

Marta Natalia Lukacovic, PhD**Education**

Ph.D. Communication (2016)

Wayne State University, Detroit, MI

Dissertation: Effects of conflict sensitivity in news stories and user-generated comments

Advisor: Dr. Fred Vultee

Cognate Discipline: Political Science

Committee: Prof. Lee Wilkins, Dr. Hayg Oshagan, Dr. Elizabeth Stoycheff, & Dr. Kevin Deegan-Krause

M.A. Communication (2012)

Wayne State University, Detroit, MI

Focus: Political communication, & mass media

Thesis: Framing of the European Union in Slovak news articles and readers' comments

Committee: Dr. Fred Vultee (chair), & Dr. Pradeep Sopory

B. A. Communication (2009)

Ferris State University, Big Rapids, MI

B. S. Psychology (2008) & Minor in Spanish (2008)

Ferris State University, Big Rapids, MI

University Appointments

Graduate Program Coordinator, Department of Communication & Mass Media (Fall 2023 – Present), Angelo State University, San Angelo, TX**Assistant Professor**, Department of Communication & Mass Media (Fall 2021 – Present), Angelo State University, San Angelo, TX**Assistant Professor**, Communication Studies (Fall 2017 – Spring 2021), Furman University, Greenville, SC**Visiting Assistant Professor**, Communication Studies (Fall 2016 – Spring 2017), Furman University, Greenville, SC**Thomas C. Rumble Fellow**, Department of Communication (Fall 2015 – Winter 2016), Wayne State University, Detroit, MI**Graduate Teaching Assistant**, Department of Communication (Fall 2012-Winter2015), Wayne State University, Detroit, MI**Graduate Research Assistant**, Department of Communication (Spring 2013-Summer 2013), Wayne State University, Detroit, MI**University Courses Taught**

Advertising/PR Campaigns & Cases	Oral Communication – Basic Speech
Communication Ethics	Political Economy of Mass Media
Crisis Communication (graduate & undergraduate)	Professional Communication/Business Communication
Digital Communication/Storytelling	PR & Event Planning
Fundamentals of Human Communication	Public Speaking
Introduction/Survey of Mass Communication	Research Methods in Communication and PR
Introduction to Public Relations	Senior Seminar
Mass Media & Political Violence	Theories of Communication (graduate & undergraduate)
Media & Society	*see pages 12-13 for more details

Books

Minielli, M., **Lukacovic, M. N.**, Samoilenko, S., Finch, M., & Uecker, D. (Eds.) (2022). *Communication theory and application in post-socialist contexts*. Lanham, MD: Lexington Books; Rowman & Littlefield Inc. (<https://rowman.com/ISBN/9781793641236/Communication-Theory-and-Application-in-Post->

Socialist-Contexts)

Minielli, M., **Lukacovic, M. N.**, Samoilenko, S., Finch, M., & Uecker, D. (Eds.) (2021). *Media and public relations research in post-socialist societies*. Lanham, MD: Lexington Books; Rowman & Littlefield Inc. (<https://rowman.com/ISBN/9781793607362/Media-and-Public-Relations-Research-in-Post-Socialist-Societies>)

Peer-Reviewed Journal Publications

Sellnow-Richmond, D.D., **Lukacovic, M.N.**, & Sellnow-Richmond, S. (forthcoming, 2024).

Exemplification in news narratives: Stigmatizing and securitizing effects. *Frontiers in Communication*, 9. doi: 10.3389/fcomm.2024.1316677

Sellnow-Richmond, D. D., George, A. M., **Lukacovic, M. N.**, Salazar, S. E., & Sellnow, D. D. (2023). A comparative analysis of US state government communication and resident compliance to CDC COVID-19 guidelines. *Journal of Applied Communication Research*, <https://doi.org/10.1080/00909882.2023.2165885>

Lukacovic, M. N. (2022). The normative dimension of securitization as a strategic communication theory; Lessons from the COVID-19 pandemic in Central & Eastern Europe. *Social Communications: Theory and Practice*, 14(1), 192-204. <https://doi.org/10.51423/2524-0471-2022-14-1-8>

Oztas, B., & **Lukacovic, M. N.** (2022). Insurgent-generated content and framing “The New Internationalist Commune” of Rojava. *International Journal of Communication*, 16, 1083-1108. <https://ijoc.org/index.php/ijoc/article/download/16276/3692>

Sellnow-Richmond, D.D., **Lukacovic, M. N.**, Sellnow-Richmond S. A., & Kraushaar, L. (2021). Messages in conflict: Examining leadership communication during the COVID-19 pandemic in the U.S. *Journal of International Crisis and Risk Communication Research*, 4(3), 485-516. <https://doi.org/10.30658/jicrcr.4.3.2>

Lukacovic, M. N. (2020). “Wars” on COVID-19 in Slovakia, Russia, and the United States; Securitized framing and reframing of political and media communication around the pandemic. *Frontiers in Communication*, 5(special issue: Strategic narratives in political and crisis communication – responses to COVID-19), 1-14. <https://doi.org/10.3389/fcomm.2020.583406>

Lukacovic, M. N. (2020). Framing events of political violence within peace journalism and internet user-generated comments: Effects on readers’ emotions and contemplation of broader implications. *PACO; Partecipazione e Conflitto*, 13(2), 1022-1041. doi: <https://10.1285/i20356609v13i2p1022> (or PACO web; <http://siba-ese.unisalento.it/index.php/paco/article/view/22500>)

Lukacovic, M. N. (2019). Micro-securitization to micro-mobilization: Internet user-generated framing of Slovaks’ refusal to fight in a NATO operation. *Social Communications: Theory and Practice*, 8(1), 42-55. <https://comteka.com.ua/wp-content/uploads/2021/01/Lukacovic-M.-Copernicus-hh.-20-25.pdf>

