

Curriculum Vitae

Elizabeth A. Martin

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Education

- 1998 Ph.D. in French, University of Illinois at Urbana-Champaign
- Dissertation: *Code-Mixing and Imaging of America in France: The Genre of Advertising* (Director: Braj Kachru)
- 1984 M.A. in French, Middlebury College in Paris.
- *Diplôme supérieur de français des affaires. Chambre de Commerce et d'Industrie de Paris.*
- 1981 B.A., Double major in French Education and Flute Performance,
Ball State University, *magna cum laude.*
- *Diplôme de fin d'études. Conservatoire National de Région, Rouen, France. Degree in Flute Performance.*
 - One year's coursework in French literature at the *Université de Haute Normandie, Rouen, France.*

Academic Employment

2007-present Department of World Languages and Literatures (French section)
California State University, San Bernardino

Professor Emerita (2022 to present)
Professor (2015 to 2022)
Associate Professor (2010 to 2015)
Assistant Professor (2007-2010)

1992-2007 Department of French
University of Illinois at Urbana-Champaign

Assistant Professor (2000-2007)
Visiting Assistant Professor (1998-2000)
Graduate Teaching Assistant (1992-1998)

1995-1996 *Lectrice d'anglais, Université de Metz*

Summers:

1993-1994 Lecturer in French, Department of French, Georgetown University

Academic Year:

1991-1992 Visiting Instructor, Department of French, Georgetown University

1987-1991 Lecturer in French, Department of French, Georgetown University

1987-1991 Lecturer in French, Department of Romance Languages & Literatures,
The George Washington University

1982-1983 *Lectrice d'anglais, Université de Nancy II*

Administrative Experience

California State University (System-wide)

2015-2016 Resident Director of the CSU International Programs in France

12-month overseas appointment directing academic-year programs in Paris and Aix-en-Provence. Responsible for CSU IP academic, fiscal and student affairs, including academic advising, entering and updating student course registrations in the CSU IP Academic Database, updating CSU IP course catalogue for both locations, making program improvements through consultation with French university faculty and administrators, submitting monthly program budget reports, assisting with student visa formalities, banking, housing, handling student medical issues, emergencies and incident reports, and organizing regularly scheduled group excursions.

California State University, San Bernardino:

2008-2014 Supervisor, Fulbright Foreign Language Teaching Assistants (FLTAs)

Host institution application, supervisor assessment surveys and other regular correspondence with the Institute of International Education (IIE). Screening of Fulbright applications, academic advising and course selection, registration and scheduling of students, arrival itineraries, housing arrangements and move-in, assistance with culture shock/adaptation, medical emergencies, opening bank accounts, acquiring social security numbers, visa issues, income tax forms, troubleshooting (e.g., lost passports, account holds) and conflict resolution. Arrangement of field trips (6-7 per year, including Lake Arrowhead, Big Bear, Indian Canyons, Palm Springs Aerial Tramway, Palm Springs International Film Festival, Balbao Island, Dana Beach, Halloween in Redlands, etc.), speaking

engagements on and off campus as cultural ambassadors, and other activities. Ten FLTAs hosted from Brazil, China, India, Russia (5), Tunisia and Turkey.

2008-2014 Faculty Coordinator for Directed Language Study (DLS)

Beginning, intermediate and advanced-level self-instructional language courses following the model proposed by the National Association of Self-Instructional Language Programs (NASILP). Recruitment and coordination of six Outside Examiners (UCLA (3), CSU Fullerton, CSU Los Angeles, CSU San Bernardino), hiring, training, and supervision of native-speaker conversational tutors, contracts, consultancy fees and student assistant time sheets, screening and placement of program applicants, e-permits, scheduling and proctoring of written and oral exams, course grades, distribution of information on DLS course offerings, Summer Language Intensive Programs across the CSUs, and national scholarships for critical languages, material updates on Moodle site, room reservations, key requests, troubleshooting and conflict resolution. Languages supported through the DLS program: Hindi, Italian, Korean, Japanese, Persian, Russian and Turkish.

2011, 2009 Lead organizer, *Languages Mean Business* International Career Fair

Community event featuring top executives discussing the competitive advantages of being multilingual and cross-culturally competent in today's global job market. Responsible for all logistics, including recruiting speakers from the greater Los Angeles area, speaker bios and audiovisual requests, conference program scheduling and printing, marketing materials, space reservations, registering high school teachers and their students, parking permits for cars and buses, menu, reservations and introductions for formal speaker luncheon, website updates, grant application with Associated Students, Incorporated (ASI), and budget. Co-sponsored by the CSUSB Department of World Languages and Literatures, College of Business & Public Administration and Career Development Center. Typical attendance: 800-900 high school and university students.

University of Illinois at Urbana-Champaign:

Spring 2002 Resident Director of Illinois Program in Paris, France (IPP)

Developed and maintained contacts with partner universities in France (e.g., *Institut Catholique de Paris, Sciences Po*). Responsible for academic advising, handling of student grades/credit transfers, supervision of Paris office staff, program evaluation, recommendations and recruitment. Detailed and accurate record keeping of student participants, academic programs, IPP bank account, and operating expenses. Drafted and submitted budget and program reports. Assisted students with meeting the academic, social, and cultural challenges of studying abroad, including travel arrangements, housing, culture shock, conflicts with host families/roommates, banking, medical emergencies, safety concerns, placement exams, course selection, and other issues. Organized in-country orientation and

program excursions, e.g., Châteaux of the Loire Valley, Mont Saint-Michel, the Caen Memorial, the American cemetery at Omaha Beach, Bateaux-Mouches cruise on the Seine, theater and concert performances, hiking in the forest of Fontainebleau, picnic in Luxembourg Gardens with French *Sciences Po* students, shopping farmers markets, and other cultural activities.

