

**The Florida State University
School of Communication
Graduate Student Presentations and Publications
July 2013- June 2014**

- Anderson, L. (2014, March). *Putting on the game face: Sport and masculinity in the defense of Alex Rodriguez*. Paper presented at the annual Summit of the International Association for Communication and Sport, New York City, NY.
- Arpan, L., Lu, J., & Opel, A. (2013). Motivating the skeptical and unconcerned: Considering values and norms when planning messages encouraging energy conservation and efficiency behaviors. *Applied Environmental Education and Communication, 12*(3), 207-219.
- Arpan, L., Lee, Y. S., & Wang, Z. (2014, August). *Integrating self-affirmation into health-risk messages: Effects on message response and behavioral intent*. Paper presented at the annual convention of Association for the Education in Journalism and Mass Communication, Montreal, Canada.
- Arpan, L., Bao, J. & Toole, J. (2013, November). *Communicating Social Norms via Exemplars versus Statistics in Health Risk Messages: Effects on Perceived Effectiveness, Attitude and Norm Accessibility, and Behavioral Intention*. Presented at NCA 99th Annual Convention.
- Bao, J. (2013, November). *Framing of Food Safety Issues in Chinese Media: A Case Study of Southern Weekend's Coverage on Melamine Milk Contamination in 2008*. Presented at NCA 99th Annual Convention.
- Ji, Q., Ha, L., & Bao, J. (2013, November). *Toward a Virtuous Circle: The Role of News Consumption and Media Trust*. Presented at NCA 99th Annual Convention.
- Bonnevier, K (2013, October) *Social Media: How Egypt Reinvented the Revolution*. Paper presented at the 24th Annual Global Issues Conference in Manchester, Connecticut on October 26, 2013.
- Obaid, Z., Hussain, A., & Gul, M. (2013). How public administration theory and practice have contributed to totalitarian tendencies? *Journal of Law and Society*.
- Gul, M. (2013). *Development Challenges Confronting Pakistan*. (Book Review). *International Review of Public Administration, 1*(18).
- Gul, M., Khan, Q., Hussain, A., & Obaid, Z., (2013) VOA Deewa Radio: Propaganda or persuasion? *Peshawar University Teacher's Association Journal (PUTAJ)*.
- Gul, M. (2013, Novmber). *Connecting the voices of women in Tribal regions of Pakistan: A case study of VOA Deewa*. Paper presented at the National Communication Association, Washington D.C.
- Jordan, J. F. F. & Davis, K. (2014, November). *Comparing Black, Asian, Hispanic, and White women on media exposure, body dissatisfaction, and disordered eating: An unsavory connection?* A paper presented at the 99th annual meeting of the National Communication Association. Washington, D.C.
- Lee, Y. S., Kim, T., & Lee, J. (2013, August). *A comparative content analysis of brand*