Lukacovic, M. N. (2016). Peace journalism and radical media ethics. *Conflict & Communication Online*, 15(2). http://www.cco.regener-online.de/2016_2/pdf/lukacovic2016.pdf

Vultee, F., **Lukacovic, M.**, & Stouffer, R. (2015). Eyes 1, brain 0: Securitization in text, image and news topic. *International Communication Research Journal*, 50(2), 111-138. [View Abstract](#)

Book Chapter Publications

Sellnow-Richmond, D.D., & **Lukacovic, M.N.** (2024). The COVID-19 pandemic as exemplar of the chaos of mega-crises. In T. L. Sellnow D. D. Sellnow (Eds.), *Communicating risk and safety* (pp. 97-107). Berlin/Boston: De Gruyters. <https://doi.org/10.1515/9783110752427-066>

Lukacovic, M. N., & Sellnow-Richmond, D. D. (2023). COVID-19 pandemic and the rise of MUAI threats to national and international psychological security. In E. Pashentsev, *The Palgrave handbook of malicious use of AI and psychological security* (pp. 175-201). Cham, Switzerland: Palgrave Macmillan.

Lukacovic, M. N. (2022). Slovakia as a convenient “laboratory” to extend the theory of securitized framing; The case of far right’s frame shifting between Euroskepticism and Europhilia. In M. Minielli, M. N. Lukacovic, S. A. Samoilenko, M. Finch, & D. Uecker, *Communication theory and application in post-socialist contexts* (pp. 117-143). Lanham, MD: Lexington Books – Rowman & Littlefield.

Lukacovic, M. N., Sellnow-Richmond, D. D., Durechova, M. (2021). The role of Internet-user-generated content in exposing corruption and ageism in Slovak health care. In M. Minielli, M. N. Lukacovic, S. A. Samoilenko, M. Finch, & D. Uecker, *Media and public relations research in post-socialist societies* (pp. 201-224). Lanham, MD: Lexington Books – Rowman & Littlefield.

Forthcoming Book Chapters

Lukacovic, M. N. President Zuzana Čaputová & her discourse surrounding contemporary security threats. Chapter in forthcoming edited volume *Beyond the Cold War: Presidential rhetoric in Central and Eastern Europe* (Edited by R. Townsend), under contract with Peter Lang.

Book Review

Lukacovic, M. N. (2023). Book Review: Strategic communications in Russia; Public relations and advertising, by Katerina Tsetsura and Dean Kruckeberg, eds. *Journalism & Mass Communication Quarterly*. <https://doi.org/10.1177/10776990231160749>

Invited Commemorative Publication

Finch, M., **Lukacovic, M. N.**, & Samoilenko S. (2019). Reflection on passing of Maureen Minielli. *Russian Journal of Communication*, 11(2), 186 -189. <https://doi.org/10.1080/19409419.2019.1620976>

Professional Publication

Brown, K., & **Lukacovic, M. N.** (2014). Peace journalism: Transforming the field of journalism. *The Peace Journalist Magazine*, 20-21.

Published Peer-Reviewed Conference Proceedings

Lukacovic, M. N., Sellnow-Richmond, D. D., & Durechova, M. (2019). Perception of risk of health disparities amid previously identified political corruption and ageism in Slovakia. Proceedings of the International Crisis and Risk Communication Conference, Volume 2 (pp. 47-50). Orlando FL: Nicholson School of Communication and Media. <https://doi.org/10.30658/icrcc.2019.14>

Competitive Conference Paper Presentations

Sellnow-Richmond, D.D., & **Lukacovic, M.N.** (2023, July). The COVID-19 pandemic as exemplar of the chaos of mega-crises. Paper presented at the biannual convention of the World Communication Association (WCA), Honolulu, HI.

Lukacovic, M.N., & Sellnow-Richmond, D.D. (2023, July). The COVID-19 pandemic and the rise of MUAI (Malicious Use of Artificial Intelligence) threats to national and international psychological security. Paper presented at the biannual convention of the World Communication Association (WCA), Honolulu, HI.

Sellnow-Richmond, D.D., Sadiq, A., Hoang, K. T., **Lukacovic, M.N.**, & Sellnow-Richmond, S. (2023, July). COVID-19 strategic communication perceptions among essential workers during the Delta variant wave. Paper presented at the biannual convention of the World Communication Association (WCA), Honolulu, HI.

Lukacovic, M.N., & Sellnow-Richmond, D.D. (2023, July). Communication dimensions in mitigating the global security threats of malicious AI/artificial intelligence. Paper presented at the “International Conference; Artificial Intelligence: Ethical and Professional Challenges for Communication and Journalism”, Universidad Mayor de San Simón, Bolivia; virtual format.

Lukacovic, M.N., & Oztas, B. (2023, June). The juncture of social media, character assassination, and illiberalism; Illuminating the strategic communication of international militant far left. Paper presented at the Character Assassination & Reputation Politics Research Lab’s Conference “Character Assassination, Illiberalism, and the Erosion of Civic Rights”, Amsterdam, Netherlands.

Lukacovic, M.N. (2022, November). The normative dimension of securitization as a strategic crisis communication theory; Lessons from the COVID-19 pandemic in Central and Eastern Europe. Paper presented at the annual convention of the National Communication Association (NCA), New Orleans, LA.

Sellnow-Richmond, D. D., George, A.M., **Lukacovic, M. N.**, Salazar, S. E., & Sellnow, D. (2022, May). A comparative analysis of state government communication and resident compliance to CDC COVID-19 guidelines. Paper presented at the annual convention of the International Communication Association (ICA), Paris, France.

