

# Henrique de Moraes Viana, M.A.

## Curriculum Vitae

October 2023

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### Education

**M.A. in Communication Studies.** UNC Charlotte, Charlotte, NC. May 2010  
Concentration: International Public Relations/ Intercultural Communication Competence

**Study Abroad.** Aalborg University, Aalborg Denmark August - December 2009  
Concentration: Culture, Communication and Globalization

**B.A. in Communication.** East Carolina University, Greenville, NC. May 2008  
Concentration: Public Relations and International Studies/Global Communications

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### Areas of Interest

Intercultural communication competence; Globalization and its impacts on social and global media; Organizational cultures and practices; The influence of leadership and discourse on intercultural communications; Business communication, organizational communication, social networking and social media; Public speaking best practices and persuasive theories; Diversity management; Crisis communication management; Qualitative research methods.

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### Master Thesis/ Directed Project

*Topic:* Intercultural Communication Competence (ICC) in Public Relations: Proposing a tentative manual for developing ICC through global public relations practice.

Committee: Dr. Dean Kruckeberg, Chair

Dr. Alan Freitag

Dr. Min Jiang

*Description:* This research studied the role of Intercultural Communication Competence (ICC) in the global public relations field. It focused on developing a manual for public relations professionals, to train and develop ICC through the practice of public relations. It aimed to increase and/or develop a person's intercultural competence by focusing on the preparation that should occur prior to an international assignment, what needs to be accomplished and how it should be achieved abroad and how to utilize the experience as an example for others to pursue it. I gathered previously published information related to global public relations practice as well as the concept of intercultural competence through a qualitative meta-analysis. Meta-analysis combines estimates from independent investigations, and it allowed this study to find answers to questions by integrating the finding of many studies. This approach permitted the project to provide as much contextual meaning on where the two topics stood and the type of research that had previously been done to develop a manual that would be inclusive and accurate.

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## Teaching Appointments

University of North Carolina at Charlotte, Charlotte, NC

*Professional Comm. & Career Development*

August 2022 to present

After many years teaching Business Communications strictly to students in the College of Business, I decided to develop a similar course in which students in multiple other departments could benefit from. This course intends to teach students essential skills in pursuing a post college career. My approach is based on basic interpersonal and business-specific communication techniques including professional writing, public speaking and interviewing methods, incorporating social media etiquette and technology usage. Students in this course become more equipped to begin their professional careers by adapting to currently expected communication styles, adhering to proficient social media usage, developing stronger strategies, and more directly connecting their individual strengths to potential job requirements.

*Intercultural Communication*

August 2020 to present

Developed a new course on intercultural communication focusing on the necessity to understand how differences between human beings exist, culture and communication are inseparable and that being able to effectively communicate interculturally is an asset. This course explores the essential role of social, cultural, and historical contexts in human interaction. Students will develop intercultural communication competence through discussing cultural factors affecting life and identity including religion, nation, class, gender, race and civilization. They will also better overcome intercultural communication barriers such as stereotypes, ethnocentrism, prejudice, language and nonverbal misinterpretations along with becoming more willing, self-reflective, flexible, and fluid communicators in intercultural interactions. Additionally, they will understand the value of the concept of diversity and better apply diversity management knowledge to feel confident in their ability to enter a challenging, diverse workforce. Through a variety of assignments and interactive approaches, this will allow for a transformative and engaging atmosphere.

*Persuasion*

August 2017 to present

Developed a persuasion course focusing on teaching students to communicate effectively and ethically, while becoming better persuaders through understanding the purpose and value of a message, the needs of an audience, significance of motivation along with an awareness of theoretical perspectives and their applications. In this course, we discuss the history and practice of persuasion in multiple contexts from mass media, interpersonal, political, and advertising, and through a variety of channels. By considering the influence of social media, public discourse, the management of diverse audiences and all persuasive opportunities this world provides, this course prepares students to face real world communication scenarios. Through exams, mandatory participation and use of day-to-day examples, students improve their persuasive knowledge and awareness, credibility, critical thinking, and theoretical skills, hence becoming better advocates and consumers of persuasive messages.

*Public Speaking*

August 2010 to present

Prepare and teach classes on the principles of public speaking to undergraduate students; focused on teaching methods of delivery and preparation to improve their informative, impromptu, and persuasive speeches; develop and grade exams and speeches; hold office hours; mentor students throughout the semester, especially before speech dates; train students in speaking delivery techniques perfecting their use of voice, movement, gestures, facial expressions and eye contact.

