

# **Marsha Clowers, Ph.D.**

John Jay College of Criminal Justice  
Department of Speech & Theatre  
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## **EDUCATIONAL BACKGROUND**

**Ph.D. in Organizational Communication:** Ohio University, 1995

**Advisors:** David Descutner and Claudia Hale

**Dissertation Title:** “‘It Was the Way She Said Things in Terms That I Could Understand’: Urban Teenagers’ Perceptions of Physician-Patient Communication”

**Emphases:** Quantitative and Qualitative Methods, Health Communication

**M.A. in Communication Studies:** Texas Tech University, 1993

**Advisor:** Dan O'Hair

**Thesis Title:** “Patient Schema: Foundation of Physician-Patient Communication”

**Emphases:** Research Methods, Health Communication

**B.S. in Journalism:** Arkansas State University, 1991

**Minors:** General Business, Business Management, German

## **ACADEMIC AND PROFESSIONAL BACKGROUND**

**Areas of Instructional Interest:** Public Speaking, Corrections, Health Communication, Multiculturalism, Interpersonal Communication, Organizational Communication, Communication Theory

**Workshops/Seminars/Training Sessions Presented:**

Teaching Strategies

Stress Mgmt.

Gender Relations

Conflict Mgmt.

Speech Anxiety

Team Building

Cultural Diversity

Public Speaking

Race Relations

**Fall 1998 to present:** Assistant Professor, Department of Speech & Theatre, John Jay College of Criminal Justice

**Courses Taught:** Speech, Mass Media and the Administration of the Criminal Justice System, Managerial Communication

**Summer 1998 to present: Assistant Adjunct Professor, Bedford Hills Correctional Facility**  
**Course Taught:** Public Speaking

**Fall 1995 to Summer 1998: Assistant Professor, Department of Communication and Media Studies, Fordham University**  
**Courses Taught:** Effective Speaking, Introduction to Communication & Media Studies, Introduction to Media Industries, Multiculturalism, International Communication, Telecommunications Policy and Law

**Spring 1998: Assistant Adjunct Professor, Communication Arts Department, Marymount Manhattan College**  
**Course Taught:** Principles and Theories of Communication

**Winter 1995: Consultant, Hillcrest Elementary School, Jonesboro, Arkansas**  
**Developed and Presented:** session on conflict management and communication skills training for Fifth Grade classes

**Fall 1993 to Summer 1995: Teaching Associate, School of Interpersonal Communication, Ohio University**  
**Courses Taught:** Public Speaking, Small Group Communication  
**Assisted in Teaching:** Interviewing, Statistics

**Fall 1994: Trainer, Ohio NOW Convention, Athens, Ohio**  
**Developed and Presented:** session on speech anxiety and empowerment for members

**Spring 1994 to Winter 1994: Race Relations Trainer, Don't Hate . . . Communicate Future Leader's Forum. AT&T Corporation and Transformed, Inc.: Basking Ridge, NJ**  
**Collaborated:** on development of curriculum for nationwide forum with team members  
**Presented:** training modules, discussion groups  
**Developed:** pre-test/post-test survey to assess attitudes towards under represented groups  
**Conducted:** t-tests on survey results, report given to team leader/AT&T

**Fall 1991 to Summer 1993: Teaching Assistant, Department of Communication Studies, Texas Tech University**  
**Courses Taught:** Public Speaking, Interpersonal Communication, Business and Professional Communication  
**Assisted in Teaching:** Interpersonal Communication

**Spring 1993: Consultant, Southeast Lubbock Organization, Slaton, Texas**  
**Developed:** workshop curriculum for area teachers and administrators  
**Presented:** training modules, discussion groups  
**Developed:** pre-test/post-test survey to assess workshop success  
**Conducted:** t-tests on survey results, report given to employer

**Spring 1993: Consultant**, Southeast Lubbock Organization, Slaton, Texas  
**Conducted:** focus group to evaluate programs for parents of children with disabilities;  
report of focus group analysis given to employer

**Fall 1992: Consultant**, Department of Education, Texas Tech University  
**Evaluated:** graduate student presentations

**Fall 1992: Consultant**, Lubbock County Democratic Party, Lubbock, Texas  
**Developed:** workshop for area candidates for office  
**Presented and Conducted:** training modules, discussion groups

