

## MARY DOUGLAS VAVRUS

Communication Studies Department  
University of Minnesota  
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### DEGREES

Doctor of Philosophy in Communication, July 1997  
University of Illinois, Urbana-Champaign, IL  
Dissertation: *Media Discourses and Postfeminism: An Analysis of Gender Logic in the Year of the Woman*  
Adviser: Paula Treichler. Committee Members: Clifford Christians, Norman Denzin, and Andrea Press.

Master of Science in Mass Communication, May 1989  
Purdue University, West Lafayette, IN  
Thesis: *Trends in Magazine Gender Advertisements: 1967-1987*  
Adviser: Robert Ogles

Bachelor of Arts in Technical Communication, December 1985  
Purdue University, West Lafayette, IN

### ACADEMIC APPOINTMENTS

**Associate Professor with Tenure: University of Minnesota-Twin Cities**  
(April 2003 to present)  
Graduate Faculty, Communication Studies Department (1997-present)  
Graduate Faculty, Feminist Studies graduate program (1998-present)  
Adjunct Faculty, Women's Studies program (1998-present)

**Assistant Professor: University of Minnesota-Twin Cities**  
(August 1997 to present)  
Graduate Faculty, Communication Studies Department (1997-present)  
Graduate Faculty, Feminist Studies graduate program (1998-present)  
Adjunct Faculty, Women's Studies program (1998-present)

#### **Instructor**

Journalism Department, University of Illinois, Urbana-Champaign (1993-1994)  
Speech Communication Department, University of Illinois, Urbana-Champaign  
(1991- 1992)  
Communication Department, Purdue University (1986-1989)

### **Graduate Assistant**

Acquisitions Assistant, University of Illinois Press, Urbana-Champaign (1994-1996)  
Editorial Assistant, University of Illinois, Urbana-Champaign (1991- 1996)  
*Critical Studies in Mass Communication*  
*Journal of Communication*

### **Research Assistant**

Statistical Consultant, Department of Communication Undergraduate Advising Office  
Purdue University (1989)

### **PROFESSIONAL EXPERIENCE**

Computer Software Technical and Marketing Writer (September 1989 - May 1991)  
SILMA Inc., Cupertino, California

### **SCHOLARSHIP**

#### **BOOKS**

Vavrus, M.D. *Postfeminist News: Political Women in Media Culture*. State University of New York Press, 2002. Winner of the 2003 National Communication Association Diamond Anniversary Book Award.

Warren, C. A. & Vavrus, M.D. (Eds.). *American Cultural Studies*. University of Illinois Press, 2002.

#### **ARTICLES**

Vavrus, M.D. (1998). Working the Senate from the Outside In: A Case Study in the Mediated Construction of a Feminist Political Campaign. *Critical Studies in Mass Communication*, 15(3), 213-235. **Lead Article.** Peer reviewed.

Vavrus, M.D. (2000). From Women of the Year to "Soccer Moms": The Case of the Incredible Shrinking Women. *Political Communication*, 17(2), 193-213. Peer reviewed.

Vavrus, M.D. (2000). Putting Ally on Trial: Contesting Postfeminism in Popular Culture. *Women's Studies in Communication*, 23(3), 413-428. Solicited and reviewed by the editor.

Vavrus, M.D. (2002, September). Domesticating Patriarchy: Hegemonic Masculinity and Television's "Mr. Mom." *Critical Studies in Media Communication*, 19(3), 352-375. Peer reviewed.

#### **BOOK REVIEWS**

Vavrus, M.D. (2000). Working Alliances and the Politics of Difference: Diversity and Feminist Ethics, by Janet R. Jakobsen. *Human Studies*, 23(3), 309-315. Solicited by the editor.

Vavrus, M.D. (2000). Television, History, and American Culture: Feminist Critical Essays, edited by Mary Beth Haralovich & Lauren Rabinovitz. *Cultural Studies*, 15(3/4), 636-37. Solicited by the editor.

Vavrus, M. D. (forthcoming). Sex & Money: Feminism and Political Economy in the Media, edited by Eileen R. Meehan and Ellen Riordan. *Journal of Communication*. Solicited by the editor.

