

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

Margaret A. Murray, assistant professor of communication, Department of Language, Culture, and the Arts, College of Arts, Sciences, and Letters, is recommended for promotion to associate professor of communication, with tenure, Department of Language, Culture, and the Arts, College of Arts, Sciences, and Letters.

Academic Degrees:

Ph.D.	2010	Communication, University of Colorado, Boulder, CO
M.A.	2007	Communication, University of Colorado, Boulder, CO
B.A.	2004	Mass Communications and Human Resources, Michigan State University, East Lansing, MI

Professional Record:

2017-present	Assistant Professor, University of Michigan-Dearborn, Dearborn, MI
2013-2016	Communications Strategist, University of Washington, Seattle, WA
2013-2013	Consultant, Extreme Arts and Sciences, Seattle, WA
2011-2015	Instructor, University of Colorado, Boulder, CO

Summary of Evaluation:

Teaching: Professor Murray is rated excellent in teaching. She is a truly dedicated educator whose teaching philosophy and methods are yielding wonderful results. She receives between a 4 and 5 on all questions across all classes, having established a strong teaching record. Qualitative comments show deep student appreciation for her knowledge, teaching methods, and her concern for students' success. Professor Murray anchors the main public relations sequence for the communication major. She has worked assiduously in her classes to engage students meaningfully and to prepare them for the public relations field. She invites professionals to guest lecture in her classes. She has students work with clients in the real world, creating relationships on campus and with businesses in the community to make this possible. During the height of the Covid-19 pandemic, she created a podcast featuring local and national public relations professionals so that students would continue to avail of this expertise in a time of limited face to face contact. She also involves students in efforts to publicize the major as well as the public relations certificate, as another means of creating meaningful engagement. Professor Murray is the primary contributor to the public relations certificate available to all majors across campus. She continually updates and improves the public relations certificate and conducted the first assessment to ensure a high level of quality. She moved the certificate to a menu model to provide students with greater flexibility, as just one example of curricular development. Professor Murray embraces cutting edge teaching methods that are tailored to her teaching objectives. She moved some of her public relations courses to a hybrid format to great success and shared her insights with the rest of the campus. She has used the only designated active learning classroom on campus expertly to increase student engagement. The podcast is yet another example of teaching innovation. Her success was recognized, and she was invited to

team teach with a senior colleague a project-based learning (PBL) class centered on creating podcasts.

Professor Murray is also a highly reflective educator, paying careful attention to student feedback and responding by thoughtfully honing her methods. It was in response to student input that she thoroughly modified the public relations campaigns class to provide real world experience to her students. Her move to a hybrid format in some classes shows evidence of innovation but also the zeal for continuous improvement. She also regularly participates in seminars and groups dedicated to creating pedagogical excellence. Professor Murray is a dedicated, reflective, and innovative educator continually working to engage her students and to foster their success.

Research: Professor Murray is rated significantly capable in research. She has established a national reputation in the field of the communicative construction of identity, especially as broached from intersectional feminist perspectives. She has published five peer-reviewed articles in top-tier and other highly reputable journals, with another two articles nearing publication. She has established a strong research agenda with great promise for future productivity. Professor Murray is adept at identifying gaps in current research and addressing these gaps in carefully crafted research projects. She combines methodological rigor with strong theoretical grounding. She brings a broad range of methods as well as a broad range of literatures to bear upon her work and yet uses each of them expertly. These aspects of her research have allowed her to make a significant contribution to the field. She has not only been able to share crucial insights with scholars in multiple fields such as feminist scholarship of communication, organizational communication, and popular culture, but she has been able to do so in a compelling way through smart and engaging writing.

Professor Murray's contribution to the field is being nationally recognized, as evidenced by the quality of journals in which her work is published, invitations to review journal articles, and her national and international conference presentations. She was recently invited to edit a special issue on artificial intelligence in higher education by the editor of the highly reputed journal *Feminist Pedagogy*. External reviewer appreciation of the quality and rigor of the work and of the meaningful contribution Professor Murray's scholarship is making to multiple fields also provides strong corroboration of the national recognition she is receiving.

Recent and Significant Publications:

Murray, M. A., "Calm in the storm: Emily Oster's parenting newsletter during COVID-19," *Women's Studies in Communication*, vol. 45, no. 1, 2022, pp. 70-88.

Murray, M. A. "Pitchfork's authenticity problem: The critical reception of Vampire Weekend and Lil Wayne," *Communication, Culture and Critique*, vol. 14, no. 2, 2021, pp. 237-251.

Murray, M. A. & Desrayaud, N. "Female fashion as leisure and labor on Reddit," *Journal of Communication Inquiry*, vol. 45, no. 4, 2020, pp. 301-318.

Murray, M. A., "White, male, and bartending in Detroit: Masculinity work in a hipster scene," *Journal of Contemporary Ethnography*, vol. 49, no. 4, 2020, pp. 456-480.

