983 — 1988.

## **UIW Committee Service**

Chair, Communication Arts Department, (1995—2002).

Director, Graduate Studies, (2000— Present).

Member, Vice President's Task Force on Faculty Evaluation, (2007).

Chair, UIW Graduate Council (2005—Present).

Member, University Planning Commission, (2003—2005; 2006—2007).

Member, Goal 4 Committee, Quality Enhancement Plan (2005).

Member, UIW Faculty Senate (2008-2007; 2006—2007; 2003—2005).

Member, Learning Community Faculty Advisory Committee (2004—2005).

Member, UIW Graduate Council (2002—Present).

Member, Learning Community Annual Symposium Planning Committee.

Member, Task Force on Development of the School of Interactive Media, Design, and New Technologies, (September 2, 2001 –May 15, 2002).

Member, Task Force/ Feasibility Study developing Computer Graphic Arts Program.

Member, Amy Freeman Lee Endowed Chair, Search Committee (2000—2002).

Member, HASS Teaching Effectiveness Committee, (1999—2000).

Member, Student Publication Advisory Board (1997—2002).

Member, Faculty Affairs Committee (1997—1999).

Chair, Faculty Affairs Sub-Committee for Scholarship in Teaching, (Boyer Committee), (1997—1998).

Chair, Scholarship Sub-committee, Faculty Affairs Council, (1998).

Chair, Core Curriculum Committee (1994—1996).

Chair, Women's History Month (1996).

## **Other UIW Service**

Chair, Communication Arts Search Committee Noelle Sweeney, 2000

Chair, Communication Arts Search Committee Yeidy Rivera 2001

Chair, Communication Arts Search Committee Dora Fitzgerald 2000

Co Chair, Communication Arts Search Committee Caine Campbell 1994

Chair, Communication Arts Search Committee Bruce DePyssler 1997

Communication Arts Search Committee Enrique Esquivel 2007-08

Communication Arts Search Committee Michael Mercer 2001

Communication Arts Search Committee Peter Boltz 1994

Communication Arts Search Committee Sean Cassidy 1992

Member, Learning Communities, (1995—Present).

Teaching First Year freshman program. Taught since the inception of Learning Communities until 2007

Organizer, Learning Community Symposium, (2004—2007).

Organizer, Learning Community, First Year Freshman, (2004—2007).

Member, HASS Orientation Committee, Orientation Lecturer. Helped orientate new students to the HASS school and its policies, (1999—2001).

Member SIMD Orientation Committee/Lecturer. Helped orientate new students to the SIMD school and its policies, (2002).

Member, UIW Academic Advising Team, (1993—2002).

Service Learning Class: Video I class produced for UIW Department of Nutrition, award winning video, “Good Nutrition and Eating Well in College”, (2001).

Student Publication Advisory Board, contributing to editorial decisions for the Logos, (1996—2001).

Video I Production Class Produced Public Service Announcement on “Global Warming”, (aired WOAI 1999).

Guest, KTSA radio on “Privacy and the Internet,” (1999).

Presenter, “Media Images – Reflections of American Culture” with Dr. Douglas Gilmour, Recruiting Brown Bag Luncheon, (1999).

Guest on KCYY Radio on “Television’s Effects on Women’s Culture”, ( 1991).

Video I Production Class Produced with me a Public Service Announcement on Global Warming that aired on KSYM, (1990).

Undergraduate Advisor to 64 students, (1988—2007).

Graduate Advisor to 40+ students, (2000—2007).

### **Professional Memberships**

American Association for Computers in Education.

International Association for the Digital Information Society.

Academy of Business Communications

International Association for Internet and Education.

International Conference on Computers and Education.

The Woodhull Institute for Ethical Leadership.

Women in Communications Association, (WICI).

San Antonio Women’s Chamber of Commerce.

Christmas In April, Advisory Board.

Austin Writer’s Guild.

San Antonio Writer’s League.

St. Luke’s Episcopal School, Guardian Angel.

### **Honors**

Who’s Who in American Women and Education

Alpha Lamda Pi, Graduate Honor Society in C& I, Education.

Sigma Tau Delta, International English Honor Society.

Kappa Delta Pi, National Education Honor Society.

### **Awards**

Selected State Delegate, Texas Democratic Party, 2008

Nominee, Headliner Award, WICI (Women in Communications) 2003

Nominee, UIW Presidential Teaching Award, 2008

Selected Runner-up, UIW Presidential Teaching Award, (2007).

Nominee, UIW Presidential Teaching Award, (2006).

Nominee, UIW Presidential Teaching Award, (2005).

Invited Participant: Stockholm Challenge Award Entrant, Stockholm, Sweden, (2001).

Who's Who in American Media, nominee, (1998).

Who's Who in American Teachers, University level, (1995, 1997, 1998, 2000, 2002).

Outstanding Faculty Award, Athlete's Association University of the Incarnate Word, (2002).

### **Professional Experience Prior to UIW Community, 1974—1990.**

Selected Commercial Productions, (1982—1990).

CBS Television Network, Production Assistant, Dick Clark Productions.

Television Special, “Sea World All-Star Special,” Production Assistant, (May, 1990).

Disney Touchstone Films: “The Estate Sale”, Film Production, Production Assistant, (Spring, 1987).

### **Professional Writer/ Journalist, (1983—1988).**

Research, Development, Copy Writing for:

"San Antonio Monthly" magazine, San Marcos Outlet Malls

Thomas Ricks and Associates, "Texas Monthly" magazine (advertising),

### **Journalist/Writer, (1979—1981).**

The NIPA News

Angeles City, Luzon. The Philippines.

Columnist/ Reporter for American Publication.

**Public Relations, (1977—1995)**

Rebuilding Together, Christmas in April program. (Similar to Habitat for Humanity), (1992).

Thom Ricks & Associates, San Antonio, Texas, (1982—1992) and (1994—1995).