

**CATHERINE B. BECKER**  
Department of Communication  
200 West Kawili Street  
Hilo, Hawaii 96720  
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## **CURRICULUM VITAE**

### **EDUCATION**

- Ph.D.** **Communication**, *State University of New York at Buffalo*. September, 1993. Focus: Organizational and Intercultural Communication.
- M.A.** **American Studies**, *University of Hawai'i at Manoa*. May, 1989. Focus: Interethnic Communication.
- M.A.** **Communication**, *State University of New York at Buffalo*. August, 1986. Focus: Organizational Communication and Intercultural Communication.
- B.S.** **Liberal Arts**, *State University College of New York at Buffalo*. May, 1984. Major: Liberal Studies with a focus on Public Relations; Minor: Anthropology.

### **TEACHING**

- Assistant Professor**, Department of Communication, *University of Hawaii, Hilo*. Hilo, Hawaii. August 1998 - present.
- Assistant Professor**, Department of Speech Communication, *Radford University*. Graduate and Undergraduate Faculty in the Corporate and Professional Communication Program. January 1996 - July 1998.
- Assistant Professor**, Department of Communication, *University of Texas at San Antonio*. Graduate and Undergraduate Faculty, August 1993 - December 1995.
- Adjunct Faculty**, School of International Relations, *Antioch University*. Advisor for research in Japan, September 1994 - May 1995.
- Lecturer/Teaching Assistant**, Department of Communication, *State University of New York at Buffalo*. January 1990 - August 1993.
- Instructor**, Department of Speech-Communication, *Windward Community College*, Kanehoe, Hawai'i. January 1988 - May 1989.
- Lecturer**, Department of Speech-Communication, Windward Community College at the *State of Hawai'i Women's Correctional Facility*, Waimanalo, Hawaii. January 1989 - May 1989.
- Lecturer**, American Studies Department, *University of Hawai'i at Manoa*. January 1987 - May 1989.
- Teaching Assistant**, Department of Communication, *State University of New York at Buffalo*. January, 1985 - August 1986.
- International Teaching**: Business Communication in *Taiwan* and *Portugal*, August - December 1989.
- Continuing Education** Credit Free Courses: Creativity, Quality and Health in organizational and personal life, I-IV. *State University College of New York at Buffalo*, January 1983 – May 1985.
- Member**, Graduate Curriculum Committee, Student Representative. University of Hawaii at Manoa, 1985-1987.

### **COURSES TAUGHT**

Organizational Communication (500; 440), Introduction to communication, Interpersonal Communication, Communication & Conflict, Leadership, Interviewing, Intercultural Communication, Advanced Intercultural Communication, Mass Communication, Public Relations, Communication Theory, Family Communication, Persuasion, Public Speaking, Oral Interpretation of Literature, and American Studies 151 & 152.

### **THESES DIRECTED**

Lockwood, S. (1997). *Voices Seldom Heard: Stories of Displaced Female Executives*. Masters Thesis, Department of Speech-Communication, Radford University.

### **AWARDS**

*What's Who among America's Teachers 2000*. Nominated by a UIH student on the National Dean's List as the

## JOURNALS AND ANNUALS (Refereed):

- Becker, C. (In progress). "Neural Network Modeling Meets Autoethnography: A Response to Shields." To be submitted to *Communication Theory*.
- Becker, C. (2002a, in press). "Data-Driven, Dynamic Approaches to Intercultural Communication and Diversity Training in Organizations," *Organization <-> Communication: Emerging Perspectives, Vol. 7*.
- Becker, C. (2001). [Review of *Writing the New Ethnography*]. *Journal of Social Science, 38, 3*.
- Becker, C., Levitt, S. & Moreman S. (1998a). "Computers, New Information and Communication Technologies, Power and the Status of Women in Organizations." In Barnett, G. & Thayer, L. (Eds.) *Organizational Communication: Emerging Perspectives VI*. Norwood, New Jersey: Ablex.
- Becker, C. (1997b). "Toward an Ethical Theory for Comparative Political Communication Based on the Coherence Between Universal Human Rights and Cultural Relativism." *International and Intercultural Communication Annual, Vol. XX*. Sacramento: Sage Publications.
- Becker, C. (1997a). "The Analysis of Organizational Culture as a Thermodynamic Process." In Barnett, G. & Thayer, L. (Eds.) *Organizational Communication: Emerging Perspectives V*. Norwood, New Jersey: Ablex.

