

## MARKO DRAGOJEVIC

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### EDUCATION

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- Ph.D. University of California, Santa Barbara, Communication, 2015  
Dissertation: “Language Attitudes: The Role of Fluency”
- M.A. University of California, Davis, Communication, 2011  
Thesis: “The Deleterious Effects of Face Threat in Persuasion and the Face-Redressive Role of Politeness”
- B.A. University of California, Davis, Psychology & Economics, 2006

### ACADEMIC APPOINTMENTS

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- 2022– Douglas A. and Carole A. Boyd Professorship in Communication  
Department of Communication, University of Kentucky
- 2021– Associate Professor  
Department of Communication, University of Kentucky
- 2015–2021 Assistant Professor  
Department of Communication, University of Kentucky
- 2014 Graduate Teaching Associate  
Department of Communication, University of California, Santa Barbara
- 2012–2014 Graduate Teaching Assistant  
Department of Communication, University of California, Santa Barbara
- 2011 Lecturer  
Department of Communication, University of California, Davis
- 2010 Graduate Teaching Associate  
Department of Communication, University of California, Davis
- 2009–2011 Graduate Teaching Assistant  
Department of Communication, University of California, Davis

### RESEARCH AREAS

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Language attitudes and ideologies; interpersonal and intergroup communication; communication accommodation; linguistic framing in persuasion.

**PEER-REVIEWED JOURNAL PUBLICATIONS (N = 39)**

\*graduate student co-author

- Petrou, M., & **Dragojevic, M.** (in press). “Where are you from?” Language attitudes and (non)accommodation during native-nonnative speaker interactions in Germany. *Journal of Language & Social Psychology*. <https://doi.org/10.1177/0261927X231222447>
- Gasiorek, J., & **Dragojevic, M.** (in press). Code-mixing in promotional materials for tourism: Effects of format on processing fluency and interest in tourism activities. *Journal of Language and Social Psychology*. <https://doi.org/10.1177/0261927X231210329>
- \*Dayton, Z. A., & **Dragojevic, M.** (2024). Effects of jargon and source accent on receptivity to science communication. *Journal of Language and Social Psychology*, 43(1), 104-117. <https://doi.org/10.1177/0261927X231191787>
- Dragojevic, M.**, Occa, A., & \*Dayton, Z. A. (2024). Effects of character accent on perceived similarity, transportation, and narrative persuasion. *Health Communication*, 39(4), 818-827. <https://doi.org/10.1080/10410236.2023.2185926>
- Gasiorek, J., & **Dragojevic, M.** (2023). Effects of written code-mixing on processing fluency and perceptions of organizational inclusiveness. *Communication Monographs*, 90(3), 393-413. <https://doi.org/10.1080/03637751.2023.2202749>
- Fasoli, F., **Dragojevic, M.**, Rakić, T., & Johnson, S. (2023). Voice matters: Social categorization and stereotyping of speakers based on sexual orientation and nationality categories. *Language and Communication*, 90, 114-128. <https://doi.org/10.1016/j.langcom.2023.02.001>
- Fasoli, F., **Dragojevic, M.**, & Rakić, T. (2023). When voice signals nationality and sexual orientation: Speakers’ self-perceptions and perceived stigmatization. *Psychology of Language and Communication*, 27(1), 59-83. <https://doi.org/10.58734/plc-2023-0004>
- Dragojevic, M.**, & Gasiorek, J. (2023). Effects of task performance expectancy violations on processing fluency and speaker evaluations. *Journal of Language and Social Psychology*, 42(1) 107-118. <https://doi.org/10.1177/0261927X221111574>
- \*Dayton, Z. A., & **Dragojevic, M.** (2023). Political partisanship and persuasion in the context of COVID-19. *Communication Reports*, 36(1), 1-14.
- Tukachinsky, R., Mastro, D., & **Dragojevic, M.** (2023). Linguistic characteristics of interracial interactions on primetime TV: A quantitative content analysis. *Western Journal of Communication*, 87(5), 751-775.
- Vincze, L., Gasiorek, J., & **Dragojevic, M.** (2023). Why to speak French to French speakers? Outgroup vitality, motivation and linguistic accommodation in the Aosta Valley. *Applied Linguistics Review*, 14(1), 53-65. <https://doi.org/10.1515/applirev-2020-0002>
- Dragojevic, M.**, & \*Goatley-Soan, S. (2022). Americans’ attitudes toward foreign accents: Evaluative hierarchies and underlying processes. *Journal of Multilingual and Multicultural Development*, 43(2), 167-181. <https://doi.org/10.1080/01434632.2020.1735402>

