

## Résumé

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**Dennis T. Lowry, Ph.D.**

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Professor

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### **Educational Background**

Bachelor of Arts---1964, University of Minnesota; major in journalism (advertising), minor in marketing.

Master of Arts---1966, University of Minnesota; major in journalism and mass communication, minors in psychology and marketing.

Doctor of Philosophy---1972, University of Iowa; major in journalism and mass communication (specializations in international communication, communication theory and research, mass media and society, social psychology).

Post-doctoral studies in statistics---fall quarter 1973, Southern Illinois University (part-time while teaching); July and August 1974, University of Michigan (full-time).

### **Doctoral Dissertation**

Demographic Similarity, Attitudinal Similarity, and Attitude Change in a Cross-Cultural Persuasive Communication Context, carried out in the Philippines in cooperation with Far East Broadcasting Company, Manila.

### **Employment Background**

June, 1964 to September, 1964---Advertising Copywriter, national headquarters of Deere & Company, Moline Illinois. Wrote copy for the John Deere lawn and garden tractor and a variety of other types of equipment.

November, 1964 to June, 1966---Advertising Copywriter, then Credit Promotion Director, Dayton's department store, Minneapolis. Position was half-time during school terms and full-time during summers and school breaks.

June, 1966 to August, 1967---Research Assistant, Campbell-Mithun Advertising, Minneapolis. Position was half-time during school terms

and full-time during summers and school breaks. Conducted research for the Hamm's Beer and Pillsbury accounts.

September, 1967 to June, 1968---Advertising Teaching Assistant, School of Journalism and Mass Communication, University of Minnesota.

September, 1968 to June, 1969---Lecturer in Journalism, School of Journalism and Mass Communication, University of Minnesota. Taught advertising courses on a half-time basis.

September, 1970 to January, 1971---Instructor of Advertising (half-time), School of Journalism and Mass Communication, University of Iowa.

September, 1972 to June, 1974---Assistant Professor, School of Journalism, Southern Illinois University-Carbondale. Taught a variety of courses in advertising, a course in international communication, and a seminar in political communication.

September, 1974 to August, 1976---Communication Researcher and Consultant, Daystar Communications, Nairobi, Kenya. Responsibilities included (1) supervising and/or consulting on a variety of communication research projects in Africa, Europe, the Middle East and Latin America; (2) serving as a planning and evaluation consultant to a rural health program and an adult education program (both in Ethiopia); and (3) teaching social research methods in the International Institute of Christian Communications.

September, 1976 to June, 1981---Associate Professor, School of Communications and Theater, Temple University, Philadelphia. Taught the following undergraduate courses: Principles of Advertising, Mass Media and Society, Communication Theory, Communication Research Methods. Taught the following graduate courses: Introduction to Graduate Research in Communication, Seminar in Evaluation Research (a new seminar which I developed), and Communication Research Methods. Also served on a number of M.A. and Ph.D. committees as well as on departmental and school committees. Received associate professor rank and tenure in 1979.

August, 1981 to May, 1988---Professor of Journalism and Chairman, Department of Journalism, Liberty University, Lynchburg, Virginia. Developed a small, one-and-one-half faculty member journalism minor with no facilities into a growing, five faculty member journalism major with state-of-the-art electronic editing and typesetting equipment. Taught Introduction to Mass Communication, International Broadcasting, Press Law and Ethics, Mass Media Research, and three different advertising courses.

August, 1988 to May, 1990---Professor of Communication, Department of Communication, University of Southwestern Louisiana, Lafayette, Louisiana. Taught Advertising Copywriting and Layout, Advertising

Campaigns, Introduction to Graduate Study and Research, Beginning Newswriting, and Communication Theory and Research.

August, 1990 to Present---Professor of Journalism, School of Journalism, Southern Illinois University at Carbondale. Have taught four different advertising courses, international communication, and three different graduate research methods courses. Served as acting director of the School of Journalism, Jan. 1-Dec. 31, 1995. Chaired four master's theses and 23 doctoral dissertations.

