

Samaha Ghani

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Education

Ph.D., Communication Studies **2021-2024**

West Virginia University, Morgantown WV
Emphasis: Health and Mass Communication
Advisor: Dr. Daniel Totzkay

M.A., Communication **2019-2021**

Drury University, Springfield MO
Emphasis: Organizational Leadership & Change
Advisor: Dr. Charles Taylor

B.A., Biology & Chemistry **2013-2017**

Drury University, Springfield MO

Research Experience

Graduate Teaching Assistant, Department of Communication Studies
2023-2023

West Virginia University, Morgantown WV

Communication Research and Translation and Outreach Collaborative (CReTO):

Organized and affiliated the launch of the CReTO resources and materials for undergraduate and graduate researchers. When needed, assisted faculty with research through literature review and data analysis.

Teaching Experience

Graduate Teaching Assistant, Department of Communication Studies **2021-Present**

West Virginia University, Morgantown WV

COMM 104: Fundamentals of Public Communication (Traditional Lecture)

Primary Instructor of record for a large undergraduate course focusing on the subsequent subjects: public-level communication models, utilization of emotional appeals, formulation and comprehension of persuasive messages, and cognitive processing.

COMM 105: Fundamentals of Mediated Communication (Traditional Lecture)

Primary instructor for a large undergraduate course investigating the theoretical and practical ramifications of synchronous and asynchronous communication technologies on interpersonal connections. In particular, delving into the societal, cultural, and political impacts of emerging mediated communication technologies across various communication landscapes.

COMM 112: Fundamentals of Group Communication (Traditional Lecture)

Primary instructor of a large undergraduate course focused on analyzing the task and interpersonal aspects linked with group member integration, role adoption, and leadership enhancement. This course highlights the cultivation of essential problem-solving, decision-making, attentive listening, and conflict resolution abilities vital for proficient teamwork.

COMM 308: Nonverbal Communication (Traditional Lecture)

Primary instructor of a large undergraduate course focusing on the analysis of nonverbal cues' influence on both interpersonal and organizational dynamics, encompassing diverse environmental settings. In particular, explored intricate nonverbal codes, including touch, spatial arrangements, timing, olfactory cues, body gestures, and individual presentation, among other relevant factors.

COMM 309: Health Communication (Traditional and Online Lecture)

Primary instructor of a large undergraduate course investigating the intricate relationship between communication and health within a diverse and multicultural society, spanning various communication scenarios. In particular, explored and implemented communication theories, research, and practical approaches pertinent to influencing and transforming health perspectives, actions, and results.

Peer-Reviewed Academic Publications

Gomez-Vasquez, L., Romero-Hall, E., Jaramillo Cherez, N., **Ghani, S.**, Rodriguez, A., & Ripine, C. (2022). Keeping citizens informed and engaged during the COVID-19 pandemic using #YoMeInformoPMA: A case from Latin America. *Health communication*, 38(9), 1813–1820. <https://doi.org/10.1080/10410236.2022.2035509>

Manuscripts Under Review

Ghani, S., & Cohen, E. L. (Revise & Resubmit). Examining the effect of celebrity status on tolerance for the sexualization of a teen girl in the media: An experiment. *Journal of Sexuality & Culture*.

Conference Papers, Posters, and Panel Presentations

Ghani, S., & Cohen, E. L. *Examining the effect of celebrity status on tolerance for the sexualization of a teen girl in the media: An experiment.* Paper to be presented at the annual meeting of the 2023 National Communication Association, National Harbor, MD.

Ghani, S., & Totzkay, D. *Sexual consent beliefs in international vs. U.S. domestic students.* Paper to be presented at the annual meeting of the 2023 National Communication Association, National Harbor, MD.

Ghani, S. (2023) *Addressing the Maternal Mortality Rates in Rural Women in Pakistan.* Poster presented at the 2023 D.C. Conference on Health Communication, Herndon, VA.

Totzkay, D., Fraustino, J. D., Costello, L. M., & **Ghani, S.** (2023) *Vaccine Decision-Making Profiles for Formative Evaluation across the COVID-19 Vaccination Campaign in West Virginia.* Poster presented at the 2023 D.C. Conference on Health Communication, Herndon, VA.

Totzkay, D., Goodboy, A., Thomay, A., Bardes, J., Armstrong, K., & **Ghani, S.** (2022). *Preliminary evidence of Appalachians' distrust of local healthcare providers.* Paper presented at the 2022 Kentucky Conference on Health Communication, Lexington, KY.

Ghani, S. & Gomez-Vasquez, L. (2021). *COVID-19 Infodemic on Twitter: Analyzing tweets in the circulation of information, misinformation, and awareness.* Poster presented at the 2021 at the annual research forum meeting of The Academy of Communication in Healthcare, virtually.

Gomez-Vasquez, L., **Ghani, S., & Mansoori, F.** (2020). *Health Twitter chats: A resource for information, communication, and support.* Poster presented at the 2020 annual research forum meeting of The Academy of Communication in Healthcare, virtually.

Presentations & Invited Guest Lectures

Guest Presentation on Graduate Studies and Research

Invited By: Dr. Lina Gomez-Vasquez, University of Tampa
March 2021

Professional Associations

Member, The Academy of Communication in Healthcare (ACH)
Member, National Communication Association (NCA)
Member, Eastern Communication Association (ECA)

Professional Service

Reviewer, Eastern Communication Association

Panel Respondent, Eastern Communication Association
Reviewer, National Communication Association