

# Melanie E.S. Kohnen

## EDUCATION

**Brown University**, Providence, RI, USA  
Ph.D., American Studies, May 2010  
M.A., American Studies, 2002

Dissertation: *Screening the Closet: The Discourse of Visibility, Sexuality, and Queer Representation in American Film and Television, 1969-Present*

**Heinrich-Heine-Universität**, Düsseldorf, Germany  
*Magister Artium* (combined B.A. and M.A.), English Languages and Literatures with minor in Media Studies, 2001

**International Women's University (ifu)**, Hannover, Germany, July-October 2000  
Interdisciplinary program sponsored by the European Union. Attended by scholars from 115 countries. Participated in project area *Migration*, focusing on transnational communities and globalization.

**Wesleyan University**, Middletown, CT, USA, 1998-1999  
DAAD (German Academic Exchange Service) exchange student in American Studies

## ACADEMIC APPOINTMENTS

**Assistant Professor** of Rhetoric and Media Studies  
Lewis & Clark College, August 2016-present

**Lecturer**, Media & Communications, School of Media and Performing Arts  
Coventry University, January-July 2016

**Visiting Assistant Professor**, Department of Media, Culture, and Communication  
New York University, 2012-2015

**Marion L. Brittain Postdoctoral Fellow**, School of Literature, Media, and Culture  
Georgia Institute of Technology, 2009-2012

**Instructor**  
Summer Studies, Brown University, 2007-2009

## PUBLICATIONS

### Books

*Queer Representation, Visibility and Race in American Film and Television: Screening the Closet*  
Routledge, November 2015.

### Journal Articles

“Time, Space, Strategy: Fan Blogging and the Economy of Knowledge at San Diego Comic-Con.”  
Forthcoming in *Popular Communication*, Summer 2019.

“Cultural Diversity as Brand Management in Cable Television”  
*Media Industries* 2.2 (Winter 2015).

“The Power of Geek’: Fandom as Gendered Commodity at Comic-Con”  
Invited contribution to *Creative Industries Journal* Special Issue on Media Industries, 7.1 (2014).

“This Was Just a Melodramatic Crafest’: American TV Critics’ Reception of *The Killing*”  
Invited contribution to *Journal of Popular Television*, Dossier on Danish Television, 1.2 (Fall 2013).

### **Other Articles**

“Please Like Me and Global TV Flows.” *Transformative Works and Cultures*, Issue 26, Spring 2018.

“Roundtable: Remix and Videographic Criticism.” *Cinema Journal* 56:4 (Summer 2017).

“The Challenge of Participation: Flickr Photostreams and Tumblr as Backchannels in the Digital Media Classroom.” *Cinema Journal Teaching Dossier on Teaching (With) Social Media*, Vol. 1, Winter/Spring 2013.

### **Book Chapters**

“Tumblr Pedagogies”

Invited contribution to *Companion to Fandom and Fan Studies*, ed. By Paul Booth. Wiley-Blackwell, 2018.

“Fannish Affect, “Quality” Fandom, and Transmedia Storytelling Campaigns”

Invited contribution to *The Routledge Companion to Media Fandom*, ed. by Suzanne Scott and Melissa Click, 2017.

“Television’s Queer Future? The Possibilities and Limitations of Web Series, Digital Distribution, and LGBT Representation in *Husbands*”

*Future Texts: Subversive Performance and Feminist Bodies*. Eds. Vicki Callahan and Virginia Kuhn (Parlor Press, 2015).

“Decoding the Industrial and Digital City: Visions of Security in Holmes’ and Sherlock’s London”

Co-authored essay with Anne Kustritz for *Sherlock and Transmedia Fandom: Essays on the BBC Series*. Eds. Louisa Stein and Kristina Busse, McFarland, 2012.

“The Adventures of a Repressed Farmboy and the Billionaire Who Loves Him: Queer Spectatorship in *Smallville* Fandom”

*Teen Television: Essays on Programming and Fandom*. Eds. Sharon Ross and Louisa Stein. McFarland, 2008.

### **Editorial Work**

*Digital Humanities and Media Studies: Crossovers/Collaborations/Interdisciplinary Explorations*.

