Anna Klyueva, Ph.D.   Curriculum Vita

Associate Professor of Communication/Public Relations
College of Human Sciences and Humanities, University of Houston-Clear Lake
2700 Bay Area Blvd, Houston, TX 77058 USA
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Education

Ph.D. in Mass Communication, University of Oklahoma
> Gaylord College of Journalism and Mass Communication
> **Emphasis**: Strategic communication
> **Dissertation**: "Strategic Narratives of Public Diplomacy and the Enactment of Soft Power: An Exploratory Study"

M.A. in Journalism and Mass Communication, University of Oklahoma
> Gaylord College of Journalism and Mass Communication
> **Emphasis**: Public relations
> **Thesis**: "An Exploratory Study of Media Transparency in the Urals Federal District of Russia"

B.S. in Economics, Khujand State University
> School of Financial Management

Academic Appointments

2020 – present
Associate Professor of Communication/Public Relations, University of Houston-Clear Lake
Courses taught: Public Relations Writing, Principles of Public Relations, Crisis Communication, Social Media, Public Relations Campaigns, Communication Research Methods, Social Media Analytics.

2014 – 2020
Assistant Professor of Communication/Public Relations, University of Houston-Clear Lake
Courses taught: Social Media, Public Relations Writing, Principles of Public Relations, Public Relations Campaigns, Research Topics in Social Media, Crisis Communication, Media Law, Media & Communication Research Methods.

2011 – 2013
Acting Assistant Professor of Public Relations, University of Oregon
Courses taught: Strategic Writing and Media Relations, Strategic Planning in Public Relations, Principles of Public Relations.

Professional History

Strategic Communication/PR Consultant (2013 – present)
> Imagined Real Estate (Houston, TX), OnlineVisas (Norman, OK), ITServe (Dallas, TX), HIV Alliance (Eugene, OR).

Corporate Communications (2007)
> Department of Advertising, Promotions, and Corporate Communications
> American Airlines, Dallas, TX.

Senior Public Relations Specialist (2004 – 2006)
> Ural Airlines, Yekaterinburg, Russia.

Public Relations Officer (2003 – 2004)
> Mercy Corps, Ferghana Valley, Central Asia.

Managing Editor (1999 – 2003)
> Information and Analytical Agency "Varorud," Khujand, Tajikistan.
> Media company "Tiroz" (TV production, Radio, Advertising agency), Khujand, Tajikistan.

Publications:

Klyueva, A. (2021). Journalism ethics and the political economy of *Zakazukha*, Smear Campaigns, and *Kompromat*. In L. Price, W. Wyatt, & K. Sanders (Eds.), *Routledge companion to journalism ethics* (pp. 254-262). London, UK: Routledge.

Klyueva, A. (2021). Trolls, bots, and whatnots: Deceptive content and challenges of online engagement. In Information Resources Management Association, IRMA (Ed.), *Research anthology on fake news, political warfare, and combatting the spread of misinformation* (pp. 316-330). Hershey, PA: IGI Global. DOI: 10.4018/978-1-7998-7291-7.ch018. [Chapter reprint: This research was previously published in the Handbook of Research on Deception, Fake News, and Misinformation Online pages 18-32, copyright year 2019 by Information Science Reference (an imprint of IGI Global)].

Ngondo, P., & **Klyueva, A.** (2020). Exploratory study of public relations roles in Zimbabwe. *Public Relations Review*, *46* (5), https://doi.org/10.1016/j.pubrev.2020.101961

Ngondo, P., & **Klyueva, A.** (2019). Fear appeals in road safety advertising: An analysis of the controversial social marketing campaign in Russia. *Russian Journal of Communication, 11*(2), 167-183. doi:10.1080/19409419.2018.1555772

Klyueva, A. (2019). Social media risks and the paracrisis: Managing crisis in public. In S. Kelly (Ed.), *Computer-mediated communication in business: Theory to practice* (pp. 149-161). Cambridge, UK: Cambridge Scholars Publishing.

