

**BARBARA F. SHARF**  
**Independent Scholar &**  
**Professor Emerita, Dept. of Communication**  
**Texas A & M University**

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Residence: Durham, NC

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**EDUCATION**

Ph.D. 1976 University of Minnesota, Speech-Communication  
M.A. 1971 Pennsylvania State University, Speech-Communication  
B.A. 1969 Pennsylvania State University, Speech-Communication

**EMPLOYMENT HISTORY**

2011 – present Professor Emerita  
2011 – 2012 Senior Professor of Communication  
1998 - 2011 Professor of Communication  
2000 - 2003 Director of Graduate Studies  
Texas A&M University

1997 - 2000 Professor of Health Communication and Medical Education  
1984 - 1997 Associate Professor of Health Communication and Medical Education  
Medical Humanities Program  
Department of Medical Education  
University of Illinois College of Medicine at Chicago

1990 - 1993 Head, Medical Humanities Program  
1985 - 1986 Acting Head, Medical Humanities Program  
Department of Medical Education  
University of Illinois College of Medicine

1980 - 1984 Assistant Dean for Student Affairs  
University of Illinois College of Medicine

1978 - 1980 Coordinator, James Scholar Program for Independent Study  
University of Illinois College of Medicine at Chicago

1976 - 1977 Visiting Assistant Professor  
Department of Communication  
University of Utah

1972 - 1975 Teaching Associate, Department of Speech-Communication  
University of Minnesota

- 1971 - 1972 Instructor, Department of Speech-Communication and Theatre  
Trenton State College, New Jersey
- 1970 - 1971 Research Associate, Eastern Pennsylvania Psychiatric Institute, Philadelphia
- 1969 Teaching Assistant, Department of Speech  
Pennsylvania State University

#### **ADJUNCT APPOINTMENTS**

- 2016-2018 Visiting Professor & Fulbright Scholar  
Department of Communications and New Media, National University of  
Singapore
- 2005 – 2011 Center for Community Health Development,  
School of Rural Public Health, Texas A & M Health Sciences Center
- 1998 – 2011 Department of Humanities in Medicine, College of Medicine, Texas A & M  
Health Sciences Center
- 1991 - 1998 Department of Pharmacy Administration, University of Illinois at Chicago
- 1982 - 1998 Department of Communication, University of Illinois at Chicago
- 1979 - 1984 Department of Medical Education, University of Illinois at Chicago

#### **HONORS**

2015-2018 U.S. Fulbright Research Scholar. Project: The Meaning(s) of integrative health care in Singapore: Co-existing cultures, competing narratives, and the creation of a third space. Hosted by Department of Communications and New Media, National University of Singapore.

2017 Recipient of award for Distinguished Article, Division of Health Communication, National Communication Association.

2017 Selected as outstanding reviewer for 2016 by editors of *Annals of Internal Medicine*.

2013 Faculty of Arts and Social Sciences Distinguished Visiting Scholar. Department of Communications and New Media, National University of Singapore.

2011 Boase Award for Excellence in Communication Scholarship. Scripps College of Communication, Ohio University. Athens, OH.

2005 Outstanding Health Communication Scholar, selected by health communication divisions of the National Communication Association and International Communication Association.

#### **PUBLICATIONS**

### **Books and Special Journals**

J.S. Yamasaki, P. Geist-Martin, & B.F. Sharf (co-authors/co-editors) (2017). *Storied Health and Illness: Communicating Personal, Cultural and Political Complexities*. Waveland Press, Long Grove, IL.

P. Geist-Martin, E.B. Ray and B.F. Sharf (2003). *Communicating Health: Personal, Cultural and Political Complexities*. Wadsworth Publishing Co: Belmont, CA.  
Reprinted: (2011). Waveland Press: Long Grove, IL

B.F. Sharf & R. Street (Eds.) (1997). The Patient as a Central Construct [special issue, *Health Communication* 7 (1)].

B.F. Sharf (1984). *The Physician's Guide to Better Communication*. Scott, Foresman: Glenview, IL.

### **Book Chapters**

B.F. Sharf (2014). Health narratives and narrative inquiry. In T. Thompson (Ed.), *Encyclopedia of Health Communication* (pp. . Thousand Oaks, CA: Sage.

B.F. Sharf & P. Geist-Martin (2014). Integrative medicine. In T.L. Thompson (Ed.), *Encyclopedia of Health Communication* (pp. 728-729). Thousand Oaks, CA: Sage.

J. Yamasaki, B.F. Sharf & L.M. Harter (2014). Narrative inquiry: Attitude, acts, artifacts, and analysis. In B. Whaley (Ed.), *Research methods in health communication: Principles and applications* (pp. 99-118). New York: Routledge.

B.F. Sharf, P. Geist-Martin & J. Moore (2013). Communicating healing in a third space: Real and imagined forms of integrative medicine. In L.M. Harter & Assoc., *Imagining new normals: A narrative framework for health communication* (pp. 125 – 147). Dubuque, IA: Kendall Hunt.

B.F. Sharf, L.M. Harter, J. Yamasaki & P. Haidet (2011). Narrative turns epic: Continuing developments in health narrative scholarship. In J. Nussbaum, R. Parrott & T. Thompson, (Eds.), *Handbook of Health Communication, 2nd ed.* New York: Routledge.

K-K. Cosgriff Hernandez, A.R. Martinez, B.F. Sharf & J.R. Sharkey (2011). "We still had to have tortillas": Negotiating health, culture, and change in the Mexican-American diet. In J.M. Cramer, C.P. Greene & L.M. Walters (Eds.), *Food as communication/Communication as food*. New York: Peter Lang.

P. Geist-Martin, B.F. Sharf & N. Jeha (2008). Communicating health holistically. In H. Zoller & M. Dutta (eds.), *Emerging Perspectives in Health Communication: Meaning, Culture, and Power*. (pp. 83-112). New York: Routledge.

B.F. Sharf (2006). Out of the closet and into the legislature. In F. Mullan, E. Ficklen & K. Rubin (Eds.), *Narrative Matters: the Power of the Personal Essay in Health Policy* (pp. 14-19). Baltimore: Johns Hopkins University Press.

B.F. Sharf (2005). How I fired my surgeon and embraced an alternative narrative. In L.M. Harter, P.M. Japp, & C.S. Beck (Eds.), *Narratives, Health, and Healing: Communication Theory, Research, and Practice* (pp. 325-342) . Mahwah, NJ: Erlbaum Assoc.

B.F. Sharf, P. Haidet, & T.L.Kroll (2005). "I want you to put me in the grave with all my limbs": The

meaning of active health participation. In E.B. Ray (Ed.), *Health Communication in Practice* (pp. 39-51). Mahwah, NJ: Erlbaum Assoc.

B.F. Sharf & M.L. Vanderford (2003). Social narratives and the construction of health. In A. Dorsey, K.I. Miller, R. Parrott & T. Thompson, (Eds.), *Handbook of Health Communication* (pp. 9-34). Mahwah, NJ: Lawrence Erlbaum Assoc.

Reprinted: In L.C. Lederman (Ed.) (2008), *Beyond these walls: Readings in health communication* (pp. 24-46). New York: Oxford University Press.

B.F. Sharf (1999). Beyond netiquette: The ethics of doing naturalistic discourse research on the Internet. In S. Jones (Ed.), *Doing Internet Research: Critical Issues and Methods for Examining the Net*. Sage Publications: Thousand Oaks, CA., pp. 243-256.

B.F. Sharf (1997). Re-framing health care agendas: Voices of activist-survivors as a focus of study. In J.S. Trent (Ed.), *Communication: Views from the Helm for the Twenty-First Century*. Allyn & Bacon: Needham Heights, MA., pp. 217-224.

B.F. Sharf and J. Kahler (1996). Victims of the franchise: A culturally sensitive model for teaching patient-physician communication in the inner city. In E.B. Ray (Ed.), *Communication and the Disenfranchised: Social Health Issues and Implications*. Lawrence Erlbaum Assoc.: Mahwah, N.J., pp. 95-115.