2000-2007 Director, French for Specific Purposes

Designed and co-taught (with vocal coach) a course in French for opera singers. Supervisor for all Graduate Student Teaching Assistants assigned to courses in French for engineering and architecture for U of I students participating in study abroad (e.g., Versailles program for the U of I School of Architecture and *Supélec-Paris*, the leading *Grande Ecole* in France for electrical and computer engineering). Faculty coordinator for the Paris Chamber of Commerce and Industry (CCIP) business French exams (*Diplôme de français des affaires, DFAI*) administered every Spring on campus. Recruitment of examiners for oral portion of exam, student registration and fees, exam scheduling, forwarding diplomas to U of I graduates. Faculty advisor for B.A. in French Commercial Studies and French Translation Online Certificate.

1998-2005 Organizer, annual *French Means Business* International Career Fair

Recruited 20 or so top-level executives and government officials (including representatives from the French Consulate-General and Québec Government Office) from Chicago each year for formal presentations on business career opportunities for French majors. Handled all conference organization details, including speaker bios, program (with concurrent sessions and chairs), room reservations, audiovisual requests, menu and reservations for Executive Speaker Luncheon, hotel reservations, parking and gifts for speakers, high school teacher registration and bus parking, plus marketing the event to area high schools and universities. Typical attendance: 300-350 students.

Other Professional Experience

1987-1993 Freelance Translator, Washington, D.C.

1986-1987 Research Assistant, Economic Advisory Staff, World Bank Headquarters, Washington, D.C

1984-1986 Bilingual French-English Secretary, West Africa Projects, World Bank Headquarters, Washington, D.C

1984-1992 Freelance Musician, Washington, DC

- Flutist, Mount Vernon Chamber Orchestra
- Flutist, Wind Impressions Trio

Courses Taught

California State University, San Bernardino

FREN 101	College French I
FREN 102	College French II
FREN 103	College French III
FREN 200	Culture & Communication I
FREN 201	Culture & Communication II
FREN 202	Culture & Communication III
FREN 250	Reading and Interpretation
FREN 290	French Literature in English
FREN 295	Intermediate Assessment
FREN 301	French for Reading, I (online course)
FREN 302	French for Reading, II (online course)
FREN 307	Phonetics
FREN 321	French for Translation I
FREN 322	French for Translation II
FREN 350	Advanced French Composition
FREN 370	Francophone Film and Culture
FREN 407	Comparative Linguistics: French/English
FREN 408	Introduction to French Advertising
FREN 409	Business French
FREN 410	Business French Case Studies
FREN 470	French Popular Music (special topics course)
FREN 470	Gourmet Culture of France (special topics course)
FREN 470	French Impressionism (special topics course)
FREN 496	Senior Assessment

University of Illinois at Urbana-Champaign

FR 101	Elementary French I
FR 103	Intermediate French I
FR 105	French Active Review I (accelerated 101/102 combined)
FR 207	Grammar and Composition
FR 290	Individual Study Major Tutorial
FR 419	Techniques in Translation I
FR 421	Techniques in Translation II
FR 443	Studies in French: Introduction to French Advertising
FR 485	Commercial & Economic French I
FR 486	Commercial & Economic French II
FR 500	French for Musicians (team-taught with vocalist)
FR 500	Reading French for Graduate Students I
FR 501	Reading French for Graduate Students II
LING 529	Studies in French Linguistics: Genre Analysis of Advertising
LING 588	Teaching Foreign Languages for International Business

FR 591 Individual Topics
FR 485 online: Commercial & Economic French I
FR 486 online: Commercial & Economic French II
Summer Intensive Foreign Language Intersession Program: Intermediate French

Georgetown University

Introductory French I
Introductory French II
Intermediate French I
Intermediate French II
Advanced French I
Business French

The George Washington University

Basic French I
Basic French II
Intermediate French I
Intermediate French II
Contemporary France

Publications

Book

(2006) *Marketing Identities Through Language: English and Global Imagery in French Advertising*. London: Palgrave Macmillan.

Textbook Contributor

(2012) Contributor to Workbook/laboratory manual to accompany *En avant: Beginning French*. Anderson, B., Golato, P., & Blatty, S. Boston, MA: McGraw-Hill.

Book Chapters

(2019) World Englishes and the Media. In *The Handbook of World Englishes*, Second Edition. Edited by Cecil L. Nelson, Zoya G. Proshina, Daniel R. Davis, Braj B. Kachru, and Yamuna Kachru. Hoboken, New Jersey: John Wiley & Sons, 597-615.

(2014) Linguistic and cultural hybridity in French web advertising. In *The Global-Local Interface, Language Choice and Hybridity*, eds. Rani Rubdy and Lubna Alsagoff. Clevedon: Multilingual Matters, 133-152.

- (2010) Language policy and multilingual advertising in France. In *Language and the Market*, eds. Helen Kelly-Holmes and Gerlinde Mautner. London: Palgrave-Macmillan, 83-95.
- (2007) World Englishes and the media. In *The Handbook of World Englishes*, eds. Braj B. Kachru, Yamuna Kachru and Cecil L. Nelson. Oxford: Blackwell, 583-600.
- (2001) English in advertising: Update from France and Germany (co-authored with Suzanne Hilgendorf), in *The Three Circles of English*, ed. Edwin Thumboo, Uni Press, National University of Singapore, 217-240.

Articles in Refereed Journals

- (2023) A comparative study of English in advertising in France and Quebec. *World Englishes*, 42 (2), 1-20.
- (2020) Business French case studies for enhancing cross-cultural competence. *The French Review: Dossier pédagogique*, Vol. 94.1.
- (2019) Global marketing translation and localization for French-speaking countries. Special issue of *World Englishes: World Englishes and Cross-cultural Advertising*, 38, 366-386.
- (2016) Global brands speak Québécois: Linguistic and sociocultural strategies in Quebec advertising. *The French Review*. 89 (4), 163-181.
- (2012) Using advertising to explore French language and culture in the classroom. *Global Business Languages*, 17, 161-170.
- (2011) Multilingualism and web advertising: Addressing French-speaking consumers. *Journal of Multilingual & Multicultural Development*, 32 (3), 265-284.
- (2008) Language-mixing in French print advertising. *Journal of Creative Communications*, 3 (1), 49-75.
- (2007) Frenglish for sale: Multilingual discourses for addressing today's global consumer. *World Englishes*, 26 (2), 170-188.
- (2005) Global advertising à la française: Designing ads that 'speak' to French consumers. *The Journal of Language for International Business*, 16 (1), 76-95.
- (2003) Managing globally: A study of French business culture for the American executive. *The Journal of Language for International Business*, 14 (2), 50-65.
- (2002) Cultural images and different varieties of English in French Television Commercials. *English Today*, 18 (4), 8-20.

