Proposal to the You Choose Leadership Award
September 2015

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Abstract

This proposal requests funding to invite a post-doctoral scholar of journalism studies, and in particular of Russian journalism, Dr. Svetlana Pasti, who also has experience in managing cross-country/culture/language research projects using the “committee approach,” from the University of Tampere, Finland, to the University of Miami. Dr. Pasti has considerable experience in journalism studies, has presented often internationally, and is well-published. Dr. Pasti will present a lecture on Russian journalism to interested faculty and students, will lead a workshop for graduate students to mentor them on managing a large multi-country research project, and will work with this researcher on writing and co-editing publications from the research project. The scope of this proposal encompasses various audiences (students and faculty), various formats (workshop, lecture/discussion, and intensive writing with this researcher), and various outputs (mentoring, sharing research, and finalizing/drafting publications). It is feasible given the 13-day duration of Dr. Pasti’s stay, some of which will overlap with spring break. This proposal’s concrete goal is mentoring, sharing and publishing but the spirit of this proposal is to share and inspire, rather humbly, an interest among students in this varied, accessible world we live in today that offers so much opportunity for learning, partnership and growth.
Proposal

Activity

Invite my research partner and co-manager of a five-country research project from Finland for a 13-day visit to the University of Miami campus.

Svetlana Pasti, is a Postdoctoral Researcher, at the University of Tampere’s School of Communication, Media and Theatre, for a research project on media systems in the BRICS countries. Dr. Pasti’s main research interest is in journalism studies, she is well published, has a critical perspective, has taught, and has traveled widely for conferences.

Dr. Pasti and I have lead one major part of this project, a qualitative study of journalists using in-depth interviews with them in the five BRICS countries (Brazil, Russia, India, China and South Africa). The data collection is complete and we have finished co-editing a special issue of a journal. The data however is very rich and vast and many more publications have been planned. Two that are coming up within this academic year are a co-edited book (second in the series in this project; we had a chapter in the first book) and journal articles; the book will be co-edited by Pasti and myself and we will also coordinate at least two journal articles.

This project is funded by the Academy of Finland for four years, and its PI is a noted international communication scholar, Kaarle Nordenstreng. The funding however does not include a line item for a writing-meeting for the co-editors, Pasti and myself. Getting the publications we have to date has been a struggle particularly because it brings together the work of various author teams from the five countries with very different academic approaches/standards/expectations and English language skills.

Activity Goals

The overall goals of the activity proposed above are threefold.

One, to facilitate the co-editing of a book and drafting two journal articles. Specifically, Dr. Pasti and I will a) produce a final draft of the jointly authored Introduction and Conclusion chapters of the planned book that respectively put the study in perspective and provide cohesive conclusions and future direction; b) edit other chapters that will arrive from authors, including my co-editor and myself, in the five BRICS countries; and c) begin drafting outlines for two journal articles. The book is in progress with chapters due in early 2016 and thus the work we are planning during the visit is doable in the 13-days, particularly because the time period includes spring break.
Two, to share the experiences of managing this large cross-country project with graduate students so as to mentor them for engagement in similar projects. Specifically, using a two-hour workshop format, Dr. Pasti and I will mentor graduate students on the “committee approach” to a research project that is cross-country, cross-language, cross-culture, cross-skill levels, cross-academic writing styles, and so on, such that it results in stimulating intellectual exchanges and concrete productivity. The workshop will include discussion of cross cultural issues that need to be addressed in theory, method and analysis as well as in networking and relationship building to enhance success of the project. It will provide some concrete tips in how to go about engaging in or organizing joint work with scholars in other parts of the world. Dr. Pasti, will be the lead presenter in the workshop.

Three, using a lecture/discussion format, to provide a talk by Dr. Pasti on Russian journalism and these journalists’ views on their roles, ethics, influences, and such.

**Personal Goals**

My personal goals (apart from producing the works referenced above) include:

One, to learn from my co-editor a more European, critical approach to journalism studies, one that is concerned with macro-level assessments and includes European theoretical and analytic components and to marry these with the more micro level data analytic approach that characterizes American journalism studies to a large extent.

