

The Florida State University
School of Communication
Graduate Student Presentations and Publications
July 2011- June 2012

- Adamoli, G.** (2011, July). Using participatory communication to (dis)engage consumers: An analysis of on-line communicative mechanics used by Whole Foods to (dis)engage costumers on sustainable issues. Paper presented at IAMCR in Istanbul, Turkey.
- Adamoli, G., & Proffitt, J.** (2011, July). Promoting economics with morals: Capitalist ideology in Undercover Boss. Paper presented at IAMCR in Istanbul, Turkey.
- Adamoli G.** (2012, June). Slow Food movement and Facebook: The paradox of advocating slow living through fast technology. Paper presented at the Food Conference, in Perugia, Italy.
- Adamoli, G.** (2012). Citizen-consumers in Digital Area: A Textual Analysis of Messages Posted on Whole Food's Blog by Consumers to Challenge Corporate Practices. Presented the annual conference of the Union for Democratic Communications, Tallahassee, May.
- Arpan, L.M., Bae, B., Chen Y., & Greene, G.** (2011). A comparison of hostile media perceptions of political content in news and late night comedy programs. *Electronic News*, 5(3), 158-173.
- Arpan, L. M., & Tuzunkan F.** (2011). Photographic depiction of normative deviance and informational utility as predictors of protest news exposure, related perceptions, and story comprehension. *Mass Communication and Society*, 14(2), 178-195.
- Bae, B.J., & Lee, S.** (2012). Interaction effect of misperception on individual weight statuses among overweight and obese people. Paper presented at the Kentucky Conference on Health Communication, Lexington, KY.
- Benyon, V.** (2012). Social Activism 2.0: The Twibbon Effect on Building Grassroots Support for Social Movements. Presented at the annual conference of the Union for Democratic Communications, Tallahassee, May.
- Chouinard, M.** (2011). Speaking of nationals: Voicing cultural variances between the AFA-NIET and the NFA National Tournament. Paper presented at the annual meeting of the National Communication Association, New Orleans, LA.
- Chouinard, M.** (2011). Is it over... or just beginning? Making the transition from research for competition to research for scholarship. Panel presented at the annual meeting of the National Communication Association, New Orleans, LA.
- Clark, C.** (2012). "Almena Davis Lomax: A Journalist's Civil Rights Sojourn." Competitive Paper. Annual Civil Rights and Human Rights Conference, Benjamin J. Hooks Institute for Social Change, University of Memphis, April.
- Clark, J.S.** (2011). Second Nature: Using Virtual Environments to Learn About Real Ones. Making Connections. Instructional Strategies and Online Technologies for Distance Learning, Columbus (Ga.) State University, September.
- Clark, J.S.** (2011). The Virtual Environmentalist in Second Life. Midnight to Noon Conference for Second Life Educators and Researchers (M2N4SL), Åbo Akademi University and EduFinland, October.
- Clark, J.S.** (2011). The Environmental Semiotics of Second Life: Reading the Splash Aquatics

