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### education

University of Wisconsin-Madison  
Ph.D. 2005  
M.A. 1999

McGill University, Montreal  
B.A. 1994

### faculty positions

University of Wisconsin-Milwaukee  
Department of Journalism, Advertising, and Media Studies  
Assistant Professor 2007  
Associate Professor 2013

### books

*Video Revolutions: On the History of a Medium* (Columbia University Press, 2014)

*Legitimizing Television: Media Convergence and Cultural Status*, co-authored with Elana Levine (Routledge, 2012)

*Indie: An American Film Culture* (Columbia University Press, 2011)

### journal articles

“Say ‘*Pulp Fiction*’ One More Goddamn Time: Quotation Culture and an Internet-Age Classic,”  
*New Review of Film and Television Studies*, published online November 21, 2014, DOI  
10.1080/17400309.2013.861174

“Free TV: File-Sharing and the Value of Television,” *Television & New Media*, 13.6 (November 2012), 463-479

“PowerPoint and Labor in the Mediated Classroom,” co-authored with Ira Wagman,  
*International Journal of Communication* 5 (2011),  
<http://ijoc.org/ojs/index.php/ijoc/article/view/1298/650>

“New Media, Young Audiences, and Discourses of Attention: From *Sesame Street* to ‘Snack Culture,’” *Media, Culture & Society* 32.4 (July 2010), 581-596

“Indie Culture: In Pursuit of the Authentic Autonomous Alternative,” *Cinema Journal* 48.3 (Spring 2009), 16-34

“Ze Frank and the Poetics of Web Video,” *First Monday* 13.5 (May 2008),

<http://www.uic.edu/htbin/cgiwrap/bin/ojs/index.php/fm/article/view/2102/1962>

“Character and Complexity in American Independent Cinema: *21 Grams* and *Passion Fish*,” *Film Criticism* 31.1-2 (Fall-Winter 2006), 89-106

“From Beats to Arcs: Toward a Poetics of Television Narrative,” *The Velvet Light Trap* 58 (Fall 2006), 16-28

“Characterization as Social Cognition in *Welcome to the Dollhouse*,” *Film Studies: An International Review* 8/9 (May 2006), 53-67

### book chapters

“The Name of the Game is Jocktronics: Sport and Masculinity in Early Video Games,” in *Playing to Win: Sports, Video Games, and the Culture of Play*, edited by Tom Oates and Rob Brookey (to be published by Indiana University Press, 2014)

“Masculinity,” co-authored with John Vanderhoef, in *The Routledge Companion to Video Game Studies*, edited by Mark J.P. Wolf and Bernard Perron (Routledge, 2014)

“*Everyday Italian*: Cultivating Taste,” in *How to Watch Television*, edited by Ethan Thompson and Jason Mittell (New York University Press, 2013)

“Movies for Hipsters,” in *American Independent Cinema: Indie, Indiewood, and Beyond*, edited by Geoff King, Claire Molloy, and Yannis Tzioumakis (Routledge, 2012)

### other publications

*Zigzigger*, scholarly blog begun 2006 (more than 250 posts as of Spring 2014), <http://zigzigger.blogspot.com>

“Live Video, Then and Now,” *Columbia University Press Blog* (April 22, 2014)

“The Celebrity Sex Tape: Where Porn Meets Reality TV” *Flow* (April 7, 2014)

“Immersive Media: Whose Fantasy?” *Flow* (February 11, 2014)

“When Television Marries Computer,” *Flow* (November 18, 2013)

"Syllabus Fantasies," *Antenna* (March 8, 2013)

“Intermediality and Transmedia Storytelling,” *Center for 21<sup>st</sup> Century Studies* (September 17, 2012)

“Atari Commercials and the Boy Culture of Video Games,” *In Media Res* (June 26, 2012)

“Notes on the Laugh Track,” *Antenna* (November 9, 2011)

Contributor to David Bordwell and Kristin Thompson, *Minding Movies: Observations on the*

*Art, Craft, and Business of Filmmaking* (U of Chicago P, 2011)

“‘Running Wilde’ and the State of Network Comedy,” *In Media Res* (September 24, 2010)

“DVR vs. Twitter,” *Antenna* (May 29, 2010)

“New Super Mario Bros. Wii and Video Game Nostalgia,” *Antenna* (February 20, 2010)

“*The Return of Jezebel James*,” *The Velvet Light Trap* 64 (Fall 2009), 77-78

“Tween Comedies and the Evolution of a Genre,” *In Media Res* (October 18, 2009)

“P2P TV: Ethical Considerations,” *Flow* (April 3, 2009)

“TV Binge,” *Flow* (January 23, 2009)

