

*Curriculum vitae*

**Sydney Laurina Forde**

Doctoral Student | Research Assistant

Donald P. Bellisario College of Communications  
The Pennsylvania State University  
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- Ph.D. Mass Communications (Anticipated, 2024)**  
The Pennsylvania State University  
*Dissertation Committee: Dr. Matthew McAllister, Dr. Christopher Ali,  
Dr. Krishna Jayakar, Dr. Matthew Jordan*
- M.A. Canadian-American Studies, 2019**  
The State University of New York at Buffalo | Brock University  
*MRP: Diverging Media: US and Canadian Public and Private Media  
Representations of Immigrants and Refugees*
- B.A. Business Communications, 2018**  
Brock University  
*Honours with First Class Standing*
- OCD Business Sales and Marketing, 2014**  
Niagara College  
*(Ontario College Diploma)*

**PUBLICATIONS**

Refereed Journal Articles

- McAllister, M., Beykont, Y., & **Forde, S.** (2023). The Racialized Celebrity Other in Perfume Advertisements. *Communication, Culture and Critique*.  
<https://doi.org/10.1093/cc/c/cad002>
- Forde, S.** (2022). Ontario's right-wing populism "will cost you": A Propaganda Analysis of Ford's Sticker Act and Canadian Journalism's Response. *Canadian Journal of Communication*. 47(2), 337–359. <https://doi.org/10.22230/cjc.2022v47n2a4231>
- Forde, S. L.,** Gutsche, Jr., R. E., & Pinto, J. (2022). Digital palimpsests: Exploring "ideological correction" in online news updates of Portland protests & police violence. *Journalism*. <https://doi.org/10.1177/14648849221100073>
- Gutsche, Jr., R. E., **Forde, S.,** Pinto, J., & Zhu, Y. (2022). "GOOD MORNING, COVID!" The inertia of journalistic imaginaries in morning shows' online comments". *Journalism*. <https://doi.org/10.1177/14648849221099265>
- Zhong, B., Sun, T., **Forde, S.,** & Payne, G. (2021). More Than Politics: How Personality Trait and Media Technology Use Affect Vote Likelihood During the 2020 U.S. Presidential Election. *American Behavioral Scientist*. 66(3), 357-375.  
<https://doi.org/10.1177/00027642211003143>

Refereed Book Chapters

**Forde, S.** (2022). UnFoxing market failure: Complicating Media Matters for America's #UnFoxMyCableBox campaign for digital activism after Trump. In R. E. Gutsche, Jr., *The future of the presidency, democracy, and journalism: After Trump*. Routledge. <https://doi.org/10.4324/9781003205739-13>

McAllister, M., **Forde, S.**, & Beykont, Y. (Forthcoming). bell hooks' "Eating the Other" as a Critical Advertising Framework. In Das, A., *Postcolonial Marketing Communication: Images from the Global South*. Springer Nature.

Bibliographies

McAllister, M., Nutter, A., Beykont, Y., & **Forde, S.** (2022). Advertising and Promotion. In K. Gabbard (Ed.), *Oxford Bibliographies Online in Cinema and Media Studies*. New York: Oxford University Press. <https://doi.org/10.1093/OBO/9780199791286-0002>

Book Reviews

**Forde, S.** (2021). [Review of the book: *Wife, Inc.: The Business of Marriage in the Twenty-First Century* by Suzanne Leonard]. *International Journal of Communication*, 15, 3. <https://ijoc.org/index.php/ijoc/article/view/18374>

**Forde, S.** (2020). [Review of the book: *From News to Talk: The Expansion of Opinion and Commentary in US Journalism* by K. Meltzer]. *Mass Communication and Society*, 24, 4. <https://doi.org/10.1080/15205436.2020.1856583>

Public Scholarship

**Forde, S.** (2022). *The political economy of journalistic objectivity*. The Law and Political Economy Project (LPE), Yale Law School. <https://lpeproject.org/blog/the-political-economy-of-journalistic-objectivity/>

Jordan, M., & **Forde, S.** (2022). *Canadian trucker protests show how the loudest voices in the room distort democracy*. The Conversation. <https://theconversation.com/canadian-trucker-protests-show-how-the-loudest-voices-in-the-room-distort-democracy-177022>

Works In Progress

**Forde, S.** & Picard, R. (in progress). Global Growth of Streaming Services and Regulatory Implications: A Political Economy Perspective. Planned submission to *International Journal of Communication*.

