

Anna Klyueva
Assistant Professor of Communication/Public Relations

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Education

- Ph.D. in Mass Communication**, University of Oklahoma
Gaylord College of Journalism and Mass Communication
Emphasis: Strategic communication
Dissertation: “Strategic Narratives of Public Diplomacy and the Enactment of Soft Power: An Exploratory Study”
- M.A. in Journalism and Mass Communication**, University of Oklahoma
Gaylord College of Journalism and Mass Communication
Emphasis: Public relations
Thesis: “An Exploratory Study of Media Transparency in the Urals Federal District of Russia”
- B.S. in Economics**, Khujand State University
School of Financial Management

Academic Appointments

- 2014 – **Assistant Professor of Communication/Public Relations, UHCL**
Social Media, Public Relations Writing, Principles of Public Relations, Public Relations Campaigns, Research Topics in Social Media, Crisis Communication.
- 2011-2013 **Assistant Professor of Public Relations, University of Oregon**
Strategic Writing and Media Relations, Strategic Planning in Public Relations, Principles of Public Relations, Independent reading on public diplomacy.
- 2010-2011 **Instructor, University of Oklahoma**
Public Relations Writing, Introduction to Public Relations

Professional Experience

2017	Public Relations Consultant ITServe, Dallas, TX
2014 – 2017	Public Relations Consultant OnlineVisas, Norman, OK
2013 – 2014	Public Relations Consultant HIV Alliance, Eugene, OR
2007	Corporate Communications Department of Advertising, Promotions, and Corporate Communications American Airlines, Dallas, TX.
2004 – 2006	Senior Public Relations Specialist Ural Airlines, Yekaterinburg, Russia.
2003 – 2004	Public Relations Officer Mercy Corps, Ferghana Valley, Central Asia.
2002 – 2003	Managing Editor Information and Analytical Agency “Varorud”, Khujand, Tajikistan.
1999 – 2002	Managing Editor Media company “Tiroz” (TV production, Radio, Advertising agency), Khujand, Tajikistan.

Publications

Peer-reviewed journal articles:

Klyueva, A., & Mikhaylova, A. (2017). Building the Russian World: Cultural diplomacy of the Russian language and cultural identity. *JOMEC: Journalism, Media and Cultural Studies Journal*, 11, 125-143.

Klyueva, A. (2016). Taming online political engagement in Russia: Disempowered publics, empowered state and challenges of the Fully Functioning Society. *International Journal of Communication*, 10, 4661-4680. [5th among all [Humanities, Literature & Arts journals](#) and 7th among [Communication journals](#)]

Klyueva, A., & Tsetsura, K. (2015). Economic foundations of morality: Questions of transparency and ethics in Russian journalism. *Central European Journal of Communication*, 1 (14), 21-36.

Yang, A., **Klyueva, A.**, & Taylor, M. (2012). Beyond a dyadic approach to public diplomacy: Understanding relationships in multipolar world. *Public Relations Review*, 38(5), 652-664.

Yang, A., & **Klyueva, A.** (2012). Rising civil power in China: A study of Chinese NGOs networks in the cyberspace. *Journal of Communication Studies*, 14, 40-57.

Klyueva, A., & Yang, A. (2011). Media coverage of a controversy between ENGOs and a paper company in China: A case study. *Journal of Global Affairs*, 2, 89-107.

Klyueva, A., & Tsetsura, K. (2011). News from the Urals with love and payment: The first look at non-transparent media practices in the Urals Federal District of Russia. *Russian Journal of Communication*, 4(1/2), 72-93.

Klyueva, A., & Tsetsura, K. (2010). Media non-transparency research: A case of Romania. *Public Relations Journal*, 4(4), 1-24. Available online at <http://www.prsa.org/Intelligence/PRJournal>.

Beard, F., & **Klyueva, A.** (2010). George Washington Hill and the 'Reach for a Lucky...' campaign. *Journal of Historical Research in Marketing*, 2(2), 148-165.