## **UNDER CONTRACT**

Gunn, J. & Vavrus, M. D. Regulation through the Postfeminist Pharmacy: Promotional Discourse and Menstruation. For collection entitled *Governing the Female Body: Private Health, Gender, and Networks of Power*. Edited by Lori Reed and Paula Saukko. Under contract with State University Press of New York.

## **IN PROGRESS**

Vavrus, M. D. "The Women of Broadcasting & Cable: Reading the Industry's Investments in Feminism." For submission to the *Journal of Broadcasting and Electronic Media*.

Vavrus, M. D. *Critical Journalism Studies: History and Practice*. Book manuscript for publication by Blackwell Publishers.

Vavrus, M. D. "Television in the Living-Room Polis: Women and Mediated Agency." Complete manuscript now under revision and will be resubmitted.

Vavrus, M. D. "Where the Sexual Meets the Electoral: Women Watching Women Doing Politics." Currently conducting and transcribing interviews. Will be submitted to *Journal of Communication*.

## **CONFERENCE PRESENTATIONS AND INVITED LECTURES**

Vavrus, M. D. (2004, November) Chair, Plenary Session "Feminism Meets the 'Media-Industrial Complex.'" Session at the annual meeting of the National Communication Association.

Gunn, J. and Vavrus, M. D. (2004, May)  
"Regulation Through the Postfeminist Pharmacy: Promotional Discourse and Menstruation." To be presented as part of a competitively selected panel at the annual meeting of the International Communication Association.

Vavrus, M. D. (2002, November)

"Sexing Ralph Nader: The Cultural Politics of a Third-Party Candidate's Third Sex."

Presented as part of a competitively selected panel at the annual meeting of the National Communication Association.

Vavrus, M.D. (2002, October)

"September 11 in the Media: Heroes in Crisis." Vice-president's panel on the future of feminism and feminist scholarship. Meeting of the Organization for the Study of Communication, Language, and Gender (OSCLG). Invited presentation.

Vavrus, M. D. (2002, January)

"Domesticating Patriarchy: Hegemonic Masculinity and Television's 'Mr. Mom.'"

Presented at a noon research colloquium sponsored by the Speech-Communication Department, University of Minnesota.

Vavrus, M. D. (2001, September)

"Being Multilingual in the Communication Studies Discipline: Interdisciplinarity in Research and Teaching." Presented as part of a noon research panel colloquium sponsored by the Speech-Communication Department, University of Minnesota.

Vavrus, M. D. (2000, March)

"Policing the Crisis: How the Mainstream Media Discipline Feminism." Invited lecture as part of the State University of New York – Cortland's Women's History Month lecture series.

Vavrus, M. D. (2000, March)

"The Postfeminist Trials of Ally McBeal." Presented at a noon research colloquium sponsored by the Speech-Communication Department, University of Minnesota.

Vavrus, M.D. (1999, November)

"Putting Ally on Trial: Contesting Postfeminism in Popular Culture"

Paper presented as part of a competitively selected panel at the annual meeting of the National Communication Association.

Vavrus, M.D. (1999, October)

"Reading Television: Feminism and Mediated Agency"

Paper presented as part of a competitively selected panel at the Feminism(s) and Rhetoric(s) conference, University of Minnesota.

Vavrus, M.D. (1999, August)

"Succeeding as a New Faculty Member at the 'U.'" Presented to the new faculty orientation sponsored by the Center for Teaching and Learning, University of Minnesota.

Vavrus, M.D. & Kinney, T. (1999, May)

"How to Bridge an Intellectual Chasm: Moving Beyond Polemics Through Paradigm Dialogue." Presented at a noon research colloquium sponsored by the Speech-Communication Department, University of Minnesota.

Vavrus, M.D. (1999, May)

"Television News and the Management of Gender: Producing a Crisis of White, Patriarchal Authority" Paper presented as part of a competitively selected panel at the annual meeting of the International Communication Association.

Vavrus, M.D. (1999, April)

"Where the Sexual Meets the Electoral: Television in the Living-Room Polis"

Paper presented as part of a competitively selected panel at the annual meeting of the Midwest Sociological Society.