*Business Communications*

August 2010 to June 2022

Prepare and teach classes covering business communication methods, strategies and issues, such as managing diversity, the role of new technologies, improving written, verbal and non-verbal communication skills to 150 undergraduate students; assign mock interviews, grade memos, reports, presentations, resumes and cover letters; develop and grade exams, group projects, and in-class exercises; invite and coordinate guest speakers; hold office hours; mentor students throughout the semester, with an emphasis on their final presentation where students utilize all aspects of business communication learned to create a crisis plan for an organization of choice. Work with teaching assistant ensuring they learn the material and are able to properly lecture labs and grade student's assignments along with managing office appointments and scheduling meetings.

*Small Group Communication*

June – August 2015

Prepared and taught a course focused on small group dynamics. Covered basic theories of group communication, collaboration, conflict management and problem solving. Created multiple exercises focusing on the need for diversity training, enhancing group creativity, leadership skills and improving group climate. Developed assignments to challenge each student's potential and understanding of the information. The final project included the creation of an original product to be developed and presented by each group.

*Applications in Organizational Communication*

August 2011 to May 2013

Prepared and taught classes covering organizational communication theory and principles including classical and current approaches to understanding organizational practices, the role of diversity, leadership and corporate culture, critical approaches and processes of decision making, problem-solving and emotion in the workplace. Utilized case study analysis for applying theory therefore enhancing students' problem solving, analytical and consulting skills. Developed tests, graded presentations, analysis, papers and facilitated discussion.

*Teaching Assistant in Communication Theory (Dr. Jon Crane)*

August 2008 to May 2009

Facilitated class discussions including a variety of basic communication theories including, but not limited to, the covering laws, communobiological, human action and systems perspectives, cognitive dissonance, the elaboration likelihood model, uncertainty reduction, relational dialects, uses and gratification, agenda setting and cultivation theory; mentored students in one-on-one and group meetings; graded exams and students' assignments.

East Carolina University Athletic Department, Greenville, NC

*Student Development Academic Support Staff*

August 2007 – January 2008

Provided academic support and tutored student-athletes in a variety of subjects including lower and higher-level communication, Spanish, French and international relations courses, facilitating learning objectives on a daily basis. Oriented and supervised a diverse group of students prior to examinations through single and group sessions enhancing their skills and tutoring them on specific subjects.

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## **Research Appointments**

University of North Carolina at Charlotte, Charlotte, NC

*Research Assistant (Drs. Kruckeberg, Davis and Jiang)*

August 2008 – May 2010

Reviewed literature, contributed to data gathering in both qualitative and quantitative assignments in areas including, but not limited to, global public relations practices; Intercultural communication issues; Corporate social responsibility; The expansion of public relations in the developing world; Impacts of globalization; social media and its growth in Eastern and Western cultures; Family and health communications; and intercultural ethics in both English and Spanish.

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## **Service**

University of North Carolina at Charlotte

*Communication Studies Dpt.*

*Faculty Advisor*

August 2013 to present

Advise an average of 50 students yearly on class selection, major decisions and career options while ensuring all requirements are met for my advisees to graduate on time with the most appropriate degree, concentration and minor. Additionally, provide guidance on areas of interest, alternatives to the curriculum and suggestions on elective coursework. When necessary, have assisted with study abroad paperwork, petition procedures and a variety of other requirements. Provide both in-person and online sessions, giving students multiple methodological options.

*Inclusivity, Equity & Justice Committee Chair*

August 2020 to present

Assigned as Chair to evaluate and improve all Department policies regarding inclusivity, equity, and justice through multiple efforts included but not limited to creating a social justice plan, fostering supportive, safe, and brave spaces for students, staff, and faculty; creating, maintaining, and constantly evaluating an inclusive curriculum and pedagogy dedicated to justice; providing and updating a database of inclusivity, equity, and justice resources for the Department community; performing a review of all Department policies and processes as well as advising the Chair, Faculty Advisory Committee, and faculty regarding inclusivity, equity, and justice

changes. In addition, will work with students providing a channel for communication regarding instances of prejudice, injustice, unfair treatment, racism and more.

*Scholarship Committee*

August 2014 to present

Assigned to work on developing new ideas to encourage students to apply for available scholarships along with maintaining the options visible and known to students. Carefully reviewed scholarship requirements, wording of each individual ad, to better align with the university's and the donors' preferences. Evaluated all applications and made recommendations on selected winners for each, based on specific criteria.