Sellnow-Richmond, D. D., Sellnow-Richmond, S. A., **Lukacovic, M. N.**, & Kraushaar, L. (2021, November). What message should I follow?; Examining leadership communication during the COVID-19 pandemic in the U.S. Paper presented at the annual convention of the National Communication Association (NCA), Seattle, WA. ***Top Paper Award – Applied Communication Division**

Oztas, B., & **Lukacovic, M. N.** (2021, May). The new media and framing of a transnational identity through contemporary irredentist wars. Paper presented at the annual World Convention of the Association for the Study of Nationalities (ASN); virtual format.

Lukacovic, M. N., Sellnow-Richmond, D. D., Sellnow-Richmond, S., & Kraushaar, L. (2021, March). Securitization and strategic crisis communication: Consideration of trends in Americans’ securitized perceptions of COVID-19. Paper presented at the annual International Crisis and Risk Communication Conference (ICRCC), Orlando, FL; virtual format.

Sellnow- Richmond, D. D., Sellnow-Richmond, S., & **Lukacovic, M. N.** (2020, November). The role of stigmatization in exemplification messages in news stories. Paper presented at the annual National Communication Association Convention (NCA); virtual format.

Oztas, B., & **Lukacovic, M. N.** (2020, November). Re-envisioned and de-Westernized securitization as a strategic communication theory: The case for securitization analysis of online PR practices by contemporary insurgent movements. Paper presented at the annual conference “International Media Readings in Moscow – Mass Media & Communications 2020” organized by Lomonosov Moscow State University in partnership with IAMCR and UNESCO; virtual format.

Sellnow- Richmond, D. D., Sellnow-Richmond, S., & **Lukacovic, M. N.** (2020, March). The effects of exemplification and securitization in news media messages. Paper presented at the annual International Crisis and Risk Communication Conference (ICRCC), Orlando, FL.

Sellnow-Richmond, D. D., & **Lukacovic, M. N.** (2020, March). Examining media around African Swine Fever in Slovakia. Paper presented at the annual International Crisis and Risk Communication Conference (ICRCC), Orlando, FL.

Lukacovic, M. N., & Oztas, B. (2020, January). Comparing digital media strategy of irredentist movements in Northern Syria and Eastern Ukraine: From insurgency to public diplomacy? Paper presented at the annual convention of the Southern Political Science Association (SPSA), San Juan, Puerto Rico.

Lukacovic, M. N., & Teye, A. (2019, November). Effects of peace-oriented and war-oriented user-generated comments: Empirical data to consider in connection to military policy attitudes and online discussion censorship. Paper presented at the annual convention of the National Communication Association (NCA), Baltimore, MD.

Lukacovic, M. N., & Teye, A. (2019, May). Effects of peace and war-orientation in online comments about conflicts in Syria and Somalia. Paper presented at the annual convention of the International Communication Association (ICA), Washington, DC.

Lukacovic, M. N., Sellnow-Richmond, D. D., & Durechova, M. (2018, May). The role of internet user-generated content in exposing corruption and ageism in Slovak health care. Paper presented at the annual convention of the International Communication Association (ICA), Prague, Czech Republic.

Lukacovic, M. N. (2018, May). Effects of peace journalism and internet user-generated comments: Different frames in coverage of political violence impact readers’ emotions. Paper presented at the annual convention of the International Communication Association (ICA), Prague, Czech Republic.

Lukacovic, M.N., & Herovic, E. (2017, March). Futile character assassination attempts? The rise of a Slovak far-right party LSNS-Kotleba. Paper presented at the international conference “Character Assassination in Theory and Practice” organized by Character Assassination & Reputation Politics Research Lab (CARP), Arlington, VA.

Lukacovic, M. N. (2016, April). Assessing the advantages and disadvantages of securitization theory as subfield of framing. Paper presented at the annual convention of the Central State Communication Association (CSCA), Grand Rapids, MI.

Lukacovic, M. N. (2015, November). Reconsidering the spiral of silence: Slovaks' user-generated comments about the Ukrainian crisis. Paper presented at the annual convention of the National Communication Association (NCA), Las Vegas, NV. *Top Student Paper Award – Communication Association of Eurasian Researchers

Lukacovic, M. N. (2015, August). Peace journalism and radical media ethics. Paper presented at the annual convention of the Association for Education in Journalism and Mass Communication (AEJMC), San Francisco, CA.

Lukacovic, M. N. (2015, July). Support for cultural and direct violence in user-generated comments: A challenge for communication scholarship. Paper presented at the international conference "Communication as a Discipline and as a Field: Sharing experiences to construct a dialogue" organized by the Department of Integrated Communications, National Research University - HSE, Moscow, Russian Federation.

Lukacovic, M. N. (2015, May). Discourse on the website of a Slovak radical right-wing party, LSNS: Euroscepticism or not? Paper presented at the annual convention of the International Communication Association (ICA), San Juan, Puerto Rico.

Lukacovic, M. N. (2014, November). Conflict consciousness stemming from theoretical and pedagogical consideration: Cascading activation of framing and user-generated content. Paper presented at the annual convention of the National Communication Association (NCA), Chicago, IL.

Lukacovic, M. N. (2014, November). Analysis of Neo-Nazi frame elements and other expressions in YouTube discussion about "Heroes of ROA". Paper presented at the annual convention of the National Communication Association (NCA), Chicago, IL.

Vultee, F., **Lukacovic, M. N.**, & Stouffer, R. (2014, August). Eyes 1, brain 0: Securitization in text, image and news topic. Paper presented at the annual convention of the Association for Education in Journalism and Mass Communication (AEJMC), Montreal, Canada.

Lukacovic, M. N. (2014, April). Political media effects: Real phenomenon, categorization, and intersubjective politicization. Paper presented at the annual convention of the Central States Communication Association (CSCA), Minneapolis, MN.

Lukacovic, M.N. (2013, November). Framing and securitization: The European Union in Slovak news articles and online readers' comments. Paper presented at the annual convention of the National Communication Association (NCA), Washington, DC.

