

Camden Rose Smith, Ph.D.

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Current Position

Assistant Professor of Strategic Communication

Communication & Digital Media Program
School of Liberal Arts & Sciences
University of North Texas at Dallas

Education

Ph.D., Mass Communication,

June 2025

Texas Tech University

PhD Co-Chairs: Dr. Margaret Bennett-Brown & Dr. Robert Peaslee

Dissertation: [The Camming \(in\)Experience: Examining Sexually Inexperienced Users Interactions on Camsites as Related to In-Person Sexual and Relationship Expectations](#)

M.A., Mass Communication

May 2022

Texas Tech University

MA Advisor: Dr. Kent Wilkinson

Thesis: [Mediating the migrant experience: Views on media from people who support migrants in Mexico](#)

B.A., Journalism

December 2018

Texas Tech University

Publications

Published & In Press Journal Articles (6)

Brammer, S. E., **Smith, C. R.**, & Essary, C. (in press). "We need an American Girl doll who ...": Reimagining and memeifying American Girl(hood) and fem(me)ininity in digital spaces. *Journal of Femininities*.

Smith, C. R., Brammer, S. E., Cloudy, J., Essary, C., & Perez, C. (2025). "RIP TOP G:" Rhetoric, responses, and realities surrounding the social media ban of Andrew Tate. *Violence Against Women*. <https://doi.org/10.1177/10778012251319308>

Gesselman, A. N., Kaufman, E. M., Campbell, J. T., Bennett-Brown, M., Blundell Osorio, M., **Smith, C.**, Piazza, M., & Moscovici, Z. (2025). The influence of erotic camsites on improving men's body comfort: A qualitative analysis of mechanisms. *PLOS ONE*, 20(2): e0318727. <https://doi.org/10.1371/journal.pone.0318727>

Bennett-Brown, M., **Smith, C.R.**, Brammer, S.E., & Chakraborty, J. (2024). Extending the communication during sexual activity model: What role does sexual communication self-efficacy

play? *Communication Research Reports*, 41(4), 221-231.
<https://doi.org/10.1080/08824096.2024.2402284>

Bennett-Brown, M., Chakraborty, J., Gesselman, A.N., **Smith, C. R.**, & Campbell, J.T. (2024). The impact of affectionate communication and emotional intelligence on sexual stress among college women. *Communication Reports*, 38(1), 59-73. <https://doi.org/10.1080/08934215.2024.2429071>

Riggs, R. E., Melhem, S., Perez, C., **Smith, C. R.**, & Punyanunt-Carter, N. M. (2023). Understanding American college students' perceptions of Asians on television. *Media Asia*, 50(1), 97-109.
<https://doi.org/10.1080/01296612.2022.2116535>

Published & In Press Book Chapters (1)

Peaslee, R. M., **Smith, C. R.**, Murray, H., Thompson, L., Abualcas, M., Asiri, H., Bailey, K., Bayat, V., Fisher, B., Ford, K., Nations, R., & Perez, C. (in press). "We felt like we were doing noble work": Local informational flows in the Texas South Plains during the COVID-19 pandemic. In B. Giezma (ed.) *Sowing the West Texas Wind: Misinformation Causes, Consequences, and Interventions*.

Revise & Resubmit (1)

Smith, C. R., Brammer, S. E., Cloudy, J., & Bennett-Brown, M. (under review). "*Having sex is not a comfortable conversation*": A report on the application of sexual scripts theory to negative communication during sexual activity in young adults.

Under Review (1)

Bennett-Brown, M., Tinuoye, M. O., **Smith, C. R.**, Gesselman, A. N., & Campbell, J. T. (under review). *Examining the Impact of Talk During Sex on Women's Sexual Satisfaction as Related to Depression Diagnosis and Medication Use*.

In Progress (4)

Smith, C. R., Bennett-Brown, M., Gesselman, A. N., & Kaufman, E. M. (in progress). *Analyzing the impact of partnered pornography use on talk during sexual activity*. Analysis Completed & Manuscript preparation is underway.

Smith, C. R., Brammer, S. E., Cloudy, J., & Bennett-Brown, M. (in progress). "*Using words to please each other*:" Analyzing the roles of communication in young adults' positive and negative sexual experiences. Thematic analysis completed & manuscript preparation is underway.