*Advisory Committee*

August 2015 to May 2016

Represented the department's lectures and senior lectures in a committee responsible for communicating with the Chair, Dr. Rich Leeman. Participated in monthly meetings discussing departmental initiatives, college, and university news, evaluating information and always ensuring it was properly sent to all lecturers. Responded to colleagues' questions regarding new guidelines and proposals while also bringing up concerns and ideas to the Chair.

***College of Humanities & Earth and Social Sciences (Former CLAS)***

*Anti-Racism Working Group*

September 2020 to May 2023

Worked on the college initiative to combat inequities and provide a more welcoming and fair campus to all. Specifically joined the belonging & policy vs practice subgroup. As a leading member, reviewed existing policies, investigating best practices, and setting goals to be worked on to improve all faculty, staff, and students' experiences on campus. We met once a month with the larger group and a few additional times between the three of us in our subgroup, ultimately leading to changes in policy and culture of the college.

*Department Liaison for Equity & Justice*

August 2014 to May 2023

Represented the Communication Studies Department in this committee. Collaborated with other members to create a more diverse atmosphere for students, faculty, and staff by leading several initiatives. Specifically assigned to work on two subcommittees, "Student organizations and the importance of diversity in the workplace" and "International faculty" focusing on challenges faced by international faculty and departments. Participated in developing a three-year strategic plan to ensure the campus is a more welcoming, more diverse, and well-equipped place to receive students of all backgrounds. Led and mentored new members throughout the years with adapting to our existing plans, approach to working with the Dean and communicating with department's faculty and staff.

Worked with the College of Business' Dean along with the Accreditation Manager to ensure the course's (COMM 3160) objectives were met and applied. Created rubrics for both oral and written assignments to be assessed and ensured other faculty were aware of the process.

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## **Professional Experience**

### *Manager/ Consultant*

August 2008 – May 2010

The Center for Global Public Relations, Charlotte, NC

Developed strategic plan, goals, mission, vision statement, official brochure and website. Collaborated with the Director in establishing priorities relevant to launching the center. Identified and contacted target publics, sponsors and local international companies. Coordinated advisory board consisting of Bank of America, Goodrich Corporation, Ketchum PR, Wells Fargo among other members through scheduling dates, organizing agenda topics, e-mailing members and facilitating all meetings. Directed dedication ceremony and professional seminar targeted to public relations practitioners. Led staff in writing news releases to multiple media outlets, wrote speeches for the Director and introductions of guest speakers. Designed banner and event program, and coordinated hiring of catering service. Worked closely with speakers from Coca-Cola, Ketchum PR, ICE, All State and others to ensure compatibility of topics with event's main theme. Trained new employees, volunteers and supervised multiple operations including but not limited to weekly meeting reports, web site updates, social media postings and communication with global affiliates and associates.

### *Public Relations Assistant*

The United Way of Greenville, Greenville, NC

January 2008 – May 2008

Managed spring campaign to increase local chapter's reach and community engagement. Conducted focus groups to generate understanding of local's perceptions through playing promotional videos, interviewing participants and summarizing results. Analyzed media efforts to create a strategic plan to modify campaign efforts and encourage donors. Wrote news releases and communicated closely with local team and public relations' coordinators. Developed and presented a final proposal to board of directors, along with a group, to demonstrate research results and suggest new ideas to be implemented.

### *International Student Ambassador*

Intl. House of Affairs, East Carolina University, Greenville, NC

February 2007 – May 2008

Assisted international students in accommodating to a new life through coordinating orientations, special activities, seminars, workshops, and social events. Worked as a leader and mentor to new international students and developed skills in problem solving and coordinating events and became a member of the International Student Association.

*Campaign Assistant Director and Coordinator*  
Habitat for Humanity Restore, Greenville, NC

August 2007 – December 2007

Developed and coordinated a campaign to collect items to be donated and enhance the organization's visibility. Contacted local businesses, citizens, and college students, and monitored events to create awareness and inform people about the campaign. Created an on-campus initiative to improve student awareness as well as a local community outreach program. Organized volunteer and staff meetings to assign tasks and goals. Monitored special events and served as a liaison between store directors and participants helping in the campaign. Recruited volunteers and assigned different tasks such as carrying items, contacting donors, organizing the store, and picking up donations from different locations, which included more than one hundred and twenty items in its last day. Wrote campaign report which included a count of donated items, decorative modifications done to the store, estimate of awareness growth and suggestions for future plans.