- Gasiorek, J., **Dragojevic, M.**, & Vincze, L. (2022). Perspective-taking and language competence as predictors of language accommodation by adolescents from monolingual and bilingual households. *International Journal of Bilingual Education and Bilingualism*, 25(1), 148-155. <https://doi.org/10.1080/13670050.2019.1641467>
- Vincze, L., **Dragojevic, M.**, Gasiorek, J., & Miočević, M. (2021). Ethnolinguistic identity, coping strategies and language use among young Hungarians in Slovakia. *European Journal of Applied Linguistics*, 9(2), 209-226. <https://doi.org/10.1515/eujal-2019-0008>
- Berglund, C., **Dragojevic, M.**, & Blauvelt, T. (2021). Sticking together? Georgia’s “beached” Armenians between mobilization and acculturation. *Nationalism and Ethnic Politics*, 27(2), 109-127. <https://doi.org/10.1080/13537113.2021.1911495>
- \*Frey, K., Moore, K., & **Dragojevic, M.** (2021) Syllabus sanctions: Controlling language and fairness as antecedents to students’ psychological reactance and intent to comply. *Communication Studies* 72(3), 456-573. <https://doi.org/10.1080/10510974.2021.1876130>
- Dragojevic, M.**, Fasoli, F., Cramer, J., & Rakić, T. (2021). Toward a century of language attitudes research: Looking back and moving forward. *Journal of Language and Social Psychology*, 40(1), 60-79. [40<sup>th</sup> Anniversary Special Issue]. <https://doi.org/10.1177/0261927X20966714>
- Dragojevic, M.** (2020). Extending the fluency principle: Factors that increase listeners’ processing fluency positively bias their language attitudes. *Communication Monographs*, 87(2), 158-178. <https://doi.org/10.1080/03637751.2019.1663543>
- Dragojevic, M.**, Savage, M., Scott, A., & \*McGinnis, T. (2020). Promoting oral health in Appalachia: Effects of threat label and source accent on message acceptance. *Health Communication*, 35(3), 297-307. <https://doi.org/10.1080/10410236.2018.1560581>
- Gasiorek, J., & **Dragojevic, M.** (2019). The effects of speaker group membership and stereotypes on responses to accumulated underaccommodation. *Journal of Language and Social Psychology*, 38(4), 514-522. <https://doi.org/10.1177/0261927X19864981>
- Dragojevic, M.**, \*Tatum, N. T., \*Beck, A-C., & McAninch, K. (2019). Effects of accent strength expectancy violations on language attitudes. *Communication Studies*, 70(2), 133-150. <https://doi.org/10.1080/10510974.2018.1526815>
- Sink, A., Mastro, D., & **Dragojevic, M.** (2018). Competent or warm? A stereotype content model approach to understanding perceptions of masculine and effeminate gay television characters. *Journalism and Mass Communication Quarterly*, 95(3), 588-606. <https://doi.org/10.1177/1077699017706483>
- Dragojevic, M.**, Gasiorek, J., & Vincze, L. (2018). Vitality, language use, and life satisfaction: A study of bilingual Hungarian adolescents living in Romania. *Journal of Language and Social Psychology*, 37(4), 431-450. <https://doi.org/10.1177/0261927X17729437>
- Gasiorek, J., & **Dragojevic, M.** (2018). Effects of instrumental success and failure on perceptions of underaccommodative messages and sources. *Communication Reports*, 31(1), 14-27. <https://doi.org/10.1080/08934215.2017.1335760>

- Dragojevic, M.**, Berglund, C., & Blauvelt, T. (2018). Figuring out who's who: The role of social categorization in the language attitudes process. *Journal of Language and Social Psychology*, 37(1), 28-50. <https://doi.org/10.1177/0261927X17706942>
- Dragojevic, M.**, Giles, H., \*Beck, A-C., & \*Tatum, N. T. (2017). The fluency principle: Why foreign accent strength negatively biases language attitudes. *Communication Monographs*, 84(3), 385-405. <https://doi.org/10.1080/03637751.2017.1322213>
- Gasiorek, J., & **Dragojevic, M.** (2017). The effects of accumulated underaccommodation on perceptions of nonaccommodative communication and speakers. *Human Communication Research*, 43(2), 276-294. <https://doi.org/10.1111/hcre.12105>
- Vincze, L., Gasiorek, G., & **Dragojevic, M.** (2017). Little chance for divergence: The role of interlocutor language constraint in online bilingual accommodation. *International Journal of Applied Linguistics*, 27(3), 608-620. <https://doi.org/10.1111/ijal.12164>
- Dragojevic, M.**, Sink, A., & Mastro, D. (2017). Evidence of linguistic intergroup bias in U.S. print news coverage of immigration. *Journal of Language and Social Psychology*, 36(4), 462-472. <https://doi.org/10.1177/0261927X16666884>
- Stell, G., & **Dragojevic, M.** (2017). Multilingual accommodation in Namibia: An examination of six ethnolinguistic groups' language use in intra- and intergroup interactions. *Journal of Language and Social Psychology*, 36(2), 167-187. **[Runner up for 6<sup>th</sup> Biennial JLSP Best Paper Award]** <https://doi.org/10.1177/0261927X16650718>
- Dragojevic, M.**, & Giles, H. (2016). I don't like you because you're hard to understand: The role of processing fluency in the language attitudes process. *Human Communication Research*, 42(3), 396-420. <https://doi.org/10.1111/hcre.12079>
- Dragojevic, M.**, Mastro, D., Giles, H., & Sink, A. (2016). Silencing nonstandard speakers: A content analysis of accent portrayals on American primetime television. *Language in Society*, 45(1), 59-85. <https://doi.org/10.1017/S0047404515000743>
- Dragojevic, M.**, Berglund, C., & Blauvelt, T. K. (2015). Attitudes toward Tbilisi- and Mingrelian-accented Georgian among Georgian youth: On the road to linguistic homogenization? *Journal of Language and Social Psychology*, 34(1), 90-101. <https://doi.org/10.1177/0261927X14555191>
- Dragojevic, M.**, & Giles, H. (2014). The reference frame effect: An intergroup perspective on language attitudes. *Human Communication Research*, 40(1), 91-111. <https://doi.org/10.1111/hcre.12017>
- Dragojevic, M.**, Bell, R. A., & McGlone, M. S. (2014). Giving radon gas life through language: Effects of linguistic agency assignment in health messages about inanimate threats. *Journal of Language and Social Psychology*, 33(1), 89-98. <https://doi.org/10.1177/0261927X13495738>
- Bell, R. A., McGlone, M. S., & **Dragojevic, M.** (2014b). Vicious viruses and vigilant vaccines: Effects of linguistic agency assignment in health policy advocacy. *Journal of Health Communication*, 19(10), 1178-1195. <https://doi.org/10.1080/10810730.2013.811330>

