

*Benjamin Brojakowski, Ph.D*

Assistant Professor

Angelo State University

[Benjamin.Brojakowski@Angelo.edu](mailto:Benjamin.Brojakowski@Angelo.edu)

Porter Henderson Library

306L

San Angelo, TX 76909

(325) 486-6079

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**Academic Degrees**

**Ph.D.**, School of Media & Communication (2017)

Bowling Green State University, Bowling Green, Ohio

**MA**, Communication Arts (2012)

Marywood University, Scranton, Pennsylvania

**BA**, Mass Communication, Marketing (Minor) (2010)

King's College, Wilkes-Barre, Pennsylvania

**Teaching Experience (Angelo State University 2019-Present)**

**COMM 1311: Fundamentals of Human Communication**

- Professor (1 Section – Fall 2019)

**COMM 1315: Public Speaking**

- Professor (4 sections – Fall 2019)

**Teaching Experience (Middle Tennessee State University 2018-2019)**

**COMM 2200: Fundamentals of Communication**

- Lecturer (6 sections – Fall 2018 – Spring 2019)

**COMM 2200: Fundamentals of Communication (Honors)**

- Lecturer (2 sections – Fall 2018)

**COMM 3230: Professional Public Speaking**

- Lecturer (1 section – Fall 2018)

**COMM 3340: Interviewing**

- Lecturer (1 section – Fall 2018)

**Teaching Experience (Doane University 2017-2018)**

**CMS 105: Fundamentals of Communication**

- Professor (2 sections – Fall 2017 - Spring 2018)

**CMS 321: Intercultural Communication**

- Professor (1 section – Spring 2018)

**CMS 340: Crisis Communication**

- Professor (1 section – Spring 2018)

**CMS 495: Communication Consulting**

- Professor (1 section – Spring 2018)

**CMS 220: Interpersonal Communication**

- Professor (2 sections – Fall 2017)

**CMS 330: Public Relations**

- Professor (1 section – Fall 2017)

**Teaching Experience (Bowling Green State University)**

**COMM 1020: Introduction to Public Speaking**

- Teaching Associate (8 sections – Fall 2013 - Spring 2017)

**COMM 3060: Interpersonal Communication for Non-Majors (Online)**

- Teaching Associate (2 sections – Fall 2016 - Spring 2017)

**COMM 2010: Communication Theory**

- Teaching Associate (1 section – Spring 2016)
- Teaching Assistant (1 section – Fall 2015)

**COMM 3000: Communication Research Methods**

- Teaching Assistant (1 section – Spring 2015)

**TCOM 3550: Global Telecommunication Systems**

- Teaching Assistant (2 sections – Fall 2013 - Spring 2014)

**TCOM 3660: Media Effects**

- Teaching Assistant (2 sections – Fall 2013 - Spring 2014)

**Invited Lectures (Bowling Green State University)**

**2016-2017: Social Media Branding & Impression Management**

- MDIA 2640 – Interactive Media & Advertising (3 sections)
- MDIA 4640/MC 5640 – Social Media Campaigns/Practicum in Interactive Online Media Campaigns (1 Section)

**2017: Conspiracy Theories (co-presentation with Dr. Lara Lengel)**

- JOUR 4200 – Public Affairs Reporting (1 section)

**2017: Big Data Thematic Analysis (Dissertation Method Presentation)**

- MC 7010 – Interpretive Research Methods in Media & Communication

**Published Book Chapters**

Brojakowski, B. (2016). #BostonStrong: Exploratory research of Twitter Impression Management. In S. Gibson & A.L. Lando (Eds.), *Impact of communication and the media on ethnic conflict* (pp. 162-178). Hershey, PA: Information Science Reference.

Brojakowski, B. (2015). Spoiler alert: Understanding television enjoyment in the social media era. In A. F. Slade, A.J. Narro, & D. Givens-Carroll (Eds.), *Television, social media, and fan culture* (pp. 23-41). New York, NY: Lexington Books.

