

JONATHAN GRAY

Professor of Media and Cultural Studies

email: jagray3@wisc.edu

AREAS OF SPECIALIZATION

television studies	entertainment media and the public sphere
audiences	textuality, intertextuality, and paratextuality
comedy, parody, and satire	convergence and transmedia
global media consumption	national and transnational identities
informal economies and international piracy	authorship

PROFESSIONAL EXPERIENCE

Professor	Media and Cultural Studies University of Wisconsin, Madison (2011 –)
Associate Professor	Media and Cultural Studies University of Wisconsin, Madison (2009 – 2011)
Assistant Professor	Communication and Media Studies Fordham University, Bronx, NY (2005 – 2009)
Lecturer	Mass Communications University of California, Berkeley (2003 – 2005)
Visiting Tutor	Media and Communications University of London, Goldsmiths College, UK (2000 – 2003)
Sessional Instructor	English University of British Columbia, Canada (1998)

EDUCATION

Ph.D.	Communications University of London, Goldsmiths College, UK (2003) dissertation: <i>Reading Through Intertextuality: Television, Parody and the Case of The Simpsons</i>
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- MA (Distinction) Media and Communication Studies**
 University of London, Goldsmiths College, UK (2000)
 dissertation: “Jest Entertainment: News Parody, Media Literacy
 Education and the Public Sphere”
- MA (Distinction) Literature from Commonwealth Countries**
 University of Leeds, UK (1997)
 dissertation: “History’s Fool: The Artist’s Relationship to History in
 Michael Ondaatje’s *Running in the Family* and *In the Skin of a Lion*”
- BA (Honours) English**
 University of British Columbia, Canada (1992)

AWARDS, FELLOWSHIPS, AND DISTINCTIONS

Media Center at Peabody Fellow
 2017 – 2019

University of Warwick Institute for Advanced Study Visiting Fellow
 July 2016

Vilas Mid-Career Investigator’s Award
 University of Wisconsin, 2015-2017

Chancellor’s Distinguished Teaching Award
 University of Wisconsin, 2015

Member, Board of Jurors
 George Foster Peabody Awards, 2014 – 2020

H. I. Romnes Faculty Fellowship
 University of Wisconsin, 2011 – 2016

***Choice Magazine* Top Academic Title**
Television Entertainment, 2008

Fordham University Faculty Research Grant
 2008

International Radio and Television Society Foundation Funding
 2008 IRTS & Disney Digital Media Summit

National Association of Television Production Executives (NATPE) Faculty Fellowship

2008

Top Paper in Popular Communication Division

International Communication Association Conference, 2007 & 2003

Unsung Hero Commendation

Undergraduate Experience Survey, University of California, Berkeley, 2005

Arts and Humanities Research Board of United Kingdom Full Studentship

2000-2003

London Goodenough Association of Canada Award

Free residence, 1999-2000

Oolichan Books Award as Top of MA in Commonwealth Literature Class

University of Leeds, 1997

University of British Columbia Scholarship

Tuition, 1995, 1996

PUBLICATIONS

-- Monographs --

(2012) *Television Studies*. London: Polity. Co-authored with Amanda D. Lotz. 200pp.
* currently being translated into Korean

(2010) *Show Sold Separately: Promos, Spoilers, and Other Media Paratexts*. New York: NYU Press. 264 pp.
* Introduction translated into Chinese in *China Media Report* 56.4 (2015)

(2008) *Television Entertainment*. New York: Routledge. 224 pp.

(2006) *Watching with The Simpsons: Television, Parody, and Intertextuality*. New York: Routledge. 216 pp.

-- Edited Collections --

(in press, in print July 2017) *Fandom: Identities and Communities in a Mediated World*, second edition, edited with Cornel Sandvoss & C. Lee Harrington. New York: NYU Press.
* includes 75% new material not in the first edition *

- (2017) *Keywords in Media Studies*, edited with Laurie Ouellette. New York: NYU Press. 229 pp.
- (2013) *Breaking Boundaries in Political Entertainment Studies*, edited with Dannagal G. Young. Ebook. Los Angeles: USC Annenberg Press.
 * Reprint of below-listed special issue of *International Journal of Communication* *
- (2013) *A Companion to Media Authorship*, edited with Derek Johnson. Malden, MA: Blackwell. 576 pp.
- (2009) *Satire TV: Politics and Comedy in the Post-Network Era*, edited with Jeffrey P. Jones and Ethan Thompson. New York: NYU Press. 288 pp.
- (2008) *Battleground: The Media*, a two-volume encyclopaedia, edited with Robin Andersen. Westport, CT: Greenwood. 672 pp.
- (2007) *Fandom: Identities and Communities in a Mediated World*, edited with Cornel Sandvoss & C. Lee Harrington. New York: NYU Press. 412 pp.

-- Journal & Series Editing --

- (2017) “Paratexts, Promos, and Publicity” a special issue of *Critical Studies in Media Communication*, 34.2
- (2015+) Co-editor, with Nina Huntemann and Aswin Punathambekar, of *Critical Cultural Communication* series, NYU Press.
- (2007 – 2012) Co-editor, with Cornel Sandvoss and C. Lee Harrington, of *Popular Communication: The International Journal of Media and Culture* (a Taylor and Francis journal).
- (2013) “Breaking Boundaries: Working Across the Methodological and Epistemological Divide in the Study of Political Entertainment,” a special issue of *International Journal of Communication*, co-edited with Dannagal G. Young, Vol. 7.
- (2009) “Games and Convergence,” an In Focus section of *Cinema Journal* 49.1.

-- Journal Articles --

- (2017) “Reviving Audience Studies,” *Critical Studies in Media Communication* 34.1.
- (2016) “Hidden: Studying Media Dislike and its Meaning,” with Sarah Murray, *International Journal of Cultural Studies* 19.4 (July).
- (2014) “Scales of Cultural Influence: Malawian Consumption of Foreign Media,” *Media, Culture and Society* 36.7 (October).

