

GINA MARCELLO, Ph.D.

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Summary: Interdisciplinary communication /media studies university faculty with extensive media literacy curriculum development and design expertise. Specializing in cross-cultural communication, information processing, and digital production.

EDUCATION

Rutgers, The State University of New Jersey

- Ph.D. 2008 School of Communication and Information (Media Studies/Communication)
Dissertation: *Media Mindfulness: Developing the Ability and Motivation to Process Advertisements*. Advisor: Dr. Robert Kubey
- M.A. 1995 School of Communication and Information - Organizational Communication
- B.A. 1993 Rutgers College. Double major, Communication and English

EMPLOYMENT HISTORY

- 2021-Present *Associate Professor*. Chair, Department of Communication.
Saint Elizabeth University, Morristown, NJ.
- 2020-current *Part-time Lecturer*, School of Communication & Information.
Rutgers, The State University of New Jersey,
Master of Communication & Media and Digital Communication Minor.
- 2013-2020 *Assistant Professor & Program Chair*, Digital Communication.
Georgian Court University. Department of Communication, Graphic Design & Multimedia.
- 2009-2013 *Assistant Professor*. Department of Communication. College of Saint Elizabeth.
- 2005-2009 *Assistant Professor*. County College of Morris. English Department.
Founding faculty member of current Communication program.
- 2002-2005 *Associate Director*. Center for Media Studies. New Jersey Media Literacy
Project. Rutgers, The State University of New Jersey.
- 2000-2002 Adjunct Faculty. Communication, William Patterson University.
- 2000-2009 Adjunct Faculty, Journalism and Political Science, Rutgers University.

SCHOLARLY ACTIVITY

Refereed Publications

- Marcello, G. (in press). We're All Equal Here: Feminist Ethics and The Mandalorian. In J. Thompson (Eds). *The Psychology of the Mandalorian*. Carnegie Mellon University.
- Paris, B., Marcello, G. and Reynolds, R. (2022), Cultivating Ecological Literacy: A Critical Framework for Understanding and Addressing Mis- and Disinformation. Proceedings of the Association for Information Science and Technology, 59: 479-485. <https://doi.org/10.1002/pra2.656> (short paper award)
- Paris, B., Marcello, G., and Reynolds, R. (February, 2022). Disinformation detox: teaching and learning about mis- and disinformation using socio-technical systems research perspectives. *Information and Learning Sciences* 123(1/2), 80-110. <https://doi.org/10.1108/ILS-09-2021-0083>

- Serafin, G. (2006). Media Mindfulness. In D. Macedo, & S. Steinberg (Eds.), *Handbook of Critical Media Literacy*. New York: Peter Lang Publishing.
- Aidman, A., Beall, M., Bozik, M., Coakley, P., Cooper, P., Daniel, A., Hefferin, Heinman, J., Morreale, S., Perry, C., Marcello-Serafin, G. (2003). *Creating Competent Communicators: Activities for teaching speaking, listening, and media literacy in the k-12 classroom*. Arizona: Holcomb Hathaway Publishers.
- Kubey, R. & Marcello-Serafin, G. (2001). *Evaluation of assignment media literacy: a report to the discovery channel*. Report. http://www.msde.state.md.us/assignment_media_lit/docs/Rutgers%20Evaluation.doc.
- Marcello-Serafin, G. (2001). *Talking your way to the top with style*. Health Promotion Practice, Vol. 2, No. 4, 284-289

