

**Table 8.4 FSU School of Communication Graduate Student
Presentations and Publications
2009-10 to 2013-14**

2009 - 2010

Adamoli, G. (March, 2010). *"Women are not people. They are devices built by our Lord Jesus Christ for our entertainment": Feminism in Family Guy*. Paper presented at the annual conference of the American Culture and Popular Culture Associations, St. Louis, MO.

Adams, J., & **Zain, K.** (2010). *The acceptability of online degrees in teacher training and hiring*. Proceedings for the Society for Information Technology & Teacher Education. Society for Information Technology & Teacher Education International Conference, San Diego, CA.

Adams, J., Ngampornchai, A., & **Zain, K.** (2009). *Moodle in Action: Production processes and lessons learned*. ED-MEDIA 2009-World Conference on Educational Multimedia, Hypermedia & Telecommunications, Honolulu, Hawaii. Association for the Advancement of Computers in Education.

Adams, J., Ngampornchai, A., & **Zain, K.**, (2009). *Moodle in Action: A Case Study*. Proceedings for the Society for Information Technology & Teacher Education. Charleston, SC: Association for the Advancement of Computers in Education.

Adams, J., & **Lee, S.** (2010, November). *The acceptability of online degrees in teacher training and hiring*. 2010 NCA convention, Scholar-to-Scholar presentation. San Francisco, CA.

Adams, J., **Donmez, O.**, & Ngampornchai, A., (2009, October). *Framing the direction of Moodle research: A review of scholarly literature*. Sloan-C International Conference on Online Learning in conjunction with MoodleMoot. Orlando, FL.

Adams, J., **Doddington, F.**, & Cortese, J. (2009, August) *Assessing the Impact of Website Domain on End-user Evaluations of Web Page Aesthetics Using an Immediate Aesthetic Perception Technique*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Boston.

Adams, J., Ngampornchai, A., & **Zain, K.** (2009, June). *Moodle in action: Production processes and lessons learned*. ED-MEDIA 2009-World Conference on Educational Multimedia, Hypermedia & Telecommunications, Honolulu, HI.

Andon, S.P. (2009, November). *The spirituality of place in sports films: The case of "Mystery, Alaska."* Paper presented at the annual conference for the American Association of Religion, Montreal, CN.

Andon, S.P. (2010, March). *The essence of collecting authentic sports memorabilia*. Paper presented at the annual conference of the American Culture and Popular Culture Associations, St. Louis, MO.

Arpan, L. M., & **Tuzunkan F.** (In press, 2010). Photographic depiction of normative deviance and School of Communication, Graduate Student Presentations and Publications 2009-2010 2 of 5 informational utility as predictors of protest news exposure, related perceptions, and story comprehension. *Mass Communication and Society*.

Asmus, L. (2010, June). *Flavor, Frenzy, and the Perils of Free Speech: A Critical Legal Studies Approach to the Agricultural Disparagement Controversy*. Paper presented at the Association for the Study of Food and Society, Bloomington, IN.

Bae, B.J. (2009, October). *Why a global monster struggles in a local market?: Diffusion strategies for a global search engine*. Paper presented at Florida Communication Association, Orlando, FL.

Bae, B.J. (2009, November). *Effects of health information consumption on unrealistic optimism: The third-person effect and unrealistic optimism in cancer risk*. Paper presented at the annual meeting of the National Communication Association, Chicago, IL.

Bae, J., Kim, J., & Park, Y. (2010, February). *Predictors of uses of interactive features in online news content in South Korea*. Paper presented at Year of Korea conference, Atlanta, GA.

Chen, Y. S. (2010, June). *The Impact of Interactivity and Physical Arousal Within Media Content on Affect Change*. Paper for the Annual International Communication Association (ICA) conference, Singapore, Information Systems Division.

Chen, Y. S. (2010, June). *Rethinking Mood Management Theory: The Issues of Definitions and Measure About Mood and Emotion*. Paper for the Annual International Communication Association (ICA) conference, Singapore, Mass Communication Division.

Clark, C. (2009). *Ethnographic Methods in the Study of African American Women of the Sacred Harp/Shape Note Tradition: A Proposal*. Paper presented at the 79th Annual Convention of the Florida Communication Association, Orlando, FL.

Clark, J.S. (2009, June-July). *Virtually Natural: Environmental Education in Second Life*. Paper presented at the biennial Conference on Communication and the Environment, University of Southern Maine, Portland.

