

Katherine Toland Frith

EDUCATION:

Doctorate in Education, University of Massachusetts, 1985
Masters of Education, University of Massachusetts, 1982
Bachelor of Science, Chestnut Hill College, Philadelphia, 1969
Graphic Design (2nd major) University of Arizona, Tucson

EMPLOYMENT:

SOUTHERN ILLINOIS UNIVERSITY, Carbondale (2008- present)
Associate Professor with tenure, School of Journalism, College of
Communication and Media Arts

NANYANG TECHNOLOGICAL UNIVERSITY, Singapore (1998-2007)
Associate Professor. Division of Public and Promotional Communication,
School of Communication and Information

Associate Professor. Nanyang Business School, Marketing

PENNSYLVANIA STATE UNIVERSITY, University Park, PA. (1988-1999)
Associate Professor with tenure, College of Communications
Chair. Advertising Program (1989-92, 1994-99)

INSTITUTE TECHNOLOGY BANDUNG, Bandung, Indonesia (1993)
Fulbright Senior Lecturer, School of Art and Design

IOWA STATE UNIVERSITY, Ames, IA. (1983 - 1988)
Associate Prof. Dept. of Journalism and Mass Communication (1986-88)
Assistant Prof. Dept. of Journalism and Mass Communication (1983-86)

INSTITUTE TECHNOLOGY MARA, Kuala Lumpur, Malaysia (1987-88)
Fulbright Professor, School of Mass Communication

PIMA COUNTY BOARD OF SUPERVISORS, Tucson, AZ. (1977-79)
Public Relations. Set up press conferences, wrote press releases.

GREY ADVERTISING, New York, N.Y. (1973-74)
Copywriter. Worked on Greyhound Corporation and General Foods

J. WALTER THOMPSON, INC. New York, N.Y. (1971-73)
Copywriter. Worked on Kodak, Phillips 66, Blue Cross & Blue Shield

N. W. AYER & SON, Philadelphia and New York (1969-71)

DOYLE DANE BERNBACH, New York, N.Y. (summer intern 1967-69)

COMPLETE LIST OF PUBLICATIONS

Books

- Frith, Katherine T. (Ed.). (1996). *Advertising in Asia: Communication, culture and consumption*. Ames, IA: Iowa State University.
- Frith, Katherine T. (Ed.). (1997). *Undressing the ad: Reading culture in advertising*. New York: Peter Lang.
- Frith, Katherine T. & Mueller, Barbara (2003). *Advertising and Societies: Global Issues*. New York: Peter Lang.
- Frith, Katherine T. & Karan, Kavita (Eds.), (forthcoming 2008). *Commercializing Women: Images of Asian Women in Advertising*. NJ: Hampton Press.

Book Chapters

- Frith, Katherine T. (1988). Advertising Copy and Layout. In Friesleben C. (Ed.), *The Publicity Process*. Ames, IA: Iowa State University.
- Frith, Katherine T. (1990). Advertising and Global Culture: Bridging Cultural Differences between East and West. In *The Impact of the U.S. media on the contemporary world*. Kuala Lumpur, Malaysia: MAAS.
- Frith, Katherine T. (1993). Traffic Sign Vandalism in Iowa. In Nevitt, T. (Ed.), *Advertising management casebook*. Chicago: National Textbook.
- Frith, Katherine T. & Frith, M. (1993). Adolescent health: Creating Meaning from Media Messages. In Lerner, R. (Ed.), *Early Adolescence: Perspectives on Research, Policy and Intervention*. N.Y.: Lawrence Erlbaum Associates.
- Williams, Jerome D. & Frith, Katherine T. (1993). Adolescent Health: Creating Meaning from Media Messages. In Lerner, R. (Ed.), *Early Adolescence: Perspectives on Research, Policy and Intervention*. N.Y.: Lawrence Erlbaum Associates.
- Frith, Katherine T. (1995). Advertising and Mother Nature. In Valdivia, A. (Ed.), *Feminism, multiculturalism and the media: Global diversity*. Newbury Park, CA: Sage Publications.
- Frith, Katherine T. (1996). Countering Sign Vandalism with Public Service Advertising. In Goldstein, A. (Ed.), *The Psychology of Vandalism*. NY: Plenum Press.