Curriculum Evaluation and Development Publications

- Marcello, Gina. "Discussion Questions and Assignments." *The Superconnected Blog*, Mary Chayko, 17 Dec. 2020, superconnectedblog.com/discussion-questions/.
- Doctoral Dissertation (Unpublished) Marcello, G. (2008). *Media Mindfulness: Developing the motivation and ability to process advertisements*. Unpublished doctoral dissertation, Rutgers, The State University of New Jersey. <https://doi.org/doi:10.7282/T3Q52PZX>
- Serafin, G. (2006). *Media Matters!* Curriculum Materials. Newark, NJ: New Jersey Seeds. Jewish Vocational Services (JVS), East Orange, New Jersey, 03/2001 - 2003. *Customer Service Skills for the 21st Century*. Design and develop lecture, script, textbook, and video for distance learning course under a U.S. Immigration and Naturalization Service grant.
- Serafin, G. (2003). The importance of media literacy curriculum assessment in substance abuse prevention: an overview. In R. Hobbs (2003). *The Media Straight Up!* CD-ROM and Curriculum. Harrisburg, PA: Drug-Free Pennsylvania.

Creative Works

- Documentary film.** (finalist) *La Bella Vita: The Beautiful Life of Northern Italy*. HIIDA. Hollywood International Independent Documentary Awards. Screening March 2019.
- Documentary film.** October 19, 2018. *La Bella Vita: The Beautiful Life of Northern Italy*. Travel Film Festival. Cypress, Greece. Official Selection. International festival screening.
- Documentary film.** April 28, 2018. *The Squeezebox Rocks: a short documentary about the accordion in American popular culture*. Official Selection. Asbury Park Music & Film Festival. International Festivalscreening.
- Exhibit.** November 21-December 10, 2018. *The Evolution of Digital Storytelling: the people, places, and spaces of Emilia-Romagna, Italy in 360 degrees*. M. Christina Geis Gallery, Georgian Court University, Lakewood NJ.
- Exhibit.** August 2017. *Emilia-Romagna in 360 degrees* (Augmented Reality Exhibit). Spring Lake Community House, Spring Lake, NJ
- Television Co-Host & Producer,** November 2006-March 2007. *Fact Chicks: Empowering Women in the Political Process*. Non-partisan program sponsored by The Morris County Women's Republican Club. Shows aired on Cablevision Public Access, Morris County, New Jersey.
- Director / Producer / Writer.** *Turning the Media Inside Out* (Community Theater). The Wilson School, Mountain Lakes, New Jersey.
- Educational Film.** Production Assistant (1995). *A Higher Education*. Office of Quality and Communication Improvement, Rutgers University.

Peer-Reviewed Papers, Panels & Presentations

- Marcello, G. (2019, November). *Explore Bedonia Italy: An Applied Study Abroad Experience for Communication Majors*. Presented at the National Communication Association Convention, Baltimore.
- Marcello, G. (2018, November). *The State of State Associations*. Annual Conference of the Eastern Communication Association, Pittsburgh, PA.
- Marcello, G. (2018, October). *Welcome to the Digital Neighborhood*. Invited speaker. TedX Asbury Park, round 2 auditions, Asbury Park, NJ.
- Keynote** - Marcello, G. (2017, July). *The Power of Digital Storytelling: Communicating cross-culturally*. Love Taro & Ceno Tourism Consortium, Parma, Italy.
- Marcello, G. (2016). *Sorry, not sorry: The role of trolls in Justin Bieber Social Media fandom*. New Jersey Social Media Summit. William Patterson University, Wayne.
- Marcello, G. (2015, November). *Haters Gonna Hate: A Case Study of Beliebers and Cyberbullying on the Virtual Playground*. National Communication Association. Cyberbullying, Hate Crimes, Privacy and Sex Crimes Panel. National Communication Association, Las Vegas.
- Marcello, G. (2014). *Experiential Exercises for 4 Levels of Communication: Exceptional Service Vacation*. Western States Communication Association Conference. Anaheim, California.
- Keynote** -Marcello, G. (2013, September). *Presentation Skills: Building Confidence, Relationships, and Spectacular Presentations*. Seiko of America National Sales Convention. Las Vegas, Nevada.
- Marcello, G. (2011, November). *Media Mindfulness: An Ontological Phenomenological Approach to media consumption and production*. National Communication Association, New Orleans.
- Serafin, G. (2007,). *Media Literacy: developing the motivation to process advertisements*. Presented at The National Media Education Conference, Research Summit, St. Louis, MO.
- Serafin, G. (2006). *Motherhood Series II: Connecting the Scholar and Mother in Me: Balancing The Demands of an Academic Career with Motherhood*, Women Studies Division. Presented at the National Communication Association, San Antonio, TX.
- Serafin, G. (2005). *Critical thinking and media literacy: a conceptual framework for assessing outcomes*. Presented at The National Media Education Conference, San Francisco, CA.
- Serafin, G. (2005). *Media literacy and drug prevention workshop for K-12 teachers*. Sponsored by Drug-free Pennsylvania. Montgomery County Immediate Unit, King of Prussia, PA.
- Serafin, G. (2004). *Media literacy and health prevention efforts*. Presented at Commonwealth of Pennsylvania Conference of Health Practitioners. Pennsylvania State University.
- Marcello, G. & Blesnick, D. (2003). *Democracy in action: the spirit of compromise*. Presented at Literacy Unites Us: a professional development conference for adult educators. Elizabeth, New Jersey.
- Marcello-Serafin, G. (2001). *Creating competent communicators: curriculum and NCA resources for K-12*. Presented at the National Communication Association, Atlanta.
- Marcello-Serafin, G. (2001). *Media literacy evaluation research: current studies and future directions*. Presented at the International Communication Association, Washington, D.C.
- Marcello-Serafin, G. (2001). *Assignment media literacy: statewide media literacy curriculum for elementary and middle school*. Presented at The National Media Education Conference, Austin, TX.