- (2013) “La Textualité des Réseaux” (translated by Lucie Mérijeau and Barbara Laborde), in Marta Boni, Adrienne Boutang, Barbara Laborde, and Lucie Mérijeau (eds), *Théorème 17 (Networking Images: Approches Interdisciplinaires des Images en Réseau)*.
- (2012) “Of Snowspeeders and Imperial Walkers: Fannish Play at the Wisconsin Protests,” *Transformative Works and Culture* 10.
- (2011) “Mobility Through Piracy, Or How Steven Seagal Got to Malawi,” *Popular Communication: The International Journal of Media and Culture* 9.2 (May).
- (2010) “‘Coming Up Next’: Promos in the Future of Television and Television Studies,” *Journal of Popular Film and Television* 38.2.
- (2010) “Entertainment Studies and Media/Cultural/Communication/Etc. Studies,” *Continuum: Journal of Media and Cultural Studies* 24.6.
- (2008) “Television Pre-Views and the Meaning of Hype,” *International Journal of Cultural Studies* 11.1 (March).
- (2007) “Imagining America: *The Simpsons* Go Global,” *Popular Communication* 5.2 (May).
* Reprinted in Tanner Mirrlees and Joseph Kispal-Kovacs (eds), *The Television Reader: Critical Perspectives in Canadian and US Television Studies*. Toronto: Oxford University Press Canada, 2013.
- (2007) “Speculation on Spoilers: *Lost* Fandom, Narrative Consumption, and Rethinking Textuality,” with Jason Mittell, *Particip@tions: International Journal of Audience Research* 4.1.
- (2005) “Anti-Fandom and the Moral Text: *Television Without Pity* and Textual Dislike,” *American Behavioral Scientist* 48.7 (March).
- (2005) “Television Teaching: Parody, *The Simpsons* and Media Literacy Education,” *Critical Studies in Media Communication* 22.3 (August).
- (2003) “New Audiences, New Textualities: Anti-Fans and Non-Fans,” *International Journal of Cultural Studies* 6.1 (March).
- (2001) “‘One Ring to Rule Them All’: Pre-Viewers and Pre-Texts of the *Lord of the Rings* Films,” with Bertha Chin, *Intensities: The Journal of Cult Media* 2.

-- Chapters in Edited Collections --

- (2017, forthcoming) “‘Always There Are Two’: Repetition, Originality, and *The Force Awakens*,” in William Proctor and Richard McCulloch (eds), *Disney’s Star Wars: Forces of Production and Promotion*. Iowa City: University of Iowa Press.
- (2017, forthcoming) “Disney Junior: Imagining Industrial Intertextuality,” with Kyra Hunting, in Derek Johnson (ed.), *The New Television Industries: Changing Channels*. New York: Routledge.

- (2017, forthcoming) “How Do I Hate Thee? Let Me Count the Ways,” in Melissa Click (ed.), *Dislike, Hate, and Anti-Fandom in the Digital Age*. New York: NYU Press.
- (2017, forthcoming) “Inter- and Para-textuality,” in Mary Celeste Kearney and Michael Kackman (eds), *The Craft of Criticism*. New York: Routledge.
- (2017, forthcoming) “Off-Screen Educational Television and the Social Value of Children’s Paratexts,” in Jeffrey P. Jones and Ethan Thompson (eds), *Television History, The Peabody Archive, and Cultural Memory*. Athens: University of Georgia Press.
- (2017, in press) “Why Still Study Fans?,” with Cornel Sandvoss & C. Lee Harrington, in *Fandom: Identities and Communities in a Mediated World*, edited by Jonathan Gray, Cornel Sandvoss, & C. Lee Harrington. New York: NYU Press.
- (2017) “Text,” in Laurie Ouellette and Jonathan Gray (eds), *Keywords in Media Studies*. New York: NYU Press.
- (2016) “The Politics of Paratextual Ephemerality,” in Sara Pesce and Paolo Noto (eds), *The Politics of Ephemeral Digital Media: Permanence and Obsolescence in Paratexts*. New York: Routledge.
- (2014) “In the Game: The Creative and Textual Constraints of Licensed Videogames,” in Denise Mann (ed.), *Wired TV*. New Brunswick, NJ: Rutgers University Press.
- (2013) “*The Amazing Race*: Global Othering,” in Jason Mittell and Ethan Thompson (eds), *How To Watch TV*. New York: NYU Press.
- (2013) “Introduction: The Problem of Media Authorship,” with Derek Johnson, in Jonathan Gray and Derek Johnson (eds), *A Companion to Media Authorship*. Malden, MA: Blackwell.
- (2013) “It’s All Part of the Game: The Emergence of Narrative and Meaning in Play,” with Meagan Rothschild and Amanda Ochsner, in Matthew Wysocki (ed.), *Ctrl-Alt-Play: Essays on Control in Video Gaming*. Jefferson, NC: McFarland.
- (2013) “The Use Value of Authors,” in Henry Jenkins, Sam Ford, and Joshua Green (eds), *Spreadable Media* – online accompanying material. New York: NYU Press,
<http://spreadablemedia.org/essays/gray/#.URLzEUR1FpE>
- (2013) “When is the Author?,” in Jonathan Gray and Derek Johnson (eds), *A Companion to Media Authorship*. Malden, MA: Blackwell.
- (2011) “Fan Cultures and Fan Communities,” with Kristina Busse, in Virginia Nightingale (ed.), *The Handbook of Media Audiences*. Malden, MA: Blackwell.
- (2011) “From Whence Came Cartman: *South Park*’s Satiric Lineage,” in Brian Cogan (ed.), *Deconstructing South Park: Critical Examinations of Animated Transgression*. Lanham, MD: Lexington Books.
- (2010) “The Reviews Are In: TV Critics and the (Pre)Creation of Meaning,” in Michael Kackman, et al. (eds), *Flow TV: Essays on a Convergent Medium*. New York: Routledge.