- Bell, R. A., McGlone, M. S., & **Dragojevic, M.** (2014a). Bacteria as bullies: Effects of linguistic agency assignment in health messages. *Journal of Health Communication, 19*(3), 340-358. <https://doi.org/10.1080/10810730.2013.798383>
- Feng, B., Srinivasan, M., Hoffman, J. R., Rainwater, J., Griffin, E., **Dragojevic, M.**, Day, F. C., & Wilkes, M. S. (2013). Physician communication regarding prostate cancer screening: Analysis of unannounced standardized patient visits. *Annals of Family Medicine, 11*(4), 315-323. <https://doi.org/10.1370/afm.1509>
- Jenkins, M., & **Dragojevic, M.** (2013). Explaining the process of resistance to persuasion: A politeness theory based approach. *Communication Research, 40*(4), 559-590. <https://doi.org/10.1177/0093650211420136>

### **EDITED BOOK CHAPTERS & ENCYCLOPEDIA ENTRIES (N = 7)**

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\*graduate student co-author

- Dragojevic, M.**, & \*Goatley-Soan, S. (2022). The verbal-guise technique. In L. Zipp & R. Kircher (Eds.), *Research methods in language attitudes* (pp. 203-218). Cambridge University Press. [Peer Reviewed]
- Dragojevic, M.** (2018). Language attitudes. In H. Giles & J. Harwood (Eds.), *Oxford Research Encyclopedia of Intergroup Communication* (Vol. 2, pp. 179-192). New York, NY: Oxford University Press. <https://doi.org/10.1093/acrefore/9780190228613.013.437> [Peer Reviewed]
- Dragojevic, M.** (2016). Language attitudes as intergroup terrain. In H. Giles & A. Maass (Eds.), *Advances in intergroup communication* (pp. 51-66). New York: Peter Lang.
- Dragojevic, M.**, Gasiorek, J., & Giles, H. (2016b). Communication accommodation theory. In C. R. Berger & M. Roloff (Eds.), *The international encyclopedia of interpersonal communication* (Vol. 1, pp. 176-196). Hoboken, NJ: Wiley Blackwell. <https://doi.org/10.1002/9781118540190.wbeic006>
- Dragojevic, M.**, Gasiorek, J., & Giles, H. (2016a). Accommodation strategies as core of the theory. In H. Giles (Ed.), *Communication accommodation theory: Negotiating personal and social identities across contexts* (pp. 36-59). Cambridge, UK: Cambridge University Press. <https://doi.org/10.1017/CBO9781316226537.003>
- Dragojevic, M.**, & Giles, H. (2014). Language and interpersonal communication: Their intergroup dynamics. In C. R. Berger (Ed.), *Handbook of interpersonal communication* (pp. 29-51). Berlin: De Gruyter Mouton.
- Dragojevic, M.**, Giles, H., & Watson, B. (2013). Language ideologies and attitudes: A dynamic foundational framework. In H. Giles & B. Watson (Eds.), *The social meanings of accents and dialects: An international perspective* (pp. 1-25). New York: Peter Lang.

