

The Florida State University
School of Communication
Graduate Student Presentations and Publications
July 2010- June 2011

Adamoli, G. (2010, October). *Online audience mobilization: Breaking the corporate system or supplementing it?: A political economic study of audience and Internet usage.* Paper presented at the biennial conference of The Union for Democratic Communications, State College, PA.

Adamoli, G. (2010, November). *How Family Guy got away from indecency regulations.* Paper presented at the annual conference of the National Communication Association, San Francisco, CA.

Adamoli, G. (2011, April). *The voice of the Cove.* Paper presented at the Popular Culture Association conference, San Antonio, TX.

Adamoli, G., Miller, J., Deutsch, J., Julier, A., Bellows, A., Ceisel, C., Caruso, T., & Russek, A. (2011, June). Roundtable: *Teaching research methods in food studies.* Presented at the Annual Meetings & Conference of the Agriculture, Food, and Human Values Society (AFHVS), Association for the Study of Food and Society (ASFS), & Society for Anthropology of Food and Nutrition (SAFN), Missoula, MT.

Adamoli, G. (2011, June). *Who came first? The egg or the carton?: An analysis of organic packaging for Italian retail chain Esselunga.* Paper presented at the Annual Meetings & Conference of the Agriculture, Food, and Human Values Society (AFHVS), Association for the Study of Food and Society (ASFS), & Society for Anthropology of Food and Nutrition (SAFN), Missoula, MT.

Adams, J., & Lee, S. (2010, November). *The acceptability of online degrees in teacher training and hiring.* Paper presented at the annual meeting of the National Communication Association, San Francisco, CA.

Adams, J., Lee, S., & Zain-ul-abdin, K.* (2011, May). *The acceptability of teaching certificates in hiring situations: A comparison of certificates earned online, partly online, and in residential programs.* Paper presented at the annual meeting of International Communication Association, Boston, MA. *Top 5 Paper Panel, Instructional and Developmental Communication Division

Andon, S.P. (2010, October). *The commodification of sports memorabilia.* Paper presented at the annual meeting of the Union for Democratic Communications, State College, PA.

- Andon, S.P.** (2011, April). *Sports apparel DIYers: Circumventing corporate authority and subverting hypermasculinity in sports fandom*. Paper presented at the annual meeting of the American Culture and Popular Culture Association Conference, San Antonio, TX.
- Andon, S.P.** & Houck, D.W. (2011). An analysis of sport production and consumption: Understanding professional ice hockey's appeal as nostalgic sport spectacle. *International Journal of Sport Communication*, 4(1), 1-19.
- Andon, S.P.** (In press, 2011) [Book review of *Baseball and Rhetorics of Purity: The National Pastime and American Identity during the War on Terror*]. *Southern Journal of Communication*, 76(3).
- Andon, S.P.** (In press). Do we still play on ice? The NHL's warm weather movement. In D. Coombs & B. Batchelor (Eds.), *American History through American Sports*. Praeger Publishing: Westport, CT.
- Andon, S.P.** (In press). Chicago Blackhawks. In L. Swayne & M. Dodds (Eds.), *Encyclopedia of Sports Management and Marketing*. Sage: Thousand Oaks, CA.
- Andon, S.P.** (In press). Florida Panthers. In L. Swayne & M. Dodds (Eds.), *Encyclopedia of Sports Management and Marketing*. Sage: Thousand Oaks, CA.
- Andon, S.P.** (In press). Real Salt Lake. In L. Swayne & M. Dodds (Eds.), *Encyclopedia of sports management and marketing*. Sage: Thousand Oaks, CA.
- Andon, S.P.** (In press). Toronto Football Club. In L. Swayne & M. Dodds (Eds.), *Encyclopedia of Sports Management and Marketing*. Sage: Thousand Oaks, CA.
- Bland, D.** (2010, December). *YouTube impact: 2010 state of the union president Obama and online parodies*. Paper presented at the International Conference on the Image at the University of California, Los Angeles, CA.
- Bland, D.** (2011). YouTube impact: 2010 state of the union president Obama and online parodies, *The International Journal of The Image*, 1. <http://ontheimage.com/journal/>, ISSN 2152-7857.
- Chouinard, M.** (2010, August). *I got all stupid judges!: A pedagogical reframing of the ballot as friend, not foe*. Paper presented at the National Developmental Conference on Individual Events, Minneapolis, MN.
- Chouinard, M.** (2010, November). *According to these twelve sources from yesterday: The limitations of quantity and recency in research for forensics*. Paper presented at the annual meeting of the National Communication Association, San Francisco, CA.

