



Curriculum Vita Spring 2026

Instructor: STEPHEN A. FURLICH

Academic Department: History & Liberal Studies

University Address: Department of History and Liberal Studies

Texas A&M University
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EDUCATION

Texas Tech University (TTU) Doctor of Philosophy in Higher Education

Texas Tech University (TTU) Master of Arts in Communication Studies

Texas Tech University (TTU) Bachelor of Arts in Psychology

TEACHING EXPERIENCE

Assistant Professor 2012-2017; Associate Professor 2018-2024

East Texas A&M University, Commerce, TX

- **(First Time Offered at TAMUC) Taught Computer Mediated Communication:** This course covers the digital networked era, which is based on consuming ever-increasing content. The course examines fundamental aspects of interpersonal communication and consider how different types of computer-mediated communications (CMC) technologies such as e-mail, instant messaging, video conferencing, twitter and social network sites affect communication processes. Students will

develop a better sense of knowledge, information, and power changes on the web and become aware of their own personal change. Students will engage the web as critical writers and readers in order to move past being simply consumers and empower them in this digital networked era.

- **(First Time Offered at TAMUC On-Line) Taught Persuasion Communication:** This course includes a critical analysis of the principles and methods influencing belief and action. This course expands beyond studying persuasion in speech format. Communication through technology is also analyzed concerning persuasive appeals. Professional persuasive techniques are analyzed such as with sales people and advertisements.
- **(First Time Offered at TAMUC) Taught Communication Research Methods & Theory:** This course is a survey of basic human communication research methods focused on developing competencies at various levels.
 - The primary goal is for students to better understand and apply how research is conducted in communication studies. Emphasis is placed in three primary areas of human communication research: Quantitative, Qualitative, and Critical. Students will write papers that can lead up to research studies.
- **(First Time Offered at TAMUC On-Line) Taught Intercultural Communication:** This course applies intercultural communication concepts, principles, strategies and techniques to your professional and personal life.
 - Intercultural communication is examined with face to face communication and through the use of technology.
- **(First Time Offered at TAMUC) Taught Gender Communication:** emphasis on gender communication
 - Different theoretical perspectives will be covered from which to study social behavior of the two sexes. Both verbal communication and nonverbal communication will be addressed across contexts.
- **(First Time Offered at TAMUC On-Line) Taught Political Communication:** The American political system is addressed with an emphasis on communication.
 - The course also looks at relevant media formats such as current trends and technology use. Applying political communication concepts, principles, strategies and techniques to your personal life.
- **(First Time Offered at TAMUC On-Line) Taught Leadership and Conflict:** Leadership is addressed with an emphasis on communication
 - Communication is a major component with any leader. Various forms

of communication are explored to understand how leaders can innovate change through their communication.

- **Taught Small Group Communication:** emphasizes more proficient communication in various types of groups
- Small groups influence individual lives every day both positively and negatively. Students learn positive and negative communication behaviors for small groups in various contexts.
- **(First Time Offered at TAMUC On-Line) Taught Interpersonal Communication:** interpersonal communication theories and concepts
- Interpersonal Communication focused on communication in small numbers on a personal level. Different contexts examined were personal relationships,
- organizations, small groups, and family dynamics Emphasis was placed on research and application of theories and concepts.

- Verbal and nonverbal elements of interpersonal communication were a primary focus.
 - Lectured, managed grade rosters, and designed syllabi
- **(Face to Face & On-Line; First Time Offered at TAMUC On-Line) Taught Human Communication:** human communication theories and concepts
- Human Communication was a survey of basic processes, theories, and skills focused on developing competencies in various levels of human communication. Emphasis was placed on research, organization, presentation,
- and evaluation of oral messages and presentations. Verbal and nonverbal elements of oral communication were a primary focus.
 - Lectured, managed grade rosters, and designed syllabi

Taught Business & Professional Communication: communication principles and practices for business professionals

- Professional Communication focused on communication in the business context. More specifically, an emphasis was placed on principles and practices for communicating at work.
- Lectured, managed grade rosters, and designed syllabi

Taught Fundamentals of Communication: emphasis on communication skills development

- Fundamentals of Communication explored theories and principles of effective public speaking while providing an emphasis on skills development.

- **(First Time Offered at TAMUC) Taught Nonverbal Communication:** emphasis on nonverbal communication
- Nonverbal communication attempts to improve the ability to communicate more effectively nonverbally as well as to better understand other's nonverbal behaviors by exploring fundamental nonverbal communication research and applying those research findings.

Taught Theories of Communication: theories in the Communication discipline

- Theories of communication covers various theories within the Communication discipline. Furthermore, the importance of theory in research is addressed as well as how to incorporate theory into research studies.

