

**The Florida State University  
School of Communication  
Graduate Student Presentations and Publications  
July 2012- June 2013**

- Arpan, L., **Toole, J.**, Opel, A., & Steinberg, P. (2012). Effects of Functional Matching on Psychological Reactance to Public Service Announcements. Paper presented at National Communication Association annual conference, Orlando, FL.
- Bae, B. J., Lee, S., & Park, S.** (2013). Thinking or Feeling? Effect of Entertainment-Education on Behavioral Intentions Against Skin Cancer. Presented at the biennial D.C. Health Communication Conference, Fairfax, VA.
- Bonnevier, K., Wallis, M., & Williamson, S.** (2013). Sex and the City: A Backlash Against Modern Feminism. Presented at The South Florida Undergraduate Communication Honors Conference, Boca Raton, FL.
- Chouinard, M.** (2012). Dissonant Harmonies: Homosexuality and Glee's Commodity Audience. Presented at the annual meeting of the National Communication Association, Orlando, FL.
- Chouinard, M.** (2012). Judge or Activist? Vaughn Walker and the Overturning of Proposition 8. Presented at the annual meeting of the National Communication Association, Orlando, FL.
- Clark, C.** (2012). A Hell-raising Journalist: Almena Davis Lomax. Presented at the annual conference of the American Journalism Historians Association, Raleigh, NC. Awarded Honorable Mention for the Maurine Beasley Outstanding Paper in Women's History.
- Clark, C.** (2013). Journey to the Beginning: A Journalist's Civil Rights Sojourn. Presented at the American Journalism Historians Association, Southeast Colloquium, Panama City Beach, FL.
- Clark, C.** (2013). Personal Journalism: The Civil Rights Rhetoric of Almena Davis Lomax. Presented at the Southern Conference on African American Studies, Tallahassee, FL.
- Clark, J.S.** (2013). "Commodifying Heaven: Political Economy and Ecojustice Impact of Multiuser Virtual Worlds." Paper presented at the Conference on Communication and the Environment, Uppsala.
- Clark, J.S.** (2013). "Transmedia and Transreality: Environmental Discourse in Virtual and Augmented Realities." Paper presented at the Conference on Communication and the Environment, Uppsala.
- Clark, J.S.** (2013). "Virtual Environments and Real Environments." Presented at the annual conference of the Environmental Education Alliance of Georgia, Athens, GA.
- Clark, J.S.** (2012). "Remediating the Stars: Rob Wright's 'Watch the World(s)' Machinima." Paper presented at the annual conference of the National Communication Association, Orlando, FL.
- Clark, J.S.** (2012). "Rebranding the 'Redneck Riviera': The St. Joe Company and the Political Economy of the Florida Panhandle." Paper presented at the annual conference of the Florida Communication Association, Orlando, FL.
- Clark, J.S.** (2012). "Environmental Education in Virtual Worlds." Presented at the annual conference of the Florida Distance Learning Association, Orlando, FL.
- Cui, D. & McDowell, S.** (2012, October). "Representation of Masculinity in the Chinese Reality program 'If You are the One.'" Paper presented at the annual conference, Global Fusion, in Athens, OH.

- Fenimore, W. L.** (2013). The Rhetoric of the White Citizens' Council's Radio Broadcasts, 1957-1966. Presented at the annual meeting of the Southern American Studies Association, Charleston, SC.
- Gul, M.** (2013). Public Diplomacy and Voice of America: A Case Study of VOA Deewa Polio Campaign. Presented at the National Conference of Popular Culture Association/ American Cultural Association, Chicago, IL.
- Gul, M.** (2013). Social Media as Politicians Platform for Agenda Setting and Entertainment for Followers: A Case of Imran Khan Political Campaign in Pakistan. Presented at the annual convention of the Broadcast Education Association, Las Vegas, NV.
- Gul, M.** (2013). Radio and a Cultural Change, A Case of VOA Deewa. Presented at the Southern States Communication Association, Louisville, KY.
