

Bianca Siegenthaler

PhD Student
Department of Communication
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University of South Florida
4202 E Fowler Ave,
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Education

- PhD**, Expected May 2026 University of South Florida – Tampa, FL
Department of Communication
Emphasis: Health Communication, Interpersonal Communication,
and Applied Communication Research
Advisors: Dr. Ambar Basu and Dr. Marleah Dean Kruzell
- MA**, May 2022 University of South Florida – Tampa, FL
Department of Communication
Emphasis: Critical Health Communication
Thesis: *Outside the Boundaries of Biomedicine: A Culture-
Centered Approach to Female Patients Living Undiagnosed and
Chronically Ill*
Committee: Dr. Ambar Basu (chair), Dr. Marleah Dean Kruzell,
and & Dr. Mahuya Pal
- BA**, December 2019 University of South Florida – Tampa, FL
Department of Communication
Minor: Leadership Studies
- AA**, December 2017 Florida Atlantic University – Boca Raton, FL

Academic Appointments

- Spring 2022-Present** **Graduate Research Assistant**
Department of Communication, *University of South Florida*
- Fall 2020-Present** **Graduate Teaching Assistant**
Department of Communication, *University of South Florida*
- Fall 2023** **Graduate Teaching Assistant**
Department of Engineering, *University of South Florida*

Awards and Honors

- 2023 Top Paper Award, Organizational Communication Division, National
Communication Association, Craine, W., **Siegenthaler, B.**, & Worwood, J. V.

(2023). “There's going to be a tipping point where I'm not gonna be able to work”: Communicative Resilience amidst Precarity in the Careers of Individuals with Autoimmune Diseases.

- 2022 Top Paper Award, Health Communication Division, National Communication Association, **Siegenthaler, B.**, Worwood, J., & Craine, W. (2022). Patterns of Disruptions: Complexities of Discursive-Embodied Triggers and Resilience Responses of Individuals with Autoimmune Diseases.
- 2021-2022 James E. Popovich Award for Outstanding Achievement in Masters Studies, University of South Florida, *this award is given each year to an outstanding M.A. student, as determined by the Department's Honors and Awards Committee from faculty*
- 2021 Anne Copeland “Turtledove” Award, University of South Florida, *this award recognizes a student, faculty, or staff member who embodies the spirit and personality of the dearest Anne Copeland, namely someone who is warmhearted, encouraging, upholds a good sense of humor, perhaps belts a roaring laugh, and serves as the "glue" of our department*
- 2020 Volunteer Spotlight Award, *Respect90 Foundation*

Research

Research Interests

- Health and Interpersonal Communication (e.g. patient-clinician communication, health equity, health narratives, health outcomes, patient satisfaction, narrative medicine)
- Applied Communication Research (e.g. translational research, multidisciplinary teams, practical applications)
- Communication in Medical Education (e.g. communication skills trainings, patient simulation, problem-based and experiential learning, clinical reasoning skills)

Research Teams

- With Dr. Steve Wilson (University of South Florida), Dr. Marleah Dean Kruzel (University of South Florida), Josephine Boumis (University of South Florida), and Melissa McCormick (University of South Florida). Project title: Goals of Inherited Cancer Risk Disclosure in Families.
- With Dr. Shaunak Sastry (University of Cincinnati), Dr. Ambar Basu (University of South Florida), Parameswari Mukherjee (University of South Florida), and Sabena Abdul Raheem (University of Cincinnati). Project title: Locating “Community” in Appeals for Community Participation in COVID-19 Vaccine Discourse: A Critical Analysis of Public Health Communication in the United States.
- With Dr. Patrick Dillon (Kent State University), Dr. Jaime Robb (Marquette University), and Dr. Ambar Basu (University of South Florida). Project Title: Transgender Sex Workers and their Meanings of Respect.

Peer-Reviewed Publications

1. Sastry, S., **Siegenthaler, B.**, Mukherjee, P., Abdul Raheem, S., & Basu, A. (2023). The (mis)uses of community: a critical analysis of public health communication for COVID-19 vaccination in the United States. *Human Communication Research*, 49(4), 396–407. <https://doi.org/10.1093/hcr/hqad018>

Journal Articles Under Review or Revision

1. **Siegenthaler, B.**, Worwood, J., & Craine, W. (Under 2nd review with editor). Patterns of Disruptions: Complexities of Discursive-Embodied Triggers and Resilience Responses of Individuals with Autoimmune Diseases. *Communication Monographs*.

Invited Book Chapters

2. Dillon, P. D., **Siegenthaler, B.**, & Basu, A. (2025). Examining Discrimination and Prejudice as Emerging Constructs in Health Communication Scholarship. In J. Setter, S. Dovchin, & V. Ramjattan (Eds.), *The Oxford Handbook of Language and Prejudice*.

