

Curriculum Vitae

Mark Swiencicki, Ph.D

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EDUCATION:

- 1994-2001 University of Connecticut - Storrs, CT:
Ph.D., Sociology;
- 1992-1994 University of Connecticut - Storrs, CT:
M.A., Sociology;
- 1983-84 Universidad de Madrid, Complutense - Madrid, Spain:
Third year academic year abroad via Marquette University Program;
- 1981-86 University of Connecticut - Storrs, CT:
B.A., English Literature & Spanish (*magna cum laude*)

TEACHING EXPERIENCE:

- 2012-Present: Berkeley City College, Berkeley, CA:
Instructor of Sociology:
Courses taught: "Introduction to Sociology", "Social Problems", "Minority Groups", "Sociology of Women", "Sociology of Gender", and "Social Movements".
-Currently serving on BCC Curriculum Committee, and Peralta's District Technology Committee. Principal Organizer of the Social Science Program's web pages.
- 2002- 2012 College of Alameda, Alameda, CA:
Instructor of Sociology:
Courses taught: "Introduction to Sociology", "Social Problems", "Minority Groups", "Sociology of Women". Accomplishments: 1) Developed program to let my Social Problems & Sociology of Women students produce video documentaries or perform "service learning" assignments in lieu of traditional research papers; 2) Assigned rigorous "field study" projects in all 4 of my courses.
- 1996-2001 University of Connecticut: Storrs, CT:
Instructor of Sociology – Courses taught: "Introduction to Sociology", "Race, Class, and Gender"; & "Prejudice and Discrimination".
- 1991-1992 Waterbury Adult Education: Waterbury, CT:
Math/English Adult Ed. High School Teacher: Algebra 1 & 2; Business Math, GED English.
- 1989-1991 New York City Board of Education: NY, NY:
HS English & Writing Teacher (summers);
Substitute HS Teacher (fall & spring)
- 1988-1989 Technodent Training Center: NY, NY:
ESL Teacher – "ESL 1 & 2".

RELATED BUSINESS EXPERIENCE:

1/2002-3/2002 Aplomb Consulting: San Francisco, CA:

Data analyst/project manager, copy editor (temp job).

- Interviewed respondents and drew proportional sample of participants for 6 focus groups for a quality assessment of the S.F. Department of Public Health's (DPH) delivery of AIDS services.
- Designed data collection instruments, carried out data collection and analysis, and wrote methods section for the above DPH report.
- Oversaw logistics for the above 6 focus groups.
- Copy edited consultant's reports and recommendations to clients.

ACADEMIC INTERESTS:

Theory; Race, Class & Gender; Social Movements; Popular Culture; Social History.

RESEARCH:

COA Faculty Senate Survey (2006): Designed, administered, analyzed, and wrote up a random survey to investigate why so many COA students failed to return in the Fall of 2005. Resulting study/report: "Why They Left? A Random Phone Survey of COA Students who Failed to Return in 2005" (Swiencicki, Mark, Shirley Robinson, Robert Brem. 2006. COA Faculty Senate).

Dissertation: *Difference for Sale: How Advertisers Construct Different Versions of Race, Class, Gender, and Sexuality in Ten Men's Magazines:* Using content analysis, I examine how advertisers construct different versions of race, class, gender and sexuality in 10 popular men's magazines according to the demographics of each magazine audience. I find that male gender expression consists more of a universal avoidance of the practices associated with the other sex (i.e., femininity, emotionality and sexuality) than in a positive practice of high levels of masculinity. Class-wise, male masculinity and hegemonic masculinity displays are most avoided in the middle-class-directed ads. This suggests that middle-class men may be experiencing the greatest degree of anxiety about their masculinity since office work has long been viewed as "unmasculine". Racially, buff black men do disproportionately high levels of masculinity and hegemonic masculinity in white-directed ads, however most of this occurs in the middle-class-directed and/or leisure-focused ads. These findings suggest that a positive relationship to the work process may promote more stable male gender identities.

PUBLICATIONS:

Swiencicki, Mark. 1998. "Consuming Brotherhood: Men's Culture, Style and Recreation as Consumer Culture, 1880-1930. *Journal of Social History* 31:4, 773-808.