**Forde, S.** (in progress). Rethinking Peltzman's Economic Model of Regulation Through Ownership Consolidation and Digitized Media Communication Landscapes. Planned submission to *Communication Law and Policy*.

**Forde, S.** & Jordan, M. (in progress). From Broadcast to Broadband: Similarities and Silences between Clinton's Telecommunications Act of 1996 and Biden's 2021 Infrastructure Investment and Jobs Act. Planned submission to *Political Economy Journal*.

**Forde, S.**, Solis, E., & Beykont, Y. (in progress). Digital Disregard: A Case for Amending Quebec's Children Advertising Legislation. Planned submission to *International Journal of Communication*.

### Current Research Projects

**Forde, S. & Troy, C.** (writing stage). *Dear Earth, No Thanks: How YouTube's Embrace of Neoliberal Environmentalism Impedes Meaningful Climate Progress.*

**Forde, S., Beykont, Y., & McAllister, M.** (writing stage). *When Audience Commodities Collide: Super Bowl Advertising in Canada.*

### **FELLOWSHIPS**

Media, Inequality & Change (MIC) Center Pre-Doctoral Summer Fellow. Summer, 2023. Inaugural Fellow for The Pennsylvania Institute for Broadband Policy & Digital Equity, a coalition between the Annenberg School for Communication, University of Pennsylvania and the Donald P. Bellisario College of Communications, The Pennsylvania State University.

Consortium on Media Policy Studies (COMPASS) Fellowship. Summer, 2022. Media, Inequality & Change Center at the Annenberg School for Communication, University of Pennsylvania. [Internship with Common Cause: Media and Democracy]

### **RESEARCH ASSISTANTSHIPS**

#### The Pennsylvania State University

News Literacy Initiative Graduate Assistant [August 2022 – May 2023]

American Journalism, Juliet Pinto [August-December, 2021]

Advertising and Promotion: Oxford Bibliography, Matthew McAllister [May–August, 2021]

Research Ethics, Patrick Plaisance [May-August, 2021]

Science Communication, Juliet Pinto [August, 2020 – May, 2021]

#### Brock University

Adaptive Learning during Covid-19, Jennifer Good [December, 2021-January, 2022]

Canadian Cities and International Migration (*University of Toronto Press*), Livianna Tossutti [May, 2019-January, 2020; May-June, 2020]

To Share or not to Share: Spiritual Experiences in Nature, Jennifer Good [April-May, 2020]

Rock for Change: Interdisciplinary Perspectives on the Benefit Concert. Nick Baxter-Moore [January–April, 2020]

### **TEACHING EXPERIENCE**

Media and Democracy (COMM 110) Spring 2023

News Literacy Ambassador Institute – Pilot Program Fall 2022

### **TEACHING ASSISTANTSHIPS**

#### The Pennsylvania State University

Media and Democracy. Instructor: Matthew Jordan Spring 2022

Build Your Media Brand. Instructor: Marie Hardin Fall 2021

Brock University

Media Analysis. Instructor: Ope Akanbi	Winter 2020
Communication Theory. Instructor: Jennifer Good	Winter 2020
Communication and Media Policy. Instructor: Ope Akanbi	Fall 2019
Audience Studies. Instructor: Jennifer Good	Fall 2019
Advertising in Context. Instructor: Jackie Botterill	Fall 2019
Introduction to Canadian Studies. Instructors: Michelle Vosburgh, Derek Foster, Maureen Connolly	Fall 2018- Winter 2019

**GUEST LECTURES**The Pennsylvania State University

Reinvigorating Propaganda Studies in <i>COMM 410: International Mass Communications</i> . Instructor: Yasemin Beykont	February 2023
Walter Lippman on Democracy in <i>COMM 410: International Mass Communications</i> . Instructor: Yasemin Beykont	January 2023
Narrative Policy Framework Analysis in <i>COMM 597: Advanced Qualitative Methods</i> . Instructor: Juliet Pinto	October 2022
Media Policy and Democracy in <i>COMM 110: Media and Democracy</i> . Instructor: Matthew Jordan	April 2022
Media Economics and the Political Economy of US Broadband in <i>COMM 100: Mass Media and Society</i> . Instructor: Loryn Rumsey	April 2022
Journalism and Democracy in <i>COMM 100: Mass Media and Society</i> . Instructor: Loryn Rumsey	March 2022
Introduction to News Literacy in <i>COMM 165: Build Your Media Brand</i> . Instructor: Marie Hardin	October 2021
Advanced Textual Analysis in <i>COMM 597: Advanced Qualitative Methods</i> . Instructor: Juliet Pinto	October 2021
Introduction to the Critical Political Economy of Journalism in <i>COMM 110: Media and Democracy</i> . Instructor: Ashley Walter	July 2021

