RAYMOND GOZZI, JR.

EDUCATION

Institution	Major	Degree	Year
University of Massachusetts Amherst, MA	Communications	Ph.D.	9/87
University of California Berkeley, CA	U.S. History	M.A.	6/68
Harvard College Cambridge, MA	History	B.A.	6/67

PROFESSIONAL EMPLOYMENT

Associate Professor
9/93-Present

TV-Radio Department
Ithaca College, Ithaca, NY
Teaching:
New Telecommunication Technologies
History of U. S. Mass Media
Media Aesthetics & Analysis
Media Writing
Electronic Media Criticism

Associate Professor
9/91- 6/93
Assistant Professor
9/88 - 8/91

Division of Communication
Bradley University, Peoria, IL
Teaching:
Communication in Perspective: Media Effects
Communication Writing
Public Speaking
Persuasion
Communication Theory

Instructor
9/87 - 6/88

Department of Speech Communication
University of Rhode Island, Kingston, RI
Teaching:
Persuasion
The Art of Human Communication
Interpersonal Communication
Public Speaking

Teaching Assistant
2/84 - 6/87

Department of Communication
University of Massachusetts, Amherst, MA

Teaching:
Mass Media & Society
Writing in Communication
Media Programming

Writer/Producer	Housing Services
9/84 - 12/85	University of Massachusetts, Amherst, MA
	Video Scriptwriting
	Slide-Tape Production
	Annual Report Editing

Technical Writer	Comp-U-Con, Billings, MT
3/81 - 8/82	User manuals for computer software

REFERENCES ON FILE

Credential Office
University Career Center
University of Massachusetts
Amherst, MA 01003
413-545-2224

HONORS AND AWARDS

Suzanne K. Langer Award for Outstanding Scholarship in Symbolic Form, Media Ecology Association, 2001

Sears-Roebuck Foundation Teaching Excellence Award, Bradley University, 1989

Bradley's Best Award, Bradley University and WSWT, 1989

ICA Graduate Student Teaching Award, University of Massachusetts, 1985

University Fellowship, University of Massachusetts, 1984-85

Special Career Fellowship, University of California, 1967-69

PUBLICATIONS

Books and Book Chapters

Gozzi, R., Barnes, S.B., and Daddario, G. (2009). Analyzing a romance and comic book cover: three perspectives. In Barnes, S.B. (ed.), Visual Impact, Cresskill, NJ: Hampton Press, 135-146.

Gozzi, Raymond Jr. (2005). Why print is "cool," and orality is body temperature. In Strate, L., Wachtel, E. (eds.), the Legacy of McLuhan. Cresskill, NJ: Hampton Press, 219-226.

_____. (1999). The Power of Metaphor in the Age of Electronic Media. Cresskill, NJ: Hampton Press.

_____. (1997). G-Prime -- Lycophron and the Culture Wars of Ancient Greece. In Bourland, D., Johnston, P. D., (eds.), E-Prime III! Concord, CA: International Society for General Semantics, 17-24.

_____. (1995). "The Nineties" -- An Empty Metaphor Waiting to be Filled. In Goshgarian, G., (ed.), Exploring Language, 7th Edition. New York: Harper Collins, 495-500.

_____. (1994). Metaphor and E-Prime. In Johnston, P.D., Bourland, D., Klein, J., (eds.), More E-Prime. Concord, CA: International Society for General Semantics, 39-42.

_____. (1992). Mass Media Effects in High- and Low-Context Cultures. In Korzenny, F., Ting-Toomey, S., (eds.), Mass Media Effects Across Cultures. Newbury Park, CA: Sage, 55-66.

_____. (1990). New Words and a Changing American Culture. Columbia, SC: University of South Carolina Press.

_____. (1973). On Not Becoming Revolutionary. In Tate, G., (ed.), From Discovery to Style: A College Reader. Cambridge, MA: Winthrop Publishers, 1-6.

Articles in Refereed Journals

Gozzi, Raymond Jr. (2006). Anti-environments in the classroom. Explorations in Media Ecology, 5, (4), 325-328.

