### VITA

Michael J. Cody, Professor

326C Annenberg Building

School of Communication

Annenberg School for Communication and Journalism

University of Southern California

Los Angeles, CA 90089-0281

# [cody@usc.edu](mailto:cody@rcf.usc.edu)

# 213-740-3936

Professor, University of Southern California, 1991-present

Associate Professor, University of Southern California, 1984-91

Assistant Professor, University of Southern California, 1982-84

Visiting Assistant Professor, SUNY, Albany, 1980-81

Assistant Professor, Texas Tech University, 1977-81

Doctoral Candidate, Michigan State University, 1973-1977

**Teaching Experience**

Advanced Undergraduate Seminars (Honors Seminars), Campaign Communication, Entertainment Education, Interpersonal Communication, Nonverbal Behavior, Persuasion, Research Methods, MA Practicum class, MA Theoretical Approaches to Multidisciplinary Design Projects

**Editorships**

Editor-in-Chief, **Journal of Communication**,2009-2011

Editor-in-Chief, **Communication Theory**, 1999-2002

**Awards**

* Recognized as **Faculty of the Month** by Mortar Board, April, 1993
* Recognized as **Faculty of the Month** by Mortar Board, April, 1999
* Office of International Services’ **Faculty Appreciation Award**, April 24, 2003
* **Mellon Award for Faculty and Graduate Student Mentoring**, April, 2011
* Advisor for the **2012 Dissertation of the Year Award**, Health Communication Division of the National and International Communication Associations. Student: Joe Phua, “The Social Groups Approach to Quitting Smoking” [currently at the University of Georgia]

**Books**

Ritterfeld, Ute, Cody, M.J. & Vorderer, P. (2009). **Serious Games: Mechanisms and Effects.** New York: Routledge Press.

Canary, D.J., Cody, M.J., & Manusov, V. (2008). **Interpersonal Communication: A Goal-based Approach** (4th edition). New York: St. Martin's/Bedford Press.

Singhal, A., Cody, M.J., Rogers, E.M., & Sabido, M. (Eds.)(2004). **Entertainment-Education and Social Change: History, Research, and Practice**. Mahwah, NJ: Lawrence Erlbaum Associates.

Kalbfleisch, P. J., & Cody, M.J. (Eds.)(1995). **Gender, Power, and Communication in Human Relationships**. Hillsdale, NJ: Erlbaum.

Bettinghaus, E.P., & Cody, M.J. (1994). **Persuasive Communication** (5th Edition). Fort Worth, Texas: Harcourt Brace.

McLaughlin, M.L., Cody, M.J., & Read, S.J. (Eds.)(1992). **Explaining the Self to Others**. Hillsdale, NJ: Erlbaum.

Cody, M.J., & McLaughlin, M.L. (Eds.)(1990). **The Psychology of Tactical Communication**. Clevedon, England: Multilingual Matters.

**Encyclopedia Entries**

Cody, M.J. (2015). Accounts. In **The International Encyclopedia of Interpersonal Communication,** C.R. Berger and M.E. Roloff (Eds.). **Wiley-Blackwell.**

Chatterjee, J.S., Sangalang, A., & Cody, M.J. (2017). Entertainment-education. In **The**

**International Encyclopedia of Media Effects***,* Patrick Roessler (Ed.). Wiley-Blackwell.

Sangalang, A., Murphy, S.T., & Cody, M.J. (2016). Narrative persuasion. In **Oxford Bibliographies in Communication,** Patricia Moy (Ed.). New York, NY: Oxford University Press.

Cody, M.J. & Sabido, M. (2008). Entertainment-Education. In Wolfgang Donsbach, (Ed.), **The International Encyclopedia of Communication,** Oxford, England: Blackwell Publishing.

**Book Chapters**

Cody, M.J. (2015). Consulting in the Educational Context: Serving as an External Program. In Jennifer Waldeck and David R. Seibold (Eds.), **Consulting that Matters: A Reader for Scholars and Practitioners.** New York: Peter Lang.