- Store. *Graduate Journal of Social Science*, 8(3), December.
- Clark, J.S.** (2012). Multiuser Virtual Environments and Climate-Change Activism. Paper presented at the annual conference of the Union for Democratic Communications, Tallahassee, May.
- Cox, N.** (2012). 'For All the Single Ladies, Trendy Moms, Affluent Gay Men, and Newborn Grown Ups': A Feminist Political Economy Analysis of *The Real Housewives* in the Media Market. Presented the annual conference of the Union for Democratic Communications, Tallahassee, May.
- Das, A.** (2011). Preliminary analyses of a scale predictive of intentions for HPV vaccine uptake. Paper presented at the Florida Communication Association, Orlando (October, 2011).
- Das, A.** (2011). Mass media exposure and family planning attitudes. Paper presented at the Florida Communication Association, Orlando (October, 2011).
- Ellis, A., Korzenny, F.** (2012). Black, White, or Green: The Powerful Influence of Ethnicity on Pro-environmental Attitudes and Behaviors. Presented at the Association of Marketing Theory and Practice Conference, Myrtle Beach, SC.
- Fenimore, W. L.** (2012). The Political Economy of Celebrity Endorsements: Danica Patrick and Go Daddy. Presented at The Union for Democratic Communications Conference, Florida State University, Tallahassee, FL. May.
- Fenimore, W. L.** (2011). Michael Vick: Condemnation and Redemption. North American Society for the Sociology of Sport, Minneapolis, MN. November.
- Fenimore, W. L.** (2011). Elizabeth Waring: The Witch of Meeting Street. Florida Communication Association, Orlando, FL. October.
- Huang, K. T.** (2012). The First Amendment, cyber offense, and speech rights of public school students. Paper presented at the Midwinter Conference of the Association for Education in Journalism and Mass Communication (AEJMC), Norman, OK.
- Hunter, L. & Proffitt, J.** (2012). Bounce TV: Is there room for a broadcast network targeting African Americans in the current political economy? Presented at BEA 2012- won 1st place in Multicultural Studies division Open Competition.
- Hunter, L.** (2012). Feats, Foibles, & Failures: Minority Ownership policy and the FCC's inability to enact long term change. Presented at BEA 2012 – won 1st place in debut competition in Law & Policy division Open Competition.
- Hunter, L.** (2012). Longevity and EEO regulations: The role of stakeholders in the formulation of effective FCC policy. Union for Democratic Communications conference, Florida State University, Tallahassee, FL. May.
- Janicke, S.** (2012). Research associate presentation given at the Broadcast Education Association 2012 Interactive Media & Emerging Technologies Panel, Las Vegas, NV, April.
- Janicke, S. H., & Raney, A. A.** (2012). Exploring transportation, narrative persuasion, and enjoyment: Effects on global attitudes and story-specific beliefs about organ donation. Presented at the annual meeting of the International Communication Association, Phoenix, AZ.
- Janicke, S. H., & Raney, A. A.** (2012). Modeling the antihero narrative enjoyment process. Presented at the annual meeting of the International Communication Association, Phoenix, AZ.
- Janicke, S. H., & Raney, A. A.** (2011). The persuasive power of narratives: Comparing transportation in 3D and 2D. Presentation at the 4th Annual 3D Entertainment Summit,

Hollywood, CA.

- Janicke, S. H., Ellis, A. J., & Raney, A. A.** (2011). Psychological and physiological differences between the 3D and 2D gaming experience. Presentation made at the 4th Annual 3D Entertainment Summit, Hollywood, CA.
- Janicke, S. H., & Raney, A. A.** (2011). The role of transportation in the enjoyment of and narrative persuasion with 3D entertainment. Presentation at the StoryNet Symposium, Conference of the Media Psychology Division of the German Psychological Society, Bremen, Germany.
- Lee, W., & Han, Y.** (2011). Meta-analysis: The effects of cognitive maps. Paper presented at 2011 Association for Educational Communications and Technology International Convention, Jacksonville, FL, December.
- Lee, Y. S.** (2011). A Study on Antecedents and Outcome Variables of Online Sports Community Use: Based on the relationship between online and offline effect using Theory of Reasoned Action and parent brand evaluation. Poster presented at the CCI Research Week at Florida State University, Tallahassee, FL.
- Lee, Y. S.** (2011). Rights and Representations: Public discourse and cultural citizenship. In Media-Capital Research Association (Ed. and Trans.). *Media, Culture and Economy: Critical Interrogations* (pp. 315~331). Seoul: Nanam Press.
- Lewis, J.** (2012). Sports, Labor, and the Media: An Examination of Media Coverage of the 2011 NFL Lockout. Presented the annual conference of the Union for Democratic Communications, Tallahassee, May.
- Lu, J., Arpan, L., Maibach, E., Leiserowitz, A., & Opel, A.** (2011). Correlates of Energy Conservation Behaviors: An Integration of the Theory of Planned Behavior and the Health Belief Model/ Paper presented to National Communication Association conference, New Orleans, LA.
- McDowell, S., Rasul, A., Shaikh, M. & Gul, M.**(2011). Perspectives on Media Performance: Media, Conflict and Institution Building in Pakistan. Paper for Conference, “Pakistan: Challenges to Democracy Governance and National Unity,” University of the Punjab, October 24-25.
- McNease, K.** (2012). Chronic Fatigue Syndrome: A Gendered Disease. Presented and published at the Hawaii International Conference on Social Sciences, Honolulu, HI.
- McNease, K., & Gaston, J.** (2012). Resounding Sounds of Cultural Resonance: Social Work Practice in the Hawaiian Context. To be presented and published at the Hawaii International Conference on Social Sciences, Honolulu, HI.
- McNease, K.** (2012). Western Man’s Ideological Roots: Promise, Peril, and Potentialities. Presented and published at the Hawaii International Conference on Social Sciences, Honolulu, HI.
- Montez, D.** (2012). Are They Really Helping? An Examination of Economic Models Supporting Community-based Media in Sierra Leone. Presented the annual conference of the Union for Democratic Communications, Tallahassee, May 2012.
- Nair, S. & McDowell, S. D.** (2012). ICTs and Social Development in India: Assessing Efforts to Address the Digital Divide. Presented at the annual conference of the Union for Democratic Communications, Tallahassee, May.
- Nair, S. & McDowell, S. D.** (2012). ICTs and Social Development in India: Assessing