J. Kahler and B.F. Sharf (1996). From pedagogy to praxis: Affecting communication in an inner city AIDS clinic. In E.B. Ray (Ed.), *Case Studies in Communication and the Disenfranchised: Social Health Issues and Implications*. Lawrence Erlbaum Assoc.: Mahwah, N.J., pp. 31-43.

C.R.B. Beckmann, F. W. Ling, B.M. Barzansky, B.F. Sharf, D.L. Clarke-Pearson (1992). History and physical examination. In T.G. Stovall, R.L. Summitt, C.R.B. Beckmann, and F. W. Ling (Eds.), *Clinical Manual of Gynecology* 2nd ed. McGraw-Hill: N.Y., pp. 3-13.

## Articles

B.F. Sharf (2019). On witnessing the precipice between life and death. *Health Communication*. <https://doi.org/10.1080/10410236.2019.1600102>

V. Ramadurai, B.F. Sharf & S. Ramasubramanian (2015). Roads less traveled: Finding a path to using complementary and alternative medicine. *Qualitative Health Research*, 1-13, doi: 10.1177/1049732315582009

P. Geist-Martin, Bollinger, B.J, Weichert, K.N, Plump, B. & B.F. Sharf (2015). Challenging integration: Clinicians' perspectives of communicating collaboration in a center for integrative medicine. *Health Communication*, 1-13. doi: 10.1080/10410236.2014.976605.

B.F. Sharf, P. Geist-Martin, K-K. Cosgriff Hernandez, J. Moore (2012). Trailblazing healthcare: Institutionalizing and integrating complementary medicine, *Patient Education and Counseling* 89, 434-438. doi:10.1016/j.pec.2012.03.006 2017 NCA Health Communication Division Distinguished Article Award

V. Ramadurai, B.F. Sharf, J. Sharkey (2012). Rural food insecurity in the United States as a neglected site of struggle in health communication. *Health Communication*. doi:10.1080/10410236.2011.647620

M. Sukovic, B.F Sharf, J. Sharkey, J. St John (2011). Seasoning for the soul: Empowerment through food preparation among Mexican women in the Texas *colonias*. *Food & Foodways* 19, 228-247. doi:

10.1080/07409710.2011.600126

J. Yamasaki & B.F. Sharf (2011). Opting out while fitting in: How residents make sense of assisted living and cope with community life. *Journal of Aging Studies* 25, 13-21, doi:[10.1016/j.jaging.2010.08.005](https://doi.org/10.1016/j.jaging.2010.08.005)

B.F. Sharf (2010). Women's health throughout the ages: Post-modern conditions and communication research. *Women and Language* 33, 81-86.

B.F. Sharf (2010). The day Patrick Swayze died (invited Defining Moments essay). *Health Communication* 25, 628-631. DOI: 10.1080/10410236.2010.498462

D.L. Andreas, N.S. Abraham, A.D. Naik, R.L. Street, & B.F. Sharf (2010). Understanding risk communication through patient narratives about complex antithrombotic therapies. *Qualitative Health Research* 20, 1155-1165.

M.E. Suarez-Almazor, M. Richardson, T.L. Kroll & B.F. Sharf (2010). A qualitative analysis of decision-making for total knee replacement in patients with osteoarthritis. *Journal of Clinical Rheumatology* 16:158-63. PMID: 20414128.

J.R. Sharkey, B.F. Sharf, J.A. St. John (2009). "Una persona derecha (staying right in the mind)": Perceptions of Spanish-speaking Mexican-American older adults in South Texas *colonias*. *The Gerontologist* 49: 579-585.

B.F. Sharf (2009). Observations from the outside in: Narratives of illness, healing, and mortality in everyday life. *Journal of Applied Communication Research* 37: 132-139. doi: 10.1080/00909880902792297

T.C. Collins, P.N. Kueger, T.L. Kroll, & B.F. Sharf (2009). Face-to-face interaction compared with video watching on use of physical activity in peripheral arterial disease: A pilot study. *Angiology* 60: 21-30.

P.Haidet, K.J. O'Malley, B.F. Sharf, A.P. Gladney, A.J. Geisinger, & R.L. Street (2008). Characterizing explanatory models of illness in healthcare: Development and validation of the CONNECT instrument. *Patient Education & Counseling* 72(2): 232-9.

D. Jodlowski, B.F. Sharf, P. Haidet, & L.C. Nguyen & L.D. Woodard (2007). "Screwed for life": Examining identification and division in addiction narratives. *Communication & Medicine* 4(1): 15-26.

Kroll, T.L., Richardson, M., Sharf, B.F. & Suarez-Almazor, M.E. (2007). "Keep on truckin'" or "It's got you in this little vacuum": Ethnic-based perceptions in decision-making for total knee arthroplasty. *Journal of Rheumatology* 34 (5): 1069-75.

M.C. Clark & B.F. Sharf (2007). The dark side of truth(s): Ethical dilemmas in researching the personal. *Qualitative Inquiry* 13: 399-416.

H.S. Gordon, R.L. Street, Jr., B.F. Sharf, P.A. Kelly & J. Soucek, J. (2006). Racial differences in trust and patients' perceptions of physicians' communication. *Journal of Clinical Oncology* 24: 904-909.

P. Haidet, T.L. Kroll & B.F. Sharf (2006). The complexity of patient participation: Lessons learned from patients' illness narratives. *Patient Education & Counseling* 62: 323-329.

H.S. Gordon, R.L. Street, B.F. Sharf, J. Soucek (2006). Racial differences in doctors' information giving and patients' participation. *Cancer* 107: 1313-1320.

T.C. Collins, T.L. Kroll, P.N. Kreuger, P. Willson, C.M. Ashton, & B.F. Sharf (March/April 2006). A qualitative approach to developing a patient-derived intervention to increase adherence to exercise in peripheral arterial disease. *Journal of Cardiopulmonary Rehabilitation* 26: 92-100.

P. Haidet, K.J. O'Malley, B.F. Sharf, A.P. Gladney, A.N. Tran, A.J. Greisinger, C.M. Ashton, R.L. Street, Jr. (2005). Associations between the impact of terrorism and health perceptions of patients. *The International Journal of Psychiatry in Medicine* 35, 249 – 258.

B.F. Sharf (August, 2005). Colleague-to-Colleague Communication. Frame Feedback to Improve Professional Performance. *Virtual Mentor*. Available at: <http://www.ama-assn.org/ama/pub/category/15353.html>

B.F. Sharf, L.A. Stelljes, & H. Gordon (2005). “A little bitty spot and I’m a great big man”: Patients’ perspectives on refusing diagnosis or treatment for lung cancer. *Psycho-Oncology* 14: 636-646. DOI:10.1002/pon.885

Ashton, C.M., Haidet, P.M., Paterniti, D.A., Collins, T.C., Gordon, H.S., O'Malley, K., Petersen, L., Sharf, B.F., Suarez-Almazor, M., Wray, N.P., Street, R.L. (2003). Racial and ethnic disparities in the use of health services: Bias, preferences, or poor communication? *Journal of General Internal Medicine* 18, 146-152.

B.F. Sharf (2001). Out of the closet and into the legislature: The impact of communicating breast cancer narratives on health policy. *Health Affairs* 20 (1), 213-18.

B.F. Sharf (1999). Ethnographic ethics on-line: Studying naturally-occurring discourse on the Net. *Iowa Journal of Communication* 31 (1), 21-31.

B.F. Sharf (1999). The present and future of health communication scholarship: Overlooked opportunities. *Health Communication* 11(2), 195-199.

B.F. Sharf (1997). Communicating breast cancer on-line: Support and empowerment on the Internet. *Women and Health*, 26 (1), 63-82. DOI:10.1300/J013v26n01\_

B.F. Sharf & R. Street (1997). The patient as a central construct: Shifting the emphasis. *Health Communication* 9(1), 1-12.

M.L. Vanderford, E.B. Jenks, and B.F. Sharf (1997). Exploring patients' experiences as a primary source of meaning. *Health Communication* 7(1), 13-26.

