

NOOR GHAZAL ASWAD

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Education

University of Memphis, Memphis, Tennessee

PhD (in progress), Department of Communication (January 2017) – GPA 4.0

University of Memphis, Memphis, Tennessee

Graduate Certificate, Women and Gender Studies Interdisciplinary Program

North Dakota State University, Fargo, North Dakota

Masters of Speech Communication, MA (September 2013 – May 2015) – GPA 4.0

Courses: Research Methods in Communication; Qualitative Research Methods in Communication; Environmental Law and Policy; Communication Theory; Risk Communication; Advanced Issues in Communication: Analyzing Big Data; Introduction to College Teaching.

Masdar Institute of Science and Technology, in collaboration with Massachusetts Institute of Technology (MIT), Abu Dhabi

M.Sc. in Engineering Systems and Management (Fall 2009-Spring 2011).

Dissertation: Towards a Knowledge-based Economy: Expanding the Role of Women in Science, Technology and Engineering Fields in the United Arab Emirates.

United Arab Emirates University, Abu Dhabi, Al Ain

B.Sc in Architectural Engineering (Fall 2004-Spring 2009) – Honours (GPA 3.92).

Dissertation: Heritage Management: Integration of Monuments into a Public Space – Rejuvenation of Qasr al Hosn Plaza in Abu Dhabi.

Research and Teaching Interests

Rhetorical criticism and theory, borders, immigration, refugees, gender, visual rhetoric, critical race theory, transnational social movements, imperialism/colonialism, transnational feminism, Middle Eastern and North African studies, communication research methods.

Honors and Awards

Top Overall Paper and Top Student Paper in Rhetorical and Communication Theory Division, 106th National Communication Association, Indianapolis, IN (November 2020).

Highly Ranked Competitive Paper in International and Intercultural Communication Division, 106th National Communication Association, Indianapolis, IN (November 2020).

2020 College of Communication and Fine Arts Graduate Student Outstanding Research Award-PhD

One of Top 50 Teachers in Lower Division Courses for 2019 Academic Year at the University of Memphis.

Top Student Paper Award at the International and Intercultural Communication Division, 104th National Communication Association, Salt Lake City, UT (November 2018).

Two Top Student Paper Awards at the 88th Annual Convention Southern States Communication Association (April 2018).

The 2017-2018 Graduate Student Excellence in Research Award, Department of Communication, University of Memphis.

Distinguished Engineering Student Award (2009-2008-2007-2006).

Distinguished Student Award from the “Mother of the Nation Ceremony” chaired by Sh. Fatima bint Mubarak (2010).

Professional Experience

Communication Research Methods (COMM 3330), University of Memphis

Instructor of Record (Spring 2021)

Communication Research Methods (COMM 3330), University of Memphis

Instructor of Record (Fall 2020)

Communication Research Methods Lab (COMM 3330), University of Memphis

Graduate Teaching Assistant (Spring 2020)

Communication Research Methods Lab (COMM 3330), University of Memphis

Graduate Teaching Assistant (Fall 2019)

Oral Communication Course (COMM 2381), University of Memphis

Instructor of Record (Spring 2019)

Intercultural Communication Course (COMM 216), North Dakota State University

Graduate Teaching Assistant (September 2014 – May 2015)

Responsibilities: Development of teaching materials including syllabus, exams, textbook; leading of laboratory sections, including class discussions and class activities; grading of examinations, assignments, and papers, recording of grades; and preparation and proctoring of exams.

Institute for the Study of Cultural Diversity (ISCD), North Dakota State University

Research Assistant & Assistant to Director (January 2014 – May 2015)

Responsibilities: Contributing to research projects regarding the Standing Rock Indian Preservation Natural Beef Project. My work involved capacity building and communicating with vulnerable populations on the reservation following a culture-centered approach, to ensure the development of a sustainable forage and natural beef production system on the Standing Rock Sioux Reservation. Other responsibilities included the creation and maintenance of ISCD website, development of Intercultural Communication course materials, correspondence with associated faculty, organization of public awareness events and educational activities, handling of day-to-day activities of ISCD, and report writing.