- Hunter, Leah** (2013), In PR We Call it Damage Control: The Role of VH1 and Shed Media in the Negative Depiction of African American Women in Basketball Wives. Paper accepted to National Communication Association Conference, Washington D.C.
- Hunter, Leah** (2013), A Portrayal of the African American Soldier in Film: A historical analysis of A Soldier's Story. Paper presented at Southeastern Regional History Graduate Student Association Conference, Tallahassee, FL.
- Janicke, S. H., & Ellis, A.** (2013). The psychology of the 3D experience. A.J. Woods, N.S. Holliman, and G.E. Favalora (Eds.), *Stereoscopic Displays and Applications XXIV*. Proceeding of SPIE-IS&T Electronic Imaging, SPIE Vol. 8648, 86480U. doi: 10.1117/12.2006922
- Janicke, S. H. & Raney, A. A.** (2012). Exploring the Role of Spirituality in Meaningful Entertainment Experiences. Presented during the panel: *The Positive Side of Media Psychology*, at the Annual National Communication Association Conference, Orlando, FL.
- Janicke, S. H., & Podwalski, P.** (2012). Differences in Antihero Enjoyment Between Germany and the US. Presented at the annual meeting of the National Communication Association, Orlando, FL.
- Ji., Q.** (2013). A Content Analysis of Chinese Dissidents Online Discourses in Weibo and Twitter. Presented at the annual convention of the Broadcast Education Association, Las Vegas, NV.
- Ji., Q.** (2013). Inside the Wall vs. Outside the Wall: A Pilot Study of Chinese Microblogging Users in Weibo and Twitter. Presented at the annual convention of the Southern States Communication Association, Louisville, KY.
- Ji., Q.** (2013). The Public Sphere Theory and its Usage in Communication Disciplines. Presented at the annual convention of the Southern States Communication Association, Louisville, KY.
- Ji., Q., Ha, L., & Bunz, U. K.** (2013). Information Overload Susceptibility: The Role of News Media Use and Demographic Characteristics. Presented at the annual convention of the Broadcast Education Association, Las Vegas, NV. Second Place Debut Paper, Research Division.
- Ji. Q., & Tanca, J.** (2013). Does 3D Increase Enjoyment Experience? A Pilot Study Applying LCM in Enjoyment Study. Presented at the annual convention of the Southern States Communication Association, Louisville, KY.
- Kim, M. J., & Park, S.** (2012). Understanding Company Community Sport: Toward an Integrated Model. Presented at the Sports Marketing Association, Orlando, FL.

- Kim, M., & **Park, S.** (2013). The Effects of Employees' Communication Through Company Sports. Presented at the annual meeting of the World Communication Association, Seoul, South Korea.
- Lee, S., & Park, S.** (2013). Media Channels, Attention, and Perceived Ambiguity: Implications for Cancer Prevention Campaigns. Presented at the biennial D.C. Health Communication Conference, Fairfax, VA.
- Lee, Y. S.** (2012). Is 'Political Brain' Out There?: Effect of political television advertising on presidential candidate image in South Korea. Non-Peer reviewed presentation at the CCI Week at Florida State University, Tallahassee, FL.
- Lee, Y. S.** (2012). Celebrating CALM-"unity": Living as Multicultural Korean American Communication Scholars in the U.S. Sponsored Korean American Communication Association. Panel presented at the annual meeting of the National Communication Association, Orlando, FL.
- Lee, Y. S.** (2013). Do Humor Appeals Attract Young People to Politics? Presented at the annual convention of the Broadcast Education Association, Las Vegas, NV.
- Lee, Y. S., Kim, T., & Lee, J.** (2013). A Comparative Content Analysis of Brand Communication on Twitter between US and South Korea. Paper to be presented at the World Communication Association Conference, Seoul, South Korea.
