

MICHAEL W. BARBERICH

Department of Communication
Social Science 367



September 2026

mbarberich@albany.edu
(518) 442-4877

EDUCATION

- 2004 Ph.D., University of Pittsburgh.
Dissertation: From the Frontier to the Fireside: Rhetoric and Public Memory in the Depression and the War.
Doctoral Mentor: John Poulakos, Ph.D.
- 1994 M.A., University of Maine.
- 1992 B.A., Purdue University.

EMPLOYMENT

- 2023 – Present Lecturer II, University at Albany, College of Arts and Sciences, State University of New York.
- 2004 – 2022 Visiting Assistant Professor, University at Albany, College of Arts and Sciences, State University of New York.
- 1999 – 2003 Lecturer, University at Albany, College of Arts and Sciences, State University of New York.
- 1994 – 1998 Teaching Fellow, University of Pittsburgh, Faculty of Arts and Sciences.
- 1992 – 1993 Teaching Assistant, University of Maine, College of Liberal Arts and Sciences.

HONORS AND AWARDS

Online Course Development Initiative Award, University at Albany, SUNY. 2010.
Teaching Fellowship, University of Pittsburgh. 1994, 1995, 1996, 1997, 1998.
Graduate Teaching Assistantship, University of Maine. 1992, 1993.

PUBLICATIONS

Book Chapter

“Memory and the New Deal,” in Aaron D. Purcell, ed., *Interpreting American History: The New Deal and Great Depression*, pp. 183-198. Interpreting American History Series. Kent, OH: Kent State University Press, 2014.

Book Review

Review of *Fireside Politics: Radio and Political Culture in the United States, 1920-1940*. *Journal of Interdisciplinary History* 33.1 (2002): 147-149.

OTHER SCHOLARLY ACTIVITY

Training session in persuasive communication for New York State Tobacco Control Program Contractors, University at Albany School of Public Health, 9 January 2019.

Reviewed West & Turner's *Introducing Communication Theory*, 4e, in preparation for fifth edition for McGraw-Hill, October 2010.

Reviewed draft of "Sound Reporting" for Allyn & Bacon, July 2006.

Reviewed draft of M. DeFleur's *Mass Communication Theories: Explaining Origins, Processes, and Effects* (2010), for Allyn & Bacon, December 2005.

CONFERENCE PRESENTATIONS

"Perpetual Crisis: The Problematic of the Future in the War on Terror," Paper, Eastern Communication Association Convention, Pittsburgh, PA, April 2005.

" 'There's no excuse for the unwillingness to play the part of men': Theodore Roosevelt's Rhetoric of Manhood and Statehood," Paper, National Communication Association Convention, Seattle, WA, November 2001.

"Recognizing a Usable Past: Collective Memory and the FDR Memorial," Paper, National Communication Association Convention, New York, NY, November 1998.

"Historical Consciousness and the Epideictic: Memory and Farewell Addresses," Paper, National Communication Association Convention, Chicago, IL, November 1997.

"Narrative Rationality and History in Public Argument," Paper, National Communication Association Convention, Chicago, IL, November 1997.

"Recollection in Soviet Living History: The Example of Anna Larina's Memoirs," Paper, Autobiographies, Rhetorical Performances, and Memory Conference, Wake Forest, NC, May 1997

"Continuities in Farewell Addresses: The Example of Washington and Eisenhower," Paper, Speech Communication Association Convention, San Diego, CA, November 1996.

"No More Something for Nothing: Values that Forgo Policy in the Contemporary American Political Forum," Paper, Speech Communication Association Convention, San Diego, CA, November 1996.

“Phronesis, Ethics and Art: Aristotle and the Rhetorical Imperative,” Paper, Eastern Communication Association Convention, New York, NY, April 1996.

“Coaching Men: On the Performance of Masculinity in *Coach*,” Paper, Speech Communication Association Convention, San Antonio, TX, November 1995.

“Music, Slackers and Resistance: Reading Practices on the Scene of Alternative Music,” Paper, Eastern Communication Association Convention, Pittsburgh, PA, April 1995.

“Preparing to Speak: An Approach to Moving from Invention to Form,” Paper, Eastern Communication Association Convention, Pittsburgh, PA, April 1995.

“Rhetoric and the Critique of Ideology,” Paper, Eastern Communication Association Convention, Washington, DC, April 1994.

“Subjectivity, Identity, Resistance: Critical Theory Visits Seattle,” Paper, Eastern Communication Association Convention, Washington, DC, April 1994.

“Aesthetics and Answerability: An Extended Reflection on ‘An Aesthetics of Natural Performance’,” Paper, Eastern Communication Association Convention, Washington, DC, April 1994.

“Ecofeminism as a Social Movement: Dialogical Politics Responds to Critics,” Paper, Eastern Communication Association Convention, New Haven, CT, April 1993.

“Our Metaphorical War for Peace: A Reflection on Peace in Our Time,” Paper, Speech Communication Association Convention, Chicago, IL, October 1992.

INVITED PRESENTATIONS

“Targeted political advertising, free speech and democracy: The 2016 and 2020 elections,” Islamic Center of the Capital District, Schenectady, NY, 26 January 2020.

“American Culture in the World,” presentation and panel discussion at a town hall meeting held simultaneously in 12 cities across the globe by Americans for Informed Democracy, University at Albany, Albany, NY, 25 March 2004.

“Reconstructing Public Discourse,” delivered at Purdue University, West Lafayette, IN, to the Fundamentals of Speech Communication honors division, 20 March 1992.

