

CURRICULUM VITAE

MATTHEW P. MCALLISTER

HOME

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OFFICE

Department of Film/Video & Media Studies
The Pennsylvania State University
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University Park, PA 16802 814-863-3322

EDUCATION

- Ph.D. Institute of Communications Research, University of Illinois at Urbana-Champaign, 1990. Advisor: D. Charles Whitney.
- M.A. Department of Communication, Purdue University, 1986.
- B.A. Department of Communication, Purdue University, 1983.

ACADEMIC APPOINTMENTS

Professor. Dept. of Film/Video & Media Studies, College of Communications, The Pennsylvania State University, Summer 2009-present. From 2012 on: Undergraduate course taught: Mass Media and Society. Graduate courses taught: MA Proseminar in Media Studies, Ph.D. Proseminar in Mass Communications, Social and Cultural Aspects of Advertising. Affiliate faculty in the Social Thought Program.

RESEARCH AND SCHOLARSHIP

Edited Book

McAllister, M. P., & West, E. (Eds.). (2013). *The Routledge companion to advertising and promotional culture*. New York: Routledge.

Journal Articles

McAllister, M. P., & Aupperle, A. (2017). Class shaming in post-Recession US advertising. *Journal of Communication Inquiry*, 41(2), 140-156.

McAllister, M. P., & Galindo-Ramirez, E. (2017). Fifty years of Super Bowl commercials, thirty-two years of spectacular consumption. *International Journal of the History of Sport*, 34 (1-2), 46-64, DOI: 10.1080/09523367.2017.1336162 [special issue on "The Super Bowl in national and global imaginations"].

Berberick, S. N., & McAllister, M. P. (2016). Online quizzes as viral, consumption-based identities. *International Journal of Communication*, 10, 3423-3441.

McAllister, M. P., Cooke, T. R., & Buckley, C. (2015). Fetishizing Flo: Constructing retail space and flexible gendered labor in digital-era insurance advertising. *Critical Studies in Media Communication*, 32(5), 347-362.

McAllister, M. P., & DeCarvalho, L. J. (2014). Sexualized branded entertainment and the male consumer gaze. *tripleC - Communication, Capitalism, & Critique*, 12(1) [special issue on "Critical visual theory"]. Online journal available at <http://www.triple-c.at/index.php/tripleC/article/view/506>.

Roman, Z., & McAllister, M. P. (2012). The brand and the bold: Synergy and sidekicks in licensed-based children's television. *Global Media Journal*, 12(20) [special issue on "The state of media conglomeration: Synergy, power, resistance"]. Online journal available at <http://lass.calumet.purdue.edu/cca/gmj/index.htm>.

Book Chapters

McAllister, M. P., & Orme, S. (2018). Cinema's discovery of the graphic novel: Mainstream and independent adaptation. In J. Baetens, H. Frey, & S. Tabachnick (Eds.), *The Cambridge history of the graphic novel* (pp. 543-557). Cambridge, UK: Cambridge University Press.

McAllister, M. P., & Hatef, A. (2018). Just how commercialized is children's culture? In N. Jennings & S. R. Mazzarella (Eds.), *20 questions about youth and the media* (Rev. ed.) (pp. 185-195). New York: Peter Lang. First edition: McAllister, M. P. (2007). Just how commercialized is children's culture? In S. R. Mazzarella (Ed.), *20 questions about youth and the media* (pp. 267-279). New York: Peter Lang.

McAllister, M. P., & Aupperle, A. (2017). Class and advertising. In J. F. Hamilton, R. Bodle, & E. Korin (Eds.), *Explorations in critical studies of advertising* (pp. 208-220). New York: Routledge.

McAllister, M. P., & Orme, S. (2017). The impact of digital media on advertising: Five cultural dilemmas. In P. Messaris & L. Humphreys (Eds.), *Digital media: Transformations in human communication* (2nd ed.) (pp. 71-78). New York: Peter Lang.

McAllister, M. P., & Kumanyika, C. (2013). "Brut slaps...and twins": Hypercommercialized sports media and the intensification of gender ideology. In M. P. McAllister & E. West (Eds.), *The Routledge companion to advertising and promotional culture* (pp. 237-251). New York: Routledge.

West, E., & McAllister, M. P. (2013). Introduction. In M. P. McAllister & E. West (Eds.), *The Routledge companion to advertising and promotional culture* (pp. 1-8). New York: Routledge.