Research in Progress

1. Dutta, M. J., Basu, A., Pal, M., Kaur-Gill, S., **Siegenthaler, B.**, Elers, P., Mishra, R. (2023). Critiquing the Critique: Past, present, and future of the CCA. Preparing for submission.
2. **Siegenthaler, B.** (2023). Resisting the single story of medicine: Using narrative medicine practices to foster empathetic patient-provider relationships and inclusive healthcare. Preparing for submission to *Patient Education and Counseling*.
3. **Siegenthaler, B.** (2023). Outside the Boundaries of Biomedicine: A Culture-Centered Approach to Female Patients Living Undiagnosed and Chronically Ill. Preparing for submission to *Qualitative Health Research*.
4. **Siegenthaler, B.**, Buzzanell, P.M., Siegenthaler, O. (2023). Collective and Cascading Disruptions: Resilience as Entangled, Embodied Processes Constituted Over Time and Contexts. Preparing for submission to *Journal of Autoethnography*.
5. Craine, W., **Siegenthaler, B.**, & Worwood, J. V. (2023). “There's going to be a tipping point where I'm not gonna be able to work”: Communicative Resilience amidst Precarity in the Careers of Individuals with Autoimmune Diseases. Preparing for submission to *Journal of Applied Communication Research*.
6. Worwood, J.V. & **Siegenthaler, B.** (2023). Being Sick *and* Being Healthy: Discursive Tensions in Autoimmune Disease Patients. Preparing for submission.

Conference Paper/Presentations

(Competitively selected)

1. Craine, W., **Siegenthaler, B.**, & Worwood, J. V. (2023). “There's going to be a tipping point where I'm not gonna be able to work”: Communicative Resilience amidst Precarity

in the Careers of Individuals with Autoimmune Diseases. Paper accepted to the Organizational Communication Division for the annual meeting of the National Communication Conference, National Harbor, MD. **TOP PAPER AWARD.**

2. **Siegenthaler, B.** (2023). Outside the Boundaries of Biomedicine: A Culture-Centered Approach to Female Patients Living Undiagnosed and Chronically Ill. Paper accepted to the Health Communication Division for the annual meeting of the National Communication Conference, National Harbor, MD.
3. **Siegenthaler, B.,** Worwood, J., & Craine, W. (2022). Patterns of Disruptions: Complexities of Discursive-Embodied Triggers and Resilience Responses of Individuals with Autoimmune Diseases. Paper accepted to the Health Communication Division for the annual meeting of the National Communication Conference, New Orleans, LA. **TOP PAPER AWARD.**
4. Sastry, S., **Siegenthaler, B.,** Mukherjee, P., Abdul Raheem, S., & Basu, A. (2022). Locating “Community” in Appeals for Community Participation in COVID-19 Vaccine Discourse: A Critical Analysis of Public Health Communication in the United States. Paper accepted to the Health Communication Division for the annual meeting of the National Communication Conference, New Orleans, LA.
5. **Siegenthaler, B.,** Buzzanell P.M., Siegenthaler, O. (2021). Collective and Cascading Disruptions: Resilience as Entangled, Embodied Processes Constituted Over Time and Contexts. Paper presented at the Engagement & Patient, Caregiver & Social Network Perspectives Division for the annual meeting of the International Conference on Communication Healthcare. Virtual.
6. **Siegenthaler, B.** (2021). Pain changes you; Suffering changes you; Illness changes you: a narrative of strength, discovery, and autoethnographic sensemaking of health. Paper presented to the International Association of Autoethnography and Narrative Inquiry. Virtual.
7. **Siegenthaler, B.** (2021). The Story Catches You and You Tell It: A Postcolonial Analysis of *The Spirit Catches You and You Fall Down: A Hmong Child, Her American Doctors, and the Collision of Two Cultures*. Paper presented at the Asian/Pacific American Caucus for the annual meeting of the National Communication Conference, Seattle, WA.
8. **Siegenthaler, B.** (2021). I have you and you have me: an autoethnographic essay of mother/daughter familial and health identity shifts. Paper presented at the Family Communication Division Panel “Transforming Family Identity: Recommendations for Renewing Understanding of Family Roles” for the annual meeting of the National Communication Conference, Seattle, WA.

9. **Siegenthaler, B.** (2019). Resilience and Illness: One family and their Journey of Health. Paper presented at the annual meeting of the Undergraduate Humanities Conference at the University of South Florida, Tampa, FL.

