

DR. EMILY WEST

Assistant Professor, Department of Communication
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AREAS OF RESEARCH

- Consumer culture, Emotion and sentiment, Critical-cultural studies of entertainment and news media, Media audiences, Gender studies, Media and nationalism

CURRENT POSITION

- 2004 – Present. Assistant Professor in the Department of Communication, UMass-Amherst.

EDUCATION

- Ph.D. in Communication from the Annenberg School for Communication, University of Pennsylvania in Philadelphia, 2004.
- Master of Arts in Communication, Annenberg School, 2000.
- Honors Bachelor of Arts and Science, McMaster University, Hamilton, Ontario, 1997.

HONORS AND AWARDS

- Lilly Fellowship, awarded by UMass-Amherst Center for Teaching. Course Development fellowship for 2007-2008: two course releases.
- Advertising Educational Foundation Visiting Professor Program Fellowship, Summer 2007. Placed for a two week fellowship with Leo Burnett in Chicago, IL: Room and board.
- UMass College of Social and Behavioral Sciences Travel Grant, 2006: \$600.
- With Paula Chakravartty and Leda Cooks, a Grant in Support of Diversity Education awarded by the UMass General Education Council: \$1000.
- Selected to participate in the UMass Interdisciplinary Seminar in the Humanities and the Fine Arts, 2005-2006, on the theme of Religion and Politics: \$500 book stipend.
- UMass College of Social and Behavioral Sciences Research Grant, 2005: \$1000.
- UMass Faculty Teaching Grant, 2005-2006: \$1000.
- 2004-2005 Fellow at the Five College-Center, Crossroads in the Study of the Americas, in Amherst, MA: \$250 Honorarium.
- Social Sciences and Humanities Research Council of Canada Doctoral Fellowship, 2003-2004: \$19,000 CDN.
- Annenberg School for Communication Dissertation Research Fellowship, 2002-2003: \$20,000.
- Annenberg School for Communication Tuition Waiver and Scholarship, 1998-2002.

JOURNAL ARTICLES

- West, E. (2007). When You Care Enough to Defend the Very Best: How the Greeting Card Industry Manages Cultural Criticism. *Media, Culture & Society*, 29(2) (March): 241-261.

- Grindstaff, L. & West, E. (2006). Cheerleading and the Gendered Politics of Sport. *Social Problems*, 53(4): 500-518.
- West, E. (2006). Mediating Citizenship Through the Lens of Consumerism: Frames in the American Medicare Reform Debates of 2003-2004. *Social Semiotics*, 16 (2): 243-261.
- West, E. (2005). Scolding John Q.: Articulating a Normative Relationship between Politics and Entertainment. *The Communication Review*, 8 (1): 79-104.
- Wardle, C. & West, E. (2004). The Press as Agents of Nationalism in the Queen's Golden Jubilee: How British Newspapers Celebrated a Media Event. *European Journal of Communication*, 19 (2): 195-214.
- West, E. (2002). Digital Sentiment: The "Social Expression" Industry and New Technologies. *Journal of American and Comparative Cultures*, 25 (3&4): 316-326.
- West, E. (2002). Selling Canada to Canadians: Collective Memory, National Identity, and Popular Culture. *Critical Studies in Media Communication*, 19 (2): 212-229.

BOOK CHAPTERS

- West, E. (Forthcoming 2007). Mediating citizenship through the lens of consumerism: Frames in the American Medicare reform debates of 2003-2004. Re-printed when the *Social Semiotics* journal issue is published as an edited volume called "Mediated Citizenship" (ed. Wahl-Jorgensen, K.) by Routledge.
- West, E. (2006). Collective Memory on the Airwaves: The Negotiation of Unity and Diversity in a Troubled Canadian Nationalism. pp.67-83 in *Canadian Cultural Poesis*, Garry Sherbert, Annie G erin, and Sheila Petty (Eds.). Waterloo, ON: Wilfred Laurier University Press.

