

MARIE-LOUISE PAULESC

Pronouns: she/her/they | mlp@asu.edu

Teaching Professor of Communication and Faculty Head

School of Applied Sciences and Arts | College of Integrative Sciences and Arts | Arizona State University

EDUCATION

PhD in Human Communication

2014 | Arizona State University, Tempe, AZ

Areas of focus: Rhetoric, Performance Studies, Qualitative Research

Dissertation: Living relationships with the past. Remembering communism in Romania

Directed by Dan Brouwer and Amira De la Garza

MA in Human Communication

2009 | Arizona State University, Tempe, AZ

Areas of focus: Rhetoric, Intercultural Communication

Thesis: Searching for the Public Sphere in the Communist States from Eastern Europe

Directed by Dan Brouwer

Advanced Studies in Journalism

1999 | University of Bucharest, Romania

Specialty: Communication Sciences

Thesis: Theatre Communication in the Age of Cinema

Directed by Daniela Frumuşani

BA in Journalism

1998 | University of Bucharest, Romania

Concentrations: Communication Theory, Semiotics

Thesis: Modifying Meanings by Successive Encoding. From Narrative to Play to Theatre Performance

Directed by Mihai Dinu

Advanced Studies in Cultural Management

2000 | Romanian Ministry of Culture / PHARE

Graduation Project: The Center for Contemporary Playwriting

CURRENT POSITION

Teaching Professor of Communication and Faculty Head | July 2025 – present

School of Applied Sciences and Arts, College of Integrative Sciences and Arts, Arizona State University

Leads a faculty group of approximately 33 members — including tenure-track and teaching-track faculty as well as Faculty Associates — teaching Communication, English, Spanish, Philosophy, Religion, History, and First Year Composition on the Downtown Phoenix campus. The unit owns programs — the Communication BA and minor, the Spanish for the Professions certificate, the Spanish minor, and the General Studies BA (in collaboration with another faculty head) — and serves students from across the university through foundational courses in writing, communication, language, and the humanities.

Responsibilities include program oversight and development, faculty support and annual review, cross-institutional collaboration across SASA, CISA, and the broader university, and the ongoing operational and relational work of sustaining a diverse, interdisciplinary faculty community.

TEACHING EXPERIENCE

Taught 30+ unique lower- and upper-division courses online, in person, and via ASU Sync in the areas of Communication, Interdisciplinary Studies, Liberal Studies, Film, Culture, and Journalism.

Arizona State University

Teaching Professor of Communication | Fall 2025 – present

School of Applied Sciences and Arts, Languages & Cultures

Courses: Introduction to Film Studies; Effective Communication for Global Leadership (Thunderbird School of Global Management), How to Become an Influencer, Cross-cultural Negotiation and Communication (Thunderbird School of Global Management), Seeking Truth: Misinformation (Humanities Lab, co-taught)

Associate Teaching Professor of Communication | Fall 2022 – Spring 2025

College of Integrative Sciences and Arts, Languages & Cultures

Courses: Introduction to Human Communication, Interdisciplinary Inquiry, Communication Approaches to Pop Culture, Propaganda Persuasion and Public Opinion, Cultural Communicology, Introduction to Film Studies, Cultures of Remembering, Seeking Truth: Misinformation (Humanities Lab, co-taught), Communicating in Complex Cultural Environments (graduate course)

Communication Lecturer | Fall 2016 – Spring 2022

College of Integrative Sciences and Arts, Languages & Cultures

Courses: Introduction to Human Communication, Public Speaking, Language Culture and Communication, Communication in Business and the Professions, Communication Approaches to Popular Culture, Creating Your Professional Persona, Organizational Rhetoric, Leadership Group Communication, Propaganda Persuasion and Public Opinion, Cultures of Remembering, Dimensions of Liberal Studies

Communication Instructor | Fall 2015 – Spring 2016

Hugh Downs School of Human Communication

Courses: Communication Approaches to Popular Culture, Public Speaking, Advanced Critical Methods in Communication, Rhetorical Theory and Research, The Secrets of the Public

Communication, Adjunct Faculty | Fall 2014 – Spring 2015

Hugh Downs School of Human Communication

Courses: Communication Training and Development, The Rhetoric of Everyday, Persuasion and Social Influence, Navigating the Everyday

Communication, Graduate Teaching Instructor (instructor of record) | Fall 2008 – Spring 2013

