

# ROBERT MOSES PEASLEE

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## CURRICULUM VITAE

### RESEARCH INTERESTS

**Media, Place, and Space:** Screen tourism, media events/festivals  
**Visual Culture and Adaptation:** Film, television, and comics  
**International Communication:** Flows of culture, capital, and bodies

### CURRENT RESEARCH

***The Supervillains Reader.*** Forthcoming, January 2020.  
Edited with Robert G. Weiner, University Press of Mississippi.

***Game of Thrones Tourism Project*** (in data analysis/write-up)  
Ongoing investigation of screen tourism outcomes in Northern Ireland related to HBO's flagship program.

**Unscripted Television Tourism Project** (in development)  
Comparative study of Waco, TX (USA), currently seeing dramatic increases in visitation as a result of being featured on the HGTV unscripted home improvement series, *Fixer Upper*. To my knowledge, there is no scholarship on unscripted screen tourism.

### ACADEMIC POSITIONS

#### Texas Tech University

Associate Professor Aug, 2014-Present  
College of Media & Communication

Chair, Department of Journalism & Creative Media Industries Oct, 2014-Present

Assistant Professor June, 2008-Aug, 2014  
College of Media & Communication

#### University of Colorado

Post-Doctoral Research Associate Dec, 2007-June, 2008  
Center for Media, Religion, & Culture

Instructor, RA, TA Aug, 2003-Dec, 2007  
School of Journalism and Mass Communication

#### Colby-Sawyer College

Adjunct Instructor Jan, 2001-May, 2003  
Department of Humanities

**DEGREES**

**Ph.D.**, Mass Communications, 2007, University of Colorado, Boulder, CO. School of Journalism & Mass Communication. Major professor: Dr. Shu-Ling Bergreen

**M.A.**, English Literature, 1997, The Citadel/University of Charleston, Charleston, SC.

**B.A.**, Communications, 1995, Colby-Sawyer College, New London, NH.

**BOOKS**

McEniry, M., **Peaslee, R.M.** & Weiner, R.G., eds. (2016). *Marvel Comics into Film: Essays on Adaptations Since the 1940s*. Jefferson, NC: McFarland.

**Peaslee, R.M.** & Weiner, R.G., eds. (2015). *The Joker: Critical Essays on the Clown Prince of Crime*. University Press of Mississippi.

**Peaslee, R.M.** & Weiner, R.G., eds. (2012). *Web-Spinning Heroics: Critical Essays on the History and Meaning of Spider-Man*. Jefferson, NC: McFarland.

**REFEREED  
JOURNAL  
ARTICLES**

Blumell, L.E., Qiu, Y. & **Peaslee, R.M.** (2016). Pacifying the Dragon?: How expatriate media professionals are gatekeeping within the Chinese media system. *International Journal of Communication*.  
<http://ijoc.org/index.php/ijoc/article/view/4155/1657>

**Peaslee, R.M.**, El-Khoury, J. & Liles, A. (2014). The media festival volunteer: Connecting online and on-ground fan labor. *Transformative Works and Cultures* 15.  
<http://journal.transformativeworks.org/index.php/twc/article/view/502>

**Peaslee, R.M.** (2013). Media conduction: Festivals, networks, and boundaried spaces. *International Journal of Communication* 7.  
<http://ijoc.org/ojs/index.php/ijoc/article/view/1426/885>

**Peaslee, R.M.** & Berggreen, S.L. (2012). The expediency of hybridity: Beijing 2008. *Mass Communication and Society* 15(4): pp. 525-545.

**Peaslee, R.M.** (2011). "It's fine as long as you draw, but don't film": Waltz with Bashir and the postmodern function of animated documentary. *Visual Communication Quarterly* 18(4), pp. 223-235.

**Peaslee, R.M.** (2011). One ring, many circles: The Hobbiton tour experience and a spatial approach to media power. *Tourist Studies* 11(1), pp. 37-54.

**Peaslee, R.M.** (2010). "The man from New Line knocked on the door": Tourism, media power, and Hobbiton/Matamata as boundaried space. *Tourist Studies* 10(1), pp. 57-73.

**Peaslee, R.M., Berggreen, S. and Kwak, S.** (2010). Idol-izing the past, present and future: *Super Girl*, democracy and the expediency of hybridity in contemporary China. *Mass Communicator: International Journal of Communication Studies* 4(4), pp. 14-22.

**Peaslee, R.M.** (2009). Monologue, dialogue, polylogue: Online comments, focus group language, and the problem of identity-free communication. *NMEDIAC: The Journal of New Media and Culture* 6(1).

<http://www.ibiblio.org/nmediac/summer2009/polylogue.html>

**Peaslee, R.M.** (2009). Practice in mediated space: Toward a constructivist media anthropology. *Reconstruction* 9(1). Special issue on Fieldwork and Interdisciplinary Research. <http://reconstruction.eserver.org/091/peaslee.shtml>

**Berggreen, S. & Peaslee, R.M.** (2007). Trans-Chinese imagination: Film and Cross-Strait perception as a case study for contextual journalism education. *Asia-Pacific Media Educator* 18, pp. 155-170.

