

Amanda R. Martinez

Curriculum Vitae

Davidson College
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EDUCATION

Ph.D., Communication December 2011
Concentration: Mass Media & Health Communication
Texas A&M University, College Station, TX
Dissertation
'But it's just a joke!': Latino audiences' primed reactions to Latino comedians and their use of race-based humor.
Advisor: Dr. Srividya Ramasubramanian
Committee Members: Drs. Michael T. Stephenson, Barbara F. Sharf, & Sarah N. Gatson

M.A., Communication May 2007
Concentration: Mass Communication
Women's Studies Graduate Certificate
University of Houston, Houston, TX

B.A., Multinational Organization Studies May 2004
Cum laude
Concentration: Spanish
Minor in English Communication Arts
St. Mary's University, San Antonio, TX

PROFESSIONAL APPOINTMENTS & TEACHING

Associate Professor of Communication Studies & Sociology, 2018 - present
Chair, Communication Studies Department, 2018 – present

Director, Speaking Center in the Center for Teaching & Learning, 2021 - 2023

Assistant Professor of Communication Studies & Sociology, 2012-2018

Affiliate Faculty in Gender & Sexuality Studies, Film & Media Studies, & Educational Studies

Davidson College, 2012 – present (received tenure in 2018)

COM 101 - Fundamentals of Oral Communication

COM 201 - Introduction to Communication Studies

COM/SOC 218 - Gendered Communication in Society

COM/SOC 275 - Mass Media and Society

*Two students in this course, Karaz Axam and Sarah Kostoryz, received a competitive Davidson Learning Research & Design (DLRD) grant to expand their final multimedia project idea for use campus-wide (Fall 2016-Spring 2017).

COM 280 - Intercultural Communication

*Sarah Kostoryz's research paper produced for this class, "College hookup culture: A free front with sexist foundations: How both males and females endorse a heterosexist hookup culture," was selected for inclusion in *Common Places* (Fall 2014), a competitive undergraduate publication.

COM/SOC 315 - Media Effects

*Class Blog: mediaeffectsdaivdson.wordpress.com

COM/SOC 344 - Stereotypes & Humor

COM/SOC 350 - Communication & Issues of Diversity

*The class, funded by a community-based learning grant, worked with the Behailu Academy social justice community center to provide a packet of development ideas and recommendations for further thought based on the students' participation in their evening programming with local community members.

COM 495 – Communication Theory and Research (senior seminar capstone)

*Featured as the community-based learning course in the *Pathways* annual magazine published by Civic Engagement at Davidson College, Spring 2016.

EDU 210 - Dialogues on Race & Racism (co-taught with Dr. Trent Foley, Religious Studies)

EDU 250 - Multicultural Education

July Experience (Summers 2013-2016) - Life in the 'Global Village': Effective Intercultural Communication; Media Effects (Summers 2017- 2019)

Adjunct & Lecturer Positions

University of Houston Downtown, 2008 - 2012

COMM 1304 - Introduction to Communication

COMM 1306 - Public Speaking

COMM 2307 - Intercultural Communication

COMM 3304 - Advanced Public Speaking

COMM 3310 - Women, Men, & Communication

COMM 3313 - Race, Ethnicity, & Communication

COMM 3330 - Nonverbal Communication

COMM 4390 - Media Effects

Instructor of Record & Teaching Assistantships

Texas A&M University, 2007 - 2011

COMM 203 - Public Speaking

COMM 215 - Interviewing: Principles & Practices

COMM 240 - Rhetorical Criticism

COMM 243 - Argumentation & Debate

COMM 335 - Intercultural Communication

Blinn College, Bryan, TX, 2008 – 2010

SPCH 1315 - Public Speaking

University of Houston Main Campus, 2006 - 2007

COMM 1302 - Public Speaking

HONORS AND AWARDS

Inaugural recipient of the Teaching and Mentorship Award from the Latina/o Communication Studies Division and La Raza Caucus, National Communication Association conference in New Orleans, LA, November 2022.

Recipient of a Presidential Citation Award for Service to the Discipline, National Communication Association conference in New Orleans, LA, November 2022.

Recipient of Stories Yet To Be Told grant funding for antiracism storytelling and creative project initiative, 2 grants awarded in 2021 and 2022.

Recipient of special grant funding for sustaining the project and a special research fund as leader/founder of the project for 2 years from President Quillen's office for outstanding and ongoing antiracism work in the community for the Davidson Microaggressions Project (DMP), 2021-2023.

Recipient of Justice, Equality, and Community Curricular Innovations grants from the Andrew Mellon grant source, Davidson College, 4 grants total: 2018-2019, 2019-2020, Summer 2020; 2020-2021.

Recipient of Faculty of the Future professional development grant funds, 2020-2022.

Recipient of a Davidson College Research Publication Grant, 2018 and 2019 (two awards).

Recipient of grant funding from Multicultural Affairs, Civic Engagement, and Andrew Mellon Digital Innovations grant in support of the planning and launch of the Davidson Microaggressions Project, Davidson College, Summer/Fall 2017.

Recipient of Duke Endowment Research Funds, Vice President of Academic Affairs Office, Davidson College, Fall 2015; Spring 2017.

Recipient of an Andrew Mellon Grant for Digital Studies Course Development, Davidson College, Summer 2015.

Recipient of a Civic Engagement Course Development Grant, Davidson College, Summer 2015; Fall 2016; Fall 2018; Spring 2020.

Recipient of Faculty Study and Research funding, Davidson College, consecutive summers from 2013-2022.

Recipient of a faculty advisor award for guiding Courtney Ruff's (Sociology major, Communication Studies minor) original summer research project. Courtney was 1 of 3 Davidson College students awarded the competitive Kemp Bank of America & Abernethy research scholarships, Summer 2013.

Diversity Fellowship Award, Texas A&M University, Department of Communication, August 2007 – May 2010 (3-year award contract).

Research Funding Award, Texas A&M University, Department of Communication, Fall 2009.

Travel Grant Award, National Communication Association, November 2009.

Member of Phi Kappa Phi, graduate and professional studies honor society, April 2006 - May 2007.

Scholarship Award, University of Houston, School of Communication, one award given, May 2006.

RESEARCH EXPERIENCE

Publications

De Los Santos Upton, S., Hernandez, L., **Martinez, A. R.**, & Martinez, D. (in press, anticipated 2024). *Intersectional & Intercultural Mentorship & Advocacy: A Chicana Comadre Peer Mentor Journey*. Chapter for “Feminist Mentoring in Academia,” Edited by Jessica Pauly, Leandra H. Hernandez, & Stevie Munz, Utah Valley University.

Martinez, A. R. (in press, anticipated 2024). *Chapter 4: Thesis*. Chapter for “Interdisciplinary Approaches to Culminating Student Experiences” book (Vernon Press), Edited by Michael Strawser and Robin G. Yaure.

Martinez, A. R. (in press, anticipated 2024). Legacies of Land, Cultural Clashes, & Spiritual Stirrings: A Testimonio of New Mexican Ghost Stories. In S. Martinez (Ed.). *We are all Monsters/ We are all Saints: Haunted Migrations and Latindigenous Ghost Story*. University Press of Mississippi, Horror and Monstrosity Studies Series.

Martinez, A. R. (in press, anticipated 2024). [Review of the book *Latinx TV in the Twenty-First Century*, edited by Frederick Luis Aldama]. *Contemporary Sociology: A Journal of Reviews*.

Martinez, A. R., Bunson, D., & Crespo, M. (2023). *Chapter 10: Grounded in Community: Sustainability Among Collective Action*. In G. Luttrell & A. Wallace (Eds.), “Social Media Activism: Repression, Resistance, Rebellion, Reform” book (Routledge).

**This book chapter is co-authored with my honors thesis advisees Daniel Bunson and Mariana Crespo (class of 2020).*

Martinez, A. R. (2023). [Review of the book *The Rowman & Littlefield Guide to Learning Center Administration: Leading Peer Tutoring Programs in Higher Education*, by Sanford, D. R. & Steiner, M.]. *Communication Centers Journal*, Vol. 9, no. 1.

Martinez, A. R., Hernández, L. H., Tarin, C. A., & Guzmán, J. (2022). La Raza Mentorship Initiative: Creating a Fortifying Pathway for Mentorship Within our Caucus. In Ahtay, A., & Trebing, D. (Eds.). *Mentoring Interculturally/Mentoring in Intercultural Contexts*. New York, NY: Peter Lang Publishing.

Martinez, A. R. (2021). Representation Matters: Theorizing Health Communication from the Flesh. *Health Communication*, 38(1), 184-190. DOI: [10.1080/10410236.2021.1950293](https://doi.org/10.1080/10410236.2021.1950293)

Landsberger, A. & **Martinez, A. R.** (2020). Rising to the Top: Social Media (Macro) Influencers & the Democratized Brand Capital of Entertainment, Interaction, & Disclosure. In B. Watkins (Ed.). *Social Media Influencers and the Changing Landscape of Brand Communication*. Lanham, MD: Lexington Books.

