

Cheryl Pawlowski
University of Northern Colorado
College of Humanities and Social Sciences
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Education

Visiting Ph.D. Candidate, University of North Carolina, 1990.
Area of Study: Journalism

PhD, New York University, 1990.
Area of Study: Media Ecology
Dissertation/Thesis Title: Television — A Member of the Family, an ethnographic study analyzing the role of television in family interactions

MA, Fairfield University, 1981.
Area of Study: Media
Dissertation/Thesis Title: The Selling of An Image, an historical overview and analysis of advertising to women by the cosmetic industry

BA, Western Connecticut University, 1979.
Area of Study: Anthropology and Sociology

Professional Academic Experience

Professor, University of Northern Colorado. (2008 - Present).

Associate Professor, University of Northern Colorado. (2003 - 2008).

Assistant Professor, University of Northern Colorado. (1997 - 2003).

Instructor, Beth Jacob High School. (1996 - 1997).

Senior Instructor, University of Colorado at Denver. (1992 - 1997).

Instructor and Senior Class Advisor, University of Colorado. (1991 - 1994).

Instructor, University of Denver. (1990 - 1994).

Instructor, Queens College. (1985 - 1987).

Instructor, Western Connecticut State University. (1982 - 1985).

RESEARCH, SCHOLARSHIP, AND CREATIVE WORKS

Publications

Juried

Journal Article

Pawlowski, C. (in press). The Washington Post begins a series of articles on medical neglect at the Walter Reed Army Medical Center. *Salem Press*.

- Pawlowski, C. (2009). The Washington Post begins a series of articles on medical neglect at the Walter Reed Army Medical Center. *Salem Press*.
- Pawlowski, C. (2008). Famous Hollywood forensic cases. *Salem Press*.
- Pawlowski, C. (2008). Football. *Salem Press*.
- Pawlowski, C. (2008). Forensic Files. *Salem Press*.
- Pawlowski, C. (2008). Forensic Journalism. *Salem Press*.
- Pawlowski, C. (2008). World Wrestling Federation. *Salem Press*.
- Melanson, W., Pawlowski, C. Chat Room Conversations: Gender in a Technologically Mediated Environment. *Southwestern Mass Communication Journal*.
- Pawlowski, C., Melanson, W. (2005). Masculinity in Monday Night Football commercials. *Southwestern Mass Communication Journal*, 21(1).
- Pawlowski, C. (2004). Children's television (programming, advertising). *Salem Press*.
- Melanson, W., Pawlowski, C. (2004). Gender differences in the evaluation of Internet web sites. *Southwestern Mass Communication Journal*.
- Pawlowski, C. (2004). Reality television programs. *Salem Press*.
- Pawlowski, C. (2001). Kerri Strug. *Salem Press*.
- Pawlowski, C. (2001). Martina Hingis. *Salem Press*.
- Pawlowski, C. (2000). A cross-generational analysis of cohabitation. *Salem Press*.
- Pawlowski, C. (2000). Broadcast media. *Salem Press*, 179-181.
- Pawlowski, C. (2000). News media coverage of the court. *Salem Press*.
- Pawlowski, C. (1999). Dating. *Salem Press*, 2, 344-350.
- Pawlowski, C. (1999). Entertainment. *Salem Press*, 2, 453-458.
- Pawlowski, C. (1999). Television depictions of families. *Salem Press*, 5, 1303-1309.
- Pawlowski, C. (1998). Anorexia nervosa. *Salem Press*, 1, 26-28.
- Pawlowski, C. (1998). Precocious puberty. *Salem Press*, 2, 571-572.

Book

- Pawlowski, C. *Glued to the Tube: The Threat of Television Addiction to Today's Family*.
- Pawlowski, C. (2000). *Glued to the Tube: The Threat of Television Addiction to Today's Family*. Naperville, IL: Sourcebooks, Inc..

Book Chapter

Pawlowski, C. (2013). More Than Blood: Today's Reality and Tomorrow's Vision of Family. "Technology and the Family", In: S. Murrow and D. Leoutsaskas (Eds.). Dubuque, IA: Kendall Hunt.

Conference (Full Paper) Proceeding

Pawlowski, C., Matuschka, D. (2017). *Teens, Tweens and Social Media*. Hawaii University, Honolulu, HI: Science Technology, Engineering, Arts, Math & Education, 7th Annual Conference.

Pawlowski, C., Matuschka, D. (2016). *Social Media, Sexualization, and American Children*. San Antonio, TX: Program for the International Organization of Social Sciences and Behavioral Research.

