Associate Professor, Department of Communication University of Massachusetts Amherst http://works.bepress.com/emily_west/

AREAS OF RESEARCH AND TEACHING

Promotion, Technology, and Culture; Audiences, Users, and Consumers; Media and Cultural Studies of Health; Media and Nationalism; Research Methods

EDUCATION

Ph.D. in Communication from the Annenberg School for Communication, University of Pennsylvania in Philadelphia, PA.

Honors Bachelor of Arts and Science, McMaster University, Hamilton, Ontario.

BOOKS

McAllister, M. & West, E. (Eds.) (2013). The Routledge Companion to Advertising and Promotional Culture. New York: Routledge. (Paperback issued in 2014)

PEER-REVIEWED JOURNAL ARTICLES

- West, E. (2018) "Invitation to Witness: The Role of Subjects in Documentary Representations of the End of Life," *International Journal of Communication*, 12, http://ijoc.org/index.php/ijoc/article/view/6149
- West, E. (2014) "Consumer Subjectivity and US Health Care Reform." *Health Communication 29(3)*: 209-308.
- Grindstaff, L. & West, E. (2011). Hegemonic Masculinity on the Sidelines of Sport. *Sociology Compass* 5(10): 859–881. http://onlinelibrary.wiley.com/doi/10.1111/j.1751-9020.2011.00409.x/abstract
- West, E. (2010). A Taste for Greeting Cards: Distinction in a Denigrated Cultural Form. *Journal of Consumer Culture, 10*(3): 362-382.
- West, E. (2010). Expressing the Self through Sentiment: Working Theories of Authentic Communication in a Commercial Form. *International Journal of Cultural Studies*. *13*(5): 451-469.
- Grindstaff, L. & West, E. (2010). Hands on Hips, Smiles on Lips! Gender, Race, and the Performance of Spirit in Cheerleading. *Text & Performance Quarterly*, 30(2): 143-162.

- West, E. (2009). Doing Gender Difference through Greeting Cards: The Construction of a Communication Gap in Marketing and Everyday Practice. Feminist Media Studies, 9(3): 285-299.
- West, E. (2008). Mass Producing the Personal: The Greeting Card Industry's Approach to Commercial Sentiment. *Popular Communication*, 6(4) (October): 231-247.
- West, E. (2008). Trudeaumania Part II: Passionate Politics in a Canadian 21st Century Media Event. International Journal of Communication, 2: 792-825. http://ijoc.org/ojs/index.php/ijoc/article/view/305/193
- 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. (2018). "Understanding Authenticity in Commercial Sentiment: The Greeting Card as Emotional Commodity," invited book chapter in Emotions as Commodities:

 <u>Capitalism, Consumption, and Authenticity</u>, edited by Eva Illouz, pp.123-144, New York: Routledge. Also published in German in 2018 by Suhrkamp.
- West, E. (2016). "Affect Theory and Advertising: A New Look at IMC, Spreadability, and Engagement." In <u>Explorations in Critical Studies of Advertising</u>, edited by James F. Hamilton, Robert Bodle, and Ezequiel Korn, pp.248-260, Routledge.
- West, E. & McAllister, M. (2013). Introduction. In *The Routledge Companion to Advertising and Promotional Culture*. pp.1-8. New York: Routledge.

- West, E. (2010). Reality Nations: An International Comparison of the Historical Reality Genre. In Reality Television: Merging the Global and Local (ed. Amir Hetsroni), pp.259-277. New York: Nova Science Publishers.
- Grindstaff, L. & West, E. (2008). Cheerleading and the Gendered Politics of Sport. Re-printed in *Sociology: Exploring the Architecture of Everyday Life* > Readings. (Eds. David M. Newman and Jodi O'Brien). pp.314-323. Los Angeles: Pine Forge Press.
- West, E. (2008). Mediating citizenship through the lens of consumerism: Frames in the American Medicare reform debates of 2003-2004. Re-printed as part of the *Social Semiotics* journal issue which has been published as an edited volume called *Mediated Citizenship* (ed. Karin Wahl-Jorgensen), pp.39-58. London: Routledge.
- West, E. (2006). Collective Memory on the Airwaves: The Negotiation of Unity and Diversity in a Troubled Canadian Nationalism. In *Canadian Cultural Poesis*, (eds. Garry Sherbert, Annie Gérin, and Sheila Petty), pp.67-83. Waterloo, ON: Wilfred Laurier University Press.

