

Julianna Jeanine Kirschner

Office Address: University of Southern California
Annenberg School for Communication & Journalism
3502 Watt Way, Ste. G21B
Los Angeles, CA 90089
University Email: jjkirsch@usc.edu
Office Phone: (213) 740-4271

EDUCATION

- Ph.D. Cultural Studies, 2020
Dissertation: “(Un)Social Media: A Content Analysis of the Centralized Self on Twitter”
Claremont Graduate University
- M.A. Communication Studies, 2012
Thesis: “The Spaces in Between: Grief from an Autoethnographic Perspective”
California State University, Northridge
- B.A. Communication Studies, 2010
California State University, Northridge
- A.A. Pre-Communication/University Studies, 2007
MiraCosta College

ACADEMIC APPOINTMENTS

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|-----------------------|--|
| Fall 2017 – Present | Lecturer, Communication and Communication Management
Annenberg School for Communication and Journalism
University of Southern California |
| Spring 2022 | Adjunct and Part-Time Faculty Liaison
Annenberg School for Communication and Journalism
University of Southern California |
| Fall 2017 – Fall 2021 | Research Assistant and Program Coordinator
Annenberg Institute of Sports, Media, and Society
University of Southern California |

Fall 2012 – Fall 2017	Lecturer Department of Communication Studies California State University, Northridge
Spring 2014 – Spring 2017	Lecturer Department of Communication Studies College of the Canyons (Santa Clarita, CA)
Fall 2015	Graduate Teaching Associate Department of Cultural Studies Claremont Graduate University
Fall 2010 – Spring 2012	Teaching Associate (Instructor of Record) Department of Communication Studies California State University, Northridge

PROFESSIONAL CONSULTING APPOINTMENTS

June 2023 – Present	Senior Advisor Arts Consulting Group (ACG)
June 2023 – Present	Screen-Testing Speech Consultant Law School Admission Council (LSAC)

PUBLICATIONS

Refereed Journal Articles

- Kirschner, J. (2022). Trent Crimm, *The Independent*: The image of a journalist in Ted Lasso. *The image of the journalist in popular culture*, 10, 152-168.
<https://ijpc.uscannenberg.org/journal/index.php/ijpcjournal/article/view/108>
- Kirschner, J. (2021). Transparency in online pedagogy: A critical analysis of changing modalities. *Journalism & mass communication educator*, 76(4), 439-447.
<https://doi.org/10.1177/10776958211022485>
- Kirschner, J. (2015). Performing in space and place. *Liminalities: A journal of performance studies*, 11(5), 1-12. <http://liminalities.net/11-5/spaceplace.pdf>

Book Chapters

- Kirschner, J. (2022). Killer queen: Freddie Mercury's communicative longevity. In B.

McParland (Ed.), *Rock icons: Musical and cultural impacts* (pp. 145-151). Lanham, MD: Lexington Books.

Kirschner, J. (2018). Mind and matter: (Re)membering, performing, and being. In S. Holman Jones & M. Pruyn (Eds.), *Creative selves/Creative cultures: Critical autoethnography, performance, and pedagogy* (pp. 93-100). New York, NY: Palgrave Macmillan.

Kirschner, J. (2016). Continuing down the streets of Paris: Memorialization, representation, and silence. In S. Gibson, & A. L. Lando (Eds.), *Impact of communication and the media on ethnic conflict* (pp. 179-194). Hershey, PA: Information Science Reference.

Book Review

Kirschner, J. (2014). Gender stories: Negotiating identity in a binary world (book review). *Feminist review*, 108, 16-19.

Editorial Articles

Kirschner, J. (2023, February 27). A knack for storytelling: Should AI take over what makes us human? *International business times*. <https://www.ibtimes.com/knack-storytelling-should-ai-take-over-what-makes-us-human-3672126>

Kirschner, J. (2022, April 26). 3 Tips for making social media less antisocial. *The social media monthly*. <https://thesocialmediamonthly.com/3-tips-for-making-social-media-less-antisocial/>

FEATURED EXPERT COMMENTARY

Popular Press Articles

Suciu, P. (2023, March 10). YouTube has reversed profanity policy again, but does profanity have any power left? *Forbes*. <https://www.forbes.com/sites/petersuciu/2023/03/10/youtube-has-reversed-profanity-policy-again-but-does-profanity-have-any-power-left/?sh=14c6d2646f6f>

Suciu, P. (2023, February 9). Political feuds are increasingly out in the open thanks to social media. *Forbes*. <https://www.forbes.com/sites/petersuciu/2023/02/09/political-feuds-are-increasingly-out-in-the-open-thanks-to-social-media/?sh=1b8642923a64>

Karlovitich, S. (2022, December 16). What this year's World Cup says about marketing amid political strife. *Marketing Dive*. <https://www.marketingdive.com/news/budweiser-world-cup-marketing-controversy-qatar/638927/>

- Suciu, P. (2022, November 19). No red or blue wave despite social media predictions. *Forbes*. <https://www.forbes.com/sites/petersuciu/2022/11/19/no-red-or-blue-wave-despite-social-media-predictions/?sh=193ee6f721aa>
- Hoefling, J. (2022, October 7). “Focused marketing is quickest way to prevent future abuse in women’s sports.” *Deadspin*. <https://deadspin.com/focused-marketing-is-quickest-way-to-prevent-future-abu-1849632132>
- Suciu, P. (2022, October 3). “What does TikTok's dislike button really do?” *Forbes*. <https://www.forbes.com/sites/petersuciu/2022/10/03/what-does-tiktoks-dislike-button-really-do/?sh=3e552a31790e>
- Suciu, P. (2022, September 2). “Social media is predicting this party will win in the midterms: Red wave or blue wave – it just depends on who you follow.” *Forbes*. <https://www.forbes.com/sites/petersuciu/2022/09/02/social-media-is-predicting-this-party-will-win-in-the-midterms--it-just-depends-on-who-you-follow/?sh=1dfb286937e4>
- Barkho, G. (2022, July 21). “DTC brands are sponsoring second-tier sports to find new audiences.” *Modern Retail*. <https://www.modernretail.co/startups/dtc-brands-are-sponsoring-second-tier-sports-to-find-new-audiences/>
- Monteros, M. (2022, June 23). “Brands are cashing in on pickleball’s rising popularity.” *Modern Retail*. <https://www.modernretail.co/retailers/brands-are-cashing-in-on-pickleballs-rising-popularity/>
- Suciu, P. (2022, April 28). “What should Musk’s priorities be for Twitter?” *Forbes*. <https://www.forbes.com/sites/petersuciu/2022/04/28/what-should-musks-priorities-be-for-twitter/?sh=34e040663d7f>
- Suciu, P. (2022, March 4). “Navigating social media in wartime – Is the truth still the first casualty of war?” *Forbes*. <https://www.forbes.com/sites/petersuciu/2022/03/04/navigating-social-media-in-wartime--is-the-truth-still-the-first-casualty-of-war/?sh=353c6fd34691>
- Suciu, P. (2022, February 11). “Advertisers shouldn’t overlook social media before or after the Super Bowl.” *Forbes*. <https://www.forbes.com/sites/petersuciu/2022/02/11/advertisers-shouldnt-overlook-social-media-before-or-after-the-super-bowl/>