REVIEWS AND REFERENCE ENTRIES

- West, E. (2006). Book review of "The Marketplace of Revolution: How Consumer Politics Shaped American Independence" (Oxford University Press, 2004). *Journal of Consumer Culture*, 6 (1): 146-148.
- West, E. (2005). "Censorship in Canada." pp.175-176 in *The Seventies in America*, John C. Super (Ed.), Salem Press.
- West, E. (2003). Book review of "Strategies of Remembrance: The Rhetorical Dimensions of National Identity Construction" (University of South Carolina Press, 2002). *Argumentation and Public Advocacy*, 40 (2): 129-131.

MANUSCRIPTS UNDER REVIEW

- "Doing and Marketing Gender Difference through Greeting Card Communication," journal article under review.

MANUSCRIPTS IN PREPARATION

- "In the Market for Sentiment: Greeting Cards and the Production of Authentic Communication," book manuscript.
- "Hands on Hips, Smiles on Lips! Cheerleading, Emotional Labor, and the Gendered Performance of 'Spirit'," journal article co-authored with Laura Grindstaff, in preparation.

- “Trudeaumania of a Different Kind: The Transformation of Collective Memory through a Media Event of Mourning,” journal article in preparation.
- “Promotional Content in Primetime: Focusing on Commercialism and Content Analysis in the Undergraduate Curriculum,” journal article in preparation.
- Working Title: “Gender, Sport, and Spirit: Cheerleading in American Culture,” book manuscript in progress in collaboration with first author, Laura Grindstaff.
- “The Politics of Emotion in *Fahrenheit 9/11*: From Pundits to Punters,” journal article in preparation.
- “Icons of Sentiment: Hallmark Hall of Fame Movies and the Cultural Distinction between Emotion and Sentiment,” journal article in preparation.

SELECTED CONFERENCE PRESENTATIONS AND TALKS

Greeting Card Communication

- “Greeting Cards and the New Romance of Tangible Media,” Media Ecology Association, Boston, June 2006.
- “Remembering Sentiment: How Collective Memory of Greeting Card Use Illuminates the Present,” National Communication Association, Boston, November 2005.
- “Producing the Personal: The Greeting Card Industry and the Goal of Universal Specificity,” National Communication Association, Boston, November 2005.
- “The Stigma of Sentiment: Greeting Cards, Gender, and Our Models for Communicating the Self,” National Communication Association, Chicago, November 2004.
- “Sophisticated City vs. Mass Culture Suburb: The Cultural Geography of Greeting Card Production,” Canadian Association of Cultural Studies Conference, Hamilton, Ontario, February 2004.
- “Inside the Feelings Factories: How a Culture Industry Establishes its Authenticity,” National Communication Association, Miami, November 2003.
- “Capturing Sentiment: Crafting an Ethnographic Approach to Studying Greeting Card Communication,” International Communication Association, San Diego, May 2003.

Media Representations of Health Care

- “Scolding *John Q*: Journalists and Film Critics Articulate the “Proper” Relationship between Politics and Entertainment,” National Communication Association, Miami, November 2003.
- “Consumer, Patient, Voter, Stockholder: Interpellating the Subject in Newspaper Reportage on Health,” Canadian Communication Association meetings, Congress of the Social Sciences and Humanities, May 2002, Toronto, ON.

Cheerleading, Gender, and Performance

- “Unrelenting Smiles, Cheers, and Leaps: American Cheerleading and the Performance of Spirit,” Department of Communication, UMass-Amherst, April 2005, and National Communication Association, New Orleans, November, 2002.
- “Doing Masculinity: An ethnographic look at how male cheerleaders negotiate their participation in a feminized cultural practice,” May 2001, International Communication Association Conference, Washington D.C, co-authored with Laura Grindstaff.

Collective Memory and National Identity

- “Trudeaumania of a Different Kind: The Transformation of Collective Memory through a Media Event of Mourning,” Contesting Public Memories Conference, Syracuse University, October 2005.

- With co-author Claire Wardle, “Propping up Patriotism: Celebrating the Queen's Golden Jubilee,” National Communication Association, New Orleans, November 2002.
- “Selling Canada to Canadians: National Identity, Collective Memory, and the Search for a Civil Religion,” Canadian Communication Association Meetings, Congress of the Social Sciences and Humanities, Laval University, Quebec City, May 2001.