Conference Presentations

- Marcello, G. (2019, April). *Live from Radio Row: A Historical Look at the Commercialization of Football Fandom*. New Jersey Communication Association Conference, Montclair.

- Marcello, G. (2018, April). *Branding insights from insiders: Publicity, celebrity and defining your personal brand on social media*. New Jersey Communication Association Conference, Brookdale Community College, Lincroft, NJ.
- Marcello, G. (2018, April). *Documenting Fandom: Participatory Culture, transmedia storytelling, and popular culture*. New Jersey Communication Association, Brookdale Community College, Lincroft, NJ.
- Marcello, G. (2018, June). *Science Reporting: Fact, Fiction or Kim Kardashian*. TeenTech, American Association of University Women of New Jersey, Georgian Court University, Lakewood, NJ.
- Marcello, G. (2018, January). *Welcome to the Digital Neighborhood*. Digital Detox Week. Invited speaker Office of Student Life, Georgian Court University, NJ.
- Marcello, G. (2017). *There's an App for That*. Teaching & Technology Forum, Georgian Court University, Lakewood, NJ.
- Marcello, G., Dukes, A., Echols, M. & Mann, R. (2017, April). *The Death of Local Radio in a Digital World*. New Jersey Communication Association, Georgian Court University, Lakewood, NJ.
- Marcello, G. (2017, April). *Fake News: A paradigmatic shift from the ethics of objectivity*. New Jersey Communication Association, Georgian Court University, Lakewood, NJ.
- Marcello, G. (2015, March). *Adventures in Experiential Learning: Mickey Mouse, Magic Bands, and Imagineers*. New Jersey Communication Association Conference, Saint Peter's University, Jersey City, NJ.
- Pallant, D. & Marcello, G. (2015, March). *America's Promise: Free Community College*. The New Jersey Communication Association Conference, Saint Peter's University, JerseyCity, NJ.
- Marcello, G. (2015, March). (Chair) *Inspiring the Next Generation: How Experiential Learning Can Transform the Communication Classroom*. New Jersey Communication Association Conference, Saint Peter's University, Jersey City, NJ.
- Marcello, G. (2014, April). *Starting a New Communication Program and Issues of Transfer*. Presented at New Jersey Communication Association Conference. Kean University, Union, NJ.
- Marcello, G. (2010, April). Lambda Pi Eta. Panel Chair. New Jersey Communication Association. College of Saint Elizabeth, NJ.
- Marcello, G. (2009, April). *Communication, community colleges and transfer*. Panel Chair. New Jersey Communication Association Conference. Kean University, NJ.
- Marcello, G. (2009, April). *The truth about the hybrid speech class*. Presented at the New Jersey Communication Association Conference. Kean University, NJ.
- Serafin, G. (2008, April). *Rate my professor: telling the world whether your prof is hot or not*. Presented at the New Jersey Communication Association Conference. Marymount Manhattan College, NY.
- Serafin, G. (2006). *Advertising, media literacy and the elaboration likelihood model of persuasion: developing the motivation to process advertisements*. Presented at The New Jersey Communication Association, Montclair State University.
- Serafin, G. (2005). *Media literacy: approaches, opportunities and challenges with media education*. Presented at The New Jersey Communication Association, Trenton.
- Marcello-Serafin, G. (2000). *Gender representation in music videos*. Residence Life Staff, Livingston College, Rutgers University.