**Peaslee, R.M.** (2005). "With great power comes great responsibility": Central psychoanalytic motifs in *Spider-Man* and *Spider-Man 2*. *PSYART: An Online Journal for the Psychological Study of the Arts*. Available online:

[http://www.clas.ufl.edu/ipsa/journal/2005\\_peaslee01.shtml](http://www.clas.ufl.edu/ipsa/journal/2005_peaslee01.shtml)

**BOOK  
CHAPTERS**

**Peaslee, R.M.** (2017). My (collective) memory: Representations of Vietnam and its veterans in Reagan-era American cinema. In Milam, R., ed. *The Vietnam War in Popular Culture*. Santa Barbara, CA: ABC-CLIO, pp. 3-19.

Chambers, B. & **Peaslee, R.M.** (2014). Reading *Twilight*: Fandom, romance, and gender in the age of Bella. In Bucciferro, C., ed. *The Twilight Saga: Exploring the Global Phenomenon*. Lanham, MD: Scarecrow Press, pp. 47-62.

**Peaslee, R.M.** & Berggreen, S. (2013). The expediency of hybridity: Beijing 2008. In Bissell, K. & Perry, S., eds. *The Olympics, media and society*. New York: Routledge.

**Peaslee, R.M.**, Berggreen, S., & Kwak, S. (2012). *Super Girl* and the expediency of hybridity. In Dhar, R. & Rana, P., eds. *Media in the Swirl*. New Delhi: Pentagon Press, pp. 309-321.

**Peaslee, R.M.** (2006). Superheroes, moral economy, and the iron cage: Morality, alienation, and the super-individual. In Ndalians, A. & Haslem, W., eds. *Super/Heroes: Myth and Meaning*. Melbourne: New Academia.

**HYPERTEXT  
SCHOLARSHIP**

Haislett, R. & **Peaslee, R.M.** (2013). From representation to simulation: A videogame translation of the Bechdel Test. *In Media Res* online scholarship forum. March 15. <http://mediacommons.futureofthebook.org/imr/2013/03/15/representation-simulation-videogame-translation-bechdel-test-authors-robin-haislett-and-r>

**Peaslee, R.M.** (2010). The importance of [seemingly permeable] boundaries at the film festival. *In Media Res*. 16 September. <http://mediacommons.futureofthebook.org/imr/2010/09/16/importance-seemingly-permeable-boundaries-film-festival>.

**Peaslee, R.M.** (2009). Disjuncture and difference in *The Amazing Race*. *In Media Res*. 13 October. <http://mediacommons.futureofthebook.org/imr/2009/10/09/disjuncture-and-difference-amazing-race>.

**INVITED**

**Peaslee, R.M.** (2011). Foreword. In Weiner, R.G. and Barba, S., eds. *In the Peanut Gallery with Mystery Science Theater 3000: Essays on Film, Fandom, Technology and the Culture of Riffing*. Jefferson, NC: McFarland.

**SCHOLARLY  
REVIEWS**

**Peaslee, R.M.** (2015). Review. *Media, Environment and the Network Society*. Anderson, A.G. (2014). *Communication Booknotes Quarterly* 46(2), pp. 57-58.

**Peaslee, R.M.** (2008). Review. *Interface://Culture—The World Wide Web as political resource and aesthetic form*. Bruhn-Jenson, K., ed. 2005. *Global Media Journal: Mediterranean Edition* 3(1) Spring, pp. 62-64.

**Peaslee, R.M.** (2008). Review. *The cinematic mode of production: Attention economy and the society of the spectacle*. Beller, J. 2006. *Journal of Communication Inquiry* 32(2), 205-209.

**CONFERENCE  
PRESENTATIONS**

**Peaslee, R.M.** & Vasquez, R. (2018). Space, seriality, and second acts: *Game of Thrones* and the new Northern Ireland tourism industry. Literature Film Association (LFA) National Conference. September, New Orleans, LA.

**Peaslee, R.M.**, Weiner, R.G., Co-Chairs. (2016). Opening Panel - The Joker: A Serious Study of the Clown Prince of Crime. Comic Arts Conference. July, San Diego, CA.

Martinez, J. & **Peaslee, R.M.** (2016). Homeless individuals in today's mobile media environment: An examination of the digital divide continuum. International Congress for Qualitative Inquiry (ICQI), May 18-21. University of Illinois. Champaign-Urbana, IL.

Blumell, L., Qiu, Y. & **Peaslee, R.M.** (2015). Pacifying the Dragon: The role of expatriates in Chinese media. Association for Education in Journalism and Mass Communication (AEJMC) International Regional Conference. Oct 15-17. Santiago, Chile.

**Peaslee, R.M.** (2014). Sharing, play, and the Magic Circle: Accessing boundaried playspaces in a network era. International Communication Association (ICA) Preconference: "Sharing". May 22, Seattle, WA.