- communication on Twitter between US and South Korea*. Paper presented at the World Communication Association Conference, Seoul, South Korea.
- Lee, Y. S. & Lee, J. (2013, August). *An exploratory study on multinational brand Twitter strategies between the U.S. and South Korea*. Paper presented at the annual convention of Association for Education in Journalism and Mass Communication, Washington D.C.
- Arpan, L., Lee, Y. S., & Wang, Z. (2014, August). *Integrating self-affirmation into health-risk messages: Effects on message response and behavioral intent*. Paper presented at the annual convention of Association for the Education in Journalism and Mass Communication, Montreal, Canada.
- Lee, Y. S. (2014, July). *Effects of self-affirmation response to gain vs. loss-framed messages*. Paper presented at the National Communication Association Doctoral Honors Seminar, University of Maryland, Washington D.C.
- Lee, Y. S. (2014, May). *The effects of campaign advertising in the 2012 South Korean presidential elections: Focused on 'Cognitive Miser Theory'*. Paper presented at the annual convention of International Communication Association, Political Communication, Graduate Student Preconference, Seattle, WA.
- Lee, Y. S. & Looney, E. (2013, October). *A study on sports online community use and parent-brand loyalty: South Korea pro-baseball cases using Theory of Reasoned Action (TRA)*, Florida Communication Association Annual Conference, Orlando, Florida.
- Lee, Y. S., Kim, T., & Lee, J. (2013, August). *A comparative content analysis of brand communication on Twitter between US and South Korea*. Paper presented at the World Communication Association Conference, Seoul, South Korea.
- Lee, Y. S. & Lee, J. (2013, August). *An exploratory study on multinational brand Twitter strategies between the U.S. and South Korea*. Paper presented at the annual convention of Association for Education in Journalism and Mass Communication, Washington D.C.
- Ji, Q., Ha, L., & Bao, J. (2013, November). *Toward a Virtuous Circle: The Role of News Consumption and Media Trust*. Presented at NCA 99th Annual Convention.
- Ji, Q., & Lee, Y. S. (2014). *Genre matters: A comparative study on the entertainment effects of 3D in cinematic contexts*. 3D Research, 5(3), 1-13.
- Looney, E.C.J., Looney, M.M. (2013, October). *Has the World Baseball Classic Created a Monster?: An analysis of the promotion of national pride through social media responses to television coverage of the 2013 World Baseball Classic*. Presented at Florida Communication Association Conference, Oct. 2013, Orlando, FL. Awarded Top Paper Honors
- Lee, Y.S., Looney, E.C.J. (2013, October). *A Study on Sports Online Community Use and Parent-Brand Loyalty: South Korea Pro-Baseball cases using Theory of Reasoned Action (TRA)*. Presented at Florida Communication Association Conference, Oct. 2013, Orlando, FL
- Looney, E.C.J., Looney, M.M. (2013, April). *"I just want to put Tim Lincecum in a dress and take him to prom": the role of humor in San Francisco Giants fan interpellation*. Presented as part of panel titled "Humor, Identity, Recruitment

- and Twitter: Exploring Sport Fandom and Emotion” at 2014 Southern States Communication Association. Convention, Apr. 2014, New Orleans, LA
- Looney, E.C.J (2013, April). *Ph*\$* the Phillie!": The role of profanity in CORFing*. Presented as part of panel titled “And Now For Something Completely F#@&*!@ Different: Profanity and Context” at 2014 Southern States Communication Association. Convention, Apr. 2014, New Orleans, LA
- Looney, E.C.J. (2013, April). *Eat a Salad and Take a Walk": Chris Christie and the Role of Obesity Discourse in a Presidential Race*. Presented as part of a panel titled “‘Yo’ Mama’s So Fat...but She Sure is Happy, Healthy, and Successful:’ Using Popular Culture as a Site for Reconstructing the Acceptable Discrimination Against Obesity” at 2014 Southern States Communication Association Convention, Apr. 2014, New Orleans, LA.
- Rasul A. & McDowell, D. (2014). Images of oppression: An analysis of the coverage of Afghan women in Time and Newsweek after 9/11. *Journal of International Communication* (Revise and resubmit)
- Rasul, A., Robinson, B., & McDowell, S. D. (2013, December). *The Taliban factor: Conflict in Afghanistan and the elite South Asian press*. Paper presented at the annual conference of Arab-US Association of Communication Educators in Tangier, Morocco.
- Rasul, A., Robinson, B., & McDowell, S. D. (2013, June). *Eulogy effect: How framing of political murders generated sympathy voting waves in South Asia*. Paper presented at a pre-conference of the International Communication Association, London, UK.
- McNease, K. (2013, November). *The “Paradox” of Passing: Connecting across Invisible Identities*. Panel Presentation at NCA.
- McNease, K. (2014). *Soma, Sema, Sacred: Prolegomena to an Ethics of Suffering*. Paper presented at the annual Doing Autoethnography Conference at San Angelo State University.
- McNease, K. (2014). *Soma, Sema, Sacred: Prolegomena to an Ethics of Suffering*. *Zarytheus* 1(1), pp. 26-32.
- McNease, K. (2014). *Love Sick or My Brain on Dengue*. Smashwords.
- McNease, K. (2014). Technology and the Tao: Juxtaposing the Transhumanist Enhancement Project and C.S. Lewis’s Embodied Humanism. (*R/R Journal of Communication and Religion*).
- Nadia, A. (2013, July). *The Widening Gaps Between the Haves and the Have-Nots: A Qualitative Exploration of How Young People Possess Their Internet Skills*. Paper presented in the 22nd Asian Media Information Communication Centre, 4 – 7 July 2013 – Yogyakarta, Indonesia
- Nadia, A. (2014, July). *ICT in Indonesia's Education System: Analysis of Schoolbooks and the Use of ICT in Teaching-Learning Activities*. Paper presented in the 20th Biennial Conference of the Asian Studies Association of Australia, 8 - 10 July 2014 - Perth, Australia
- Arpan, L., Lu, J., & Opel, A. (2013). Motivating the skeptical and unconcerned:

Considering values and norms when planning messages encouraging energy conservation and efficiency behaviors. *Applied Environmental Education and Communication*, 12(3), 207-219.

- Post, A. & Willingham, C. M. (2013, October). *An alliance of fear and smear: The White Citizens' Council & the Circuit Riders*. 2nd Place, Competitive Graduate Paper at the Florida Communication Association, Orlando, FL.
- Post, A. & Willingham, C. (2013, October). *A Campaign of Fear of Smear: The White Citizens Councils and the Circuit Riders*. Paper presented by Post; paper placed second in the Graduate Student Division. October 18, 2013, Florida Communication Association annual convention, Orlando.
- Post, A. (2014, April). *Ann Romney, Hilary Rosen and the Continuing War on Women in American Politics*. Top Paper Panel in the Gender Studies Division. April 4, 2014, Southern States Communication Association annual convention, New Orleans.
- Post, A. (2014, August). *The Gender Gap Revisited: Pattern persists of under-representing female candidates in newspapers' election coverage*. News and Online News Division Poster Session. August 6, 2014, Association for Education in Journalism and Mass Communication annual convention, Montreal.
- Rasul, A., & Proffitt, J. M. (2013). Diversity or homogeneity: concentration of ownership and media diversity in Pakistan. *Asian Journal of Communication*, 23(6), 590-604.
- Rasul, A., & Raney, A. A. (2013, November). *Politically entertained: Effects of biographical political movies on political attitudes of young female adults*. Paper presented at the annual conference of National Communication Association in Washington DC.
- Rasul, A., & Raney, A. A. (2014, March). *Moral drones: The framing of drone strikes in the Pakistani and US Elite press*. Paper presented at the mid-winter conference of Association for Education in Journalism and Mass Communication in Norman, Oklahoma.
- Rasul, A. & Asim, M. M. (2014). How US newspapers framed the Arab spring. *Media Asia*, 41(1), 86-100.
- Rasul, A., & Proffitt, J. M. (2013). Diversity or homogeneity: concentration of ownership and media diversity in Pakistan. *Asian Journal of Communication*, 23(6), 590-604.
- Rasul, A. (2014). Regulation or control: An analysis of broadcast regulation in the South Asian region. *Journal of Social Sciences and Humanities* (Accepted for publication)
- Rasul A. & McDowell, D. (2014). Images of oppression: An analysis of the coverage of Afghan women in Time and Newsweek after 9/11. *Journal of International Communication* (Revise and resubmit)
- Lee, J., Onifade, E., Ryu, J., Rasul, A., & Maynard, R. Q. (2014). Online activity, alcohol use, and internet delinquency among Korean youth: A multilevel approach. *Journal of Ethnicity in Criminal Justice*. (In press)
- Rasul, A. (2014, May). *Construction and validation of a scale to measure attitude of the voters towards female politicians*. Paper presented at the annual conference of International Communication Association in Seattle, WA, USA.
- Rasul, A., & Raney, A. A. (2014, March). *Moral drones: The framing of drone strikes*

in the Pakistani and US Elite press. Paper presented at the mid-winter conference of Association for Education in Journalism and Mass Communication in Norman, Oklahoma.