- Lee, Y. S. & Lee, J.** (2013). An Exploratory Study on Multinational Brand Twitter Strategies Between the U.S. and South Korea, Paper to be presented at the Association for Education in Journalism and Mass Communication, Washington, D.C.
- Leslie, N., & Korzenny, F.** (2013). Ethnicity's Effect on Brand Loyalty Among American Consumers. Presented at the annual meeting of the Association of Marketing Theory and Practice, Charleston, SC.
- Looney, E.** (2013). The Curious Case of Erin Andrews: Social Construction and Gender Performance in Television Sportscasting. Presented at the annual meeting of the Southern States Communication Association, Louisville, KY.
- McNease, K.** (2012). If it's Hysterical, Why Aren't Women Laughing? The Role of Gender in the Social Construction of Chronic Fatigue Syndrome. Presented at the annual meeting of the National Communication Association, Orlando, FL.
- McNease, K.** (2012). Southern Comfort: The Queering of a Conservative Southern Christian's Mind. Presented at the annual meeting of the Organization for the Study of Communication, Language, and Gender, Tacoma, WA.
- McNease, K.** (2013). Limitless? There's a Pill for That: Filmic Representation as Equipment for Living. Presented at the annual meeting of Southern States Communication Association, Louisville, KY. Top Three Student Paper, Kenneth Burke Interest Group.
- McNease, K.** (2013). Technology and the Tao: Biotechnological Enhancement and Embodied Humanism: An Interdisciplinary Dialogue. Presented at the annual meeting of Southern States Communication Association, Louisville, KY. Top Student Paper, Philosophy of Communication Ethics Division.
- Mian, A., & **Rasul, A.** (2012). A Content Analysis of the Arab Spring in the US Elite Newspapers. Presented at the annual conference of the Arab-U.S. Association of Communication Educators, Abu Dhabi, United Arab Emirates.
- Nair, S.** (2012). An Overview of Amartya Sen's Capabilities Approach and Other Theoretical Approaches in the ICTs for Development Literature. Paper for 21st annual Asian Media and Information Center conference, Kuala Lumpur, Malaysia.

- Park, S.** (2013). A Content Analysis of Magazine Environmental Advertising in the U.S.: Exploring Appeals and Issues. Presented at the annual meeting of the World Communication Association, Seoul, South Korea.
- Park, S.** (2013). Reality, Hyperreality, and Spectacle: Reality Shows in Different Genres. Participant in panel presented at the annual meeting of the Broadcast Education Association, Las Vegas, NV.
- Park, S.** (2013). Sports with Coworkers? How Motivations for Company Community Sport (CCS) affect Organizational Behavior. *The Journal of International Management Studies (JIMS)* Vol. 8, Num.1, April 2013.
- Park, S., & Lee, J.** (2013). The Examination of Green Advertising as a Cross-Cultural Comparison in the U.S. and Korea. Presented at the annual meeting of the World Communication Association, Seoul, South Korea.
- Park, Y., Bae, B., & Kim, J.** (2013, February). Cross-cultural comparisons of the portal news consumption motives and behavioral outcome: a survey approach. Presented at the Georgia Communication Association Conference, Atlanta, GA.
- Raney, A. A., and Janicke, S. H.** (2013). How We Enjoy and Why We Weave Out Morally Complex Characters in Media Entertainment. R. Tamborini (Ed.), *Media and the Moral Mind* (pp.152-169). London: Routledge.
- Rasul, A.** (2013). Brand Bollywood: The Political Economy of Product Placement in Hindi Movies. Paper presented at the annual conference of International Communication Association. London, UK.
- Rasul, A.** (2012). Between the Family and the Deep Political Sea: Female Politicians as Media Objects in Bollywood Films. Presented at the regional conference of the International Communication Association (ICA), Paris, France.
- Rasul, A.** (2012). Chicktainment Sells: Current Affairs TV Programming in Pakistan and Female Bodies. Presented at the annual conference of the Union for Democratic Communications, Tallahassee, FL.
