

## Michael Mario Albrecht

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### **FACULTY POSITIONS**

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Assistant Professor, Media Communication  
Communication Discipline/Creative Arts Collegium  
Eckerd College  
Fall 2012-Present

Lecturer, Media Studies  
Department of Communication  
University of New Hampshire  
Fall 2009-Spring 2012

Visiting Assistant Professor, Media Studies  
Department of Journalism and Mass Communication  
University of Wisconsin-Milwaukee  
Fall 2008-Spring 2009

### **EDUCATION**

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Ph.D. Media and Society, Department of Communication Studies, The University of Iowa, 2008.

Dissertation: Fake Plastic Trees: Authenticity in Contemporary Popular Media Culture

M.A. American Culture Studies. Bowling Green State University, 2002.

Thesis: Once You Wanted Revolution, Now You're the Institution: The Baby Boomers as a Dominant Cultural Discourse Examined Through Representations, Re-Presentations, and Reification of the Sixties and the Canonization of Rock and Roll (December, 2002).

B.A. History and Music. Macalester College, 1998.

## PUBLICATIONS

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### Books

*Masculinity in Contemporary Quality Television*. New York: Routledge, 2015.

#### Reviewed in:

Feasy, Rebecca. *Critical Studies in Television* 11.3 (2016): 385-387.

Gledhill, Evan Hayles. *Cultural Sociology* 10.3 (2016): 399-400.

Newman, Michael Z. "Television's New Men." *Feminist Media Studies* 16.1 (2016): 182-85.

Moran, Alexander. *U.S. Studies Online*. 27 Apr. 2016. [Web].

*Trumping The Media: Politics and Democracy in the Post-Truth Era*. [Proposal and two sample chapters under review with Bloomsbury Publishing]

### Peer Reviewed Articles

"I'm Into This Woodworking Stuff: Hipster Masculinity and Adam Sackler on HBO's *Girls*." *Popular Culture Studies Journal* 6.2/3 (2018): 72-93.

"Bernie Bros and the Schism in the 2016 US Presidential Election." *Feminist Media Studies* 17.3 (2017): 509-13.

"'Why Don't You Have a Seat': 'To Catch a Predator' and a New Repressive Hypothesis." *Journal of Communications Media Studies* 15.1 (2013): 9-35. [Co-Authored with Ashleen Brydum].

"Dead Man in the Mirror: The Performative Aspects of Michael Jackson's Posthumous Body." *Journal of Popular Culture* 46.4 (2013): 705-24.

"'When You're Here, You're Family': Culinary Tourism and the Olive Garden Restaurant." *Tourist Studies* 11.2 (2011): 99-113.

"Acting Naturally Unnaturally: The Performative Nature of Authenticity in Contemporary Popular Music." *Text and Performance Quarterly* 28.4 (2008): 379-395.

"Donald Trump, Reality Television, and the Instability of Reality." *Television & New Media*. [Under Review].

### Book Chapters

"Waldo Wins IRL: Donald Trump, Black Mirror, and the Politics of Jean Baudrillard's Hyperreal." *Black Mirror and Critical Media Theory*. Eds. Angela Cirucci & Barry Vacker. Landham, MD: Lexington Books, 2018.

“North Dakota Wins the Internet: Sincerity and Irony in an Olive Garden Review.” *A Reader in Themed and Immersive Spaces*. Ed. Scott A. Lukas. Pittsburgh, PA: ETC Press, 2016.

### **Encyclopedia Entries**

“Masculinities and TV.” *Encyclopaedia for Gender, Media and Communication*. Hoboken, NJ: Wiley-Blackwell. [Forthcoming].

### **Book Reviews**

“A Decade of Dark Humor: How Comedy, Irony, and Satire Shaped Post 9/11 America.” *Journal of Communication* 63.4 (2013): E1-E6.

“iSpy: Surveillance and Power in the Interactive Era.” *Journal of Communication Inquiry* 32.4 (2008): 424-429.