*Cinema Journal Teaching Dossier*. Co-edited with Leah Shafer. January 2016.

### **Select Book Reviews**

Review of *Old Futures: Speculative Fiction and Queer Possibility* by Alexis Lothian.

*Transformative Works and Cultures* Vol. 28 (2018).

Review of *Love and Money: Queers, Class, and Cultural Production* by Lisa Henderson.

*Cinema Journal* 53.2 (2014).

### **Select Online Publications**

“Videographic Criticism 101.” *Antenna: Responses to Media and Culture*, July 2015.

“Gay Sexuality and AIDS in *An Early Frost*.” *In Media Res*, August 2014.

“Report from New York Television Festival’s Digital Day: The Rise of Indie TV.” *Antenna*, November 2014.

“Report from New York Television Festival’s Digital Day: Twitter and Television.” *Antenna*, October 2013.

“Transmedia for the One Percent That Matters?” *Antenna*, October 2013.

“Creating a Spark: Official and Fan-Produced Transmedia for *The Hunger Games*.” *Antenna*, October 2012.

## TEACHING

### Lewis & Clark

|                                    |                                 |
|------------------------------------|---------------------------------|
| Media Design and Criticism         | Spring 2019                     |
| Television and American Culture    | Spring 2018, Spring 2019        |
| Intro to Rhetoric & Media Studies  | Fall 2016, Spring 2018 and 2019 |
| Digital Media and Society          | Fall 2016, Spring 2018          |
| Independent Study: Queer Film & TV | Summer 2017                     |
| Queer Film & Television            | Fall 2018; Fall, Spring 2017    |
| Media Theory                       | Fall 2018; Fall, Spring 2017    |

### Coventry University

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|---------------------------|--------------------|
| Media and Cultural Fields | Spring 2016        |
| Critical Media Methods    | Winter 2016        |
| Theory into Practice      | Winter 2016        |
| Living in a Digital World | Winter 2016        |
| Thesis Advisor            | Winter/Spring 2016 |

### New York University

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| Honors Thesis Advisor                              | 2013-2015  |
| Introduction to Digital Media                      | Spring 2015, Fall 2014, Spring 2014, Spring 2013 |
| Media and Cultural Analysis                        | Spring 2015, Fall 2014, Spring 2013              |
| Senior Seminar in Queer Film and Television        | Fall 2014  |
| Television: History and Form                       | Spring 2015, Spring 2014, Fall 2013              |
| Senior Seminar in Transmedia Television & Industry | Fall 2013  |
| Global Television                                  | Fall 2013  |
| Senior Seminar in Global Television                | Spring 2013                                      |
| Independent Study: Digital Literacy                | Spring 2013                                      |
| Senior Seminar: 1900/2000: Media in Transition     | Fall 2012  |

### Georgia Institute of Technology

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|---|---------------------------------------|
| Web 2.0: Collaboration / Consumption / Creativity | Summer 2012, Summer 2011              |
| Understanding Television                          | Spring 2012, Spring 2011, Spring 2010 |
| Transmedia Television                             | Fall 2011                             |
| Digital Media and Participatory Culture           | Fall 2010                             |

## INVITED LECTURES

- “Comic-Con 101.” *Fandom and Participatory Audiences*, DePaul University, October 20, 2015.  
“Branding, Diversity, and Cable TV.” *Introduction to Popular Culture Studies*, Western Kentucky University, March 3, 2015  
“Web Series, Audiences, and the Contemporary TV Industry.” *Transmedia Storytelling and Entertainment*, Oakland University, November 24, 2015.  
“Queer Spectatorship and Fandom Practices.” *Fan Cultures*, Arizona State University, January 30, 2014.  
“Intellectual Property and Transmedia Storytelling.” *Copyright, Commerce and Culture*, New York University, November 19, 2013.

