

NAME: Victoria L. Bergvall

DEPARTMENT: Humanities

ACADEMIC RANK: Associate Professor

AREA OF EXPERTISE: Linguistics, Gender Studies

ADMIN. POSITION: _____

Selected Research, Creative, and Scholarly Activities

New Projects Funded 2002-2012:

Title and Brief Description (submission date, mm/yy)	Sponsor	Period- [yyyy-yy]	External Funding	Internal (MTU) Cost-Share	PIs (co-PIs)	Students/ Other Collaborators
International Gender & Language Association Group Travel to Japan July/2009	National Science Foundation	03/2010 - 02/2011	\$20,000	\$0	Bergvall, Victoria L (PI)	

Journal Article, Academic Journal

Bergvall, V. L., "Hormones, hard-wiring, and headlines: The discursive construction of gender ideology", *Discourse and Society*. (peer-reviewed/refereed) (*Revising to Resubmit*)

Sotirin, P. J., Bergvall, V. L., "Interdisciplinarity in Communication, Language, and Gender Studies: When, Why, Whither?", *Women and Language*. XXXI (2), 1-9, (October (4th Quarter/Autumn) 2008). (not peer-reviewed/refereed) (*Published*)

Review

Review of: *Women and Language*, Bergvall, V. L.
Review published in: 32 (1), Page 117-118, (March 2010). (*Published*)

Book review

Bergvall, V. L., "Review of Sara Mills & Louise Mullany (2011) *Language, Gender, and Feminism: Theory, Methodology, and Practice*. New York: Routledge.." *Women and Language*. (*Revising to Resubmit*)

Special Issue of Journal, co-edited

"Interdisciplinarity." *Women and Language*. Sotirin, P. J., Bergvall, V. L., (Women and Language, USA, October (4th Quarter/Autumn) 2008), XXXI (2). (*Published*)

Professional Services

International

Organization for the Study of Communication, Language, and Gender.

International Gender and Language Association, President. (2000 - Present).

the only international organization serving linguists who undertake research in language, gender, and sexuality issues

Awards and Honors

Certificate of Appreciation, MTU Black Students Association. (January 24, 2009).

Received "Certificate of Appreciation" presented by the BSA "for unwavering support and commitment to diversity and the ideals the Black Student Association espouses."

President, International Gender and Language Association. (July 2008).

Elected to serve two year term, 2008-2010; run international meetings, assist with top international conference organization in my field (language and gender research).

Vice President, International Gender and Language Association. (November 2006).

Elected to serve two-year term, 2006-2008; assist with running international organization, organizing biannual international conference.

Plenary Speaker, Poznan Linguistics Meeting, Poznan, Poland. (April 24, 2005).

Invited as international plenary speaker; also presented invited seminar at Adam Mickiewicz University

Faculty Scholarship Grant, Michigan Technological University. (January 2005).

In support of research and international travel to present plenary at a conference in Poznan, Poland, and deliver invited talks at Goethe University (Frankfurt, Germany) and Uppsala University (Sweden).

Senior Specialist, Fulbright Awards. (January 2005).

Named as senior specialist in fields of Language and Gender, and American Studies (in support of trip to Poznan, Poland)

Outstanding Conference Paper, Organization for the Study of Communication, Language, and Gender. (October 2004).

Awarded for paper entitled "Picture This: Realizing Language and Gender in Theory and Image" to accompany a poster for the 2003 International Conference on Perception and Realization in Language and Gender Research, July 2003.

Review Activities

Reviewer, Book, *Women and Language*. Appointed.

Ad Hoc Reviewer, *IGALA: the International Gender and Language Association*. Abstracts, Appointed, (June 1, 2010 - June 15, 2010).

Reviewed 10 abstracts for the IGALA conference

Presentations Given

Bergvall, Victoria L., "'O Brave New Minds: Engaging iBrains in Critical Media Literacy Practices'", *Elon University: Togetherness in Difference Lecture Series: Teaching Development Workshop*, *Elon University, Colleges of Arts and Sciences Fund for Excellence Grant*, *Elon, NC*, Oral. (April 8, 2011 - Present).

We must engage our multi-tasking, media-surfing students in deeper critical thinking through critical discourse analyses of differences, benefits, and drawbacks of diverse texts (from headlines to complex book-length expositions).

Bergvall, Victoria L., "'But Words Can Never Hurt Me?': Critiquing media messages about sex, gender, & brain differences'", *Elon University: Togetherness in Difference Lecture Series*, *Elon University, Colleges of Arts and Sciences Fund for Excellence Grant*, *Elon, NC*, Oral. (April 7, 2011 - Present).

Critical media literacy is needed to combat misperceptions and to understand how our brains are plastic, shaped through textual and visual practice and experience into a diversity of gendered variations.

Bergvall, Victoria L., "'Brain Scams: The Real Story about Sex, Brains, Math, and Engineering'", *MTU Women's History Month, Center for Diversity and Inclusion, Michigan Technological University, Michigan Tech Memorial Union Building*, Oral. (March 23, 2011 - Present).

Though seductive neuroscience images and headline hype distinct pink and blue brains, there's a technicolor world of opportunity and capacity for math, engineering, and nurturing, regardless of one's sex.

Bergvall, Victoria L., "'If a Picture's Worth a Thousand Words: Imag(in)ing Sex/Gender Determinism and Plasticity'", *IGALA6: 6th International Gender and Language Association Conference, International Gender and Language Association, Tokyo, Japan*, Oral. (September 19, 2010).

A multimodal discourse analysis of images and texts produced by and about modern neuro-imaging systems (fMRIs), showing that popular interpretations of dichotomous "gendered" brains fail to account for neural plasticity.

Bergvall, Victoria L., "'For the Voxels Tell Me So: Sex/Gender and Determinism in the Rhetoric of Neuroimaging'", *International Feminisms and Rhetorics Conference, Michigan State University, East Lansing, MI*, Oral. (October 9, 2009).

Examines visual and verbal texts of current neurological debates, critiquing problematic discourse (e.g., using binary sex/gender terms for scalar variations), to counter facile equivalences of brain images and gender determinism.

Bergvall, Victoria L., "Feminist readings that have inspired my research", Women's History Month: Feminists Make Waves, Humanities Department Gender Research Group, Michigan Tech, Oral. (March 23, 2009).

Bergvall, Victoria L., "'Tears in the Interconnected Web: What do we lose when languages die?'", Forum, Keweenaw Unitarian Universalist Fellowship, Houghton, MI, Oral. (March 8, 2009).

Bergvall, Victoria L., Waddell, Craig, Flynn, Elizabeth A., Sotirin, Patricia J., "On the MTU Diversity Studies Minor", DiversiTEAs, Michigan Technological University, MTU campus, Memorial Union Building, Oral. (January 15, 2009).

Presented origins, goals, and framework of the Humanities Department's Diversity Studies Minor, including the inaugural HU2400 Introduction to Diversity Studies (Fall 2008); also featured comments by students in the minor

Bergvall, Victoria L., "How Repetitive Discourse Trains the Brain: On Gender, Language, and Neuroplasticity", IGALA5: the 5th International Gender and Language Association Conference, International Gender and Language Association, Wellington, New Zealand, Oral. (July 5, 2008).

This paper analyzes debates about gendered effects of neural shaping through a Critical Discourse Analysis of scientific and popular media texts.