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Curriculum Vitae

Education

PhD, 2009: Annenberg School for Communication, University of Pennsylvania

Dissertation: *One Man Band: The Process and Product of Video Journalism*. Committee: Klaus Krippendorff (Chair), Barbie Zelizer, Michael Delli Carpini.

MA, 1986: Drake University: MA, Communication.

Thesis: *Smile More: A Subcultural Analysis of the Anchor-Consultant Relationship in Local News Operations*. Advisor: Michael Cheney

Drake University: BA, Communication, 1984

Professional Affiliations:

2012 - present: Assistant Professor, University of Texas at Austin School of Journalism

Affiliations: University of Texas Center for Women and Gender Studies
University of Texas Department of Communication Studies

Fellowship: Humanities Institute, University of Texas, Spring 2015

Nominated, 2013: *Lucia, John, and Melissa Gilbert Teaching Excellence Award in Women's and Gender Studies*.

2009-2012: Assistant Professor, Kutztown University Department of Speech and Theatre.

2008-2009: Instructor: Kutztown University, Pennsylvania: full-time one-year appointment, Department of Speech and Theatre.

2007: Summer Instructor: University of Pennsylvania, *Mass Media & Society*

2004, 2005: Public Relations Writer, Researcher, Bellevue Communications Group

1989-2003: Field Producer, Assignment Editor, WPVI-TV Philadelphia

1982-1988: Reporter, Assignment Editor, KCCI-TV, Des Moines, Iowa

Research Agenda

My primary research interest centers upon the role of the documentary image in the contemporary public sphere. I am concerned with questions about the way video technology is changing news practice. I want to know what types of narratives are most useful to the news audience. I hope to learn more about how visual journalists work and how they can best serve the public.

This focus yields sub-questions both practical and theoretical. At its root, the documentary image is ostensibly about portraying truth through the camera, which requires deeper consideration of photography's ontology and epistemology. The role of the body and the relationship between social actor, technology, space and time (individually and systematically) gives visual journalism an extra theoretical dimension.

These considerations in turn can guide more grounded projects: How does the visual news coverage of criminal trials serve the public's understanding of the American judicial system? How can police departments and visual journalists of all kinds balance their often conflicting professional objectives and the Constitutional rights of all Americans? How is technology affecting the daily work practices and product of visual journalism? How do images shape our understanding of the world – and is this understanding fair, inclusive, and supportive of democratic ideals? How does the identity of the creator and the receiver affect image use?

My goal is to make an intellectual contribution with theoretical significance that might also guide professionals.

Publications

Books:

Fahmy, S., Bock, M.A., Wanta, W. (2014) *Visual Communication Theory and Research: A Mass Communication Perspective*. New York: Palgrave. (Recipient of National Communication Association Visual Communication Division's research award for the most outstanding book in visual communication, 2014).

Bock, M. A. (2012): *Video Journalism: Beyond the One Man Band*. NY: Peter Lang.

Krippendorff, K. & Bock, M.A. (Eds.) (2008). *The Content Analysis Reader*. Thousand Oaks, CA: Sage.

Chapters & Book Sections:

Bock, M.A. (in press 2015). Beyond the First Story: Technology and the Emerging Practices of Alternative Journalism. In: Atton, C. & (Eds.): *Routledge Companion to Alternative and Community Media*. London: Routledge.

Bock, M.A. (2014). Little Brother is Watching: Citizen Video Journalists and Witness Narratives. In: Allan, S. & Thorson, E. (Eds.): *Citizen Journalism: Global Perspectives, Volume Two*. NY: Peter Lang.

Bock, M.A. (2004). The Shared Viewing Experience: How television's changing sense of time affects Collective Identity in the United States and Europe. In: Yorgo Passadeos, Ed., *Mass Media in Transition: An International Compendium*. Athens, Greece, (pp. 97-112). Athens: Athens Institute for Education and Research.

Peer-Reviewed Journal Articles

Bock, MA (in press) Showing versus telling: Comparing newspaper and television video narratives on the web. *Journalism: Theory and Practice & Criticism*.