**INVITED PANELS**

Moderator of <i>How to Have a Fabulous First Year</i> . Graduate Student Open House Panel at the Donald P. Bellisario College of Communications.	February, 2022
<i>Faculty Think-In</i> . Graduate Student Panel at Bellisario Faculty Think-In at the Donald P. Bellisario College of Communications.	September 2022
<i>My Assistantship Experience</i> . Graduate Student Orientation Panel at the Donald P. Bellisario College of Communications.	August 2022

- Graduate Student Research Presentations*. Prospective Graduate Student Open House Panel at the Donald P. Bellisario College of Communications. February 2022
- Sometimes “Fake” News is More Real Than “Real” News*. Discussant for Drs. Jonas Nicolai PhD Seminar, University of Antwerp. November 2021
- How to Succeed During Year One*. Graduate Student Orientation Panel at the Donald P. Bellisario College of Communications. August 2021
- Polarization and Populism During the COVID-19 Era*. Special Video session for the Political Communication Division at IAMCR 2021 in Nairobi. July 2021

## CONFERENCE PRESENTATIONS

(\*Indicates acceptance into division’s top paper panel)

- Forde, S.** & Picard, R. (2023, May). *Global Growth of Streaming Services and Regulatory Implications: A Political Economy Perspective*. Accepted for presentation in the Communication Law and Policy division at the ICA in Toronto, Canada.
- Forde, S.** & Jordan, M. (2023, May). *From Broadcast to Broadband: Similarities and Silences between Clinton’s Telecommunications Act of 1996 and Biden’s 2021 Infrastructure Investment and Jobs Act*. Accepted for presentation in the Communication Law and Policy division at the ICA in Toronto, Canada.
- Melton, B., **Forde, S.**, & Beykont, Y. (2023, May). *The Women of Republican TikTok: Gender Performance and the Conservative Double Bind*. Accepted for presentation in the Feminist Scholarship division at the ICA in Toronto, Canada.
- \***Forde, S.** (2022, November). *Regulatory Theory and Media Economics: Complicating Peltzman’s Economic Model of Regulation in Media Industries*. Presented in the Economics, Communication and Society Division at the NCA in New Orleans, LA. **Division Top Paper Award**.
- \*McAllister, M., **Forde, S.**, & Beykont, Y. (2022, November). *bell hooks’ “Eating the Other” as a Framework for Critical Advertising Studies*. Presented in the Critical and Cultural Studies division at the NCA in New Orleans, LA.
- Forde, S.** (2022, September). *Rethinking Peltzman’s Economic Model of Regulation Through Ownership Consolidation and Digitized Media Communication Landscapes*. Presented at TPRC 50, at American University Washington College of Law, Washington, DC.
- Solis, E., **Forde, S.**, & Beykont, Y. (2022, September). *Digital Disregard: A Case for Amending Quebec’s Children Advertising Legislation*. Presented at TPRC 50, at American University Washington College of Law, Washington, DC.
- McAllister, M., Beykont, Y., & **Forde, S.** (2022, August). *The Racialized Celebrity Other in Perfume Advertisements*. Presented in Minorities and Communication division at AEJMC in Detroit, MI.
- Forde, S.**, Wang, R., Solis, E., & Jayakar, K. (2022, May). *Predictors of support for public funding of news organizations: Findings from a 23-country cross-national study*. Presented in the Media Industry Studies division at the 72<sup>nd</sup> Annual International Communication Association Conference. Paris, France.
- Rumsey, L., **Forde, S.**, Beykont, Y., & Walter, A. (2022, May). *Wearing Symbolism: Analyzing US News Media’s Coverage of 2021 Inauguration Day Attire*. Presented in the Journalism studies division at the 72<sup>nd</sup> Annual International Communication Association Conference. Paris, France.