- Frith, Katherine T. (1996). Introduction: Dependence or Convergence? In Frith, K. (Ed.), *Advertising in Asia: Communication, culture and consumption*, Ames, IA: Iowa State University Press.
- Frith, Katherine T. (1996). Advertising in Indonesia: Unity in diversity. In Frith, K. (Ed.), *Advertising in Asia: Communication, Culture and Consumption*, Ames, IA: Iowa State University Press.
- Frith, Katherine T. (1997). Undressing the Ad: Reading Culture in Advertising. In Frith, K. (Ed.), *Undressing the Ad: Reading culture in advertising*. N.Y.: Peter Lang.
- Frith, Katherine T. (2001). Cultural Regulation and Advertising in ASEAN: An Analysis of Singapore and Vietnam. In Moeran, B. (Ed.), *Asian Media Production*. London: Routledge Curzon Press.
- Frith, Katherine T. (2002). Sharing of Information with the West: A Marketing Perspective. In Gonanseker, A. & Chua, C. J. (Eds.), *Under Asian Eyes: What the West Says, What the East Thinks*. Singapore: Asian Media and Information Centre.
- Frith, Katherine T. (2003). International Advertising and Global Consumer Culture. In Anokwa, K., Salwen, M. & Lin, C. (Eds.), *International Communication: Concepts and Cases*. Belmont, CA: Wadsworth Publishing.
- Frith, Katherine T. (2006). Images of Beauty: A Cross-Cultural Study of Women's Magazine Advertising. In Holden, T.J.M. & Scrase, T.J. (Eds.), *Medi@sia: Communication and Society in Cultural Context*. London: Routledge.
- Frith, Katherine T. and Ho, Xinyan (2006). Symbolic Meaning of Advertising. In Chan, K. (Ed.), *Advertising and Hong Kong Society*. Hong Kong: Chinese University Press, pp. 135-144.
- Frith, Katherine T. (forthcoming, 2007). Fairness and Thinness in Singapore. In Wolfgang Donsbach (Ed.) *International Communication Encyclopedia*, NY: Blackwell
- Frith, Katherine T. (forthcoming, 2007). Commercializing Beauty: A Comparative Study Local and Global Women's Magazine in Singapore. In Frith, K.T. & Karan, K. *Commercializing Women: Images Of Asian Women In The Media*. NY: The Hampton Press.
- Frith, Katherine T. and Kavita Karan (forthcoming, 2007). Commercializing Women in Asia: An Overview. In Frith, K.T. & Karan, K.

Commercializing Women: Images Of Asian Women In The Media. NY: The Hampton Press.

Frith, Katherine T. (forthcoming, 2007). Touchpoints. In Bill Ryan and Theodore Conover (Ed.) *Graphic Communication Today, NY: Thompson Learning*.

Frith, Katherine T. (forthcoming, 2007). Advertising and the Rising Chinese Consumerism (Chap. 2). In Hong, C. and Kara Chan (Eds.) *Advertising and Chinese Society: Impacts and Issues*, Hong Kong: The Chinese University of Hong Kong Press.

Frith, Katherine T. and Hong Cheng (forthcoming, 2007). Symbolic Meaning in Advertisements in China (Chap. 9). In Hong, C. and Kara Chan (Eds.) *Advertising and Chinese Society: Impacts and Issues*, Hong Kong: The Chinese University of Hong Kong Press.

Referred Journal Articles

Frith, K. T. (1986). Countering sign vandalism with public service advertising, *The Transportation Research Record*, (A publication of the National Research Council, Washington, D.C.). 1069, 68-72.

Frith, K. T. (1987). Malaysian advertising students teach the teacher, *Journalism Educator*, 42(2), 35-37.

Frith, K. T. & Frith, M. (1990). Western advertising and Eastern culture: A confrontation in Southeast Asia, *Current Issues and Research in Advertising*, 12(1 & 2), 63-73.

Frith, K. T. (1990). Reply to Charles F. Frazer's rejoinder to Western advertising and Eastern culture, *Current Issues and Research in Advertising*, 12(1&2), 91-93.

Frith, K. T. & Wesson, D. (1991). A comparison of cultural values in British and American print advertising, *Journalism and Mass Communication Quarterly*, 68(1), 216-224.