“The Bronze Fonz: Public Art/Popular Culture in Milwaukee, Wisconsin,” *Flow* (October 31, 2008)

“Transgression, Confession, and Ying Yang Twins’s ‘Wait (The Whisper Song),’”  
*In Media Res* (February 20, 2008)

“Indie Volkswagens on Screens Big and Small,” *In Media Res* (February 27, 2007)

“lonelygirl15: The Pleasures and Perils of Participation” *Flow* (September 22, 2006)

Online student resource module, *Film History: An Introduction* (McGraw-Hill: Fall 2002)

Book Review, *Cinema and Nation*, edited by Mette Hjort and Scott Mackenzie, *The Velvet Light Trap* 48 (Fall 2001)

### **translations**

“Fernsehbilder und das Bild des Fernsehens,” *Montage AV* (January, 2012), translation of “The Television Image and the Image of the Television,” chapter 7 of *Legitimizing Television* (co-authored with Elana Levine)

### **work in progress**

*Atari Age: Space, Identity, and Early Video Games* (under contract with MIT Press)

“Indie Film as Indie Culture,” *Companion to Indie Film*, edited by Geoff King (submitted May 2014, under contract with Blackwell)

### **conference presentations**

“Boy Culture and Early Video Games,” Fun with Dick and Jane: Gender and Childhood conference, University of Notre Dame, South Bend, IN, December 2014 (accepted)

“‘When Television Marries Computer’: Early Video Games and the History of Convergence,”

Society for Cinema and Media Studies conference, Seattle, WA, March 2013

“Early Video Games and PCs: Leisure and Labor in the American Home,” American Studies Association, Washington, D.C., November 2013

“Game Studies as Media Studies,” Flow Conference, Austin, TX, November 2012

“Play TV: Early Video Games in the Home,” Console-ing Passions: International Conference on Television, Audio, Video, New Media and Feminism, Boston, MA, July 2012

“Movies for Hipsters,” Society for Cinema and Media Studies conference, Boston, MA, March 2012

“The Laugh Track as Bad Taste,” Unboxing Television Comedy Conference, Madison, WI, October 2011

“The Television Image and the Image of the Television,” Media in Transition 7 conference, Cambridge, MA, May 2011

“Free TV?: Television File-Sharing, Media Convergence, and Cultural Status,” Society for Cinema and Media Studies conference, New Orleans, LA, March 2011

“The Mass Audience Lives! (Or Does It?)” Flow Conference, Austin, TX, October 2010

“Upgrading the Situation Comedy,” Console-ing Passions: International Conference on Television, Audio, Video, New Media and Feminism, Eugene, OR, April 2010

“Indie Authenticity: Categorizing *Juno*,” American Independent Cinema: Past and Present conference, Liverpool, UK, May 2009

“Cultural Legitimacy and Technologies of Agency,” Unthinking Television symposium, Fairfax, VA, March 2009

“Technologies of Attention,” Conference of the Society for the Cognitive Study of the Moving Image, Madison, WI, June 2008

“Upscaling Television Aesthetics and the Cinematic Analogy,” Console-ing Passions: International Conference on Television, Audio, Video, New Media and Feminism, Santa Barbara, CA, April 2008

“The Coen Brothers and Pastiche,” Society for Cinema and Media Studies conference, Philadelphia, PA, March 2008

“The Community As Artist: *The Show with Ze Frank*,” M.I.T. Media in Transition 5 Conference, Cambridge, MA, April 2007

“Short and ‘Sweet’: Web Video Forms and Function,” NMC Online Conference on the Convergence of Web Culture and Video, March 2007

“Indie Culture: In Pursuit of the Authentic, Autonomous Alternative,” Society for Cinema and Media Studies Conference, Chicago, IL, March 2007

“Season/Arc: Form and Function in Prime-Time Serials,” Console-ing Passions: International Conference on Television, Audio, Video, New Media and Feminism, Milwaukee, WI, May 2006

“Pleasure in Unity: Episodic Closure in Prime-Time Serials,” Society for Cinema and Media Studies Conference, Vancouver, BC, March 2006

“Characterization as Social Cognition in *Welcome to the Dollhouse*,” Conference of the Center for the Cognitive Study of the Moving Image, Grand Rapids, MI, July 2004

“‘Once More, With Feeling’: Observations on the New Musical,” Society for Cinema and Media Studies conference, Minneapolis-St. Paul, MN, March 2003

“The Art House in the Video Age,” Society for Cinema Studies conference, Denver, CO, May 2002

“*Irma Vep* and the Genres of Art Cinema,” Society for Cinema Studies conference, Washington D.C., May 2001