- (2002) Mixing English in French advertising. *World Englishes*, 21 (3), 375-401.
- (2000) Designing and implementing a French-for-Specific-Purposes (FSP) program: Lessons learned from ESP. *Global Business Languages*, 5, 16-33.
- (1999) Language for specific purposes goes on-line (co-authored with Douglas A. Kibbee). *Global Business Languages*, 4, 103-121.
- (1998) The use of English in written French advertising: A study of code-switching, code-mixing, and borrowing in a commercial context. *Studies in the Linguistic Sciences*, 28 (1), 159-184.

Conference Proceedings

- (2004) Advertising campaigns for global markets: Adapting the message for French consumers. CIBER Conference: The International Business Trinity: Language, Technology, and Culture, April 1-3, 2004, Stamford, CT, 271-293.
- (1999) Language and culture online: Exploiting the Internet in a business French program. 22nd Annual Conference on the Teaching of Foreign Languages and Literatures, October 23-24, 1998, Youngstown State University, Youngstown, OH, 119-134.

Book Reviews

- (2015) *New Canadian Perspectives: Decline and Prospects of the English-Speaking Communities of Quebec*. Edited by Richard Y. Bourhis. Ottawa: Canadian Heritage, 2012, 398 pp. (*World Englishes*, 34(4), 710-713).
- (2013) *Advertising & Marketing in Rural India: Language, Culture, and Communication* (2nd edition). Tej K. Bhatia. New Delhi: Macmillan India, 2007, 327 pp. (*World Englishes*, 32(1), pp. 129-131).
- (2012) *Taboo in Advertising*. By Elsa Simões Lucas Freitas. Philadelphia: John Benjamins, 2008, 214 pp. (*Journal of Sociolinguistics*, 16 (1), 132-134).
- (2010) *Social lives in language - Sociolinguistics and multilingual speech communities: Celebrating the work of Gillian Sankoff*. Edited by Miriam Meyerhoff and Naomi Nagy. Philadelphia : John Benjamins, 2008, 365 pp. (*International Journal of Bilingual Education and Bilingualism*, 13 (5), 676 - 679).
- (2008) *Advertising as Multilingual Communication*. By Helen Kelly-Holmes. London: Palgrave, 2005, 224 pp. (*World Englishes*, 27 (3/4), 556-559).

- (2001) *Advertising in Rural India: Language, Marketing Communication, and Consumerism*. By Tej K. Bhatia. Tokyo: Tokyo University of Foreign Studies, 2000, 333 pp. (*World Englishes*, 20 (2), 245).
- (1999) *A Reader in French Sociolinguistics*. Edited by Malcolm Offord. Clevedon: Multilingual Matters Ltd, 1996, 213 pp. (*World Englishes*, 18 (1), 101-105).
- (1998) *Anglicisms, Neologisms and Dynamic French*. By Michael D. Picone. Amsterdam: John Benjamins. 1996, 462 pp. (*World Englishes*, 17 (1), 97-99).

Creative Works

- (2013) *French Means Business: A Web Portal for French Majors Pursuing Careers in International Business*. Top-ranked undergraduate and graduate programs in Interdisciplinary Studies, internships, language certification, career profiles, resume builders, job interview simulations, and other resources. Practical tips for pursuing careers in international business, political science, law, and other areas.
- (2013) *Web-Based Learning Activities for Students of French and International Business*. Nine web-based student learning activities covering various topics in French, International Business and Marketing: French management style and business dining etiquette, conducting business in French Canada, website localization and advertising for different markets, job search tips, best practices for translation and interpretation, and linguistic and cultural diversity in the Francophone world.
- (2012) *Language Tutor Tutorial*. Ten self-guided interactive online training modules to support tutors leading conversational sessions for self-instructional language programs. Follows the model proposed by the National Association of Self-Instructional Language Programs (NASILP) and the ACTFL Standards for Foreign Language Learning.

Speaker Invitations / Workshops

- (2022) “Challenges in translating for the advertising industry: The case of Belgium, France, Luxembourg and Switzerland”. Invited speaker for the annual New England Translators Association (NETA) Conference, Boston, MA, April 30.
- (2019) “Marketing discourses and world Englishes: a comparison of France and Quebec”. Invited speaker for colloquium panel on *Bilingualism in the Context of World Englishes*, 12th International Symposium on Bilingualism (ISB12), University of Alberta, Edmonton, Alberta, Canada, June 23-28.
- (2018) “English as an Additional Language in the Expanding Circle: The Case of Marketing and Advertising in France”. Invited speaker for colloquium panel on *The Dynamics of the Expanding Circle and Contemporary English Use*, Sociolinguistics Symposium 22, Auckland, New Zealand, June 27-30.