Ritterfeld, U., Cody, M.J. & Vorderer, P. (2009). Serious games: A challenge for the social sciences. In U. Ritterfeld, M.J. Cody and P. Vorderer, P. (Eds). **Serious Games: Mechanisms and Effects**. NY:Routledge Press.

Murphy, S. T., Wilkin, H. A., Cody, M. J. & Huang, G. C. (2009). Health messages in primetime television. In Amy B. Jordan, Dale Kunkel, Jennifer Maganello and Martin Fishbein (Eds.) **Media Messages and Public Health: A Decisions Approach to Content** (173-191). NY: Routledge Press.

Cody, M.J., & Dunn, D. (2007). Accounts. In B.B. Whaley and W. Samter (Eds.) **Explaining Communication: Contemporary Theories and Exemplars**. (237-256). Mahwah, New Jersey: Lawrence Erlbaum Associates.

Seiter, J.S. & Cody, M.J. (2004). Social influence in selling contexts. In J. S. Seiter and R. H. Gass (Eds.) **Perspectives on persuasion, social influence, and compliance gaining** (pp. 353-371). Boston, CA: Pearson Publishing.

Cody, M.J., Fernandes, S., & Wilkin, H. (2004). Entertainment-Education Programs of theBBC and BBC World Service Trust. In A. Singhal, M.J. Cody, E.M. Rogers and M. Sabido Eds., **Entertainment-Education and Social Change: History, Research, and Practice** (pp. 243-260). Mahwah, NJ: Lawrence Erlbaum Associates.

Cody, M.J., & Seiter, J. (2001). Compliance principles in retail sales. In W. Wosinska, R. Cialdini, J. Reykowski and D.W. Barrett (Eds.) **The Practice of Social Influence in Multiple Cultures** (pp. 325-341) Mahwah, New Jersey: Lawrence Erlbaum Associates.

Cody, M.J., Seiter, J. & Montagne-Miller, Y. (1995). Men and women in the marketplace. In P.J. Kalbfleisch and M.J. Cody, (Eds.) **Gender, power, and communication in human relationships** (pp. 305-337). Hillsdale, NJ: Erlbaum.

Miller, L.C., Cody, M.J., & McLaughlin, M.L. (1994). Goals and situations as fundamental constructs in interpersonal communication research. In M.L. Knapp and G.R. Miller (Eds.), **Handbook of interpersonal communication** (pp. 162-198). Newbury Park, California: Sage.

O'Hair, H.D., & Cody, M.J. (1994). Everyday deception. In W.R. Cupach and B. Spitzberg (Ed.), **The dark side of interpersonal communication** (pp. 181-213). Hillsdale, NJ: Lawrence Erlbaum Associates.

Cody, M.J., Canary, D.J., & Smith, S.W. (1994). Compliance-gaining goals: An inductive analysis of actor's goal types, strategies, and successes. In J.A. Daly and J. Wiemann (Eds.), **Communicating strategically** (pp. 33-90). Hillsdale, NJ: Lawrence Erlbaum Associates.

Koeppel, L., Montagne-Miller, Y., O'Hair, H.D., & Cody, M.J. (1993). Friendly? Flirting? Wrong? In P. Kalbfleisch (Ed.), **Interpersonal communication: Evolving interpersonal relationships** (pp. 19-45). Hillsdale, NJ: Lawrence Erlbaum Associates.

Cody, M.J., & Braaten, D.O. (1992). The social-interactive aspects of account-giving. In M.L. McLaughlin, M.J. Cody and S. Read (Eds.), **Explaining the self to others** (pp. 225-244). Hillsdale, NJ: Lawrence Erlbaum Associates.

McLaughlin, M.L., Cody, M.J., Dickson, R., & Manusov, V. (1992). Explanations for failing to comply: Good reasons versus good explanations. In M.L. McLaughlin, M.J. Cody, and S. Read (Eds.), **Explaining the self to others** (pp. 281-294). Hillsdale, NJ: Lawrence Erlbaum Associates.

Cody, M.J., Kersten, L., Braaten, D.O., & Dickson, R. (1992). Coping with relational dissolutions: Attributions, account credibility, and plans for resolving conflicts. In J.H. Harvey, T.L. Orbuch, and A.L. Weber (Eds.), **Attributions, accounts, and close relationships** (pp. 93-115). New York: Springer-Verlag.

