

SYDNEY ELAINE BRAMMER, M.A., ABD

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EDUCATION

Texas Tech University | LUBBOCK, TX [*In Progress: Expected Graduation: May 2023*]

Ph.D. in Media & Communication | *August 2020 – Present* | *Current GPA: 4.0*

American University | WASHINGTON, DC

M.A. in Strategic Communication | *August 2019 – August 2020* | *Final GPA: 3.8*

Texas Tech University | LUBBOCK, TX

B.A. in Communication Studies, Minor in Media Strategies | *August 2016 – May 2019* | *Final GPA: 3.932*

With Honors from the TTU Honors College

TEACHING EXPERIENCE

College of Media & Communication, Texas Tech University

Interpersonal Communication (COMS 1301)

Summer I 2022 Semester | ONLINE, ASYNCHRONOUS | Lecture | Instructor of Record

Communication in Relationships (COMS 3333)

Spring 2022 Semester | FACE-TO-FACE | Lecture | Instructor of Record

Creative Media Industries & Society (CMI 3300)

Fall 2021 Semester | FACE-TO-FACE | Lecture | Instructor of Record

Public Speaking (COMS 2300)

Spring 2021 & Summer II 2021 Semesters | ONLINE, ASYNCHRONOUS | Lecture & Lab | Instructor of Record

Fall 2020 Semester | ONLINE, SYNCHRONOUS | Lab | Teaching Assistant

GUEST LECTURES

Summer 2022 Semester

Ethnicity, Race, Gender in Media (CMI 3355) ONLINE, ASYNCHRONOUS

GUEST LECTURE: “Representation in Media: Considering Gender, Body Image, and Inclusion”

Spring 2022 Semester

Communication Theory (COMS 3301) FACE-TO-FACE

GUEST LECTURE: “Applied Research: Communication Theory in Practice”

Research Methods in Media & Communication (MCOM 3380) FACE-TO-FACE

GUEST LECTURE: “Content, Trace Data, and Textual Analyses”

Fall 2021 Semester

Fundamentals of Communication (COMS 1310) ONLINE, ASYNCHRONOUS

GUEST LECTURE: “Mass Media & Social/Interactive Media”

Research Methods in Media & Communication (MCOM 3380) FACE-TO-FACE

GUEST LECTURE: “Qualitative Research: Focus Groups”

GUEST LECTURE: “Applied Research: Non-Profit Communication Campaigns”

FUNDING & AWARDS

AWARDS & NOMINATIONS

COVID Dissertation Funding | TTU Graduate School | *Fall 2022 - May 2023 (upcoming)*

NCA Student Section Research Award (Nominee) | NCA Student Section | *Fall 2022*

Raider Who Rocks: High Flyer (Nominee) | TTU Transition & Engagement | *Spring 2022*

Helen DeVitt Jones Graduate Fellowship | TTU College of Media & Communication | *Fall 2020 - Summer 2022*

GRANTS

\$4,000.00 | Open Educational Resources Adoption Incentive Grant. Awarded April 15, 2022 by Texas Tech University Libraries and eLearning & Academic Partnerships, and sponsored by the TTU Office of the Provost. Also on the grant: Dr. Narissra M. Punyanunt-Carter & Ryan J. Martinez.

\$2,500.00 | Thomas Jay Harris Institute for Hispanic & International Communication Doctoral Student Grant. Awarded March 1, 2022 by the Thomas Jay Harris Institute for Hispanic & International Communication in the College of Media & Communication at Texas Tech University. Also on the grant: Camden Smith.

\$250.00 | 2022 Feminist Scholarship Division Student Travel Grant. Awarded March 9, 2022 by the Feminist Scholarship Division of the International Communication Association.

\$120 | Humanities Travel Grant. Awarded February 3, 2022 by Narissra M. Punyanunt-Carter on behalf of the Texas Tech Humanities Center for travel to the 2022 Central States Communication Association Conference.