- Clark, C.** (2010, October). *The Write to Research: A Faculty Forum on Research & Writing*. Panelist at Write Your Way Up fourth annual workshop series at Florida A & M University Writing Resource Center, Tallahassee, FL.
- Clark, C.** (2010, August). *Introduction to Public Speaking* (online textbook). Great River Technologies. <http://webcom7.grtxle.com/publicspeaking>
- Clark, J.S.** (2010, October). *Environmental learning in Second Life*. Invited talk at Prospects of Learning in Second Life, a conference sponsored by the Department of Information Studies at Åbo Akademi University, Turku, Finland.
- Clark, J.S.** (2010, October). *The environmental semiotics of Second Life: Reading the Splash Aquatics Store*. Paper presented at Internet Research 11, annual conference of the Association of Internet Researchers, Gothenburg, Sweden.
- Clark, J.S.** (2011, January). *Faculty development and centers for teaching and learning: Case study and lessons learned*. Invited keynote at The Role of Learning and Teaching Centers in the Development of University Education, a conference sponsored by King Saud University, Riyadh, Saudi Arabia.
- Clark, J.S.** (2011, April). *Superman never made any money: Superheroes in Second Life*. Paper presented at the annual conference of the Eastern Communication Association, Washington, D.C.
- Clark, J.S.** (2011, June). *Majora Carter's 'Greening the Ghetto' TED Talk*. Paper presented at the biennial conference on Communication and the Environment, El Paso, TX.
- Clark, J.S.** (2011). Second chances: Depictions of the natural world in Second Life. In A. Enslinn & E. Muse (Eds), *Creating Second Lives: Community, Identity and Spatiality as Constructions of the Virtual* (pp. 145-168). Routledge: Oxford & New York.
- Cox, N. B.** (2010, October). *Kicking ass and taking names: From D'Acci to TLC's Police Women of Broward County*. Paper presented at the biennial conference of The Union for Democratic Communications, State College, PA.
- Cox, N. B.** (2011, April). *Feminism and fatsploitation: A feminist political economic analysis of weight-based reality programming*. Paper presented at the National Popular Culture/American Culture Conference, San Antonio, TX.
- Cox, N. B.** (In press, 2011). A little sex appeal goes a long way: Feminist political economy, commodification, and TLC's "What Not to Wear." *Kaleidoscope*.
- Cox, N. B. & Proffitt, J. M.*** (2010, August). *Mimicking Bollywood in Slumdog Millionaire: Hollywood's newest co-optation of culture*. Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication, Denver, CO.
*Top Poster Award, Cultural and Critical Studies Division

- Cox, N. B. & Proffitt, J. M.** (2010, October). *The housewives' guide to better living: Promoting consumption on Bravo TV's The Real Housewives*. Paper presented at the biennial conference of The Union for Democratic Communications, State College, PA.
- Das, A.** (2011, June). *Mobile phone and cellphone technology as tools for healthcare*. Paper presented at the 20th Annual Asian Media and Information Centre (AMIC) Conference, Hyderabad, India.
- Fenimore, W.** (2011, April). *Queering prime time: The case of Denny Crane and Alan Shore of Boston Legal*. Paper presented at the National Popular Culture/American Culture Conference, San Antonio, TX.
- Fenimore, W.** (In press). Bad girls: From Eve to Britney in mental illness and popular media. In L. Rubin (Ed.), *Essays on the Representation of Psychiatric Disorders*. McFarland: Jefferson, NC.
- Korzenny, F. & Reyes, A.** (2011, June). *Cross-cultural differences in brand engagement*. Paper presented at the 2011 INFORMS Marketing Science Conference, Houston, TX.
- Han, Y.** (2011, March). *The captive audience doctrine in a picketing funeral case: Snyder v. Phelps*. Paper presented at the Southeast Colloquium of Association for Education in Journalism and Mass Communication, University of South Carolina, Columbia, SC.
- Janicke, S. H., & Raney, A. A.** (2011, May). *Exploring how we enjoy antihero narratives: A comparison of fans and nonfans of 24*. Paper presented at the annual meeting of the International Communication Association, Boston, MA.
- Janicke, S. H.** (2011, June). *Violence in broadcast regulation: A comparative analysis of broadcast regulation in Germany and the United States*. Paper presented at the annual meeting of the Asian Media Information and Communication Center Conference, Hyderabad, India.
- Johnson, K.** (2011, April). *Tuning in and logging on: The connection between NPR on the airwaves and NPR on the Web*. Paper presented at the Popular Culture/American Culture Association Conference. San Antonio, TX
- Kim, J.** (2011). Affective states, familiarity and music selection: Power of familiarity. *International Journal of Arts and Technology*, 4(1), 74-89.
- Lee, S. & Bae, B.J.** (2011, March). *How can social media be effectively employed for public relations in health communication? Implications from an analysis of the Health Information National Trends Survey*. Paper presented at the annual International Public Relations Research Conference, Miami, FL.