Hugh Downs School of Human Communication

Courses: Public Speaking, Small Group Communication, Intercultural Communication, Communication in the Electronic Age (online), Public Memory and Culture, Rhetoric of Everyday, Rhetorical Theory and Research, Introduction to Human Communication (as TA)

University of Bucharest, Romania

Journalism Instructor | 2001 – 2005

School of Journalism and Communication Sciences

Courses: Information Gathering in Journalism, Strategies for Public Speaking, Writing for the Printed Media, Journalism Practicum, Effective Writing

Communication Teaching Assistant, MA Program | 2000 – 2004

School of Journalism and Communication Sciences

Courses: Argumentation Theory, Introduction to Semiotics, Communication Strategies

Additional Teaching

Invited Seminar Instructor | May 2025

Yerevan State University American Studies, via ASU/Melikian Center collaboration

Doing Things with Speeches: American Oratory and Its Power — 2-week intensive seminar, daily sessions via Zoom, 15 participants earning university credit

Guest Lecturer | March 2022

COM 507 Qualitative Research Methods in Communication, Hugh Downs School of Human Communication, ASU

Invited by Sarah Amira De La Garza; single session on qualitative data collection, analysis, and constant comparative method

Co-Instructor | Summer 2019

Barrett Honors Summer Camp, Arizona State University, with Renee Maday

Communication course co-developed and co-taught with Renee Maday

CURRICULUM DEVELOPMENT

Developed courses across a range of topics and levels — independently and in collaboration with faculty partners, and in some cases in response to specific institutional needs.

Courses Developed

- Seeking Truth: Misinformation — Humanities Lab (HUL 494/598, COM 494, ISS 598, MLS 598, LST 494), co-developed and co-taught with Keith Hollinger; focused on misinformation in the Arizona context
- Seeking Truth: Misinformation in Low- and No-Connectivity Areas — Humanities Lab (HUL 494/598, COM 494, ISS 598, MLS 598, LST 494), co-developing and co-teaching with Laura Hosman; focused on misinformation in areas with limited digital infrastructure
- Effective Communication for Global Leadership (developed for Thunderbird School of Global Management)
- Cultures of Remembering
- Propaganda, Persuasion, and Public Opinion
- Navigating the Everyday
- The Rhetoric of Everyday
- The Secrets of the Public
- Creating Your Professional Persona
- Public Memory
- Effective Writing for Journalists

STUDENT MENTORING

Mentored 60+ undergraduate and graduate students, including students from Nursing, Social Work, English, and Public Affairs seeking expertise in rhetoric, qualitative methods, and public memory.

- Directed 2 Barrett Honors theses (3 students); served as second reader or committee member on 2 additional theses
- Directed independent study projects at undergraduate level
- Mentored doctoral students from programs across the university including Nursing, Social Work, English, and Religious Studies on qualitative methodology, public memory, and dissertation development, including, in one case, through a formal independent study on public memory; one mentee successfully secured a Graduate College dissertation fellowship
- Barrett Honors Enrichment Mentor (7 students) | 2015, 2016, 2020, 2022, 2024, 2025
- Supported undergraduates and graduate students through graduate and professional school applications in fields including Communication, Law, Psychology, Geography, Public Affairs
- Facilitated professional connections resulting in research placements, internships, and employment

- Supported students through job market preparation, including resume review, interview coaching, and professional networking
- Served as faculty advisor, Thunderbird Toastmasters & Public Speaking Club | Fall 2025–present

SCHOLARLY PUBLICATIONS

Paulesc, Marie-Louise. "Film, History, and Memory in the Autobiography of Nicolae Ceaușescu." *Film Criticism* 41, no. 2 (2017): 1–11.

Brouwer, Daniel C. & Paulesc, Marie-Louise. "Counterpublic theory goes global: A genealogy of a concept's emergences and mobilities." In *What Democracy Looks Like: The Rhetoric of Social Movements and Counterpublics*, edited by Christina R. Foust, Amy Pason, & Kate Zittlow Rogness. Tuscaloosa: University of Alabama Press, 2017. 75–106.

Paulesc, Marie-Louise. "Rhetoric of everyday. Crisscrossing ethnography: Texts/data/texts." *Studia Dramatica* 58, no. 1 (2013): 5–12.

Semen, Marie-Louise. "The 'Should Be' Social Drama." *Studia Universitatis Babes-Bolyai / Studia Dramatica* 2 (2007).

PUBLIC WRITING (SELECTED)

Paulesc, Marie-Louise. "Remembering the Memory Puzzle Film 'Eternal Sunshine of the Spotless Mind.'" *PopMatters*, April 25, 2024.

