



EXPERIENCE (Highlights)

JOURNALISM, LANGUAGES, & PRESS RELATIONS

- **Journalist and editorial columnist** for *Caixin Magazine* (Beijing, China), *China Monitor* (Wilmington DE & Beijing, China), *American Journalism Review*, *The Scientist* (feature writer), *The Philadelphia Inquirer* (columnist), *The Detroit Free Press* (reporter and feature writer), *MIT Technology Review*, *OMNI, MS., Parents, Saturday Review, Los Angeles Times, Boston Globe, IEEE Spectrum, Cancer Nursing, Computer Graphics World, Network World, Physician's Management, Globe and Mail* (Canada), *Springhouse/Lippincott* (Applied Science Series; *Nursing Pharmacology*), *Rensselaer Polytechnic University*.
- **Expertise:** Multimedia design and storytelling, magazine and newspaper journalism; photojournalism and art history; Chinese film, media & society; Mandarin Chinese language, culture, film, art; biosciences, medical writing, and telecommunications technologies; media history and theory. **Oral and reading fluency in Mandarin Chinese and French.** Reading knowledge of Spanish; some Italian.
- **Editorial Director, Director of Translation** *China Monitor* (start-up economic reporting service, *Wilmington DE*); Editor of *America's Network* (Advanstar Publishing) and *Wireless Integration* (PennWell), *Communications Consultant*; Senior Editor, *Computer Graphics World*. Responsible for editorial content and web integration, hiring and management of staff, administration, and visual redesign of three technology/business magazines.
- **Reporter/Editor:** *The Detroit Free Press* (staff writer), *The Scientist* (contributing editor), *Newsweek International* (Taiwan), *American Journalism Review* (contributor), *MIT Technology Review*.
- **Scholar:** Nominated by Philip Merrill College of Journalism for *Distinguished Dissertation of the Year* (2011), University of Maryland. First Prize, 2009, Visual Communications Division, **International Communications Association** (ICA), for paper: *Pictures of a Floating World: The Philadelphia Inquirer Seeks a Communications Calling in Cyberspace*. Published in *Visual Communication Quarterly* (Vol 17, No. 4, 2010). Third Prize, journalism history division, AEJMC, August, 2010, for paper: *Women & Children of the Santa Anita Race Track: Japanese-American internment through the lens of Clem Albers & the War Relocation Authority, 1942*.
- Other conference papers accepted: ICA 2010 (Singapore): *Toward a Unified Theory of Cognitive Aesthetic Processing*. ICA 2011 (Boston): *Haunting Images: Differential Perception and Emotional Response to the Archetypes of News Photography – A Study of Visual Reception by Gender and Expertise*. Presented May 30, 2011.

TEACHING AND ONLINE INSTRUCTIONAL DESIGN

- **Instructor, International College at Beijing/Univ. of Colorado Denver (current).** Courses taught: Technical Writing, Science Writing, Mass Communication, Interactive Story Telling, Contemporary Film, Media Production (film making), Visual Communication
- **Professor, Multimedia Story Telling, Director of Research, IEIMedia** (Armagh, Northern Ireland, 2007). Taught 3 summers, 4 week international “boot camp” experience in visual and textual story telling for young journalists (see <http://inarmagh.net>; also <http://www.internationalmediaprograms.com/homepage.html>). Editor/co-designer *UrbinoView*, first English language tourism and culture magazine produced for City of Urbino, Italy, 2009.
- **Managing Editor/Web Developer: *The Faculty Voice*, University of Maryland** (<http://imerrill.umd.edu/facultyvoice1>)
- **Lecturer, Department of Journalism, Magazines & Digital Media**, Temple University (2005-2007). Full-time position teaching both graduate and undergraduate courses in Multimedia Design for Journalists, Magazine Writing and Editing, Media & Society, American Magazine.
- **Associate Professor** at Drexel University, Philadelphia, PA; Department of Culture and Communications (adjunct faculty), 2002-2006; 2008-2010. Voted among Top Ten Drexel Professors in student web survey in 2002 and 2004.
- **Lecturer**, Philip Merrill College of Journalism, 2010. Courses taught: Media & Society, Journalism & Society, News reporting, Magazine Writing and Editing; Design for Magazines; Writing for the Worldwide Web; Technical and Business Communications; Public Speaking; Investigative reporting.

