

Curriculum Vitae
Sylvia Antonina Sierra

Syracuse University
Department of Communication and Rhetorical Studies
College of Visual and Performing Arts
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Academic Appointments

Syracuse University, Department of Communication and Rhetorical Studies, Assistant Professor, 2016-present

Syracuse University, Linguistic Studies, Affiliated Faculty, 2022-present

Education

Ph.D., Linguistics, Georgetown University, 2016

Dissertation: *Intertextual media references as resources for managing frames, epistemics, and identity in conversation among friends*

M.S., Linguistics, Georgetown University, 2014

M.Ed., Teaching English as a Second Language, University of Mary Washington, 2012

Thesis: *English language learner motivation in the linguistic market*

B.A., Linguistics & Spanish Language, *summa cum laude*, University of Mary Washington, 2009

Publications

Book

2021 *Millennials Talking Media: Shifting Epistemic Frames, Creating Intertextual Identities in Everyday Talk*, Oxford University Press.

Articles

2023 Contextualization cues for media references in everyday conversation, *Language and Communication*, 88: 99-110.

2022 The epistemics of authentication and denaturalization in the construction of identities, *Language in Society*. 1-24.

- 2021 'Nasty question' and 'fake news': Metadiscourse as a resource for denying accusations of racism in Donald Trump's political discourse (co-authored with Natasha Shrikant). *Howard Journal of Communications*, 33(2): 119-139.
- 2021 A Mexican Autodefensa Facebook Group's use of Binarity, Legitimization Strategies, and Topoi of Religion, Family and Struggle. *Discourse, Context and Media*, 42.
- 2019 Linguistic and ethnic media stereotypes in everyday talk among friends for humor and identity construction. *Journal of Pragmatics*, 152: 186-199.
- 2017 "Buffy sings to Cody": A multimodal analysis of mother and pre-lingual-infant question-response sequences. *Journal of Pragmatics*, 110: 50-62.
- 2016 Playing out loud: Videogame texts as resources in friend interaction for managing frames, epistemics, and group identity. *Language in Society* 45(2):217-245.

Book Chapter

- 2020 "Fake alignments" (co-authored with Natasha Shrikant). *Language in the Trump Era: Scandals and Emergencies*, ed. by Janet McIntosh and Norma Mendoza-Denton. Cambridge University Press.

Conference Proceedings

- 2014 The epistemics of identity and place (co-authored with Alexandra Botti), Linguistic Society of America 2014 Conference Proceedings.

Book Review

- 2014 Book note: *Labov: A guide for the perplexed* by Matthew J. Gordon (2013), *Language in Society*, 43(4): 478-479.

Manuscripts in Preparation

- In preparation "A radical point of view": The construction of political identity of student activists (journal article).
- In preparation Variation and Gender in Mexican Spanish Slang on Twitter and Offline (co-authored with Dan Simonson; journal article).

Grants and Awards

- 2021-present Syracuse University Collaboration for Unprecedented Success and Excellence (CUSE) Grant, for “Gen Z appropriating media in everyday conversations before and after COVID-19”, \$5,000
- 2021-present Syracuse Office of Undergraduate Research and Creative Engagement Research Assistant Program Grant, Syracuse University, for “Gen Z and Media”, \$8,400
- 2021 National Center for Faculty Development & Diversity, Faculty Success Program, funding from Syracuse University Faculty Affairs and the Department of Communication and Rhetorical Studies, \$4,250
- 2020-2021 Syracuse Office of Undergraduate Research and Creative Engagement Summer 2020 Research Assistant Program Grant, Syracuse University, for “Gen Z and Media”, \$3,000
- 2017-2018 Creative and Research Grant, Syracuse University, College of Visual and Performing Arts, for “Gender and Interaction on Twitter and in Offline Contexts in Mexican Spanish Slang”, \$3,000
- 2014-2016 Graduate Research Travel Grants (3), Georgetown University Department of Linguistics and Georgetown University Graduate School
- 2012-2016 Graduate Assistantship, Georgetown University, Department of Linguistics
- 2009 Fulbright English Teaching Assistant Award, Instituto Tecnológico de Jiquilpan, Michoacán, Mexico
- 2009 Kiwanis Community Service Award

Conference presentations

- 2022 “A Radical Point of View”: The linguistic construction of the political identity of student activists, National Communication Association, New Orleans, Louisiana.
- 2022 Singing in conversation for shifting frames, epistemics, mocking, and constructing identity, The Language and Social Interaction Working Group, New York City.
- 2022 The appropriation of Black singer-songwriters’ cannabis culture lyrics in everyday conversation. Sociolinguistics Symposium 24. Invited panel contribution: Stoner talk: The sociolinguistics of cannabis cultures and markets (organized by Joseph Comer), Ghent, Belgium (presented online).