**Summer 1991: Public Relations Agent**, Sen. M. Todd (D), Paragould, Arkansas  
**Produced and Distributed:** constituent newsletter (2000 circulation), compiled mail list,  
conducted research for Alzheimer Task Force and varied legal cases, trained replacement

## HONORS AND DISTINCTIONS

**Fall 1997:** First faculty member appointed Instructor of the Fordham Freshman  
Symposium

**Spring 1997:** Top Four Paper presented at the annual convention of the Eastern  
Communication Association, Baltimore, MD

## SCHOLARLY ACTIVITY

### Book Chapter

Kreps, G. L., O'Hair, H. D., & Clowers, M. (1995). Communication and health. In G. L. Kreps, & H. D. O'Hair (Eds.), Communication and health outcomes (pp. 5-18). Cresskill, NJ: Hampton Press.

### Book Review

Clowers, M. (2000). Book review [Review of the book Women's health: Psychological and social perspectives]. Journal of Health Communication, 5, 281-282.

### Encyclopedia Article

Clowers, M. (2002, in press). Women who kill. In D. Levinson (Ed.), Encyclopedia of Crime & Punishment. Thousand Oaks, CA: Sage.

### **Newsletter Article**

Clowers, M. (2001). Shattered: Five myths about women and purchasing. Women As Voices of Persuasion and Authority, 4, 1-2. [ Note: This is a publication of the Screen Actor's Guild.]

### **Journal Articles**

Clowers, M. (2002, in press). Young women describe the ideal physician. At Adolescence.

Clowers, M. (2001). Dykes, gangs, and danger: Debunking popular myths about maximum security life. Journal Criminal Justice and Popular Culture, 9, 22-30.

Clowers, M. (2000). Urban female teenagers' perceptions of medical communication. Adolescence, 35, 571-585.

Clowers, M. (1999). Facilitating better patient care: A case manager's guide to improving physician-patient communication. The Journal of Care Management, 5, 24-50.

Clowers, M. (1999). Making the basic course student-friendly: Lectures, activities, and speeches. Carolinas Communication Annual, XV, 67-79.

Clowers, M. (1999). Unanticipated renewal: Being an academician on the "inside." National Social Science Perspectives Journal, 14, 11-17.

Clowers, M. (1998). Girls and guns: An autobiographical reflection of the phenomena of weapon-using women. New York State Communication Association: New Dimensions in Communication, 12, 79-89.

Clowers, M. (1998). "The more speeches I gave, the better it got:" A chronicle of managing highly apprehensive students. Iowa Journal of Communication, 30, 64-74.

Clowers, M. (1997). Culture, communication, and the media: So what? Iowa Journal of Communication, 29, 40-54.

Morreale, S. P., Clowers, M., & Jones, A. A. (Eds.). (1997). Mission statements for communication departments and programs: Definition, criteria, examples. At National Communication Association Editorial Board.

Kreps, G. L., O'Hair, H. D., & Clowers, M. (1994). The influences of human communication on health outcomes. American Behavioral Scientist, 38, 248-256.

Hays, K. A., & Clowers, M. (1992). An examination of communication studies department curricula for undergraduate students and areas of growth in the field. Texas Speech Communication Journal, 17, 25-30.

### **Workbook**

Williams, D., Sorenson, P., Hart, R., & Clowers, M. (1992). Activities manual for developing public speaking skills. Burgess International Group, Inc.

### **Conference Papers/Panels**

Clowers, M. (2002, April). Living with the heros: How the aftermath of September 11<sup>th</sup> has affected martial communication of police officers working at Ground Zero. To be presented at the annual convention of the Eastern Communication Association, New York, NY.

Clowers, M. (2000). Giving until it hurts: Meeting the needs of incarcerated students and trying to survive the experience. Presented at the annual convention of the New York State Communication Association, Monticello, NY.

Clowers, M. (2000). The necessity of studying incarcerated females. Presented at the annual convention of the New York State Communication Association, Monticello, NY.

Clowers, M. (1999). Doing hard time: Caregivers in a maximum security prison. Presented at the annual Yeshiva School of Social Work Meeting.