REVIEWS AND REFERENCE ENTRIES

- West, E. (2017) Book Review of "Television and Health Responsibility in an Age of Individualism" (Katherine A. Foss, 2014, Lexington Books). *Journalism & Mass Communication Quarterly*, 94(1): 382-383.
- West, E. (2012). "John Berger." Reference entry for *The Encyclopedia of Gender in Media* (Sage Publications, Ed. Mary Kosut).
- West, E. (2009). Book Review of "The Media and Social Theory" (David Hesmondhalgh and Jason Toynbee, 2008, Routledge). *International Journal of Communication*, *3*: 901-903.
- 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.

POPULAR PRESS

West, E. (2014, November 5). *Gone Girl* is About Control, But It Can't Control Its Own Message. *Gender & Society Blog.* http://gendersociety.wordpress.com/2014/11/05/gone-girl-is-about-control-but-it-cant-control-its-own-message/

- West, E. (2010, February). Framing the debate: Both sides of the US healthcare reform debate use similar rhetoric to sell their positions. *Communication Director*. pp.24-27.
- Grindstaff, L. & West, E. (2010, June). "Cheerleading and the Meaning of Spirit." *Communication Currents* (National Communication Association Magazine). Volume 5, Issue 3. http://www.natcom.org/CommCurrentsArticle.aspx?id=973

MANUSCRIPTS IN PROGRESS

- West, E. "Amazon, Bookseller: Disruption and Continuity in Digital Capitalism," invited book chapter for *Point of Sale: Analyzing Media Retail*, eds. Daniel Herbert and Derek Johnson, Rutgers University Press.
- West, E. "Understanding Nationalism in Popular Culture Through the Lenses of Affect and Circulation," peer-reviewed book chapter for <u>Nationalism and Popular Culture</u>, edited by Tim Nieguth, Routledge.
- West, E. Amazon and the Rise of the Distribution Brands. Book manuscript.
- West E. "Manufacturing Sentiment: A History of Greeting Cards in America," invited book chapter for *Cambridge History of American Popular Culture*, ed. Nick Heffernan, Cambridge University Press.

GRANTSEEKING

Grant proposal submitted August 2014, not funded: "The Impact of Health Care Consumerism and the Consumer Frame on Health Care Policy Attitudes" with Tatishe Nteta (co-PI), Michael Begay (co-PI), and Jeff Niederdeppe (Consultant). For National Science Foundation Political Science Division.

Grant proposal submitted, not funded: "Health Care Consumerism: Assessing the Salience and Distribution of a Health Care Consumer Orientation Among the Public," a brief proposal for "Improving Quality and Value in Health Care: Ideas from the Field" for Robert Wood Johnson Foundation, May 2010.

SELECTED CONFERENCE PRESENTATIONS AND INVITED TALKS

Invited Panelist at "The Aesthetics of Information" Conference, Amherst College Center for Humanistic Inquiry, May 5th, 2018.

Invited Panelist at ISSR Research in Process Panel on "Focusing on Focus Group Research." October 2013.

Digital Media, Promotion, and Consumer Culture

Presenting about Amazon and the intersection between digital technologies and door-to-door shipping on a roundtable on "Digital Materialities and their environmental damages," at Association of Internet Researchers in Montréal, Canada, October 2018.

"The Global Ambitions of Amazon, 21st Century Tech Giant and "World's Biggest" E-Tailer," to be presented at the World Economic History Forum as part of a roundtable on Communications and Globalization since 1850: Nations, Empires, Firms. Boston, August 2018.

"Television, Tech, Tomatoes, and Toilet Paper: Amazon, Branding, and Media Commodification," presented at Media Industry Studies: Current Debates and Future Directions. Kings College, London, UK. April 2018.

"Amazon, Digital Monopolies, and the Pleasures of Digital Enclosure," presented at the Society for Cinema and Media Studies, Toronto, ON, March 2018.

"The Distribution Brand: Amazon, Affect, and the Materiality of Circulation," presented at the Distribution Matters ICA Preconference, San Diego CA, May 25th 2017.

"Online Petitions, Discourses of Empowerment, and Consumer Subjectivities," at the Consumer Identities & Digital Culture Symposium at The Institute for International Communication, St. John's University, NYC, March 28th, 2017.

"Affect Theory and Advertising," presented at WTF: Affect Theory Conference, organized by Millersville University, Lancaster, PA, October 2015.

"The Crowdsourced Brand: The Blurring Line Between Consumer "Empowerment" and Activism," presented at the Beyond the Brand Pre-Conference, International Communication Association, June 2013.