### **Foreign Research Experience**

Mexico (summer of 1968)---studied the utilization of radio and television in two national development programs of the Mexican government.

Philippines (summer of 1971)---conducted experimental research for my doctoral dissertation on the subject of cross-cultural persuasion.

Africa, Europe and the Middle East (1974 to 1976)---in the course of carrying out my professional responsibilities with Daystar Communications I traveled from Nairobi to work in the following countries: Ethiopia (three times), Lebanon (twice), France (twice), Switzerland (twice), England (twice), the Ivory Coast, Ghana and Nigeria.

### **Refereed Publications and Papers**

**Dennis T. Lowry**, "Telesecundaria: ITV for Mexican High Schools," Educational Broadcasting Review, 3:32-36 (February, 1969).

**Dennis T. Lowry**, "Broadcasting's Expanding Social Role in Mexico," Journalism Quarterly, 46:332-336 (Summer, 1969).

**Dennis T. Lowry**, "Radio, TV and Literacy in Mexico," Journal of Broadcasting, 14:239-244 (Spring, 1970).

**Dennis T. Lowry**, "Agnew and the Network TV News: A Before/After Content Analysis," Journalism Quarterly, 48:205-210 (Summer, 1971).

**Dennis T. Lowry**, "Gresham's Law and Network TV News Selection," Journal of Broadcasting, 15:397-408 (Fall, 1971).

**Dennis T. Lowry**, "Demographic Similarity, Attitudinal Similarity, and Attitude Change," Public Opinion Quarterly, 37:192-208 (Summer, 1973).

**Dennis T. Lowry**, "Multiple Measures of Network TV News Bias in Campaign '72," paper presented at the annual convention of the International Communication Association, New Orleans, April, 1974.

**Dennis T. Lowry** and Theodore J. Marr, "A Two-Culture Validation Study of Clozentropy as a Measure of Intercultural Communication Comprehension," presented at the annual convention of the International Communication Association, New Orleans, April, 1974.

**Dennis T. Lowry** and Theodore J. Marr, "Clozentropy as a Measure of International Communication Comprehension," presented at the annual convention of the Association for Education in Journalism, San Diego, August, 1974.

**Dennis T. Lowry**, "Measures of Network News Bias in the 1972 Presidential Campaign," Journal of Broadcasting, 18:387-402 (Fall, 1974).

**Dennis T. Lowry** and Theodore J. Marr, "Clozentropy as a Measure of International Communication Comprehension," Public Opinion Quarterly, 39:301-312 (Fall, 1975).

**Dennis T. Lowry**, "Communication Research in the '70s: An Evaluation of Empirical Studies Reported in Seven Journals," paper presented at the annual convention of the International Communication Association, Chicago, April, 1978.

**Dennis T. Lowry**, "Communication Research in Less Developed Countries: Toward Appropriate Methodology," paper presented at the annual convention of the International Communication Association, Chicago, April, 1978.

**Dennis T. Lowry**, "An Evaluation of the Population Validity of Published Communication Research," paper presented at the annual convention of the Association for Education in Journalism, Seattle, August, 1978.

**Dennis T. Lowry**, "Communication Research in Less Developed Countries: Problems of Reliability and Validity," paper presented at the annual convention of the Speech Communication Association, Minneapolis, November, 1978.

**Dennis T. Lowry**, "Subject Selection Bias in Communication Studies," Journalism Quarterly, 55:577-578 (Autumn, 1978).

**Dennis T. Lowry**, "Population Validity of Communication Research: Sampling the Samples," Journalism Quarterly, 56:62-68, 76 (Spring, 1979).

**Dennis T. Lowry**, "An Evaluation of Empirical Studies Reported in Seven Journals in the '70s," Journalism Quarterly, 56:262-268, 282 (Summer, 1979).

**Dennis T. Lowry**, "Alcohol Consumption Patterns and Consequences on Prime Time Network TV," Journalism Quarterly, 58:3-8, 37 (Spring 1981).