**This book chapter, competitively accepted in fall 2019, is derived from my honors thesis advisee Alexa Landsberger’s research (class of 2019).*

Martinez, A. R. (2020). *This bridge we call communication: Anzaldúan approaches to theory, method, and praxis*. [Review of the book *This bridge we call communication: Anzaldúan*

approaches to theory, method, and praxis, co-edited by Leandra Hinojosa Hernández and Robert Gutierrez-Perez]. *Women & Language*.

Hernandez, L. H. & **Martinez, A. R.** (2019). Latinidad, Heterogeneity, and Health Communication Scholarship: A Literature Review Analysis of Latina/o/x Representation. In L. H. Hernandez, D. Bowen, A. R. Martinez, & S. De Los Santos Upton. (2019). Eds. *Latina/o/x communication studies: Theories, methods, and practice*. Lanham, MD: Lexington Books.

Hernandez, L. H., Bowen, D. I., **Martinez, A. R.**, & De Los Santos Upton, S. (2019). Eds. *Latina/o/x communication studies: Theories, methods, and practice*. Lanham, MD: Lexington Books.

Hernandez, L. H. & **Martinez, A. R.** (2018 - present) co-editors for the interdisciplinary Cultural Media Studies Book Series, Peter Lang Publishing Group.

Proposals and/or manuscripts under review:

- 1) *Madam Movie Mogul: Women and Leadership in Early Hollywood*, by Leslie Kreiner Wilson, 2023.
- 2) *Catching Chen Qing Ling: The Untamed and Adaptation, Production, and Reception in Transcultural Contexts*, by Yue Wang and Maria Alberto, 2023.
- 3) *The Cognitive Impact of Contemporary Television Series*, edited by Jesús Jiménez-Varea & Alberto Hermida, 2023.

Books published:

- 1) *Dangerous Dames: Representing Female-Bodied Empowerment in Postfeminist Media*, by Heather Hundley, Roberta Chevrette, & Hillary A. Jones. May 2020.
- 2) *Gay Men and Feminist Women in the Fight for Equality: "What Did You Do During the Second Wave, Daddy?"*, by D. Travers Scott. July 2020.
- 3) *Trans, Out, & in the Public Eye: Representations of Transgender People on Television & Film*, edited by Magalí Daniela Pérez-Riedel. November 2021.
- 4) *Insecure, Awkward, & #Winning*, co-edited by Goldman, Nicholson, Jenkins, & Sanders-Senu. In production, anticipated 2023.

Martinez, A. R. (2017). Intersectionality, *voz*, & agency: A culture-centered approach to understanding U.S.-born Mexican Americans' depression experiences. *Southern Communication Journal*, 82(5), 1-20.

Martinez, A. R. (2017). *The kaleidoscope of gender: Prisms, patterns, and possibilities*. [Review of the book, *The kaleidoscope of gender: Prisms, patterns, and possibilities*]. *Teaching Sociology*, 45(3), 295-298.

Martinez, A. R. (2017). Monstrosities in the 2016 presidential election and beyond: Centering *nepantla* and intersectional feminist activism. *Women's Studies in Communication*, 40(2), 145-149.

Martinez, A. R. & Hernandez, L. H. (2017). Latina/o communication. In M. Allen (Ed.), *The SAGE encyclopedia of communication research methods* (pp. 850-854). Thousand Oaks, CA: Sage Publications.

Ramasubramanian, S. & **Martinez, A. R.** (2016). News framing of Obama, racialized scrutiny, and symbolic racism. *The Howard Journal of Communications*, 28(1), 36-54.

Martinez, A. R. (2016). Undocumented students and access to education. In A. Huerta, N. Iglesias, & D. Brown (Eds.), *People of color in the United States: Contemporary issues in education, work, communities, health, and immigration* (pp. 343-350). Santa Barbara, CA: ABC-CLIO Greenwood Press.

*Named by *Library Journal* as one of the Best Reference Books of 2016.

Martinez, A. R., & Ramasubramanian, S. (2015). Latino audiences, racial/ethnic identification, and responses to stereotypical comedy. *Mass Communication & Society, 18*(2), 209-229.

Martinez, A. R. & Gutierrez-Perez, R. (2015). Are we post-post-race yet? Moving beyond the black-white binary toward a mestiza/o consciousness. In K. Fasching-Varner, & N. D. Hartlep (Eds.). *The assault on communities of color: Reactions and responses from the academy* (pp. 49-53). Lanham, MD: Lexington Books.

*Peer-reviewed; 140+ submissions, 40 selected.

Martinez, A. R. (2015). Mexican American men, machismo, & mental health: Cultural shifts in perceptions of depression. In M. Brann (Ed.), *Contemporary case studies in health communication: Theoretical & applied approaches* (pp. 99-111). 2nd Ed. Dubuque, IA: Kendall Hunt Publishing Company.

*Peer-reviewed; 32 submissions, 15 selected.

Martinez, A. R. & Miller, L. J. (2014) (Eds.) *Gender in a transitional era: Changes and challenges*. Lanham, MD: Lexington Books.

Martinez, A. R. (2014). Savvy and susceptible: Diverse American women discuss beauty, body image, and identity in media. In A. R. Martinez & L. J. Miller (Eds.), *Gender in a transitional era: Changes and challenges* (pp. 209-228). Lanham, MD: Lexington Books.

Martinez, A. R. (2014). *Redefining rape: Sexual violence in the era of suffrage and segregation*. [Review of the book *Redefining rape: Sexual violence in the era of suffrage and segregation*, by Estelle B. Freedman]. *The Journal of Race and Policy, 10*(1), 111-115.

Martinez, A. R. (2014). Life cycle perspectives in Chicano/a mental health. [Review of the book *Chicana and Chicano mental health: Alma, mente y corazon*, by Yvette G. Flores]. *Hispanic Journal of Behavioral Sciences, 36*(1), 105-108.

Cosgriff-Hernández, K.-K., **Martinez, A. R.**, Sharf, B.F., & Sharkey, J.R. (2011). "We still had to have tortillas": Negotiating health, culture and change in the Mexican American diet. In J. M. Cramer, C. P. Greene, & L. M. Walters (Eds.), *Food as communication/communication as food* (pp. 115-135). New York, NY: Peter Lang Publishing.

Egbert, N., Query, J. L., Quinlan, M. M., Savery, C. A., & **Martinez, A. R.** (2011). (Re)viewing health communication and related interdisciplinary curricula: Towards a transdisciplinary perspective. In T. L. Thompson, R. Parrott, & J. F. Nussbaum (Eds.), *Handbook of health communication* (pp. 610-631). 2nd Ed. New York, NY: Routledge.

Brann, M., Bobkowski, P., **Martinez, A. R.**, & Rudick, C. K., (2011). Exploring health communication and case study pedagogy. In M. Brann (Ed.), *Contemporary case studies in*

health communication: Theoretical & applied approaches (pp. 1-18). Dubuque, IA: Kendall Hunt Publishing Company.

Dean, W. R., Sharkey, J. R., Cosgriff-Hernández, K. K., **Martinez, A. R.**, Ribardo, J., & Diaz-Puentes, C. (2010). "I can say that we were healthy and unhealthy": The ambivalent role of tradition in the stages of food choice. *Food, Culture and Society*, 13(4), 573-594.

Work in Progress

Kaufman, G. & **Martinez, A. R.**, *US Fathers' Perceptions of Parental Leave: Work Interruptions and Attitudes toward Leave Policies*. Chapter for "Gender, Family and Policy: An International Perspective," Edited by Sirin Sung, Queen's University Belfast. ***Revisions phase, book projected for 2023 publication.***

Martinez, A. R. *Navigating fine lines: Diverse audiences respond to race-based comedy*. The book project is in data analysis, chapter drafting, and book proposal preparation phase. *The following Davidson College students have served as Research Assistants on this project over the course of four years: Antonia Giles, Courtney Rufh, Teresa Adams, Erica Hollins, Jacob Hege, Kylie Leung, Melissa McKinney, Vance Graves, Serena Sewell, Courtney McCullers, Leslie Alvarado, Joshua Attias, Alexa Landsberger, & Sophia Sgroi.

Invited Research Presentations

Media Effects: The Power & Potential of Representation & Impact on Diverse Mass Audiences, Roanoke College, October 6, 2022

Invited class visit via Zoom to present in a "Media Effects" class on the politics of representation in mass media --and especially their racialized, gendered, and intersectional portrayals-- and the power of social media to provoke critical thought about mass media portrayals.

Media Gatekeeping & Framing: Power, Problems, & Potential, Community School of Davidson, September 20, 2022

Invited class visit to present on mass media effects, systems, power, equity, and structures in the high school juniors and seniors class, "Empowered: Social Justice."

