

Mel Stanfill

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University of Central Florida
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EDUCATION

- Ph.D. Communications and Media 2015
Graduate minors in Gender and Women's Studies and Queer Studies
Institute of Communications Research
University of Illinois, Urbana-Champaign
- M.A. Media and Cultural Studies 2008
California State University, East Bay
- B.A. English with Distinction in General Scholarship (cum laude) 2004
Minor in Spanish Language and Literature
University of California, Berkeley

ACADEMIC POSITIONS HELD

- Assistant Professor 2016-
Texts and Technology and Digital Media, University of Central Florida
- Post-Doctoral Research Associate 2015-2016
American Studies, Purdue University
- Visiting Lecturer 2015
Media and Cinema Studies, University of Illinois, Urbana-Champaign
- Instructional Assistant Professor 2015
Women's and Gender Studies, Illinois State University

RESEARCH AND TEACHING FIELDS

Media studies	Digital media
Media industry studies	Race and gender studies
Queer theory	Fan studies

PUBLICATIONS

Peer-Reviewed Journal Articles

- 2016 "(Dis)locating Nations in the World Cup: Football Fandom and the Global Geopolitics of Affect." *Social Identities*. doi:10.1080/13504630.2016.1157466. With Angharad N. Valdivia
- 2015 "The Interface as Discourse: The Production of Norms through Web Design." *New Media & Society* 17 (7): 1059-1074. doi:10.1177/1461444814520873.

- 2013 "'They're Losers, but I Know Better': Intra-Fandom Stereotyping and the Normalization of the Fan Subject." *Critical Studies in Media Communication* 30 (2): 117-134
doi:10.1080/15295036.2012.755053.
- 2012 "Finding Birds of a Feather: Multiple Memberships and Diversity without Divisiveness in Communication Research." *Communication Theory* 22 (1): 1-24. doi:10.1111/j.1468-2885.2011.01395.x.
- 2011 "Doing Fandom, (Mis)doing Whiteness: Heteronormativity, Racialization, and the Discursive Construction of Fandom." *Transformative Works and Cultures* 8: n.p.
doi:10.3983/twc.2011.0256.

Edited Special Issues

- 2014 "Fandom and/as Labor," special issue, *Transformative Works and Cultures* 15.
doi:10.3983/twc.2014.0593. With Megan Condis.

Essays and Book Chapters

- 2017 "Where the Femslashers are: Media on the Lesbian Continuum," *Transformative Works and Cultures*.
- 2016 "Straighten up and Fly White: Whiteness, Heteronormativity, and the Representation of Happy Endings for Fans." In *Seeing Fans: Representations of Fandom in Media and Popular Culture*, edited by Lucy Bennett and Paul Booth. New York: Bloomsbury Academic.
- 2015 "Spinning Yarn with Borrowed Cotton: Lessons for Fandom from Sampling." *Cinema Journal* 54 (3) pp. 131-37. doi: 10.1353/cj.2015.0021.
- 2013 "Fandom, Public, Commons." *Transformative Works and Cultures* 14: n.p.
doi:10.3983/twc.2013.0530.

Curated Academic Blog Posts

- 2015 "Spinning Yarn with Borrowed Cotton." *In Media Res*
<http://mediacommons.futureofthebook.org/jmr/2015/05/05/spinning-yarn-borrowed-cotton>
- 2012 "(How) Have Technological Shifts Changed Being a Sports Fan?" *Culture Digitally*.
<http://culturedigitally.org/2012/04/how-have-technological-shifts-changed-being-a-sports-fan/>. With Rayvon Fouché.

Selected Manuscripts in Progress

- "I Want to Be a Sex Maniac!": Fredric Wertham and the Queering of Comics Fandom. With Megan Condis. (under review)

Domesticating Fandom: Normalizing Sports and Speculative Media Fans in the Internet Era

Jamming Culture: Musical Intertextuality as Transformative Work from the Remix to the Cover Song

PRESENTATIONS OF RESEARCH

Invited Talks

- 2016 Presentation, "Belief is 9/10 of the Law: Media Industry Ideologies of Intellectual Property and their Effects," American Bar Foundation, May.
- 2015 Presentation, "Fandom, Remix, and Labor," University of Portland, November.
- Panelist, "New Media Encounters Sports Fans," University of Illinois, April.
- Presentation, "Fandom, Heteronormativity, and Whiteness," DePaul University, February.
- 2013 Presentation to Civic Paths Graduate Research Group, Media Activism and Participatory Politics Project, University of Southern California, April.