Cody, M.J., & McLaughlin, M.L. (1990). Interpersonal accounting. In H. Giles and P. Robinson (Eds.), **Handbook of language and social psychology** (pp. 227-255). London: Wiley and Sons.

Goldzwig, S., & Cody, M.J. (1990). Legal communication: An introduction to rhetorical and communication theory perspectives. In H.D. O'Hair and G. Kreps (Eds.), **Applied communication: Theory and research** (pp. 245-267). Hillsdale, NJ: Lawrence Erlbaum Associates.

McLaughlin, M.L., Cody, M.J., & French, K. (1990). Account giving and the attribution of responsibility: Impressions of traffic offenders. In M.J. Cody and M.L. McLaughlin (Eds.), **The psychology of tactical communication** (pp. 244-267). Clevedon, England: Multilingual Matters.

Smith, S.W., Cody, M.J., LoVette, S., & Canary, D.J. (1990). Self-monitoring, gender, and compliance-gaining goals. In M.J. Cody and M.L. McLaughlin (Eds.), **The psychology of tactical communication** (pp. 91-135). Clevedon, England: Multilingual Matters, Ltd.

Cody, M.J., Lee, W.S., & Chao, E. (1989). Telling lies: Correlates of deception among Chinese. In J. Forgas and M. Innes (Eds.), **Recent advances in social psychology: An interactional perspective** (pp. 359-368). N. Holland: Elsevier Science Publishers B.V.

Cody, M.J., & McLaughlin, M.L. (1988). Accounts on trial: Oral arguments in traffic court. In C. Antaki (Ed.), **Analysing everyday explanation: A casebook of methods** (pp. 113-126). London: Sage.

Knapp, M.L., Cody, M.J., & Reardon, K. (1987). Viewing nonverbal signals from multi-level perspectives. In C. Berger and S. Chaffee (Eds.), **Handbook of communication sciences** (pp. 385-418). Newbury Park, California: Sage.

Cody, M.J., & McLaughlin, M.L. (1985). Models for the sequential construction of accounting episodes. In R. Street and J. Cappella (Eds.), **The sequential nature of social interaction: A functional approach** (pp. 50-69). London: Edward Arnold.

Cody, M.J., & McLaughlin, M.L. (1985). The situation as a construct in interpersonal communication research. In M.L. Knapp and G.R. Miller (Eds.), **Handbook of interpersonal communication** (pp. 263-312). Beverly Hills, California: Sage.

**Journal Articles**

**Published**

Walter, N., Cody, M., Xu, L., & Murphy, S. (2018). A Meta-Analysis of Humor Effects in Persuasion. **Human Communication Research, 44**, 343-373.

Walter, N., Ball-Rokeach, S., & Cody, M.J. (2018). The Ebb and Flow of Communication Research: Seven Decades of Publication Trends and Research Priorities. **Journal of Communication. 68,** 424–440.

Lapsansky, C., Schuh, J.S., Movius, L., Cody, M.J., Woodley, P.P., & de Castro Buffington, S. (2010). Evaluating the “Baby Jack” Storyline on *The Bold and the Beautiful:* Making a Case for Bone Marrow Donations. **Cases in Public Health Communication and Marketing**, **4,** 8 – 27.

<http://www.gwumc.edu/sphhs/departments/pch/phcm/casesjournal/volume4summer/index.cfm>

Hall, J. A., Park, N., Song, H., & Cody, M. J. (2010). Strategic misrepresentation in online dating: The effects of gender, self-monitoring, and personality traits. **Journal of Social and Personal Relationships, 27***, 1,* 117-135.Available:

<http://spr.sagepub.com.libproxy.usc.edu/content/27/1/117.full.pdf+html>

CNN News story: <http://www.cnn.com/2010/LIVING/03/05/online.dating.liars/?hpt=T2>

Hall, J. A., Carter, S., Cody, M. J., & Albright, J. (2010). Individual differences in the communication of romantic interest: Development of the flirting styles inventory. **Communication Quarterly,** 58 (4), 365-393. Available:

<http://www.tandfonline.com/doi/abs/10.1080/01463373.2010.524874>

Jung, Y., Peng, W., Moran, M., Jin, S., Jordan-Marsh, M., McLaughlin, M. L., Albright, J., Cody, M., & Silverstein, M. (2010). Low-income minority seniors’ enrollment in a Cyber Café: Psychological barriers to crossing the digital divide. **Educational Gerontology, 36,** *3*, 193-212

Murphy, S.T., Cody, M.J., Frank, L., Glik, D., & Ang, A. (2009). Predictors of Preparedness and Compliance in Natural Disasters and Terrorist Attacks. **Disaster Medicine and** **Public Health Preparedness**, Volume 3, Supplement 2, S1-S9. <http://www.dmphp.org/cgi/content/abstract/DMP.0b013e3181a9c6c5v1>

Morgan, S., Movius, L., & Cody, M.J. (2009). The power of narratives: The effect of organ donation storylines on the attitudes, knowledge, and behaviors of donors and non-donors. **Journal of** **Communication,** 59, 135-151.

Jordan-Marsh, M., Cody, M.J., Silverstein, M., Chin, S.Y., & Garcia, R. (2008). SF-36 Health

Survey: Issues in a trial for older immigrants. **Research on Social Work Practice,** 18 55-65.

Hall, J. A., Cody, M. J., Jackson, G., & Flesh, J. O. (May 2008). Beauty and the flirt: Attractiveness

and opening lines in date initiation. Paper presented at the International Communication

Association Conference in Montreal, Canada. Open source: <http://hdl.handle.net/1808/9917>

Wilkin, H.A., Valente, T.W., Murphy, S.T., Cody, M.J., Huang, G., Beck, V., Carrasquillo, M.

& Slan, L. (2007). The effects of a telenovelas storyline on breast cancer knowledge and

behaviors among Hispanic/Latino audiences. **Journal of Health** **Communication,** 12, 455-469.

Movius, L., Cody, M.J., Huang, G., & Berkowitz, M, & Morgan, S. (2007). Motivating television viewers to become organ donors. **Cases in Public Health Communication and Marketing**. Available: <http://www.gwumc.edu/sphhs/departments/pch/phcm/casesjournal/volume1/peer-reviewed/cases_1_08.cfm>

Pang, E.C., Silverstein, M., Jordan-Marsh, M., & Cody, M.J. (2003). Health-seeking behaviors of elderly Chinese Americans: shifts in expectations. **The Gerontologist**, 43: 864-874.

Bryant, J.A., Cody, M.J., & Murphy, S.T. (2002). Online Sales: Profit without Question. **Tobacco** **Control**, 11, 226-227.

Reagan, K.A. Hong, T., Cohen, E.L. & Cody, M.J. (2002). Blocking access to online tobacco sales sites. **Tobacco Control**, 11, 164-165.

Hong, T., & Cody, M.J. (2002). Presence of Pro-tobacco Messages on the Web. **Journal of Health Communication**, 7, 273-307.

Dunn, D., & Cody, M.J. (2000). Account credibility and public image: Excuses, justifications, denials, and sexual harassment. **Communication Monographs**, 67, 372-391

Cody, M.J., Dunn, D., Hoppin, S., & Wendt, P. (1999). Silver Surfers: Assessing the consequence of Internet connectivity among adult learners, **Communication Education**, 48, 269-286.

Pratt, L., Wiseman, R.L., Cody, M.J., & Wendt, P.F. (1999). Interrogative strategies and information exchange in computer-mediated communication. **Communication Quarterly**, 47, 46-66.

Dickson, R., Manusov, R., Cody, M.J., & McLaughlin, M.L. (1996). When hearing's not believing: Perceived differences between public and private explanations for two compliance failures. **Journal of Language and Social Psychology**, 15, 27- 39.

Manusov, V., Cody, M.J., Donohue, W. & Zappa, J. (1994). Accounts in child custody mediation sessions. **Journal of Applied Communication**, 22, 1-15.

Braaten, D.O., Cody, M.J. & Bell, K. (1993). Account episodes in organizations: Remedial work and impression management. **Management Communication Quarterly**, 6, 219-250.

