

SARAH BANET-WEISER

Department of Media and Communications
London School of Economics and Political Science
Houghton Street
London WC2A 2AE
Phone: +44 (0)20 7955 6873
Email: s.banet-weiser@lse.ac.uk
Lse.ac.uk/sarah-banet-weiser

ACADEMIC INTERESTS

Gender, Feminist Theory, Race and Ethnicity, Consumer Culture, Neoliberal Capitalism, Branding, Popular Culture, Social Media, Youth Culture

ACADEMIC POSITIONS

- 2021-present *Distinguished Professor*
Annenberg School for Communication
University of Pennsylvania
- Professor*
Annenberg School for Communication and Journalism
University of Southern California
- 2021-present. Founder and Director
Annenberg Center for Collaborative Communication
University of Pennsylvania and University of Southern California
- 2018-2021 *Professor*
Head of Department
Department of Media and Communications
London School of Economics and Political Science
- 2017-2018 *Vice Dean*
Annenberg School for Communication and Journalism
University of Southern California
- 2014-2018 *Director*
School of Communication
Annenberg School for Communication and Journalism
University of Southern California
- 2014-2018 *Founder and Director*

IDEA (Institute for Diversity and Empowerment)
 Annenberg School for Communication and Journalism
 University of Southern California

- 2011-present *Professor*
 Annenberg School for Communication and Journalism
 American Studies and Ethnicity (joint appointment)
 Sociology (courtesy appointment)
 Critical Studies, School of Cinematic Arts (courtesy appointment)
 Gender Studies (Affiliate Faculty)
 Director, Institute on Diversity and Media
 University of Southern California
- 2005-2011 *Associate Professor*
 Annenberg School for Communication and Journalism
 American Studies and Ethnicity
 University of Southern California
- 1999-2005 *Assistant Professor*
 Annenberg School for Communication
 University of Southern California
- 1998-1999 *Lecturer*
 University of California, Los Angeles
 Women's Studies

EDUCATION

- 1995 *Ph.D. Communication*
 Department of Communication, University of California, San Diego
- 1990 *M.A. Communication*
 University of California, San Diego
- 1989 *B.A. Communication*
 University of California, San Diego, magna cum laude

RESEARCH AND SCHOLARSHIP

BOOKS

Empowered: Popular Feminism and Popular Misogyny.

Duke University Press, 2018. 219 pages.

Racism Post-Race. Co-edited with Herman Gray and Roopali Mukherjee, Duke University Press, 2019. 330 pages.

Authentic™: The Politics of Ambivalence in a Brand Culture, New York University Press, November 2012. 265 pages. Winner of the International Communication Association's Outstanding Book Award, 2012. (under contract to be translated into Korean).

Commodity Activism: Cultural Resistance in Neoliberal Times, Co-edited with Roopali Mukherjee, New York University Press, 2012. 299 pages.

Kids Rule!: Nickelodeon and Consumer Citizenship. Durham: Duke University Press, 2007. 276 pages.

Cable Visions: Television Beyond Broadcasting. Co-edited with Cynthia Chris and Anthony Freitas. New York: New York University Press, 2007. 368 pages.

The Most Beautiful Girl in the World: Beauty Pageants and National Identity. Berkeley: University of California Press, 1999. 277 pages.

REFEREED ARTICLES

“Ruined Lives’: Mediated White Male Victimhood.” *European Journal of Cultural Studies*, 2021.

Alison Hearn & Sarah Banet-Weiser. “Future Tense: Scandalous Thinking During the Conjunctural Crisis.” *European Journal of Cultural Studies*, August 2020.

Alison Hearn & Sarah Banet-Weiser. “The Beguiling: Glamour In/As Platformed Cultural Production.” *Social Media + Society*, January 2020.

Jack Bratich & Sarah Banet-Weiser. “From Pick-Up Artists to Incels: Con(fidence) Games, Networked Misogyny, and the Failure of Neoliberalism.” *International Journal of Communication*, Vol 13, 2019.

“Postfeminism, Popular Feminism, and Neoliberal Feminism? Sarah Banet-Weiser, Rosalind Gill and Catherine Rottenberg in conversation.” *Feminist Theory*, April 23, 2019.

“Postfeminism and Popular Feminism” in *New Feminist Histories*, Feminist Genealogies special issue, 2018.

- Sarah Banet-Weiser and Kate Miltner, "#MasculinitySoFragile: Culture, Structure, and Networked Misogyny" *Feminist Media Studies*, 16-1 (December 2015).
- "'Confidence You Can Carry!': Girls in Crisis and the Market for Girls' Empowerment Organizations," *Continuum: Journal of Media and Cultural Studies*, (March 2015).
- "Media, Markets, Gender: Economies of Visibility in a Neoliberal Moment," *The Communication Review*, (March 2015).
- "Am I Pretty or Ugly? Girls and the Market for Self-Esteem," *Girlhood Studies*, (Summer 2014).
- "Creativity" Forum, "Participations: Dialogues on the Participatory Promise of Contemporary Culture and Politics" eds Henry Jenkins and Nick Couldry, *International Journal of Communication*, 8 (2014).
- "Locating Critique," *Communication and Critical/Cultural Studies*. (2013)
- Sarah Banet-Weiser and Alexandra Juhasz, "Feminist Labor in Media Studies/Communication: Is Self-Branding Feminist Practice?" *International Journal of Communication* 5, (2011), Special Issue on Academic Labor, ed. Jonathan Sterne
- "Convergence on the Street: Rethinking the Authentic/Commercial Divide," *Cultural Studies*, (September/October 2011), Special issue on Rethinking Convergence Culture, eds. James Hay and Nick Couldry.
- Sarah Banet-Weiser and Herman Gray, "Our Media Studies," *Television and New Media*, vol. 10, no. 1, (January 2009).
- Sarah Banet-Weiser and Charlotte Lapsansky, "Red is the New Black: Brand Culture, Consumer Citizenship and Political Possibility," *International Journal of Communication*, (November 2008).
- Sarah Banet-Weiser and Laura Portwood-Stacer, "'I Just Want to Be Me Again!' Beauty Pageants, Reality Television and Post-Feminism," *Feminist Theory*, Vol. 7, no. 2 (2006), 255-72.
- "Girls Rule!: Gender, Feminism, and Nickelodeon," *Critical Studies in Media Communication*, vol. 21, no. 2 (June 2004), 119-39.
- "Elian Gonzalez and 'The Purpose of America': Nation, Family and the Child-Citizen," *American Quarterly*, vol. 55, no. 2 (June 2003), 149-78.
- "Hoop Dreams: The Politics of Race and Gender in Professional Basketball," *Journal*

of Sport and Social Issues, vol. 23, no. 4 (November 1999), 403-20.

