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**Michael Leslie** is associate professor and global leadership developer in the College of Journalism and Communications at the University of Florida, where he teaches courses and conducts research on international and cross-cultural communication, ethics, and leadership.

He speaks English, Spanish, French and Portuguese.

Professor Leslie has lectured, lived or conducted research in Asia, Europe, Latin America and Africa, including Vietnam, China, India, Belgium, France, Mexico, Cuba, Colombia, Venezuela, Brazil, Zambia, Cameroon, South Africa, Mozambique and Angola.

He first visited China as part of a University of Florida academic delegation in November 2011, and has taught there for the past 5 years.

Professor Leslie served as Senior Foreign Expert in the School of English and International Studies at Beijing Foreign Studies University, in fall 2013, teaching courses in leadership and intercultural communication.

He taught leadership at the Nanjing University of Aeronautics and Astronautics during summer 2012, and intercultural communication for international business in the MBA program at Shanghai University, in summer, 2014.

For the past three years, he has taught in the MBA program at the Jaypee School of Business, in Noida, India

Leslie served as a Fulbright Senior Specialist in Intercultural Communication at the business school at the University of Mons- Hainault, Belgium in 2002 and 2004 and was a Fulbright Senior Lecturer at the Advanced School of Mass Communication at the University of Yaounde (Cameroon) from 1987 to 1989.

He was co-founder of the department of mass communication at the University of Zambia, where he lectured from 1984 to 1987. He spent his formative years in Guadalajara Mexico, where he earned the degree of *Bachiller* from the Instituto de Ciencias.

He holds degrees from the University of California at Berkeley (B.A.), Columbia University in the City of New York (M.S.), and the University of Washington at Seattle (Ph.D.).

He was awarded the Stephen H. Coltrin Award for Excellence in Communication Education in 1997.

Dr. Leslie has accumulated experience as an intercultural trainer in a wide variety of organizational, business and professional settings. His professional vitae is available at <http://www.linkedin.com/in/michaelleslie>

## **EDUCATION**

Ph.D. (International/Intercultural Communication) University of Washington, Seattle, Washington	1983
M.S.J. (Journalism) Columbia University, New York, New York	1984
B.A. Political Science (International Relations) University of California, Berkeley, California	1973
Diploma: Telecommunication Technology Columbia College Panamericano Guadalajara, Mexico	1966

## **SPEAKING, TEACHING AND CONSULTING LANGUAGES**

English, Spanish, French and Portuguese

## **DOMESTIC AND INTERNATIONAL TEACHING EXPERIENCE**

Guest Lecturer Executive MBA Program  
Hanoi School of Business and Management  
Vietnam, Summer 2018

Visiting Professor Jaypee Business School  
Jaypee Institute of Information  
Technology Delhi, India  
Summer, 2015, 2016, 2017, 2018

Visiting Professor  
School of Computer and Information  
Sciences Barasi Hindu University,  
Varanasi, India, Summer 2015

Visiting Professor  
Shanghai University Executive MBA  
Program Shanghai, China  
Summer 2014, 2015  
Seminar: Intercultural Business Communication

Visiting Professor  
Nanjing University of Aeronautics and  
Astronautics Nanjing, China  
Summer 2013, 2014, 2015  
Senior Foreign Expert

School of English and International Studies (SEIS)  
Beijing Foreign Studies University (BFSU)  
Beijing China  
Fall Semester, 2013  
Courses: Leadership, Intercultural Communication

Visiting Fulbright Specialist  
School of Business and Economics University of Mons-Hainaut Mons,  
Belgium, Summer 2003 -2004

## **POSITIONS HELD**

Faculty Advisor to The Agency  
College of Journalism and Communications  
2017-Present.  
University of Florida, Gainesville, Florida  
Provide leadership training for management and students to advance performance, diversity and inclusion in the college advertising agency

Associate Professor, College of Journalism and  
Communications 1993- Present.  
University of Florida, Gainesville, Florida

Undergraduate Courses- Telecommunication processes and effects; ethics and problems in telecommunication. Graduate courses: international communication; intercultural communication; seminar in online and distance learning; seminar in race, class, gender and media; media and society; communication, ethics and leadership.