**Peaslee, R.M.** (2014). Play, narrative and the tourist space: A longitudinal textual analysis of Hobbiton-related tourism web portals. AEJMC Midwinter Conference. Feb 28-Mar 1, Norman, OK, USA.

**Peaslee, R.M.** (2014). *World War Z* and the post-9/11 zombie narrative. Popular Culture Association/American Culture Association (PCA/ACA) Regional Conference. Feb 19-22, Albuquerque, NM.

**Peaslee, R.M.** (2013). Media conduction: Exploring power at the intersection of media, tourism, and festival studies. Society for Cinema & Media Studies (SCMS) International Conference. March 6-10, Chicago, IL, USA.

**Peaslee, R.M.** (2012). "De-spiritualization, de-contextualization, and the 'politics of repression': Comparing *The/Whale Rider's* competing texts." AEJMC National Conference. August 9-12, Chicago, IL, USA.

**Peaslee, R.M.** & Miles, S. (2012). "'Where buzz is born': South-by-Southwest, bloggers, and media conduction." AEJMC National Conference. August 9-12, Chicago, IL, USA.

**Peaslee, R.M.** (2012). "Where Buzz is Born" vs. "Lubbock or Leave It": A Tale of Two (Host) Cities. SCMS International Conference. March 22-25, Boston, MA, USA.

**Peaslee, R.M.** (2011). Media conduction: Festivals, networks, and boundaried spaces. AEJMC. Aug 10-14, St. Louis, MO, USA.

**Peaslee, R.M.** (2011). My day on the boundary: An autoethnography of media conduction. ICQI. May 17-21, Champaign, IL, USA.

**Peaslee, R.M.** (2010). The non-fiction hides, while the fiction seeks: *Waltz with Bashir* and the truth of animated documentary. (Top Faculty Papers, 2nd Place, Visual Communication Division). AEJMC National Conference. Aug. 4-7, Denver, CO, USA.

**Peaslee, R.M.** (2010). Fantastical fandom?: Production and consumption at the fan festival. ICQI. May 26-29. University of Illinois. Champaign-Urbana, IL.

**Peaslee, R.M. & Coats, C.** (2009). Tourist audiences, mediated places: From Hobbiton to Sedona (and back again). ICA Preconference: "Affective Audiences: Analysing Media Users, Consumers and Fans." May 21-24. Chicago, IL

**Peaslee, R.M.** (2009). Monologue, dialogue, poly-logue: Online and focus group language concerning Oliver Stone's *W*. AEJMC Mid-Winter Conference. University of Oklahoma. March 6-8. Norman, OK.

**Peaslee, R.M.** (2008). "Failure" Roundtable. FlowTV Conference. University of Texas. October 9-11. Austin, TX.

**Peaslee, R.M.** (2008). Notes from Hobbiton: Ritual and authenticity in a far away land. Media, Spiritualities and Social Change Conference. June 4-7. Boulder, Colorado.

**Peaslee, R.M.** (2008). "The man from New Line knocked on the door": Hobbiton/Matamata and the engagement with the global popular. ICA International Conference. May 22-26. Montreal, Quebec, Canada.

Berggreen, S. & **Peaslee, R.M.** (2008). To hold up Half the Sky: TV, gender relations, and democracy in contemporary China. Western Social Sciences Association (WSSA) Annual Conference. April 23-26. Denver, CO.

**Peaslee, R.M.** & Berggreen, S. (2007). Beyond political rhetoric: Film as cultural discourse in China and Taiwan. Global Media Studies Conference. Oct. 4-6, Omaha, NE.

**Peaslee, R.M.** (2007). *The Lord of the Rings*, dépaysement, and the neo-colonial: Film and tourism as (problematic) identity in the Aotearoa New Zealand context. AEJMC National Conference. Aug. 9-12, Washington, D.C., USA.

**Peaslee, R.M.** (2007). Practice in mediated space: Toward a constructivist media anthropology. Media Fields: A Graduate Student Conference in the Department of Film and Media Studies. University of California, Santa Barbara. April 6-8, Santa Barbara, CA, USA.

**Peaslee, R.M.** (2007). Culture, consumption, and convergence: Theorizing the media-tourism complex. Expanding the Definition of Convergence and Integration. TTU. April 19-21, Lubbock, TX.

**INVITED  
LECTURES**

**Peaslee, R.M.** (2019). Approaching film festivals in terms of space, value, and access. University of Otago, Department of Media, Film, & Communication. July 25.

**Peaslee, R.M.** (2019). *Game of Thrones*, *Lord of the Rings*, and the many joys of screen tourism. Double-T College (TTU Provost's Office), March 20.

**Peaslee, R.M.** (2016). Collective memory and the war in Vietnam through the lens of popular cinema. Sowoon Arts & Heritage Conference, Museum of Texas Tech University, April 15.

**Peaslee, R.M.** (2015). Approaches to screen tourism. University of Otago, Department of Media, Film, & Communication. July 20.

