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Southern Illinois University Carbondale  
School of Journalism  
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## **EDUCATION**

Doctorate in Education, University of Massachusetts  
Masters of Education, University of Massachusetts  
Bachelor of Science, Chestnut Hill College, Philadelphia  
Graphic Design (courses) University of Arizona, Tucson

## **PROFESSIONAL EXPERIENCE**

SOUTHERN ILLINOIS UNIVERSITY, Carbondale (2008- present)  
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  
Adjunct Associate Professor. Nanyang Business School

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

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

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

UNIVERSITY 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, Blue Cross & Blue Shield

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

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

## **RESEARCH AND CREATIVE ACTIVITY**

### **Interests and Specialties:**

Teaching and research specialties include international advertising, copywriting, branding, advertising and social issues, visual culture, women and media, women's magazines, and Asian advertising.

### **Current Projects:**

Currently I am working on a research project involving Advertising and the Global Beauty Industry (Globalizing Beauty: From Soap to Surgeons)

I am also working on a research project with the Global Media Research Center on skin tones on international advertising billboards

### **Grants Applied for and Received:**

2012 Southern Illinois University, received a grant from the Center for Teaching Excellence to help the School of Journalism develop a cohesive online program in Journalism and Advertising, \$40,000

2011 Southern Illinois University, one of 10 faculty from the university to received a grant to develop an online course, \$5000

2006 Nanyang Technological University, one of six applicants from my college to receive the Research Outcome Award and Recognition (ROAR) grant for one full time graduate research assistant and travel funds to overseas conferences. \$6000.

2003 Nanyang Technological University Research Grant to survey the Communication Needs of Small and Medium Enterprises. \$3400.

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

1999 College of Engineering, Pennsylvania State University. Innovations in Teaching Grant for \$3442 to design and team-teach a Freshman Seminar open to students in Communications and Engineering.

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.

1994 Fund for the Improvement of Undergraduate Instruction, Pennsylvania State University, \$350.

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

### **Honors and Awards:**

Keynote Speaker. (2012) University Centre St-Ignatius Antwerp, invited to address the conference on Beauty: Commons vs. Contests

Keynote Speaker, (2005) The Rising Dragon: Consumerism in China. Addressed the 13th International Conference on Advertising and Public Relations, National Chengchi University, Taipei, Taiwan.

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).

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 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.

Fulbright 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.

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

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

Citibank Corporation.

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

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

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

Fellowship Recipient (1985). Direct Marketing Education Foundation.  
American Association of Advertising Agencies (1984). Fellowship to attend the A.A.A.A. Educator's Conference in Denver, Colorado.

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

## **PUBLICATIONS AND CREATIVE WORKS**

### **Books:**

Frith, Katherine T. & Karan, Kavita (Eds.). (2008). *Commercializing Women: Images of Asian Women in Media*. NJ: Hampton Press.

Frith, Katherine T. & Mueller, Barbara (2010). *Advertising and Societies: Global Issues*, New York: Peter Lang.

Frith, Katherine T. (Ed.). (1997). *Undressing the Ad: Reading Culture in Advertising*. New York: Peter Lang.

Frith, Katherine T. (Ed.). (1996). *Advertising in Asia: Communication, Culture and Consumption*. Ames, IA: Iowa State University.

### **Book Chapters:**

Karan, K. & Frith, K. (2014) "International Advertising and Global Magazines" in *The Handbook of International Advertising Research*, (edited by Hong Cheng), NY: Blackwell Publishing

Frith, K. (2009). Advertising And Rising Consumerism In China. In H. Cheng & K. Chan (Eds.), *Advertising and Chinese society: Impacts and issues*. Copenhagen: Copenhagen Business School Press. Pp. 45-66.

