

Vita

Gregory J. Shepherd
Scripps College of Communication
Radio Television Building, 483B
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Education

Ph.D. Speech Communication, University of Illinois, 1984
M.A. Speech Communication, Pennsylvania State University, 1980
B.A. Speech Communication, University of Minnesota, 1978

Academic and Administrative Appointments

2006-present Dean, Scripps College of Communication, Ohio University
2004-2006 Interim Dean, College of Communication, Ohio University
2001-present Professor, School of Communication Studies, Ohio University
2001-2004 Director, School of Communication Studies, Ohio University
1993-2001 Associate Professor, Department of Communication Studies, University of Kansas
1997-1999 Director of the Basic Course, University of Kansas
1990-1993 Assistant Professor, Department of Communication Studies, University of Kansas
1989-1990 Visiting Assistant Professor, Department of Communication Studies, University of Kansas
1983-1989 Assistant Professor, Departments of Communication Studies and Rhetoric, University of Iowa

Honors, Awards and Grants

2005-2008 Grant, NIH (appointed co-PI as Ohio University Administrator, Melani Duffrin, lead), \$599,925
2005-2008 Grant, American Cancer Society, \$150,000
2006-2007 Grant, Verizon "Appalachia Reads", \$50,000
2005-2006 Grant, Verizon "Appalachia Reads", \$30,000
2004-2007 Grant Contract, Bangkok University, \$463,616
2003 Top two paper in Interpersonal and Small Group Communication, Central States Communication Association annual convention (with Autumn Edwards)
1999/2000 HOPE Teaching Award finalist (University wide)
1996/1997 Students in Communication Studies Outstanding Educator Award (Departmental)
1996 Kemper Teaching Fellowship (University wide)
1996 Del Shankel Teaching Excellence Award (University wide)
1994/1995 HOPE Teaching Award finalist (University wide)
1993/1994 Students in Communication Studies Outstanding Educator Award (Departmental)

- 1993/1994 HOPE Teaching Award finalist (University wide)
 1992/1993 Students in Communication Studies Outstanding Educator Award (Departmental)
 1992 Top Ranked Submission in Rhetorical and Communication Theory, National
 Communication Association annual convention
 1991 University of Kansas New Faculty General Research Program Award
 1988 Central States Speech Association Outstanding Young Teacher Award (Regional)
 1986 Top Ranked Submission in Rhetorical and Communication Theory, National
 Communication Association annual convention
 1985 University of Iowa Old Gold Summer Fellowship
 1984 University of Iowa Old Gold Summer Fellowship

Publications

Books and Special Issues

- Shepherd, G. J.**, St. John, J., & Striphas, T (Eds.), (2006). Communication as . . . : Perspectives on theory. Thousand Oaks, CA: Sage
Shepherd, G. J. & Rothenbuhler, E.W. (Eds.), (2001). Communication and community. Mahwah, NJ: Lawrence Erlbaum Associates.
Shepherd, G. J., Kelly, S., & Hoffman, M. (Eds.), (1998). Speaker-Audience communication handbook. Dubuque, IA: Kendall Hunt.
Shepherd, G. J., (Ed.) (1993). Special double issue on persuasion and social influence. Communication Studies, 44. (See also, Shepherd & Chadwick, S. A., introduction to the special double issue, p. 168).