Refereed book chapters:

Klyueva, A., & Yang, A. (forthcoming). Saving face in the digital age: Towards an integrated model of media selection in intercultural communication settings. In N. Bilge & M. Marino (Eds.) *Reconceptualizing New Media and Intercultural Communication in a Networked Society*. Hershey, PA: IGI Global.

Klyueva, A. (in press). Branding a Law Firm Online. In B. Saint John III (Ed.), *Cases in Public Relations Strategy*. Thousand Oaks, CA: Sage Publications.

Tsetsura, K., Kruckeberg, D., **Klyueva, A.** (2017). The global study of media transparency. In K. Tsetsura & D. Kruckeberg, *Transparency, Public Relations and the Mass Media: Combating the Hidden Influences in News Coverage Worldwide* (pp. 76-100). New York: Taylor and Francis/Routledge (Research in Journalism Series).

Klyueva, A., & Tsetsura, K. (2015). Strategic aspects of Russia's cultural diplomacy in Europe: Challenges and opportunities of the 21st Century. In A. Catellani, R. Trench, & A. Zerfass (Eds.), *Communication ethics in a connected world* (pp. 175 - 198). Brussels: P.I.E. Peter Lang.

Tsetsura, K., & **Klyueva, A.** (2012). Comparing public relations. In T. Hanitzsch & F. Esser (Eds.), *Handbook of comparative communication research* (pp. 276 -288). New York: Routledge Taylor & Francis Group (ICA series publication).

Klyueva, A. (2010). Media and its news sources: Exploring perceived factors of influence on media in the Urals Federal District of Russia (Medya ve Medyanın Haber Kaynakları: Rusya'nın Urallar Federal Bölgesi'nde Medya Üzerindeki Farkedilen Etki Ögelerinin Araştırılması). In C. Bilgili & N. T. Akbulut (Eds.), *Media Critics 2010* (pp. 59-82). Istanbul, Turkey: Beta Academic (English and Turkish editions).

Refereed online publications:

Klyueva, A. (2009). An integrated model of media selection in strategic communication campaigns. *Institute for Public Relations Research Reports: Media Relations*. Available at <http://www.instituteforpr.org/media-selection-strategic-communication-campaigns/>

Encyclopedia entries:

Klyueva, A. (2017). Nerazreshimiy conflict [Intractable conflict]. English to Russian translation of the Key Concept in Intercultural Dialogue. *Center for Intercultural Dialogue*. Available at: <https://centerforinterculturaldialogue.org>

Klyueva, A. (2014). Indexonensorship.org. In K. Harvey (Ed.), *Encyclopedia of social media and politics*. (Vol. 9, pp. 666-667). Thousand Oaks, CA: SAGE Publications, Inc.

Klyueva, A. (2014). Web metrics. In K. Harvey (Ed.), *Encyclopedia of social media and politics*. (Vol. 24, pp. 1369-1371). Thousand Oaks, CA: SAGE Publications, Inc.

Klyueva, A. (2014). DipNote. In K. Harvey (Ed.), *Encyclopedia of social media and politics*. (Vol. 4, pp. 403-404). Thousand Oaks, CA: SAGE Publications.

Klyueva, A. (2013). Trolling. In R. Heath (Ed.), *Encyclopedia of Public Relations* (pp. 933-934). Thousand Oaks, CA: Sage Publications.

Peer-reviewed Commissioned Research and Evaluation Reports

Tsetsura, K., & **Klyueva, A.**, Kochigina, A. (2015). *Slovar' terminov po izmereniu I ocenke effektivnosti svyazey s obshestvennost'u*. English to Russian translation of the Public Relations Dictionary on Measurement and Evaluation by Don Stacks and Shannon Bowen. Special publication of the Institute for Public Relations. Available at: <http://www.instituteforpr.org/russian-dictionary/>

Tsetsura, K., Grynko, A. & **Klyueva, A.** (2012). *Ukraine: Case study on donor support to independent media, 1990-2010*. Commissioned research report prepared for the Internews Network, USA and the World Bank, sponsored by the Bill and Melinda Gates Foundation and the World Bank. Available at: <http://www.mediamapresource.org/wp-content/uploads/2011/04/Ukraine.pdf>

Published Peer-reviewed Conference Proceedings

Klyueva, A., & Tsetsura, (2015). Ethical aspects of Russia's cultural diplomacy: Challenges and opportunities in the 21st century. *Published proceedings of the European Public Relations Education and Research Association*. University of Vienna, Austria.