Pawlowski, C., Matuschka, D. (2016). *The Impact of Media on the Early Sexualization of Children*. Hawaii University, Honolulu, HI: Science Technology, Engineering, Arts, Math & Education, 6th Annual Conference.

Pawlowski, C., Matuschka, D. (2009). *Technology and marketing: The image of 'tweens and cell phones*. Society for the Interdisciplinary Study of Social Imagery, The Image of the Technology, Selected Papers, 2009 Conference.

Pawlowski, C. (2008). *An examination of female gender portrayals on Desperate Housewives*. Society for the Interdisciplinary Study of Social Imagery, The Image of the Outsider, Selected Papers, 2008 Conference.

Pawlowski, C., Matuschka, D. (2007). An analysis of women's professional wrestling. *The Image of Sexuality and Violence: Selected Papers*. Society for the Interdisciplinary Study of Social Imagery.

Pawlowski, C., Matuschka, D. (2006). *Masculinity as depicted on Smackdown! professional wrestling*. Society for the Interdisciplinary Study of Social Imagery, The Image of Power, Selected Papers, 2006 Conference.

Pawlowski, C., Melanson, W. (2005). Masculinity in truck advertisements. *The Image of the Road: Selected Papers*. Society for the Interdisciplinary Study of Social Imagery.

Pawlowski, C., Melanson, W. (2004). *Heroes, anti-heroes, and fools: A look at television commercials directed toward men*. Wright, W. (Ed), Selected Papers from the Image of the Hero in Literature, Media, and Society Conference.

Professional Presentations

Invited

Juried

Pawlowski, C., Donley, M., Society for the Academic Study of Social Imagery 2017 Conference, "The Image of Rebirth in Literature, Media and Society.", "The 60's Child and the Millennial." (March 2018).

Not Invited

Juried

Pawlowski, C., Society for the Interdisciplinary Study of Social Imagery Conference: The

- Image of the Rebel, "Villains and Heroes: An Analysis into the Dark Side of Human Nature," Colorado State University-Pueblo, Pueblo, Colorado. (2015).
- Pawlowski, C., The International Organization of Social Sciences and Behavioral Research Conference, "The impact of Juvenile-Targeted Television Programming on the Early Sexualization of Girls," San Antonio, Texas. (2014).
- Pawlowski, C., Hawaii University International Conferences on Education, Math & Engineering Technology Conference, "Impact of technology on children and education," Honolulu, Hawaii. (2013).
- Pawlowski, C., The Image of the Technology: 9th Annual Conference of the Society for the Interdisciplinary Study of Social Imagery, "Technology and marketing: The image of 'tweens and cell phones," Colorado Springs, Colorado. (2009).
- Pawlowski, C., 8th Annual Conference of the Society for the Interdisciplinary Study of Social Imagery, "An examination of female gender portrayals on Desperate Housewives," Colorado Springs, Colorado. (2008).
- Pawlowski, C., 8th Annual Conference of the Society for the Interdisciplinary Study of Social Imagery, "An examination of female gender portrayals on Desperate Housewives," Colorado Springs, Colorado. (2008).
- Pawlowski, C., Matuschka, D., Popular Culture and Sports Conference, "The dark side of wrestling," Clemson University, Clemson, South Carolina. (2008).
- Pawlowski, C., Matuschka, D., The Image of Sexuality and Violence: 7th Annual Conference of the Society for the Interdisciplinary Study of Social Imagery, "An analysis of women's professional wrestling," Colorado Springs, Colorado. (2007).
- Pawlowski, C., Matuschka, D., The Images of Power: 6th Annual Conference of the Society for the Interdisciplinary Study of Social Imagery, "Masculinity as depicted on Smackdown! professional wrestling," Colorado Springs, Colorado. (2006).
- Pawlowski, C., Melanson, W. W., 29th Annual Southwest Education Council for Journalism and Mass Communication Symposium, "Chat room conversations: Gender in a technology-mediated environment," Greeley, Colorado. (2005).
- Pawlowski, C., Melanson, W. W., The Image of the Road: 5th Annual Conference of the Society for the Interdisciplinary Study of Social Imagery, "Masculinity in truck advertisements," Colorado Springs, Colorado. (2005).
- Pawlowski, C., Melanson, W. W., Southwest Symposium 2004, 27th Annual Conference of the Southwest Education Council for Journalism and Mass Communication, "Masculinity in Monday Night Football commercials," Little Rock, Arkansas. (2004).
- Pawlowski, C., Melanson, W. W., The Image of the Hero in Literature, Media, and Society, 4th Annual Conference of the Society for the Interdisciplinary Study of Social Imagery, "Heroes, anti-heroes, and fools: A look at television commercials directed toward men," Colorado Springs, Colorado. (2004).
- Pawlowski, C., Southwest Symposium 2003, 26th Annual Conference of the Southwest Education Council for Journalism and Mass Communication, "New technology, old paradigm: The Internet and gendered communication," Salt Lake City, Utah. (2003).
- Pawlowski, C., Melanson, W. W., 25th Annual Conference of the Southwest Education