## BOOK CHAPTERS:

- Becker, C. & Corey, F. (2002b, in press). "Geocommunication: A paradigm of place." In Clair, R. (Ed.) *Expressions of Ethnography*. Albany: SUNY Press.
- Becker, C. & Levitt, S. (1999). "Women in Organizations: Perceptions of Power." In Salem, P. (Ed.) *Organizational Communication and Change*. Cresskill, New Jersey: Hampton Press.
- Becker, C. (1998b). "The Ways in Which Communication May Foster or Inhibit Socialization: The Case of Brazilian Immigrants in Japan." In Gumpertz, G. & Drucker, S. (Eds.) *The Huddled Masses*. Cresskill, New Jersey: Hampton Press.

## ELECTRONIC PUBLICATIONS:

- Becker, C. & Easley B. (1993). "Applied communication education: A participatory model." *ERIC Data Base*. Indiana University, Bloomington.

## GRANT REPORT:

- Becker, C. (2002c). *Talking Story: Diversity at the University of Hawaii, Hilo*. Submitted to the SEED Office at UH Manoa.

## FUNDING ACTIVITIES:

- Conference Presentation**, "A data-driven dynamic approach to diversity in organizations: Talking story about diversity at the University of Hawaii, Hilo." Hawaii International Conference on Social Sciences." June. URC Travel Award, Spring 2002. \$1,286.00.
- Respondent**, Eight student panelists from Organizational Communication (COM 440) presented research proposals at, "Showcasing Diversity: Research from a multicultural perspective conference" at UH Manoa. President's Diversity and Equity Initiative Grant and the Associated Students of the University of Hawaii. March, 2002. 18 air coupons.
- Participant**, Grant-Writing Workshop. University of Hawaii, Hilo. March 8, 2002.
- Primary Investigator**, "Talking Story: Diversity at UHH." President's Diversity and Equity Initiative, Spring 2002. \$4,341.45.
- Advisor**, "Islands and Beaches: Crossing Cultural Landscapes," proposed by the Division of Student Affairs, UHH. President's Diversity and Equity Initiative Grant, " \$4843.00.
- Primary Investigator**, "Organizational Culture and Diversity at UHH." Seed Grant to URC, Spring, 2001. \$7,450. Denied. (Revised and resubmitted to President's Diversity Initiative).
- Conference Presentation**, "Hawaiian spirituality, eco-communication, and empowerment." Paper presented as part of a panel organized for the National Communication Association Annual Conference, Seattle. URC Travel Award, November, 2000. \$1,400.
- Conference Presentation**, "Voices seldom heard: The stories of displaced female managers and executives." Paper presented on a panel organized on communication in the age of the displaced worker for the National Communication Association conference, New York, New York. November. University Research Revolving Fund. Nov, 1998. \$1,387.00.