Tsetsura, K., & **Klyueva, A.** (2010). Ethicality of media opacity as a predictor of acceptance of non-transparent media practices among the Romanian media professionals. *Proceedings of the 13th Public Relations Research Conference* (p. 796). Miami, FL: University of Miami.

Klyueva, A. (2008). An exploratory study of media transparency in the Urals Federal District of Russia. *Proceedings of the 11th Public Relations Research Conference* (pp. 397-425). Miami, FL: University of Miami.

Manuscripts Under Review

Klyueva, A. [Under review]. Four public relations approaches to public diplomacy. *Public Relations Review*.

Klyueva, A. [Under review]. Defending Russia's brand: Trolls, bots, and online media. *European Journal of Cultural Studies*.

Ngondo, P., & **Klyueva, A.** [Under review]. Fear appeals in road safety advertising: An analysis of the controversial social marketing campaign in Russia. *Russian Journal of Communication*.

Competitive Conference Papers

Klyueva, A., & Ngondo, P. (2017, November). *The Legacy and Relevance of Public Relations Ethics in the Digital Age: An analysis of published work*. Paper accepted for presentation at the Annual Convention of the National Communication Association, Dallas, TX.

Ngondo, P. & **Klyueva, A.** (2017, April). *PR ethics goes digital: Past, present and future trends*. Paper presented at the PRSA Educators Academy, Waco, TX.

Klyueva, A. (2017, February). *Organic public diplomacy as the CSR of states*. Paper presented at the Annual Convention of the International Studies Association, Baltimore, ME.

Klyueva, A. (2016, November). *Four public relations approaches to public diplomacy: What's next?* Paper presented at the Annual Convention of the National Communication Association, Philadelphia, PA.

Klyueva, A. (2016, November). *Ethical issues of online political engagement: Trolls, bots and online media*. Paper presented at the Annual Convention of the National Communication Association, Philadelphia, PA.

Klyueva, A. (2016, March). *Soft power conversion strategies: Leveraging public relations and public diplomacy*. Paper presented at the International Public Relations Research Conference, Miami, FL.

Klyueva, A., & Kochigina, A. (2016, March). *When corporate social responsibility meets foreign policy: Organic public diplomacy or how non-state actors capitalize on the state's public diplomacy*. Paper presented at the International Public Relations Research Conference, Miami, FL.

Klyueva, A. (2015, November). *Embracing opportunities: How Russian government uses social media to manage political engagement*. Paper presented at the Annual Convention of the National Communication Association, Las Vegas, NV.

Klyueva, A. (2015, November). *Embracing opportunities and maximizing profit: How non-state actors capitalize on the state's public diplomacy*. Paper presented at the Annual Convention of the National Communication Association, Las Vegas, NV.

Klyueva, A. (2015, November). *Embracing opportunities: Humanitarian cooperation as Russia's cultural diplomacy*. Paper presented at the Annual Convention of the National Communication Association, Las Vegas, NV.

Klyueva, A. (2015, July). *Interdisciplinary approach to public diplomacy as global strategic communication: Comparing Russian and Western perspectives*. Paper presented at the International Conference "Communication as a Discipline and as a Field: Sharing Experiences to Construct Dialogue", Moscow, Russia.

Klyueva, A. (2014, November). *The presence of the past in public diplomacy: Problematizing the use of soft power in public diplomacy conceptualizations*. Paper presented at the annual convention of the National Communication Association, Chicago, IL. [Top paper]

Klyueva, A., & Tsetsura, K. (2014, November). *Human dignity, professional integrity and economic conditions: Transparency and ethics in Russian journalism*. Paper presented at the annual convention of the National Communication Association, Chicago, IL.

Klyueva, A., Luoma-aho, V., & Grynko, A. (2014, November). *The politics of communication: How understanding of the field of mass communication in Russia can explain differences in coverage of the Crimean crisis in the Russian, Ukrainian, and Finnish media*. Paper presented at the annual convention of the National Communication Association, Chicago, IL.