**Dennis T. Lowry**, Gail Love and Malcolm Kirby, "Sex on the Soap Operas: Patterns of Intimacy," Journal of Communication, 31:90-96 (Summer, 1981).

**Dennis T. Lowry**, "Measures of Network TV News Bias in Campaign '84," paper presented at the annual convention of the Association for Education in Journalism and Mass Communication, Memphis, August, 1985.

**Dennis T. Lowry**, "Establishing Construct Validity of the Hayakawa-Lowry News Bias Categories," Journalism Quarterly, 63:573-580 (Autumn 1986). (The testing instruments used in this study were selected for inclusion in the Educational Testing Service Test Collection in Princeton, New Jersey.)

**Dennis T. Lowry**, "Media Sponsored Opinion Polls: A Critical Review of Campaign '84 and Recommendations for Campaign '88," presented at the annual convention of the Association for Education in Journalism and Mass Communication, San Antonio, August, 1985.

**Dennis T. Lowry** and David E. Towles, "Soap Opera Portrayals of Sex, Contraception and Sexually Transmitted Diseases: A Public Health Perspective," presented at the annual convention of the International Communication Association, New Orleans, May 31, 1988.

**Dennis T. Lowry** and David E. Towles, "Soap Opera Portrayals of Sex, Contraception and Sexually Transmitted Diseases: A Public Health Perspective," Journal of Communication, 39:76-83 (Spring 1989).

**Dennis T. Lowry** and David E. Towles, "Prime Time TV Portrayals of Sex, Contraception and Venereal Diseases," Journalism Quarterly, 66:347-352 (Summer 1989).

**Dennis T. Lowry**, Janet A. Bridges and Paul A. Barefield, "Effects of Network TV 'Instant Analysis and Querulous Criticism' Following the First Bush-Dukakis Debate," Journalism Quarterly, 67:814-825 (Winter 1990).

**Dennis T. Lowry** and Jon A. Shidler, "Prime Time TV Portrayals of Sex, 'Safe Sex' and AIDS: A Longitudinal Analysis," presented at the annual convention of the Association for Education in Journalism and Mass Communication, Montreal, August, 1992.

**Dennis T. Lowry** and Jon A. Shidler, "Prime Time TV Portrayals of Sex, 'Safe Sex' and AIDS: A Longitudinal Analysis," Journalism Quarterly, 70:628-637 (Autumn 1993).

**Dennis T. Lowry** and Jon A. Shidler, "Network TV Sex as a Counterprogramming Strategy During a Sweeps Period: An Analysis of Content and Ratings," presented at the annual convention of the Association for Education in Journalism and Mass Communication, Kansas City, MO, August, 1993.

Jon A. Shidler and **Dennis T. Lowry**, "Network TV Sex as a Counterprogramming Strategy During a Sweeps Period: An Analysis of Content and Ratings," Journalism & Mass Communication Quarterly, 72:147-157 (Spring 1995).

**Dennis T. Lowry** and Jon A. Shidler, "The Sound Bites, the Biters and the Bitten: An Analysis of Network TV News Bias in Campaign '92," Journalism & Mass Communication Quarterly, 72:33-44 (Spring 1995).

**Dennis T. Lowry**, "Political Candidate Sound Bites vs. Video Bites in Network TV News: Is How They Look More Important Than What They Say?" presented at the annual convention of the Association for Education in Journalism and Mass Communication, Chicago, July 1997.

Josephine Nio, Anucha Thirakanont, Anthony Huang and **Dennis T. Lowry**, "Individualism, Collectivism and Women in Asian Advertising: A Content Analysis of Singaporean, Taiwanese and Thai Television Commercials," presented at the annual convention of the Broadcast Education Association, Las Vegas, April, 1998.

Jon A. Shidler, **Dennis T. Lowry** and Charles Kingsley, "They'd Rather Be in Pictures, or Would They?: A Content Analysis of Video Bite Bias During Network TV News Coverage of the 1992 and 1996 Presidential Campaigns," presented at the annual convention of the Association for Education in Journalism and Mass Communication, Baltimore, August 1998.