“Mapping the Terrain of Popular Music Studies: Reading Authenticity Theory into The Popular Music Studies Reader.” *Review of Communication* 7.3 (2007): 314-321.

“Performing Glam Rock: Gender and Theatricality in Popular Music.” *Journal of Popular Music Studies* 19.1 (2007): 118-123.

“From Revolution to Revelation: Generation X, Popular Memory and Cultural Studies.” *Journal of Communication Inquiry* 30.2 (2006): 189-193.

## **ACADEMIC COURSES**

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**Assistant Professor**, Eckerd College (2012-Present)

**AT 1: Popular Media in the 1990s** (Autumn 2014; Autumn 2015). This is a three-week introductory course for first-year students that examines the 1990s and its myriad media events.

**CM 221A: Media and Society** (Spring 2013; Fall 2013; Fall 2014; Fall 2015; Fall 2016; Fall 2017; Fall 2018; Spring 2019). This course serves as an introduction to the field of media studies and serves both communication majors and non-majors.

**CM 306: Gender, Sexuality, and Media** (Fall 2012). This upper-level communication course engages the intersections of media theory and gender and sexuality theory.

**CM 314A: Critical Studies in New Media** (Spring 2013). This upper-level course examines contemporary and historical scholarship about new media.

**CM 318A: Popular Communication** (Fall 2016; Fall 2017). This upper-level course looks at the relationship between popular culture and media communication.

**CM 322: Critical Studies in Radio/TV** (Fall 2013; Spring 2017). This upper-level course examines historical and cultural approaches to studying radio and television.

**CM 360A: Media Ethics** (Fall 2012; Spring 2014; Spring 2015; Spring 2016; Spring 2017; Spring 2018; Fall 2018; Spring 2019). This course examines the field of media studies through an ethical lens. It serves both communication majors and non-majors.

**CM 498: Communication Research** (Spring 2014; Spring 2018). This is the senior capstone course for all communication majors. By the end of the semester, students are expected to have a full research paper and a conference-length presentation.

**FD 181: Human Experience: Then & Now** (Fall 2014; Fall 2015). This course is for first years that engages enduring texts from western civilization and beyond.

**FD 182: Human Experience: Selves & Others** (Spring 2015; Spring 2016). This course exists in a sequence with Human Experience: Then & Now, and engages a multiplicity of texts from western civilization and beyond.

**WT 6A: Reality Television Criticism** (Winter 2013). This is a three-week intensive course that examines recent scholarship dealing with reality television and reading that through critical and cultural theory.

**WT TBA: Donald Trump: Media & Politics** (Winter 2017; Winter 2018). This is a three-week intensive course that situates the Trump candidacy within the context of media and communication theories.

**Lecturer**, Department of Communication, University of New Hampshire (2009-2012)

**CMN 455: Introduction to Media Studies** (Fall 2009; Spring 2010; Fall 2010; Spring 2011; Fall 2011; Spring 2012). This course serves as an introduction to the field of media studies and serves both communication majors and non-majors.

**CMN 455: Introduction to Media Studies [Online Version]** (January 2010; Summer 2010; January 2011; Summer 2011; Fall 2011; January

2012; Summer 2012). This course is the same as the previous course but is taught online with video recorded lectures and PowerPoint slides.

**CMN 505: Analysis of Popular Culture** (Fall 2010). This course looks at the diverse ways in which scholars have examined popular culture both historically and contemporarily.

**CMN 696: Seminar in Media Studies – New Media and Society** (Fall 2009; Fall 2010). This is a topics seminar that I developed that deals with new media from a cultural, historical perspective.

**CMN 696: Seminar in Media Studies – Media and Consumer Culture** (Spring 2010; Fall 2011). This is a topics seminar that I developed that critically interrogates the relationship between media and consumer culture.