B.F. Sharf, V.S. Freimuth, P. Greenspon, C. Plotnick (1996). Confronting cancer on *thirtysomething*: Audience response to health content on entertainment TV. *Journal of Health Communication* 1(2), 157-172.

A.F. Stanford, D.J. Brauner, T. Chambers, W.J. Donnelly, K.M. Hunter, S. Poirier, B.F. Sharf (1995). Reading literary theory, reading *Ivan Ilych*: Old wine in new wineskins. *Caduceus* 10(3), 161-178.

B.F. Sharf (1995). Poster art as women's rhetoric: Raising awareness about breast cancer. *Literature and Medicine* 14(1), 72-86.

B.F. Sharf and V.S. Freimuth (1993). The construction of illness on entertainment television: Coping with cancer on *thirtysomething*. *Health Communication* 5(3), 141-160.

B.F. Sharf and J. Kahler (1993). "Furthermore...." *Academic Medicine* 68(5), 344-45.

B.F. Sharf (1993). Reading the vital signs: Research in health care communication. *Communication Monographs* 60(1), 35-41.

J. Freeman, B.F. Sharf, and J. Benson (1992). Observational data in faculty development: An underused methodology. *Teaching and Learning in Medicine* 4(2), 103-109.

S. Poirier, L. Rosenblum, L. Ayres, D.J. Brauner, B.F. Sharf, and A.F. Stanford (1992). Charting the chart - An exercise in interpretation(s). *Literature and Medicine* 11(1), 1-22.

B.F. Sharf (1990). Physician-patient communication as interpersonal rhetoric: A narrative approach. *Health Communication* 2(4), 217-231.

B.F. Sharf, J. Freeman, J. Benson, and J. Rogers (1989). Organizational rascals in medical education: Mid-level innovation through faculty development. *Teaching and Learning in Medicine* 1 (4), 215-220.

B.F. Sharf and S. Poirier (1988). Exploring (un)common ground: Communication and literature in a medical setting. *Communication Education* 37(3), 224-236.

B.F. Sharf (1988). Teaching patients to speak up: Past and future trends. *Patient Education and Counseling* 11 (2) 95-108.

C.R.B. Beckmann, B.M. Barzansky, B.F. Sharf, K. Meyers (1988). Training gynecologic teaching associates. *Medical Education* 22 (2), 124-131.

B.F. Sharf (1987). Colloquy response: The critic as rhetor: Psychiatry and fantasy theme analysis. *Journal of Communication* 37(4), 169-171.

B.F. Sharf (1986). Send in the clowns: The image of psychiatry during the Hinckley trial. *Journal of Communication* 36(4), 80-93.

C.R.B. Beckmann, B.F. Sharf, B. Barzansky, W.N. Spellacy (1986). Student response to gynecologic teaching associates. *American Journal of Obstetrics and Gynecology* 155(2), 301-306.

S.C. Charles, B.F. Sharf, P. Blumberg (1983). Educational objectives and supervisors' perceptions in a psychiatric clerkship: A Comparison. *Journal of Psychiatric Education* 7 (2), 91-101.

\*B.F. Sharf, B.S. Wood, J.A. Flaherty (1982). Two birds with one stone: Training communication specialists while teaching medical students. *Communication Education* 31(4), 305-314.

P. Blumberg, B.F. Sharf, J.M. Sinacore (1982). Impact of an independent-study programme upon professional careers. *Medical Education* 16 (3), 156-160.

J.A. Flaherty and B.F. Sharf (1981). Communication specialists in the teaching of interview skills. *Journal of Medical Education* 56 (12), 1021-1023.

R. Foley and B.F. Sharf (1981). The five interviewing techniques most frequently overlooked by primary care physicians. *Behavioral Medicine* 8(2), 26-31. Reprinted in *Phi Delta Epsilon News and Scientific*

*Journal* 78(1), 1986, 10-17.

B.F. Sharf (November, 1979). A rhetorical approach to understanding the medical interview. *Resources in Education ED 184 159* (Educational Resources Information Center), 1-29.

B.F. Sharf (1979). Rhetorical analysis of non-public discourse. *Communication Quarterly* 27(3), 21-30.

B.F. Sharf (1978). Rhetorical analysis of leadership emergence in small groups. *Communication Monographs* 45(2), 156-172.

F. Johnson and B.F. Sharf (1975). Teaching conference methods in a group discussion course. *The Speech Teacher* 24(1), 74.

### **Reports and Proceedings**

B. F. Sharf and J. Curry (Eds.) (1998). *Final Report of the University of Illinois at Chicago Health Care Delegation to Cuba, December 1997*. Office of the Vice-Chancellor for Special Projects, University of Illinois at Chicago.

B. F. Sharf and J. Curry (Eds.) (1997). *Final Report of the University of Illinois at Chicago Health Care Delegation to Cuba, December 1996*. Office of the Vice-Chancellor for Special Projects, University of Illinois at Chicago.

B.F. Sharf and P. Arntson (Eds.) (1985). *Proceedings of Summer Conference in Health Communication*. International Communication Association and Center for Educational Development, University of Illinois at Chicago.

### **Instructional Materials**

B.F. Sharf, J. Kahler, R. Foley, M. Bomgaars, D. Grant, and S. Harper (1990). *A Shared Understanding: Bridging Racial and Class Differences in Patient-Doctor Communication* (video and instructors' manual). Health Sciences Consortium: Chapel Hill, NC.

M. Sovine, M. Lipetz, R. Foley, and B.F. Sharf (1987). *Not Who You Are, But What You Do. What's Myth -- What Matters. Even Health Professionals . . .* (3 videos) and Chicago Area Resource Manual on AIDS, Chicago Comprehensive AIDS Prevention Education Program.

### **Book Reviews**

B.F. Sharf (2000). Why cultural awareness matters to American medicine [book review essay on *The Spirit Catches You and You Fall Down: A Hmong Child, her American Doctors, and the Collision of Two Cultures*. Anne Fadiman. (Farrar, Straus & Giroux, 1997).] In *Quarterly Journal of Speech* 86 (1), 111-115.

B.F. Sharf (1997). *Talk of the Clinic: Explorations in the Analysis of Medical and Therapeutic Discourse*, G.H. Morris and Ronald J. Chenail. (Eds). (Lawrence Erlbaum Assoc., 1995). In *Women and Health* 26(3), 94-96.

B.F. Sharf (1993). *Negotiating the Crisis: DRGs and the Transformation of Hospitals*, by Patricia Geist and Monica Hardesty. (Lawrence Erlbaum Assoc., 1992). In *Communication Quarterly* 41(3), 367-368.



B.F. Sharf (1993). *Communicating Effectively in Medical Records: A Guide for Physicians*, by Michael Pagano. (Sage, 1991). In *Health Communication 5* (2), 137-139.

### **GRANTS AND CONTRACTS**

(Note: On grants in which Dr. Sharf is not the PI, monetary figures, where available, will be denoted as: Total \$/Dr Sharf's portion.)

