Faculty Development Center.

CSUF Faculty Authors Series

Please bring your lunch and join us in celebrating and learning from featured Cal State Fullerton Faculty Authors. Discussions will be from noon to 1:00 p.m. in College Park 700. Faculty authors are invited to share a chapter or section of their book which will be posted on the By the Book TiTANium Community for participants to read prior to the discussion.

Tuesday, September 9, 2014
Robert Gass, Department of Human Communications Studies
Persuasion: Social Influence and Compliance Gaining
Persuasion is an indispensable feature of human interaction. The text covers a wide range of persuasive phenomena. In addition to traditional forms of persuasion, it examines the transformational role of new media in social influence. The book is currently the best-selling text on persuasion in the field of Communication.

Tuesday, October 21, 2014
Kristi L. Kanel, Department of Human Services
A Guide to Crisis Intervention
Kanel's new edition includes a chapter on Operation Enduring Freedom (OIF) and veteran's issues, such as Post Traumatic Stress Disorder (PTSD), Traumatic Brain Injury (TBI), depression, suicide, and Military Sexual Trauma. Other new material includes bullying, unemployment crisis, self-injurious behaviors, and community disasters involving gun violence—offering a first-person point of view of CSUF's lockdown in December, 2012.

Tuesday, November 18, 2014
Paul Martin Lester, Department of Communications
Digital Innovations for Mass Communications: Engaging the User
When digital innovations are added to traditional print and screen presentations, media users are not only allowed to interact with the information but can also physically engage with the story displayed. Giving students the tools they need to transform their storytelling in this manner is the goal of this textbook.

Monday, February 9, 2015
Dana Loewy, Department of Marketing
Uncommon Sense: Effective Critical Thinking and Decision-Making in a Complex World
This text embodies an innovative approach in discussing the roots of and lifelong influences on critical thinking. It offers a pragmatic perspective explaining how to implement psychological theories of human functioning and decision-making in everyday encounters.

Tuesday, February 10, 2015
Lisa Weisman-Davlantes, Department of Psychology
Understanding Intercultural Communication, 2nd Edition
This market-leading textbook provides a four-in-one learning package: authoritative text, practical workbook, self-teaching grammar/mechanics handbook, and premium website. The ninth edition offers extraordinary print and digital exercises to help students build confidence as they review grammar, punctuation, and writing guidelines.

Tuesday, March 10, 2015
Mikel Hogan, Department of Human Services
Four Skills of Cultural Diversity Competence
Hogan’s overarching approach to cultural diversity competence is multilevel and multi-dimensional. It encompasses cultural awareness, understanding, and skills at the personal, interpersonal, and organizational/institutional levels.

Tuesday, March 25, 2015
Stella Ting-Toomey, Department of Human Communication Studies
Understanding Intercultural Communication
Focused on Chapter 5: What is Culture Shock? The discussion explores some basic concepts in understanding the developmental culture shock process and how to manage culture shock adaptively. Participants in this “Culture Shock” discussion will not only learn how to communicate more mindfully with incoming international students on campus, but also be better prepared for their overseas travels. Co-authored with Leeva C. Chung, a former CSUF Masters Student in Intercultural Communication, now a full Professor at the University of San Diego.

Tuesday, April 14, 2015
Carrie M. Lane, American Studies
A Company of One
In the American economy’s boom-and-bust cycle since the 1980s, repeated layoffs have become part of working life. Lane explores the central role that organized networking events, working spouses, and neoliberal ideology play in forging and reinforcing a new individualist response to the increasingly insecure nature of contemporary employment.

Tuesday, April 28, 2015
Erica L. Ball, American Studies
To Live an Antislavery Life: Personal Politics and the Antebellum Black Middle Class
In this study of antebellum African American print culture, Erica L. Ball explores the relationship between antislavery discourse and the emergence of the northern black middle class. Through innovative readings of slave narratives, sermons, fiction, convention proceedings, and advice literature, Ball demonstrates that northern free black writers consistently urged readers to live “antislavery lives” by internalizing their political principles, and interpreting all their personal ambitions, private familial roles, and domestic responsibilities in light of the struggle for freedom.

Tuesday, May 12, 2015
Loretta Donovan & Timothy Green, Department of Elementary & Bilingual Education
Making Change: Creating 21st Century Teaching & Learning Environments
Donovan and Green provide a theoretical and practical approach to transforming a school or classroom into a 21st Century learning environment. Grounded in change theory, the book provides steps and suggestions for teachers and administrators to help their schools use technology in meaningful and student-centered ways to enhance learning.