Sengupta, S. & Frith, K. (1997). Multinational corporation advertising and cultural imperialism: A content analysis of Indian TV commercials, *Asian Journal of Communication*, 7(1), 1-18.

Burkhart, F., Sigelman, C. & Frith, K.T. (1997). The case of 'Alvarez' vs. 'Albertson': Effects of author's ethnicity on evaluation of news stories, *Journalism and Mass Communication Quarterly*, 74(2), 304-314.

- Karrh, J. & Frith, K.T. (2001). Audience attitudes toward brand placement: Singapore and the United States, *International Journal of Advertising*, 20(1), 3-24.
- Frith, K. T. (1998). Advertising in Greater China: Issues and challenges, *Asian Journal of Communication*, 8(2), 1-17.
- Frith, K. T., Cheng, H. & Shaw, P. (2003). Race and beauty: A comparison of Asian and Western models in women's magazine advertisements, *Sex Roles: A Journal of Research*, 50(1/2).
- Frith, K. T. (2003). Advertising and the Homogenization of Culture: Perspectives from ASEAN, *Asian Journal of Communication*, 13(1), 37-54.
- Frith, K. T., Shaw, P. & Cheng, H. (2005). The construction of beauty: A cross cultural analysis of women's magazine advertisements, *Journal of Communication* 55 (1), 56-70.
- Cheng, H. & Frith, K.T. (2006). Going global: An analysis of global women's ads in China. *Media International Australia*, No. 119, pp. 138- 152.

Other Articles and Proceedings

- Frith, K. T. and Kaur, K. (1986). Foreign Press Coverage of the Hanging of Two Australians for Drug Trafficking, *The Malaysian Journalism Review*, September: 32-36.
- Frith, K. T. (1986). A public service advertising campaign to reduce sign vandalism in Iowa, *Proceedings of the American Academy of Advertising*, 107-111.
- Frith, K. T. (1987). Advertising in Malaysia: An overview, *The Journal of Southeast Asian Business* (Ann Arbor: University of Michigan School of Business), 12 (Winter), 25-29.
- Ramanathan, S. & Frith, K. T. (1987). Journalism Education in Malaysia, *Journalism Educator*, 42(4), 10-12.
- Frith, K.T. (1987). Social and legal constraints on advertising in Malaysia, *Media Asia*, 14(2), 100-104.
- Frith, K. T. (1987). Malaysian and American advertising: A review of the differences, *Sarsaran* (Kuala Lumpur, Malaysia), June, 36-37.

- Frith, K. T. (1987). Advertising and the consumer movement in Malaysia, *Forum Komunikasi*, (Kuala Lumpur, Malaysia), 1(1), 43-48.
- Frith, K. T. (1987). Reflections on teaching in Malaysia, *Warta MACEE*, (A Publication of the Malaysian American Commission on Educational Exchange), Summer: 3-4.
- Frith, K. T. (1988). Television Advertising in Malaysia: A content analysis, *Media Asia*, 15(2), 81-86.
- Frith, K. T. (1988). Concerns about Western advertising: A global perspective, *Forum Komunikasi*, (Kuala Lumpur, Malaysia), 1(1), 120-126.
- Frith, K. T. & Frith, M. (1989). Advertising as cultural invasion, *Media Asia*, 10(4), 179-184.
- Frith, K. T. (1989). Cultural imperialism or cultural empiricism? A critical perspective, *Proceedings of the American Academy of Advertising*, 41-44.
- Frith, K. T. (1990). Eastern and Western cultural values: A semiotic analysis of two Advertising campaigns, *Proceedings of the American Academy of Advertising*, 55-60.
- Frith, K. T. (1990). Eastern and Western cultural values in advertising, *Sarsaran*, (Kuala Lumpur, Malaysia), December: 35-38.
- Frith, K. T. & Sengupta, S. (1991). Individualism and advertising: A cross-cultural analysis from three countries, *Media Asia*, 18(4), 191-197.
- Kim, K. K. & Frith, K. T. (1993). An analysis of the growth of transnational advertising agencies in five Asian countries: 1970-1990, *Media Asia*, 20(1), 45-53.
- Frith, K. T. (1994). Consumption and communication: An overview of consumer issues in ASEAN, *Proceeding of the Association for Consumer Research*, 35-37.
- Cheng, H. & Frith, K. T. (1996). A survey of foreign advertising agencies in China, *Media Asia*, 23(1), 27-32.
- Frith, K. T. (1996). The century of the dragon -- advertising in Asia: From dependence to convergence, *Media Asia*, 23(4), 188-192.
- Frith, K. T. (1997). Asian advertising: Charting the trends, *Media Asia*, 24(2), 94-98.

