



## The 12<sup>th</sup> Annual Exhibition of Undergraduate Research and Creative Activities – EXPO 2025

### GUEST SPEAKER

**Dr. Asha S. Winfield, Ph.D.**

Assistant Professor

Manship School of Mass Communication

Louisiana State University

Founder/Director, The Storytellers Lab

Affiliate, Department of African & African American Studies

Affiliate, Department of Screen Arts

Live Oak Ballroom of Setzer Center

April 24, 2025 - from 4:00 – 4:45 pm

### SHORT BIOGRAPHY:

Dr. Asha Winfield is an Assistant Professor at LSU's Manship School of Mass Communication and a creative scholar whose work blends visual and oral storytelling with critical theories. Winfield is an alumna of Lamar University '12 and former communication instructor in the Department of Communication where her love of storytelling grew in practice and applicability. After graduating from Lamar, Winfield began her graduate studies at the University of Houston where research and practice became clearer and graduated in 2015. After graduating with her masters, she joined the faculty at Lamar and LIT and taught classes on Public Speaking, Interpersonal Communication, Foundations of Black TV & Film, Interviewing, and Business Communication. In 2021, Winfield graduated from Texas A&M University with her doctoral degree in Communication and began teaching at Louisiana State University. Her education added with her love of photography and videography, added to her desire to explore the power of storytelling among groups and individuals.

As a filmmaker, educator, and researcher, she explores the narratives, rituals, and practices of Black American communities in media, culture, and society. Her interdisciplinary approach to research integrates intersectionality and Black feminist thought to highlight the dynamic connections between audience reception, memory-making, and health behaviors.

Dr. Winfield founded *The Storytellers Lab* at LSU in January 2022, a space where she collaborates with students on innovative visual research projects and documentary research. Her creative projects include *Our Black COVID-19 Stories*, a documentary series capturing the lived experiences of Black communities during the pandemic. Since joining the Manship School, she has co-produced over 25 short documentaries about culture in the US South with her graduate and undergraduate students. Her scholarly contributions appear in journals like *Health Communication* and *Women's Studies in Communication*, as well as several book chapters and digital forums. Dr. Winfield's work bridges theory and creativity to center the voices and stories of communities whose voices have historically been excluded or silenced. In her talk, she plans to discuss the importance of seeing and sitting with the stories around us as researchers and neighborhood storytellers.

### LECTURE:

**The Stories We Tell, The Stories We Live: Connecting Collective Memory, Qualitative Research, and Community Storytellers in Our Work**

Stories are everywhere—stitched and braided into the fabric of our lives, shaping how we understand ourselves and the world around us. From the grand narratives of history that make it to the textbooks of the education system to the intimate tales of our families and neighborhoods, our stories hold the power to preserve memories, influence research, and inspire change on multiple levels. In this interactive plenary session at the Undergraduate Research Expo, we will explore the significance of recognizing, sharing, and preserving the stories around us. Together, we'll examine our personal youthful tales, intergenerational legacies, family health narratives, and the digital archives of our lives found on social media, dating apps, and beyond. The goal is to discuss how stories reveal and change us, while also empowering our work as storytellers, practitioners, researchers, and historians. By telling our own stories, we not only claim agency over our identities but also contribute to the larger tapestry of history and scholarship. Additionally, by carefully crafting the stories of our communities with the community, we shape and reshape [re]presentation and the hope of ourselves more nuanced, clear, and complex in media and society. Through reflection and engagement, this session will challenge us to see how our stories shape our research, methodologies, and ontologies, reminding us of all that lies within our shared narratives, culture, and identities.



OFFICE OF UNDERGRADUATE RESEARCH  
**LAMAR UNIVERSITY**