- (2010) "Texts That Sell: The Culture in Promotional Culture," in Melissa Aronczyk & Devon Powers (eds), *Blowing Up the Brand: Critical Perspectives on Promotional Culture*. New York: Peter Lang.
- (2009) "Cinderella Burps: Gender, Performance, and the Dating Show," in Susan Murray & Laurie Ouellette (eds), *Reality TV: Remaking Television Culture* 2nd Ed. New York: NYU Press.
- (2009) "Not in Portland Anymore: *Lost* and its International Others," in Roberta E. Pearson (ed.), *Reading Lost: Perspectives on a Hit Television Show*. London: I. B. Tauris
- (2009) "The State of Satire, The Satire of State" with Jeffrey Jones and Ethan Thompson, in Jonathan Gray, Jeffrey P. Jones, and Ethan Thompson (eds), *Satire TV: Politics and Comedy in the Post-Network Era*. New York: NYU Press.
- (2009) "Throwing Out the Welcome Mat: Public Figures as Guests and Victims in TV Satire," in Jonathan Gray, Jeffrey P. Jones, and Ethan Thompson (eds), *Satire TV: Politics and Comedy in the Post-Network Era*. New York: NYU Press.
- (2007) "The News: You Gotta Love It," in *Fandom: Identities and Communities in a Mediated World*, edited by Jonathan Gray, Cornel Sandvoss, & C. Lee Harrington. New York: NYU Press.
* Reprinted in second edition.
- (2007) "When Gen-X Met the X-Men: Re-Textualizing Comic Book Film Reception," with Neil Rae, in Ian Gordon, Mark Jancovich, & Matthew McAllister (eds), *Films and Comic Books*. Oxford: University of Mississippi Press.
- (2007) "Why Study Fans?," with Cornel Sandvoss & C. Lee Harrington, in *Fandom: Identities and Communities in a Mediated World*, edited by Jonathan Gray, Cornel Sandvoss, & C. Lee Harrington. New York: NYU Press.
- (2006) "Bonus Material: The DVD Layering of *The Lord of the Rings*," in Ernest Mathijs (ed.), *The Lord of the Rings: Popular Culture in Global Context*. New York: Wallflower.
- (2005) "Scanning the Replicant Text," in Will Brooker (ed.) *The Blade Runner Experience: The Legacy of a Science Fiction Classic*. New York: Wallflower.

-- Encyclopaedia Entries --

- (2008) "Dating Shows"; "Nationalism and the Media"; "New News Satire"; "Political Entertainment"; "Resistance: Audience Reading Against the Grain"; "Transmedia Storytelling" (with Ivan Askwith). In Robin Andersen & Jonathan Gray (eds), *Battleground: The Media*. Westport, CT, Greenwood.
- (2008) "The Onion"; "The Simpsons"; "South Park." In *American Countercultures: An Encyclopedia of Nonconformists, Alternative Lifestyles, and Radical Ideas in US History*. Armonk, NY: M. E. Sharpe.

-- Reviews --

(2016) Review. *Cultural Science: A Natural History of Stories, Demes, Knowledge and Innovation*, by John Hartley and Jason Potts. In *Communication and the Public* 1.3.

(2016) Review. *Videoland: Movie Culture at the American Video Store*, by Daniel Herbert. In *Cultural Studies* (published online first).

(2007) Review. *Convergence Culture: Where Old and New Media Collide*, and *Fans, Bloggers, and Gamers: Exploring Participatory Culture*, both by Henry Jenkins, New York, NYU Press, 2006. In *Scope: Institute of Film Studies Journal* 8 (June).

(2005) Review. *The Audience in Everyday Life: Living in a Media World*, by S. Elizabeth Bird, New York, Routledge, 2003; and *Genre and Television: From Cop Shows to Cartoons in American Culture*, by Jason Mittell, New York, Routledge, 2004. In *Popular Communication* 3.2.

(2003) Review. *Prime Time Animation: Television Animation and American Culture*, edited by Carol A. Stable and Mark Harrison, New York, Routledge, 2003. In *International Journal of Cultural Studies* 6.4.

(2003) "Critiquing the Critics: On *Teleparody*." Review of *Teleparody: Predicting and Preventing the Television Discourse of Tomorrow*, edited by David Lavery and Angela Hague, New York, Wallflower, 2002. In *Film-Philosophy* 7.17.

-- Prefaces, Brief Introductions, Dialogues, Afterwords, and Responses --

(2017) "Not Merely Para': Continuing Steps in Paratextual Research," in *Critical Studies in Media Communication* 34.2.

(2015) "Afterword: Studying Media With and Without Paratexts." In Lincoln Geraghty (ed.) *Popular Media Cultures: Fans, Audiences and Paratexts*. London: Palgrave MacMillan.

(2014) "Participations: Dialogues on the Participatory Promise of Contemporary Culture and Politics. Part I: Creativity," with Sarah Banet-Weiser, Nancy K. Baym, Francesca Coppa, David Gauntlett, Henry Jenkins, and Adrienne Shaw," *International Journal of Communication* 8.

(2013) "Is There a Paratext in this Class?," in "Paratexts and Pedagogy," *Cinema Journal Teaching Dossier* 1.3 <http://www.teachingmedia.org/cinema-journal-teaching-dossier/>

(2013) "A Robust and Dynamic Field: A Response to John Corner," with Amanda D. Lotz. In *Media, Culture and Society* 35.8, 1019-22.

(2013) "Breaking Boundaries: Working Across the Methodological and Epistemological Divide in the Study of Political Entertainment," *International Journal of Communication* 7.

(2010) "Reading Fiske and Understanding the Popular," a dialogue with Kevin Glynn and Pamela Wilson, *Understanding Popular Culture* by John Fiske. New York: Routledge.

(2009) “Moving Between Platforms: Film, Television, Gaming, and Convergence,” for “Games and Convergence,” an In Focus section of *Cinema Journal* 49.1.