Bock, MA (in press): Framing the Accused: Perp Walks, Media Rituals, and Image Contextualization. *Visual Communication Quarterly*.

Bock, M.A. & Araiza, J.A. (2014): Facing the death penalty while facing the Cameras: A case study of television journalism work routines. *Journalism Practice*.

Bock M.A. (2012) *New Media and Society: Newspaper Journalism and Video: Motion, Sound, and New Narratives*. *New Media and Society* 14(4) 600-616.

Bock M.A. (2012) Citizen Video Journalists and Truthful Authority: Reviving the Role of the Witness. *Journalism: Theory, Practice & Criticism* 13(5) 639-653.

Bock M. A. (2011): You Really, Truly, Have to "Be There": Video Journalism as a Social and Material Construction. *Journalism and Mass Communication Quarterly* 88(4) 705-718.

Bock, M.A. (April, 2009). Who's Minding the Gate? Pool Feeds, Video Subsidies and Political Imagery. *International Journal of Press & Politics* 14(2) 257-278.

Romer, D. & Bock, M.A. (December 2008). Reducing the Stigma of Mental Illness among Adolescents and Young Adults: The Effects of Treatment Information. *Journal of Health Communication* 13(8) 742-758.

Bock, M.A. (2008). Together in the Scrum: Practicing News Photography for Television, Print and Broadband. *Visual Communication Quarterly* 15(3) 169-179.

Bock, M.A. (2007) Beyond Blogging: Harnessing the Internet's Full Potential to Enhance the Public Sphere. *PoliComm* 1(2) 63-70.

Encyclopedia Articles:

Bock, M.A. (2009). Video Journalism. In C.H. Sterling (Ed.), *Encyclopedia of Journalism*. Thousand Oaks, CA: Sage.

Bock, M.A. (2009). Photo Editors. In C.H. Sterling (Ed.), *Encyclopedia of Journalism*. Thousand Oaks, CA: Sage.

Professional Publications:

Bock, M.A. (Aug. 19, 2014): Filming police a legal right, essential part of balance of power, Austin American Statesman, editorial page contributor.

Bock, M.A. (Nov. 2012), Video Journalism: No Utopia Yet. *Newsphotographer Magazine*, 41-43.

Manuscripts under Review:

2014: Manuscript submitted to *Communication Theory: Focusing on Visual Framing's Metaphors: Lessons from 101 Citations*

Refereed Conference Papers

AEJMC 2014 (Montreal): Scholar to Scholar Session, co-authored paper with José Andrés Araiza: *Facing the Cameras while facing the death penalty: A case study of television journalism work routines*

ICA, 2014 (Seattle): Individual Paper Presentation: *Showing versus telling: Comparing newspaper and television video narratives on the web.*

NCA 2013 (Washington, D.C.): Individual Paper Presentation: *Advancing Photojournalism's Civil Contract: Citizen Video Journalists and Crisis Narratives*

ICA, June, 2013 (London): Individual Paper presented by PhD student Saif Shahin: *Framing the Accused: Perp Walks, Media Rituals, and Image Re-Contextualization*

NCA, November, 2012, Orlando, FL: Individual Paper Presentation: *Epiphanic Photographs: Decisive Moments in the Mind of the Viewer*

ICA, May 2012 Paper presentation, co-authored with David Alan Schneider, Temple University: *Showing versus telling: Comparing newspaper and television video narratives on the web.*

NCA, November 2011, New Orleans, LA: Individual Paper Presentation: *We Stand Behind Their Eyes: Iconic Images, Photographers and Bodily Practice*

ICA, May 2011, Boston, MA: Individual Paper Presentation: *You Really, Truly, Have to "Be There": Video Journalism as a Social and Material Construction*

NCA, November 2010, San Francisco, CA: Individual Paper Presentation, *Citizen Video Journalists and Truthful Authority: When "Because I said so" is Not an Option.* Mass Communication Division

AEJMC, August, 2010, Denver, CO: You just have to be there: Video Journalism as a Social and Material Construction, Designated Top Faculty Paper, Visual Communication Division

AEJMC, August 2008, Chicago: Individual Paper Presentation: *The eyes don't have it all: A corporeal approach to photography.*

ICA, May 2007, San Francisco, CA: Individual Paper Presentation: *Together in the Scrum: Practicing News Photography for Television, Print and Broadband.*

ICA, June, 2006, Dresden, Germany: Gates Wide Open: Video Feeds, Camera Pools, and Political Image Regulation. Designated Top Student Paper Panel, Political Division.