Frith, K. T. (1998). Advertising in Vietnam during the *doi moi* period, *Media Asia*, 25(3), 156-169.

Frith, K.T. and Chen, J. and Chung, M. (2006) *Advertising Education in Singapore: Differentiating the Needs of Creatives from Non-Creatives*, published in the proceeding of the Edu-Com 2006 conference organized by Edith Cowan University and Bansomdechopraya University in Ngon Khai, Thailand.

Frith, K.T., Chen, J. (forthcoming, 2007). Understanding the Formal Needs of the Advertising Industry in Singapore, *Media Asia*.

Kavita Karan and Frith, Katherine T. (forthcoming 2007) Commercializing Asian Women: Images in Media, *Media Report to Women*, edited by Sheila Gibbons, Volume 35, No. 1, Spring.

Frith, K.T. and Karan, K. (2007) *Interpreting Visual Images Across Cultures: A Three Country Analysis*, to be published in the Journal of Multicultural Discourses, (2007).

Book Reviews

Frith, K. T. (2003). *Asian branding: A great way to fly* by Ian Batey, Singapore: Prentice Hall. Reviewed in *Asian Journal of Communication*, 12(1), 148-150.

Frith, K. T. (1998). *The media enthralled: Singapore revisited* by Francis T. Seow, Boulder, CO: Lynne Rienner Publishers. Reviewed in *Mass Communications and Society*, 1(3-4), Summer/Fall.

Frith, K. T. (1998). *One Billion Shoppers: Accessing Asia's Consuming Passions and Fast Moving Markets* by Paul French and Matthew Crabbe, Nicholas Brealey Publishing. Reviewed in *Asian Journal of Communication*, 8(2).

Frith, K. T. (1997). *New patterns in global television: Peripheral vision* edited by John Sinclair, Elizabeth Jacka and Stuart Cunningham, Oxford University Press, 1996. *Media Asia*, 1997.

Selected List Of Conference Papers

Frith, Katherine T. (1986). Stop Signs: Signs of Our Times, presented at the Annual Meeting of the International Communication Association in Chicago, Illinois (May, 1986).

Frith, Katherine T. (1986). A Public Service Advertising Campaign to Reduce Sign Vandalism in Iowa, presented at the American Academy of Advertising Conference in Baton Rouge, Louisiana (March, 1986).

Frith, Katherine T. (1987). Teaching Advertising in Malaysia: Some Lessons, presented at the Association for Education in Journalism and Mass Communication Conference in San Antonio, Texas (August, 1987).

Frith, Katherine T. (1988). More Than Was Bargained For: The Consumer Culture in Southeast Asia, presented at the Conference of the Association for Education in Journalism and Mass Communication, Portland, Oregon (July, 1988).

Frith, Katherine T. (1988). Transnational Advertising and the Consumer Culture in Southeast Asia, presented at the International Association for Mass Communication Research Conference, Barcelona, Spain (July, 1988).

Frith, Katherine T. (1989). Undressing Advertising: Analyzing the Social and Cultural Messages in Ads,. presented at a Faculty Seminar, School of Mass Communication, Institute Technology MARA, Malaysia (July, 1989).

Frith, Katherine T. (1989). Advertising from an Islamic Perspective, presented at the Conference on Communication and Culture, Temple University, Philadelphia, Pennsylvania (October, 1989).

Frith, Katherine T. (1989). Cultural Imperialism or Cultural Empiricism: A Critical Perspective presented at the American Academy of Advertising Conference in San Diego, CA. (March, 1989).

Frith, Katherine T. (1989). The Stranger at the Gate: Western Advertising and Eastern Cultural and Communication Values presented at the International Communication Association Conference in San Francisco, CA. (May, 1989).

Frith, Katherine T. (1990). Undressing the Ad: A Method for Deconstructing Advertisements, presented to the Advertising Division of the Association for Education in Journalism and Mass Communication conference in Minneapolis, Minnesota (July, 1990).

