



Rosemary Avance

rosemaryavance@gmail.com

7049 East 71st Place
Tulsa, Oklahoma 74133

918-671-7958
www.rosemaryavance.com

EDUCATION

Ph.D., August 2015 Annenberg School for Communication, University of Pennsylvania
Dissertation: "Constructing religion in the digital age: The internet and modern Mormon identities"

Committee: Carolyn Marvin (chair); John L. Jackson, Jr.; Sharrona Pearl

Certificate, 2012 *Certificate in University Teaching and Instruction*, Center for Teaching and Learning, University of Pennsylvania

MA, 2010 Annenberg School for Communication, University of Pennsylvania
Thesis: "Worthy gods and goddesses: The meaning of modesty in the normalization of Latter-day Saint gender roles"

Honors BA, 2006 Communication (English minor), University of Tulsa
Thesis on religious authority, *Magna cum Laude*

FELLOWSHIPS

George S. and Dolores Doré Eccles Foundation Fellowship in Mormon Studies, Tanner Humanities Center, University of Utah 2012-2013

Fontaine Society fellowship, University of Pennsylvania 2008-2015

Research fellowship, The Annenberg School for Communication, University of Pennsylvania 2008-2011

RESEARCH INTERESTS

Gender and religion in modernity	Institutional adaptation and change
Identity and new media	Narrative and identity negotiation
Religion and/on the internet	Online communities and social change
Institutional communication	Digital activism
Strategic communication in religion	Communication and culture

PEER-REVIEWED ARTICLES

(2013). Seeing the light: Mormon conversion and deconversion narratives in off- and online worlds. *The Journal of Media and Religion* 12(1):16-24.

(2010). Worthy 'Gods' and 'goddesses': The meaning of modesty in the normalization of Latter-day Saint gender roles. *The Journal of Religion and Society* 12.

BOOK CHAPTER

(*In press*) "Community," in Ben Peters (ed.), *Digital Keywords*, Princeton University Press

TEACHING EXPERIENCE

Instructor, "Communication technology and society" undergraduate course, University of Tulsa, Spring 2015

Instructor, "Persuasive influences in American society" undergraduate course, University of Tulsa, Spring 2015

Instructor, "Speech 1" undergraduate course (two sections), Tulsa Community College, Fall 2014

Guest lecture on plagiarism, Honors writing course, University of Utah, September 2012

Instructor, "Spiritual communication" undergraduate course, University of Pennsylvania, Summer 2012

Teaching assistant, "Communication behavior" undergraduate course with Dr. Eran Ben-Porath, University of Pennsylvania, Spring 2012

Instructor, "Communication behavior" undergraduate recitations (2 sections), University of Pennsylvania, Spring 2012

Teaching assistant, "Spiritual communication" undergraduate course with Dr. John Jackson, University of Pennsylvania, Spring 2011

Teaching assistant, "History and Philosophy of Freedom of expression" undergraduate course, with Dr. Carolyn Marvin, University of Pennsylvania, Spring 2009

TEACHING COMPETENCIES & INTERESTS

Persuasion	History of Communication
Speech/Public Speaking	History & Philosophy of Freedom of Speech
Communication Technologies and Society	Mormonism/Mormons and Pop Culture
Communication Theories	Spiritual Communication
Social Scientific Research Methods	Communication Behavior/ Media Effects
Rhetorical Criticism	Digital Ethnography
Religion and Media	Gender and Religion

INVITED TALKS

"The internet as an agent of change: Institutional and vernacular responses to the digital age in the Church of Jesus Christ of Latter-day Saints." Future Faculty Career Exploration Program, Rochester Institute of Technology: 31 September 2015.

"Community." Digital Keywords Workshop, University of Tulsa: 11 October 2014.

"Mormon identity in the Internet age." Work-in-Progress Lecture Series, Tanner Humanities Center, University of Utah: 12 February 2013.

"Seeing the light: Parallels in Mormon conversion and de-conversion stories." Foundation for Apologetic Information and Research (FAIR) annual conference, Sandy, Utah: 3 August 2012.