Council for Journalism and Mass Communication, "Are you ready for some football? Male stereotypes used in beer advertising shown during Monday Night Football," San Marcos, Texas. (2002).

Pawlowski, C., Melanson, W. W., Southwest Symposium 2001, 24th Annual Conference of the Southwest Education Council for Journalism and Mass Communication, "Gender differences in the evaluation of Web sites," Tulsa, Oklahoma. (2001).

Non-juried

Pawlowski, C., Science Technology, Engineering, Arts, Math & Education, 7th Annual Conference, "Childhood Development; Early Childhood Education; Elementary Education; Interdisciplinary Areas of Sciences; Summer Bridge Programs, Student Success Services; Narrative Approach," Hawaii University, Honolulu, HI. (June 8, 2017).

Pawlowski, C., "'TV and Addiction' symposium," Workman Arts. (2015).

Pawlowski, C., Rocky Mountain Communication Association, "'Technology and the Family'." (April 2012).

Pawlowski, C., Melanson, W. W., Diversity in Education Colloquial, University of Northern Colorado Academic Excellence Week, "Gender consideration in facilitating discussions in classrooms and cyberspace," Greeley, Colorado. (2007).

Pawlowski, C., Midwest Popular Culture Association Conference, "Boys, masculinity and professional wrestling," Indianapolis, Indiana. (2006).

Pawlowski, C., Southwest Popular Culture Association Conference, "Images of stereotypically masculine power in professional wrestling," Albuquerque, New Mexico. (2006).

Pawlowski, C., "Technology for technology's sake: It's a necessity," Rocky Mountain Communication Association, Colorado Springs, Colorado. (2005).

Pawlowski, C., "Super Bowl commercials: Targeting more than just men," National Communication Association, Miami, Florida. (2003).

Pawlowski, C. (Discussant), "The future of communication studies," Rocky Mountain Communication Association, Boulder, Colorado. (2003).

Pawlowski, C., Melanson, W. W., 23rd Annual Conference of the Southwest Texas Popular Culture Association/American Culture Association, "Male stereotypes used in beer advertising shown during Monday Night Football," Albuquerque, New Mexico. (2002).

Pawlowski, C., Matuschka, D., 23rd Annual Conference of the Southwest Texas Popular Culture Association/American Culture Association, "Strategic application of the seven deadly sins to reality TV," Albuquerque, New Mexico. (2002).

Pawlowski, C., National Communication Association Conference, "Communication pedagogy and democratic action: Gender and democracy in the classroom (Paper Presentation produced as part of a panel discussion)," New Orleans, Louisiana. (2002).

Pawlowski, C., Melanson, W. W., "An evaluation of the purposes of Internet usage

among male and female subjects," National Communication Association, Atlanta, Georgia. (2001).

Pawlowski, C., Matuschka, D., "Effects of television viewing on the selection of conflict resolution techniques," National Communication Association, Atlanta, Georgia. (2001).

Pawlowski, C., Leibeilt, J., "Men, masculinity and beer," National Communication Association, Seattle, Washington. (2000).

TEACHING

Teaching Experience

University of Northern Colorado

Courses Taught:

COMM 102, Introduction to Communication, 2 courses. 3.00 credit hours.

COMM 220, Interpersonal Communication, 53 courses. 3.00 credit hours.

COMM 321, Interpersonal Theory, 2 courses. 3.00 credit hours.

COMM 324, Family Communication, 1 course. 3.00 credit hours.

COMM 331, Organizational Communication, 7 courses. 3.00 credit hours.

COMM 422, Directed Study, 9 courses. 1.00 credit hours.

COMM 492, Undergraduate Internship, 12 courses. 1.00 credit hours.

COMM 592, Internship, 3 courses. 1.00 credit hours.

JMC 495, Television Criticism, 23 courses. 3.00 credit hours.

JMS 490, Television Criticism, 7 courses. 3.00 credit hours.

New Programs Developed/Major Program Revision: 7 courses.

