

ICL-QUESTIONNAIRE

NAME: Lynda Lee Kaid
PRESENT POSITION US:
University of Florida, Gainesville, FL

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GRANT PERIOD: March, 2007-July 2007

BORN: August 22, 1948
LANGUAGES: English, German

GERMAN HOST INSTITUTION

University of Erlangen-Nürnberg

ACADEMIC DISCIPLINE

Political Communication

AREAS OF RESEARCH

Communication and Politics; Media and public affairs, political advertising

POSSIBLE LECTURE TOPICS

Media and Politics; Media and Images of Male and Female Political Figures; Political Advertising; News coverage of political events and issues

ACADEMIC TRAINING AND DEGREES

Ph.D., Southern Illinois University, 1974

M.S., Southern Illinois University, 1972

B.A., Southern Illinois University, 1970

PREVIOUS POSITIONS

- | | |
|---------------|--|
| 2001--present | Professor, Telecommunications, College of Journalism and Communications, University of Florida |
| 1974--2001 | Professor, Department of Communication (and School of Journalism and Mass Communication), University of Oklahoma (Assistant Professor, 1974-1979; Associate Professor 1979-1985; Professor 1985--2001) |
| 1973--1974 | Instructor and Assistant Director of Forensics, Department of Speech, Southern Illinois University, Carbondale, IL 62901 |

PUBLICATIONS (selected)

Selected BOOKS:

Lynda Lee Kaid and Christina Holtz-Bacha, Eds., *The Encyclopedia of Political Communication*. Thousand Oaks, CA: Sage Publications, Forthcoming, 2007.

Lynda Lee Kaid, Ed., *The Expansion Election: Communicating Shared Sovereignty in the 2004 European Parliamentary Elections*. New York: Peter Lang Publishers. Forthcoming, 2006.

Jesper Strömbäck and Lynda Lee Kaid (Eds.), *The Handbook of Election Coverage around the World*. Mahwah, NJ: Lawrence Erlbaum. Forthcoming, 2007.

Lynda Lee Kaid and Christina Holtz-Bacha, Eds. *The Handbook of International Political Advertising Research*. Thousand Oaks, CA: Sage Publications, 2006.

Mitchell S. McKinney, Lynda Lee Kaid, Dianne G. Bystrom, and Diana B. Carlin, Eds. *Communicating Politics: Engaging the Public in Democratic Life*. New York: Peter Lang Publishers, 2005.

Lynda Lee Kaid, Ed. *The Handbook of Political Communication Research*. Mahwah, NJ: Lawrence Erlbaum Associates, 2004.

Dianne Bystrom, Mary Banwart, Lynda Lee Kaid, & Terry Robertson, *The Gendering of Candidate Communication: VideoStyle, WebStyle, and NewsStyle*. New York: Routledge, 2004.

Lynda Lee Kaid, John Tedesco, Dianne Bystrom, & Mitchell McKinney, Eds., *The Millennium Election: Communication in the 2000 Campaigns*. Rowman and Littlefield, 2003.

Lynda Lee Kaid & Anne Johnston. *Videostyle in Presidential Campaigns: Style and Content of Televised Political Advertising*. Westport, CT: Praeger/Greenwood, 2001.

Lynda Lee Kaid, Mitchell S. McKinney, & John C. Tedesco, *Civic Dialogue in the 1996 Presidential Campaign: Candidate, Media, and Public Voices*. Cresskill, NJ: Hampton Press, 2000.

Lynda Lee Kaid, Ed., *Television and Politics in Evolving European Democracies*. Commack, NJ: NovaScience Publishers, 1999.

Lynda Lee Kaid & Dianne Bystrom, Eds. *The Electronic Election: Perspectives on the 1996 Campaign Communication*. Mahwah, NJ: Lawrence Erlbaum Publishers, 1999.

Christina Holtz-Bacha & Lynda Lee Kaid, Eds. *Wahlen und Wahlkampf in den Medien: Untersuchungen aus dem Wahljahr 1994*. Opladen, Germany: Westdeutscher Verlag, 1996.

Lynda Lee Kaid & Christina Holtz-Bacha, Eds. *Political Advertising in Western Democracies: Parties and Candidates on Television*. Thousand Oaks, CA: Sage Publications, 1995.