Two, to share with graduate students the importance of understanding and incorporating a global perspective in their work, one that is so critical in the world we live in today where scholars reciprocally influence each others’ work from different corners of the globe for mutual benefit. The campus is home to students and faculty from many parts of the world and provides rich opportunity for collaboration or for receiving help in setting up collaborations.
## Budget

<table>
<thead>
<tr>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel from Tampere to Helsinki airport and back by bus</td>
<td>$100</td>
</tr>
<tr>
<td>Travel from Helsinki to Miami by air</td>
<td>$1000</td>
</tr>
<tr>
<td>Travel from MIA airport to address in Miami and back to MIA airport by taxi</td>
<td>$60</td>
</tr>
<tr>
<td>Per diem ($50*13)</td>
<td>$650</td>
</tr>
<tr>
<td>Honorarium</td>
<td>$500</td>
</tr>
<tr>
<td>Workshop/Lecture Snacks/Drinks</td>
<td>$200</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$2510</strong></td>
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## Budget Justification

- **Travel from Tampere to Helsinki airport and back:**
  - Dr. Pasti indicated Euro 70

- **Travel from Helsinki to Miami by air:**
  - Estimated on American Air

- **Taxi MIA airport to address in Miami and back to MIA airport:**
  - Dr. Pasti will stay at my home because the budget will not allow a hotel stay and the cost from MIA to my home is roughly $30. This was doubled for the return to the airport for departure

- **Per diem:**
  - UM’s per diem rate

- **Honorarium:**
  - To recognize Dr. Pasti’s efforts towards the workshop and the lecture

- **Workshop/Lecture Snacks/Drinks:**
  - Estimated based on experience of hosting events
SELECTED HIGHER EDUCATION

Southern Illinois University, Carbondale; Doctor of Philosophy in Journalism; August 1984

SELECTED EXPERIENCE

Academic (institutions; rank/status; dates):

University of Miami, School of Communication, Professor, August 16, 2008-Present; Interim Director of Graduate Studies, January 1, 2011-May 15, 2011; Vice Dean for Graduate Studies and Research, August 16, 2011-August 15, 2015; Vice Dean for Graduate Studies, August 16, 2015-Present; Interim Director, Knight Center for International Media (now Center for Communication, Culture and Change), August 16, 2012-June 2014.

Southern Illinois University, Carbondale, School of Journalism; Associate Professor; Fall 1991-Summer 2008. Also at times Associate Dean and Interim Dean.

Southern Illinois University, Carbondale, School of Journalism; Assistant Professor; Fall 1986-Summer 1991

SELECTED RECENT PUBLICATIONS AND CONFERENCE PRESENTATIONS

1. Juried or refereed journal articles and exhibitions:


**Book Chapters**


**Refereed Presentations**


SELECTED RECENT PROFESSIONAL

Funded Research Performed (include all grants received in the last five years, identifying the principal investigator and the amounts and dates of the awards):

Received research grant from Center For Global Communication Studies, Annenberg School for Communication, University of Pennsylvania for data collection in India for the Worlds of Journalism project, February 2015, $5,000.

Received research grant from Open Society Foundation to conduct formative research for a project on improving health services provision to the Roma in Macedonia, December 2013, Selected as Faculty Fellow for Teagle Foundation's "Bridging Liberal and Professional Education through Civic Professionalism" project at the Office of Civic and Community Engagement, University of Miami, Spring 2013, $1,000 Summer Stipend.

Part of a team of researchers studying the media/journalism in the BRICS countries; funding received by Finnish team leader from the Academy of Finland for expenses to attend annual meetings to discuss plan and to provide input, 2012 as well as for research in BRICS countries on journalism education and journalists.

Received research grant (with Richard Grant and Katharina Lang) for $25,000 from University of Miami’s Arsht Ethics Initiatives, Ethics and Community Research Projects, 2012 – 2013, for “The Ethics of Health Data in Botswana: What do Journalists and Urban Scholars Know and Report and What Should They Know?” May 2012.

