

## Mark W. Lencho

Department of Languages and Literatures  
University of Wisconsin-Whitewater  
Whitewater, WI 53190  
Office Phone: (262) 472-5062

Home: 3409 Amhurst Road  
Janesville, WI 53546  
Cell Phone: (608) 436-4418  
lenchom@uww.edu

### Education

Ph.D., University of Wisconsin-Madison, 1991. Area of  
Concentration: English Linguistics. Minor: Computer Science.

### Employment (2005--present)

Associate Professor, Department of Languages and Literatures, University of  
Wisconsin-Whitewater, 1994-present.

Foreign Lecturer, Department of English and American Studies, University of  
Constantine the Philosopher, Slovak Republic, 2006-7. (Placed, under the  
auspices of the US Fulbright program, in a position to teach graduate and  
upper-division linguistics classes.)

### Professional Service (2005---present)

Member of the Board of Reviewers, *Discourse and Interaction*, Brno, Czech  
Republic, 2012-Present. (Linguistics journal with thematic issues on  
specific discourse types, published at Masaryk University)

Member of the Board of Reviewers, *Topics in Linguistics*, Nitra, Slovak Republic,  
2007--present. (An international scientific journal published by the  
Department of English and American Studies, Constantine the  
Philosopher University. The journal has special relevance for scholars of  
linguistics, intercultural communication, critical discourse analysis,  
pragmatics, and sociolinguistics.)

Member of the Editorial Board, *Cizí jazyky*, Plzen, Czech Republic, 2009-  
Present.

### Journal Publications (2005—present)

“The Changing Face of Facebook: Building Reflexivity into automated Online  
Discourse Routines.” *Topics in Linguistics* 8, 2012.

- “Subtitling for Home and Abroad: How Discourse Markers Calibrate the Shifting Relationships Between Film and its Audience.” *Theories in Practice: Proceedings of the First International conference on English and American Studies*. Zlín, Czech Republic: Tomas Bata University, 2010, 41-49.
- “Where Translation Meets Invention: Textual and Contextual Mismatches in bringing Slovak Realist Martin Kukučín into English,” *Topics in Linguistics* 3 July 2009, 65-69.
- “Where assessment and learning meet” (with co-authors Stephan Friedman and Michael Longrie). *Assessment Update*. 21, 2 Mar-Apr 2009, 5-7.
- “(Im)politeness in an American and Slovak Context: Constructing Identities and Calibrating to them in the Course of Simple Conversations,” *Topics in Linguistics* 1 October 2007, 8-12.
- “What’s happening here and why you should take my word for it: A microethnographic study of the language of student course evaluations composed in and out of the course.” *Proceedings of the 1<sup>st</sup> Nitra Conference on Discourse Studies; International Conference March 20, 2006*. Nitra, Slovak Republic: University of Constantine the Philosopher, 2006, 85-96.

### **Presentations (2005--present)**

- “Face, Book Value: Voting as a Principle of Organization in Digital Culture,” presented at the international conference “Language, Literature and Culture in a Changing Transatlantic World II,” in Prešov, Slovak Republic, October 4, 2012.
- “Face, Book Value: Reflexivity and Reification in a Digital Context,” presented at the 4<sup>th</sup> Nitra Conference on Discourse Studies, Nitra, SK, March 24, 2011.
- “Subtitling for Home and Abroad: How Discourse Markers Calibrate the Shifting Relationships Between Film and its Audience” presented at Theories and Practice: International Conference in English and American Studies, Tomas Bata University, Zlin, Czech Republic, September 9, 2009
- “Translating Culture Upstream: Distinctive Aspects of Translation from Literary Slovak to English,” presented at the 3<sup>rd</sup> Nitra Conference on Discourse Studies, Nitra, Slovakia, March 23, 24, 2009.
- “‘How are you?’ but not ‘Ako sa mate?’: Differing manifestations of politeness In American and Slovak contexts,” presented at the 2<sup>nd</sup> Nitra Conference

On Discourse Studies: Politeness and Interaction, March 20, 2007.

“What’s happening here and why you should take my word for it: A microethnographic study of the language of student course evaluations composed in and out of the course.” Presented at the 1<sup>st</sup> Nitra Conference on Discourse Studies, Nitra, Slovakia, March 20, 2006.