BOOK CHAPTERS

Sarah Banet-Weiser & Zoe Glatt, "Productive ambivalence, economies of visibility and the political potential of feminist YouTubers" in *Creator Culture: Introduction to Global Social Media*, eds David Craig and Stuart Cunningham, New York University Press, 2021.

"Misogyny and Misinformation." *The Routledge Companion to Media Misinformation and Populism*, eds Silvio Waisbord and Howard Tumber. London: Routledge, 2021.

"Radical Vulnerability: Feminism, Victimhood and Agency," in *Re-writing Women as Victims: From Theory to Practice*, eds Maria Jose Gamez Fuentes, Sonia Nunez Puente and Emma Gomez Nicolau, Routledge, 2019

"Imagining Intersectionality: Girl Empowerment and the Radical Monarchs," in *The Civic Imagination*, ed Henry Jenkins, New York University Press, 2019.

Sarah Banet-Weiser and Manuel Castells, "Economy is Culture," in *Another Economy is Possible*, ed Manuel Castells, Polity, 2017.

"Brand" in *Keywords in Media Studies*, eds Laurie Ouellette and Jonathan Gray, New York University Press, 2017.

"'I'm Beautiful the Way I Am': Empowerment, Beauty, and Aesthetic Labor" in *New Femininities*, eds. Rosalind Gill and Christina Schaarf, Palgrave, 2017.

"'We Are All Workers': Economic Crisis, Masculinity, and the American Working Class" in *Gendering the Recession*, eds. Diane Negra and Yvonne Tasker, Duke University Press, 2014.

Sarah Banet-Weiser and Inna Arzumanova, "Creative Authorship: Self-Actualizing Individuals and the Self-Brand" in *Media Authorship*, eds. Cynthia Chris and David Gerstner, Routledge, 2013.

"Branding the Crisis" in *Aftermath: The Cultures of the Economic Crisis*, eds. Manuel Castells, Joao Caraca, and Gustavo Cordosa, Oxford University Press, 2012.

"Rate Your Knowledge: The Branded University" in *Promotional Culture*, eds. Matthew McAllister and Emily West, Routledge, 2012.

"Free Self-Esteem Tools?: Brand Culture, Gender, and the Dove Real Beauty Campaign," in *Commodity Activism: Cultural Resistance in Neoliberal Times*,

- eds Roopali Mukherjee and Sarah Banet-Weiser, New York University Press, 2011.
- “Branding the Postfeminist Self: Girls’ Video Production and YouTube” in *Mediated Girlhoods: New Explorations of Girls’ Media Culture*, ed. Mary Celeste Kearney, Peter Lang Publishing, 2011.
- Sarah Banet-Weiser and Marita Sturken, “The Politics of Commerce: Shepard Fairey and the New Cultural Entrepreneurship,” in *Blowing Up the Brand: Critical Perspectives on Promotional Culture*, eds. Melissa Aronczyk and Devon Powers, Peter Lang Publishing, 2010.
- “Home is Where the Brand Is: Children’s Television in a Post-network Era” in *Post Network TV*, Amanda Lotz, ed. Routledge, 2009.
- “Afterword: Traces in Social Worlds,” in *Toward a Sociology of the Trace*, eds. Herman Gray and Macarena Gomez-Barris, University of Minnesota Press, 2010.
- “Girls Rule! Gender, Feminism and Nickelodeon,” in *Feminist Television Criticism: A Reader*, 2nd edition, eds. Lynn Spigel and Charlotte Brunson, Oxford University Press, 2007.
- “The Nickelodeon Brand: Buying and Selling the Audience,” in *Cable Visions: Television Beyond Broadcasting*, eds. Sarah Banet-Weiser, Cynthia Chris, and Anthony Freitas, New York University Press, 2007.
- “What’s Your Flava? Race and Postfeminism in Media Culture,” in *Interrogating Post-Feminism: Gender and the Politics of Popular Culture*, eds. Yvonne Tasker and Diane Negra, Duke University Press, 2007.
- “Girls Rule! Gender, Feminism and Nickelodeon,” in *Television: The Critical View*, 7th edition, ed. Horace Newcomb, Oxford University Press, 2006.
- Sarah Banet-Weiser and Rebecca Herr, “Critical Perspectives of the Children’s Media Community,” in *The Children’s Television Community: Institutional, Critical, Social Systems, and Network Analyses*, eds. J. Alyson Byrant and Jennings Bryant. New Jersey: Lawrence Erlbaum Associates, 2006.
- Sarah Banet-Weiser and Daniela Baroffio-Bota, “Femininity and Masculinity in Sports,” in the *Handbook of Sports and Media*, ed. Arthur A. Raney. New Jersey: Lawrence Erlbaum Associates, 2006.
- “Miss America, National Identity, and the Identity Politics of Whiteness,” in *There She Is, Miss America’: The Politics of Sex, Beauty and Race in America’s Most Famous Pageant*, eds. Elwood Watson and Darcy Martin. New York: Palgrave Publishers, 2004, 67-89.
- “We Pledge Allegiance to Kids: Nickelodeon and Citizenship” in *Nickelodeon Nation: The History, Politics, and Economics of America’s Only TV Channel for Kids*, ed. Heather Hendershot. New York: New York University Press, 2004, 209-37.

