

### HIHIC Welcomes Assistant Director Magdalena Saldaña

The Thomas Jay Harris Institute for Hispanic & International Communication (HIHIC) is pleased to announce the appointment of a new assistant director. **Professor Magdalena Saldaña**, a native of Biobío, Chile, joined our institute this fall, and she teaches courses in journalism and Hispanic media. Magdalena has experience teaching in both English and Spanish, including four years as instructor of record at several Chilean universities, and three years as a teaching assistant at UT Austin. Her research focuses on digital media, public opinion, political communication, and Latin American studies. She has presented her research in Chile, Argentina, Brazil, Canada and the U.S.



### Welcome Back, Kent!

**Dr. Kent Wilkinson**, HIHIC director, spent the first half of 2016 in Chile as a Fulbright Scholar at the Universidad de Los Andes in Santiago. He taught a graduate course on popular culture and rock and roll, and an undergraduate course on international communication. Since returning to Texas Tech, he has collaborated with Professors Saldaña and Zhang on research regarding social capital and media use among Texas Hispanics. His co-authored paper with Professor Saldaña “Texas Millennials and Their Smartphones: A Uses & Gratifications Study” was recently accepted at the International Conference on Hispanic/Latino Media & Marketing, hosted by California State University Fullerton during February 2017.



### CoMC Alumnus Hector Galán Presented His New Documentary

The Harris Institute hosted a campus visit by PBS documentary filmmaker and college alumnus **Hector Galán** on September 27. During his visit, Galán talked with HIHIC faculty and friends, and also gave a lecture to CoMC students about how Texas Tech ignited his passion to create a life filled in with documentary filmmaking. Galán was invited by Tech’s own KTTZ-TV to screen his new PBS documentary “Willie Velasquez: Your Vote is Your Voice” at Alamo Drafthouse Cinema in Lubbock. A panel discussion including Galán, HIHIC student affiliate Noelle Vela, and Dr. Miguel Levario of Tech’s Department of History followed the screening.

### HIHIC Publishes Special Issue of the International Journal of Hispanic Media

The *International Journal of Hispanic Media* published an issue composed entirely of articles exploring the contemporary Spanish media situation. The issue, curated by guest editor **Dr. Angharad N. Valdivia** (University of Illinois, Urbana-Champaign), includes articles in both English and Spanish. According to Dr. Valdivia, “it is *imprescindible* that journals move beyond this Anglocentric perspective and welcome research by our colleagues throughout the world. This issue of this journal is one step in that direction” (Valdivia, 2016; p.1). The special issue can be accessed from the journal’s website, [www.internationalhispanicmedia.org](http://www.internationalhispanicmedia.org)

### HIHIC Releases “Political Engagement and Preferences Among Texas Hispanics” Report

HIHIC researchers Kent Wilkinson and Magdalena Saldaña released a report on Texas Hispanics’ political perceptions, preferences, and engagement. The report, which surveyed 436 Hispanics of varying age, gender, education level, economic status, and political views, found that participation in the political process, while having the ability to swing an election, remained at less than 50 percent. Further, the study found education, health care, the environment, and the economy ranked as the most important issues for Hispanics, while terrorism, foreign policy, and the federal deficit are least important. The report comes from data collected by a team of HIHIC researchers: Dr. Weiwu Zhang, Dr. Kent Wilkinson, Dr. Lea Hellmueller (U. of Houston) Dr. María Elena Gutiérrez Rentería (U. Panamericana), Dr. Nathian Rodriguez (San Diego State U.), and Dr. Lindsey Blumell (Oxford Brookes U.). The complete report can be accessed from our website, [www.depts.ttu.edu/comc/hihic](http://www.depts.ttu.edu/comc/hihic)

### HIHIC Roundtable on Hispanic/Latin@ Research

Our institute hosted the second annual HIHIC Researchers’ Roundtable on November 4, where Tech faculty/researchers discussed their current research related to Hispanics in the U.S. Three researchers presented their work on Hispanics/Latin@s: Dr. Nadia Flores from the Department of Sociology, Anthropology and Social Work; Dr. Fernando Valle from the College of Education, and Dr. Irma Almager, also from the College of Education. During the roundtable, Dr. Wilkinson presented the HIHIC “Political engagement and preferences among Texas Hispanics” report, and he discussed the implications of low Hispanic voter turnout in Texas and the country.