Assistant Professor, College of Journalism and Communications 1989-1993.

University of Florida, Gainesville, Florida

Undergraduate Courses-Writing for telecommunication, telecommunication processes and effects. Graduate courses: international communication, communication research methods, seminar in communication technology and development.

Senior Fulbright Lecturer, Television Department, 1987-1989 Advanced School of Mass Communication (ESSTI) University of Yaounde, Cameroon

Graduate Courses-Research methods, advanced newswriting, reporting and editing for television. Undergraduate Courses: introductory and advanced reporting, newswriting, and television production.

Lecturer, Department of Mass Communication, 1984-1987 University of Zambia, Lusaka, Zambia

Undergraduate Courses- Theories of mass communication, advertising, newswriting, research methods, fundamentals of broadcast production.

Instructor, School of Communications, 1977-1979 University of Washington, Seattle, Washington Courses-Radio and Television production.

## **PUBLICATIONS**

### **Academic Book**

(with Goran Hyden and Folu Ogundimu, eds). Communication and Democracy in Africa. Transaction Publishers, New Jersey, 2002

### **Personal Book**

Be Who You Really Are. CreateSpace Independent Publishing Platform, Charleston, 2014.

### **Academic Book Chapters**

“The Internet and Democratization in Africa: The Case of Zambia”, in Communication and Democracy in Africa, Goran Hyden, Michael Leslie and Folu F. Ogundimu (eds). Transaction Press, New Jersey, 2002.

“The Representation of Blacks on Commercial Television in Brazil: Some Cultivation Effects,” in Black Brazil: Culture, Identity and Social Mobilization, Larry Crook and Randal Johnson (eds.). UCLA Latin American Center Publications, University of California: Los Angeles, 1999.

“Mass Communication and Development: A Critical View” in Developing Areas: A Book of Readings, Vijayan Pillai and Lyle Shannon, (eds.). Rhode Island: Berg, 1995, pp. 358-365.

### **Journal Articles**

“The Dragon Shapes Its Image: A Study of Chinese Media Influence Strategies in Africa.” *African Studies Quarterly*, special issue on China-Africa Relations: Political and Economic Engagement and Media Strategies, Volume 16, Issue 3-4, December 2016, pp. 161-174. <http://asq.africa.ufl.edu/current-issue/>.

(with Dianjian Wang and Hongling Lai) “Chinese English Learners’ Strategic Competence.” *Journal of Psycholinguistic Research*, Volume 44, Issue 6, December 2015, pp. 701–714. doi:10.1007/s10936-014-9313-7

“The Cross-cultural Academic Adaptation of Chinese Students in American Universities: Academic Challenges, Influential Factors and Coping Strategies.” *Journal of College Student Development*, 2014

“IP-based Videoconferencing: Can it Promote Intercultural Understanding, Internationalization of the Curriculum and Social Change?” *Journal of Communication and Social Change*, Summer, 2007.

“U.S. and South African Images of Black Success: A Pilot Study in Transnationalization and Hegemony,” *Safundi: The Journal of South African and American Comparative Studies* (October, 2000), <http://www.safundi.com/articles/leslie.asp>

"Television and the Cultivation of Modern Racism: The Case of Brazil," *Journal of Afro-Latin American Studies and Literatures* Vol. 1, No. 2 (January, 1996).

“Television and Cultural Hegemony in the "New" South Africa," *Howard Journal of Communications*, Vol. 6, Number 3 (November, 1995).

“Slow Fade to ? Advertising in *Ebony Magazine*, 1957-1989. *Journalism and Mass Communication Quarterly*, Vol. 72, Number 2 (Summer 1995), pp. 426-435.

"Representation of Blacks on Prime Time Television in Brazil," *Howard Journal of Communications*, Vol. 4, Numbers 1 and 2 (Summer/Fall 1992).

Leslie, Michael. "Conflict Resolution and the Prestige Press: El Universal and the Mexican Oil Crisis of 1938," *Journalism Quarterly*, Vol.68, No.1/2 (Summer/Spring 1992).

“The Vernacular Press in Zambia: A Pilot Study of a Provincial Newspaper.” *Africa Media Review*, Vol. 4, Number 1 (1990), pp. 62-78.