- Frith, K., & Cheng, H. (2009). Symbolic Meanings Of In Advertisements China. In H. Cheng & K. Chan (Eds.), *Advertising and Chinese society: Impacts and issues*. Copenhagen: Copenhagen Business School Press. Pp. 191-200.
- Frith, Katherine T. and Kavita Karan (2008). 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, pp. 1-10.
- Frith, Katherine T. (2008). 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, pp. 77-94.
- Frith, Katherine (2008). Branding the Globe. In Anderson, R. and Gray, J. (Eds.) *Battleground: The Media*, Vol. 1. Greenwood Press, pp 62-68.
- Frith, Katherine T. & D. Merskin (2008). Fairness and Thinness in Singapore. In Wolfgang Donsbach (Ed.) *International Encyclopedia of Communication*, NY: Blackwell
- Frith, K. and Frith, M. (2007). Globalization and the media vs. nationhood: Are nation states on the way out? In *Mediamorphosis: Communication, Technology and Growth*. Kuala Lumpur: Anzagain Publishing, pp. 75-94.
- 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. (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, pp.149-169.
- 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, pp.190-204.
- 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. (2001). Cultural Regulation and Advertising in ASEAN: An Analysis of Singapore and Vietnam. In Moeran, B. (Ed.), *Asian Media Production*. London: Routledge Curzon Press, pp. 75-88.
- 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, pp. 1-18.

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, pp. 259-272.

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, pp. 3-10.

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. (1995). Advertising and Mother Nature. In Valdivia, A. (Ed.), *Feminism, multiculturalism and the media: Global diversity*. Newbury Park, CA: Sage Publications.

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. & 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.

Frith, Katherine T. (1993). Traffic Sign Vandalism in Iowa. In Nevitt, T. (Ed.), *Advertising management casebook*. Chicago: National Textbook.

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. (1988). Advertising Copy and Layout. In Friesleben C. (Ed.), *The Publicity Process*. Ames, IA: Iowa State University.

#### **Articles in Professional Journals:**

Feng, Y. and Frith, K. (2015 forthcoming) "Cultural Differences in Cognitive Responding to Ads: A Comparison of Young American and Chinese Consumers", *Asian Journal of Communication*.

Frith, K. (2009) Globalizing Women: How Global Women's Magazines in China and Singapore transmit Consumer Culture, *Media International Australia*, Nov. 2009, Vol 133, p. 130-146.

Frith, K. & Yang, Feng (2009) Transnational cultural flows: An analysis of women's magazines in China, *Chinese Journal of Communication*, Vol. 2, No. 2, July, pp. 158-173.

Karan, K. & Frith, K. (2008) Building a Brand: Case Study of Singapore Airlines. Knowledge Hub. Vol 4 No 1, pp 1-8. ISSN 0973-6425. Rajiv Academy for Technology and Management. UP. India.

Yang, F. & Frith, K. (2008) The Growth of International Women's Magazines in China and the Role of Transnational Advertising. *Journal Of Magazine And New Media Research*, Fall 2008, Vol. 10, No. 1, pp. 1-14

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.

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.

Frith, K. T. (2003). Advertising and the Homogenization of Culture: Perspectives from ASEAN, *Asian Journal of Communication*, 13(1), 37-54.

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. (1998). Advertising in Greater China: Issues and challenges, *Asian Journal of Communication*, 8(2), 1-17.

Karrh, J. & Frith, K.T. (2001). Audience attitudes toward brand placement: Singapore and the United States, *International Journal of Advertising*, 20(1), 3-24.

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.

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.

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.

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

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.

#### **Creative Contributions in Other Journals and Proceedings:**

Kavita Karan and Frith, Katherine T. (2007) Commercializing Asian Women: Images in Media, *Media Report to Women*, edited by Sheila Gibbons, Volume 35, No. 1, Spring, pp.13-18.

Frith, K.T., Chen, J. (2006). Insights on the Education Needs of Aspiring Advertising Professionals in Singapore, *Media Asia* Vol. 33 (1&2), 79-86.

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 *Proceedings of the Edu-Com 2006 Conference* organized by Edith Cowan University and Bansomdechaopraya University in Ngon Khai, Thailand.

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

Frith, K. T. (1997). Asian advertising: Charting the trends, *Media Asia*, 24(2), 94-98.

Frith, K. T. (1996). The century of the dragon -- advertising in Asia: From dependence to convergence, *Media Asia*, 23(4), 188-192.

Cheng, H. & Frith, K. T. (1996). A survey of foreign advertising agencies in China, *Media Asia*, 23(1), 27-32.

Frith, K. T. (1994). Consumption and communication: An overview of consumer issues in ASEAN, *Proceeding of the Association for Consumer Research*, 35-37.



