

URSZULA M. PRUCHNIEWSKA

EDUCATION

Temple University, Klein College of Media and Communication, Philadelphia, PA

Ph.D. in Media and Communication, 2019

Presidential Fellow

Dissertation: “Everyday Feminism in the Digital Era: Gender, the Fourth Wave, and Social Media Affordances”

Committee: Carolyn Kitch (chair), Fabienne Darling-Wolf, Adrienne Shaw

Temple University, College of Liberal Arts, Philadelphia, PA

Graduate Certificate in Gender, Sexuality, and Women’s Studies, 2019

Temple University, Klein College of Media and Communication, Philadelphia, PA

Master of Journalism, 2013 | GPA: 4.0

Victoria University of Wellington, New Zealand

B.Sc. Psychology (First Class Honours), 2010

University of Johannesburg, South Africa

B.A. Audiovisual Production Management (Summa Cum Laude), 2004

APPOINTMENTS

Kutztown University of Pennsylvania, Kutztown, PA

Assistant Professor, Communication Studies, Department of Communication Studies, Aug 2019-

PUBLICATIONS

Peer-Reviewed Journal Articles

Pruchniewska, U. (2020). “I Like That It’s My Choice a Couple Different Times”: Gender, User Experience, and Affordances on Bumble, the “Feminist” Dating App. *International Journal of Communication*.

Pruchniewska, U. (2019). “A Group That’s Just Women for Women:” Feminist Affordances of Private Facebook Groups for Professionals. *New Media & Society*. Online first, doi: doi/10.1177/1461444818822490

Scolere, L., **Pruchniewska, U.**, & Duffy, B.E. (2018). Constructing the Platform-Specific Self-Brand: The Labor of Social Media Promotion. *Social Media + Society*. June-September, 1-11, doi: 10.1177/2056305118784768

Tinga, T., **Pruchniewska, U.**, Buozi, M., & Kute, L. (2018). Gendered Discourses of Control in Global Journalism: Women's Bodies in CNN's Zika Reporting. *Feminist Media Studies*. Online First, doi: 10.1080/14680777.2018.1426619

Pruchniewska, U. (2017). Branding the Self as an “Authentic Feminist”: Negotiating Feminist Values in Postfeminist Digital Cultural Production. *Feminist Media Studies*. Online First, doi: 10.1080/14680777.2017.1355330

Duffy, B.E. & **Pruchniewska, U.** (2017). Gender and Self-Enterprise in the Social Media Age: A Digital Double Bind. *Information, Communication and Society*, 20(6), 843-859, doi: 10.1080/1369118X.2017.1291703

Pruchniewska, U. (2017). “A Crash Course in Herstory”: Remembering the Women’s Movement in “MAKERS: Women Who Make America.” *Southern Communication Journal*, 82(4): 228-238, doi: 10.1080/1041794X.2017.1332089

Pruchniewska, U. (2016). Working Across Difference in the Digital Era: Riding the Waves to Feminist Solidarity. *Feminist Media Studies*, 16(4), 737-74, doi: 10.1080/14680777.2016.1190045

Reports and Conference Proceedings

Pruchniewska, U. (2018). Producing “Sneaky Feminism” in Online Cultural Content. *Proceedings of the 2016 Mid-Atlantic Popular and American Culture Association (MAPACA) conference*, in *Response: The Digital Journal of Popular Culture Scholarship*, 3 (1).

Pruchniewska, U. & Kitch, C. (2017). “The Nation’s Stamp of Approval”: The 1976 Women’s-Magazine Campaign for the ERA. *Media Report to Women, Fall 2017*.

Duffy, B. E., **Pruchniewska, U.**, & Scolere, L. (2017). Platform-Specific Self-Branding: Imagined Affordances of the Social Media Ecology. *Proceedings of the 2017 International Conference on Social Media & Society*.