## **CONFERENCES (Refereed):**

- Becker, C. (2003). "Communication at the boundaries: When choice or circumstance collides with cultural and organizational options." Part of a panel proposed for the International Communication Association Conference. San Diego. May.
- Becker, C. (2002). "A data-driven dynamic approach to diversity in organizations: Talking story about diversity at the University of Hawaii, Hilo." International Conference on Social Sciences." June.
- Becker, C. (2000). "Hawaiian spirituality, eco-communication, and empowerment." Paper presented as part of a panel organized for the National Communication Association Annual Conference, Seattle. November.
- Becker, C. (2000). "Post-modernism and place in Hawaii." Pre-conference performance, Ethnography Division of the National Communication Association. Baby Island Lodge, Washington. November.
- Becker, C. (2000). "Data-Driven-Dynamic Approaches (3D) to Intercultural Communication Training in Organizations. Pacific Asian Communication Association conference. Honolulu, August.
- Becker, C. (1999). "Moving between the lines: A search for other, search for self, search for meaning." National Communication Association conference. Chicago, November.
- Becker, C. & Lockwood, S. (1998). "Voices seldom heard: The stories of displaced female managers and executives." Paper presented on a panel organized on Communication in the Age of the Displaced Worker for the National Communication Association conference, New York, New York. November.
- Becker, C., Dobkins, D. & Kennan, B. (1997). "The case for using multi-theoretical approaches in organizational communication consulting." National Communication Association conference. Chicago, November.
- Becker, C. (1997). "Women in organizations: Perceptions of power." Eastern Communication Association conference. Baltimore, Maryland. November.
- Becker, C. & Johnson, P. & Pirie, B. (1996). "Close calls, collisions, clashes, and crashes: A narrative approach to successful intercultural navigation." Training session at the Society for Intercultural Education, Training and Research. Munich, Germany. June.
- Becker, C., Levitt, S. & Moreman, S. (1996). "Information technology, gender and power in organizations." Organizational Communication and Change: Challenges in the Next Century conference. Austin, Texas. February.
- Becker, C. & Johnson, P. (1996). "A narrative approach to intercultural, education, research & training." Intercultural Communication Theory Conference. Fullerton, California. March.
- Becker, C. (1995). "Information flows, networks, organizational development and change." Speech Communication Association for the annual meeting, San Antonio, Texas. November.
- Becker, C. & Lee, M. (1994). "Concept of freedom, concept of other, concept of self: Mass and Intercultural Communication among Japanese, Taiwanese, Chinese, Brazilian, and US Nationals." International Communication Association Conference, Albuquerque. New Mexico. May.
- Becker, C. (1994). "Communication across boundaries: The North American Free Trade Agreement." International Communication Association Conference. Sydney, Australia. July.
- Becker, C. (1994). "Convergence or Divergence? Information and entropy in open systems." International Communication Association Conference in Sydney, Australia. July.
- Becker, C. (1993). "The relationship between mass and interpersonal communication to self-esteem in an intercultural context." Panel organized for the Speech Communication Association Conference. Miami, Florida. November.
- Becker, C. (1993). "Post-colonial development and Hawaiian struggles for identity." Panel on Ethnicity and Identity at the Speech Communication Association Conference, Miami, Florida. November.
- Becker, C. (1993). "The ways in which mass and intercultural communication may foster or inhibit socialization: The case of Brazilian immigrants in Japan." International Communication Association Conference in Washington, DC. May.
- Becker, C. & Easley, B. (1993). "An integrated approach to intercultural communication education." International Communication Association Conference in Washington, DC. May.
- Becker, C. (1993). "Political problems and the role of social science: Universal human rights and cultural relativism." International Communication Association Conference in Washington, DC. May.
- Becker, C. & Easley, B. (1993). "Intercultural Communication Education: A participatory approach." One of the top papers in the Intercultural Communication Division at the Eastern Communication Association conference in Hartford, CT. April.
- Becker, C. (1992). "Human rights theory and practice in the social sciences: The challenge of cultural relativism." International Peace Research Association in Kyoto, Japan. July.
- Becker, C. (1992). "Dignity, culture and communication." Second Annual Conference of the Group on Cooperation and Conflict at the State University of New York at Buffalo. March.
- Yan, W., Lee, M. & Becker, C. (1992). "Cultural convergence theory reconsidered." International Communication Association Conference in Miami, FL. November.
- Yan, W., Lee, M. & Becker, C. (1992). "A test of cultural convergence theory on Chinese students in the United States." One of the top papers in the intercultural division of the Eastern Communication Association. Bar Harbor, Maine. April.
- Day, K. & Becker, C. (1988). "The latent structure of uses and gratification of music." Western Speech Communication Association. San Diego. February.

**SERVICE:**

*University of Hawaii, Hilo:*

**COMMITTEE APPOINTMENTS:**

**Assessment Support Standing Committee**, Fall 2002-present.

**UHH Self-Study Assessment Committee**, Fall 2000-Spring 2002.

**Educational Program Committee**, Fall 2000-Spring, 2001. Met weekly to develop a plan for assessing General Education.

**General Education Assessment Team**, Fall 2000. Met weekly to develop a draft of the history of GE at UHH.

**Survey Subcommittee**, Assisted in developing and analyzing survey that evaluated current assessment practices and needs, Fall 2000.

**Service Learning Advisory Board Member**, Spring 2001-present.

**Women's Studies Steering Committee**, Fall 2000-present.

**Faculty Senate Admissions Committee**, Fall 2000-Spring 2001.

**Chair**, Graduation Speaker Selection Committee, Fall 2001.

**Graduation Speaker Selection Committee**, 1998-2000.

**University of Hawaii Scholarship Committee**, Fall 1999-Spring 2000.

**CAMPUS EVENTS:**

**Advisor**, Diversity Project. Diversity Week Planning Committee. Fall 2002-Spring 2003.

**Coordinator**, UHH Diversity Symposium. Summer 2002-Fall 2002.

**Speaker**, "Service Learning Partnerships." Service Learning Conference. University of Hawaii, Hilo. July 16, 2002.

**Participant**, "Wisdom Circles." UHH Teaching Effectiveness Workshop. November 30, 2001.

**Panelist**, "What do Faculty Expect of You?" Workshop for Students. Sponsored by University of Hawaii Office of Student Affairs. September 12, 2001.

**Participant**, "Pacific Rim Conference on Higher Education Planning and Assessment." University of Hawaii, Hilo. June 3-7, 2000.