-- Interviews --

(2013) “Transmedia Architectures of Creation: An Interview with Ivan Askwith,” in Jonathan Gray and Derek Johnson (eds), *A Companion to Media Authorship*. Malden, MA: Blackwell.

(2013) “‘We Never Do Anything Alone’: An Interview on Academic Authorship with Kathleen Fitzpatrick,” with Derek Johnson, in Jonathan Gray and Derek Johnson (eds), *A Companion to Media Authorship*. Malden, MA: Blackwell.

-- Annotated Bibliographies --

(2013) “Television Comedy,” with Nick Marx. In Krin Gabbard (ed.), *Oxford Bibliographies in Cinema and Media Studies*. New York: Oxford University Press.

-- Online Columns, Curating, and Blogging --

(2009 – 2016) Author, Co-Founder, Senior Editor of *Antenna: Responses to Media and Culture* (<http://blog.commarts.wisc.edu>)

Antenna published over 1000 posts by over 300 authors, averaging several a week

Author of 35 posts

(2007 – 2015) Author of *The Extratextuals: Up the Content Stream Without a Paddle*, a media blog.

(<http://www.extratextual.tv>)

Author of 250 posts (*n.b.* site was hacked in late August, 2015. I couldn't fix it, so it's now defunct)

(2006 – 2014) Author / Curator, *Media Commons: In Media Res*

(<http://mediacommons.futureofthebook.org/videos/>)

“Silly Elephants Dancing Without Meaning? On ‘Paratexts Without Texts’”

“The Beauty and Ugliness of Advertising”

“Throwing Out the Welcome Mat: Guests and Victims on Television Satire”

“Springfield, Iraq”

(2005 – 2014) Author / Columnist, *Flow TV*

(<http://flowtv.org/>)

“How Can We Tell the Future?” (19)

“Mommy, Is That a Boy Text or a Girl Text?” (6.1)

“Hate, Dislike, Disgust, Distemper, and Distaste” (4.11)

“Is New News Better Than No News?” (4.7)

“Introducing Television” (4.3)

“Merging With Diversity, Or, Got MLK?” (3.11)

“Speculation With Spoilers” (3.7)

“The August Audience” (3.3)

KEYNOTE ADDRESSES

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|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|
| (2016) “Text To Be Confirmed”
<i>Paratextual Media and Memory Symposium</i> | University of Warwick
Coventry, England
July 4 th |
| (2016) “X Marks the Spot: How We Get to Television Shows and Why It Matters” & “An Angry Voice: What it Means to Dislike Media”
<i>Zhejiang U Summer School on Communication Theory and Research Methods</i> | Yunnan University
Kunming, China
June 21 st – 29 th |
| (2016) “Swipe for More: Satire, Play, and Citizenship on the Move”
<i>Body, Lived Space, and Mobile Media</i> | Penn Wharton China Center
Beijing, China
June 18 th – 19 th |
| (2014) “Cheap, Quick, Crude, and Important: Limited Animation, Satire, and Kids”
<i>Full or Limited? The “Quality” of Animation on TV</i> | Université Sorbonne
Nouvelle, Paris, France
November 6 th – 7 th |
| (2014) “Popular Politics and Political Entertainment,” “Comedy and Transgression,” & “Parody and Satire”
<i>Playful Contention and Civic Communication in China: Zhejiang U Summer School on Communication Theory and Research Methods</i> | Zhejiang University
Hangzhou, China
May 30 th – June 4 th |
| (2013) “Paratextual Politics and Power”
<i>Ephemeral Media: Time, Persistence and Transience in Contemporary Screen Culture</i> | University of Bologna
Bologna, Italy
May 20 th – 21 st |
| (2013) “21 Grams of Text: Adaptation and the Textual Soul”
<i>Adventures in Textuality: Adaptation in the Twenty-First Century</i> | University of Sunderland
Sunderland, England
April 3 rd – 4 th |
| (2012) “Telling Time: Serial Television’s Experiences of Time”
<i>Film and History Association of Australia and New Zealand</i> | Victoria University
Melbourne, Australia
December 2 nd – 5 th |
| (2011) “The Audience of the Rest of the Text: Hype, Spinoffs, Extratexts, Paratexts, and Reception”
<i>Reception Study Society Conference</i> | Northwest Missouri State
University, Maryville, MO
September 8 th – 10 th |
| (2011) “Show Sold Separately: Hype, Paratexts, and Convergence”
<i>Interdisciplinary Approaches to the Notion of Networks</i> | Université Sorbonne
Nouvelle, Paris, France
March 17 th – 18 th |

(2009) “Malawian Media Circulation and Consumption”
MIT Communications Forum
 MIT
 Cambridge, MA
 April 23rd

INVITED TALKS & LECTURES

- (2016) “‘More Than Meets the Eye’: Public-Minded Paratexts”
Television History, The Peabody Archives, and Cultural Memory
 University of Georgia
 Athens, GA
 October 28th – 30th
- (2016) “X Marks the Spot: How We Get to Television Shows and Why It Matters” & “An Angry Voice: What it Means to Dislike Media”
 Soochow University
 Suzhou, China
 June 15th – 16th
- (2015) Invited workshop attendee
Television History, The Peabody Archives, and Cultural Memory
 University of Georgia
 Athens, GA
 November 13th – 15th
- (2014) “Parody, Satire, and Political Entertainment”
 Soochow University
 Suzhou, China
 June 8th
- (2014) “Inter- and Para-Textuality”
The Craft of Criticism Conference
 Notre Dame University
 South Bend, IN
 April 25th – 26th
- (2013) Invited panellist
Television and Television Studies in the Twenty-First Century
 University of Michigan
 Ann Arbor, MI
 September 26th – 28th
- (2012) “Dolly in Malawi: Informal Economies and the Distribution of Entertainment in Malawi”
 Queensland University of Technology, Australia
 December 7th
- (2011) “Real (and) Funny: Animated TV Comedy’s Political Voice”
Televisual Satire: Mimicry, Puppets, Laughter
 Harvard University
 Cambridge, MA
 June 2nd – 3rd
- (2011) Invited panellist
Breaking Boundaries: 2011 Symposium on Political Entertainment Media
 University of Delaware
 Newark, DE
 April 8th – 10th
- (2011) “Dolly and *Deadwood* Go To Malawi: Media Circulation and Piracy”
 American University of Paris, Paris, France
 March 16th.

