Afrooz Mosallaei (A.B.D.)

A mixed-methods digital media & policy researcher, examining visual communication on social media in the context of climate change & social movements.

✉ afrooz.mosallaei@rutgers.edu | ⌂ afroozmosallaei.com | in afrooz-mosallaei | 🐦 @afroozmsl

EDUCATION

Ph.D. in Journalism & Media Studies
Rutgers University

New Brunswick, NJ
2021 – May 2025

- **School of Communication & Information**
- Dissertation: *Navigating climate change news: Exploring platformization of climate-related news on Instagram*
- Primary advisor: Prof. Lauren Feldman
- GPA: 4.00

M.S. in Communication, Culture, & Media
Drexel University

Philadelphia, PA
2021

- GPA: 4.00

B.A. in Photography
University of Tehran

Tehran, Iran
2018

- GPA: 3.76 (First-ranked)

RESEARCH AFFILIATIONS

Research Affiliate
Yale Program on Climate Change Communication, Yale University

New Haven, CT
2024 –

- Collaborating with the experimental research team to examine the effectiveness of heat wave news imagery.

Media Policy Research Fellow
Free Press

Washington, D.C.
June – July 2024

- **Fellowship awarded by the Consortium on Media Policy Studies (COMPASS)**, a program of the University of Pennsylvania and Rutgers University's Media, Inequality & Change Center.
- Worked with the Future of Journalism team to collect and compile information about Wisconsin's local news ecosystem, demographics, and political structures.
- Worked with the Digital Justice and Civil Rights group to craft best practices for journalists covering online extremism, resulting in a sign-on letter to media executives.
- Published an op-ed exploring social media platforms' potential in addressing climate change.

Research Assistant
Drexel University

Philadelphia, PA
2020

- Assisted Prof. Douglas Porpora in gathering Twitter data for a research project analyzing the discussions around the 2020 presidential elections.

PUBLICATIONS

PEER-REVIEWED JOURNAL ARTICLES

- **Mosallaei, A.** (2024). Protest paradigm revisited: Is depicting protesters' (counter)violence really wrong? *Digital Journalism*, 1-20.

- **Mosallaei, A.**, & Feldman, L. **(in press)**. Do you see what I see? Perceptions & effects of image-text congruity in online climate change news. *Journalism & Mass Communication Quarterly.*

Work in Progress ....

- **Mosallaei, A.**, & Porpora, D. **(R&R)**. Citizen videos vs. legacy media visual reports: How eyewitness imagery becomes a corrective. *International Journal of Communication*.
- **Mosallaei, A.**, Wang, L., & Ognyanova, K. **(under review)**. From politics to entertainment: Exploring "News Finds Me" perceptions across news topics. *Journal of Computer-Mediated Communication*.
- **Mosallaei, A.**, Thomas-Walters, L., Goldberg, M. H., Rosenthal, S. A., & Leiserowitz, A. **(data collection)**. Examining heatwave imagery: A comparative analysis of risk perception across valence categories.

White Papers ....

- **Mosallaei, A.** (2024, Sep. 17). [Baz-andishi dar nazariat-e khoshoonat-parhizi [Rethinking nonviolence theories].](#) *RadioZamaneh*.
- **Mosallaei, A.** (2024, July 31). [Social media's untapped potential in the climate-change fight.](#) *Free Press*.

Peer-Reviewed Conference Papers

- **Mosallaei, A.** (2023). Do you see what I see? Perceptions and effects of image-text congruity in online climate change news articles. *National Communication Association.*
- Badiei, B., & **Mosallaei, A.** (2023). Multiple erasures: The blind spots of American journalism and the ongoing revolutionary movement in Iran. *Canadian Communication Association.*
- **Mosallaei, A.** (2022). Should I run this photo? A research agenda for examining news photo selection. *Association for Education in Journalism & Mass Communication.*
- **Mosallaei, A.**, Porpora, D. (2021). Legacy press coverage of the Iranian Bloody November in 2019: A departure from the protest paradigm? *Association for Education in Journalism & Mass Communication.*
- **Mosallaei, A.**, Porpora, D. (2021). Legacy press and citizen videos: Textual (but not visual) departure from the protest paradigm. *Association for Education in Journalism & Mass Communication Mid-Winter Conference.*

Teaching Experience

Lecturer ....
Digital Media Research (graduate course)

Rutgers University   Summer 2022, 2023, 2024

- Guided 22 master's students from initial idea conception to the completion of their research proposals. Provided individualized support and feedback, helping students develop strong research questions, design methodologies, and create comprehensive proposals.
- Received a 4.62/5 teaching effectiveness rating across three courses.