- 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. & Sengupta, S. (1991). Individualism and advertising: A cross-cultural analysis from three countries, *Media Asia*, 18(4), 191-197.
- Frith, K. T. (1990). Eastern and Western cultural values in advertising, *Sarsaran*, (Kuala Lumpur, Malaysia), December: 35-38.
- 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. & Frith, M. (1989). Advertising as cultural invasion, *Media Asia*, 10(4), 179-184.
- Frith, K. T. (1988). Concerns about Western advertising: A global perspective, *Forum Komunikasi*, (Kuala Lumpur, Malaysia), 1(1), 120-126.
- Frith, K. T. (1988). Television Advertising in Malaysia: A content analysis, *Media Asia*, 15(2), 81-86.
- 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. (1987). Advertising and the consumer movement in Malaysia, *Forum Komunikasi*, (Kuala Lumpur, Malaysia), 1(1), 43-48.
- Frith, K. T. (1987). Malaysian and American advertising: A review of the differences, *Sarsaran* (Kuala Lumpur, Malaysia), June, 36-37.
- Frith, K.T. (1987). Social and legal constraints on advertising in Malaysia, *Media Asia*, 14(2), 100-104.
- Ramanathan, S. & Frith, K. T. (1987). Journalism Education in Malaysia, *Journalism Educator*, 42(4), 10-12.
- 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.
- 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. and Kaur, K. (1986). Foreign Press Coverage of the Hanging of Two Australians for Drug Trafficking, *The Malaysian Journalism Review*, September: 32-36.

### **Book Reviews:**

Frith, K.T. (2010) *As China Goes, So Goes the World: How Chinese Consumers are Transforming Everything* by Karl Gerth in *Journal of Asian Studies*, Vol. 70, Issue 3, pp. 804-806 (NY: Hill and Wang).

Frith, K. T. (2003). *Asian branding: A great way to fly* by Ian Batey, Singapore: Prentice Hall. Review appeared 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. Review appeared 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. Review appeared 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. Review appeared in *Media Asia*, 1997.

### **Papers and Presentations at Professional Meetings:**

Frith K. (2014) "Women's Magazines and the Changing Face of Beauty in China", at the Advertising and Marketing in China Conference at Asia Pacific Center in the University of San Francisco, November, 2014.

Frith K. (2014) "The Asian Gaze: Beauty and Advertising in Malaysia", at the University Sains Malaysia in Penang, Malaysia. February, 2014.

Frith K. (2014) "Advertising and the Global Beauty Industry", at the Graduate research Center of the University Sains Malaysia in Kuala Lumpur, Malaysia. February, 2014.

Frith, K. (2014) "Beyond the Asian Gaze," presented at Advertising Gender: A Comparison of East Asian Images through Time, Space, and Media, a panel at the International Communication Association Annual Conference in Seattle, WA, May, 2014.

- Frith, K. (2014) "Globalizing Beauty: A cultural History of the Global Beauty Industry," Presented at the International Communication Association Annual Conference in Seattle, WA, May, 2014.
- Nam, Kyoungtae, Frith, K. and Iyer, N. (2013) "Consumers Response to Provocative Advertising for Social Causes" to be presented at the 2013 American Academy of Advertising Conference in Albuquerque, New Mexico, April 4-7, 2013.
- Frith, K. (2012) University Centre St-Ignatius Antwerp, invited to give a Keynote address titled: "Beauty Has Its Price" at the conference on Beauty: Commons vs. Contests, Antwerp, Belgium, October, 2012.
- Jiang, Chingshan and Frith, K. (2012) "Globalization of the Men's Magazine Industry in Taiwan," a paper presented at the National Communication Association's Annual conference in Orlando, Florida, Nov 15, 2012
- Frith, Katherine T. (2010). *Advertising and the Magazine Industry in China*, presented at the International Communication Association's Annual Conference in Singapore (June, 2010).
- Frith, K.T. (2009) From Her World to our World: A History of Images in Singapore Women's Magazines, presented at the American Academy of Advertising Asia Pacific Conference, Beijing, China, May, 2009.
- Frith, K.T. (2008) Globalizing Women: How Global Women's Magazines in Asia Transmit Consumer Culture. Presented at the University of Melbourne conference on Globalization of Advertising in the Asia-Pacific: The Impact on Media, December 8, 2008.
- Frith, K.T. & Yang, F. (2008) International Women's Magazines and Transnational Advertising in China, presented to the Magazine Division of AEJMC at the AEJMC annual conference in Chicago, August, 2008.
- Frith, K.T. and Yang, F. (2008) The Changing Face of Women's Magazines in China. Accepted for presentation at the annual International Communication Association Conference in Montreal, Canada, May, 20, 2008.
- Frith, K.T. (2007) An Analysis of the Skin Color of Models in Global Woman's Magazines. Presented to the faculty of the National University of Malaysia, Nov. 2007, Kebangsan, Malaysia.
- Frith, K.T., Kavita Karan and James Chen (2007) Whiter than White: A cross cultural comparison of skin tones in ads from Singapore, India, and the U.S.A. Presented at the Association of Education and Journalism Annual Conference in Washington, DC, August. 2007.