\$300.00 | 2021 Student Caucus Travel Grant. Awarded October 29, 2021 by the National Communication Association.

PUBLICATIONS & CONTRIBUTIONS

REFEREED JOURNAL ARTICLES

Brammer, S. E. (in press). The benediction of my body: Reconciling Feminism and Christianity through autoethnography. *Women & Language*, 45(2).

Martinez, R. J., **Brammer, S. E.**, & Punyanunt-Carter, N. M. (in press). (Forum) Bridging the gap: Making communication research more accessible through translation and application. *Communication Education*.

Brammer, S. E. (2022). Documentary review: Coded Bias. *Feminist Pedagogy*, 2(4), 12. <https://digitalcommons.calpoly.edu/feministpedagogy/vol2/iss4/12>

Brammer, S. E., Martinez, R. J., & Punyanunt-Carter, N. M. (2022). (Forum) Practical tools for the teacher-scholar: Four ways to advance racial justice through transformative learning. *Communication Education* (online first). <https://doi.org/10.1080/03634523.2022.2105919>

Punyanunt-Carter, N. M., LaFreniere, J. R., Norman, M. S., **Brammer, S. E.**, & Colwell, M. J. (2022). From stepmonsters to the family's saving grace: Viewer perceptions of stepfamilies, stepfathers and stepmothers in media. *Media Watch* (online first). <https://doi.org/10.1177/09760911221113444>

Gearhart, S., Coman, I, Moe, A., & **Brammer, S. E.** (2022). Facebook comments influence perceptions of journalistic bias: Testing hostile media bias in the COVID-19 social media environment. *Electronic News* (online first). <https://doi.org/10.1177/19312431221103127>

Brammer, S. E. & Punyanunt-Carter, N. M. (2022). (Forum) Getting the attention of online learners. *Communication Education*, 71(2), 155-157. <https://doi.org/10.1080/03634523.2021.2022732>

Gearhart, S., Zhang, B. & **Brammer, S. E.** (2021). Facebook Top Fans, opinion leadership, & perceived news bias: A modern application of two-step flow to online news distribution. *Iowa Journal of Communication*, 53(2), 70-89.

CONFERENCE PRESENTATIONS

Brammer, S. E., & Perez, C. (2022, October). *TikToker, tailor, soldier, spy: Citizen journalism, dis- and misinformation, and propaganda surrounding the Russian invasion of Ukraine through the eyes of TikTok*. Annual Global Fusion Conference. Temple University. Philadelphia, PA.

Brammer, S. E., & Smith, C. (2022, October). *From the canvas to the screen: A feminist exploration of traditional and mediated depictions of nudity*. Annual Global Fusion Conference. Temple University. Philadelphia, PA.

Brammer, S. E., Martinez, R. J., & Punyanunt-Carter, N. M. (2022, November). *Examining college students' perceptions regarding self-disclosure behaviors on TikTok*. [Mass Communication Division]. National Communication Association Annual Convention. New Orleans, LA.

Martinez, R. J., **Brammer, S. E.**, & Punyanunt-Carter, N. M. (2022, November). *"I can spend forever on it without getting bored": Analyzing what college students like and dislike about TikTok*. [Mass Communication Division]. National Communication Association Annual Convention. New Orleans, LA.

Riggs, R. E., **Brammer, S. E.**, & Sternadori, M. (2022, November). *Weaving survivor and victim narratives: An analysis of victim impact statements used in Larry Nassar's sentencing hearing*. [Research in Progress Roundtable]. National Communication Association Annual Convention. New Orleans, LA.

La Pierre, K., Denker, K. J., Lind, R. A., Buzzanell, P. M., Calka, M., Dunn, J., Braziunaite, R., **S. E. Brammer**, Boyles, D., & Isbister, V. (2022, November). *Womentoring/ womxntoring - What to expect in a campus visit/How to interview effectively*. [Women's Caucus Panel]. National Communication Association Annual Convention. New Orleans, LA.

