

CURRICULUM VITAE

William J. Berg

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Education:

B.A. - Hamilton College, 1964
Hamilton College Junior Year in France (Sorbonne), 1962-63
Honors: Phi Beta Kappa, French Departmental Honors
M.A. - Princeton University, 1966
Ph.D. - Princeton University, 1969
Thesis: "Visual Perception in Zola's L'Oeuvre" Honors: University
Fellow, Bergen Fellow, Dechant Fellow, Murphy Fellow, Hazel
Hopkins Ford Fellow

Teaching positions:

1964 - NDEA Institute Assistant at Hamilton College
1967-68 - Instructor at University of Wisconsin-Madison
1968-73 - Assistant Professor at University of Wisconsin-Madison
1973-79 - Associate Professor at University of Wisconsin-Madison
1979-2009 - Professor at University of Wisconsin-Madison
2009- - Professor Emeritus at University of Wisconsin-Madison

Administrative and committee service (selected):

Chair, Department of French and Italian, 1982-1985, 2002
Associate Chair, French, 1974-75, 78-79, 79-80, 90-92, 1999-2000
U.W. Faculty Senator, 1974-78, 1980-81, 1990-92, 1994-2000, 2006-9
L&S Academic Planning Committee, 1984-86
L&S / Extension Merger Committee, 1984-85
U.W. Recruitment, Admissions, and Financial Aid Committee, 1990-96
U.W. Collective Bargaining Team, 1993-96
L&S Committee on Outreach and related activities, 1993-96

Awards and distinctions (selected):

American Philosophical Society Grant, Summer, 1969
Vilas Associate, 1991-93
Panhellenic Association and Interfraternity Council Teaching Award, 1992
Chancellor's Award for Distinguished Teaching, 1995
Halverson-Bascom Research Professorship, 1995-2000
University Residence Halls Favorite Instructor Award, 2007
UW nominee for Mellon Foundation Award, 2009
Québec Govt. Research Grants, 2009, 2011; Canadian Fed. Research Grant, 2010
Who's Who in the World; America; American Education; The Mid-West, etc.

Activities and appointments (selected):

Director, Academic Year Abroad Program in Paris, 1973-74
Outside program evaluator for University of Michigan, 1979
Tenure review for Swarthmore College, 1982; Tulane University, 1985; Marquette
University, 1992; Marquette University, 2000; U. Cal.-Riverside, 2002;
U.W.-Milwaukee, 2007; University of Alabama, 2007
Full Professor review for Georgetown University, 1984; Swarthmore
College, 1992; Univ. of Michigan, 1994; Northwestern Univ., 1996;
Univ. of Colorado, 1997; Virginia Tech Univ., 1998; Univ. of Michigan,
2001; NYU, 2002; Oklahoma Univ., 2002; Dartmouth College, 2006; NYU, 2007
Distinguished Professor Award review for Georgia State University, 1992
Editorial Board, Summa Publications, 1983-; Central States Report, 1998
Editorial Board, Sub-Stance, 1971-79 (Founding member, 1979-)
National Endowment for the Humanities, Review Panel, Travel to Collections,
1989
UW Visual Culture Group, 2007-

Teaching:

- 40+ courses in French (literature, language, and culture), Comparative Literature, Literature in Translation
- Student evaluations (2004-2009): 4.90 (scale of 5 maximum)
- Literature course (271) cited among top ten in country by Educational Policy Improvement Center (EPIC) and College Board, 2007
- Ph.D. Dissertation direction or co-direction: 26 completed

Recent Papers and Presentations: 42 in US, Canada, and Europe in last 20 years

Bibliography

Books:

- Poèmes, Pièces, Prose: Introduction à l'analyse de textes littéraires français, with P. Schofer and D. Rice. New York: Oxford University Press, 1973, pp. 725.
- Graphics and Graphic Information-Processing, translation with P. Scott of J. Bertin's La Graphique (Paris: Flammarion, 1977). Berlin and New York: Walter de Gruyter, 1981, pp. 277.
- Saint/Oedipus. Psychocritical Approaches to Flaubert's Art, co-authored with G. Moskos and M. Grimaud. Ithaca, NY: Cornell University Press, 1982, pp. 305.
- Semiology of Graphics, translation of J. Bertin's Sémiologie graphique (Paris and the Hague: Mouton and Gauthier-Villars, 1967). Madison: University of Wisconsin Press, 1983-84, pp. 431. (Midwest Books Competition, Design Award, 1983; Macmillan Book Clubs Selection, 1984). Second edition, Redlands, CA: ESRI, 2010, pp. 438.
- Images, with L. K. Martin. New York: Holt, Rinehart and Winston, 1990, p. 288. (Harcourt Brace Custom Publishers, 1997)
- Emile Zola Revisited, with L. K. Martin. New York: Twayne Publishers, 1992, pp. 213 + xv.
- The Visual Novel: Emile Zola and the Art of his Times. University Park: Penn State Press, 1992, pp. 308. Nominated for MLA Scaglione Prize, 1993; named Choice Outstanding Academic Book, 1993; named among ten best books on Zola in past decade: French Review, 2002
- Gustave Flaubert, with L. K. Martin. New York: Twayne Publishers, 1997, pp. 183 + xx.
- Paroles, with S. Magnan, Y. Ozzello, and L. Martin-Berg. Fort Worth: Holt, Rinehart and Winston, 1999; pp. xxxii + 601. First-year language program. Revised 2nd edition (New York: John Wiley and Sons, Inc., 2002: pp. xxxii + 526. Revised 3rd edition (New York: John Wiley and Sons, Inc., 2005-6. Program includes following:
 - Paroles: Cahier d'activités écrites et de laboratoire, pp. 430
 - Paroles: Audio Lab Tapescript, pp. 180.
 - Paroles: Instructor's Resource Manual, pp. 309.
 - Paroles: visages et cultures (video manual), pp. 103.
 - Paroles: Activities Manual, with Magnan and Martin-Berg, pp. 403.
 - Paroles: visages et cultures (72-minute video), principal author of video script and supervisor of filming in Québec and Paris.
 - Paroles: CD-ROM, conception and principal author--CINDY (Cinema in Industry), Gold Medal for best use of video in USA higher education, 1999; nominee for international competition;--INVISION (New Media Magazine), finalist for best higher education CD-ROM, 1999.
- Imagery and Ideology: Fiction and Painting in Nineteenth-Century France. Newark: University of Delaware Press, 2007, pp. 269 + 30 illustrations.
- Literature and Painting in Quebec: From Imagery to Identity. Toronto: University of Toronto Press, 2012), pp. 382 +xii + 40 illustrations. Paperback edition, 2013.
- French-Amerindian Interactions in the Great Lakes Region: From Other to Brother (in progress)

Articles, Book Chapters, Study Guides, etc. (selected):

- "Rousseau's Treatment of Honor in Part I of La Nouvelle Héloïse," in J.-J. Rousseau et son temps, ed. Michel Launay (Paris: Nizet, 1969), pp. 113-123.
- "La Multiplicité des perspectives au début de Le Rouge et le Noir," Sub-Stance, no. 0 (Mars, 1971), pp. 48-54
- "A Note on Imagery as Ideology in Zola's Germinal," Clio, An Interdisciplinary Journal of Literature, History and the Philosophy of History, Vol. 2, no. 1 (October, 1972), pp. 43-45.

--"The Dimensions of de Maupassant: A Multidimensional Analysis of Students' Perception of Literature," with H. Wainer, American Educational Research Journal (Fall, 1972), pp. 485-491.

--"The Year Abroad in France: An Inside Look," with R. Cholakian and P. Conroy, The French Review (April, 1975), pp. 819-835.

--"Baudelaire in the Classroom: An application of Multidimensional Scaling in Educational Evaluation," with H. Wainer, Scientific Aesthetics--Sciences de l'Art, Vol. I, No. 1 (1976), pp. 57-65.

--"Cryptographie et communication dans La Chartreuse de Parme," Stendhal Club, 78 (Jan. 15, 1978), pp. 170-182.

--"L'Oeuvre: Naturalism and Impressionism," L'Esprit Créateur, XXX, No. 4 (Winter, 1985-86), pp. 42-50.

--"Expanding the Classroom: Foreign-Language Education in the 1980s," L & S Magazine (Spring, 1986), pp. 22-24.

--"Mark Twain's Huckleberry Finn," Random House Keynotes Series, 1986.

--"Mark Twain's Tom Sawyer," Random House Keynotes Series, 1987.

--"Graphics," translation of J. Bertin's "La Graphique," for the International Encyclopedia of Communications, Vol. II (New York: Oxford University Press, 1989), pp. 245-255.

--"Flaubert: Madame Bovary," co-authored with L. K. Martin. University of Wisconsin Extension, 1990, pp. 36.