“Surfin’ the Net: Children, Parental Obsolescence, and Citizenship” in *Technological Visions: The Shaping of New Technology*, eds. Marita Sturken, Douglas Thomas, and Sandra Ball-Rokeach. Philadelphia, PA: Temple University Press, 2004, 270-92.

“We Got Next: Negotiating Race and Gender in Professional Basketball” in *Paradoxes of Youth and Sport*, eds. Michael Messner, Sandra Ball-Rokeach, and Margaret Gatz, New York: State University of New York Press, 2002, 93-103.

“Beauty Pageants,” *The International Encyclopedia of Women’s Studies*, eds. Cheri Kramarae and Dale Spender. London: Routledge, 2000, 27-9.

“Fade to White: Racial Politics and the Troubled Reign of Vanessa Williams,” in *Women Transforming Politics: An Alternative Reader*, eds. Joan Tronto, Kathy Jones, and Cathy Cohen. New York: New York University Press, 1997, 167-86.

RESEARCH PROJECTS/GROUPS

2016-present, Religion, Media and Public Scholarship, convened by Nabil Echchaibi and Stewart Hoover, University of Colorado, Boulder.

2014-2017, Communication Futures, co-organized with Nick Couldry, London School of Economics and Annenberg School of Communication and Journalism, USC.

2012-2015, Alternative Economies, Fondation Maison des sciences de l’homme, Paris, France, convened by Manuel Castells

2009-2012, Aftermath: Economic Crisis, Gulbenkian Foundation, Lisbon, Portugal, convened by Manuel Castells

VISITING SCHOLAR APPOINTMENTS

2019, Visiting Scholar, Monash University, Australia

2015-present, Visiting Professor, ISCTE - University Institute of Lisbon, Lisbon Portugal

2016, Visiting Scholar, Fondation Maison des sciences de l’homme, Paris, France

2014, Visiting Scholar, Microsoft Research New England, Social Media Collective, Boston, MA

2013, Visiting Scholar, Microsoft Research New England, Social Media Collective, Boston, MA

2012, Visiting Scholar, Microsoft Research New England, Social Media Collective, Boston, MA

2012, Media@McGill Visiting Scholar, McGill University, Montreal, Canada

WHITE PAPERS

Talking Back to Television: Latinos Discuss How Television Portrays Them and the Quality of Programming Options, co-authored with Louis DeSipio and Federico Subervi-Valez, Tomas Rivera Policy Institute, January 1998.

BOOK REVIEWS

“The Business of Representing” (review of Katherine Sender, *Business, Not Politics: The Making of the Gay Market* and Erica Rand, *The Ellis Island Snow Globe*), *American Quarterly*, Vol. 58, no. 2 (June 2006), 495-502.

“Women Without Class: Girls, Race, and Identity” (review of Julie Bettie, *Women Without Class: Girls, Race, and Identity*), *American Journal of Sociology*, vol. 109, (November 2003), 793-95.

“Hair Matters: Beauty, Power, and Black Women’s Consciousness” (review of Ingrid Banks, *Hair Matters: Beauty, Power, and Black Women’s Consciousness*), *American Journal of Sociology*, vol. 106, (March 2001), 1442-43.

“Figures of Beauty, Figures of Nation: Global Contests of Femininity,” (review of Colleen Ballerino Cohen, Richard Wilk, and Beverly Stoeltje, eds., *Beauty Queens on the Global Stage*), *American Quarterly*, (March 1998), 166-74.

OTHER PUBLIC WRITING

“The Labor of Believability,” *Los Angeles Review of Books*, April 19, 2020.

“Popular Feminism: #metoo,” bi-monthly column with the *Los Angeles Review of Books*, 2018.

“When ‘Nice Guys’ turn out to be sexual predators,” Commentary, *Fortune Magazine*, November 10, 2017

“What Harvey Weinstein and the Fearless Girl Have in Common,” *The Conversation*, October 16, 2017 (circulated by Chicago Tribune, San Francisco Chronicle, Los Angeles Times, Salon.com, Alter.net, TruthOut, and others).

“Popular Misogyny: A Zeitgeist,” *Culture Digitally*, January 2015 (translated into Spanish, September 2016)

“Thinking Critically About Brand Cultures: An Interview with Sarah Banet-Weiser,” *Confessions of an Aca-Fan*, blog by Henry Jenkins, April 2013

Aca-fandom and Beyond: Christine Bacarenza Balance, Jack Halberstam, and Sarah Banet-Weiser, *Confessions of an Aca-Fan*, blog by Henry Jenkins, July 2011

“The Importance of Building Your Own Brand,” op-ed, *Wall Street Journal*, January 23, 2013.

“How Christianity Became a Lucrative Brand,” *Alternet*, December 17, 2012.

FELLOWSHIPS AND AWARDS

Fellow, International Communication Association, 2019-present.

Nominated for Provost’s Mentoring Award, University of Southern California, 2015.

International Communication Association, Outstanding Book Award (for *Authentic™: The Politics of Ambivalence in a Brand Culture*), 2012.

Distinguished Faculty Fellow, Center for Excellence in Teaching, University of Southern California, 2010-present.

Nominated for Associates Award for Excellence in Teaching, University of Southern California, October, 2008, 2009.

Mellon Graduate Student Mentoring Award, University of Southern California, 2008. Center for Excellence in Teaching, Faculty Fellow, University of Southern California, 2007.

Constance Rourke Prize for Best Article in *American Quarterly*, for “Elian Gonzalez and ‘The Purpose of America’: Nation, Family and the Child-Citizen,” *American Quarterly*, vol. 55, no. 2 (June 2003), American Studies Association, 2004.

Nominated for Associates Award for Excellence in Teaching, University of Southern California, October 2003.

“Professor of the Year” Teaching Award, Gamma Sigma Alpha Honors Society, University of Southern California, 1998, 1999, 2000, 2001, 2002, 2003.

Entertainment Research Award, Annenberg School for Communication, University of Southern California, 2000.