Klyueva, A. (2019). Trolls, bots, and whatnots: Deceptive content and challenges of online engagement. In I. Chiluwa & S. Samoilenko (Eds), *Social media and the production and spread of spurious deceptive contents* (pp. 18-32). Hershey, PA: IGI Global. doi:10.4018/978-1-5225-8535-0.ch002

Klyueva, A. (2018). A Strategic View: Public Relations and Tech Startups: A Case of OnlineVisas.com. In B. Saint John III, D. Martinelli, R. Pritchard, & C. Spaulding (Eds.), *Cases in public relations strategy* (pp. 15-18). Thousand Oaks, CA: Sage Publications.

Klyueva, A., & Mikhaylova, A. (2017). Building the Russian World: Cultural diplomacy of the Russian language and cultural identity. *JOMEC Journal: Journalism, Media and Cultural Studies, 11*, 127-143. doi: http://doi.org/10.18573/j.2017.10143

Tsetsura, K., Kruckeberg, D., **Klyueva, A.** (2017). The global study of media transparency. In K. Tsetsura & D. Kruckeberg (Eds.), *Transparency, public relations, and the mass media: Combating the hidden influences in news coverage worldwide* (pp. 76-100). New York: Taylor and Francis/Routledge (Research in Journalism Series).

Klyueva, A. (2017). Nerazreshimiy conflict [Intractable conflict]. English to Russian translation of the Key Concept in Intercultural Dialogue [original text by Smith A]. *Center for Intercultural Dialogue.* Available at: https://centerforinterculturaldialogue.org

Klyueva, A. (2016). Taming online political engagement in Russia: Disempowered publics, empowered state and challenges of the Fully Functioning Society. *International Journal of Communication, 10*, 4661-4680.

Klyueva, A., & Tsetsura, K. (2015). Economic foundations of morality: Questions of transparency and ethics in Russian journalism. *Central European Journal of Communication, 1* (14), 21-36.

Klyueva, A., & **Tsetsura, K.** (2015). Strategic aspects of Russia's cultural diplomacy in Europe: Challenges and opportunities of the 21st Century. In A. Catellani, R. Trench, & A. Zerfass (Eds.), *Communication ethics in a connected world* (pp. 175 - 198). Brussels: P.I.E. Peter Lang.

Klyueva, A. (2014). Indexoncensorship.org. In K. Harvey (Ed.), *Encyclopedia of social media and politics* (Vol. 9, pp. 666-667). Thousand Oaks, CA: SAGE Publications, Inc.

Klyueva, A. (2014). Web metrics. In K. Harvey (Ed.), *Encyclopedia of social media and politics* (Vol. 4, pp. 1369-1371). Thousand Oaks, CA: SAGE Publications, Inc.

Klyueva, A. (2014). DipNote. In K. Harvey (Ed.), *Encyclopedia of social media and politics* (Vol. 2, pp. 403-404). Thousand Oaks, CA: SAGE Publications.

Klyueva, A. (2013). Trolling. In R. Heath (Ed.), *Encyclopedia of Public Relations* (pp. 933-934). Thousand Oaks, CA: Sage Publications.

Yang, A., **Klyueva, A.**, & Taylor, M. (2012). Beyond a dyadic approach to public diplomacy: Understanding relationships in the multipolar world. *Public Relations Review, 38*(5), 652-664.

Tsetsura, K., & Klyueva, A. (2012). Comparing public relations. In T. Hanitzsch & F. Esser (Eds.), *Handbook of comparative communication research* (pp. 276 -288). New York: Routledge Taylor & Francis Group (ICA series publication).

Yang, A., & **Klyueva, A.** (2011). Rising civil power in China: A study of Chinese NGOs networks in the cyberspace. *Journal of Communication Studies, 14*, 40-57.

Klyueva, A., & Yang, A. (2011). Media coverage of controversy between ENGOs and a paper company in China: A case study. *Journal of Global Affairs, 2*, 89-107.

Klyueva, A., & Tsetsura, K. (2011). News from the Urals with love and payment: The first look at non-transparent media practices in the Urals Federal District of Russia. *Russian Journal of Communication, 4*(1/2), 72-93.

Klyueva, A., & Tsetsura, K. (2010). Media non-transparency research: A case of Romania. *Public Relations Journal, 4*(4), 1-24.

Beard, F., & **Klyueva, A.** (2010). George Washington Hill and the 'Reach for a Lucky…' campaign. *Journal of Historical Research in Marketing, 2*(2), 148-165.