**Peaslee, R.M.** (2007). Media, tourism, and spirituality. University of Waikato, Hamilton, New Zealand. March 1.

**RESEARCH  
MENTORSHIP &  
ADVISING**

**Stephanie Williams-Turkowski** (doctoral candidate) August, 2017-Present  
Research foci: Fan practices, theme parks, popular culture analysis  
Role: Dissertation Committee Chair

**Harper Anderson** (doctoral candidate) May 2018-Present  
Research foci: Sports PR and journalism practice  
Role: Dissertation Committee Member

**Liz McNaughtan** (doctoral student) August, 2018-Present  
Research foci: Critical approaches to organizations  
Role: First-year Adviser

**Megan Mendiola** (doctoral candidate) August, 2017-Present  
Research foci: Anime audiences and text analysis  
Role: Dissertation Committee Member

**Robin Haislett** (doctoral graduate) May, 2016-December, 2019  
Research foci: Independent game development  
Role: Dissertation Committee Chair  
Dissertation, successfully defended: "The Indie and AAA Video Game Continuum: Dissecting the Online Discourse of Independent Game Developers in Industry Culture"

**Jeanette Moya** (masters graduate) August, 2018-August, 2019  
Research foci: television audiences, superheroes, and affect  
Role: Masters Committee Member  
Master Thesis, successfully defended: "Transporting, identifying and expanding: Superheroes in series television & films"

**Samer Melhem** (doctoral graduate) October, 2018-April, 2019  
Research foci: Cross-cultural communication, organizations  
Role: Dissertation Committee Member  
Dissertation, successfully defended: "A Mixed Method Approach to Comparing Cultural Influence on Communication Apprehension in an Employment Interview Setting"

**Jessica Foumena-Kempton** (doctoral graduate) August, 2017-March, 2019  
Research foci: Social media, gender, and empowerment  
Role: Dissertation Committee Member  
Dissertation, successfully defended: "Raising her voice across Africa: Women's empowerment through digital storytelling"

**Kimberly Jones** (doctoral graduate) May, 2017-December, 2018  
Research foci: Gender representation in film, Israeli cinema  
Role: Dissertation Committee Member  
Dissertation, successfully defended: "Women in contemporary Israeli cinema"

**Joshua Taylor** (masters graduate) January, 2018-May, 2018  
Research foci: Public media, community relations, strategic communication  
Role: Masters Project Adviser  
MA Project, successfully defended: "KTTZ-TV pledge videos: How to capitalize on non-profit donation behavior"

**Diego Bonelli** (doctoral graduate, Victoria Univ., NZ) May, 2017-May, 2018  
Research foci: Tourism, documentary film  
Role: Dissertation Committee Member (External Examiner)  
Dissertation, successfully defended: "This is Wellington: The representation of Wellington in New Zealand tourism film from 1912 to 2017"

**Nancy Trevino-Schaffer** (doctoral graduate) May, 2015-May, 2018  
Research foci: Qualitative inquiry, foster care youth  
Role: Dissertation Committee Member  
Dissertation, successfully defended: "Studies of foster care and youth in foster care"

**Jobi Martinez** (doctoral graduate) May, 2017-August, 2018  
Research foci: Diversity in higher education  
Role: Dissertation Committee Member  
Dissertation, successfully defended: "Battle of diversity frames in higher education: The Chief Diversity Officer diversity frame vs. the college student diversity experience frame"

**Jennifer Huemmer** (doctoral graduate) May, 2016-August, 2017  
Research foci: Media, religion, and gender  
Role: Dissertation Committee Chair  
Dissertation, successfully defended: "A tale of two worlds: Examining identity, media and faith among Evangelical Christian women"

**Ian Love** (masters graduate) August, 2016-May, 2017  
Research foci: Interactivity and digital communication  
Role: Masters Praxis Project Committee Member  
Praxis, successfully defended: "The Texas Liberators"

**Priyanka Khandelwal** (doctoral graduate) May, 2015-December, 2016  
Research foci: Social media and health communication  
Role: Dissertation Committee Chair  
Dissertation, successfully defended: "Adoption, use and identity construction in Yik Yak"



**Jenabeth Morgan** (masters graduate) January, 2018-May, 2018  
Research foci: Strategic communication, travel, tourism  
Role: Masters Project Adviser  
MA Project, successfully defended: “*Outlander* and Scottish tourism”

**Bryce Biffle** (masters graduate) January, 2015-May, 2015  
Research foci: Film scoring and narrative  
Role: Masters Committee Member  
MA Project, successfully defended: “Missed connections: Music in narrative continuity of the Marvel Cinematic Universe (2008 – current)”

**Nathian Rodriguez** (doctoral graduate) January, 2015-May, 2016  
Research foci: Social media and vulnerable populations  
Role: Dissertation Committee Member  
Dissertation, successfully defended: “The role of communication in the identification of LGBTI refugees & asylees post-asylum”

**Mary Liz Brooks** (doctoral graduate) January, 2014-May, 2015  
Research foci: Media and aging; framing theory  
Role: Dissertation Committee Member  
Dissertation, successfully defended: “Pig in a python: The framing of older adults in advertising”

**Bryan Wheeler** (doctoral graduate) January, 2014-May, 2015  
Research foci: Art history, critical textual analysis  
Role: Dissertation Committee Member  
Dissertation, successfully defended: “Painting ‘section’ or painting Texas?”