Postdoctoral Research Fellowship, University of California Humanities Research Institute, 1996-97.

Dissertation Writing Fellowship, Department of Communication, UC San Diego, 1994-95.

Dissertation Research Fellowship, Department of Communication, UC San Diego, 1993-94.

Graduate Research Fellowship, University of California Humanities Research Institute, 1992-93.

GRANTS

2009-2011, Director, BrandSpace Project, The Norman Lear Center for the Study of Entertainment, University of Southern California, \$7,500.00. Grant number: 22-3701-3120

2009, Principal Investigator, Visions and Voices Grant, Arts and Humanities Initiative, University of Southern California, "Art, Culture, Politics: A Conversation with Shepard Fairey," \$9500.00. Grant number: 22-3701-1382

2007-2008, Principal Investigator, Advancing Scholarship in the Humanities and Social Sciences Grant, University of Southern California, \$17,500.00. Grant number: 22-3701-1016

SCHOLARLY EDITORIAL WORK

Co-Editor, *Communication, Culture, Critique*, Oxford University Press, 2016-present

Editor, *American Quarterly*, Johns Hopkins University Press, 2010-2014.

Book series co-editor (with Kent Ono), *Critical Cultural Communication Studies*, New York University Press, 2008-2012.

KEYNOTES, PLENARIES and INVITED TALKS, 2015-2020

“The Logic of Victimhood,” Invited lecture, Cardiff University (postponed until November 18, 2020 due to Covid).

“Victimhood and Vulnerability,” Keynote lecture, ISCTE - University Institute of Lisbon, Lisbon, Portugal (postponed until Spring 2021 due to Covid).

“Empowerment for Whom? Popular Feminism and Popular Misogyny,” Invited lecture, University of Birmingham, Birmingham, UK, February 5, 2020.

“Researching Misogyny,” Invited talk, Monash University, December 5, 2019, Melbourne, Australia.

“#Believability in an Age of Post-truth,” Keynote lecture, Monash University, December 4, 2019, Melbourne, Australia.

“From Girl Power to Empowerment,” Keynote lecture, Journal of Youth Studies annual conference, December 1, 2019, Newcastle, Australia.

“Empowerment for Whom?” Keynote lecture, German Historical Society, London, UK, November 21, 2019.

“Empowerment for Whom?” Keynote lecture, New Feminist Questions conference, Bard College Berlin, Berlin, Germany, October 19, 2019.

“Empowered: Popular Feminism and Popular Misogyny,” Book launch, Pro QM bookstore, Berlin, Germany, October 18, 2019.

Invited Respondent, “Care Collective Manifesto,” London School of Economics, London, UK, October 9, 2019.

“Popular Feminism and Popular Misogyny,” Keynote lecture, Catolica University, Lisbon, Portugal, September 12, 2019.

“Victimhood and Vulnerability in Mediated Feminism,” Invited lecture, Media, Gender and Feminism symposium, London School of Economics, May 20, 2019.

“Rewriting Women as Victims: Radical Vulnerability,” Plenary lecture, Keeping Up with Empowerment and Popular Misogyny: Re-writing Female Victimhood, Universitat Jaume I, Castellón (Spain), May 17, 2019.

“Empowered,” Book launch, *Culture, Power, Politics* seminar series, University of East London, London, UK, May 14, 2019.

“Empowered,” Keynote lecture, University of Glasgow, Glasgow, Scotland, May 9, 2019.

“Empowered,” Interview with Naomi Klein and Keeanga-Yamahtta Taylor, Rutgers University, New Brunswick, NJ, April 25, 2019.

“Empowered: Popular Feminism and Popular Misogyny,” Book launch, Bluestockings book store, New York, NY, April 22, 2019.

“Researching Misogyny,” Invited Lecture, Department of Communication, Northwestern University, Chicago, IL, April 20, 2019.

“Don’t Let the Misogynists Grind you down: Popular Feminism and *The Handmaid’s Tale*” One Book One Lecture, Northwestern University, Chicago, IL, April 19, 2019.

“Networks of popularity and populism: Popular feminism,” Invited lecture, Northwestern University, April 17, 2019.

“Heading Home: Motherhood, Work, and the Failed Promise of Equality,” Public Lecture, Chair and Respondent, London School of Economics, London, UK, March 26, 2019.

“The Vision of Empowerment,” Invited Lecture, Palace da Foz, Lisbon Portugal, March 15, 2019.

“Empowered: Popular Feminism and Popular Misogyny,” Keynote lecture, ISCTE - University Institute of Lisbon, Lisbon Portugal, March 14, 2019.

“Popular Feminism and Popular Misogyny” Goldsmiths University, London, UK, March 13, 2019.

“Empowered: Popular Feminism and Popular Misogyny,” University of Warwick, UK, March 6, 2019.

“Empowered: Popular Feminism and Popular Misogyny,” University of East Anglia, UK, March 4, 2019.

“Feminism and Media,” Public Lecture, Soho Theatre, London, UK, March 2, 2019.

“Researching Misogyny,” Public Lecture, Harmful Speech panel, LSE Festival, London School of Economics, London, UK, February 27, 2019.

“Empowered: Popular Feminism and Popular Misogyny,” Public Lecture, Annenberg School for Communication and Journalism, University of Southern California, Los Angeles, CA, February 20, 2019.

“Empowered: Popular Feminism and Popular Misogyny,” Public Lecture, University of Leeds, Leeds, UK, February 13, 2019.

“Empowered: Popular Feminism and Popular Misogyny,” Lecture and Book Launch, Swedenborg Center, London, UK, December 6, 2018.

“Empowerment for Whom?” Public Lecture, Gender and Media Research Group, Leicester University, Leicester, UK, November 29, 2018.

“Empowered: Popular Feminism and Popular Misogyny,” Public Lecture, University of Westminster, Communication and Media Research Institute, London, UK, November 22, 2018.

“Ambivalence,” Public Lecture and Book Launch, London School of Economics, London, UK, November 21, 2018.