Klyueva, A. (2010). Media and its news sources: Exploring perceived factors of influence on media in the Urals Federal District of Russia (Medya ve Medyanın Haber Kaynakları: Rusya'nın Urallar Federal Bölgesi'nde Medya Üzerindeki Farkedilen Etki Öğelerinin Araştırılması). In C. Bilgili & N. T. Akbulut (Eds.), *Media Critics 2010* (pp. 59-82). Istanbul, Turkey: Beta Akademic (English and Turkish editions).

Klyueva, A. (2009). An integrated model of media selection in strategic communication campaigns. Institute for Public Relations Research Reports: Media Relations. Available at https://instituteforpr.org/media-selection-strategic-communication-campaigns/

Peer Reviewed Commissioned Work and Evaluation Reports

Tsetsura, K., & **Klyueva, A.**, Kochigina, A. (2015). *Slovar' terminov po izmereniu I ocenke effektivnosti svyazey s obshestvennost'u*. English to Russian translation of the *Public Relations Dictionary on Measurement and Research* by Don Stacks and Shannon Bowen. Special publication of the Institute for Public Relations. Available at: http://www.instituteforpr.org/russian-dictionary/

Tsetsura, K., Grynko, A. & **Klyueva, A.** (2011). *Ukraine: A case study on donor support to independent media, 1990-2010*. Commissioned research report prepared for the Internews Network, USA, and the World Bank, sponsored by the Bill and Melinda Gates Foundation and the World Bank.

Recent Competitive Conference Presentations

Ngondo, P., & **Klyueva, A.** (2021, November). I Am Because We Are: An Ubuntu-Centered Approach to Health Communication. Paper accepted for presentation at the Annual Convention of the National Communication Association, Seattle, WA.

Klyueva, A., & Ngondo, P.S. (2021, November). Renewal and Transformation of the Global PR Agenda: Public Relations Practice and Research in Africa. Panel discussion accepted for presentation at the Annual Convention of the National Communication Association, Seattle, WA.

Kice, B., & **Klyueva, A.** (2020, November). At the crossroads: The paracrisis, expectation gaps, and concerned influencers. Paper presented at the Annual Convention of the National Communication Association, Indianapolis, IN.

Ngondo, P., & **Klyueva, A.** (2020, November). Whose role is it anyway? Exploring public relations roles in Zimbabwe. Paper presented at the Annual Convention of the National Communication Association, Indianapolis, IN.

Klyueva, A. (2019, November). Examining the embedded strategic narratives in the foundational foreign policy documents of Russia. Paper presented at the Annual Convention of the National Communication Association, Baltimore, MD.

Klyueva, A. (2018, November). "Playing" with Communication: Public Diplomacy and the Projection of Strategic Narratives. Paper presented at the Annual Convention of the National Communication Association, Salt Lake City, UT.

Klyueva, A., & Ngondo, P. (2017, November). The Legacy and Relevance of Public Relations Ethics in the Digital Age: An analysis of published work. Paper presented at the Annual Convention of the National Communication Association, Dallas, TX.

Ngondo, P. & **Klyueva, A.** (2017, April). PR ethics goes digital: Past, present and future trends. Paper presented at the PRSA Educators Academy, Waco, TX.

Klyueva, A. (2017, February). Organic public diplomacy as the CSR of states. Paper presented at the Annual Convention of the International Studies Association, Baltimore, ME.

Klyueva, A. (2016, November). Four public relations approaches to public diplomacy: What's next? Paper presented at the Annual Convention of the National Communication Association, Philadelphia, PA.

Klyueva, A. (2016, November). Ethical issues of online political engagement: Trolls, bots, and online media. Paper presented at the Annual Convention of the National Communication Association, Philadelphia, PA.

Klyueva, A. (2016, March). Soft power conversion strategies: Leveraging public relations and public diplomacy. Paper presented at the International Public Relations Research Conference, Miami, FL.

Klyueva, A., & Kochigina, A. (2016, March). When corporate social responsibility meets foreign policy: Organic public diplomacy or how non-state actors capitalize on the state's public diplomacy. Paper presented at the International Public Relations Research Conference, Miami, FL.