**Ty Parker** (masters graduate) January, 2015-May, 2015  
Research foci: Sports media  
Role: Masters Project Adviser  
MA Project, successfully defended: “Cost-benefit analysis: Texas Tech football game updates using infographics”

**Crystal Price** (masters graduate) May, 2014-May, 2015  
Research foci: Propoganda, health communication, textual analysis  
Role: Masters Committee Chair  
Thesis, successfully defended: “A textual analysis of and comparison between early 20<sup>th</sup>-century and contemporary marijuana propaganda”

**Andrew Potter** (masters graduate) August, 2013-May, 2014  
Research foci: Digital gaming, rhetoric, propoganda  
Role: Masters Committee Member  
Thesis, successfully defended: “The vision we share: Identification of *Call of Duty's* militaristic messages”

**Brandon Bouchillon** (doctoral graduate) January, 2013-May, 2014  
Research foci: Social capital and digital media  
Role: Dissertation Committee Member  
Dissertation, successfully defended: "Social networking and social capital in America: A digital way of trusting in diversity"

**Jennifer Huemmer** (masters graduate) May, 2013-May, 2014  
Research foci: Gender representation in popular media  
Role: Masters Committee Member  
Thesis, successfully defended: "Beyond boobs and beer: Analysis of "bro-film" representations of masculine rites of passage"

**Kim Pewitt Jones** (doctoral graduate) January, 2013-August, 2014  
Research foci: Narrative journalism, journalistic ethics  
Role: Dissertation Committee Member  
Dissertation, successfully defended: "Narrative literary journalists, ethical dilemmas, and ethics codes"

**Hyo Jin Kim** (doctoral graduate) May, 2013-August, 2014  
Research foci: Fan cultures, science fiction, science communication  
Role: Dissertation Committee Member  
Dissertation, successfully defended: "Who will be Doctor Who?: Being a science-fiction fan in science communication, and a case study of the fandom of *Doctor Who* in South Korea"

**Jerod Foster** (doctoral graduate) May, 2012-August, 2013  
Research foci: Social media, community, social capital  
Role: Dissertation Committee Member  
Dissertation, successfully defended: "Oldenburg's Great Good Places online: Assessing the potential for social network sites to serve as Third Places"

**Katy Ballard** (doctoral graduate) May, 2012-August, 2013  
Research foci: Ethnography, LGBTQ+ representation, gender performance  
Role: Dissertation Committee Member  
Dissertation, successfully defended: "Queens of the South Plains: Collected oral histories of drag queens living in Lubbock, Texas"

**Barbie Chambers** (doctoral graduate) May, 2011-August, 2012  
Research foci: Fan cultures and branding  
Role: Dissertation Committee Member  
Dissertation, successfully defended: "Measuring the Brandfan: Exploring a model for predicting the fandom of brands"

**Stephanie Miles** (masters graduate) May, 2009-May, 2010  
Research foci: Independent music industry, digital media, fandom  
Role: Masters Committee Chair  
Thesis, successfully defended: "Indie music blogging: An examination of culture, fandom and community through online discourse"

**Michelle Bennett** (masters graduate) May, 2009-May, 2010  
Research foci: Parasocial interaction, reality television  
Role: Masters Committee Member  
Thesis, successfully defended: "Talking to the camera: Measuring the impact of direct address in reality programming on parasocial interaction"

**Yihua (Caroline) Huang** (masters graduate) May, 2009-May, 2010  
Research foci: International communication, gender representation  
Role: Masters Committee Member  
Thesis, successfully defended: "A cross-cultural comparison of gender role portrayals in internet commercials: China and the United States"

**COURSES  
TAUGHT**

***Qualitative Research Methods***  
International Electronic Media  
**Cinema, Story and Culture**  
**Contemporary Global Cinema**  
**Media, Tourism & Culture**  
**Writing for Series Television**  
Writing for Feature Film  
Success in Media & Comm  
Visual Communication

**Commercial Practice in Creative Media Industries**  
**The Blockbuster: The 21st Century Film Industry**  
**Critical Approaches to Visual Culture**  
Introduction to Mass Communication  
**Writing for Media & Communication**  
**Seminar in Fandom**  
**Documentary Film History and Theory (Ind Study)**  
**Approaches to the Public Sphere (Ind Study)**

**Designed Course**  
*Graduate Course*

**HONORS &  
AWARDS**

**TTU Chancellor's Council Distinguished Research Award** Nominated, 2018  
Recognizes outstanding research, scholarship, and creative activity of faculty members in the developmental stages of their careers.

**Texas Tech University Integrated Scholar** Selected, 2018  
Integrated Scholars are faculty who dedicate themselves to a course of lifelong learning and advance Texas Tech's role in educating, serving and inspiring others to do the same. Integrated Scholars are not only outstanding in teaching, research and service, but they are also able to generate synergy among the three functions.  
<https://www.depts.ttu.edu/provost/scholars/2018/robert-peaslee.php>

**Texas Tech University Teaching Academy** Selected, 2017

Qualifications for membership include evidence of teaching excellence at Texas Tech and evidence of promoting teaching improvement at Texas Tech. Candidates for membership must be nominated by a current Teaching Academy member and recommended by a second Teaching Academy member.