AWARDS, GRANTS, AND SCHOLARSHIPS

Doctoral Dissertation Completion Grant, <i>Temple University</i>	2019
AEJMC Graduate Student Travel Grant	2018
Top Student Paper, <i>Commission on the Status of Women, AEJMC</i>	2018
Digital Scholars Program Scholarship, <i>Center for the Humanities at Temple and the Digital Scholarship Center of Temple Libraries</i>	2018
Presidential Fellowship for Doctoral Study, <i>Temple University</i>	2014-2018
Top Student Paper, <i>Commission on the Status of Women, AEJMC</i>	2017
Top Faculty Paper (with Carolyn Kitch), <i>Magazine Media Division, AEJMC</i>	2017
ICA Feminist Scholarship Division Travel Scholarship	2017
ICA Graduate Student Travel Grant	2017
First Place Paper, <i>Graduate Research Forum, Klein College</i>	2017
Walden Graduate Prize (outstanding emerging scholar in popular culture studies), <i>Mid-Atlantic Popular and American Culture Association</i>	2017
Association of Internet Researchers (AoIR) Travel Scholarship	2016
First Place Paper, <i>Graduate Research Forum, Klein College</i>	2014
The Jerry Schwartz Editing Award for Outstanding Graduate Editing, <i>Klein College</i>	2013
Summer Research Scholarship, <i>Victoria University of Wellington</i>	2009
Best Undergraduate Student, <i>Dept. of Communications, University of Johannesburg</i>	2004

CONFERENCE PRESENTATIONS

Steiner, E. & Pruchniewska, U. (2020, April). "Not a Nostalgia Exercise": Analyzing Rotten Tomatoes audience reviews of *Twin Peaks: The Return*. Paper accepted for presentation at the annual conference of the Popular Culture Association, Philadelphia, PA.

Pruchniewska, U. (2019, May). #MeToo, Twitter, and Everyday Practices: Blurring the Boundaries Between Activism and Journalism. Paper as part of panel, Activist Journalism: Newsgathering Practices and Social Justice Advocacy, accepted for presentation at the annual conference of the International Communication Association, Washington, DC.

Pruchniewska, U. (2018, Oct). "I Like That It's My Choice a Couple Different Times": Gender, Empowerment, and Affordances on Bumble Dating. Paper presented at the annual conference of the Association of Internet Researchers, Montreal, Canada.

Pruchniewska, U. (2018, Aug). "A Group That's Just Women for Women:" Feminist Affordances of Private Facebook Groups for Professionals. **Top Student Paper**, The Commission on the Status of Women, presented at the annual conference of the Association for Education in Journalism and Mass Communication, Washington, DC.

Pruchniewska, U. & Steiner, E. (2017, Nov). "That Gum You Like is Going to Come Back in Style": Memory, Nostalgia, and the Return of *Twin Peaks*. Paper presented at the annual conference of the Mid-Atlantic Popular and American Culture Association, Philadelphia, PA.

Pruchniewska, U. (2017, Aug). The "Unprincipled Demagogue" and the "Dishonest Harridan" in Pink and Blue America: Gender and the Election. **Top Student Paper**, The Commission on the Status of Women, presented at the annual conference of the Association for Education in Journalism and Mass Communication, Chicago, IL.

Pruchniewska, U. & Kitch, C. (2017, Aug). "The Nation's Stamp of Approval": The 1976 Women's-Magazine Campaign for the ERA. **Top Faculty Paper**, Magazine Media Division, presented at the annual conference of the Association for Education in Journalism and Mass Communication, Chicago, IL.

Duffy, B. E., **Pruchniewska, U.**, & Scolere, L. (2017, Jul). Platform-Specific Self-Branding: Imagined Affordances of the Social Media Ecology. Paper presented at the International Conference on Social Media and Society, Toronto, Canada.

Pruchniewska, U. (2017, May). Branding the Self as an "Authentic Feminist": Negotiating Feminist Values in Postfeminist Digital Cultural Production. Paper presented at the annual conference of the International Communication Association, San Diego, CA.

Pruchniewska, U. (2017, Apr) The "Unprincipled Demagogue" and the "Dishonest Harridan" in Pink and Blue America: Gender and the Election. **First Place Paper**, presented at the Graduate Research Forum, Klein College of Media and Communication, Temple University, Philadelphia, PA.

Tinga, T., **Pruchniewska, U.**, Kute, L. & Buoziis, M. (2016, Nov). “Don’t Travel, Don’t Get Pregnant”: Discourses of Gender and Globality in CNN’s Reporting on the Zika Virus. Paper presented at the annual conference of the National Communication Association, Philadelphia, PA.

Pruchniewska, U. (2016, Nov). Producing “Sneaky Feminism” in Online Cultural Content. **Walden Graduate Prize** (outstanding emerging scholar in popular culture studies), paper presented at the annual conference of the Mid-Atlantic Popular and American Culture Association, Atlantic City, NJ.