Klyueva, A. (2015, November). Embracing opportunities: How Russian government uses social media to manage political engagement. Paper presented at the Annual Convention of the National Communication Association, Las Vegas, NV.

Klyueva, A. (2015, November). Embracing opportunities and maximizing profit: How non-state actors capitalize on the state's public diplomacy. Paper presented at the Annual Convention of the National Communication Association, Las Vegas, NV.

Klyueva, A. (2015, November). Embracing opportunities: Humanitarian cooperation as Russia's cultural diplomacy. Paper presented at the Annual Convention of the National Communication Association, Las Vegas, NV.

Klyueva, A. (2015, July). An interdisciplinary approach to public diplomacy as global strategic communication: Comparing Russian and Western perspectives. Paper presented at the International Conference "Communication as a Discipline and as a Field: Sharing Experiences to Construct Dialogue," Moscow, Russia.

Klyueva, A. (2014, November). The presence of the past in public diplomacy: Problematizing the use of soft power in public diplomacy conceptualizations. Paper presented at the annual convention of the National Communication Association, Chicago, IL. [**Top paper**]

Conference Panel Presentations

Klyueva, A. (2020, November). Wicked problems and public relations technology. Report presented at the competitively chosen panel at the National Communication Association Convention, Indianapolis, IN.

Klyueva, A. (2016, November). Communication's ethics callings: Exploring issues of public relations and digital media ethics. Organizer of a competitively chosen panel at the National Communication Association Convention, Philadelphia, PA.

Klyueva, A. (2009, November). Media practices around the world: Developing a global understanding of media transparency. Report presented at the competitively chosen panel at the National Communication Association Convention, Chicago, IL.

Grants and Fellowships

2020-2021
UHCL Faculty Research and Support Fund (FRSF) for the research project "The state of COVID-19 communication in languages other than English by local health departments." Co-investigator ($6000).

2019-2020 UHCL Center for Faculty Development Grant to help expand the mentoring network through attending the International Public Relations Research Conference 2020 ($1500).

2019-2020
UHCL Faculty Research and Support Fund (FRSF) for the research project "*Trolls, bots, and whatnots: A network analysis of deceptive online content*" to attend an SNA workshop and acquire the UCINET software ($3125).

2018
Wikipedia Fellow - Competitively selected to be a part of an interdisciplinary program that leverages the subject-matter expertise of scholars to improve Wikipedia article substantially.

2016-2017
UHCL Faculty Research Support Fund (FRSF) for the research project "Public Relations Ethics in the Digital Age: Toward a Code of Ethics for Ethical Engagement on Social Media" to hire research assistants and acquire NVivo software ($5200).

2016
UHCL New Online Course Development Initiative grant to get trained and to develop a fully online graduate course on Social Media ($4000).

2014-2018
Faculty Development Support Fund (FDSF Travel Grant) to support conference travel and research presentations (Fall 2014; Summer 2015, Fall 2015; Spring 2016, Fall 2016; Fall 2017; Fall 2018)

2009-2011
Gaylord Family Scholarship – Scholarship for graduate students at the Gaylord College of Journalism and Mass Communication, University of Oklahoma.

2006-2008
E. Muskie Fellow for Graduate Study – Graduate exchange program funded by the United States Agency for International Development via IREX.

Awards and Recognitions

Instructional Innovation Award
UHCL Center for Faculty Development (2019)
"Learning Through Simulation: Professional Socialization of Communication Students."

Nominee for Student Organization Adviser of the Year Award
UHCL Student Life Office (2019)
Communication and Digital Media Student Association (CDMA)

Top Faculty Paper in Public Relations
National Communication Association, Public Relations Division (2014)
"The Presence of the Past in Public Diplomacy: Problematizing the Use of Soft Power in Public Diplomacy Conceptualizations."

Literati Network Award for Excellence/Top Highly Commended Article 2011
Journal of Historical Research in Marketing (2010)
"George Washington Hill and the 'Reach for a Lucky…' Campaign" (co-authored with Fred Beard).

Top Student Paper Award
National Communication Association, Public Relations Division (2010)
"Researching Ourselves to Death: What Public Relations Research Really Tells Us" (co-authored with Prisca Ngondo).

Certificate of Merit
Media company "Tiroz" (2000)
Government recognition for the contribution to the work of regional television.

