

Joseph Lawrence Flores, Ph.D.

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Education

2016 – 2020: University of New Mexico, Albuquerque, NM

Ph.D. Communication, concentration in Media Studies

Dissertation Title: *Capitalizing on Language: The Economic and Political Circulation of a National Imaginary*

Chair: Dr. Marco Briziarelli, Associate Professor

Graduated July 2020

2014 – 2015: University of Texas at El Paso, El Paso, TX

Master of Arts in Communication

Thesis: *#BlackLivesMatter: The Investigation of Twitter as a Site of Agency Construction in Social Movements*

Chair: Dr. Stacey Sowards, Associate Professor

Graduate December 2015

2006 – 2011 University of Texas at El Paso, El Paso, TX

Bachelor of Arts, Communication Studies; Minor Sociology

Academic Positions

Instructor of Record – Face to Face

University of New Mexico

Spring 2020: C&J 327 Persuasive Communication

Fall 2019: COMM 2130 Media Theory / C&J 327 Persuasive Communication

Spring 2019: C&J Persuasive Communication / C&J 300 Communication Theory

Fall 2018: C&J Political Communication – two sections

Spring 2018: C&J Communication Theory / C&J 268 Media Theory

Fall 2017: C&J 314 Intercultural Communication – two sections

Spring 2017: C&J 130 Public Speaking – two sections

Fall 2016: C&J 130 Public Speaking – two sections

University of Texas at El Paso

Summer 2016: COMM 1302 Business and Professional Communication

Spring 2016: Public Speaking – four sections

Instructor of Record – Online

Casper College

Spring 2021: COMM 1030 Interpersonal Communication
Fall 2020: COMM 2010 Public Speaking

College of DuPage

Fall 2020: Speech 1100 Public Speaking

University of New Mexico

Fall 2020: COMM 1130 Public Speaking

Spring 2020: COMM 1115 Introduction to Communication

Summer 2019: C&J 323 Nonverbal Communication

Fall 2018: C&J 110 Introduction to Mass Communication

Summer 2018: C&J 300 Communication Theory

University of Texas at El Paso

Summer 2016: COMM 1301 Public Speaking

Southwestern University

Spring 2021: COM 75-234 Rhetoric of Resistance

Academic Professionalization

Publications

Flores, J. & Guillem, S. (2021, in press). Co-constructing conflict: The role of humorous memes in re-creating Donald Trump and his “others”

Flores, J. (2020). The Politics of Social Media: Mediating Ambivalences in the Era of Political Populism. In (Ed.) Kumar, V. *Examining the Roles of IT and Social Media in Democratic Development and Social Change*, 22 – 54

Briziarelli, M. & Flores, J. (2018). Professing Contradictions: Knowledge Work and the Neoliberal Condition of Academic Workers. *tripleC*, 16(1).

Briziarelli, M. & Flores, J. (2018). Mediation is the Message: Social Media Ventures in Informational Capitalism. In Chhabra, S. (Ed.), *Handbook of Research on Civic Engagement and Social Change in Contemporary Society*, 311 – 327.

Professional Conferences

Presentations

2021: International Communication Association

Flores, J. & Guillem, M. - *Conflict and (lack of) Care: The role of humor in memes in recreating Donald Trump and his “others,”* co-authored paper

2020: National Communication Association

Flores, J. – *The Memes to the End: Affective Labor, (Fetishistic) Political Participation, and Propaganda on behalf of a Trump National Imaginary,* individual paper

Top Student Papers in Political Communication Division

2019: National Communication Association

Flores, J. – *Socialization or Radicalization: The role of social media in radical politics of the Alt-Right*, individual paper

Flores, J. – *White passing identity and ways that it can impact activism in the forensics community*, panel presentation

2019: Massachusetts Institute of Technology, Media in Transition 10: Democracy and Digital Media

Flores, J. – *“Official Statements of the President”: Trump’s authoritarian tactics and the use of Twitter*, individual paper

2018: National Communication Association

Flores, J. – *“Like and Share This!” Nationalism: The 2016 U.S. Presidential general election and Russian memes*, individual paper

Flores, J. – *The Construction of a Nation: Life, Liberty and the Pursuit of Happiness in NRA TV’s Freedom’s Safest Place*, individual paper

2017: Summit on Communication and Sport

Flores, J. – *If I could kneel like Kaepernick: The modern professional athlete as a role model for youth*, individual paper