Mediated Emotion and Sentiment

- “Icons of Sentiment: Hallmark Hall of Fame Movies and Cultural Distinction between Emotion and Sentiment,” National Communication Association, San Antonio, November 2006.
- “Mediated Politics and Social Theories of Emotion: Potential for Cross-Pollination,” CRESC Media Change and Social Theory conference, Oxford, UK, September 2006.
- “The Politics of Emotion in *Fahrenheit 9/11*: From Pundits to Punters,” National Communication Association, Boston, November 2005.

MEDIA APPEARANCES

- Quoted on *CNNMoney.com*, “For Hallmark, Love is in the (Same) Cards,” February 14th, 2006. http://money.cnn.com/2006/02/14/news/funny/hallmark_valentine/index.htm
- Quoted in *The Washington Post*, “Our Pre-Written Sentiments Exactly,” by Kathy Lally, Sunday February 13th 2005, p.F05.
- Quoted on *WHYY Radio News* (Philadelphia National Public Radio) about Mother’s Day, May 2003.
- Quoted in *The Philadelphia Inquirer*, “Hallmark’s authors draw fans and study,” by Matthew P. Blanchard, Saturday July 5th, 2003, pp.B1, B4.

TEACHING

Instructor Department of Communication, UMass – 2004-2007

- Teaching upper-level undergraduate courses in Consumer Culture, Media Audiences, and the History and Theory of Freedom of Expression, and graduate courses in Audience Research & Cultural Studies, and Consumer Culture.
- Supervising master’s theses, graduate independent study, undergraduate independent studies and honors projects, honors colloquia and independent studies, and internships.
- Serving on Doctoral Comprehensive Exam Committees and two Dissertation Committees, 2006-2007.

Instructor Arts & Science Programme, McMaster University – 2003-2004

- Instructed an upper level media studies seminar called *Media Inquiry*.

Instructor University of Pennsylvania College of General Studies - Spring 2002, Summer 2001

- Independently taught Visual Communication to two classes of 25 undergraduate students.

Teaching Assistant The Annenberg School for Communication - 1999 to 2001

- Assisted Dr. Elihu Katz in *Media Events*, Spring of 2001.
- Assisted Dr. Carolyn Marvin in *History and Theory of Freedom of Expression*, Fall 2000 & 2001.
- Assisted Dr. Paul Messaris in *Video Production Lab*, Fall of 1999, an undergraduate film production class. Operated a DV-CAM video camera, sound, and lights on set.

SERVICE

- Member of editorial board for the Journal of International Women’s Studies

- Reviewer for the Israel Science Foundation (ISF).
- Chair of Departmental Committee for Community, Diversity, and Social Justice – 2006-2007
- Member of Departmental Committee for Community, Diversity, and Social Justice – 2005-2007
- Member of the College of Social and Behavioral Science Community, Diversity, and Social Justice Committee 2006-2007.
- Member of the Departmental Undergraduate Studies Committee, 2005-2007.
- Departmental Honors Coordinator, 2005-2007.
- Director of the Public Speaking undergraduate course, 2004-2005.
- Reviewer of paper and panel submissions for the Critical/Cultural Studies division of the National Communication Association, 2006.
- Paper reviewer for *Critical Studies in Media Communication*.
- Graduate representative on the Student Health Insurance Advisory Committee at the University of Pennsylvania, 2003.
- Member of the Annenberg School Graduate Council, at the University of Pennsylvania, 2001-2002.

OTHER EXPERIENCE

Research Assistant The Annenberg School for Communication - 1998 to 2000

- Worked on the Electronic Dialogue 2000 project, Summer 2000. Coordinated a team for coding of open and closed-ended survey responses, evaluated reliability, performed statistical analysis on data.
- Executed field research, including participant observation, interviewing, and transcribing interviews.

Online Intern Philly.com, the online arm of the Philadelphia Inquirer - June to October 1999

- Designed and published an online primer about political advertising aimed at high school students.
- Gathered statistics on race and diversity for a civic deliberation forum.

Katimavik Project Leader Katimavik Project in London, Ontario - July 1997 to May 1998

- Worked in the field for this non-profit organization for Canadian young adults, ages 17 to 21.
- Facilitated the Katimavik program, which includes volunteer work, alternative education activities, group development and second language learning.
- Responsible for the financial, administrative and public relations aspects of the project.

Date: May 2007