**Dennis T. Lowry** and Josephine Nio, "The Use and Abuse of Media-Sponsored Opinion Polls in Two Presidential Campaigns: A Critical Analysis of Network TV News and Six Prestige Print Media," presented at the annual convention of the Association for Education in Journalism and Mass Communication, Baltimore, August 1998.

**Dennis T. Lowry** and Jon A. Shidler, "The Sound Bites, the Biters and the Bitten: A Two-Campaign Test of the Anti-Incumbent Bias Hypothesis in Network TV News," presented at the annual convention of the Broadcast Education Association, Las Vegas, April 1998.

**Dennis T. Lowry** and Jon A. Shidler, "The Sound Bites, the Biters and the Bitten: A Two-Campaign Test of the Anti-Incumbent Bias Hypothesis in Network TV News," Journalism & Mass Communication Quarterly, 75:719-729 (Winter 1998).

**Dennis T. Lowry** and Josephine Nio, "The Big Scare: A Longitudinal Analysis of Network TV Crime Reporting, Public Perceptions of Crime and FBI Crime Statistics," poster presentation at the annual meeting of the Association for Education in Journalism and Mass Communication, New Orleans, August 1999.

Zaigui Wang and **Dennis T. Lowry**, "Wag the Press: How Changes in U.S. Foreign Policy Toward China Were Reflected in Prestige Press Coverage of China, 1979 vs. 1997," presented at the annual meeting of the Association for Education in Journalism and Mass Communication, New Orleans, August 1999.

Shupeng Li and **Dennis T. Lowry**, "One Country, Two Pictures: President Clinton's 1998 China Visit as Portrayed in Two Chinese and Two American Elite Newspapers," presented at the annual meeting of the Chinese Communication Association, meeting in conjunction with the National Communication Association, Chicago, November 1999.

Rey G. Rosales and **Dennis T. Lowry**, "Online News Framing: A Content Analysis of the Coverage of Three Manila Online Newspapers During the 1998 Philippine Presidential Election," Journal of Asian Pacific Communication, 10:79-91 (No. 1, 2000).

**Dennis T. Lowry** and Zaigui Wang, "Wag the Press: How Changes in U.S. Foreign Policy Toward China Were Reflected in Prestige Press Coverage of China, 1979 vs. 1997," Web Journal of Mass Communication Research, [www.scripps.ohiou.edu/wjmcr/vol03/3-1a.htm](http://www.scripps.ohiou.edu/wjmcr/vol03/3-1a.htm)

Masoud Abdulrahim and **Dennis T. Lowry**, "Newspaper Readership and Credibility in Kuwait: A Middle Eastern Test of a Western Theory," Global Fusion 2000 Conference, St. Louis, October 15, 2000.

Mi-Young Oh and **Dennis T. Lowry**, "Gender Stereotyping as a News Framing Technique: Newspaper Coverage of First Ladies Between 1970s and 1990s," presented (Interactive Display Session) at the annual meeting of the International Communication Association, Washington, DC, May 2001.

**Dennis T. Lowry**, Tarn Ching Josephine Nio and Dennis W. Leitner, "Setting the Public Fear Agenda: A Longitudinal Analysis of Network TV Crime Reporting, Public Perceptions of Crime and FBI Crime Statistics," Journal of Communication 53:61-73 (March 2003).

**Dennis T. Lowry**, Kiran Bharthapudi and Shafiqur Rahman, "The Role of Network Television News in Setting the Public Fear Agenda: A Longitudinal Analysis of News Reports vs. Victimization Reports," presented at the convention of the Broadcast Education Association, April 16-18, 2004, Las Vegas, Nevada. (Top paper, Research Division open competition.)