**CMN 696: Seminar in Media Studies – Gender, Sexuality, and Media** (Spring 2011). This is an advanced level topics seminar dealing with contemporary issues in gender and sexuality and their relationship to media.

**CMN 772: Seminar in Media Studies – Kids, Corporations, and Media Culture** (Spring 2012). This is an advanced seminar in which we focus on the largest and most well-known media conglomerates and study them with a critical eye.

**Visiting Assistant Professor**, Department of Journalism and Mass Communication, University of Wisconsin-Milwaukee (2008-2009)

**JMC 111: Gender and Media** (Fall 2008; Spring 2009). This large lecture course critically engages the relationship between gender and media.

**JMC 114: Media and Popular Culture** (Spring 2009). This large lecture course offers critical perspectives on media and popular culture and their relationship to everyday life.

**JMC 262: Principles of Media Studies** (Fall 2008). This course serves as an introduction for students in media studies, and provides a critical overview of the texts, institutions, and audiences of contemporary media.

**JMC 562: Media Studies and Culture** (Fall 2008; Spring 2009). This small seminar course of graduate and undergraduate students is an advanced theoretical examination of the relationship between media and culture.

**Graduate Instructor**, Communication Studies Department, The University of Iowa (2004-2006).

**036:065: Television Criticism** (Spring 2005). This course takes a critical approach to studying the relationship between television and contemporary society.

**036:084: Cultural Approaches to Mass Communication** (Spring 2004; Fall 2004; Spring 2005). This is an upper level theory course that engages with many of the canonical scholars in media studies.

**036:090: Topics in Communication Studies: Popular Music in Critical Media Studies** (Summer 2006). This is a topics course I constructed that deals with many issues in contemporary media studies through the lens of popular music.

**Graduate Instructor**, Rhetoric Department, The University of Iowa, 2005-2007.

**010:001: Rhetoric I** (Fall 2005). This course is the first half of an introduction to speaking, reading, and writing, primarily for incoming first-year undergraduates.

**010:002: Rhetoric 2** (Spring 2006). This course is the second half of an introduction to speaking, reading, and writing, primarily for second-semester first-year undergraduates.

**010:006: Speaking and Reading** (Fall 2006; Spring 2007). This course teaches basic speaking skills as well as critical reading and argument.

**Graduate Instructor**, American Culture Studies, Bowling Green State University, 2001-2002.

**ACS 200: Introduction to American Culture Studies** (Fall 2001; Spring 2002). This course engages in a broad range of topics that fall under the umbrella of American Studies.

**Teaching Assistant**, Department of Communication Studies, The University of Iowa, 2003-2004.

**036:001: Core Concepts in Communication Studies** (Professor Kristine Fitch, Fall 2003). This course is an introductory survey course in the field of Communication Studies.

**036:074: Media and Society** (Professor Mark Andrejevic, Fall 2004). This is a survey course that specifically deals with aspects of communication that pertain to media.

**Rahall Speaking Center Director**, Eckerd College, 2016-2017.

**Speaking Center Tutor**, Rhetoric Department, The University of Iowa, 2006-2007.

**Research Assistant**, Department of Communication Studies, The University of Iowa, 2003-2004.

**Research Assistant**, History Department, Bowling Green State University, 2000-2001.

### **COMPETITIVELY SELECTED CONFERENCE PRESENTATIONS**

“Big (Metaphorical) Swinging Dicks: Gender Nonconformity and Hypermasculinity on Showtime’s *Billions*” Popular Culture Association, 2019 (Washington, DC). [Upcoming]

“Playing the Part of President: Donald Trump, Reality Television and Professional Wrestling.” National Communication Association. Mass Communication Division, 2018 (Salt Lake City, UT). [Upcoming]

“‘Could Have Nailed’ Princess Di: Donald Trump, Howard Stern, and Boorish Masculinity.” Popular Culture Association, 2018 (Indianapolis, IN).