- |             |  |
|-------------|--|
| 2010        | Principal investor (with M. Carolyn Clark). Butrill Course Enhancement for ethics in humanities. Glasscock Center for Humanities Research. \$750.  |
| 2007-2010   | Co-principal investigator. Behavioral and Environmental Influence on Obesity: Rural Context & Race/Ethnicity. Program for Rural and Minority Health Disparities Research (1P20MD002295-01). Awarded to Texas A & M School for Rural Public Health. NIH/NCMHD.                          |
| 2006-2007   | Co-investigator. Piloting a Qualitative Methodological Innovation: Pairing Promotoras and Health Professionals in Participant Observations of Nutrition-Related Activities with South Texas Colonias Families at Home. Texas A & M Mexican-American & Latino Research Center. \$10000. |
| 2000 – 2006 | Co-investigator. Racial and Ethnic Variation in Medical Interactions. Awarded to The Houston Center for Quality of Care and Utilization Studies, Baylor College of Medicine. Agency for Healthcare Research and Quality. \$7.8 M/\$200,000.  |
| 2002-2006   | Co-investigator. The impact of patient-provider interaction on the response to acupuncture. Awarded to The Houston Center for Quality of Care and Utilization Studies, Baylor College of Medicine. NIH Study R011-AR-049999.   |
| 2005        | Co-investigator. Examination of Health Literacy Levels and Needs of Patients in a Federally Qualified Health Center. Awarded to the Center for the Study of Health Disparities, College of Education, Texas A & M. Children Youth & Families Initiative, Texas A & M University.       |
| 1997 - 2001 | Principal Investigator. The Social Construction of Breast Cancer in Mass Media and Its Influence on Citizen Understanding and Decision-Making. U.S. Department of Defense. \$297,117.  |
| 1995 - 1997 | Educational/Communication Consultant. Establishing Behavioral Health Division, Department of Family & Community Medicine, University of Illinois College of Medicine at Rockford. Primary Funding: U.S. Dept. Of Health and Human Services. \$583,645/\$45,218.                        |
| 1995 - 1996 | Communication Consultant. Improving Communication with People with Dementia of the Alzheimer's Type. University of Chicago. \$24,015/\$2250.   |

- 1994 - 1995 Principal Investigator. Voicing the "Other Epidemic": The Development of a Rhetoric of Breast Cancer. The Susan G. Komen Breast Cancer Foundation. \$1000.
- 1993 Principal Investigator. Viewers' Responses to a Televised Portrayal of Cancer. Campus Research Board and Center for Research on Women and Gender grants, University of Illinois at Chicago. \$5958.
- 1987 - 1989 Co-Principal Investigator. Cross Cultural Physician-Patient Communication. Subcontract with Department of Family Practice, Cook County Hospital, Chicago. Primary Funding: National Fund for Medical Education. \$64919.
- 1987 - 1990 Communication Consultant. Primary Care Residency Development Program. Subcontract with Division of General Medicine, Cook Country Hospital, Chicago. Primary Funding: U.S. Department of Health and Human Services. \$30000.
- 1984 - 1994 Educational/Communication Consultant, Faculty Development Program. Subcontract with Department of Family Practice, Cook County Hospital, Chicago. Primary Funding: Department of Health and Human Services. \$800,000/\$60,000
- 1984 - 1988 Communication Consultant. Gynecologic Teaching Associates Program, Department of Obstetrics and Gynecology, University of Illinois College of Medicine at Chicago.
- 1986 - 1987 Educational Consultant. Comprehensive AIDS Prevention Education Program. Subcontract with Department of Health, City of Chicago. Primary Funding: Centers for Disease Control.
- 1984 - 1986 Program Evaluator. Winchester House Geriatric Library, Libertyville, Illinois. Primary Funding: Library Services and Construction Act.
- 1984 - 1985 Educational Consultant. Pre-Doctoral Curriculum Development Program. Subcontract with Department of Family Practice, University of Illinois College of Medicine at Chicago. Primary Funding: U.S. Department of Health and Human Services.

#### **INVITED PRESENTATIONS**

#### **2018**

Searching for Synergy: Integrative Medicine in the U.S. and Singapore. Ming Yi Guan House of Tan Yeok Nee, Singapore (February 25, 2018).

Resilience and Resistance: Institutionalizing Integrative Medicine in the U.S. Inaugural International Conference on Integrative Medicine. Kuala Lumpur, Malaysia (February 11-12, 2018).

Witnessing Suffering: Narrative Data, Autoethnographic Analysis, and Communicative Responsibility. National University of Singapore (February 2, 2018).

**2017**

Resisting Integrative Health Care in Singapore: Structure, Evidence, and Culture. Department of Communications and New Media and Cultured-Centered Approach to Communications and New Media. National University of Singapore (March 22, 2017).

**2016**

Gun Violence as a U.S. Public Health Concern: A Case of Narrative Inattention. Plenary lecture, Communication for Social Change: Intersections of Theory and Praxis. Center for Culture-Centered Approach to Research and Evaluation, Faculty of Arts and Sciences, National University of Singapore.

**2015**

Roads less traveled: Finding paths to using complementary and alternative medicine. Department of Communication, University of Memphis.

**2013**

Integrative Medicine in the U.S.: Marginal to Mainstream, Problematic and Promising. Faculty of Arts and Sciences, Distinguished Visiting Scholar Lecture, National University of Singapore.

(Re)Emplotting Health Stories: Patient-Provider Communication as Narrative Co-construction. Department of Communications and New Media, National University of Singapore.

**2011**

Trailblazing Healthcare: Institutionalizing and Integrating Complementary Medicine. Department of Communication, University of Utah, Salt Lake City.

Trailblazing Healthcare: Institutionalizing and Integrating Complementary Medicine. Boase Lecture, Scripps College of Communication, Ohio University. Athens, OH

**2009**

Health Care as Story Creation, Opening Address to Health Care Providers, Community Health Fair, Bochasanwasi Akshar Purushottam Swaminarayan Sanatha (BAPS) Mandir Hindu Temple, Houston, TX

**2007**

Observations from the Outside In. Invited response to Rita Charon's *Narrative Medicine*. National Communication Association, Chicago.

**2004**

Gordon, H & Sharf, BF. Patient-centered care: Patient participation in medical encounters. 5th Annual Health Services and Outcomes Research Conference, Houston.

Negotiating the meaning of pain: Comparing text and performance in patient-physician communication. Inaugural address, Center for Rhetoric and Applied Communication, University of Memphis.

Bridging racial and ethnic differences in patient-physician communication. Annual Caregivers' Conference. Brazos Valley Commission on Aging and Quality of Life Committee. Bryan, TX.

**2002**

Preconference. National Communication Association. New Orleans.

Round table participant in Health Communication Professionals: Scholars and Practitioners Collaborating for the Future. Kentucky Conference on Health Communication.

**2001**

Round table participant in agenda-setting on provider-patient communication. Health Communication Focus Area meeting, *Healthy People 2010*, Bethesda, MD.

Qualitative research on the stories embodied in doctor-patient conversation. Houston International Community Health Summit Conference. Houston.

**2000**

The Impact of Communicating Breast Cancer on Health Policy: Out of the Closet and into the Legislature. Narrative Matters conference (sponsored by *Health Affairs* and Project Hope). Airlie House, VA.

**1999**

Issues in Cross-Cultural Health Communication. Developing Cultural Competencies for Health Education Practices and Services. Texas A & M University, College Station.

**1998**

Constructing Breast Cancer in the Popular Press: A Look Back. Conference on Gender, Health, and History. University of Illinois at Chicago.

**1997**

Bringing Breast Cancer Out of the Closet: The Rhetoric of Activism  
Communicating Breast Cancer On-Line: Support and Empowerment on the Internet.  
Ohio University School of Osteopathic Medicine, Athens, OH.

Methods to Analyze Institutional Milieu for Promoting Professional Behavior. Managing Change in the Medical School Environment: AAMC Central Group on Educational Affairs Spring Meeting, Dearborn, MI.

Bringing Breast Cancer Out of the Closet: Strategies of Activist-Survivors. Center for Chronic Diseases, Cancer Prevention and Control Unit. Centers for Disease Control, Atlanta.

Medicine as Ideology: A Field Report from Cuba. Department of Speech Communication, University of Georgia, Athens, GA.

**1996**

Reframing Health Care Agendas: Voices of Activist-Survivors as a Focus of Study. Speech Communication Association, San Diego.

Breast Cancer and the Internet: Support and Empowerment On-Line. Medical Center Hour, University of Virginia, Charlottesville.

Communicating Breast Cancer On-Line: Support and Empowerment on the Internet. James A. Campbell Distinguished Lecture, Rush University, Chicago.

The Present and Future of Health Communication Scholarship: Overlooked Opportunities [Keynote Address]. Fifth University of Kentucky Conference on Health Communication, Lexington.

Communicating Breast Cancer On-Line: Support and Empowerment on the Internet. Fifth University of Kentucky Conference on Health Communication, Lexington.

**1995**

Interprofessional Communication. American Dietetics Association, Chicago.