### Silvio Waisbord visited CoMC as the Thomas Jay Harris Distinguished Lecturer

**Dr. Silvio Waisbord**, the *Journal of Communication’s* editor-in-chief, visited Tech’s College of Media & Communication on November 17-18 as the Thomas Jay Harris Distinguished Lecturer. The Distinguished Lecture Series was created to attract national and international leaders to Tech to lead seminars, discussion groups, and serve as speakers regarding current issues of global relevance. While on campus, Dr. Waisbord visited Dr. Wilkinson’s graduate international communication seminar to discuss *The society of disconnections: Communication, media and social repair*. He also gave a talk to faculty and students about the field of communication as a post-discipline. A native of Argentina, Dr. Waisbord is a professor of media and public affairs at George Washington University in Washington, D.C.



Left to right, Kent Wilkinson, HIHIC director; Silvio Waisbord, Thomas Jay Harris Distinguished Lecturer; Magdalena Saldaña, HIHIC assistant director, and Jerry Hudson, former CoMC dean.

## HIHIC Affiliates' Activities



**Lyombe Eko, Ph.D.**, published a peer-reviewed, 23,000-word entry in The Oxford Communication Research Encyclopedia. He presented two papers at the 2016 ICA<sup>1</sup> annual conference in Fukuoka, Japan, and a paper at the 2016 AEJMC<sup>2</sup> annual conference in Minneapolis, Minnesota.



**Geoffrey Graybeal, Ph.D.**, was one of two American professors invited to attend the EMMA<sup>3</sup> Summer Doctoral Program in Germany, during July 2016. Dr. Graybeal mentored 10 doctoral students from seven European countries on their research projects, and he also delivered two keynote talks regarding media management and media entrepreneurship.



**Mark Gring, Ph.D.**, published a chapter in the edited book "Communication and the Global Landscape of Religion." His chapter examines the debate about racial reconciliation in the Presbyterian Church of America (PCA) taking place during its 2015 General Assembly meeting. He also presented a paper at the 2016 NCA<sup>4</sup> annual conference concerning his current research project on Latinos in the PCA.



**Amy N. Heuman, Ph.D.**, received the 2016 Outstanding Mentor in Master's Education award from the Master's Education Division at the 2016 NCA<sup>4</sup> annual conference in Philadelphia, Pennsylvania. She was nominated by three of her former graduate students: Kristin Gardner, major gifts officer, New York Women's Foundation; Stephen Mitchell, doctoral candidate, Wayne State University; and Alyssa Sambor, doctoral student, University of Washington.



**Andy King, Ph.D.**, spent the summer working on a grant-funded project from the Health Resources and Services Administration related to organ donor registration campaigns in Illinois. He also published an article on communicating information about skin self-examinations. Additionally, Dr. King started mentoring two students from the Honors College through the Undergraduate Research Scholars program, and served as faculty mentor to another undergraduate researcher receiving a Center for Active Learning and Undergraduate Engagement grant.



**Sun Young Lee, Ph.D.**, published two journal articles in 2016. She also presented two papers at the 2016 ICA<sup>3</sup> annual conference in Fukuoka, Japan, and a paper at the annual conference of the Korean Academic Society for Public Relations in Chungju, South Korea.



**Bolanle A. Olaniran, Ph.D.**, published a journal article about ICT use and multidisciplinary healthcare teams. He also co-authored an entry for the Encyclopedia of E-Health and Telemedicine, and has a book "Handbook of Crisis Communication Center," which is in press with Peter Lang Publisher.



**Rob Peaslee, Ph.D.**, helped lead a study abroad course in Scotland and Northern Ireland, and presented at Comic Con International in San Diego, California. He also worked with JEM Professor Randy Reddick and an interdisciplinary team of Texas Tech faculty and students on the completion of a grant-funded interactive teaching module dealing with the Holocaust, which will be deployed to all Texas high school students in 2017.



**Narissra M. Punyanunt-Carter, Ph.D.**, published four journal articles, two book chapters, and three encyclopedia entries in 2016. Dr. Punyanunt-Carter presented her research at the 2016 NCA<sup>4</sup> annual conference; the Religious Communication Association Conference; the Central States Communication Association Conference; and the West Texas Regional Meeting of Texas Women in Higher Education at Texas Tech.