EDUCATION

- **Ph.D. in Journalism & Public Communication. Degree awarded April 22, 2011. Official graduation May 19, 2011.** Philip Merrill College of Journalism, Univ. of Maryland College Park. Dissertation title: *Haunting Images: Differential Perception*

and Emotional Response to the Archetypes of News Photography – A Study of Visual Reception by Gender and Expertise.

- **Post-graduate science**, University of Michigan and Ramapo College, New Jersey: 38 credit hours in organic chemistry (two semesters with laboratory), molecular biology, animal physiology, vertebrate zoology, non-vascular plants, calculus, astronomy, physics.
- **Master of Arts, Advanced Writing and Literature** (Dean's Fellowship Award) University of Washington, 1981
- **Journalism Internship:** *New York Times* (Washington Bureau), assisting columnist William Safire and medical writer Harold Schmeck
- **Bachelor of Arts, East Asian Studies** (High Distinction, 1973) University of Michigan, Ann Arbor, Michigan
- **Certification, Advanced Mandarin Chinese** National Taiwan Normal University

CAREER HIGHLIGHTS

- 1985-2004 **Arielle Emmett & Associates**, Wallingford-Swarthmore PA
Consultant and Editor. See Client list at www.arielleemmett.com
- 1996-1999 **Senior Editor, Editor-in-Chief:** *America's Network* (Advanstar Santa Ana, CA). National correspondent, reporter; managed magazine redesign.
- 2002-2003 **Grants and Developmental Officer**, Thomas Jefferson Biotechnology Research Laboratories; *Medical Writer*, Comed/Voxmedica (Philadelphia, PA). Clients include Allergan, Cytocom, INCE, AMA, others.
- 1992-2001 **Feature Writer, Contributing Editor:** *The Scientist* (Philadelphia, PA)
Wrote lead cover stories on the Human Genome Project, bioinformatics, biotechnical, oncology, West Nile Virus, proteomics, pharmaceutical business, professional and training issues, grants.

- 1985-1995** **Senior Editor, Computer Graphics World** (San Francisco, Boston, Paris France). Covered digital animation, CAD/CAM/CIM, visualization, art.
- 1978-1980** **Staff Writer: *Detroit Free Press*** (Detroit, MI)
Features writer for “The Way We Live,” books, and news section.
- 1973-1974** **Taiwan Reporter: *Newsweek International***
Roving Taiwan reporter covering government, cultural, and breaking news.

PUBLICATIONS (Partial List)

- *Revolt of the Ants: A Director's Life Through Six Decades of Theatre & Politics*, by Nathalie Donnet (Xlibris, 2004); developmental editor
- *Wireless Data for the Enterprise: Making Sense of Wireless Business* (McGraw-Hill, 2001), editor/writer and literary agent
- *Butterfly Dream* (Feature Film script, Independent Feature Project), 1998.
- *Direct Connections* (New American Library, 1986): coauthor
- *Nursing Pharmacology* (3rd edition), developmental editor; Springhouse Corp. 1990:
- **Applied Science Series, Astronomy, Biochemistry, Physics**, developmental editor, Springhouse Corp, 1994.

MAGAZINE ARTICLES (see Google Scholar; Google www.arielleemmett.com)

- More than 100 articles and citations in Google Scholar; 200+ articles and book citations in Google
- *UrbinoView* (Editor-in-Chief, Urbino Italy 2009; author of “The Duke of Deception?” on Federico da Montefeltro and his conspiracy against Lorenzo de’Medici.)
- 41 lead articles appearing in *The Scientist* (www.thescientist.com; 1991-2001)
- Consumer and Trade magazine articles: (sample titles below:)
- *Caixin* English: “Go Anywhere but Here,” October 18 2011
- *American Journalism Review*:
 - “Too Graphic?” Spring 2010
 - “Handheld Headlines” August/September 2008
 - “Whetting the Appetite for Storytelling” December/January 2008
 - “Networking News,” December/January 2009.
- *Providence Journal*: “Hate Crime Beheld,” March 2007