O'Hair, M.J., Cody, M.J., & O'Hair, H.D. (1991). The impact of situational dimensions on compliance-resisting strategies: A comparison of methods. **Communication Quarterly**, 39, 226-240.

Brown, W.J., & Cody, M.J. (1991). The effects of a pro-social soap opera in India to change the image of woman in society. **Human Communication Research**, 18, 114-142.

O'Hair, H.D., Cody, M.J., Wong, X., & Chao, E.Y. (1990). Vocal stress among Chinese liars and truth tellers. **Communication Quarterly**, 38, 1-12.

Canary, D.J., Cunningham, E.M., & Cody, M.J. (1988). Goal types, gender, and locus of control in managing interpersonal conflict. **Communication Research**, 15, 426-446.

O'Hair, H.D., Cody, M.J., Goss, B., & Krayer, K. (1988). Effects of gender, deceit orientation, and communicator style on macro-assessments of honesty. **Communication Quarterly**, 36, 77-93.

Wolfe, C.S., & Cody, M.J. (1988). Perspectives on legal interviewing and counseling. **The Southern Speech Communication Journal**, 53, 360-384.

Banks, S., Altendorf, D., Greene, J.O., & Cody, M.J. (1987). An examination of relational disengagement. **Western Journal of Speech Communication**, 51, 19-41.

O'Hair, H.D., & Cody, M.J. (1987). Gender and vocal stress differences during truthful and deceptive information sequences. **Human Relations**, 40, 1-14.

O'Hair, H.D., & Cody, M.J. (1987). Machiavellian beliefs and the social influence process. **Western Journal of Speech Communication**, 51, 279-303.

Canary, D.J., Cody, M.J., & Marston, P.J. (1986). Goal types, compliance-gaining, and locus of control. **Journal of Language and Social Psychology**, 5, 249-303.

Cashion, J., Cody, M.J., & Erickson, K.V. (1986). You'll love this one...: An exploration of joke prefacing devices. **Journal of Language and Social Psychology**, 5, 303-312.

Cody, M.J., Greene, J.O., Marston, P.J., O'Hair, H.D., Baaske, K.T., & Schneider, M.J. (1986). Situation perceptions and message strategy selection. In M.L. McLaughlin (Ed.), **Communication Yearbook 9** (pp. 390‑420). Beverly Hills, CA: Sage.

Greene, J.O., & Cody, M.J. (1985). On thinking and doing: Cognitive science and the production of social behavior. **Journal of Language and Social Psychology**, 4, 157-170.

Greene, J.O., O'Hair, H.D., Cody, M.J., & Yen, C. (1985). Planning and control of behavior during deception. **Human Communication Research**, 11, 335-364.

O'Hair, H.D., Cody, M.J., & Behnke, R. (1985). Communication apprehension and vocal stress as indices of deception. **Western Journal of Speech Communication**, 49, 286-300.

Cody, M.J., Marston, P.J., & Foster, M. (1984). Deception: Paralinguistic and verbal leakage. In R. Bostrom (Ed.), **Communication Yearbook 8** (pp. 464-490). Beverly Hills, CA: Sage.

Cody, M.J., & O'Hair, H.D. (1983). Nonverbal communication and deception: Differences in deception cues due to gender and communicator dominance. **Communication Monographs**, 50, 175-192.

Cody, M.J., Woelfel, M.L., & Jordan, W.J. (1983). Dimensions of compliance-gaining situations. **Human Communication Research**, 9, 99-113.

McLaughlin, M.L. Cody, M.J., & O'Hair, H.D. (1983). The management of failure events: Some contextual determinants of accounting behavior. **Human Communication Research**, 9, 208-224.

McLaughlin, M.L., Cody, M.J., & Rosenstein, N.E. (1983). Account sequences in conversations between strangers. **Communication Monographs**, 50, 102-125.

Cody, M.J. (1982). A typology of disengagement strategies and an examination of the role of perceived intimacy, reactions to inequity and relational problems play in strategy selection. **Communication Monographs**, 49, 148-170.