Frith, Katherine T. (1990). An Analysis of the Cultural Values in Print Advertising in the United States and Great Britain, presented at the Association for Education in Journalism and Mass Communication annual conference in Minneapolis, Minnesota (July, 1990).

- Frith, Katherine T. (1990). Eastern and Western Cultural Values: A Semiotic Analysis of Two Advertising Campaigns, presented at the American Academy of Advertising Conference in Orlando, Florida (March, 1990).
- Frith, Katherine T. (1990). Eastern and Western Cultural Values: A Critical Analysis, presented at the International Association of Mass Communication Researchers in Bled, Yugoslavia (September, 1990).
- Frith K. T. and S. Sengupta. (1991). Individualism: A Cross-Cultural Analysis of Advertising from the U.S. and India, presented at the Association for Education in Journalism and Mass Communication conference, Boston, MA (August, 1991).
- Frith, K. T. (1991). Analyzing Cultural Values in Advertisements: An East/West Typology, presented at the American Academy of Advertising Conference in Reno, NV (March, 1991).
- Frith, Katherine T. (1992). The Machine in the Garden: How Nature is Depicted in Advertisements, presented at the American Academy of Advertising's 1992 Conference in San Antonio, Texas (April, 1992).
- Kim, Kwangmi Ko & Frith, Katherine (1992). An Analysis of the Growth of Transnational Advertising Agencies in Five Asian Countries: 1970-1990, presented at the Association for Education in Journalism and Mass Communication Conference in Montreal, Canada (August, 1992).
- Frith, Katherine T. (1993). Eastern and Western Cultural Values in Advertising, presented at the National University of Singapore, School of Communication Studies, Singapore (January, 1993).
- Frith, Katherine T. (1993). Advertising and Semiotics, presented at Institute Technology Bandung, Faculty of Art and Design, Bandung, Indonesia (March, 1993).
- Frith, Katherine T. (1993). Advertising and Global Culture, presented at the University Padjadjaran, Faculty of Communication Science, Bandung, Indonesia. (April, 1993).
- Frith, Katherine T. (1993). Press Systems in ASEAN, presented at the *Jawa Post*, Surabaya, Indonesia (April 1993)
- Frith, Katherine T. (1993). Communication and Cultural Values, presented at University Kebangsan, Faculty of Communication, Bangi, Malaysia (May, 1993).

- Frith, Katherine T. (1993). Cultural Values and the Media, presented at the National Institute of Public Administration, Kuala Lumpur, Malaysia (May, 1993).
- Frith, Katherine T. (1993). Advertising in Asia: Trends and Images, presented at the Asian Mass Communication Research Conference, Kuala Lumpur, Malaysia (June, 1993).
- Frith, Katherine T. (1993). Using Western Appeals on an Asian Audience. Presented at Chulalongkorn University, Faculty of Communication, Bangkok, Thailand (June, 1993).
- Frith, Katherine T. (1994). Advertising and the Environment: A Feminist Perspective, presented at the Assoc. for Education in Journalism and Mass Communication Conference in Atlanta, Georgia (August, 1994).
- Frith, Katherine T. (1996). Greater China and the Future of Advertising in Asia, presented at the American Academy of Advertising Conference in Vancouver, Canada (April, 1996).
- Frith, Katherine T. (1996). Trends in Advertising in Asia, presented at Dentsu Inc., Tokyo, Japan, (June 1996).
- Kim, Min Soo & Frith, K. (1996). Religious Broadcasting as Alternative Media in Korea, presented at the Media, Culture and Religion Conference in Boulder, Colorado (January, 1996)
- Ngu, Teck Hua & Frith, K. (1996). Regulating Advertising in the Third World: A Case Study of Malaysia, presented at the International Communications Association Conference in Chicago, Illinois (May, 1996).
- Frith, Katherine T. (1998). Advertising as Social Evil: An Analysis of Advertising in Vietnam, presented at the ConsumAsia Conference at the University of Hong Kong (May 17, 1998).
- Karrh, J., Frith, K. & Callison, C. (1999). Audience Attitudes Toward Brand Placement: Singapore versus the United States, presented at the American Academy of Advertising Conference in Albuquerque, NM (March, 1999).
- Frith, Katherine T. (2000). Spreading the 'Good Life': Advertising and Globalization in Southeast Asia, presented at the International Association of Mass Communications Researchers Annual Conference in Singapore (July 2000).

