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Biography

Dr. Jessica R. El-Khoury is an Associate Professor in the Department of Media Studies and Director of International Relations at Notre Dame University – Louaize. Dr. El-Khoury received her Ph.D. in Mass Communication from Texas Tech University with a concentration in health communication and entertainment-education, an MA in Media Studies and a BA in Broadcast Journalism. She is passionate about promoting a healthier society and building self/collective confidence through media messages which endorse positive behaviors such as anti-domestic violence, anti-drug addiction, community engagement, sexual health, sports, and proactive cancer awareness. She has presented at 15 conferences internationally, is published in renowned media communication journals, and has been a writer for a local magazine and was a reporter, anchor, and producer for a local TV station in Austin Texas.

Peer-reviewed Journals

International

- Oueiss, E. & El-Khoury, J. R. (2022). Media strategies for promoting sustainable development goals. *Arab Media & Society*, 34.
- Nassif, N. & El-Khoury, J. R. (2022). Media and women elite athletes in the Arab world: Current status and perspectives for developments, *Asian Journal of Sport History & Culture*, (1)3, 271-285.
- Mady, C. & El-Khoury, J. R. (2022). Local absence, global supply: Lebanese youth, sexual education, and a Netflix series. *Sex Education*, DOI: 10.1080/14681811.2022.2159360.
- Mady, C. & El-Khoury, J. R. (2022). The role of interpersonal communication in instilling a sense of social justice: Beirut August 4, 2020 explosion. *Journal of Applied Communication Research*. DOI: 10.1080/00909882.2022.2146524.
- Nasrallah, A. & El-Khoury, J. R. (2022). The integration of politics and sports in Lebanon (2022). *Arab Media & Sports*, 33.
- Bou Zeid, M., El-Khoury, J. R., & Samra, S. (2022). Development of course learning outcomes and measurement in higher education. *Curriculum and Teaching*, 37(1), 101-122.
- Savaya, D. & El-Khoury, J. R. (2021). Curiosity fulfilling searches for sexual content: Lebanese adolescents' gratifications from the Internet as a sex education tool. *Journal of Health and New Media Research*, 5(1).
- Bou Zeid, M. & El-Khoury, J. R. (2020). Challenges of Media Ethics Education in Lebanon in the Midst of Political and Economic Pressure. *Journalism and Mass Communication Educator*, 75(3), 275-290.
- El-Khoury, J. R. & Shafer, A. (2016). Narrative Exemplars and the Celebrity Spokesperson in Lebanese Anti-Domestic Violence Public Service Announcements. *Journal of Health Communication*.

- Peaslee, R., El-Khoury, J. R., & Liles, A. (2014). The media festival volunteer: Connecting online and onground fan labor. *Transformative Works & Cultures*.
- Merle, P., El-Khoury, J. R., & Rahimi, M. (2014). Revolution 2.0: Deciphering a cross-national newspaper discourse. *Southwestern Mass Communication Journal*.