AWARDS

- 2023 Early Career Award, International Association of Autoethnography and Narrative Inquiry (IAANI)
- 2021 Kathy Merlock Jackson Dissertation Award, Popular Culture Association/American Culture Association.
- 2020 Outstanding Dissertation of the Year Award, National Communication Association.
- 2019 Best Book Chapter Award for “Mind and Matter: (Re)membering, Performing, and Being,” Ethnography Division, National Communication Association.
- 2017 Top Panel Award for “The Relevance of the Communication Graduate Student Association,” Student Division, National Communication Association.
- 2013 Outstanding Thesis Award, Organization for the Study of Communication, Language, and Gender (OSCLG)
- 2012 Teaching Associate Mentor of the Year Award, Department of Communication Studies, California State University, Northridge
- 2010 I Make the Difference Award, Princess Cruises
- 2006 Student Worker of the Year Award, MiraCosta College

GRANTS AND FELLOWSHIPS

- 2023 Sustainability Course Grant
Sustainability Across the Curriculum Initiative
University of Southern California
- 2022 Research Registration Grant
Popular Culture Association/American Culture Association
- 2021 Research Registration Grant
Popular Culture Association/American Culture Association

- 2020 Course Enhancement Grant for Argumentation Course
Information Literacy Track
University of Southern California Libraries
- 2020 Humanities Grant
California Humanities
Funded by the National Endowment for the Humanities
- 2019 – 2020 Program Grant
Visions and Voices
University of Southern California
- 2017 Albert B. Friedman Research Grant
Claremont Graduate University
- 2016 Albert B. Friedman Research Grant
Claremont Graduate University
- 2014 – 2016 Doctoral Incentive Program
California State University Office of the Chancellor
- 2015 Maguire Teaching Fellowship
Claremont Graduate University
- 2013 – 2016 Cultural Studies Department Fellowship
Claremont Graduate University

DIRECTED CONFERENCES AND PROGRAMS

- April 2023 Conference Director, *Race, Religion, and the Greatest College Football Team of All Time*
Sponsored by the USC Annenberg Institute of Sports, Media, and Society
Players from the 1972-73 USC football team shared their experience:
Charles Young, Rod McNeil, Mike Ryan, Ron Shipp, Greg Marderian,
Tom Bohlinger, Dean Lingenfelter, George Follete, John Gehring, and Jim Lee.
- November 2022 Conference Director, *Discussions in Diversity*
Sponsored by the USC Annenberg Institute of Sports, Media, and Society

Presenters: Documentarian Marvin G. Towns, Jr.; sports journalist Tom Hoffarth; sports agent David Dunn; author Pat Pickens; KTLA Executive Producer Christie Lugo Leigh; sports scholar Kat Williams; former All-American Girls Professional Baseball League player Maybelle Blair; the NFL's first female scout Connie Carberg; and Baseball for All's Justine Siegal.

- March 2020 Conference Director, *Rhetoric, Philosophy, Art, and Sport in the Ancient Olympics*
Sponsored by the USC Annenberg Institute of Sports, Media, and Society
Scholars presenting original papers: Susan Stephens, Stanford University; Mike Austin, Eastern Kentucky University; Stamatia Dova, Hellenic College Holy Cross; Nigel Nicholson, Reed College; Daniel T. Durbin, University of Southern California; Drew Hyland, Trinity University
This research has been published in a special edition of the *Journal of the Philosophy of Sport*.
- February 2020 Program Organizer and Director, *Through the Banks of the Red Cedar*
USC Visions and Voices, Film Screening and Panel
Panelists: Gene Washington, Minnesota Vikings; Clinton Jones, Minnesota Vikings; Maya Washington, Running Water Entertainment; Daniel T. Durbin, University of Southern California; Ben Carrington, University of Southern California
- March 2019 Conference Director, *New Horizons: Sports in Digital Space*
Sponsored by the USC Annenberg Institute of Sports, Media, and Society
Scholars presenting original papers: Daniel Durbin, University of Southern California; Yann Descamps, University of France Comté; Emilio Fernandez Peña, Universitat Autònoma de Barcelona
- February 2019 Organizer and Facilitator, *Advocating with Evidence through a Feminist Lens*
Organization for Research on Women in Communication (ORWAC)
Sponsored Program, Western States Communication Association Convention
Facilitators: Rebecca Litke, California State University, Northridge; Mary Domenico, Texas Tech University; Karen Foss, University of New Mexico; Julianna Kirschner, University of Southern California