- 2022 The politics of transcription pedagogy. International Communication Association, Panel contribution: Pedagogical Approaches to Language and Social Interaction (organized by Joshua Raclaw), Paris, France.
- 2021 The epistemics of authentication and denaturalization in the construction of identities. National Communication Association, LSI Top Paper Panel, Seattle, Washington.
- 2021 Decentering monolingual white English in conversation transcription pedagogy. International Pragmatics Association Conference, Panel contribution: EM/CA and Social Change: Addressing race and racism in EM/CA research and teaching (organized by Maria Eleonora Sciubba & Natasha Shrikant), virtual conference.
- 2021 How to decenter monolingual white English in teaching LSI transcription. International Communication Association, Panel contribution: Innovations in LSI Approaches to Racial Justice in Research and Pedagogy (organized by Natasha Shrikant), virtual conference.
- 2019 How Humorous Media References are Signaled in Everyday Talk, National Communication Association, Panel contribution: Laughter and Humor in Interaction, Baltimore, Maryland.
- 2019 Quoting media and reinforcing heteronormativity in everyday conversation among millennial friends, The Language and Social Interaction Working Group, New York City, New York.
- 2019 Beyond the boundaries of media representations of gender and sexuality in everyday conversation, International Communication Association, Panel: Social Interaction Online, Washington, D.C.
- 2018 Negotiating gendered ideologies with Internet meme references in everyday conversation among Millennial friends, National Communication Association, Panel: Playing with in situ perspectives and the methodological challenges for studying language and media use in everyday life, Salt Lake City, Utah.
- 2018 Negotiating femininities with Internet meme references in everyday conversation among Millennial friends, The Language and Social Interaction Working Group, New York City, New York.
- 2018 The construction of group identity in the social media discourse of a Mexican Autodefensa, International Workshop on Spanish Sociolinguistics, New York City, New York.
- 2018 Negotiating millennial masculine identities with Internet meme references in everyday conversation among friends, Georgetown University Round Table on Languages and Linguistics (GURT): Approaches to Discourse, Washington, D.C.

- 2017 “Fake news from these people”: How Trump uses adequation framing and intertextuality to achieve alignment and shared identity in the Black History Month Listening Session (co-authored with Natasha Shrikant), American Anthropological Association, Invited Panel contribution: Toward a transdisciplinary coalition in sociocultural linguistics: A collaborative analysis of presidential discourse in Trump's Black History Month Listening Session, Washington, D.C.
- 2017 “That’s me doing a Native American thing”: Cultural stereotypes, humour, and identity construction in everyday conversations among friends, International Pragmatics Association Conference, Panel: From self to culture: Identity construction in humour-related discourses, Belfast, Northern Ireland.
- 2017 Performing World Englishes in media references and identity construction in everyday conversations, International Association for World Englishes, Syracuse, New York.
- 2016 Online meme references as resources in friend interaction for epistemic frame shifts and group identity, National Communication Association, Washington, D.C.
- 2016 Signaling and recognizing intertextual ties in everyday conversation, Linguistic Society of America, Washington, D.C.
- 2014 Gender and cool solidarity in Mexican Spanish slang phrases (co-authored with Dan Simonson), *New Ways of Analyzing Variation*, Chicago, Illinois.
- 2014 (Re)mixing in Mexitronica: English borrowings, globalization and identity in Mexican electronica music, American Association for Applied Linguistics, Portland, Oregon.
- 2014 “You haven’t been to Queens”: The epistemics of place identity (co-authored with Alexandra Botti), American Association for Applied Linguistics, Portland, Oregon.
- 2014 The epistemics of identity and place (co-authored with Alexandra Botti), Linguistic Society of America, January 3-6, Minneapolis, Minnesota (presented via skype).
- 2012 English language learner motivation in the linguistic market, VATESOL, Norfolk, Virginia.
- 2008 Shifting regional identity and /aɪ/ variation in Fredericksburg, Virginia, Linguistic Society of America, San Francisco, California.
- 2007 “A radical point of view”: The construction of political identity of student activists, Linguistic Society of America Summer Meeting, Columbus, Ohio.