Techniques of Speaking (undergraduate course)

Drexel University   Winter & Spring 2021

- Taught +20 undergraduate students essential public speaking skills, focusing on effective communication techniques.
- Developed and delivered a comprehensive curriculum, encompassing feedback skills, research methods, logical argumentation, rhetoric and word choice, effective use of voice and body language, and adapting to various public speaking genres.

Business Communication (undergraduate course)

Drexel University   Summer & Fall 2020

- Taught +20 undergraduate students, focusing on essential skills of business communication.
- Designed course modules that emphasized collaborative research and report creation, research methods utilizing online and offline databases, digital media, and writing paper proposals for business topics.

Teaching Assistant

Rutgers University   New Brunswick, NJ
School of Communication & Information

- **Introduction to Media** (Spring 2023, Fall 2024)
- **Digital Media Research** (Spring 2022, Fall & Spring 2023, Spring 2024)
- **Ethics, Values, & Change in Information Practices** (Fall 2023)
- **Gender, Race, & Class in the Media** (Fall 2022)

Drexel University   Philadelphia, PA
Department of Communication

- **Theory & Models of Communication** (Winter 2020)
- **Principles of Communication** (Winter 2020)
- **Digital Ethnography** (Fall 2019)
- **Language in Society** (Fall 2019)

Honors & Awards

Top Student Paper Award, AEJMC 105th Annual Conference	2022
Student Travel Grant, AEJMC 105th Annual Conference	2022
Kappa Tau Alpha Award Journalism Honor Society	2022
Teaching Assistant Excellence Award, Rutgers University, School of Comm. & Info	2022
Teck-Kah Lim Graduate Student Domestic Travel Award, Drexel University	2021
Dean's Fellowship, Drexel University	2019 – 2021
Fellowship for Elite Undergraduate Students, Iran's National Elites Foundation	2013 – 2018

Academic Service

Journal Reviewer, *Journalism Studies; International Journal of Communication*	2022 –
Panel Co-Organizer & Chair, The future of news images in a social media world, The *AEJMC* 106th Annual Conference	2023
Conference Reviewer, *International Communication Association*	2024
Invited Panelist, "Woman, Life, Freedom": Reporting #MahsaAmini protests in solidarity, Solidarity Journalism Initiative, Center for Media Engagement, University of Texas at Austin	2023

Panel Co-Organizer & Co-Chair, Iranian uprisings and (non)mainstream journalism: Possibilities and limitations, Dept. of Journalism & Media Studies, Rutgers University — 2023

Board Member, Doctoral Students Association, School of Comm. & Info, Rutgers University — 2022 – 2023

Conference Reviewer, *The Association for Education in Journalism and Mass Communication International Communication Association* — 2022

Board Member, Communication, Culture, and Media Graduate Students Association, Drexel University — 2020 – 2021

Head of Organization Committee, The Annual Photo Exhibition, School of Fine Arts, University of Tehran, Iran — 2017

PROFESSIONAL ASSOCIATIONS

National Communication Association, Visual Communication Division — 2023 –

Association for Education in Journalism & Mass Communication, Visual Communication Division — 2021 –

SELECTED PROFESSIONAL EXPERIENCE

Visual Content Strategist — Tehran, Iran
Badkoobeh Advertising Agency — Mar. 2018 – Mar. 2019

Video Journalist & Translator — Tehran, Iran
mba News Marketing Agency — June 2016 – Feb. 2018

PHOTO EXHIBITIONS

Tasvir Project, Northlight Gallery — Phenoix, AZ
Group exhibition of the selected Iranian image-based art at Arizona State University — 2024

Fotografia Europea Edizione — Reggio Emilia, Italy
Group exhibition titled *A Window onto Contemporary Art Photography*, Iran section — 2018

1st & 2nd Annual Photo Exhibitions of University of Tehran — Tehran, Iran — 2017 & 2018

REFERENCES

Lauren Feldman, Ph.D.
Rutgers University
Ph.D. Advisor
lauren.feldman@rutgers.edu

Susan Keith, Ph.D.
Rutgers University
Dissertation Committee Member
susank@comminfo.rutgers.edu

Katherine Ognyanova, Ph.D.
Rutgers University
Dissertation Committee Member
katya.ognyanova@rutgers.edu