Tinga, T., **Pruchniewska, U.**, Kute, L., & Buoziis, M. (2016, Oct). “The World’s Best Disease Detectives” Take On “Imported Cases”: Crisis Journalism and Discourses of Globality in CNN’s Reporting on the Zika Virus. Paper presented at Global Fusion, Philadelphia, PA.

Duffy, B.E. & **Pruchniewska, U.** (2016, Oct). Production Politics: Gender, Feminism, and Social Media Labor. Paper presented at the annual conference of the Association of Internet Researchers (AoIR), Berlin, Germany.

McLaughlin-Rooney, S. & **Pruchniewska, U.** (2016, May). Constructing Second Wave Feminist Gains in 2015: Postfeminist Sensibilities in the Finale of *Mad Men*. Paper presented at the International Mad Men Conference, Murfreesboro, TN.

Pruchniewska, U. (2016, Mar). Using New Media for Feminist Politics: The Digital Fourth Wave? Paper presented at the Student Research on Women, Gender and Sexualities Conference, Temple University, Philadelphia, PA.

Pruchniewska, U. (2016, Mar). Mansplaining and Fourth Wave Feminism: How Contemporary Feminist Terms Diffuse in Online Culture. Poster presented at the Graduate Research Forum, Klein College of Media and Communication, Temple University, Philadelphia, PA.

Pruchniewska, U. (2015, Nov). Doing Gender, Queering Gender: Gender Performativity on *America’s Next Top Model*. Paper presented at the annual conference of the Mid-Atlantic Popular and American Culture Association, Philadelphia, PA.

Pruchniewska, U. (2015, Aug). Using Feminist Memories for Postfeminist Needs: The Celebratory Feminism of *MAKERS: Women Who Make America*. Poster presented at the annual conference of the Association for Education in Journalism and Mass Communication, San Francisco, CA.

Pruchniewska, U. (2015, Mar). Spinster v. Bachelor: Singleness and Gender in Popular Film. Research in progress presented at the Graduate Research Forum, Klein College of Media and Communication, Temple University, Philadelphia, PA.

Pruchniewska, U. (2014, Mar). Using Feminist Memories for Postfeminist Needs: The Celebratory Feminism of *MAKERS: Women Who Make America*. Paper presented at the Graduate Research Forum, Klein College of Media and Communication, Temple University, Philadelphia, PA.

Pruchniewska, U. (2013, Feb). The War on Women 2012: Media Coverage of Women’s Issues During the Presidential Election Campaign. **First Place Paper**, presented at the Graduate Research Forum, Klein College of Media and Communication, Temple University, Philadelphia, PA.

INVITED TALKS

Invited panelist, Researcher Breakfast: Gender, media and politics in the digital age, International Symposium on Online Journalism, Austin, TX, April 2020. (Symposium moved to online format for July 2020 due to Covid-19 pandemic.)

TEACHING

Kutztown University of Pennsylvania, PA

Teaching Online Certification Course, 2019

SMS322 User Experience Design and Research – Fall 2020

SMS224 Social Media Ethics – Spring 2020 (Hybrid/Blended Format)

SMS101 Introduction to Social Media Theory and Strategy – Fall 2019, Spring 2020 (Hybrid/Blended Format), Summer 2020 (Online), Fall 2020 (Online)

COM340 Communication Research and Writing – Fall 2019, Spring 2020, Fall 2020 (Online)

Temple University, Philadelphia, PA

Teaching in Higher Education Certificate, 2015

Instructor, Klein College of Media and Communication

MSP2421 Media Popular Culture – Fall 2018

JRN2701 Approaches to Research in Journalism Studies – Fall 2018

JRN3705 Gender and American Mass Media – Fall 2016, Spring 2017

Teaching Assistant, Klein College of Media and Communication

JRN1111 Journalism and Society – Fall 2015

ADV1101 Introduction to Media and Society – Fall 2015, Spring 2016, Fall 2016, Spring 2017

STRC3801 Intercultural Communication – Spring 2016

Curriculum Designer, University College – Summer 2017

Evaluated and edited curriculums and course descriptions and designed new curriculums for non-credit and continuing education programs at Temple.