Brammer, S. E., Romann, L., Essary, C., Cloudy, J., & **Smith, C. R.** (in progress). Analyzing The Characteristics of and Persuasive Techniques in MAHA Messages in Instagram Reels and the Entativity of MAHA Supporters. Content analysis in progress.

Brammer, S. E., Milman, D., Milman, E., Cloudy, J., & **Smith, C. R.** (in progress). *Querying the LDS church's messages about sexuality and gender-diversity in 'Liahona'*. Thematic analysis completed & manuscript preparation is underway.

Conference Presentations

- Bennett-Brown, M., Tinuoye, M. O., **Smith, C. R.**, Gesselman, A. N., & Campbell, J. T. (2025, November). *Examining the Impact of Talk During Sex on Women's Sexual Satisfaction as Related to Depression Diagnosis and Medication Use*. National Communication Association (NCA) 111th Annual Convention in Denver, Colorado.
- Essary, C., Brammer, S. E., & **Smith, C. R.** (2025, November). *Perceptions of Humor as a Strategy to Communicate Wildlife Science Issues Online*. National Communication Association (NCA) 111th Annual Convention in Denver, Colorado.
- Smith, C. R.**, Bennett-Brown, M., Gesselman, A. N., Kaufman, E. M., & Campbell, J. T. (2025, July). *The camming (in)experience: Examining sexually inexperienced users approaches to offline romantic & sexual relationships*. Poster to be presented at the International Academy of Sex Research (IASR) 2025 Annual Meeting. Portland, Maine.
- Bennett-Brown, M., Gesselman, A.N., Kaufman, E.M., **Smith, C. R.**, & Downing, R. (2025, February). *Insecure attachment styles as related to using sex as a coping strategy within young adult romantic relationships*. Poster to be presented at the Close Relationships pre-conference at the annual meeting of the Society for Personality and Social Psychology in Denver, CO.
- Bennett-Brown, M., Chakraborty, J., Gesselman, A.N., **Smith, C. R.**, & Campbell, J. T. (2024, November). *The impact of affectionate communication and emotional intelligence on sexual stress among college women*. National Communication Association in New Orleans, Louisiana.
- Brammer, S. E., Romann, L., Essary, C., **Smith, C.**, & Cloudy, J. (2024, November). *Reeling in pseudoscience: Analyzing the persuasive characteristics of messages used to promote errant health claims in Instagram Reels* [Research in Progress Roundtable]. National Communication Association (NCA) 110th Annual Convention. New Orleans, Louisiana.
- Smith, C. R.**, Brammer, S. E., Cloudy, J., & Bennett-Brown, M. (2024, July). *"Using words to please each other:" Analyzing the roles of communication in young adults' positive and negative sexual experiences*. Poster to be presented at the International Academy of Sex Research (IASR) 2024 Annual Meeting. Berlin, Germany.
- Blundell-Osorio, M., Gesselman, A. N., Kaufman, E., Piazza, M., Moscovici, Z., **Smith, C. R.**, Bennett-Brown, M. (2024, July). *The impact of engagement with erotic camsites on male body comfort*. Poster to be presented at the International Academy of Sex Research (IASR) 2024 Annual Meeting. Berlin, Germany.
- Smith, C. R.**, Brammer, S. E., Cloudy, J., & Bennett-Brown, M. (2023, November). *"Having sex is not a comfortable conversation": Analyzing responses from young adults regarding their negative experiences during sexual activity*. National Communication Association (NCA) 109th Annual Convention. National Harbor, Maryland.
- Milman, E., Brammer, S. E., Cloudy, J., & **Smith, C. R.** (2023, November). *Querying the LDS church's messages about sexuality and gender-diversity in 'Liahona'*. [Research in Progress Roundtable].

National Communication Association (NCA) 109th Annual Convention. National Harbor, Maryland.

Bennett-Brown, M., **Smith, C. R.**, Tinuoye, M. O., Boye, M. K., & Gesselman, A. N. (2023, November). *Talk during sex positively relates to sexual satisfaction among emerging adults with depressive symptoms*. 2023 Annual Conference of The Society for the Scientific Study of Sexuality (SSSS). New Orleans, Louisiana.