McAllister, M. P., & Smith, A. N. (2013). Understanding hypercommercialized media texts. In S. R. Mazzarella (Volume Ed.), *The international encyclopedia of media studies: Vol. 2: Content and representation* (pp. 31-53). A. N. Valdivia (General Ed.). Oxford, England: Wiley-Blackwell.

Encyclopedia Entries and Bibliographies

McAllister, M. P., & Cooke, T. R. (2016). Advertising and marketing. In E. J. Blum (Ed.), *Dictionary of American history, Supplement: America in the world, 1776-present* (Vol.1) (pp. 12-14). New York: Charles Scribner's Sons.

McAllister, M. P., & Fassihi, A. N. (2016). Markets. In Jensen, K. B. (Ed.), *The international encyclopedia of communication theory and philosophy* (pp. 1124-1128). Oxford, England: Wiley-Blackwell.

McAllister, M. P. (2015). Advertising, economics of. In W. Donsbach (Ed.), *The concise encyclopedia of communication* (pp. 8-9). Oxford, England: Wiley-Blackwell [abridged and updated from *the international encyclopedia of communication*].

McAllister, M. P. (2015). Commodity fetishism. In D. T. Cook & J. M. Ryan (Eds.), *The Wiley Blackwell encyclopedia of consumption and consumer studies* (pp. 97-98). Oxford, England: Wiley-Blackwell.

McAllister, M. P. (2015). Consumer culture. In W. Donsbach (Ed.), *The concise encyclopedia of communication* (p. 109). Oxford, England: Wiley-Blackwell [abridged and updated from *the international encyclopedia of communication*].

McAllister, M. P., & Applequist, J. (2015). Commercialization of politics. In G. Mazzoleni (Ed.), *The international encyclopedia of political communication* (pp. 155-159). Oxford, England: Wiley-Blackwell.

McAllister, M. P., & Smith, A. N. (2012). Advertising and promotion. In K. Gabbard (Ed.), *Oxford Bibliographies Online in Cinema and Media Studies*. New York: Oxford University Press. Online bibliography available at <http://www.oxfordbibliographies.com/view/document/obo-9780199791286/obo-9780199791286-0002.xml>

Reprints

McAllister, M. P., & Giglio, J. M. The commodity flow of U.S. children's television. In J. Kispal-Kovacs & T. Mirrlees (Eds.). (2013). *The television reader: Critical perspectives in Canadian and US television studies* (pp. 351-366). Don Mills, Ont: Oxford University Press; I. MacRury (Ed.). (2012). *Advertising: Critical concepts in media and cultural studies*. New York: Routledge; and J. Turow & M. P. McAllister (Eds.). (2009). *The advertising and consumer culture reader* (pp. 110-127). New York: Routledge.

Published Book Reviews

Turow, J., McAllister, M. P., Stole, I. L., & Timke, E. (2017). Author meets critics: *The aisles have eyes*. *Advertising & Society Quarterly*, 18(1). One-hour video roundtable discussing Joseph Turow, *The aisles have eyes: How retailers track your shopping, strip your privacy, and define your power*. Online journal available at <https://muse.jhu.edu/article/652409>

McAllister, M. P. (2016). Optimism and pessimism about the democratic potential of media. Review essay of Robert W. Gehl, *Reverse engineering social media: Software, culture, and political economy in new media capitalism*; Claudia Padovani & Andrew Calabrese (Eds.), *Communication right and social justice: Historical accounts of transnational mobilizations*; and James G. Webster, *The marketplace of attention: How audiences take shape in a digital age*, in *New Media & Society*, 18(7), 1190-1195.

McAllister, M. P. (2015). Review of Jonathan Hardy, *Critical political economy of the media: An introduction*, in *Journal of Broadcasting & Electronic Media*, 59(3), 533-535.