The Rhetoric of Breast Cancer: Support and Empowerment on the Internet. H. Davis Lectureship in Medical Ethics. University of Illinois Medical Center.

**1994**

The Rhetoric of Breast Cancer in Poster Art. Panel Discussion on Hollis Sigler's The Breast Cancer Journal: "Walking with the Ghosts of My Grandmothers." Museum of Contemporary Art, Chicago.

Las Investigaciones Cualitativas y Cuantativas. Faculty of the College of Nursing, Pontificia Universidad Catolica del Ecuador, Quito.

**1993**

Viewer Responses to *thirtysomething's* Portrayal of Cancer. Center for Research on Women and Gender, University of Illinois at Chicago.

Education and Communication Strategies to Enhance Health Promotion, Prevention and Cooperation. TB/HIV and the Homeless Population conference, Chicago.

What's the Story?: A Narrative Approach to Patient-Doctor Communication. Grand Rounds, Department of Medicine, Illinois Masonic Hospital, Chicago.

**1992**

Cross Cultural Communication in Clinical Settings. American Physical Therapy Association, San Francisco.

**1990**

Giving and Receiving Constructive Feedback. Faculty Development Training in Family Medicine, Oak Brook, IL.

**1988**

Communication Training for Students and Residents: Identification and Assessment of Skills. Association of Professors of Gynecology and Obstetrics Education Workshop, Phoenix.

**1987**

Confessions of an Organizational Rascal: Mid-Level Innovation Through Departmental Faculty Development. University of Wisconsin Medical School, Madison.

Improving Patient-Physician Communication. Video program shown on the Lifetime Cable Network.

**1986**

Independent Study Program. Chicago Medical School Faculty Retreat.

**1985**

Curricular and Extracurricular Approaches to Reducing Medical Student Stress. American Medical

Student Association Midwest Conference, Chicago.

#### **1984**

Interprofessional Group Communication. Chicago Health Executives Forum.

#### **1983**

Leading Group Discussions. Conference on Education for Adolescent Patients (co-sponsored by American Medical Student Association and March of Dimes), Chicago.

The Health Care Team: Issues in Interprofessional Communication. The Midwest Interprofessional Health Leadership Symposium, Chicago.

#### **1981**

In Sickness and In Health: Powerful Language Between Physicians and Patients. University of Minnesota Symposium on Communication and Power, Minneapolis.

#### **1979**

Communication Techniques in Taking a Sexual History. Southern Illinois University Medical School, Carbondale.

#### **CONFERENCE PRESENTATIONS AND ABSTRACTS**

#### **2010**

L. Ellingson, J.S. Yamasaki, M. Quinlan, B.F. Sharf, K. Wright, M. Thompson (workshop co-leaders). Multiple stories for multiple audiences: Bridging stakeholder communities with crystallization. National Communication Association. San Francisco.

M.Sukovic, B.F.Sharf, J. Sharkey, J. St John. Seasoning for the Soul: Empowerment through Food Preparation among Mexican Women in the Texas *Colonias*. National Communication Association. San Francisco. Received the Scholarly Breakthrough Award.

P. Geist-Martin & B.F. Sharf (workshop presenters). Complementary and Alternative Medicine (CAM) in health communication research. Health Communication Pre-conference, National Communication Association. San Francisco.

B.F. Sharf (panel organizer), P. Geist-Martin, M. Sukovic, V. Ramadurai & S. Shoemaker. Communicating about CAM. Communication, Medicine, and Ethics conference, Boston College.

B.F. Sharf (panel respondent), Photovoice methodology and health communication. Kentucky Conference on Health Communication. Lexington.

#### **2008**

L.A. Ford & B.F. Sharf. Performing unconventional identities: Professional and personal masquerades. Ethnography pre-conference, National Communication Association, San Diego

B.F. Sharf, J.R. Sharkey & J. St.John. Teaching community health workers to be ethnographers. 4<sup>th</sup> International Congress of Qualitative Inquiry, University of Illinois at Champaign-Urbana.

#### **2007**

B.F. Sharf, J. R. Sharkey, J. St. John, N. Quintanilla, B. Bustillos, B.Martinez & T. Aguillon. Observing nutritional patterns in the Texas *colonias*: Communication with families and among the research team. International Conference on Communication in Healthcare. Charleston, SC I

P. Geist-Martin, B.F. Sharf & N. Jeha. Communicating health holistically. Fifth Conference of the International Society for Critical Health Psychology. Boston.

## 2006

Kroll, T.L., Collins, T.C., Krueger, P., & Sharf, B.F. A model for provider-patient interaction built from health behavior theory. National Communication Association, San Antonio, TX.

## 2005

Sharf, BF Doing interpretive research in clinical settings: Team work, clinician collaborators & funded research. Taking our Pulse: Theoretical and Applied Contributions of Critical and Interpretive Approaches to the Health Communication Discipline. National Communication Association Preconference. Boston

Haidet, P, Kroll, T.L. & Sharf, B.F.. The complexity of patient engagement: Lessons learned from patients' illness narratives. International Conference on Communication in Health Care: American Academy on Physician and Patient Research and Teaching Forum 2005 Forum. Chicago, IL

Capistrano, L., Woodard, L., Haidet, P., Street, R.L. & Sharf, B.F.. Perspectives of persons with opioid dependence: An analysis of online discourse. International Conference on Communication in Health Care: American Academy on Physician and Patient Research and Teaching Forum 2005 Forum. Chicago, IL

Kroll, T.L., Sharf, B.F., Collins, T.C., Suarez-Almazor, M.E., & Haidet, P. Active patient participation: A dialectical perspective. Top Three paper presented at the 55th Annual Meeting of the International Communication Association, May 26-30, New York, NY.

Sharf, BF. & Clark, MC. The dark side of truth(s): Ethical quandaries in qualitative research. First International Congress of Qualitative Inquiry, University of Illinois at Urbana-Champaign.

## 2004

Sharf, BF. How I fired my surgeon and embraced an alternate narrative. National Communication Association, Chicago.

Sharf, BF. The meaning of active health participation. US-Brazil Colloquium. University of Texas, Austin.

Sharf BF, Stelljes L., Gordon, H. "A little bitty spot and I'm a big man": Patients' refusals of doctors' recommendations. International Communication Association, New Orleans.

Gordon HS, O'Malley KJ, Sharf BF, Street RL; Haidet P. Looking from the other side: A measure of physicians' perceptions of patients' communication. *J Gen Intern Med*, 2004;19(supplement 1):175-6.

Collins TC, Krueger P, Kroll T, Sharf B. Developing a patient-derived intervention to increase adherence to exercise. Society of General Internal Medicine 27th Annual Meeting, Chicago, IL May 13, 2004. *J Gen Intern Med*;2004;19(Supplement 1):137.

Woodard, LD, Haidet, PM, Capistrano, L, Palacio, H, Street, RL, Ashton, CM, Sharf, BF. Office-based opiate treatment: Local implications of federal legislation. Society for General Internal Medicine,

Collins, TC, Krueger, PN, Kroll, T, Sharf, BF. Developing a patient-derived intervention to increase adherence to exercise. Health Services Research and Development Service national meeting, Washington, DC.

## 2003

Gordon H, Sharf BF, Stelljes L.. "A little bitty spot and I'm a big man": Patients' refusals of doctors'

recommendations. *Conference Proceedings, American Academy on Physician and Patient Research and Teaching Forum: Emerging Trends in Health Communication, Abstract #1098.*

Haidet P, O'Malley K, Gladney A, Aniol J, Ashton C, Greisinger A, Sharf B, Street R. Beyond Racial Concordance: Patients' Perceptions of Relational Similarity. American Academy on Physician and Patient Research and Teaching Forum: Emerging Trends in Health Communication, Linthicum Heights, MD.

O'Malley KJ, Haidet P, Sharf B, Collins TC, Tran A, Johnson ML, Wray NP. Trust in Physician, Facility, and System: Qualitative Differences Between Ethnic Groups. Society of General Internal Medicine, Vancouver, British Columbia.