- Rasul, A.** (2012). Excessive Regulation through Bureaucratic Bullying: Evaluating Broadcast Media Regulation in Pakistan. Presented at the 23<sup>rd</sup> European Regional Conference of International Telecommunication Society, Vienna, Austria.
- Rasul, A.** (2012). Global Bollywood and Local Sex Workers: Exploiting Courtesan's Sexuality to Market Entertainment Products. Presented at the regional conference of the International Communication Association. Santiago, Chile.
- Rasul, A., McDowell, S. D., & Robinson, B.** (2012). Assassinating Objectivity: Framing of the Political Murders in the Elite Press. Presented at the annual conference of the International Association for Media and Communication Research. Durban, South Africa.
- Rasul, A., & McDowell, S. D.** (2012). Consolidation in the Name of Regulation: The Pakistan Electronic Media Regulatory Authority (PEMRA) and the Concentration of Media Ownership in Pakistan. *Global Media Journal*, 12(20).
- Rasul, A., McDowell, S.D. & Robinson, B.** (2012). Framing Media Discourse: Assassination and the Sympathetic Voting Waves in South Asia. Paper for 21st annual Asian Media and Information Center conference, Kuala Lumpur, Malaysia.
- Rasul, A., McDowell, S. D., & Robinson, B.** (2012). From Security Threat to Political Martyrdom: Framing of Female Politicians in Elite English Press of India and Pakistan. Presented at the annual conference of the National Communication Association, Orlando, FL.

- Rasul, A., & Proffitt M. J.** (2012). Promoting Patriotism through Mediated Sports: Political Economy of Bollywood's Sports Movies. Presented at the annual conference of the International Association for Media and Communication Research. Durban, South Africa.
- Rasul, A., & Raney A. A.** (2012). One World, Two Voices: Framing of Friendly Attacks in the Elite English Press of the United States and Pakistan. Presented at the annual conference of the International Association for Media and Communication Research, Durban, South Africa.
- Rasul, A., & Bunz, U.** (2013). Socially Networked Politics: Effects of Facebook Use on Political Attitudes of Young Female Adults. Presented at the mid-winter conference of Association for Education in Journalism and Mass Communication, Norman, OK.
- Shaikh, A.** (2013). An Intrinsic Case Study of the Mobile Technology's Usage Issues in Crisis Driven Pakistan, Presented at Conference Titled: Governing Technology: Material Politics and Hybrid Agencies by Stanford University, CA.
- Shaikh, A.** (2012). Asian American Online: An Analysis of Growing Consumer Market for Luxury Items. Paper presented at the Asian Media Information and Communication Centre conference, Kuala Lumpur, Malaysia.
- Shaikh, M.** (2012). Book Review of Goldstein, B. E. (2012). *Collaborative Resilience: Moving Through Crisis to Opportunity*. Cambridge, Mass: MIT Press, Published in *IRPA International Review of Public Administration* Vol 17, No.2, December 2012.
- Shaikh, M.** (2012). Role Of ICTs In Disaster Management, IT and Telecommunications Elements of Disaster Warning and Emergency Response Operations During Pakistan Floods 2010. Presented at the Asian Media Information and Communication Centre conference, Kuala Lumpur, Malaysia.
- Shaikh, M.** (2012). The Media and Skepticism of Climate-Change Science: A Comparative Study of Approaches by Environmental Journalists in the United States and Pakistan Covering Extreme Weather Events. Presented in IAMCR Durban conference.
- Shaikh, M.** (2012). Use of State-Owned Broadcast Media in Emergencies: Can Pakistan Television Corporation Assume the Position of a Public Information Portal During Emergencies? Presented at the International Conference on Crisis and Emergency Management (ICCEM), Florida State University, Tallahassee, FL.
- Shaikh, M.** (2013). Prepare For Crisis': An Emergency Response Approach for Local Reporters in Non-Combat yet Violence-Stressed Regions, A case study of Karsaaz Tragedy 18 October 2007 in Pakistan. Accepted for IAMCR, Dublin.