- Melton, B. & **Forde, S.** (2022, May). *Representation in the Era of Decolonization: A Discourse Analysis of Media and Communication Doctoral Syllabi*. Presented at the Canadian Communication Association Annual Conference at Congress 2022, Virtual.
- Forde, S.** (2021, November). *UnFoxing Market Failure*. Presented at the Moscow Readings Conference 2021, Lomonosov Moscow State University, Moscow, Russia.
- Gutsche, Jr., R. E., Pinto, J., **Forde, S.**, & Norman, M. (2021, November). *A Thematic Literature of Artificial Intelligence in (Digital) Journalism Studies: 2010-2021*. Presented at Moscow Readings 2021, Lomonosov Moscow State University, Moscow, Russia.
- Zhu, Y., Gutsche, Jr., R. E., Pinto, J., & **Forde, S.** (2021, September). “*Good morning, COVID!:*” *The digital demand for journalistic credibility on UK morning shows*. Future of Journalism 2021 Conference, Cardiff, Wales, UK.
- Gutsche, Jr., R. E., **Forde, S.**, & Pinto, J. (2021, September). *From “Quelling Unrest” To “Unleashing Militarized Crackdown”: The Role of “Journalistic Reuse” in Digital News Updates*. Future of Journalism 2021 Conference, Cardiff, Wales, UK.
- Forde, S.** (2021, July). *Ontario’s Right-Wing Populism “Will Cost You”: The Applicability of Propaganda Analysis to Ford’s Sticker Act*. Presented in the Political Communication Division at IAMCR conference, Nairobi.
- Forde, S.** & Melton, B. (2021, June). *Metabolism versus Energy: Gender Representation in Multivitamin Packaging*. Presented at Congress 2021 in the Canadian Communication Association Annual Conference hosted by the University of Alberta.
- Forde, S.**, Gutsche, R. E. & Pinto, J. (2021, May). *The Times, Are They Changing?: An Analysis of New York Times Online (Revisionist?) Updates of Police and Protestors*. Presented in Journalism Studies Division at the 71<sup>st</sup> Annual International Communication Association Conference.
- Zhong, B., Sun, T., **Forde, S.** & Jackson, S. (2020, November). *Hierarchical Impact of Need for Cognition on Voters’ Attitude toward Attack Ads: Testing a Moderated Mediation Model*. Presented at American Behavioral Scientist 2020 U.S. Presidential Election Retrospective hosted by Emerson College in Boston, Massachusetts.
- Forde, S.** (2019, December). *Compromised Freedom: US News Media’s Fear of Anti-Semite Accusations*. Paper presented at Alternative Realities: New Challenges for American Literature in the Era of Trump hosted by the UCD Clinton Institute in Dublin, Ireland.
- Forde, S.** (2019, December) *Climate Salience Across Partisan News Media*. Paper presented in Media Representations of Risk Panel at the Society for Risk Analysis 2019 Annual Meeting in Arlington, Virginia.
- Forde, S.** (2019, November) *Media Literacy Across Borders: A Canada-US Comparison*. Paper Presented at the 25<sup>th</sup> biennial conference of the Association for Canadian Studies in the United States (ACSUS) hosted in Montreal, Quebec.
- Forde, S.** (2019, June) *Diverging Media: US and Canadian Representations of Immigrants and Refugees*. Paper presented at Congress 2019 at the Canadian Communication Association Annual Conference hosted by the University of British Columbia in Vancouver, British Columbia.
- Forde, S.** (2019, March). *Mediated Political Perceptions: The Relationship Between Right-Wing News Media and Unnatural Conservatism*. Paper presented at the Intersections | Cross-sections Conference hosted by Ryerson University and York University in Toronto, Ontario.

**Forde, S.** (2019, March) *Diverging Media: Representations of Terrorism, Refugees and Immigration*. Presented first chapter of Major Research Project at the 2019 Crossing Borders International Conference hosted by Niagara University in Lewiston, New York.

**Forde, S.** (2019, February). *Discussions of Conservatism and Credibility: The Need for Media Literacy Education*. Paper presented at the 2019 Rundle Summit Conference hosted by the University of Calgary and the University of Alberta in Banff, Alberta.

**Forde, S.** (2018, March). *Right Over Reason: Unnatural Voting in the Age of Populism*. Paper presented at Crossing Borders: Multi-Disciplinary Student Conference on the United States, Canada and Border Issues hosted by Brock University in St. Catharines, Ontario. (*Best Paper Award*)

## OTHER PRESENTATIONS

Solis, E., **Forde, S.** & Beykont, Y. (2022, August). *Digital Disregard: A Case for Amending Quebec's Children Advertising Legislation*. Ranking Digital Rights Brownbag, Washington, DC.

**Forde, S.** (2022, July). *News Literacy - Penn State*, Resource Proposal for Commonwealth News Literacy Initiative. Accepted for Presentation at the National Association of Media Literacy Education, Virtual due to Covid-19.