HONORS & AWARDS

2018-2017

Faculty Research Grant. Summer 2018. *First-Time, Long-Time* documentary film project. Awarded for producing a short documentary film about sports talk radio callers. \$4,000

Commissioned work. (July, 2017) Love Taro & Ceno Consortium. Commissioned to produce two digital short films to inspire Americans to visit the Taro & Ceno Valley in the Emilia-Romagna province of Northern Italy. \$2,000.

Faculty Development Grant. Summer 2017. *The Evolution of Digital Storytelling: the people, places, and spaces of Emilia-Romagna, Italy in 360 degrees.* Awarded to finish filming \$1,000.

Consortium Scholarship. (June 2017). Yale University, THREAD consortium. Storytelling in Modern Media. \$750

2016-2015

Faculty Excellence Award. (2016). W.I.L.D. Women in Leadership Development, Office of Student Life. Georgian Court University, Lakewood, NJ

Faculty Research Grant. Summer 2015. Georgian Court University. Study of cyberbullying in Justin Bieber fandom. \$4,000

2001-1994

Doctoral Fellow. September 2001- May 2002. Eagleton Institute of Politics. Henry J. Raimondo Legislative Fellowship. Rutgers, The State University of New Jersey.

Graduate Assistant. August 1998-May 1999. Livingston College. Student Activities Programming Board. Rutgers, The State University of New Jersey.

Graduate Research Fellow. January 1994- May 1996. Dual Appointment. Office of Quality & Communication Improvement and AT&T. Rutgers, The State University of New Jersey.

UNIVERSITY TEACHING

Saint Elizabeth University

COMM225/BUS225 Marketing Communication: Fall 2021, Spring 2022, Fall 2022, Spring 2023

COMM100 Introduction to Communication: Spring 2022, Fall 2022

COMM270 Visual Storytelling: Spring 2022, Spring 2023

COMM243 Cross-Cultural Communication: Fall 2022, Spring 2023

COMM411 Communication Capstone: Fall 2021, Fall 2022

COMM425 Special Topics in Communication

Rutgers, The State University of New Jersey

17:194:507 Digital Media Production: Fall 2020; Spring 2021, Fall 2022 (graduate)

04:189:251 Strategic Presentations in Digital Media: Spring 2021

Georgian Court University

Studio Courses (production)

CM110 Communication Revolutions: Fall 2014; Fall 2015; Fall 2016 (podcasting, photoshop, WordPress)

CM217 Digital Media Production: Spring 2017; Spring 2018, Fall 2019 (videography and video editing)

CM225 Transmedia Storytelling: Fall 2014; Spring 2015; Spring 2018 (video editing)

CM310 Self & Society in Virtual Contexts: Fall 2015; Spring 2016; Fall 2018 (video editing, WordPress)

CM403 Digital Journalism: Fall 2014; Spring 2018 (videography and video editing, WordPress)

CM465 Digital Communication Professional Practices: Spring 2014; 2015; 2016; 2017; 2018 (videography, podcasting, web development, video editing, photography)