- (2017) “Translation practices in international advertising: A case study of Quebec”. Invited speaker for the annual New England Translators Association (NETA) Conference, Boston, MA, May 6, 2017.
- (2016) “English in advertising: A comparative analysis of language attitudes and practices in France and Quebec”. Invited speaker for colloquium panel on *English in the Expanding Circle: The Shift from Foreign Language to Additional Language of Use*, Sociolinguistics Symposium 21, Murcia, Spain, June 15-18.
- (2015) “Global Brands Speak Québécois: Quebec Culture Reflected in Advertising”. Invited speaker for panel on *Emerging Trends in Business Language Instruction*, American Association of Teachers of French (AATF) Annual Convention, Saguenay, QC, Canada, July 8-11.
- (2015) “La publicité au Québec [Advertising in Quebec]”. Invited by Duke University to give another 2-hour workshop in French on advertising practices in Quebec for the *Duke in Montréal summer program in French and Markets and Management*, Montreal, July 13.
- (2013) “Linguistic and Cultural Hybridization in French Web Advertising”. Invited speaker for colloquium panel on *Multilingualism in Advertising and Advertising to Multilinguals*, 9th International Symposium on Bilingualism (ISB9), Singapore, June 10-13, 2013.
- (2012) “La publicité au Québec [Advertising in Quebec]”. Invited by Duke University to give a 2-hour workshop in French on advertising practices in Quebec for the *Duke in Montréal summer program in French and Markets and Management*, Montreal, July 16.
- (2010) “Seducing the French with English: Bilingual advertising practices in France.” Invited Focus Lecture, International Association for World Englishes (IAWE) Annual Conference, Vancouver, BC, July 25-27.
- (2006) “French Resistance to English in the Media: Advertisers’ Circumvention of Language Policy.” Invited panelist for Sociolinguistics Symposium 16, University of Limerick, July 6-8.
- (2005) “French Means Business: Language Play and Cultural References in French Advertising.” Guest speaker for Department of Foreign Languages Roundtable, Western Michigan University, Kalamazoo, MI, December 2.
- (2005) “Frenghish for Sale: Multilingual Discourses for Addressing Today’s Global Consumer.” The 14th World Congress of Applied Linguistics (AILA), Madison, WI, July 24-29.
- (2004) “Marketing Identities: Language-Mixing and Multicultural Images in French Advertising.” International Conference on Globalization and World Englishes: Identity and Creativity, International Association for World Englishes (IAWE), Syracuse, NY, July 16-18.
- (2004) “Parlez-vous français? Addressing French Consumers with Code-Mixed Discourses and Global Imagery.” Guest speaker for Linguistics Colloquium, Northeastern Illinois University, Chicago, IL, March 4.
- (2003) “The Impact of Globalization on French Advertising Discourse.” Guest speaker for Department of Linguistics seminar (LING 429: Language and Public Policy), University of Illinois at Urbana-Champaign, November 4.

- (2003) “USA but Made in France: English and American Imagery in French Television, Magazine and Billboard Advertising.” Guest speaker for Department of Linguistics seminar (LING 250: Language Diversity in the USA), University of Illinois at Urbana-Champaign, May 7.
- (2002) “Global consumers: The Impact of English and American culture on advertising in France.” Guest speaker for Department of Linguistics seminar (LING 250: Language Diversity in the USA), University of Illinois at Urbana-Champaign, December 11.
- (2002) “Technologies for the Business French Classroom” (1-hour presentation plus 3-hour French for Business break-out session), Illinois Center for International Business Education and Research (CIBER) Workshop: Using Instructional Technology in the Teaching of Business Foreign Languages, Urbana, IL, August 8-9.
- (2001) “Educational Technologies and French for Business: A Practical Guide for the Uninitiated,” Blue Ridge International Conference on the Humanities and the Arts (BRICHA), Boone, NC, April 13-15.
- (2000) “Linguistic Creativity in French Advertising Discourse: Recent Examples of Codemixing with English and Emerging Varieties of French.” Guest speaker for Department of Linguistics Seminar, University of Illinois at Urbana-Champaign, Urbana, IL, November 16.
- (2000) "Distance Learning and the University of Illinois Online Certificate Program in French" (one-hour presentation), Illinois Center for International Business Education and Research (CIBER) Workshop: Using Instructional Technology in the Teaching of Business Foreign Languages, Oak Brook, IL, November 3-4.
- (2000) "Instructional Technology for Courses in French For Business" (3-hour break-out session), UIUC Center for International Business Education and Research (CIBER) Workshop: Using Instructional Technology in the Teaching of Business Foreign Languages, Oak Brook, IL, November 3-4.

Additional Conference Presentations

- (2020) “Business French Case Studies for Enhancing Cross-Cultural Competence,” American Association of Teachers of French (AATF) Annual Convention, Trois-Rivières, Quebec, July 15-18.
- (2019) “Beyond center and periphery: English-to-French translation practices in international advertising,” 24th Conference of the International Association for World Englishes, Limerick, Ireland, June 20-22.
- (2018) “Doing Business in Quebec: Transcreation vs. Marketing Translation,” International Symposium on Languages for Specific Purposes (ISLSP), Gainesville, Florida, February 22-24.
- (2015) “Localization Practices in International Marketing: A Case Study of Quebec Advertising,” Joint American Association for Applied Linguistics (AAAL) and Association Canadienne de Linguistique Appliquée 2015 Conference (ACLA/CAAL), Toronto, Canada, March 21-24.