Vavrus, M.D. (1998, November)

"From Women of the Year to Soccer Moms: The Case of the Incredible Shrinking Women"

Paper presented as part of a competitively selected panel at the annual meeting of the National Communication Association.

Vavrus, M.D. (1998, March)

"Doing Feminist Media Studies." Invited presentation to the Journalism and Mass Communication Department graduate pro-seminar.

Vavrus, M.D. (1998, March)

"The Politics of Political Women in the News." Presented at a noon research colloquium sponsored by the Speech-Communication Department, University of Minnesota.

Vavrus, M.D. (1997, November)

"Organizing Graduate Employee Labor Unions: Avoiding the Pitfalls." Presented at a noon research colloquium sponsored by the Speech-Communication Department, University of Minnesota.

Vavrus, M.D. (1997, November)

"Political Women and the Postfeminist Construction of Consumption."

Paper presented as part of a competitively selected panel at the annual meeting of the National Communication Association.

Vavrus, M.D. (1996, May)

"Working the Senate From the Outside In: Female Candidacy in the Year of the Woman."

Paper presented as part of a competitively selected panel at the annual meeting of the International Communication Association.

Vavrus, M.D. (1994, November)

"Power, Ideology, and Feminism: An Analysis of Media Discourses in the 'Year of the Woman.'" Paper presented as part of a competitively selected panel at the annual meeting of the Speech Communication Association.

Reed, L., Vavrus, M. D., & Wilson-Brown, C. (1994, June)

"Lashing Back at the Backlash: A Call for the Popularization of Feminist Politics." Paper presented as part of a competitively selected panel at the annual meeting of the National Women's Studies Association.

Vavrus, M.D. (1992, November)

"Subjectivity is Powerful: Feminist Performance Art and the Transformation of Subjectivity."

Paper presented as part of a competitively selected panel at the annual meeting of the Speech Communication Association.

Vavrus, M. D. (1989, August)

"Trends in Magazine Gender Advertisements: 1967-1987." Competitively selected paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication.

Sparks, G. G., Ogles, R. M., Vavrus, M. D., & Spirek, M. M. (1988, May)

"The Difference Between Fear of Victimization and the Probability of Being Victimized: Toward Conceptual Clarity in Studies of Media Cultivation Effects." **Top-Ten Paper.** Competitively selected paper presented at the annual meeting of the International Communication Division's research competition.

**TEACHING****University of Minnesota-Twin Cities**

Student responses to core items on course evaluation forms reported below (numbers are mean scores on a 7-point scale). Please note that "S" represents Spring quarter/semester, "F" represents Fall quarter/semester, and "W" represents Winter quarter.

## Questions:

1. How would you rate the instructor's overall teaching ability?
2. How would you rate the instructor's knowledge of the subject matter?
3. How would you rate the instructor's respect and concern for students?
4. How much would you say you learned in this course?