Theory-Based Courses (with integrated production)

CM113 Digital & Visual Literacy: Spring 2015; Fall 2016; Fall 2017 (photography, photoshop)

CM212/EN213 News Writing and Reporting: Fall 2013 (web development, video editing)

CM215 News Editing: Fall 2013 (web development/bloggng)
CM242 Broadcast Journalism: Fall 2013 (video editing/podcasting)

Traditional Courses

CM302 Mass Media & Social Issues: Fall 2013
CM305 Media Law & Ethics: Spring 2014
CM401 Communication Theory & Research: Spring 2014
CM100 Fundamentals of Communication: Spring 2014
CM299 Practicum: Spring 2014: Spring 2015
CM308 Special Events & Event Planning (Disney Leadership Trip): Spring 2015
CM350 Independent Study
CM405 Internship: Spring 2014-Fall 2019 (Oversight of all internships for Digital Communication)

College of Saint Elizabeth

COM219 Mass Media: Fall 2012
COM225/BUS225 Marketing Communication: Fall 2011, Fall 2012, Fall 2019; Spring 2020
COMM224 Presentation Skills: Fall 2012, Spring 2012
SUMMCOM101 Power of Effective Communication (Summer Sampler/On-line): 2012
COMM351 Principles of Persuasion: Spring 2012, Spring 2010, Spring 2013 (on-line)
BUS627 Promotional Strategies: Spring 2012, Spring 2011
COMM411 Senior Seminar: Fall 2011 COMM350 Message Design: Spring 2011
COMM201 Dynamics of Communication: Fall 2010 COMM 362 Public Relations Writing: Fall 2010, 2009
COMM361 Introduction to Public Relations: Fall 2010, Fall 2011
CSE110 Communication & The Art of Happiness - Integrated Literacy I: Spring 2013
COMM321 Organizational Communication: Fall 2010, 2009, 2008, WNT (on-line) 2012
COMM243 Cross-Cultural Communication: Spring 2012
COMM390 Communication Practicum: Spring 2013
COMM395 Professional Apprenticeship: Fall 2011, Spring 2013

County College of Morris

ENG109 Speech Fundamentals: multiple sections - Fall/Spring 2006, 2007, 2008, 2009
COMM103 Introduction to Public Relations: Fall 2008, Spring 2009
COMM101 Introduction to Communication: Fall 2007, Spring 2008
COMM115 Introduction to Mass Communication: Fall 2008, Spring 2009

Rutgers, The State University of New Jersey

COM102 Introduction to Media Systems & Processes: Fall 2005
POL301 Political Campaigning: Fall 2004, Fall 2003, Fall 2002
COM310 Communication and Popular Culture: Summer 2000
RU364 Diversity In the Workplace: Spring 2000
LIV100 Building Community Through Understanding (Livingston College): Fall 2009 (2 sections)

William Patterson University

COMM360 Interpersonal Communication: Fall 2000
COMM260 Oral Interpretation: Fall 2001
COMM266 Communication In Action: Spring 2001

COMM244 Communication Research Methods: Spring 2001, Fall 2000
COMM110 Fundamentals of Speaking & Listening: Spring 2001, Fall 2000

PROFESSIONAL SERVICE

International Communication Association (ICA), Member, 1999-current. Candidate for Mass Communication Division Board Member (2011). Disinformation Seminar, Selected Participant, 2022.

New Jersey Communication Association

4/2009-5/2018

President (2017-2018 and 2010-2011)

Vice-President (2016-2017 and 2009-2010)

- Actively lead a 200-member academic organization working closely with Executive Board and general membership
- Organize, plan, market, budget, and host 120+ members for the annual conference

International Documentary Association. Member (current).

International Travel Film Festival, Greece, Film Reviewer (2020).

National Communication Association. Member 1998-Present. Paper Reviewer. Public Relations Division. (2010) Paper Reviewer. Health Communication Division. (2009)

New Jersey Library Association, Member (2009-2011). Appointed to Board of Trustees for Kinnelon Library (2010-2011.)