Microaggressions in STEM Classrooms: Impact over Intentions & Microinterventions, College of the Holy Cross, July 21, 2022

Invited research presentation via Zoom, sponsored by the interdisciplinary DEI faculty initiative with particular attention to STEM fields.

Latinx Digital Media, Seminar Series, Northwestern University, January 13, 2022

Invited research seminar via Zoom, sponsored by the Department of Communication at Northwestern University.

Guest Presentation: Representation Matters: Theorizing Health Communication from the Flesh in Health Communication, followed by Q&A session with students in COMM 350R: Latino Communication Studies, Utah Valley University, Department of Communication, Oct. 21, 2021.

Michigan Humanities "Why It Matters" Community Chats, February 25, 2021

Invited co-facilitator and guest expert (with Dr. Jayson Dibble, Hope College) on the impacts of social media on elections, politics, and how society consumes information with particular attention to misinformation and disinformation. This community discussion series is made possible by funding from The Andrew W. Mellon Foundation allocated to the Federation of State Humanities Councils.

Critical Issues Lecture Series, September 26, 2017

Invited public presentation on fake news, information, and media literacy: “Foiling Fake News: Truth-Finding in Our Digital Age” at Hope College in Holland, Michigan. The visit included a meeting with the librarians and leading discussion with an Introduction to Literature class. This presentation was co-sponsored by the Communication Department, the Van Wylen Library, and the student group, Vox Populi.

The Traveling Scholar Series, October 25, 2016

Invited public presentation on the fine lines of race-based comedy: “The Fine Lines of Race-Based Comedy: Politeness, Political Correctness, & Post-Racial Racism” at the University of Louisiana Monroe. The visit included a radio interview with KEDM NPR Public Radio and class discussion leading and activities in three courses: Political Communication (graduate class), Persuasion & Advocacy (undergraduate class), and Visual Literacy (undergraduate class).

Communication and the Politics of Inclusion, October 14, 2013

Invited public presentation on diversity and inclusion issues between groups, among members, and within institutions following a film screening of *Our Family Wedding*. The public lecture focused on media effects, intergroup dynamics, comedy, and entertainment media platforms; This lecture was part of Texas A&M University’s 50th Anniversary of Inclusion events series.

Conference Presentations

Martinez, A. R. NCA Scholars’ Office Hours. Presented at the annual conference of the National Communication Association, New Orleans, LA, November 2022.

Martinez, A. R. Latinx Faculty: Finding our PLACE in Predominantly White Institutions. Presented at the annual conference of the National Communication Association, New Orleans, LA, November 2022.

Martinez, A. R. The Future of the La Raza Caucus. Presented at the annual conference of the National Communication Association, New Orleans, LA, November 2022.

Martinez, A. R. La Raza Mentorship Panel. Presented at the annual conference of the National Communication Association, New Orleans, LA, November 2022.

Martinez, A. R. Ethos for a Better World: Collaborating for Change, Empowering Students as Creators. Presented in collaboration with Digital Learning staff members and librarians at the Liberal Arts Collaborative for Digital Innovation (LACOL) 2022 Workshop Sessions on “Building Equitable and Anti-Racist Communities”, Davidson College, Davidson, NC, June 2022.

Martinez, A. R. Renewing a Commitment to Mentorship in La Raza Caucus. Presented at the annual conference of the National Communication Association, Seattle, WA, November 2021.

Martinez, A. R. Coming to a Crossroads: (Re)Imagining Careers in Latinx Communication Studies. Presented asynchronously at the annual conference of the National Communication Association, all-virtual conference due to the COVID-19 pandemic, November 2020.

Martinez, A. R. *Vamos a Jugar*: Mentorship and Social Bonding for the Latina/o/x Studies Division and La Raza Caucus. Presented at the annual conference of the National Communication Association, Salt Lake City, UT, November 2018.

Martinez, A. R. Ethnic labels in play: Are we Latina/o or Latinx? Thoughts from officers and members, past and present. Presented at the annual conference of the National Communication Association, Salt Lake City, UT, November 2018.

Martinez, A. R. Latin@ communication's hybridities at play: Holling's retrospect and the future. Presented at the annual conference of the National Communication Association, Salt Lake City, UT, November 2018.

Martinez, A. R. #commsowhite but we knew that already: Reflections, thoughts and strategies. Presented at the annual conference of the National Communication Association, Salt Lake City, UT, November 2018.

Martinez, A. R. Misinformation and the disruption of public affairs and citizenship: Curricular innovations to prepare public servants and citizens for the 21st century information landscape. Presented at the annual conference of the Network of Schools of Public Policy, Affairs, and Administration, Atlanta, GA, October 2018.

Martinez, A. R. Relevance outside the academy: Using MOOCs to reach adult learners. Presented at the annual conference of the National Communication Association, Dallas, TX, November 2017.

Martinez, A. R. Our legacy, our relevance in Latin@ communication studies: Theories, method, and practice. Presented at the annual conference of the National Communication Association, Dallas, TX, November 2017.

Martinez, A. R. Mapping the experiences of Latinx bodies in the spaces of the academy. Presented at the annual conference of the National Communication Association, Dallas, TX, November 2017.

Martinez, A. R. Chicana identity, Chicana feminisms, and Chicana identification: The current state of the term "Chicana." Presented at the annual conference of the National Communication Association, Philadelphia, PA, November 2016.

Martinez, A. R. Civic duty, civic calling: Engaging the past, present, and future of La Raza Caucus. Presented at the annual conference of the National Communication Association, Philadelphia, PA, November 2016.

Martinez, A. R. Workshop on gender and race in commercials: Whose calling? Presented at the annual conference of the National Communication Association, Philadelphia, PA, November 2016.

Martinez, A. R. "I am an angry brown woman": Latinas (re)defining (in)civility and civic engagement in and out of the academy. Presented at the annual conference of the National Communication Association, Philadelphia, PA, November 2016.

Martinez, A. R. Mentorship as a civic calling: A formal initiative for latinx communication studies scholars. Presented at the annual conference of the National Communication Association, Philadelphia, PA, November 2016.

Martinez, A. R. Communication, civic calling, and bridging academia and personal life: Women of color and the constant negotiation of work and life outside the academy. Presented at the annual conference of the National Communication Association, Philadelphia, PA, November 2016.

Martinez, A. R. Parenting and the conscientious communicator: Navigating gender, social, and professional expectations as mothers. Presented at the annual regional conference of the Southern States Communication Association, Austin, TX, April 2016.

Martinez, A. R. Laughing with or laughing at?: How *Blackish*, *Cristela*, *Fresh Off the Boat*, and *Broad City* expand and limit stereotypical representations of diversity on television. Presented at the annual conference of the National Communication Association, Las Vegas, NV, November 2015.

Martinez, A. R. Mentoring, faculty of color, and intersectionality: Rethinking opportunities and possibilities. Presented at the annual conference of the National Communication Association, Las Vegas, NV, November 2015.

Martinez, A. R. Workshop on gender and race in commercials: Embracing opportunity or discouraging voices? Presented at the annual conference of the National Communication Association, Las Vegas, NV, November 2015.

Martinez, A. R. Gender and race in commercials: How present are our pasts? Presented at the annual conference of the National Communication Association, Chicago, IL, November 2014.

Martinez, A. R. Latino/as navigating academia: Reflections and discussions on dissertating, teaching, publishing, and job searching. Presented at the annual conference of the National Communication Association, Chicago, IL, November 2014.

Martinez, A. R. Workshop on gender and race in commercials: Connections, interconnections, and disconnections. Presented at the annual conference of the National Communication Association, Washington, D.C., November 2013.

Martinez, A. R. Connections throughout the year: A forum on voice, pedagogy, and critical love within communication studies. Presented at the annual conference of the National Communication Association, Washington, D.C., November 2013.

Martinez, A. R. Bridging gender and generation: U.S.-born Mexican Americans' perceptions of depression influence a transitional approach to treatment. Presented at the annual conference of the Eastern Communication Association, Pittsburgh, PA, April 2013.

Martinez, A. R. Perspectives on teaching and knowing: Where epistemology meets pedagogy: Diversity and culture as avenues to inclusion. Presented at the annual conference of the Southern States Communication Association, Louisville, KY, April 2013.

Martinez, A. R. "Depression is a deep, dark secret": U.S.-born Mexican Americans' perceptions of depression influence attitudes toward preferred and problematic treatment outcomes. Presented at the annual conference of the National Communication Association, Orlando, FL, November 2012.

Martinez, A. R. Effects of comedian race and viewers' racial identification on Latinos' responses to stereotypical humor and person perception. Presented at the annual conference of the National Communication Association, Orlando, FL, November 2012.

Martinez, A. R. COMMunidades: Researching/representing intersections of Latinidad. Panel discussion presented at the annual conference of the National Communication Association, Orlando, FL, November 2012.