Editorial Responsibilities:

Member, Editorial Board; Journalism and Mass Communication Quarterly; 2010 - present; Mass Communication and Society; 2012 - present; International Communication Bulletin, now International Communication Research Journal; 2001- present; Journal of Middle East Media; 2004 -present; Middle East Media Educator; 2011 - present; International Open Access Journal; 2008 - present; Journal of Creative Communications (formerly MICA Communication Review); 2003 – present; Journal of Advertising and Public Relations; Bahcesehir University, 2009 – present.

Member, Editorial Advisory Board; Asian Journal of Communication; 2011-17; Media Watch; 2013 – present.

Honorary Reviewer; Asian Journal of Communication; 2005-2011


SELECTED RECENT TEACHING

Teaching Awards Received:

Approved as candidate on the Fulbright Specialist Roster for five years, October 2010.

Taught at the Catholic University of Eichstätt, Eichstätt, Germany, May 2012.

Curriculum design, Journalism and Media Studies, Rhodes University, South Africa, June 2014.

Teaching Specialization

Graduate and undergraduate courses in basic and advanced quantitative research methods, content analysis, mass media and society, freedom of expression and media ethics, international communication, communication and social change, global media (globalization), world media systems, graphics, advertising (principles, copywriting, layout and design, strategy, media planning, campaigns), magazine production, and mass communication education.

Dissertation and Theses Chair/Member

Chaired and was member of several dissertations and theses.
CURRICULUM VITAE
Svetlana Pasti (until 2003: Juskevits)

Position
Senior Researcher, Center for Journalism, Media and Communication, University of Tampere; a docent in journalism since 2013.

Academic Education

Current Employment
Postdoctoral Researcher, University of Tampere, School of Communication, Media and Theatre, Academy of Finland project Media Systems in Flux: The Challenge of the BRICS Countries, 1.09.2012-31.08.2016.

Projects
In Finland
• Radio and TV programmes in Russian, Radio Moreeni and City TV Tampere, 2000-2004, Editor and newscaster
• Academy of Finland project, The Development of Modern Democracy in Russia, University of Tampere, Department of Journalism and Mass Communication, 2001–2003, Coordinator
• International project, CIMO, Journalism Educational Network for Cooperation of the Nordic Countries (Finland, Sweden, Norway) with the Baltic Countries (Estonia) and Northwest Russia (St. Petersburg), University of Tampere, Department of Journalism and Mass Communication, 1999–2001, Coordinator.

EU projects abroad
• Regional Media Support Programme Russian Federation, June-July 2005. EU-funded project in Russia. Expert for the consortium to draft the project methodology.
• Promoting Independence of Regional Mass Media in Russia, 2002–2004. TACIS-funded project in nine regions of Russia. Expert on ethics.
SELECTED Most Important scientific acknowledgements and awards

TATTE Sisufos award, Union of Researchers and Teachers, University of Tampere, 2008.

Research Grants from Foundations
Nordic Centre HSS- Scholarship: 2012
University of Helsinki: 2010, 2009

SELECTED Publications
(2013) (co-author) 'Paradoxes of journalistic profession: Case of Russia in the context of the BRICS countries', World of Media 2012 Yearbook of Russian Media and journalism Studies, Moscow, Moscow State University: Media Mir, 243-268.
(2012) ‘Sovremennye rossijskie zhurnalisty: otnoshenie k professii’ (Contemporary Russian Journalists and their attitudes to the profession), Vestnik MSU, Moscow, Moscow State University, Zhurnalistika, n. 4 July-August, 22-41.
(2011) ‘Kachestvo zhurnalistiki i faktor urbanizatsii v sovremennoi Rossii’ (Quality of journalism and factor of urbanization in contemporary Russia), Zhurnalist. Sotsialjnye kommunikatsii, Moscow, n.1: 36-43.
(2011) ‘Samochuvstvie v professii (Condition in the profession) Zhurnalist, Moscow, n.3: 78-80.