**Dennis T. Lowry**, Tarn Ching Josephine Nio, Kwangok Kim, Daekyung Kim, Yanjun Zhao, and Dennis W. Leitner, "The Social Construction and Subjective Reality of Crime: A Longitudinal Analysis of Media Crime Reporting, Public Perceptions of Crime and FBI Crime Statistics," presented at the annual convention of the International Communication Association, New Orleans, May 27-31, 2004.

Yong Cao, **Dennis T. Lowry**, and Limin Zheng, "Politically Framing SARS: A Comparative Content Analysis of the Coverage of SARS by Two Major Chinese Newspapers," presented at the annual convention of the Association for Education in Journalism and Mass Communication, San Antonio, Texas, August 10-13, 2005.

Kwangok Kim and **Dennis T. Lowry**, "Television Commercials as a Lagging Social Indicator: Gender Role Stereotypes in Korean Television Advertising," *Sex Roles*, Vol. 53 (December 2005), pp. 901-910.

Kwangok Kim and **Dennis T. Lowry**, "Developing a New Gender Role Stereotype Index for Television Advertising: Coding Stereotypical and Reverse-Stereotypical Portrayals," presented at the annual convention of the International Communication Association, San Francisco, May, 2007.

**Dennis T. Lowry** and Lei Xie, "Agenda-Setting and Framing by Topic Proximity: A New Technique for the Computerized Content Analysis of Network TV News Presidential Campaign Coverage," presented at the annual convention of the International Communication Association, San Francisco, May, 2007.

**Dennis T. Lowry** and Lei (Tommy) Xie, "Curriculum Convergence from the Employer's Perspective: An Analysis of Required Entry-Level Job Skills for Advertising, IMC, and Interactive Marketing Graduates." Presented to the Advertising Division of the Association for Education in Journalism and Mass Communication at the annual convention, Chicago, August 6-9, 2008.

**Dennis T. Lowry**, Lei (Tommy) Xie, and Oliver R. Witte, "Agenda-setting and Rhetorical Framing by Semantic Proximity: A New Computerized Approach to the Analysis of Network TV News." Presented to the Radio-TV Journalism Division of the Association for Education in Journalism and Mass Communication annual convention, Chicago, August 6-9, 2008.

Yanjun Zhao and **Dennis T. Lowry**, "Bottled Fantasies: College Students' Interpretation on Alcohol Advertising and its Effects." Poster paper presented to the Advertising Division of the Association for Education in Journalism and Mass Communication annual convention, Chicago, August 6-9, 2008.

**Dennis T. Lowry**, "Network TV News Framing of Good vs. Bad Economic News under Democrat and Republican Presidents: A Lexical Analysis of Political Bias," *Journalism & Mass Communication Quarterly*, Vol. 85 (Autumn 2008), pp. 483-498.

**Dennis T. Lowry** and Lei (Tommy) Xie, "Employers' Perspectives on Skills Needed for Entry-Level Advertising and Marketing Jobs: A New Computerized Approach," *Journal of Advertising Education*, Vol. 12 (Fall 2008), pp. 17-24.

**Dennis T. Lowry**, "Words Still Mean Things," competitive refereed panel session on Keyword Analysis in Communication: Methodological Issues and Practical Applications, presented at the annual convention of the International Communication Association, Chicago, May 24, 2009.

**Dennis T. Lowry** and Md. Abu Naser, "Presidential TV Commercials: Isolating the Key Lexical Characteristics of 'Winners' and 'Losers,' 1952-2004," presented to the Advertising Division of the Association for Education in Journalism and Mass Communication, annual convention, Boston, August 5-8, 2009.

**Dennis T. Lowry** and Md. Abu Naser, "Lexical Characteristics of Winning versus Losing Campaign Commercials: An Exploratory Analysis of Campaign '08," presented at the annual convention of the American Academy of Advertising, Minneapolis, Minnesota, March 18-21, 2010.

Lei (Tommy) Xie, **Dennis T. Lowry**, Oliver R. Witte, and Hongwei (Chris) Yang, "Agenda-Setting and Rhetorical Framing by Semantic Proximity: Multi-Dimensional Concept Mapping of Network TV News," presented to the News Division of the Broadcast Education Association Annual Convention, Las Vegas, April 15-17, 2010.

