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Employment

Assistant Professor

Academic
Faculty of Society & Design
Australia
2 Dec 2013 → 31 Dec 2049

Training & Development Manager, Customer Service Centre

Pioneer Construction Materials Pty Ltd
Australia
1 Jan 2001 → 1 Jan 2001

Full-Time Communication Teacher

Sydney Institute of Technology
Australia
1 Jan 1997 → 1 Jan 2001

Senior Lecturer in Communication

KvB College of Visual Communication
Australia
1 Jan 1994 → 1 Jan 1997

Writer

Quoin Technology
Australia
1 Jan 1993 → 1 Jan 1994

Customer Satisfaction Manager

IBM Customer Satisfaction Office
United States
1 Jan 1991 → 1 Jan 1993

Adjunct Professor

Southern Connecticut State University
United States
1 Jan 1991 → 1 Jan 1992

Publishing Specialist and Systems Engineer

IBM Corporation
United States
1 Jan 1987 → 1 Jan 1991

Information Developer

IBM Corporation

United States

1 Jan 1983 → 1 Jan 1987

Research outputs

Exploring media research: Theories, practice, and purpose [Book Review]

Mitchell, M., 14 Oct 2019, In : Media International Australia. 173, 1, p. 160-161 2 p.

Subverting The Graduate: An Irigarayan Analysis of Vernoux's Bright Days Ahead

Mitchell, M., 27 May 2019.

Communicating women's perspectives and concerns in the films of Julie Lopes-Curval using *l'écriture féminine*

Mitchell, M., 2019, In : Communication Research and Practice. 5, 3, p. 274-289 16 p.

Uncertainty, risk, and opportunity frames in Australian online media reports of the 2016 Great Barrier Reef mass coral-bleaching event

Mitchell, M. & Roffey-Mitchell, T., 15 Oct 2018, In : Cogent Social Sciences. 4, p. 1-21 21 p.

Book Review: Fairy-Tale Films Beyond Disney: International Perspectives

Mitchell, M., 10 Aug 2018, In : Media International Australia. 168, 1, p. 186-186 1 p.

Breaking free: Feminist themes in the feature films of Julie Lopes-Curval

Mitchell, M., Jul 2018, p. 66-66. 1 p.

Voices, Science, and Risks: A Content Analysis of Australian Online Media Reports of Human-Induced Climate-Change Impacts on the Great Barrier Reef in 2016

Mitchell, M., 27 May 2018, p. 205-205. 1 p.

A Qualitative Thematic Analysis of 2016 Australian Media Reports on Climate Change on the Great Barrier Reef

Mitchell, M., 25 May 2017, (Unpublished).

Internet studies: Past, present and future directions by Panayiota Tsatsou [book review]

Mitchell, M., May 2017, In : Media International Australia Incorporating Culture and Policy: quarterly journal of media research and resources. 163, 1, p. 189-190 2 p.

Hidden Diary: Patriarchal domestic violence revealed in a revision of the maternal melodrama

Mitchell, M., 2017, *Refereed Proceedings of the 2017 Australia and New Zealand Communication Association Conference: Communication Worlds: Access, Voice, Diversity, Engagement*. Martin, F. (ed.). Sydney: The Australian and New Zealand Communication Association (ANZCA), p. 1-15 (Australia and New Zealand Communication Association).

Authentic leadership in illness blogs: What we can learn from jaw surgery bloggers

Mitchell, M., 31 Dec 2016, In : Cogent Social Sciences. 2, 1, p. 1-13 1271270.

Taking another look at meaning structures along the horizontal and vertical axes in multimodal composition

Mitchell, M., 13 Jun 2016.

More to reading images: Motivations underlying horizontal and vertical time-related graphics

Mitchell, M., 2016, In : International Journal of Literacies. 23, 4, p. 29-53 25 p.

Fitting issues: The visual representation of time in family tree diagrams

Mitchell, M., 2014, In : *Sign Systems Studies*. 42, 2-3, p. 241-280 40 p.

Questions, Ideas, and Concerns about Multicultural Student Teams

Mitchell, M., 2013, *Research in Management Learning & Education Unconference*. Kenworthy, A., Brown, K., Billsberry, J. & Hrivnak, G. (eds.). Gold Coast, Australia: Bond University, p. 28 1 p.

Architecture and science-fiction film: Philip K. Dick and the Spectacle of Home [book review]

Mitchell, M., May 2012, In : *Media International Australia*. 143, p. 173-174 2 p.

Considering a new framework for designing public safety 'filler' messages on highway variable-message signs: Applying the behaviour change wheel

Mitchell, M., 2011, In : *Journal of the Australasian College of Road Safety*. 22, 4, p. 22 4 p.

An analysis of road signage and advertising from a pragmatic visual communication perspective

Mitchell, M., 2010, In : *Journal of the Australasian College of Road Safety*. 21, 2, p. 55-64 2010 p.

The development of automobile speedometer dials: A balance of ergonomics and style, regulation and power

Mitchell, M., 2010, In : *Visible Language*. 44, 3, p. 331-366 36 p.

Experience in writing an ethics application for conducting communication research with Aboriginal people in remote communities of the far north Kimberly

Mitchell, M., 9 Jul 2009, p. 61. 1 p.

Evaluating the effectiveness of an organisational communication assessment using frameworks from cognitive learning theory and authentic assessment

Mitchell, M., 2009, *Communication, creativity and global citizenship: Refereed Proceedings of the Australian and New Zealand Communication Association Conference 2009*. Flew, T. (ed.). Brisbane: The Australian and New Zealand Communication Association (ANZCA), p. 99-110 12 p.

Conducting ethnographic research on language-like visual communication

Mitchell, M., 2008, *Refereed Proceedings of the ANZCA Conference 2008: Power and Place*. Tilley, E. (ed.). Wellington: The Australian and New Zealand Communication Association (ANZCA), p. 1-15 15 p.

Representations of time in computer interface design

Mitchell, M., 2007, In : *Visible Language*. 41, 3, p. 220-245 26 p.

The visual representation of time in timelines, graphs, and charts

Mitchell, M., 2004, *Refereed Proceedings of the Annual Meeting of the ANZCA, Sydney 2004: Making a Difference*. The Australian and New Zealand Communication Association (ANZCA), p. 1-12 12 p.

Tourism and Hospitality Communication Skills: Resource Package. Learners Notes and Activities

Mitchell, M. & Locke, M., 2000, Granville, NSW: Access Educational Services Division. TAFE New South Wales . 83 p. (VET in Schools Series; vol. 7)