- (2014) “French Means Business: A Web portal for French majors pursuing careers in international business,” Centers for International Business Education and Research (CIBER) Annual Conference, Park City, UT, April 24-26.
- (2013) “Digital ‘Frenglish’ attitudes: Canadian vs. European Web advertising,” International Association for World Englishes (IAWE) Annual Conference, Tempe, AZ, November 16-18.
- (2013) “Website Translation and Localization for Francophone Markets: Best practices and Pedagogical Applications,” Centers for International Business Education and Research (CIBER) Annual Conference, Bloomington, IN, April 4-6.
- (2012) “Teaching French Through International Marketing and Advertising,” American Association of Teachers of French (AATF) Annual Convention, Chicago IL, July 5-7.
- (2012) “Developing Team Building in the Business French Classroom through Interactive Web Advertising,” Centers for International Business Education and Research (CIBER) Annual Conference, Chapel Hill, NC, March 21-23.
- (2012) “Web-Based Activities for the Business French Classroom,” California Language Teachers Association (CLTA) Annual Conference, Los Angeles, CA, March 15-18.
- (2011) “*La chanson française*: Teaching Language and Culture through Music in the Classroom,” American Association of Teachers of French (AATF) Annual Convention, Montreal, Canada, July 6-9.
- (2011) “Preparing a future generation of translators: Course design tips for commercial French translation,” Centers for International Business Education and Research (CIBER) Annual Conference, Charleston, SC, March 23-26.
- (2011) “CSU San Bernardino’s *Languages Mean Business* International Career Fair,” California Language Teachers Association (CLTA) Annual Conference, Santa Clara, CA, March 17-20.
- (2010) “Hosting a Fulbright Foreign Language Teaching Assistant (FLTA): Logistics and Tips for Promoting Intercultural Learning,” National Association of Self-Instructional Language Programs (NASILP) Annual Conference, Washington, D.C., October 29-30.
- (2010) “International e-marketing strategies of US multinational corporations aimed at French-speaking audiences,” Centers for International Business Education and Research (CIBER) Annual Conference, Philadelphia, Pennsylvania, March 24-26.
- (2009) “Exploring culture through advertising in the French language classroom,” American Council on the Teaching of Foreign Languages (ACTFL) Annual Convention and World Languages Expo, San Diego, California, November 20-22.
- (2009) “The Quebec difference: Pedagogical applications of French Canadian advertising for international business and foreign language curricula,” Centers for International Business Education and Research (CIBER) Annual Conference, Kansas City, Missouri, April 2–4.
- (2009) “French Business Case Studies” (Co-presented with Steven Sacco, San Diego State University), Centers for International Business Education and Research (CIBER) Annual Conference, Kansas City, Missouri, April 2–4.

- (2009) "Language policy and advertising in Quebec: Cultural diversity or survival?," American Association for Applied Linguistics (AAAL) Annual Conference, Denver, Colorado, March 21-24.
- (2008) "Exploring French Culture Through Advertising," Centers for International Business Education and Research (CIBER) Annual Conference, St. Petersburg, FL, April 9-11.
- (2007) "Language policy and multilingual advertising in France," American Association of Applied Linguistics (AAAL), Costa Mesa, CA, April 21-24.
- (2006) "CyberPub: An Online Course in French Advertising for Working Professionals," Centers for International Business Education and Research (CIBER) Annual Conference, Georgia Tech, April 5-8.
- (2005) "Targeting your audience: Gender and Age-Specific English in French Advertising," International Association for World Englishes (IAWE), Purdue University, West Lafayette, IN, July 21-23.
- (2005) "French Means Business: Language Play and Cultural References in French Advertising," Centers for International Business Education and Research (CIBER) Annual Conference, Park City, UT, April 6-9.
- (2004) "English and Global Imagery in French Advertising: Globalization or Glocalization?" American Association of Applied Linguistics (AAAL), Portland, OR, May 1-4.
- (2004) "Advertising Campaigns for Global Markets: Adapting the Message for French Consumers," Centers for International Business Education and Research (CIBER) Annual Conference, University of Connecticut, Stamford, CT, April 1-3.
- (2003) "Working Across Cultures: A Study of French Business Culture for the American Executive," Centers for International Business Education and Research (CIBER) Annual Conference, Miami, FL, April 2-5.
- (2002) "The Effect of Globalization on Advertising in France: Seducing French Consumers with English and American Imagery," Association Internationale de Linguistique Appliquée (AILA), 13th World Congress of Applied Linguistics, Singapore, December 16-21.
- (2002) "Global consumers: The Impact of English and American culture on advertising in France," International Association for World Englishes Conference (IAWE): Perspectives into the 21st Century, Urbana, IL, October 17-20.
- (2001) "French for the Professions Meets Publicis: Designing Undergraduate Courses in French for Advertising to Help Prepare Students for International Careers," Centers for International Business Education and Research (CIBER) Annual Conference, San Diego, CA, March 28-31.
- (2000) "Americanization or Globalization? A Comparative Analysis of Cultural Images Associated with Different Varieties of English in Television Advertising in France," Seventh International Association for World Englishes Conference (IAWE), Portland, OR, December 14-16.
- (2000) "WebCT à la française : designing online courses for working professionals learning French for business", Georgetown University Round Table (GURT), Washington, D.C., May 4-6.

- (2000) "Designing Web Course Sites for Adult Distance Language Learners", Blue Ridge International Conference on the Humanities and the Arts (BRICHA), Boone, NC, April 13-15.
- (2000) "CyberFrench: Designing & Delivering Online French Language Courses for Business Professionals Using WebCT", Thunderbird-EMU 2000 Conference on Language, Communication and Global Management, Scottsdale, AZ, April 5-8.
- (1999) "Copy layout in Code-Mixed Advertising in France: The Positioning of English in French Magazine Advertisements", 12th World Congress of Applied Linguistics (AILA), Tokyo, Japan, August 1-6.
- (1999) "The Functioning of English as a Global Language in Advertising: Examples from France", Sixth International Association of World Englishes (IAWE) Conference, Tokyo, Japan, July 28-30.
- (1999) "Teaching Business French on the World Wide Web: Turning Traditional On-Site Courses into 'Virtual' Courses for On-line Delivery", Blue Ridge International Conference on the Humanities and the Arts (BRICHA), Boone, NC, April 8-10.
- (1999) "Vision Beyond the Business French Classroom: Connecting Students with Members of the Francophone Business Community", 17th Annual EMU Conference on Language & Communication for World Business and the Professions, San Diego, CA, March 11-14.
- (1998) "The Politics of English in France: Creative Strategies for Using English in French Television Commercials despite Legal Restrictions", Fifth International Association of World Englishes Conference (IAWE), Urbana, IL, November 5-7.
- (1998) "Language and Culture On-Line: Exploiting the Internet in a Business French Program", 22nd Annual YSU Conference on the Teaching of Foreign Languages and Literatures, Youngstown, OH, October 23-24.
- (1997) "Language Legislation Prohibiting English in France: The Copywriter's Perspective", Fourth International Association of World Englishes Conference (IAWE), Singapore, December 19-21.
- (1997) "English in Advertising: Update for France and Germany" (co-presentation with Suzanne Hilgendorf, Department of Germanic Languages and Literatures, UIUC), The Three Circles of English Conference: A Conference in honor of Professor Braj B. Kachru, Singapore, December 16-18.
- (1997) "Using Advertising in the Foreign Language Classroom: A 'Socially Realistic' Approach to Teaching French", American Association of Teachers of French (AATF) Annual Meeting, Nashville, TN, November 21.
- (1995) "Advertising from a Global Perspective: Linguistic Patterns and Ideology", Second International Association of World Englishes (IAWE) Conference, Nagoya, Japan, May 28.
- (1995) "Linking Multilingual Advertising to Foreign Language Teaching", Fourteenth Annual Eastern Michigan University Conference on Languages and Communication for World Business and the Professions, Ypsilanti, MI, April 8.
- (1995) "Code-Mixed Advertising: Socio-Psychological Aspects, Universals and Implications", American Association for Applied Linguistics (AAAL) Conference, Long Beach, CA, March 27.