Frith, Katherine T. (2000). The World of Illusions: US Advertising and Globalization presented for me by Carla Willard at the Annual Meeting of the American Studies Association in Detroit, Michigan (Oct. 12-15, 2000).

Frith, Katherine T. (2001). Marketing Asia to the West, presented at AMIC's Conference on Sharing Information about Asia with the West, Singapore, (January 30- Feb.1, 2001).

Frith, Katherine T. (2001). Media Coverage of Advertising in Singapore: Thinking Globally, Acting Globally, presented at the American Academy of Advertising 2001 Asia-Pacific Conference in Kisarazu, Japan (June 2001).

Frith, Katherine T. (2002). Advertising and Representation of 'The Other': A Visual Analysis, presented at the International Communication Association in Seoul, Korea (July 2002).

Frith, K. T. & Williams, J. (2003). Globalization and Homogenization of Cultures, presented at the American Academy of Advertising, Boulder, Colorado (March, 2003).

Frith, Katherine T. (2003). Beauty Is as Beauty Does: An Analysis of Beauty Types and Beauty Products in US Women's Magazine Advertisements, presented at the International Communication Association Annual Conference in San Diego (May, 2003).

Frith, Katherine T. & Hoo Soo Yee, (2003). From Colonization to Globalization: A Cultural History of Singapore Advertising, presented at the Global Fusion Conference at the University of Texas- Austin, Texas, (October, 2003).

Frith, Katherine T. (2004). You are Never Alone with your Mobile Phone: Case Studies of Mobile Advertising in Singapore, presented at the American Academy of Advertising Conference, Baton Rouge Louisiana (March, 2004).

Frith, Katherine T. (2004). How Global Media Stereotype Women: A Study of Advertising in International Women's Magazines in China, accepted for presentation at the Communication and Globalization conference of the Center for Media Studies in Seattle, WA (July, 2004).

Frith, Katherine T. (2005) Saving Face: Saving Face: Discourses on Beauty and Advertising Across Cultures, International Communication Annual Conference, New York, NY, (May, 2005).

- Frith, Katherine T. (2005) How Advertisements in Global Women's Magazines in China use Stereotypes, presented at the International Communication Association, New York City, NY (May 2005).
- Frith, Katherine T. (2005) The Rising Dragon: Consumerism in China. Invited Keynote address at the 13th International Conference on Advertising and Public Relations, National Chengchi University, Taipei, Taiwan.
- Frith, Katherine T. and Michael Frith (2005) Globalization and the Media vs. Nationhood: Are nation states on the way out? presented at Meidamorphosis: Communication, Technology and Growth, University Teknologi MARA. Kuala Lumpur, Malaysia, (May 2005).
- Frith, Katherine T. (2005). *The Exotic Other: A Content Analysis of Advertising in Global Women's Magazines in China*, presented at the American Academy of Advertising Asia Pacific Conference in Hong Kong, (June, 2005).
- Frith, Katherine T. (2006) Singapore Girls: A Cultural History of Women's Images in Her World magazine. Paper Presented at Curtin University of Technology's Conference, Media and Identity in Asia Sarawak, Malaysia, (15-16 February 2006).
- Frith, Katherine T. (2006) *Do You See What I See? A Cross-Cultural Analysis of Advertising Visuals*. Invited presentation at the Global Media Research Center, Southern Illinois University, Carbondale, Illinois (March, 2006).
- Frith, Katherine T. (2006). *The Changing Face of Chinese Women: An Analysis of Global Women's Magazine Advertising in China*. Conference on Modernization, Modernity and the Media in China, University of Westminster, London, UK, (June, 2006).
- Frith, Katherine T. (2006). *Questioning the Context of Global Advertising*, presented at the International Communication Association's Annual Conference in Dresden, Germany (June, 2006).
- Frith, Katherine T. (2006) *Commercializing Women: Images of Asian Women in Media*, presented at the International Communication Association's Annual Conference in Dresden, Germany (June, 2006)
- Frith, Katherine T. (2006) *Race and Ethnicity: A Comparison of Global and Local Women's Magazine Advertising in Singapore*, presented at the International Communication Association's Annual Conference in Dresden, Germany (June, 2006).