Bennett-Brown, M., **Smith, C. R.**, Chakraborty, J., Gesselman, A. N. (2023, November). *Analyzing the impact of partnered pornography use on talk during sexual activity*. 2023 Annual Conference of The Society for the Scientific Study of Sexuality (SSSS). New Orleans, Louisiana.

Smith, C. R., Brammer, S. E., & Essary, C. (2023, September). "You Can Be Anything": STEMinist Barbie through the eyes of real-life women-scientists [Abstract]. Global Fusion Conference 2023 - Renewing a Disconnected World: Toward Connectivity, Equity and Justice. Austin, Texas.

Bennett-Brown, M. & **Smith, C. R.** (2023, August). *Analyzing the impact of partnered pornography use on talk during sexual activity*. Poster to be presented at the Annual Meeting of the International Academy of Sex Research. Montreal, Canada.

Smith, C. R., Brammer, S. E., Perez, C., Cloudy, J., Essary, C. (2023, May 25). *"RIP TOP G:" Rhetoric, responses, and realities surrounding the social media ban of Andrew Tate*. 73rd Annual International Communication Association (ICA) Conference. Toronto, Canada.

Bennett-Brown, M., **Smith, C. R.**, Brammer, S. E., & Downing, R. (2023, May 18). *Sexual self-efficacy and talk during sex related to sexual satisfaction for emerging adults*. International Association for Relationship New Scholar Workshop and Mini-Conference on Resilience in Interpersonal and Social Environments. Phoenix, Arizona.

Smith, C. R., & Brammer, S. E. (2023, April 21). *Cutting-edge sex work: A feminist analysis of r/OnlyFansAdvice in three Acts*. 39th All-University Annual Conference on the Advancement of Women. Lubbock, Texas.

Riggs, R. E., Melhem, S., Perez, C., **Smith, C. R.**, & Punyanunt-Carter, N. M. (2022, Nov. 17-20). *Understanding American college students' perceptions of Asians in the media*. National Communication Association (NCA) 108th Annual Convention. New Orleans, Louisiana.

Brammer, S. E., & **Smith, C. R.** (2022, October 15). *From the canvas to the screen: A feminist exploration of traditional and mediated depictions of nudity*. Global Fusion 2022: (Re)connecting in a divided world. Philadelphia, Pennsylvania.

Smith, C. R. (2022, October 15). *Mediating the migrant experience: Views on media from people who support migrants in Mexico*. Global Fusion 2022: (Re)connecting in a divided world. Philadelphia, Pennsylvania.

Smith, C. R., Brammer, S. E., & Peaslee, R. M. (2022, May 28). *"I swear some of these guys don't even like women": Pressure, empowerment, support, and despair among OnlyFans content creators on Reddit*. 72nd Annual International Communication Association (ICA) Conference. Paris, France.

Smith, C. R. (2021, April 22). *Framing the 'other': Examining immigrant identity through media representations*. 6th Annual Texas Tech Hispanic/Latinx Research & Creativity Symposium [virtual due to COVID-19]. Lubbock, Texas.

Smith, C. R. (2020, April 17). *Life after deportation: Examining identity, belonging, & concepts of home*. 36th Annual Conference on the Advancement of Women. Lubbock, Texas. [Canceled due to COVID-19].

Teaching Experience

Average student evaluation of instructor effectiveness across 20 classes: 4.5/5

University of North Texas at Dallas Dallas, Texas

Introduction to Strategic Communication

(Fall 2025 (current))

Assistant Professor

Responsibilities: Teach a course on the foundations of strategic communication, emphasizing writing, history, practice, ethics, professional opportunities, and the field's challenges. Additionally, demonstrate the importance of contemporary global strategic communication perspectives and diversity issues. Create a new syllabus and schedule. Grade all student work. Average enrollment = 25.

PR Event Planning, Development, & Design

(Fall 2025 (current))

Assistant Professor

Responsibilities: Teach a course on PR planning and executing sporting, entertainment, and corporate events, trade shows, and exhibitions with emphasis on pre-planning, budget preparation, advertising, and public relations. The course also explores the design, planning, and development of integrated marketing campaigns. Create a new syllabus and schedule. Grade all student work. Average enrollment = 25.

