

ELENA V. NUCIFORO

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EDUCATION

University of Massachusetts, Amherst, 2014

PhD, Communication

Dissertation: Cultural Discourse Analysis of Russian Alcohol Consumption (Advisor: Dr. Donal Carbaugh)

University of Massachusetts, Amherst, 2002

Center for International Education

Master of Education

Buryat State University, Ulan-Ude, Russia, 1998

Higher Education Diploma in teaching English and German

WORK EXPERIENCE

2005 – present

University of Massachusetts, Amherst

Instructor/Researcher

- Spring 2014, Department of Communication, integrative experience undergraduate course *Media Violence* (teaching assistant)
- Fall 2013, Department of Communication, undergraduate course *Communication: First-Year Introduction* (teaching assistant)
- Fall 2006/Spring 2007/Spring 2008/Fall 2012, Department of Communication, undergraduate course *Public Speaking* (instructor).
- Fall 2010, School of Public Health, undergraduate course *Health Care in Post-Soviet Russia* (instructor).
- Spring 2010, Researcher for a project sponsored by the Fund for Improvement of Postsecondary Education (FIPSE) at the Institute for Global Health.
- Fall 2008/Spring 2009, Researcher at the Center for Communication for Sustainable Social Change.
- Fall 2005/Spring 2006/Fall 2007, Department of Communication, undergraduate course *Cultural Codes in Communication* (instructor).

2003 – 2005, Healthy Russia 2020 Project (funded by USAID)

Center for Communication Programs/Johns Hopkins University, Moscow, Russia

Youth Communication Manager

- Oversaw the development, implementation, and evaluation of youth behavior and social change programs on regional and national levels in Russia.
- Oversaw the design of communication and education materials for various audiences to ensure proper production and dissemination.
- Developed and implemented training modules and courses to strengthen the capacity of regional and national government and NGO program partners for their involvement in Healthy Russia activities.
- Developed overall strategies and activities for Healthy Russia programs with particular emphasis on behavior and social change in the fields of HIV/AIDS, reproductive health and other areas of youth risk behavior/healthy lifestyles.

**2002 – 2003, US Congress Russian Leadership Program Open World,
American Councils for International Education, Moscow, Russia
Visa Coordinator**

- Provided logistical and visa support to the Open World participants. Organized and tracked visa application materials.
- Worked closely with the Consular Liaison to provide coordination of visa documentation flow internally within the organization and externally. Created a tracking system for government-issued forms, coordinated oversight of government-issued forms.
- Prepared reports on the logistical and visa support process and developed recommendations for improvements in the visa procedures for the Open Word participants.

1998 – 2000, English Language Department, Buryat State University, Ulan-Ude, Russia

Lecturer

- Developed curricula and taught English grammar, phonetics, and speech practice to first and second year students as well as students of the preparatory school.
- Supervised school practice of fourth and fifth year students. Coordinated teaching practice, organized and facilitated lessons and activities discussion, provided feedback and evaluation on the student performance, prepared final report and grading.
- Served on the University Entrance Examination Board.

CONSULTANCIES

2008 – 2010

**Center for Interdisciplinary Research on AIDS, Yale University, New Haven, CT
Postgraduate Associate: Alcohol and HIV Risk Reduction in St. Petersburg, Russia
Funded by the National Institute of Health**

- Conduct interviews to collect qualitative data at the Sexually Transmitted Infections Clinic in St. Petersburg, Russia.
- Analyze and interpret qualitative data through Cultural Discourse Analysis and ethnography of communication.
- Provide cultural adaptation of the intervention “Information-Motivation-Behavior” to make it appropriate based on the Russian understanding of health, alcohol consumption, sexual behavior and interpersonal communication with a consultant.

**2005 – 2007, Center for Communication Programs, Bloomberg School of Public Health,
Johns Hopkins University, Baltimore, MD
Technical Consultant: Azerbaijan project – Health Communication Component of the
Primary Health Care Strengthening
Funded by United States Agency for International Development (USAID)**

- Conducted a literature review to identify and summarize articles related to preventive health knowledge, beliefs and attitudes about health, risk perceptions, health practices and social factors that influence health outcomes in Azerbaijan.
 - Developed focus group discussion guidelines for men, women, and local leaders.
 - Developed a survey instrument, consisting of close-ended, pre-coded questions, to address health issues in Azerbaijan.
 - Analyzed data from the qualitative research on the project and prepared the final report for further program development.
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INTERNSHIPS

June – August 2002, National Council for Eurasian and East European Research, Washington, DC Summer Intern, Carnegie Research Fellowship

- Maintained and developed program database and participant files.
- Responded to requests/inquiries from grantees and provided them with information about the program policies, placements, research facilities and other issues.
- Developed materials and made presentations at the cross-cultural orientation for incoming Russian scholars.
- Coordinated communication among scholars, Washington headquarters and Moscow field office.

June – August 2001, Association of American Colleges and Universities, Washington, DC Summer Intern, Office of Diversity, Equity, and Global Initiatives

- Conducted research for possible funding for Global Exchanges project, fostering campus-wide programs on US and global diversity, equality, and social justice.
- Edited parts of AAC&U Science Literacy Anthology.

OTHER PROFESSIONAL AND LEADERSHIP ACTIVITIES

Public Health:

- **Institute for Global Health, University of Massachusetts, Amherst.** Project director for Russian Reproductive Health Project in the city of Pskov; funded by Rotary Club International (2006 – 2008).
- **University of Massachusetts Campus and Community Coalition to Reduce High Risk Drinking.** Served on the Social Environment Change Committee (2005 – 2006).
- **Visualization in Participatory Programs (VIPP Training).** Co-facilitated the training for Russian public health professionals and NGO representatives (July 2005).
- **Joint United Nations Program on HIV/AIDS (UNAIDS).** Translated databases, monitoring and evaluation documents from English into Russian and from Russian into English (2004-2005).