Haidet P, O'Malley K, Gladney A, Aniol J, Ashton C, Greisinger A, Sharf B, Street R. Beyond Racial Concordance: Patients' Perceptions of Relational Similarity. American Academy on Physician and Patient Research and Teaching Forum: Emerging Trends in Health Communication, Linthicum Heights, MD

## 2002

Haidet, P, O'Malley K., Sharf B, Aniol J, Gladney A, Greisinger A, Street R. Links between terrorism and health perceptions of patients. *Journal of General Internal Medicine* 17 (Suppl 1), 195

Haidet P, O'Malley K, Aniol J, Gladney A, Sharf B, Street R, Tran A, Greisinger A. A tool to measure patients' and physicians' explanatory models of illness. *Journal of General Internal Medicine* 17 (Suppl 1), 196.

O'Malley, K, Sharf, BF & Tran, A. A Mixed-Methods Approach to Understanding Variables from Different Perspectives, Developing Culturally Sensitive Measurement Tools, and Translating Research into Practice. Third National Conference on Quality Health Care for Culturally Diverse Populations, Chicago.

Haidet P, O'Malley K, Aniol J, Sharf B, Gladney A, Street R, Tran A, Greisinger A. Patients' and Physicians' Explanatory Models of Healthcare: Can Congruence be Measured? American Academy on Physician and Patient Research and Education Forum, Linthicum, MD.

## 2001

B.F. Sharf & M.L. Vanderford. Whose Say Is It Anyway? Social Narratives and the Construction of Health. American Public Health Association, Atlanta.

Haidet P, Greisinger A, Aniol J, Sharf B, Wristers K, Street R. Veterans' explanatory models of illness: the role of meta narratives. Society of General Internal Medicine, San Diego, CA.

P. Geist-Martin, E.B. Ray & B.F. Sharf. Pedagogical Approaches in Health Communication. Conference on Graduate Education in Health Communication. Texas A & M University, College Station.

## 2000

B.F. Sharf. Out of the Closet and into the Legislature: The Impact of Communicating Breast Cancer on Health Policy. National Communication Association. Seattle.

B.F. Sharf & G. Gwertz. Informed Decisions or Mass Confusion? How Breast Cancer Controversies are Depicted in Popular Media. Era of Hope Department of Defense Breast Cancer Research Program Meeting. Atlanta.

R. Bramson & B.F. Sharf. Workshop on Physician-Patient Communication in the Age of Managed Care. Communication in the Age of Managed Care. Texas A & M University, College Station.



**1999**

B.F. Sharf. The Ethics of Doing Naturalistic Discourse Research on the Internet. National Communication Association, Chicago.

B.F. Sharf. Communication as a Medical Humanity. Conference on Communication and Medicine. Northwestern University, Evanston, IL.

K.I. Miller, B.F. Sharf, & A. M. Dorsey. Medical Education and Managed Care. Conference on Communication and Medicine. Northwestern University, Evanston, IL.

B.F. Sharf. Beyond Netiquette: The Ethics of Doing Naturalistic Discourse Research on the Internet. International Communication Association. San Francisco.

B.F. Sharf. The Emergence of Patient Choice and Consumer Responsibility: Breast Cancer in Popular Media, 1965-1985. International Communication Association, San Francisco.

**1998**

S. Poirier, A.F. Stanford, T. Chambers, W. Donnelley, K.M. Hunter, J. Kahler, D. Ozar, B.F. Sharf. Deep Dish Discourse: Medical Narrative, Chicago Style. American Society of Bioethics and Humanities. Houston.

B.F. Sharf, A.F. Stanford, K.M. Hunter, J. Kahler. "So your main concern is getting this pain under control?": A Clinical Case as Text and Performance. International Communication Association, Jerusalem.

G. Makoul, B.F. Sharf, P. Arntson. Through the Patient's Eyes: Patient Narrative in Communication Research, Medical Education, and Medical Practice. International Communication Association, Jerusalem.

**1997**

B.F. Sharf. Medicine as Political Ideology: An Experiential Report from Cuba. National Communication Association, Chicago.

B.F. Sharf. Response to competitive paper panel on Role Ambiguity: Women's Narratives of Identity in the Health Care Context. National Communication Association, Chicago.

L. Fischetti, P.J. MacDonald, B.F. Sharf. Transforming the Student and Institution through Teaching in Patient-Centered Care. The 18th Forum (Behavioral Sciences in Family Medicine): Creating Connections for Health and Healing. Chicago.

**1996**

L. Fischetti, B.F. Sharf, & Rockford Faculty. Whole Person Medicine & the Professional Development of the Physician. The 17th Forum: Exploring the Multiple Community Contexts of Family Medicine. Hinsdale, IL.

B.F. Sharf. Response to competitive paper panel on Communicating AIDS. International Communication Association, Chicago.

**1995**

B.F. Sharf. Poster Art as Women's Rhetoric: Raising Awareness about Breast Cancer. Speech

Communication Association, San Antonio.

B.F. Sharf. Response to Top Three Papers in Health Communication, Speech Communication Association, San Antonio.

B.F. Sharf. The Rhetoric of Breast Cancer: Support & Empowerment on the Internet. Organization for the Study of Communication, Language & Gender, Minneapolis.

B.F. Sharf, V.S. Freimuth, P. Greenspon, C. Plotnick. A Demonstration of Complexity in Audience Response to Entertainment Television: Confronting Cancer on *thirtysomething*. International Communication Association, Albuquerque.

### **1993**

B.F. Sharf. Response to Anne Hunsaker Hawkin's *Reconstructing Illness*. Society for Health and Human Values, Washington, D.C.

B.F. Sharf. The Construction of Illness in Entertainment Television: Coping with Ovarian Cancer on *thirtysomething*. Making Connections: Conference on Research on Women and Gender, University of Illinois at Chicago.

### **1992**

D. Brauner, W. Donnelly, K. Hunter, S. Poirier, B.F. Sharf, A.F. Stanford. Old Wine in New Wineskins: Literary Theory and Medical Education. Society for Health and Human Values, Memphis.

B.F. Sharf. Art and Visual Studies in Health Care: Video and Popular Culture. Society for Health and Human Values, Memphis.

V.S. Freimuth, B.F. Sharf, P. Greenspon, C. Plotnick. Prime-Time Television as Health Education: The Impact of *thirtysomething's* Cancer Story on Viewers. Speech Communication Association, Chicago.

B.F. Sharf. Living with Cancer Vicariously: Analysis of a Prime-Time Televised Illness Experience. Stories of Medicine: Society for Health and Human Values spring meeting, Tampa.

### **1991**

B.F. Sharf. Health Communication: Contributions to Theory. Speech Communication Association, Atlanta.

B.F. Sharf. Voices from the Past: Visions of the Future (invited panel on Health Communication). International Communication Association, Chicago.

B.F. Sharf and V.S. Freimuth. Living Vicariously with Cancer: *thirtysomething's* Nancy as Role Model. International Communication Association, Chicago.

B.F. Sharf. From Monologue to Dialogue: Enhancing Academic/ Physician Communication (panel discussion). International Communication Association, Chicago.

### **1990**

B.F. Sharf, J. Kahler, and D. Grant. A Shared Understanding: A Curriculum for Bridging Racial and Socioeconomic Differences in Doctor-Patient Communication. Society for Health and Human Values, Chicago.

B.F. Sharf and V.S. Freimuth. Living Vicariously with Cancer: *thirtysomething's* Nancy as Role Model. Speech Communication Association, Chicago.

C. Kallal, Y. Levy, B.F. Sharf, S. Thomas. Teaching Cross-Cultural Medicine. Midwest Meeting of Society for General Internal Medicine, Chicago.

B. Sharf . Physician-Patient Communication as Interpersonal Rhetoric: A Narrative Approach. International Communication Association, Dublin.

B. Sharf and S. Harper. A Shared Understanding: A Curriculum for Bridging Racial and Socioeconomic Differences in Doctor-Patient Communication. International Conference on Communication in Health Care, Oxford University.