Online Research Postings

McAllister, M. P. (2018, April). Learning about the history of television advertising through J. Walter Thompson. *J. Walter Thompson: Advertising America* (digital archive). Commissioned essay and video interviews. Adam Matthew Digital. <https://www.amdigital.co.uk/primary-sources/j-walter-thompson-advertising-america>

McAllister, M. P., & Galindo-Ramirez, E. (2018, January 30). Teasing Super Bowl commercials. In A. P. Jones (Ed.), Super Bowl Paratext Week, *In Media Res*. Posting available at <http://mediacommons.futureofthebook.org/imr/2018/01/26/teasing-super-bowl-commercials>

McAllister, M. P., & Buckley, C. (2014, June 27). Lego-based paratextual commodity flow in children's television. In N. Ahmed (Ed.), LEGO Week, *In Media Res*. Posting available at <http://mediacommons.futureofthebook.org/imr/2014/06/27/lego-based-paratextual-commodity-flow-children-s-television>

Refereed Papers Presented at Professional Meetings

Applequist, J., & McAllister, M. P. (2018, May). "Don't mind me, I'm just a dermatophyte": The use of animation in direct-to-consumer pharmaceutical television advertising. Presented at the International Communication Association, Prague, Czech Republic.

McAllister, M. P., & Aupperle, A. (2016, November). *Highlighting class in advertising*. Presented at the National Communication Association, Philadelphia, PA.

McAllister, M. P., & Aupperle, A. (2016, June). *Class shaming in post-recession US advertising*. Presented at the International Communication Association, Fukuoka, Japan.

McAllister, M. P., Cooke, T. R., & Buckley, C. (2015, May). *Fetishizing Flo: Constructing retail space and gendered labor in digital-era advertising*. Presented at the International Communication Association, San Juan, Puerto Rico.

Berberick, S. N., & McAllister, M. P. (2015, May). "You got: Piper": *Online quizzes as viral, consumption-based identities*. Presented at the International Communication Association, San Juan, Puerto Rico.

Applequist, J., & McAllister, M. P. (2015, April). *Understanding the commercialization of mediated politics from a political economy perspective*. Presented at the Eastern Communication Association, Philadelphia, PA.

McAllister, M. P., & MacAuley, B. (2014, May). *The political economy of the modern comics industries*. Presented at the International Communication Association, Seattle, WA.

McAllister, M. P., & DeCarvalho, L. J. (2013, June). *Sexualized branded entertainment and the male consumer gaze*. Presented at the International Communication Association, London, UK.

Papers Presented at Professional Meetings as an Invited Paper or a Competitively Selected Panel

McAllister, M. P., & Galarza, L. (2018, May). Selling with masculine, industrialized, and disgusting Bodies: Constructing the construction worker in advertising. Presented at the Union for Democratic Communications, Chicago, IL.

McAllister, M. P. (2016, May). *Trends in media use*. Presented at the Media Summit, Schlow Centre Region Library, State College, PA.

McAllister, M. P., & Aupperle, A. (2015, November). *When advertising ideology gets in our face: Examining the backlash to Cadillac's "Poolside" commercial*. Presented at the National Communication Association, Las Vegas, NV.

McAllister, M. P. (2013, June). *Cross-promotion, media licensing, and Lego*. Presented at the International Association for Media and Communication Research, Dublin, Ireland.

McAllister, M. P., & DeCarvalho, L. J. (2013, June). *Brands as media: Commercial, ideological and scholarly extensions*. Presented at the pre-conference seminar, Beyond the Brand, of the International Communication Association, London, UK.

Conference Panel/Paper Responses

"Scholar-to-scholar: Topics in Mass Communication and Communication Education." (2014, November). For a poster session at the National Communication Association, Chicago, IL.

HONORS AND AWARDS

Faculty Marshal, College of Communications, Fall 2017. Chosen to accompany College Student Marshal Alana Fiero at Commencement.

Graduate Faculty Teaching Award, Spring 2014. University-wide award for teaching graduate students, awarded to one Penn State faculty annually.

PROFESSIONAL ACCOMPLISHMENTS AND PUBLIC SERVICE

Professional Service

Editorial Boards

J. Walter Thompson: Advertising America. Digital archive, Adam Matthew, Spring 2017-present.

Communication Theory, Spring 2009-present.

Critical Studies in Media Communication, Spring 2008-present.

International Journal of Comic Art, Spring/Summer 1999-present.

Journal of Broadcasting & Electronic Media, Winter 2001-present.

New Media and Society, Spring 2016-present.

Popular Communication, Spring 2002-present.

TripleC: Communication, Capitalism & Critique, Spring 2015-present.

Western Journal of Communication, Winter 2013-present.

Professional Associations

Member, Award Nominations Committee, Popular Communication Division, International Communication Association, Fall 2011-Fall 2015.