- Efforts to Address the Digital Divide. Presented to “Engaging India: Human and Social Dimensions of Science and Technology,” conference of the Shastri Indo-Canadian Institute. Calgary, Alberta, Canada, June.
- Nensey, Z., & Porter, K.** (2012). “The Inherent Biopower in the Stop Online Privacy Act: The Expansion of State Power into the Internet.” Presented the annual conference of the Union for Democratic Communications, Tallahassee, May.
- Proffitt, J. M., & Susca, M. A.** (2012). Follow the Money: The Entertainment Software Association Attack on Video Game Regulation. Paper presented at the annual meeting of the International Communication Association, Phoenix, AZ.
- Raney, A. A., & Janicke, S. H.** (2012). How we enjoy and why we seek out morally complex characters in media entertainment. In R. Tamborini (Ed.), *Media and the moral mind*. London: Routledge.
- Raney, A. A., Janicke, S. H., Schmid, H., & Shafer, D.** (2011). Considering the appeal of antihero narratives: Toward a theoretical framework. Presentation at the StoryNet Symposium, Conference of the Media Psychology Division of the German Psychological Society, Bremen, Germany.
- Rasul, A.** (2011). Bollywoodization of foreign policy: How film discourse portrays tension between states. Paper presented at the annual conference of the National Communication Association (NCA) in New Orleans.
- Rasul, A.** (2012). Between the Family and the Deep Political Sea: Female Politicians as Media Objects in Bollywood Films. Paper presented at the regional conference of the International Communication Association (ICA) in Paris, France.
- Rasul, A.** (2012). Chicktainment Sells: Current Affairs TV Programing in Pakistan and Female Bodies. Presented at the annual conference of the Union for Democratic Communications, Tallahassee, May 2012.
- Rasul, Azmat & McDowell, S. D.** (2011). “Oil and Turmoil: How Elite U.S. Newspapers Editorialize Political Strife in North Africa and Middle East,” October 28-31, conference of the Arab---US Association of Communication Educators (AUSACE), “Digital and Media Literacy: New Directions.” Beirut, Lebanon.
- Rasul, A., McDowell, S.D.** (2011). Images of oppression: Coverage of the Afghan women in the *Time* and *Newsweek* in Taliban and post-Taliban regimes. International Association for Communication and Media Research, Istanbul Turkey, July.
- Rasul, A., & McDowell, S. D.** (2012). Consolidation in the Name of Regulation: The Pakistan Electronic Media Regulatory Authority (PEMRA) and the. *Global Media Journal*, 12(20).
- Rasul, A., & Proffitt, J. M.** (2011). Bollywood and the Indian Premier League (IPL): the political economy of Bollywood’s new blockbuster. *Asian Journal of Communication*, 21(4), 373–388.
- Rasul, A., & Proffitt, J.** (2011). Diversity or homogeny: Concentration of ownership and media diversity in Pakistan. Paper presented at the annual conference of the International Association for Media and Communication Research (IAMCR) in Istanbul, Turkey, July.
- Reyes, A.** (2012). Brand Engagement: An Analysis on Motivation. Paper presented at the 2012 Association Marketing Theory and Practice, Myrtle Beach, SC.
- Reyes, A.** (2012). Portrayals of Men and Women in Latin Music. Paper presented at the 82nd Annual Convention Southern States Communication Association, San Antonio, TX.
- Reyes, A.** (2012). Diffusion of Smartphones: The case of Venezuela & the U.S. Paper presented