Oh Hyun Sook & Frith, K.T. (2006) *International Women's Magazines and Transnational Advertising in South Korea*, presented at the International Communication Association's Annual Conference in Dresden, Germany (June, 2006).

Frith, K.T. and Chen, J. and Chung, M. (2006) *Advertising Education in Singapore: Differentiating the Needs of Creatives from Non-Creatives*, presented at the Edu-Com 2006 conference organized by Edith Cowan University in Ngon Khai, Thailand (Nov. 22-24).

Frith, K.T. (2007) *From Multiculturalism to Homogeneity: A Visual History of Women's Images in Her World magazine from 1960-2000*, presented at the International Communication Association's Annual Conference in San Francisco, CA (May, 2007).

Frith, K.T. and Kavita Karan (2007) *Global Visuals: Is a Picture Worth a Thousand Words?* Presented to the Visual Communication Division at the International Communication Association's Annual Conference in San Francisco, CA (May, 2007).

Frith, K.T. and Kavita Karan (2007) *Global Visuals? Cultural Diversity and Visual Communication*. Presented to the International Communication Association's Annual Conference in San Francisco, CA (May, 2007).

Oh Hyun Sook & Frith, K.T. (2007) *Globalization and Localization in the Production Process of International Women's Magazines in Korea*, presented at the International Communication Association's Annual Conference in San Francisco, CA (May, 2007).

Kim, Kwangmi K. and Katherine T. Frith (2007) *Reading global ads: A cross cultural study of Korean, Singaporean, and US students*, presented at the American Academy of Advertising's 4th Asia Pacific Conference in Seoul, Korea, (May 31- June 2).

Frith, K.T. and Chen, J. and Chung, M. (2007) *Marketing Education: A Focus of the Learning Needs of Professionals in the Advertising Industry*, presented at the American Academy of Advertising's 4th Asia Pacific Conference in Seoul, Korea, (May 31- June 2).

Karan, K. and Frith, K.T. and Chen, J. (2007) *Fairness as a Concept of Asian Beauty: A Product of Colonization or Orientalism?* Presented at The Body in Asia conference, sponsored by the Asian Research Institute, National University of Singapore, (March 15-17, 2007).

Frith, K.T. and Karan, K. (2007) *Who is the Fairest of us all: A comparison of ads in women's magazines in Singapore, USA and India*, presented at Second International Conference on Multicultural Discourse to be presented at the Institute of Discourse and Cultural Studies at Zhejiang University, Hangzhou, China (April 13-15, 2007).

Frith, Katherine T. & James Chen & Malcolm Chung (2007) *Negative online discourse and their potential effects on political satisfaction*, presented at the 1st Communication Policy Research (CPR) South Conference in Manila, Philippines (Jan. 2007).

Frith, K.T. (2007) *The Changing Landscape of Women's Magazines in Singapore*, submitted to the ICA-Westminster Conference in Beijing in Oct. 2007

AWARDS, PRIZES AND HONORS

J. Walter Thompson, NY (1970-73). Awards for outstanding advertising work on Greyhound, Kodak, Blue Cross and Blue Shield.

ADDY Awards (1984). The Advertising Pro's of Des Moines. Honorable mention award for advisor to student produced public service campaign.

American Association of Advertising Agencies (1984). Fellowship to attend the A.A.A.A. Educator's Conference in Denver, Colorado.

Fellowship Recipient (1985). Direct Marketing Education Foundation.

Fulbright Teaching Award (1986). Teaching award from the US government for a one-year Visiting Professorship at the School of Communications, Institute Technology MARA, Malaysia.

School Faculty Marshal (1990). School of Communications Commencement (Best Teacher Award). The Pennsylvania State University.

Advertising Faculty Marshal (1990). School of Communications Commencement (Teaching Award for Top Advertising Professor). The Pennsylvania State University.

CLIO Award (1991). Faculty advisor for the student team that placed first in a national competition involving over 90 colleges and universities. The prize of \$1,000 was given to the School of Communication's Advertising Program by the Citibank Corporation.