Conference Panel Presentations (with a Paper)

Lukacovic, M.N. (2023, November). President Zuzana Čaputová and her discourse surrounding contemporary security. Paper presented on "Beyond the Cold War: Presidential Rhetoric in Central and Eastern Europe" panel at the annual convention of the National Communication Association (NCA), National Harbor, MD.

Lukacovic, M. N., & Oztas, B. (2020, November). Communicating with the Western "Other": The online discourses by insurgents of the self-proclaimed Donetsk People's Republic and Kurdish Rojava Commune. Paper presented on "Communicating with the Other: Research and practices in Russia and Eastern Europe – Panel" at the annual convention of National Communication Association (NCA); virtual format.

Lukacovic, M. N. (2019, April). Education, commercial broadcasting industry, and public broadcasting in Slovakia. Paper presented on “Educators and Industry on Three Continents Panel” at the annual convention of Broadcast Education Association (BEA), Las Vegas, NV.

Lukacovic, M. N. (2018, November). The problematic responses of the Slovak political leaders to user-generated online satire. Paper presented on the “Political Communication at Play in Central and Eastern Eurasia” at the annual convention of National Communication Association (NCA), Salt Lake City, UT.

Fite, H., & **Lukacovic, M. N.** (2018, November). Cultural and structural violence within the discourse to limit reproductive freedom in the United States. Paper presented on the “Counteracting Discourse with Discourse: The Role of Communication in Responding to the Undue Politicization of Human Experience” at the annual convention of National Communication Association (NCA), Salt Lake City, UT.

Lukacovic, M. N. (2018, April). Threats to the independence of the Slovak Broadcasting Organization RTVS. Paper presented on the “Mapping Public Media and Inclusivity around the World Panel” at the annual convention of Broadcast Education Association (BEA), Las Vegas, NV.

Lukacovic, M. N. (2017, April). Sustainable peace-building? Possibilities and limitations of journalism and user-generated content. Paper presented on the “Communication, Innovation and Sustainable Development: Trends, Perspectives and Challenges from the Global South Panel” at the annual convention of Southern States Communication Association (SSCA), Greenville, SC.

Lukacovic, M. N., & Sellnow-Richmond, D. (2016, November). User-generated content on health disparities in Slovakia. Paper presented on the “Sociopolitical Issues and Communication’s Civic Callings in Eastern Europe Panel” at the annual convention of the National Communication Association (NCA), Philadelphia, PA.

Lukacovic, M. N. (2016, November). Combination of discourse and content analysis: Czech and Slovak Internet user-generated Discussions about the crisis in Ukraine. Paper presented on the “How to Study Eurasia through Communication Research Methods Panel” at the annual convention of the Association for Slavic, East European, & Eurasian Studies (ASEEES), Washington, DC.

Lukacovic, M. N. (2015, November). Micro-securitization of Slovak reservists’ partaking in a NATO operation: A successful Internet campaign. Paper presented on the “From Warsaw Pact to NATO: Eastern Europe’s Story of Transition Panel” at the annual convention of the National Communication Association (NCA), Las Vegas, NV.

Lukacovic, M. N., & Brown, K. (2015, November). Peace journalism, War in Eastern Ukraine, and challenges/opportunities of user-generated content. Paper presented on the “Embracing Opportunities of Peace Journalism in the Contemporary Era Panel” in the Peace and Conflict Communication Division at the annual convention of the National Communication Association (NCA), Las Vegas, NV.

Lukacovic, M. N. (2015, April). Conflict-sensitive approach to cultural/civilizational aspects of Ukrainian crisis: Convergence of theoretical frameworks from communication and international relations. Paper presented on the “Complexities, Crises, and Conflicts: Theorizing Culture and Social Change Panel” in the Communication Theory Interest Group at the annual convention of the Central States Communication Association (CSCA), Madison, WI.

Lukacovic, M. N. (2015, April). The UGC is the message – Since the message devoured the UGC. Paper presented on “The Media is the Message: Contemporary Convergence in the Digital Global Village Panel” in the Media Studies Interest Group at the annual convention of the Central States Communication

Association (CSCA), Madison, WI.

Lukacovic, M. N. (2014, November). The radical-Right exploits the disenchantment with marketplace of ideas and public sphere in Slovakia. Paper presented on “The Causes and Effects of Public Sphere Insularity in Post-Communist Societies Panel” of the Eurasian Communication Association of North America at the annual convention of the National Communication Association (NCA), Chicago, IL.

Lukacovic, M. N. (2014, April). An extremist political party on YouTube: Evidence of selective exposure? Paper presented on the “Elevating Traditional Theories to Study New Media Environment Panel” in the Media Studies Interest Group at the annual convention of the Central States Communication Association (CSCA), Minneapolis, MN. ***Top Panel Award in Media Studies**

Lukacovic, M. N. (2014, April). Entman’s cascading activation of framing and user-generated content. Paper presented on the “New Media Realities and a Need to Rethink Theory Panel” in the Communication Theory Interest Group at the annual convention of the Central States Communication Association (CSCA), Minneapolis, MN.

Lukacovic, M. N. (2013, April). Possibilities of exploration: Quantitative communication research and peace journalism. Paper presented on the “Peace Journalism – Exploration and Possibilities Panel” in the Media Studies Interest Group at the annual convention of the Central States Communication Association (CSCA), Kansas City, MO.

Conference Discussion Panel Presentations

Lukacovic, M. N. (2023, November). Chaired and organized a panel “Globally Rooted Knowledge-Building and Global Collaborations” at the annual convention of the National Communication Association (NCA), National Harbor, MD.

Lukacovic, M. N. (2022, July). Presented a project titled “Domestic Terrorism in the U.S. and Conflict-Sensitive Communication” on a panel “Strategy under Uncertainty: How U.S. Organizations Respond to Socio-Political Challenges, New Ethical and Political Research Perspectives” at the annual BledCom conference, Bled, Slovenia; virtual format.