## Qualitative Research Methods in Media Studies (SPCH 8210, Graduate seminar)

2001-F n=15 Q1=6.4 Q2=6.9 Q3=6.9 Q4=5.7

## Feminism in/and Media Culture (SPCH 8210, Graduate seminar)

1999-F n=10 Q1=6.6 Q2=6.9 Q3=7.0 Q4=6.8

## The Politics of Political Women in the News (SPCH 8210, Graduate seminar)

1999-W n=4 Q1=6.8 Q2=7.0 Q3=7.0 Q4=5.8

## Feminist Approaches to the Study of Electronic Media (COMM 5210, Graduate and Senior discussion)

2003-S n=25 Q1=6.4 Q2=6.9 Q3=6.4 Q4=5.9

2002-S n=25 Q1=6.6 Q2=6.9 Q3=6.8 Q4=6.1

2001-S n=22 Q1=6.6 Q2=6.9 Q3=6.8 Q4=6.3

2000-S n=15 Q1=6.4 Q2=6.7 Q3=6.6 Q4=6.1

1999-W n=17 Q1=6.8 Q2=6.9 Q3=6.6 Q4=6.3

1998-S n=17 Q1=6.7 Q2=7.0 Q3=6.8 Q4=6.1

## Political Economy of Media Culture (COMM 5261, Graduate and Senior discussion)

2003-F n=24 Q1=6.4 Q2=6.8 Q3=6.8 Q4=6.2

2002-F n=29 Q1=6.4 Q2=6.8 Q3=6.6 Q4=6.1

2002-S n=19 Q1=6.4 Q2=6.8 Q3=6.7 Q4=6.2

2001-S n=24 Q1=6.1 Q2=6.7 Q3=6.3 Q4=6.0

## Media Literacy: Decoding Media Images and Messages (COMM 3110)

2003-F n=15 Q1=6.1 Q2=6.8 Q3=6.6 Q4=6.4

## Freshman Seminar: Media Literacy (COMM 1907)

2003-S n=16 Q1=6.3 Q2=6.8 Q3=6.7 Q4=5.5

## Communicative Processes in Electronic Media (SPCH 5261, Graduate and Senior discussion)

2000-S n=17 Q1=6.6 Q2=6.9 Q3=6.7 Q4=6.4

1998-F n=18 Q1=6.4 Q2=6.5 Q3=6.4 Q4=5.8



1998-W n=12 Q1=6.7 Q2=7.0 Q3=6.9 Q4=6.3

Introduction to the Electronic Media in the U. S. (SPCH 3211, Undergraduate lecture)

2002-F n=76 Q1=5.4 Q2=6.3 Q3=5.7 Q4=4.7

2000-F n=61 Q1=5.5 Q2=6.5 Q3=5.4 Q4=4.9

1999-F n=65 Q1=6.0 Q2=6.6 Q3=6.1 Q4=5.6

1998-F n=71 Q1=5.2 Q2=6.5 Q3=5.6 Q4=4.8

1998-S n=21 Q1=5.4 Q2=6.3 Q3=5.5 Q4=5.2

1997-F n=81 Q1=5.5 Q2=6.1 Q3=5.8 Q4=4.9

## PROFESSIONAL SERVICE

### National Administrative Positions

Chair, Vice-Chair, Vice-Chair Elect, American Studies Division, National Communication Association  
(1998-2001)

### National Reviewer Activities

Reviewer, Critical & Cultural Theory Division, National Communication Association  
(2002)

Reviewer, Feminist & Women's Studies Division, International Communication Association (2000)

Reviewer, American Studies Division, National Communication Association  
(1997-present)

Reviewer, *Communication Review* (2001), two manuscripts

Reviewer, *Critical Studies in Media Communication* (1992-present), approximately twelve manuscripts

Reviewer, *Cultural Studies Research Annual* (1999), one manuscript

Reviewer, *Political Communication* (2001-2002), two manuscripts

Reviewer, *Qualitative Inquiry*, (1995-1999), two manuscripts

Reviewer, *Sociological Quarterly*. (1995-1999), ten manuscripts

Reviewer, *Western Journal of Speech*. (2003), one manuscript

Reviewer, University of Illinois Press (2003), *Critical and Cultural Studies: Keywords in the Work of James W. Carey*

Reviewer, Columbia University Press (2001), *Getting High on High Technology: Scientific Discourse, Popular Media, and the "Truths" About Computer Addiction*

Reviewer, Longman's (2000), *Making Sense of Media*

Reviewer, Blackwell (2000), *The Blackwell Companion to Media Studies*

### **University and Departmental Service**

Faculty supervisor for basic and advanced television production courses (2002-present)

Member of the College of Liberal Arts, Infotech Fess Committee to allocate student technology fees to improve undergraduate pedagogy (2003-2005)

Member of the College of Liberal Arts, Bachelor of Independent Studies/Individually Designed Interdepartmental Major advisory and program evaluation committee (1999-2001; 2001-2003)

Member of the Women's Studies Department Curriculum Committee (1999-2000)

Member of the Center for Advanced Feminist Studies (1998 to present)

Member of the Women's Studies Assembly (1998 to present)

Participant, Bush New Faculty Program on Pedagogy (1997-1998)

Chair and member, Communication Studies Student Awards Committee (1998 and 2000, respectively)

Member, Communication Studies Search Committee (2002)

Member, Communication Studies Chair Selection Committee (1999)

Member, Communication Studies Faculty Activity Reports Committee (2000,2003)