“Seeing the light: Exploring conversion and deconversion narratives in off- and online worlds.” Conference on Mormonism and the Internet: Negotiating Religious Community and Identity in the Virtual World, Utah Valley University: 28 March 2012.

PEER-REVIEWED CONFERENCE PRESENTATIONS

"Negotiating Mormon womanhood: Patriarchy, feminisms, and digital discourse." Media, Gender & Religion: International Conference on Digital Religion, University of Colorado-Boulder: 7-10 January 2016.

"Shifting Mormon identity and the internet." Mormon Studies Conference, Claremont Graduate University (Claremont, CA). 6-7 March 2015.

(Unable to attend) "Caffeine, agency, and the role of rules in Mormon identity." International Communication Association, Seattle, WA: 24 May 2014.

“Heterodoxies and history: Renegotiating the LDS impulse toward traditionalizing.” The Mormon History Association annual conference, Layton, UT: 8 June 2013.

“Canonic restraints or self-determinism? Considering marginality and belonging among the Mormons.” National Communication Association annual conference, Orlando, Florida: 18 November 2012.

“Testimony and community: A comparison of Evangelical and Mormon conversion stories as cultural metacommunication.” With Mark Ward, Sr. National Communication Association annual conference, Orlando, Florida: 18 November 2012.

“Discursive breaks and LDS identity construction: The role of apologetic and dissent communities on the internet”. Mormon Media Studies Symposium, Brigham Young University: 8-9 November 2012.

“Narrative, formative myths, and religious identity: The Mormon missionary discussions.” International Communication Association annual conference, Phoenix, Arizona: May 2012.

“Seeing the light: Exploring Mormons’ conversion and deconversion narratives in off- and online worlds.” International Conference on Digital Religion, University of Colorado-Boulder: 12-15 January 2012.

“‘A burning in the bosom’: Latter-day Saints’ experiential belief in the Book of Mormon.” Religious Communication Association Pre-conference, National Communication Association (NCA), New Orleans, LA: 16 November 2011.

“Transgressions of shared bodyspace: On the contested ownership of the impregnated body.” Susan B. Anthony Institute’s 18th Annual Women and Gender Studies Interdisciplinary Graduate Student Conference, University of Rochester: 25 March 2011.

“On making us whole: The dynamics of fertility in the 2008 Presidential Election,” with Andrew Crocco and Carolyn Marvin. International Communication Association annual conference, Singapore: 25 June 2010.

“Worthy ‘Gods’ and ‘goddesses’: The meaning of modesty in the normalization of Latter-day Saint gender roles.” Central States Communication Association annual conference, Cincinnati, Ohio: 17 April 2010.

BOOK REVIEWS

(2016, January). "Book review: Nelly Las, *Jewish Voice sin Feminism*." *CHOICE*.

(2015, September). "Book review: Mitzi J. Smith (ed.), *I found God in me: a womanist biblical hermeneutics reader*." *CHOICE*.

(2015, January). "Book review: Terryl L. Givens & Reid L. Neilson (eds.), *The Columbia Sourcebook of Mormons in the United States*." *CHOICE*.

(2014, December). "Book review: J. Michael Hunter (ed.), *Mormons and Popular Culture: The Global Influence of an American Phenomenon*." *Journalism and Mass Communication Quarterly* 91(4):873-874.

(2014, November) "Book review: Hampf & Muller-Pohl (eds.), *Global Communication Electric: Business, news, and Politics in the World of Telegraphy*." *CHOICE*.

(2014, September) "Book review: J.B. Haws, *The Mormon Image in the American Mind: Fifty Years of Public Perception*." *CHOICE*.

(2013, August). "Book review: Paul Hodkinson, *Media, Culture, and Society: An Introduction*." *Media, War, and Conflict* 6(2):181-182.

