

Laura A. Lindenfeld

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CURRENT POSITION

Assistant Professor with a joint appointment in the Department of Communication & Journalism and the Margaret Chase Smith Policy Center

Cooperating Faculty Member in the School of Policy and International Affairs

RESEARCH INTERESTS

Film and Media Criticism and Theory
Cultural Studies and Cultural Policy
Food Studies
Feminist and Gender Studies, Masculinity studies
Race and Ethnicity Studies
Environmental Communication
Critical Theory
Community Engagement

EDUCATION

Ph.D. Cultural Studies, University of California, Davis.

Designated Emphases in Critical Theory and Feminist Theory and Research Studies. Dissertation: *Feasting Our Eyes: Food Films, Gender, and American Identity* (2003)

Adviser: Jay Mechling

Magistra Artium (MA), Rheinische Friedrich- Wilhelms- Universität Bonn. German and Scandinavian Literature and Language Studies. Thesis: *Reality and Illusion in Arthur Schnitzler's 'Therese. Chronik eines Frauenlebens.'*

Advisor: Helmut Schmiedt

PUBLICATIONS

Lindenfeld, L. A. (2010). On the ethics of food television: Does Rachael Ray really promote healthy eating? In I. de Beaufort & S. Vandamme (eds.), *Whose weight is it anyway? Essays on ethics and eating* [manuscript 18 pages]. Acco Press, Ghent, Belgium. [In Press].

Hoecherl- Alden, G., & Lindenfeld, L. A. (2010) Thawing the north: Mostly Martha as a German- Italian eat- opia. *The Journal of International and Intercultural Communication* [manuscript 35 pages]. [In Press].

Lindenfeld, L. A. (2009). Working outside the box: Advertising campaigns, downtown revitalization and community engagement. *Journal of Community Engagement and Higher Education* [manuscript 23 pages]. [In Press].

Lindenfeld, L. A., & Langellier, K. M. (2009). Food in performance/ food as performance. *Text and Performance Quarterly*, 29, 1-4. [special issue].

Lindenfeld, L. A. & Hoecherl- Alden, G. (2008). Language policy and Maine's global economy. *Maine Policy Review*, 17(1), 54-67.

Lindenfeld, L. A. (2008). Permeable boundaries: Project Opportunity as a bona fide group. In B. Schwandt & E. Fine (Eds.), *Sprechen & Verstehen. Schriften zur Kommunikations- theorie und Kommunikationspädagogik* (pp. 87-96). St. Ingbert, Germany: Roerig Universitätsverlag.

Lindenfeld, L. A. (2007). Visiting the Mexican American family: Tortilla Soup as culinary tourism. *Communication and Critical/ Cultural Studies*, 4 (3), 303-320.

Lindenfeld, L. A. (2005). Women who eat too much. Performing femininity in Fried Green Tomatoes. In A. Voski Avakian & B. Haber (Eds.), *From Betty Crocker to feminist food studies: Critical perspectives on women and food* (pp. 221-245). Amherst: University of Massachusetts Press.

Julier A., & Lindenfeld, L. A. (2005). Mapping men onto the menu: Masculinities and food. *Food & Foodways*, 13, 1 - 16.

Book Reviews:

Lindenfeld, L. A. (2009). Second language writing: Politics, policies, and pedagogical practices. *Review of Communication*, 9 (1), 51-53.

Lindenfeld, L. A. (2007). [Review of the book *The liberty of stranger: Making the American nation* by Desmond King]. *Rhetoric & Public Affairs*, 10 (1), 146-149.

WORK IN PROGRESS

Feasting our eyes: Food films, gender, and American identity (Book manuscript).

