

**ANDREA R. PATTERSON-MASUKA**  
**CURRICULUM VITAE**

Winston-Salem State University  
Department of Communication and Media Studies  
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I. EDUCATION

Doctor of Philosophy, Educational Studies, with a Concentration in Cultural Studies,  
University of North Carolina at Greensboro, August 2011

Dissertation: *Revisioning the Basic Communication Course in the Context of  
Globalization.*

Master of Arts, Speech Communication, University of North Carolina at Greensboro, 1997

Bachelor of Arts, Speech Communication, University of North Carolina at Greensboro, 1988

West Caldwell High School, Lenoir, NC, 1988–1984

Certificate, Developmental Education Specialist, Kellogg Institute, Appalachian State  
University, 1999

II. TEACHING

A. Teaching Appointments

Assistant Professor, Department Communication and Media Studies, Winston-Salem  
State University, Present–2011

Adjunct Lecturer, Salem College, Winston Salem, NC, Present–Fall 2013

Instructor of Communication, Department of English and Foreign Languages, Winston-  
Salem State University, 2011–2002

Adjunct Lecturer, Department of Communication Studies, University of North Carolina at Greensboro Spring 2008–Fall 2007 (Developed and taught multicultural communication course to fulfill independent study course requirements in PhD program)

Graduate Teaching Assistant, Educational Leadership and Cultural Foundations, University of North Carolina at Greensboro, Summer 2007

Communications Faculty, ECPI College of Technology, Greensboro, NC, 2002–2001

Communications Faculty (Tenure-track), Department of English and Fine Arts, Heartland Community College, Normal, IL, 2001–2000

Adjunct Lecturer, Davidson County Community College, 1998–1997

B. Courses Taught (\*New course developed)

1. Winston-Salem State University, Department of Communication and Media Studies (2016–2012)

Speech 3350: Group Discussion (1 section)  
Speech 2341: Fundamentals of Speech (23 sections)  
Speech 3320: Intercultural Communication (5 sections)  
Speech 3340: Interpersonal Communication (2 sections)  
MCM 4346: Independent Study (2 sections)  
MCM 3335\*: Special Topics Course: Communicating for Social Justice (1 section)  
LLS 1339: Passport, Visa, Bon Voyage! (5 sections)

2. Winston-Salem State University, Department of English and Foreign Languages (2011–2002)

Speech 2341: Fundamentals of Speech (55 sections)  
Speech 3320\*: Intercultural Communication (4 sections)  
ENG 1301: Freshman Composition: Independent Study (7 sections)  
ENG 1302: Freshman Composition II (6 sections)  
LLS 1339\*: Passport, Visa, Bon Voyage! (3 sections; co-instructor)  
HON 2020: Study Abroad in the Discipline (1 section)

3. University of North Carolina at Greensboro, Department of Communication Studies and Educational Leadership

CST 37\*: Multicultural Communication (currently, Intercultural Communication; 1 section)

ELC 381\*: The Institution of Education (designed the speaking-intensive version; 2 sections)

C. Teaching Recognition, Contributions, and Effectiveness

1. Teaching Recognition

Inducted into the NAFSA: Association of International Educators' Trainer Corps Program. Selected to provide training workshops in the area of intercultural communication for more than 10,000 members at national and regional conferences, 2016.

Guest Speaker, Brain-Based Active Learning Techniques for the University Classroom, CETL Workshop, Winston Salem State University, 2012

Oral Communication: Speaking to Learn and Learning to Speak. Workshop for Liberal Learning Seminar Faculty, Winston-Salem State University, 2010, 2011

Guest Author for featured book of the month *The Quilt: Cultural Voices*, African American Book Club, Greensboro Public Library, Greensboro, NC, 2009

Nominated for Winston-Salem State University Institute Teaching Award, 2008

Changing the human condition by quilting cultural voices. Featured co-guest speaker, Scholarly Dialogue Colloquium Series, the Department of Educational Leadership and Cultural Foundations, University of North Carolina at Greensboro, 2008

Facilitator for the Leadership Ideas for Today's Scholars sessions, Winston-Salem State University Leadership Institute Retreat, 2007

Effective cross-cultural leadership and communication competency. Presented at Leaderspeak series for the Winston-Salem State University Leadership Institute, 2007