Martinez, A. R. COMMunities pathways along the employment track: Steps colleagues take to secure a tenure-track, tenured or administrative position. Inter-caucus panel discussion (representing the Latino/a Communication Studies Division & La Raza Caucus) presented at the annual conference of the National Communication Association, Orlando, FL, November 2012.

Martinez, A. R. Voices from the liminal: Latina/o pedagogical experiences. Panel discussion at the annual conference of the National Communication Association, New Orleans, LA, November 2011.

Martinez, A. R. Emergent voices, insurgent voices in Latin@ Communication Studies: A roundtable. Panel discussion at the annual conference of the National Communication Association, New Orleans, LA, November 2011.

Martinez, A. R. 'But it's just a joke!': Latino audiences' primed reactions to Latino comedians and their use of race-based humor. Presented at the Association for Education in Journalism and Mass Communication mid-winter conference, Norman, OK, March 2011.

Martinez, A. R. Female objectification and media influence on women's physical ideals: A qualitative feminist analysis of female beauty and body image identity. Presented at the annual conference of the National Communication Association, Chicago, IL, November 2009.

Martinez, A. R., Quick, B. L., & Stephenson, M. T. TV ads advocating condom use among sexually active college students: A quantitative analysis of psychological reactance on message effectiveness, quality, and ad attitudes. Presented in a scholar-to-scholar session at the annual conference of the National Communication Association, Chicago, IL, November 2009.

Martinez, A. R. "The color of beauty" as perpetuated in *America's Next Top Model*. Presented at the 51st annual conference of the Western Social Sciences Association, Albuquerque, NM, April 2009.

Martinez, A. R. Perceptions of depression in the Mexican American community and the influence on treatment preferences. Presented in a scholar-to-scholar session at the annual conference of the National Communication Association, San Diego, CA, November 2008.

Martinez, A. R. Examining televised advertisement influences on eating habits and eating disorder risk, as well as body image identity: A narrative analysis among ethnically diverse college women. Presented at the annual conference of the Central States Communication Association, Madison, WI, April 2008.

Martinez, A. R. Reality TV, media markets, and the ability to transcend global boundaries. Presented at the international conference, Exploring New Media Worlds: Changing Technologies, Industries, Cultures, and Audiences in Global and Historical Contexts, Texas A&M University, College Station, TX, March 2008.

Martinez, A. R., Query, J. L., & Weathers, M. R. Integrating Hispanic organizations into field research: Promoting their voices during catastrophic illness. Presented at the annual conference of the Central States Communication Association, Minneapolis, MN, April 2007.

Conference Participation

Preconference attendee, #CommunicationSoWhite, held at the International Communication Association (ICA), Georgetown University, Washington, D.C., May 2019.

Preconference attendee, Our (Monstrous) Legacies, Our (Cultural) Relevancies: Exploring the Significance of Monstrosity, Horror, and Otherness for Communication Studies. Co-chairs: Drs. Bernadette Calafell & Kendall Phillips, offered at the annual conference of the National Communication Association, Dallas, TX, November 2017.

Attendee at the inaugural Faculty Women of Color in the Academy conference, Urbana-Champaign, IL, April 2013; Attendee sponsored by Davidson College's Multicultural Affairs office, Blacksburg, VA, April 2017.

Attendee at the Pre-Tenure Faculty Development Workshop led by Dr. Kerry Ann Rockquemore, CEO and President of the National Center for Faculty Development & Diversity, University of North Carolina at Charlotte, February 2014.

International Seminar Participation

Salzburg Seminar attendee representing Davidson College: LGBT and human rights: New challenges, next steps, Salzburg, Austria, June 2013.

Research Assistant

Texas A&M University

Race & Ethnic Studies Institute Fellowship Grant, "*Does Exposure to Stereotypical versus Counter-Stereotypical News Stories about Obama Influence Explicit and Implicit Racial Attitudes toward African-Americans?*" \$5000, Summer 2010 - 2011

Principal Investigator: Dr. Srividya Ramasubramanian, Department of Communication

- Generated visual and written stimuli for pretesting.
- Collected and analyzed pretest survey data.
- Co-authored journal article from the data.

Department of Communication & School of Rural Public Health, Fall 2008 – Spring 2009
Principal Investigators: Dr. Barbara Sharf, Department of Communication, & Dr. Joseph Sharkey, School of Rural Public Health

- Worked in a collaborative research team to analyze focus group data surrounding food, cooking, health, and traditions of Mexican Americans in Bryan, TX.
- Used Atlas.ti research software to organize and manage code groups.

- Helped conduct member check sessions with community members/focus group participants.
- Co-authored one journal article and one book chapter from the data.

University of Houston

School of Communication, Women's Health Fund Research Team: "Assessing the impact of The Women's Fund health education materials upon health behaviors among adult female end-users"
October 2006 - December 2007

- Assisted with development of data collection instruments, consent forms, and recruitment materials.
- Member of translation team for coding Critical Incident Technique qualitative responses.

Graduate Assistant

University of Houston

COMM 6300 – Research Methodology, Spring 2010

Professor: Dr. Zhiwen Xiao, Communication

Graded M.A. students' quantitative research article critique presentations.

COMM 6302 – Communication Theory, Fall 2009

Professor: Dr. Martha Haun, Communication

Graded M.A. students' communication theory research papers.

Graduate Assistant, August 2005 - 2006

University of Houston Library Special Collections Department, Women's Studies.

Graduate Editorial Assistant, Fall 2004 - Spring 2005

Office of External Communication (university public relations office).

Invited Guest Presentations & Collaborative Initiatives

Davidson College

The Davidson Microaggressions Project (DMP), Summer 2017 – present

I co-founded and collaborate with a small team of students to maintain a website that raises awareness and encourages active engagement and ongoing education on the realities of microaggressions on campus featuring a resources tab, examples of microaggressions submitted by members of the campus community, guest blogs, and, most recently, a podcast (2020). This project has received grant funding from the Center for Civic Engagement, Multicultural Affairs, the Andrew Mellon Digital Innovations grant, and the Justice, Equality, and Community Curricular Innovations Andrew Mellon grant (3 grants awarded) and, most recently, 2 grants for the Stories Yet To Be Told funding (2021-2022).

- Center for Teaching and Learning (CTL)-sponsored panel open to faculty, staff, students, and administrators, Davidson Microaggressions Project, April 2018.
- Microaggressions in the Classroom workshop for the Inclusive Pedagogy track for the 2-day CTL-sponsored event series for faculty: Digital Dexterity, Inclusive Pedagogy, & Open Access, May 2018.
- Davidson Microaggressions Project, Center for Teaching and Learning, and Fostering Inclusivity and Respect in Science Together (FIRST) collaborative pop-

up panel by and for faculty on Difficult Conversations in the Classroom in response to neo-Nazi students' social media doxxing, November 2018.

- JEC-funded Critical Education Reading Group #1 featuring Sarah Deer's book, *The Beginning and End of Rape*, discussion facilitated by Dr. Rose Stremmlau (total of 25 faculty and staff participants), November 2018.
- Center for Civic Engagement's Community Innovation Institute small group workshop session (co-led with Itziri Gonzalez-Barcenas '19 & Teagan Monaco '19), Davidson Microaggressions Project, January 2019.
- JEC-funded Critical Education Reading Group #2 featuring Ann Travers' book, *The Trans Generation*, discussion facilitated by Dr. Gayle Kaufman (total of 23 faculty and staff participants), February 2019.
- Confronting Bigotry, Shaping Identity, Understanding Differences: Lessons from a Davidson Life, a campus-wide event open to the broader community featuring a talk and moderated discussion by award-winning journalist and Davidson alumnus '95, Issac Bailey, author of *My Brother Moochie: Regaining Dignity in the Midst of Crime, Poverty, and Racism in the American South*, March 26, 2019. Free food and book copies for attendees, with book signing to follow the event.
- JEC-funded Critical Education Reading Group # 3 featuring Robin DiAngelo's book, *White Fragility: Why It's So Hard for White People to Talk about Racism*, discussion facilitated by Dr. Trent Foley (total of 60 faculty and staff participants), October 2019.
- Davidson Microaggressions Project Campus Take-Over Week, Oct. 25-Nov. 1, 2019. Events hosted: DMP Collaboration Team Meet-and-Greet, Campus Stories Posters Spatial Take-Over, DMP Interactive Workshop, Showcase Spoken Word Performance, Take-Over Week Debrief & Reflection for envisioning future collaborations.
 - The Davidsonian ran a front-page newspaper story featuring the DMP's work: <http://www.davidsonian.com/microaggressions-project-prison-costumes-spark-discussion/>
- JEC-funded Critical Education Reading Group # 4 featuring Michelle Murphy's book, *Seizing the Means of Reproduction: Entanglements of Feminism, Health, and Technoscience*, discussion facilitated by Dr. Takiyah Harper-Shipman (total of 20 faculty and staff participants), February 2020.
- Let's Talk About It: A Gateway to Antiracism series via Instagram Live hosted by DMP and Common Ground, including readings accessible on our website as the basis of discussion about tough topics on intersectionality, feminism, structural racism, etc., June-July 2020.
- DMP Podcast, launched in October 2020, features DMP team members interviewing guests from within and outside the Davidson campus community on microaggressions topics, including strategies offered to handle and prevent their repeated occurrence.
 - We published 10 total podcasts (1 was a series with several 30 min. interviews on one central topic: anonymous grading) since the podcast launched in 2020. We have 5 interviews the team conducted in 2021 to be published via our podcast soon.
- For Freedom Lawn Sign Activation Event (socially distanced and in large open outdoor spaces on campus), co-hosted in collaboration with the Van Every/Smith Galleries and Davidson College Arts and Creative Engagement, ahead of the 2020 U.S. Presidential Election, October-November 2020.

