



TEXAS TECH UNIVERSITY

Thomas Jay Harris Institute for Hispanic & International Communication™

Spring 2019 Newsletter

### Harris Institute Co-hosts International Conference

The Harris Institute and the Department of Communication at the University of Texas at Arlington co-hosted the Seventh Bi-annual Hispanic/Latino Media & Marketing International Conference in Arlington, Feb. 21–23, 2019. The conference offered academic research presentations, industry-focused panels, and skills workshops led by media professionals. Undergraduate and graduate students attended a career expo where they interacted with media practitioners and researchers alike. The Harris Institute was pleased to sponsor transportation and lodging costs for more than 35 students and faculty members from the College of Media & Communication. For more information, or to view the conference program, visit [almmacr.com/conference](http://almmacr.com/conference).



Presenters at the Hispanic/Latino Media & Marketing International Conference.



Gabriel Domínguez Partida, a doctoral student in the College of Media & Communication.

### Domínguez Awarded First Place at Research Poster Competition

Gabriel Domínguez Partida, a doctoral student in the College of Media & Communication and an affiliate of the Harris Institute, was recently recognized for his research in film studies. His research poster analyzing social media relating to film was awarded first place in the Humanities category at the Graduate Student Research Poster Competition hosted by the Texas Tech University Graduate School. Domínguez Partida is on leave from his faculty position at Universidad Panamericana in Guadalajara, Mexico, while he pursues his doctorate.

### Latinx Research & Creativity Symposium Showcases Work

On March 29, the Harris Institute hosted the Fourth Hispanic/Latinx Research and Creativity Symposium which featured presentations from Texas Tech faculty and graduate students about U.S. Hispanic and Latinx populations. Among the topics presented were Tejano music, environmental issues in Latin America, borderland identities, health communication and Hispanic social issues. Angharad N. Valdivia, Ph.D., this year's Harris Distinguished Lecturer, delivered the keynote address, titled, "Spitfire Tales: Production of a Representation, Producing a Dignified Career," which explored feminist theories in relation to media portrayals of Hispanic women working in the entertainment industry.



Angharad N. Valdivia, Ph.D., the 2019 Harris Distinguished Lecturer and Keynote Speaker at the Latinx Symposium.

### Alberto Avendaño visits the Harris Institute at Texas Tech University

The journalist, poet, translator and former editor of *El Tiempo* (a Spanish-language publication of *The Washington Post*) visited Texas Tech University in February. Avendaño visited with students from the College of Media & Communication and from the Department of Classical & Modern Languages & Literatures. Avendaño is an award-winning professional, and the current president of Latino Impact Media, a nonprofit production organization. He graduated Magna Cum Laude from Texas Tech University with a bachelor's degree in Broadcast Journalism.

## Harris Institute Affiliates' Activities



**Lyombe Eko, Ph.D.**, presented research papers at the annual conferences of the International Communication Association, Association for Education in Journalism and Mass Communication, and the African Studies Association in 2018-19. His recent publications include, "The Legal Interpretation of Freedom of Expression and Blasphemy," *Oxford Research Encyclopedia of Communication*, and "To Republish or Not to Republish: The 'Je Suis Charlie' Mohammed Cartoon and Journalistic Paradigms in a Global Context" (co-authored with former CoMC faculty member Lea Hellmueller, Ph.D.). Eko has also recently published several book chapters.



**Gordana Lazić, Ph.D.**, participated on a panel titled "Celebrating the Life and Career of Dr. Sonja K. Foss" at the annual National Communication Association conference in November 2018. She also received an Assessment Innovation Grant from the university's Office of Planning and Assessment. Additionally, Lazić has a book chapter under contract: "Meme Wars: Political Communication and Visual Intertextuality", to be included in the *Handbook of Visual Communication: Theory, Methods, and Research (2nd Edition)*.



