



KENNESAW STATE
UNIVERSITY

EMPLOYMENT

Assistant Professor of Media & Entertainment, 2022 -

School of Communication & Media, Kennesaw State University, Kennesaw, GA

Postdoctoral Research Associate, 2021 - 2022

Center for Information, Technology, and Public Life (CITAP)

School of Information and Library Science, University of North Carolina, Chapel Hill, NC

Graduate Research/Teaching Assistant and Presidential Fellow, 2017 - 2021

Georgia State University Department of Communication

EDUCATION

Ph.D. in Communication: concentration in Media and Society, 2021

Graduate Certificate: Women's, Gender & Sexuality Studies

Georgia State University (GSU), Atlanta, GA

Dissertation: "Maintaining Frame" in the Incelosphere: Mapping the Discourses, Representations and Geographies of Incels Online. Committee: Dr. Marian Meyers (chair), Dr. Carrie P. Freeman, Dr. Patrick Wade, Dr. Dror Walter and Dr. Yannick Veilleux-Lepage (outside reader).

M.A. in Communication: concentration in Mass Communication, 2012

Georgia State University, Atlanta, GA

B.S. in Communication: concentration in Media Studies; minor in Professional Writing, 2005

Kennesaw State University, Kennesaw, GA

RESEARCH & METHODOLOGICAL INTERESTS

**Feminist Media Studies • Journalism Studies • Critical Computational •
Digital Media & Cultures • White and Male Supremacy • Far-Right Media & Politics •
Mis/Disinformation and Conspiracism • Visual Communication •
De-colonialism and Indigenous Studies • Mixed Methods and Cross-Disciplinary Projects**

PUBLICATIONS

Refereed Journal Articles

9 Lukito, J. & Pruden, M.L. (2023). Critical Computation: Mixed-Methods Approaches to Big Language Data Analysis. *Review of Communication*, 23(1) [Author order alphabetical; equal contribution]. <https://doi.org/10.1080/15358593.2022.2125821>

8 Freelon, D. & Pruden, M.L. & Malmer, D. (2023). #PoliticalCommunicationSoWhite: Race and

Politics in Nine Communication Journals, 1991-2021. *Political Communication*.
<https://doi.org/10.1080/10584609.2023.2192187>

- 7 Freelon, D., **Pruden, M.L.**, Eddy, K.A. & Kuo, R. (2023). Inequities of Race, Place, and Gender Among the Communication Citation Elite, 2000-2019. *Journal of Communication*, jqad002. <https://doi.org/10.1093/joc/jqad002>
- 6 Walter, D., Ophir, Y., **Pruden, M.L.** & Golan, G. (2022). Watching the Whole World: The Antecedents of Foreign Countries' Framing in U.S. News. *Journalism Studies*, 1-21. <https://www.tandfonline.com/doi/abs/10.1080/1461670X.2022.2137838>
- 5 Ophir, Y., **Pruden M.L.** Lokmanoglu, A. & Tebaldi, C. (2022). Weaponizing Reproductive Rights: A Mixed-Methods Analysis of White Nationalist Discussions of Abortions Online. *Information, Communication and Society*, 1-26. <https://doi.org/10.1080/1369118X.2022.2077654>
- 4 Walter, D., Ophir, Y., Lokmanoglu, A., & **Pruden, M.L.** (2022). Vaccine Discourse in White Nationalist Online Communication: A Mixed-Methods Computational Approach. *Social Science & Medicine*, 298. <https://doi.org/10.1016/j.socscimed.2022.114859>
- 3 Ophir, Y., Walter, N., Walter, D., Velho, R.M., Lokmanoglu, A., **Pruden, M.L.**, & Andrews, E.A. (2022). Vaccine Hesitancy Under the Magnifying Glass: A Systematic Review of the Uses and Misuses of an Increasingly Popular Construct. *Health Communication*. <https://doi.org/10.1080/10410236.2022.2054102>
- 2 **Pruden, M.L.** (2020). Forum: Setting the Record Straight: Conservative Populism, Swampiness and Journalistic Practice. *Communication, Culture and Critique*, 13(1), 117-120. [Invited]. <https://doi.org/10.1093/ccc/tcz050>
- 1 **Pruden, M.L.** (2019). For Whom the Bell Tolls: Memeing the French Landscape on Instagram. *VISTA— Visual Culture Journal*, 5, 149-170. <https://doi.org/10.21814/vista.3044>