- STEM FIRST (HHMI grant sponsored) Davidson Microaggressions Project Workshop with concentrated focus on the Davidson STEM-specific classroom setting and how to a) avoid microaggressions and facilitate an inclusive class climate and b) address them when committed and/or witnessed, November 2020.
- Invited presentation and virtual workshop for College of the Holy Cross on STEM-specific classroom settings, microaggressions, and strategies professors can enact to address them, July 2022.

Center for Interdisciplinary Studies workshop, thesis defense presentations, April 2021; April 2022.

Workshop was given by me as the Director of the Speaking Center and a CIS major advisor: *The Thesis Defense Presentation: A Preparation Workshop*.

Building Community/Fostering Belonging Faculty Panel, Digital Learning Institute, July 2020. I participated by invitation as a panelist to speak from my own pedagogical strategies in this panel as part of the Digital Learning Institute in summer 2020 via Zoom that Davidson College hosted as one immersive way to help faculty across disciplines prepare thoughtfully for a possibly fully remote semester due to the COVID-19 pandemic.

“How To Do Things With Memes” EdX Massive Open Online Course (MOOC), March 2019. I gave an invited 15-minute video-recorded analysis on three memes (topics include raced, classed social stratification and system racism, and women’s sexuality and queering the compulsive heteronormative binary) including comments about underlying knowledge, social justice issues, and current events invoked in the digital memes, popular and shared via social media by laypeople users.

“Engagement in a Time of Polarization” EdX Massive Open Online Course (MOOC), February 2018. I gave an invited 20-minute video-recorded interview to discuss how fake news affects public perception of events, how our current information ecosystem encourages polarization, and how this reality changes the work of educators and librarians.

“The Story of Fake News” EdX Massive Open Online Course (MOOC), March 2017

I co-led the course with Dr. Mark Sample, Associate Professor of Digital Studies. The course reached a total of 2,600 participants enrolled from around the world when it was live for two weeks. The archived course content is accessible here: <https://www.edx.org/course/story-fake-news-davidsonx-davnowxfakenews>.

In addition, *The Charlotte Observer*, *Charlotte Business Journal*, and *Inside Higher Ed* published articles about our EdX course:

- <http://www.charlotteobserver.com/news/local/article138335348.html>
- <https://www.bizjournals.com/charlotte/news/2017/03/13/davidson-college-looks-to-tackle-fake-news-topic.html>
- <https://www.insidehighered.com/digital-learning/article/2017/03/22/davidson-college-launches-online-course-about-fake-news>

Fake News Teach-In, Davidson Teach-Ins, Alvarez Union, Spring 2017

I co-facilitated the Davidson Teach-In organized by students on the topic of fake news with other guest speakers from the Charlotte area, including faculty, journalists, and editors.

Conflict Management in Service and Leadership, October 2015

Invited guest expert to lead a workshop on productive conflict management for those in service and leadership positions within various organizations.

Sponsored by the Bonner Scholars Program, Center for Civic Engagement

Power, Privilege, & Implications for Leadership, October 2015

Invited guest expert to lead a workshop on the intersectional issues of power and privilege and their potential to impact leadership outcomes.

Sponsored by the Chidsey Center for Leadership Development

Presentation Skills: Delivery Techniques, Visual Aids, & Managing Anxiety, July 2015

Invited guest lecture in student research seminar in preparation for their research findings presentation to an audience of 50 stakeholders and trustees for research funding in Charlotte.

Professor: Dr. Lauren Stutts, Psychology

Faculty Feature on Davidson College main website, Spring 2014

Selected interviewee featured on the Davidson College main website. Faculty and student interviewees are selected and highlighted on a rotating monthly basis as representative profiles for the general internet public.

<http://www.davidson.edu/news/news-stories/140210-faculty-focus-amanda-martinez->

Trayvon Martin and the Implications That Be: A Social Justice Dialogue, November 2013

Invited faculty panelist expert on media effects and impacts on high profile social justice cases.

Sponsored by the Upsilon Mu Deltas

Powerful Words & (Re)Actions: Microaggressions, Intentionality, & Effects, October 2013

Invited faculty lecture and discussion in partnership with the Residence Life Office for students. October Community Gathering

ENV 202 – Environmental Social Sciences, Spring 2013

Professor: Dr. Graham Bullock, Environmental Studies

Invited presentation on Atlas.ti qualitative data analysis software.

Microaggressions at the Intersection of Gender and Race, December 2012

Invited faculty speaker for student-led event on microaggressions pertaining to gender and race around public spaces on campus.

Faculty Feature in L.I.F.E. Newsletter, Spring 2013

Selected interviewee featured in L.I.F.E (Latinos in Full Effect), the student-run newsletter produced by the Organization for Latino American Students (OLAS). One faculty member featured per semester, chosen by organization members.

Texas A&M University

MSC Jordan Institute for International Awareness, October 4, 2011

Program: "Taking Your Business Elsewhere: Working & Living Abroad"

Invited presentation on cultural sensitivity, integration, adaptation, orientations to life and ways of doing business for college students interested in studying and/or working in international contexts.

COMM 375 - Media Audiences, Fall 2011

Professor: Dr. Srividya Ramasubramanian, Communication

Invited presentation about priming research on racial and ethnic stereotypes and humor in the media.

Creating Communitas – Communication Graduate Student Association, Spring 2011

Invited presentation on dissertation research.

COMM 308 – Research Methods in Communication, Spring 2011

Professor: Dr. Srividya Ramasubramanian, Communication

Invited presentation for “Meet a Researcher” series.

Topic: Experimental Research

COMM 615 – Interpretive Research in Communication, Spring 2011

Professor: Dr. Barbara Sharf, Communication

Invited presentation on Dragon Naturally Speaking voice dictation software for transcribing qualitative data.

Collaborative Research Team, Summer 2010

Professor: Dr. Srividya Ramasubramanian, Communication; School of Rural Public Health colleagues

Invited presentation on mentorship research findings from interviews with bicultural U.S.-born Mexican Americans exploring perceptions of depression and influences on treatment preferences.

COMM 615 – Interpretive Research in Communication, Spring 2010

Professor: Dr. Barbara Sharf, Communication

Invited presentation on Dragon Naturally Speaking voice dictation software for transcribing qualitative data.

COMM 308 – Research Methods, Spring 2010

Professor: Dr. Srividya Ramasubramanian, Communication

Invited presentation on Atlas.ti qualitative data analysis software.

COMM 615 – Interpretive Research in Communication, Fall 2009

Professor: Dr. Barbara Sharf, Communication

Invited presentation on Atlas.ti qualitative data analysis software.

Community & Media

Interview for The Charlotte Observer

Features story, "Even after the pandemic is over, will handshakes and hugs remain a thing of the past?" Link to story:

<https://www.charlotteobserver.com/news/coronavirus/article241461731.html>, March 25, 2020

Community Discussion: The Rise of Fake News, January 24, 2018

Charlotte Mecklenburg Library, South County Regional Library, Charlotte, NC

Invited panelist and discussion leader for Charlotte area community members and library patrons.

Awakening Series on Justice Issues: Immigrants in the Media, January 10, 2018

Myers Park Baptist Church, Charlotte, NC

Invited guest expert and discussion leader for members of the church community on the topic of how immigrants are portrayed in the media and implications for inter-group dynamics in society.

PFLAG (Parents and Friends of Lesbians and Gays), December 2012

Invited guest speaker and discussion leader for PFLAG Cornelius, NC chapter in a meeting on gender, identity, and sexuality.

Radio Interview for KEOS Community Radio for the Brazos Valley, August 8, 2011

Radio Program: Our Voices, Ourselves, Bryan-College Station, TX

Show: "Interview with Dr. Amanda Martinez on the effects of race-based humor on minority audiences, comedians, and the potential to impact judicial review scenarios."

PROFESSIONAL SERVICE

Tenure Committee Service

Davidson College, Department of Sociology, tenure committee member for Joseph Piko Ewoodzie, tenured in 2021.

Invited external research writer/evaluator, tenure case at University of Richmond, VA, Department of Communication Studies, 2020-2021.