**TJ Martinez, M.F.A.**, is currently working on several projects across a wide range of subjects. He is collaborating with Bryan McLaughlin, Ph.D., Héctor Rendón, Ph.D., and Kent Wilkinson, Ph.D., on an immigration narratives project to further understand how prejudicial attitudes toward immigrants are formed, maintained and changed on societal and personal levels. He is also working on a project focused on minority students' low rates of participation in Study Abroad courses. In addition, Martinez is working on a docuseries that explores the American Great Plains through the lens of a 3,000-mile bicycle journey from Lubbock, Texas, to Calgary, Alberta, Canada. Lastly, he is working on a historical documentary about Eduardo and Janet Mondlane, a couple who abandon their comfortable middle-class existence in the U.S. to lead a revolution for independence in Eduardo's native Mozambique.



**Narissra M. Punyanunt-Carter, Ph.D.**, was the first Asian female to run for the second vice president position of the National Communication Association. According to Almetric, her article on back burners was the most shared article from the peer-reviewed journal, *Communication Research Reports* in 2018. This research was also featured on Brides.com, iflscience.com, and rewire.org. She recently won the Professing Excellence Award for teaching and has published seven articles. Her latest work on flirting was highlighted in *Psychology Today*.



**Miglena Sternadori, Ph.D.**, has published multiple studies that explore a wide range of topics. Her paper, "Support for Women's Rights and Feminist Self-identification as Antecedents of Attitude toward Femvertising" has been accepted for publication at the *Journal of Consumer Marketing*. Her work on "Famous Women Yearn for Putin, and other Unlikely Tales: Glamorizing Rightwing Populist Actors in the Bulgarian Editions of Cosmopolitan and Elle" was included in

the special issue on populism by the *Central European Journal of Communication*. *Visual Communication Quarterly* has published her study, "Feminine, Competent, Submissive: A Multimodal Analysis of Depictions of Women in U.S. Wartime Persuasive Messages during World War I and World War II."

**Weiwu Zhang, Ph.D.**, was selected as a Fellow of the AEJMC Institute for Diverse Leadership for 2018-2019. This position is designed to increase the number of women and people of color who serve as leaders in journalism and communication programs. Zhang visited Washington State University in the spring as part of the program.



**Oluseyi Adegbola (Ph.D. student)** presented his research at the AEJMC Midwinter conference in Norman, Oklahoma. His recent work includes papers on Hispanic perceptions of co-ethnicity and voting during the Texas Senate election in 2018, global news agencies' reporting of protests in Iran, and a comparative study of news media use and political participation across four African countries. A paper developed with Sherice Gearhart, Ph.D., examining how news use relates to political participation across developed and developing democracies was published in the *International Journal of Communication*.



**V. Santiago Arias (Ph.D. student)** recently published a study with Lea Hellmueller, Ph.D., titled, "Decisión 2016: U.S. Election Coverage and Journalistic Cultures: A Comparative Analysis of Journalistic Role Performance on Spanish- and English-language TV Networks." This study, funded by the Harris Institute, has been accepted for publication in *Journalism Practice*. In addition, Arias successfully defended his dissertation proposal this spring.



**Gabriel Domínguez Partida (Ph.D. student)** is studying the relationship of Mexican cinema and collective action with identity in Mexico. His analysis of social media narratives related to the film *La Libertad del Diablo (The Devil's Freedom)*, was awarded first place at Texas Tech's 18th Graduate Poster Competition. He also presented his research at the AEJMC Midwinter Conference in Oklahoma. Domínguez also participated in the Seventh Hispanic/Latino Media & Marketing International Conference as panelist and moderator. In addition, he was awarded a fellowship to attend the PhDigital Bootcamp at Texas State University in May.



**Sarah Dweik (M.A. student)** had a busy term coaching the debate team, working at the Texas Tech Communication Training Center, teaching Public Speaking classes and working on her master's papers, which emphasize Palestinians and their struggles. One study explores the rhetorical criticism of an online infographic about the destruction of Palestinian olive trees. Dweik has submitted three articles for presentation at the 2019 National Communication Association Conference.