- (2010) “Show Sold Separately: Promos, Spoilers, and Other Media Paratexts” Northwestern University
Evanston, IL
November 5th
- (2010) “Dolly and *Deadwood* Go to Malawi: Piracy, Happenstance, and Other Forms of Media Circulation” U of Wisconsin, Madison
Madison, WI
October 13th
African Studies Program Lecture Series
- (2009) “Show Sold Separately: Art and/in Promotional Culture” New York University
New York, NY
May 8th – 9th
Blowing Up the Brand Conference
- (2007) “Opening Remarks” (invited panellist) MIT
Cambridge, MA
November 16th – 17th
Futures of Entertainment 2 Conference
- (2007) “Homer Simpson Meets the World, or Comedy vs. Cultural Imperialism” Middlebury College
Middlebury, VT
November 7th
- (2006) “What Media Studies Can Learn from *The Simpsons*” Goldsmiths College
London, England
November 23rd
- (2006) “The Meaning of Hype and Synergy: Film and Television Paratexts” London Metropolitan
University, London, England
November 22nd
- (2001) “Pre-Viewing *Lord of the Rings* and Studying Audiences Online” New York University
New York, NY
December 11th

CONFERENCE PAPERS

- (2017) “Haters Gonna Dislike: Exploring the Thick Line Between Dislike and Hate,” *International Communication Association Conference*, San Diego; May 24th – 29th.
- (2017) “Sites of Piracy: Ethnography at the Point of Sale or Share,” with Camilo Diaz Pino and Wan-Jun Lu, *International Communication Association Conference*, San Diego; May 24th – 29th.
- (2017) “Rumphu, Malawi, Africa: The Variability of Regions in Media Consumption and Distribution,” *Society for Cinema and Media Studies Conference*, Chicago, IL; March 22nd – 26th.
- (2016) “Embracing the Bile: The Political Purpose of Anger,” *International Communication Association Conference*, Fukuoka, Japan; June 9th – 14th.

- (2016) "X Marks the Spot: How We Get to Television Shows and Why It Matters," *Society for Cinema and Media Studies Conference*, Atlanta; March 30th – April 3rd.
- (2015) "Constructing the Taste of a New Generation: Branding and/as the Making of Audiences," *International Communication Association Conference*, San Juan, PR; May 21st – 25th.
- (2015) "Decisions, Decisions: Choices and Givens in Watching Television, from Malawi to Madison," *International Communication Association Conference*, San Juan, PR; May 21st – 25th.
- (2014) "Malawian Media, Tumbuka and African Identities," *International Communication Association Conference*, Seattle; May 22nd – 26th.
- (2014) "Mentoring Over and For the Long Haul," *Console-ing Passions Conference*, Columbia, MO; April 10th – 12th.
- (2014) "Kickstarting the Paratext," with Ivan Askwith, *Society for Cinema and Media Studies Conference*, Seattle; March 19th – 23rd.
- (2014) "The Future of Comedy and Humor Studies," *Society for Cinema and Media Studies Conference*, Seattle; March 19th – 23rd.
- (2013) "What Were You Expecting? Negotiating the Mediated Center Through Annoyance," with Sarah Murray, *International Communication Association Conference*, London, UK; June 17th – 21st.
- (2012) "Where in Africa is Malawi? Malawian Experiences of Global Media and Locality," *International Communication Association Conference*, Phoenix; May 24th – 28th.
- (2011) "How Dolly and 50 Cent Got to Liwonde: Malawi and Media Mobility," *International Communication Association Conference*, Boston; May 26th – 30th.
- (2011) "Citizen Anti-Fan: The Politics of Dislike," *Society for Cinema and Media Studies Conference*, New Orleans; March 10th – 13th.
- (2011) "Who Among Us Does Not Belong? Finding Homes for Fans and Anti-Fans in the Academy," *Society for Cinema and Media Studies Conference*, New Orleans; March 10th – 13th.
- (2010) "What About Hate? Expanding Notions of the Academic Audience," *Fiske Matters: A Conference on John Fiske's Continuing Legacy for Cultural Studies*, Madison; June 11th – 12th.
- (2010) "Conjuring Aura in the Age of Digital Reproduction: The Discursive Work of DVD Bonus Materials," *Society for Cinema and Media Studies Conference*, Los Angeles; March 17th – 21st.
- (2009) "Dolly and Van Damme in Malawi," *International Communication Association Conference*, Chicago; May 21st – 25th.
- (2009) "The Presences and Absences of Governor Palin," *International Communication Association Conference*, Chicago; May 21st – 25th.