Klyueva, A., & Tsetsura, K. (2014, September). *Ethical aspects of cultural diplomacy of Russia*. Paper presented at the European Public Relations Education and Research Association, Brussels, Belgium.

Klyueva, A. (2014, April). *Formalization of media bribery in the Urals Federal District of Russia*. Paper presented at the 20th Annual Northwest Conference of the Russian, East European and Central Asian Studies Association, Portland, OR.

Klyueva, A. (2013, November). *Testing an integrated model of media selection*. Paper presented at the annual convention of the National Communication Association, Washington, D.C.

Klyueva, A. (2011, November). *Reconciling voices in public diplomacy scholarship: Contested and evolving meaning of public diplomacy as public relations*. Paper presented at the annual convention of the National Communication Association, New Orleans, LA.

Klyueva, A., & Sommerfeldt, E. (2011, November). *Voices from across the Atlantic: Reflections on U.S. and European public relations scholarship*. Paper presented at the annual convention of the National Communication Association, New Orleans, LA.

Klyueva, A. (2011, August). *Two-level games and the issue of ratification in the global public sphere: A case of Russia-Ukraine gas dispute 2008-09*. Paper presented at the annual convention of the Association for Education in Journalism and Mass Communication, Saint Louis, MO.

Yang, M., **Klyueva, A.**, & Taylor, M. (2011, August). *A relational approach to public diplomacy in a multipolar world: Building public relations theory by analyzing the U.S.-Russia-China relationship*. Paper presented at the international conference “The Future of U.S.-Chinese Media Communication and Public Diplomacy in a Post-Crisis World”, Amherst, MA.

Klyueva, A., & Tsetsura, K. (2011, March). *Media transparency in the communist and post-communist countries: Examining media practices cross-nationally*. Paper presented at the International Public Relations Research Conference, Miami, FL.

Klyueva, A., & Ngondo, P. (2010, November). *Researching ourselves to death: What public relations research really tells us*. Paper presented at the annual convention of the National Communication Association, San Francisco, CA. **[Top student paper]**.

Klyueva, A. (2010, November). *Necessary but incompatible: How Russian oil and gas giant Gazprom prioritized its stakeholders during Russia-Ukraine gas dispute 2008-09*. Paper presented at the annual convention of the National Communication Association, San Francisco, CA.

Ngondo, P., & **Klyueva, A.** (2010, November). *Road safety and fear appeals: An analysis of the controversial social marketing campaign in Russia*. Paper presented at the annual convention of the National Communication Association, San Francisco, CA.

Klyueva, A. (2010, August). *Return to public diplomacy: A review of the published work*. Paper presented at the annual convention of the Association for Education in Journalism and Mass Communication, Denver, CO.

Tsetsura, K., & **Klyueva, A.** (2010, June). *Matters of global strategic communication: Exploring dimensions of media opacity and effects on media credibility*. Paper presented at the annual convention of the International Communication Association, Singapore.

Klyueva, A., & Ngondo, P. S. (2010, March). *Best practices in public relations: Practitioners' perceptions versus academic research findings*. Paper presented at the International Public Relations Research Conference, Miami, FL.

Tsetsura, K., & **Klyueva, A.** (2010, March). *Ethicality of media opacity as a predictor of acceptance of non-transparent media practices among the Romanian media professionals*. Paper presented at the International Public Relations Research Conference, Miami, FL.

Yang, A., & **Klyueva, A.** (2009, November). *NGOs' activities and the advancement of the environmental protection issue of Kekexili Nature Reserve to Chinese public agenda: A content analysis*. Paper presented at the annual conference of the Southwest Education Council for Journalism and Mass Communication, Arlington, TX.

Klyueva, A., & Yang, A. (2009, November). *Communicating effectively while saving face: Towards an integrated model of media selection in intercultural communication settings*. Paper presented at the annual convention of the National Communication Association, Chicago, IL.