--"Zola: Germinal," co-authored with L. K. Martin. University of Wisconsin Extension, 1990, pp. 38.

--"Maupassant," co-authored with L. K. Martin. University of Wisconsin Extension, 1992, pp. 30.

--"Emile Zola," The New Encyclopedia Britannica, Vol. 12 (Chicago: Encyclopaedia Britannica, 1995), pp. 927-29; Revised version for CD-ROM, 1998

--"Teaching Reading Tactics in Madame Bovary," with L.K. Martin, in Approaches to Teaching "Madame Bovary", eds. L.M. Porter and E.F. Gray (New York: MLA, 1995), pp. 137-43.

--"Zola and the Novel: The Matter of Time," in The French Novel from Lafayette to Desvignes, eds. S. Nell et al (Knoxville: New Paradigm Press, 1995), pp. 253-62.

--"A Stylistic Approach to Foreign-Language Acquisition and Literary Analysis," with L. Martin-Berg, in Second Language Acquisition and the Literature Classroom: Fostering Dialogues, V. Scott and H. Tucker, eds. (Boston: Heinle and Heinle, AAUSC Issues in Language Program Direction Series, 2001), pp. 173-91

--"CD-ROM Manual and Index," in Brooks-Carson, TA/Adjunct Manual to Accompany Paroles (NY: John Wiley and Sons, 2002), pp. 109-141

--"A Poetics of Vision: Zola's Theory and Criticism," in Emile Zola (Modern Critical Views), Harold Bloom, ed. (Philadelphia: Chelsea House, 2004), pp. 37-69. Reprinted from The Visual Novel, Ch. 1, pp. 29-60.

--"Visual Interaction: Vision and Thematics," in Twentieth-Century Literary Criticism, Vol. 219, Thomas Schoenberg and Lawrence Trudeau, eds. (Detroit: Gale/Cengage, 2009), 187-99. Reprinted from The Visual Novel, Ch. 2, pp. 61-95.

--"The All-Encompassing Environment," with Laurey K. Martin, in Twentieth-Century Literary Criticism, Vol. 219, Thomas Schoenberg and Lawrence Trudeau, eds. (Detroit: Gale/Cengage, 2009), 199-223. Reprinted from Emile Zola Revisited, Ch. 4, pp.90-126.

--"Prevision: Having Students Revise Before They Write a Draft," with Laurey Martin-Berg, Time to Write 13:1 (Fall, 2009), 1-2.

--"Epilogue: The Origins of Semiology of Graphics" trans. for second edition of Jacques Bertin's Semiology of Graphics (Redlands, CA: ESRI, 2010), 415-34.

--"Landscape and Identity: Fiction and Painting in Lower Canada," Québec Studies 49 (Spring/Summer, 2010), 127-44.

Reviews (selected) :

--"The Dialectics of Isolation by R. Terdiman," Clio, Vol. 6, No. 2 (Winter, 1977), pp. 227-228.

--"Zola's Crowds by Naomi Schor," Clio, Vol. 10, No. 2 (1981), pp. 226-228.

--"Sémiotisme de Stendhal by Madeleine Simons," Nineteenth-Century French Studies, x, 1/2 (Fall/Winter, 1981-82), pp. 133-134.

--"Sentimental Education: The Complexity of Disenchantment by William Paulson," French Forum, Vol. 18, No. 3 (Sept. 1993), pp. 373-375.

--"Exile and the Writer by Bettina Knapp," Philosophy and Literature, Vol. 18, No. 2 (October, 1994).

--"De chair et de marbre. Imiter et exprimer le nu en France (1745-1815) by Martial Guédron," French Studies, LIX, No. 1 (Jan., 2005), pp. 95-96.

- "Art and Literature of the Second Empire, ed. David Baguley," French Studies, LIX, No. 2 (April, 2005), pp. 266-67.
- "Gustave Moreau et les arts jumeaux by Peter Cooke," French Studies, LX, No. 2 (April 2006), pp. 281-82.
- "Crise de plume et souveraineté du pinceau. Écrire la peinture de Diderot à Proust, by Nicolas Valazza," Nineteenth-Century French Studies, 42, 1 + 2 (Fall-Winter, 2013-14), pp. 147-48.
- "Aesthetic Rivalries: Word and Image in France, 1880-1926, by Linda Goddard," H-France Review, 14 (March, 2014), pp. 1-4.