- Shaikh, M., & Nensey, Z.** (2013). Coverage of Iran's Nuclear Program in Pakistan and India. Paper presented at International Communication Association per-conference.
- Shaikh, M., & Shaikh, A.** (2013). Is Virtual Rally, Virtuous? Shifting Paradigms of Political Communication Processes in Pakistan: A Case Study. Presented at the International Communication Association, London, England.
- Shin, S., Kwang, M. C., Kim, M. J., & Park, S.** (2012). Athlete's Impression Management: On the Web. Presented at the Sports Entertainment and Venues Tomorrow, Columbia, SC.
- Smock, S. L.** (2013, June) Girl Power? A Feminist Political Economic Analysis of Newspaper Coverage of Julia Bluhm and Seventeen Magazine Photoshopping. Paper presented at the annual conference of the International Association for Media and Communication Research, Dublin, Ireland.

- Smock, S. L. & Toole, J.** (2012). Using Consumption to Sell Energy Conservation: An Analysis of GE/NBC Universal's 30 Rock Messages During Green Week. Paper presented at the conference of the Florida Communication Association, Orlando, FL.
- Stewart, C.** (2013). Educational Programs in Honduras: Improving the Quality of Educational Opportunities for Girls and Women. Presented at the Southeastern Regional Graduate Student Conference, Tallahassee, FL.
- Stewart, C.** (2012). The Phaedrus: True Love Equals True Rhetoric. Presented at the annual conference of the National Communication Association, Orlando, FL.
- Toole, J.** (2012, October). Tap Water or Bottled Water? That is the Question: A Content Analysis on the News Coverage of Bottled Water and Water Mining in Florida. Paper presented at the conference of the Florida Communication Association, Orlando, Florida.
- Toole, J.** (2013). SunU: An Interactive Skin Cancer Intervention with Theory Driven Tailored Messages. Paper presented at the D.C. Health Communication Conference, Fairfax, VA.
- Vahe, M., & Zain-ul-abdin, K.** (2012). Factors that Influence the Acceptance of Sexual Health Classes Among Young Pakistani Females. Presented at the CDC National Conference on Health Communication, Marketing, and Media, Atlanta, GA.
- Vahe, M., & Zain-ul-abdin, K.** (2013) Breaking the Silence: Acceptability and Impact of GirlTalk, an Online Health Information Source for Young Pakistani Females. Presented at the 2<sup>nd</sup> biennial D.C. Health Communication Conference, Fairfax, VA. Top Student Research Presentation Award.
- Vahe, M., & Zain-ul-abdin, K.** (2013). Let's Talk About Sex!: Acceptance of Sexual Health Communication in Pakistani School Curricula. Presented at the annual convention of the International Communication Association. London, England.
- Vahe, M., Zain-ul-abdin, K., & Türel, Y.** (2012). Social Media as a Learning Tool in Medical Education: A Situation Analysis. In V. Dennen (Ed.), *Virtual Professional Development and Informal Learning via Social Network*. Hershey, PA: IGI Global.
- Wang, Z** (2012) Does Leftover Matters? The Interaction Between Female's Online Dating Performance and Age. Presented at Media, Technology and Society (MTS) research conference, Chicago, IL.
- Willingham, C. M.** (2013). Sex Tourism: Exploitation or Free Choice? Presented at the annual meeting of the Eastern Communication Association, Pittsburgh, PA.
- Willingham, C. M.** (2013). Three Women to Change a System. Paper presented at the annual meeting of the Southern States Communication Association, Louisville, KY. Top Four Paper, Political Communication Division
- Willingham, C. M. & Chojnacki, M. K.** (2013). The Rhetoric of Gun Violence: Blurring the Focus, Blaming the Lens. The George Gerbner Conference on Communication, Conflict, and Aggression. Budapest, Hungary.