

# Sabrina K. Pasztor, MILR, Ph.D.

## *Curriculum Vita*

*University of Southern California (USC)  
Marshall School of Business, Center for Management Communication*

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## EDUCATION

University of Illinois at Chicago. Ph.D., Communication. 2015.

Concentrations: Media Studies, Gender and Women's Studies, Organizational Communication

Dissertation Title: *Myth, Math and the Money: Media Framing of the U.S. Gender Wage Gap Debate from 1980-2014*

Dissertation Adviser: Dr. Andrew Rojecki

University of California-Los Angeles, CA. Certificate in General Business Studies/Marketing, 2007.

Cornell University, Ithaca, NY. Masters of Industrial Labor Relations (MILR) Degree, 1997.

Specialization in Organizational Behavior

Bryn Mawr College, Bryn Mawr, PA. Bachelor of Arts (B.A.) Degree, Political Science, 1991.

Participated in year-long Study Abroad Program through University of California-Berkeley & Corvinus University of Budapest (formerly Budapest University of Economic Sciences and Public Administration), Hungary, 1988-89.

## RESEARCH INTERESTS

Media Framing; Digital and Mass Communication (media history, media effects, reality and prime time television programming); Popular culture (fandom), Gender studies (theory, representation); Organizational Communication (strategic communications), Critical cultural theory (online/offline, collective communities). Mixed methods research experience (content/discourse analysis, interviews, focus groups, ethnography).

## INSTRUCTIONAL EXPERIENCE

**Assistant Professor**, University of Southern California (USC), Marshall School of Business, Center for Management Communication, Los Angeles, CA. August 2015 – present.

- Teaching Communication Strategy in Business (BUAD 302) to 90 undergraduate business majors. Topics include: business communication strategy and theory, rhetorical public speaking oral communication skills (informative, persuasive speaking), leadership, team building, listening skills.

**Instructor**, University of Illinois at Chicago, Department of Communication, Chicago, IL. August 2008 – May 2015. Courses taught: COMM 100 Fundamentals of Human Communication; COMM 140 Fundamentals of Media Writing; COMM 103 Introduction to Media; COMM 304 Male/Female Communication, COMM 330 Mass Media and Popular Culture

- Managed full instructional duties for 23 –54 undergraduate students per semester.
- Trained and Supervised Teaching Assistants in four courses.
- Trained eight other course instructors in methodology and processes (COMM 100).
- Asked by Department of Communication to teach intensive 4-week and 8-week summer sessions and advanced lecture courses due to pedagogical experience and successful course evaluations.
- Course Evaluation rankings for all classes of 4.07–5.00 for every course; average 4.83/5.00 scale.

**Adjunct Faculty**, DePaul University, College of Communication, Chicago, IL. March 2011– May 2015.  
Courses taught: ORGC 201 Business and Professional Communication

- Execute full instructional duties, including curriculum development, lectures and in-class activity development and management, and student feedback for 18-23 College of Communication, Commerce and Digital Media undergraduate students per quarter.
- Instruct students in communication (informative/persuasive/demonstration and individual/team presentations, public speaking, effective listening), organizational (team building, leadership, meeting management) and professional business etiquette.

## PUBLICATIONS

### BOOK CHAPTERS

**Pasztor, S.K.** (Forthcoming). December 2015. 'There's an App for That': Teens Using Technology to Control Gender Behavior in the Disney Channel's Original Movies Zapped and How to Build a Better Boy. In *Friends, Lovers, Co-Workers, and Community: Everything I Know About Relationships I Learned from Television*. New York: Lexington Books.

**Pasztor, S.K.** & Korn, J. (November 2015). Zombie fans, social media, television viewing, and community audiences: The Case Study of #TalkingDead. In A. Slade, A.J. Narro, & D. Givens-Carroll (Eds.), *Television, Social Media, and Fan Culture*. New York: Lexington Books.

### JOURNAL ARTICLES

**Pasztor, S.K.** (February/Winter 2015). *The Gendered World of Work in the Good Life of Television*. Media Report to Women, Ed. Sheila Gibbons. Published by the Women's Institute for Freedom of the Press (1972-1987) and Communication Research Associates (1987-present), Baltimore, MD.