Journal Articles

- Edwards, A. P. & **Shepherd, G. J.** (in press). An investigation of the relationship between Implicit personal theories of communication and community behavior. Communication Studies.
 Medved, C. E., Brogan, S., McClanahan, A. M., Morris, J. F., & **Shepherd, G. J.** (2006). Family and work socializing communication: Messages, gender, and ideological implications. Journal of Family Communication, 6, pp. 161-180.
 St. John, J. & **Shepherd, G. J.** (2004). Transcending tolerance: Pragmatism, social capital, and community in communication. Communication Yearbook, 28, pp. 167-187.
 Edwards, A. P. & **Shepherd, G. J.** (2004). Theories of communication, human nature, and the world: Associations and implications. Communication Studies, 55, pp. 197-208.
 Edwards, C. & **Shepherd, G. J.** (2004). Communication as education: The pragmatist tradition. Basic Communication Course Annual, 16, 230-246.
Shepherd, G. J. (1998). The trouble with goals. Communication Studies, 49, 294-299.
 Adams, C. H., & **Shepherd, G. J.** (1996). Managing volunteer performance: Face support and situational features as predictors of volunteers' evaluations of regulative messages. Management Communication Quarterly, 9, 363-388.
Shepherd, G. J. (1993). Building a discipline of communication. Journal of Communication, 43, 83-91. [Reprinted in M. R. Levy & M. Gurevitch (Eds.), Defining media studies:

- Reflections on the future of the field, Oxford University Press, 1994; Reprinted in D. Sless & R. Wiseman (Eds.), Readings towards science communication, Communication Research Press, 1996.]
- Shepherd, G. J.** (1992). Communication as influence: Definitional exclusion. Communication Studies, *43*, 203-219.
- Shepherd, G. J.**, & Trank, D. M. (1992). Construct system development and dimensions of judgment. Southern Communication Journal, *57*, 296-307.
- Shepherd, G. J.**, & Trank, D. M. (1989). Individual differences in consistency of evaluation: Student perceptions of teacher effectiveness. Journal of Research and Development in Education, *22*, 45-52.
- O'Keefe, B. J., & **Shepherd, G. J.** (1989). The communication of identity during face-to-face persuasive interactions: Effects of perceiver's construct differentiation and target's message strategies. Communication Research, *16*, 375-404.
- Trank, D. M., & **Shepherd, G. J.** (1989). Textbook selection criteria for a multi-section basic course. Ohio Speech Journal, *27*, 9-16.
- Shepherd, G. J.**, & Condra, M. (1988). Anxiety, construct differentiation, and message production. Central States Speech Journal, *39*, 177-189.
- Shepherd, G. J.** (1987). Individual differences in the relationship between attitudinal and normative determinants of behavioral intent. Communication Monographs, *54*, 221-231.
- O'Keefe, B. J., & **Shepherd, G. J.** (1987). The pursuit of multiple objectives in face-to-face persuasive interactions: Effects of construct differentiation on message organization. Communication Monographs, *54*, 396-419.
- Shepherd, G. J.** (1985). Linking attitudes and behavioral criteria. Human Communication Research, *12*, 275-284.
- Shepherd, G. J.**, & O'Keefe, D. J. (1984). Separability of attitudinal and normative influences on behavioral intentions in the Fishbein-Ajzen model. Journal of Social Psychology, *122*, 287-288.
- Shepherd, G. J.** & O'Keefe, B. J. (1984). The relationship between the developmental level of persuasive strategies and their effectiveness. Central States Speech Journal, *35*, 137-152.
- Shepherd, G. J.** (1983). A graduate student looks at the job market. Association for Communication Administration Bulletin, *46*, 46-47
- O'Keefe, D. J., **Shepherd, G. J.**, & Streeter, T. (1982). Role category questionnaire measures of cognitive complexity: Reliability and comparability of alternative forms. Central States Speech Journal, *33*, 333-338.
- O'Keefe, D. J., & **Shepherd, G. J.** (1982). Interpersonal construct differentiation, attitudinal confidence, and the attitude-behavior relationship. Central States Speech Journal, *33*, 416-423.

Chapters in Books

- Shepherd, G. J.** (2006). Communication as transcendence. In G. J. Shepherd, J. St. John, & T. Striphas (Eds.), Communication as . . . : Perspectives on theory (pp. 22-30). Thousand Oaks, CA: Sage.
- St. John, J., Striphas, T., & **Shepherd, G. J.** (2006). Introduction. In G. J. Shepherd, J. St. John, & T. Striphas (Eds.), Communication as . . . : Perspectives on theory (pp. xi-xx). Thousand Oaks, CA: Sage.