IRENA (International Renewable Energy Agency), Policy Advisory Services and

Capacity Building Directorate - Consultant (9 December 2012-8 March 2013)

Responsibilities: Assist in the review and drafting of various case studies, guidebooks, concept notes, background papers, and substantial sections of reports and studies being undertaken at the Directorate.

IRENA (International Renewable Energy Agency), Policy Advisory Services and Capacity Building Directorate - Junior Programme Officer (August 2011-August 2012)
Responsibilities: Support in the planning and coordination of annual Work Programme and thematic decisions; contribution to implementation of activities; assistance in the development and implementation of studies on financial mechanisms for renewable energies (RE) in developing countries, institutional approaches and business models for RE based rural electrification, and other socio-economic impacts of RE; preparation of background papers, analysis, strategy papers, reports; preparation of presentations, speeches and talking points for executive management; preparation of contracts and project agreements with appropriate institutions, organizations, and individuals for the development of technical studies on renewable energy policies; correspondence with stakeholder groups; support in the organizing and convening of expert meetings and regional workshops; and support in other day-to-day activities.

Dubai School of Government, in cooperation with Harvard Kennedy School of Government - Intern (May- June 2011)

Responsibilities: Development of a policy brief related to social media themes, which involved writing a literature review, survey design, and paper/report writing.

**Masdar Institute of Science and Technology, Abu Dhabi, United Arab Emirates
Research Assistant (Fall 2009-Spring 2011)**

Responsibilities: Problem formulation, literature reviews, hypothesis development, primary and secondary data collection through both quantitative (questionnaire design, dissemination and SPSS software analysis, etc.) and qualitative (design, conduction, transcription of interviews, as well as coding and analysis of interviews with Nvivo), research methodologies, statistical analysis, as well as academic writing.

Scholarly Publications

Books (Edited Collection)

Littlefield, R. S., Currie-Mueller, J., **Ghazal-Aswad, N.**, & Vevea, N. (Eds.). (2014).
Intercultural competency: Learning, communicating, and serving. San Diego, CA:
Cognella Academic Publishing.

Book Chapters

Ghazal Aswad, N. (2021). "You are a marked body": A diasporic account of bordering practices in pedagogical spaces. In Soto-Vasquez, A., Lechuga, M., Juarez, S., & Khrebtan-Hoerhager, J. (Eds.). *Migrants: Rhetoric, Representation and Resistance*. Tuscaloosa, AL: University of Alabama Press (under contract).

Ghazal Aswad, N. (2020). Fragmented paradigms of transculturality: Negotiating equivocal agency in refugee representations in refugee resettlement organizations. In H. Ghabra, F.Z. Alaoui, S. Abdi, & B.M. Calafell (Eds.), *Negotiating Identity and Transnationalism in Middle Eastern and North African Communication and Critical Cultural Studies* (pp. 31-48). New York, NY: Peter Lang Publishing.