### **Advising in the Department, College of Liberal Arts, and Other**

#### CHAIR

Jin Bong Choi, PhD, adviser (Spring, 2003-present)

Jane DeRonne, MA, adviser (Fall, 2003)

Meghan Krause, MA, adviser, defended (Summer, 2003)

Martin Lang, MA, adviser, defended (Spring, 2002)

#### CO-CHAIR

Dianne Blake, PhD, Co-adviser with Karlyn Kohrs Campbell (Fall, 2001-present)

Martin Lang, PhD, Co-adviser with Don Browne (Spring, 2003-present)

Chani Marchiselli, PhD, Co-adviser with Karlyn Kohrs Campbell (Fall, 2001-present)

#### COMMITTEES

Naida Zukic, PhD, committee member (Spring, 2003-present)

Mariko Izumi, PhD, committee member (Spring, 2003-present)

Erika Rivers, PhD, committee member (Fall, 2002-present)

Peter Gregg, PhD, committee member (Spring, 2002-present)

Michael Fibison, PhD (Dept. of Journalism), committee member (Fall, 2001-present)

Kristin Brown, PhD, committee member (Spring, 2001-present)

Joe Jacobs, PhD, committee member (Spring, 2001-present)

Pam Cox-Otto, PhD, committee member, defended (Summer, 2003)

Julie Mactaggart, PhD, committee member, defended (Summer, 2003)

Melissa Williams (American Studies Department), PhD, committee member (Spring,

2000-present)  
Sue Weber, PhD, committee member, defended (Summer, 2001)  
Brent Whitmore, PhD, committee member, defended (Summer, 2000)  
Naomi Rockler, PhD, committee member, defended (Spring, 1999)

Peter Gregg, MA, committee member, defended (Spring, 2002)  
Adam Tyma, MA, committee member, defended (Spring, 2001)  
Anna White, MA, committee member, defended (Spring, 1999)

### **Preliminary Exam Committees**

Dianne Blake, defended (Summer, 2003)  
Jinbong Choi, defended (Summer, 2003)  
Michael Fibison, Journalism & Mass Communication Department, defended  
(Spring, 2003)  
Martin Lang, defended (Spring, 2003)  
Chani Marchiselli, defended (Spring, 2003)  
Kristin Brown (Fall, 2002)  
Chris Paul, defended (Fall, 2002)  
Melissa Williams, American Studies Department, defended (Fall, 2002)  
Joe Jacobs (Summer, 2002)  
Bob Hinrichs, defended (Spring, 2002)  
Michael Kramer, defended (Spring, 2002)  
Pam Cox-Otto, defended (Fall, 2001)  
Manako Fujiwara (Fall, 2001)  
Joshua Gunn, defended (Fall, 2000)  
Peggy Kendall, defended (Summer, 1999)  
Sue Weber, defended (Spring, 2000)  
Sue Wildermuth, defended (Summer, 1999)

### **Honors Theses Directed**

Lisa Seaman (Spring, 2000)  
Clay Gordon (Spring, 2002)

### **Senior Theses Directed**

Approximately 90

### **Program in Individualized Learning Project Directed**

Jason Jones (Fall, 2003)

## **GRANTS RECEIVED**

Vavrus, M.D. (January, 2001- June, 2002) "Where the Sexual and the Electoral Meet: Television in the Living-Room Polis." Grant-in-Aid of Research, Artistry and Scholarship, University of Minnesota Office of the Vice President for Research and Dean of the Graduate School. Grant awarded for \$12,999.

## **AWARDS**

*Diamond Anniversary Book Award*, National Communication Association (2003)  
***POSTFEMINIST NEWS: POLITICAL WOMEN IN MEDIA CULTURE***

*Departmental Fellowship*, Institute of Communications Research, University of Illinois (1995-1996).

*Special Project Grant*, Women's Studies Department, University of Illinois (Summer, 1996). Amount of award: \$1,000.

*Research on Gender in Cultural and Media Studies Fellowship*, Institute of Communications Research, University of Illinois (Summer, 1996).

*University Dissertation Completion Fellowship*, University of Illinois (1996-1997).

## **MEMBERSHIPS**

International Communication Association  
National Communication Association