



TEXAS TECH UNIVERSITY

Thomas Jay Harris Institute for Hispanic & International Communication™

Spring 2018 Newsletter



Dr. Héctor Rendón to Join the Harris Institute

The Harris Institute is pleased to announce that **Dr. Héctor Rendón** will join us in fall 2018 as the institute’s assistant director and Assistant Professor of Journalism and Creative Media Industries. Dr. Rendón conducts research on international communication, ethnic and intercultural communication, media reliability, news framing, and public policy. He received his Ph.D. in Communication, Rhetoric, and Digital Media from North Carolina State University in 2016. Dr. Rendón has lived in four different countries, and practiced journalism for several Spanish-language media outlets for seven years. We look forward to his family’s arrival in Lubbock.

Texas Tech Qualifies for Hispanic-Serving Institution Status

In fall 2017, Texas Tech’s enrollment of undergraduate Hispanic students reached 27%, surpassing the 25% threshold for Hispanic-Serving Institution (HSI) status. Although the university’s HSI status will likely become official in mid 2019, we may apply for funding to support teaching, research/creativity and a variety of student services prior to then. HSI-related benefits accrue to the entire university community, not just Hispanics, and the designation will help Texas Tech meet the future needs and interests of the state and nation.

Christina Najera and Rosalynn Vasquez join Ph.D. Program

In fall 2017, two new students with Hispanic media interests joined the College of Media & Communication’s doctoral program. **Christina Najera** hails from southern California where she worked in the Network Legal Affairs department for Disney’s ABC Television Group. **Rosalynn Vasquez** relocated to Lubbock from Dallas where she was Vice President of Marketing & Communications for Earth Day Texas.



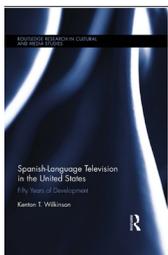
Christina Najera



Rosalynn Vasquez

Harris Institute to co-host Hispanic Media & Marketing conference with U.T. Arlington

The Harris Institute and College of Media & Communication will co-host the 7th Hispanic Media & Marketing Conference with the University of Texas at Arlington February 21-23, 2019 in Arlington. The conference will bring together academic researchers, media professionals and students to discuss the theme “Culture, Media & Measurement” as well as other topics related to Hispanic media and marketing. A call for papers and panel proposals can be found at the Harris Institute website. The conference series was founded in Texas as a collaborative effort among the Harris Institute, The University of North Texas and Texas State University; it returns to the Lone Star States after being hosted by Florida State and Cal State Fullerton in 2015 and 2017 respectively.



Wilkinson’s Spanish-language TV Book Receives Texas Tech Book Award

In spring 2017, the Harris Institute director Kent Wilkinson’s book, Spanish-language Television in the United States: Fifty Years of Development, received a third-place prize in the President’s Faculty Book Award competition at Texas Tech. In fall, Wilkinson received the welcome news that the publisher, Routledge, decided to print the book in paperback.

HIHIC Affiliates' Activities



Lyombe Eko, Ph.D., published an article on globalization and the diffusion of media policy in Africa in the *Harvard Africa Policy Journal*. His co-authored article, "To Republish or Not to Republish: The Je Suis Charlie' Mohammed Cartoon and Journalistic Paradigms in a Global Context," appeared in the *International Communication Gazette* and "Taking Sides: WikiLeaks, the 'Podesta Emails,' and the Media," co-authored with the TTU undergraduate student, Christopher Hetherington, appeared in the book, *Studies of Communication in the 2016 Presidential Campaign* (Lexington).



Harrison Gong, Ph.D., recently published two co-authored articles, one in the *Journal of Broadcasting and Electronic Media* (61:4) titled "Visual Attention to and Understanding of Graphic Program Advisories: An Eye-Tracking Study," and another in the *Journal of Promotion Management* (45), focused on the effectiveness of "that's-not-all" techniques in promotional emails. He has had two papers accepted for presentation at the 2018 ICA¹ conference in Prague.



