

PROMOTION RECOMMENDATION
The University of Michigan-Dearborn
College of Arts, Sciences, and Letters

Francia E. Martinez Valencia, assistant professor of Spanish, Department of Language, Culture, and Communication, College of Arts, Sciences, and Letters, is recommended for promotion to associate professor of Spanish, with tenure, Department of Language, Culture, and Communication, College of Arts, Sciences, and Letters.

Academic Degrees:

Ph.D. 2009	University of Alabama, Romance Languages: Spanish
M.A. 2005	University of Alabama, Romance Languages: Spanish
B.A. 2002	Universidad del Valle, Licenciatura en Lenguas Modernas

Professional Record:

2010 – Present	Assistant Professor, Department of Language, Culture, and Communication, University of Michigan-Dearborn
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Summary of Evaluation:

Teaching: Professor Martinez Valencia's teaching is rated as excellent. Professor Martinez Valencia teaches a wide variety of courses that are vital to the Spanish program, including: Spanish 101, Spanish 102, Spanish 201, Spanish 302, Spanish 305 (Language of Business), and Spanish 310 (Introduction to Hispanic Linguistics). In addition, she has taught Spanish 406 (Advanced Written Expression) and Spanish 409 (Oral Expression, and EDD 496/596 and EDD 497/597 (Second Language Teaching: Second Level). Student evaluations are consistently outstanding, scoring mostly fours and fives on the numerical scales and receiving very favorable comments from students about their experience in her classroom. Students also praise her teaching innovations such as *TalkAbroad*, a program that exposes students to native speakers from the Hispanic world. Professor Martinez Valencia is widely regarded in the modern and classical language discipline as a leading expert in pedagogy and technology, and her innovations have been used by foreign language faculty across different languages. Her extensive and impressive teaching portfolio is clearly the work of exceptionally skilled teacher that is continually striving to improve each course taught, every semester offered.

Research: Professor Martinez Valencia's research and creative activities are rated as excellent. She exemplifies the teacher-scholar model as each of her research interests complement some aspect of her classroom teaching. These research interests are concentrated in three areas: foreign language teaching methods for listening; linguistic analysis of the Spanish and English used in Colombian mass media discourse such as radio and television news, newspapers, editorial cartoons in newspapers, yellow press, and street advertising, and sociolinguistics, specifically Spanish and Hispanics in the U.S. In pursuing these areas of research, Professor Martinez Valencia achieves a breadth of scholarship without sacrificing depth. In addition, her ability and success in publishing scholarly work in both Spanish and English is particularly impressive and indicates the potential reach of her continued scholarship.

Recent and Significant Publications:

- Martinez Valencia, F. (2014). English and More in Commercial Ads: The Case of Colombia, *World Englishes*.
- Martínez Valencia, F. (2014). A sociolinguistic study of a Hispanic colony in Detroit, Michigan. *Southern Journal of Linguistics* 38, 83-122.
- Martínez Valencia, E. (2012). Recursos lingüísticos empleados en la prensa popular colombiana. *Estudios Lingüística de la Universidad de Alicante: Revista de Lengua Española y Lingüística General: ELUA*, 26, 211-234.
- Martínez Valencia, F. E. (2011). La caricatura editorial colombiana: una perspectiva semántica y pragmática. *Revista de Filología y Lingüística de la Universidad de Costa Rica*, 37 (1), 213-227.
- Martínez Valencia, F. E. (2011). The use of PowerPoint on listening activities on beginning Spanish students. *Listening Education Online Journal*, 3 (1), 5-14.
- Martínez Valencia, F. E. (2010). Un vocabulario que dejaría sano a Cervantes. *Tonos Digital: Revista Electrónica de Estudios Filológicos de la Universidad de Murcia*, 20 (2), 1-18.

Service: Professor Martinez Valencia's service is rated as excellent. Professor Martinez Valencia's service is exemplary at all levels, from student advising and other student outreach projects such as activities as Tertulia. She has also served on important committees such as the LCC Department Executive Committee and the CASL Curriculum Committee as an alternate in 2014 and currently as a full-term member. At the university level, she is the faculty advisor to the UM Dearborn Athletic Department, a position that has recently increased in both significance and time commitment.

External Reviewers:

Reviewer A: "Her research demonstrates sound design and execution, and an arc of improvement can be noted in her publications. It is important to note as well that Professor Martinez has ventured beyond the subject area of her dissertation, as befits a scholar at this stage in her career. Some academics never make this transition, whereas Professor Martinez already has four articles (with a fifth in preparation) in one new branch of her research program, the language of mass media and advertising in Columbia."

Reviewer B: "I believe the quality and scholarly impact of these single-authored articles to be excellent and worthy of a researcher at a comprehensive university. Specifically, the content in her article on listening activities is extensive and methodologically sound. The articles in *World Englishes*, *Southern Journal of Linguistics*, and *ELUA* appeared in well-known journals. I was specifically impressed by the sociolinguistic study done of a Spanish-speaking population in Detroit, Michigan."

Reviewer C: "I also consider that her production reflects the normal evolution of [junior] scholars in the academia whose initial works still reflect certain dependence on their graduate work to progressively becoming more intellectually independent. Her work on the Hispanic population of Southwest Detroit (first), and then the articles on the Columbian caricatures and

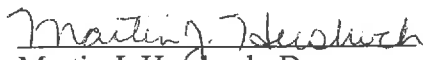
the analysis of the lexicon in a newspaper ('Q'hubo') are evidence of the progression that departments want to see in their junior faculty."


Reviewer D: "As I reviewed Professor Martinez's publication, I was struck first and foremost by her consistent attention to careful and thorough collection and presentation of empirical data. Overall, it appears to me that Professor Martinez is indeed a gifted 'teacher-scholar.' ... It seems to me that she is maturing as a scholar, focusing her research and developing more sophisticated analyses of her findings."

Reviewer E: "All of these publications featured solid research methodology and were elegantly organized and clearly written. I believe her sociolinguistic research among Spanish speakers in the United States and second language acquisition research into the teaching of listening hold the most promise for her future scholarly endeavors."

Summary of Recommendation:

Professor Martinez Valencia has been rated excellent in the areas of teaching, research, and service. She is an excellent representative of the teacher-scholar model, someone whose research agenda strongly informs her teaching practices and whose research is also advancing knowledge of the local community. Her expertise in technology and pedagogy is a fundamental asset to colleagues in modern and classical languages and all levels of the university. Her contributions in the area of service are numerous and substantive. We are pleased to recommend, with strong support of the College of Arts, Sciences, and Letters Executive Committee, Francia E. Martinez Valencia for promotion to associate professor of Spanish, with tenure, Department of Language, Culture, and Communication, College of Arts, Sciences, and Letters.


Martin J. Herschok, Dean
College of Arts, Sciences, and Letters


Daniel Little, Chancellor
University of Michigan-Dearborn

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