- Frith, K.T. (2007) A Visual History of Women's Images in Advertising in Singapore from 1960-2000. Presented at the Association of Education and Journalism Annual Conference in Washington, DC, August. 2007.
- Frith, Katherine & Oh, Hyun Sook (2007) The Changing Landscape of Women's Magazines in Asia: A Singapore Case Study. Presented at the Association of Education and Journalism Annual Conference in Washington, DC, August. 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.
- Frith, Katherine T. & James Chen & Malcolm Chung (2007) *Negative online discourse and their potential effects on political satisfaction*, presented at the 1<sup>st</sup> Communication Policy Research (CPR) South Conference in Manila, Philippines (Jan. 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).
- 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 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 4<sup>th</sup> Asia Pacific Conference in Seoul, Korea, (May 31- June 2).
- 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).
- 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).
- 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).

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. (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 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).

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, 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).

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). *Questioning the Context of Global Advertising*, presented at the International Communication Association's Annual Conference in Dresden, Germany (June, 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) *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) *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. (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. 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 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. (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) Saving Face: Saving Face: Discourses on Beauty and Advertising Across Cultures, International Communication Annual Conference, New York, NY, (May, 2005).

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

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, 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. (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. (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. (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).

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. (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).

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).

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)

Frith, Katherine T. (1996). Trends in Advertising in Asia, presented at Dentsu Inc., Tokyo, Japan, (June 1996).

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. (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. (1993). Using Western Appeals on an Asian Audience.

- Presented at Chulalongkorn University, Faculty of Communication, Bangkok, Thailand (June, 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). Cultural Values and the Media, presented at the National Institute of Public Administration, Kuala Lumpur, Malaysia (May, 1993).
- Frith, Katherine T. (1993). Communication and Cultural Values, presented at University Kebangsaan, Faculty of Communication, Bangi, Malaysia (May, 1993).
- Frith, Katherine T. (1993). Press Systems in ASEAN, presented at the *Jawa Post*, Surabaya, Indonesia (April 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). Advertising and Semiotics, presented at Institute Technology Bandung, Faculty of Art and Design, Bandung, Indonesia (March, 1993).
- 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).
- 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. (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).
- 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 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, 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, 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). 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). 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. (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. (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). Advertising from an Islamic Perspective, presented at the Conference on Communication and Culture, Temple University, Philadelphia, Pennsylvania (October, 1989).

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

Work in progress:

Frith, K. (forthcoming 2016) “The Advertising Milieu and Beauty Advertising – Persuasion Ethics” a book chapter in *Persuasion Ethics* (edited by Esther Thorson and Margaret Duffy) Blackwell Publishing.

Jiang, Chingshan & Frith, K. (in progress) “The Globalization of the Men’s Magazine Industry in Taiwan,” to be submitted to the *International Journal of Advertising* for publication in a special issue.

Frith, K. “The Growth of Women’s Magazines and the Changing Beauty Ideal in China” (Submitted for publication in *The Asia Pacific Journal*)

## **TEACHING EXPERIENCE**

### **Teaching Interests and Specialties:**

My current teaching interests are in advertising and branding with an emphasis on international advertising. I can teach the following undergraduate and graduate courses:

#### **Undergraduate Classes**

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

#### **Graduate Classes**

|   |
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| Advertising and Society                     |
| Brand Campaigns & Strategies                |
| Advertising Management                      |
| Public Communication Campaigns              |
| Public Communication: Issues and Strategies |

**Teaching and Training Grants:**

Southern Illinois University (2012, 2103) Received a total of \$45,000 to help the School of Journalism set up an online Certificate course in Journalism and Mass Communication

College of Communication, Pennsylvania State University (1994) Grant for the Improvement of Undergraduate Instruction, \$350.

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.

**Teaching Honors and Awards:**

Fulbright 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.