**Eric Rasmussen, Ph.D.**, received the 2016 Billy I. Ross Mass Communications Faculty Achievement Award and the 2016 Bernie Rushing Jr., Faculty Distinguished Research Award from the College of Media & Communication. He was also named Faculty of the Year in the Department of Public Relations. Dr. Rasmussen was part of the inaugural class of the College's Dean's Leadership Academy, became a Fellow of Texas Tech's Institute for Inclusive Excellence, and led a team that received a grant from a children's media production company to research the effects of children's use of educational apps.

**Miglana Sternadori, Ph.D.**, was elected head of the Magazine Media Division during the 2016 AEJMC<sup>2</sup> annual conference, where she also participated in a panel about the future of magazine research. In December, Dr. Sternadori plans to present and facilitate an industry-academy roundtable at the international Mapping the Magazine 4 conference at the University of Sydney, Australia (Dec. 12-14) to be featured in a globally-oriented "Handbook of Magazine Studies." The book is edited by Dr. Sternadori along with Tim Holmes (Cardiff University, UK) under contract with Wiley/Blackwell.



**Weiwu Zhang, Ph.D.**, finished his two-year stint as research chair of the Public Relations Division of AEJMC<sup>2</sup> in August 2016. He continues to serve on the Texas Tech Ethics Advisory Board representing the College of Media & Communication. He co-authored two articles with Dr. Sherice Gearhart on the spiral of silence phenomenon on social networking sites, and the effects of social media use on political engagement.



**Oluseyi Adegbola (Ph.D. student)** presented two papers at the AEJMC<sup>2</sup> annual conference in Minneapolis, Minnesota. His papers analyzed what message features drive engagement on Instagram, and how Nigeria was portrayed on U.S. television over a 10-year period, respectively. He also presented at the International Conference for Graduate Students in San Marcos, Texas, where he examined U.S. television reporting of the Arab Spring.



**V. Santiago Arias (Ph.D. student)** published two journal articles in 2016. Additionally, he presented his research at the 2016 NCA<sup>4</sup> annual conference in Philadelphia, Pennsylvania, where he presented three papers, participated in a teaching activity, and served as chair for a panel on civic engagement.



**Jessica Foumena (Ph.D. student)** presented her research at the Texas Tech Open Teaching Concept, and at the 2016 Gender Colloquium in October. She also presented a paper at the sixth annual Texas Tech Arts and Humanities Graduate Research Conference, in November. Foumena was invited to become the student representative of the Women's Studies Advisory Board, and she is a mentor for an international student through the Mentor Tech mentoring program.



**Priyanka Khandelwal (Ph.D. student)** defended her dissertation, "Adoption, Use and Identity Construction in Yik Yak," in September 2016. The dissertation explores new media applications and their usage and adoption among college students. Khandelwal plans to continue research in the realm of new media and find ways of reaching target audiences by using inexpensive but reliable methods.



**Jobi Martinez (Ph.D. student)** was appointed to the National Association of Diversity Officers in Higher Education Professional Development Committee. Her experience as the Big 12 Chief Diversity Officer Consortium President also led to her appointment as the special assistant to the Big 12 CDO president and meeting consultant.



**Samer Melhem (Ph.D. student)** had the chance to apply his research on organizational communication to a local non-profit organization (NPO). He implemented his master's project at ULabs MakerSpace, an NPO in Lubbock. MakerSpaces first appeared in Europe and has recently begun to expand in the U.S., especially in California. Samer's praxis portfolio provided ULabs with the necessary foundational structure to build the first successful MakerSpace in Lubbock.



**Noelle Vela (M.A. student)** is one of three collegiate entrepreneurs awarded the Excellence in Innovative Technology award by the NAB<sup>5</sup> Education Foundation for her invention and development of the political gaming app, Vozra. Noelle was invited to attend the NAB Show in New York City in November 2016. During the event, Noelle showcased Vozra to audiences and received the award from the president of NABEF.



<sup>1</sup> International Communication Association

<sup>2</sup> Association for Education in Journalism and Mass Communication

<sup>3</sup> European Media Management Association

<sup>4</sup> National Communication Association

<sup>5</sup> National Association of Broadcasters