Yang, A., & **Klyueva, A.** (2009, November). *Natural disaster as a catalyst for building civil society: A case study of the Sichuan earthquake in China*. Paper presented at the National Communication Association, Chicago, IL.

Beard, F., & **Klyueva, A.** (2009, August). *"Reach for a Lucky instead of a sweet": A history of advertising's most controversial campaign*. Paper presented at the annual convention of the Association for Education in Journalism and Mass Communication, Boston, MA.

Klyueva, A. (2009, August). *Media environment for public relations practice: Perceived influences on media in the Urals Federal District of Russia*. Paper presented at the annual convention of the Association for Education in Journalism and Mass Communication, Boston, MA.

Klyueva, A., & Tsetsura, K. (2009, August). *Media practices in the Urals Federal District of Russia: Examination of the non-transparent practices at three levels*. Paper presented at the annual convention of the Association for Education in Journalism and Mass Communication, Boston, MA.

Klyueva, A., & Yang, A. (2009, May). *Media transparency in action: A case study of media coverage of a controversy between ENGOs and a paper company in China*. Paper presented at the annual convention of the International Communication Association, Chicago, IL.

Klyueva, A. (2009, March). *Rich communication through lean media*. Paper presented at the International Public Relations Research Conference, Miami, FL.

Klyueva, A. (2009, March). *Factors of influence on media and public relations practice in the Urals Federal District of Russia*. Paper presented at the Mid-Winter conference of the Association for Education in Journalism and Mass Communication, Norman, OK.

Yang, A., & **Klyueva, A.** (2009, March). *The Internet and the empowerment of ENGOs in China: A comparative content analysis*. Paper presented at the Mid-Winter conference of the Association for Education in Journalism and Mass Communication, Norman, OK.

Klyueva, A. (2008, March). *An exploratory study of media practices in the Urals Federal District of Russia*. Paper presented at the International Public Relations Research Conference in Miami, FL.

Invited Conference Presentations

Klyueva, A., & Tsetsura, K. (February, 2014). *Cultural diplomacy of Russia: Challenges and Opportunities of the 21st Century*. Paper presented at the Center for Public Diplomacy Annual Conference “A New Era in Cultural Diplomacy: Rising Soft Power in Emerging Markets,” Los Angeles, CA.

Conference Panel Presentations

Klyueva, A. (2016). *Communication’s ethics callings: Exploring issues of public relations and digital media ethics*. Organizer of a competitively chosen panel at the National Communication Association Convention, Philadelphia, PA.

Klyueva, A. (November, 2009). *Media practices around the world: Developing a global understanding of media transparency*. Report presented at the competitively chosen panel at the National Communication Association Convention, Chicago, IL.

Panel Chair/Respondent

NCA annual convention (2016). Public Relations Division, Panel Chair “*Top Student Papers in Public Relations*”.

NCA annual convention (2010). Public Relations Division, Panel Chair “*Public Relations Education for Global Readiness: Theory, Practice, and Pedagogical Initiatives*”.

NCA annual convention (2009). Public Relations Division, Organizer of the panel “*Media practices around the world: Developing a global understanding of media transparency*”.

Awards and Recognitions

Top Faculty Paper in Public Relations	National Communication Association, Public Relations Division (2014)
Literati Network Award for Excellence Top Highly Commended Article 2011	Research article “George Washington Hill and the ‘Reach for a Lucky...’ Campaign” <i>Journal of Historical Research in Marketing</i> (2010)
Kappa Tau Alpha	National Journalism Honor Society (inducted 2011)
Top Paper Award	National Communication Association, Public Relations Division (2010)
3rd place in the university-wide graduate research competition	Creative exhibition (2009) Research presented at the Student Research and Performance Day, University of Oklahoma
Certificate of Merit - Government recognition for the contribution to the work of regional television	Media company “Tiroz” (2000) Khujand, Tajikistan
Certificate of Merit - Government recognition for the work reflecting the life of youth in mass media	TV-station SM 1 (1999) Khujand, Tajikistan