TEACHING

Courses Taught, University at Albany

ACOM 204 – Group Communication (Su09, Su07, Su06, Su05, Su04, Su03, Su02, Su01, Su00, F99)

ACOM 265 – Introduction to Communication Theory (S05, F04, S04, F03, S03, F02, S02, F01, S01, F00, S00, F99)

ACOM 265X – Introduction to Communication Theory (F12, S12, F11, S11, F10, S10, F09, S09, F08, S08, F07, S07, F06, S06, F05)

ACOM 265X – Introduction to Communication Theory, Online (Su26, W26, Su25, W25, Su24, W24, Su23, W23, Su22, W22, Su21, W21, Su20, W20, Su19, W19, Su18, W18, Su17, W17, Su16, W16, Su15, W15, Su14, S14, Su13, S13, Su12, S12, Su11, S11, Su10)

ACOM 297 – Research Practicum (F19, S10, S09, S08, F07, S07, F06, S06, F05, S05, S04, F03, S03, F02, S02, F01, S01)

ACOM 362 – Brand Communication (F26, S26, F25, S25, F24, F23, S23)

ACOM 364 – Corporate Communication & Rhetorical Advocacy (F24, S24, F22, F21, F20, F19, F18, F17, F16, F15, S15, F14, S14, S13, F11, S11, F09, S08)

ACOM 365 – Strategic Communication Challenges (S22, S21, S20, S19, S18, S17, S16, F15, S15)

ACOM 372 – Advertising Fundamentals – formerly Persuasion in Media (S25, F24, S24, F23, S23, F22, S22, F21, S21, F20, S20, F19, S19, F18, S18, F17, S17, F16, S16, F15, F14, S14, F13, S13, F12, F10, F08, S07, S06, S05, F03, F02, F01, F00)

ACOM 372 – Advertising Fundamentals – formerly Persuasion in Media, Online (F26, F25)

ACOM 374 – Podcasting & Radio Programming – formerly Radio & the Public Imagination (F26, F25, S24, F23, S24, F22, S22, F21, S21, F20, S20, F19, S19, F18, S18, F17, S17, F16, S15, F14, S14, F13, S13, F12, S12, F11, F10, F09, F08, F07, F06, F05, F04, F03, F02, F01, F00)

ACOM 374 – Podcasting & Radio Programming – formerly Radio & the Public Imagination, Online (S26, S25, S23)

ACOM 378 – Access to the Public: Democracy in a Mediated Society (F99)

ACOM 378 – Ideology, Power, Social Knowledge (S10, S07, F05, S01, S00)

ACOM 378 – Presidential Rhetoric (S09, F06, F04)

ACOM 378 – The Media Marketplace (S04, S03, S02)

ACOM 378 – The Rhetorical Analysis of Social Controversy (Su03)

ACOM 379 – Rhetoric and Social Movements (S16, Su10, Su09, Su07, Su06, Su05, Su04)

ACOM 397 – Independent Study (S20, S16, F15, S15, S14, S13, S12, S11, S10, F09, Su09, S09, F08, S08, F07, Su07, S07, F06, Su06, S06, F05, Su05, S05, F04, S04, F03, S03, F02, Su02, S02, F01, S01, F00)

ACOM 465 –Teaching Practicum (F24, S15, S14, S13, F12, S12, F11, S11)

ACOM 499 – Senior Honors Project (S16, S03)

ACOM 696/697 – Independent Study (F09, F07, F05)

UUNI 120 – Building your Academic Plan (F26, F25)

UUNI 390 – Internships for Juniors and Seniors (S17, F15, S02)

UUNI 392 – Assembly Session Internship Program (S18, S17, S16, S11, S02)

Teaching Experience, University of Pittsburgh

Communication Process (Instructor)

Communication Process (Teaching Assistant)

Public Speaking (Instructor)

Teaching Experience, University of Maine

Fundamentals of Public Communication (Instructor)

SERVICE

Department of Communication

Member, Undergraduate Curriculum Committee, 2017-present.

Advisor, Faculty advisor for international education, 2004-present.

Advisor, Lambda Pi Eta, the national honor society for communication studies, 2002-present.

Member, Undergraduate Curriculum Taskforce, 2002-2003.

Advisor, National Communication Student Club, 2001-2008.

University at Albany, SUNY

Applied to have Introduction to Communication Theory included in the University's general education program. The course entered the catalog for information literacy in 2005. It was later included in an additional category, social science.

Taught a course supporting the University's general education program, 2005-present.

Assisted the Center for International Education in its efforts to engage students and broaden study abroad options, 2004-present.

Served as a faculty advisor for clubs regularly recognized by University's Student Activities office, 2001-present.

Professional Service

Chair, Rhetoric and Public Address Interest Group, Eastern Communication Association, 2009.

Planner, Rhetoric and Public Address Interest Group, Eastern Communication Association Annual Convention, 2009.

Manuscript Reviewer, Rhetoric and Public Address Interest Group, Eastern Communication Association, 1997, 2006-2009.

Respondent, *Rhetorical Strategy in the American Past*, paper session, National Communication Association Annual Convention, 2003.

Respondent, *A Critical moment for Public Discourse: Contributed Paper on September 11th*, 2001, paper session, National Communication Association Annual Convention, 2003.

Chair, American Studies Commission, National Communication Association, 2002.

Respondent, Rhetorical Production, Contradiction and Play in United States History, paper session, National Communication Association Annual Convention, 2001.

Vice-chair, American Studies Commission, National Communication Association, 2001.

Manuscript reviewer, American Studies Commission, National Communication Association Annual Conventions, 1999-2001, 2003-2006.

PROFESSIONAL AFFILIATIONS

Eastern Communication Association, 1993-2009.

National Communication Association, 1992-2003.