- (1994) “The Use of English in French Magazine Advertising: A Study of Code-Switching, Code-Mixing and Borrowing in a Commercial Context”, Colloquium on the Processes of Linguistic Communication, University of Wales, Bangor, Wales, June 24.
- (1994) “English used in French Magazine Advertising”, Graduate Student Colloquium, Division of English as an International Language, University of Illinois at Urbana-Champaign, Urbana, IL, February 4.
- (1993) “A French Embassy-Sponsored Workshop for Teachers of Business French: Pedagogical Applications and Materials Update”, Georgetown University Round Table (GURT) on Languages and Linguistics, Washington, D.C., March 10.

Grants

External:

- 2013 University of Illinois Center for International Business Education and Research (CIBER) Business Language Research and Teaching (BRLT) Grant for project entitled “French Means Business: A Web Portal for French Majors Pursuing Careers in International Business”: \$2,500
- 2009 University of Kansas Center for International Business Education and Research (CIBER) Business Language Research and Teaching (BRLT) Grant for project entitled “A study of international e-marketing strategies of US multinational corporations and their applications in the business French classroom”: \$5,000
- 2008 Project GO/ROTC Language and Culture Grant funded through the National Security Education Program (NSEP). Co-Project Director and Program Director for LCTL offerings in Turkish, Russian, Persian and Korean.

California State University, San Bernardino:

Research

- 2020 Professors Across Borders Travel Grant for project entitled “Localized global marketing strategies in French-speaking countries in Europe”: \$2,500
- 2018 Summer Research Fellowship for project entitled “Business French Case Studies to support Interdisciplinary Learning”: \$3,000
- 2018 Professors Across Borders Travel Grant for project entitled “English as an Additional Language in French Advertising”: \$2,500
- 2015 Professors Across Borders Travel Grant for project entitled: “Translation practices in global marketing”: \$1,200

- 2015 Anthony and Lois Evans Professional Development Award for project entitled “Creative strategy in Quebec advertising (AATF conference paper and Duke University workshop)”: \$500
- 2011 Faculty Professional Development Mini Grant for project entitled “Language policy and commercial advertising in Quebec”: \$5,000
- 2010 Summer Research Fellowship for project entitled “Localization practices in French television and print advertising”: \$3,000
- 2009 Summer Research Fellowship for project entitled “International e-marketing strategies of US multinational corporations aimed at French-speaking audiences”:
\$3,000
- 2008 Professors Across Borders Travel Grant for project entitled “Bilingual advertising as a strategy of persuasion: The case of Quebec”: \$2,500
- 2008 Summer Research Fellowship for project entitled “Case Studies of France”:
\$3,000
- 2008 Research Study Program Award to attend American Association for Applied Linguistics (AAAL) Annual Conference, Washington, DC, March 29 to April 1:
\$1,000

Professional and Course Development

- 2019 Innovative Course Development Grant for project entitled “Digital Solutions for ‘Bridge Course’ in French Language and Culture”: \$4,700
- 2019 Teaching Skills Study Award to attend the Computer Assisted Language Instruction Consortium (CALICO), Montreal, QC, May 21-25: \$1,000
- 2017 Innovative Course Development Grant for project entitled “Interactive online learning modules for Business French”: \$4,000
- 2017 Teaching Skills Study Award to attend the Computer Assisted Language Instruction Consortium (CALICO), Flagstaff, Arizona, May 16-20: \$1,000
- 2015 CSU Affordable Learning Solutions Grant for project entitled “Designing supplementary materials for *Français Interactif*, a web-based French program developed at the University of Texas at Austin”: \$800
- 2013 Innovative Course Development Grant for project entitled “Using VoiceThread for cross-cultural collaborative analysis of French cinema”: \$4,000

- 2013 Teaching Skills Study Award to attend the 26th Annual Conference of the Canadian Association for Translation Studies (CATS), Vancouver, Canada, June 3-5: \$1,000
- 2010 Innovative Course Development Grant for project entitled “Designing a hybrid course in French popular music using Moodle”: \$4,000
- 2009 Innovative Course Development Grant for project entitled “Creating an online course in Moodle in French for Reading”: \$4,350
- 2009 Teaching Skills Study Award to attend Business Language Workshop for Foreign Language Faculty in French, German, Spanish, or Japanese, University of Memphis, February 19-21, 2009: \$1,000

University of Illinois at Urbana-Champaign:

Research

- 2006 University of Illinois Research Board Grant, “The Impact of Language Legislation on Advertising in France”: \$14,849
- 2006 William and Flora Hewlett International Research Travel Grant. Data collection for language legislation project: \$3,500
- 2003 University of Illinois Research Board grant for research assistantship support and research expenses, “The Impact of Globalization on Advertising in France”: \$12,518
- 2002 University of Illinois Research Board grant for Humanities Released Time and supplies, “The Impact of Globalization on Advertising in France”: \$9,490
- 2001 Illinois Center for International Business Education and Research (CIBER) grant, “A Study of French Business Culture for the American Executive”: \$3,000

Additional Honors and Awards

- 2005 Award for Best Presentation, “French Means Business: Language Play and Cultural References in French Advertising.” Annual Conference of the Centers for International Business Education and Research (CIBER), Park City, UT.
- 2001 Honorable Mention for Best Presentation: “French for the Professions Meets Publicis: Designing Undergraduate Courses in French for Advertising to Help Prepare Students for International Careers,” Centers for International Business Education and Research (CIBER) Annual Conference, San Diego, CA.