Chapters in Edited Volumes

- 5 **Pruden, M.L.** (2023). A Journal of Impossible Things: Tweeted Discourses of Gendered Digital Fandom on the Thirteenth Doctor and #NotMyDoctor Hashtag. Amsterdam, Netherlands: John Benjamins.
- 4 **Pruden, M.L.** (2022). Watching Awakening: Violent White Masculinity in *Cuck. Male Supremacism in the United States: From Patriarchal Traditionalism to Misogynist Incels and the Alt-Right*. Milton Park, Canada: Routledge.
- 3 **Pruden, M.L.**, Lokmanoglu, A., Peterscheck, A. & Veilleux-Lepage, Y. (2022). Birds of a Feather: A Comparative Analysis of White Supremacist and Violent Male Supremacist discourses. In B. Perry, J. Gruenwald & R. Scrivens (Eds.) *Far-Right Extremism in North America*. Cham, Switzerland: Palgrave.
- 2 **Pruden, M.L.** (2019). Under His Eye: Mediated Misogyny in the Era of Global Conservative Populism. In M. Marron (Ed.) *Misogyny and Media in the Age of Trump*. Lanham: Lexington.
- 1 **Pruden, M.L.** (2019). Multiple entries: Belize; Magazines Canada; Nicaragua; and, Wedding Media. In D. Merskin (Ed.) *The SAGE International Encyclopedia of Mass Media and Society*. New York: SAGE.

Books

- 1 Conroy, M., Lokmanoglu, A., Pruden, M.L., & Stiverson, H (author order not yet determined). *Banal Fascism Online: Weaponizing the “Everyday” for Extreme Ends*. In N. Copsey & G. Macklin (Eds.) Routledge Studies in Fascism and the Far Right series. London: Routledge. [Under Contract; expected delivery June 2024]

Occasional Publications | Op-Eds

- 3 **Pruden, M.L.** (2023). Review of *Wronged and Dangerous: Viral Masculinity and the Populist Pandemic*, by Karen Lee Ashcraft. *Journal of Right-Wing Studies*. [Accepted].
- 2 Ophir, Y., Lokmanoglu, A., Walter, D. & **Pruden, M.L.** (2022). White Nationalism, Stormfront, and the Extremist Politicisation of Science: *GNET: Global Network on Extremism & Technology*. <https://gnet-research.org/2022/07/20/white-nationalism-stormfront-and-the-extremist-politicisation-of-science/>
- 1 **Pruden, M.L.** (2018). Review of *Media in New Turkey: The Origins of an Authoritarian Neoliberal State*, by Bilge Yesil. *International Journal of Communication*, 12, 256-259.

AWARDS AND DISTINCTIONS

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| 2022 | Gerald R. Miller Outstanding Dissertation Award . National Communication Association, New Orleans |
| 2022- | Affiliate at Center for Information, Technology, and Public Life (CITAP), University of North Carolina at Chapel Hill |
| 2022- | Affiliate at Coalition for Independent Tech Research, a project of the Citizens of Technology Lab (CAT) at Cornell University |
| 2021 | Top Overall Paper award in Peace and Conflict division. National Communication Association, Seattle |
| 2020- | Fellow at Institute for Research on Male Supremacism (IRMS) |
| 2020- | Affiliate at Media Effects, Misinformation & Extremism Lab, University of Buffalo |
| 2020-21 | Presidential Fellow at Transcultural Conflict and Violence Initiative (GSU) |
| 2021 | European Consortium for Political Research Extremism & Democracy Summer School on Far-Right Politics. Centre for Research on Extremism (C-REX), Oslo, Norway, (Virtual; rescheduled from summer 2020). |
| 2020 | Outstanding Student Paper award in Peace and Conflict division. National Communication Association, Indianapolis |
| 2020 | Certificate of Excellence for Outstanding Service and Genuine Concern for Military-Connected Students (GSU) |
| 2018 | Wayne State University Summer Doctoral Seminar (Feminist Complications: Rethinking Dominant Rhetorical Narratives) with Dr. Bonnie J. Dow |

RESEARCH GRANTS (all amounts in USD)

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- 1 “Exploring the Internationalization of Extreme Right Public Spheres.” **Facebook**: Content Policy Research on Social Media Platforms, Doctoral Research Assistant, 2019-2020. \$82,388.