“Surrender Under Protest if You Must: White Working Class Texts in Trump’s America.” National Communication Association. American Studies Division, 2017 (Dallas, TX).

“Teaching Politics in the Era of the Trump Revolution.” Media, Communication, and Film Studies Programs at Liberal Arts Colleges Symposium, 2017 (Waterville, ME).

“Donald Trump, Professional Wrestling, and Reality Television.” Popular Culture Association, 2017 (San Diego, CA).

“‘You’re Fired’: The Trump Candidacy and Contemporary Politics in an Age of Fantasy.” Popular Culture Association, 2016 (Seattle, WA).

“In Defense of Nickelback.” Popular Culture Association, 2015 (New Orleans, LA).

“Toward a Radical Cultural Populism.” “Whose Voice? Global Populisms and Political Institutions in Uncertain Times,” 2014 (New York, NY).

“Guys on *Girls*: Adam Sackler and the Surfeit of Masculinity on HBO's *Girls*.” National Communication Association. Mass Communication Division, 2013. (Washington, DC).

“Stephen Colbert and the Conundrum of Performing Politics in Character” National Communication Association. Public Address Division, 2011. (New Orleans, LA).

“Gaga for Politics: The Political Possibilities of Engaging Politics ‘in Character.’” International Association for the Study of Popular Music – US, 2011. (Cincinnati, OH).

“‘To Catch a Predator’: The Juxtaposition of Anxiety and Comfort in the Promises of New Media.” National Communication Association. Mass Communication Division, 2010. (San Francisco, CA).

“The ‘Tea Party’ Movement as Media Event.” Fiske Matters – A Conference on John Fiske’s Continuing Legacy for Cultural Studies, 2010. (Madison, WI).

“Plastic Man: Cultural Anxiety and the Ambiguous Nature of Michael Jackson’s Race/Sexual/Gender/Age/Human Identity.” International Association of the Society for Popular Music – US, 2010 (New Orleans, LA).

“The ‘Authenticity’ of ‘Joe the Plummer’: Media Spectacle and the Performance of White, Working Class Authenticity.” National Communication Association, Mass Communication Division, 2009 (Chicago, IL).

“‘This is Our Campaign Song’: Authenticity and Popular Music as a Political Battleground in the 2008 Presidential Election.” International Association of the Society for Popular Music – US, 2009 (San Diego, CA).

“Authenticity as Affect in Web2.0: Lonelygirl15 and the Contested Terrain Between The Real and The Fake.” International Communication Association, Popular Communication Division, Pre-Conference, “Affective Audiences: Analyzing Media Users, Consumers, and Fans,” 2009 (Chicago, IL).

“I Want My vh1classic.com: Rethinking Music Videos in a Digital Environment.” International Association of the Society for Popular Music – US, 2008 (Iowa City, IA).

“‘When You’re Here, You’re Family’: Competing Authenticity Claims in Discourses of the Olive Garden Restaurant.” International Communication Association, Popular Communication Division, Interactive Paper Session, 2007 (San Francisco, CA).

“Problematizing the Articulation Between Southern Pride and Racism: The Drive-By Truckers and the Reconfiguration of White Southern Identity.” International Association of the Society for Popular Music – US & Canada, 2007 (Boston, MA).



“Beyond the Left Hand of the Dial: The Formation of the Genre of College Music Through its Primary Trade Publication *CMJ*.” National Communication Association, Mass Communication Division, 2006 (San Antonio, TX).

“Mainstream Cultural Capital: ‘The O.C. Effect,’ Independent Popular Music, and Authenticity.” National Communication Association, Critical and Cultural Studies Division, 2006 (San Antonio, TX).

“Ben Folds Meets Dr. Dre: Competing Performances of Masculinity and the Unfixed Nature of Gendered Language.” Popular Culture Association and American Culture Association, 2006 (Atlanta, GA).

“Toto Exposes the Wizard and Nobody Cares: Ashlee Simpson, Liveness, Authenticity, and Gender.” International Association of the Society for Popular Music – US, 2006 (Murfreesboro, TN).