**Forde, S.**, Pinto, J., & Gutsche, Jr., R. E. (2021, April). *Digital palimpsests: Exploring "ideological correction" in online news updates of Portland protests & police violence*, Bellisario Research Brownbag, Donald P. Bellisario College of Communications, Pennsylvania State University.

**Forde, S.** (2019, February). *Diverging Media: Representations of Terrorism, Refugees and Immigration*. Research in progress presented at the Brock University Faculty of Graduate Studies Research Café at Brock University's Goodman School of Business.

## ACADEMIC AWARDS AND DISTINCTIONS

National Communication Association: Economics, Communication and Society Division Top Paper Award	2022
National Communication Association: Critical and Cultural Studies Division Top Paper Panel with Mathew P. McAllister & Yasemin Beykont	2022
Marlow Froke Graduate Scholarship (Penn State University) <i>Awarded to outstanding Ph.D. students who are pursuing research in the area of public broadcasting in either the educational or public affairs.</i>	2022
Marlow Froke Graduate Scholarship (Penn State University)	2021
Graham Scholarship (Penn State University)	2020
Distinguished Graduate Student Award (MA at Brock University) <i>Awarded to the most distinguished graduate in each graduate program.</i>	2019
Ontario Graduate Scholarship - \$15,000 (Brock University)	2018
Dean of Graduate Studies Excellence Fellowship (Brock University)	2018
Returning Scholars Award (Brock University)	2017
Deans Honour List (Brock University)	2016-18

**RESEARCH FUNDING**

Match of Minds Research Grant - \$5,000 (Brock University) 2019

**MEDIA INTERVIEWS**

Brean, J. (2021, May 31). Red-pilling the Pink Pill: Why gendered vitamins have different priorities. *National Post*. <https://nationalpost.com/health/red-pilling-the-pink-pill-why-gendered-vitamins-have-different-priorities>

**POLICY WORK**

*Comments of Common Cause, Communications Workers of America, and United Church of Christ Media Justice Ministry*, WC Docket No. 22-69 (July 1, 2022). <https://www.fcc.gov/ecfs/search/search-filings/filing/10630036819082>

**SERVICE***WPSU (2022-2024)*

Nominated as WPSU's first student member on the board of representatives (Government Relations Committee) <https://wpsu.psu.edu/about/board/>

*GSIC Lecture Series (2022)*

Founded and organized the inaugural annual lecture series for the Graduate Students In Communications (GSIC) in the Donald P. Bellisario College of Communications at the Pennsylvania State University with Dr. Matthew Jordan.

*Peabody Awards Reviewer (2022)*

Reviewer for Public Service Category

*News Literacy Penn State (2021-2022)*

Core Committee Member on project led by Dean Marie Hardin of Donald P. Bellisario College of Communications that aims to implement news literacy education initiatives throughout the Pennsylvania State Commonwealth. <https://newsliteracy.psu.edu/>

*News Over Noise Podcast (2022-2023)*

Assist with research, planning and production of the News Over Noise radio show and podcast created through a collaboration between the Penn State News Literacy Initiative and WPSU.

<https://newsliteracy.psu.edu/podcasts>

**REVIEWS**

Reviewer, *Norteamérica*. (2022 – Present)

Review of book proposal about the advertising and communication industries, for *Polity* [collaborative review with Matthew P. McAllister and Yasemin Beykont]. (2022)

Reviewer, *Journalism Practice*. (2021 – Present)

Reviewer, *International Communication Association*. (2020 – Present)

**HONOUR SOCIETIES**

The Honor Society of Phi Kappa Phi (Penn State University Chapter) 2021 – Present

Golden Key International Honours Society (Brock University Chapter) 2017 – Present



**PROFESSIONAL ASSOCIATIONS**

Information Policy Research Group at the Pennsylvania State University	2021 – Present
The Information Communication Technology for Development (ICT4D) Consortium	2021 - Present
Qualitative Research Group at the Pennsylvania State University	2020 – Present
National Communication Association (NCA)	2021 - Present
International Association for Media and Communication Research (IAMCR)	2021 - Present
International Communication Association (ICA)	2021- Present
Association for Education in Journalism and Mass Communication (AEJMC)	2021- Present
Canadian Communication Association (CCA)	2019 - Present
National Association for Media Literacy Education (NAMLE)	2019 - Present
Association for Canadian Studies in the United States (ACSUS)	2019 - Present