HONORS AND AWARDS

Central States Communication Association Women's Caucus Award for Top Faculty Paper (2004)

Dissertation Year Fellowship, UC Davis (1999)

Teaching Award for Outstanding Graduate Student, UC Davis (1998)

Chancellor's Teaching Fellowship, UC Davis (1998)

Co- recipient of the Kaplan Award for Excellence in Student Teamwork, UC Davis (1998)

Program in College Teaching, UC Davis (1998)

Professor for the Future Fellowship, UC Davis (1998)

Pre- Dissertation Fellowship from the Center for German and European Studies, UC Davis (1994-1996)

Fellowship from the Association of German- American Clubs for study at the University of Bonn, Germany (1984-1985)

EXTERNAL GRANTS

Hart, et al. (2008) 'The Center for Sustainability Solutions: Linking Research with Action to Shape Maine's Landscape,' NSF EPSCoR proposal submitted by University of Maine's Mitchell Center for Environmental Studies, Co- Principal Investigator and Co- Author, \$20 million

Smith, et al. (2008) Maine State Bond proposal to establish the New Media Innovation, Research, and Development Center at the University of Maine, Co- Author, \$3.69 million

Depoy, E. and Lindenfeld, L.A. (2007). The Latke Project, Hadassah Foundation, \$20,000 to establish a video-production project for Jewish girls in central Maine

Lindenfeld, L. and Hoecherl- Alden, G. (2007) Project Opportunity, funded through the U.S. Department of Education, \$1.5 million

Smith, R., Cathcart, M., Beamer, G. and Lindenfeld, L. A. (2007). Maine Community Foundation planning grant to pursue a proposal for the Center for American Women and Politics NEW Leadership Program, \$5000

Lindenfeld, L. and Mitchell, J. B. (2005) Artist- in- Residence, Maine Community Foundation to host songwriting workshops with the Penobscot Nation Boys and Girls Club, \$4400

Lindenfeld, L. (2004) Jewish Heritage Video Collection, a collection of over 200 films on Jewish Culture and Life, \$12,000

Lindenfeld, L. (2002) Artist- in- Residence program grant funded through the Jewish Community Endowment Associates, \$4000

Lindenfeld, L. (2002) Project Opportunity, funded through the U.S. Department of Education, \$1.5 million

INTERNAL GRANTS

Summer Faculty Research Grant (2008) \$7500, 2008

Cultural Affairs Grant for Distinguished Guest Lecturer (2008) Jay Mechling, \$1000

Center for Teaching Excellence, support for visiting lecturer (2008) Jay Mechling, \$2000

IT Faculty Technology Stipend (2007) to develop an online film encyclopedia and online archive of films and television shows for CMJ 295 (Film Criticism and Theory) and CMJ 376 (Criticism of Electronic Media), \$1200

Active Student Learning Micro- Grant from the Center for Teaching Excellence (2005) 'Broadcast Reporting Coverage of Songwriting Workshops on Indian Island.' \$500

Women in the Curriculum Summer Curriculum Development Grant (2004) 'Developing a Course on Jews and Jewish Life in the Media,' \$750

Cultural Affairs Grant for Distinguished Guest Lecturer. Brian Tomlinson (2004), \$1000

Cultural Affairs Grant for Distinguished Guest Lecturer, Kent Ono (2004), \$2000

Cultural Affairs Grant for Distinguished Guest Lecturer, Lily Wong Fillmore (2003), \$1500

Cultural Affairs Grant for Distinguished Guest Lecturer, Stephen Krashen (2001) \$2500

REFEREED NATIONAL AND INTERNATIONAL PRESENTATIONS

Lindenfeld, L.A., Negotiating the Margins: Jewish Women, Film, and Multiculturalism. National Communication Association, San Diego, November 2008

Lindenfeld, L.A., German Film Eat- Opias, Utopian Studies Society, Portland, Maine, November 2008

Lindenfeld, L.A. and Hoecherl- Alden, G., Language policy and Maine's global economy, International Communication Colloquium, Schoodic, Maine, July 2008

Lindenfeld, L.A., Negotiating the margins: Jewish Women, film, and multiculturalism. National Communication Association, San Diego, November 2008, peer reviewed

Lindenfeld, L.A. 'Language Policy and Maine's Global Economy,' co- presented with Gisela Hoecherl- Alden at the International Communication Colloquium, 2008

Lindenfeld, L.A. Selling The Big Night. On Food Films, Consumption, and Style, presented at the Hawaii International Conference on Arts & Humanities, 2008