October 2005: RE: activism Conference, Central European University, Budapest, Hungary:
Individual Paper Presentation: *Why Blogging's Not Enough: The Case for Sites that Link People to the People's Business.*

ICA, May 2005 New York: Running the Camera Gauntlet: Defense Attorney Views of Courtroom Coverage by TV News in Pennsylvania and New Jersey. Designated Top Student Paper, Law & Regulation Division

February 2005: Association for Education in Journalism and Mass Communication, Mid-Winter Conference, Kennesaw, Georgia: *Framed and Re-framed: Nonconsensual News Photography from Both Sides of the Camera.*

Other Conference Proceedings:

AEJMC 2014 (Montreal): Video Journalism: Where it's been, where it's going and how it can be better. Panel Discussion sponsored by the Visual Studies and Newspaper Divisions.

Summit on Communication and Sport, Feb. 2013, Discussant: *Entering the Arena: Journalists and Access to the Sport Story.* Professional panelists included photographers Smiley Pool, Maggie Bowles, and student journalist Christian Corona

ECA, April 2012, Panel presentation, Cambridge, MA: Challenges and Rewards of the Multi-section General Education Communication Course Assessment Program (*Pedagogical research*)

AEJMC, August, 2011, Saint Louis, MO: Teaching Marathon: Pedagogical Presentation on the note card attendance system (pedagogical presentation)

NCA, November 2010, San Francisco, CA: Contributing Panelist, Building Bridges Toward Intelligent Skepticism: Using the Basic Course for the Assessment of Critical Thinking Skills in: "Building Bridges Beyond Public Speaking: How the Basic Course Can Support Broader Institutional Assessment Goals" (pedagogical presentation)

NCA, November 2010, San Francisco, CA: Contributing Panelist, Contributing Panelist: *Going Boldly But Not Blindly: Using New Media effectively in the University Classroom* in "Bridging the attention gap: Using technology to engage students in the classroom" (pedagogical presentation)

November, 2009: *The Effects of Team-Building Activities on Speaking Confidence: Converting the Classroom Audience from "Them" to "We"* contribution to NCA pedagogical panel session, "Assessment in the Basic Course: Addressing issues of unfamiliarity and social

isolation in public speaking” (pedagogical presentation)

Manuscripts in Progress:

Iconic Images of death, LIFE and the Cosmos: The Construction of Mass-Mediated Epiphany

Research:

2013 to present: Leader of the News as Culture (NAC) graduate student research group, Moody School of Journalism, University of Texas at Austin.

2012-2013: Co-Leader (with Dr. Renita Coleman) of RAVE, (Race, Agenda Setting, Ethics) a graduate student research group at the Moody School of Journalism, University of Texas at Austin.

2007-2009 Dissertation field work in the U.S. and England

Research Assistant: Annenberg Public Policy Center, with Dan Romer, Summer 2006

Grants & Fellowships

2014: Maureen Healy Decherd '73 Teaching Endowment for Journalism. Summer funding to pursue research projects regarding visual journalism and the American judicial system.

2013: University of Texas Center for Women's and Gender Studies Faculty Development Program Fellowship

2013: University of Texas College of Communication Summer Research Fellowship: funding applied toward research on visual journalism's coverage of the American Justice System

Fall 2013: Departmental Undergraduate Mentorship Fellowship: funding to investigate audience reception to changes in video narrative style.

Fall 2013: University of Texas Center for Women's and Gender Studies Faculty Development Program Fellowship: funding for overall research agenda.

