

Andrew Zolides

Xavier University
Communication Arts: Digital Media
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EDUCATION

PhD: Communication Arts – Media & Cultural Studies, August 2017
University of Wisconsin-Madison, Madison, WI
Dissertation: “Cult of Personalities: The Influence Economy of Digital Culture”
Advisor: Dr. Derek Johnson

MA: Media, Culture & Communication, 2012
New York University, New York, NY
Thesis: “Digital Folk: The Effects of Recording Technology on American Folk Music”
Advisor: Dr. Martin Scherzinger

BA: Film & Media Studies and Philosophy, 2010
University of South Carolina Honors College, Columbia, SC
Honors Thesis: “On The Spot: The Art & Theory of Improvisational Theater”
Advisor: Dr. Mindy Fenske

POSITIONS HELD

Visiting Assistant Professor, 2017-current
Communication Arts Department, Xavier University, Cincinnati, OH
Lecturer and Teaching Assistant, 2012-2017
Communication Arts Department, University of Wisconsin-Madison, Madison, WI

RESEARCH INTERESTS

Cultural Studies	Television Studies
Media Studies	Celebrity Studies
Digital/New Media	Media Industries

AWARDS, FELLOWSHIPS, & SCHOLARSHIPS

Dana-Allen Dissertation Fellowship Institute for Research in the Humanities, UW, 2016-2017
Chancellor’s Fellowship UW Madison, Spring 2017
Best Paper, CMCS Bridging Gaps: Where is the Persona in Celebrity & Journalism?, 2015
Elliott Dissertation Scholarship, Communication Arts Department UW-Madison, 2015
Helen K. Herman Award, Communication Arts Department UW-Madison, 2014
Carolina Scholars Award, University of South Carolina, 2006-2010

ACADEMIC PUBLICATIONS

Zolides, A. and Hinck, A. (Forthcoming). “Debating a Social Media Celebrity: Social Media and Trump in the 2016 Presidential Debates.” In E. Hinck (ed.) *Presidential Debates in a Changing Media Environment*. Santa Barbara, CA: Praeger.

Zolides, A. (Forthcoming). “‘Smarks’: Kynical Engagement and Coalitional Fandom of Professional Wrestling.” *Participations: Journal of Audience and Reception Studies* 14(2).

Zolides, A. (Forthcoming) “Digital Fame: Quantifying Influence and the Commodified Self” in C. Watkins (ed.) *Rethinking the Innovation Economy: Exploring the Future of Technology, Social Inequality, and Creative Labor*. New York, New York: Routledge.

Barker, C. and Zolides, A. (2018) “WWE Network.” In D. Johnson (Ed.) *The New Television Industries: A Guide to Changing Channels*. New York: Routledge.

Zolides, A. (2017) “Created by Children: Conceptualizing the Child as Media Producer.” In J. O’Connor & J. Mercer (Eds.) *Childhood & Celebrity*. London: Routledge.

Zolides, A. (2016) “Quantifying Celebrity: Influence Measurement in the Digital Age.” In J. Raphael, B. Deb and N. Shrivastava (Eds.), *Building Bridges in Celebrity Studies*. (54-63). Toronto: WaterHill Publishing.

Zolides, A. (2015) “Lipstick Bullets: Labour & Gender in Professional Gamer Self-Branding.” *Persona Studies* 1(2). 42-53.

Zolides, A. (2013) “The Truth is in Their Faces: MTV’s Fear and the Rise of ‘Personal Affect’ in Paranormal Horror.” *Horror Studies* 4 (2), 187-200.

Hunting, K. and A. Zolides (2013) “Video Games as Useful Media: A Multiplayer Perspective” (DOSSIER). *Velvet Light Trap*. 72, 72.

CONFERENCE PRESENTATIONS

Weaponizing Identity: Doxing as Cultural Practice and Political Tool. Presented at Institute for Research in the Humanities in Madison, WI, March 2017

The Great Muppet Twitter: The Paratext of Fictional Celebrities on Social Media. Paper presented at Celebrity Studies Journal Conference in Amsterdam, June 2016.

Branding Personified: Fictional Characters on Social Media. Presented at UW-Madison Media & Cultural Studies Colloquium in Madison, WI, April 2016.

Scoring Personas/Scoring Audiences: A History of the Celebrity Ratings Industry. Paper presented at the Society for Cinema and Media Studies Conference in Atlanta, GA, April 2016

The Quantified Celebrity: Fame in the Age of Big Data. Paper presented at the CMCS Bridging Gaps Conference in New York, NY, September 2015. **Winner: BEST PAPER**

Putting the Professional in Wrestling: The Importance of a Wrestlers' Union. Paper presented at the Society for Cinema and Media Studies Conference in Montreal, Canada, March 2015.

The Work of Wrestlers: Creative Negotiation of Personas on Twitter. Paper presented at the Celebrity Studies Journal Conference in London, UK, June 2014.

The Transnational Branding of BBC America. Paper presented at the Society for Cinema and Media Studies Annual Conference in Seattle, WA, March 2014.

Industrial History as Discursive Practice: WWE's Authority in the Media Library. Paper presented at the Backward Glances Graduate Conference at Northwestern University in Evanston, IL, February 2014.

Creative Negotiation of Star Personas on Twitter. Paper presented at UW-Madison Media & Cultural Studies Colloquium in Madison, WI, February 2014.

BBC America's Dual Citizenship: Naturalizing the Immigrant Network. Paper presented at the National Communication Association Annual Convention in Washington, D.C., November 2013.

TEACHING EXPERIENCE

Assistant Professor, Xavier University

Introduction to Communication and Media Studies – 2017-2018

Digital Design – 2017-2018

Understanding New Media – 2017-2018

Lecturer, University of Wisconsin-Madison

Critical Internet Studies – Summer 2016

Teaching Assistant, University of Wisconsin-Madison

Critical Internet Studies (Dr. Jeremy Morris) – Spring 2015, 2016

Introduction to Television (Dr. Derek Johnson) – Fall 2014

Survey of Contemporary Media (Dr. Lori Kido Lopez) – Fall 2013, 2015, Spring 2014

Introduction to Speech Composition – Fall 2012, Spring 2013

ACADEMIC SERVICE

Peer Reviewer *Bridging Gaps: What are the Media, Publicists, and Celebrities Selling?*

WaterHill Publishing (Forthcoming 2017)

Coordinating Editor, *Velvet Light Trap* 76 – Fall 2014-Fall 2015

Editor, *Velvet Light Trap* 72, 74, 78 – Fall 2013, 2014, 2015

Editor/Contributor, *Antenna: Responses to Media and Culture* blog – Fall 2012-2015

RELEVANT PROFESSIONAL EXPERIENCE

Mandalah: Conscious Innovation Consultancy, New York, NY (formerly CScout)

Research Intern, January 2012 – May 2012

St. Nicks Alliance Non-Profit, Brooklyn, NY

Marketing/Communication Coordinator, May 2011 – December 2011

Artists Den Entertainment, New York, NY

Social Media Marketing Director, February 2011 – May 2011

CBS News, New York, NY

Production Intern, June 2008 – August 2008