Professional Development Intensive Institutes

Davidson College & Johnson C. Smith University partnership Leadership Development cohort member for 2019-2020 academic year.

National Communication Association Summer Institute for Department Chairs, June 2019, Baltimore, MD.

Administrative Positions

Co-Founder, Chair and Ad Hoc Committee Member, Raza Mentorship Initiative, La Raza Caucus, National Communication Association, November 2015 – present.

Elected member of the awards committee for Latino/a Communication Studies Division & La Raza Caucus, National Communication Association, 2023.

Co-Chair and Program Planner, NCA Scholar's Office Hours, National Communication Association, Spring 2021 - November 2021.

Peer Reviewer, Feminist & Women's Studies Division, Outstanding Article Award committee, National Communication Association, Summer 2018.

Co-Chair and Program Planner, G.I.F.T.S (Great Ideas for Teaching Students), National Communication Association, November 2016- November 2017.o987

Immediate Past Chair, Legislative Assembly Member, Nominating Committee Member, and La Raza Caucus Representative, Latino/a Communication Studies Division & La Raza Caucus, National Communication Association, November 2015 – November 2016.

Chair, Legislative Assembly Member, Nominating Committee Member, and La Raza Caucus Representative, Latino/a Communication Studies Division & La Raza Caucus, National Communication Association, November 2014 – November 2015.

Vice Chair, Legislative Assembly Member, Affirmative Action Committee Member, and Centennial NCA Conference Program Planner, Latino/a Communication Studies Division & La Raza Caucus, National Communication Association, November 2013 – November 2014.

Vice Chair-Elect, Latino/a Communication Studies Division & La Raza Caucus, National Communication Association, November 2012 – November 2013.

Secretary, Latino/a Communication Studies Division & La Raza Caucus, National Communication Association, November 2011 – November 2012.

Elected Member of Mark L. Knapp Award in Interpersonal Communication Selection Committee, National Communication Association, November 2013 – November 2015.

Blog founder and administrator, *AcademicZ: The Latino/a Experiences in Research, Pedagogy, and Service in Higher Education*, February 2011. <https://academicz.blogspot.com/>

Scholarly Journal Publication Service

Editorial Boards

Communication & Race, invited editorial board member, 2023 – present
Women's Studies in Communication, invited editorial board member, 2019 - present
Women & Language, invited editorial board member, 2018 – present
Associate Editor, *Communication Monographs*, 2021 transition year - 2023

Peer Reviewer

Communication, Culture, & Critique, 2020 - present
Journal of Broadcasting & Electronic Media, 2017 - present
The Howard Journal of Communications, 2015 - present
Mass Communication & Society, 2013 - present
Journal of International & Intercultural Communication, 2012 - present
Psychology of Popular Media Culture, 2019
American Journal of Sociology, 2018
The Popular Culture Studies Journal, special issue on “Monsters and Monstrosity,” December 2017 – January 2018.
Risk Analysis, 2017
Journal of Communication, 2014

Communication Research, 2012

Textbook Review

Media Effects: Advances in Theory and Research, 4th Ed., May 2023, Taylor & Francis.

The Palgrave Handbook of Communication and Health Disparities, May 2023, Palgrave Macmillan Publishing.

Converging Media: A New Introduction to Mass Communication, May 2016, Oxford University Press.

Introduction to Human Communication: Perception, Meaning, and Identity, March 2016, Oxford University Press.

A Pocket Guide to Public Speaking, 5th Ed., March 2014, Bedford St. Martin's.

Editorial Assistant

Brann, M. (Ed.). (2011). *Contemporary case studies in health communication: Theoretical & applied approaches*. Dubuque, IA: Kendall Hunt Publishing Company, February - August 2010.

Query, J. L. (Ed.). *Communication Studies* scholarly journal, February 2005 - June 2006.

Conference Paper Reviewer

Latino/a Communication Studies Division & La Raza Caucus, National Communication Association, April 2012 – present.

Communication and Media Technology Division, Association for Education in Journalism and Mass Communication, Midwinter Conference, 2018.

National Association for Communication Centers undergraduate paper award competition, National Communication Association, Communication Centers section, April 2016.

Organization for Research on Women and Communication, Western States Communication Association, September 2013 – 2014.

Health Communication Division, National Communication Association, April 2013 – 2014.

Communication Technology Subunit, Association for Education in Journalism and Mass Communication, April 2012 – 2014.

Feminist and Women's Studies Division, National Communication Association, April 2012.

Feminist Scholarship Division, International Communication Association, December 2011.

Mass Communication Division, International Communication Association, November 2011.

Mass Communication Division, National Communication Association, 2009 - 2011.

Student Division, National Communication Association, April 2011.

Conference Panel Chair, Moderator, & Respondent

Chair of the panel and ad hoc committee, Renewing a Commitment to Mentorship in La Raza Caucus. Panel facilitated at the annual conference of the National Communication Association, Seattle, WA November 2021.

Chair of the panel and ad hoc committee, The Latina/o Communication Studies Division & La Raza Caucus Mentorship Initiative: Connections that Facilitate Academic Surviving and Thriving. Panel facilitated at the annual conference of the National Communication Association, Baltimore, MD, November 2019.

Chair of the panel and ad hoc committee, Vamos a Jugar: Mentorship and Social Bonding for the Latina/o/x Studies Division and La Raza Caucus. To be facilitated at the annual conference of the National Communication Association, Salt Lake City, UT, November 2018.

Chair of the panel and ad hoc committee, Meet-and-Greet Latinx Mentorship Initiative. To be facilitated at the annual conference of the National Communication Association, Dallas, TX, November 2017.

Chair, "Wait, You Applied Where?" (Re)negotiating a Master Narrative of the R1-to-R1 Pipeline, Presented at the annual conference of the National Communication Association, Dallas, TX, November 2017.

Co-chair, Great Ideas for Teaching Students (G.I.F.T.S) roundtable Sessions I, II, and III, at the annual conference of the National Communication Association, Dallas, TX, November 2017.

Respondent, Projecting the "Latin@": A Four-Part Analysis of Rhetorical Gatekeeping of Latin@ Political Identity in the United States. Presented at the annual conference of the National Communication Association, Philadelphia, PA, November 2016.

Respondent, Embracing Opportunities for Enhancing Women's Empowerment in Health Care Contexts through Information and Communication Technologies (ICTs) panel at the annual conference of the National Communication Association, Las Vegas, NV, November 2015.

Respondent, Representing the feminine in film and television, Organization for Research on Women and Communication panel at the Western States Communication Association annual conference, Anaheim, CA, February 2014.

Chair, Critical connections and Chicano studies: Cultural critiques of Guillermo Del Toro's award winning film *Pan's Labyrinth*, Latino/a communication studies panel at the National Communication Association annual conference, Washington, D.C., November 2013.

Chair and respondent, Interrogating mythology, ideology, and exploitation in film and television mass communication panel at the National Communication Association annual conference, Orlando, FL, November 2012.

Chair, Illuminating scholarship in audience identification and involvement mass communication panel at the National Communication Association annual conference, Orlando, FL, November 2012.

Moderator and respondent, case studies in public discourse panel at the Western Social Sciences Association annual conference, Houston, TX, April 2012.

Chair, mental health communication panel at the National Communication Association annual conference, Building Bridges, San Francisco, CA, November 2010.

Chair, mass communication panel at the National Communication Association annual conference, Discourses of Stability and Change, Chicago, IL, November 2009.

Chair, women's studies panel at the 51st annual conference of the Western Social Sciences Association, Albuquerque, NM, April 2009.

Chair, health communication panel at the National Communication Association annual conference, unCONVENTIONAl, San Diego, CA, November 2008.

Conference Staff

Conference registration desk staff & photographer/videographer for keynote speaker & other conference activities, Global Fusion international conference, Texas A&M University, October 2010.

Conference staff at Exploring New Media Worlds: Changing Technologies, Industries, Cultures, and Audiences in Global and Historical Contexts international conference, Texas A&M University, March 2008.

Community

Mija scholarship sponsor for the Circle de Luz organization, a mentorship program for Latina youth in Charlotte, NC area, 2016 - present.

Informal outside advisor/expert on intercultural, identity, and conflict communication for Hough High School junior Kate Heyl's research project on (mis)communication and (mis)understandings among Christian Americans and Muslim Americans in the U.S., Spring 2016.

Davidson College Affiliate and Subcommittee Member for the development of the high school mentorship initiative primarily targeting African American, Latino/a, and low income high school students in the region, The Ada Jenkins Center, Davidson, NC, Summer 2013-2014.

Judge, High School Forensics Tournament, Katy Independent School District, hosted by Katy High School, Katy, TX, January 2011.

Judge, Departmental undergraduate Public Speaking Contest, Texas A&M University, Fall 2007, Spring 2008.