Lukacovic, M. N. (2022, May). Presented on a panel “Imposter Influencers and Their Astroturfing Strategies to Support Hegemonic Order in the Context of COVID-19 Antivax Conspiracies; Cross-National Comparison” at the annual convention of the International Communication Association (ICA), Paris, France.

Lukacovic, M. N. (2022, May). Presented on a panel “Communication within and among Russia, the Post-Socialist Countries of Eastern Europe and Eurasia, and the Globalized World” at the annual convention of the International Communication Association (ICA), Paris, France.

Lukacovic, M. N. (2021, December). Presented a project titled “Theory Responses to New Challenges in Communications Management during Contemporary Global Crises: Lessons from the Intersection of Securitization, Framing, and Strategic Digital Communication” on a panel at the first COM-M Communications Management Conference (organized by Moscow State Linguistic University, Russian Academy of Public Relations, Education Committee of the Russian Association for Public Relations,

Moscow State Pedagogical University, International Academy of Communicology, and the scientific journal *Communicology*), Moscow, Russia; virtual format.

Lukacovic, M. N. (2021, November). Presented on a panel “Renewal and Transformation of Communication Theory in Post-Socialist Societies: Intersections of Culture, Politics, and National Context” at the annual convention of the National Communication Association (NCA), Seattle, WA.

Lukacovic, M. N., & Sellnow-Richmond, D. D. (2021, July). Presented a project titled “Media and Public Communication around the Health Disparities in Slovakia” on the panel “Public Relations and Media Research in Eastern & Central Europe: Advances, Limitations, and Implications for Crisis Communication” at the annual BledCom conference, Bled, Slovenia; virtual format.

Lukacovic, M. N. (2021, May). Presented on the panel “RCA and CAER Panel: Developments in the Study of Communication in Russia, and Other Post-Socialist Countries of Eastern Europe and Eurasia” at the annual convention of International Communication Association (ICA); virtual format.

Lukacovic, M. N. (2020, November). Presented on the panel “The Development of Communication as an Area of Study: Global and Regional Trends” at the annual convention of National Communication Association (NCA); virtual format.

Lukacovic, M. N. (2019, November). Presented on the NCA First Vice President-sponsored panel “Communicating for Survival in Europe 30 Years After 1989” at the annual convention of the National Communication Association (NCA), Baltimore, MD.

Lukacovic, M. N. (2018, November). Presented on the panel “Challenging Times: The State of Communication(s) Study in Central and Eastern Europe and Central Asia” at the annual convention of the National Communication Association (NCA), Salt Lake City, UT.

Lukacovic, M. N. (2017, November). Presented on the panel “Legacy and Relevance of International Relations’ Impacts on Higher Education” at the annual convention of the National Communication Association (NCA), Dallas, TX.

Lukacovic, M. N. (2017, November). Presented on the panel “The Status of Russian Communication at the Age of Putin and Trump” at the annual convention of the National Communication Association (NCA), Dallas, TX.

Lukacovic, M. N. (2016, November). Presented on the panel “Clash (or Challenges) of Cultural Values in Intercultural Teaching or Scholarship” at the annual convention of the National Communication Association (NCA), Philadelphia, PA.

Lukacovic, M. N. (2016, April). Presented on the panel “Young Scholars Navigating the Tower: Challenging the Foundational Limitations in the Academy” at the annual convention of the Central States Communication Association (CSCA), Big Rapids, MI.

Grants

South Carolina Humanities Award & National Endowment for Humanities, CARES (via Furman Humanities Center), \$400 (2020)

Research & Professional Development Grant, Furman University, \$1,985 (2018); \$670 (2019)

Summer Research Fellowship, Furman University, funding & stipend sum: \$4,500 (2018); \$18,000 (2019)

Faculty Career Pathways Grant, Furman University, \$1,000 (2018)

Invited Guest Lectures

“Intersection of fashion and public diplomacy; Slovakia as COVID-19 facemask trailblazer” (September 22, 2021) – presented for “GS-General Studies 1181” – a course taught by Dr. Ellada Gamreklidze, Angelo State University, TX.

“Quantitative methods: Example uses in communication research” (September 20, 2021) – presented for “Research Methods” – a course taught by Dr. Scott Sellnow-Richmond, Southern Illinois University Edwardsville, IL.

“Exploring the roles of media in securitization of COVID-19 in Russia, Slovakia, and the USA” (May 11, 2021) – presented for “Digital Media in Times of Pandemic: Reconstructing Spaces, Policies and Communications” seminar at the National Research University Higher School of Economics, Moscow, Russia. <https://www.youtube.com/watch?v=uR-zy9vMy5k>

“Lessons from COVID-19 & securitization: The case of minority/marginalized populations in Slovakia” (April 7, 2021) – presented for “Online Talk: COVID-19: Securitisation, Minorities, Diversity” organized by the European Centre for Minority Issues, Flensburg, Germany. <https://www.youtube.com/watch?v=wo-mkN1jPAk>

“Securitization & new media: Implications for communication research & practice” (March 29, 2021) – presented for “Communication Research Methods” – a course taught by Dr. Bagila Akhatova, Kazakh Ablai Khan University of International Relations and World Languages (КазҰМОиМЯ), Almaty, Kazakhstan.

“Preparing written messages” (January, 2015) – presented for “Business and Professional Presentations” (Com3300) – a course taught by Dr. Deborah Sellnow-Richmond, Wayne State University, Detroit, USA.

“Submitting and presenting research at conferences and poster exhibitions” (November, 2013; November, 2014; & November, 2015) – presented for “Introduction to M.A. Studies in Communication” (Com7000) – a graduate course taught by Dr. Patricia McCormick, Wayne State University, Detroit, USA.