- (2008) “Animated Women,” *Flow 2: A Critical Forum on Film and Television*, Austin, TX; October 9th – 11th.
- (2008) “A Transmediated Television Studies for a Transmediated Television,” *International Communication Association Conference*, Montreal; May 22nd – 26th.
- (2008) “Real (and) Funny: Animated TV Comedy’s Political Voice,” *International Communication Association Conference*, Montreal; May 22nd – 26th.
- (2008) “Where Is(n’t) Springfield? Placing *The Simpsons* and Television,” *Society for Cinema and Media Studies Conference*, Philadelphia; March 6th – 9th.
- (2007) *Unboxing Television* workshop participant, organizer, and moderator of “Extensions of Television” panel, Cambridge, MA; November 18th – 19th.
- (2007) “Television Pre-Viewing and the Meaning of Hype,” *International Communication Association Conference*, San Francisco; May 24th – 28th.
* selected as a Top Paper in the Popular Communication Division *
- (2007) “News Junkies and Political Fandom,” *International Communication Association Conference*, San Francisco; May 24th – 28th.
- (2007) “Which Audience, Or The Audience of What?,” *International Communication Association Conference*, San Francisco; May 24th – 28th.
- (2007) “Trailers and the Creation of Meaning,” *MIT Media in Transition 5 Conference*, Cambridge, MA; April 27th – 29th.
- (2007) “Can a Good Story Be ‘Spoiled’? Lessons from *Lost*,” *Society for Cinema and Media Studies Conference*, Chicago, IL; March 8th – 11th.
- (2006) “Watching Television Off-Television,” *Flow: A Critical Forum on Film and Television*, Austin, TX; October 26th – 28th.
- (2006) “Just the Facts? Studying Serial Media,” *Society for Cinema and Media Studies Conference*, Vancouver, BC; March 2nd – 5th.
- (2005) “Pop TV 198: The Academicization of Fandom,” *International Communication Association Conference*, New York; May 26th – 30th.
- (2005) “Whose Story is This? Resurrecting the TV Author,” *MIT Media in Transition 4 Conference: The Work of Stories*, Cambridge, MA; May 6th – 8th.
- (2004) “‘I Really, Truly Hate This Show’: A Taxonomy of Anti-Fandom,” *Console-ing Passions*, New Orleans, LA; May 30th – June 2nd.
- (2004) “Funny But Smart, Smart But Funny: The Value of Parody,” *International Communication Association Conference*, New Orleans, LA; May 27th – 31st.

(2004) "Examining the Extra Text: A Call for Paratextual Analysis," *International Communication Association Conference*, New Orleans, LA; May 27th – 31st.

(2004) "The *Simpsons* Attitude: The Social and Political Value of Popular Satire," *Pacific Sociological Association Conference*, San Francisco, CA; April 16th – 18th.

(2003) "Imagining America: *The Simpsons* and the Anti-Suburb Go Global," *International Communication Association Conference*, San Diego, CA; May 23rd – 27th.

* selected as a Top Paper in the Popular Communication Division *

(2003) "The Parody and the Preview: The Yin and Yang of Contemporary Television," *MIT Media in Transition 3 Conference: Television*, Cambridge, MA; May 2nd – 4th.

(2003) "Parodies, Previews, and the Porous Medium," *The Changing Faces of Television Conference*, London, UK; March 15th.

(2002) "Resurrecting the Author: Joss Whedon's Place in Buffy's Textual Universe," *Blood, Text and Fears: Reading Around 'Buffy the Vampire Slayer' Conference*, Norwich, UK; October 19th – 20th.

(2002) "Genre Post-Parody: Form But No Ideology?," *Genre Conference*, London, UK; September 20th.

(2002) "Cynical Interpretive Communities: *The Simpsons* Meets the University Student," *International Association of Media and Communications Research Conference*, Barcelona, Spain; July 21st – 26th.

(2002) "Exploring New Audiences: Anti-Fans, Non-Fans, and News Fans," *Crossroads in Cultural Studies Conference*, Tampere, Finland; June 28th – July 2nd.

(2002) "As the Text Happens: Nonlinearity and the Television Series," *Media, Communications, and Cultural Studies Conference*, London, UK; January 10th – 11th.

TEACHING

Graduate Seminars

"Important" Media, 2016

Cultural Theory, 2014, 2012

Media Audiences, Voice, and Identity 2013, 2011

Textuality: Beyond the Screen, 2010

International Communication, 2006

Graduate-Undergraduate Bridge Seminars

Television Criticism, 2013

Contemporary Primetime Serials, 2011

Media and Cultural Theory, 2010

Television Comedy, 2017, 2014, 2012, 2010, 2009

Undergraduate Seminars

Television Criticism, 2017, 2015, 2014, 2011
New Media and Society, 2010
Class, Taste, and Mass Culture, 2009, 2008, 2007, 2006
Political Satire, 2008
Television and Society, 2008, 2007, 2006, 2005
Understanding Television, 2007
Honors Thesis Seminar, 2005, 2004
Media Audiences, 2004, 2003

Undergraduate Lectures

Survey of Contemporary Media (with 3 TAs), 2016, 2015, 2014
Survey of Radio, Television, and Film as Mass Media (with 3 TAs), 2013, 2012
Media and National Identity, 2013, 2012, 2011, 2009, 2008, 2007, 2006, 2005
Structures of Mass Communication (with 5 TAs), 2005
International Media, 2005, 2004
Introduction to Mass Communication in America (with 5 TAs), 2004, 2003

Graduate Level Independent Studies

Media Failure, 2015
Global Media and National Identities, 2013
Audience Research and Anti-Fandom, 2013
Film Audiences, 2012
Textual Theory, 2012
New Media, 2011, 2009
Media, Place, and Space, 2011
Media and Nationalisms, 2010
Media Audiences, 2010
Videogames, 2010
Parody and Mashups, 2010

Teaching Assistantships

Reconceptualising the Media Audience (TA), 2003, 2002, 2001
Communications and Signification (TA), 2002, 2001
Postcolonial Representations (TA), 2000