CONFERENCE PRESENTATIONS

Refereed Papers

- 23 **Pruden, M.L.** (2023). Burn After Reading: Research-Related Trauma, Symbolic Violence, and the Need for Structural Solutions. Blue Sky Panel. *International Communication Association*, Toronto, Ontario, Canada. ***Co-Organizer**
- 22 **Pruden, M.L.** (2023). Coercive Populist Surveillance: Organized Far-Right Documentation and Harassment of Teachers Online. *International Studies Association*, Montreal, Quebec, Canada.
- 21 **Pruden, M.L.** (2022). ‘Maintaining Frame’: A Critical Computational Approach to U.S. News Media Coverage of Involuntary Celibates. *National Communication Association Critical Cultural Division*, New Orleans, LA. ***Co-Chair**
- 20 **Pruden, M.L.** (2022). Black Pills & the Beta Uprising: Thematically Mapping Incels.co. *International Communication Association Feminist Scholarship Division* (Paris, France). ***Chair**
- 19 Freelon, D., **Pruden, M.L.**, Eddy, K.A. & Kuo, R. (2022). Inequities of Race, Place, and Gender Among the Communication Citation Elite. *International Communication Association Political Communication Division* (Paris, France).
- 18 Ophir, Y., Walter, N., Walter, D., Lokmanoglu, A., **Pruden, M.L.**, & Velho, R.M. (2022). Vaccine Hesitancy Under the Magnifying Glass: A Systematic Review of the Uses and Misuses of an Increasingly Popular Construct. *International Communication Association Health Communication Division* (Paris, France).
- 17 **Pruden, M.L.**, Lokmanoglu, A., Peterscheck, A. & Veilleux-Lepage, Y. (2021). Birds of a Feather: A Comparative Analysis of White Supremacist and Violent Male Supremacist Discourses. *National Communication Association Peace and Conflict Division* [Top Overall Paper], Seattle, WA.
- 16 **Pruden, M.L.** (2021). When the “Shit Hits the Fan:” Secessionist Rhetoric on Stormfront. *National Communication Association Rhetorical and Communication Theory Division*, Seattle, WA.
- 15 **Pruden, M.L.** (2021). Maintaining Frame: Mainstream News Media Coverage of Involuntary Celibates. *International Communication Association Feminist Scholarship Division* (virtual).
- 14 **Walter et al.** (2021). Ideologize Globally, Mobilize Locally: The Internationalization of Far-Right Online Discourse. *International Communication Association Political Communication Division* (virtual).
- 13 **Pruden, M.L.** (2021). Watching Awakening: Rhetorics of White Masculinity in *Cuck*. *Conference for Research on Male Supremacism and Right-Wing Studies* (virtual).
- 12 **Pruden, M.L.** (2020). Black Pills and the Beta Uprising: Men’s Rights Discourses in the Daily Stormer. *National Communication Association Peace and Conflict Division* [Outstanding Student Paper], Indianapolis, IN (virtual).
- 11 **Pruden, M.L.** (2020). The Apex Fallacy: Online Constructions of Incels as Marginalized Hybrid Masculinity. *National Communication Association Feminist and Gender Studies*. Indianapolis, IN (virtual). ***Panel organizer and Chair**
- 10 **Pruden, M.L.** (2020). Rhetorics of Whiteness and Inceldom in *Cuck*. *The Conference on Right*

Wing Studies/Conference for Research on Male Supremacism, Berkeley, CA.