Gender and Communication

Interpersonal Theory

Introduction for Communication (redesigned course)

JMC 495, Television Criticism, revised and updated

Media Ethics, Media and Women

Television Criticism

SERVICE

University Service

Library Liaison, School of Communication. (2012 - Present).

Window Manager, School of Communication. (2012 - Present).

Faculty Advisor, Newly Formed Student Broadcasting Association. (2004 - Present).

Faculty Advisor, School of Communication. (1998 - Present).

Faculty Advisor, Undergraduate Advisor. (1998 - Present).

Participant, UNC School of Communication Mass Advising. (2017).

Committee Member, UNC Grievance Committee. (2016).

Participant, UNC School of Communication Mass Advising. (2016).

Committee Member, UNC Students for Success Committee. (2016).

Committee Member, UNC Students for Success Committee. (2015).

Committee Member, UNC Assessment Leadership Institute. (2014 - 2015).

Participant, UNC Assessment Leadership Institute. (2014 - 2015).

Committee Member, UNC Grievance Committee. (2014 - 2015).

Graduate Advisor, School of Communication. (1998 - 2015).

Committee Member, Assessment Leadership Institute. (2012 - 2013).

Honors Advisor, School of Communication. (1998 - 2013).

Internship Coordinator, School of Communication. (1999 - 2010).

Committee Member, Communication School Internship Committee. (1997 - 2010).

Faculty Sponsor, Two student-directed studies. (2008).

Faculty Sponsor, Two student-directed studies. (2007).

Faculty Advisor, UNC Club Baseball. (2007).

Faculty Advisor, Academic Excellence Week student team presentations. (2006).

Committee Member, UNC Committee on Research on Obesity. (2005 - 2006).

Committee Member, Communication School Governance Committee. (2005).

Faculty Advisor, McNair Scholar. (2005).

Panel Presentation Faculty Sponsor, 2004 University of Northern Colorado Research Day Conference. (2004).

Panel Presentation Faculty Sponsor, 2004 University of Northern Colorado Research Day Conference. (2004).

Committee Member, Department of Communication Window Committee. (2004).

Faculty Advisor, Student broadcasting association. (2004).

Faculty Sponsor, UNC Cheerleaders Association. (2003).

Faculty Advisor, Women in Communication. (2001 - 2003).

Faculty Advisor, UNC Hockey Team. (2002).

Faculty Advisor, BEME (Bi-ethnic Experience, Multi-ethnic Experience). (1999 - 2000).

Scholarship Advisor, Alpha Sigma Alpha sorority. (1998 - 1999).

Faculty Advisor, Association of Christian Athletes. (1998 - 1999).

Program Advisor, UNC Learning Community Cluster. (1998).

Faculty Sponsor, International Association of Business Communicators. (1996 - 1997).

Committee Member, Committee for the Arts and Sciences Core Curriculum, University of Colorado at Denver. (1994 - 1996).

Department Service

Faculty Advisor, Department of Communication, University of Colorado at Denver. (1994 - 1998).

Undergraduate Advisor, Department of Communication, University of Colorado at Denver. (1994 - 1998).

Graduate Advisor, Department of Communication, University of Colorado at Denver. (1994 - 1998).

Committee Member, Graduate Committee, University of Colorado at Denver. (1994 - 1998).

Faculty Advisor, Department of Communication, University of Colorado at Boulder. (1994).

Undergraduate Advisor, Department of Communication, University of Colorado at Boulder. (1994).

Senior Class Advisor, Department of Communication, University of Colorado at Boulder. (1994).

Professional Service

Reviewer, Conference Paper, Hawaii University Conferences. (2017).

Reviewer, Textbook, Sage Publications, Thousand Oaks, CA. (2017).

Reviewer, Conference Paper, Society for the Academic Study of Social Imagery. (2017).

Reviewer, Conference Paper, Hawaii University Conferences. (2016).

Reviewer, Textbook, Sage Publications, Thousand Oaks, ca. (2016).

Reviewer, Conference Paper, Rocky Mountain Communication Association Conference. (2014).

Moderator, Rocky Mountain Communication Association, Greeley, CO. (2006).

Co-Chair, Program Council, Beijing University of Aeronautics and Astronautics, Beijing. (1994).

Public/Community Service

Board Member, Society for the Academic Study of Social Imagery Conference. (2017).

Board Member, Society for the Academic Study of Social Imagery Conference. (2016).

DEVELOPMENT ACTIVITIES ATTENDED

Continuing Education Program, "Teaching Academy for Online Learning," University of Northern Colorado, Greeley, Colorado. (2012).

