

MICHELLE K. BAKER
The Pennsylvania State University
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EDUCATION

Ph.D., College of Communications, *The Pennsylvania State University*, 2012

M.S., Communication Studies, *Shippensburg University*, 2000

B.A., Communication/Journalism, news/editorial focus, art concentration, *Shippensburg University*, 1995

ACADEMIC APPOINTMENTS

Assistant Teaching Professor, Dept. of Advertising and Public Relations, Donald P. Bellisario College of Communications, The Pennsylvania State University, Fall 2018 to Present. Undergraduate courses taught: Strategic Communications in a Global Environment.

Director, Online Programs in Strategic Communications, Dept. of Advertising and Public Relations, Donald P. Bellisario College of Communications, The Pennsylvania State University, Fall 2018 to Present. Oversee the development of the online Master of Professional Studies in Strategic Communications; Advise graduate students; Chair admissions committee; Assist in program marketing; Oversee revision of the online Bachelor of Arts in Strategic Communications; Teach courses in masters and bachelors programs; Serve as liaison between the Bellisario College and Penn State's World Campus.

Assistant Professor of Communication, Dept. of Communication, Juniata College, 2014 to 2015 and 2016 to 2017. Undergraduate courses taught: Intercultural Communication, Qualitative Research Methods, Global Health Narratives (developed course), Health Communication, Introduction to Human Communication, Public Speaking, Interpersonal Communication, Organizational Communication. Graduate courses taught: Quantitative Social Science Research Methods (developed course for online environment).

Assistant Professor of Communication, Dept. of Communication, Lock Haven University, 2015 to 2016. Undergraduate courses taught: Introduction to Communication, Small Group Communication, Public Speaking, Writing for the Mass Media, News Editing.

Graduate Instructor/Adjunct, Donald P. Bellisario College of Communications, The Pennsylvania State University, 2009 to 2016. Undergraduate courses taught: News Media Ethics, International Mass Communications, World Media Systems, Research Methods in Advertising and Public Relations.

Professor of Communication and General Studies, Department of General Studies, Central Pennsylvania College, 1999 to 2007. Undergraduate courses taught: Journalism I, Journalism II, The Media and Society, English Composition I, English Composition II, Creative Writing, The Modern Short Story, Great American Novels, and Remember: A Retrospective of the Holocaust (developed course).

POSTDOCTORAL RESEARCH

PI: Dr. Rachel Smith, Communication Arts & Sciences, The Pennsylvania State University

Dates: August 2012 to January 2013

Grant: \$40,000 through the Alpha-1 Foundation

Role: Project Coordinator for "Alpha-1 & Couples: Beliefs, Communication, & Well-Being." Traveled to Alpha-1 conferences in the U.S.; Interviewed individuals diagnosed with Alpha-1 Antitrypsin Deficiency.

RESEARCH AND SCHOLARSHIP

Journal Articles:

- Baker, M.K.** (2019). Problematic representations of the Holocaust in popular film: A review of the literature and suggestions for further study (in progress).
- Kennan, S., **Baker, M.K.**, Kim, K., & Galarza, L. (2019). Examining diversity in communications pedagogy: A content analysis of undergraduate syllabi (in progress).
- Vafeiadis, M., Wang, W., Shen, F., & **Baker, M.K.** (2019). Positive health messages on social media: An experiment comparing celebrity, layperson, and informational messages. (in progress).
- Shen, F., Ahern, L., & **Baker, M.K.** (2014). Stories that count: Influence of news narratives on issue attitudes. *Journalism and Mass Communication Quarterly*, 91, 98-117.
- Smith, R.A., Wienke, S.E., & **Baker, M. K.** (2014). Classifying married adults diagnosed with alpha-1 antitrypsin deficiency based on spousal communication patterns using latent class analysis: Insights for intervention. *Journal of Genetic Counseling*, 23, 299-310.
- Franklin, R.G., Nelson, A.J., **Baker, M.K.**, Beeney, J.E., Lenz-Watson, A., Vescio, T.K., & Adams, R.B. Jr. (2013). Neural responses to perceiving suffering in humans and animals. *Social Neuroscience*, 8, 217-227.
- Smith, R. A. & **Baker, M.K.** (2012). HIV stigma and centrality in the community's network in Namibia. *AIDS & Behavior*, 16, 525-534.

Book Reviews:

- Baker, M.K.** (2011). Review of Vilém Flusser's *Into the Universe of Technical Images*, *Journal of Communication Inquiry*, 36, 169-172.

Encyclopedia Entries:

- Baker, M.K.** (2014). Entry: Stigma reduction. In T. Thompson's (Ed.) *Encyclopedia of Health Communication*. Thousand Oaks, CA: Sage.

