

MICHELLE K. BAKER
The Pennsylvania State University
304 B James Building, University Park, PA 16802
814.863.2682
Michelle.Baker@psu.edu

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, First Year Seminar.

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). Representations of the Holocaust in popular film: A review of the literature and suggestions for further study (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.

GRADUATE AND UNDERGRADUATE THESIS COMMITTEES

Graduate

Holli Smith, Juniata College (2017; advisor, capstone project)

Christina Miller, Juniata College (2017; advisor, capstone project)

Undergraduate

Stephanie Njeru, Juniata College (2017; member)

Diana Langer, Juniata College (2017; member)

Alexis Hadden, Juniata College (2015; member)

Olivia Hockenbroch, Juniata College (2015; member)

Haley Schneider, Juniata College (2015; member)

SERVICE

College/University

Judge, Undergraduate Research Exhibition, Penn State University (2019)
Moderator, Liberal Arts Symposium research paper session, Juniata College (2017)
Member, Service Learning Advisory Committee, Juniata College (2016-2017)
Faculty Co-Advisor, undergraduate research presentations, National Conference on Undergraduate Research at Eastern Washington University, Juniata College (2015)
Chair, curriculum review committee, Central Pennsylvania College (2007)
President, Faculty Senate, Central Pennsylvania College (2006-2007)
Director, humanities curriculum, Central Pennsylvania College (2006-2007)
Faculty Co-Advisor, cultural immersion program, Japan, Central Pennsylvania College (2006)
Faculty Co-Advisor, Katrina Relief Effort, Waveland, MS, Central Pennsylvania College (March 2006)

Department

Chair, Master of Professional Studies in Strategic Communications Program Admissions Committee, Penn State (2018-present)
Speech Support Faculty, Bailey Oratorical Contest, 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)

Discipline

Manuscript Reviewer, ComSHER division, AEJMC (2019)
Manuscript Reviewer, Activism and Social Justice Division, NCA (2019)
Manuscript Reviewer, Health Communication Division, NCA (2019)
Manuscript Reviewer, Spiritual Communication Division, NCA (2019)
Textbook Reviewer, *SAGE Publications* (2015-present)
Reviewer, *Journal of Media Psychology* (2013-present)
Reviewer, *Journal of Broadcasting & Electronic Media* (2013-present)
Reviewer, *Asian Journal of Communication* (2013-2015)
Judge, communications and marketing PA DECA competition (2011)
Moderator, research paper session, Annual Women's History Conference, Sarah Lawrence College (2009)

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 AFFILIATIONS

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