Daniela Baroffio, Ph.D.

Clinical Professor | Director, M.S. in Digital Social Media

Annenberg School for Communication and Journalism

University of Southern California

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**Education:**

PhD., Communication

Annenberg School For Communication and Journalism, USC (2006)

Dissertation Title: *The Female Soldier: Mediating Promises and Problematics of Femininity, War, and the Nation*

MA., Communication

Annenberg School for Communication and Journalism, USC (2004)

BA., Communication

Annenberg School for Communication and Journalism, USC (2000)

**Academic and Administrative Appointments:**

Clinical Professor, Annenberg School for Communication and Journalism, USC (2018-present)

Director, Master of Science in Digital Social Media Program

Annenberg School for Communication and Journalism, USC (2018-present)

Assistant Director, Master of Communication Management Program

Annenberg School for Communication and Journalism, USC (2013-2018)

Clinical Associate Professor, Annenberg School for Communication and Journalism, USC (2013-2018)

Clinical Assistant Professor, Annenberg School for Communication and Journalism, USC (2008-2013)

Senior Lecturer, Annenberg School for Communication and Journalism, USC (2006-2008

**Administration and Service**:

Faculty director, Progressive Degree program, CMGT (2012-2018).

Faculty advisor, Progressive Degree program, DSM (2018 – present).

Faculty advisor for all DSM students, assisting in course selection, planning, and professional development.

Led multiple DSM and Progressive information sessions and office hours for prospective students.

Led multiple DSM information session for our international applicants, sessions reaching over 60,000 attendees.

Member, Non-Tenure Track hiring committee, Annenberg School for Communication and Journalism, USC (2014-2015)

Member, CMGT Admission Committee (2012-2018)

Chair, CMGT Curriculum Review Committee (2015-2018)

Chair, DSM Curriculum Review Committee (2018 -present)

Member, NTT Mentoring Committee (2016)

Member, Faculty Council for the University (2016-2018)

Member, Grade review Committee, (2015-2016)

Member, Director Search Committee (2017-2018)

Member, Marketing Search Committee (2016)

Chair, Hiring Committee for DMM (2021)

Member, Director Committee for DMM (2022)

Member, Merit Review Committee (2016, 2019, 2021, 2022)

Member, PRA Hiring Committee led by Fred Cook (2023-2024)

Chair, DSM Admission Committee (2018 – present)

Member, Joint Bovard College/Annenberg committee to discuss development of online DSM Program (possible launch date, Fall 2021)

Led development and launch of USC Online DMM program (2020-2021), launch completed in fall 2021

Director, M.S. in Digital Social Media Program (2018-present)

Assistant Director, Master of Communication Management Program (2013-2018)

Committee Roles:

Chair, CMGT Curriculum Review Committee (2015-2018)

Member, Faculty Council for the University (2016-2018)

**Teaching Objectives:**

1. **Promoting Critical Thinking and Personal/Professional Growth:** My primary objective, whether in the undergraduate or Master's context, is to nurture critical thinking skills and foster personal and professional development.
2. **Mentoring Undergraduate Students:** In the undergraduate setting, I aim to guide and mentor young students to recognize the fundamental role their learning plays in shaping their future success, both personally and professionally.
3. **Mentoring Graduate Students:** In the Master's context, my goal is to mentor senior graduate students, helping them conceptualize, develop, and execute original academic and entrepreneurial projects and objectives.
4. **Understanding Intersectionality:** I prioritize imparting a deep understanding of how gender, race, ethnicity, and sexuality politics intersect to create societal norms and define both individual and collective boundaries and opportunities.
5. **Media, Technology, and Social Impact:** My teaching also revolves around exploring the impact of media, technology, and entertainment on our daily lives in various roles, such as consumers, students, politicians, and voters. Simultaneously, I educate students on how to study, comprehend, and harness the power of media, technology, and entertainment to advance social justice and establish a more democratic and equitable socio-political system across cultural, political, and economic domains.
6. **Effective Communication and Writing:** Through comprehensive reviews of student submissions, I impart the skills needed to become effective and influential communicators and writers, enabling students to convey their ideas and perspectives compellingly.

In essence, my teaching objectives encompass cultivating critical thinking, guiding students towards personal and professional success, mentoring them in their academic and entrepreneurial pursuits, fostering an understanding of intersectionality, promoting awareness of the societal impact of media and technology, and honing their communication and writing abilities.

**Teaching:**

Annenberg School for Communication and Journalism, University of Southern California (2006-present)

Nominee for the 2014 Steven B. Sample Teaching and Mentoring Award

CMGT 540: Uses of Communication Research

CMGT 597: Communication Research Practicum

CMGT 575: Social Change and Advocacy in the Media

Communication Management Online Graduate Program

CMGT 597A: Communication Research Practicum I

CMGT 597B: Communication Research Practicum II

DSM 596: Final Project Capstone

DSM 591: Internship/Directed Research

COMM 300: Theoretical Foundations for the Study of Entertainment

COMM 499: Social Change and Advocacy Through the Media

COMM 384: Interpreting Popular Culture

COMM 395: Gender, Media and Communication

GESM 131: Media and Social Change

COMM 204: Public Speaking

**Presentations at Academic Conferences:**

"Militarized Femininity and the Nation: Mediating the Jessica Lynch Story." International Communication Association, New York, May 2005.

"The Female Soldier: Promises and Problematics of Femininity, War, and the Nation." International Communication Association, New York, May 2005.

"Undressing Science: Exploring Global Femininity." National Communication Association, Miami, November 2003.

"Ethics in Abu Ghraib: A Consideration of the Problematics of Gendered Military Violence in an American Context." National Communication Association, Chicago, November 2007.

**Publications:**

Daniela Baroffio-Bota and, Sarah Banet-Weiser “Femininity and Masculinity in Sports,” in the *Handbook of Sports and Media*, ed. Arthur A. Raney. New Jersey: Lawrence Erlbaum Associates, 2006.