Lindenfeld, L.A., A Work- in- Progress Cast Study of Project Opportunity: Supporting Humanities Research through Interdisciplinary Grantwriting, Hawaii International Conference on Arts & Humanities, 2008

Lindenfeld, L.A., Nationhood, immigration, and food: Examining Mostly Martha, presented at the Association for the Study of Food & Society, Victoria, Canada, 2007

Lindenfeld, L.A., Project Opportunity as a Bona Fide Group presented at the International Colloquium for Communication, Erfurt, Germany, 2006

Lindenfeld, L.A., Chocolat is as Chocolate Does. Performing Nation, Gender, and Sexuality in Chocolat presented at the Association for the Study of Food and Society, Boston, 2006

Lindenfeld, L.A., Contemporary Jewish- American Cinema and the Post- ethnic Jewish Lesbian, Modern Language Association, Philadelphia, 2005

Lindenfeld, L.A., Visiting the Chicano Family: Tortilla Soup as Culinary Tourism, National Communication Association, Chicago, 2005

Lindenfeld, L.A., Do Women Really Need *Chocolat*? The Association for the Study of Food and Society, Hyde Park, NY, Culinary Institute of America, 2004

Lindenfeld, L.A., Kissing Jessica Stein, Chatgroups, and Post- Jewishness, Cultural Studies Association, Boston, 2004

Lindenfeld, L.A., She's Just Like Alvy Singer! *Kissing Jessica Stein* and the Postethnic Jewish Lesbian, National Communication Association, Miami Beach, 2004

Lindenfeld, L.A., Violating Violence: On the Relationship among Media, Violence, and Culture in David Fincher's *Se7en*, National Communications Association, New Orleans, 2003

Lindenfeld, L.A., Woman on Top: Sexualizing the Latina Body and Food, The Association for the Study of Food and Society, Chicago, 2002

Lindenfeld, L.A., Culinary Comfort. The Satiating Construction of Masculinity in American Food Films, American Studies Association, Detroit, Illinois, 2000

Lindenfeld, L.A., Consuming the Food Film: The History of *The Big Night*, at 4th International Congress of the Americas, Puebla, Mexico, 1999

Lindenfeld, L.A., Consuming the Self: Internalized Female Aggression in Jutta Brueckner's *Hungerjahre. In einem reichen Land*, at Women in German Conference, 1998

Lindenfeld, L.A., Selling *The Big Night*: On Food Films, Consumption and American Identity, at the The Association for the Study of Food and Society, San Francisco. June 1998

REFEREED REGIONAL PRESENTATIONS

Lindenfeld, L.A., Representing Latinas and Food in Contemporary American Cinema, The Northeast Popular Culture Association, 2003

Lindenfeld, L.A., Teaching Jewish Women's Studies, Maine Women's Studies Conference, Orono, Maine, 2000.

INVITED LECTURES AND SEMINARS

Hart, D. and Lindenfeld, L.A., The Role of Communication Studies in Sustainable Development: A Call to Collaborative Action, Keynote delivered by D. Hart at the Conference on Communication and the Environment, 2009, Portland, Maine

Hart, D. and Lindenfeld, L.A., Critical Roles for Communication Research in Sustainability Science, Cary Institute of Ecosystem Studies, Cary Conference XIII: Effective Communication of Science in Environmental Controversies

Hoecherl- Alden, G. and Lindenfeld, L.A., Thawing the North - Sandra Nettelbeck's *Bella Martha* as a German- Italian Eat- Opia. Lecture series: From Rapunzel to Riefenstahl: Real and Imaginary Women in German Culture, Brandeis University, Waltham, MA, 2005

Lindenfeld, L.A., Food and Film, Opening Seminar for: Food, Wine and Culture of the Pacific Region. A Conference on Food Studies and Regional Cuisine, University of California, Davis, 2005

Lindenfeld, L.A., Masculinity and Food Culture, Rhode Island School of Design, Providence, 2005

Lindenfeld, L.A., Eating Disorders, Young Women, and Self Esteem, Girlstalk Conference, Bangor, Maine, 2001