Conference Presentations

- 2016 "Teaching the Ethics of Digital Research," Ethics and Obligations for Studying Digital Communities workshop, International ACM Conference on Supporting Group Work, Sanibel Island, FL, November.
- "Legalese, Legalish, Loophole-free: Terms of Service as a Limit on Education," Roundtable Participant, Console-ing Passions Conference, South Bend, IN, June.
- "Six Provocations on Safe Space," Paper Presentation, Console-ing Passions Conference, South Bend, IN, June.
- "From Surplus Desire to Profit: Audiences, Consumption, and the Management of Desire," Invited Panel Participant, Society for Cinema and Media Studies Conference, Atlanta, GA, March.
- 2015 "The Internet Intellectual Property Imaginary: The Case of Fandom," Association of Internet Researchers Conference, Phoenix, AZ, October.
- 2014 "Feminist Pedagogy in the Communication Classroom: Examining the Past for Future Directions," Roundtable Participant at National Communication Association Conference, Chicago, IL, November.
- "The Fan' as/in Industry Discourse," Society for Cinema and Media Studies Conference, Seattle, WA, March.
- "Queer Approaches to Classroom Identity Politics," Society for Cinema and Media Studies Conference, Seattle, WA, March.
- 2013 "Fandom, Transmedia, and Consumption 2.0," Association of Internet Researchers Conference, Denver CO, October.

- "Between Commodity and Consent: Implications of the Vanishing Distinction between Play and Work," Invited Panelist at Society for Cinema and Media Studies Conference, Chicago, IL, March 2013
- 2012 "Fannormalization: The Production of Fandom as Consumption in Film Representation" Competitively Selected Paper at National Communication Association Conference, Orlando, FL, November 2012
- "Finding the Labor in Fandom: To Make Sense of Fan Productivity between the Gift Economy and the Labor Theory of Value" National Communication Association Conference, Orlando, FL, November 2012
- "Old fashioned Economics for New Media Fanlabor? Theorizing Fan Work between Gift Economy and the Labor Theory of Value" Console-ing Passions, Boston, MA, July 2012
- "The Interface as Discourse: Producing Norms of Sports Fandom through Web Design," Competitively Selected Paper at International Communication Association Conference, Phoenix, AZ, May 2012
- 2011 "Domesticating Fandom: The Production Norms of Fandom by Web Design," Competitively Selected Paper at Association of Internet Researchers Conference, Seattle WA, October 2011
- 2010 "The Fandom Menace: Social Consequences of the Metaphorical Treatment of 'Fan' as 'Monster,'" National Communication Association Conference, San Francisco, CA, November 2010
- 2009 "'Guys who've never slept with a woman and women who have': Xena: Warrior Princess Fans and Cultural Anxieties of Sexuality," National Communication Association Conference, Chicago, IL, November 2009
- 2008 "From Crazy Fans to Fan Comrades and back Again: Variable Attitudes of TV Producers toward Fans and Their Consequences," Invited Panelist at National Communication Association Conference, San Diego, CA, November 2008
- "From Structuralism to Agency: Fan Deployment of Negative Fan Stereotypes," Invited Panelist at Semiotic Society of America Conference, Houston, TX, October 2008
- "At least we're not as weird as the Trekkies: Fan Deployment of Negative Fan Stereotypes," Central States Communication Association Conference, Madison, WI, April 2008
- "Like the one from series two, ep eleven, just before the second act break': Representations of Fan Obsession in Xena: Warrior Princess," Getting Obsessive: Culture and Excess, University of Southern California, March 2008