Clowers, M. (1999). Tracking redemption: A history of penal education post-Attica to post-release. Panel discussion presented at the annual convention of the New York State Communication Association, Monticello, NY.

Clowers, M. (1999). Weaving in and out: The importance of insurgent research in studying the incarcerated. Presented at the annual convention of the New York State Communication Association, Monticello, NY.

Clowers, M. (1999). Everything I need to know I learned from women: On how the weaker sex made me strong. Presented at the annual convention of the Women and Society Conference, Poughkeepsie, NY.

Clowers, M. (1999). Dykes, gangs, and danger: Debunking popular myths about maximum security life. Presented at the annual convention of the New York State Communication Association, Monticello, NY.

Clowers, M. (1999). On becoming a teacher: Strategies for securing classroom success. Presented at the annual convention of the American Association of the Behavioral and Social Sciences, Las Vegas, NV.

Clowers, M. (1998). Unanticipated renewal: Being an academician on the “inside” OR On love in a maximum security prison. Presented at the annual convention of the National Social Science Association, New Orleans, LA.

Clowers, M. (1998). “The more speeches I gave, the better it got:” Reflections on managing highly apprehensive students. Presented at the annual convention of the New York State Communication Association, Monticello, NY.

Clowers, M. (1998). A girl and her guns: On being a father’s favorite first-born female son, OR The consubstantiality of firearms and family values. Presented at the annual convention of the New York State Communication Association, Monticello, NY.

Clowers, M. (1998). Echoes from the “inside:” Education in a maximum security prison. Panel discussion presented at the annual convention of the New York State Communication Association, Monticello, NY.

Clowers, M. (1998). Diagnosing termination: Providers’ palliative care communication skills. Presented at the annual convention of the Eastern States Communication Association, Saratoga Springs, NY.

Clowers, M. (1998). Making the basic course student-friendly: Lectures, activities, and speeches. Presented at the annual convention of the Eastern States Communication Association, Saratoga Springs, NY.

Clowers, M., & Clowers, L. (1998). College students’ preferences for sources of information about AIDS/HIV: Assessing the viability of an interactive model. Presented at the annual convention of the Eastern States Communication Association, Saratoga Springs, NY.

Clowers, M., Clowers-Webb, H., & Webb, B. (1998). On being the “enabler” in medical relationships: What patients can do to improve the communication between themselves and physicians – and in the process, improve the quality of medical care, too. Presented at the Successful Relating Conference, Tucson, AZ.

Clowers, M., Clowers-Webb, H., & Webb, B. (1997). Diagnosing medical environments: Detecting how the culture of the hospital influences the communication between physicians and their patients. Presented at the annual convention of the New York State Communication Association, Monticello, NY.

Clowers, M. (1997). “It was the way she said things in terms that I could understand”: Listening to teenagers’ accounts of their most and least favorite medical encounters. A top four paper presented at the annual convention of the Eastern Communication Association, Baltimore, MD.

Clowers, M. (1997). The Latina as provider and patient: Assessing Latinas’ perceptions of medical care. Presented at the annual convention of the Intercultural and International Communication Conference, Miami, FL.

Clowers, M. (1996). Culture, communication, and the media: So what? Presented at the annual convention of the New York State Speech Communication Association, Monticello, NY.

Clowers, M. (1996). White-washing conflict: Mediation’s mismanagement of disputants of color. Presented at the annual convention of the Eastern States Communication Association, New York, NY.

Clowers, M. (1996). Diagnosing Hispanic patients: A directive for communication research. Paper presented at the annual convention of the Intercultural and International Communication Conference, Miami, FL.

Clowers, M. (1995). Communicating images: Strategic positioning of organizational messages. A top four competitive paper presented at the annual convention of the Central States Communication Association, Indianapolis, IN.

Clowers, M. (1995). The Latina as mediator: Negotiating the role of Latinas in European American medical encounters. Paper presented at the annual convention of the Central States Communication Association, Indianapolis, IN.

Porter, J., Gibson, M., & Clowers, M. (1995). Uniting traditions: Incorporating group-based exercises in the basic public speaking course. Panel presented at the annual convention of the Central States Communication Association, Indianapolis, IN.

