
GIULIANA SORCE

The Pennsylvania State University
College of Communications &
Women's, Gender, and Sexuality Studies
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CURRICULUM VITAE

Education

- Ph.D. (May 2017) **The Pennsylvania State University**
Mass Communications/Women's, Gender, and Sexuality Studies
Dissertation: *Watching out for Representation—The Case of Media Monitoring Africa*
Committee: Dr. Michelle Rodino-Colocino (chair), Dr. Matthew McAllister, Dr. Anthony Olorunnisola, Dr. Jennifer Wagner-Lawlor
- M.S. (May 2014) **Purdue University**
Professional Communication Studies
Thesis: *Cultural Intervention—Changing Stigma Through Engaging Media*
Committee: Dr. Daniel Tamul (chair), Dr. Steven Carr, Dr. Wei Luo
- B.A. (June 2011) **Johannes Gutenberg University Mainz**
American Studies/Portuguese
Thesis: *A Survey of Sound Change in Northeastern Indiana—Exploring a Dialect Boundary*
Advisor: Prof. Dr. Martina Lampert

Certificates

- Spring 2016 **The Pennsylvania State University**
Certificate in Scholarship and Research Integrity
- Fall 2015 **The Pennsylvania State University**
Certificate in Online Teaching

Research Interests

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|---------------------------|----------------------------|
| Global Media | Media Democratization |
| Comparative Media Systems | Feminist Media Studies |
| Digital Media | Gender & Sexuality Studies |
| Media Activism | Qualitative Methods |

Language Skills

German (native), **English** (native), **Italian** (native), **Spanish** (fluent), **Portuguese** (fluent), **French** (conversational), **Swedish** (conversational).

Academic Appointments & Teaching Experience

Aug 2014 - present: **Instructor**, College of Communications, *The Pennsylvania State University*, University Park, PA

- Course development and independent teaching [both in class and online] of COMM 419: World Media Systems an upper-level course that aims to compare country-specific media systems, including media production (press, radio, public/private broadcasting, community media, film, digital media), media distribution, media regulation, audiences, politics, and transnational information flows.
 - Enrollment: 35
 - Taught: Summer 2016, Fall 2016, Spring 2017
- Course development and independent teaching of COMM 205/WMST 205: Gender and Diversity in the Media, a course with a focus on feminist critiques of media representation, including gender, race, sexuality, class, and ability (cross-listed with Women's, Gender, and Sexuality Studies).
 - Enrollment: 70
 - Taught: Spring 2016
- Course development and independent teaching of COMM 410: International Media Communications, an upper-level course with a focus on issues of international communication, including globalization, hybridity, censorship, propaganda, and media imperialism.
 - Enrollment: 55
 - Taught: Fall 2014, Spring 2014, Fall 2015

Aug 2013 - May 2014: **Adjunct Faculty**, Communication Studies, *Manchester University*, North Manchester, IN

- Course development and teaching of COMM 235: Community Radio, an upper-level course with a focus on the dissemination of community-oriented programming, including audio production and on-air broadcasting.
 - Enrollment: 12
 - Taught: Spring 2014
- Independent teaching of two sections of COMM 110: Foundations of Human Communication, a hybrid introductory course focusing on public speaking, interpersonal communication, and small-group communication.
 - Enrollment: 25
 - Taught: Fall 2013, Spring 2014

Aug 2011 - May 2014: **Graduate Teaching Assistant**, Department of Communication, Indiana University-Purdue University Fort Wayne, Fort Wayne, IN

- Independent teaching of COM 303: Intercultural Communication, an upper-level course that focuses on large-scale differences between cultures to explore impacts of cultural belonging on

perception, communication, conflict, and intercultural understandings.

- Enrollment: 25
- Taught: Spring 2014
- Independent teaching of two sections of COM 114: The Fundamentals of Speech Communication per semester, a hybrid introductory course focusing on public speaking, interpersonal communication, and small-group communication.
 - Enrollment: 26
 - Taught: Fall 2011, Spring 2012, Fall 2012, Spring 2013, Fall 2013, Spring 2014

Journal Publications

Sorce, G. (under review). Points of convergence: How media activism and feminist intervention foster media reform and democratization. [*Journal name omitted for blind review*].

Sorce, G., & Cooke, T. R. (under review). “I love to travel so I went on this trip!” An ethnographic perspective on cultural immersion, cross-cultural competency, and student learning in short-term embedded travel. [*Journal name omitted for blind review*].