## INVITED PUBLICATIONS (N = 2)

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- Dragojevic, M.** (2019). Beyond dyads: Accommodative dilemmas in small group interaction. In J. Harwood, J. Gasiorek, H. Pierson, J. F. Nussbaum, & C. Gallois (Eds.), *Language, communication, and intergroup relations: A celebration of the scholarship of Howard Giles* (pp. 234-235). New York, NY: Routledge.
- Dragojevic, M.** (2017). Twenty years of IALSP: Past, present, and future. *Journal of Language and Social Psychology*, 36(6), 624-627. <https://doi.org/10.1177/0261927X17730644>

## PEER-REVIEWED CONFERENCE PAPERS AND PRESENTATIONS

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\*graduate student co-author

- \*Dayton, Z., & **Dragojevic, M.** (2023, May). *Effects of language complexity and accent on receptivity to science communication*. Paper to be presented to the Intergroup Communication Interest Group at the International Communication Association Conference, Toronto, Canada. [**The Howard Giles Top Student Paper**]
- Gasiorek, J., & **Dragojevic, M.** (2022, June). *Processing fluency mediates the effects of code-mixing on responses to written organizational materials*. Paper presented at the International Conference of Language and Social Psychology, Hong Kong, China. [Virtual]
- Dragojevic, M.**, Occa, A., & \*Dayton, Z. A. (2022, May). *Effects of character accent on transportation and persuasion in first-person health narratives*. Paper presented to the Intergroup Communication Interest Group at the International Communication Association Conference, Paris, France. [**The Top Paper**]
- Frey, T. K., Lane, D. R., & **Dragojevic, M.** (2020, November). *The influence of student perceptions of instructor nonaccommodation on communication satisfaction and instructor-student rapport*. Paper presented to the Instructional Division at the National Communication Association Conference, Indianapolis, IN [Virtual].
- Tukachinsky, R., Mastro, D., & **Dragojevic, M.** (2020, May). *Linguistic characteristics of interracial interactions on primetime TV: A quantitative content analysis*. Paper presented to the Mass Communication Division at the International Communication Association Conference, Gold Coast, Australia [Virtual].
- Dragojevic, M.** (2019, November). *Extending the fluency principle: Increases in listeners' processing fluency positively bias their language attitudes*. Paper presented to the Social Cognition Division at the National Communication Association Conference, Baltimore, MD.
- Dragojevic, M.** (2019, June). *Effects of subtitles on evaluations of foreign-accented speakers*. Paper presented at the 2<sup>nd</sup> International Symposium on Intergroup Communication, Bologna, Italy.
- \*Mazariegos-Zelaya, C., Helme, D., & **Dragojevic, M.** (2019, May). *Not your grandma's IUD: Identifying memorable messages about LARCs*. Paper presented to the Health

Communication Division at the International Communication Association Conference, Washington, DC.

- \*Matig, J., Ivanov, B., & **Dragojevic, M.** (2019, May). *A communication theory of identity approach to hypocrisy induction: Using identity gaps to facilitate health behavior change*. Paper presented to the Health Communication Division at the International Communication Association Conference, Washington, DC.
- \*Goatley-Soan, S., & **Dragojevic, M.** (2019, May). *Do accents speak louder than words? Americans' attitudes towards British accents*. Paper presented to the Intergroup Communication Interest Group at the International Communication Association Conference, Washington DC. [**The Top Paper**]
- Dragojevic, M.**, & \*Goatley-Soan, S. (2019, May). *Americans' attitudes toward foreign accents: Evaluative hierarchies*. Paper presented to the IALSP Panel at the International Communication Association Conference, Washington DC.
- \*Frey, T. K., \*Moore, K., & **Dragojevic, M.** (2018, November). *Syllabus sanctions: Controlling language and perceived fairness as antecedents to students' psychological reactance and intent to comply*. Paper presented to the Instructional Development Division at the National Communication Association, Salt Lake City, UT. [**Top Paper**]
- Dragojevic, M.**, & \*Goatley-Soan, S. (2018, June). *Americans' attitudes toward foreign accents*. Paper presented at the International Conference of Language and Social Psychology, Edmonton, Canada.
- Gasiorek, J., & **Dragojevic, M.** (2018, June). *The effects of group membership and stereotypes on responses to accumulated nonaccommodation*. Paper presented at the International Conference on Language and Social Psychology, Edmonton, Canada.
- Gasiorek, J., **Dragojevic, M.**, & Vincze, L. (2018, May). *Perspective-taking and language competence as predictors of language accommodation by adolescents from monolingual and bilingual households*. Paper presented to the Information Systems Division at the International Communication Association Conference, Prague, Czech Republic.
- Dragojevic, M.**, Gasiorek, J., & Vincze, L. (2017, November). *Vitality, language use, and life satisfaction among bilingual Hungarian adolescents living in Romania*. Paper presented to the Social Cognition Division at the National Communication Association, Dallas, TX.
- Dragojevic, M.**, & Giles, H. (2017, June). *Disruptions in listeners' processing fluency due to noise and foreign accent strength negatively bias their evaluations of foreign-accented speakers*. Paper presented at the 1<sup>st</sup> International Symposium on Intergroup Communication, Thessaloniki, Greece.
- Robinson, B., Reid, S. A., Rushforth, C., Keblusek, L., Hartsell, E., **Dragojevic, M.**, & Peinado, S. (2017, May). *Can evolved sexual strategies be observed in online dating profiles?* Paper presented to the Communication Science and Biology Interest Group at the International Communication Association Conference, San Diego, CA.
- Dragojevic, M.**, \*Tatum, N. T., & \*Beck, A.-C. (2017, May). *Effects of expectancy confirmations and violations on language attitudes*. Paper presented to the Intergroup

Communication Interest Group at the International Communication Association Conference, San Diego, CA.