CONFERENCE SESSIONS ORGANIZED AND CHAIRED

Integrating Communication Studies into Issue- Driven Interdisciplinary Research: Maine's Sustainability Solutions Initiative as a Model, Conference on Communication and the Environment, Portland, Maine, 2009, panel organizer and participant

Food and Critical/ Cultural Studies, National Communication Association, San Diego, 2008, panel respondent

White Like U.S., National Communication Association, Chicago, 2007, session chair

The Photographic Construction of Children and Adolescents, 1940 to the Present, American Studies Association, Washington D.C., 2005, session chair

Performing Food: interdisciplinary Intersections and Future Directions. National Communication Association, Boston, 2005, session chair and organizer

Jewish- American Identity and Communication Scholarship: A Roundtable, National Communication Association, Chicago, 2004, session chair and organizer

TEACHING EXPERIENCE

University of Maine (2000 - present)

Visual Culture. Explores key texts in visual culture that examine the diverse roles of looking and seeing in contemporary culture.

Mass Communication Theory. Provides an overview of historical and contemporary theories of mass communication, media, and culture with a primary focus on critical/ cultural studies theory.

Film Criticism and Theory. Offers an overview of contemporary film studies. Surveys major theories and methodologies of film studies, provides an overview of film history, and introduces major historical and technological developments of film.

Media Criticism. Examines theories of media convergence and methods of criticism specific to contemporary forms of visual media culture. Through hands- on analysis of media students explore various theoretical approaches to contemporary media studies.

Feminism and Cinema. Provides an overview of the involvement of women in cinema by looking at representations of women as well as representations by women and major developments in feminist film theory. Taught at the graduate and undergraduate levels.

Jews and Jewish Life in the Media. Explores representations of Jewish culture, religion, and life in American media including film, radio and television broadcasting since the beginning of the 20th century.

Media Planning. Explores consumer behavior and media planning techniques. The course covers audience research as well as selection, evaluation, and planning of all major advertising media and consider various decisions and problems that arise in the media planning process.

Advertising Campaigns. A community engagement class in which student teams work for a local client to design a campaign. This course breaks the campaign development into components. Students undertake primary and evaluate secondary research, outline a SWOT, develop a marketing plan, develop the creative elements of the campaign, plan the media placement, and budget the placement for local media.

Introduction to Mass Communication. Introduces students to the structure and operation of mass media and the social, political, and economic implications of their activities. The course provides an overview of the history of mass communication technology, newspapers, television, radio, film, books, and the Internet.

Multiculturalism and Education. Introduces students to contemporary debates about multiculturalism and the incorporation of multicultural material into K-12 classrooms. Particularly geared toward teachers who will work with children for whom English is a second language.

Jewish Women in History and Culture. (Team taught with Sandra Berkowitz) A survey of Jewish women's lives across history and nations, exploring such diverse issues as Jewish women and home, Jewish women's self-expression and identity, Jewish women and politics, and representations of Jewish women in history and media.

Introduction to Women's Studies. Introduces the perspective and interdisciplinary nature of Women's Studies through an examination of women's positions in Western culture, the impact of our culture's assumptions about women's nature and women's roles.

First Year Honors Sequence: Civilizations Past, Present and Future. These two courses follow a chronological trajectory from earliest recorded times through the present, examining philosophy, history, literature, the arts, and natural, physical, and social sciences.

University of California, Davis

Symbols and Rituals in American Life: Food Culture and American Identity. Chancellor's Teaching Fellowship course: Co-design and development of course with Prof. Jay Mechling. Examines American culture through its symbolic uses of food through theories of identity, food and group identity, and food in mass-mediated culture.