Kearl, M. & **Sorce, G.** (R&R, 2017). Toward a coalitional praxis: A case study in LGBTQ coalition building. [*Journal name omitted for blind review*].

Sorce, G. (R&R, 2017). The prosecution of Timarchus and contemporary employment equality. *QED: A Journal of GLBTQ Worldmaking*.

Doane, B. T., McCormick, K., & **Sorce, G.** (2016). Changing methods for feminist public scholarship: Lessons from Sarah Koenig’s podcast *Serial*. *Feminist Media Studies*, 17(1), 119-121. Available here: <http://www.tandfonline.com/doi/full/10.1080/14680777.2017.1261465>

Sorce, G. (2015). Hitler and humor: Coming to terms with the past through parody. *Global Media Journal*, 5(2), n. p. Available here: https://www.db-thueringen.de/servlets/MCRFileNodeServlet/dbt_derivate_00032872/GMJ10_Sorce_final.pdf.

Sorce, G. (2013). Sobre a DOMA: Retórica crítica e a igualdade no casamento [On DOMA: Critical rhetoric and marriage equality]. *Cadernos de Estudos Sociais*, 28(2), 141-158.

Book and Media Reviews

Sorce, G. (2017, forthcoming). Review of Terry Flew, Petros Iosifidis, & Jeanette Steemers, *Global media and national politics: The return of the state*, in *Journal of International Communication*.

Sorce, G. (2017, forthcoming). Review of Christopher Pullen, *Queer love in film and television: Critical essays*, in *International Journal of Communication*, 12.

Sorce, G. (2016). Review of Kaarle Nordenstreng and Daya K. Thussu, *Mapping BRICS Media*, in *Global Media Journal German Edition*, 6(2), n. p. Available here:
<http://www.globalmediajournal.de/2016/12/13/review-mapping-brics-media/>

Sorce, G. (2016). Review of Elana Levine, *Cupcakes, Pinterest, and ladyporn: Feminized popular culture in the early twenty-first century*, in *Feminist Media Studies*, 16(3), 543-544. Available here:
<http://www.tandfonline.com/doi/full/10.1080/14680777.2016.1161341>

Sorce, G. (2016). Review of Kaitlynn Mendes, *SlutWalk: Feminism, activism, and media*, in *International Journal of Communication*, 10, 60-62. Available here:
<http://ijoc.org/index.php/ijoc/article/view/4848/1522>

Sorce, G. (2015). Review of Karma R. Chávez, *Queer migration politics: Activist rhetoric and coalitional possibilities*, in *Women's Studies in Communication*, 38(3), 353-356. Available here:
<http://www.tandfonline.com/doi/full/10.1080/07491409.2015.1064722>

Book Chapters/Encyclopedia Entries

Sorce, G. (2017, June). Feminism.com. In A. Savage (Ed.), *Women's rights: Reflections in popular culture*. Santa Barbara, CA: ABC-CLIO Greenwood Press. Available here:
<http://www.abc-clio.com/ABC-CLIOGreenwood/product.aspx?pc=A4839C>

Sorce, G. (2017, June). *The L Word*. In A. Savage (Ed.), *Women's rights: Reflections in popular culture*. Santa Barbara, CA: ABC-CLIO Greenwood Press. Available here:
<http://www.abc-clio.com/ABC-CLIOGreenwood/product.aspx?pc=A4839C>

Public Scholarship

Sorce, G. (2016, August). *Why don't we care about gender in the national elections?* Printed in *The Mail & Guardian* (South Africa). Available here:
<http://mg.co.za/article/2016-08-10-00-the-medias-coverage-of-gender-issues-during-elections-was-not-on-their-agenda>

Refereed Conference Presentations

Sorce, G. (2017, May). *Authoritarian repression, social-responsibility counter-flow, and digital public journalism in Africa: What is the role of media activism NGOs?* To be presented at the International Communication Association Annual Conference, San Diego, CA.

Sorce, G. (2016, October). *Feminist media watchdog activism in South Africa: An institutional ethnography*. Presented at the Global Fusion Annual Conference, Philadelphia, PA.

Sorce, G. (2016, June). *A failed multiculturalism: Assessing the German cultural rhetoric during the Syrian refugee "crisis."* Presented at the Cultural Studies Association Annual Conference, Villanova, PA.