**Dragojevic, M.,** Robinson, B., Rushforth, C., & Giles, H. (2017, May). *Authentic or pretentious? Evaluations of accents and accent-shifts*. Paper presented to the ICLASP15 Special Panel at the International Communication Association Conference, San Diego, CA.

Gasiorek, J., & **Dragojevic, M.** (2017, May). *Effects of failure on perceptions of underaccommodative messages and speakers*. Paper presented to the Intergroup Communication Interest Group at the International Communication Association Conference, San Diego, CA.

Gasiorek, J., & **Dragojevic, M.** (2016, November). *The effects of accumulated nonaccommodation on perceptions of nonaccommodative communication and speakers*. Paper presented to the Social Cognition Division at the National Communication Association Conference, Philadelphia, PA.

Sink, A., Mastro, D., & **Dragojevic, M.** (2016, November). *Warmer but less competent: Using the stereotype content model to understand what makes some gay television characters 'stereotypical.'* Paper presented to the Mass Communication Division at the National Communication Association Conference, Philadelphia, PA.

**Dragojevic, M.,** Berglund, C., & Blauvelt, T. K. (2016, June). *Figuring out who's who: Social categorization and stereotypes as determinants of attitudes toward Georgian accents*. Paper presented at the International Conference of Language and Social Psychology, Bangkok, Thailand.

**Dragojevic, M.,** Robinson, B., Rushforth, C., & Giles, H. (2016, June). *Authentic or pretentious? Evaluations of accents and accent-shifts*. Paper presented at the International Conference of Language and Social Psychology, Bangkok, Thailand.

Robinson, B., Rushforth, C., Keblusek, L., Hartsell, E., Peinado, S., **Dragojevic, M.,** & Reid, S. (2016, June). *Predicting sexual strategy using language in online dating profiles*. Paper presented at the International Conference of Language and Social Psychology, Bangkok, Thailand.

**Dragojevic, M.,** & Giles, H. (2016, June). *The role of processing fluency and prototypicality in the language attitudes process*. Paper presented to the Intergroup Communication Interest Group at the International Communication Association Conference, Fukuoka, Japan.  
[Top Paper]

**Dragojevic, M.,** & Giles, H. (2015, November). *I don't like you because you're hard to understand: The role of processing fluency in the language attitudes process*. Paper presented to the Social Cognition Division at the National Communication Association Conference, Las Vegas, NV. [Top Paper]

**Dragojevic, M.,** Mastro, D., Giles, H., & Sink, A. (2015, May). *Group accent portrayals on American primetime television: A content analysis*. Paper presented to the Intergroup Communication Interest Group at the International Communication Association Conference, San Juan, Puerto Rico.



- Dragojevic, M., & Giles, H.** (November, 2014). *Effects of processing fluency on language attitudes: Evidence for an additional explanatory mechanism*. Paper presented to the Social Cognition Division at the National Communication Association Conference, Chicago, IL.
- Dragojevic, M., & Giles, H.** (June, 2014). *Processing fluency, generalized negative affect, and language attitudes: Evidence for an alternative explanatory mechanism*. Paper presented at the Intentional Conference of Language and Social Psychology, Honolulu, Hawaii.
- Mastro, D., & **Dragojevic, M.** (May, 2014). *Evidence of linguistic intergroup bias in U.S. print news coverage of immigration*. Paper presented to the Intergroup Division at the International Communication Association Conference, Seattle.
- Dragojevic, M.** (2013, November). *Accent representations in the media: Information processing and effects*. Paper presented to the Mass Communication Division at the National Communication Association Conference, Washington DC. [**Top Four Competitive Student Paper**]
- Dragojevic, M., & Giles, H.** (2013, June). *The reference frame effect: An intergroup perspective on language attitudes*. Paper presented to the Intergroup Communication Interest Group at the International Communication Association, London, UK. [**The Top Paper**]
- Dragojevic, M., Bell, R. A., & McGlone, M. S.** (2013, June). *Giving radon gas life through language: Effects of linguistic agency assignment in health messages*. Paper presented to the IALSP Special Panel at the International Communication Association Conference, London, UK.
- Reid, S. A., Zhang, J., Gasiorek, J., **Dragojevic, M.**, Peinado, S., Robinson, B., & Anderson, G. (2013, June). *Perceived distance between accents, religious groups, and attraction to ingroup-accented speakers, is calibrated to the costs of infection risk*. Paper presented at the Evolution, Biology, and Brains Preconference of the International Communication Association, London, UK.
- Nabi, R., **Dragojevic, M.**, Hartsell, E., Hasell, A., Rogensack, K., & Mangus, M. (2013, June). *“That’s not all” as a media influence strategy: Exploring the role of excitement in motivation purchase desire*. Paper presented to the Information Systems Division at the International Communication Association Conference, London, UK.
- Dragojevic, M., Bell, R. A., & McGlone, M.** (2012, June). *Does radon gas kill or do people lose their life to it? Effects of linguistic agency assignment in health messages*. Paper presented at the International Conference of Language and Social Psychology, Leeuwarden, Netherlands.
- Reid, S., Zhang, J., Anderson, G., Gasiorek, J., Peinado, S., & **Dragojevic, M.** (2012, June). *The perception of linguistic distance from ingroup and outgroup members is calibrated to the costs of infection risk*. Paper presented at the International Conference of Language and Social Psychology, Leeuwarden, Netherlands.
- Dragojevic, M., & Feng, B.** (2011). *That's my face you're after! The effects of face threat on persuasion*. Paper presented to the Interpersonal Communication Division at the International Communication Association Conference, Boston, MS.