- 9 **Pruden, M.L.** (2020). The Visual Culture of Incels: Anarchic Videos as Image Events. *International Communication Association Visual Representation and Marginality pre-conference in the Visual Communication Studies division*, Gold Coast, Australia (virtual).
- 8 **Pruden, M.L.** (2020). Constructing Red Tide: News Frames of Florida's 'Rotting Marine Graveyard.' *International Communication Association Journalism Studies division*, Gold Coast, Australia (virtual).
- 7 **Pruden, M.L.** (2019). A Journal of Impossible Things: Audience Responses to the Thirteenth Doctor. *International Communication Association Popular Communication division*, Washington DC.
- 6 **Pruden, M.L.** (2019). Digital Media Literacy in the Era of 'Fake News.' *International Critical Media Literacy Conference*, Savannah, GA.
- 5 **Pruden, M.L.** (2019). 'Nuts,' 'Kooks' and 'Deplorables:' Media Coverage of Conservative Populist Campaigns. *1st Lisbon Winter School for the Study of Communication: Media and Populism*, Lisbon, Portugal. *Respondent Barbie Zelizer.
- 4 **Pruden, M.L.** (2018). Public Memory and Play at Kennesaw Mountain National Battlefield Park. *National Communication Association Visual Communication division*, Salt Lake City, UT. ***Panel co-organizer**; Respondent Victoria Gallagher
- 3 **Pruden, M.L.** (2018). Colonizing Twitter: Trump's Tweets and the Discourse of Gendered Subjectivity. *Global Media Studies Network International Communication Association pre-conference on Global Populism at Central European University*, Budapest, Hungary.
- 2 **Pruden, M.L.** (2018). Flashback: Tattoos as Image Icons of the Cultural Archive. *International Communication Association Visual Communication division pre-conference Visual Expression of Voice Young Scholars*, Prague, Czech Republic.
- 1 **Pruden, M.L.** (2018). Between the Fold: 'Pornified' Visual Metonymy in Advertising. *Popular Culture Association*, Indianapolis, IN.

Invited Panels

- 23 **Pruden, M.L.** (2023). Engagement and Disengagement with Incivility and Hate Speech. **Chair.** *International Communication Association Communication and Technology Division*, National Harbor, Maryland.
- 22 **Pruden, M.L.** (2022). Mental and Emotional Health Rolls in Research on Supremacism and Extremism. **Chair.** *Conference on Supremacism and Authoritarianism*. Presented by the Institute for Research on Male Supremacism (virtual).
- 21 **Pruden, M.L.** (2022). Digital Activism Around the Globe: Demanding Political and Cultural Changes via the Web (Competitive Papers). **Respondent.** *National Communication Association Activism and Social Justice Division*, New Orleans, LA.
- 20 **Pruden, M.L.** (2022). Visualizing the Body: Health, Sport and Scientific Looking. **Chair.** *National Communication Association Visual Communication Division*, New Orleans, LA.
- 19 **Pruden, M.L.** (2022). (Re)Envisioning Horror: Filmic Representations of Feminist Politics. **Chair.** *National Communication Association Feminist Scholarship Division*, New Orleans, LA.
- 18 **Pruden, M.L.** (2022). Research Centers' Approach to Data Ethics. **Moderator.** *D2C: Digital*

Data Conference 2022. Co-hosted by Media & Democracy Data Cooperative and The University of Texas at Austin Center for Media Engagement (virtual).