Sorce, G. (2016, April). *What the media don't tell: A mixed-method study on Germany's PEGIDA*. Presented at the Eastern Communication Association Annual Convention, Baltimore, MD.

Sorce, G. (2016, April). *[R]evolutionizing monogamy: A textual analysis of polyamorous normativity on Twitter*. Presented at the Eastern Communication Association Annual Convention, Baltimore, MD.

Ott, H., & **Sorce, G.** (2016, April). *Puffing the magic of Disney: A content analysis of tobacco depictions in non-animated film*. Presented at the Eastern Communication Association Annual Convention, Baltimore, MD.

Sorce, G. (2016, April). *The yarn network – or – Visualizing how concepts connect*. Presented at the Eastern Communication Association Annual Convention, Baltimore, MD.

Sorce, G. (2016, February). *Using the documentary film Hot Girls Wanted in the classroom to encourage discussions on sexuality and gender in the age of Internet pornography*. Presented at the Pennsylvania State University Women's Studies Conference, State College, PA.

Sorce, G. (2015, November). *The prosecution of Timarchus and contemporary employment equality*. Presented at the National Communication Association Annual Convention, Las Vegas, NV.

Kearl, M., & **Sorce, G.** (2015, November). *LGBTQ coalition building: Finding an identity, sharing resources, and improving lives in the community*. Presented at the National Communication Association Annual Convention, Las Vegas, NV.

Cooke, T., & **Sorce, G.** (2015, November). *I love to travel so I went on this trip! Immersion, cultural competency and student learning in short-term embedded travel*. Presented at the National Communication Association Annual Convention, Las Vegas, NV.

Sorce, G. (2015, April). *Hitler and humor: Parody as a means of coping with cultural trauma*. Presented at the Eastern Communication Association Annual Convention, Philadelphia, PA.

Kearl, M., & **Sorce, G.** (2015, February). *A coalition in search of an identity: Imagining a better community through queer coalition building*. Presented at the Eastern Michigan University Equality Project Conference, Ypsilanti, MI.

Kearl, M., & **Sorce, G.** (2015, February). *LGBTQ coalition-building: A case study in queer community making*. Presented at the Pennsylvania State University Women's Studies Conference, State College, PA.

Sorce, G. (2014, April). *On DOMA: Critical rhetoric and marriage equality*. Presented at the Eastern Communication Association Annual Convention, Providence, RI.

Sorce, G. (2014, April). *Global Idol: Glocalization of Idol formats around the world*. Presented at the Eastern Communication Association Annual Convention, Providence, RI.

Sorce, G. (2014, April). *Elevating the GTA experience: Training and mentorship*. Presented at the Central States Communication Association Annual Conference, Minneapolis, MN.

Sorce, G. (2014, April). *The aftermath of DOMA: Thinking about national marriage equality after the striking of Section 3*. Presented at the Indiana University-Purdue University Fort Wayne Communication Symposium, Fort Wayne, IN.

Invited Talks and Lectures

Sorce, G. (2017, January). *The role of media on perceptions of global health: Social issues in media coverage of Tanzania, Senegal, and South Africa*. Presented at the Global Health Seminar, University Park, PA.

Sorce, G. (2016, October). *Feminist democratic media activism: A proposal for digital media*. Presented at the Communication Graduate Forum, University Park, PA.

Sorce, G. (2016, September). *Feminist media activism for representation*. Guest Lecture in COMM 411: Media & Culture, University Park, PA.

Sorce, G. (2016, April). *The German media system: Public, private, and alternative media*. Guest Lecture in COMM 419: World Media Systems, University Park, PA.

Sorce, G. (2015, November). *Political economy of media regulation in Germany*. Guest Lecture in COMM 419: World Media Systems, University Park, PA.

Awards and Recognitions

Don Davis Ethical Leadership Summer Research Fellow (2016), Penn State University

Arthur W. Page Center Summer Research Fellow (2016), Penn State University

Top Student Paper Award (2016): Voices of Diversity Division, Eastern Communication Association Annual Convention, Baltimore, MD: *[R]evolutionizing monogamy: A textual analysis of polyamorous normativity on Twitter*.

Top Student Paper Award (2016): Media Studies Division, Eastern Communication Association Annual Convention, Baltimore, MD: *Puffing the magic of Disney: A content analysis of tobacco depictions in non-animated film*.

Africana Research Center Dissertation Fellow (2015/2016), Penn State University.