**Participant**, Program Review Workshop. University of Hawaii, Hilo. November 30, 2000.

**Participant**, Writing Intensive Course Assessment. Assessment of writing intensive courses. November, 2000.

**Participant**, Outcomes Assessment Workshop. University of Hawaii, Hilo. December 8, 2000.

**Faculty Representative**, "Explore your future at UHH." Community open house. November 30, 2000

**Representative**, Career Fair. March 17, 2000. University of Hawaii, Hilo.

**Attendee**, Discrimination in Education Workshop. University of Hawaii, Hilo. March 15, 2000.

**Master of Ceremony**, Celebrating the Inauguration of Rose Y. Tseng.

**Panelist**, Orientation for new faculty members. September 17, 1999.

**Presenter**, "Women, technology and power." Women's Studies Colloquium. February 12, 1999.

**Facilitator**, November 15, 1998. Conflict Resolution Workshop. University of Hawaii, Hilo.

**DEPARTMENT SERVICE:**

**Advisor**, Lambda Pi Eta, National Communication Association Student Honor's Society. Fall 2000-present.

**Advisor**, UHH summer advising sessions July 25 & 26, 2002.

**Advisor**, Average of thirty-four students per year.

**Curriculum Design**, Developed new courses in professional communication: Organizational Communication, Leadership, Communication and Conflict, Survey of Public Relations, Public Relations: Cases & Campaigns, and Interviewing. Also Family Communication (cross listed with Women's Studies) and Non-Violent Communication.

**Writing Intensive Courses**: Leadership, Public Relations, Public Relations: Cases and Campaigns, and Family Communication.

**Guest Lecturer**: Research Methods (Steve Miura: 2-sessions); Semantics & Non Verbal Communication (Iva Goldman: 7-sessions). (1session=50 minutes of lecture).

**Participant**, "Communication Program Assessment." National Communication Association Annual Conference. Seattle. November, 2000.

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### **DISCIPLINE RELATED SERVICE:**

- Referee**, Competitive submissions to the Ethnography Division of the National Communication Association for the annual conference in Atlanta, Georgia. November, 2001.
- Reviewer**, *Organizational Communication: Balancing Creativity and Constraint, 3<sup>rd</sup> Edition*. Eisenberg, E. & Goodall, H.L. Bedford/St. Martins, 2001.
- Reviewer**, *Communication in a Digital Age*. Introductory communication text. Wadsworth. October, 2000.
- Conference Co-Planner**, Pacific and Asian Communication Association Conference. Invited and introduced keynote speaker; helped to develop conference theme. Fall 1999-Summer 2000.
- Reviewer**, for submissions for the Pacific and Asian Communication Association Conference. Fall 1999-Spring 2000.
- Participant**, Building Community: Service-Learning in the Communication Discipline. National Communication Association pre-conference, Chicago. November 3, 1999.
- Reader**, Senior Thesis, University without Walls Program, Skidmore University, Albany, New York. Fall 1998.

### **COMMUNITY SERVICE:**

- Member**, Healing Island Roundtable. Group comprised of health care, hotel, and business executives working with community leaders and other concerned citizens to improve the quality of life, healthcare, and education on the island of Hawaii. Jan 2002-present.
- Member**, Healing Island Roundtable Subcommittee, Identity and Branding. January 2002-present.
- Service Learning Advisor**, Twenty service-learning projects initiated by students in Survey of Public Relations (Com 494N). Fall 2002.
- Speaker**, Healing Island Expo. Kona, October 12, 2002.
- Speaker**, Big Island Healing Arts Expo. Waimea, May 19, 2002.
- Speaker**, Holomana O Hawaii. Networking Luncheon. January 30, 2002.
- Service Learning Advisor**, Public Relations Campaigns originated by students for the UHH Athletic Department, Office of Student Affairs, Lehua Jaycees, Tough Man Competition, Hawaii Network for Cultural Preservation of Waipio Valley. Fall, 2001.
- Facilitator**, Town Meeting. Future of the big island planning meeting attended by over two hundred community leaders, politicians, citizens, and students. November 19, 2001.
- University of Hawaii Speaker's Bureau:**  
International Long-shore Worker's Union (ILWU). Conflict Management. October 25, 2002.  
Hawaii Island Senior's Institute. September 20, 2001.  
Unitarian Universalist Fellowship of Puna. April 1, 2001.  
International Long-shore Worker's Union (ILWU). Hilo, February, 23, 2001.  
Hawaii Island Retired Teachers Association monthly meeting. Hilo. January 26, 2001.
- Consultant**, for Public Relations campaigns originated by students in Public Relations for Hospice of Hilo and the Hilo Homeless Shelter, Spring, 2000.
- Guest**, *A Better World*. Cable TV show aired in several parts of the U.S. Its mission is to showcase speakers committed to human potential. November, 1999.
- Other Community Events:**  
Aloha Festival, Fund Raiser for Puana Leo O Waimea. Waimea County Park. Waimea. September 23, 2000. 8 am - 5 pm.  
Waikii Music Festival, Fund Raiser for Puana Leo O Waimea. Waikii Ranch. June 19 & 20, 1999. 8 am - 5 pm.  
Aloha International's Teacher and Healer Training Seminar. Coconut Beach Resort, Kauai. July 10, 1999. 10 am - 11:30 am.  
Borders Bookstore. Hilo, August 5, 1999. 7 - 8:30 pm.  
World Indigenous Peoples Conference on Education. Naniloa Hotel, Hilo. August 6, 1999. 11 am - 1pm.  
Aloha Festival, Fund Raiser for Puana Leo O Waimea. Waimea County Park. Waimea. September 18, 1999. 8 am - 5 pm.  
Chanting Competition and Ho'olalea. Aston West, Kona. September 26, 1999. 11 am - 4 pm.

