

Christa Burdick

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Education

- Current* Ph.D. in progress, Anthropology, **Achieved Candidacy May 2015**, University of Massachusetts, Amherst
- 2013 M.A. Anthropology, University of Massachusetts, Amherst
- 2008 B.A. *Cum Laude*, French and Psychology, Coe College, Cedar Rapids, Iowa

Research Interests

Cultural and linguistic anthropology; language ideology; language commodification and linguistic materiality; promotional culture and marketing; nation branding; anthropology of Europe

Grants and Awards

- 2016 UMass Graduate School Dissertation Writing Fellowship (\$10,000)
- 2015-2016 Wenner-Gren Dissertation Fieldwork Grant (\$19,803)
- 2014 DAAD German Language Summer Course Grant (\$2,700)
- 2014 UMass Anthropology Pre-Dissertation Research Award (\$2,500)
- 2013 UMass Anthropology Department Travel Grant (\$300)
- 2012 Sigma Xi Grant-in-Aid of Research (\$300)
- 2011-2012 Cultural Heritage in European Societies and Spaces Fellow, Univ. of Mass. Amherst, National Science Foundation Grant OISE-0968575 (\$6,750)
- 2008 Joan Locatell Carter Award in French Language, Coe College (\$700)

Publications

- In press Urla, Jacqueline and Christa Burdick. "Counting Matters: Quantifying the Vitality and Value of Basque." *International Journal of the Sociology of Language*.
- 2017 Rosa, Jonathan and Christa Burdick. 2017. "Language Ideologies." In Oxford Handbook of Language and Society. Ofelia Garcia, Nelson Flores, and Massimiliano Spotti, eds. New York: Oxford University Press.
- 2016 Burdick, Christa. 2016. Branding the Alsatian Oxymoron and the Production of Ambivalent Identity. *Signs and Society*. 4 (S1): 163-187.

Conference Presentations

- 2017 “‘What Have You Done to Promote Alsace?’: Place Brand Ambassadors and the Invisible Labor of Branded Citizenship.” Presented at the American Anthropological Association Meeting in Washington D.C.
- 2016 “Language as Accompaniment: Ideologies of Limitation in Language Commodification.” Presented at the IUAES Inter-Congress in Dubrovnik.
- 2014 “Place Brands in European Societies and Spaces: The Production of the Alsatian Oxymoron and the Re-Imagining of Alsace.” Presented at the American Anthropological Association Meetings in Washington D.C.
- 2014 “Designing Alsatian Identity: Regional Branding and the Resurrection of Conflict.” Presented at the 21st International Conference of Europeanists in Washington D.C.
- 2013 “Marking and Marketing Difference in Language Commodification: Alsatian Dialect under the Tourist Gaze.” Presented at the American Anthropological Association Meeting in Chicago.
- 2013 “Alsacez-Vous!: Language Commodification in Heritage Tourism.” Presented at *The Past for Sale?: New Perspectives on Economic Entanglements of Cultural Heritage* at the University of Massachusetts, Amherst.

Teaching Experience

Primary Instructor, UMass Amherst

- Summer 2018 Language, Culture and Communication (Anth 105), Online
 Spring 2018 Culture through Film (Anth 106), Online
 Winter 2018 Culture through Film (Anth 106), Online
 Fall 2017 Culture, Society and People (Anth 104), Residential Academic Program
 Summer 2017 Language, Culture and Communication (Anth 105), Online
 Spring 2015 Language, Culture and Communication (Anth 105), Online
 Winter 2015 Culture through Film (Anth 106), Online
 Fall 2014 Culture through Film (Anth 106), Residential Academic Program

Teaching Assistant, Department of Anthropology, UMass Amherst

- Fall 2013 Ancient Civilizations (Anth 150)
 Spring 2013 Human Ecology (Anth 208)
 Fall 2012 Language, Culture and Communication (Anth 105)
 Fall 2011 Culture through Film (Anth 106)
 Spring 2011 Culture through Film (Anth 106)
 Fall 2010 Language, Culture and Communication (Anth 105)

Related Work Experience

- Spring 2018 **Research Assistant** to Department Chair
Helping to compile and write 2017 alumni newsletter; assisting in logistics for campus visits
- Spring 2017 **Project Assistant** to Dr. Jacqueline Urla
Helped compile and organize materials for a 2018 Annual Review article
- Fall 2016 **Research Assistant** to the Department Chair
Assisted in planning and logistics for William A. Douglass Chair inauguration; edited revised 2017 Graduate Handbook; helped compile and edit department 2016 alumni newsletter
- Fall 2014 **Research Assistant** for CHESS program
Assisted in planning and coordinated logistics for visiting scholars and speakers; compiled supporting materials for required annual NSF grant report

Volunteer Service

- 2016-Present **Conversation Partner**, Jones Library, Amherst, MA
Meet twice weekly with an English language learner to facilitate and encourage language learning in a relaxed environment.
- 2016-2018 **Liaison**, AFS-USA, Southern New England Region
Meet monthly with two high school exchange students and their host families to ensure student safety and success; maintain compliance with State Department reporting requirements.
- 2003-2015 **Sending Volunteer**, AFS-USA, Northern Illinois Region
Facilitated and led exchange student orientations, assisted with travel logistics, provided student support.
- 2009-2010 **Volunteer**, Expanding Lives, Chicago, Illinois
Translated program literature, assembled documents such as glossaries of terms for young Nigerian women who come to the United States for leadership conferences.

Language Competence

Fluent in French
Conversant in German
Beginner in Alsatian Dialect

Professional Memberships

American Anthropological Association
Society for the Anthropology of Europe

Society for Linguistic Anthropology