Assistant Professor

2007-2012

Wayland Baptist University (WBU), Plainview, TX

- **Taught Speech Communication:** human communication theories and concepts
- Speech Communication was a survey of basic processes, theories, and skills focused on developing competencies in various levels of human communication. Emphasis was placed on research, organization, presentation,
- and evaluation of oral messages and presentations. Verbal and nonverbal elements of oral communication were a primary focus.
- Lectured, managed grade rosters, and designed syllabi
- **Taught Communication in the Classroom:** communication teaching theories and practices for education majors
- Communication in the Classroom was a survey of communication processes, theories, and skills applied in the educational context. Emphasis was placed upon knowledge and skills needed for interaction between teachers and students, and facilitation of learning in a variety of modes and situations. This course aimed at having a complete understanding through philosophical and applied research approaches.
- Lectured, managed grade rosters, and designed syllabi
- **Taught Argumentation and Debate:** argument formation and persuasive appeals in various contexts
- Argumentation and Debate explored theories and principles of effective argument while providing an emphasis on skills development. Specific attention was given to the preparation, delivery, and evaluation of arguments.
- **Taught Professional Communication:** communication principles and practices for business professionals

- Professional Communication focused on communication in the business context. More specifically, an emphasis was placed on principles and practices for communicating at work.
- Lectured, managed grade rosters, and designed syllabi
- **Taught Public Speaking:** emphasis on communication skills development
- Public Speaking explored theories and principles of effective public speaking while providing an emphasis on skills development.
- Face to Face & Virtual Classes Taught

Adjunct Professor

2007

Texas Tech University (TTU), Lubbock, TX

- **Taught Development and Learning during Adolescence:** teaching theories and practices for teaching high school students

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- Development and Learning during Adolescence explored different approaches for teaching high school students. More specifically, it addressed developmental and instructional theories to incorporate when teaching high school students.
- Lectured, managed grade rosters, and designed syllabi

Adjunct Professor

2006

Texas Tech University (TTU), Lubbock, TX

- **Taught Business and Professional Communication:** communication principles and practices for business and professionals

- Business and Professional Communication focused on communication in the business context. More specifically, an emphasis was placed on principles and practices for communicating at work.

- Lectured, managed grade rosters, and designed syllabi

- **Taught Public Speaking:** emphasis on communication skills development
- Public Speaking explored theories and principles of effective public speaking while providing an emphasis on skills development.

- Lectured, managed grade rosters, and designed syllabi

Graduate Teaching Assistantship **2000-2002**

UNL (University of Nebraska-Lincoln)

Taught Business and Professional Communication

Graduate Teaching **1998-2000**

Assistantship TTU (Texas Tech

University) Taught Public Speaking

Texas Christian University, Fort Worth, Texas

Graduate Teaching Assistant, August 1990 to May 1993

Taught courses in sophomore composition and British literature

Tarrant County Junior College,

Fort Worth, Texas Adjunct Instructor, August 1989

August 1990

Taught courses in basic writing, first-year composition, surveys of British and world literature

PUBLICATIONS

Furlich, S. (2022). *Nonverbal Epiphany: Steps to Improve Your Nonverbal Communication*. Bowker. *(**Amazon #1 Bestseller**)

Furlich, S. (2021). *Sex Talk: How Biological Sex Influences Gender Communication Differences Throughout Life's Stages*. Bowker.

*(**Amazon #1 Bestseller**)

Furlich, S. (2025). Body Language Poses to Highlight Body Curves: New research highlights S-shape attractiveness. *Psychology Today*.
<https://www.psychologytoday.com/us/blog/what-others-are-not-saying/202504/body-language-poses-to-highlight-body-curves>

Furlich, S. (2025). Communibiology of Sexual Arousal: What communibiological differences are there between men and women? *Psychology Today*.

<https://www.psychologytoday.com/us/blog/what-others-are-not-saying/202501/communibiology-of-sexual-arousal>

Furlich, S. (2024). Body Language of the Contrapposto Pose: One easy step to

command attention and attraction in holiday photos. *Psychology Today*. <https://www.psychologytoday.com/us/blog/what-others-are-not-saying/202411/body-language-of-the-contrapposto-pose>

Furlich, S. (2024). How a Political 'October Surprise' Is Remembered: Making a political "October surprise" effective is about timing. *Psychology Today*. <https://www.psychologytoday.com/us/blog/what-others-are-not-saying/202410/how-a-political-october-surprise-is-remembered>

Furlich, S. (2024). Body Language of the Politician: The "Sand Pinch." *Psychology Today*. <https://www.psychologytoday.com/us/blog/what-others-are-not-saying/202410/body-language-of-the-politician-the-sand-pinch>

Furlich, S. (2024-Present). *Psychology Today Contributor*. What Others are Not Saying: Research Strategies to Communicate and Interpret Others More Effectively. <https://www.psychologytoday.com/intl/contributors/stephen-furlich-phd>

Furlich, S. (2016). **(Lead Article)** Exploring the Family Metaphor within Organizational Culture for Understanding Employee Motivation. *Texas Speech Communication Journal*, 40, 6-19.