Peer-reviewed Conference Proceedings

- El-Khoury, J. R. (2022 July). Challenges of Attaining Self-Worth: Reorientation of Self through Interpersonal and Media Communication. Audience Section, International Association for Media and Communication Research, Beijing, China [virtual due to COVID-19].
- Mady, C. & El-Khoury, J. R. (2022 July). Lebanon's LGBTQI+ Community at a Crossroads: A Vital NeoGlobalized-Local Conversation. Gender and Communication Section, International Association for Media and Communication Research, Beijing, China [virtual due to COVID-19].
- Mady, C. & El-Khoury, J. R. (2021 June). Local absence, global supply: Lebanese youth, sexual education and a Netflix series. International Association for Media and Communication Research, Nairobi, Kenya [virtual due to COVID-19].
- Mady, C. & El-Khoury, J. R. (2021 May). A devastated community's attempt at social justice: Interpersonal communication during Lebanon's August 4 Explosion. Interpersonal Communication Division. International Communication Association Conference, Denver Colorado [virtual due to COVID-19].
- Seif, D. & El-Khoury, J. R. (2021 May). Preserving the water of Lebanon: A mass media flow of awareness and action. Environmental Communication Division. International Communication Association Conference, Denver Colorado [virtual due to COVID-19].
- Mouranieh, T. & El-Khoury, J. R. (2021 May). A cultivated culture and identity through entertainment gratifications of western media. Mass Communication Division. International Communication Association Conference, Denver Colorado [virtual due to COVID-19].
- Ahmadih, S. & El-Khoury, J. R. (2021 May). The impact of cyberbullying: drug consumption as a coping mechanism. Mass Communication Division. International Communication Association Conference, Denver Colorado [virtual due to COVID-19].
- Nasrallah, A. & El-Khoury, J. R. (2021 May). Integration of politics and sports in Lebanon. Sports Communication Division. International Communication Association Conference, Denver Colorado [virtual due to COVID-19].
- El-Khoury, J.R. (2020 May). Prosocial effects of an entertainment-education television sitcom and celebrity PSA: Investigating the role of parasocial interaction, humor and resistance to persuasion. Health Communication Division. International Communication Association Conference, Gold Coast, Australia [virtual due to COVID-19].
- Bou Zeid, M. and El-Khoury, J. R. (2020 May). Challenges of Media Ethics Education in Lebanon in the Midst of Political and Economic Pressure. Journalism Studies Division. International Communication Association Conference, Gold Coast, Australia [virtual due to COVID-19].
- Majzoub, M. & El-Khoury, J.R. (2020 May). Impact of civil movements on perception, attitudes and behavior of Lebanese young adults towards 2018 elections and voting. Activism, Communication and Social Justice. International Communication Association Conference, Gold Coast, Australia [virtual due to COVID-19].
- Raad, T., & El-Khoury, J.R. (2020 May). Road to prevention: A content analysis of anti-drug public service announcements in Lebanon. Mass Communication Division: Poster. International Communication Association Conference, Gold Coast, Australia [virtual due to COVID-19].
- Hanna, M. & El-Khoury, J. R. (2019, May). Body Images in Lebanese Music Videos: Social Comparisons and Perceptions of a Lebanese Audience. International Communication Association Conference, San Diego, California, USA.
- Mady, C. & El-Khoury, J. R. (2018, May). Effectiveness of Breast Cancer Narrative Exemplars on Lebanese Women. International Communication Association Conference, Prague, Czech Republic.
- Hajj, C. & El-Khoury, J. R. (2017, May). Models Portrayal in Advertising and the Increase of Plastic Surgeries among Lebanese Women. International Communication Association Conference, San Diego, California, USA.
- Abdelhay, M. & El-Khoury, J. R. (2017 April). The Impact of Social Media for Lebanese Business Marketing Initiatives. Lebanese Association for the Advancement of Science, Beirut, Lebanon.
- Nassar, S. & El-Khoury, J. R. (2017 April). The Impact of Social Media on Luxury Brands Marketing in Lebanon. Lebanese Association for the Advancement of Science, Beirut, Lebanon.
- Frem, F. & El-Khoury, J. R. (2017 April). Newspaper Coverage of the Islamic State Rise to Power. Lebanese Association for the Advancement of Science, Beirut, Lebanon.
- Savaya, D. & El-Khoury, J. R. (2016, June). The Internet as a Sex Education Resource for Lebanese Adolescents: Its Impact on Attitude and Intended Sexual Behaviors. International Communication Association Conference, Fukuoka, Japan.

- Bou Aoun, J. E. & El-Khoury, J. R. (2016, June). Cultural Intelligence and an Individuals Advertising Preference in the Lebanese Community. International Communication Association Conference, Fukuoka, Japan.
- El-Khoury, J. R., & Shafer, A. (2013, November). Narrative exemplars and the celebrity spokesperson in Lebanese anti-domestic violence messages. National Communication Association Convention, Washington D.C.
- El-Khoury, J. R. (2013, October). Image of beauty transferred from the West to the East: A plastic surgery craze. The Fourth International Conference of the Image, Chicago, IL.
- El-Khoury, J. R., & Wilkinson, K. (2013, June). The popular culture celebrity and the viewer: awareness through entertainment-education and parasocial interactions in Lebanon. International Communication Association Conference, London.
- El-Khoury, J.R. & Wilkinson, K. (2013, April). Entertainment-education celebrity: Parasocial interactions with popular culture figures. Twelfth Annual Research Poster Competition, Lubbock, TX.
- El-Khoury, J. R., Liles, A., & Sprinkles, A. (2013, March). Volunteerism: Participation and civic engagement at the media festival. AEJMC Midwinter Conference, Norman, OK.
- El-Khoury, J. R. (2013, February). Advertising techniques in anti-drug and alcohol public service announcements. The Southwest Texas Popular Culture Conference, Albuquerque, NM.
- El-Khoury, J. R. (2012, November). New trends in integrated communication marketing: Television and Internet merging strategies. The Fourth Annual International Research Conference, San Marcos, TX.
- El-Khoury, J. R. (2012, October). A content analysis of anti-drug and alcohol public service announcements. The Second Annual Arts and Humanities Graduate Research Conference, Lubbock, TX.
- El-Khoury, J. R. (2012, April). Gratified from American/European infotainment use in Lebanon. Eleventh Annual Research Poster Competition, Lubbock, TX.
- Merle, P., & El-Khoury, J. R. (2012, March). @Revolution 2.0.: A cross-national analysis of social media's salience during the Egypt Unrests. AEJMC Midwinter Conference, Norman, OK.
- El-Khoury, J. R. (2012, July). E-course technology and distance learning in college education. The Egyptian E-Learning University International Conference on E-Learning, Cairo, Egypt.
- El-Khoury, J. R., Kasprzak, D., El Sayed, A. Fazlovic, M. (2011, April). Struggles of families in the Middle East and Europe. The Cultural and Religious Understanding Conference, Rovereto, Italy.
- El-Khoury, J. R. (2011, February). Social media and the Arab revolutions. Third Euro-Mediterranean Research Souk Multi-Conference, Beirut, Lebanon.