Professional Development Seminar and Training Participation

“Small Teaching Online: Applying Learning Science in Online Classes” by Flower Darby and James M. Lang – Book Club by Center for Digital Learning and Instruction, Angelo State University (January 31, 2024)

Lilly Conference; *“Conference of Evidence-Based Teaching and Learning”*, ITLC – International Teaching Learning Cooperative, LLC, Austin Texas (May 22-May 24, 2023)

“CRASH – Culturally Responsive Approaches to Serving Hispanic Students” – Angelo State University Core Values Journey Seminar – Training (August 15 – August 17, 2022)

“Quality Matters in Online Education” – Angelo State University Training (lead by Dr. Kinsey Hansen); (once-a-month seminar: August 2021- May 2022)

“Semi-Structured Interviews” by Workshops on Social Science Research (WSSR); San Juan, Puerto Rico (Jan. 8; 2020)

“Scholarship on Teaching and Learning” workshop with Dr. Nancy Chick – the founding editor of the journal *Teaching & Learning Inquiry*, Furman University (Sept. 11, 2019)

“Engaging Diverse Ways of Knowing in the Academy: Do We Need Each Other to Think Better?” seminar by Cothran Center for Vocational Reflection, Furman University (year-long seminar; 2018-2019)

“Faculty Success Seminar” by Faculty Development Center, Furman University (semester-long seminar; Spring 2018)

“Intergroup Dialogue Workshop” based on the “Michigan Model” as developed and coordinated by The Program on Intergroup Relations (IGR) at the University of Michigan, held at Furman University (Oct. 9-10, 2017)

Competitive Seminar Participation

“Computer mediated communication: Technological evolution and theoretical adaptation” with visiting scholar, Dr. Joseph Walther from Nanyang Technological University, Summer Doctoral Seminar at Wayne State University (June 2015)

“Manufacturing controversies & managing crises: Framing public issues and public opinion” with visiting scholar, Dr. Gerald Kosicki from Ohio State University, Summer Doctoral Seminar at Wayne State University (June 2014)

Exhibitions

Lukacovic, M. N., & Sellnow-Richmond, D. D. (April, 2015). User-generated content on health disparities in Slovakia. Poster presented at the annual Communication Research Day in the Department of Communication at Wayne State University, Detroit, MI.

Lukacovic, M.N. (2014, March). User-generated YouTube discussion about “Heroes of ROA”: Reflection of neo-Nazi frame elements. Presented (as a competitively selected oral presentation) at the annual Wayne State University Graduate Exhibition, Detroit, MI. & (2014, April) Poster presented at the annual Communication Research Day in the Department of Communication at Wayne State University, Detroit, MI.

Lukacovic, M.N. (2013, April). Analyzing the online presence of a Slovak radical-right party, LSNS. Poster presented at the annual Communication Research Day in the Department of Communication at Wayne State University, Detroit, MI.

Lukacovic, M.N. (2012, April). Framing of the European Union in Slovak news articles and readers’ comments. Poster presented at the annual Communication Research Day in the Department of Communication at Wayne State University, Detroit, MI.

Detailed Teaching Experience

Angelo State University

- Fundamentals of Human Communication (Comm1311)
Fall 2021 (11 enrolled)
- Public Speaking (Comm1315)
Fall 2021 (26 enrolled; 26 enrolled); Summer II 2022 (12 enrolled; 14 enrolled – fully online);
Fall 2022 (25 enrolled; 25 enrolled), Summer I 2023 (22 enrolled – fully online); Fall 2023 (26
enrolled; 26 enrolled – fully online); Spring 2024 (25 enrolled; 24 enrolled – fully online)
- Introduction to Public Relations (Comm2330)
Fall 2021 (11 enrolled); Fall 2022 (19 enrolled); Fall 2023 (25 enrolled)
- Crisis Communication (Comm2337)
Fall 2023 (12 enrolled)
- Communication in Professional Life (Comm3352)
Spring 2022 (22 enrolled; 22 enrolled)
- Senior Seminar (Comm4301)
Spring 2024 (10 enrolled)
- Advertising/Public Relations Campaigns and Cases (Comm4335)
Spring 2022 (11 enrolled); Spring 2023 (16 enrolled)
- Event Planning in Public Relations (Comm4337)
Spring 2022 (14 enrolled); Spring 2023 (12 enrolled)
- Communication Theory (Comm6303) **course redesigned by M. Lukacovic
Fall 2022 (6 enrolled)
- Crisis Communication (Comm6317)
Spring 2023 (9 enrolled – fully online)

Furman University:

- Public Speaking (Com101)
Fall 2016 (17 enrolled); Spring 2017 (18 enrolled)
- Media & Society (Com102)
Spring 2020 (25 enrolled) ;Spring 2021 (26 enrolled) – fully online
- Digital Communication/Digital Storytelling (Com121)
Fall 2017 (15 enrolled); Spring 2018 (15 enrolled); Fall 2018 (14 enrolled); Spring 2019 (15
enrolled); Fall 2019 (15 enrolled); Spring 2021 (10 enrolled) – hybrid format
- Introduction to Mass Communication (Com221)
Fall 2016 (25 enrolled); Fall 2017 (27 enrolled); Spring 2018 (23 enrolled); Fall 2018 (27
enrolled); Fall 2019 (24 enrolled)
- Mass Media & Political Violence (Com457) – ***course created & designed by M. Lukacovic
Spring 2017 (22 enrolled); Spring 2018 (27 enrolled); Spring 2019 (25 enrolled); Spring 2020 (13
enrolled)
- Communication Ethics (Com460) – **course redesigned by M. Lukacovic
Spring 2017 (25 enrolled); Fall 2017 (25 enrolled); Fall 2018 (26 enrolled); Fall 2019 (25
enrolled)
- Political Economy of Mass Communication (COM335) – **course redesigned by M Lukacovic
Spring 2021(22 enrolled) – fully online