### **Conference Papers**

"A cross-cultural approach to leadership development." *Cross Straits Conference on Intercultural Communication and Business Management*, Shanghai International Studies University, Shanghai, China, November, 2013.

“China and the African Media.” African Studies Association 54<sup>th</sup> Annual Conference, Washington, D.C., November 17-20, 2011.

“A Tale of Two Cities: Comparing Racial Representation in the Popular and Elite Press of Cali, Colombia.” 58<sup>th</sup> Annual Conference, Center for Latin American Studies, UF, January 13-14, 2009.

“Mobilizing ‘Africa’: Online Portals for the Development of Afro-descendent Communities in Latin America.”

*African Studies Association Annual Conference*, Chicago, November 13-16, 2008.

“Coverage of the 2001 UN Conference on Race and Xenophobia in the New York Times.” *African Studies Association Annual Conference*, New York, November 2007.

“Using Videoconferencing for teaching and learning About Africa.” *African Studies Association Annual Conference*, Washington, D.C., November, 2005.

“Religious Websites in Africa and the Construction of Political Identity.” *African Studies Association Annual Conference*, New Orleans, November 2004.

“Televangelism and American Hegemony.” *Second Annual Conference on Communication and Globalization*, Seattle, Washington, July 2004.

“International Televangelism/American Ideology: The Case of The 700 Club.” International Conference on Television in Transition, MIT, Boston, May 2-4, 2003.  
<http://cms.mit.edu/mit3/papers/leslie.pdf>

“Televangelism and the Re-Presentation of Africa: A Pilot Study of Content and Ideology in *The 700 Club*.” Annual Meeting of the African Studies Association, Washington, D.C., December 2002.

“Why Ebony South Africa Failed: A Comparative Study Ebony South Africa and Ebony USA.” Annual Meeting of the African Studies Association, Nashville, TN, November, 2001.

“Raca Magazine: A New Voice for Blacks and Browns in Brazil?” Presented to the Annual Meeting of the Latin American Studies Association, Miami, Florida, March, 2000.

“Contributions of Brazilian Scholars to the Study of Race and Media.” Invited paper, IV Ciclo de Estudos sobre a Escola Latino-Americana de Comunicação (Fourth Conference on Latin-

American Communications Studies), May 2000, Sao Paulo, Brazil.

“Narrating the Crisis: The Angolan Independent Press, Human Rights and Democratization in Angola.” Presented to the Sixteenth Annual Intercultural Communication Conference, Miami, Florida, February 4-6, 1999.

"Examining the Myth of Racial Equality in Cuba: A Triangulation Approach," presented to the Third Biennial Conference on Culture, Technology and Change in the Americas, April 5-9, 1995, Tampa, Florida.

"Television and the Cultivation of Modern Racism in Brazil: A Pilot Study." Presented to the Annual Conference of the International Association for Mass Communication Research, Seoul, Korea, July, 1994.

"Television and Cultural Hegemony in 'The 'New South Africa'." Presented to the International and Intercultural Communication Conference, Miami, Florida, February 1994.

"Illusion and Reality on Commercial Television: Comparing Brazil and the United States." Presented to the International Communication Association, Chicago, Illinois, May 1991.

#### **SELECTED AWARDS AND HONORS**

*Time, Inc.* Graduate Fellowship in Journalism, Columbia University, 1974.

*Fulbright Senior Lectureship*, University of Yaounde, Cameroon, 1987-1989.

*Association for Education in Journalism and Mass Communication*, Research Fellowship, 1990.

*Poynter Institute*, Teaching Fellowship in Broadcast Journalism, 1990.

*University of Florida*, Research Development Award (Comparative television field research in Brazil, South Africa and the United States), 1991.

*Freedom Forum* Journalism Professors Publishing Program Award, (Documentary on Afro-Cuba), 1993.

*International Radio and Television Foundation*, Stephen H. Coltrin Award for Excellence in Communications Education, 1997.

*UF Center for Global and Transnational Studies* Research Award, 2004-2006

*P.I., UF Faculty Study Group on Intercultural Communication*, 2008-2012

Sabbatical Grant, Beijing Foreign Studies University, Fall 2013