- March 2018 Conference Director, *Conventionalism, Rules, and the Rhetoric of Sports*
Sponsored by the USC Annenberg Institute of Sports, Media, and Society
Scholars presenting original papers: Nick Dixon, Alma College; Daniel T.
Durbin, University of Southern California; Drew Hyland, Trinity
University; Scott Kretchmar, Penn State University; Sigmund Loland,
Sport Science University of Oslo; Graham McFee, CSU Fullerton;
Michael McNamee, Swansea University; William Morgan, University of
Southern California; Angela Schneider, University of Western Ontario;
John Russell, Langara University
The papers presented have been published in a special edition of the
Sports, Ethics and Philosophy scholarly journal.
- February 2018 Organizer and Facilitator, *Communication to Promote Mindful Feminist
Thought*
Organization for Research on Women in Communication (ORWAC)
Sponsored Program, Western States Communication Association
Convention
Facilitators: John Kephart, California State University, Northridge;
Kristen Hoerl, University of Nebraska, Lincoln; Mary Domenico, Texas
Tech University; Julianna Kirschner, University of Southern California
- March 2017 Conference Director, *Intersectionality in Women's Sports*
Sponsored by the USC Annenberg Institute of Sports, Media, and Society
Presenting scholars: Ellen Staurowsky, Drexel University; Debra
Shattuck, John Witherspoon College; Callie Batts Maddox, Miami
University of Ohio; Jean Ardell & Kat Williams, Marshall University
Media/Journalism Professionals: Divya Goel, Manager of Social Media
Marketing at the NFL; Alissa Lippmann, Director of Club Digital Strategy
at the NFL; Lindsay Amstutz, Assistant GM of the West Coast Regional
Sports Networks and VP of Regional Marketing at Fox Sports.
Athletes/Professionals/Activists: Ann-Marie Jones, VP of Grants and
Programs at LA84; Justine Siegal, Founder of Baseball for All; Christine
Dávila, Head Coach of Hollywood FC GU13 Team; Shirley Burkovich
and Maybelle Blair, both players in the 1940s All-American Girls
Professional Baseball League.
- December 2015 Organizer and Chair, *Ethnographic Field Research Methods Colloquium*
Claremont Graduate University

- 2012 – 2014 Associate Conference Director, *Doing Autoethnography* [Now known as the *International Symposium on Autoethnography and Narrative*]
Angelo State University
- March 2012 Director, *Communication Week*
California State University, Northridge

CONFERENCE PRESENTATIONS AND PERFORMANCES

- Kirschner, J. (2023, June). “How Generative AI Changes the Game for Visual Artists.” Served as the moderator for this panel at the USC Synthetic Media Summit. Los Angeles, CA.
- Kirschner, J. (2023, February). “Water Rights and Communal Well-Being: A Content Analysis of Online Check-ins and Twitter’s Response.” Presented at the 93rd annual convention of the Western States Communication Association. Phoenix, AZ.
- Kirschner, J. & Jangbar, S. (2023, January). “Communicating Cross-Cultural Experiences: Examining Patriarchy Using Autoethnographic Themes.” Presented at the International Symposium on Autoethnography and Narrative (ISAN). Virtual Program.
- Kirschner, J. (2022, April). “‘Heaven Knows I Tried’: Trent Crimm and the Image of Journalists in *Ted Lasso*.” Presented at the annual conference of the Popular Culture Association/American Culture Association. Virtual Program.
- Kirschner, J. (2021, November). “‘New Notification: People are Viewing Your Profile’ Social Media Surveillance and the Intersections of Power and Resistance.” Presented at the 107th annual convention of the National Communication Association. Seattle, WA.
- Kirschner, J. (2021, November). “Wonder Woman’s Identity Crisis: A Critical Analysis of 1970s Visual Rhetoric and the Male Gaze.” Presented at the 107th annual convention of the National Communication Association. Seattle, WA.
- Kirschner, J. (2021, November). “Spotlight Panel: Sequential Art of the 1970s and the Transformation of Visual Communication.” Served as chair for this panel at the 107th annual convention of the National Communication Association. Seattle, WA.
- Kirschner, J. (2021, November). “The Dark Side of Interpersonal Communication Technology.” Served as chair for this panel at the 107th annual convention of the National Communication Association. Seattle, WA.

- Kirschner, J. (2021, November). "Biopolitics in Digital and Material Spaces." Served as chair for this panel at the 107th annual convention of the National Communication Association. Seattle, WA.
- Kirschner, J. (2021, November). "Encoding Identities and Producing Difference on Social Media." Served as respondent for this panel at the 107th annual convention of the National Communication Association. Seattle, WA.
- Kirschner, J. (2021, September). "Algorithmic Separation: How Echo Chambers Encourage Inclusionary and Exclusionary Practices." Presented at the 7th annual Art of Critical Autoethnography Conference. Melbourne, Australia & Virtual Program.
- Kirschner, J. (2021, June). "Killer Queen: Freddie Mercury's Communicative Longevity." Presented at the annual conference of the Popular Culture Association/American Culture Association. Virtual Program.
- Kirschner, J., Durbin, D., Descamps, Y., Fernández Peña, E., & Billings, A. (2021, March). "Social Media and Global Sports: Defining Communication Patterns and Advancing Fan Engagement." Presented at the annual summit of the International Association for Communication and Sport. Virtual Program.
- Kirschner, J. (2020, November). "Let's Talk About Context." Presented on this panel at the 106th annual convention of the National Communication Association. Virtual Program.
- Kirschner, J. (2020, November). "Top Papers for the Visual Communication Division." Served as chair for this panel at the 106th annual convention of the National Communication Association. Virtual Program.
- Kirschner, J. (2020, October). "Standing Rock, #NoDAPL, and Geolocational Solidarity." Presented at the annual conference of the Midwest Popular Culture Association / American Culture Association. Virtual Program.
- Kirschner, J. (2020, February). "Teaching Language and Social Interaction in Communication Courses." Presented on this panel at the 90th annual convention of the Western States Communication Association. Denver, CO.
- Kirschner, J. (2020, February). "Social Media." Served as respondent for this themed panel at the 90th annual convention of the Western States Communication Association. Denver, CO.
- Kirschner, J. (2019, February). "'There's No Crying' and the Polemic Adherence to Privileged

Positions.” Presented at the 89th annual convention of the Western States Communication Association. Seattle, WA.

Kirschner, J. (2019, February). “The State of Relating: Bodies with Knowledge.” Served as respondent for this panel at the 89th annual convention of the Western States Communication Association. Seattle, WA.