Furlich, S. (2016). Understanding Employee Motivation through Managerial Communication and the use of Expectancy-Valence Theory. *Journal of Integrated Social Sciences*, 6, 17-37.

Furlich, S. (2016). Understanding Instructor Nonverbal Immediacy, Verbal Immediacy, and Student Motivation at a Small Liberal Arts University. *Journal of the Scholarship of Teaching and Learning*, 16, 11-22.

Furlich, S. (2016). A Reply to Bruce G. Gillies: Understanding Employee Motivation Through Managerial Communication Using Expectancy-Valence Theory. *Journal of Integrated Social Sciences*, 6, 43-48.

Furlich, S. (2014). Exploring Instructor Verbal Immediacy Behaviors and Student Motivation with Institution Type through Self-Determination Theory. *Kentucky Journal of Communication*, 33, 52-65.

(Editors' Choice Award) Furlich, S., & Clapp, D. (2013). Conflict Management Styles in the Classroom. *Academic Exchange Quarterly*, 17 (3), 18-23.

Furlich, S. (2013). Enhancing on-line teaching with verbal immediacy through self-determination theory. *Online Journal of Distance Learning Administration*, 16 (2), Accessed from:
<http://www.westga.edu/~distance/ojdla/>

Furlich, S., & Dwyer, J. (2007). Student Motivation and Instructor Immediacy in Community College Mathematics Classes. *The Mathematics Educator (Singapore)*, 10(2), 55-70.

Furlich, S., & Olaniran, B. (2005). Communication Scholars' Narratives of IRB Experiences. *Journal of Applied Communication Research*, 33, 204-230.

Furlich, S. (2004). The Impact of Leaders' Socialization Behaviors with New Graduate Students. *The Florida Communication Journal*, 32, 66-74.

Furlich, S., & Olaniran, B. (2004). Reward Systems and Self-Managed Team Success. *Academic Exchange Quarterly*, 8, 27-31.

Furlich, S. (2003). The Influence of Faculty Communication Behaviors on Graduate Student Learning. *The Florida Communication Journal*, 31, 1-10.

RESEARCH GRANTS AND AWARDS

Global Book Gold Award (2024). received in the category networking & communications for book Furlich, S. (2022). *Nonverbal Epiphany: Steps to Improve Your Nonverbal Communication*. Bowker.

Furlich, S. (2022). *Nonverbal Epiphany: Steps to Improve Your Nonverbal Communication*. Bowker.

***Amazon #1 Bestseller** in the Categories:

#1 Education Workbooks

Furlich, S. (2021). *Sex Talk: How Biological Sex Influences Gender Communication Differences Throughout Life's Stages*. Bowker.

***Amazon #1 Bestseller** in the Categories:

#1 Social Sciences Research
#1 Men's Sexual Health &
Impotence #1 Social Sciences
Methodology
#2 Men's Health

Furlich, S. (2016). **(Lead Article)** Exploring the Family Metaphor within Organizational Culture for Understanding Employee Motivation. *Texas Speech Communication Journal*, 40, 6-19.

Furlich, S., & Clapp, D. (2013). **(Editors' Choice Award)**. Conflict Management Styles in the Classroom. *Academic Exchange Quarterly*, 17 (3), 18-23.

2005 Texas Tech University 2005 Summer Dissertation/Thesis Research Award for Dissertation titled “An Exploration of the Relation Among Instructor Feedback, Student

Motivation, and Student Performance in Student Groups within the Higher Education Classroom”.

2005 Top Five Paper Award

Furlich, S., & Olaniran, B. (2005). Employees' Motivation in Relation to

Communication Expectations and Communication Experiences With Their Managers: An Exploration and Expansion of Expectancy-Valence Theory. Paper presented at the National Communication Association Conference, Boston, MASS, 2005.

2004 M.A. and Nora Potter Sims Endowed Scholarship, College of Education, Texas Tech University

2003 College of Education Human Resources Affairs Committee Scholarship, College of Education, Texas Tech University

2002 Elected for the Kappa Alpha Theta Faculty Appreciation

Banquette 2002 Elected for the Pi Kappa Alpha Appreciation

Banquette

2001 Elected for the Rho Chapter of Alpha Xi Delta Annual Professor Dinner

2000 Texas Tech University 2000 Summer Dissertation/Thesis Research Award for Master's Thesis titled “Employee Motivation: As a Function of Communication Expectations and Immediacy”.