Summer, 2013: University of Texas College of Communication Summer Research Fellowship: funding applied toward research on visual journalism's coverage of the American Justice System Student Enrichment Grant

Spring, 2013: Departmental Undergraduate Mentorship Fellowship: funding to develop a national police department credentials guide for photojournalists

Spring, 2012: Primary Manager of a faculty development grant from the Pennsylvania State System of Higher Education for online teaching training: *Developing Curriculum Hybrids: A Faculty Workshop*

Summer, 2007 Research Grant: Annenberg School for Communication Center for Global Communication Studies support for ethnographic research with the BBC in England.

Summer, 2005, Oxford, England: Seminar Participant: Global Media Policy Technology and the New Themes in Media Regulation, Annenberg School for Communication, University of Pennsylvania, and the Programme in Comparative Media Law and Policy, University of Oxford

Summer, 2005, Palm Desert, CA: Annenberg Sunnylands' Institute in Methods and Statistics (ASIMS), workshop in experimental methods.

Academic Service:

2012-14: Research Chair, AEJMC Visual Communication Division

University of Texas School of Journalism:

Assessment Task Force 2012
Graduate Student Admission Committee 2013
Undergraduate Scholarship Committee 2014

KU Department of Speech Communication & Theatre:

Basic Course Assessment Task Force: Summer, 2011.
Temporary Faculty Hiring Committee: Summer, 2011
Oversight of the formal revision of five courses, 2012

Kutztown University Senate: Academic Technology Committee, Space Allocation Committee

2010-12: Teaching Chair, AEJMC Visual Communication Division

2009: BA Assessment Task Force, KU Department of Speech & Theatre

2008-2009: *Secretary*, Visual Studies Division, International Communication Association

Reviewer: *Visual Communication Quarterly, Journal of Geoscience Education, ICA's Visual Studies, Mass Communication and Journalism Divisions*

Invited Presentations & Media Appearances

Interview, June 2014: for documentary in production for release 2015 B&K Productions "*Fix TV News*"

Public Lecture: (Sept. 25, 2013). *Barbie is a Zombie: Women, TV Journalism and the Rise of the One-WOMAN-Band*. University of Texas Center for Women's and Gender Studies Faculty Development Program

Quoted: Coomes, P. (March 6, 2013) *Photojournalism and the Presidency*. BBC's News in Pictures, BBC.co.uk.

Honorarium (June 4, 2012): *Face to face with the other: Perp-walks and mug shots as a*

journalistic tropes. University of Texas at Austin

Panel Presentation: (November, 2011): The Digital Agora: Debate in the Age of Facebook, Reading Area Community College

Research quoted: (June, 2011) Federal Communications Commission report on The Information Needs of Communities.

Panel Presentation: (April 2011) Kutztown University Community Forum: Social Media and Safety.

Panel Presentation (April 2011) Pennsylvania Associated Press Broadcaster's Association, Grantville, PA.

Research quoted: in Potter, D (April 21, 2010) *The Future of VJs*, www.Newslab.org

March, 2010: *Video Journalism as Performance: The impact of one-man-band multi-media journalism on narrative.* Lecture: Kutztown University's College of Visual and Performing Arts Faculty First Thursday series

April 2009: Television Interview: "eCampaigning: Effect of Internet Use on Candidates' Races" WFMZ-TV News, Allentown, PA

Invited lecturer (June, 2008): *Barbarians at the Gate: Video Journalism and Newspapers.* Rider University's *Rider News* Retreat, Lawrenceville, N.J.

November 2007: *Video Journalism: Fresh discourse? Or a cheaper version of yesterday's news?* Presentation given at the Annenberg School for Communication conference, "The Politics and Stakes of Alternative Journalism," University of Pennsylvania, Philadelphia, PA.

Workshop Presentation, May, 2007: *What makes a news story work? Exploring issues of usefulness, narrativity and video news in the age of convergence,* "Exploring Media Narratives: New Concepts and Methods," University of Erfurt, Germany.

Professional Affiliations:

International Communication Association

National Communication Association

Association for Education in Journalism and Mass Communication

Advisory Board, American University *Backpack Journalism Project*

National Press Photographers Association