“College Rock as a Challenge to the Popular Memory of the Eighties.” National Communication Association, Mass Communication Division, 2005 (Boston, MA).

“Beside Yourself if Radio’s Gonna Stay: College Radio in the 1980s and the Erasure of the Genre of College Rock in Contemporary Narratives.” Over the Waves: Music In/And Broadcasting – International Conference, 2005 (Hamilton, ON).

“Is Mozart Popular Music?” International Association of the Society for Popular Music – US, 2003 (Los Angeles, CA).

“Radio Histories: Trying to Anesthetize the Way You Feel?” The Radio Conference: A Transnational Forum, 2003 (Madison, WI).

“‘Once You Wanted Revolution, Now You’re the Institution’: The Position of the Baby Boom Generation within the ‘Narrative of Rock and Roll.’” Midwest Popular Culture Association and Midwest American Culture Association, 2002 (Milwaukee, WI).

“Did Rock ‘Grow Up’ in the Mid-Sixties?” International Association of the Society for Popular Music – US, 2002 (Cleveland, OH).

“Rock and Soul: The Exclusionary Practices of the Baby Boom Generation.” Popular Culture Association and American Culture Association, 2002 (Toronto, ON).

“The Selective Memory of the Sixties.” Youth, Popular Culture, Everyday Life: A Conference, 2002 (Bowling Green, OH).

## **NON-ACADEMIC POSITIONS**

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Freelance Editor. *Elite Editing*. 2009-2013

Office Coordinator. Graduate Student Union Local 896-COGS, The University of Iowa. 2007-2008.

## **NON-ACADEMIC PUBLICATIONS**

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Letter to the Editor. *Creative Loafing Tampa*. 26 July 2018.

10 Rules for Being a Good Ally at Pride: A Guide for Cishet Dudes. *Medium*. 20 June 2018.

## **INVITED LECTURES**

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“Transgender Issues in the Media.” (Event for Westminster Shores Retirement Home, December 2015).

“Masculinity in Contemporary Quality Television.” (Event for the College Program Series, Eckerd College, September 2015).

“Lady Gaga and Steven Colbert: Performances of Political Appeal ‘In Character.’” (Colloquium for Department of Communication at University of New Hampshire, December 2011).

Lecture Series on New Media (Active Retirement Association, Durham, NH, Oct-Nov 2011).

“The Positives and Negatives of Social Media.” (Seminar for Project Search: A Series for High School Students on a College Campus, February 2011).

“Authenticity May Not be Real, But it does ‘Matter.’” (Welcome address for 2009 Midwest Interdisciplinary Graduate Conference: Faking It! Knowledge, Production, Authenticity, Milwaukee WI, February 2009).

“Acting Naturally Unnaturally: The Performative Nature of Authenticity in Contemporary Popular Music.” (Presentation for Jeffery Smith’s Graduate Seminar, November 2008).

“Why Authenticity ‘Matters’ in Web2.0: Lonelygirl15 and the Contested Terrain Between the Real and The Fake (Departmental Seminar, University of Iowa, January 2008).

“‘When You’re Here, You’re Family’: Competing Authenticity Claims in Discourses of the Olive Garden Restaurant (Departmental Seminar, University of Iowa, April 2007).

## HONORS AND AWARDS

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**Ballard/Seashore Dissertation Year Fellowship**, The University of Iowa, June 2007-May 2008 (A competitively selected University-wide fellowship given by the Graduate College to fund the final year of dissertation work).

**Carol Schrage Award**, Communication Studies Department, The University of Iowa, December 2006 (Major departmental award given to one graduate student, faculty, or staff for excellence in building and facilitating community).

## SERVICE

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### Service to Profession

#### Reviewer

*Serial Habits* [Book], 2018

National Communication Association, Critical Cultural Studies Division, 2012-2013, 2018.