**Judge – Eisner Award Nomination Committee, Comic Con International** Selected, 2016

The judging panel, which changes each year, consists of five or six people representing various aspects of the comics industry. Usually included are a comics creator, a critic/reviewer, a graphic novel librarian, a comics retailer, a scholar, and a member of the San Diego Comic-Con organizing committee. The judges are selected by a special awards committee within Comic-Con International.

**TTU Chancellor’s Council Distinguished Teaching Award** Nominated, 2016 & 2014

Recognizes faculty members for teaching excellence, as evidenced by their attainment of distinction both within and beyond the institution for outstanding teaching and outstanding contributions related to excellence in teaching.

**TTU President’s Excellence in Teaching Award** Awarded, 2014

Recognizes exceptional contributions to teaching including students' evaluations, supporting letters from current and former students, supporting letters from colleagues, and other documentations of teaching excellence.

**Texas Tech University Faculty Senator** Elected to 3-year term, 2013

The Faculty Senate acts on behalf of the faculty and serves as an advisory body to the President of the University and may consider all matters of university concern.

**Spencer A. Wells Award for Creativity in Teaching** Awarded, 2012

Recognizes creativity of the professor’s approach to excellent teaching, as attested by students, faculty members, and administrators.

**NATPE Faculty Fellowship** Awarded, 2012

Awarded to full-time faculty in creative media fields who show promise for mentoring the next generation of media producers.

**LU Kaiser Foundation Award for Innovation in Teaching** Awarded, 2011

Presented by the TTU College of Media & Communication to a faculty member who exhibits innovative and creative methods of teaching.

**TTU Institute for Inclusive Excellence** Selected, 2011

The Institute for Inclusive Excellence is a partnership between the Division of Diversity, Equity, and Inclusion, the Teaching, Learning, and Professional Development Center, and the Center for Global Communication.

**President's Excellence in Diversity and Equity Award** Nominated, 2011, 2010, 2009  
Recognizes individual contributions to academic activities, creation of inclusive environments and programs that advance institutional culture and a climate of diversity, equity and inclusion at Texas Tech.

**Professing Excellence Award** Awarded, 2010  
TTU students are given the opportunity to nominate faculty members and present awards to those who have demonstrated exceptional educational skills. The awards are given to outstanding faculty who go above and beyond, both inside and outside the classroom, to impact their students' learning and academic success.

**Outstanding Faculty, Student Disability Services** Nominated, 2010  
Recognizes faculty and/or instructors who have shown tremendous dedication and commitment to working with students with a disability.

**2nd Place, Top Faculty Papers Competition** Awarded, 2009  
AEJMC National Conference, Visual Communications Division. Denver, CO.

**GRANT  
ACTIVITY**

**Principal investigator (\$6,000)** Not selected by TTU for NEH consideration, 2019  
*National Endowment for the Humanities Summer Stipend (Limited Submission)*  
*Screen tourism and second acts: Game of Thrones and post-conflict Northern Ireland tourism practices*  
Supports onsite fieldwork examining ongoing tourism practices in Belfast and the surrounding region post-*Game of Thrones*, particularly in the context of Brexit and increasing pressures related to sustainability and access.

**Principal investigator (\$10,858)** Unfunded, 2018  
*Post-PhD Research Grant, Wenner-Gren Foundation for Anthropological Research*  
*Space, seriality, and second acts: Game of Thrones and post-conflict Northern Ireland tourism practices*  
Supports onsite fieldwork examining ongoing tourism practices in Belfast and the surrounding region post-*Game of Thrones*, particularly in the context of Brexit and increasing pressures related to sustainability and access.

**Principal investigator (\$10,500)** Unfunded, 2018  
*Multi-Country Research Fellowship, Council of American Overseas Research Centers*  
*Space, seriality, and second acts: Game of Thrones and post-conflict Northern Ireland tourism practices*  
Supports onsite fieldwork examining ongoing tourism practices in Belfast and the surrounding region post-*Game of Thrones*, particularly in the context of Brexit and increasing pressures related to sustainability and access. Compares this activity with emerging tourism industry in Morocco, utilizing the Tangier American Legation Institute for Moroccan Studies as a base of operation.

**Principal investigator (\$5,000)** Unfunded, 2018

*Senior Scholar Award Grant, Association for Educators in Journalism & Mass Communication (AEJMC)*

*Space, seriality, and second acts: Game of Thrones and post-conflict Northern Ireland tourism practices*

Supports onsite fieldwork examining ongoing tourism practices in Belfast and the surrounding region post-*Game of Thrones*, particularly in the context of Brexit and increasing pressures related to sustainability and access.