Clark, L.A., & **Clark, J.S.** (2010, March). *Environmental Design and Emerging Technologies: Today and the Near Future*. Paper presented to the Interior Design Educators Council annual conference, Atlanta.

Clark, J.S. (2010, April). *Virtually Queer: Subjectivity Across Gender Boundaries in Second Life – revisited*. Paper presented to Southern States Communication Association annual conference, Performance Studies Division, Memphis.

Clark, J.S. (2010, April). *Reconsidering Cyborg Identities (panel respondent)*. Southern States Communication Association annual conference, Gender Studies Division, Memphis.

Cortese, J. Lustria, M., **Sarkar, M.**, McLaughlin, C., & Rosario, I. (2010, June). *Challenges Communicating Puberty and Decision Making Information to Teens: Development of an Online Tailored Intervention*. Paper to be presented at the Annual International Communication Association (ICA) conference, Singapore. School of Communication, Graduate Student Presentations and Publications 2009-2010 3 of 5

Cox, N.B. (2010, March). *Taking the FCC to church: The history of United Church of Christ's Activism in Broadcast Regulation*. Paper presented at the mid-winter conference of The Association for Education in Journalism and Mass Communication, The University of Oklahoma, Norman, OK.

Han, Y. (2009, August) *De-metaphorization in Paratexts: Powers behind EPA's distinguishing between Climate Change and Global Warming*. Paper presented at the annual meeting of the Association for Education of Journalism and Mass Communication, Boston.

Jung, T., & **Shim, W.** (2009, August). *Good for Samsung is good for Korea: Image restoration strategies used by Samsung after a whistle-blowing corruption scandal*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Boston.

Jung, T., & **Shim, W.** (2009, November). How does the nature of reactance mediate the social norms campaign effects? Paper presented at the annual meeting of the National Communication Association, Chicago, IL.

Kim, J. (2009, November). *Affective state, familiarity, and music selection: power of familiarity.* Paper presented at Entertainment = Emotion conference, Benasque, Spain.

Kim, J. (2010, forthcoming). Affective state, familiarity, and music selection: power of familiarity. *International Journal of Arts and Technology, 4.*

Kinnally, W., & Arpan, L. (2009, August). *Reactance and the Hostile Media Effect: Placing the Effect within the Theory.* Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Boston.

Lee, S. (2009, October). *Toward a comprehensive model for online health information seeking.* Paper presented at the 79th Annual Convention of the Florida Communication Association, Orlando, FL.

Lee, S. (2010, February). *Lee Ju-il Syndrome: a public smoking cessation campaign in South Korea.* Paper presented at Kennesaw State University's Year of Korea Conference, Kennesaw, GA.

Lu, J. (2010, June). *A Comparison of Blood Donors and Non-Donors in terms of Individual-Level Social Capital and Media Usage.* Paper presented to the International Communication Association Convention annual conference, Singapore.

McClung, S., & **Johnson, K.** (2010). Examining the motives of podcast users. *Journal of Radio and Audio Media, 17*(1).

McDowell, S. D. & **Nair, S.** (2009, July). *Advanced Wireless Services: Challenges for Telecommunications Policy and Regulation in India,* Paper for the 18th Annual Asian Media School of Communication, Graduate Student Presentations and Publications 2009-2010 4 of 5 and Information Center International Conference, "Media, Democracy and Governance: Emerging Paradigms in a Digital Age," Le Méridien Hotel, New Delhi, India 13-16 July.

Nair, S., & McDowell, S. D. (2010, June). *ICTs in Economic Empowerment: The Gender Divide,* Paper for the 19th Annual Asian Media and Information Centre (AMIC) Conference, "Technology and Culture: Communication Connectors and Dividers," 23-26 June, Suntec City, Singapore.

Nair, S., & McDowell, S. D. (2010, June). *Telecom Services and ICTs for Development: Approaches to Assessing Sector Performance,* Paper for the International Telecommunications Society, 18th Biennial and Silver Anniversary Conference, Tokyo Japan, June.

Opel, A., & **Adamoli, G.** (November, 2009). *Wading into the Stream: Low Power FM Radio Stations and their Internet Websites.* Paper presented at the National Communication Association, November 14, 2009, Chicago.