Kirschner, J. (2019, February). “Top Papers in Language and Social Interaction.” Served as chair for this panel at the 89th annual convention of the Western States Communication Association. Seattle, WA.

Kirschner, J. (2018, November). “Gendered Roles, Messages, and Places: Challenging Ideological Norms of Sexuality and Gender.” Served as respondent for this panel at the 104th annual convention of the National Communication Association. Salt Lake City, UT.

Kirschner, J. (2018, November). “Students Helping Students: Stories on the Road to Destination Dissertation.” Served as chair and presenter for this panel at the 104th annual convention of the National Communication Association. Salt Lake City, UT.

Kirschner, J. (2018, November). “Facebook Feminism: A Content Analysis of Facebook Groups and Moderation.” Presented at the 104th annual convention of the National Communication Association. Salt Lake City, UT.

Kirschner, J. (2018, November). “Dark Tower: ‘Bad’ Media, Death, Infidelity, and Distrust.” Served as respondent for this panel at the 104th annual convention of the National Communication Association. Salt Lake City, UT.

Kirschner, J. (2018, October). “Communication, Euphemisms, and the Stories We Tell Ourselves.” Presented at the 12th annual conference of the Lighthearted Philosophers Society. Santa Barbara, CA.

Kirschner, J. (2018, October). “The Memorial to the Murdered Jews of Europe: A Lack of Remembrance.” Presented at the annual conference of the Midwest Popular Culture Association / American Culture Association. Indianapolis, IN.

Kirschner, J. (2018, February). “Je (ne) suis (pas) Charlie.” Presented on a panel entitled, “Studying Language Use in the Digital Age,” at the 89th annual convention of the Western States Communication Association. Santa Clara, CA.

Kirschner, J. (2018, February). “Classroom Hacks: Sharing Our Tricks of the Trade.” Presented

at the 89th annual convention of the Western States Communication Association. Santa Clara, CA.

Kirschner, J. (2018, February). "Practicing Mindfulness on Speech Day: Addressing Challenges of Sustained Listening." Presented at the 89th annual convention of the Western States Communication Association. Santa Clara, CA.

Kirschner, J. (2018, February). "Sci-Fi, Horror, Fantasy, Oh My!: A Media Studies Approach." Served as chair and respondent for this panel at the 89th annual convention of the Western States Communication Association. Santa Clara, CA.

Kirschner, J. (2017, November). "The Relevance of the Communication Graduate Student Association." Presented at the 103rd annual convention of the National Communication Association. Dallas, TX.

Kirschner, J. (2017, November). "'Fishbowling' Intersectionality: Listening and Contributing to Conversations about Putting Intersectionality into Practice." Presented at the 103rd annual convention of the National Communication Association. Dallas, TX.

Kirschner, J. (2017, November). "The Media and Politics: Debates, Elections and the News." Served as respondent at the 103rd annual convention of the National Communication Association. Dallas, TX.

Kirschner, J. (2017, May). "Technology and Learning." Served as chair for this panel at the 67th annual conference of the International Communication Association. San Diego, CA.

Kirschner, J. (2017, May). "When They Come Forward: Scrutiny and Support of the Victim in the Public Eye." Presented on a panel entitled, "Can't Hold Us Down: Intervening Discourses on Sexual Assault" at the 67th annual conference of the International Communication Association. San Diego, CA.

Kirschner, J. (2017, February). "Narrativizing Masculine Identity and Performance." Presented on a panel entitled, "Decentering Traditional Masculinity: Struggles and Strategies to Critical Reflexivity" at the 88th annual convention of the Western States Communication Association. Salt Lake City, UT.

Kirschner, J. (2017, February). "(Re)Shaping the Center of New Media Theory." Served as chair for this panel at the 88th annual convention of the Western States Communication Association. Salt Lake City, UT.

- Kirschner, J. (2017, February). "Living Feminist Lives." Presented during the ORWAC Gender Preconference Panel at the 88th annual conference of the Western States Communication Association. Salt Lake City, UT.
- Kirschner, J. (2016, February). "Movement in Memes: Analyzing and Critiquing Bourdieu's Habitus on Imgur." Served as presenter and chair for a panel entitled, "Communicative Repetition: The Collaborative Innovation of Memes and Imgur" at the 87th annual conference of the Western States Communication Association. San Diego, CA.
- Kirschner, J. (2016, February). "Politics with Resonance: A Content Analysis of the Leadership Styles in *The West Wing*." Presented at the 87th annual conference of the Western States Communication Association. San Diego, CA.
- Kirschner, J. (2016, February). "The Possibilities of Identifiers: A Textual Analysis of Language, Positionality, and Mediated Communication" Presented at the 87th annual conference of the Western States Communication Association. San Diego, CA.
- Kirschner, J. (2016, February). "Articulating the Silences: Political Correctness and Backlash." Presented during the ORWAC Gender Preconference Panel at the 87th annual conference of the Western States Communication Association. San Diego, CA.
- Kirschner, J. (2015, November). "Embracing the Performance Classroom: Performing to Reach Greater Audiences." Served as presenter and chair of this session at the 101st annual convention of the National Communication Association. Las Vegas, NV.
- Kirschner, J. (2015, November). "Opportunities for Ethnic Conflict Reduction through Communication." Presented at the 101st annual convention of the National Communication Association. Las Vegas, NV.
- Kirschner, J. (2015, November). "Performance and Ethnographic Praxis: Potential, Perils, and Ethics of Collaboration." Presented at the 101st annual convention of the National Communication Association. Las Vegas, NV.
- Kirschner, J. (2015, August). "Mind and Matter: (Re)membering, Performing, and Being." Presented at the Art of Critical Autoethnography Conference. Melbourne, Australia.
- Kirschner, J. (2015, May). "Why Should I Identify with Charlie?: 'Je suis Charlie,' the Media, Representation, and Social Change." Presented at the 12th annual Cultural Studies Association Conference. Riverside, CA.