Special Guest Speaker on "Black Boys: Schools in the Making of Black Masculinity" in the PhD ELC 662 course, Power, Politics, and Schools, January 2005

2. Teaching Contributions

Lead editor of an introduction to intercultural communication textbook *The Quilt: Cultural Voices*, used formerly at three universities

Second editor for a critical intercultural communication textbook *Intercultural Communication for Global Engagement*, used currently at three universities

Served as editor for textbook with publications with six undergraduates (3 Winston-Salem State University students) and four graduate students

### III. ADMINISTRATIVE APPOINTMENTS

Assistant Department Chairperson, the Department of English and Foreign Languages, Winston-Salem State University, 2008–2006. Assisted with advising assignments and co-chaired the recruitment and retention committee.

Assistant Director of Learning Assistance, University of North Carolina at Greensboro, 2000–1997. Hired as the center’s first assistant director and assisted in managing a program serving more than 300 undergraduate students. Recruited, hired, trained, and supervised approximately 100 tutors per academic year.

Tutor Coordinator, Special Support Services, University of Carolina at Greensboro, and the U.S. Department of Education (TRIO), 1997–1993. Recruited, hired, supervised, and trained approximately 40 tutors per academic year. Served as an academic advisor for first-generation college students enrolled in the program.

### IV. RESEARCH

#### A. Research Interests

Cultural Studies  
Critical Intercultural Communication  
Communication Education  
Critical Communication Pedagogy  
Basic Communication Course  
Communication Activism for Social Justice  
Deliberative Pedagogy  
Communication across the Curriculum

#### B. Publications

Patterson, A., & Swartz, O. (in press). Communication and globalization: A justification for critical pedagogy. *Ethical Space: The International Journal of Communication Ethics*.

DeCrosta, J., & Patterson-Masuka, A. (2015). Dialogic communication: A foundation. In R. Williams Davis & A. Patterson-Masuka (Eds.), *Intercultural communication for global engagement* (pp. 17–28). Dubuque, IA: Kendall/Hunt.

Patterson-Masuka, A. (2015). Engaging intercultural communication. In R. Williams Davis & A. Patterson-Masuka (Eds.), *Intercultural communication for global engagement* (pp. 1–10). Dubuque, IA: Kendall/Hunt.

Patterson-Masuka, A. (2015). Globalization and intercultural communication: Interwoven themes in intercultural communication for global engagement. In R.

- Williams Davis & A. Patterson-Masuka (Eds.), *Intercultural communication for global engagement* (pp. 29–40). Dubuque, IA: Kendall/Hunt.
- Patterson-Masuka, A. (2015). Popular culture as a contested zone. In R. Williams Davis & A. Patterson-Masuka (Eds.), *Intercultural communication for global engagement* (pp. 118–129). Dubuque, IA: Kendall/Hunt.
- Patterson-Masuka, A. (2015). Rebas and Cronis: An intercultural communication-general simulation model. In R. Williams Davis & A. Patterson-Masuka (Eds.), *Intercultural communication for global engagement* (pp. 338–342). Dubuque, IA: Kendall/Hunt.
- Williams Davis, R., & Patterson-Masuka, A. (2015). (Eds.). *Intercultural communication for global engagement*. Dubuque, IA: Kendall/Hunt.
- Patterson, A., & Swartz, O. (2014). Social justice and the basic course: A central student learning outcome. In J. Valenzano III (Ed.), *Basic communication course annual* (Vol. 26, pp. 44–56). Boston, MA: American Press.
- Patterson, A. (2013a). Tom Slick. In R. W. Williams Davis, T. L. Carter, & R. N. Buckrham (Eds.), *Black star: Introduction to African American studies* (pp. 111–114). Dubuque, IA: Kendall/Hunt.
- Patterson, A. (2013b). Spiral of silence. In R. W. Williams Davis, T. L. Carter, & R. N. Buckrham (Eds.), *Black star: Introduction to African American studies* (pp. 118–127). Dubuque, IA: Kendall/Hunt.
- Patterson, A. (2012). Intercultural communication and globalization: Interwoven themes. In R. W. Williams Davis, T. B. Snipes, & D. L. McQuitty (Eds.), *TTYL . . . The Fundamentals of speech communication in the digital age* (pp. 78–86). Dubuque, IA: Kendall/Hunt.
- Patterson, A., & Ingram, E. (Eds.). (2010). *Public speaking for college and career*. New York, NY: McGraw Hill. (Customized edition for Winston-Salem State University)
- Patterson, A. (2007). Tom Slick and social change. In A. Patterson, R. Silverthorne, & M. Shird (Eds.), *The quilt: Cultural voices* (pp. 37–41). Dubuque, IA: Kendall/Hunt.
- Patterson, A., Silverthorne, R., & Shird, M. (Eds.). (2007). *The quilt: Cultural voices*. Dubuque, IA: Kendall/Hunt.
- Patterson, A. (2006). Rebas and Cronis: A multicultural simulation model. In M. Shird & R. Silverthorne (Eds.), *Communication voices: Instructor's manual* (pp. 46–50). Dubuque, IA: Kendall/Hunt.