“Empowered: Popular Feminism and Popular Misogyny,” Public Lecture, Reuters Institute for the Study of Journalism, University of Oxford, Oxford, UK, November 14, 2018.

“Changing Cultures of Witnessing: Paintings, Selfies, Hashtags” Chair and Respondent, Public Lecture, London School of Economics, October 30, 2018.

“Empowerment and Seduction,” Public Lecture, Research Dialogues, London School of Economics, London, UK, October 25, 2018.

“#metoo, visibility and injury,” Public Lecture, Bath Spa University, Bath, UK, October 16, 2018.

“The Hot Take: Popular Feminism and the Media,” Plenary panel, CAMRI conference on Care and Media industries, Leicester University, September 2018.

“The Confidence Game,” Keynote lecture, Words that Kill conference, American University of Paris, Paris, France, June 2018.

“Empowered: Media, Gender and Economies of Visibility,” Annual McMann Lecture, University of Iowa, Iowa City, Iowa, March 2018.

“The Vision of Empowerment: Popular Feminism and Popular Misogyny,” Public Lecture, London School of Economics, London, England, February 27, 2018

“The Fearless Girl,” The McLuhan Center, University of Toronto, September 2017.

“I’m Beautiful the Way I Am: Beauty, Empowerment and Aesthetic Labor,” Plenary Speaker, City University, London, UK, February 16, 2017.

“The Vision of Empowerment,” Keynote lecture, Visualizing Consumption conference, University of Sorbonne, Paris, France, October 2016.

“Gender and Race in an Economy of Visibility,” Keynote lecture, The Politics of Beauty conference, Cambridge, UK, September 2016.

“Misogyny Networked” Keynote Lecture, University of Toronto, McLuhan Center, April 2016.

“Networked Misogyny,” American University of Paris, Speaker Series, Department of Communication, March 2016

“Popular Feminism and Networked Misogyny,” Public Lecture, Queens College, Graduate Media Studies Colloquium, February 2016

“The Market for Purity and Abstinence: Gender, Sexuality and Religion,” Keynote lecture, Center for Media, Religion and Culture, University of Colorado, Boulder, January 2016.

“Are you a feminist? Ambivalence and Popular Feminism,” Public Lecture, Symposium on Ambivalence, Critique, and Media, USC Annenberg, November 11, 2015

“‘Strong is the New Skinny’: Gender, Race, and Empowerment in Sports,” Keynote lecture, North American Society for the Sociology of Sport, November 7, 2015

“Feminism in an Age of Empowerment,” Keynote lecture, Forum on Media Ethics and Social Responsibility, Loyola Marymount University, Los Angeles, CA, March 18, 2015

“Media, Markets, Gender: Economies of Visibility in a Neoliberal Moment,” Keynote Lecture, Console-ing Passions Conference, Columbia, MO, March 2014.

OTHER SELECTED KEYNOTES AND INVITED LECTURES

“Economies of Visibility: Girl Empowerment Organizations and the Market of Empowerment,” University of Wisconsin, Madison, April 2014.

“Economies of Visibility and Empowerment,” Microsoft Research New England, April 2014.

- “Am I Pretty or Ugly? Girls and the Market for Self-Esteem,” Cold Intimacies conference, Goldsmiths University, London, UK, June 2013.
- “Girls and the Market for Self-Esteem,” Keynote Lecture, Critiquing Culture conference, George Mason University, Fairfax, VA, 2013.
- The Market for Self-Esteem and the Economy of Visibility,” Keynote lecture, Goldsmiths University, London, UK, June 21, 2013.
- “Am I Pretty?: Girls, Economies of Visibility, and the Market for Self-Esteem,” Plenary Panel, International Conference on Girlhood Studies, Center for Feminism, McGill University, October 13, 2012.
- “Gender and the Emergence of Brand Culture,” London School of Economics, December 11, 2012.
- “We are all Workers: Branding the Economic Crisis,” University of Dublin, December 6, 2012.
- “Branding Religion and the Moral Limits of the Market,” Media@McGill Scholar, McGill University, Montreal, Canada, October 2, 2012.
- “Branding Consumer Citizens: Gender and the Emergence of Brand Culture,” CSUS and F. Ross Johnson Distinguished Speaker, Munk School of Global Affairs, University of Toronto, Toronto, Canada, September 28, 2012
- “Whither Cultural Studies?” Featured Speaker, The Center for American Literary Studies Symposium, “Crisis? What Crisis? Whose Crisis?” Pennsylvania State University, April 21-22, 2011.
- “Commodity Activism and the Emergence of Brand Culture,” Institute for Communication, University of Lisbon, Lisbon, Portugal, July 7, 2011.
- “Branding Religion and Spirituality: ‘I’m Like Totally Saved’” Annenberg School for Communication, University of Pennsylvania, April 15, 2011.
- “Broadcast Yourself: Neoliberalism, Self-Branding, and the Labor of Femininity,” Board of Sociology, University of California, Santa Cruz, February 14, 2011.
- “Self-Branding and the Labor of Femininity,” Department of Communication, University of California, San Diego, November 10, 2010.
- “Brand Culture in an Attention Economy” at Three Crises: Setting the Agenda for Media Policy and Ethics in the New “Attention Economy,” University of Virginia, Charlottesville, VA October 6-7, 2010

“Broadcast Yourself: Girls, Technology, and Self-Branding,” Goldsmiths University, London, UK, November 11, 2009.

“Diversity and the Classroom” University of Southern California, December 2007, December 2008.

“Teaching Visual Culture,” University of Southern California, Visual Studies Program, November 2008.

“Kids and Media: Consumer Citizenship and Political Possibility,” University of California, San Diego, Center for Human Development Seminar Series, San Diego, CA 2008

“Teaching Philosophy,” Center for Excellence in Teaching, University of Southern California, Los Angeles, CA, 2007.

“Consumer Citizenship: Race and Gender in Children’s Media,” University of California, Riverside, Riverside, CA, 2007.