## PROFESSIONAL DEVELOPMENT IN DIGITAL SCHOLARSHIP & PEDAGOGY

- Faculty Technology Institute: Maps & More, May 2018  
Lewis & Clark College  
Introducing Multimedia Narratives with Storymaps, January 2018  
Watzek Library Digital Initiatives, Lewis & Clark College  
Digital Humanities Summer Institute, University of British Columbia, June 2017 and 2013  
Completed courses: *Models for DH at Liberal Arts Colleges* and *Creating Digital Humanities Projects for the Mobile Environment*  
National Endowment for the Humanities Workshop in Videographic Criticism, Middlebury College, June 2015  
Highly selective two-week workshop in which we produced video essays and theorized their scholarly and pedagogical possibilities.  
Time Warner College Professor Thought Leadership Seminar, New York City, July 2014  
Invited to participate in intensive two-day seminar covering Time-Warner's current digital strategies in TV, film, and multiplatform entertainment.  
THATCamp (Technology and Humanities Camp) Digital Pedagogy, Stockton University, June 2014  
Seminar in Hybrid Learning Environments, Georgia Institute of Technology, Spring 2012  
THATCamp Southeast, Emory University, March 2011  
Seminar in Digital Pedagogy, Georgia Institute of Technology, Fall 2009  
Summer Institute for Teaching and Technology, Brown University, June 2009  
Teaching Certificate in Classroom Tools, Sheridan Center for Teaching and Learning in Higher Education, Brown University, 2009

## RECENT PRESENTATIONS

- “The Experience Economy of TV Promotion at San Diego Comic-Con”  
*Society for Cinema and Media Studies Annual Meeting*, Seattle, April 2018.  
“Everything Comes Full Circle: Beginnings and Endings in Todd Haynes’ *Carol*”  
Videographic Essay, *Fan Studies North America Conference*, DePaul University, October 2018.  
“Syllabus Hack: Introducing Television Studies in the Internet Era”  
Workshop, *Society for Cinema and Media Studies Annual Meeting*, Toronto, March 2018.  
“Tumblr and Its Pedagogies of Dissent”

*American Studies Association Annual Meeting*, Chicago, November 2017.

“Convention Memories as Currency: The Industry of Fan Experiences at San Diego Comic-Con”  
*Society for Cinema and Media Studies Annual Meeting*, Chicago, March 2017.

“Audience Generations: Millennials, ‘Becomers,’ and Beyond”  
Convener and Presenter, *Flow*, University of Texas at Austin, September 2016.

“The Video Essay as Queer Cinematic”  
*Screen*, University of Glasgow, June 2016.

“Non-Normative Scholarship for Non-Normative Media: A Videographic Exploration of Classical Hollywood Cinema's Queer Tropes”  
*Society for Cinema and Media Studies Annual Meeting*, Atlanta, April 2016.

“Fan Remix Videos as Gateway to Critical Digital Praxis”  
*Society for Cinema and Media Studies Annual Meeting*, Atlanta, April 2016.

“Branding Diversity: Corporate Visions of Queerness in Cable Television”  
*Society for Cinema and Media Studies Annual Meeting*, Montreal, March 2015.

“Millennial Media Territories: Surveying Content Discovery”  
*Connected Viewing Summit*, University of California at Santa Barbara, February 2015.

“Digital Distribution Beyond the Last Mile”  
Convener and Presenter, *Reconsidering Digital Distribution* roundtable, *Flow*, University of Texas at Austin, September 2014.

“Cultural Diversity as Brand Management in Cable Television Programming”  
*Console-ing Passions: International Conference on Television, Audio, Video, New Media, and Feminism*, University of Missouri, April 2014.

“Mobile Applications As Extensions of Scholarly Monographs”  
*Making Digital Scholarship Count* Workshop at *Society for Cinema and Media Studies Annual Meeting*, Seattle, March 2014.

“Affect, Gender, and Legitimation in Transmedia Storytelling Campaigns”  
*Society for Cinema and Media Studies Annual Meeting*, Chicago, March 2013.

Roundtable on Teaching Television.  
Convener and Presenter. *Flow*, University of Texas at Austin, October 2012.

“Everything New is Old Again: Normalizing the Production and Distribution of Web-Based Television”  
*What is Television? A Conference Exploring the Past, Present, and Future of Television*, University of Oregon, March 2012.