- Kirschner, J. (2014, November). "Resistance to Resource: Practical Strategies for Gender Pedagogy." Presented at the 100th annual convention of the National Communication Association. Chicago, IL.
- Kirschner, J. (2014, November). "Signs, Symbols, and Landmarks: The Changing Nature of Oceanside, CA as a Cityscape." Presented at the 100th annual convention of the National Communication Association. Chicago, IL.
- Kirschner, J. (2014, October). "Playing with the Game Space: Intersections between the Physical and Virtual Spectator." Presented at the Sports, Cultures, and the Media Conference. Paris, France.
- Kirschner, J. (2014, March). "Storying the Reversal." Presented at the third annual Doing Autoethnography Conference [Now known as the International Symposium on Autoethnography and Narrative]. San Angelo, TX.
- Kirschner, J. & Litke, R. (2014, January). "'Where Life is Worth Living': An Analysis of the City of Oceanside." Presented at the 12th annual Hawaii International Conference on the Arts and Humanities. Honolulu, HI.
- Kirschner, J. (2013, November). "Feminist Praxis in the Classroom and in Family Life." Presented at the 99th annual convention of the National Communication Association. Washington, DC.
- Kirschner, J. (2013, November). "Reverse Storytelling: Exploring the History of Family and Self." Presented at the 99th annual convention of the National Communication Association. Washington, DC.
- Kirschner, J. (2013, March). "I've Got a 'Boxcar' Full of Them: How Language Connects Me with My Father." Presented at the second annual Doing Autoethnography Conference [Now known as the International Symposium on Autoethnography and Narrative]. San Angelo, TX.
- Kirschner, J. (2012, November). "The Dash Symbol Engraved in Granite: Communicating About Grief and Loss." Presented at the 98th annual convention of the National Communication Association. Orlando, FL.
- Kirschner, J. (2012, October). "Women in Sweatshops and Veiled Identities." Presented at the 35th annual conference of the Organization for the Study of Communication, Language, and Gender. Tacoma, WA.

Kirschner, J. (2011, November). "The Spaces in Between: Grief from an Autoethnographic Perspective." Presented at the first annual Doing Autoethnography Conference [Now known as the International Symposium on Autoethnography and Narrative]. Detroit, MI.

Kirschner, J. (2011, February). *Alter Personae Performance*. A cumulative performance delivered at the Patti Pace Performance Festival. Baton Rouge, LA.

INVITED PRESENTATIONS

Kirschner, J. (2021, September). "(Un)Social Media: A Content Analysis of the Centralized Self on Twitter." Presented an invited talk for the Annenberg Research Seminar Series at the University of Southern California.

Kirschner, J. (2018, September). "Sports and Critical Observation: How Rules-Based Spaces Transform into Platforms for Protest." Presented an invited talk for the Sports Seminar Series at California State University, Northridge.

COLLOQUIA

Kirschner, J. (2017, April). "What I Wish I'd Known Before Pursuing the Ph.D." Served as a panelist during the Graduate Student Professionalization Series, sponsored by the Department of Communication Studies at California State University, Northridge. Northridge, CA.

Kirschner, J. (2016, April). "What I Wish I'd Known Before Pursuing the Ph.D." Served as a panelist during the Graduate Student Professionalization Series, sponsored by the Department of Communication Studies at California State University, Northridge.

Kirschner, J. (2015, May). "'Je suis Charlie': The Media, Representation, and Social Change." Presented at a pre-conference panel for community members. Claremont, CA.

Kirschner, J. (2012, March). "The Spaces in Between: Grief from an Autoethnographic Perspective." Master's thesis presented at the pre-conference panel during Communication Week at California State University, Northridge. Northridge, CA.

Kirschner, J. (2012, February). "The Spaces in Between: Grief from an Autoethnographic Perspective." Master's thesis presented at the California State University, Northridge 16th Annual Student Research Symposium. Northridge, CA.

TEACHING EXPERIENCE: UNDERGRADUATE COURSES

s.h. refers to semester hours or units.

Fundamentals of Public Speaking

Traditional (Face-to-Face) Format:

Instructor, *California State University, Northridge, Department of Communication Studies*: Fall 2012 (6 s.h.), Spring 2013 (6 s.h.), Fall 2013 (3 s.h.), Spring 2014 (9 s.h.)

Instructor, *College of the Canyons, Department of Communication Studies*: Spring 2014 (3 s.h.), Fall 2014 (3 s.h.), Spring 2015 (3 s.h.), Spring 2017 (3 s.h.)

Hybrid Format:

Instructor, *California State University, Northridge, Department of Communication Studies*: Fall 2010 (6 s.h.), Spring 2011 (6 s.h.), Fall 2011 (6 s.h.), Spring 2012 (6 s.h.)

Instructor, *College of the Canyons, Department of Communication Studies*: Winter 2015 (3 s.h.)

A multi-mediated course that focuses on public speaking in traditional and online environments. Considers the impact of a well-organized speech in either setting. Develops students' analytical skills by examining and critiquing different types of speeches seen both in the classroom and online. Develops students' public speaking skills in front of an audience and in online spaces.

Advanced Public Speaking

Instructor, *California State University, Northridge, Department of Communication Studies*: Fall 2013 (6 s.h.), Fall 2015 (3 s.h.), Fall 2016 (6 s.h.), Spring 2017 (6 s.h.)

An upper division course that examines the practice of public speaking in professional settings. Emphasizes the importance and prevalence of persuasive messages. Challenges students to advocate for a side of an argument with which they do not agree. Advances impromptu speaking skills in settings within and outside of the classroom. Develops students' ability to argue for a public policy issue as a culminating experience in the class.

Introduction to Communication Studies/Process of Communication

Instructor, *California State University, Northridge, Department of Communication Studies*: Fall 2016 (3 s.h.)

Instructor, *College of the Canyons, Department of Communication Studies*: Summer 2016 (3 s.h.)

A comprehensive course that covers an overview of the Communication Studies field as a whole. Explores the definition of communication and its various forms and practices. Expands on the subfields or branches that constitute the field, including interpersonal communication, intercultural communication, gender and communication, rhetoric and public communication, organizational communication, performance studies, and mediated communication.

Small Group Communication (Lower Division Course)

Instructor, *College of the Canyons, Department of Communication Studies*: Summer 2014 (3 s.h.), Fall 2014 (3 s.h.)