“Race, Gender, and Consumer Citizenship,” Annenberg Research Colloquium, University of Southern California, Los Angeles, CA, 2007.

“Race and Gender in Children’s Media,” Department of Communication, University of Washington, Seattle, WA, 2006

Panelist on Parenting and Academia, Graduate Student Senate, University of Southern California, February 17, 2004.

Program in American Studies and Ethnicity Affiliated Faculty Speaker Series, September 2003.

“Gender, Nation, and Miss America,” paper presented at the Women’s Council and Women’s Studies Program, University of New Hampshire, November 19, 2002.

“Elian Gonzalez and ‘The Purpose of America’: Nation, Family and the Child-Citizen,” Celebrity and Politics Research Group, Norman Lear Center for the Study of Entertainment and Society, Annenberg School for Communication, University of Southern California, November 2002.

“The Culture Wars.” Panel Moderator, Annenberg School for Communication, April 1999.

“Fade to White: Race, Nation, and the Miss America Pageant,” paper presented at the

Center for Feminist Research, University of Southern California, October 6, 1997.

SELECTED CONFERENCE PRESENTATIONS

“From Pick-up Artists to Incels: Gendered Violence and the Failure of Neoliberalism,” Pleasures of Violence conference, Oxford University, March 8, 2019.

“Seeing Through Trump: Fascist Style” International Communication Association, Prague, May 2018

Roundtable, “The Internet’s Manifest Destiny: Unsettling the Futurity of Digital Platforms,” National Women’s Studies Association Annual Conference, Montreal, Quebec, November 2016

“Popular Misogyny: The Pick-Up Artist and Men’s Rights Activism,” Society for Cinema and Media Studies Conference, Atlanta, GA, March 2016

Workshop, “What Comes Next?: The Future of Post-feminist Media Studies,” Society for Cinema and Media Studies Conference, Atlanta, GA, March 2016

“Popular Feminism and Ambivalence,” Console-ing Passions, June 2015

“Feminism in an Empowerment Age,” Society for Cinema and Media Studies, March 2015

Co-organizer, Organizer, Symposium on Ambivalence, Critique, and Media, USC Annenberg, November 2015

“Affective Feminism and Everyday Life,” Millersville University Affect Conference, Lancaster, PA, October 2015

Academic Publishing Workshop, 65th Annual International Communication Association Conference, San Juan, Puerto Rico, May 2015

“Media, Activism, and the Cultural Industries: Theorizing the Horizons of Resistance” Workshop Society for Cinema and Media Studies Conference, Seattle 2014

“Ambivalence and Popular Feminism,” Global Populisms Conference, Baruch College, New York City, October 2014

“Advertising in Post- and Popular Feminism” Society for Cinema and Media Studies, Montreal, Canada, 2014.

“The ‘At-Risk’ Girl and Violence” American Studies Association, Los Angeles, CA 2014

“Trayvon, Inc.” Society of Cinema and Media Studies, New Orleans, LA, 2013

Beyond the Brand Preconference, International Communication Association, London, England, 2013

“Gender, Health and Structural Violence,” American Studies Association, Baltimore, November 2013

“Commodity Activism in Neoliberal Times,” International Communication Association, May 2011.

“Media Assemblages: The Labor of Femininity,” International Communication Association, May 2011.

“Brand Citizenship, Brand Culture,” Society for Cinema and Media Studies, New Orleans, LA, March 2011

“Media Citizenship,” Society for Cinema and Media Studies, Los Angeles, CA, March 2010.

“Broadcast Yourself: Girls and YouTube,” Society for Cinema and Media Studies, Los Angeles, CA, March 2010.

“That’s Hot: Technology and the Gendered Audience,” International Communication Association, Chicago, Illinois, May 2009

“Home is Where the Brand Is: Children’s Television in a Post-Network Era,” International Communication Association, Chicago, Illinois, May 2009.

“Hip Hop Philanthropy:” The Red Campaign and Social Impact,” International Communication Association, Montreal, Canada, May 2008.

Respondent, Panel on Gender, Religion and Television, “Small Screens,” Knight Center for the Study of Religion conference, Los Angeles, CA, September 2008.

Respondent, Gender and Media Conference, Los Angeles, CA, May 2008.

“Digital Media and Youth Culture,” Chair and Respondent, American Studies Association, Philadelphia, PA, October, 2007.

- “Empowering Markets: Youth Culture and Brand Identities” American Studies Association Conference, Oakland, CA, October, 2006.
- “Writing the Second Book,” Society for Cinema and Media Studies, Vancouver, Canada, May, 2005.
- “Race and Kids’ Television: Dora the Explorer,” Society for Cinema and Media Studies, Vancouver, Canada, May, 2005.
- “What’s Your Flava? Dora the Explorer, Race, and Media” American Studies Association Conference, Atlanta, GA, October 2005.
- “Kids Only or Only for Kids: The Nickelodeon Brand,” Console-ing Passions conference, May 2004.
- “Girls Rule! Nickelodeon and Girl Power,” International Communication Association Conference, New Orleans, May 2004.
- “Kids and Camp: The Queering of SpongeBob SquarePants,” International Communication Association Conference, New Orleans, May 2004.
- “Girls Rule! Gender, Feminism and Nickelodeon,” Interrogating Post-feminism: Gender and Popular Culture, University of East Anglia, Norwich, UK, April 2004.
- “Gender and the National Body,” Chair, National Communication Association Conference, Miami, November 2003.
- “Mediating the National: Citizenship, Globalization and Visual Representation,” Chair, International Communication Association Conference, San Diego, May 2003.
- “Nick Is For Kids:’ Children, Citizenship and the Nickelodeon Universe,” International Communication Association, San Diego, May 2003.
- “From Upstart to Major Player: Cable and Broadcast Television,” Respondent, International Communication Association Conference, San Diego, May 2003.
- “A Kid’s Gotta Do What a Kid’s Gotta Do: Gender, Citizenship, and Nickelodeon,” American Sociological Association, Anaheim, August 2001.
- “The Purpose of America: Family, Citizenship, and Elian Gonzalez,” International Communication Association Conference, Washington, D.C., May 2001.
- “International Negotiations of Gender,” Respondent, International Communications Association Conference, Acapulco, Mexico, May 2000.