New Media Literacies

(Fall 2025 (current))

Assistant Professor

Responsibilities: Teach a course on the study and exploration of the changing nature of literacy in a digital world. This course traces the development of new literacies through the use and understanding of new media tools, platforms, and communities. Create a new syllabus and schedule. Grade all student work. Average enrollment = 25.

Texas Tech University Lubbock, Texas

Visual Communication

(Summer 2025 - online format; Spring 2025; Fall 2024; Summer 2024 - online format; Spring 2024; Fall 2023; Spring 2023; Fall 2022)

Instructor of Record

Responsibilities: Teach a course on photographic techniques and visual design, including message interpretation, evaluation, recent trends, theories of visual perception, representation, and the use of

images in media. Facilitate weekly discussions about the theoretical underpinnings and industry standards of visual production. Create a new syllabus and schedule. Grade all student work. Average enrollment = 55.

Ethnicity, Race, & Gender in the Media

(Summer 2023 - online format; Summer 2022 - online format)

Instructor of Record

Responsibilities: Teach a course on ethnicity, race, gender, class, and sex/sexuality in various facets of mass and interactive media, including production, representation, ownership/control, employment, marketing, and audience reception. Introduce historical, contemporary, and international/intercultural perspectives. Assign weekly discussion boards and reflection papers for students to engage with the course material in both a social and personal way. Create a new syllabus and schedule. Grade all student work. Average enrollment = 30.

Visual Storytelling

(Summer 2022 - online format; Spring 2021; Fall 2020)

Instructor of Record

Responsibilities: Teach a course on the theory and practice of visual storytelling, including using visual media technology as the vehicle through which such 'story' is produced and told. Offer perspectives from industry content creators and media audiences to establish a relationship between visual imagination and communicating with images, whether still or moving, in an editorial manner. Create a syllabus and schedule based on the previous semester. Grade all student work. Average enrollment = 350 (35 for online formats).

Introduction to Digital & Social Media

(Spring 2022)

Instructor of Record

Responsibilities: Teach a course that introduces the online world of interactive digital and social media and its effects on individuals, society, and communication-related professions, such as journalism, advertising, public relations, and organizational communication. Create a syllabus and schedule based on the previous semester. Grade all student work. Average enrollment = 111.

Communicating in a Global Society

(Fall 2021)

Instructor of Record

Responsibilities: Teach a course on the themes and processes of intercultural communication, global media, and globalization, attending to the effects and implications of those processes for communication. Provide the foundation for students to become effective communicators with others in an increasingly diverse global society. Emphasize both intercultural and international communication as well as connections between them. Create a syllabus and schedule based on the previous semester. Grade all student work. Average enrollment = 108.

Business & Professional Communication

(Spring 2020; Fall 2019; Spring 2019; Fall 2018; Spring 2018)

Assistant Course Director & Lab Instructor

Responsibilities: Lead two weekly lab sections examining business and professional communication and public speaking fundamentals. Assist the supervising instructor with weekly large lectures, course management, course orientations, and mentoring new lab instructors. Grade lab student's work. Average enrollment = 50 (500 students for large lecture).

Awarded Funding & Scholarships

\$3,000	2024 - 2025	Helen DeVitt Jones Graduate Fellowship in the College of Media & Communication
\$500	2024 - 2025	Thomas Jay Harris Endowed Graduate Fellowship
\$3,000	2023 - 2024	Helen DeVitt Jones Graduate Fellowship in the College of Media & Communication
\$1,000	Spring 2023	Harris Institute for Hispanic & International Communication Funding
\$3,000	2022 - 2023	Helen DeVitt Jones Graduate Fellowship in the College of Media & Communication
\$2,500	Spring 2022	Harris Institute for Hispanic & International Communication Funding
\$3,000	2021 - 2022	Helen DeVitt Jones Graduate Fellowship in the College of Media & Communication
\$2,000	Spring 2021	Kelsey Lauren Kidd Memorial Scholarship
\$750	Sum. 2020	Harris Institute for Hispanic & International Communication Scholarship
\$2,000	Fall 2020	Kelsey Lauren Kidd Memorial Scholarship