Certificate of Merit
TV-station SM 1 (1999)
Government recognition for the work reflecting the life of youth in mass media.

Certifications and Training

Social Network Analysis Workshop, 2019
> Completed a three-and-a-half-day workshop that covered an introduction to analyzing social network data using UCINET software.
> Craig School of Business, Fresno State University

Certificate in Effective Instruction, 2019
> Completed a year-long training program *ACUE Effective Practice Framework* by the Association of College and University Educators and the American Council on Education.
> UHCL

QEP/Applied Critical Thinking (ACT) Course Development, 2018
> Completed QEP ACT workshop by participating in 8 professional development sessions. Created an ACT-approved syllabus that addresses the Elements of Thought and Universal Intellectual Standards of critical thinking.
> UHCL

NVivo 12 Certificate: Using SPSS to Discover New Insights, 2018
> Completed online workshop "*NVivo 12 in Action: Using SPSS to Discover New Insights*" to learn more about the integration of NVivo and SPSS.
> QSR International

NVivo 12 Certificate: Content Analysis with NVivo, 2018
> Completed online workshop "*Introduction to Content Analysis with NVivo*" to learn more about using NVivo for content analysis.
> QSR International

NVivo Certificate: Fundamentals of NVivo, 2017
> Completed online workshop "Fundamentals of NVivo" to learn to apply qualitative analysis software in my research.
> QSR International

Certificate of Completion in Online Teaching Training, 2016
> Completed workshop "Transition to Online Teaching Training Program" to design online courses.

Service Activities

Service to Profession

- Chair, Public Relations Division, National Communication Association
- Committee on Public Relations Education (CPRE), NCA representative
- Ad hoc Journal Reviewer
- Conference Division Reviewer
- Ad hoc Book Proposal, Textbook, and Chapter Reviewer
- Consultant on Social Media Strategy
- Public Diplomacy Council's Citizen Diplomacy Research Group (CDRG)
- English to Russian Translation Reviewer

Service to Public and Community

- Harmony Public Schools, Houston, Texas (2015)
- Bay Area Houston Economic Partnership, Houston, Texas (2018)

Service to UHCL Communication Program (B.A.)

- Job Search Committees (2020-2021)
- New Initiative Proposal for Social Media Production and Analytics program (2019)
- Communication Program High School Recruitment event (2017, 2018)
- Department P&T Criteria Task Force (2018-2019)
- Communication Program Activities (2014-current)

Service to UHCL Digital Media Studies Program (M.A.)

- DMST Facebook Page Manager (2015-current)
- Digital Media Studies Employer Survey Committee (2016)
- DMST Website Manager for OMNI Update (2016)
- DMST Scholarly Activities Policy Review Committee (2016)
- Digital Media Studies Program Activities (2014-current)
- Job Search Committees (2015-2016)

Service to UHCL College of Human Sciences and Humanities (HSH)

- FDSF Committee (2018 – current)
- HSH Writing Group (2017-current)
- Mentoring Committee (2018-2020)
- Grade Appeal Committee (2016-2017)

- COACHE Follow up Committee (2017)
- Graduate Student Recruitment Committee (2016)

Service to University of Houston-Clear Lake (UHCL)

- Chair, QEP Implementation Committee (2021-current)
- Chair, Ad Hoc Internal Wayfinding Committee (2021)
- Member, Tier 2 strategic planning committee on "Engagement, Branding & Visibility" (2021)
- Member, Piper Awards Committee (2021)
- Committee to Promote UHCL Faculty Accomplishments (2020)
- Diplomacy Institute, HSH Committee (2020-current)
- Student Communication Rapid Response Team (2020)
- Curriculum Committee, Faculty Senate (2019-current)
- Strategic Planning Workshop (Sept. 3-4, 2019)
- Center for Faculty Development Advisory Board Member (2018-current)
- Faculty Advisor for Communication and Digital Media Association/CDMA (2017-current)
- Presenter and Facilitator during Investiture Week/Constitution Day (2018)
- Tobacco-Free Campus Policy Implementation Committee (2018)
- Kathleen Hanna Organizing Committee, Member (2016)
- Student Conference for Research and Creative Arts, Judge/Evaluator (2015 - 2019)