International Education/Development:

- **International Studies Council of the University of Massachusetts, Amherst.** Graduate student representative (2005 – 2009).
- **Russian Communication Association.** Coordinated the work of translators of the Association and edited quarterly newsletter (2002-2004).
- **US Congress Russian Leadership Program Open World, Moscow.** Served as a facilitator for Women Leadership group – CONNECT/US-RUSSIA, Minneapolis, MN (November 2004); Youth Issues group – WorldConnect, Buffalo NY (July 2004); Public Health group – Meridian, Atlanta GA (September 2003).
- **Carnegie Research Fellowship, NCEER, Moscow, Russia.** Served on the participant selection board (September 2003).
- **Crampton International Residence Hall for Graduate Students, University of Massachusetts, Amherst.** Served as a Residence Assistant (2001-2002).
- **Project “BRIDGE” Springfield, MA.** Developed, ran, and evaluated project devoted to increasing access to higher education for Russian-speaking immigrant community (2000 – 2002).
- **Rotary Club of Ulan-Ude, Russia.** Facilitated communication between partnering clubs in Russia and the USA (2000).
- **Organizers of the Children’s Movement. Ulan-Ude, Russia.** Organized a conference on Human Rights for Children in Ulan-Ude, Russia (March. 1995); Provided communication with international children’s organizations (1995 – 1998).

Environmental initiatives/Environment Friendly Tourism

- **Earth Island Institute. Baikal Watch Project San Francisco, CA, USA.** Translated project reports and other official documents as part of a program to promote informational exchange between Russian and American environmentalists (1999 – 2002).
- **National Park Zabaikalsky, Ust-Barguzin, Russia.** Guided environmental tours, translated at ecological conferences, developed and run environmental events, worked as a counselor with teenagers at environmental summer camp (1994-1999).
- **MIR Corporation, Ulan-Ude, Russia.** Worked as a tour operator and interpreter (1996-1998).
- **REI Adventures, Ust-Barguzin, Russia.** Worked as a tour guide and interpreter (1995-1996).
- **NGO Baikal's Friends, Ust-Barguzin, Russia.** Developed grants proposals and translated documentation (1995-1998).

PUBLICATIONS

Nuciforo, E. V. (2013). Russian toasting and drinking as communication ritual. *Russian Journal of Communication*, 5(2), 161-175.

Carbaugh, D., Nuciforo, E.V., Saito, M., & Shin, D. (2011). Dialogue in cross-cultural perspective: Japanese, Korean, and Russian discourses. *Journal of International and Intercultural Communication*, 4(2), 87-108.

Carbaugh, D., Nuciforo, E.V., Molina-Markham, E., & Van Over, B. (2011). Discursive reflexivity in ethnography of communication: Cultural discourse analysis. *Cultural Studies ⇔ Critical Methodologies*, 11(2), 153-164.

CONFERENCE PRESENTATIONS

Nuciforo, E.V. (2013, November). From consumption to alcoholization: Russian government on drinking. Paper presented at the annual convention of the National Communication Association in Washington, DC.

Nuciforo, E.V. (2013, November). Russian toasting and drinking as symbolic speech act. Paper presented at the annual convention of the National Communication Association in Washington, DC.

Nuciforo, E.V. (2011, May). Designing a culturally appropriate intervention to reduce drinking in Russian culture. Poster presented at the conference "Designing for Health" at the Center for Health and Risk Communication at George Mason University in Fairfax, VA.

Khatskevich, E.V. (2009, May). Drinking as communication in Russian culture. Paper presented at the International Communication Association annual conference in Chicago, IL.

Khatskevich, E. V. (2009, July). Understanding health through cultural discourse analysis. Paper presented at the National Communication Association Summer Conference in Istanbul, Turkey.

Carbaugh, D., & Khatskevich, E. (2008, June 16). Putting cultural research at the service of operational effectiveness. Presentation to the United Nations Institute for Disarmament Research's Security Needs Assessment Protocol Seminar, Geneva, Switzerland.

Khatskevich, E.V. (2007, November). Talking about death in Russian culture. Paper presented at the annual convention of the National Communication Association in Chicago, IL.

Khatskevich, E.V. (2006, November). Soul talk in Russian culture. Paper presented at the annual convention of the National Communication Association in San Antonio, TX.

AWARDS, SCHOLARSHIPS, AND CERTIFICATES

- Anca Romantan Graduate International Research Grant, Department of Communication, University of Massachusetts Amherst, March, 2010.
- Unite For Sight: Global Health University. Global Health Certificate with honors. (December 2009)
- US Department of State Edmund S. Muskie Graduate Fellowship Program (2000 – 2002).
- Dorzhi Banzarov stipend for exceptional academic achievement and community service at the Buryat State University (1997 –1998).
- Stipend of the Scientific Council of the Buryat State University for exceptional achievements in student research devoted to technology for teaching English (1996 –1997).

MEMBERSHIPS

American Public Health Association
National Communication Association

SKILLS

LANGUAGES: Native Russian. Near-native proficiency in English. Intermediate German.

TRANSLATION: Able to provide professional written, consecutive and simultaneous translation from English into Russian and from Russian into English.

COMPUTER SKILLS: Microsoft Office, SPSS, SDLX (translation software), Express Scribe (transcription software), ATLAS.ti (qualitative research software).

REFERENCES: Available upon request