- 1997 Teaching Assistant Excellence Award (Senior Category). Department of French, University of Illinois at Urbana-Champaign.
- 1995 Graduate Essay Prize for *Code-mixed advertising: Socio-psychological aspects, universals and implications*. Department of French, University of Illinois at Urbana-Champaign.
- 1994 Outstanding Staff Member Award for excellent teaching. The Panhellenic Association, University of Illinois at Urbana-Champaign.
- 1992 French government scholarship for two weeks of Business French instructor training at the *Centre International d'Etudes de Langues*, Strasbourg, France.
- 1983- Full scholarship, Middlebury College Graduate Program in Paris
1984
- 1976- Full scholarship, Ball State University School of Music, Muncie, IN.
1981

Supervision of Graduate Student Research

California State University, San Bernardino

Ph.D. Thesis Committees (External Examiner)

- Bouchra Kachoub, Simon Fraser University, Canada. Thesis adviser: Dr. Suzanne Hilgendorf, Professor of Linguistics and German, Simon Fraser University. Dissertation topic: *The spread of English in Morocco: Education, advertising, business and social media*. Thesis defended on January 20, 2021.
- Susie Beaulieu, University of Alberta, Canada. Thesis adviser: Dr. Geneviève Maheux-Pelletier, University of Alberta. *Towards a sociolinguistically informed pedagogy: French for L2 nursing students in Alberta*. Thesis defended on May 17, 2012. Currently Associate Professor, Department of Languages, Linguistics, and Translation, Laval University.

M.A. Thesis Committees (External Examiner)

- Jean-Bernard Tison, University of North Texas. *Étude comparative de messages publicitaires anglophones et francophones à la lumière d'éléments culturels*. [Comparative study of English and French advertisements through a cultural lens]. Other committee members: Lawrence Williams (Director of research) and Marie-Christine Koop, both from the University of North Texas. Thesis defended on August 1, 2012. External Examiner Report submitted August 1, 2012.

- Zachary Barnhart, University of North Texas. *A comparative analysis of Web-based machine translation quality: English to French and French to English*. Other committee members: Lawrence Williams (Director of research) and Marie-Christine Koop, both from the University of North Texas. Thesis defended on June 21, 2012. External Examiner Report submitted June 21, 2012.
- Iuliana Banarie, University of Limerick, Ireland. *A Study of the Evolution of Romanian Advertising since 1989, with Particular Reference to the Role of English*. Other committee members: Dr. Helen-Kelly Holmes (Supervisor) and Dr. Máiréad Moriarty (Internal Examiner), both from the School of Languages, Literature, Culture and Communication, University of Limerick, Ireland. No oral defense required. External Examiner Report submitted October 23, 2009.

University of Illinois at Urbana-Champaign:

Ph.D. Thesis Committees

- Geneviève Maheux-Pelletier, Department of French, UIUC. *Multilingualism in Face of French-Only Ideology: The Case of One Workplace in Montreal*. Thesis defended in 2006. Currently Interim Director, Teaching Commons, York University, Toronto, ONT, Canada.
- Errol O'Neill, Department of French, UIUC. *The Effect of Online Translators on L2 Writing in French*. Thesis defended in 2012. Currently Associate Professor of French, University of Memphis.
- James Hsiao-Tzu Yang, Department of Linguistics, UIUC. *Measuring the Systemic Mutual Intelligibility of Five English Speakers: A Socio-Phonological Analysis*. Thesis defended in 2005. Currently Professor, Department of Applied Foreign Languages, National Yunlin University of Science & Technology, Yunlin, Taiwan.
- Jamie Shinhee Lee, Department of Linguistics, UIUC. *Discourse of Modernity, Hybridity, and Self-Assertion: East Asian Englishes in Popular Culture*. Thesis defended in 2005. Currently Professor of Linguistics, Department of Language, Culture and Communication, University of Michigan-Dearborn.
- Auguste Zoure, Department of French, UIUC. *Professional Translations into French of Alice's Adventures in Wonderland: The Non-Uniqueness of / and Excellence in / Renditions of English Spatial Prepositions 'by', 'on', 'in', 'to', and 'into'*. Thesis defended in 2003. Professor Emeritus of Linguistics at Université de Ouagadougou, Burkina Faso.

M.A. Exam Committees

- Michelle Bishop, Foreign Language Learning, Department of French, UIUC, April 2005
- Andrea Higinbotham, Foreign Language Learning, Department of French, UIUC, April 2004

Service

California State University, San Bernardino

Department of World Languages and Literatures

- Upper-Division French Coordinator (2011-13, 2016 to present)
- Lower-Division French Coordinator (2013 to present)
- Faculty advisor, Business track for French majors (2007 to present)
- Faculty advisor, Certificate in French-English Translation (2007 to present)
- Part-time Hiring Committee for French (2007 to present)
- Chair, Professional Leave Committee (2021-22)
- Chair, Department Evaluation Committee (2020-21)
- Chair, Hiring Committee for Department Chair (2019-20)
- Chair, Hiring Committee for Arabic (2010-11)
- Member, Chair Review Committee (2008-09)
- Scholarship Committee (2009-10, 2011-12, 2014-15, 2017 to present)
- Multimedia Language Center Committee (2009-12, 2014-15, 2016-19)
- M.A. Portfolio and Professional Guidance Committee (2014-2015)
- Faculty Grievance panel (2009-10, 2014-15)
- Professional Development Committee (2011-12)
- Faculty participant in Foreign Language Advising Guidance for Students (FLAGS) Annual Award Ceremony (2012)
- Faculty volunteer for Summer Arabic Program Banquet (2008, 2009)
- Spanish Single Subject Matter Program Review Committee (2007-08)
- Teacher Education Sub-committee / California Commission on Teacher Credentialing (CCTC) (2007-08)