An introductory course that focuses on diversity and cooperation within groups. Modeled after work-place dynamics, this course prepares students for working in small groups on a project in which each person is a stakeholder. Course assignments prepare students for examining potential audiences of their messages, whether it may be group members or those in attendance for their presentations.

Small Group and Team Communication (Upper Division Course)

Instructor, *University of Southern California, Annenberg School for Communication*: Spring 2018 (4 s.h.), Fall 2018 (4 s.h.), Spring 2019 (4 s.h.), Fall 2019 (4 s.h.), Spring 2020 (4 s.h.), Spring 2021 (4 s.h.), Fall 2021 (4 s.h.), Spring 2022 (4 s.h.), Fall 2022 (4 s.h.), Spring 2023 (4 s.h.), Fall 2023 (4 s.h.)

An advanced course that addresses the many groups with which students may engage in their careers, including the opportunity to serve on a mock hiring committee. Various forms of leadership are discussed and practiced. Curriculum is designed to address cooperation and efficacy in group interactions, in addition to delegating tasks and implementing efficient processes to accomplish goals. The cumulative final project focuses on areas for social change and considers their impact on the local community.

Strategies of Argumentation (Lower Division Course)

Instructor, *College of the Canyons, Department of Communication Studies*: Summer 2014 (3 s.h.)

Instructor, *California State University, Northridge, Department of Communication Studies*: Spring 2015 (3 s.h.)

An introductory course to argument, which focuses on many interpretations of its practice by different areas of the field. Examines logic-based argumentation as a foundation for effective thinking, writing, and speaking. Considers how argumentation plays a role in commercial, legal, political, academic, and organizational contexts. Students gain practice in feminist and invitational argument.

Argumentation and Advocacy (Upper Division Course)

Instructor, *University of Southern California, Annenberg School for Communication*: Fall 2017 (4 s.h.), Spring 2018 (4 s.h.), Fall 2019 (4 s.h.), Fall 2020 (4 s.h.)

An advanced course in the practice of argument, with a specific focus on argumentation in interpersonal, organizational, and legal settings. Guides students toward mastery of the argumentative process, and assignments are structured as building blocks toward the goal of multi-perspective advocacy. Alternative perspectives beyond the affirmative and oppositional

cases are considered, and students gain meaningful practice in advocating for perspectives different or contradictory to their own.

Intercultural Communication (Lower Division Course)

Instructor, *College of the Canyons, Department of Communication Studies*: Spring 2015 (3 s.h.), Fall 2015 (3 s.h.), Spring 2017 (3 s.h.)

A foundational course that introduces major theoretical concepts of intercultural study. Encourages the investigation and interrogation of various structures that inhibit or discourage open dialogue. Explores the value of diverse communication and discusses methods for beginning intercultural dialogue in business settings.

Intercultural Communication (Upper Division Course)

Instructor, *California State University, Northridge, Department of Communication Studies*: Fall 2014 (3 s.h.)

An advanced course that expands theoretical concepts and encourages the engagement with field research. Explores the research of S. Hall, Spivak, Gramsci, Benjamin, among others. Provides a developed view of intercultural communication as a resource for difficult dialogues and suggests various means of engaging in communication within a globalized society.

Communication and Gender (Lower Division Course)

Instructor, *College of the Canyons, Department of Communication Studies*: Summer 2015 (3 s.h.), Winter 2016 (3 s.h.), Fall 2016 (3 s.h.), Winter 2017 (3 s.h.)

An introductory course in communication within gendered contexts. Explores theoretical contexts using collaborative environments, such as discussion forums and extended group projects. Necessitates the skill of clear written communication, and respectful engagement with different identities.

Communication and the Sexes (Upper Division Course)

Instructor, *California State University, Northridge, Department of Communication Studies*: Fall 2014 (3 s.h.), Fall 2017 (6 s.h.)

An advanced course focusing on gender and the various ways that people self-identify. Provides opportunities for outside field research and subject interviews. Encourages the development of self-expression and applied intersectionality. Explores the impact of communication theory on lived experience and develops strategies to honor diverse identities.

The Cultures of New Media

Instructor, *University of Southern California, Annenberg School for Communication*: Spring 2023 (4 s.h.)

An advanced undergraduate course focusing on the utility and ethics of media. Investigates the impact of past and present media on virtual cultures. Explores past media as a foundation for

understanding new media, and compares and contrasts prior media models to those of today. Examines the degree of agency afforded in new media and the limits of expression within these spaces. Considers the vast reach of new media cultures in today's society, and suggests possibilities for a more equitable future.

Sports and Social Change

Instructor, *University of Southern California, Annenberg School for Communication*: Fall 2018 (4 s.h.), Spring 2019 (4 s.h.), Spring 2020 (4 s.h.), Spring 2022 (4 s.h.), Fall 2022 (4 s.h.), Fall 2023 (4 s.h.)

An examination of the intersection of sport and social change with an emphasis on solution-based resolutions. Engages students on the use of sport for public and political discourse, and critically analyzes the efficacy of specific messages and contexts for them to occur. Provides students with the opportunity to become involved with current discourse in a public forum.

TEACHING EXPERIENCE: GRADUATE COURSES

s.h. refers to semester hours or units.

Managing Communication

Section Instructor, *University of Southern California, Annenberg School for Communication*: Summer 2018 (8 s.h.), Summer 2019 (4 s.h.), Summer 2020 (4 s.h.), Fall 2020 (4 s.h.)

An introductory graduate course for the communication management program. Examines communication management principles, including organizational structure, design, strategy, and networking. Explores theories that are central to communication management and organizational communication research. Engages students in original collaborative research and opportunities for the deliberation of their research in public fora.

Uses of Communication Research

Section Instructor, *University of Southern California, Annenberg School for Communication*: Summer 2021 (4 s.h.), Summer 2023 (4 s.h.)

A graduate course focused on comprehensive research skills. Explores and applies research practices, including focus groups, content analysis, interview, and survey research. Engages students in SPSS and statistical analysis. Provides students with the skills needed to propose a research agenda, carry out the research process, document what they learned, and disseminate their findings. Student work is showcased at the end of the semester.