Invited Lectures

- 2023 Title TBA. Keynote Lecture. 26th Congress on Hispanic and Lusophone Linguistics (OSUCHiLL), The Ohio State University. Scheduled for March 2023.
- 2023 Title TBA (book talk). English Guest Seminars, University of Jyväskylä. Scheduled for February 2023.
- 2022 Millennials Talking Media. The Christina Kakavá Linguistics Speaker Series, University of Mary Washington.
- 2022 Intertextual media references in millennial conversation. Spring Linguistics Speaker Series, West Chester University.
- 2018 The construction of group identity in the Facebook discourse of a Mexican Autodefensa. The Program for the Advancement of Research on Conflict and Collaboration, Syracuse University.

Teaching Experience

Syracuse University

Undergraduate courses:

2016-2022 Discourse and Society
2017, 2019, 2022 Intercultural Communication

Graduate course:

2017-2022 Language, Interaction, and Culture

Georgetown University

Instructor of Record:

2015 Language and Society
2015 Cross-Cultural Communication
2014 & 2015 English for Summer Discovery Program

Teaching Assistant:

2013 & 2016 Discourse Analysis: Conversation
2014 Cross-Cultural Communication
2013 Discourse Analysis: Narrative
2012-2013 Introduction to Language and Linguistics

Fred M. Lynn Middle School

2010-2012 Spanish I, 1A, 1B, II

Instituto Tecnológico de Jiquilpan (Fulbright English Teaching Assistantship)

Instructor of Record:

2009 Advanced English

Teaching Assistant:

2009 Advanced Intermediate English

Graduate Students Supervised

Nicole Tanquary, Advisor and Chair of Master's Thesis Committee, Communication and Rhetorical Studies, Syracuse University, 2019-2020. Graduated 2020.

Michael Camele, Advisor and Chair of Master's Thesis Committee, Communication and Rhetorical Studies, Syracuse University, 2018-2019. Graduated 2019.

Research Assistant Experience

2015 Conversational Repair in Zapotec, Primary Investigator: Mark Sicoli.

2014 Initiative on Technology-Enhanced Learning Grant, Primary Investigator: Jeff Connor-Linton.

2013 Language and Identity in Modern Egypt, Primary Investigator: Reem Bassiouney.

SERVICE/OUTREACH

Professional Service

Manuscript review

2022 Invited Reviewer, *Language in Society*

2022 Invited Reviewer, *Social Media & Society*

2022 Invited Reviewer, *Discourse, Context & Media*

2021 Invited Reviewer, *Journal of Sociolinguistics*

2021 Invited Reviewer, *Journal of Pragmatics*

2021 Invited Reviewer, *Psychology of Language and Communication*

2021 Invited Reviewer, *Linguistics Vanguard*

2021 Invited Reviewer, *The Journal of Latin American and Caribbean Anthropology*

2020 Invited Reviewer, *Pragmatics*

2020 Invited Reviewer, *Journal for Media Linguistics*

2018(2); 2021 Invited Reviewer, *New Media & Society*

2018 Invited Reviewer, Chapter for *Heritage Languages in the USA: Spanish Growth Across Domains*, Brill Publishers

2017 Invited Reviewer, *Journal of Language and Politics*

Book proposal review

- 2022 Invited Reviewer, *Peter Lang*
- 2020 Invited Reviewer, *Oxford University Press*
- 2020 Invited Reviewer, *Routledge Press*

Conference submissions review

- 2022 Reviewer, International Communication Association Convention, Language and Social Interaction division
- 2021 Reviewer, National Communication Association Convention, Language and Social Interaction division
- 2020 Reviewer, Georgetown Round Table of Linguistics
- 2019 Reviewer, National Communication Association Convention, Language and Social Interaction division
- 2017 Reviewer, National Communication Association Convention, Language and Social Interaction division

Conference panel moderation

- 2019 National Communication Association, Collective and Exclusive Identities in Online and Offline Communication panel
- 2018 Georgetown Round Table of Linguistics, Discourse and Identity panel