"The New Advertainment and the Proliferation of Promotional Registers," at the Blowing Up the Brand II Seminar at the Cultural Studies Association Conference in Berkeley, CA, March 2010.

"Expressing the Self through Greeting Card Sentiment: Working Theories of Authentic Communication in a Commercial Form," presented at the International Communication Association in Chicago, IL, May 2009.

"The Hallmark Hall of Fame: Lessons in Branded Entertainment," an invited talk at Leo Burnett, Inc., Chicago, IL, July 2007.

"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.

Mediated Emotion and Affect

Invited panelist for faculty roundtable at "Forms of Feeling: Navigating the Affective Turn," UMass Amherst English Graduate Organization Interdisciplinary Conference, UMass Amherst, April 2016.

"Keywords for Studying the Emotional Audience," International Communication Association Pre-Conference on "Affective Audiences," Chicago, May 2009.

"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 and Cultural Studies of Health

"Death Makes a Sign, After All: People Sharing their End-of-Life Experiences in the Digital Age," presented at the What is Life? Conference organized by the University of Oregon, Portland OR, April 6-8th 2017.

Invited talk at Jones Library Town & Gown series in Amherst, MA on "Buying the Affordable Care Act: Health Care Consumerism and Policy Attitudes," April 2014.

"Going Public: Media Portrayals of the End of Life," presented at the Canadian Communication Association, Victoria BC, June 2013.

"Health Care Gluttons Driving Gold-Plated Cadillacs: The Racialized Consumer in US Health Care Policy Discourse" presented at the International Communication Association Conference in Phoenix, AZ, May 2012.

"Consumer Subjectivity in Health Care: The Reception of a Dominant Frame in US Health Care Policy," presented at the International Communication Association in Boston, May 2011.

"Looking at the End of Life: 21st Century Visual Representations of Non-Violent Death and Dying." Invited talk in the Department of Communication, University of Washington. April, 2011.

"Passionate Distaste: From Welfare Queen to Health Care Glutton," presented at Passions Conference, University of Massachusetts, October 2009.

Cheerleading, Gender, and Performance

"Sexy-Fit Femininity": The New Cheerleader as Post-Feminist Icon," co-authored with Laura Grindstaff, presented at the International Communication Association, London, June 2013.

"Bring It On Again (and Again): Post-Feminism and the 'New Cheerleader' Media Icon," coauthored with Laura Grindstaff, presented at the International Communication Association, Boston, May 2011.

"Hands on Hips, Smiles on Lips! Cheerleading and the Performance of Spirit," co-authored with Laura Grindstaff, presented at the International Communication Association, Montreal, May 2008.

Collective Memory and National Identity

"History Lessons in the Reality Genre: A Comparison of the Pedagogical and Nationalist Impulses of Three Public Broadcasters," presented at the Eastern Communication Association in Philadelphia, PA, April 2009.

"Trudeaumania Part II: A Neo-Durkheimian Analysis of a 21st Century Media Event," at the Media and Communication and Cultural Studies Association Conference at Cardiff University, UK, January 2008.

RESEARCH HONORS AND AWARDS - EXTERNAL

Visiting Scholar at the University of Washington Department of Communication, January-May 2011.

Advertising Educational Foundation Visiting Professor Program Fellowship, Summer 2007. Placed for a two-week fellowship with Leo Burnett in Chicago, IL: Room and board.

Social Sciences and Humanities Research Council of Canada Doctoral Fellowship, 2003-2004: \$19,000 CDN.

RESEARCH HONORS AND AWARDS - INTERNAL

UMass College of Social and Behavioral Sciences Visitor Grant 2016: \$1000

University of Massachusetts Amherst Research Support Fund Grant 2015: \$1000

UMass College of Social and Behavioral Sciences Research Grant 2013: \$2400.

UMass ISSR (Institute for Social Science Research) Scholar 2013-2014, course release.

University of Massachusetts Amherst Research Support Fund Grant 2013, \$800

University of Massachusetts Amherst Research Support Fund Grant 2012, \$800

University of Massachusetts Amherst Research Support Fund Grant 2010, \$800

UMass College of Social and Behavioral Sciences Research Grant 2010: \$4000.

UMass Center for Public Policy & Administration Grants Workshop Fellow, 2009-2010.

UMass College of Social and Behavioral Sciences Proposal Preparation Grant 2009: \$1000 plus course release for Spring 2010

UMass College of Social and Behavioral Sciences Research Grant 2007: \$2300.

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.

