

## **Mark Shevy**

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Northern Michigan University  
Communication and Performance Studies Department  
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### **Education:**

Ph.D., **University of Wisconsin at Madison**, December 2006  
Journalism and Mass Communication  
Minor in Music (music meaning)  
Dissertation: “*Commusication Part I: Popular music genre as cognitive schema.*”  
Advisor: Robert Hawkins

M.S., **Colorado State University**, May 2000  
Journalism and Technical Communication  
Thesis: “*Cognitive processing of video*” (Effect of music on video interpretation)  
Advisor: Donna Rouner

B.A., **Michigan State University**, May 1991  
Telecommunications  
Emphasis areas: Video and audio production, German, Aerospace studies  
(management)

### **Research Interests:**

Cognitive and emotional responses to media. Particularly, psychology of music communication and film music; audience attention to television; audio and visual interaction; entertainment, education, and learning through media; effects of narrative structure.

### **Teaching Interests:**

Mass communication theory and effects; television/video/audio production; music communication and psychology; mass media writing; Web design; mass media and society; new technology; quantitative research methods.

## PUBLICATIONS

- Shevy, M. (2008). Music genre as cognitive schema: Extramusical associations with country and hip-hop music. *Psychology of Music*, 36(4), 477-498.
- Shevy, M. & Hawkins, R. (2008). Attending to mass media. In *International Encyclopedia of Communication Vol. 1* (Ed. Wolfgang Donsbach). Blackwell Publishing, Malden, MA. (Invited section entry.)
- Shevy, M. (2007). The mood of rock music affects evaluation of video elements differing in valence and dominance. *Psychomusicology*, 19(2), 57-78.
- Cho, J., Boyle, M.P., Keum, H., Shevy, M., McLeod, D.M., & Shah, D.V. (2003). Media, terrorism, and emotionality: affective dimensions of news content and effects after September 11<sup>th</sup>. *Journal of Broadcasting & Electronic Media*, 47, 309-327.

## CONFERENCE PAPERS

- Shevy, M. (2007). Semantic congruence, valence, dominance, ambiguity, and cognitive effort: Factors that may account for the varying effect of music mood on audience evaluation of multiple elements co-occurring within a video. *Invited paper for the film music symposium at the Society of Music Perception and Cognition conference: Montreal, Canada.*
- Shevy, M. (2007). A chronological information-processing model of music communication. *Paper presented at the Society of Music Perception and Cognition conference: Montreal, Canada.*
- Shevy, M. (2006). Music genre as cognitive schema. *Paper presented at the biannual Ninth International Conference on Music Cognition and Perception: Bologna, Italy.* The abstract was also published in the proceedings CD-ROM.
- Shevy, M. & Rouner, D. (2004). Musical emotion, cognition, and the interpretation of video. *Paper presented at the biannual Eighth International Conference on Music Cognition and Perception: Evanston, Illinois.* It was also published in the proceedings CD-ROM.
- Hawkins, R.P., Pingree, S., Shevy, M., & Hellmich, S.A. (2004). The implications of “bouncing” in and out of television. *Poster presented at the International Communication Association annual conference: New Orleans, Louisiana.*
- Shevy, M. & Rouner, D. (2004). Evaluative interpretation of music video. *Paper presented at the annual Midwest Conference for Big Ten Schools: Iowa City,*

*Iowa (this paper was selected from the Mass Communication Research Committee conference to represent UW at the Big Ten conference).*

Shevy, M. & Rouner, D. (2004). The effect of music on the cognitive interpretation of a video. *Paper presented at the Mass Communication Research Center annual conference: University of Wisconsin-Madison School of Journalism and Mass Communication.*

Devanathan, N., Shevy, M., Boyle, M.P., McCluskey, M.R., Stein, S.E., Hillback, E., & McLeod, D.M. (2003). Community influences on newspaper coverage of social and political protests. *Paper presented at the International Communication Association annual conference: San Diego, California.*

Cho, J., Boyle, M.P., Keum, H., Shevy, M., McLeod, D.M., & Shah, D.V. (2002). Media, terrorism, and emotionality: affective dimensions of news content and effects after September 11<sup>th</sup>. *Paper presented at Association for Education in Journalism and Mass Communication annual conference: Miami Beach, Florida.*

Boyle, M.P., Hillback, E., Devanathan, N., McCluskey, M.R., Stein, S., Shevy, M., & McLeod, D.M. (2002). The influence of level of deviance and protest type on coverage of social protest in Wisconsin from 1960 to 1999. *Paper presented at Association for Education in Journalism and Mass Communication conference: Miami Beach, Florida.*

## **TEACHING EXPERIENCE**

### **Northern Michigan University**

*Mass Media and Society: BC471.* (Fall 2008). 4 credits. A survey of media effects on individuals and society with an emphasis on empirical research and theory.