Semen, Marie-Louise. "Performing with Revolt: What Facilitates and What Holds Back the Revolt in Performative Work." *ManInFest* 2/2008.

Semen, Marie-Louise. "Fluid shadows: Glancing at a Butoh Act." *ManInFest* 1/2007.

Semen, Marie-Louise. "The Pervert's Guide to Cinema or Why Cinema is the Most Perverted Art." *ManInFest* 2-3/2006.

Semen, Marie-Louise. "To double, disconnect, and distance." *ManInFest* 2-3/2006.

CONFERENCE PRESENTATIONS

Paulesc, M.L. (March 2017). "The Autobiography of Nicolae Ceaușescu: (Not) a Documentary, (Not) an Autobiography, (Non) Fiction, and (Not) Archival Research." Society for Cinema and Media Studies Conference, Chicago, IL.

Paulesc, M.L. (November 2016). "'Being there' for public memory studies." National Communication Association Convention, Philadelphia, PA. [presented in absentia]

Paulesc, M.L. (February 2014). "Rhetoric, public memory, and identity in a communist bar." Western States Communication Association Convention, Anaheim, CA.

Paulesc, M.L. (November 2014). Panel participant: "Transfer between pedagogy and performance." Western States Communication Association Convention, Anaheim, CA.

Paulesc, M.L. (November 2013). Panel participant: "Connecting Rhetoric and Qualitative Methods: Ethnography, Enactment, and Embodiment." NCA Convention, Washington, DC.

Paulesc, M.L. (November 2011). "The Memorial of the Victims of Communism and of the Resistance, Sighet, Romania. Layers and intersections." NCA Convention, New Orleans, LA.

Paulesc, M.L. (February 2012). "Indian School Park in Phoenix. Blended memories, muted memories." WSCA Conference, Albuquerque, NM.

Paulesc, M.L. (February 2012). "Foucault in collective/public memory studies." WSCA Conference, Albuquerque, NM.

Brouwer, D. and Paulesc, M.L. (February 2011). "The Public Sphere Goes Global: Three Propositions on a Mobile Concept." WSCA Conference, CA.

Semen, M.L. and Brouwer, D. (November 2010). "Searching for the public sphere in communist Eastern Europe." NCA Convention, San Francisco, CA.

Semen, M.L. (February 2010). "Rhetoric without democracy." WSCA Conference, Anchorage, AK.

Semen, M.L. (February 2009). "Scapegoating to Perfection. Why We Killed While Others Wore Velvet." WSCA Conference, Mesa, AZ.

Cunningham, S., & Semen, M.L. (October 2008). "Me and Myself: A Revolving Affair." OSCLG Conference, Nashville, TN.

Semen, M.L. (June 2008). "The Dictator's Sins. Western Media sentencing Ceaușescu to eternal damnation." 15th Bilateral French-Romanian Colloquium, University of Bucharest, Romania.

Semen, M.L. (November 1999). "Does the cinema kill the theatre or is it resuscitating it?" SEM Workshop for Romanian Theatre Critics, Targu-Mures, Romania.

Semen, M.L. (November 1998). "The Avatars of the Dramatic Text." International New Drama Festival, Targu-Mures, Romania.

PUBLIC PRESENTATIONS & PANELS

- Panelist: "Strategies for Promotion." Career Faculty Association Panel | February 10, 2026
- Keynote: "Beyond the Buzzword: A Critical Look at Personal Branding." Emerging Professionals Welcome Event, CISA Dean's Office | Fall 2025
- Guest discussant, Melikian Center Kino Nights — post-screening conversation on TATA, documentary on family dynamics and toxic masculinity; contributed perspectives on collective memory | Fall 2025
- Co-Moderator (with Regina Revazova, Cronkite School): "Disinformation and Its Impacts on Eastern Europe." Public panel with Hubert H. Humphrey Fellows in journalism and communication from Albania, Montenegro, Hungary, and Bulgaria. ASU Melikian Center | March 5, 2025
- Panelist: "Gen Z: How do you consume civics education in the digital age?" Virtual Public Square, Sandra Day O'Connor Institute for American Democracy. With Mi-Ai Parrish, Professor for Media Innovation and Leadership, Cronkite School | Spring 2025
- Invited Expert Guest: "Noaptea albă a alegerilor americane 2024" (American Election Night Watch), Faculty of Journalism and Communication Sciences, University of Bucharest — public all-night event with 120+ attendees; contributed online commentary on the US electoral system alongside faculty from ASU Cronkite School and Southern Illinois University | November 5, 2024
- Public Lecture: "Criss-crossing Pop Culture, Public Memory, and History." CISA Humanities Lecture Series, online | April 2022
- Public Lecture: "Living with the Past: Remembering Communism in Romania." CISA Humanities Lecture Series, Phoenix, AZ | November 2019