- Shepherd, G. J.** (2001). Community as the interpersonal accomplishment of communication. In G. J. Shepherd & E. W. Rothenbuhler (Eds.), Communication and community (pp. 23-35). Mahwah, NJ: Lawrence Erlbaum Associates.
- Shepherd, G. J.** & Rothenbuhler, E. W. (2001). Preface. In Communication and community (pp. ix-xv). Mahwah, NJ: Lawrence Erlbaum Associates.
- Shepherd, G. J.** (2001). Pragmatism and tragedy, communication and hope. In D. Perry (Ed.), American pragmatism and communication research (pp. 241-254). Mahwah, NJ: Lawrence Erlbaum Associates.
- Shepherd, G. J.** (1998). Public speaking: An introduction. In G. J. Shepherd, S. Kelly, & M. Hoffman (Eds.), Speaker-Audience communication handbook (3-4). Dubuque, IA: Kendall Hunt.
- Shepherd, G. J.**, & Givertz, M. (1998). Persuasion: Attitude change theories and credibility. In G. J. Shepherd, S. Kelly, & M. Hoffman (Eds.), Speaker-Audience communication handbook (51-54). Dubuque, IA: Kendall Hunt.
- Shepherd, G. J.**, & Rothenbuhler, E. W. (1991). A synthetic perspective on goals and discourse. In K. Tracy (Ed.), Understanding face-to-face interaction: Issues linking goals and discourse (189-203). Hillsdale, NJ: Lawrence Erlbaum Associates.

Review Essays

- Shepherd, G. J.** (1999). Advances in communication theory: A critical review. Journal of Communication, 49, 156-164.

Book Reviews

- Shepherd, G. J.** (2003). Review of the book, wedding as text. Journal of Language and Social Psychology, 22, 252-254.
- Shepherd, G. J.** (1993). A comprehensive examination of the persuasion literature. [Review of the book Persuasion: Theory and research]. Contemporary Psychology, 38, 18.
- Shepherd, G. J.** (1993). An unsatisfying sequel. [Review of the book Sentiments and acts]. Contemporary Psychology, 38, 1284-1285.

Professional Presentations

- Shepherd, G. J.** (2006). Communication as ontology. Paper presented at the annual Meeting of the National Communication Association, San Antonio.
- Shepherd, G. J.** (2005). "The one and the many": Pragmatic tensions of identity, civility and tolerance. Paper presented at the annual meeting of the National Communication Association, Boston.
- Medved, C. E., Brogan, S., McClanahan, A. M., Morris, J. F., & **Shepherd, G. J.** (2005). Reproducing the gendered boundaries between work and family: An analysis and critique of family socialization memorable messages. Paper presented at the annual meeting of the International Communication Association, New York.
- Edwards, A. P., & **Shepherd, G. J.** (2004). An investigation of the relationship between implicit personal theories of communication and community behavior. Paper presented at the annual meeting of the National Communication Association, Chicago.
- Shepherd, G. J.** (2004). Catching theoretic vision from the turn of the century. Paper