Teaching Experience

University of South Florida

SPC 2608: Public Speaking (Hybrid and Fully Online)

Fall 2021, Fall 2023

2 sections/ Enrollment: 20 students per section

- Independent course instructor under the supervision of Dr. Aubrey Huber and Dr. Madison Pollino
- Primary responsibilities: creating and implementing weekly in-class and asynchronous lectures, activities, and workshops, assisting students in speech construction, and grading weekly assignments
- **Mean rating of instructor (Out of 5.0 with 5.0 being the highest): 4.92**

EGN 2615: Engineering Economics and Global Implications

Fall 2023

1 section/ Enrollment: 111 students

- Graduate Teaching Assistant under Dr. Joanna Burchfield
- Primary responsibilities: facilitate communication workshops, weekly grading, and respond to student questions and concerns
- **No formal student evaluations**

COM 4027: Intercultural Health Communication (Fully Online)

Summer 2023

1 section/ Enrollment: 70 students

- Co- Instructor with Dr. Ambar Basu
- Primary responsibilities: create asynchronous modules, weekly grading, and respond to student questions and concerns
- **No formal student evaluations**

COM 4022: Health Communication (Fully Online)

Summer 2021, Summer 2023

1 section/ Enrollment: 70 students

- Co- Instructor with Bria Cussano (2021) and Dr. Ambar Basu (2022)
- Primary responsibilities: adapt 14-week course to a 5-week course in Canvas, weekly grading, and respond to student questions and concerns
- **No formal student evaluations**

COM 2000: Introduction to Communication (Fully Online)

Fall 2020-Spring 2021

1 section/ Enrollment: approximately 325 students

- Graduate Teaching Assistant under Dr. Laurel Friedman
- Primary responsibilities: weekly grading, respond to students' emails, and evaluate case studies
- **No formal student evaluations**

Funding and Grants

Internal Grants

- 2021-2022 Grant Recipient of the University of South Florida Department of Communication Graduate Student Research Grant, *University of South Florida*. Project Title: Outside the Boundaries of Biomedicine: A Culture-Centered Approach to Female Patients Living Undiagnosed and Chronically Ill. (\$250) **Funded**. PI: Bianca Siegenthaler.
- 2021, 2022 Conference Presentation Grant, *University of South Florida Student Government*. (\$500). **Funded**.

Invited Presentations and Colloquium

Siegenthaler, B. (2022). Outside the Boundaries of Biomedicine: A Culture-Centered Approach to Female Patients Living Undiagnosed and Chronically Ill. Research Day Colloquium, University of South Florida, FL.

Siegenthaler, B., Worwood, J., & Craine, W. (2022). Patterns of Disruptions: Complexities of Discursive-Embodied Triggers and Resilience Responses of Individuals with Autoimmune Diseases. Dr. Brittan Barker's Aural Rehabilitation Lab. Utah State University, UT.

Cusanno, B. & **Siegenthaler, B.** (2021). Narrative Medicine Workshop. Judy Genshaft Honors College, University of South Florida, FL.

Siegenthaler, B. (2021). How to do Resilience Research. Dr. Patrice Buzzanell's undergraduate course SPC 4930: Resilience and COVID, University of South Florida, FL.

Service

Disciplinary Reviewing Service

- Ad Hoc reviewer for *Health Communication*, 2023

University Service

University of South Florida

- Graduate Communication Association, Peer Mentor, 2021-Present
- Equity, Social Justice, Accountability Committee, Co-Chair, 2022
- Department of Communication, Graduate Student Representative for Departmental Review, 2022
- Graduate Open House at NCA, Volunteer, 2021-2022
- Equity, Social Justice, Accountability Committee, Committee Member, 2021
- Department of Communication Community Building Meetings, Coordinator, 2021
- Partners in Health Engage USF, Fundraising Committee Member, 2020

Community Service

Tampa, FL

- Mary Lee's House, Community Volunteer, 2018-Present
- Tampa Free Food Fridge, Community Volunteer, 2022

- Institution for Diversity and Inclusion in Emergency Management (I-DIEM), Community Volunteer, 2022

Professional Development

Teaching

Spring 2022	Gender and Pronoun Workshop, Metro Inclusive Health (in-person, 2 hour workshop)
Spring 2021	Enhance Your Online Course with Kaltura, University of South Florida Innovative Education (online, 1 week)
Spring 2020	Online Instructor Certification, University of South Florida Innovative Education (online course, 4 weeks). Recertified in Fall 2023.

Research

Spring 2023	What Would You Do?: A Bystander Intervention Workshop on Responding to Racialized Microaggressions with Dr. Lisa Hanasono (online, 2 hour synchronous workshop)
Fall 2021	Narrative Medicine Basic Workshop, <i>Columbia University School of Professional Studies</i> (online, 3-day virtual, synchronous workshop series)

Professional Affiliations

Member, International Communication Association, 2022-Present
Member, Academy of Communication in Healthcare, 2021-Present
Member, National Communication Association, 2020-Present
Member, Graduate Communication Association, 2020-Present
Member, Graduate and Professional Student Council, 2020-Present
Member, USF Graduate Assistants United, 2020-Present

Additional Work Experience

Spring 2022- Present	Simulated Patient, Center for Medical Simulation and Innovative Education, <i>Johns Hopkins All Children's Hospital</i> . St. Petersburg, FL. Simulated Patient Scenarios: Pregnancy Options Counseling, Antenatal Counseling and Breaking Bad News, Teenager Depression Evaluation, Everyday Ethics: Safety Disclosure Event, Dealing with Objections to Care, and Dealing with Requests for Enhancements
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