----. 1998. "Consuming Brotherhood: Men's Culture, Style and Recreation as Consumer Culture, 1880-1930." Pp. 207-240 in *Consumer Society in American History: A Reader*, edited and introduced by Lawrence Glickman. Ithaca, NY: Cornell University Press.

BOOK REVIEWS:

Swiencicki, Mark. 2000. "The Hidden Consumer: Masculinities, Fashion and City in 1860-1914. By Christopher Breward." *Journal of Social History*. Fall: 240-242.

----. 2001. "Creating the Modern Man: American Magazine and Consumer Culture 1900-1950. By Tom Pendergast." *Journal of Social History*. Winter: 490-492.

----. 2003. "Playboys in Paradise: Masculinity, Youth and Leisure-style in Modern America. By Bill Osgerby." *Journal of Social History* Fall: 255-257.

----. 2006. "Manliness and its Discontents: The Black Middle Class and The Transformation of Masculinity, 1900-1930." By Martin Summers. *American Journal of Sociology*, v. 112: 657-658.

PAPERS PRESENTED AT PROFESSIONAL MEETINGS:

1. "Mannheim's Scientific Politics and Social Dissent: Rational New Order or Rational New World Order?": Presented to the 1994 ASA Open Theory Section.
2. "Television and the Formation of Political Consciousness." Presented to the Eastern Sociological Association Meeting, March 1995.
3. "Explaining Funding Patterns in Mass Communication Research: A Content Analysis." (with J.H. Zhu). Theory and Methodology Poster Session at Association of Educators on Journalism and Mass Communication, Aug 9, 1995 Washington.

PAPER AWARDS:

"Legitimizing the Status Quo in Environmental Policy: Pluralism and the Social Theory of Regulation.": recipient of the 1994 "Ronald Taylor Award" for the best graduate student paper in the department.

"Consuming Brotherhood: Late-Victorian Men's Culture, Style and Recreation as Consumer Culture.": recipient of the 1996 "Ronald Taylor Award".

Scholarships:

1994: Received the Michael Dunphy Memorial Scholarship for scholarly research in history and culture from the UCONN Graduate School to support the writing of "Consuming Brotherhood".

1995: Departmental Research Award for the "most meritorious student".

COMMITTEE & ADVISORY WORK:

Berkeley City College:

2023-present: Berkely City College Curriculum Committee;

2021-present: PCCD District Technology Committee Rep for PFT;

College of Alameda (COA):

2004-2012: COA Academic Senate (also served as Secretary);

2011 & 2012: COA rep — D.A.S;

2011 (Fall): District Wait List Task Force member;

2011- 2012: Founder & COA Faculty Rep to "Temporary District Workgroup on Smart Classrooms" (A District workgroup created to devise & negotiate solutions to the problems in the recently installed smart classrooms at Laney, COA & Merritt);

2002-2012: Faculty Co-Chair—COA Technology Committee;

2005-2012: Faculty Member— COA Web Site Committee;

2003-04: Faculty Member— COA Curriculum Committee.

University of Connecticut (UCONN):

1997-2000: Faculty Adviser for the UCONN Snowboarding Club.

1994-1995: Co-founder of the UCONN Vegetarian Society.

1993-1994: Graduate Student Member of the UCONN Sociology Department's Undergraduate Programming Committee.

INSTRUCTOR TRAINING/ROUNDTABLE PRESENTATIONS:

- 3/1/06: Co-Facilitator/Presenter of COA Professional Day Faculty/Staff Training Seminar: "How to Customize your Academic Website with Text & Syllabi in 90 Minutes"
- 11/02/04: Facilitator/Presenter of COA Professional Day Faculty/Staff Training Seminar: Topic—"Studying the Social World with Video & Digital Media".
- 8/19/03: Co-Facilitator/Presenter of COA Professional Day Faculty/Staff Training Seminar: Topic—Service Learning Workshop.

4/25/03: COA Roundtable Discussion Participant: Topic--Service Learning Workshop.
1/13/03: COA Roundtable Discussion Participant: Topic--Dealing with Diversity in the Classroom.
1/07/03: Co-Facilitator/Presenter of COA Professional Day Faculty/Staff Training Seminar: "The Power of PowerPoint".