Instructor-of-Record, Wayne State University:

- Oral Communication: Basic Speech (Com1010)

Fall 2013; 2 sections (25 enrolled, & 25 enrolled); Winter 2012 (27 enrolled); Spring/Summer 2014 (14 enrolled); Winter 2015 (32 enrolled) – fully online

- Survey of Mass Communication (Com1500)
Spring/Summer 2013 (19 enrolled); Fall 2014 (35 enrolled)
- Theories of Communication (Com3400), Writing-intensive course
Winter 2014 (32 enrolled)
- Research Methods in Communication Studies and Public Relations (Com4210)
Winter 2015 (23 enrolled); Spring/Summer 2015 (18 enrolled); Spring/Summer 2016 (16 enrolled)

Co-Instructor, Wayne State University:

- with Dr. Pradeep Sopory – Research Methods in Communication Studies and Public Relations (Com4210)
Fall 2014 (40 enrolled)

Teaching Assistant, Wayne State University:

- for Dr. Hayg Oshagan – Survey of Mass Communication (Com1500)
Fall 2012 (166 enrolled); Winter 2013 (95 enrolled)

Pedagogy-Related Presentations & Activities

Presentation: “*Proverbs: Insight into nuances of communication and culture.*” (March, 2014) Presented at the Great Ideas for Teaching – GIFT session at the Department of Communication, Wayne State University, Detroit, MI.

Tutor: Spanish & Russian language (2006-2008). Ferris State University Tutoring Center, Big Rapids, MI.

Practical Experience

Public Relations Consultant for Marina – Okres Prievidza (women’s organization), Slovak Republic – advising the organization on matters of social networking and e-communication.

Public Relations Consultant for Slovenská Národná Strana (political party), Slovak Republic – advising the organization on matters of election campaign and e-communication.

Awards & Honors

Nominee, Angelo State University President’s Award for Faculty Excellence in Research/Creative Endeavor (May 2nd, 2023)

Keynote Speaker, Undergraduate Research Day, Young Harris College, Georgia (April 12th, 2022)

Top Competitive Paper Award; Applied Communication Division at National Communication Association (NCA), (2021)

Graduate Student Research/Creative Activity Award, Department of Communication, Wayne State University -- \$500 (2015)

Top Competitive Student Paper (I. Place), Eurasian Communication Association of North America at National Communication Association (NCA), (2015)

Elizabeth G. Youngjohn Undergraduate Teaching Award, Department of Communication, Wayne State University – \$400 (2014)

Top Panel Award in Media Studies, Central States Communication Association (CSCA), (2014)

Dean's List Recognition for Academic Excellence, Ferris State University (Spring 2005, Summer 2005, Fall 2005, Spring 2006, Summer 2006, Fall 2006, Spring 2007, Summer 2007, Fall 2007, Spring 2008, Summer 2008, Fall 2008, Spring 2009)

Vomberg Foundation Scholarship – \$5,000 (2004, 2005, 2006, 2007, 2011)

Service

Expert Affiliate, Global Network on Artificial Intelligence & International Society (GNAI&IS), International Institute of Scientific Research, Morocco (2024)

Board of Directors Member, La Esperanza Clinic, San Angelo, Texas (2023-2024)

Committee Member, Continuous Quality & Improvement Committee, La Esperanza Clinic, San Angelo, Texas (2023-2024)

Vision Board Member & Founding Member, International Crisis & Risk Communication Association (2023-2024)

Co-Chair, Education/Professional Development Working Group, International Crisis & Risk Communication Association (2023-2024)

Committee Member, Publications Committee at International Crisis & Risk Communication Association (2024)

President, Communication Association of Eurasian Researchers, CAER (2021-2024)

Planner, CAER (Communication Association of Eurasian Researchers) division at NCA (National Communication Association) annual convention (2017-2024)

Committee Member, College Curriculum Committee, College of Arts and Humanities, Angelo State University (2023-2024)

Advisor/Sponsor, Alpha Chi National College Honor Society, College of Arts and Humanities Representative, Angelo State University (2022-2024)

Committee Chair, Scholarship Committee, Department of Communication & Mass Media, Angelo State University (2023)

Committee Member, Assessment Committee, Department of Communication & Mass Media, Angelo State University (2022-2023)

Committee Member, Curriculum Committee, Department of Communication & Mass Media, Angelo State University (2022-2023)

Committee Member, Graduate Faculty Committee, Department of Communication & Mass Media, Angelo State University (2022-2023)

Committee Member, Recruitment & Retention Committee, Department of Communication & Mass Media, Angelo State University (2022-2023)

Committee Member, Search Committee – for position of Assistant Professor of Communication, Angelo State University (2022-2023)

Committee Member, International Education Committee, Angelo State University (2022-2023)

Committee Member, Publications Council, Angelo State University (2022-2023)

Editorial Board Member & Reviewer, *Journal of Communication Pedagogy* (2021-2023)

Editorial Board Member & Reviewer, *Social Communications: Theory and Practice* (Ukraine), (2022-2023)

Organizer, Communication Research & Creative Activity Day, Angelo State University (April 2022; April 2023)

Reviewer, for the journal *Journalism*, (2023)

Reviewer, for the journal *Public Relations Review*, (2023)

Respondent, “Creating and disrupting PLACE: Transnational polarization and (im)balance of information and media” (competitive paper panel), Annual Convention – NCA (2022)

Reviewer, for the *Journal of Baltic Studies*, (2022)

Panelist, New Faculty Orientation, Angelo State University (August 2022)

Panelist, College of Arts and Humanities Lecture: “How Do We Understand the Situation in Ukraine?”, Angelo State University (March 2022)

Reviewer, for NCA annual convention - RCA affiliate (2022)

Chair, “Top Russian Communication Association and Eurasian Communication Association Papers: Protest, Culture and Transnationalism in Soviet, Post-Soviet, and Contemporary Eastern Europe” (competitive paper panel), Annual Convention – NCA (2021)