Refereed Journal Papers

- Ghazal Aswad, N.** (2021). Radical rhetoric: Towards a telos of solidarity. *Rhetoric and Public Affairs* (accepted for publication for Special Issue).
- Ghazal Aswad, N.** & de Velasco, A. (2020). Redemptive exclusion: A case study of Nikki Haley's rhetoric on Syrian refugees. *Rhetoric and Public Affairs*, 23 (4) (soon to be published)
- Amos, S., Barnes, K., Bilbeisi, T., Boudreaux, J., El-Oqlah, E., **Ghazal Aswad, N.**, Gott, D., Hamilton, R., Hernandez, T., Koehn, C., Nordstrom, S., Shivers, A., Snowden, T., & Tabrizi, H.* (2020). She embodied: A materialized collective. *Reconceptualizing Educational Research Methodology*, 11(2), 34-57. (authors contributed equally, authors here appears in alphabetical order).
- Ghazal Aswad, N.** (2019). Biased neutrality: The symbolic construction of the Syrian refugee in The New York Times. *Critical Studies in Media Communication*, 36(4), 357-375.
- Ghazal Aswad, N.** (2019). Portrayals of endangered species in advertising: Exercising intertextuality to question the anthropocentric lens. *Environmental Communication*, 13(1), 118-134.
- Ghazal Aswad, N.** (2018). Exploring charismatic leadership: A comparative analysis of the rhetoric of Hillary Clinton and Donald Trump in the 2016 presidential election. *Presidential Studies Quarterly*, 49(1), 56-74.
- Ghazal Aswad, N.**, Al-Saleh, Y., & Taleb, H. (2013). Clean energy awareness campaigns in the UAE: An awareness promoter's perspective. *International Journal of Innovation and Knowledge Management in the Middle East and North Africa*, 2(2), 131-156.
- Ferroukhi, R., **Ghazal Aswad, N.**, Androulaki, S., Hawila, D. & Mezher, T. (2013). Renewable energy in the GCC: Status, challenges and drivers. *International Journal of Energy Sector Management*, 7(1), 84-112.
- Ghazal Aswad, N.**, Vidican, G. & Samulewicz, D. (2011). Creating a knowledge-based economy in the United Arab Emirates: Realizing the unfulfilled potential of women in the science, technology, and engineering fields. *The European Journal of Engineering Education*, 36(6), 559-570.
- Samulewicz, D., Vidican, G. & **Ghazal Aswad, N.** (2012). Barriers to pursuing careers in science, technology, and engineering for women in the United Arab Emirates. *Journal of Gender, Technology and Development*, 16(2), 125-152.
- Ghazal Aswad, N.**, Vidican, G. & Samulewicz, D. (2011). Assessing the impact of socio-economic inequities on college enrollment: Emerging differences in the United Arab Emirates. *Journal of Higher Education Policy and Management*, 33(5), 459-471.

Newspaper Articles

- Ghazal Aswad, N.** (20 June 2020). Breaking immigration norms refugees in the age of COVID-19. *New Politics*. <https://newpol.org/breaking-immigration-norms-towards-refugees-in-the-age-of-covid-19/>
- Ghazal Aswad, N.** (18 June 2020). On World Refugee Day, let's remember Syria's revolutionary refugees. *The New Arab*. <https://english.alaraby.co.uk/english/comment/2020/6/18/on-world-refugee-day-lets-remember-our-revolutionary-refugees>
- Ghazal Aswad, N.** (8 June 2020). Breaking immigration norms in the age of COVID-19. In S. Ramasubramanian (Ed.). Quarantined Across Borders Blog Series. *Media Rise*. <https://oaktrust.library.tamu.edu/bitstream/handle/1969.1/188087/Noor%20Ghazal%20Aswad.pdf?sequence=4>

Book Review

Ghazal Aswad, N. (2021). Review of *Black feminism reimagined after intersectionality*, by J.C. Nash. *QED: A Journal in GLBTQ Worldmaking* (accepted).