Annenberg School for Communication Dissertation Research Fellowship, 2002-2003: \$20,000 USD

Annenberg School for Communication Tuition Waiver and Scholarship, 1998-2002.

TEACHING HONORS AND AWARDS

PMYR Grant for Teaching, Center for Teaching and Faculty Development 2018: \$3000

UMass College of Social & Behavioral Sciences Teaching Award, 2017.

Departmental Nominee for the University of Massachusetts Manning Teaching Prize, 2017.

UMass College of Social & Behavioral Sciences Online Teaching Fellowship, 2010-2011: \$3000.

UMass Mellon Mutual Mentoring Team Grant ("M3") for 2009-2010, as part of the Communication Department Junior Faculty Writing Group: \$7550.

Lilly Fellowship, awarded by UMass Amherst Center for Teaching. Course Development Fellowship for 2007-2008: two course releases.

With Paula Chakravartty and Leda Cooks, Grant in Support of Diversity Education awarded by the UMass General Education Council, 2006: \$1000.

TEACHING

<u>Instructor</u> Department of Communication, UMass – 2004-present

Undergraduate Courses:

Communication 121 – Introduction to Media and Culture

Communication 336 – Consumer Culture (also an online version)

Communication 337 – Media Audiences

Communication 394CI – Communication Inquiry (an introduction to quantitative and qualitative research methods)

Graduate Courses:

Communication 620 – Qualitative Research Methods

Communication 724 – Audience Research & Cultural Studies

Communication 794O – Consumer Culture

Chair of Dissertations and Master's Theses

Wendy Pringle (in progress). "Death and Dignity: A Critical Interrogation of The Life Vs. Choice Euthanasia Debates in Canada." Dissertation.

Brian Myers (in progress). "Games are Some People's Means of Surviving": The Relationship between Video Gaming and Thriving." Dissertation

Felicitas Baruch (in progress). "Transnational Fandom and New Forms of Cultural Flows: Digital Media Practices and the Transformation of Global TV Drama." Dissertation.

Taliah Mortenson (in progress). "Queer Youth in Religious Spaces: Performance and Identity." Thesis.

Yuan Gong. 2018. "Cultural Practices and Social Formations in a Reforming Society: The Transnational Fandom of European Football in China." Dissertation

Samantha Shorey, 2014. "Fragmentary Girls: Selective Expression on the Tumblr Platform." Thesis Christopher Boulton, 2012. "Rebranding Diversity: Colorblind Racism Inside the U.S. Advertising Industry." Dissertation

Jinni Pradhan, 2010. "It's My Passion, That's My Mission to Decide, I'm Going Worldwide: The Cosmopolitanism of Global fans of Japanese Popular Culture." Thesis

Fadia Hasan, 2010. "Fair Trade in Bangladesh: A Case Study of Aarong." Thesis

Kirsten Wisneski, 2007. "Maximizing Masculinity: A Textual Analysis of *Maxim* Magazine." Thesis Christopher Boulton, 2006. "Trophy Children Don't Smile: Selling Designer Clothing to Parents." Thesis

Advising

Currently primary advisor for 8 doctoral students and 1 masters' student, and sit on 10 committees, including three outside the department.

Advised between 20 and 45 Communication undergraduates each semester (2004-2013).

Have also advised several graduate independent studies, several undergraduate independent studies, interdisciplinary majors, and many internships.

<u>Instructor</u> Arts & Science Programme, McMaster University, for *Media Inquiry* – 2003-2004

MEDIA APPEARANCES

Quoted in *The Atlantic*, "The Terrible Stereotypes of Mother's and Father's Day Cards," by Julie Beck. June 15th, 2018. https://www.theatlantic.com/family/archive/2018/06/mothers-day-fathers-day-card/562808/

Guest on CBC (Canadian Broadcasting Corporation) Radio's National program *The Current*, discussing lawsuits from NFL Cheerleaders for fair pay. September 19th, 2014. http://www.cbc.ca/thecurrent/popupaudio.html?clipIds=2523627908

Featured in *The Pacific Standard*, "The Emotional Outsourcing of the Greeting Card," by Paul Hiebert. October 24th, 2013. http://www.psmag.com/culture/emotional-outsourcing-greeting-card-68907/

Featured guest on WHYY's Radio Times with Marty Moss-Coane, "Greeting Cards and Their Meaning." July 11th, 2013. http://whyy.org/cms/radiotimes/2013/07/11/24036/

Quoted in *The Palm Beach Post*, "Hallmark Now Has Greeting Cards for People Who Have Been Laid Off," by Emily Roach, September 27th, 2011.