*Introduction to Mass Media: BC165.* (Winter 2008). 4 credits. An introduction to mass media industry and practices and their interaction with culture. Highlighted prominent philosophical, ethical, and legal issues and worked to increase students' media literacy.

*Studio Television Production: BC272.* (Fall 2008, Winter 2008, Fall 2007,). 4 credits. Produced PSAs for local organizations and submitted projects to Michigan Association of Broadcasters competition.

*Issues in New Media Technology: BC495.* (Winter 2008). Used online discussion boards, wikis, blogs, Second Life, and other new technologies to study the connection between the Internet, media, and social and economic issues.

*Internship supervisor.* (Fall 2008, Winter 2008, Fall 2007).

*Introduction to Audio Production: BC271.* (Fall 2008, Fall 2007). 4 credits. Students interacted with local events such as the Australian Olympic Boxing team. Produced PSAs for local organizations and submitted projects to Michigan Association of Broadcasters competition.

*Independent Studies: Film reel creation.* (Fall 2007)

### **Boise State University**

*Psychology of Media Entertainment.* (Fall 2006). Created this upper-division class to focus on empirical research and theory applicable primarily to television and film. Useful for those who create and consume entertainment media.

*Introduction to Radio Production.* (Fall 2006, Spring 2007). Emphasized achieving communication goals through via the technical and aesthetic aspects of audio production. Also addressed the role of radio in society and common radio practices. Technology included analog studio and field equipment as well as digital editing with Adobe Audition.

*Internship and Practicum Supervisor.* (Fall 2006). Supervised and advised 81 students and guided organizations who provided internships.

*Introduction to Web Design.* (Spring 2006, Spring 2007). Created this class to teach a blend of Web design and development based on goals of communication and usability. Included visual design, site structure, accessibility issues, table-based coding and CSS coding. Useful for those who want to get started in Web design or may need to work with designers and developers. Technology included FrontPage Web authoring application.

*Introduction to Video Production.* (Spring 2006, Spring & Summer 2007). Emphasized achieving communication goals via the technical and aesthetic aspects of independent film/video production. Technology included lighting kits, audio equipment, digital camcorders, and editing with Adobe Premiere Pro.

*Introduction to Video Production Service Learning.* (Spring 2006, 2007). Supervised video production students who created projects for local non-profit organizations.

*Mass Communication and Society.* (Fall 2005). An introduction to mass media industry and practices and their interaction with culture. Highlighted prominent philosophical, ethical, and legal issues and worked to increase students' media literacy.

*Mass Media Effects* (Fall 2005). Surveyed the main theories and models of media effects research involving the interaction between media, content, and audiences. Included effects ranging from the individual level to the societal level.

### **University Wisconsin-Madison**

*Teaching Assistant, Media Effects.* (Jan. 2004 – May 2005). Surveyed the main theories and models of media effects research involving the interaction between media, content, and audiences. Included effects ranging from the individual level to the societal level.

*Teaching Assistant, Mass Media Practices.* (Aug. 2001 – Dec. 2003). Taught writing-intensive labs that developed journalistic and strategic communication skills for print and broadcast media (AP style). Also taught technology and associated design principles for print layout audio, video, and Web sites. Software included InDesign, Quark, Dreamweaver, and iMovie.

### **Other Teaching Activities**

*Children's pastor and junior and senior high school youth group leader.* (Oct. 1998 – Jul. 2001). Calvary Chapel, Cheyenne, Wyoming. Conducted expositional teaching for classes ranging from three-year-olds through high school.

*ICBM Missile Combat Crew Instructor.* (Apr. 1994 – Oct. 1994). United States Air Force, Cheyenne, Wyoming. Trained missile combat crews in classrooms and launch control center simulators.

## **SERVICE**

### **Community Service**

*Founded the Marquette Songwriters.* (Aug. 2008-present). Marquette, MI. Hold monthly meetings where NMU students and community members from diverse backgrounds can share views through music, foster creative development, and produce music for personal use and public performance.

*Performed historical maritime songs in elementary school.* (Nov. 2007). Taught about music communication.