_____. (2004). Paradoxes of Electric Media. Explorations in Media Ecology, 3, (2), 127-130.

_____. (2002). Algorithm vs. aphorism. Explorations in Media Ecology, 1, (2), 135-138.

_____. (1998). The Computer "Virus": a Study of the Selection of Computer Metaphors. Speech Communication Annual, XII, 67-76.

_____. (1998a). The Conduit Metaphor in the Rhetoric of Education Reform: A Critique of Hidden Assumptions. New Jersey Journal of Communication, 6, (1), 81-89.

_____. (l994). Notes on the Metaphorically Charged Discourse of early Artificial Intelligence. Metaphor & Symbolic Activity, 9, (3), 233-240.

Gozzi, Raymond Jr., & Haynes, W. L. (1992). Electric Media and Electric Epistemology: Empathy at a Distance. Critical Studies in Mass Communication, 9, (3), 1-12.

Gozzi, Raymond Jr. (1991). New Speech Act Verbs in American English. Research on Language and Social Interaction, 24, 447-457.

_____. (1990). World-Views in the News: Geopolitics vs. the Living Earth. International Communication Bulletin, 25, (1-2), 6-9.

_____. (1989). 'Crazy World' stories leave readers guessing. Journalism Educator, 44, (1), 35-38, 57.

Other Publications

Gozzi, Raymond Jr. (2009). How rare is creativity? ETC., 66, (1), 114-115.

_____. (2009a). I Buy a Metaphor Paper on the Internet. ETC., 66, (2), 240-241.

_____. (2008). Global warming as a metaphor. ETC., 65, (2), 198-199.

_____. (2008a). Dreams of completion and an ancient solution. ETC., 65, (3), 296-297.

_____. (2008b). The Cell Phone Zone. ETC., 65, (4), 382-383.

_____. (2007). What if media are not "extensions" of our senses, but are "intrusions" on our senses? ETC., 64, (1), 87-89.

_____. (2007a). Death and metaphors. ETC., 64, (2), 172-173.

_____. (2007b). Searching for search engine metaphors. ETC., 64, (3), 276-278.

_____. (2007c). Metaphors at a music festival. ETC., 64, (4), 389.

_____. (2006). Absent Presence. ETC., 63, (1), 82-85.

_____. (2006a). Metaphors "Everywhere?" ETC., 63, (2), 209-210.

_____. (2006b). Together Alone. ETC., 63, (3), 323-324.

_____. (2006c). Google (2006). ETC., 63, (4), 444-445.

_____. (2005). From Linear Myths to Musical Models of Communication. ETC., 62, (1), 89-91.

_____. (2005a). Communication as Making Music. ETC., 62, (2), 207-209.

_____. (2005b). Uninvolved Involvement. ETC., 62, (3), 327-328.

_____. (2005c). Anonymous Intimacy. ETC., 62, (4), 454-455.

_____. (2004). Where is the "message" in Communication Models? ETC., 61, (1), 145-147.

_____. (2004a). Who is the "source" in Communication Models? ETC., 61, (2), 274-276.

_____. (2004b). A Shared Field Model of Communication. ETC., 61, (3), 396-398.

_____. (2003). The Senses -- Windows or Snares? ETC., 60, (1), 56-58.

_____. (2003a). The Chinese Wall Metaphor. ETC., 60, (2), 171-174.

_____. (2003b). Seeking Closure. ETC., 60, (3), 295-297.

Carey, J., Drucker, S., Gozzi, R., Gumpert, G., Thaler, P., & Wilder, C. (2002). Scholarly Observations and Meditations: Perspectives on September 11, 2001. New Jersey Journal of Communication, 10, (1), 2-16.

Gozzi, Raymond Jr. (2002). The Temple of Theory. ETC., 59, (1), 58-64.