AWARDS AND GRANTS

Travel grant, Future Faculty Career Exploration Program, University of Rochester 2015

Travel grant, Mormon Studies Conference, Claremont Graduate University 2015

Dissertation fellowship, University of Utah 2012-2013

Travel grant, FAIR conference, Sandy, Utah 2012

Student travel grant, Philosophy of Communication division, ICA 2012

Excellence in Fellowship award, Fontaine Society 2012

Travel grant, Mormonism and the Internet conference, Utah Valley University 2012

Member, Phi Beta Kappa, 2006-present

Scripps-Howard internship grant, 2005

University academic scholarship recipient, 2003-2006

Honors scholarship recipient, 2003-2006

Mervin Bovaird scholarship recipient, 2003-2006

Wal-Mart community scholarship recipient, 2003

SERVICE

Invited paper reviewer, *Iowa Journal of Communication* 2015-Present

Invited paper reviewer, *Journal of Communication Inquiry* 2015-Present

Invited program committee, Workshop on Religion on Social Media, International Conference on Web and Social Media (ICWSM), 2015

Invited paper reviewer, *Qualitative Sociology* 2014-Present

Invited paper reviewer, *Communication, Culture, and Critique* 2012-Present

New Student-Parent Mentor, Graduate and Professional Student Association 2010-Present

Invited Family Resource Center Advisory Board, University of Pennsylvania 2010-Present

Session respondent, "Public COMMunities: Religion and Forms of Civic Engagement". National Communication Association annual meeting, Orlando, Florida: 18 November 2012

Panel moderator, Mormon Media Studies Symposium, Provo, Utah: 8 November 2012

Elected representative, Graduate Student Council January 2011-January 2012

Invited panelist, "Juggling Kids and Academics: Learn from the Pros." University of Pennsylvania Family Resource Center, 27 September 2011

Invited panelist, "Sustaining balance: Addressing the needs of studying and working parents across campus." University of Pennsylvania Student Affairs Conference, 21 May 2010

MEDIA COVERAGE

Cited in The Daily Universe (student paper at Brigham Young University) article, "Mormon Media Symposium: 'The Mormon moment.'" 9 November 2012.

<http://universe.byu.edu/beta/index.php/2012/11/09/mormon-media-symposium-the-mormon-moment/>

Guest blog post, "Why in the world would a non-Mormon study the Church, anyway?" *The Juvenile Instructor* (blog). 12 September 2012. <http://www.juvenileinstructor.org/guest-post-rosemary-avance/comment-page-1/#comment-221952>

Cited in UVU Student Review (independent student paper at Utah Valley University) article, "Religion and the internet." 2 April 2012.

<http://www.uvureview.com/2012/04/02/religion-and-the-internet/>

Quoted in Philadelphia Tribune article, "Latter-day Saints under racial scrutiny." 11 March 2012.

PROFESSIONAL ORGANIZATION MEMBERSHIPS

Mormon History Association (MHA) 2013-Present

National Communication Association (NCA) 2012-2013

Northeast Modern Language Association (NEMLA), 2011-2012

Religious Communication Association (RCA), 2011-2013

International Communication Association (ICA), 2009-2013

PROFESSIONAL REFERENCES

Dr. Carolyn Marvin, Frances Yates Professor of Communication
Annenberg School for Communication, University of Pennsylvania
3620 Walnut Street
Philadelphia, Pennsylvania 19104
cmarvin@asc.upenn.edu
Phone: 215-898-7374

Dr. John L. Jackson, Jr., Dean of the School of Social Policy and Practice
Richard Perry Professor of Communication and Anthropology, University of Pennsylvania
3701 Locust Walk
Philadelphia, Pennsylvania 19104
jjackson@sp2.upenn.edu
For references, please direct email to staff assistant Laura Nickrosz at nickrosz@sp2.upenn.edu
Phone: 215-898-5512

Dr. Sharrona Pearl, Assistant Professor of Communication
Annenberg School for Communication, University of Pennsylvania
3620 Walnut Street
Philadelphia, Pennsylvania 19104
sppearl@asc.upenn.edu
Phone: 215-898-8547