Professional Organization Membership

National Communication Association, September 2006 – present

International Communication Association, October 2010 – 2013; 2019 - present
Southern States Communication Association, January 2013 – 2016
Eastern Communication Association, January 2013 - 2014
Western Social Sciences Association, Fall 2008 – Spring 2012
Central States Communication Association, Fall 2007 – Spring 2008
American Society of Trial Consultants, May 2011 - August 2012

INSTITUTIONAL SERVICE

Davidson College

Advising: Communication Studies - Center for Interdisciplinary Studies (CIS)

Major & thesis advisor:

Class of 2017: India Gupta, Kayla Seymour, & Violet Degnan

Class of 2018: Bridget Lavender, Sophie McHugh, Jacob Hege, Joanne Suk, Katie Im, Mackenzie Latt, Hannah Moerk, & Karaz Axam

Class of 2019: Luke Gray, Alexa Landsberger, Logan Morris, Sophia Sgroi, & Nathan Ekwu

Class of 2020: Daniel Bunson, Ellie Hudson, Bryce Perry-Martin, Jaylen Thompson, & Julia Sirvinskas

Class of 2021: Julia Balick, Elizabeth Crosley, Jessie Epstein, Catie Goodell, Lucie Desvallees, Pat Tabor, Jamie DiLuzio, James Reilly, Nellie Turnage

Class of 2022: Jalen Staples, Jalen Jefferson, Evan Clark, Eli Turner, Charlotte Jenkins, Ricky Pinnock, Matt Gravely, Jane DiGregorio, Shaah Cooper, Mateo Alzate-Rodrigo, Gabby Delp, Julia Smith, Jake Myers, Sarah Konstans.

Senior thesis advisor: Evan Clark, Center for Interdisciplinary Studies, Communication Studies. Graduation: 2022.

Thesis: *Intimacy from the Booth: An Approach to the Vernacular Change in Sporting Commentary.*

Senior thesis advisor (with Dr. Sara Baugh as co-adviser): Charlotte Jenkins, Center for Interdisciplinary Studies, Communication Studies. Graduation: 2022.

Thesis: *An Exploration and Study of the Dual Rhetoric of Place and Space at Washington D. C. 's National Mall and its Implications for Social Movements and Protests.*

Senior thesis advisor (with Dr. Antonio Spikes as reader), Nellie Turnage (honors), Center for Interdisciplinary Studies, Communication Studies. Graduation: 2021.

Thesis: *Speaking with Style: Fashion as a Tool of Political Communication.*

Senior thesis advisor (with Dr. Maggie McCarthy as reader), Lucie Desvallees (honors), Center for Interdisciplinary Studies, Communication Studies. Graduation: 2021.

Thesis: *From Solitude to Solidarity: Feel-Good Messaging in Advertising During COVID-19*

Senior thesis advisor (with Drs. Amy Fallah & Antonio Spikes as readers), Daniel Bunson, Center for Interdisciplinary Studies, Communication Studies. Graduated: Spring 2020.

Thesis: *More than an Athlete: Athlete Activism in the Modern Era.*

Senior thesis advisor (with Drs. Amy Fallah (co-advisor) & Antonio Spikes (reader), Ellie Hudson, Center for Interdisciplinary Studies, Communication Studies. Graduated: Spring 2020.
Thesis: *"Refuse to be a Victim": A Critical Analysis of the National Rifle Association's Victim-Blaming Rhetoric.*

Senior thesis advisor (with Dr. Antonio Spikes as reader), Jaylen Thompson, Center for Interdisciplinary Studies, Communication Studies. Graduated: Spring 2020.
Thesis: *The Consumption of Rap Music at a Predominantly White Institution.*

Senior thesis advisor (with Dr. Mark Sample in Digital Studies as reader), Alexa Landsberger, Center for Interdisciplinary Studies, Communication Studies. Graduated: Spring 2019.
Thesis: *Looking at Those at the Top of Social Networks: A Critical Look into the Unique Media Practices of Social Media Influencers.*

Senior thesis advisor (with Dr. Rick Gay in Educational Studies as reader), Sophia Sgroi, Center for Interdisciplinary Studies, Communication Studies. Graduated: Spring 2019.
Thesis: *A Picture is Worth A Thousand Likes: Content Analysis of the Effects of Gender and Social Media Policy on the Impression Management of Collegiate Athletes.*

Senior thesis advisor (with Dr. Patrick Baron in Health & Human Values as reader), Logan Morris, Center for Interdisciplinary Studies, Communication Studies. Graduated: Spring 2019.
Thesis: *The Unique, Dialectic Identities and Experiences of Undocumented Students at Davidson College.*

Senior thesis advisor (with Dr. Patrick Baron in Health & Human Values as reader), Luke Gray, Center for Interdisciplinary Studies, Communication Studies. Graduated: Spring 2019.
Thesis: *Crisis Communication Strategies and Pharmaceutical Companies.*

Senior thesis primary advisor (with Drs. Mike Hogan in Communication Studies and Mark Sample in Digital Studies), Joanne Suk, Center for Interdisciplinary Studies, Communication Studies. Graduated: Spring 2018, with honors.
Thesis: *Stuck in the Sidelines: Racial Triangulation in Super Bowl Commercials.*

Senior thesis primary advisor (with Drs. Mike Hogan in Communication Studies and Mark Sample in Digital Studies), Sophie McHugh, Center for Interdisciplinary Studies, Communication Studies. Graduated: Spring 2018, with honors.
Thesis: *Bursting the (Social Media) Bubble: Exploring Facebook Political Debate Groups as Digital Public Spheres.*

Senior thesis primary advisor (with Dr. Mike Hogan in Communication Studies), Jacob Hege, Center for Interdisciplinary Studies, Communication Studies. Graduated: Spring 2018.
Thesis: *Vlogging Queerness: Investigating YouTube as a Queer Space through Communication Theory.*

Senior thesis primary advisor (with Dr. Mike Hogan in Communication Studies), Bridget Lavender, Center for Interdisciplinary Studies, Communication Studies. Graduated: Spring 2018, with honors.
Thesis: *The Feminine Style & Hegemonic Masculinity in Presidential Campaigns: Analysis of the 2016 Convention Speeches of Bill Clinton and Melania Trump.*

Senior thesis primary advisor (with Dr. Mike Hogan in Communication Studies), Mackenzie Latt, Center for Interdisciplinary Studies, Communication Studies. Graduated: Spring 2018, with honors.

Thesis: *Battle of the Butt-Bumps: A Comparative Analysis of the Similarities and Variances of Haptic Communication in Professional Basketball by Gender.*

Senior thesis primary advisor (with Dr. Mike Hogan in Communication Studies), Katie Im, Center for Interdisciplinary Studies, Communication Studies. Graduated: Spring 2018.

Thesis: *Generation Z's Perceptions of Computer-Mediated Communication and Virtual Teams Influencing Organizational Effectiveness.*

Senior thesis primary advisor (with Dr. Mike Hogan in Communication Studies), Karaz Aham, Center for Interdisciplinary Studies, Communication Studies. Graduated: Spring 2018.

Thesis: *The Secret Life of a Black Woman on Instagram.*

Senior thesis primary advisor (with Dr. Mike Hogan in Communication Studies), Hannah Moerk, Center for Interdisciplinary Studies, Communication Studies. Graduated: Spring 2018.

Thesis: *Lyme Disease: Health Communication around Borrelia Burgdorferi.*

Senior thesis primary advisor (with Dr. Mike Hogan in Communication Studies), Kayla Seymour, Center for Interdisciplinary Studies, Communication Studies & Psychology double major. Graduated: Spring 2017.

Thesis: *The Power of The Burrito: A Framing Analysis of the Crisis Communication and Media Strategies by Chipotle Mexican Grill.*

Senior thesis co-advisor (with Dr. Mark Sample in Digital Studies), Violet Degnan, Center for Interdisciplinary Studies, Digital Sociology Studies major. Graduated: Spring 2017.

Capstone: *The House of Tingles & ASMR: <http://asmr.violetdegnan.com/>.*

Senior capstone and major co-advisor, (with Dr. Rebecca Ruhlen in Anthropology), Adrienne Miller, Center for Interdisciplinary Studies, Public Health major, Communication Studies minor. Graduated: Spring 2016.

Thesis: *The Affordable Care Act & Impacts on Latinas' Reproductive Health Care Access and Usage.*

Advising: Sociology

Major advisor: Rachel McKay (Class of 2017); Ryan Samuels (Class of 2018); Savannah Kennedy (Class of 2019); Mariana Crespo, Margaret Reliford (Class of 2020).

Senior thesis committee member, Alex Aiello, Sociology major. Graduation: Spring 2021.

Thesis: *Consent and Pleasure in College Students' Sexual Encounters.*

Senior thesis committee member, Mariana Crespo, Sociology major. Graduated: Spring 2020.

Thesis: *Brand Activism Framing: Social Positioning in "Live for Now" and "Dream Crazy" and the Twittersphere's Reaction.*

Senior thesis committee member, Margaret Reliford, Sociology major. Graduated: Spring 2020.