- Workshop Presentation: “Using Presentation Software in Pedagogically Sound Ways.” Progressive Pedagogy Workshop Series, ASU University College, Tempe, AZ | March 2019

SCHOLARLY PERFORMANCES

“Artifacts of citizenship.” In (Im)migration. Multi-media installation. Curator: Chris Danowski. Artistic director: Jennifer Linde. Conceptual director: Amira de la Garza. Empty Space Theater, 2011.

Me and Myself: A Revolving Affair. Co-directed, co-written and performed with Summer Cunningham. Presented as part of Questioning the Body: Experiments with the Soul’s Revolt, Empty Space Theater, Tempe, Arizona, April 2008.

TRANSLATION

Borradori, Giovanna. Filozofie intr-un timp al terorii. Dialoguri cu Jürgen Habermas si Jacques Derrida (2005). (Original: Philosophy in a Time of Terror: Dialogues with Jürgen Habermas and Jacques Derrida.) Mihali, Ciprian and Semen, Marie-Louise (Trans). Bucharest: Paralela 45.

GRANTS & FELLOWSHIPS

- Dissertation Fellowship, ASU Graduate College. Project: Remembering communism in everyday life/Romania | 2013
- Summer Research Grant, Hugh Downs School of Human Communication. Project: Memory of communism in everyday life: Bucharest, Romania | 2012
- Summer Research Grant, Hugh Downs School of Human Communication. Project: Communism in the museum: A Romanian Case Study | 2010

HONORS & AWARDS

- Equity and Inclusion Award, College of Integrative Sciences and Arts, ASU | 2021
- Center for the Study of Race and Democracy Teaching Faculty Fellow, ASU | 2020
- Meeting the Needs of Underrepresented Students Award, Languages and Cultures, CISA, ASU | 2017
- NCA Doctoral Honors Seminar, University of Maine | 2013

SERVICE (SELECTED)

University

- Career Faculty Association Programming Committee | Spring 2025–present
- CFA Research Awards — reviewer; evaluated 20+ applications across multiple categories | Spring 2026
- University Senator, Languages and Cultures | Fall 2022–Spring 2025
- University Senate Committee on Committees | Fall 2022–Spring 2023
- Faculty Advisory Committee, Melikian Center for Russian, Eurasian and East European Studies | Fall 2022–Spring 2025
- Provost’s Office LEAD program, team member | Fall 2016–Fall 2024
- Faculty Women of Color Caucus, Downtown Campus Representative | 2017
- Assistant to Faculty Women of Color Caucus VP of Communication | 2015–2016

College

- Curriculum Committee, CISA | Fall 2017–Spring 2019, Fall 2023–Spring 2025
- College Assembly Council, CISA | Fall 2022–Spring 2025
- Committee on Inclusion, member and working group leader | Fall 2020–Spring 2022
- Working groups on Visioning Design, Experiential Learning, and Transferable Skills | 2022
- Name reader, CISA Convocation Ceremony | Fall 2018

School / Unit

- Search Committee for FYC Instructor, Chair, SASA Downtown | Fall 2025–Spring 2026
- APR Self-Study Committee, SASA | Spring 2026–present
- SASA Governing Documents Committee | Fall 2023–Spring 2025
- Peer Review Committee for Promotion, SASA | Fall 2023
- Languages and Cultures Career Track Personnel Committee Chair | 2021–2022
- Languages and Cultures Career Track Personnel Committee Co-Chair | 2020
- Languages and Cultures Lecturer Search Committees | Summer 2019, Summer 2021

Faculty Mentoring and Peer Support

- CISA Mentoring Program — mentor | 2025, 2026
- Peer teaching observations and mentoring | ongoing
- Curriculum development consultation for colleagues
- Supported colleague through instructor promotion application process
- External reviewer, tenure and promotion case, SUNY Oneonta | Fall 2022
- Supported new LEAD Communication instructors | 2017, 2022