- Lee, S. & Bae, B.J.** (2011, May). *Designing and tailoring health messages for effective campaigns according to the preference for words or numbers in presenting medical information*. Paper presented at the biennial D.C. Health Communication Conference, Fairfax, VA.
- LeHew, M.** (2011, March). *Don't be "Too" evil: An Analysis of Verizon and Google's joint policy proposal regarding network neutrality, the protection of an Open Internet, and the creation of a new, premium network*. Paper presented at the Southeast Colloquium of the Association for Education in Journalism and Mass Communication, Columbia, SC.
- Lustria, M. L., **Smith, S. A.**, & Hinnant, C. C. (2011, May). *Spanning the digital divide in online health information seeking and personal health information management*. Paper presented at the annual meeting of the International Communication Association, Boston, MA.
- McClung, S. & **Johnson, K.** (2010). Examining the motives of podcast users. *Journal of Radio and Audio Media*, 17(1), 82-95.
- McDowell, S. D., & **Nair, S.** (2010). Advanced wireless services: Challenges for telecommunications policy and regulation in India. *Media Asia*, 37(2), pp. 59-66.
- Nair, S.** (2011, June). *Representation of Indian women in CNN's coverage: Discourse of gendered race in news*. Paper presented at the 20th Annual Asian Media and Information Centre (AMIC) Conference, Hyderabad, India.
- Nair, S., Vijayan, S. & Das, A. D.** (2011, June). *Regulatory Structure of the Indian Broadcasting Industry*, Paper presented at the 20th Annual Asian Media and Information Centre (AMIC) Conference, Hyderabad, India.
- Rasul, A.** (2010, July). *Sex, money and film industry: Glamorization of female sex workers in Bollywood*. Paper presented at the annual conference of the International Association of Media and Communication Research (IAMCR), Braga, Portugal.
- Rasul, A.** (2010, October). *Politicizing entertainment: Bollywood's treatment of female politicians*. Paper presented at the biennial conference of The Union for Democratic Communications, State College, PA.
- Rasul, A.** (2011, May). *Political economy of the "Soft Power": Bollywood and the Indian foreign policy in the 21st century*. Paper presented at the 61st annual conference of the International Communication Association (ICA), Boston, MA.
- Rasul, A.** (2011, June). *Measurement techniques and reliability in content analysis: An analysis of the application of intercoder reliability coefficients*. Paper presented at the 20th Annual conference of the Asian Media and Information Centre (AMIC), Hyderabad, India.

- Rasul, A., & McDowell, S. D.** (2010, September). *Conflict in Afghanistan: Portrayal of Taliban in elite English press of India and Pakistan*. Paper presented at the Global Media and the War on Terror conference, University of Westminster, London, U.K.
- Rasul, A. & McDowell S. D.** (2011, June). *Regulation and media monopoly: A case study of broadcast regulation in Pakistan*. Paper presented at the annual conference of the International Telecommunication Society's Asia-Pacific Regional Conference, Taipei, Taiwan.
- Rasul, A., McDowell, S. D. & Shaikh, M.** (2011, June). *Regionalization of conflict: Image of Taliban in elite English newspapers of India, China, Pakistan and Iran*. Paper presented at the 20th annual conference of the Asian Media and Information Centre (AMIC), Hyderabad, India.
- Rasul, A., & Proffitt, J. M.** (2010, August). *Bollywood and the Indian Premier League (IPL): The political economy of Bollywood's new blockbuster*. Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication, Denver, CO.
- Rasul, A., & Proffitt, J. M.** (Accepted, 2011). *Bollywood and the Indian Premier League (IPL): The political economy of Bollywood's new blockbuster*. *Asian Journal of Communication*.
- Rynarzewska, A. I.** (2011, May). *Emerging markets: Service quality versus value in Russia*. Paper presented at the 40th Annual Academy of Marketing Science, Miami, FL.
- Rynarzewska, A.I.** (2011, May). *The use of sports related emotions as a sustainable marketing strategy*. Paper presented at the 40th Annual Academy of Marketing Science, Miami, FL.
- Smith, S. A. & Lawson, W.** (2010, November). *Not from around here: The rhetorical link between ethos and proxemics in U.S. v. Patridge et.al. (1963)*. Paper presented at the annual meeting of the National Communication Association, San Francisco, CA.
- Smock, S. L.** (2010, October). *Corporate free speech v. free elections: A political economic analysis of network news transcripts surrounding Citizens United v. Federal Election Commission*. Paper presented at the biennial conference of The Union for Democratic Communications, State College, PA.
- Susca, M.** (2010, October). *Going Dutch: What American could learn from the Netherlands' media rating system but won't*. Paper presented at the biennial conference of The Union for Democratic Communications, State College, PA.
- Susca, M.** (2011, May). *Playing an educational first-person shooter game and priming aggression: An experimental study*. Paper presented at the annual meeting of the International Communication Association, Boston, MA.

Susca, M. A., & Proffitt, J. M. (Accepted, 2011). Patently offensive: What Pacifica tells us about regulating broadcast violence. *Free Speech Yearbook*.

Vijayan, S. (2011, June). *Facebook and the Egyptian revolution for democracy*. Paper presented at the 20th Annual Asian Media and Information Centre (AMIC) Conference, Hyderabad, India.

Ward, J.V. (2011, March 22). Multicultural marketing communication. *HispanicAd.com*.
http://hispanicad.com/cgi-bin/news/newsarticle.cgi?article_id=31666

Zain-ul-abdin, K., & Vehe, M. (2011, June). *Effectiveness of observational learning as an alternate to traditional instruction in the online medium*. Paper presented at the Ed-Media 2011-World Conference on Educational Multimedia, Hypermedia & Telecommunications, Lisbon, Portugal.