- 17 **Pruden, M.L.** (2022). Picturing People and Power. **Chair.** *International Communication Association Visual Communication Division*, Paris, France.
- 16 **Pruden, M.L.** (2021). Normative Commitments Panel. **Panelist.** *The Capitol Coup One Year Later: How Research Can Assess and Counter Threats to Democracy*. Co-hosted by University of North Carolina's Center for Information, Technology, and Public Life and George Washington University's Institute for Data, Democracy & Politics (virtual).
- 15 **Pruden, M.L.** (2021). Colonialism, Confrontation, Liberation: Competitive Papers in Visual Communication. **Chair.** *National Communication Association Visual Communication Division*, Seattle, WA.
- 14 **Pruden, M.L.** (2021). Feminism, Health, COVID-19. **Chair.** *International Communication Association Feminist Scholarship Division* (virtual).
- 13 **Pruden, M.L.** (2021). Supremacist Mobilization and Radicalization Online. **Chair.** *Conference for Research on Male Supremacism and Right-Wing Studies* (virtual).
- 12 **Pruden, M.L.** (2021). Right-Wing Marketing and Manipulation. **Chair.** *Conference for Research on Male Supremacism and Right-Wing Studies* (virtual).
- 11 **Pruden, M.L.** (2021). Computational Methods in Research. **Panelist.** Center for the Advancement of Students and Alumni. *Georgia State University* (virtual).
- 10 **Pruden, M.L.** (2020). Visual Online Discourse and Photographic Representations. **Chair.** *National Communication Association Visual Communication*, Indianapolis, IN (virtual).
- 9 **Pruden, M.L.** (2020). Activism and Social Justice Pedagogy Party. **Panelist.** *National Communication Association Activism and Social Justice Division*, Indianapolis, IN (virtual).
- 8 **Pruden, M.L.** (2020). Womentoring: Negotiating Contracts— Am I Leaving Money on the Table. **Graduate Student Respondent.** *National Communication Association Feminist and Women's Studies Division (Women's Caucus)*, Indianapolis, IN (virtual).
- 7 **Pruden, M.L.** (2020). Mixed Methods and the Study of Extremisms. **Panelist.** *Society for Linguistic Anthropology Committee on Language and Social Justice* webinar series (virtual).
- 6 **Pruden, M.L.** (2020). Misogyny and Media in the Age of Trump. **Panelist.** *The Association for Education in Journalism and Mass Communication* Lexington Books, San Francisco, CA (virtual).
- 5 **Pruden, M.L.** (2020). Issues of Credibility and Transparency in Journalism. **Chair.** *International Communication Association Journalism Studies Division*, Gold Coast, Australia (virtual).
- 4 **Pruden, M.L.** (2019). Womentoring: Student to student— how to get the most out of this conference. Practical tips and advice. **Graduate Student Respondent.** *National Communication Association Feminist and Women's Studies Division (Women's Caucus)*, Baltimore, MD.
- 3 **Pruden, M.L.** (2019). Womentoring: How to be a great chair even if no one thinks they are one. **Graduate Student Respondent.** *National Communication Association Feminist and Women's Studies Division (Women's Caucus)*, Baltimore, MD.

- 2 **Pruden, M.L.** (2018). Media & Democracy. **Panelist.** *Georgia State University Democracy Day*, Atlanta, GA.
- 1 **Pruden, M.L.** (2017) Trump & Twitter. **Panelist.** *Georgia State University Modern Media Conference*, Atlanta, GA.

Invited Talks

- 7 **Pruden, M.L.** (2023). Cancel Culture on the Right: Victims or Targeted Harassers? *Kennesaw State University Breaking Barriers Roundtable for Division of University Advancement/KSU Foundation*, Kennesaw, GA.
- 6 **Pruden, M.L.** (2022). Burn After Reading: Research-Related Trauma and Symbolic Violence. *Kennesaw State University Psychological Sciences RPM*, Kennesaw, GA.
- 5 **Pruden, M.L.** (2021). “Maintaining Frame” in the Incelosphere: Methodologically-focused (novel computational and critical discourse analysis) presentation of three studies examining misogynist incels in online and in U.S. news media coverage *Georgia State University Computational Communication Lab*, virtual.
- 4 **Pruden, M.L.** (2021). Countering Extremist Threats at the Netroots. *Institute for Research on Male Supremacism Anti-Supremacist Organizing Summer Institute*, virtual.
- 3 **Pruden, M.L.** (2020). Post-Truth & Fake News. *Redan-Trotti Library Media Literacy Series*, Decatur, GA.
- 2 **Pruden, M.L.** (2020). Incels as Social Movement. *University of Leiden Institute for Security & Global Affairs Social Movements and Political Violence course*, Leiden, Netherlands.
- 1 **Pruden, M.L.** (2020). White Nationalist Online Discourse and Mobilization. *The City University of New York Borough of Manhattan Community College Language and Culture course*, New York, NY.