Christina Holtz-Bacha & Lynda Lee Kaid, Eds. *Die Massenmedien im Wahlkampf*. Opladen: Westdeutscher Verlag, 1993.

Lynda Lee Kaid, Jacques Gerstlé, & Keith R. Sanders, Eds. *Mediated Politics in Two Cultures: Presidential Campaigning in the United States and France*. New York: Praeger, 1991.

Lynda Lee Kaid, Dan D. Nimmo, & Keith R. Sanders, Eds. *New Perspectives on Political Advertising*. Carbondale, IL: Southern Illinois University Press, 1986.

Selected REFEREED ARTICLES:

Kaid, L. L., & Postelnicu, M. (2005). Political advertising in the 2004 election: Comparison of traditional television and Internet messages. *American Behavioral Scientist*, 49 (2), 265- 278.

Cwalina, W., Falkowski, A., & Kaid, L. L. (2005). Advertising and the image of politicians in evolving and established democracies: Comparative study of the Polish and U. S. presidential elections in 2000. *Journal of Political Marketing*, 4(2/3), 29-54.

Kaid, L. L., & Dimitrova, D.V. (2005). The television advertising battleground in the 2004 Presidential election. *Journalism Studies*, 6 (3), 165-175.

Dimitrova, D. V., Kaid, L. L., Williams, A., & Trammell, K. D. (2005). War on the Web: The immediate news framing of Gulf War II, *The Harvard International Journal of Press/Politics*, 10 (1), 22-44.

- Ku, G., Kaid, L. L., & Pfau, M. (2003). The impact of Web site campaigning on traditional news media and public information processing. *Journalism & Mass Communication Quarterly*, 80 (Autumn), 528-547.
- Kaid, L. L. (2003). Comparing Internet and traditional media: Effects on voters. *American Behavioral Scientist*, 46, 677-691.
- Dimitrova, D., Connolly-Ahern, C., Williams, A. P., Kaid, L. L., & Reid, A. (2003). Hyperlinking as gatekeeping: On-line newspaper coverage of the execution of an American terrorist. *Journalism Studies*, 4(3), 401-414.
- Kaid, L. L. (2002). Political advertising and information seeking: Comparing the exposure via traditional and Internet media channels. *Journal of Advertising*, XXXI (Spring), 27-35.
- Kaid, L. L. (2001). Technodistortions and effects of the 2000 political advertising. *American Behavioral Scientist*, 44, 2370-2378.
- McKinney, M. S., Kaid, L. L., Robertson, T. (2001). The front-runner, contenders, and also-rans: Effects of watching a 2000 Republican primary debate. *American Behavioral Scientist*, 44, 2232-2251.
- Noggle, G., & Kaid, L. L. (2000). The effects of visual images in political ads: Experimental testing of distortions and visual literacy. *Social Science Quarterly*, 81 (December), 913-927.
- Kaid, L. L., & Holtz-Bacha, C. (2000). Gender differences in response to televised political broadcasts: A multi-country comparison. *Harvard Journal of International Press/Politics*, 5(2), 17-29.
- Cwalina, W., Falkowski, A., & Kaid, L. L. (2000). Role of advertising in forming the image of politicians: Comparative analysis of Poland, France, and Germany. *Media Psychology*, 2, 119-146.
- Kaid, L.L., McKinney, M. M., Tedesco, J. C., & Gaddie, K. (1999). Journalistic responsibility and political advertising: A content analysis of coverage by state and local media. *Communication Studies*, 50(4), 279-293.
- Holtz-Bacha, C., Kaid, L. L., & Johnston, A. (1994). Political television advertising in Western democracies: A comparison of campaign broadcasts in the U.S., Germany, and France. *Political Communication*, 11, 67-80.

Wadsworth, A. J., Patterson, P., Kaid, L. L., et al. (1987). Masculine vs. feminine strategies in political ads. *Journal of Applied Communication Research*, 15 (Spring, Fall), 77-94.

Kaid, L. L., & Foote, J. (1985). How network television coverage of the President and Congress compare. *Journalism Quarterly*, 62 (Spring), 59-65.