- *Philadelphia Inquirer Op/Ed Page*:
 - “A Place Where the Past is Still Alive,” December 2005
 - “PSSAs are all about Testing and Nothing about Learning” March 2005
 - “Zero Tolerance, Zero Intelligence,” May 2003
 - “A Plan, Action, and Vaccines a Start in Fighting Bioterror,” February 2002
- *BioItWorld*:
 - “Locus Focus,” December 2002
- *The Scientist*: 41 cover stories and features, 1991-2001. Highlights:
 - “The Human Genome Project” (2000)
 - Scientists Seek Sense of Balance (2001)
 - “A Season of West Nile Virus” (2001)
 - “The State of BioInformatics” (2000)
 - “Biotech Start-ups” (2000)
 - “Chinese Scientists Put Technology Ventures on the Map” (1999).
- *MIT Technology Review*
 - “Where East Does Not Meet West” (Chinese medicine: October 1993)
 - “Simulations on Trial” (1994)
- *Parents*: “Genetic Counseling” (1989)
- *Seattle Weekly*: “The Chekhov of China” (1981)
- *Saturday Review*:
 - “Can I get a Witness?” (1984)
 - “The Secret Life of Luigi Pirandello” (1985)

NEWSPAPER ARTICLES

- **More than 300 articles** appearing in *Philadelphia Inquirer*, *Los Angeles Times*, *Miami Herald*, *Globe & Mail (Toronto)*, *Detroit Free Press*, *Oakland Tribune*, *Boston Globe*, *New York Times*, *The Providence Journal*, *Philadelphia Weekly*, *Seattle Times*, *The Scientist*, others.

RESEARCH INTERESTS, PAPERS, & AWARDS:

- Multimedia, digital cultures, still photography and the iconic image; social text and filters, citizen journalism, hyperlocal and ‘viral news’ transformation of metropolitan newspapers; semiology of film; Asian film.

- *The Philadelphia Inquirer*): Ethnographic research project begun February 2008
- Papers submitted to ICA & AEJMC 2009:
 - “Pictures of a Floating World”: *The Philadelphia Inquirer* Seeks a Community Calling in Cyberspace,” 1st Prize (student paper), International Communications Association, Visual Communications Division, May 2009. Published: *Visual Communications Quarterly*, October –December 2010.
 - “Women and Children of the Santa Anita Race Track: Japanese-American Internment through the Lens of Photographer Clem Albers, 1942.” Third Prize, History Division (student), AEJMC. In submission to *American Journalism*, 2011.
 - “Toward a Unified Model of Cognitive Aesthetic Processing,” accepted for presentation, Visual Communication Division, ICA Singapore June 2010.
- Peer-developed multimedia story telling; teaching multimedia journalism and intercultural communications (*IEIMedia 2008 summer project; continued 2009*)
- Narrative structure and visual cognition in New Media
- Media and Social History; Ethics.
- Literary journalism and the challenge of New Media
- Social networks
- Navigation, Viewer experience, Interactive Maps, and avatar representation on Web 3.0

REFERENCES:

- Kevin Klose, Prof. & Dean, Philip Merrill College of Journalism, Univ. of Maryland College Park
- Dr. Maurine Beasley, Professor Emerita of Journalism History, Philip Merrill College of Journalism University of Maryland College Park
- Dr. John Brown, Associate Professor Emeritus, Philosophy of Art & Aesthetics, University of Maryland College Park
- Professor Gene Roberts, Professor of Journalism Emeritus, Philip Merrill College of Journalism, University of Maryland College Park
- Prof. Jianguo Chen, Translation Director, *China Monitor*; Director, Confucius Institute, Associate Prof. of Chinese, Univ. of Delaware
- Prof. Andy Ciofalo, Professor of Journalism Emeritus, Loyola College of Maryland; president, IEIMedia Inc.

- Rem Rieder, Editor, *American Journalism Review* (College Park, MD)

OTHER INTERESTS

- Consultant, Journalism Education, International Center on Non-Violent Conflict (<http://www.nonviolent-conflict.org/>)
- Consultant, *China National Travel* magazine
- Volunteer, Media Consultant, TAPP (Chester PA Youth Project). Assisted college-bound high school students produce and edit their film on the Obama inauguration. See <http://www.youtube.com/watch#!v=i6x6vynCgdw&feature=channel>
- Long-Distance Swimmer, Rose Valley Swim Club
- Pianist, guitarist
- Third-Degree Black Belt, Bodyworks Karate Center (Ryuku Kempo), Media PA
- Parent, two children, ages 25 and 22, girl and boy.