Conference Presentations

Competitive Papers

- Ghazal Aswad, N. (November 19-22, 2020). Radical rhetoric: Towards a telos of solidarity. The 106th National Communication Association Annual Convention, Virtual (Top Overall Paper and Top Student Paper).
- Ghazal Aswad, N. (November 19-22, 2020). Untethering the (post-)colonial. The 106th National Communication Association Annual Convention, Virtual (Highly Ranked Competitive Paper).
- Ghazal Aswad, N. (November 19-22, 2020). Decolonizing critical race theory: Fracturing race consciousness. The 106th National Communication Association Annual Convention, Virtual.
- Ghazal Aswad, N. (November 19-22, 2020). Transnational Feminism: A Utopian Ethos of Difference The 106th National Communication Association Annual Convention, Virtual.
- Ghazal Aswad, N. (May 21-24, 2020). Pseudo anti-imperialism: The muted solidarity of the western left's rhetoric towards the Syrian uprising. 19th Biennial Conference of the Rhetoric Society of America, Portland, Oregon. (conference cancelled due to COVID-19)
- Ghazal Aswad, N. (February 22-24, 2020). "You are a marked body": A diasporic account of bordering practices in pedagogical spaces. Western States Communication Association Convention, Denver, Colorado.
- Ghazal Aswad, N. (November 14-17, 2019). Fragmented paradigms of transculturality: Negotiating equivocal agency in refugee representations in refugee resettlement organizations. The 105th National Communication Association Annual Convention, Baltimore, Maryland.
- Ghazal Aswad, N. (November 8-11, 2018). Redemptive narratives of rejection in Nikki Haley's discourse on Syrian refugees. The 104th National Communication Association Annual Convention, Salt Lake City, Utah (*Top Student Paper*).
- Ghazal Aswad, N. (April 4-8, 2018). The symbolic construction of the universal refugee: A discourse analysis of Syrian refugees in the New York Times. Southern States Communication Association, Nashville, Tennessee (*Top Student Paper*).
- Ghazal Aswad, N. (April 4-8, 2018). Who was more charismatic? An exploration of the rhetoric of Hillary Clinton and Donald Trump in the 2016 election. Southern States Communication Association, Nashville, Tennessee (*Top Student Paper*).
- Ghazal Aswad, N. (November 16-19, 2017). Communicating the risk of climate change: An analysis of the cover images of popular US news magazines. The 103rd National Communication Association Annual Convention, Dallas, Texas.
- Currie-Mueller, J. L., Littlefield, R. S., Ghazal-Aswad, N., Daniel, E. S., & Garrett, J. (2016). "I Can See the Trust": Building a Communication Infrastructure Using a Culture-Centered Approach. The 66th International Communication Association Conference: Fukuoka, Japan.
- Parcha, J., Ghazal Aswad, N., Listopad, S., Bedsaul, J., & Pleggenkuhle, J. (2015, November 19-22). "Attention whores" and "other people's shoes": Exploring participation and non-participation in the ALS ice bucket challenge. The 101st National Communication Association Annual Convention, Las Vegas, Nevada.

- Littlefield, R., Beauchamp, K., Currie-Mueller, J., & Ghazal Aswad, N. (2014, April 25). Building a culture-centered communication network. Sustainable Agriculture Conference, Sitting Bull College, Fort Yates.
- Ghazal Aswad, N., Al-Saleh, Y., & Taleb, H. (2012, July 11-14). Clean energy awareness campaigns in the UAE. Gulf Energy Challenges - 3rd Annual Gulf Research Meeting, Workshop 16: The Political Economy of Clean Energy Solutions in the GCC, Cambridge, UK.
- Ghazal Aswad, N. (2012, March 4-5, 2012). Expanding the pipeline of female computer scientists and engineers in the United Arab Emirates. Regional Workshop on Women in Computing in the Arab World, New York University, Abu Dhabi.
- Ghazal Aswad, N., Vidican, G. & Samulewicz, D. (2011, February 19-22). Socio-economic status and women's participation in science, technology and engineering: Varying motivations towards educational attainment. 2011 IEEE GCC Conference and Exhibition, Dubai.
- Samulewicz, D., Vidican, G. & Ghazal Aswad, N. (2010, October 20-22). Expanding women's participation in science, technology and engineering: the case of the United Arab Emirates. Oral presentation. The 8th Triple Helix Conference, Madrid.
- Ghazal Aswad, N., Vidican, G. & Samulewicz, D. (2010; September 25-30). Expanding the role of women in science, technology and engineering in the United Arab Emirates. Oral presentation. World Renewable Energy Congress, Abu Dhabi.

Competitive Panels and Roundtables

- Ghazal Aswad, N. (October 16-18, 2020). A call for a Syrian-American rhetorical tradition. 78th Annual Conference New York State Communication Association (virtual).
- Ghazal Aswad, N. (February 22-24, 2020). Muslim voices in the era of Trump. Western States Communication Association Convention, Denver, Colorado.
- Ghazal Aswad, N. (November 14-17, 2019). "What does a good mother look like?" Surviving beyond the rhetorical performance of good mothering. The 105th National Communication Association Annual Convention, Baltimore, Maryland.
- Ghazal Aswad, N. (November 14-17, 2019). Deconstructing anti-muslim rhetorics in the contemporary political climate: Beyond survival, toward thriving. The 105th National Communication Association Annual Convention, Baltimore, Maryland.
- Ghazal Aswad, N. (November 8-11, 2018). The inter-play of communication studies approaches to social justice for refugees, migrants and asylum seekers. The 104th National Communication Association Annual Convention, Salt Lake City, Utah.
- Ghazal Aswad, N. (April 4-8, 2018). "The hand that rocks the cradle": Cross-cultural musings on the rhetorics of motherhood. Southern States Communication Association, Nashville, Tennessee.
- Ghazal Aswad, N. (November 16-19, 2017). Creating a legacy of imposter-free women. The 103rd National Communication Association Annual Convention, Dallas, Texas.
- Ghazal Aswad, N. (March 4-5, 2012). Opportunities and challenges facing Arab women in computing. Women in Computing in the Arab World, New York University, Abu Dhabi.