### **Accepted Book Chapter Proposals in Progress**

Brojakowski, B. You can't wear that: Hashtag activism in response to discrimination. In R. Schwartzman & C. Glenn (Eds.) (*E*)-*Racing voice and identity: Communal and divisive aspects of digital media*.

Brojakowski, B., & Cruz, G., A. Busting trolls: Examining the hate campaign against actress Leslie Jones. In L. Cuklanz & H. McIntosh (Eds.), *When the virtual becomes real: Gender violence and social, mobile, and interactive media*.

### **Textbook in Progress**

Thurlow, C., Lengel, L., Tomic, A., Brojakowski, B. (Forthcoming). Computer mediated communication: Social interaction and the internet. Thousand Oaks, CA: SAGE Publications

### **Accepted Conference Presentations**

Brojakowski, B. (2019). The NCAA Bachelorette: An Interactive Approach to Choosing a Favorite College Football Team. *International Association for Communication and Sport (IACS) Summit on Communication and Sport*, (Boise, ID).

Brojakowski, B. (April 2018). Why This Research Sucks: A Thematic Analysis of Dysfunctional NFL Fans. *Central States Communication Association (CSCA) Annual Conference*, Popular Culture Division (Milwaukee, WI).

Brojakowski, B. (November 2017). #FalseFlags and Crisis Actors: An Exploratory Study of Twitter Conspiracy Theories During the Trial of Dzhokhar Tsarnaev. *National Communication Association (NCA) Conference*, Critical & Cultural Studies Division (Dallas, TX).

Brojakowski, B. (November 2017). Social Spaces: Examining Social Media Sites as Physical Spaces. *National Communication Association (NCA) Conference*, Human Communication and Technology Division (Dallas, TX).

Brojakowski, B., & Cruz, G.A. (July 2017). Dear Researchers: A Thematic Analysis of Nicole Arbour's Controversial YouTube Comedy. *International Society for Humor Studies (ISHS) Conference*, (Montreal, QC, Canada)

Brojakowski, B., & Lengel, L. (May, 2017). Four Identities of Jahar: A Critical Reading of a Controversial Profile of Dzhokhar Tsarnaev. *International Communication Association (ICA) Annual Conference*, Feminist Scholarship Division (San Diego, CA).

Brojakowski, B. (March 2017). Comedy, Sports, Rap, & Hot Wings: A Thematic Analysis of American Masculinity in the YouTube series Hot Ones. *Central States Communication Association (CSCA) Annual Conference, Popular Culture Division* (Minneapolis, MI).

Brojakowski, B. (October 2016). Show Some Class: Twitter Responses to the “Classiness” of Jordan Spieth and Cam Newton. *Midwest Popular Culture Association/Midwest American Culture Association (MPCA/ACA) Annual Conference, Sports Culture Division* (Rosemont, IL).

Hanasono, L.K., Skorupski, V.M., Chappuis, S., Koenig, T., Brojakowski, B., Donofrio, A, & Fang, L. (April 2016). Communicating Change: Testing a Dual-Process Theory to Explain Social Media Activism and Civic Engagement. *Central States Communication Association (CSCA) Annual Conference, Communication Theory Division* (Grand Rapids, MI).

**\*Top Paper Award: Communication Theory Division**

Hanasono, L.K., Brojakowski, B., & Donofrio, A. (April 2016). Beyond Slacktivism: Investigating the Link Between Social Media Activism and Civic Engagement. *Central States Communication Association (CSCA) Annual Conference, Media Studies Division* (Grand Rapids, MI).

Brojakowski, B. (October 2015). Career Builder: Examining Occupation Identity in Workplace Television Programs. *Midwest Popular Culture Association/Midwest American Culture Association (MPCA/ACA) Annual Conference, Television Division* (Cincinnati, OH).