Gearhart, S., Coman, I., Moe, A., & **Brammer, S. E.** (2022, August). *Hostile media bias in vaccine news: The influence of Facebook comments & topic on perceptions*. [Broadcast and Mobile Journalism Division]. 2022 Association for Education in Journalism and Mass Communication (AEJMC). Detroit, MI.

Smith, C., **Brammer, S. E.**, & Peaslee, R. (2022, May). *"I swear some of these guys don't even like women": Pressure, empowerment, support, and despair among OnlyFans content creators on Reddit*. International Communication Association Annual Conference. Paris, France.

Riggs, R. E., & **Brammer, S. E.** (2022, April). *The influence of university sub-group identification and social norms about sexual assault on disclosure response efficacy* [Poster Session]. Annual Kentucky Conference on Health Communication. Lexington, KY.

Brammer, S. E. (2022, April). *The benediction of my body: Reconciling Feminism and Christianity through autoethnography*. Central States Communication Association Annual Conference. Madison, WI.

Brammer, S. E., Punyanunt-Carter, N. M., & Duffee, R. S. (2022, April). *Oversharing on social networking sites: A new-age communication phenomenon*. Central States Communication Association Annual Conference. Madison, WI.

Brammer, S. E., Kulkarni, C., & Cloudy, J. (2022, March). *Relationships in the 21st century: Examining obsessive relational intrusion through the lens of media multiplexity theory*. [Graduate Student Interest Group]. 2022 Midwinter Conference of the Association for Education in Journalism and Mass Communication (AEJMC). Oklahoma University. Norman, OK.

Brammer, S. E. (2021, November). *Perfect bodies: An investigation into the impact of mediated social aggression on young women's body images, mental health, and relationships*. Eleventh Annual Arts & Humanities Graduate Student Research Conference. Texas Tech University. Lubbock, TX. **1st Place Presenter in the Media & Communication Division**.

Gearhart, S., Coman, I., Moe, A., & **Brammer, S.** (2021, August). *Keep your politics off of my Face(book)! Online news & hostile media bias in the COVID-19 social media environment*. [Electronic News Division]. 2021 Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference. Virtual.

Gearhart, S., Coman, I., Moe, A., & **Brammer, S.** (2021, March). *Is Facebook news biased against my opinion? Testing the influence of comments on the hostile media effect and a potential solution.* [Communication Technology Division]. 2021 Midwinter Conference of the Association for Education in Journalism and Mass Communication (AEJMC). Virtual.

Brammer, S. (2018, April). *Human trafficking: Resisting modern-day slavery and restoring identity to victims through ethical buying* [Poster Session]. 2018 Identity & Resistance in Global Contexts Symposium. Texas Tech University. Lubbock, TX. **2nd Place Individual Presenter.**

ONLINE & ON-AIR CONTRIBUTIONS

Brammer, S. E., & Sherman, J. (2022, July 13). *Researching the impact of communication and media with Sydney Brammer* [Video Podcast]. We Are Everyone. <https://www.pivotalmomentsmedia.com/researching-the-impact-of-communication-and-media-with-sydney-brammer/>

Brammer, S. E. (2022, April 29). *What is love?* [Radio broadcast]. KTXT 88.1 The Raider.

Brammer, S. E. (2022). A space for dark academia: Where Tumblr has faltered, Instagram excels. *In Media Res.* <http://mediacommons.org/imr/content/space-dark-academia-where-tumblr-has-faltered-instagram-excels>

SERVICE

2022

Chair. National Communication Association. 2022 Annual Conference. New Orleans, LA.

- The Covid-19 Pandemic and its Continued Effect on Mass Media [Mass Communication Division]
- Parent-Child Memorable Conversations: Body Talk, Food, and Motherhood [Family Communication Division]

Reviewer. National Communication Association. 2022 Annual Conference.

Human Communication and Technology Division | Mass Communication Division | Student Section.