## CONFERENCES

**Pasztor, S.K.** and Korn, J. (2015, April). *Zombie Fans, Second Screen and Television Audiences: Redefining Parasociality as Technoprosociality in AMC's #TalkingDead*. Paper presented on panel for forthcoming book *Television, Social Media, and Fan Culture* at Southern States Communication Association (SSCA) 85<sup>th</sup> Annual Convention, Tampa, FL.

**Pasztor, S.K.** (2014, November). *Framing the U.S. Gender Wage Gap Debate and Implications for Public Policy Reform*. Paper presented at the Midwest Annual Public Opinion Research (MAPOR) Annual Conference, Chicago, IL.

**Pasztor, S.K.** (2014, November), Korn, J., DeJesus, E.A, Evans, V. and E. Kropp. Panel Participant and Panel Co-organizer. *Television's Past and Present: How College Kids, Queer Youth, Bones and Talking Dead stream online social media and the implications for Contemporary Fandom*. Paper presented at the National Communication Association (NCA) 100<sup>th</sup> Annual Convention, Mass Communication Division, Chicago, IL.

**Pasztor, S.K.** (2014, May). *The Gendered World of Work in the Good Life of Television*. Paper presented at the International Communication Association (ICA) Annual Conference, Feminist Division, Seattle, WA.

**Pasztor S.K.** (2013, November). *Geek Girls 2.0: Breaking Boundaries of Female Gender Roles in Television*. Paper presented at the National Women's Studies Association (NWSA) Annual Conference, Cincinnati, OH.

**Pasztor, S.K.** (2013, June). *Parlez in the Parlor: Goal-achievement in tattoo artist-studio client greeting rituals in The Learning Channel (TLC)'s television program NY Ink*. Paper presented at the International Communication Association (ICA) Annual Conference, Language and Social Interaction Division, London, UK.

**Pasztor, S.K.** (2012, November). *My Beautiful Baby: Discursive Elements of Identity, Social Relations, and Power in TLC's Toddlers & Tiaras*. Paper presented at the National Communication Association (NCA) 98<sup>th</sup> Annual Convention, Top Graduate Student Paper Award, Mass Communication Division, Orlando, FL.

**Pasztor, S.K.** (2012, November). *Exploring the Framing of Diversity Rhetoric in 'Top Rated in Diversity' Organizations*. Paper presented at the National Communication Association (NCA) 98<sup>th</sup> Annual Convention, Associated Business Communication Division, Orlando, FL.

Chair (2012, November). *Innoventions in Gendered Identities and Social Roles*. National Communication Association (NCA) 98<sup>th</sup> Annual Convention, Mass Communication Division, Orlando, FL.

**Pasztor, S.K.**, Mastarone, G., & Taylor, E. (2010, November). *Bridging Cultures: Maximizing Student Learning Experiences in Multicultural Collegiate Classrooms*. Short Course presented at the National Communication Association (NCA) 96<sup>th</sup> Annual Convention, San Francisco, CA.

**Pasztor, S.K.** (2010, June). *Celebrity 2.0: Do Celebrity Endorsements Matter Anymore? Rhetoric and Influence in Modern-day Social Media*. Paper presented at the University of California-Los Angeles Eighth Annual Conference on the Humanities, Los Angeles, CA.

**Pasztor, S.K.** (2010, April). *Reframing Chaos: Media Framing of the U.S. Drug War*. Paper presented at the Midwest Political Science Association (MPSA) Annual Conference, Chicago, IL.

**Pasztor, S.K.** (2009, September). *Deception in Social Networking*. Paper presented at the Transforming Audiences International Conference, in association with ICA, IACMR and ECREA at the University of Westminster, London, UK.

### AWARDS AND HONORS

- Recipient of Top Graduate Student Paper, Mass Communication Division, National Communication Association (NCA) 98<sup>th</sup> Annual Conference, November 15-18, 2012. Recipient of travel stipend from Mass Communication Executive Board for presentation.
- Elected to membership of The Honor Society of *Phi Kappa Phi*, nation's oldest, most selective and prestigious honor society; nomination through Department of Communication; extended to top 10 percent of graduate students, 2011.
- Recipient of International Communication Association (ICA) Graduate Student Teaching Award, given by University of Illinois-Chicago Department of Communication for superior pedagogical and instructional performance leading foundational-level communication courses, 2010.
- Accepted and attended intensive summer research program at Central European University on *Culture as Resource*, Budapest, Hungary, 2010.
- Qualitative group research project selected by Sea World management as top marketing proposal within UCLA General Award in Business Certificate program, 2005.