Invited Presentations & Guest Lectures

Spring 2025	<i>"Qualitative research methods: Capturing & documenting culture, identity, & experiences through an interpretive lens"</i> Guest Lecturer COMS 3302: Communication Research Methods Texas Tech University
Spring 2025	<i>"A personal narrative of scholarships as shaping the academic journey"</i> Ph.D. Representative & Keynote Speaker Spring Scholarship Luncheon Texas Tech University
Spring 2025	<i>"Informing a just society: A case study in journalist identity, activism, & politics"</i> Guest Lecturer JOUR 3355: Media Ethics Texas Tech University
Spring 2024	<i>"Qualitative data analysis: Immersing yourself in the data, identifying emergent themes, and writing with rich description"</i> Guest Lecturer PRSC 4380: Applied Public Relations Research Texas Tech University
Spring 2023	<i>"Feminist standpoint theory: Epistemology, objectivity, & criticism"</i> Guest Lecturer COMS 3301: Communication Theory Texas Tech University

Fall 2022	<i>"Getting ready for remarkable results: Thinking through the thesis process"</i> Facilitator of Roundtable Session CoMC Graduate Student Society Texas Tech University
Fall 2022	<i>"Representation & othering"</i> Guest Lecturer MCOM 2301: Visual Storytelling Texas Tech University
Fall 2022	<i>"Representation & stereotyping"</i> Guest Lecturer MCOM 3000: Theories of Media & Communication Texas Tech University
Fall 2022	<i>"File management guidelines"</i> Guest Lecturer ADV 3361: Advertising, Design & Branding Texas Tech University
Spring 2018	<i>"Networking & career research interviewing"</i> Large Lecture Presenter MCOM 2310: Business & Professional Comm Texas Tech University

Academic Memberships & Service

Memberships & Affiliations

Research Affiliate	<u>Virtual Intimacy, Behavioral Engagement, and Sexuality Research Team (KI-VIBES)</u> The Kinsey Institute at Indiana University
Affiliate	<u>Thomas Jay Harris Institute for Hispanic & International Communication</u> Texas Tech University
Member	National Communication Association (NCA)
Member	International Communication Association (ICA) <i>Divisional membership: Feminist Scholarship</i>

Service

Spring 2025	Graduate Committee Member	CoMC Graduate Student Grade Appeal Committee Texas Tech University
2024 - present	Peer Reviewer	<i>Southern Communication Journal</i>
2023 - present	Paper Reviewer	National Communication Association (NCA) LGBTQIA+ division
2022 - present	Paper Reviewer	International Communication Association (ICA) Feminist Scholarship Division

Professional Experience

- Spring 2022** **Curriculum Consultant**
Asbury Theological Seminary | Tulsa, OK
Assisted with a research-based curriculum on death, dying, & bereavement. I guided the author with conducting and thematically analyzing semi-structured interviews used to develop a website that will be assigned as required graduate course material in Fall 2022.
- Summer 2020** **Strategic Media & Communication Consultant,**
Built an individualized strategic communication campaign plan for Cyd Wicker, a fine portrait artist from Minneapolis.
- Summer 2020** **Graduate Assistant,** Texas Tech University
College of Media & Communication Graduate Department
Supervisor: Coy Callison, Ph.D.
Assisted the graduate department with marketing, recruiting, and advertising.
- 2018 - 2019** **Intern,** Fox 34, Lubbock, TX
Authored broadcast content and news stories; edited video news packages; assisted producers, reporters, and anchors.
- 2018 - 2019** **Photographer & Videographer,** Texas Tech University
College of Human Sciences Marketing Office
Produced videography and photography content; composed online news stories such as alumni profiles and blog posts; social media marketing.
- Spring 2016** **Radio Co-Host,** Fort Lewis College, Durango, CO
KDUR Durango
Functioned as a co-host of a three-hour weekly radio segment; coordinated music selection, advertising, and interviews; assisted in discovering new music artists.
- 2014 - 2016** **Graphic Designer & Photographer,** Fort Lewis College, Durango, CO
The Independent News Magazine
Coordinated multimedia elements with news stories to design print spreads.