Brojakowski, B. (July 2015). “You Know Why I’m Here:” The Framing of a Silent Black Athlete. *International Association of Media and Communication Researchers (IAMCR) Annual Conference, Media and Sport Division* (Montreal, QC, Canada).

Brojakowski, B. (February, 2015). Regional Otherness: How Reality Television Exploits Regional Culture. *Ray Browne Conference on Cultural and Critical Studies, Identity and the Other Panel* (Bowling Green, OH).

Hanasono, L.K., Yang, L., & Brojakowski, B. (November, 2014). #Racist: Examining Discourses of Racism and Resistance on Twitter. *National Communication Association (NCA) Annual Conference, Human Communication and Technology Division* (Chicago, IL).

Brojakowski, B., & Largent, J.E. (November, 2014). Talk Nerdy to Me: Examining Media Objectification of Women in Nerd Comedies. *Mid-Atlantic Popular & American Culture Association (MAPACA) Annual Conference, Women’s Studies Division* (Baltimore, MD).

Brojakowski, B. (October, 2014). #BostonStrong: Exploring the Impression Management Strategies of Twitter Users During the 2013 Boston Marathon Bombing. *Ohio Communication Association (OCA) Annual Conference, (Ashland, OH).*

**\*Top Graduate Paper Award**

**Accepted Conference Panel Presentations**

Newsom, V. A., Vukasovich, C., Kapoor, P., Brojakowski, B., Ziberi, L., & Lengel, L. (November, 2018). Playing with the boundaries of civility and expanding political dialog beyond the limitations of divisive political rhetorics. *National Communication Association (NCA) Annual Conference*, Political Communication Division (Salt Lake City, UT).

**Accepted Conference Poster Sessions**

Lengel, L. & Brojakowski, B. (November 2018). Problematizing difference, healing fragmented selves; Negotiating individual and collective memory of trauma. *National Communication Association (NCA) Conference*, Performance Studies Division (Salt Lake City, UT).

**Podcasts**

Brojakowski, B (Guest). (2015, December 4). *#BlackLivesMatter* [Audio Podcast]. Retrieved from <https://www.mixcloud.com/FalconRadio/episode-1-w-ben-brojakowski/>

**Service**

2019: Reviewer, *National Communication Association (NCA) Annual Conference*, Activism and Social Justice Division

2019: Speech Evaluator for COMM 2200 (Fundamentals of Communication) general assessment project for the Department of Communication Studies at Middle Tennessee State University

2018: Reviewer, *International Communication Association (ICA) Annual Conference*, Sports Communication Interest Group

2018: Reviewer, *International Association for Communication and Sport (IACS) 12<sup>th</sup> Summit on Communication and Sport*

2018: Judge, *MTSU Pejaver Tournament*. Middle Tennessee State University

2018: Reviewer, *National Communication Association (NCA) Annual Conference*, Activism and Social Justice Division

2017: Judge, *The Final Stage Forensics Speech Tournament*. Doane University

2017: Reviewer, *International Communication Association (ICA) Annual Conference*, Communication and Technology Division

2017: Reviewer, *International Communication Association (ICA) Annual Conference*, Ethnicity and Race in Communication Division

2017: COMM 1020's Public Speaking Showcase Planning Committee Member

2017: COMM 1020's World Speech Day Planning Committee Member

2016: COMM 1020's Public Speaking Showcase Planning Committee Member

2016: Reviewer, *National Communication Association (NCA) Annual Conference*,  
Communication and Sport Division

2016: Reviewer, *National Communication Association (NCA) Annual Conference*, Student  
Section

2015: Panel Chair, *National Communication Association (NCA) Annual Conference*, Human  
Communication and Technology Division

2015: Panel Chair, *Midwest Popular Culture Association/Midwest American Culture Association  
(MPCA/ACA) Annual Conference*, Television Division.