PROFESSIONAL ACTIVITIES

-- Thesis Examination and Advising --

PhD Dissertation Committee Chair

Wan-Jun Lu on diasporic and hybrid identity communities and discourse online (expected 2019)
Camilo Diaz-Pino on transnational media in Mexico City (expected 2018)
Taylor Miller "Syndicated Queerness: Television Talk Shows, Rerun Syndication, and the Serials

	of Norman Lear” (2017)
Tony Tran	“Digital Diasporic Cultures and Everyday Media: The Vietnamese Diaspora in Vancouver, Canada” (2017)
Sarah Murray	“Get Smarter: The Wearables, Carriables, and Shareables of Digital Self-Actualization” (2016)
Evan Elkins	“Regional Lockout: Geographic Restrictions, Digital Entertainment Platforms, and Global Cultural Difference” (2015)
Myles McNutt	“Location, Relocation, Dislocation: Television’s Spatial Capital” (2015)
Kim Bjarkman	“Not <i>The Cosby Show</i> : Comedy in the Age of Irony and Political Incorrectness” (2014)
Kyra Hunting	“Genre's Disciplining Discourses: Cultural Difference and Contemporary Genre Television” (2014)
Elizabeth Ellcessor	“Access Ability: Policies, Practices, and Representations of Disability Online” (2012)
Nick Marx	“From Bits to Bytes: Sketch Comedy in the Multi-Channel and Digital Convergence Eras” (2012)
Erin Copple Smith	“The Logics of Synergy: Media Conglomerates and Cross-Promotional Practices” (2012)
Matt Sienkiewicz	“From All Directions: Globalization and the Struggle for Independent Palestinian Media” (2011)

PhD Dissertation Committee Member

Nicholas Benson	on film and television remakes (expected 2019)
Jennifer Smith	on the comic book industry (expected 2019)
Caroline Leader	on the Disney Princesses and children’s franchising (expected 2018)
Andrew Peck	“The Memetic Vernacular: Everyday Argument in the Digital Age” (2017)
Andrew Zolides	“Cult of Personalities: The Influence Economy of Digital Culture” (2017)
Christopher Cwynar	“Waves of Renewal: English-Language North American Public Service Radio from Television to Mobile Media” (2016)
Andrew Bottomley	“Internet Radio: A History of a Medium in Transition” (2016)
Nora Patterson	“Radio Redux: The Persistence of Soundwork in the Post-Network Era” (2016)
Alyx Vesey	“A Synchronous Process: Musicians’ Labor and Identity as Television Industry Practice” (2016)
Lindsay Hogan	“Producing (Be)Tween Stars and Screens: Stardom and Youth Media Cultures” (2016)
Ashley Hinck	“Fan-Based Performances of Citizenship: Fandom, Public Engagement, and Politics” (2015)
Kit Hughes	“Corporate Channels: How American Business and Industry Made Television Useful” (2015)
Casey Schmitt	“The Hiker and the Trail: Rhetoric and Implacment in Designated Natural Areas” (2015)
Danny Kimball	“Policies, Pipes, and Publics: The Politics of Net Neutrality Discourse and the Regulation of Internet Infrastructures” (2014)
Joshua Jackson	“Streaming Screens: YouTube and Redefining Cultural Production” (2013)
Joshua Shepperd	“Electric Education: How the Media Reform Movement Built Public Broadcasting in the US, 1934 – 1952” (2013)
Germaine Halegoua	“New Mediated Spaces and the Urban Environment” (2012)

- Sreya Mitra “Screening the Nation: Producing the Bollywood Star in Contemporary India” (2012)
- Amy Barber “Woods of Their Own: Feminism, Community, Music, and Politics at the Michigan Womyn’s Music Festival” (2011)
- Megan Ankeron “Dot Com Design: Cultural Production of the Commercial Web in the Internet Bubble (1993 – 2003)” (2010)

PhD External Committee Member

- Anat Sela Inbar “The Hermeneutics of Casting: Stardom and Intertextuality in Contemporary Israeli Television Drama,” Hebrew University of Jerusalem, Israel (expected 2017)
- Mitchell Bard “A ‘Fair and Balanced’ News Operation? Fox News’ Content and Practices in Prime Time,” Journalism and Mass Communication (2015)
- Alfred Martin “Trapped in a Generic Closet: Black-Cast Television Sitcoms and Black Gay Men,” University of Texas, Austin (2015)
- Meagan Rothschild “Two-Way Play: Early Listeners’ Experiences With Bidirectional Television,” Curriculum and Instruction (2015)
- Anne Gilbert “Fan, Inc.: Interactivity, Industry, and Audiences in Contemporary Popular Culture,” Rutgers University (2014)
- Bethany Wood “Capital Complex: Valuations of Femininity in 1920s Stage Adaptations from Women’s Culture,” Theatre and Drama (2012)

PhD Examiner

- Nottingham University, UK (2015)
- University of Karlstad, Sweden (2012)
- Queensland University of Technology (2011)
- University of Western Sydney, Australia (2009 & 2007)

PhD External Advisor

- Susan Hazan, Goldsmiths College, University of London, UK (2005)

-- Visiting Scholar Hosting & Visiting Student Mentorship --

- Kathleen Loock, Freie Universität Berlin Visiting Fellow, 2016-2017
- Xu Yingchun, Zhejiang University of Media and Communications, 2014-2015
- Paola Brembilla, University of Bologna Doctoral Student Visitor, 2014
- Bettina Soller, Göttingen University Doctoral Student Visitor, 2012
- Chiara Bucaria, University of Bologna Postdoc, 2012
- Peter Jensen, University of Copenhagen Master of Arts Exchange Student, 2010

-- Departmental and University Activities --

University of Wisconsin, Madison, Dept of Communication Arts Service

- Awards Committee, 2010 – 2014
- Budget and Salaries Committee, 2009 – 2014, 2016+

Departmental Review Committee, 2013
Digital Committee, 2011 – 2013
Executive Committee, 2009+
Graduate Committee, 2009+
Media and Cultural Studies Point Person, 2010 – 2014
Mentor, Lori Kido Lopez, 2013+
Personnel & Tenure Committee, 2009 – 2014
Search Committee, Rhetoric, 2009 – 2010
Search Committee, Media and Cultural Studies, 2010 – 2011
Search Committee, Digital Studies, Co-Chair, 2010 – 2011
Search Committee, Digital Production, 2011 – 2012
Search Committee, Media and Cultural Studies, Chair, 2011 – 2012
Speakers Committee, 2009 – 2013
Tenure Committee Chair, Derek Johnson, 2013-14
Tenure Committee Chair, Eric Hoyt, 2016-17
Tenure Committee Co-Chair, Lori Kido Lopez, 2016-17
Tenure Committee Co-Chair, Jeremy Morris, 2016-17
Undergraduate Committee, 2012