Department, College, & University Service

- 2022-2023 College of Visual & Performing Arts Curriculum Committee
- 2022-2023 Communication and Rhetorical Studies Faculty Chair Position Search Committee
- 2022 J. Calvin Callaghan Graduate Student Achievement Award Committee
- 2021 Reviewer for Syracuse Office of Undergraduate Research and Creative Engagement grant proposals
- 2018-present Departmental Assessment Coordinator
- 2016-present Faculty Advisor to undergraduate majors in Communication and Rhetorical Studies
- 2020 J. Calvin Callaghan Graduate Student Achievement Award Committee
- 2017-2018 Faculty Positions (2) in Digital Technologies Search Committee
- 2017 Future Professoriate Program Faculty Supervisor
- 2016-2017 Speaker and Colloquium Series Committee member
- 2016-2017 Graduate Admissions Committee member

National & International Outreach (including media features)

Interviews:

- 2022 “Pop Culture as part of Everyday Conversation” Pop Life podcast, hosted by Kendall Phillips: <https://www.waer.org/podcast/pop-life/2022-04-18/pop-life>

- 2022 “What’s in a word? A look at the ways words change”, The Colin McEnroe Show:
<https://www.ctpublic.org/show/the-colin-mcenroe-show/2022-05-16/whats-in-a-word-a-look-at-how-we-ascribe-change-and-dilute-the-meaning-of-words>
- 2021 Syracuse University News written interview with Matt Michael about my book, *Millennials Talking Media*: "Why We’re Still ‘Chasing the White Whale’ and Using Other Media References": <https://news.syr.edu/blog/2021/11/09/why-were-still-chasing-the-white-whale-and-using-other-media-references/>
- 2021 YouTube Channel Video Interview: Social Life of Language. Feature on my book, *Millennials Talking Media*. Hosted by Mike Mena.
https://www.youtube.com/watch?v=NjjOYBVrptY&t=17s&ab_channel=MikeMena
- 2021 The Vocal Fries podcast interview about my book, *Millennials Talking Media*:
<https://vocalfriespod.com/2021/11/30/all-your-meme-are-belong-to-us-2/>
- 2021 Spectacular Vernacular podcast interview about my book, *Millennials Talking Media*:
<https://slate.com/podcasts/spectacular-vernacular/2021/10/our-latest-quiz-is-a-crash-course-in-internet-slang>
- 2021 Because Language podcast interview about my book, *Millennials Talking Media*:
<https://becauselanguage.com/39-is-this-a-reference/>

Popular News/Media Features:

- 2022 “Spy agency embraces meme culture and the internet is here for it” by Suzanne Smalley in CyberScoop: <https://www.cyberscoop.com/nsa-memes-cybersecurity-awareness/>
- 2022 “Maybe we’ve got the Gen Z and ‘cringe’ emojis debate all wrong?” by Shephali Bhatt in Mint: <https://www.livemint.com/mint-top-newsletter/likesharesubscribe23102022.html>
- 2022 “Gone from cloud to colloquial, still not sure if hashtags matter” by Shephali Bhatt in Mint: <https://www.livemint.com/mint-top-newsletter/likesharesubscribe28082022.html>
- 2022 “Down and out and extremely online? No problem: Just enter a new ‘era.’” By Jessica Goldstein in The Washington Post, Style Section:
<https://www.washingtonpost.com/lifestyle/2022/08/22/online-eras/>
- 2022 “Suffixes Have Been Slang-ified” by Kelsey Weekman in BuzzFeed News:
<https://www.buzzfeednews.com/article/kelseyweekman/suffixes-slang-trend>
- 2022 “The Evolution of Friendship and FOMO” by Alexis Beneviste in The New York Times:
<https://www.nytimes.com/2022/02/25/crosswords/the-evolution-of-friendship-and-fomo.html>

2022 “The Trite Stuff: The Rise and Fall of ‘Live, Laugh, Love’ by Madeleine Pollard in Elephant Magazine: <https://elephant.art/the-trite-stuff-the-rise-and-fall-of-live-laugh-love-09022022/>

PROFESSIONAL MEMBERSHIPS

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| 2016-present | National Communication Association |
| 2018-2022 | International Communication Association |
| 2017 | American Anthropological Association |
| 2017 | International Association for World Englishes |
| 2017, 2021 | International Pragmatics Association |
| 2007-2008; 2013-2016 | Linguistic Society of America |
| 2014 | American Association for Applied Linguistics |

LANGUAGES

English, fluent
Spanish, fluent
German, beginner
French, beginner