Rasul, A., & Raney, A. A. (2013, November). *Politically entertained: Effects of biographical political movies on political attitudes of young female adults*. Paper presented at the annual conference of National Communication Association in Washington DC.

Rasul, A., Robinson, B., & McDowell, S. D. (2013, December). *The Taliban factor: Conflict in Afghanistan and the elite South Asian press*. Paper presented at the annual conference of Arab-US Association of Communication Educators in Tangier, Morocco.

Rasul, A. (2013, September). *Educating future media professionals: Analysis of mass communication education in Pakistan*. Paper presented at 2013 CIES Southeast Regional Conference of Comparative and International Education Society, Tallahassee, USA.

Rasul, A., & Ulla, B. (2013, August). *Socially networked politics: Effects of Facebook on political attitudes of young female adults*. Paper presented at the annual conference of Association for Education in Journalism and Mass Communication in Washington DC.

Rasul, A. (2013, July). *Celebrity spectacle: Effects of celebrity endorsement on political attitudes of young adults*. Paper presented at the annual conference of International Association for Media and Communication Research, Dublin, Ireland.

Rasul, A. (2013, June). *Brand Bollywood: The political economy of product placement in Hindi movies*. Paper presented at the annual conference of international Communication Association in London, UK.

Rasul, A., Robinson, B., & McDowell, S. D. (2013, June). *Eulogy effect: How framing of political murders generated sympathy voting waves in South Asia*. Paper presented at a pre-conference of the International Communication Association, London, UK.

Rasul, A., Robinson, B., & McDowell, S. D. (2013, June). *Eulogy effect: How framing of political murders generated sympathy voting waves in South Asia*. Paper presented at a pre-conference of the International Communication Association, London, UK.

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Shaikh, M. (2013, October). *Prepare for Crisis: An Emergency Response approach in violence stressed regions- Dilemmas of local News reporters*. Presented at FCA Orlando October, 2013.

Shaikh, M. (2014, February). *Facebook based interviews: A step forward in virtual data collection methodology*. Presented at 26th Annual Ethnographic and Qualitative Research Conference (EQRC) (Feb 10-11, 2014).

- Shaikh, M. (2014, May). *Visiting Florida! Has the Hurricane Risk been communicated on the Internet?* Presented at Governor Hurricane Conference, Orlando, FL, May, 2014.
- Arpan, L., Bao, J. & Toole, J. (2013, November). *Communicating Social Norms via Exemplars versus Statistics in Health Risk Messages: Effects on Perceived Effectiveness, Attitude and Norm Accessibility, and Behavioral Intention.* Presented at NCA 99th Annual Convention.
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- Willingham, C. M. (2014, March). *Susan G. Komen and Planned Parenthood: The cost of NOT understanding the connections between cultural values and brand values for nonprofit organizations.* Paper presented at the annual International Public Relations Research Conference, Miami, FL, March.
- Willingham, C. M. (2014, May). *Susan G. Komen for the Cure vs. Planned Parenthood: The fractious struggle to define the border between being "for women" or waging "war on women."* Paper presented at the biennial Rhetoric Society of America, San Antonio, TX.
- Willingham, C. M. (2014, February). *The art of friendship: The power of words to wound and heal.* Paper presented at the Doing Autoethnography conference, San Angelo, TX.
- Post, A. & Willingham, C. (2013, October). *A Campaign of Fear of Smear: The White Citizens Councils and the Circuit Riders.* Paper presented by Post; paper placed second in the Graduate Student Division. October 18, 2013, Florida Communication Association annual convention, Orlando.
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