

Roy Schwartzman, Ph.D.
Professor, Department of Communication Studies
Faculty Affiliate, [Department of Peace & Conflict Studies](#)
Faculty Affiliate, [Joint School of Nanoscience & Nanoengineering](#)
University of North Carolina at Greensboro

Office: 109 Ferguson Building
Department Phone: 336-334-5297 (leave message)
Email: roypoet@gmail.com

Education

Ph.D., University of Iowa (Communication Studies)
M.A., University of Georgia (Speech Communication)
A.B., University of Georgia (Philosophy), Phi Beta Kappa, *summa cum laude*, with highest honors in Philosophy

Scholarly Interests

Rhetorical studies; Holocaust and genocide studies; propaganda and persuasion; prejudice; figurative language; scholarship of teaching and learning; critical ethnography; digital communication; rhetoric of science, technology, and medicine; critical cultural studies; risk communication; public address

Selected Recent Research

- For a more complete, regularly updated catalog of research, visit [Roy Schwartzman's Academia.edu page](#).

Books

Schwartzman, R. (2014). *Fundamentals of oral communication* (3rd ed.). Dubuque, IA: Kendall Hunt. (573 pages)

Journal Articles

Schwartzman, R. (2017). Unma(s)king education in the image of business: A vivisection of educational consumerism. *Cultural Studies ↔ Critical Methodologies*, 17(4), 333-346. Advance online publication. doi: 10.1177/1532708617706126

Schwartzman, R., & Boger, K. E. (2017). Locus of control synergies in new language learning and cultural adaptation: A communication center perspective. *British Journal of Education, Society and Behavioural Science* 21(1), 1-13. doi: 10.9734/BJESBS/2017/34367 (student co-author)

Schwartzman, R. (2016). Reconsidering educational consumerism. *Academic Exchange Quarterly*, 20(2), 60-67. Reprinted in S. Pec (Ed.), *Scholarship of teaching and learning, Part II*. Sound Instruction Book, vol. 12 (pp. 50-57). Stuyvesant Falls, NY: Rapid Intellect Group. ISBN 0-9709895-1-12

Schwartzman, R., & Sanchez, R. (2016). Communication centers as sites for identity (re)negotiation. *College Student Journal*, 50(1), 35-46. (student co-author)

Schwartzman, R. (2014). Digital culture as emancipator, oppressor, and distractor. *North American Social Science Review*, 1(1), 22-44.

Schwartzman, R. (2013). Reviving a digital dinosaur: Text-only synchronous online chats and peer tutoring in communication centers. *College Student Journal*, 47(4), 653-667.

Schwartzman, R., & Maillet, C. (2013). Riot Grrrl feminist counterculture from Sleater-Kinney to Pussy Riot. *Topical Problems in Communication and Culture*, 15, 179-199. (student co-author)

Schwartzman, R., & Sutton, C. U. (2013). Crossfire in the kitchen: Race and class role tensions in service-learning. *Journal of Applied Learning in Higher Education*, 5, 61-81. (student co-author)

Schwartzman, R. (2012). Re-searching my scar: Interrogating otherness in *The searchers* and in my racial rearing. *Cultural Studies ↔ Critical Methodologies*, 12(6), 513-517. doi:10.1177/1532708612457640

Book Chapters

Schwartzman, R., & Sieczkowski, R. (2017, in press). Communicate confidently in the electronic age: A guide for millennials. In E. F. Desnoyers-Colas (Ed.), *Raising our voices, communicating our existence: A public speaking anthology for the millennial generation*. Dubuque, IA: Kendall Hunt. (student co-author)

Schwartzman, R. (2016). Transformation of persecution in Holocaust survivor testimonies. In P. M. Kellett & T. G. Matyok (Eds.), *Transforming conflict through communication in personal, family, and working relationships* (pp. 65-82). Lanham, MD: Lexington.

Schwartzman, R. McCall, J. D., & Cuny, K. M. (2016). The process of public speaking. In S. M. Clency (Ed.), *Foundations for learning at UNCG* (pp. 129-149). Dubuque, IA: Kendall Hunt.

Kellett, P. M., Schwartzman, R. J., & Carlone, D. A. (2014). Bangalore to Bengaluru—Garden City to Silicon Valley: Scenes from a rapidly changing and conflicted city space. In W. Jia (Ed.), *Intercultural communication: Adapting to emerging global realities* (pp. 137-156). San Diego, CA: Cognella.

Schwartzman, R. (2014). The Ventria venture: Communicating health risks and rewards of genetically modified crops. In M. H. Eaves (Ed.), *Applications in health communication: Emerging trends* (pp. 183-204). Dubuque, IA: Kendall Hunt.

Schwartzman, R., & Fairfield-Artman, P. (2014). Monkey business. In J. Wrench, D. Flayhan, & J. Schuman (Eds.), *Casing public relations* (pp. 114-121). Dubuque, IA: Kendall Hunt.

Recent Grants and Stipends

2015, 2016: Alfred & Anita Schnog Family Foundation grants (2). Funding to support Holocaust education events, research, and digital outreach resource development.

2016: UNCG Globally Engaged Undergraduate Research and Creativity Award to fund undergraduate research.

2015: UNCG International Programs Center Kohler Fund grant. *Eyewitness to the Onset of the Holocaust*. Interdisciplinary panel discussion and public presentation by Holocaust survivor Alfred Schnog, an eyewitness to Kristallnacht.

2014-2015: *Pilot Rollout of e-Portfolios (PREP) Project*, Principal Investigator, University of North Carolina General Administration. Multi-disciplinary collaboration between UNCG and North Carolina A&T investigates the use of e-portfolios in assessing critical thinking and written communication competencies of undergraduates. Reported to UNC General Administration and statewide Faculty General Education Council.

2013-2014: *Intentional Futures: Learning to Learn*, U.S. Department of Education. Participant in Department of Education Title III grant to Undergraduate Studies. Primary duties focused on researching and conducting campus-wide needs assessment regarding instructional technology use and goals.

2013: UNCG Faculty Teaching & Learning Commons Fellow in Online Education. Spring 2013 FTLC Fellow for Online Education, including research, outreach, and continuing education to encourage best practices.

2011-2012: USC Shoah Foundation Institute Teaching Fellowship. Supported development of new and revised courses focusing on Holocaust survivor testimonies from the USC Shoah Foundation Institute's Visual History Archives. Feature profile: <https://sfi.usc.edu/profiles/roy-schwartzman>

2009-2010: North Carolina Council on the Holocaust grant. Funding awarded for developing and disseminating digital resources on NC Holocaust survivor testimonies.

Selected Awards

Research

- Joyce Ferguson Award for Top Faculty Paper, National Association of Communication Centers convention, 2011, 2013, 2015.
- Top Paper, Experiential Learning in Communication Division, National Communication Association convention, 2007.
- Top Paper, Rhetorical Theory and Criticism Division, Central States Communication Association convention, 2005.
- Outstanding Poster Presentation, American Communication Association convention, 2002.
- Top Four Paper, Feminist and Women's Studies Division, National Communication Association convention, 2001.

Teaching

- Chancellor's Resident Fellow, Lloyd International Honors College, 2011-2012. (UNCG)

Literary

- More than 60 national and international awards for poetry

Public Service

- Nonpartisan expert political communication analyst for Spectrum News and other radio and television news outlets (selected footage on Roy Schwartzman's [YouTube channel](#))
- Curator of [NC HERO](#) (North Carolina Holocaust Education, Research, and Outreach) project