Bauer, J. & Murray, M. A., "'Leave your emotions at home:' Bereavement, organizational space, and professional identity," *Women's Studies in Communication*, vol. 41, no. 1, 2018, pp. 60-81.

Service: Professor Murray is rated excellent in service. She has contributed meaningful service to the discipline, department, college, and campus and is an engaged and active colleague across the board. Two aspects of her service particularly stand out: contributing at every level to foster student excellence and lending her public relations expertise at every level of campus. Professor Murray worked hard to turn around a languishing chapter of the Public Relations Student Society of America on campus, starting her efforts even before her official position began. She has taken a chapter that was on probation and made it a successful chapter winning awards locally and nationally. In addition, Professor Murray has made strenuous efforts to publicize the public relations certificate, meeting with constituencies across campus to increase its visibility but also placing stories about the certificate in campus communications such as the *Reporter* and social media sites such as *Dearborn Wolverine*. This in turn has contributed to the robustness of the communications major, an important service to the discipline, department, and college. Professor Murray was integral to the branding of the newly created Department of Language, Culture, and the Arts. She led the redesign of the department's new website and launched its first Instagram page. She was also invited to spread the word about the college's PBL initiative and did so successfully. Not only does Professor Murray share her public relations expertise enthusiastically with several outfits on campus, but she also shares her research findings and teaching expertise through various forums from the department to the campus levels. Professor Murray has proven to be a valued colleague and academic citizen across campus.

External Reviewers:

Reviewer A: "I am most impressed with Dr. Murray's creative investigations of identity and gender...Dr. Murray's research is smart, relevant, and interesting. Her findings do not exist in a vacuum; her scholarship is pragmatic with real world implications and transferable knowledge. She is at or above the level of her peers in terms of research quality and output."

Reviewer B: "In all this work, Murray starts with a very clear argument, conducts thorough and well written literature reviews which demonstrate her solid knowledge of the field, clearly lays out her methodological approach, and offers detailed data to illustrate and back up her points...She has a special talent for discursive analysis, for standing back from texts or practices and identifying their larger implications."

Reviewer C: "Together, these and her additional studies generate finely honed, minute deep analysis of womanhood and manhood in contemporary U.S. context, effectively illuminating the complicated work of self and identity by applying methods innovatively, distilling data into new concepts, and shifting terminology...it should be noted that her studies are written in clear, accessible, and elegant prose, while laying out her sophisticated analyses, making them a great joy to read while learning new scholarly insights... Professor Murray demonstrates a very great potential for continuing to produce high-quality scholarship going forward."


Reviewer D: "The breadth of her studies is impressive...Given Dr. Murray's research focus on communication, culture, and identity, she has done an excellent job of publishing peer-reviewed work in what I would consider some of the top-tier journals in these areas...Several of these are flagship journals for our top professional associations. In addition to journal articles, Dr. Murray has presented at several of the top communication conferences... Dr. Murray has demonstrated a clear and active research agenda. Her work is insightful and important, demonstrating both

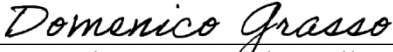
theoretical rigor and methodological quality. I have no doubt that she will continue to experience success in the fields of communication, public relations, and feminist studies.”

Reviewer E: “It is rare for me to review a file that has 100% of their articles published in ISI journals, thus, Dr. Murray’s record is exceptional in terms of the placement of her publications. In terms of area focus, several of her articles are in top ranked communication journals... In terms of the overall impact of her scholarship on the field, Dr. Murray seems to have a knack for spotting and filling holes in existing research that are worth filling... Overall, Dr. Murray’s record demonstrates quality scholarship that is making valuable contributions to the field. Her research is particularly deeply grounded in prior theorizing, and she uses it to better understand and suggest meaningful interventions. As a result, she has already achieved some distinction in her research and has the potential to achieve even more distinction in the very near future.”

Reviewer F: “Specifically, I found Dr. Murray’s scholarship to be thoughtful, compelling, and generative... Dr. Murray is consistently conducting useful and meaningful research... Dr. Murray’s publications also showcase excellence in methodological application, especially with ethnographic, critical, and rhetorical methods. Her writing is deft, smart, and engaging, even as she is advancing heady theoretical arguments... Dr. Murray regularly publishes in high quality international and interdisciplinary journals, which contributes to her reputation as a scholar.”

Summary of Recommendation: Professor Murray is a highly dedicated and successful teacher, a productive scholar who has made a significant contribution to her field, and a valued colleague who contributes meaningful service at all levels of campus as well as to her profession. It is with the support of the College of Arts, Sciences, and Letters Executive Committee that I recommend Margaret A. Murray for promotion to associate professor of communication, with tenure, Department of Language, Culture, and the Arts, College of Arts, Sciences, and Letters.


Dagmar Budikova, Dean
College of Arts, Sciences, and Letters


Domenico Grasso, Chancellor
University of Michigan-Dearborn

May 2024