Reviewer, for the journal *Medijske Studije/Media Studies* (Croatia), (2021)

Reviewer, for NCA’s Applied Communication Division Awards (2021)

Committee Member, Diversity and Inclusion – and the subcommittee Faculty Recruitment, Advancement and Tenure (FRAT), Furman University (2019; 2020; 2021)

Vice-President, Communication Association of Eurasian Researchers, CAER (2019; 2020)

Respondent, “Eurasia and Easter Europe at the Crossroads: Identity, Politics, and Future” (competitive paper panel), Annual Convention – NCA (2020)

Reviewer, for the journal *Cogent Social Sciences* (2020)

Reviewer, for the journal *Politics, Groups, and Identities* (2020)

Chair, “Top Papers in Eurasian Communication Research” (competitive paper panel), Annual Convention – NCA (2019)

Chair, “Russia-United States Communication: Reflections on Boundaries and Opportunities of Current Relationship” (discussion panel), Annual Convention – ICA (2019)

“*Crossing Imaginary Boundaries*” – member of a working group (led by Dr. Heidi Bostic) – focus on uniting humanities, social, and natural sciences in designing comprehensive education that is relevant and ready for contemporary crises such as environmental degradation, rise of populism, etc.; Furman University (2019; 2020)

Committee Member, Research Steering Committee for “The Greenville Dialogues” project led by Nathan Stock, Greenville, SC (2019; 2020)

Committee Member, board of planners of the international scholarly conference “Building Bridges: Internationalizing Communication Theory, Practice, and Education”, LCC International University, Klaipeda, Lithuania (2019; 2020)

Committee Member, Search Committee – for position of Open Rank Professor of Strategic Communication, Furman University (2019; 2020)

Committee Member, Search Committee – for position of Open Rank Professor of Civic Communication, Furman University (2019; 2020)

Respondent, “The Ins and Outs of Russian Assimilation and Foreign Policy” (competitive paper panel), Annual Convention – NCA (2019)

Reviewer, edited volume *Deception, Fake News, and Misinformation Online*, IGI-Global (2019)

Reviewer, International Communication Association (ICA) – Annual Convention (2019)

Reviewer, *Kentucky Journal of Communication* (2019)

Reviewer, National Communication Association (NCA) – Annual Convention (2019)

Committee Member, Traffic Board, Furman University (2018, 2019)

Committee Member, Search Committee – for position of Open Rank Professor of Strategic Communication and Digital Rhetoric, Furman University (2018)

Adviser, Lambda Pi Eta – Communication Studies Honor Society, Nu Theta Chapter, Furman University (2017; 2018; 2019; 2020)

Committee Member, Strategic Messaging Committee at the Communication Studies Department, Furman University (2017; 2018)

Secretary, Communication Association of Eurasian Researchers, CAER (2016; 2017; 2018)

Respondent, “Articulating Identity, Prejudice, and Nationalism in Eastern Europe” (competitive paper panel), annual convention of National Communication Association, NCA (2017)

Chair, “Legacy and Relevance of International Relation’s Impacts on Higher Education” (panel), annual convention of National Communication Association, NCA (2017)

Panelist, Cultural Life Program (CLP), presented on *Taking Turns* panel on “*Brock Turner case, social media, & sexual assault on college campuses*”, Furman University (2017)

Reviewer, Association for Education in Journalism and Mass Communication (AEJMC) – Annual Convention (2017)

Reviewer, Association for Education in Journalism and Mass Communication (AEJMC) – Midwinter Conference (2017)

Chair, An Empirical Approach to Best Practices for Teaching Communication in the Nontraditional Classroom (panel), annual convention of Central States Communication Association, CSCA (2016)

Reviewer, National Communication Association (NCA) – Annual Convention (2014; 2016; 2017)

Reviewer, International Communication Association (ICA) – Annual Convention (2016)

Colloquia Director, Communication Graduate Student Association, Wayne State University (2015-2016)

Social Director, Communication Graduate Student Association, Wayne State University (2015-2016)

Chair, “Embracing Opportunities of Peace Journalism in the Contemporary Era” (panel), annual convention of National Communication Association, NCA (2015)

Reviewer, Central States Communication Association (CSCA) – Annual Convention (2015)

Reviewer, Eastern Communication Association (ECA) – Annual Convention (2015)

Presenter, Information about Communication Quantitative and Qualitative Labs at Wayne State University, presented for Basic Communication Course Instructors’ Orientation (2015)

Panelist, Graduate Employee Organizing Committee’s panel on “Life of a GTA” – presented at the university-wide New Graduate Teaching Assistants’ Orientation, Wayne State University (2015)

Treasurer, Communication Graduate Student Association, Wayne State University (2014-2015)

Graduate Student Representative, Retention Committee, Wayne State University (2014-2015)
Judge, Michigan Intercollegiate Speech League (2013; 2015)

Graduate Student Representative, Search Committee – for Assistant Professor of Journalism Position, Wayne State University (2013)

Academic Association Memberships

Association for Education in Journalism and Mass Communication (2014-2016)

Broadcast Education Association (2018-2019)

Central States Communication Association (2013-2016)

Communication Association of Eurasian Researchers (2013-Present)

International Communication Association (2014-2019; 2021-2022)

International Crisis and Risk Communication Association (2024-Present)

National Communication Association (2013-Present)

Southern States Communication Association (2017)

Southern Political Science Association (2019-2020)

World Communication Association (2023-Present)

Language Skills

Czech (fluent – speaking, reading on academic level)

English (fluent – speaking, reading on academic level, and writing on academic level)

Russian (fluent – speaking, reading on academic level)

Slovak (native – speaking, reading on academic level, and writing on academic level)

Spanish (intermediate – speaking, reading, and writing)

References

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