National Communication Association, Mass Communication Division 2010-Present.

*Journal of Communications Media Studies*, 2018.

*Stay at Home Fathers* [Book], 2018.

*Multiculturalism and Political Correctness* [Book], 2017.

*Journal of Communications Media Studies*, 2016.

*Constructing a Genre* [Book], 2015.

*From Buddy Movie to Bromance* [Book], 2015.

*Politics and Politicians in Contemporary U.S. Television* [Book], 2015.

*International Journal of Communication*, 2015.

*Journal of Communications Media Studies*, 2015.

*Popular Music*, 2014

*Gastronomy and Tourism*, 2014.

*Quarterly Journal of Speech*, 2013.

*Text and Performance Quarterly*, 2013.

*Tourism Studies*, 2013.

National Communication Association, Dissertation Award, Critical Cultural Studies Division, 2013.

*Communication and Critical/Cultural Studies*, 2011.

International Communication Association, Popular Communication Division, 2009.

*Popular Music and Society*, 2009

*Journal of Communication Inquiry*, 2009

*Journal of Communication Inquiry*, 2008

*Journal of Popular Music Studies*, 2008  
*Journal of Communication Inquiry*, 2006

### **Panel Chair**

Popular Culture Association, 2018 (Indianapolis, IN)  
National Communication Association Convention, 2013 (Washington, DC)  
National Communication Association, 2011 (New Orleans, LA)  
National Communication Association Conference, 2010 (San Francisco, CA)  
National Communication Association Conference, 2009 (Chicago, IL)  
Popular Culture Association and American Culture Association Conference, 2006 (Atlanta, GA).

### **Consultations**

**Quoted Expert**, *Victoria Advocate*, 2013.  
**Paid Consultant**, Audience Studies, 2012.  
**Quoted Expert**, *USA Today*, 2012.

### **Other Service**

**Graduate Student Mentor**. International Association for the Study of Popular Music, 2012-2013.  
**Respondent**, National Communication Association 2011 (New Orleans, LA)  
**Member**. Woody Guthrie Book Prize Committee, International Association for the Study of Popular Music, 2011-2012  
**Committee Chair**. Graduate Student Paper Prize Committee, International Association for the Study of Popular Music, 2009-2011.

### **College and University Service**

#### **Standing committee memberships**

**Member**, Academic Honor Council, Eckerd College 2017-2018.  
**Chair**, Student Affairs Committee, Eckerd College 2015-2017  
**Member**, Student Affairs Committee, Eckerd College 2013-2015.  
**Member**, Graduate Advisory Committee in Communication Studies  
The University of Iowa, 2006-2007  
**Member**, Graduate Student Action Committee in Communication Studies  
The University of Iowa, 2005-2007  
**Member**, Student Broadcasting Inc., The University of Iowa, 2006-2008.

#### **Ad hoc committees**

**Chair**, Faculty Hiring Committee, Communication, Eckerd College, 2013-2014.  
**Member**, Organizing Committee for Eckerd College Humanities Symposium, 2014.  
**Member**, Faculty Hiring Committee, Communication, Eckerd College, 2012-2013.  
**Member**, Subcommittee on E-Courses. Department of Communication, University of New Hampshire, 2011-2012.

### **Leadership roles**

**Faculty Sponsor**, Amber Furnee's Ford Scholars Program, 2016-2018

**Judge**, Eckerd College Film and Video Festival, 2017.

**Judge**, Eckerd College Humanities Symposium 2014-2015.

**Member**, Rachel Feinberg's Senior Thesis Defense Committee, Eckerd College 2013-2014.

**Member**, Elizabeth Tomaselli's Senior Thesis Defense Committee, Eckerd College 2012-2013.

**Chair**, Stephen Mesa's Master's Thesis Committee, 2010-2011.

**Steward**, Graduate Student Union Local 896-COGS, The University of Iowa, 2006-2007.

## REFERENCES

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James Janack

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