*Founded the Treasure Valley Songwriters Group.* (Sept. 2006-2007). Meridian, ID. Organized and led a monthly meeting for community members to develop their musical art, build relationships, and learn from one another by emphasizing communication through music.

### **University Service**

*NMU Faculty Senate Member in the Committee on Internationalization.* (Fall 2008-present).

*Presented paper on the importance of diversity in free speech.* (Winter 2008). Academic symposium on diversity for NMU's diversity week.

*International Performing Arts Series Committee Member.* (Fall 2007). Member of a small committee responsible for all aspects of bringing cultural performers to the Northern Michigan University Campus.

*University Information Technology Action Committee Vice Chair.* (Aug. 2006 - Spring 2007). Boise State University.

### **College Service**

*Dean Evaluation Committee Member.* (Spring 2006). Boise State University College of Social Science and Public Affairs.

*Distinguished Service Awards Committee Member.* (Spring 2006). Boise State University College of Social Science and Public Affairs.

*Research and Development Awards Committee Member.* (Fall 2005). Boise State University College of Social Science and Public Affairs.

### **Department Service**

*CAPS Executive Committee Chair.* (Fall 2008). Northern Michigan University Communication and Performance Studies Department.

*CAPS Executive Committee Member.* (Winter 2008). Northern Michigan University Communication and Performance Studies Department.

*CAPS Recruitment services.* (2007-2008). Provided tours of NMU media production facilities for prospective students, parents, and guidance counselors.

*Chair of Curriculum Committee.* (Aug. 2006-Present). Boise State University Department of Communication.

*Curriculum Committee Member.* (Aug. 2005-Aug.2006). Boise State University Department of Communication.

*Faculty Meeting Minutes Recorder* (Aug. 2005-Aug.2006).Boise State University Department of Communication.

### **Professional Service**

*Judge for the national Gabriel Awards (Radio).* (Fall 2008).

*Peer reviewer for Psychology of Music.* (Fall 2007).

*Peer reviewer for the Mass Communication Division of the International Communication Association conference.* (Nov. 2006, 2007)

*Workshop presenter*

Idaho Journalism Educators Conference. (Nov. 2005).

*Discussant and peer reviewer*

UW Mass Communication Research Committee annual conference (Feb. 2005).

## **ADDITIONAL PROJECTS**

### *School of Journalism Awards Banquet Project Assistant*

Worked under UW School of Journalism Directors Sharon Dunwoody and James Baughman. Wrote biographies of award winners, designed and created banquet programs and awards, arranged additional banquet and guest details. (Paid position). (Feb. – Apr. 2003 & 2004).

### *School of Journalism Staffing Trends Project Assistant*

Worked under UW Professor Doug McLeod. Collected trend data on faculty workload from peer universities and other departments at UW and compared it to the number of professors in the UW School of Journalism. As a result, the School of Journalism kept its entire staff during University budget cuts. (Paid position). (Jan. 2003).

### *Member of the UW Mass Communication Research Committee*

Conducted RDD telephone surveys, designed questionnaires, trained interviewers, moderated focus groups, contributed to the development of project designs. (Aug. 2001 – July 2002, Sep. – Dec. 2004).

### *UW School of Journalism and Mass Communications Graduate Student Officer.*

Completed administrative work and training that turned an informal group of graduate students into a registered student organization eligible for university funding. Currently serving as treasurer. (July 2004 – May 2005).

### *UW School of Journalism and Mass Communication Social Event Coordinator.*

Led a small group of graduate students in hosting a music concert to promote social relationships within the school and university-wide publicity for the school. (Apr. – May 2002).

## **PROFESSIONAL EXPERIENCE**

### *Assistant Professor of Media Production and New Technology.* (Aug. 2007 - present).

Northern Michigan University Communication and Performance Studies Department.

### *Assistant Professor of Media Studies.* (Aug. 2005 – June 2007). Boise State University Department of Communication.

### *Teaching Assistant* (Aug. 2001 – May 2005). University of Wisconsin-Madison School of Journalism and Mass Communication.

### *Production Assistant for ESPN Great Outdoor Games.* (July 2004). Barrett Productions, Madison, WI. Worked with camera crews filming fly-fishing competitors on a river.

*Director of Ministries* (Jan. - Aug. 2001). Calvary Chapel Cheyenne. Served as childrens' pastor in charge of 50 teachers; Junior high school youth group leader; Managed audio-visual media production and training including the use of soundboards during live music and speech, Final Cut Pro video editing software, and Pro Tools audio editing software.