### **PREVIOUS SERVICE EXPERIENCE:**

#### **Department of Speech Communication, Radford University 1996-1998:**

- Graduate Admissions Committee**, Corporate and Professional Communication Program.
- Participant** of the University Planning Retreat.
- Recruitment** of the Distance Education Program.
- Member** of the Honors Program Committee.
- Advisor** on four Graduate Thesis Committees.
- Member** of the Ad Hoc Committee to Review Course on Gender and Communication.
- Consultant** for the Oral Communication Program.
- Speaker**, April 22, 1996. "Women and Power." Marion, Virginia Rotary Club.
- Book Reviewer**, Multicultural Communication textbooks for Allyn & Bacon: Needham Heights, MA. 1995 - 1996.

**Division of English, Classics and Philosophy, University of Texas at San Antonio 1993-1995:**

**Interdisciplinary Honors Papers Committee.** Lower Division Curriculum Committee.

**Search Committee,** Assistant Professor of Communication in Research Methods. Search Committee, Assistant Professor of Communication in Public Relations.

**Search Committee,** Assistant Professor of Mass Communication.

**Library Liaison Committee.**

**Fundamental Communication Course Development Committee.**

**Chair,** International Women's Week. Panel on women and communication.

**Participant,** Conference on Multiculturalism in the United States.

**Speaker,** November 17, 1993. University of Texas at Austin, Graduate Department of Radio-TV-Film. "The communication among immigrant workers in Japan."

**Assistant Coordinator** of Volunteers for the Speech Communication Association Conference, San Antonio, Texas.

**ADDITIONAL EDUCATION:**

Hawaiian Studies 111: Ohana. University of Hawaii, Hilo. Summer, 2002.

Native Hawaiian Community Based La'au Lapa'au Program. Twenty-Hour Course. Fall 2001- Spring 2002. Bay Clinic, Hilo, Hawaii.

Indigenous Mind. Summer Workshop at Naropa Institute, Oakland. June 29-July 2, 2001.

Participatory Research and Development Communication Seminar. *Department of Communication, Cornell University.* Summer, 1991.

Alternatives to Violence Program. Sponsored by the Friend's Service Committee, Buffalo, New York. May 12-15, 1991.

Practical Nursing. *Sponsored by Millard Fillmore Hospital and Erie County,* Buffalo, New York, 1979 - 1980.

**BOOKS:**

Becker, C. (In press). *Mana Cards: The Power of Hawaii Wisdom.* The English Agency/Creative-Spirit. (Japanese translation).

Becker, C. (2001). *Mana Cards: Il Potere Della Saggezza Hawaiiiana.* Edizioni Ilpunto D'Incontro: Vincenza. (Italian translation).

Becker, C. (1998). *Mana Cards: The Power of Hawaiian Wisdom.* Radiance Network: Hilo, HI

Becker, C. (1988). *Moving Between the Lines.* Unpublished manuscript.

**LANGUAGES:**

Beginning Level Hawaiian, Spanish, & Portuguese.

**COMPUTER:**

HTML, PowerPoint, Word, Excel, VAX, IBM, ComServe, SPSS, Galileo, Catpac and Negopy.

**PROFESSIONAL AFFILIATIONS:**

International Communication Association (ICA)

National Communication Association (NCA)

Pacific Asian Communication Association (PACA)

Publishers Marketing Association (PMA)

Western Communication Association (WCA)

International Peace Researchers Association (IPRA)