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## **Personal Development**

### *UNC Charlotte's Green Dot Training – February 2023*

Completed and became a certified Green Dot Trainer. This in person, four-day, 25+ hour course aimed at reducing power-based, interpersonal violence on campus pertaining to sexual assault, harassment, dating/domestic violence and more. The goal of this certification is to raise awareness of the issues and create systems, strategies and programs that will support those impacted. It highlighted methods of prevention, engagement, strategies of intervention and more techniques to reduce numbers and bring attention to an all too common on campus issue.

### *UNC Charlotte's Sexuality & Gender Equity: Foundations Training – March 2022*

Completed the virtual, three-hour course emphasizing significant concepts and realities regarding LGBTQIA+ identities, terminology, and available resources.

*UNC Charlotte's Diversity, Equity, and Inclusion Canvas Course – September 2021.* Completed the six-hour course highlighting the importance of engagement with diversity, communicating for inclusion, the influence of unconscious bias and more.

*University of South Florida's MUMA College of Business' Diversity, Equity, and Inclusion in the Workplace Certificate – May 2021.* Completed the 7-week program which included a strong group of presenters from scholars, faculty members, DEI professionals, HR strategists, corporate executives and more. The content of the certificate focused on a variety of topics including but not limited to emotional intelligence, stereotypes and biases, organizational structures, DEI efforts, recruitment and retention, community outreach, developing sustainable and attainable business models, and more. Each weekly module focused on different areas, provided challenging assessments, and allowed an opportunity for discussion between participants and expert panelists.

*Employee Engagement and Career Advancement* – December 2019. This workshop covered aspects related to employee performance, communication, stress and problem-solving methods. During our conversation, we focused on what events trigger better commitment and efforts, and what helps prevent stress and high turnover rates. The most important point was to assess how to avoid disengaged employees from impacting a department or entire organization. There were a variety of techniques I can certainly utilize while teaching my classes (as I see myself as a leader/manager of students) and incorporate into my own performance as a member of our department as well.

*National Communication Association –Annual Conference Attendant* - Nov. 11-14, 2019, Baltimore, MD

Attended a variety of panel discussions, presentations and lectures regarding intercultural, business and interpersonal communication.

*Disability, Diversity & Work: Creating an Accessible Workplace* – October 2019. Learned about specific university policies concerning students, faculty and staff with disabilities; Covered laws and regulations both at a national, state and university level; Discussed how to close the divide between disability and employment, build an inclusive culture, adapt best practices in the classroom and what, when and how to communicate with both human resources and disability services. This was extremely beneficial in making me understand the challenges and how to better myself as a faculty member as well as an advocate for students and other university employees.

*Diversity and Generations in The Workplace* – October 2019. Discussed the importance of understanding the five different generations currently in the workplace; focused on appreciating each group's contributions, understanding needs, adapting to challenging differences, creating solutions in decision making and applying a broad knowledge to interacting to all.

*Connect Training* – October 2019. Discussed advising best practices and updates to the program becoming proficient with revised methods, shortcuts and communicative tools.

*National Communication Association –Annual Conference Attendant* - Nov. 8-11, 2018, Salt Lake City, UT

Attended a variety of panel discussions, presentations and lectures regarding public relations, political discourse and communication, research methods, as well as lgbtqia+ and race communications.



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## **Honors and Awards**

### University of North Carolina at Charlotte

Building Educational Strengths and Talents (B.E.S.T.) Outstanding Faculty Member Award, Spring 2012

### East Carolina University

School of Communication Outstanding Senior Award 2007-2008; Magna Cum Laude; Department of Athletics Outstanding Scholar-Athlete Award 2007-2008; Phi Kappa Phi Member; Student Athlete Advisory Committee Vice-President 2007-2008

### Conference USA

Second Team All-Conference 2007-2008; All-Academic Tennis Team 2006-2007.

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## **Cultural Skills**

Languages: English (fluent), Portuguese (native), Spanish (fluent), French (basic).

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## References

*Jason Edward Black, Ph.D.*

Full Professor of Rhetoric, Culture & Social Change,

Dept. of Communication Studies

Director of the Communication Studies Learning Community

Affiliate of American Studies; Africana Studies; Women & Gender Studies

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