*Stage Hand* (Jan. – Apr. 2001). Cheyenne Civic Center. Set up and tore down equipment, primarily audio, for professionally touring shows.

*Master Control Operator and Business Television Trafficker.* (May 1998 – Jan. 2001). EchoStar Corporation, Cheyenne, WY. Coordinated satellite broadcasts between clients and multiple uplink center departments. Managed broadcast crisis situations and operated equipment for airing special event broadcasts and pay-per-view movies.

*Concert Promoter* (Apr. 1998). Conceptualized and executed a guitar concert in Cheyenne, WY. Ran a promotional campaign involving fliers, newspaper articles, broadcast news, and radio interviewing. Successful turnout.

*Live Television News Technical Director and Video Editor.* (May 1997 – May 1998). KGWN, Cheyenne, WY. Served various positions including technical director, master control operator, floor director, audio operator, Chyron operator, tape operator, camera operator (in the studio and in the field), and video editor.

*Air Force Officer.* (Apr. 1992 – May 1997). ICBM Combat Crew Commander and instructor. Managed numerous personnel and multi-million dollar equipment, completed various administrative duties, served as the squadron public affairs representative and S.A.L.T. inspection escort, taught classes. Completed quality management and leadership courses. Earned rank of captain and awards for outstanding performance.

*Radio disc jockey.* (Aug. – Nov. 1991). WZRK, Hancock, Michigan. Hosted evening music show with sports and news updates.

### **GRANTS AND AWARDS**

*Sponsored student who won MAB award.* (2008). Submitted a student's class project (Intro to Studio TV Production) to the Michigan Association of Broadcasters competition. Student won second place for TV PSA, bringing praise to Northern Michigan University.

*Faculty Research Grant.* (Oct. 2006). Experimental research on perception of structure in atonal music. \$570 for software, a student assistant, and participant recruitment incentive. Boise State University.

*Capstone Ph.D. Teaching Assistant Award Nomination.* (Oct. 2004). Selected as the UW School of Journalism and Mass Communication nominee for annual campus-wide competition. Based on outstanding performance in teaching and academic studies throughout the entire time spent as a graduate student. University of Wisconsin – Madison.

*Walter Damm Fund Grant.* (Feb. 2004). Experimental research in the cognitive effects of video and music. \$1000 for audio and video production technology. University of Wisconsin – Madison.

*Four Year Teaching Assistantship Contract.* (Aug. 2001 – May 2005). Awarded the University of Wisconsin School of Journalism and Mass Communication's highest incentive package as an incoming Ph.D. student. University of Wisconsin – Madison.

*Best Thesis Award.* (Apr. 2000). Department of Journalism and Technical Communication. Colorado State University.

*Certificate of Appreciation.* (Jul. 1999). Operations employee of the month for outstanding and dedicated service. EchoStar Satellite Corporation, Cheyenne, WY.

*Air Force Achievement Medal.* (Apr. 1997). For meritorious service from March 1996 to May 1997 including the development of two new combat crew members and superior crew performance directly contributing to "Excellent" ratings for the 321<sup>st</sup> Missile Squadron during critical Headquarters Air Force Space Command and Twentieth Air Force inspections. F.E. Warren AFB, Cheyenne, WY.

*Outstanding Performance Awards.* (Aug. 1992 – May 1997). Repeatedly earned for flawless or nearly flawless evaluations as a combat crew member. F.E. Warren AFB, Cheyenne, WY.

*Distinguished Graduate from Undergraduate Missile Training.* (Aug. 1992). Graduated with highest honors in the Minuteman Modernized Command Data Buffer Class 162. Vandenberg AFB, Lompoc, CA.

*AFROTC Scholarship Award.* (Aug. 1989 – May 1991). Covered tuition and textbooks. Michigan State University.

*Honor Flight Commander Award.* (May 1990). Trained and led a group of undergraduates as their flight commander. Competed against seven other flights for half an academic year and won the title of honor flight by the largest margin in Michigan State University AFROTC recorded history. Michigan State University.

*Outstanding GMC Award.* (May 1989). For exceptional performance as a junior undergraduate in AFROTC. Michigan State University.

### **MEMBERSHIPS AND AFFILIATIONS**

International Communication Association  
Society for Music Perception and Cognition  
Society for Education, Music and Psychology Research