**Co-Principal investigator (\$200,000)** Funded, 2016

*Grant, Texas Holocaust and Genocide Commission*

*The Texas Liberator project*

In 2016, the THGC approached Texas Tech University with the task of creating an educational tool by which students across Texas would be familiarized with the liberation of the concentration camps in the European Theater of War during the Second World War. The TLP includes a digital app, a website, a large format, display-quality book featuring the narratives of 21 of the Texas liberators, and an exhibit at the Museum of Texas Tech University.

**Co-Principal investigator (\$4,000)** Funded, 2015

*Grant, TTU Transdisciplinary Research Academy*

*Communicating in a global society: Motivations for and outcomes of study abroad experiences*

Funded survey research aimed at better understanding of why minorities are not studying abroad and what universities can do to make these programs more appealing or accessible to them.

**Co-Principal investigator (\$3,000)** Unfunded, 2015

*Grant, TTU Internal Funding Opportunity to Advance Scholarship in the Creative Arts, Humanities, and Social Sciences*

*WonderCon and Fantastic Fest as summative field experiences*

Requested funds to support travel to WonderCon (Anaheim, CA), one of the largest entertainment industry showcases (and fan conventions) in the world, and Fantastic Fest (Austin, TX).

**Co-Principal investigator (\$5,000)** Unfunded, 2013

*College Diversity Development Grant, TTU Division of Institutional Diversity, Equity, and Community Engagement*

*PanHandle 48: The TTU College of Media & Communication 48-Hour Film Festival*

Requested funds to support PanHandle 48, a 48-Hour Film Festival dedicated to the theme of social justice, equality and the multiplicity of voices.

**Co-Principal investigator (\$20,000)** Unfunded, 2012

*Development Grant, Sundance Documentary Fund*

Requested development funds for *The Machinery of Death*, a feature-length documentary chronicling the efforts of the first-ever permanent death penalty defense team, the Texas Regional Public Defender's Office for Capital Cases.

**Principal investigator (\$9,015)** Unfunded, 2011

*Grant, TTU Internal Funding Opportunity to Advance Scholarship in the Creative Arts, Humanities, and Social Sciences*

*Theorizing media conduction: Toward a holistic understanding of the ritual power of mediation*

Requested funds to support travel and summer salary.

**Principal investigator (\$2,500)** Unfunded, 2011

*Emerging Scholar Award Grant, Association for Educators in Journalism & Mass Communication (AEJMC)*

*Engaging media conduction: South-by-Southwest as a research and teaching experience*

Requested funds to support fieldwork and on-site mentorship of graduate researchers.

**Co-Principal investigator (\$2.1 million)** Unfunded, 2011

*Grant, United States National Science Foundation (NSF)*

*Progressive learning situated in a research environment: The Malaysian bat education adventure*

Proposed a full research and development project to design, develop and test a new model for teaching/learning significant K-12 STEM content through a field experience in Malaysia.

**Co-Principal investigator (\$40,000)** Unfunded, 2011

*Grant, The CH Foundation*

*Seed grant for the TTU International Film Series*

Sought funding for the establishment of the TTU International Film Series, including a budget for film rental, events, and visiting filmmakers.

**Co-Principal investigator (\$3.1 million)** Unfunded, 2010

*Grant, United States National Science Foundation (NSF)*

*The Malaysian bat education adventure: Progressive, cognitive learning in a research environment*

Proposed a full research and development project to design, develop and test a new model for teaching/learning significant K-12 STEM content through a field experience in Malaysia.

**Principal investigator (\$1,500)** Unfunded, 2010

*Mini-grant, Humanities Texas*

*Global Lens film series*

Sought funding for costs associated with hosting the Global Lens film series.

- Principal investigator (\$25,000)** Unfunded, 2010  
*John Simon Guggenheim Memorial Foundation Fellowships to Assist Research and Artistic Creation*  
*Film festival book & documentary project*  
 Sought funding for research and creative activity engaging with the phenomenon of film festivals as regular moments of disjuncture and reconciliation between media consumers and producers.
- Principal investigator (\$1,000)** **Funded**, 2010  
*Junior Faculty Convergent Research Grant, TTU College of Mass Communication*  
 Funding support for fieldwork related to film festival research.
- Principal investigator (\$1,500)** **Funded**, 2009  
*TTU Faculty Research Assistance Fund*  
*Festivals and Fan Consumption/Production: A Field Work Experience*  
 Funding support for fieldwork related to film festival research.
- Principal investigator (\$2,500)** Unfunded, 2009  
*BEA New Faculty Research Grant*  
*Festivals and Fan Consumption/Production: A Field Work Experience*  
 Funding support for fieldwork related to film festival research.
- Co-Principal investigator (\$2.9 million)** Unfunded, 2009  
*Grant, United States National Science Foundation (NSF)*  
*The Malaysian Bat Education Adventure: a research-based learning environment for teaching biological concepts*  
 Proposed a full research and development project to design, develop and test a new model for teaching/learning significant K-12 STEM content through a field experience in Malaysia.
- Principal investigator (\$600)** **Funded**, 2009  
*Junior Faculty Convergent Research Grant, TTU College of Mass Communication*  
 Funding support for focus groups related to local reception of Oliver Stone's feature film, *W*.
- Co-Principal investigator (\$1.2 million)** Unfunded, 2008  
*Grant, United States Department of Defense, Minerva Research Initiative*  
*Cultural change in the Islamic world*  
 Request for funding to study the role of the media with respect to perceived cultural change in the Islamic world within the USA and the MENA region.
- Co-Principal investigator (\$482,590)** Unfunded, 2008  
*Grant, United States National Science Foundation (NSF)*  
*Media, US Public Diplomacy, and Lived Religious/Secular Identity in Egypt and Turkey*  
 Request for funding to study the role of the media with respect to perceived cultural change in the Islamic world within the USA and the MENA region.