Ethnographic Field Research Methods

Graduate Teaching Associate, *Claremont Graduate University, Department of Cultural Studies*: Fall 2015 (4 s.h.; co-taught with Paul Faulstich, Ph.D.)

Developed graduate course syllabus in concert with Dr. Faulstich, and co-facilitated class seminars. Served as primary facilitator for one seminar session. Developed in-class assignments, discussion topics, and discussion groups.

Strategic Corporate Communication

Section Instructor, *University of Southern California, Annenberg School for Communication*:
Fall 2021 (4 s.h.)

A graduate course focused on organizational strategic design. Provides foundational work in creating a corporate strategic plan and advances these principles using systems theory. Considers the impact of strategic ambiguity and stakeholder interests. The course culminates with the creation of an original plan that can be immediately applied in a real-world corporate environment.

Communicating Strategy and Change

Section Instructor, *University of Southern California, Annenberg School for Communication*:
Summer 2022 (8 s.h.)

An advanced graduate course focused on change-based strategies in organizations. Provides skills for mastery of consulting practices and the development of business plans for organizations selected by students. Practices the application of change-based theories in real organizations and focuses on the development of best business practices.

Storytelling, Culture, and Experiential Communication

Section Instructor, *University of Southern California, Annenberg School for Communication*:
Summer 2021 (4 s.h.)

An advanced graduate course on narrative development in marketing campaigns. Narrative archetypes and effective campaign strategies are analyzed, tested, and critiqued. Students engage with a selected corporate client (e.g., Chipotle) to develop storytelling strategies to expand their brand.

TEACHING EXPERIENCE: MICRO-SEMINAR

“Is This the Real Life?”: What Freddie Mercury Can Teach Us About Communication

Instructor, *University of Southern California, Office of Undergraduate Programs*: Fall 2020
Welcome Week (August 6-7, 2020) & Fall 2023 Welcome Week (August 17-18, 2023)

Freddie Mercury of the band Queen was an enigmatic character on the music scene. In the thirty years after his passing, Mercury has maintained a presence in our collective memory. This course explored narratives about his life and how those narratives captured the imagination of his fandom and beyond: What can be learned from Freddie Mercury’s rhetoric? His silence? How did his persona communicate his fluidity of identity? What can Mercury’s life teach us about communication engagement? These questions and others were explored in this two-day seminar.

TEACHING EXPERIENCE: GUEST LECTURES

Sports, Communication, and Culture

Guest Lecturer, *University of Southern California, Annenberg School for Communication*

October 2017 (Dr. Daniel Durbin)

Lecture analyzed fan culture and the impact of in-groups and out-groups. Alongside current and other relevant research, lecture employed research on a USC Trojans fan club that I conducted to demonstrate one instance of the fandom dynamic.

Communication and Social Movements

Guest Lecturer, *University of Southern California, Annenberg School for Communication*

October 2017 (Dr. Daniel Durbin)

Lecture served as an overview of feminist movements and the consideration of a potential fourth wave of feminism and challenged students to consider the vestiges of waves 1-3 and their impact.

Narrative and Performance

Guest Lecturer, *California State University, Northridge, Department of Communication Studies*

October 2012 (Professor Tamar Artin)

Lecture focused on the communicative impact of race, class, and gender in narrative constructs. Provided examples of narratives to illustrate the ways in which cultural inequalities are embedded within appeals to ethos, pathos, and logos. Class discussion focused on specifically addressing the effect of rhetorical appeals on written and spoken communication. Students performed narratives of their own creation that address these issues.

TEACHING COMPETENCIES

Introduction to Communication Studies and Humanities Courses

Public Speaking (Introductory and Advanced Courses)

Argumentation and Persuasion

Performance Studies (Narrative, Literature, and Prose)

Rhetorical Discourse and Theory

Group and Team Communication

Intercultural Communication

Communication and Gender

Organizational Communication

Communication Management

Rhetoric of Sport

Philosophy of Sport

Digital Communication and Rhetoric
Social Media and Digital Humanities
Qualitative and Quantitative Research Methods

SERVICE

Editorial Experience

2021 – 2024 Associate Editor, *Visual Communication Quarterly*
Taylor & Francis

Journal Review Activities

2023 – Present Reviewer, *Communication and Critical/Cultural Studies*
Taylor & Francis

2021 – Present Reviewer, *Visual Communication Quarterly*
Taylor & Francis

2020 – Present Reviewer, *Journal of Autoethnography*
University of California Press

2014 – Present Reviewer, *Departures in Critical Qualitative Research*
University of California Press

Service to Professional Organizations

2021 – 2022 Immediate Past Chair and Legislative Assembly Representative, Visual
Communication Division
National Communication Association

2020 – 2021 Chair and Legislative Assembly Representative, Visual Communication
Division
National Communication Association

2019 – 2020 Vice Chair and Program Planner, Visual Communication Division
National Communication Association

2018 – 2019 Vice Chair Elect, Visual Communication Division
National Communication Association

2018 – 2019 Committee Member, Nominating Committee
Western States Communication Association

- 2018 – 2019 Chair, Program Planner, and Legislative Assembly Representative,
Language and Social Interaction Division
Western States Communication Association
- 2017 – 2019 Committee Member, Task Force for Community College Connections
National Communication Association
- 2017 – 2018 Vice Chair and Legislative Assembly Representative, Language and
Social Interaction Division
Western States Communication Association
- 2016 – 2017 Junior Chair, Instructional and Developmental Communication Division
International Communication Association
- 2016 – 2017 Secretary, Language and Social Interaction Division
Western States Communication Association
- 2009 President, Lambda Pi Eta, Phi Chapter
California State University, Northridge
- University Service**
- 2023 – Present Co-Chair, Senate Faculty Affairs Committee
University of Southern California, Academic Senate
- 2021 – 2024 Member, Faculty Council
University of Southern California, Annenberg School for Communication
and Journalism
- 2022 – 2023 Member, Academic Senate Faculty Leadership Fellows (FLF) Program
Advisory Committee
University of Southern California, Academic Senate
- 2021 – 2023 Member, Part-Time Faculty Merit Review Committee
University of Southern California, Annenberg School for Communication
and Journalism
- 2021 – 2022 Member, Faculty Environment and Employment Committee
University of Southern California, Academic Senate