University of Wisconsin, Madison Service

Member, Mellon Summer Graduate Student Fellowship Screening Committee, 2017
Chair, External Review, Department of African Cultural Studies, 2016
Chair, External Review, Department of Psychology Graduate Program, 2015
Center for Visual Cultures Steering Board, 2015+
Digital Studies Initiative Planning Committee, 2010 – 2014
Fulbright Screening and Interviews, 2010 – 2013
Mentor, Rebekah Willett, School of Library and Information Studies, 2012 – present
Wisconsin Information and Communication Initiative, 2013 – 2014

Fordham University, Dept of Communication and Media Studies Service

Graduate Committee, 2007 – 2009
Kavanaugh Scholarship Committee, 2005 – 2009
Merit Committee, 2006 – 2009
Search Committee, Film and Television, 2007 – 2008
Search Committee, Film and Television, 2008 – 2009
Undergraduate Advisor, 2005 – 2009
Webmaster, 2006 – 2009

Fordham University Service

Freshman & Sophomore Advisor, 2006 – 2009
Guest Lecturer, Admitted Freshman Trial Class Day, 2006 – 2009

University of California, Berkeley, Mass Communications Program Service

Admissions Committee, 2004 – 2005
Undergraduate Advisor, 2003 – 2005

Goldsmiths College, Dept of Media and Communication Studies Service
Student Representative, 2000 – 2002

-- External Academic Leadership --

Chair (2012-2014) and Vice Chair (2010-2012)
Popular Communication Division, International Communication Association

Nominating Committee
Society for Cinema and Media Studies, 2009 – 2011, 2016 – 2019

Party Planner
Television Studies Interest Group, Society for Cinema and Media Studies, 2008

-- Conference Organizing --

Pre-Conference Planner and Organizer, Popular Communication Division, ICA
Designing and Publishing Global Scholarship, May 2017, San Diego, CA
Stuart Hall and the Future of Media and Cultural Studies, May 2015, San Juan, Puerto Rico
Placing the Aesthetic in Popular Culture: Quality, Value, and Beauty, May 2011, Boston, MA
(each ~50 speakers/participants)

Conference Co-Organizer
Race and Media Conference, October 2014, Madison, WI

Program Planner, Popular Communication Division, International Communication Association
May 2014, Seattle, WA
June 2013, London, UK
May 2012, Phoenix, AZ
(coordinated ~150 paper submissions, 40 panel submissions, 100 reviewers each time)

Conference Organizer and Conceiver
Television Comedy Conference, October 2010, Madison, WI
(40 speakers/participants)

Conference Organizing Committee
Fiske Matters Conference, June 2010, Madison, WI
(60 speakers/participants)

Conference Organizer and Conceiver
Unboxing Television Workshop; November 2007, Cambridge, MA
(30 speakers/participants)

Conference Organizer and Conceiver

Changing Faces of Television Conference; March 2003, London, UK
(20 speakers, 80 participants)

Conference Organizer

After Media Studies Conference; April 2002, London, UK
(25 speakers, 120 participants)

-- Adjudication --

Board of Jurors

George Foster Peabody Awards (2014 – 2020)

Book Award Reviewer

Donald McGannon Award for Social and Ethical Relevance in Communications Policy Research (2008)

-- Editing and Reviewing --

Editor

Critical Cultural Communication series, NYU Press (2014+)
Popular Communication: The International Journal of Media and Culture (2006 – 2012)

Editor and Co-Founder

Antenna: Responses to Media and Culture (<http://blog.commarts.wisc.edu>) (2009-2016)

Associate Editor

International Journal of Cultural Studies (2016+)

Editorial Board Member and Reviewer

Communication and the Public (2014+)
Communication, Culture, and Critique (2017+)
Critical Studies in Media Communication (2007+)
Cinema Journal (2013-2017)
Cultural Science Journal (2017+)
International Journal of Cultural Studies (2007+)
Popular Communication: The International Journal of Media and Culture (2009+)
Television and New Media (2014+)
Transformative Works and Culture (2008+)

Journal Submission Reviewer (in addition to above)

<i>Adaptation</i>	<i>Communication and Sport</i>
<i>Communication and Critical/Cultural Studies</i>	<i>Communication Studies</i>
<i>Communication, Culture, and Critique</i>	<i>Communication Theory</i>
<i>Communication and Society</i>	<i>Convergence</i>

Electronic Journal of Communication
European Journal of Cultural Studies
Intensities: The Journal of Cult Media
International Journal of Communication
International Journal of Press/Politics
Journal of Communication
Mass Communication and Society
Media, Culture and Society

Men and Masculinities
New Media and Society
Particip@tions: International Journal of Audience Research
Studies in American Humor
Television and New Media
Velvet Light Trap
Western Journal of Communication

Book Manuscript and Proposal Reviewer

Blackwell
Bloomsbury
Continuum
Columbia University Press
Edinburgh University Press
Indiana University Press
MIT Press
New York University Press

Palgrave MacMillan
Polity
Routledge
Rutgers University Press
Sage
University of Alabama Press
University of Iowa Press
University of Texas Press

National Funding Proposal Reviewer

Israel Science Foundation
Leverhulme Trust, UK
National Endowment for the Humanities, USA
National Science Foundation, USA

Netherlands Organisation for Scientific Research
Research Grants Council, Hong Kong
Social Sciences and Research Council of Canada

Tenure or Promotion Reviewer

(universities redacted to maintain confidentiality)

Conference Paper and Panel Reviewer

Popular Communication Division, International Communication Association (2005+)

External Review Committee

University of Utah, Department of Film and Media Arts, 2014