_____. (2002a). Warm Records, Cold CDs. ETC., 59, (2), 193-195.

_____. (2002b). Travelgate. A Review of General Semantics. ETC., 59, (3), 312-316.

_____. (2002c). Not a Desktop, Not a Metaphor. ETC., 59, (4), pp. 425-428.

_____. (2001). The Crossword Puzzle as Metaphor for Reading the News. ETC., 58, (1) 90-95.

_____. (2001a). Television as a Deep Metaphor in Deconstruction. ETC., 58, (2), 211-213.

_____. (2001b). Dinosaurs. ETC., 58, (3), 351-355.

_____. (2001c). A Brief History of Internet Time. ETC., 58, (4), 470-476.

_____. (2000). The Trojan Horse Metaphor. ETC., 57, (1), 80-84.

_____. (2000a). The Stealth Metaphor. ETC., 57, (2), 240-244.

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_____. (1999). Jacques Ellul as technological ecologist. <u>In Media Research</u>, <u>1</u>, (1), 5-6.

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_____. (1999b). The Oxymetaphor -- Paradoxical Superstar. <u>ETC.</u>, <u>56</u>, (2), 211-216.

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_____. (1999e). The Nineties – the Downsizing Decade. <u>ETC.</u>, <u>56</u>, (4), 458-463.

_____. (1999f). The Power of Metaphor. <u>ETC.</u>, <u>56</u>, (4), 380-404.

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_____. (1996c). The Jigsaw Puzzle as a Metaphor for Knowledge. <u>ETC.</u>, <u>53</u>, (4), 447-451.

_____. (1995). Confessions of a Metaphoraholic. <u>ETC.</u>, <u>52</u>, (1), 51-54.

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_____. (1995b). The Generation X and Boomers Metaphors. <u>ETC.</u>, <u>52</u>, (3), 331-335.

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_____. (1994a). The Cyberspace Metaphor. <u>ETC.</u>, <u>51</u>, (2), 218-223.

_____. (1994b). The Information Superhighway as Metaphor. <u>ETC.</u>, <u>51</u>, (3), 321-327.

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_____. (1993). Detecting Doublespeak. <u>Quarterly Review of Doublespeak</u>, <u>19</u>, (4), 15-16.

_____. (1993a). From "the Road" to "the Fast Track": American Metaphors of Life. <u>ETC.</u>, <u>50</u>, (1), 73-76.

_____. (1993b). "The Nineties" (1993) -- An Empty Metaphor Waiting to be Filled. <u>ETC.</u>, <u>50</u>. (2), 196-200.

_____. (1993c). Has Metaphor Collapsed? <u>ETC.</u>, <u>50</u>, (3), 374-377.

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_____. (1992). Stalking the Wild Metaphor. <u>ETC.</u>, <u>49</u>, (1), 82-85.

_____. (1992a). Metaphor and E-Prime. <u>ETC.</u>, <u>49</u>, (2), 138-141.

_____. (1992b). "Hot" and "Cool" Media. <u>ETC.</u> <u>49</u>, (2), 227-230.

_____. (1992c). Life is a Drama -- the TV Generation's Metaphor. <u>ETC.</u>, <u>49</u>, (3), 196-200.

_____. (1992d). McMetaphors. <u>ETC.</u>, <u>49</u>, (4), 474-477.

_____. (1991). The Computer as Savior and as Spy: Simultaneous Metaphors in the News. <u>ETC.</u>, <u>48</u>, (1), 84-88.

_____. (1991a). The Metaphor of the Mind-as-Computer: Some Considerations for Teachers. ERIC Document ED, 329-997.

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_____. (1990a). World-Views in the News: Geopolitics vs. the Living Earth. International Communication Bulletin, 25, (1-2), 6-9.

_____. (1990b). Media Criticisms Voiced 45 Years Ago Still Apply. The Community Word, 13, (5), 5-6.

_____. (1990c). Is Life a Game? Notes on a Master Metaphor. ETC., 47, (3), 291-293.

_____. (1990d). The Metaphor of the Market. ETC., 47, (4), 403-406.

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Algeo, J. & Algeo, A. (1988, 1989, 1990, 1991, 1992). Among the New Words. American Speech, 63, 64, 65, 66, 67. Mentioned as contributor.

Gozzi, Raymond Jr. (1988). Book Review of Allen, (ed.), Channels of Discourse, Carey, (ed.), Media, Myths, and Narratives, Kaplan, Rocking Around the Clock. Journal of Broadcasting and Electronic Media, 32, (4), 493-495.