- Spring 2021 Member, Merit Review Revision Committee
University of Southern California, Annenberg School for Communication
and Journalism
- 2019 – 2021 Co-Chair, Part-Time Faculty Affairs Committee
University of Southern California, Academic Senate
- 2019 – 2021 Member, Research, Teaching, Practice, and Clinical (RTPC) Faculty
Affairs Committee
University of Southern California, Academic Senate
- 2019 – 2021 Member, Tenure & Tenure-Track Faculty Affairs Committee
University of Southern California, Academic Senate
- 2018 – 2019 Member, Part-Time Faculty Affairs Committee
University of Southern California, Academic Senate
- 2018 – 2019 Member, Provost’s Task Force on Interdisciplinary Communities
University of Southern California, Academic Senate

Student Mentorship Service

- 2022 – Present Alumni Volunteer, New Student Outreach
Office of Admissions
Claremont Graduate University
- 2021 – 2022 Faculty Supervisor, Undergraduate Research Fellowship
Annenberg School for Communication and Journalism
University of Southern California
- 2020 – 2022 Faculty Mentor, Annenberg Resource and Mentoring Program (ARM)
Annenberg School for Communication and Journalism
University of Southern California

Award Committee Review Activities

- 2022 – Present Reviewer, Book Award
Midwest Popular Culture Association/American Popular Culture
Association
- 2021 – Present Reviewer, Contemporary Paper Award

Midwest Popular Culture Association/American Popular Culture Association

2021 – Present Reviewer, Research Excellence Awards
National Communication Association, Visual Communication Division

2021 – Present Reviewer, Student Recognition Awards
University of Southern California

2015 Reviewer, Research Awards
Claremont Graduate University

Reviewer for Academic Organizations

Social Media and Society

2022 – Present All Divisions

International Communication Association

2020 – Present Language and Social Interaction Division

2020 – Present Mass Communication Division

2016 Instructional and Developmental Communication Division

2016 Feminist Scholarship Division

National Communication Association

2021 – Present Communication and Sport Division

2018 – Present Visual Communication Division

2018 – Present Group Communication Division

2013 – Present Critical and Cultural Studies Division

2021 – 2022 Disability Issues Caucus

2021 – 2022 Rhetorical and Communication Theory Division

2021 – 2022 Human Communication and Technology Division

2013 – 2022 Ethnography Division

2013 – 2019 Teaching Gifts, Instructional Development Division

2017 – 2018 Mass Communication Division

2016 – 2018 Game Studies Division

2016 – 2018 Student Section

2015 – 2018 Feminist and Women Studies Division

Western States Communication Association

2019 – Present Performance Studies Division

2019 – Present ORWAC (Organization for Research on Women and Communication)

2016 – Present Language and Social Interaction Division
 2016 – Present Media Studies Division
 2016 – Present Communication Theory and Research Division
 2016, 2017 Undergraduate Scholars Research Conference

ADDITIONAL SERVICE AND RELATED EXPERIENCE

Summer 2021 Research Director
 Title Testing Project for Upcoming Documentary
 Public Broadcasting Service (PBS)

Spring 2017 Public Speaking Consultant
 Conference Presentation Workshop and Showcase
 Sponsored by the Student Success Center and Writing Center
 Claremont Graduate University

2016 – 2017 President
 Student Council of Arts and Humanities
 Claremont Graduate University

Spring 2014 Speech Coach for California State University, Northridge Competitors
 CSU Statewide Symposium
 Department of Research and Graduate Studies
 California State University, Northridge

2011 – 2012 Public Relations Correspondent
 Department of Communication Studies
 California State University, Northridge

2010 – 2011 Assistant to Performance Ensemble
 Department of Communication Studies
 California State University, Northridge

2007 – 2011 Reservation Agent and Assistant Trainer
 Princess Cruises (Santa Clarita, CA)
 Provided training for new and transferring Reservation Agents

2008 Interviewer for the Veteran’s History Project
 Interviewed Sergeant Gregory Aaron Campbell, U.S. Marine Corps.
 Interview record available at the U.S. Library of Congress

Sponsored by College of the Canyons (Santa Clarita, CA)

2004 – 2007 Student Ambassador
Office of School Relations and Diversity Outreach
MiraCosta College (Oceanside, CA)

MEMBERSHIPS

2021 – Present Association for Education in Journalism and Mass Communication
(AEJMC)

2021 – Present Popular Culture Association / American Culture Association (PCA/ACA)

2018 – Present International Association for the Philosophy of Sport (IAPS)

2018 – Present International Association for the Philosophy of Humor

2018 – Present Midwest Popular Culture Association (MPCA)

2015 – Present Western States Communication Association (WSCA)

2012 – Present National Communication Association (NCA)

2018 – Present Lighthearted Philosophers Society

2019 – 2020 Women in Sports and Events (WISE)

2016 International Communication Association (ICA)

2015 Cultural Studies Association

2012 Organization for the Study of Communication, Language, and Gender
(OSCLG)

2009 – 2010 Communication Association
California State University, Northridge

2009 – 2010 Lambda Pi Eta, Phi Chapter
California State University, Northridge

CERTIFICATIONS AND SEMINARS

January – May 2022	Certification (Pilot Program) Minerva Project: Managing Complexity in Diverse Organizations Annenberg School for Communication and Journalism University of Southern California
August – November 2021	Certification Advanced Faculty Teaching Institute: Managing Challenging Classroom Conversations Center for Excellence in Teaching (CET) University of Southern California
May – July 2020	Certification Accelerated Online Teaching Intensive Center for Excellence in Teaching (CET) University of Southern California
July 2016	Selected Participant Doctoral Honors Seminar, Mass Communication Concentration National Communication Association
January 2015	Certification Bridges: A Teaching Excellence Program California State University, Northridge
September – October 2014	Certification Online Teaching Program College of the Canyons