- presented at the annual meeting of the National Communication Association, Chicago.
- St. John, J., & **Shepherd, G. J.** (2003). The pragmatics of communication as a borderland: transcending tolerance. Paper presented at the annual meeting of the International Communication Association, San Diego.
- Edwards, A. P., & **Shepherd, G. J.** (2003). The relationships among message design logic, philosophies of human nature, and assumptions about the world. Paper presented at the annual meeting of the Central States Communication Association, Omaha (top two paper).
- Shepherd, G. J.** (2002). Communication as transcendence. Panel presentation at the annual meeting of the National Communication Association, New Orleans.
- Shepherd, G. J.** (2000). The trouble with goals or are goals really trouble? Panel presentation at the annual meeting of the National Communication Association, Seattle.
- Shepherd, G. J.** (2000). After the postmodern: Pragmatic meliorism and communication theory. Paper presented at the annual meeting of the International Communication Association, Acapulco.
- Shepherd, G. J.** (1999). New generation feminists and their mentors. Panel presentation at the annual meeting of the National Communication Association, Chicago.
- Rothenbuhler, E. W., & **Shepherd, G. J.** (1999). The ritual of persuasion. Paper presented at the annual meeting of the National Communication Association, Chicago.
- Shepherd, G. J.** (1998). Mentoring across the gender line. Panel presentation at the annual meeting of the National Communication Association, New York.
- Shepherd, G. J.** (1997). On metaphors and communication research. Paper presented at the annual meeting of the Central States Communication Association, St. Louis.
- Shepherd, G. J.** (1997). On paradigms of research. Paper presented at the annual meeting of the Central States Communication Association, St. Louis.
- Shepherd, G. J.** (1996). Individual identities, community identification, and communicative participation. Paper presented at the annual meeting of the Speech Communication Association, San Diego.
- Roy, A., & **Shepherd, G. J.** (1996). Fusing horizons: Gadamer and the afrocentric worldview. Paper presented at the annual meeting of the Central States Communication Association, St. Paul.
- Shepherd, G. J.** (1994). Interpersonal communication and the creation of community. Paper presented at the annual meeting of the Speech Communication Association, New Orleans.
- Shepherd, G. J.** (1993). Rereading "Pragmatism." Paper presented at the annual meeting of the Speech Communication Association, Miami.
- Shepherd, G. J.** (1992). Spotlighting the scholarship of Barbara J. O'Keefe. Paper presented at the annual meeting of the Speech Communication Association, Chicago.
- Adams, C. H., & **Shepherd, G. J.** (1992). Evaluating the effectiveness of regulative messages: Influences of situation, positive face support, and construct differentiation in volunteer/staff communication. Paper presented at the annual meeting of the Speech Communication Association, Chicago.
- Adams, C. H., & **Shepherd, G. J.** (1992). Regulating the behavior of volunteer workers:

- Construct differentiation and experiences as influences on message design logic. Paper presented at the annual meeting of the International Communication Association, Miami.
- Shepherd, G. J.** (1991). Is the maintenance of social power the primary function of discourse? Paper presented at the annual meeting of the Central States Communication Association, Chicago.
- Shepherd, G. J.** (1991). Ontological pragmatism and communication theory. Paper presented at the annual meeting of the Speech Communication Association, Atlanta.
- Johnston, D. D., **Shepherd, G. J.**, & Duck, S. (1989). Interpersonal perception skill and differential selection of advice-giving goals and messages. Paper presented at the annual meeting of the International Communication Association, San Francisco.
- Shepherd, G. J.**, & Rothenbuhler, E. W. (1988). Goals, the individual and the collective, the internal and the external: Toward synthesis. Paper presented at the ninth annual Temple Discourse Conference, Philadelphia.
- Shepherd, G. J.** (1988). Spotlight: Our finest young teachers. Discussion of my teaching philosophy and methods at the annual meeting of the Central States Speech Association, Chicago.
- Rothenbuhler, E. W., & **Shepherd, G. J.** (1988). Some questions about parts, sums, and more thans. Paper presented at the annual meeting of the International Communication Association, New Orleans.
- Trank, D. M., & **Shepherd, G. J.** (1987). Selection criteria in a course taught exclusively by T.A.'s. Paper presented at the annual meeting of the Speech Communication Association, Chicago.
- Shepherd, G. J.** (1986). Cognitive development and the differentiation of influences on intention formation. Paper presented at the annual meeting of the International Communication Association, Chicago.
- Shepherd, G. J.**, & Trank, D. M. (1986). Construct differentiation and multidimensional judgments of effectiveness. Paper presented at the annual meeting of the Speech Communication Association, Chicago.
- Shepherd, G. J.**, & O'Keefe, B. J. (1985). Securing task, interactional, and relational objectives in interpersonal persuasive interactions. Paper presented at the annual meeting of the Speech Communication Association, Denver.
- Shepherd, G. J.**, & O'Keefe, B. J. (1984). Interpersonal construct differentiation and the production of messages addressing multiple aims in persuasive situations. Paper presented at the annual meeting of the Speech Communication Association, Chicago.
- O'Keefe, B. J., & **Shepherd, G. J.** (1983). Defining the communication situation: Consequences for perception and action. Paper presented at the annual meeting of the Speech Communication Association, Washington D.C.
- Shepherd, G. J.** (1982). A graduate student looks at the job market. Paper presented at the annual meeting of the Speech Communication Association, Louisville.
- O'Keefe, D. J., **Shepherd, G. J.**, & Streeter, T. (1981). Role category questionnaire measures of construct differentiation: Reliability and comparability of alternative forms. Paper presented at the annual meeting of the International Communication Association, Minneapolis.
- Shepherd, G. J.**, & O'Keefe, B. J. (1981). Effects of listener-adaptedness of appeals on