**Principal investigator (\$1,200)**

**Funded, 2008**

*Internal Research Grant, TTU College of Mass Communication*

Funding support for initial field work related to festivals research.

**SELECTED  
SERVICE**

**College & University**

**College of Media & Communication, TTU**

- 2019: Search Committee Chair, 2 Full-Time Instructor searches
- 2018: Search Committee Chair, Tenure-Track in Game Studies
- 2017-18: Student Media Task Force, appointed member
- 2017: Search Committee Co-Chair, Professor of Practice in Visual Communication
- 2017: Search Committee Co-Chair, Professor of Practice in Creative Media Industries
- 2016-17: COMC Graduate Council At-Large Member (Elected)
- 2014-15: Search Committee Member, COMS Tenure-Track search
- 2014-15: Search Committee Member, Business Communication faculty
- 2014-15: Search Committee Chair, Department Assoc/Full Professor Search.
- 2014-17: COMC Core Curriculum Committee
- 2013: Search Committee Member. Department Tenure-track faculty
- 2012-14: Academic Programs Committee, Member.
- 2012: Search Committee Member. Department Professor of Practice
- 2011-12: Search Committee Member. Regent's Professor in Media Studies.
- 2011-16: Graduate Admissions Committee, COMC, TTU.

**Texas Tech University**

- 2018: Steering Committee, The Electric Guitar in American Culture conference, TTU, Member.
- 2017: Stephan Ross Huffman Memorial Poetry Award (Internal), Judge
- 2017-19: Diversity, Equity & Community Engagement Scholarship Applications (Internal), Reviewer
- 2017: "1967: The Search for Peace." Conference hosted by the Texas Tech University Institute for Peace & Conflict and the TTU Vietnam Center & Archive, Discussant
- 2016: Ad-Hoc Faculty Senate Committee to Draft a Resolution Calling for an Honorary Degree for Timothy Cole, Member
- 2015-18: TTU Humanities Center Board (appointed)
- 2014-16: University Committee on the Creative Arts Core
- 2014-17: University Committee on Writing Intensive/Communication Literary Curriculum
- 2014-present: Texas Tech University International Film Series, Coordinator

- 2015: “The stereotypes of Asian/Asian American roles in the media.” Asian Cultures and Societies: “Model Minority, Yellow Peril, and the Asian Invasion: Conflicting Perceptions Conflicting Identities.”, April 16, Moderator.
- 2008-15: Volunteer mentor, MentorTech Program, TTU
- 2012-15: Texas Tech University Faculty Senate (elected)
- 2012-14: TTU Open Teaching Concept, participant and founding faculty
- 2013: Host and interviewer, An Evening with Tony Kushner
- 2009-13: Global Lens international film and panel series, Campus Coordinator
- 2012: Faculty Diversity Development Grant (Internal), Reviewer
- 2011: Feminist Forum: “Risk Perceptions & Innovation in Academia,” TTU Women’s Studies Program, Panelist
- 2011: Texas Tech University Diversity Summit, Co-Chair
- 2010-11: University Committee on Teaching, Learning and Connecting to Diversity, Co-Chair
- 2010-11: Cross-Cultural Academic Advancement Center University, Faculty Liaison

#### **Review of Scholarship**

##### ***Image/Text***

- Blind reviewer, 2019

##### ***Mass Communication and Society***

- Blind reviewer, 2018, 2013, 2012

##### ***Journal of Media Innovations***

- Blind reviewer, 2017

##### **University of Colorado, Colorado Springs**

- Tenure & promotion external reviewer

##### ***Journal of Communication Inquiry***

- Blind reviewer, 2014, 2015

##### ***Tourist Studies***

- Blind reviewer, 2015, 2011

##### ***European Journal of Cultural Studies***

- Blind reviewer, 2015

##### ***Interactions: Studies in Communication and Culture***

- Guest Editor: Special issue entitled “The Host City: (Re)Locating Media Events in the Network Era”

##### ***Technoculture***

- Blind reviewer, 2014; Editorial board, 2012-13

##### ***Journal of Spanish Language Media***

- Blind reviewer, 2014

##### ***Tourism Analysis***

- Blind reviewer, 2013

##### ***International Journal of Communication***

- Blind reviewer, 2013
- Tourism Management Perspectives***
- Blind reviewer, 2013