Victoria University of Wellington, New Zealand

Graduate Certificate in TESOL (Teaching English to Speakers of Other Languages), 2010

Instructor, English Proficiency Programme (2009-2010)

Instructor, School of Psychology

PSYC101 Introduction to Psychology: Report Writing Lab (2008-2009)

RESEARCH

Researcher, Writer, Editor (May 2018-current)

“The Mediated World: A New Approach to Mass Communication and Culture” by David Mindich

Working with professor of journalism David Mindich on his undergraduate textbook on media and society, including researching new content and editing manuscript.

Digital Humanities Scholar (Aug 2018-May 2019)

The Digital Scholars Program, Center for the Humanities at Temple and the Digital Scholarship Center of Temple Libraries

Took part in a year-long program in digital research tools and techniques, including network analysis, computer assisted textual analysis, GIS, coding (HTML and XML), 3D modelling, and data visualization.

Researcher, Writer, Editor (May 2017-Sep 2017)

“Women’s Suffrage and The Media” database and resource site, the American Journalism Historians Association

Researched primary and secondary media sources with a focus on women’s suffrage. Populated and edited online repository content.

Researcher, Writer, Editor (Sep 2012-Aug 2015)

History Project, School of Media and Communication, Temple University, Philadelphia, PA

Gathered content (multimedia interviews and archive material) for the School of Media and Communication History website. Populated and edited website content.

Research Assistant (Feb 2010-Mar 2011)

School of Psychology, Victoria University of Wellington, New Zealand

Developed surveys using SurveyMonkey, collected data, and analyzed data (SPSS) for *The New Zealand Happiness Project*.

SERVICE

Advisor (2020-)

The Social Media Strategists Student Club, Kutztown University

Committee Member (2019-)

Social Media Theory and Strategy Workgroup, Kutztown University

Committee Member (2019-)

Assessment Committee, Department of Communication Studies, Kutztown University

Committee Member (2017-)

UNESCO Global Alliance on Media and Gender Research and Policy Committee

Academic Chair (2017, 2018)

Media and Communication Graduate Student Association (MCGSA), Temple University

Vice President (2016)

Media and Communication Graduate Student Association (MCGSA), Temple University

Committee Member (2016)

Media and Communication Doctoral Curriculum Committee, Temple University
(Committee to evaluate and redesign doctoral program in Media and Communication)

Reviewer

Journal of Computer-Mediated Communication (2020)

New Media & Society (2018, 2019, 2020)

Sociology Compass (2018)

Feminist Media Studies (2018)

Maneto Undergraduate Journal (2018)

Graduate Research Forum (Klein College) conference submissions (2018, 2019)

International Communication Association (ICA) conference submissions (2018)

The Association of Internet Researchers (AoIR) conference submissions (2018, 2019, 2020)

The Mass Communication and Society Division (AEJMC) midwinter conference submissions (2015)

The Commission on the Status of Women (AEJMC) conference submissions (2015, 2019, 2020)

PROFESSIONAL EXPERIENCE

Assistant Director (2013-2014)

Business Communications Center, Fox School of Business, Temple University, Philadelphia, PA

Managed daily operations of the Business Communications Center, teaching professional writing to business students. Trained and supervised 9-person team of Peer Writing Tutors.

Communications Advisor (2011-2012)

Ultra-fast Broadband in Schools Programme, Ministry of Education, New Zealand

Wrote and edited various Programme communication material – internal and external (memos, promotional material, correspondence). Drafted Programme correspondence on behalf of the Minister of Education. Edited and managed website content.

Account Coordinator (2008)

S&D Marketing, Bristol, England

Coordinated various client accounts, including Google AdWords and BBC Antiques Roadshow. Conducted media research and bought media space for ads in print media.

Editor (2007)

First Cut Digital Post Production, Bristol, England

Edited range of documentaries using Avid, including Monkey Life (on *Animal Planet*).

Editor, Camera Operator, Writer (2006-2007)

Southland Television, Invercargill, New Zealand

Edited “Lifestyle” segment of nightly news and station promos. Camera operator and field director for “Lifestyle” segments. Wrote scripts for station promos.

PROFESSIONAL MEMBERSHIPS/AFFILIATIONS

Association for Education in Journalism and Mass Communication (AEJMC)

- Commission on the Status of Women

Association of Internet Researchers (AoIR)

International Communication Association (ICA)

- Feminist Scholarship Division

Popular Culture Association (PCA)