- “Glamour Girls and Local Women: Politics of Femininity,” Respondent, Western Women’s Historian Association, Los Angeles, July 2000.
- “The Politics of Innocence: Entertainment Culture and National Identity,” Managing the Global Conference, University of Southern California, October 1999.
- “Making the National Body White: Miss America as a Multi-Cultural Phenomenon,” American Studies Association, Seattle, November 1998.
- “Crowning Innocence: Television, Fantasy, and Miss America 1995,” Society for Cinema Studies conference, San Diego, April 1998.
- “Miss America/Miss Universe: Gender, Race and Nation in Televised Beauty Pageants,” International Communications Association Conference, Montreal, May 1997.
- “Recent Contests of Femininity and Nationalism: *Univision’s* Nuestra Belleza,” University of California Humanities Research Institute, December 1992.

TEACHING

USC Annenberg Courses Taught

Doctoral Seminars:

Economic Cultures (co-taught with Manuel Castells)
Qualitative Methods in Communication (PhD Core Class)
Feminist Theory
National Identity and the Media
Audio-Visual Consumption Culture
Consuming Culture
Historiography
Introduction to Visual Studies
Cultural Studies

Masters:

Advocacy and Social Change in Entertainment and the Arts
Interpreting Popular Culture

Undergraduate:

Communication and Culture (Core class)
Gender and Media
Children and Media
Youth and Media
Race and Ethnicity in Entertainment and the Arts

*Studying Entertainment
Rhetoric and the Public Sphere
Popular Culture
History of Technology
Technology and New Media
Introduction to Women's Studies (UCLA)
Women of Color in the U.S. (University of California, Los Angeles)*

London School of Economics Courses Taught

Masters and PhD:
*Mediated Feminisms
Concepts and Theories in Media and Communications
Concepts and Theories in Media and Communications, part 2*

Advising and Teaching

Primary Advisor/Director, PhD Dissertations:

20 Completed
2 Current (LSE)

Committees, PhD Dissertations (Annenberg)

24 completed

Committees, PhD Dissertations (outside Annenberg)

1 New York University
1 University of Chicago
1 University of California, Los Angeles
2 City University, London, Completed
1 University of Dublin, Completed
2 Kings University, London, Completed
1 Queens University, Canada, Completed
1 Brisbane, Australia, Completed

Director, Masters Theses

13 Completed (LSE)

Director, BA Honors

6 Completed

TEACHING INSTITUTES

Lisbon Winter School (on steering committee), Catolica University, Lisbon, Portugal, 2018-present.

Summer School, The Politics of Beauty, University of Cambridge, UK, September 2016

“MayMester” (two-week course) on Communication Industries (co-creator), New York, NY, May 2014, May 2015

Doctoral Institute on Difference and the Media (creator), Annenberg School for Communication and Journalism, University of Southern California, June 2014, 2015, 2016.

KEY ADMINISTRATIVE ACCOMPLISHMENTS & RESPONSIBILITIES

Head of Department, Media and Communications, London School of Economics and Political Science (since August 2018)

- Oversight of tenure and promotion processes of three faculty members to Full Professor
- Oversight of tenure and promotion processes of two faculty members to Associate Professor
- Conducted Annual Performance Reviews for Full Professors in the Department (2019, 2020)
- Conducted Career Development Reviews for all faculty in department (2019, 2020)
- Wrote comprehensive review of teaching, research and department strategy for the LSE Annual Monitoring Meeting, 2018, 2019.
- Wrote comprehensive Self-Evaluation Document for External Review of the Department, March 2019.
- Supervised tenure track search process resulting in hire of an Assistant Professor.
- Developed and launched a new research strategy for department, Media@LSE
- Chaired numerous public lectures held at LSE.
- Mentored 4 faculty members
- Nominated faculty for School teaching awards
- Was line manager for 25 faculty members and 6 administrative staff members

School-wide committees

Member, Ethics Committee

Member, Interview panel, Director of Communications for LSE

Member, Interview panel, Pro-Director of Faculty for LSE

Director of the School of Communication, Vice-Dean, and faculty member at the Annenberg School for Communication and Journalism (2014-2018)

- Supervised four tenure/tenure track search processes, resulting in hires of three Assistant Professor, one Full professor.
- Supervised 4 Clinical/Research/Teaching/Practice searches, resulting in one Associate Professor of Research, one Full Professor of Research, three Assistant Clinical Professors
- Oversight of tenure and promotion processes of two faculty members to Full Professor
- Oversight of tenure and promotion processes of three faculty members to Associate Professor
- Oversight of tenure process at rank of Full professor for one faculty Hire.
- Oversight of successful reappointment of one Assistant Professor at third year review
- Annual Review of 10 staff members
- Assignment of Teaching Assistant positions, in coordination with Associate Director
- Evaluation and recruitment of new part-time lecturers. Consultation with Undergraduate Coordinator on their teaching assignments
- Generated and oversaw nomination process for faculty member who won Provost Mentoring Award
- Generated and oversaw nomination process for faculty member who won Presidential Medallion
- Enhancement of mentoring process for Assistant Professors
- Coordinated and Oversaw Self-Study for forthcoming External Evaluation of the PhD program at the School of Communication

Strategic and Administrative Process Review and Enhancement

- Generated department Strategic Plan in coordination with the Dean
- Generated annual report of anticipated department activities
- Consulted and advised Undergraduate Coordinator, Masters Programs Directors, and Director of Doctoral studies on respective programmatic matters: staffing, enrollments, department needs
- Facilitated Department relationships with Facilities and Technology Services Office about on-boarding new instructors, course development, technological needs, and space assessment
- Scheduled courses in consultation with Undergraduate Coordinator and Administrative Assistant
- Planned, oversaw, and implemented annual budget allocations
- Developed and implemented re-organization of staff in Director's office
- Worked with Graduate School to secure additional funds for graduate students

Outreach and Support

- Traveled to New York, Orange County and San Francisco to meet with donors and promote School of Communication (4-5 times per year)
- Presented at Prospective Students Day (3 years), and Graduate Orientation (3 years).
- Facilitated Department relationship with Dean's initiative on Civic Engagement
- Worked with Development team on various issues, including seeking funding for an Endowed Chair

School-wide committees

Director, School of Communication, Annenberg School of Communication and Journalism, 2014-2018.