Discipline

- Reviewer, NCA Conference (Rhetoric and Communication Theory, Short Courses, Critical and Cultural Studies, Mass Communication divisions) | 2013, 2014, 2016, 2017, 2018, 2021, 2022, 2023, 2025, 2026
- Reviewer, Rhetoric Society of America Biennial Conference | 2023
- Reviewer, Western States Communication Association (Freedom of Expression and Political Communication, Communication Instruction, Media Studies interest groups) | 2020, 2021, 2023, 2024, 2025
- Panel Chair, Western States Communication Association, Rhetoric and Public Address Interest Group | 2014
- Journal Reviewer, History of Communism in Europe | 2012

Community

- Member, Tempe Arts Grant Panel | Summer 2025
- ARCS Arizona (American Romanian Cultural Society) — Board Chair; founded organization 2019; organized Romanian Film Festival Arizona (4 editions: 2021, 2022, 2023, 2024); funded by grants from Melikian Center, Tempe City Government, and Romanian Cultural Institute in New York | 2019–present
- American Romanian Cultural Society — Director of Strategic Planning | 2022–2023
- ARCHER (American Romanian Coalition for Human and Equal Rights) — advisory capacity; co-moderated public event on racism and discrimination in healthcare | Spring–Fall 2021
- Public relations counseling for The Impossible Theatre (non-profit promoting alternative theatre) | 2002–2005
- Editor, ultimaT — first non-state-funded Romanian theatre journal | 1998–2000

PROFESSIONAL DEVELOPMENT (SELECTED)

- NCA Summer Institute — sessions on qualitative research, global communication, social media, Africana philosophy and rhetoric | July 2025
- Constructive Dialogue workshop | March 2026
- Participatory Research Methods workshop | February 2026
- Cultivating Civic Virtues through Action (CCVA) Community of Practice, ASU Lincoln Center for Applied Ethics — full-semester program | Spring 2025
- CISA AI Upskilling Essentials Training | Fall 2025
- Lincoln Center Visiting Scholar Lecture: “Opening AI’s Black Box and Finding a Baby” with Anna Lauren Hoffman | Spring 2025
- Current’s webinar: The Secret History of Public Media | Spring 2025
- Global Advocacy Certificate | 2024

- Shadowed Sarah Amira de la Garza: intercultural role-playing games and gamification pedagogy | 2023
- Lawrence Grossberg: “Cultural Studies: Thinking Otherwise in Dangerous Times” | 2022
- Rhetorical Society of America Summer Institute: “Rhetoric in Dark Times” (competitive selection) | 2021
- Jesse Stommel: “Designing for Care and Embracing Ungrading” | 2021
- “Experiencing and Remembering Cultural Trauma” — New School’s Center for Public Scholarship | Fall 2020
- Improv Workshop, Torch Theatre | 2018
- Shadowed Sarah Amira de la Garza: qualitative research pedagogy | 2015

PRIOR PROFESSIONAL EXPERIENCE

Journalist / Contributor (freelance) | Evenimentul Zilei, Femeia, Observatorul Cultural, and others | May 2005 – July 2010

Film criticism, cultural commentary, and features for Romanian print publications.

Marketing & PR Consultant (freelance) | Various US small businesses | January 2006 – December 2008

Public Relations Manager | Europa FM Radio Station, Romania | January – October 2005

Managed communication and marketing campaigns, media relations, and brand monitoring; sustained the station’s leading market position in Romania.

Communication and Promotional Support | The Death of Mr. Lazarescu and The Italian Girls | 2004–2005

Provided communication and promotional support for two independent Romanian films during the emergence of the Romanian New Wave.

Editor in Chief | HBO Romania Magazine | January – December 2004

Developed the magazine concept, recruited staff and contributors, coordinated editing, design, and production; HBO Magazine became the most-read Romanian monthly.

Staff Writer / Reporter | TV Story (Bi-Weekly TV Guide), Sanoma Hearst Romania | September 2002 – December 2004

Reported news stories, wrote features, columns, and conducted interviews; contributed to multiple Sanoma Hearst publications during this period; around 200 published pieces.

Public Relations Manager | Cluj National Theatre | September 2001 – August 2002

Developed communication strategy and managed campaigns; increased national visibility reflected in ticket sales growth.

Press Officer | Romanian Ministry of Culture | January 1998 – August 2001

Wrote press releases, speeches, and evaluation reports; managed media relations and organized press conferences.

LANGUAGES

- Romanian — native language
- English — full professional proficiency
- French — reading proficiency

PROFESSIONAL MEMBERSHIPS & AFFILIATIONS

- National Communication Association
- Western States Communication Association
- ASU Career Faculty Association
- ASU Melikian Center Affiliate