Jenkins, M., & **Dragojevic, M.** (2010). *Explaining the process of resistance to persuasion*. Paper presented at the National Communication Association Conference, San Francisco, CA.

## INVITED TALKS AND PRESENTATIONS

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**Dragojevic, M.** (2024, March). *Theorizing language attitudes: The fluency principle*. Language & Linguistics Research Seminar Series, Northumbria University, UK.

**Dragojevic, M.** (2023, September). *Effects of character accent on perceived similarity, transportation, and narrative persuasion*. Presented at the College of Communication and Information Research Seminar Series, University of Kentucky.

**Dragojevic, M.** (2021, May). *The fluency principle of language attitudes*. Doctoral Program in Psychology, ISCTE-University Institute of Lisbon, Portugal.

**Dragojevic, M.** (2019, June). *Language attitudes: Intergroup dynamics and metacognition*. Presented to the Department of Psychology, University of Surrey, UK.

**Dragojevic, M.** (2016). *You're hard to understand: How and why processing difficulties bias language attitudes*. Presented at the College of Communication and Information Research Seminar Series, University of Kentucky.

## GRANTS

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### Funded

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|------|---|
| 2022 | Research and Creative Activities Program (RCAP) Grant, College of Communication and Information, University of Kentucky [\$1,004]. <i>Effects of Jargon and Accent on Receptivity to Science Communication</i> .              |
| 2020 | Speed Dating for Researchers-X Collaborative Funding<br>College of Communication and Information, University of Kentucky [\$6,400]. <i>Linguistic Source Matching in Antismoking PSAs: Effects and Underlying Processes</i> . |
| 2017 | Research and Creative Activities Program (RCAP) Grant, College of Communication and Information, University of Kentucky [\$1,900]. <i>Americans' Attitudes Toward Foreign Accents: The Role of Listener Characteristics</i> . |
| 2016 | eLearning Course Development Grant, University of Kentucky Analytics & Technologies (UKAT) [\$3,000]. <i>COM350: Language &amp; Communication</i> .   |
| 2016 | Summer Faculty Research Fellowship, Office of the Vice President for Research, University of Kentucky [\$7,000]. <i>Effects of Processing Fluency on Evaluations of Foreign-Accented Speech</i> .                             |

### Not Funded

- 2022           Leverhulme Trust [£178,080; not funded]. *From voice to discrimination: The intersection of nationality and sexual orientation vocal cues*. Role: Co-PI (with Co-PIs Fabio Fasoli, University of Surrey, UK, and Sven Kachel, University of Koblenz, Germany).

## AWARDS

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### Research

- 2018           James J. Bradac Early Career Award, International Association of Language and Social Psychology
- 2017           Faculty Research Award, College of Communication and Information, University of Kentucky
- 2016, 2017, 2018, 2019, 2020, 2021, 2023       Wethington Award for Research, Department of Communication, University of Kentucky
- 2014           James J. Bradac Award for Excellence in Research, Department of Communication, University of California, Santa Barbara

### Top Papers

- 2023           Top Paper Award, Intergroup Communication Interest Group, International Communication Association
- 2022           The Top Paper Award, Intergroup Communication Interest Group, International Communication Association
- 2019           The Top Paper Award, Intergroup Communication Interest Group, International Communication Association
- 2018           Top Paper Award, Instructional Development Division, National Communication Association
- 2016           Top Paper Award, Intergroup Communication Interest Group, International Communication Association
- 2015           Top Paper Award, Communication and Social Cognition Division, National Communication Association
- 2013           Top Four Student Paper Award, Mass Communication Division, National Communication Association
- 2013           The Top Paper Award, Intergroup Communication Interest Group, International Communication Association