Alliance for a Media Literate America (AMLA), Committee Chair, Higher Education Caucus, June 2001-2003. Member 1997-2008.

COLLEGE SERVICE (select)

Saint Elizabeth University

- General Education Committee (current)
- General Education Sub-Committee: developed university learning outcomes (current)
- Faculty Assembly Executive Council (current)
- Department Chair, Communication 2021-current.
- Developed new Sports Media & Broadcasting Specialization 2021-2022)
- Reorganization and update of Communication Major (2022).

Georgian Court University

- *Co-Author*, Masters of Science in Communication & Digital Marketing (2017-2019) approved by New Jersey President's Council, September 2019.
- *Program Director*, Digital Communication. Recruitment of majors, student advising, internships, hiring of part-time faculty, curriculum revisions and updates, learning outcomes, and assessments (2014-2019).
- *Author*. Digital Communication major. Developed nine new courses, program sequencing and development specializations (Fall 2013-Spring 2014)
- *Faculty Leader Study Abroad*, Office of Global Education– 3 weeks (July 2015). Travel with nine students to Rome, Verona, and Bedonia. Students worked with Bedonia Office of Tourism to develop promotional digital content for the community.
- *Faculty Leader*, travel to Walt Disney World during spring break (Spring 2015)
- *Member*, Institutional Review Board (2016, 2017, 2018)
- *Member*, Black Board Implementation Task Force (2013-2015)
- *Faculty Advisor*, Lambda Pi Eta (2013-Present)
- *Faculty Advisor*, The Court Report, Online Student Paper (2013-2017)

College of Saint Elizabeth

- *Faculty Advisor*, Lambda Pi Eta, National Honor Society, National Communication Association (2010, 2011, 2012, 2013).
- *Member*, Lectures & Concerts Committee (2012-2013)
- *Member*, Academic Review Committee (2012-2013)
- *Curriculum*. Assisted with the development and creation of the Communication Program's 4-credit curriculum conversion (2009-2011).
- *Curriculum*. Collaboratively developed CCM @ CSE curriculum. Active in public relations efforts, including on-campus recruiting (2011, 2012).
- *Faculty advisor*, CSE Communication majors student volunteer effort (15 students) at the OpenVideo Conference in New York City, Fall 2010.

County College of Morris

- *Advisor*, Phi Theta Kappa, National Honor Society, 2008-2009.
- *Member*, College Council (2007-2009). County College of Morris.
- *Co-Editor* (2006, 2007, 2008), Journal of New Jersey Poets, County College of Morris.
- *Event Co-Chair* (November 2006), Political Impact of the 2006 Election panel discussion. Key Note Speaker, Ingrid Reed, Eagleton Institute of Politics.

OTHER RESEARCH, SCHOLARSHIP ACTIVITY & AWARDS

- 2015: Textbook Reviewer, *Storytelling and Technology: History & Evolution*. Focal Press. Taylor & Francis Group.
- 2011: Textbook reviewer *Organizational Communication: A Critical Approach*. Dr. Dennis Mumby.
- 2010-2011: Content analysis. Gubernatorial Tweets 2009 election. Dr. DeAngelis.
- 2003: Research Assistant for Discovery Channel's: Assignment Media Literacy Curriculum Outcomes. Data collection and analysis in Maryland public schools. Dr. Robert Kubey (Lead).
- 2000: Nonverbal communication content analysis for Dr. Mark Frank. Detecting non-verbal leakage cues in facial expressions.
- 1994-1998: Communications Assistant. New Jersey State Senate, Trenton, New Jersey
- 1994: New Jersey Business Women's Scholarship Award Recipient.

RESEARCH INTERESTS

Media Literacy. Documentary storytelling. Participatory culture. Fandom. Mindfulness. Curriculum Development.

DIGITAL SKILLS

Adobe Premiere. Final Cut Pro. Adobe Audition. WordPress. MS Office suite.