2015: National Communication Association

Flores, J. – *Ferguson: A case study of Twitter as a site of agency construction in social activism*, scholar to scholar presentation

Panel Chair

2019: Massachusetts Institute of Technology, Media in Transition 10: Democracy and Digital Media – *Twitter and Politics*

Invited Talks and Presentations

[“Power and the Power of a Positive No”: An online PowerPoint lesson on assertive communication](#), Ombuds/Dispute Resolution Services for Faculty Workshop, prepared for presentation at the University of New Mexico
March 27, 2020

[“Valued Conflict and Valued Resolution: The Role of Values in Negotiating Conflict,”](#)
Ombuds/Dispute Resolution Services for Faculty Workshop, prepared for presentation at the University of New Mexico
April 19, 2019

“A History of Media: Propaganda Then and Now,” presented at the University of New Mexico Department of Communication and Journalism, Fall 2018, C&J 365

Media Appearances

[“As President Biden promotes unity, divisiveness on social media continues.”](#) KOB TV News,
Albuquerque, NM
January 20, 2021

[“Conspiracy Theories on Social Media.”](#) KOB TV News, Albuquerque, NM, January 13, 2021
“Interview with Dr. Joseph L. Flores.” Academics & Amigos Podcast, May 22, 2020.

Professional Development

2019

Ombuds/Dispute Resolution Services for Faculty
Basic Mediation Practice & Skills Training, Spring 2019 – Certificate of Completion
Basic Mediation Practice & Skills Training, Fall 2019 – Certificate of Completion

2019

National Communication Association – Grad to Grad Mentor
Meet and Greet - Latina/o/x Mentorship Session

2017

National Communication Association
National Communication Association – Grad to Grad Mentor
Meet and Greet - Latina/o/x Mentorship Session

Teaching Assistant Experience

Spring 2014 – Fall 2015: Forensics, Speech & Debate

Summer 2015: Research Assistant, Dr. Stacey Sowards, *Si, Ella Puede!: The Rhetorical Legacy of Dolores Huerta and the United Farm Workers* – transcriber, coder

Summer 2014: Research Assistant, Dr. Andrew Kennis, Media Dependency Model

Honors & Awards

2020: National Communication Association, Top Student Papers Award

2020: Everett Rodgers Doctoral Scholar Award

2017: *El Centro De La Raza Professional Development Scholarship*

Service

Department

University of New Mexico

2017 – 2019: Graduate & Professional Student Association Department Representative

2019: Mercer Scholarship Speech Tournament – Judge

2018: Mercer Scholarship Speech Tournament – Judge

University of Texas at El Paso

Fall 2015: Communication Graduate Student Association – Vice President

Spring 2015: Communication Graduate Student Association – Vice President

Fall 2014: Communication Graduate Student Association – Online Media Advisor

Service to Academic Community at Large

Reviewer

Spring 2021: National Communication Association, La Raza Caucus

Spring 2020: Western States Communication Association

Spring 2020: Four Corners Graduate Conference

Fall 2019: Social Media + Society, Academic Journal

Summer 2019: Social Media + Society, Academic Journal

Fall 2018: National Communication Association, La Raza Caucus

Fall 2018: National Communication Association, Latina/o Studies Division

Summer 2018: Media + Society, Academic Journal

Summer 2017: tripleC: Communication, Capitalism and Critique, Academic Journal

Affiliation

2018 – Current: University of New Mexico Ombuds Services for Faculty

2014 – Current: National Communication Association

2014 – 2019: Phi Kappa Delta (National Speech & Debate Association)

2010 – 2015: University of Texas at El Paso, Go Center College Advocacy

Non-Academic Work Experience

Aug. 2020 – Jan. 2021

Fair Shot Texas Pac, Remote Organizer

Dec. 2012 – Jan. 2014

Adventures in Learning, LLC., Account Specialist

Dec. 2013 – June 2014

Office of El Paso City Representative District 6 – Claudia Ordaz, Communication Outreach
Advisor

Aug. 2011 – Nov. 2011 & June 2013 – Jan. 2014

Villescas Research, Media & Instruction, LLC, Campaign Assistant

Aug. 2012 – Jan. 2013

Youth in Action Campaign, Outreach Assistant & Event Organizer

June 2010 – July 2015

The Spot Community Center and Outreach Program, Even Organizer & Assistant Director