Research Activity

Fall 2016 – Spring 2017	Researcher FRSF grant “Public relations ethics in the digital age: Toward a code of Ethics Engagement on Social Media”
Fall 2013 – Spring 2014	Researcher Research Study: “Soft power as an enabling or disabling environment for public diplomacy practice: The case of U.S. public diplomacy efforts in Russia”
Spring 2011	Media Researcher (Independent contractor) The Media Map Project Internews Network, Kiev, Ukraine

Fall 2009 – Spring 2010	Co-researcher Research Study “Media Transparency in Romania” In cooperation with the Forum for International Communication, Bucharest, Romania PI: Dr. Katerina Tsetsura
Summer 2009	Research Assistant Research Study “Diversifying Diverse Publics: A Study of Media Use by American Indians” Funded by University of Oklahoma Foundation PI: Dr. Katerina Tsetsura Co-investigator: Dr. Meta Carstarphen
Spring 2009	Research Assistant Research Study “Questions of Transparency and Ethics in Russia” PI: Dr. Katerina Tsetsura
Fall 2008	Research Assistant Research Study “A History of Advertising’s Most Controversial Campaign” PI: Dr. Fred Beard
Fall 2008	Research Assistant Research Study “Global Survey of Media Transparency” PI: Dr. Katerina Tsetsura

Grants and Fellowships

New course development grant	UHCL New Online Course Development Initiative - \$4000 (2016)
FRSF	UHCL Faculty Research Support Fund - \$5200 (2016-2017)
FDSF (Travel Grant)	Faculty Development Support Fund (Fall 2014; Summer 2015, Fall 2015; Spring 2016, Fall 2016)
Gaylord Family Scholarship	Gaylord College of Journalism and Mass Communication (2009- 2011)
E. Muskie Fellow for Graduate Study 2006-2008	IREX (2006-2008) Funded by the United States Agency for International Development

Graduate Students Advising

- **Project**

Committee member, Stephanie Romero, 2014-2016

Committee member, Laura Marin, 2016

- **Thesis**

Committee Chair, Jessica Wyers, 2016-2017

Committee member, Connie Chandler, 2012-2013

- **Comprehensive Master's Exam**

Committee Chair, Megan Claire, 2016

Committee member, Jon Hill, 2016

- **Dissertation, General Examination**

Committee member, Ericka Ciszek, 2012-2013

Service Activities

- 2017**
 - Blind reviewer for a peer-reviewed academic journal *Public Relations Review*
- 2016**
 - Reviewer for Public Relations Division of the International Communication Association
 - Reviewer for Public Relations Division of the National Communication Association
- 2015**
 - Reviewer for Public Relations Division of the International Communication Association
 - Reviewer for Public Relations Division of the National Communication Association
- 2014**
 - Reviewer for Eurasian Communication Association of North America (NCA affiliate)
 - Reviewer for Public Relations Division of the International Communication Association
 - Portfolio reviewer for the public relations campaigns class, winter and spring quarters
- 2013**
 - Member of the Russian and East European Studies Committee, University of Oregon
 - Faculty adviser for student-run PR agency AHPR, account "Housing Project", FA12-SP13
 - Portfolio reviewer for the public relations campaigns class, winter and spring quarters
 - Mock portfolio reviewer for portfolio workshop in winter and spring
 - Resume reviewer for PRSSA's "Resume speed-dating" event
- 2012**
 - Reviewer for Russian Communication Association (NCA affiliate)
 - Reviewer for Public Relations Division of the National Communication Association

- 2011
 - Reviewer for special issue of Public Relations Review on Pedagogy
 - Reviewer for Russian Communication Association (NCA affiliate)
 - Reviewer for Public Relations Division of the National Communication Association

- 2010
 - Reviewer for Public Relations Division of the International Communication Association
 - Reviewer for Russian Communication Association (NCA affiliate)
 - Reviewer for Public Relations Division of the National Communication Association

- 2009
 - Reviewer for Public Relations Division of the International Communication Association
 - Member of the committee for Zenith Awards, a statewide public relations student contest
 - Secretary of the Russian Speaking Student Association, University of Oklahoma.

Professional Organizations

- Association for Education in Journalism and Mass Communication
- International Communication Association
- National Communication Association
- Russian Communication Association