#### **recent invited presentations**

JAMS Colloquium, University of Wisconsin-Milwaukee, November 2013

Media, Technology & Politics 2012 Nieman Conference, Marquette University, October 2012

Center for 21<sup>st</sup> Century Studies Works in Progress Series, University of Wisconsin-Milwaukee, February 2012

Northwestern University, Department of Radio/Television/Film Colloquium, June 2011

University of Wisconsin-Madison, Film Studies Colloquium, September 2009

#### **fellowships & awards**

Graduate School Research Committee Award  
University of Wisconsin-Milwaukee, 2013

Best book, *Legitimizing Television: Media Convergence and Cultural Status*  
Critical and Cultural Division of the National Communication Association, 2012

Century for 21<sup>st</sup> Century Studies Fellowship  
University of Wisconsin-Milwaukee, 2011-2012

Pearce Award, Department of Communication Arts,

University of Wisconsin-Madison, Spring 1999

McCarty Early Achievement Award, Department of Communication Arts,  
University of Wisconsin-Madison, Spring 1998

### **courses taught**

Introduction to Mass Media (100-level)  
Public Speaking (100-level)  
Introduction to Film (200-level)  
Photojournalism (200-level)  
Principles of Media Studies (200-level)  
European Cinema 1945-1968 (300-level)  
History of Film I (300-level)  
History of Film II (300-level)  
Media Studies and Culture (500-level)  
New Media (600-level)  
Approaches to Media Studies (700-level)  
Indie Culture (800-level)  
New Media (800-level)  
Video Games (800-level)

### **Independent study courses**

Video Games, Steve Cuff, 2014 (graduate)  
Transmedia Storytelling in Video Games, David Wooten, 2012 (graduate)  
Evolution of Genre: Gangsters and Slashers, Alexander Marquardt, 2011 (graduate)  
Evolution of Genre: Gangsters and Slashers, Max Niebaur, 2011 (graduate)  
Video Games, Carey Peck, 2011 (graduate)  
Gender in American Horror Films, Sarah Mick, 2010 (undergraduate)  
History and Theory of Documentary Film, Susie Seidelman, 2009 (graduate)  
Television Media Audiences in the Age of Convergence, Steven Scaffidi, 2009 (graduate)  
National Identity and Media, Molly Bancroft, 2008 (graduate)  
Indie Culture, Anthony Marinetti, 2007 (graduate)

### **MA students advised**

Mark Irving, thesis proposal in progress  
Stephen Kohlman, thesis proposal defended 2014  
David Wooten, degree completed 2013  
Max Niebaur, thesis proposal defended 2013  
Alexander Marquardt, thesis proposal defended 2012  
Carey Peck, degree completed 2012  
Molly Bancroft, degree completed 2011  
Dugan Nichols, degree completed 2011  
Susie Seidelman, degree completed 2010  
Peng Yu, degree completed 2009

### **MA thesis committees**

Shawn Glinis, thesis proposal defended 2014

Leslie Peckham, thesis proposal defended 2014  
 Cole Stratton, thesis proposal defended 2014  
 Anna Donatelle, thesis proposal defended 2014  
 Jing Zhao, degree completed 2012  
 DeAnna Fabiano, degree completed 2012  
 Jake Rollefson, degree completed 2011  
 Aarti Basnayak, degree completed 2011  
 Sam Hogerton, thesis proposal defended 2011  
 Melissa Zimdars, degree completed 2010  
 Eric Lohman, degree completed 2010  
 John Vanderhoef, degree completed 2010  
 Mary Kulpa-Gubich, degree completed 2010  
 Youngchi Chang, degree completed 2009  
 Matt Turner, degree completed 2009  
 Anthony Marinetti, degree completed 2008  
 Tim Macafee, degree completed 2008  
 Carrie Ochal, degree completed 2007

#### **PhD dissertation committees**

Sarah Ettinger, degree completed 2012 (English)  
 Oren Segal, degree completed 2011 (Anthropology)  
 Defne Tuzun, degree completed 2011 (English)

#### **editorial**

Manuscript reviewer:

Duke University Press, *Journal of Visual Culture*, Columbia University Press, Edinburgh  
 University Press, *Television & New Media*, *Journal of Communication Inquiry*, *The Velvet Light  
 Trap*, *New Media & Society*, Bedford-St. Martin's, Continuum, *Cinema Journal*, Routledge,  
*Journal of Broadcasting and Electronic Media*

Co-ordinating Editor:

*The Velvet Light Trap*, 2001-2002

Editorial board member:

*The Velvet Light Trap*, 1998-2000

#### **scholarly society memberships**

American Studies Association

National Communication Association

Society for Cinema and Media Studies