Thesis: *The Process of Commodification: Housing Affordability in Davidson.*

Senior thesis committee member, Jose Olvera, Sociology major. Graduated: Spring 2019.
Thesis: *Race & Gender Dynamics in the Online Gaming Community.*

Senior thesis and major advisor, Divya Khandke, Sociology major. Graduated: Spring 2016.
Honors Thesis: *Profit Over People: Investigating the Cases of Environmental Racism in Roxbury, Massachusetts and Flint, Michigan.*

Senior thesis and major advisor, Rashaad Phillips, Sociology major. Graduated: Spring 2016.
Thesis: *"I'm Not Black, I'm Dominican": Racial Identity Politics among Young Adult Afro-Dominican-Americans in the New York Area.*

Senior thesis advisor, Layne Doctson, Sociology major. Graduated: Spring 2016.
Honors Thesis: *YikYak: A Catalyst Within Communities.*

Senior thesis and major advisor, Courtney Rufh, Sociology major, Communication Studies minor. Graduated: Spring 2015.
Thesis: *First-Generation College Students and Theories of Student Success.*

Senior thesis reader, Will Thoni, Sociology major. Graduated: Spring 2014.
Thesis: *Racialized Commentary in College Basketball.*

Senior thesis reader, Briana Kordsmeier, Sociology major. Graduated: Spring 2014.
Thesis: *"My New Family": Collective Art, Relationships, and the Formation of Non-Heteronormative Solidarity.*

Senior thesis reader, Katherine Blackburn, Sociology major. Graduated: Spring 2013.
Thesis: *Young Women, Sexual Attitudes and Pornography.*

Advising: Gender & Sexuality Studies (GSS)

Senior capstone advisor, Emily Stanley, English major, Gender & Sexuality Studies minor. Graduated: Spring 2016.
Thesis: *Queering the Classics: Slash Fan Fiction in Sherlock Holmes and The Three Musketeers*

Major advisor, Jourdan Porter, Gender & Sexuality Studies major, Psychology minor. Graduated: Spring 2016.

Senior thesis reader, Katie Layendecker, Gender & Sexuality Studies major. Graduated: Spring 2015.
Thesis: *Gender, Age, and Rape Myth Usage in Online Articles and Comments.*

Independent Research Advising

Research advisor (Spring/Summer 2014), Divya Khandke, Sociology major, self-designed qualitative research project: Women and Reproductive Rights in Ghana.

Research advisor (Summer 2013), Courtney Ruffh, Sociology major, Communication Studies minor, self-designed qualitative research project: Extra-ordinary People: Nonprofit Perceptions of Celebrity Involvement in Charity.

**Bank of America Kemp and Abernethy Scholarship award recipient (1 of 3 Davidson College students selected), Spring/Summer 2013*

Curriculum Development

COM/SOC 344 – Stereotypes & Humor, Spring 2019

COM/SOC 350 – Communication & Issues of Diversity, Fall 2017

COM/SOC 275 – Mass Media & Society, Fall 2015

COM/SOC 315 – Media Effects, Spring 2013

COM/SOC 218 – Gendered Communication in Society, Spring 2013

COM 280 – Intercultural Communication, Fall 2012

Search Committees

Search committee chair and member, tenure-track assistant professor in Communication Studies, specialization in rhetorical studies, 2020-2021.

Search committee member, tenure-track assistant professor in Sociology, Fall 2019.

Search committee chair and member, two-year visiting assistant professor in Communication Studies and Director of the Speaking Center, Spring 2019.

Equity advisor (non-voting member) on the search committee for the tenure track assistant professor position in Computer Science, Fall 2018.

Search committee chair and member, two-year visiting assistant professor in Communication Studies, Spring 2018.

Search committee member, three-year visiting assistant professor and Speaking Center Director position in Communication Studies, Spring 2016.

Search committee member, tenure track assistant professor position in Sociology, Fall 2015.

Search committee member, three-year visiting Chair position in Communication Studies, Spring 2015.

Search committee member, tenure track assistant professor position in Sociology, Fall 2014.

Committee & Organizational Appointments

Faculty of Color Caucus, co-chair, Spring 2018 - 2021.

Educational Policy Committee (EPC), elected faculty member, Fall 2021 – Spring 2023.

Diversity Committee, elected member, Spring 2015 – 2018.

Junior Faculty Network (junior faculty affinity group) co-chair, Fall 2015 – Spring 2016.

Batten Professorship Committee member, 2015.

Public Lectures Committee member, Fall 2013-2014; Subcommittee Chair, primarily responsible for planning the bi-annual Wearn lecture.

Public Lectures

Organized and raised funding, along with Dr. Hilton Kelly (Educational Studies department), for Dr. Joe Feagin's public lecture, *The White Racial Frame & Two-Faced Racism: Navigating (Anti)Racist Actions*, at Davidson College, December 2013

Organized and raised funding for Dr. Lucy Miller's public lecture, *Movies, Makeup and Everything In-Between: Experiences in a Transgender Life*, at Davidson College, February 2013

Campus Events & Activities

“Humans of Davidson” initiative for alumni engagement with current Davidson College faculty, staff, and students, Instagram photo and short interview, December 2019.

DuBoisian World Scholars Society (Davidson chapter), Davidson professor panel for West Charlotte High School guest on campus, November 2018.

Justice, Equality, & Community (JEC) assessment group member, Summer 2018.

Center for Teaching & Learning-sponsored Inclusive Pedagogy panel by and for faculty, March 2018.

Justice, Equality, & Community (JEC) graduation requirement workshop on learning goals and outcomes, Fall 2017.

Public on-campus film screening and discussion event, *No Más Bebés*, a documentary about the forced sterilization of Mexican American women, co-sponsored by Gender & Sexuality Studies and Multicultural Affairs, Fall 2017.

Open Educational Resources (OER) online intercultural communication textbook review, Davidson College and Duke University Libraries, Spring 2017.

Experimenting as Teachers (EAT) lunch group proposal on facilitating effective classroom discussion, accepted Fall 2015, took place October 2015 with 7 colleagues from various disciplines.

Davidson Domains website-building faculty participant, Potential for Pedagogy subgroup member, Fall 2015.

Course website: <http://comsoc275.amandarmartinez.com/>

Humor & Audience panelist for the “Humor and…” multi-year series: Latino Audiences Reactions to Stereotypical Comedy, Amanda Martinez, Communication Studies, Sociology; TV Comedies, Jessica Good, Psychology; Humorous stories about clergy wives, Ann Wills, Religion, Fall 2015.

Gender & Sexuality Studies (GSS) program recruitment event organizer, Spring 2015 – Spring 2016.

New student orientation book discussion event for Chimamanda Ngozi Adichie’s *Americanah*, small group discussion leader for group of incoming students, August 2015.

Safe Space Training for LGBTQ community issues on campus and in the broader community/society, December 2013.

Faculty representative at roundtable event addressing increase in student stress, Knoblock Campus Center, February 2013.

Hosted the main table at the Alvarez Union for the event, “Who Needs Feminism?” with other Gender & Sexuality Studies faculty members in October 2012.

University of Houston

Committee Service

Master’s thesis committee member, Lisa Hernandez, M.A., Mass Communication, University of Houston Main Campus (Graduated: Summer 2012): *Female Ethnic Representations in Make-up Ads and Latinas' Interpretation of the Messages*.

Master’s thesis committee member, Sarah Tidwell, M.A., Speech Communication, University of Houston Main Campus (Graduated: Fall 2011): *The WoW Factor: An Investigation of World of Warcraft Gaming and Participant Well-Being, Socialization, and Connection in Two Worlds*.

University of Houston Downtown

Curriculum Development

COMM 4390 – Media Effects, Summer 2009

COMM 4000 – Rhetorical Criticism, Summer 2009

OTHER PROFESSIONAL EXPERIENCE

Litigation Consulting

Tobin Trial Consulting

Senior Consultant: Kelly Tobin, President/CEO

Medical malpractice case: Focus group moderator for a mock jury's deliberations, questionnaire data organizer, deliberation transcriber, and data analyst; prepared final report, verdict analysis, and voir dire recommendations for defendant attorneys, Summer 2013.

Trial Consultants, Inc.

Supervisor: Dr. Amy Singer, Litigation Psychologist and President/CEO

Research Assistant, March 2012 - July 2012

Intern for case research analysis, September 2011 - December 2011.

National Jury Project Litigation Consulting Firm

Supervisor: Dr. Sonia Chopra, Senior Litigation Consultant

Post-trial juror interviewer, Summer 2011.

Competitive Law Internships

- Multinational Organization Studies Intern, Huang & Assoc. International Law Firm, Madrid, Spain, Summer 2003.
- INROADS, Allstate Insurance, Intern with Legal Department, Denver, CO, Summers 2000 - 2002.
- Space Imaging, Inc., Intern with Contract Attorneys, Denver, CO, Fall 1999 - Spring 2000.