### Scholarships

- 2011–2015    Doctoral Scholars Fellowship, University of California, Santa Barbara

2003–2004 Jastro Memorial Scholarship, University of California, Davis

## TEACHING

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### Courses Taught, University of Kentucky

COM 350 Language and Communication  
COM 482 Studies in Persuasion  
CJT 682 Communication and Persuasion [Graduate]  
CJT 631 Proseminar in Interpersonal Communication [Graduate]  
CJT 731 Language and Intergroup Dynamics [Graduate]  
CI 651 Communication Theory [Graduate]  
CI 731 Intergroup Communication [Graduate]

### Courses Taught, University of California, Santa Barbara

#### Instructor of Record

COM 107 Interpersonal Communication  
COM 160SC Language Attitudes

#### Teaching Assistant

COM 89 Theories of Communication  
COM 109 Language and Social Identity  
COM 119 Communication and Aging  
COM 128 Intergroup Communication  
COM 153 Communication & Global Advocacy Organizations

### Courses Taught, University of California, Davis

#### Instructor of Record

CMN 1 Introduction to Public Speaking

#### Teaching Assistant/Reader

CMN 1 Introduction to Public Speaking  
CMN 102 Empirical Methods in Communication  
CMN 112 Theories of Persuasion  
CMN 144 Media Entertainment

### Guest Lectures

2013, May *Human Rights Advocacy Campaigns: An Intergroup Perspective*. In COM 153: Communication & Global Advocacy Organizations, University of California, Santa Barbara.

2012, May *Language, Ideology, and Nation Building*. In COM 123: Cultural Influences on Communication, University of California, Santa Barbara.

2012, Feb. *Accents: Stigma and Representations in the Media*. In COM 109: Language and Social Identity, University of California, Santa Barbara.

## ADVISING

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### PhD Committee Chair, University of Kentucky

- In progress     Zane A. Dayton  
*The effects of controlling language and source social group membership on resistance to persuasion*
- 2022             Sean Goatley-Soan, PhD (co-chair with Bobi Ivanov)  
*The influence of linguistic style: A matched-guise experiment assessing the effects of source accent, argument quality, and issue involvement on persuasion*

### PhD Committee Member, University of Kentucky

- In progress     Courtney A. Kleppinger
- In progress     Xia Sheng
- 2022             Katherine Harville, PhD  
*Applying the causal network model to advance care planning messages*
- 2022             Michele Olson, PhD  
*From fear to action: Exploring the role of emotion during imminent threat events using the extended parallel process model*
- 2021             Tyler Gayheart, PhD  
*Persuasive messaging to impact positive academic behavior in higher education*
- 2019             T. Kody Frey, PhD  
*CAT in the classroom: Understanding instructor behavior and student perceptions through communication accommodation theory*
- 2019             Sarah Sheff, PhD  
*“I want to feel what they feel”: Evaluating the effectiveness of emotional flow in narrative health blogs*
- 2019             Anna-Carrie Beck, PhD  
*“More than just a box”: The co-creation of social identity within Hispanic-Caucasian multiethnic family systems*
- 2018             Jacob Matig, PhD  
*Message effects and the communication theory of identity: Does making message recipients mindful of identity gaps lead to behavior change?*

### PhD Committee Member, University of Texas, Austin

- In progress     Carolyn Montagnolo (Advisor: Matthew McGlone)

### PhD Committee Outside Examiner, University of Kentucky

- 2020             Xin Chen, PhD (Public Policy)

*Home rule, local autonomy, and municipal government*

- 2019 Brian Enjaian, PhD (Psychology)  
*When and why we protect our honor*

**MA Committee Member, University of Kentucky**

- 2023 Allison Crawford Brown, MA  
*Comprehensive Exams*
- 2022 Paige Von Feldt, MA  
*Coordinating boundaries and negotiating mental health diagnoses and disclosure: An exploration of stigma and communication privacy management*
- 2021 Timothy J. Collet, MA  
*Comprehensive Exams*
- 2018 Carina Mazariegos Zelaya, MA  
*Young women's perceptions of long-lasting reversible contraceptive methods: Memorable messages*
- 2018 Tara McGinnis, MA  
*Comprehensive Exams*

**Director for Graduate Independent Study, University of Kentucky**

- 2022, Spring Zane A. Dayton (CI 790: Research Problems in Communication)
- 2019, Fall Sean Goatley-Soan (CI 700: Directed Reading, Language Attitudes)
- 2019, Spring Xia Sheng (CI 790: Research Problems in Communication)
- 2017, Fall Tara McGinnis (CJT 700: Directed Reading, Persuasion and Health)
- 2017, Spring Corbin Bailey (CJT 700: Directed Reading, Intergroup Communication)

**SERVICE**

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**Elected Office in Professional Organizations**