Sun Young Lee, Ph.D., had five journal articles published, in press, or accepted in 2017, and made four presentations at academic conferences. *Maeil Economy*, a leading finance newspaper in South Korea, published her commentary based on her research appearing in *Corporate Communications: An International Journal*. Dr. Lee was also received the 2017 Distinguished Service Award for the Korean American Communication Association.



Bolanle A. Olaniran, Ph.D., recently published a book chapter focused on the roles of information and communication technologies in violence against migrant women workers in *Culture, Migration and Health Communication in a Global Context* (Routledge), and an article comparing health information technology use by American adults with and without chronic health conditions in the *Journal of Medical Internet Research* (19:10).



Rob Peaslee, Ph.D., co-lead a study abroad course in New Zealand with Dr. Jerod Foster, served as a judge for the Will Eisner Awards (recognizing comics and sequential art) for Comic Con International, and advanced an edited volume with TTU colleague Dr. Rob Weiner, *The Dark Side: A Supervillain Reader*. The volume aggregates new and reprinted pieces, aiming to provide the definitive statement on the supervillain character trope (University Press of Mississippi, anticipated in 2018).



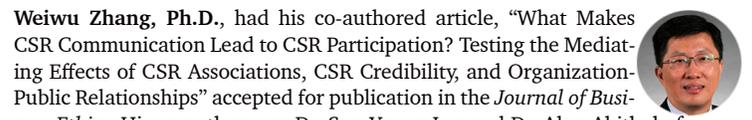
Narissra M. Punyanunt-Carter, Ph.D., was recently elected Vice Chair Elect for the NCA's² Family Communication Division; she serves as the Immediate Past Chair for the Mass Communication Division. At Texas Tech, she was named a fellow for both the International Peace and Conflict Institute and the President's Leadership Institute. She recently co-edited the book, *The Impact of Social Media in Modern Romantic Relationships* (Lexington). She also published three articles in 2017 and has three in press.



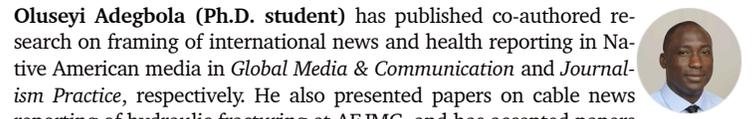
Miglena Sternadori, Ph.D., published "Empathy May Curb Bias: Two Studies of the Effects of News Stories on Implicit Attitudes toward African Americans and Native Americans" in *Contemporary Readings in Law and Social Justice* (9:2). She also published three academic reviews of books and television, and completed her term as head of the Magazine Media Division at AEJMC³.



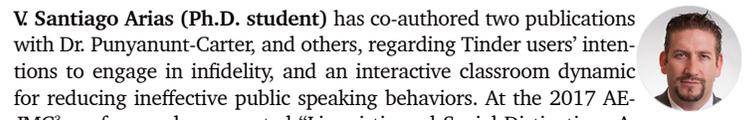
Kent Wilkinson, Ph.D., has been serving on three university-level committees related to TTU's Hispanic-Serving Institution (HSI) status. In 2017, the article "Young Hispanics' Motivations to Use Smartphones: A Three-Country Comparative Study," co-authored with colleagues in Chile and Mexico, appeared in *Communication & Society* (30:4), and an article on community radio, public sphere and political action in Tanzania, co-authored with former advisee Dr. Adeniyi Bello, was published in the *Journal of Development and Communication Studies* (5:1). Wilkinson is collaborating with several campus colleagues in the Lubbock Landscapes Collective.



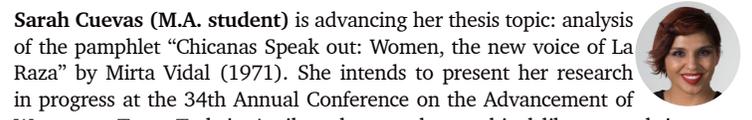
Weiwu Zhang, Ph.D., had his co-authored article, "What Makes CSR Communication Lead to CSR Participation? Testing the Mediating Effects of CSR Associations, CSR Credibility, and Organization-Public Relationships" accepted for publication in the *Journal of Business Ethics*. His co-authors are Dr. Sun Young Lee and Dr. Alan Abitbol of the University of the Dayton, who received his Ph.D. from the College of Media & Communication.