### **1989**

B.F. Sharf. Response to Competitive Paper Panel on Provider-Patient Interaction. International Communication Association, San Francisco.

B.F. Sharf and J. Kahler. Bridging Ethnic and Class Differences in Patient-Doctor Communication. International Communication Association Mid-Year Conference on Provider-Patient Interaction, Monterrey.

### **1987**

B.F. Sharf. Marital Therapy: A Rhetoric of Relationships. Speech Communication Association, Boston.

J. Freeman, B.F. Sharf, J. Benson and K. Greening. Making Innovative Programs Work: The Application of Organizational Change Theory to Faculty Development in Family Medicine. Society of Teachers of Family Medicine, New Orleans.

### **1986**

B.F. Sharf and S. Poirier. Using a Combined Communication and Literature Approach to Teach about Practitioner-Patient Relationships. Conference on Health Education in Primary Care, Oxford University.

B.F. Sharf. Faculty and Organizational Development in Family Practice at Cook County Hospital. Central States Speech Association, Cincinnati.

B.F. Sharf. Communication Skills Training as Patient Education. University of South Florida Conference on Communicating with Patients, Tampa.

### **1985**

B.F. Sharf and R. Foley. Leadership Development in Professional Settings: A University Graduate Degree Training Program for the Health Professions. American Psychological Association, Los Angeles.

B.F. Sharf. Send in the Clowns: The Image of Psychiatry During the Hinckley Trial. International Communication Association Convention, Honolulu (Top Three Paper); Summer Conference in Health Communication, Northwestern University, Evanston, IL.

B.F. Sharf. Faculty Development in Medical Schools: Helping the Faculty to Improve Communication Skills. International Communication Association, Honolulu.

### **1984**

B.F. Sharf. Physician-Physician Communication. International Communication Association, San Francisco.

**1983**

A. Rezler and B.F. Sharf. Using Objective Measures of Personal Qualities in Admissions Decisions. Association of American Medical Colleges, Washington, D.C.

**1982**

B.F. Sharf and A. Gorr. A Problem Centered Approach to Health Communications in Public Health. International Communication Association, Boston.

B.F. Sharf, B.S. Wood, and J.A. Flaherty. Two Birds with One Stone: Training Communication Specialists While Teaching Medical Students. International Communication Association, Boston.

**1980**

G.G. Grenholm, K.M. Hart, and B.F. Sharf. The Academic Management Program: A Collaborative Effort of the Abraham Lincoln School of Medicine and the Center for Educational Development. Association of American Medical Colleges, Washington, D.C.

B.F. Sharf, P. Blumberg, and J.M. Sinacore. Generalizing from the Unique: Independent Study as a Strategy for Medical Education. National Conference for Generalists in Medical Education, Washington, D.C.

B.F. Sharf. Fostering the Desire to Continue Learning. Association of American Medical Colleges, Washington, D.C.

**1979**

B.F. Sharf and S. Ackerman-Ross. Teaching Health Care Communication. Speech Communication Association, San Antonio.

B.F. Sharf. A Rhetorical Approach to Understanding the Medical Interview. Speech Communication Association, San Antonio.

B.F. Sharf. Rhetorical Analysis of Non-Public Discourse. Eastern Communication Association, Philadelphia.

B.F. Sharf. Teaching Health Communication: Application, Issues, and Needs. International Communication Association, Philadelphia.

**1978**

B.F. Sharf. Qualitative Analysis of Marriage Counseling Communication. International Communication Association, Chicago.

**1977**

B.F. Sharf. Grounding A Rhetorical Theory of Marriage Counseling. Western Communication Association, Phoenix.

**1974**

B.F. Sharf. Dream within a Dream: A Psychoanalytic Criticism of Martin Luther King's "I have a dream." Speech Communication Association, Chicago.

**1973**

B.F. Sharf. A Burkean Analysis of Two Small Task Groups. Speech Communication Association, New

York.

**1972**

B.F. Sharf. Some Rhetorical Potentials of Dramatic Presentation. Eastern Communication Association, Boston.

**SHORT-TERM CONSULTATIONS ON FACULTY/STAFF DEVELOPMENT**

*Clients*

Department of Pediatrics residency program, UIC, 1995  
 Illinois College of Optometry, Chicago, 1987 - 1991  
 Society for Academic Emergency Medicine, 1991  
 CAREMARK, 1990  
 Chicago Area Clinical Educators Forum, 1989  
 Association of Professors of Obstetrics and Gynecology, 1988  
 Principia High School, St. Louis, 1987  
 Howard Brown Memorial Clinic, Chicago, 1987  
 University of Illinois College of Dentistry, 1985  
 Association of Academic Physiatrists, 1984-1985  
 University of Detroit College of Dentistry, 1984  
 American Council on Education, National Identification  
     Project for Women in Higher Education Administration, 1984  
 Department of Occupational Therapy, UIC, 1984  
 University of Saskatchewan College of Medicine, 1982  
 Memorial University of Newfoundland College of Medicine, 1982  
 University of South Florida College of Medicine, 1982  
 Lutheran General Hospital, Park Ridge, Illinois, 1978, 1981  
 Michael Reese Medical Center, Chicago, 1981  
 George Washington University School of Medicine, 1981  
 Lafayette Clinic, Detroit, 1981  
 Albany Medical College, 1980  
 Academic Management Program, University of Illinois  
     College of Medicine at Chicago, 1978-1980  
 Department of Psychiatry, University of Illinois at Chicago, 1979  
 Illinois Masonic Medical Center, Chicago, 1978

*Sample Faculty Development Workshops Given*

Active Listening, Clinical Interviewing,  
 Clinical Teaching, Discussion Skills,  
 Educational Motivation, Faculty-Student Communication,  
 Group Dynamics, Lecture Skills, Feedback and Supervision,  
 Interprofessional Communication, Teaching Styles,  
 Training and Using Gynecologic Teaching Associates

**COURSES TAUGHT**

*Professional:*                      Clinical Ethics  
     Clinical Interviewing  
     Communication seminar for Family Practice fellows  
     Communication & Community Health Education

Communicating Serious Illness: Patients' Stories, Doctors' Lessons  
 Cultural Competency in Medicine  
 Essentials of Clinical Medicine  
 Ethics & Law  
 Getting Past Problems in Patient - Physician Communication  
 Narratives of Becoming: Issues for the Developing Physician

\*Course Director for Realities of Medicine. Required 24 hr. course for medical students, covering social, economic, legal, cultural, and political aspects of medicine. 1990-96.

*Graduate:*

Culture & Health Communication  
 Research in Public Health Communication  
 Instructional Methods  
 Interpretive Research in Communication  
 Advanced Qualitative Methods: Narrative Analysis  
 Narrative Inquiry in Health Communication  
 Non-Academic Careers  
 Practitioner-Patient Communication through Literature  
 Rhetorical Theory & Criticism

*Undergraduate:*

Argumentation, Communication & Activism, Communication and Social Behavior, Creative Writing, Discussion and Conference Methods, English Usage and Grammar, Fundamentals of Speech Communication, Interpersonal Communication, Interviewing, Health Communication, Persuasion, Public Speaking, Culture & Health Communication

**GRADUATE ADVISING**

(year indicates date of graduation)

*National University of Singapore*

Luk Po Ling (Pauline) (Ph.D., Communications & New Media, external examiner, 2018)  
 Tan Ee Lyn (Ph.D., Communication & New Media, external examiner, 2018)

*Texas A & M*

*Completed*

Masha Shukovic (Ph.D., Communication, chair, 2014)  
 Vandhana Ramadurai (Ph.D., Communication, chair, 2013)  
 Elizabeth Spradley (Ph.D, Communication, co-chair, 2013)  
 Bonnie Creel (Ph.D., Communication, chair, 2010)  
 Monique Snowden (Ph.D., Communication, co-chair, 2010)  
 Jill Yamasaki (Ph.D., Communication, chair, 2009)  
 Denise Jodlowski Levis (Ph.D., Communication, co-chair, 2008)  
 Kevin Cosgriff-Hernandez (Ph.D., Communication, committee, 2015)  
 Beth Hatfield (Ph.D., Communication, committee, 2011)  
 Amanda Martinez (Ph.D., Communication, committee, 2011)  
 Penny Addison Otey (Ph.D., Communication, committee, 2010)  
 Renee Cowan (Ph.D., Communication, committee, 2009)  
 Rachel Jumper (Ph.D. Communication, committee, 2009).  
 Laurie Metcalf (Ph.D., Communication, committee, 2009)  
 Misty Wilson (Ph.D., Communication, committee, 2008)