**Dennis T. Lowry** and Md. Abu Naser, "From Eisenhower to Obama: Lexical Characteristics of Winning vs. Losing Presidential Campaign Commercials," presented to the Advertising Division of the Association for Education in Journalism and Mass Communication, annual convention, Denver, August 4-7, 2010.

Ying Huang and **Dennis T. Lowry**, "Stereotyping Westerners: An Analysis of Gender and Occupational Roles of Western Models in Chinese Magazine Advertising" presented to the Advertising Division of the Association for Education in Journalism and Mass Communication, annual convention, Denver, August 4-7, 2010.

**Dennis T. Lowry** and Md. Abu Naser, "From Eisenhower to Obama: Lexical Characteristics of Winning vs. Losing Presidential Campaign Commercials," *Journalism & Mass Communication Quarterly*, Vol. 87 (Autumn/Winter 2010), pp. 530-547.

Ying Huang and **Dennis T. Lowry**, "Cultural Assimilation of Western Sexual Norms: An Analysis of Nudity in Chinese Magazine Advertising," presented to the International Communication Association, annual convention, Boston, May 26-30, 2011.

Ying Huang and **Dennis T. Lowry**, "An Analysis of Nudity in Chinese Magazine Advertising: Examining Gender, Racial and Brand Differences," *Sex Roles* (in press).

### **Invited Publications and Papers**

**Dennis T. Lowry**, "Studying the Role of Persuasion in the Intercultural Communication Context," paper presented at the Intercultural Communication Curriculum Development Conference sponsored by the University of Virginia Department of Speech, Massanetta Springs, August, 1973.

**Dennis T. Lowry**, "Measuring Message Comprehension with Cloze and Clozentropy," paper presented at the Fourth Biennial Afrolit Seminar, "Adult Literacy as Non-Formal Education," Addis Ababa, Ethiopia, May, 1975. Published in Language and Media Supports for Non-Formal Adult Basic Education, Afrolit Papers No. 2, pp. 51-59 (1977).

**Dennis T. Lowry**, "An Introduction to Appropriate Techniques of Evaluation," paper presented at the Fifth Biennial Afrolit Seminar, "Literacy Materials, Methods and Evaluation," Nairobi, Kenya, December, 1977. Published in Appropriate Techniques of Evaluating Literacy Programmes, Afrolit Paper No. 4, pp. 7-10, (1979).

**Dennis T. Lowry**, "On Appropriate Techniques of Evaluating Literacy and Adult Education Programs," paper presented at the Fifth Biennial Afrolit Seminar, "Literacy Materials, Methods and Evaluation," Nairobi, Kenya, December, 1977. Published as "A General Outline for Conducting Program Evaluation Studies" in Appropriate Techniques of Evaluating Literacy Programmes, Afrolit Paper No. 4, pp. 11-17, (1979).

**Dennis T. Lowry**, "Measuring the Readability Level of Written Materials: A Step-by-Step Guide for Using the Cloze Test," paper presented at the Fifth Biennial Afrolit Seminar, "Literacy Materials, Methods and Evaluation," Nairobi, Kenya, December, 1977. Published in Appropriate Techniques of Evaluating Literacy Programmes, Afrolit Paper No. 4, pp. 18-36, (1979).

**Dennis T. Lowry**, An Analysis of Hate Callers on Philadelphia Call-In Radio Programs, a study conducted for and published by the Philadelphia chapter of the American Jewish Committee, 1981.

Jon A Shidler, **Dennis T. Lowry**, and Charles Kingsley, "They'd Rather be in Pictures, or Would They?: A Content Analysis of Video Bite Bias During TV Network News Coverage of the 1992 and 1996 Presidential Campaigns," panel presentation at the annual meeting of the International Communication Association, Washington, DC, May 2001. [This invited presentation was identical with the Shidler, Lowry, and Kingsley AEJMC refereed paper listed above.]