College of Arts and Letters

- Regular participation in College of Arts & Letters Commencement Ceremonies (annually December & June)
- Faculty volunteer for SOAR 2 SUCCESS Advising and Orientation Event (2008, 2009, 2012, 2018, 2019)
- Faculty volunteer for “Counselors Day” (2019)
- College Evaluation Committee (2013-14, 2019-20)
- College Curriculum Committee (2013-15)
- Professional Awards Committee (2013-15)

University

- Graduate Council (elected for AY 2019-21)
- University Evaluation Committee (2018-19)
- Chancellor’s California Pre-Doctoral Program Selection Committee (2017-18, 2014-15)
- International Student Services Advisory Committee (2014-2015)
- Student Research and Travel-Associated Students Incorporated (ASI) Committee (2014-15)
- Faculty Senate Grade Appeal Panel (2012-2015; 2016-2018)
 - Chair, Hearing Committee for Grade Grievance (Winter 2017)
 - Chair, Hearing Committee for Grade Grievance (Fall 2014)
- Faculty jury for CSUSB (Campus-Wide) “Meeting of the Minds” Student Research Symposium (2008 to present)
- Faculty jury for CSU System-Wide Student Research Competition (2009 to present)
- Faculty participant in campus interviews organized by the Center for International Studies & Programs (CISP) for students participating in CSU International Programs (2013 to 2017)
- Faculty volunteer for CSUSB International Business Mentoring Program (2009)

CSU system-wide

- Resident Director for CSU International Programs in France (2015-2016)
 - University of Paris (multiple campuses)
 - Aix-Marseille University, Aix-en-Provence
- CSU San Bernardino Representative, CSU Academic Council on International Programs (ACIP), Chancellor’s Office (2012-2013, 2016-2018, appointed for 2018-2021)
 - Member, ACIP Program Committee, AY 2019-2020; 2020-2021
 - Chair, ACIP Faculty Affairs Committee, AY 2018-2019
 - Chair, ACIP Faculty Affairs Committee, AY 2017-2018
 - Member, ACIP Faculty Affairs Committee, AY 2016-2017
 - Member, ACIP Student Affairs Committee, AY 2012-2013
- CSU San Bernardino Representative, CSU World Languages Council (2011-2013; 2016-2017)
- Faculty Member, CSU French Consortium: CSUSB, CSULA, CAL Poly Pomona (2007 to present)

Community

- Lead organizer, *Languages Mean Business* International Career Fair, Cal State San Bernardino (2009, 2011) (For details, see Administrative Experience, p. 3)
- Lead organizer, *French Means Business* International Career Fair, University of Illinois (annually 1998-2005) (For details, see Administrative Experience, p. 4)

- Executive Board Member, Inland Empire Foreign Language Association (IEFLA) (2007-15). Co-organizer and faculty volunteer for annual events:
 - World Language Honor Student Reception
 - Outstanding Teacher Recognition Dinner
 - Fall/Spring Professional Development Workshops for Teachers
- Board Member, Center for the Advancement of Second Language Acquisition (CASLA) (2013-14)

Service to the Profession

Awards Committee, California Language Teachers' Association (2013-14)

Tenure and promotion reviews

- External reviewer for promotion to full professor, Texas State University
- External reviewer for tenure and promotion case, Missouri State University
- External reviewer for tenure and promotion case, North Carolina State University

Book Manuscript Reviews:

- Manuscript Reviewer for *Palgrave MacMillan* (London)
- Manuscript Reviewer for *Routledge* (London)
- Textbook Reviewer for *Heinle-Cengage Learning* (Boston): *Liaisons* by Wynne Wong, Stacey Weber-Fève, Edward Ousselin, and Bill VanPatten (2012)

Article Manuscript Reviews:

- Manuscript Reviewer for *Applied Linguistics*
- Manuscript Reviewer for *Bilingual Education and Bilingualism*
- Manuscript Reviewer for *English Today*
- Manuscript Reviewer for *International Journal of Bilingual Education and Bilingualism*
- Manuscript Reviewer for *International Journal of the Linguistic Association of the Southwest*
- Manuscript Reviewer for *Journal of Multilingual and Multicultural Development*
- Manuscript Reviewer for *Journal of Sociolinguistics*
- Manuscript Reviewer for *Language in Society*
- Manuscript Reviewer for *Language Policy*
- Manuscript Reviewer for *Linguistics*
- Manuscript Reviewer for *Multilingua*
- Manuscript Reviewer for *The Journal of Language for International Business*
- Manuscript Reviewer for *World Englishes*

Editorial Boards:

- Editorial Board, *The Journal of Language for International Business*

Conference Organization:

- Organizing Committee, International Association for World Englishes (IAWE) Conference, Vancouver, BC, Canada (2010)
- Organizing Committee, International Association for World Englishes (IAWE) Conference, Syracuse, NY (2004)
- Organizing Committee, International Association for World Englishes (IAWE) Conference, Urbana, IL (2002)

Consultancies:

- Consultancy (with John Grandin, Director of the German International Engineering Program at the University of Rhode Island) for Michigan Technological University to develop a dual degree program in modern language and engineering (2001)

Media appearances

- Telephone interview in French during a live television broadcast by Canadian news reporter from TVA (French language television network) in Quebec City, Canada. Interview topic: Fires in Southern California (2009)
- Camera interview with Australian Broadcasting Corporation (ABC) for television documentary. Interview topic: The use of English in advertising in France (1998)

Languages

English: native speaker

French: near-native fluency

Spanish: intermediate low proficiency