Search Committee, Digital Diversity, 2015

Long-range Faculty Planning Committee, 2012-2015

Chair of Doctoral Curriculum, Annenberg School of Communication, School of Communication, University of Southern California, 2009-2012

Director of Undergraduate Studies, Annenberg School of Communication, School of Communication, University of Southern California., 2007-2009.

Ph.D. Admissions Committee, Annenberg School for Communication, 2002, 2005, 2006, 2007, 2008, 2010-2017.

Merit Review Committee, Annenberg School for Communication, 2002, 2003, 2005, 2007, 2010.

Search Committee Chair, Race and Ethnicity Position, 2008, 2009.

Entertainment Studies Committee Leader, Annenberg School for Communication, 2008.

Diversity Committee Leader, Annenberg School for Communication, 2007.

Annenberg Curriculum Committee, 2007-2009.

Search Committee, Entertainment Position, 2002.

Search Committee, Cultural Studies Position, 2005

Search Committee, Race and Ethnicity Position, 2005, 2006.

Entertainment Curriculum Committee, Annenberg School for Communication, 1999-2014.

Undergraduate Curriculum Committee, Annenberg School for Communication, 2003-2009.

Ad Hoc Advisory Committee, Annenberg School for Communication, 2003-04

USC-wide committees

Annenberg Dean's Search Committee, 2016

USC Steering Committee for Partner Hires, 2016

Diversity in Hiring Committee, 2014-2018

Advancement for the Social Sciences and Humanities Grant Committee, 2006-2007;
 2007-2008, 2010-2011
 Accreditation Panel, University of Southern California, November 2008, 2010
 Advisory Board, Center for Diversity and Democracy, University of Southern
 California, 2007-2014
 Gender Studies Steering Committee, 2006-2018
 Visual Studies Steering Committee, 2009-2018
 American Studies Executive Committee (elected position), 2004-2006
 Interim Director, Center for Feminist Research, University of Southern California,
 2006-2007
 Task Force, University Strategic Planning Committee, 2008-2009
 Fund for Innovative Teaching Selection Committee, 2008.
 Urban Methods Committee, University of Southern California, 2003-2004
 Ph.D. Admissions Committee, Program in American Studies and Ethnicity, 2001,
 2002, 2004, 2009, 2010

SERVICE TO THE PROFESSION

Department External Evaluator

Panel member, Sciences of Communication Panel in the R&D Units Evaluation for
 Communication Research Centers, Portugal, 2017-18
 School of Information, University of Toronto, March 2017
 Department of Communication, University of Michigan, November 2014.
 Department of Communication, University of Utah, January 2015.
 American Studies Program, Wesleyan University, March 2011.

Outside Evaluator for Tenure and Promotion

New York University (2009, 2014); Rutgers University (2014, 2015); University of
 Michigan (2012); University of California, Irvine (2016); University of Wisconsin,
 Madison (2016); University of Pennsylvania (2016, 2018); University of Virginia
 (2014, 2015, 2017), University of Arkansas (2014); George Washington University
 (2014); University of Missouri (2014); Temple University (2015); Drexel University
 (2013); University of Southern Florida (2013); Queens College, City University of
 New York (2013); University of Texas, Austin (2014); University of North Carolina,
 Chapel Hill (2015); University of Toronto (2015); University of Massachusetts,
 Amherst (2013); Northwestern University (2018); Cornell University (2018); Kings
 College, UK (2018); Gonzaga University (2019), University of Chicago (2020)

Outside Evaluator for Promotion to Full Professor

University of Michigan (2014, 2015); Vanderbilt University (2015); University of
 Wisconsin, Milwaukee (2015); University of Minnesota, Minneapolis (2016);

Massachusetts Institute of Technology (2016), University of Texas, Dallas (2015); Indiana University (2015), University of Massachusetts, Amherst (2013); Rensselaer Polytechnic University (2015); New York University (2014); University of Kentucky (2014); University of Washington (2018); University of Toronto (2019); City University, UK (2019)

Publishing Workshops

Los Angeles, CA 2011, 2013
Fairfax, VA 2012
Baltimore, MD 2013

Professional Committees

Chair, ICA Fellows Task Force on Diversity (2019-2020)

Lifetime Achievement Awards Committee, Society of Cinema and Media Studies, 2016-2017.

Nominating Committee, International Communication Association, 2014, 2015

Executive Committee, American Studies Association, 2010-2014.

Executive Council, American Studies Association, 2010-2014.

Editorial Board Member, *American Quarterly* (2004-2008), *Cultural and Critical Communication Studies*, *Critical Studies and Media Communication*, *International Journal of Communication*, *Journal of Communication*, *Feminist Media Studies*

Manuscript reviewer: *Critical Studies and Media Communication*, *Cultural and Critical Communication Studies*, *Communication*, *Culture & Critique*, *Journal of Communication*, *Television and New Media*, *Gender and Society*, *Feminist Media Studies*, *American Quarterly*, *Sport and Social Issues*, *International Journal of Communication*, *Journal of Popular Culture*, *Journal of Children's Culture*, *Feminist Theory*, *Feminist Review*, *European Journal of Cultural Studies*

Book Manuscript reviewer for Duke University Press, New York University Press, Routledge, University of California Press, SUNY Press, Oxford University Press, Yale University Press, Polity, University of Illinois Press.

Membership in the following professional organizations:

International Communications Association
International Association for Media and Communication Research
Association of Internet Research

National Communication Association
Society for Cinema and Media Studies
American Studies Association