"Invited Delegate, Third Annual International Shafallah Forum on Children with Special Needs, "Sport and Ability," " Queen of Qatar, Doha, Qatar. (April 2008).

Conference Attendance, "Invited Scholar, Annenberg Public Policy Center of the University of Pennsylvania Fourth Annual Conference of Children and Television," Washington, D.C. (1999).

Symposium, "Invited Scholar, 1st International Symposium on New Materials and High-Technologies: Aviation Industries of China and Beijing University of Aeronautics and Astronautics," Beijing, China. (1994).

Seminar, "Invited Scholar of the University of Colorado at Denver, "China and the Four Dragons of Asia," (Smithsonian Institute seminar focusing on the emerging economic giants, Taiwan, Hong Kong, Singapore and Korea)," Washington, D.C. (1994).

Conference Attendance, "Invited Scholar of the University of Colorado at Denver, International Trade Mission to China computer exhibition and Beijing University," Beijing, China. (1993).

Conference Attendance, "Invited Scholar of the University of Colorado at Denver, Smithsonian Institute Conference on the Pacific Rim and U.S. Relations," Washington, D.C. (1992).

AWARDS AND HONORS

Leadership

Woman of the Year, American Biographical Institute Board of International Research. (2011).

Other

Best Paper Award, Juried Presentation Author/Presenter (with Diane Matuschka): Social Media, Sexualization, and American Children, Program for the International Organization of Social Sciences and Behavioral Research. (2017).

Honored Professor, Delta Zeta Killarney Rose Academic Reception. (2017).

Selected to appear in Faculty Row, The Official Home of America's Top Professors. (2017).

Session Chair: Childhood Development; Early Childhood Education; Elementary Education; Interdisciplinary Areas of Sciences; Summer Bridge Programs, Student Success Services; Narrative Approach, Science Technology, Engineering, Arts, Math & Education, 7th Annual Conference. (June 8, 2017).

Invited scholar/speaker/advisor, "TV and Addiction" symposium, Workman Arts which is a

partner with the Centre for Addiction and Mental Health. (2015).

Invited to join the National Association of Professional Women, National Association of Professional Women. (2015).

Selected to appear in Faculty Row, The Official Home of America's Top Professors. (2015).

Selected to appear in the 2015 International Who's Who of Professional and Business Women, International Who's Who of Professional and Business Women. (2015).

Recognized in the 2014 Who's Who in Academia, Who's Who in Academia. (2014).

Selected to appear in the 2014 International Who's Who of Professional and Business Women, International Who's Who of Professional and Business Women. (2014).

Recognized in the 2013 Who's Who in Academia. (2013).

Selected to appear in the 2013 International Who's Who of Professional and Business Women. (2013).

Received Letter of Appreciation from the nonpartisan New Voters Project. (2012).

Recognized in the 2012 Who's Who in Academia. (2012).

Faculty Appreciation Award, University of Northern Colorado Football Team. (2011).

Faculty Appreciation Award, Women's Volleyball Team, University of Northern Colorado. (2011).

Recognized in 2011 Cambridge Who's Who. (2011).

Selected to appear in the 10th Anniversary of the International Who's Who Professional and Business Women. (2011).

Empire Who's Who of Colorado's Executives and Professionals. (2010).

One of two Women's Basketball Team Favorite Professors, University of Northern Colorado. (2010).

Empire Who's Who of Colorado's Executives and Professionals. (2009).

Cambridge Who's Who of Executive and Professional Women, Honors Division. (2008).

Empire Who's Who of Colorado's Executives and Professionals. (2008).

Favorite Professor, University of Northern Colorado Volleyball Team. (2008).

Cambridge Who's Who of Executive and Professional Women, Honors Division. (2007).

Empire Who's Who of Colorado's Executives and Professionals. (2007).

Favorite Professor Award, Mortar Board, University of Northern Colorado. (2006).

Outstanding Professor Award, Delta Zeta Sorority, University of Northern Colorado. (2006).

America's Who's Who of Teachers. (2005).

Outstanding Professor Award, Delta Zeta Sorority, University of Northern Colorado. (2005).

Intercollegiate Athletics Favorite Faculty Award, University of Northern Colorado. (2004).

Two Favorite Professor Awards, Mortar Board, University of Northern Colorado. (2004).

Who's Who in Social Sciences Higher Education. (2004).

Teaching

America's Who's Who of Teachers. (2006).

America's Who's Who of Teachers. (2004).