Ingram, E., Patterson, A., Bradford, A., & Montgomery, S. (Eds.). (2005). *Communication voices*. Dubuque, IA: Kendall/Hunt. (Customized edition for Winston-Salem State University)

C. Convention Presentations: Competitively Selected Papers/Presentations/Panel Presentations

Patterson-Masuka, A., & Swartz, O. (2014, November). *Social justice and the basic course: A central student learning outcome*. Presented to the Basic Course Division, National Communication Association Convention, Chicago, IL.

CoCo-Ripp, J., Slater, J., & Patterson, A. (2014, February). *Positioning learning on the spectrum of student need: Course design to reach students where they are now*. Presented at the General Education and Assessment: American Association of Colleges and Universities Conference, Portland, OR.

Patterson, A. (2012, November). *The conversion experience: From public speaking to a hybrid basic course*. Presented to the Basic Course Division, National Communication Association, Chicago, IL.

Patterson, A. (2012, February). *Engaging the freshman mind: Brain-based learning practices in the liberal learning seminar*. Presented at the Lilly Conference on College Teaching and University Teaching, Greensboro, NC.

Patterson, A. (2011, February). *High-impact practices and study abroad programs at Winston Salem State University*. Presented at the Lilly Conference on University Teaching, Greensboro, NC.

Patterson, A. (2008, November). *Instructional design on culture-simulation and game theory model*. Presented to the GIFTS Division at the National Communication Association Convention, Chicago, IL.

Patterson, A. (2008, February). *Colorism, constructivism, and the UNC system*. Presented at the Shades of Color and Conference on African America & African Diasporic Cultures and Experiences, Greensboro, NC.

Patterson, A. (2000, August). *Integrating multicultural exercises into communication arts at the secondary level*. Presented at the Illinois Speech and Theatre Association, Peoria, IL.

D. Presentations: Colloquia, Symposiums, Lectures, Seminars, and Workshops

Patterson, A. (2011, May). *Building bridges among colleagues, colleges, and cultures through intercultural communication praxis*. Presented to the School of Education, International FIPSE Grant Symposium “Legados Da Diaspora African No Brasil E Nos Estados Unidos” Belo Horizonte, Brazil.

Patterson, A. (2007, September). *Diversity education and the ideas of Brazilian educator Paulo Freire. The African Diaspora: Brazil and the United States—A comparative analysis*. Presented at Persistent Inequalities Symposium, Charlotte, NC.

Patterson, A. (2006, September). *Intercultural communication culture—general simulation games in a democratic classroom*. Presented at the North Carolina Studies Association for Teachers and Administrators, Greensboro, NC.

#### E. Conference and Symposium Attendance

Conference on Excellent Practices in Mentoring and Undergraduate Research. Elon University, 2016

Democratic Education: 100 Years Beyond Dewey, Campus Compact: North Carolina. High Point University, 2016

National Communication Association Faculty Development Institute “Hope” Conference workshop participant and scholarship recipient. Attended week-long workshops on Taming the Tiger: Teaching the Fundamentals Course and Race and Rhetoric, 2010

#### F. Grants

Winston-Salem State University Research in Progress Grant (2015; submitted, not awarded)

Contributor to the U.S. Department of Education’s Fund for the Improvement of Postsecondary Education (FIPSE) Grant. (2009): Grant to foster student exchange and faculty collaboration with three Brazilian universities. My contribution was to redesign the basic communication course for Winston-Salem State and Brazilian students. I also will had the opportunity to develop scholarly presentations at symposiums in the United States and Brazil.

