

CURRICULUM VITAE

William J. Berg

2025

Department of French and Italian
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Education:

B.A. - Hamilton College, 1964

Hamilton College Junior Year in France (Sorbonne), 1962-63: Certificat pratique (Université de Paris), Certificate of Merit with distinction (Institut Britannique)
Honors: Phi Beta Kappa, 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
1964-66 - Teaching Assistant at Princeton University
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- - Emeritus Professor 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. Grad School Advanced Opportunity Fellowships Committee, 1985-92 (Chair, 1990-92)
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
L&S Honors Program Committee, 1998-2000
L&S Individual Majors Committee, 1997-2000
CIC (Big Ten) Language Departments, UW Representative, 1982-2008

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
 UW Instructional Technology Grants, 2000, 2002, 2003
 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., 1984-

Activities and appointments (selected):

Director, Academic Year Abroad Program in Paris, 1973-74; Co-Founder, Paris Program
 Directors, 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; Pomona College, 2020
 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- ; Council for European Studies, 1996-
 Recent manuscript reviews for University of Wales Press (2012), *Nineteenth-Century French Studies* (2013), *Québec Studies* (2014), *Journal of Canadian Studies / Revue d'études canadiennes* (2014, 2015), Info We Trust (2019), Wikipédia (2020, 2025), *Chance* (2023)

Teaching:

--40+ different 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

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*, trans. 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 with new Preface, 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, 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 & E-Book edition, 2013.
- "The Rhetoric of Indigenous Diplomacy in Northeastern America." MS. completed and submitted for consideration to a university press.
- "The Art of Deception: Writings from New France," Ms. In progress.

Articles, Book Chapters, Study Guides, Catalogs, 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), 113-123.
- "La Multiplicité des perspectives au début de *Le Rouge et le Noir*," *Sub-Stance* 0 (Mars 1971), 48-54.
- "A Note on Imagery as Ideology in Zola's *Germinal*." *Clio, An Interdisciplinary Journal of Literature, History and the Philosophy of History* 2:1 (October 1972), 43-45.
- "The Dimensions of de Maupassant: A Multidimensional Analysis of Students' Perception of Literature," with H. Wainer. *American Educational Research Journal* 9:4 (Fall 1972), 485-491.
- "The Year Abroad in France: An Inside Look," with R. Cholakian and P. Conroy. *The French Review* 48:5 (April 1975), 819-835.
- "Baudelaire in the Classroom: An application of Multidimensional Scaling in Educational Evaluation," with H. Wainer. *Scientific Aesthetics--Sciences de l'Art* 1:1 (1976), 57-65.
- "Cryptographie et communication dans *La Chartreuse de Parme*." *Stendhal Club*, 78 (Jan. 15, 1978), 170-182.
- "L'Oeuvre: Naturalism and Impressionism." *L'Esprit Créateur* 30:4 (Winter 1985-86), 42-50.
- "Expanding the Classroom: Foreign-Language Education in the 1980s." *L & S Magazine* (Spring 1986), 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." *International Encyclopedia of Communications*, Vol. II (New York: Oxford University Press, 1989), 245-255.
- "Flaubert: *Madame Bovary*," co-authored with L. K. Martin. University of Wisconsin Extension, 1990, 1-36.
- "Zola: *Germinal*," co-authored with L. K. Martin. Madison: University of Wisconsin Extension, 1990, 1-38.
- "Maupassant," co-authored with L. K. Martin. Madison: University of Wisconsin Extension, 1992, 1-30.
- "Emile Zola," *The New Encyclopedia Britannica*, Vol. 12. Chicago: Encyclopaedia Britannica, 1995, 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), 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), 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), 173-91.
- "CD-ROM Manual and Index." In Brooks-Carson, *TA/Adjunct Manual to Accompany Paroles* (NY: John Wiley and Sons, 2002), 109-141.
- "A Poetics of Vision: Zola's Theory and Criticism." In *Emile Zola: Modern Critical Views*, Harold Bloom, ed. (Philadelphia: Chelsea House, 2004), 37-69. Reprinted from *The Visual Novel*, Ch. 1, 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, 61-95.
- "The All-Encompassing Environment," with L. 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, 90-126.
- "Prevision: Having Students Revise Before They Write a Draft," with L. Martin-Berg. *Time to Write* 13:1 (Fall 2009), 1-2.
- "Epilogue: The Origins of *Semiology of Graphics*," trans. for second edition of J. 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.
- "Leclerc : Au fil de l'eau," ed. with R. Filion. Quebec: Galerie d'art internationale, 2016, 1-34. (exhibition catalog).
- "Réflexions sur l'eau"/"Reflections on Water." In R. Filion and W. J. Berg, eds., "Leclerc : Au fil de l'eau" (Quebec: Galerie d'art internationale, 2016), 18-19.
- "Leclerc: Ever Higher." Quebec: Deschamps, 2019, 1-20. (exhibition brochure).
- "The Rhetoric of Narcissism: Trump's Tweets on Writing." *Rhetoric and Public Affairs* 25:2 (Summer 2022), 91-118.
- "La traduction de la *Sémiologie graphique* en anglais: deux 'cold cases'." Forthcoming at Design graphique, recherche, et patrimoine des sciences sociales: le laboratoire de graphique de Jacques Bertin (online), 1-16.
- "Raynald Leclerc : Les Oies," ed. with R. Filion. Quebec: Groupe Magnitude, 2025, 1-14. (exhibition catalogue).
- "Taking Flight: Movement and Multiplicity." In R. Filion and W. J. Berg, eds. "Raynald Leclerc : Les Oies," 6-9.

Book Reviews (selected):

- "Zola's *Crowds* by Naomi Schor." *Clio* 10:2 (1981), 226-228.
- "*Sémiotisme de Stendhal* by Madeleine Simons." *Nineteenth-Century French Studies* 10:1/2 (Fall/Winter 1981-82), 133-134.
- "*Sentimental Education: The Complexity of Disenchantment* by William Paulson." *French Forum* 18:3 (September 1993), 373-375.
- "*Exile and the Writer* by Bettina Knapp." *Philosophy and Literature* 18:2 (October 1994), 415-16.
- "*De chair et de marbre. Imiter et exprimer le nu en France (1745-1815)* by Martial Guédron." *French Studies* LIX:1 (Jan. 2005), 95-96.
- "*Art and Literature of the Second Empire*, ed. David Baguley," *French Studies* LIX:2 (April 2005), 266-67.
- "*Gustave Moreau et les arts jumeaux* by Peter Cooke." *French Studies* LX:2 (April 2006), 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), 147-48.
- "*Aesthetic Rivalries: Word and Image in France, 1880-1926* by Linda Goddard." *H-France Review* 14 (March 2014), 1-4.