### UNIVERSITY SERVICE

- Served as Panelist for UIC Society of Women Engineers (SWE) film screening of "Miss Representation" and discussion on media framing, gender inequities in STEM occupations, and possibilities for change, April 2014.
- Served as Advisor/Mentor for undergraduate students on Honors College Capstone research projects: *Content analysis on grieving representations on online memorial sites*, 2012-2013; *Textual/Rhetorical analysis on Representations of Male Feminists*, 2014-2015.
- Presented training session on effective public speaking for University of Illinois at Chicago College of Pharmacy Committee for Drug Education (CDEC) members and students, September 26, 2012 to 35 pharmacy students.
- Served on University of Illinois at Chicago Office of Social Science Research (OSSR) committee to analyze grant/funding search process, January – April 2011.
- Co-Chair of University of Illinois at Chicago Chancellor's Committee on the Status of Women Student Subcommittee, 2010-2011. Co-developed and managed campus-wide public safety event, November 2010.
- Member of Department of Communication Admissions Committee. Asked by Director of Graduate Studies to review and provide admissions recommendations on incoming Ph.D. and Masters' degree applications, January – April 2010.

## PROFESSIONAL MEMBERSHIPS

International Communication Association (ICA)      Organization for Research on Women in Communication (ORWAC)  
National Communication Association (NCA)      American Society of Training & Development (ASTD; 2001-2007)  
National Women's Studies Association (NWSA)      Phi Kappa Phi, Honor Society, UIC chapter, 2011

## TECHNOLOGY/LANGUAGE SKILLS

**Languages:** Fluent in Hungarian; Conversational in French

**Software:** Microsoft Word, Excel, PowerPoint, Prezi, QDA Miner, SPSS and TAMS Analyzer.

## PROFESSIONAL EXPERIENCE

**Director, Curriculum Development & Delivery**, Institute of Real Estate Management (IREM)  
Chicago, IL. June 2006 – June 2008

- Managed staff of 13 with oversight of educational program development and delivery processes for 18,000+ adult-member professional real estate management trade association.
- Responsible for \$2.0 million annual curriculum budget.
- Created learning assessment processes centered in competence-based and outcomes-driven framework.
- Collaborated with Membership, Marketing, and Customer Relations to consistently refine and enhance educational and membership programs.
- Developed and delivered employee and member training programs.

**Independent Consultant/Senior Analyst**, Attorney Development, Paul Hastings Janofsky & Walker LLP  
Los Angeles, CA. May 2005 – May 2006

- Designed and implemented performance management evaluation system and bonus allocation process for global law firm (1000+ attorneys worldwide).
- Managed training program for employment and corporate department attorneys, developing program curriculum and logistics for four firm-wide training programs educating 200+ attorneys.
- Received performance bonus for exceptional work as contractor.

**Principal Consultant**, Strategic and Organizational Change Practice, PricewaterhouseCoopers LLP/IBM  
Los Angeles, CA. August 1997 – June 2004

- Managed complex, multi-million dollar strategic organizational change, learning and development consulting engagements for numerous Fortune 500 clients in entertainment, media, and consumer products.
- Developed and implemented change management, stakeholder engagement, and strategic communication assessments.
- Designed and delivered computer-based and instructor-led training programs, learning/needs assessments, and qualitative evaluations using surveys, questionnaires, focus groups and interviews.

**Office Manager**, University of Chicago, MBA Programs ('190' Evening & Weekend MBA program)  
Chicago, IL. November 1991 – May 1995

- Managed administrative and registration processes for 1,400 students per quarter, including course selection, enrollment processes, and curriculum planning. Reduced registration error rate by 16% and implemented suggestions to streamline registration process.
- Led staff of four (two full-time, two part-time) employees to achieve optimal student service management and customer service.
- Coordinated quarterly new student orientation programs for 80-100 entering students, including agenda design, execution, off-site events, and staff roles.
- Conducted interviews of 15-20 prospective applicants each quarter and completed candidate evaluation documents.