Rasul, A. (2009, July). *Media frames vs. individual frames: An analysis of framing of politico-judicial crisis in Pakistan.* Paper presented at the 18th Annual conference of Asian Media and Information Centre (AMIC), New Delhi, India.

Rasul, A. (2009, November). *Bollywood Mania: Why Hollywood majors are producing Bollywood movies.* Paper presented at the School of Journalism and Communication, University of Oregon conference, Portland, Oregon.

Rasul, A. (2010, March). *Regulation or control: A case study of media regulation in Pakistan*. Paper presented at the annual conference of the Erasmus Mundus Alumni Association, Bordeaux, France.

Rasul, A. (2010, June). *Regulating broadcast media: Historical analysis of broadcasting in Pakistan*. Paper to be presented at the 18th biennial conference of the International Telecommunication Society, Tokyo, Japan.

Rasul, A., & McDowell, S. (2010, June). *The media and conflict management: A case study of Indo-Pak relations after Mumbai attacks*. Paper to be presented at the 19th Annual conference of the Asian Media and Information Centre (AMIC), Singapore.

Rasul, A., & Proffitt, J. (2010, June). *Bollywood and Hollywood: A political economic analysis of co-productions*. Paper to be presented at the Annual International Communication Association (ICA) conference, Singapore.

Saputro, K. A. (2010, June). *The Responsible Witnesses: A Study of Indonesian Audiences' Reception of International Human Rights Documentaries*. Paper for the Annual International Communication Association (ICA) conference, Singapore, Global Communication and Social Change Division.

Saputro, K. A. (2010, February). *The audiences of pain: The Indonesian audiences' response to human rights documentaries*. In M. Crouch, M. Vaccarella, and R. Fisher (Chairs), *Making sense of: pain*. Symposium conducted by inter-disciplinary.net, Sydney, Australia.

Saputro, K. A. * (2009). *The Pitying Witnesses: An Exploratory Study of the Indonesian Audiences' Reception of Listen to Our Voice and Operation Fine Girl*. Master's Thesis, April 2009. * School of Communication, Graduate Student Presentations and Publications 2009-2010 5 of 5 Recipient of the National Communication Association's International and Intercultural Communication Division's Outstanding Master's Thesis of the Year Award for 2009.

Shim, W. (2009, November). *Hwang's scandal: Combining staged approaches with image restoration theory*. Paper presented at 95th NCA conference. November, Chicago, IL.

Stern, B. (Writer, Producer, Director). (2010). *Wakulla Springs, A Watery Treasure*. United States.

Susca, M.* (2009, August). *The shark became a vegetarian: Regulating children's television in a digital world*. Paper presented at the annual meeting of the Association for Education in Journalism and Mass Communication, Boston. *Top Student Paper, Critical and Cultural Studies Division

Susca, M. (2010, May). *Teaching violence? An examination of first-person shooter games used in education*. Paper presented at the e-Youth conference, sponsored by the University Centre Saint-Ignatius Antwerp and the University of Antwerp, Antwerp, Belgium.

Susca, M., & Cox, N.B. (2010, April). *Up, up, and away: Balloon boy, reality television, and the discourse of spectacle*. Paper presented at the annual conference of the Popular Culture Association/ American Culture Association, St. Louis, MO.

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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. School of Communication, Graduate Student Presentations and Publications 2010-2011 2 of 7

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. School of Communication, Graduate Student Presentations and Publications 2010-2011 3 of 7

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 School of Communication, Graduate Student Presentations and Publications 2010-2011 4 of 7

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. School of Communication, Graduate Student Presentations and Publications 2010-2011 5 of 7

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. School of Communication, Graduate Student Presentations and Publications 2010-2011 6 of 7

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. School of Communication, Graduate Student Presentations and Publications 2010-2011 7 of 7

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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 at 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 School of Communication, Graduate Student Presentations and Publications 2011-2012 2 of 6 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 at 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, School of Communication, Graduate Student Presentations and Publications 2011-2012 3 of 6 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 School of Communication, Graduate Student Presentations and Publications 2011-2012 4 of 6 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 School of Communication, Graduate Student Presentations and Publications 2011-2012 5 of 6 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, School of Communication, Graduate Student Presentations and Publications 2011-2012 6 of 6 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.

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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 Week 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 Programing 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 23rd 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, Virtuuous? 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, Colombia, 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 2nd 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.

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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, November). *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 Phillies!": 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, 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.

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.

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.

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.

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.

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.

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.

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.