Research Reports

- Contributor (2014). UAE economic vision: Women in science, technology, and engineering. The Economist Intelligence Unit. Available at: <http://www.economistinsights.com/analysis/uae-economic-vision>

- Contributing Author (2014). Renewable energy and jobs. International Renewable Energy Agency Report, Abu Dhabi. Available at: <http://irena.org/REJobs.pdf>
- Lead Topical Contributor with Ferroukhi, R. & Renner, M. (2012). Jobs in renewable energy. Renewable 2012 Global Status Report, REN21.
- Coordinating Lead Author with Ferroukhi, R. & Lucas, H. (2012). Renewable energy jobs and access. International Renewable Energy Agency Report, Abu Dhabi.
- Coordinating Lead Author with Ferroukhi, R. & Lucas, H. (2012). Evaluating policies in the support of the deployment of renewable energy. International Renewable Energy Agency Policy Brief, Abu Dhabi.
- Contributing Author with Ferroukhi, R. & Lucas, H. (2012). Renewable energy jobs: Status, prospects, & policies. International Renewable Energy Agency Working Paper, Abu Dhabi.
- Contributing Author with Salem, F., Mourtada, R., Al-Dabbagh, M. & Gargani, G. (2011). The role of social media in Arab women's empowerment. Arab Social Media Report Dubai School of Government, November 2011, Dubai.
- Vidican, G., Ghazal Aswad, N. & Samulewicz, D. (2010). Expanding the role of women in science, technology and engineering in the United Arab Emirates. Research Report, Masdar Institute of Science and Technology, Abu Dhabi.
- Ghazal Aswad, N., Awad, E. & Kanaan, N. (2010). A comparative study of voluntary and mandatory standards in buildings and its applicability in the UAE: LEED VS. ESTIDAMA. Research Report, Masdar Institute of Science and Technology, Abu Dhabi.

Invited Media Appearances/Public Scholarship

- Ghazal Aswad, N., Pearlman, W., & van der Auweraert, P. (2020, June 24). The Brief (World Refugee Day). *A News*. <https://www.youtube.com/watch?v=wZfPT684vc8>

Invited Lectures

- Ghazal Aswad, N (2012, January 18). Accelerating the transition to renewable energy and energy efficiency in the Middle East. World Future Energy Summit, Emirates Wildlife Society- Emirates Wildlife Fund, Abu Dhabi.
- Ghazal Aswad, N. (2011, January 16). A comprehensive examination of the current status of women's involvement in higher education and the labour market: A baseline analysis of the United Arab Emirates. Global Foundries, Abu Dhabi.
- Ghazal Aswad, N., & Vidican, G. (2011, March 28). Expanding women's participation in science, technology and engineering in the UAE. Dubai School of Government, Gender and Public Policy Research Seminar Series, Dubai.

Editorial Responsibilities

Reviewer for National Communication Association (Critical and Cultural Studies Division).

Reviewer for Southern States Communication Association (Political Communication Division).

Training and Memberships

Phi Kappa Phi Honor Society

National Communication Association

Western States Communication Association

Southern States Communication Association

Rhetoric Society of America

Service

Nominating Chair of the Nominating Committee for Rhetoric and Communication Theory Division, NCA (2020-2021)

Secretary of WSCA Intercultural Communication Interest Group (2020-2021)

Member of the Credentials Committee at the 2021 WSCA Convention in Irvine, CA

2020 Graduate Student Mentorship

Student Representative Member, Hiring Committee for The University of Memphis
Department Chair of Communication & Film (2018)

Language Skills

English– native; Arabic – fluent