Desiree Rivers (Ph.D., Health Education, committee, 2007)  
 Amanda Baumle (Ph.D., Sociology, committee, 2005)  
 Dawn Adkins (Ph.D., Communication, committee, 2003)  
 Gillian Teubner (Ph.D., Communication, committee, 2003)  
 Mindi Ji (Ph.D., Marketing, committee, 2002)  
 Ashley Spinozzi (M.A., Communication, chair, 2011)  
 Rachael Hernandez (M.A., Communication, chair, 2010)  
 Samaria Roberts-Perez (M.A., Communication, chair, 2008)  
 Carrie Anstrand (M.A., Communication, chair, 2006)  
 Alexis Koskan (M.A., Communication, chair, 2006)  
 Masha Shukovic (M.A., Communication, chair, 2007)  
 Naomi Reyes (M.S., Journalism, committee, 2004)  
 Tracy Sommerlatte (M.A., Communication, committee, 2004)  
 D.J. Criste (MA, Communication, committee, 2001)  
 Ircka Birch (MA, Communication, committee, 2000)  
 Emily Breclaw (MA, Recreation, Parks & Tourism, committee, 1999)

*UIC*

Toba Cohen (MA, Communication, advisor, 1994)  
 Barbara Harris (PhD, Nursing, committee, 1992)  
 Suzanne Kasang (MHPE, Medical Education, advisor 1992)  
 Beverly Myers (MHPE, Medical Education, advisor, 1990)  
 Ida Regina Lucas (MA, Communication, committee, 1984)

**SELECTED UNIVERSITY SERVICE***Dept..of**Communication (TAMU):*

Departmental Advisory Committee, 2008-2010  
 Diversity Committee, 2005-present  
 Faculty Search Committees, 1999-2007, Chair, 2008-2009  
 Promotions & Tenure Committee  
 Graduate Affairs Committee 1998-2005, Chair, 2000-2003

*University (TAMU):*

Advisory Committee, NSFAdvance-IT Project, 2011-2012  
 (mentoring minority women faculty in STEM disciplines)  
 Office of the Vice Propvost for Diversity

*College of Liberal Arts (TAMU)*

Search Committee for Dean of Liberal Arts, 2009-2010  
 Dean's Advisory Committee (College of Liberal Arts), 2007  
 Advisory Board, Glasscock Center for Humanities Research, 2004-2007  
 Faculty Search Committee, Department of Social & Behavioral Health,  
 School of Rural Public Health, Texas A&M Health Sciences  
 Center, 2006-07  
 Coordinator of Film Studies Search Committee, 2006  
 Film Studies Program Review Committee, 1999-2002  
 Women's Studies Program Advisory Committee, 2000-2001  
 Advisory Committee, Glasscock Center for Humanities Research, 2002,  
 2004-2007  
 Graduate Instruction Committee (College of Liberal Arts), 2000-2003  
 College of Liberal Arts Council, 2003-04, 2008

*College of Medicine (UIC):* Department of Medical Education, 40th Anniversary Planning Committee, 1997 - 1998.  
 Department of Medical Education, Promotions and Tenure Committee, 1997-1998.  
 Search committee for the Head of Department of Pathology, 1997  
 Chair, Department of Medical Education, Human Subjects Review Committee, 1995-1997  
 Chair, Task Force on Biopsychosocial Aspects of the Generalist Curriculum, 1994 - 1997  
 Independent Study Executive Committee, 1978 -1997  
 Planning Committee, Essentials of Clinical Medicine, 1994 - present  
 West Side Veterans Administration Medical Center, Human Subjects Review, 1991 - 1996  
 Curriculum, 1991 - 1995  
 Admissions, 1980 - 1984

*University (UIC):* Search Committee for the Head of Department of Communication, College of Liberal Arts and Sciences, 1996-97.  
 UIC delegation leader for study group on the Cuban health system, 1996, 1997.  
 Chancellor's Advisory on Gay, Lesbian, and Bisexual Issues, 1992 - 1995  
 Senate Subcommittee on Educational Policy, 1986 - 1988  
 Campus Security Committee, 1985 - 1987  
 Chair, University Hour, 1985 - 1987  
 Campus Senate, 1984 - 1986  
 Chancellor's Advisory on the Status of Women, 1980 – 1982

#### **PROFESSIONAL AFFILIATIONS**

*National Communication Association*  
 Legislative Council, 1995 - 1997

#### **Health Communication Division:**

Thesis and Dissertation Awards Review Committee, 1995 -1996  
 Chair, 1994 - 1995  
 Vice-Chair, 1993 - 1994 (responsible for program planning)  
 Vice-chair-Elect, 1992 - 1993 (responsible for program publicity)  
 Paper reviewer, 1991

Invited participant, Conference on Applied Communication in the 21st Century, Tampa, 1991

#### *International Communication Association*

#### **Health Communication Division:**

Book and Article of the Year Awards Review Committee, 1996  
 Secretary, 1984 - 1986  
 Summer Conference Organizer, 1985  
 Task Force on Curriculum and Research in Health Communication, 1980 - 1982  
 Paper reviewer, 1979 - 1980

**Editorial Boards:** *Health Communication* 1991 – present  
*Western Journal of Communication*, 2004 –present



*Communication Yearbook*, 2005-2009  
*Communication Research*, 2004 -2006  
*Communication Theory* 1996-1998  
*Communication Monographs* 1993 - 1995  
 SCA Applied Communication Book Series 1991- 1993

Ad Hoc Reviewer: *Academic Medicine, Annals of Internal Medicine, Arthritis Care & Research, Communication Monographs, Communication Education, Health Affairs, Health Psychology, Human Communication Research, Human Relations, Journal of Applied Communication Research, Journal of Child & Family Studies, Journal of Communication, Journal of Computer-Mediated Communication, Journal of Health Communication, Journal of Rheumatology, Journal of Social and Personal Relations, Literature and Medicine, Management Communication Quarterly, Medical Care, Medical Decision Making, New Media & Society, Quality Review Bulletin, Rhetoric & Public Affairs, Social Science & Medicine, Social Marketing, Teaching and Learning in Medicine, Western Journal of Communication, Women & Health*, Lawrence Erlbaum Publications (Communication Series), University of Illinois Press.

Grant Reviewer: NIH/National Center on Minority Health & Health Disparities, NCMHD Endowment  
 S21 and DREAM K22, Bethesda, MD (2009)  
 Veterans Administration, Health Services Research and Development (HSR&D) Scientific Merit Review Board, Phoenix, AZ (2008)  
 Social Sciences and Humanities Research Council of Canada (2007)  
 National Endowment for the Humanities,  
 California Breast Cancer Research Program (2000)

External Department Reviewer: Department of Communication, University of Cincinnati (2009-10)  
 School of Communication, San Diego State University (2008)  
 Department of Communication Sciences, Case Western University (2004)

Advisory Boards: UIC Center for Research on Women and Gender (1993-1998).  
 Reach for Recovery Revision Task Force, Illinois Division, American Cancer Society (1994-1998).

Expert Panels: Invited member, Agency for Healthcare Research & Quality (AHRQ) Expert Panel on formative research to develop preventive services tools for primary care providers (2008-09).

Invited round table participant, The Experts Panel on Patient Compliance. Astra-Zeneca Pharmaceuticals, Miami Beach (2002).

**POPULAR & PROFESSIONAL PRESS CITATIONS**

R. Cintolo. Refusing treatment for lung cancer gives some patients feelings of autonomy. *Hem/Onc Today* (October, 2005), p. 14.

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