compliance with a message. Paper presented at the annual meeting of the International Communication Association, Minneapolis.

O'Keefe, D. J., & **Shepherd, G. J.** (1981). Interpersonal construct differentiation, attitudinal confidence, and the relationship of religious attitudes and behaviors. Paper presented at the annual meeting of the International Communication Association, Minneapolis.

Teaching

Undergraduate

Expository speaking and writing
 Persuasive speaking and writing
 Advanced expository and persuasive speaking and writing
 Theories of persuasion
 Persuasive communication
 Introduction to interpersonal communication theory and research
 Advanced interpersonal communication theories and research
 Undergraduate seminar in interpersonal influence
 Undergraduate seminar in communication theory

Graduate

Teacher training
 Introduction to research, minicourse on social science methods
 Survey of communication theory and research
 Persuasion theory and research
 Contemporary communication theory
 Seminar in interpersonal communication
 Seminar in persuasion and interpersonal influence
 Seminar in communication theory
 Seminar in comparative theories of speech communication
 Seminar in American pragmatism
 Seminar in communication and community
 Proseminar

Advising

Ph.D. students directed to completion:

Deirdre Johnston, 1988, Communication and cognition: The effect of communication goals on message production.

Mollie Condra, 1990, Impression formation processes and attitude-behavior consistency: The effects of situation and perceiver individual differences.

Carey Adams, 1992, Influences on the production and evaluation of regulative messages: Effects of social cognition, situational, and experiential variables in communication between hospital supervisors and volunteers.

- Dora Saavedra, 1994, The effects of variations in situation complexity on message design logics in regulative situations.
- Michelle Violanti, 1995, Constraints and possibilities for sexual harassment: Situating messages within standpoints and symbolic interactions.
- J. Mark Noe, 1996. A communication rules perspective of emotional expression: An ethnography of impression management in an emergency medical services facility.
- Douglas Malcom, 1998, Problem severity, participant sex and comforter response mode: An examination of factors affecting the perception of comfort providers.
- John Nicholas Backus, 1999. Sex-based communication differences in interpersonal influence.
- Stacey Sowards, 2000, A rhetoric of identification: Nature, gender, and culture in the study and protection of orangutans.
- Autumn P. Edwards, 2006. Theory and measure of interpersonally-oriented communication-based metaphysics.