Beck, C., & Clowers, M. (1994). Interactional display and treatment of patient goals in the OB-GYN examination. Paper presented at the annual convention of the Speech Communication Association, New Orleans, LA.

Kreps, G. L., O’Hair, H. D., & Clowers, M. L. (1994). A conceptual model of communication and health outcomes. Paper presented at the annual convention of the International Communication Association, Sydney, Australia.

Clowers, M. (1994). Communication apprehension as it relates to physician communication with the terminally ill. Paper presented at the annual convention of the Central States Communication Association, Oklahoma City, OK.

Clowers, M. (1994). Kenneth Burke's theories of rhetoric as applied to health communication literature and compliance. Paper presented at the annual convention of the Central States Communication Association, Oklahoma City, OK.

Clowers, M. (1994). Turn-taking in the medical encounter: How physicians regulate their speech and the speech of their patients. Paper presented at the annual convention of the Central States Communication Association, Oklahoma City, OK.

Clowers, M. (1992). Satisfaction as a determining factor of compliance in physician-patient relationships. Paper presented at the annual convention of the Sooner Communication Conference, Oklahoma City, OK.

### **Conference Participation**

Chair (1998) Voices of Diversity Panel, Eastern Communication Association

### **SERVICE**

#### **College Service**

2001-2002	Committee on Undergraduate Honors, Prizes, Scholarships, and Awards
1999-2001	Faculty Senate
1999-2001	College Counsel

#### **Departmental Service**

Spring 2002	Development of Departmental Web
Spring 2002	Revision of Adjunct Faculty Handbook
2000-2001	Department P & B Committee
2000-2001	Department Curriculum Committee
2000-2001	Text Selection Committee
2000-2001	Test Development Committee
1999-2001	Department Committee to Hear Appeals on Student Grades
1999-2001	Department Curriculum Committee
Spring 2002	Course Fair (will serve in April)
Fall 2001	Course Fair
Spring 2001	Course Fair
Fall 2000	Course Fair
Spring 2000	Course Fair
Fall 1999	Course Fair



Spring 2001	Judged one Semi-Final and one Final Round for Speech Contest
Fall 2000	Judged Interpretive and Persuasive Speech Categories for Speech Contest
Spring 1999	assisted with <i>girlz in blue</i>
Spring 1999	assisted with Career Development Seminar for Women

### **College Student Service**

April 2002	TBA
March 2002	presented at “Meet the Faculty” session for Freshman Forum
April 2001	presented Communication Workshop for Freshman Forum
March 2001	presented at “Meet the Faculty” session for Freshman Forum

Spring 2002	Faculty Advisor
Fall 2001	Faculty Advisor
Spring 2001	Faculty Advisor
Fall 2000	Faculty Advisor
Spring 2000	Faculty Advisor
Fall 1999	Faculty Advisor
Spring 1999	Faculty Advisor
Fall 1998	Faculty Advisor

### **PROFESSIONAL ACTIVITY**

Editorial Board Member for *Communication Studies Special Issue*, 2000  
*Speech Communication Annual*, Editorial Board member, 2000-2001  
*Journal of Health Communication: International Perspectives*, Book Reviewer, 1999-2001  
*Journal of Health Communication: International Perspectives*, Manuscript Reviewer, 2000  
 New York State Communication Association Proceedings Reviewer, 1999-2000  
 New York State Communication Association Member at Large, 1999-2000  
 tenure and promotion reviewer for Ed Brown, Indiana University East, 1999-2000  
 New York State Communication Association Recording Secretary, 1997-1998, 1998-1999  
 Eastern Communication Association Health Communication Division Interest Chair, 1998-1999  
 Eastern Communication Association Voices of Diversity Interest Group Submissions Reviewer, 1998  
 Mission Statement Consultant to National Communication Association Associate Director Sherwyn Morreale, 1997  
 National Communication Association Feminist and Women Studies Division Submissions Reviewer, 1997  
 National Communication Association Summer Conference on Racial and Ethnic Diversity in the 20th Century Fordham Representative, 1997  
 Editorial Advisory Board for *Elements of Speech Communication*, nomination

## **PROFESSIONAL MEMBERSHIPS**

Eastern Communication Association

Phi Kappa Phi

National Communication Association

New York State Communication Association