2015: Co-Organizer and Emcee, COMM 1020's Public Speaking Showcase

2015: Reviewer, *National Communication Association (NCA) Annual Conference*, Student  
Section

2014: Co-Organizer and Emcee, Bowling Green State University COMM 1020's Public Speaking  
Showcase

2014: Judge, *Forensics Speech and Debate Tournament*. Bowling Green State University

### **Professional Memberships (Current)**

National Communication Association

International Communication Association

International Association for Communication and Sport

### **Professional Experience**

2011-2013: **Intern and Freelance Reporter (*Pocono Record*, Stroudsburg, Pennsylvania)**

Wrote a variety of stories related to local events, local sports, national sporting events, and community interests. Incorporated live-tweeting into stories to better communicate with readers as well as provide real-time information.

2008-2009: **Parente- King's Fund for Media Excellence (WVIA TV/FM, Pittston, Pennsylvania)**

Worked on the corporate communication team by writing press releases, organizing advertisements, and maintaining a media contact list. Worked as a camera operator for televised pledge drives. Worked as a production assistant on the *State of PA* series, *Call the Doctor* series, *Pennsylvania Independent Film Festival* series, and three *WVIA-Times Shamrock Congressional Debates*. Worked as an associate producer on the *Northeast Pennsylvania Business Journal* series. Producer of *A Judicial Forum* television special regarding a local election following the Kids for Cash scandal in Wilkes-Barre, Pennsylvania.

## Leadership

### 2015: **BGSU COMM 1020 New Instructor Mentor**

Monitored class of a first-time instructor and allowed the instructor to observe my own class. Discussed positive teaching activities and areas of improvement from the observed classes. Worked together throughout the semester to address any unique situations that arose throughout the semester.

### 2014-2015: **Graduate Communication Association (GCA) Professional Development Chair**

Arranged monthly meetings with faculty and graduate students that focused on professional opportunities for students. Topics for meetings included conference travel and presentations as well as addressing challenges for graduate students at different levels of their career.

### 2009-2010: **King's College Mass Communication Senior Advisory Board**

Worked with faculty and alumni to initiate changes in the mass communication curriculum, organize a job fair for communication students, and arrange volunteer opportunities with the King's College Media Club.

### 2009- 2010: **Co-Editor in Chief *The Crown***

Arranged staff meetings, wrote feature articles, assigned articles, oversaw layout, and edited copy for the weekly King's College newspaper *The Crown*. Involved in training the newspaper staff in using Adobe InDesign and worked with local newspaper to set printing costs.

### 2008-2010: **King's College Media Club Vice President**

Organized planning meetings, arranged volunteer opportunities, and assigned duties for King's College events such as the King's Idol singing competition. Worked with faculty to produce media content for local organizations and volunteer with campus programs.

### 2008: **Co-Editor MediaConnection Alumni Newsletter**

Worked with students in the King's College Practicum course to develop an alumni newsletter that focused on current students and recent alumni. As co-editor, I co-wrote a Words from the Editor column, assigned stories to other students, assisted in manuscript layout, and edited copy before submitting the document for faculty approval.

### 2007-2009: **Entertainment Editor *The Crown***

Wrote music, movie, and theater reviews for the weekly King's College newspaper. Also wrote about local music and theater performances on campus and in the local community. Edited copy for all submitted entertainment articles.

## Awards

2016 Hanasono, L.K., Skorupski, V.M., Chappuis, S., Koenig, T., Brojakowski, B., Donofrio, A, & Fang, L. (April 2016). Communicating change: Testing a dual-process theory to explain social media activism and civic engagement. *Central States Communication Association (CSCA) Annual Conference*, Communication Theory Division (Grand Rapids, MI).

**\*Top Paper Award: Communication Theory Division**

- 2015 School of Media & Communication Graduate Research Recognition Award (March 2015)
- 2014 Brojakowski, B. (October, 2014). #BostonStrong: Exploring the Impression Management Strategies of Twitter Users During the 2013 Boston Marathon Bombing. *Ohio Communication Association (OCA) Annual Conference*, (Ashland, OH).  
**\*Top Graduate Paper Award**