Service

Editorial and other Professional Activities

- Member, Central States Communication Association
- Member, National Communication Association
- Member, International Communication Association
- Chair of the Rhetorical and Communication Theory Division of the National Communication Association, 1995
- Secretary of the Rhetorical and Communication Theory Division of the National Communication Association, 1990, 1991
- At-Large Member, Central States Communication Association Executive Board, 2003-2005.
- Competitive panel critic and chair, National Communication Association annual convention, 1988; 1989; 1990; 1991; 1992; 1993; 1994; 2004; 2006
- Member of the nominating committee for the Rhetorical and Communication Theory Division of the National Communication Association, 1988; 1990
- Member of the nominating committee for the National Communication Association, 1996
- Legislative Council member, the National Communication Association, 1994-1996
- Resolutions Committee member, the National Communication Association, 1995
- Member of the Golden Anniversary Monograph Awards Committee, National Communication Association, 1998; 1999
- Manuscript reviewer for the Rhetorical and Communication Theory Division of the National Communication Association, 1987; 1989; 1990; 1991; 1992; 1993; 1997; 2000
- Manuscript reviewer for the Interpersonal Division of the International Communication Association, 1991; 1992
- Manuscript reviewer for the Feminist and Women's Studies Division of the National Communication Association, 2000
- Invited participant to the Association for Communication Administrators Special Conference on defining the field of communication, 1995
- Guest editor, special issue on persuasion and social influence, Communication Studies
- Editorial board member, Communication Education, 1992-1996
- Editorial board member, Communication Studies, 1991-1993; 1993-1995;; 2000-2003; 2003-present.

Manuscript reviewer, Communication Yearbook, 2002-2003.

Referee for the following journals:

Journal of Social and Personal Relationships

Communication Monographs

Human Communication Research

Communication Theory

Journal of Personality and Social Psychology

Journal of Political Communication

Journal of Applied Communication Research

Committee Work as Interim Dean, Ohio University

Chair, Deans' Working Group on Diversity

Member, Deans' Working Group on Graduate Education

Member, Deans' Working Group on Research

Member, Graduate and Research Priorities Committee

Member, Undergraduate Priorities Committee

Member, Government Relations Search Committee

Member, Campus Master Plan Advisory Committee

Member, Budget Planning Council

Member, Research Priorities Implementation Team

Significant Departmental Service, University of Kansas

Faculty search committee member, 1990-1991; 1998-1999

Departmental Chair search committee member, 1991

Faculty search committee chair, 1991-1992

Undergraduate committee member, 1990-1993

Grievance committee member, 1990-1993

Graduate committee member, 1993-1995

Assessment committee member, 1995

Awards committee member, 1997-1999

Awards committee chair, 1999-2000

Director of the basic course 1997-1999

Significant College and University Service, University of Kansas

Mentor in the University Scholars Program (1999-2001)

Mentor in the KU Student-Athlete Program (1992-2001)

Graduate Research Fund Award Committee (Social Sciences), 1994

Summer Orientation Faculty Address, 1994

Graduate Research Fund Review Committee, 1994-1997

Search Committee Member, Department of English, 1994-1995; 1997-1998; 1999-2000

Outside exam and dissertation committees, Department of Psychology; Department of English

Classified Research Committee member, 1994-1997

Exit interviewer for the university-wide assessment program, 1995; 1997

Lecturer to KU Student Leadership Institute, 1995; 1996; 1997; 1999

Frequent faculty participant for Junior and Senior Days

Committee on Undergraduate Studies and Advising (CUSA) member, 1997-1999
Committee on Undergraduate Studies and Advising (CUSA) chair, 1999/2000

Significant Departmental, College, and University Service, University of Iowa

Search Committee Member (twice)

Computer Facilities Liaison

Chair of departmental human subjects review

Speech supervisor (responsible for recruiting and hiring graduate students from Communication Studies and allied programs for teaching the basic course) Professor in charge of the communication research division (head of the graduate program in social scientific areas of study, responsible for recruitment, admission and financial award decisions, scheduling graduate courses, advising first year students, arranging for visiting professors and guest lecturers, serving on the departmental executive committee, etc.).

Member of the faculty senate (one of three elected untenured representatives from the College of Liberal Arts).

Member of the employee assistance program task force (sole faculty representative to committee charged with developing an in-house, university-wide counseling program for faculty and staff).