McLaughlin, M.L., & Cody, M.J. (1982). Awkward silences: Antecedents and consequences of the conversational lapse. **Human Communication Research**, 8, 299-316.

Cody, M.J., McLaughlin, M.L., & Schneider, M.J. (1981). The impact of relational consequences and intimacy on the selection of interpersonal persuasion tactics: A reanalysis. **Communication Quarterly**, 29, 91-106.

O'Hair, H.D., Cody, M.J., & McLaughlin, M.L. (1981). Prepared lies, spontaneous lies, Machiavellianism and nonverbal communication. **Human Communication Research**, 7, 325-339

McLaughlin, M.L., Cody, M.J., Kane, M., & Robey, C.S. (1981). Sex differences in story receipt and story sequencing behaviors in dyadic conversations. **Human Communication Research**, 7, 99-116.

Cody, M.J. (1980). The validity of experimentally induced motions of public figures in multidimensional scaling configurations. In D. Nimmo (Ed.), **Communication Yearbook 4** (pp. 315-339). New Brunswick, NJ: Transaction.

Cody, M.J., & McLaughlin, M.L. (1980). Perceptions of compliance-gaining situations: A dimensional analysis. **Communication Monographs**, 47, 132-148.

Cody, M.J., McLaughlin, M.L., & Jordan, W.J. (1980). A multidimensional scaling of three sets of compliance-gaining strategies. **Communication Quarterly**, 28, 34-46.

McLaughlin, M.L., Cody, M.J., & Robey, C.S. (1980). Situational influences on the selection of strategies to resist compliance-gaining attempts. **Human Communication Research**, 7, 14-36.

Woelfel, J., Cody, M.J., Gillham, J., & Holmes, R. (1980). Basic premises of multidimensional attitude change theory: An experimental analysis. **Human Communication Research**, 6, 153-167.

Schneider, M., Jordan, W., McLaughlin, M.L., Deethardt, J., & Cody, M.J. (1979). An assessment of the communication needs of international students. **Speech Education: The Communication Journal of the Pacific**, 7, 13-20.

Serota, K., Cody, M.J., Barnett, G., & Taylor, J. (1977). Precise procedures for optimizing campaign communication. In B.D. Rubin (Ed.), **Communication Yearbook 1** (pp. 475-491). New Brunswick, NJ: Transaction Press.

**Convention Papers**

I have presented over 300 papers since 1977. I no longer list them.

**Professional Activities**

Editorial Board Member:

**Journal of Health Communication,** 2001 to 2009

**Social Influence,** 2005 to 2008

**Western Journal of Speech Communication,** 2004-2007

**Journal of Communication,** 2007 – present

**Service**

School of Communication:

Promotion Committee, 2007, 2009, 2014

MA Admissions and Curriculum committee, 2002-present

Ph.D. Admissions and Curriculum committees, 2002-2004

Ph.D. Admissions committee, 2007-2009, 2012-present

Ad Hoc Committee, 2003-2004

Associate Director, School of Communication, 2002-2003

Director of Doctoral Studies, 2003-2004

Chair of Faculty Search Committees, 1989/90, 1997/98, 2002-2003

## Honor's Program Advisor, 1989-present

Faculty Council, School of Communication, 1995-1996, 2010-2011

Curriculum Committee, 1983-1997

MA Admissions and Curriculum Committee, 2002-present

Adviser, Lambda Pi Eta, 1996-1998

Coordinator, Lambda Pi Eta Spring Honor's Conference, 1998

University:

Faculty in Residence, Sierra Apartments, 2003-2005

Faculty in Residence, London Program, Spring, 2002

Faculty in Residence, Annenberg House (Kerckhoff Apartments), 1992-1997

Member of the Academic Senate, 1995-1997

Provost's Committee on Graduation and Retention Rates, 1995-1997

Faculty representative to the Board of Trustee's Alumni Relations Committee, 1998-1999

Academic Senate Committee on Retirement programs, 1996-1999

Provost's Committee, Faculty Accountability, 1997-98

Provost's Committee to Select Valedictorian, 1996 Graduation Ceremony;

Chaired the Committee, 1997, 1998