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_____. (1970). On Not Becoming Revolutionary. The Nation, New York: November 16, 1970.

PROFESSIONAL PAPERS

Gozzi, Raymond Jr. (2009). The Cell Phone Zone. Paper presented at the Media Ecology Association Convention, St. Louis, MO.

_____. (2008). Ellul and communication. Paper presented at the Media Ecology Association Convention, San Jose, CA.

_____. (2007). Thick description of mobile media. Paper presented at the Media Ecology Association Convention, Mexico City, Mexico.

_____. (2006). Media Ecology and the Quandaries of Right Now. Paper presented at Symposium of Media Ecology Association and New York State General Semantics Society, Fordham University, New York, NY.

_____. (2004). To and Fro goes the Way. Paper presented at New York State Communication Association Convention, Kerhonksen, NY.

_____. (2003). The Classroom as anti-environment. National Communication Association Convention, Miami Beach, FL.

_____. (2003a). The Global Village Metaphor Reconsidered. Media Ecology Association Convention, Hemstead, NY.

_____. (2002). The future of the desktop metaphor. Paper presented at the New York State Communication Association Convention, Tarrytown, NY.

_____. (2002a). The media log as anti-environment. Paper presented at New York State Communication Association Convention, Tarrytown, NY.

_____. (2002b). The rhetoric of homeland security. Paper presented at New York State Communication Association Convention, Tarrytown, NY.

_____. (1998). Why Print is Cool and Orality is Body Temperature. Paper presented at McLuhan Symposium, Fordham University, New York, NY.

_____. (1997). The Debate over Biometric Encryption Technology. Paper presented at Eastern Communication Association Convention, Baltimore, MD.

_____. (1997a). Is Technological "Convergence" Inevitable? The Rhetorical uses of Agency as Scene. Paper presented at National Communication Association Convention, Chicago, IL.

_____. (1996). Persuasive Metaphors used to Promote the Telecommunications Reform Act of 1996. Paper presented at New York State Speech Communication Association Convention, Monticello, NY.

_____. (1996a). Competing Rhetorical Visions of Cyberspace. Paper presented at Speech Communication Association Convention, San Diego, CA.

_____. (1995). Entertainment as/in Education: Neil Postman's Nightmare Come True, or an Opportunity for Growth? Paper presented at Speech Communication Association Convention, San Antonio, TX.

_____. (1994). The Networks in Cyberspace: Three Scenarios. Paper presented at Speech Communication Association Convention, New Orleans, LA.

_____. (1993). Ten Propositions about Dramatism in an Age of Electric Drama. Paper presented at Speech Communication Association Convention, Miami, FL.

_____. (1992). TV as Icon and Index, and Something Else Entirely. Paper presented at Speech Communication Association Convention, Chicago, IL.

_____. (1991). The Metaphor of the Mind as Computer: Some Considerations for Teachers. Paper presented at the Conference on College Composition and Communication Convention, Boston, MA.

_____. (1991a). The Computer as Savior and as Spy. Paper presented at Speech Communication Association Convention, Atlanta, GA.

_____. (1991b). Electric Media, Electric Epistemology: Instant Empathy-at-a-Distance. Paper presented at Speech Communication Association Convention, Atlanta, GA.

_____. (1990). The Computer "Virus": A Metaphor for AIDS. Paper presented at Speech Communication Association Convention, Chicago, IL.

_____. (1990a). Media Awareness Exercises. Paper presented at Central States Communication Association Convention, Detroit, MI.

_____. (1987). New Words Describing Communication Processes in American English. Paper presented at Speech Communication Association Convention, Boston, MA.

_____. (1987a). Mass Media and "Sense Ratios": Some Evidence From the Dictionary. Paper presented at Eastern Communication Association Convention, Syracuse, NY.

_____. (1986). Historical Dictionary Research: A Portrayal of the Cultural Conversation Over Time. Paper presented at Northeast Communication Conference, Storrs, CT.

_____. (1986a). Communication in African Tribal Courts. Paper presented at Eastern Communication Association Convention, Atlantic City, NJ.