Top Student Paper Award (2015): Argumentation and Forensics Interest Group, National Communication Association Annual Convention, Las Vegas, NV: *The prosecution of Timarchus and contemporary employment equality*.

Don Davis Ethical Leadership Summer Research Fellow (2015), Penn State University

Outstanding Graduate Student Award (2014): Department of Communication, Indiana University-Purdue University Fort Wayne

Outstanding Graduate Teaching Assistant Award (2014): Department of Communication, Indiana University-Purdue University Fort Wayne.

Grants & Funding

- 2015 - 2016: **Marlow Froke Graduate Scholarship for Academic Excellence in Public Broadcasting** (\$980)
Project Title: "Media Democratization in South Africa" (\$980)
- Summer 2016: **Don Davis Ethical Leadership Research Grant**
Project Title: "Media Ethics in Watchdog Activism" (\$1,000)
- Summer 2016: **Arthur W. Page Center Research Grant on Integrity in Public Communication**
Project Title: "Watching Out for Representation: The Case of Media Monitoring Africa" (\$2,500)
- Dec 2015: **Penn State Africana Research Center Dissertation Summer Grant**
Project Title: "Watchdog Media and Representing Diversity in South Africa" (\$2,000)
- Nov 2015: **Penn State College of Communications Travel Grant**
National Communication Association Annual Convention (\$800)
- Summer 2015: **Don Davis Ethical Leadership Research Grant**
Project Title: "Setting the Anti-Immigration Agenda: A Critical Ethnography of Germany's PEGIDA" (\$1,000)
- Apr 2015: **Penn State UPAC Travel Grant**
Eastern Communication Association Annual Convention (\$250)
- 2014 - 2015: **Arthur W. Page Center Research Grant on International Development**
Project Title: "North African Refugees in Sicily: The Role of Technology" (\$8,600). Co-Authors: Akshaya Sreenivasan, Steven Bien-Aimé
- 2014 - 2015: **Eastern Michigan University Equality Knowledge Project Research Grant**
Project Title: "LGBTQ Coalition Building: A Case Study in Queer Community Making" (\$3,000). Co-Author: Dr. Michelle Kelsey-Kearl
- Nov 2014: **Penn State UPAC Travel Grant**
National Communication Association Annual Convention (\$250)
- Apr 2014: **IPFW Student Senate Travel Grant**
Eastern Communication Association Annual Convention (\$1500)
- Mar 2014: **IPFW Communication Department Travel Grant**
Central States Communication Association Annual Convention (\$1500)

Service

- Feb 2016 - present: **Manuscript Reviewer**, *Kaleidoscope: A Graduate Journal of Qualitative Communication Research*
- Nov 2015-Feb 2016: **Primary Conference Planner**, Penn State Women's Studies Graduate Organization
- 2015 - 2016: **Treasurer**, Penn State Women's Studies Graduate Organization
- Mar 2015 - present: **Reviewer**, Feminist and Women's Studies Division, Scholarship of Teaching and Learning, GLBTQ Interest Group, *National Communication Association*

Nov 2014 - present: **Reviewer**, LGBTQ Interest Group, Media Studies Interest Group, Feminist Studies Interest Group, *International Communication Association*

Apr 2014 - present: **Division Secretary**, Rhetoric and Public Address Interest Group, *Eastern Communication Association*

Apr 2014 - present: **Reviewer**, Rhetoric and Public Address Interest Group, Voices of Diversity, Media Studies Interest Group, Intercultural Communication Interest Group, *Eastern Communication Association*

Mar 2015: **Co-Facilitator of Embedded Travel**: COMM 419 World Media Systems Honors Section, Johannesburg, South Africa

Dec 2014: **Graduate Liaison** for Faculty Search (International Communication), Penn State University

Apr 2014 - Apr 2015: **Reviewer**, Graduate Student Caucus, *Central States Communication Association*

Aug 2013- May 2014: **Graduate Teaching Mentor**, Department of Communication, Indiana U-Purdue U Fort Wayne, Fort Wayne, IN

Aug 2012- May 2014: **Publicity and Awards Committee**, Department of Communication, Indiana U-Purdue U Fort Wayne, Fort Wayne, IN

Professional Experience

Aug 2008 - Aug 2011: **Translator, Interpreter, International Project Manager**, TSGLOBAL, Saarbrücken (Germany)

- Project management, translation, localization, cultural assessment, international customer service (Europe, South America, North America, Asia), intranet content management, management of agency website, agency marketing and public relations.