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

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

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

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

**Number of Master's and Ph.D. Committees on which served:**

I have supervised over 30 Master's and Doctoral Candidates at Iowa State University, Pennsylvania State University and Nanyang Technological University. I am currently supervising one PhD student and one Master's student at SIU and am on the committee of three other PhD students.

**UNIVERSITY SERVICE**

**Department**

- SIU School of Journalism, Deputy Director
- SIU School of Journalism Search Committee, Advertising Faculty, 2008
- SIU School of Journalism Advertising Curriculum Reform Committee, 2008

**College and University Committees and Councils**

- SIU International Education Committee
- SIU Graduate Council
- SIU Global Media Research Center Committee, MCMA
- SIU Buddhist Advocacy Student Organization, member

**Chair of Advertising and PR Program at Penn State University**

- Served from 1989-92, and 1994 to 99

**PROFESSIONAL SERVICE****Membership in Professional Associations**

- Asian Media Information and Communication Centre, Singapore
- Association for Education in Journalism & Mass Communications
- American Academy of Advertising
- International Communication Association
- Institute of Advertising Singapore

**Offices Held and Honors Awarded in Professional Associations:**

- Associate Editor for the *Asian Journal of Communication* for eight years (2008-present)
- Editorial Board, *Journal of Advertising*, American Academy of Advertising, 1996-1998.
- Editorial Board, *Forum Komunikasi Journal*, Institute Teknologi MARA, Kuala Lumpur, Malaysia.

**Consultancies**

- External Examiner for the Media Studies Diploma at Ngee Ann Polytechnic Institute in Singapore.
- External Examiner for the Advertising and PR programs at Hong Kong Baptist University.
- External Examiner for the Advertising and PR programs at University Institute Teknoogi MARA, Shah Alam, Malaysia
- Singapore Polytechnic. Invited member of a panel to validate their Diploma in Creative Media Design
- Singapore Institute of Management. Advisor for Mass Communication curricula for the Singapore Open University Program.
- Training of NGOs in Nepal, India, and Sri Lanka. The training was funded by the US State Department.

- Institute of Advertising Singapore. Consulting on the development of an Advertising Copywriting School.
- Institute of Public Administration, Singapore. Consulting on corporate communication module for Civil Service College.
- Advertising and Public Relations consulting for Dentsu/InterAdmark Advertising in Jakarta, Indonesia.
- Social Marketing and Development Communications --Consulting with the UNESCO Integrated Pest Management Project, Jakarta, Indonesia.

### **Evaluation of Manuscripts for Journals and Book Publishers and of Grant Proposals**

- Wadsworth Publishing
- Sage Publishing
- Peter Lang Inc.
- Iowa State University Press
- *European Journal of Communication*
- *The Journal of Advertising*
- *Journal of Broadcasting and Electronic Media*
- *Asian Journal of Communication*
- *Sex Roles: A Journal of Research*

### **Evaluation of Manuscripts for Academic Conferences**

- American Academy of Advertising
- Association for Education in Journalism and Mass Communication
- International Communication Association
- Asian Media and Information Centre

### **Other Service to Universities and Academic Institutions**

- Reviewing Tenure Materials for Candidates from Kansas State University and University of North Carolina
- Singapore Institute of Management. Advisor for Mass Communication curricula for the Singapore Open University Program (affiliated with UK Open University)
- Raffles La Salle Art School in Singapore. Invited to chair a committee to validate the Visual Communication Diploma offered by Raffles La Salle Art School.

## **COMMUNITY SERVICE**

### **Service to Government Organizations**

- Ministry of Community Development and Sports, Singapore. Advisor for National Family Week Campaign.
- Guest Speaker on Media Corp Radio Panel, Do teenagers get mixed signals from society regarding moral standards? April 30, 2004.2004

2000- 2007 Member of the Education Committee for the Association of Accredited Advertising Agents in Singapore (AAAA).

- 2002- 2006 Member of the Crowbar Awards Committee organized by the Association of Accredited Advertising Agents in Singapore (AAAA)

**Service to Southern Illinois University**

- Letter of appreciation for serving as a judge for the Southern Illinois Editor's Association "Better Newspapers" contest
- Speaker at Kellogg Hall SIU student group

**Service to Industry**

- Served as Judge for Singapore Advertising Hall of Fame Awards for judging in 2002, 2003, 2006
- Served as Judge for the International EFFIE Advertising Awards for judging in Singapore in 2004, 2005, 2006
- Served as judge for the Institute of Advertising Singapore for judging in 2002- 2006