http://www.palmbeachpost.com/money/hallmark-now-has-greeting-cards-for-people-who-1883065.html?3435686

Quoted in *The Dallas Morning News*, "Hallmark Adds Sympathy Cards for Job Loss," by Christina Rosales, September 20th, 2011 (reprinted in *The Seattle Times*). http://seattletimes.nwsource.com/html/living/2016266642 weblayoffcards21.html

Quoted in *The Australian*, "Cards with Scripted Greetings Bear the Hallmark of Emotional Inadequacy," by Emma Jane, November 6th, 2010. http://www.theaustralian.com.au/news/opinion/cards-with-scripted-greetings-bear-the-hallmark-of-emotional-inadequacy/story-e6frg6zo-1225948201605

Quoted in *The Sunday Times (London)*, "Give Me a Why?" by Katie Glass, October 31st 2010. Magazine, pp.56-59, 61.

Quoted in *The Associated Press*, "Greeting Card Giant Hallmark Heads for 2nd Century," by Maria Sudekum Fisher, September 6th, 2010.

http://news.yahoo.com/s/ap/20100906/ap on bi ge/us hallmark s century

Quoted in *Smart Money Magazine*, "'Happy Tell a Lie Day': The Holiday Factory," by Anne Kadet, February 2009. p.100

Quoted in the *Springfield Republican*, "Hallmark Cards Go Hollywood," by Ronni Gordon, July 30 2007.

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.

SERVICE TO THE DISCIPLINE

Editorial board member for Critical Studies in Media Communication, 2013 - present.

Editorial board member and regular reviewer for the Journal of International Women's Studies, 2007-present.

Journal Reviewing

British Journal of Sociology, 2015-2016

Journal of Consumer Culture, 2014, 2015

Feminist Media Studies, 2014

Popular Communication, 2014

Critical Studies in Media Communication, 2011, 2014, 2017, 2018

Asian Journal of Communication, 2009, 2014

Journalism, 2013

Social Science & Medicine, 2013

Journal of Advertising, 2012

Communication, Culture, & Critique, 2011-12, 2017

Television & New Media, 2011, 2015

Journal of Communication, 2010

Social Problems, 2010

Gender & Society, 2008-2010, 2015

Health Communication, 2015-16

Journal of Aging and Social Policy, 2016

Sociological Inquiry, 2015-16

Book and Book Proposal Reviewing

University of California Press, 2017

Oxford University Press, 2012, 2016

Palgrave MacMillan, 2011, 2014

Sage Publications, 2008, 2010

Grant Reviewing

Israel Science Foundation (ISF), 2007, 2010

Social Sciences and Humanities Research Council of Canada, 2008

Awards Committee, Feminist Studies Division of the International Communication Association, 2018

Paper Reviewer for the International Communication Association - Feminist Studies, Popular Communication, and Philosophy of Communication Divisions, 2008 – 2016.

SERVICE TO THE UNIVERSITY

Member of the UMass College of Social & Behavioral Sciences Research Council, 2016-17

Associate Director of the Institute for Social Science Research (ISSR), UMass-Amherst, 2012-13.

Member of the UMass College of Social & Behavioral Sciences Cole Undergraduate Research Award Committee, 2013, 2014.

Member of the UMass College of Social & Behavioral Sciences Instructional Innovation Committee, 2012-13.

Member of UMass College of Social & Behavioral Sciences Connor Internship Award Committee, 2010, 2012-2014.

SERVICE TO THE DEPARTMENT

Personnel Committee, Fall 2014, 2015-16, 2018-19.

Chair of Faculty Search, 2017

Graduate Admissions Committee, 2017.

Graduate Studies Committee 2015-17.

Course Director Comm 226 (Social Impact of Mass Media) 2015-17.

Undergraduate Program Director, Spring 2012 to Fall 2014.

Search Committee Member for a Lecturer in Media Education and a Professional Advisor, 2014.

RAP (Residential Academic Program) Liaison, 2012-2013.

Co-Chair of the Department Chair Nomination Committee, Spring 2012.

Co-coordinator of Instructional Development Program for incoming graduate cohort, 2010.

Member of the Departmental Undergraduate Studies Committee, 2005-2007, 2010.

Departmental Honors Coordinator, 2005-2009.

Member of Graduate Studies Committee and Graduate Admissions – 2007-2008, 2009-2010.

Chair of Departmental Committee for Community, Diversity, and Social Justice – 2006-2007, and Spring 2008 (co-chair)

Date: July 2018