Manuscript, Media, Tenure and Program Reviews

Reviewer of submitted journal articles, 1990-present. Manuscripts reviewed for journals and other outlets that include *Asian Journal of Communication*, *Communication and Critical/Cultural Studies*, *Communication & Society/Comunicación y Sociedad*, *The Communication Review*, *Communication Theory*, *Critical Studies in Media Communication*, *Democratic Communiqué*, *The Information Society*, *INKS: The Journal of the Comics Studies Society*, *International Journal of Communication*, *International Journal of Cultural Studies*, *Japanese Journal of Political Science*, *Journal of Broadcasting & Electronic Media*, *Journal of Children and Media*, *Journal of Communication Inquiry*, *Journal of Cultural Economy*, *Journal of Multicultural Discourses*, *Journalism: Theory, Practice, & Criticism*, *Journalism Studies*, *Media Industries*, *New Media & Society*, *Popular Communication*, *Sexualization, Media, & Society*, *Television and New Media*, and *Western Journal of Communication*.

Reviewer of conference manuscripts/proposals for scholarly organizations, 1992-present. Manuscripts and panel proposals reviewed for the History, Mass Communication, and Popular Communication Divisions of the International Communication Association; the Critical & Cultural Studies and Mass Communication Divisions of the National Communication Association; and the Union for Democratic Communications.

Reviewer of pre-publication scholarly manuscripts/proposals for publishers, 1995-present. Manuscripts/proposals reviewed for Blackwell, Lawrence Erlbaum, Northwestern University Press, Peter Lang, Oxford University Press, Routledge, Rowman & Littlefield, University of California Press, and University of Illinois Press.

Faculty Judge and Head, Faculty-Graduate Student Nominating Committee, Public-Service Entries, The George Foster Peabody Awards, Spring 2015-2017. Coordinated the evaluation of 22-34 entries with two-three graduate student assistants each year: Anna Aupperle and Catherine Buckley (2015); Stephanie Orme and Sika Wheeler (2016); Azeta Hatef and Lars Stoltzfus-Brown (2017); Aya Al Khatib, Litzy Galarza, and Michael Krieger (2018).

Promotion and tenure reviewer, 1994-present. External reviews for faculty at Boston College, Drexel University, Fairfield University, Florida Atlantic University, Florida State University, Indiana University-Purdue University Fort Wayne, Iowa State University, National University of Singapore, New York University, Oakland University, Rutgers University, University of Colorado Boulder, University of Colorado Colorado Springs, University of Denver, University of East London, University of Georgia, University of Illinois at Urbana-Champaign, University of Illinois-Chicago, University of Iowa, University of Leeds, University of Michigan, University of Missouri, University of North Carolina at Chapel Hill, University of Oregon, University of Southern Maine, University of Toronto, and University of Toronto Mississauga.

University- and College-Level Service

At Penn State

Graduate Programs Chair, Summer 2014-present. Responsible for graduate student program approval, graduate course rotation, chairing the Graduate Faculty and Graduate Committees, and coordinating graduate student recruitment and admissions.

Judge, Research Poster, Art Exhibit, and Performance Options, Graduate Exhibition, March 2007; 2018.

Assistant Graduate Programs Chair, Fall 2011-Summer 2014. Responsible for coordinating graduate student recruiting and admissions.

Panelist, "The Real Story of Fake News," Coalition for Concerned Faculty, April 2017.

Member, College-level Promotion and Tenure Committee, Fall 2017-Spring 2018 (Chair); Fall 2015-Spring 2016 (Chair, Spring 2016); Fall 2006-Spring 2008.

Member (Ex Officio), Search Committee, Science Communication Faculty Positions (two positions), Fall 2016-Spring 2017.

Member (Ex Officio), Search Committee, Davis Chair in Ethics Faculty Position, Fall 2016-Spring 2017.

Member (Ex Officio), Search Committee, Digital and Sports Journalism Faculty Position, Fall 2015.

Member, Arts and Humanities Selection Panel for the Faculty Scholar Medal, November 2010-Spring 2013. Chair, Spring 2013.

Department-Level Service

At Penn State, Department of Film/Video & Media Studies

Member, Faculty Lifestyle Committee, Fall 2017-Spring 2018. Plans social events.

Judge, Student Film Organization Student Film Festival, April 2007; 2009; 2014; 2018. Over 30 student films evaluated by a panel of five-seven judges.