## **PROFESSIONAL EXPERIENCE**

Co-Principal Investigator, Connected Viewing Initiative, UC Santa Barbara, 2014-2015

Project: *Millennial Media Territories: Surveying Content Discovery Among College Students*  
Collaborated with Dr. Karen Petruska to investigate how millennials consume media via digital platforms using two surveys and fifty half-hour interviews. Presented findings to Warner Bros. and

authored white paper entitled *Cultivating the College-Age Media Audience: Incentivizing Content Discovery and the Ownership Proposition*.

Catalog Coordinator, American Film Institute Academic Network  
Georgia Tech, 2011-2012

Event Coordinator  
Writing & Communication Program at Celebrate Teaching Day, Georgia Tech, Spring 2010

Managing Editor  
*Digital Humanities Quarterly*, 2006-2009

Teaching Consultant, Sheridan Center for Teaching and Learning in Higher Education  
Brown University, 2004-2009

### **AWARDS, GRANTS, AND SCHOLARSHIPS**

Teaching Excellence Program Classroom Innovation Grant, Lewis & Clark College, Fall 2018

University of Washington Simpson Center for the Humanities Tuition Grant for Digital Humanities Summer Institute 2017

Connected Viewing Initiative Grant, 2014-2015

Professional Development Grant, New York University, Summer 2015, Summer 2014, Summer 2013

Tuition Scholarship, Digital Humanities Summer Institute, University of British Columbia, Summer 2013

National Council of Teachers of English Media Literacy Award 2011 (co-author of award application on behalf of Georgia Tech's Writing and Communication Program)

Historical Society of Southern California Haynes Research Grant, Summer 2008

Miss Abbott's School Alumnae Fellowship, 2006-2007

Brown University Fellowship, 2001-2002

John F. Kennedy Institute Library Research Grant, Freie Universität, Berlin, Germany, March 2001

DAAD Research Grant, Summer 2000

DAAD Scholarship, August 1998-June 1999

### **POPULAR MEDIA COMMENTARY**

Consulted for "The Science of Why We Can't Stop Looking at Kim Kardashian." *Mic* June 11, 2015.

Interview on social media and television. *Marketplace Tech*. September 24, 2014.

Interview on social media and race. *BBC News Magazine*. November 27, 2012.

### **SERVICE AT LEWIS & CLARK**

Library Educational Technology Committee, Lewis & Clark College, 2018-present

Fall Faculty Technology Showcase, Lewis & Clark College, 2017

Gender Studies Steering Committee, Lewis & Clark College, 2016-present

### **OTHER SERVICE**

Editorial Board, *Transformative Works and Cultures*, 2017-present

Review Board, *Creative Industries Journal*, 2018-present

Society for Cinema and Media Studies 2019 Conference Programming Committee

Chair, Teaching Committee, Society for Cinema and Media Studies, 2014-2016

Co-Chair, SCMS Television Studies Scholarly Interest Group, 2013-2016

Writing and Communication Program, Georgia Institute of Technology:

- Critical Pedagogy Committee, Fall 2010-2012
- Research and Development Committee, 2011-2012

Submission reviews for *Cinema Journal*, *Communication, Culture, and Critique*, *[in]transition*, Iowa University Press, *Jeunesse: Young People, Texts, Cultures*, *Media Industries Journal*, Oxford University Press, *Television and New Media*, and *Transformative Works and Cultures*.

Honors Thesis Supervisor, New York University:

- *Put the Needle on the Record: Rap's Response to Queer Visibility* (2015)
- *Change the Channel: Quality Television Discourses and Cultural Hierarchies* (2014)

## **CREATIVE WORK**

Understanding Videographic Criticism. Video Essay. October 2018. <<https://vimeo.com/334457678>>

Everything Comes Full Circle: Beginnings and Endings in Todd Haynes' *Carol*. Video Essay. October 2018.

<<https://vimeo.com/296765823>>

Murder Husbands: Queerness, Violence & Cinematic History. Video Essay. April 2016.

<<https://vimeo.com/162093687>>

*Hannibal*, Slash Fandom, and Queer Media Visibility. Video Essay. September 2015.

<<https://vimeo.com/139212267>>

Normative | Transgressive (Queer Visibility on *Husbands*). Video Essay. June 2015.

<<https://vimeo.com/138347353>>

## **PROFESSIONAL ASSOCIATIONS**

Society for Cinema and Media Studies