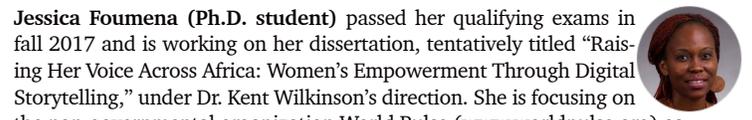
Oluseyi Adegbola (Ph.D. student) has published co-authored research on framing of international news and health reporting in Native American media in *Global Media & Communication* and *Journalism Practice*, respectively. He also presented papers on cable news reporting of hydraulic fracturing at AEJMC, and has accepted papers on adherence to peace journalism among African journalists, and media use effects on political participation. He teaches courses in public relations writing and multicultural public relations.



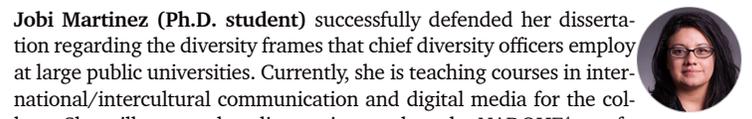
V. Santiago Arias (Ph.D. student) has co-authored two publications with Dr. Punyanunt-Carter, and others, regarding Tinder users' intentions to engage in infidelity, and an interactive classroom dynamic for reducing ineffective public speaking behaviors. At the 2017 AEJMC³ conference he presented "Linguistic and Social Distinctions Among Journalistic Cultures: The 2016 U.S. Election Coverage on Spanish- and English-Language TV Networks," a study with Dr. Lea Hellmueller funded by the Harris Institute; it is under consideration for a special issue of *Mass Communication and Society* devoted to media theory and the 2016 U.S. election.



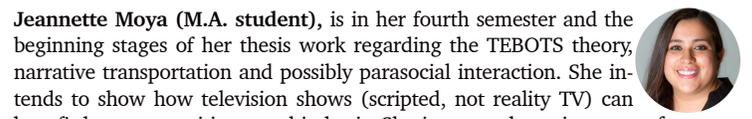
Sarah Cuevas (M.A. student) is advancing her thesis topic: analysis of the pamphlet "Chicanas Speak out: Women, the new voice of La Raza" by Mirta Vidal (1971). She intends to present her research in progress at the 34th Annual Conference on the Advancement of Women at Texas Tech in April, and to conduct archival library work in Austin this summer.



Jessica Fomuna (Ph.D. student) passed her qualifying exams in fall 2017 and is working on her dissertation, tentatively titled "Raising Her Voice Across Africa: Women's Empowerment Through Digital Storytelling," under Dr. Kent Wilkinson's direction. She is focusing on the non-governmental organization World Pulse (www.worldpulse.org) as a case study to examine how African women use online media to create social change. The qualitative study intends to clarify and highlight women's lived experiences in today's digital world.



Jobi Martinez (Ph.D. student) successfully defended her dissertation regarding the diversity frames that chief diversity officers employ at large public universities. Currently, she is teaching courses in international/intercultural communication and digital media for the college. She will present her dissertation work at the NADOHE⁴ conference in March. Jobi was recently awarded a graduate fellowship by TACHE⁵, and she presented a workshop on "The Framing Strategies of Emerging Hispanic Serving Institutions" at TACHE's annual meeting.



Jeannette Moya (M.A. student), is in her fourth semester and the beginning stages of her thesis work regarding the TEBOOTS theory, narrative transportation and possibly parasocial interaction. She intends to show how television shows (scripted, not reality TV) can benefit human cognition, not hinder it. She is currently an instructor for the college's business and professional communication course.

¹ International Communication Association

² National Communication Association

³ Association for Education in Journalism and Mass Communication

⁴ National Association of Diversity Officers in Higher Education

⁵ Texas Association of Chicanos in Higher Education



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