Cinema and the Jewish American Experience. Examines Jewish culture, religion, and life in American cinema and illuminates the different ways in which Jewish identity and culture has been represented on the screen as well as Jewish involvement in the development of Hollywood

German I and II. Introduction to German grammar and development of all language skills in a cultural context with special emphasis on communication. Was responsible for serving as Course Coordinator for other Teaching Assistants

OTHER TEACHING EXPERIENCE

Pedagogy Mentee in the 1997-1998 *Program in College Teaching*, UC Davis. Developed seven pedagogy contracts including: organization of teaching roundtables; development of teaching booklet for Teaching Assistants in Women's Studies program; organized mentorship program; guest lectured in numerous classes; attended bi-monthly roundtables on college teaching

NEW COURSES DEVELOPED

Visual Culture; Feminism and Cinema, Jews and Jewish Life in the Media, Media Criticism, Film Criticism and Theory, Jewish Women in Culture and History, Multiculturalism and Education; Food Culture & American Life

NEW CURRICULA DEVELOPED

Mass Communication Theory, Media Planning, Advertising Campaigns, Introduction to Women's Studies, Introduction to Mass Communication; UC Davis: Cinema and Jewish American Experience

PROFESSIONAL EXPERIENCE

Co-Director and Principal Investigator, Project Opportunity, University of Maine, 2002- present

Director and Principal Investigator, Project Mainstay, University of Maine, 2000-2005

Coordinator of Jewish Studies, University of Maine, 2000-2001

Intern to Associate Dean of Graduate Studies, Rosemarie Kraft, UC Davis, 1999-2000

Manager of Recruitment, Retention, and Outreach, UC Davis, May 1999- September 1999

Graduate Student Outreach Coordinator for the Women's Resources and Research Center, UC Davis, 1996-1999

Wensauer DDB Needham GmbH Advertising Agency, Düsseldorf, Germany. Copywriter and editor for the German Volkswagen Account, 1992-1994

Freemantle GmbH, Cologne, Germany. Television screenplay writer, 1992-1994

The Institute for Reading Development, Berkeley, CA. Workshop instruction for students of various age levels in reading comprehension and improving reading/ writing skills, including 200 hours of pedagogical training, 1994

Triebel Language Institute, Düsseldorf, Germany. Instructor of Business English, TOEFL preparation courses, intermediate and advanced reading and conversation in German and English, beginning German and English, 1992-1994

SERVICE TO THE PUBLIC, PROFESSION, AND INSTITUTION

Special Co- Guest Editor with Kristin Langellier, Text & Performance Quarterly, Food in Performance, Food as Performance, forthcoming January 2009

Special Co- Guest Editor with Alice Julier for Food and Foodways, Masculinity and Food Culture, January 2005

Manuscript Reviewer for Food and Foodways

Manuscript Reviewer for Food, Culture, and Society

Manuscript Reviewer for Gastronomica

Member of the Subcommittee on Best Practices and Professional Development, K-16, Maine State Department of Education, 2005 - present

Member of Women- in- the- Curriculum Advisory Committee, University of Maine, 2004 - present

Member of Interdisciplinary Studies Committee, University of Maine, 2000 - 2008

PROFESSIONAL MEMBERSHIPS

National Communication Association

American Studies Association

Association for the Study of Food and Society

International Communication Colloquium

Society for Cinema and Media Studies

Modern Language Association

LANGUAGES

English, native speaker

German, native fluency

Swedish, advanced reading and aural, intermediate oral and writing proficiency

Danish, advanced reading, intermediate aural proficiency

Norwegian, advanced reading, intermediate aural proficiency

REFERENCES

Kent Ono

Department of Asian- American Studies

University of Illinois, Urbana- Champaign

1208 West Nevada, MC 143

Urbana, IL 61801

Robert Brookey

Reavis Hall 116

Department of Communication

Northern Illinois University

DeKalb, Illinois 60115

Nathan Stormer
Department of Communication & Journalism
429 Dunn Hall
University of Maine
Orono, ME 04469

David Hart
Mitchell Center for Environmental & Watershed Research
5710 Norman Smith Hall
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Orono, ME 04469-5710

Paul Grosswiler
Department of Communication & Journalism
429 Dunn Hall
University of Maine
Orono, ME 04469

Jay Mechling
Department of American Studies
University of California, Davis
One Shields Avenue
Davis, CA 95616

Sarah Projansky
Department of Cinema Studies
University of Illinois, Urbana- Champaign
911 South Sixth St., MC 494
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