- at the 2012 INFORMS Marketing Science Conference, Boston, MA.
- Rynarzewska, A. I.** (2011). Communicating in a Business to Business Community: Transactive Memory System as a Tool for Organizational Crisis Prevention. Presented at the Florida Communication Association Conference, Orlando, FL., October.
- Rynarzewska, A. I.** (2012). Knowledge Networks Between Organizations and Their Crisis Prevention Usability. Paper presented at the annual meetings of the International Communication Association, Phoenix, AZ, May.
- Rynarzewska, A. I., Guinipero, L., Pillai, G. K., & Palihawadana, D.** (2012). Increasing Effectiveness within a Supply Chain: Developing Transactive Memory Systems. Presented at the Association of Marketing Theory and Practice Conference, Myrtle Beach, S.C., March.
- Rynarzewska, A. I., & Lee, J.** (2012). Physical Activity and Athletic Apparel Purchasing Patterns Among Young Individuals: Implications for Advertising. Presented at the 5th Summit on Communication and Sport, Peoria, IL, March.
- Rynarzewska, A. I., & McClung, S.** (2011). Using Affect as a Tool for Target Market Homogenization: Sportswear Advertising Among the Community of Sports Participants. Presented at the Florida Communication Association Conference, Orlando, FL., October.
- Rynarzewska, A. I., & McClung, S.** (2012). Using Affect as a Tool for Target Market Homogenization: Sportswear Advertising Among the Community of Sports Participants. *Florida Communication Journal*.
- Sabir, M., & **Rasul, A.** (2011). Media frames vs. individual frames: A study of the politico-judicial crisis in Pakistan. *Asian Journal of Business and Management Studies*, 1(6), 39-52.
- Shaikh, M.** (2011). "Targeting the most vulnerable commodity audience for profit or public interest?" Paper presented at the annual conference of the International Association for Media and Communication Research (IAMCR) in Istanbul, Turkey, July.
- Shannon, D.** (2012). "Representing the Yes Men." Presented at the annual conference of the Union for Democratic Communications, Tallahassee, May.
- Smock, S.** (2012). "Super PACs: How did we get here? An historical political economic analysis of campaign finance law and freedom of speech." Presented the annual conference of the Union for Democratic Communications, Tallahassee, May.
- Smock, S.** (2011). "Then and Now, Free Speech v. Free Elections." Presented at Association for Education in Journalism and Media Communication. August.
- Stewart, C.** (2012). Never-Ending Programs: American Idol in Repetition. Presented at the annual conference of the Union for Democratic Communications, Tallahassee, May.
- Susca, M. A., & Cox, N. B.** (2011). Social Constructionism and the Spectacle of Children: The Case of Balloon Boy. Paper presented at the annual meeting of the National Communication Association, New Orleans, LA. November.
- Susca, M. A.** (2012). Why we still fight: Adolescents, *America's Army*, and the Government Gaming Nexus. *Global Media Journal*, 12(20).
- Susca, M. A.** (2012). The Army Wants You(th): Representations of the Real Heroes in *America's Army* and Their Links to Military Recruitment. Paper presented at the annual meeting of the Pop Culture/American Culture Association, Boston, MA.
- Susca, M. A.** (2012). Fragweisers, Butcher Battalions, and Elite Contract Killers: Analyzing Online Comments of *America's Army* Video Game Players. Paper presented at the annual meeting of the Union for Democratic Communication,

Tallahassee, FL. May.

- Toole, J., Arpan, L., & Rhodes, N.** (2012). Ecotainment: Effects on Attitude Accessibility, Norm Accessibility, and Behavioral Correlates. Paper presented at the conference of the International Communication Association, Phoenix, Arizona. May.
- Toole, J. & Smock, S.** (2012). Universal Green Washing: What are the true goals of NBC's "Green is Universal" campaign? Paper to be presented at the conference of the Union for Democratic Communication, Tallahassee, Florida. May.
- Toole, J.** (2012). Poland Springs - the new big-man on the block in Fryeburg, Maine: An analysis of how the issue of water mining is covered in Maine Newspapers. Paper presented at the conference of the Union for Democratic Communication, Tallahassee, Florida. May.
- Vahe, M.** (2012). Human Papillomavirus awareness, knowledge and information sources among young female adults in conservative developing countries: The case of Pakistan. Paper presented at the 2012 Kentucky Conference on Health Communication, Lexington, Kentucky.
- Vahe, M., & Zain-Ul-abdin, K.** (2011). Using News Media to Document the Misuse of Media Regulation: The case of the PEMRA ordinance in Pakistan, IAMCR 2011, 13-17 July, Istanbul, Turkey.
- Vahe, M. & Zain-ul-abdin, K.** (2012). The current status of online sexual health education and information interventions in developing countries. Paper accepted for the eLearning 2.0 conference, London, UK.
- Wlodarczyk, A., & Proffitt, J.** (2012). "Selling Out or Buying In: A Critical Look at a Hopeful Docbuster." Presented the annual conference of the Union for Democratic Communications, Tallahassee, May.