### V. SERVICE

#### A. Professional Service

##### 1. Editorial Board

*Basic Communication Course Annual*, 2012

##### 2. National Communication Association

Reviewer, Activism and Social Justice Division, 2016

Nominating Committee, Basic Course Division, 2015, 2013

Reviewer, Basic Course Division, 2014, 2013

Reviewer, GIFTS Program, 2014

Student Club National Advisory Board, 2014

Reviewer, International and Intercultural Division, 2013

3. National Association for International Educators (NAFSA)

Reviewer, Teaching, Learning, and Scholarship Knowledge Community Division, 2016, 2014

B. University Service

Academic Calendar Committee, Co-Chair, 2013–2012

Academic Calendar, Committee member, 2015–2104

University Governance Committee, Committee member, 2014–2013

Oral Communication General Education Committee, Co-Chair, 2015–2012

Oral Communication Faculty Learning Community, Co-Chair, Present–2015

Friends of the Library, Committee member, 2013–2010

C. Department Service

Curriculum Committee, member, Present–2015

National Communication Association Student Co-Advisor, Present–2014

Speech Contest Committee for Scholarship Day, Present–2012

Curriculum Committee, chairperson, 2014–2012

D. Community Service

Alamance County Arts Council volunteer, Present–2015

Kettering Foundation, National Issues Forums, volunteer moderator, Present–2015

Participatory Budgeting Research Board, Greensboro, NC, Present–2015

Alamance County Friends of the Library volunteer, Present–2012



Simon's G. Atkins Community Garden, Fall and Spring Festival Class project coordinator, 2016–2014

Alamance Reads Program, Alamance County Public Library, book facilitator, 2014–2013

Habitat for Humanity, Class Service Learning Project, 2014–2013

North Carolina Agricultural and Technical State University Speech Contest judge, Greensboro, NC, Fall 2013, 2012

National Conference for Community and Justice (formerly, National Conference for Christians and Jews) volunteer diversity trainer, 2012–2002

One City Read Project, Guilford County Public Library, book facilitator, 2012–2002

## VI. RECOGNITIONS AND AWARDS

Scholarship Recipient, National Communication Association's Faculty Development Institute, "Hope Conference," 2010

Self Fellows Award Recipient for PhD students, Educational Leadership and Cultural Foundations, University of North Carolina at Greensboro, 2006–2004

Alana Scholar Recipient for the Kellogg Institute, Appalachian State University, Boone, NC, 1998

North Carolina Press Association First Place Award for Column Writing. Awarded best column writing for particular newspaper circulation size, *Shelby Star* newspaper, Shelby, NC, 1992

## VII. ASSOCIATION MEMBERSHIPS

Alamance County Arts Council

Alamance County Friends of the Library

Carolinas Communication Association

National Association for International Educators

National Association for International Educators Region VII member

National Association for International Educators North Carolina State Member

National Communication Association

North Carolina Association for Research in Education

Sigma Tau Delta, English Honor Society

## VIII. MEDIA-RELATED POSITIONS

Community Relations Specialist, Goodwill Industries of Central Piedmont, Inc., 1994–1993. Marketed and promoted the organization. Prepared articles, award packages, fact sheets, press releases, brochures, briefings, videos, proposals, manuals, and other public information and marketing materials. Arranged speaking engagements and prepared the film, slide, or other visual presentation for those speeches. Organized and conducted tours for the community.

*Asheboro Courier Tribune*, Asheboro, NC, 1993. Newspaper reporter. Reported and wrote newspaper articles. Responsible for law enforcement news for two counties and the North Carolina Zoo.

*Shelby Star*, Shelby, NC, 1992–1990. Newspaper reporter. Reported and wrote articles on law enforcement and the court system, two small municipalities, and bimonthly feature column. Won NC Press Award for column writing for circulation size.

*The New York Times* Internship, *Wilmington Star News*, 1990–1998. Reported and wrote assigned news stories and items, with an emphasis on law enforcement and the court system.

Clerk/Reporter, *Charlotte Observer*, Rock Hill, SC, 1999–1988. Reported and wrote assigned news articles. Wrote bimonthly community column.