Advertising Faculty Marshal (1992). College of Communications Commencement (Best Advertising Teacher Award). The Pennsylvania State University.

Fulbright Teaching Award (1986) Teaching award from the US government for a one-year Visiting Professorship at the School of Art and Design, Institute Technology Bandung, Indonesia.

College of Engineering, Penn State University (1999). Innovations in Teaching Award for \$3442 for designing a team-taught Freshman Seminar open to students in both Communications and Engineering.

Judge for the Singapore Advertising Hall of Fame Awards (2002 - 2006). Selected to judge the Annual Hall of Fame Awards presented by the Institute of Advertising Singapore to the top advertising agencies.

Ministry of Community Development and Sports (2004). A prize of \$1000 was awarded to my copywriting class for their work on the 2004 National Family Week advertising campaign.

Judge for the Effie Awards (2003-2006). Selected as a Judge for the International Effie Awards presented by the Institute of Advertising Singapore (affiliated with the International Advertising Association, USA).

Research Grants

1990 **Carnegie Foundation Grant.** Member of the interdisciplinary media group at Pennsylvania State University studying adolescent health and the media. \$15,000.

1996 **Dentsu Institute of Human Studies.** Invited to be a Visiting Fellow for the month of June at this prestigious social science research center in Tokyo, Japan. Research grant \$3000.

1999 **College of Engineering, Pennsylvania State University.** Innovations in Teaching Grant of \$6885 to design and team-teach a Freshman Seminar open to students in Communications and Engineering.

2000 **Nanyang Technological University** Research Grant. Analysis of Women's Magazines in Three Countries: Singapore, Taiwan and the US. \$3000.

2003 **Nanyang Technological University** Research Grant. Survey of Communication Needs of Small and Medium Enterprises. \$3400.

TEACHING

Courses Taught

Undergraduate Classes

Advertising Communication
Advertising Principles
Media and Marketing
Professional Media Internship Experience
Creative Advertising Writing
Advertising and Society
Public Communication: Issues
Advertising Portfolio

Graduate Classes

Advertising and Society
Communication Campaigns & Strategies
Corporate Public Relations
Advertising Management
Public Communication Campaigns
Public Communication: Issues and Strategies
Integrated Marketing Communication (MBA)

Administration and Supervision

Chair of the Advertising Program at The Pennsylvania University for five years (1989-92, 1994-96)

Associate Editor for the *Asian Journal of Communication* for six years (1999-present)

Supervised over 30 Master's and Doctoral Candidates at Iowa State University, Pennsylvania State University and Nanyang Technological University

SERVICES TO INDUSTRY AND COMMUNITY

- 1993 Social Marketing and Development Communications Consulting with the UNESCO Integrated Pest Management Project, Jakarta, Indonesia.
- 1994 Advertising and Public Relations Consulting for Dentsu/InterAdmark Advertising in Jakarta, Indonesia
- 2000- 2004 Member of the Education Committee for the Association of Accredited Advertising Agents in Singapore (AAAA)
- 2001 Institute of Public Administration, Singapore. Consulting on corporate communication module for Civil Service College

- 2002 USAID/ Southern Illinois University. Part of an Interdisciplinary team of lecturers who traveled to Nepal, Sri Lanka and India to teach NGO's how to use public relations and journalism to spread information about NGO projects
- 2003 Institute of Advertising Singapore. Consulting on the development of an Advertising Copywriting School
- 2003 Raffles La Salle. Invited to chair a committee to validate the Visual Communication Diploma offered by Raffles La Salle Art School.
- 2003. Singapore Institute of Management. Advisor for Mass Communication curriculum for the Singapore Open University Program.
- 2004 Guest Speaker on Media Corp Radio Panel, Do teenagers get mixed signals from society regarding moral standards? April 30, 2004
- 2004 Ministry of Community Development and Sports. Advisor for National Family Week Campaign.
- 2004 Singapore Polytechnic. Invited member of a panel to validate their Diploma in Creative Media Design (DCMD) course May, 18, 2004
- 2002- 2006 Member of the Crowbar Awards Committee organized by the Association of Accredited Advertising Agents in Singapore (AAAA)
- 2003-2006 Member of the Institute of Advertising, Singapore. Served on jury committees for the Annual Advertising Hall of Fame Awards and the Effie Awards.