Student Representative. National Communication Association. January 2022 (ongoing).

Secondary and Elementary Education Section | Women's Caucus

2021

Chair. Technology and Interpersonal Communication Paper Session. [Human Communication and Technology Division]. National Communication Association. 2021 Annual Convention. Seattle, WA.

Assistant Course Director. Public Speaking Lecture & Labs. Online. Synchronous. January - May, 2021.

Director: Dr. Catherine Langford, Department of Communication Studies, Texas Tech University.

AFFILIATIONS

Thomas Jay Harris Institute for Hispanic and International Communication (HIHC)

HIHC Affiliated Graduate Student (Fall 2021 - Present)

TTU College of Media & Communication Graduate Student Society

Member (2020 - Present) | Secretary [Social Media] (2021 - 2022) | MA Student Mentor (2021 - Present)

Lambda Pi Eta - Mu Phi Chapter, Member (Spring 2019 - Present)

College Reading & Learning Association - Certified Master Tutor, Level 3 (Fall 2018 - Lifetime)

TTU College of Media & Communication Communication Studies Society - VP of Media (2017 - 2019)

RESEARCH EXPERIENCE *(selected)*

Research Assistant: Dr. Jaime Banks (Now at Syracuse University)

TEXAS TECH UNIVERSITY | *January 2022 - May 2023*

- (Part-time assistantship) | Assisted Dr. Banks with participant management and literature archive compilation in the Human-Machine Communication Lab.

Research Assistant: Dr. Rauf Arif (Now at Towson University)

TEXAS TECH UNIVERSITY | *August - December 2021*

- (Part-time assistantship) | Assisted Dr. Arif with the research for and assembly of a book on the current status of artificial intelligence and its connections to media and societies on an international scale.

TEXAS TECH UNIVERSITY | *August - December 2020*

- (Part-time assistantship) | Assisted Dr. Arif and team(s) with (a) the first phase of a grant-funded project focused on the inclusion of minority students in STEM-based study abroad programs and using communication to close gaps in interest and retention; and (b) a project that aimed to identify risks that college students perceive to be rooted in the development and employment of AI technologies in the workplace and beyond.

Research Assistant: Dr. Ioana Coman

TEXAS TECH UNIVERSITY | *June 2021*

- (Part-time assistantship) | Assisted Dr. Coman with a grant-funded project regarding a qualitative content analysis of Amazon's social media content as related to climate change and greenwashing.

Research Assistant: Dr. Sherice Gearhart

TEXAS TECH UNIVERSITY | *January - June 2021*

- (Part-time assistantship) | Assisted Dr. Gearhart and team(s) with a (a) grant-funded project focused on hostile media and social media news; (b) a project focused on two-step flow and Facebook "Top Fans"; and (c) other tasks as necessary, including but not limited to copy-editing, collateral design, and preparation for publication.

PROFESSIONAL EXPERIENCE *(selected)*

The National Presbyterian Church | WASHINGTON, D.C.

Assistant to the Communications Director | *September 2019 – July 2020*

- Composed the weekly email (MailChimp) and bulletin (Adobe InDesign), responded to and logged entries in the online guestbook (Church Community Builder), and completed other communication tasks as necessary.
- Created content for social media (Canva, Adobe Illustrator & Photoshop) and managed it through Hootsuite.

TECHniques Center, Texas Tech University: Student Disability Services | LUBBOCK, TX

Master Tutor *May 2018 – May 2019* | **Peer Tutor** *August 2017 – May 2018*

- Tutored 14 students with documented learning disabilities in 33 subjects. Received semesterly evaluations.
- Partnered with academic counselors to lead and supervise a tutoring team of 15.
- Planned and facilitated tutor training (initial/ongoing), evaluated tutors' performances, and assisted with administrative tasks as needed.
- Created supplementary materials and helped students stay organized; scheduled, documented, and reviewed all tutoring sessions (GradesFirst, Blackboard).