Webinars

- 1 Allen, N., Held, M.B., & **Pruden, M.L.** (2021). Engaging Charged Conversations in the Classroom. *National Communication Association Activism and Social Justice Division*. [**Co-organizer; Co-chair**; listed in alphabetical order].

RESEARCH & TEACHING EXPERIENCE

RESEARCH

- 2021-2022 Postdoctoral Research Associate in Center for Technology, Information, and Public Life (CITAP) at University of North Carolina at Chapel Hill working with Dr. Deen Freelon.
- 2020 Presidential Fellow in Transcultural Conflict and Violence Initiative at Georgia State University working with Dr. Dror Walter
- 2017-2019 Research Assistant in the Department of Communication, Georgia State University (Dr. Dror Walter 2019; Dr. Holley Wilkin 2018; Dr. Carrie P. Freeman 2017)

TEACHING

2017-2021 Doctoral Teaching Assistant, Department of Communication, Georgia State University

- Instructor of Record for undergraduate communication and journalism courses in both large lecture and standard seminar formats:
 - Visual Communication (JOUR/SCOM 4500), 2020
 - Media Theory (JOUR 4070), 2019
 - Advanced Media Writing (JOUR 3010), 2019
 - Basic News Writing (JOUR 1010), 2018
 - Human Communication (SCOM 1000), 2017-2018
- Average student evaluation scores of 4.7 out of 5 (PDFs available upon request)

Adjunct Faculty, Department of Professional Advancement, Mercer University

- Instructor of Record for undergraduate PR Writing course, 2021
- Underwent extensive three-part training for teaching content online
- Student evaluations are unavailable due to small class size/response rate

Guest Lecturer, Department of Communication, Georgia State University

- Graduate Pedagogy class (COMM 8035), 2018-2020
- PR Campaigns; across 5 sections and 2 instructors (JOUR 4540), 2018
- PR Writing and Projects (JOUR 3560), 2018

SERVICE

SERVICE TO PROFESSION

Ad Hoc Reviewer

Athabasca University Press (2023)
Men and Masculinities (2023)
Social Media + Society (2022)
Feminist Media Studies (2020)

Conference Reviewer

International Communication Association (2019 - present) in the following divisions:

Feminist Scholarship
Journalism Studies
Visual Communication Studies

National Communication Association (2019-present) in the following divisions:

Activism and Social Justice
Feminist and Gender Studies
Peace and Conflict
Visual Communication (including for annual book award)

Leadership

International Communication Association Feminist Scholarship Division Secretary (2022 - present)

National Communication Association Visual Communication Division First Vice Chair (2021-present) and Second Vice Chair (2020-2021)

National Communication Association Feminist and Women's Studies Division Graduate Student Representative, 2019-2021

INSTITUTIONAL SERVICE

Georgia State University Diversity, Equity and Inclusion Graduate Rep. (dept. level), 2020-2021

Georgia State University Student Communication Committee member, 2018-2021

COMMUNITY-ENGAGEMENT

North Carolina Local News Lab and Working Group Planning Committee (2021-2022)

Incel monitoring with Collaboratory Against Hate and Anti-Defamation League (2022)

OTHER

ADDITIONAL TRAINING

2022 Sustainable Course Design (Kennesaw State)

2022 Responsible Conduct of Research Training, Full Course (UNC)

2021 Online Course Design & Delivery, Levels 1-3 (Mercer)

2020 Mastering Online Teaching Fundamentals mini-course (GSU)

2019 Safe Zone Training for Gender and Sexual Minorities (GSU)

2017 Green Zone Training for Student Veterans (GSU)

PROFESSIONAL AFFILIATIONS

International Communication Association (ICA), 2018-Present

National Communication Association (NCA), 2018 - Present

Association of Internet Researchers (AoIR), 2022 - Present

American Political Science Association (APSA), 2020-Present

Popular Culture Association (PCA), 2017-2020

Atlanta Press Club, 2005-2015

SKILLS & SOFTWARE

METHODS

Interviews • Digital ethnography • Discourse analysis • Content analysis • Surveys • Topic modeling • Network analysis

SOFTWARE

Adobe Creative Suite • R • Python • Wordpress • Hyphe

PROFESSIONAL

AP Style • Research-based communication strategy • Project management