- 2023–present Immediate Past President, Intergroup Communication Interest Group, International Communication Association
- 2022–present President-Elect, International Association of Language and Social Psychology
- 2021–2023 Chair, Intergroup Communication Interest Group, International Communication Association
- 2019–2021 Vice-Chair, Intergroup Communication Interest Group, International Communication Association
- 2018–present Publicity Officer, International Association of Language and Social Psychology

- 2016–2018 Publications Officer, International Association of Language and Social Psychology
- 2014–2018 Early Career Representative, Intergroup Communication Interest Group, International Communication Association
- 2014–2016 Graduate Student Representative, International Association of Language and Social Psychology

### **Editorial Boards**

- 2022–present *Journal of Multilingual and Multicultural Development*
- 2018–present *Human Communication Research*
- 2016–present *Journal of Language and Social Psychology*
- 2021–2023 *Communication Monographs*

### **Guest Editorial Board**

- 2023 *Language Sciences* [Special Issue: Communication Accommodation Theory at 50 years: Recent Trends and Prospects]

### **Ad-hoc Reviewer (2012–present, on one or more occasions)**

#### Journal Manuscripts

- Applied Psycholinguistics*
- Communication Monographs*
- Communication Reports*
- Communication Research*
- Communication Research Reports*
- Communication Studies*
- Communication Theory*
- Cultural Diversity and Ethnic Minority Psychology*
- Discourse Processes*
- Group Processes and Intergroup Relations*
- Health Communication*
- Human Communication Research*
- International Journal of Bilingual Education and Bilingualism*
- International Journal of Communication*
- International Journal of Intercultural Relations*
- International Migration Review*
- Journal of Communication*
- Journal of Computer Mediated Communication*
- Journal of Cross-Cultural Psychology*
- Journal of Experimental Psychology*
- Journal of Health Communication*
- Journal of Language and Social Psychology*

*Journal of Multilingual and Multicultural Development*

*Journal of Psycholinguistic Research*

*Journal of Second Language Pronunciation*

*Journal of Sociolinguistics*

*Language & Communication*

*Language and Speech*

*Language in Society*

*Nordic Journal of Linguistics*

*Personality and Social Psychology Review*

*Psychology of Language and Communication*

*Review of General Psychology*

*Western Journal of Communication*

#### Encyclopedia Entries

*Oxford Research Encyclopedia of Psychology* (2018)

*Oxford Research Encyclopedia of Intergroup Communication* (2017)

*Oxford Research Encyclopedia of Health and Risk Message Design and Processing* (2016)

*Wiley Encyclopedia of Applied Linguistics* (2022)

#### Monograph Proposals

Routledge (2020)

#### Grant Proposals

National Science Foundation (2019)

#### Conference Papers

National Communication Association Conference, Comm. and Social Cognition Division

National Communication Association Conference, Health Communication Division

International Communication Association Conference, Intergroup Comm. Interest Group

International Communication Association Conference, Interpersonal Comm. Division

International Conference on Language and Social Psychology

Kentucky Conference on Health Communication

#### **Conference Panel Chair (2013–present, on one or more occasions)**

National Communication Association Conference, Communication and Social Cognition

International Communication Association Conference, Intergroup Communication

#### **University of Kentucky**

2022–present Graduate School Committee on Fellowships and Traineeships, Member

2018, 2019 Commencement Ceremony Faculty Participant

2015–2017 New Student Induction Ceremony Faculty Participant

#### **College of Communication and Information, University of Kentucky**

2023–2024 Graduate Scholarship and Awards Committee, Chair (elected)

2023– O’Hair Early Career Faculty Award, Selection Committee Member



- 2022–present CI SONA Advisory Board, Member
- 2022–present Faculty Council, Member (elected)
- 2021–2022 Graduate Scholarship and Awards Committee, Chair (elected)
- 2019–2021 Graduate Scholarship and Awards Committee, Member (elected)
- 2019 Search Committee, Member (Dean of the College of Communication and Information)
- 2018 Graduate Faculty Panel Member, “Knowledge on Tap”
- 2018 Graduate Faculty Panel Member, “Academic Career Pursuit”
- 2016–2019 Graduate Faculty Panel Member, “Beginning Your Research Agenda”
- 2017 Reviewer, CI Resume Writing Workshop
- 2016–2019 Graduate Review Committee, Member
- 2015 Graduate Student Mock NCA Panel Respondent

### **Department of Communication, University of Kentucky**

- 2022–present Curriculum Committee, Chair
- 2022 Search Committee, Chair (Tenure-track, Assistant Professor [2 positions hired], open area)
- 2017 Search Committee, Member (Tenure-track, Assistant Professor [2 positions hired], Health Communication)
- 2016 Search Committee, Member (Tenure-track, Assistant Professor, Interpersonal Communication)
- 2015–2022 Curriculum Committee, Member

### **PROFESSIONAL AFFILIATIONS**

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National Communication Association

International Communication Association

International Association of Language and Social Psychology

### **LANGUAGES**

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English (fluent), Serbian (native), Croatian (native), French (conversational)