Chair, Pockrass Memorial Lecture Series Committee, Spring 2007-Fall 2017.

Member, Department-level Promotion and Tenure Committee, Fall 2004-Spring 2006; Fall 2016-Spring 2017. Chair, Fall 2005-Spring 2006. Responsible for data collection and evaluation of all 2nd, 4th and 6th year tenure-track faculty in the College of Communications.

Member, Student Enrichment Committee, Fall 2014-Spring 2015.

Co-Coordinator, Critical-Cultural Media Studies Discussion Group, Fall 2004-Fall 2014.

Member (Ex Officio), Search Committee, International Communication Faculty Position, Fall 2014-Spring 2015.

Acting Department Head, Summer 2013-2014.

Teaching Activities

Teaching Evaluator for Graduate Teaching Assistants, Comm 602, Supervised Experience in College Teaching, 1-2 per year, Fall 2006-present.

Guest lectures to Comm 502 (Pedagogy in Communications) on “Large-Lecture Teaching,” Professor Anthony Olorunnisola, March 2007; on “Constructing Syllabi,” Professor Marie Hardin, October 2009; and on “Lecturing and Discussion,” Professor Ford Risley, September 2017.

Graduate and Honors Student Advising and Committees, Penn State (Communications unless otherwise noted)

Chair, Ph.D. Committees

Anna Aupperle, “Teen queens and adrenaline dreams: A history of The CW television network.” Graduated Spring 2018.

Stephanie Orme, “Growing up gamers: Female leisure in digital games culture.”
Graduated Spring 2018.

Jesse Clark (Assumed chair duties from the late Ronald V. Bettig in 2016),
“Evaluating the efficacy of online activism in relation to the issues of privacy and
transparency, network neutrality, and copyrights.” Graduated Summer 2017.

Tanner R. Cooke (Co-Chair with C. Michael Elavsky), “Beyond Boundaries:
Globalization, soccer, and translocal fandom.” Graduated Summer 2017.

Janelle Applequist (Co-Chair with C. Michael Elavsky), “A mixed-methods
approach toward primetime television direct-to-consumer advertising:
Pharmaceutical fetishism and critical analyses of the commercial discourse of
health care.” Graduated Spring 2015.

Regina McNamara, “The selling of postfeminism *Lucky* Magazine and gendered
consumerism.” Graduated Fall 2014.

Lauren J. DeCarvalho (Co-Chair with Matthew Jordan), “The work of prime-time
post-recessionary sexism: Gender and television sitcoms in the post-recession era
of the 2010s.” Graduated Summer 2013.

Chenjerai Kumanyika (Co-Chair with C. Michael Elavsky), “Producing the cause:
Branded social justice, hip-hop and the promotional public sphere.” Graduated
Summer 2013.

Catherine Bednarz (Co-Chair with Michelle Rodino-Colocino), in-progress.

Litzy Galarza, in-progress.

Azeta Hatef, in-progress.

Azadeh Nazer Fassihi, in-progress.

Alexandra Nutter Smith, in-progress.

Lars Stoltzfus-Brown, in-progress.

Member, Ph.D. Committees (*Graduated)

Lauren Brooks (German)
Andrew Gambino
Elysia Galindo-Ramirez
Jenna Grzeslo
Erica Hilton

Arienne Ferchaud*
 Erica Bailey*
 Stephanie Berberick*
 Giuliana Sorce*
 Jeffrey Masko*
 Mun-Young Chung*
 Keunyeong Karina Kim*
 Brian MacAuley*
 Drew Shade*
 Aaron Heresco*
 Erin Ash*

Chair, M.A. Committees

Sika Wheeler, “Black Girls Rock! and the politics of empowerment.” Graduated Summer 2016.

Nicole M. Lawrence, “Sassy cows and magical juju: Representations of race and ethnicity in three Nicktoons programs.” Graduated Fall 2012.

Member, M.A. Committees (*Graduated)

Sabrina Stewart*
 Juan Flores*
 Joseph Davies*
 Donghee Lee*
 Brittany Brown*
 Jason Ramesar*
 Catherine Buckley*
 Emma Bedor*
 Elise Stevens*

Select Media Interviews

Holloway, D. (2014, March 17). Blinding them with science -- and platforms. *Broadcasting & Cable*, p. 14 (quoted about the promotional and programming strategies of the Fox television program *Cosmos*).