Refereed Papers Presented at Professional Meetings:

- Baker, M.K.** (2015). Beyond empathy: The role of positive character appraisal in narrative messages designed to reduce stigmatization. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication: San Francisco, CA.
- Baker, M.K.** (2015). Reducing stigmatization associated with alpha-1 antitrypsin deficiency: The effect of positive, transitional, and transformational protagonists in narrative health messages. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication: San Francisco, CA.
- Smith, R.A., Wienke, S.E., & **Baker, M. K.** (2013). Segmenting married adults diagnosed with alpha-1 antitrypsin deficiency based on their communication patterns using latent class analysis: Insights for intervention. Paper presented at the annual meeting of the National Communication Association: Washington, D.C.
- Shen, F., Ahern, L., & **Baker, M.K.** (2012). News narratives, issues attitudes, and audience responses. Paper presented at the Association for Education in Journalism and Mass Communication, 2012 annual conference, Chicago, IL.

Baker, M.K. (2011, August). Haunted Asylums? A textual analysis of stigma and mental illness in paranormal reality TV. Paper presented at the Association for Education in Journalism and Mass Communication, 2011 annual conference, St Louis, MO.

Baker, M.K., & Shen, F. (2011, August). The influence of narrative message formats on health communications messages. Poster presented at the Association for Education in Journalism and Mass Communication, 2011 annual conference, St Louis, MO.

Baker, M.K., & Shen, F. (2011, March). The influence of narrative message formats on health communications messages. Poster presented at the 2011 Graduate Student Exhibition, Pennsylvania State University.

ACCOLADES

Research

Third Place, Open Competition, Mass Communication & Society Division, AEJMC, 2015.

Top Paper Award, Cultural and Critical Studies Division, AEJMC, 2011.

Third Place, Social & Behavioral Science Division, Graduate Exhibition, Penn State University, 2011.

Teaching

Second Place Promising Professor Award, Mass Communication and Society Division, AEJMC, 2011.

Nominee, Harold F. Martin Graduate Assistant Outstanding Teaching Award, Penn State University, 2010.

Todd A. Milano Faculty Excellence Award, Central Pennsylvania College, 2006.

Writing

Grand Prize, Family Writing Contest, Center for American Literary Studies, Penn State University, 2011.

Excellence in Journalism Award, Shippensburg University, 1995.

Winner, editorial-writing competition, WCAU-TV/Channel 10, Philadelphia, 1992.

Second place critical review writing award, Temple University, 1992.

Education

University Fellowship, Pennsylvania State University, 2008-2012.

Full scholarship, McGraw-Hill Educational Publishing Institute, 1999.

Mark Lipper Scholarship for Journalism, Shippensburg University, 1995.

PROFESSIONAL SERVICE

Article Reviewer:

Journal of Media Psychology

Journal of Broadcasting & Electronic Media

Asian Journal of Communication

Textbook Reviewer:

SAGE Publications

Advisor, Master's in Nonprofit Leadership Capstone Project, Juniata College:

Holli Smith (2017)

Christina Miller (2017)

Member, Undergraduate Communication Honors Thesis Committee, Juniata College:

Stephanie NJeru (2017)

Diana Langer (2017)

Alexis Hadden (2015)

Olivia Hockenbroch (2015)

Haley Schneider (2015)

Moderator, research paper session, Liberal Arts Symposium, Juniata College, 2017

Faculty Advisor, research paper presentation entitled, “Engage for Health: Promoting Better Engagement Between Patients and Primary Care Providers,” Liberal Arts Symposium, Juniata College, 2017

Member, Service Learning Advisory Committee, Juniata College, 2016-17

Speech Support, Bailey Oratorical Contest, public speaking event, Juniata College, 2017

Faculty Co-Advisor, Juniata College undergraduate research presentations, National Conference on Undergraduate Research, Eastern Washington University, 2015

Judge for communications and marketing competition at the PA DECA Competition in State College, PA, December 2011.

Moderator, research paper session, Annual Women's History Conference, Sarah Lawrence College, 2009

President, Faculty Senate, Central Pennsylvania College, 2006-2007

Chair, curriculum review committee, Central Pennsylvania College, 2007

Director, humanities curriculum, division of General Studies, Central Pennsylvania College, 2006-2007

Faculty Co-Advisor, cultural immersion program, Japan, Central Pennsylvania College, October 2006

Faculty co-advisor, Katrina Relief Effort, Waveland, MS, Central Pennsylvania College, March 2006

COMMUNITY INVOLVEMENT

Baker, M.K. (2015, March). *News Media Consumption: The Self and Hostile Media Effect*. Guest lecture at the Seed School at New Leaf Initiative, State College, PA.

PROFESSIONAL EXPERIENCE

Assistant Editor, *Bucknell Magazine*, Bucknell University, 2007.

District Manager, Circulation Department, *The Sentinel*, Carlisle, PA, 1997-1999.

Reporter, *The Sentinel*, Carlisle, PA, 1995.

Freelance Reporter, *The Reporter*, Lansdale, PA, 1991-1992.

PROFESSIONAL AFFILIATIONS

Association for Education in Journalism and Mass Communication
American Journalism Historians Association