FELLOWSHIPS AND AWARDS

- Illinois Distinguished Fellowship 2012-13, 2009-10, 2008-09
Three-year fellowship awarded by the Graduate College of the University of Illinois to students of the highest quality who represent extraordinary recruitment opportunities
- Conference Travel Award Spring 2012, Fall 2008
Awarded by the Graduate College of the University of Illinois to students nominated by their department to support conference presentations
- Graduate Student Research Grant Spring 2008
Competitive grant awarded by California State University, East Bay to stimulate and support research by graduate students

TEACHING AWARDS AND CERTIFICATES

Teaching Awards

- Outstanding Teaching Assistant Spring 2015
Selected from among nominations by students
University of Illinois Department of Gender and Women's Studies
- Department Nominee Fall 2014
College of Liberal Arts and Sciences Award for Excellence in Undergraduate Teaching for Graduate Teaching Assistants
University of Illinois Department of Gender and Women's Studies
- Ranked as Outstanding by Students (Top 10% of evaluations) Spring 2014
List of Teachers Ranked as Excellent by their Students
University of Illinois Center for Innovation in Teaching and Learning
- List of Teachers Ranked as Excellent by their Students Spring 2015, Fall 2013, Spring 2012, Spring 2011
Univ. of Illinois Center for Innovation in Teaching and Learning

University of Illinois Center for Innovation in Teaching and Learning Certifications

Teacher Scholar Certificate

Provides a structured process for exploring pedagogy from a discipline-based perspective for faculty and TAs who teach at least 3 semesters at Illinois. Requires assessment of original work, exploration of pedagogy, discipline-based service, and a teaching philosophy statement.

Certificate in Technology-Enhanced Teaching

Provides an opportunity for faculty and TAs to explore educational technologies and to practice and assess technology-enhanced teaching. Requires teaching with a course management system, assessment of original work, exploration of pedagogy, observation, and workshop participation.

TEACHING EXPERIENCE

Purdue University

American Studies Program

Fans, Users, and Gamers (Lower Division Course) Spring 2016

Queer/ing Popular Culture (Graduate Course) Fall 2015

Illinois State University

Women's and Gender Studies Program

Women, Gender, and Society (Lower Division Course) Spring 2015

University of Illinois, Urbana-Champaign

Instructor

Designed syllabus and assignments, lectured, led discussion, graded, and calculated grades

Department of Media and Cinema Studies

Sex and Gender in Popular Media (Upper Division Course, Online) Summer 2015

Sex and Gender in Popular Media (Upper Division Course) Spring 2012,
Fall 2011

Introduction to Media Studies (Lower Division Course) Fall 2010,
Spring 2011

Department of Gender and Women's Studies

Sex and Gender in Popular Media (Upper Division Course, Online) Summer 2015

Queer Media Cultures (Upper Division Course) Spring 2015

Masculinity and the Military (Upper Division Independent Study) Spring 2015

Queer Lives, Queer Politics (Lower Division Course) Fall 2014,
Summer 2014

Sex and Gender in Popular Media (Upper Division Course) Spring 2012,
Fall 2011

Teaching Assistant

Led discussion, graded, and calculated grades

Department of Gender and Women's Studies

Introduction to Gender and Women's Studies (Lower Division Course) Spring 2014,
Fall 2013

Guest Lecturer

Department of Media and Cinema Studies

Gender and Digital Cultures (Upper Division Course)	
Fan Production, Community, and Resistance	Fall 2014
Labor and Consent in Fandom	Fall 2013
Fandom, Labor, and Gender	Spring 2013
Media Literacy (Lower Division Course)	
Fan Vidding as Resistant Interpretation	Spring 2014
Fan Videos as Resistant Reading	Fall 2011
Sex and Gender in Popular Media (Upper Division Course)	
Queer Politics and Media Studies	Spring 2013
Gender and Sexuality in Online Gaming	Fall 2012
Vidding as Gendered Reading	Spring 2012
Xena, Lesbian Representation, and the Limits of Fan Activism	Spring 2009
Proseminar II (Doctoral Seminar)	
Fan Studies: Foundations and Current Directions	Spring 2012
Cultural Studies and Critical Interpretation (Doctoral Seminar)	
Fandom, Heteronormativity, and Whiteness	Spring 2012
Introduction to Media Studies (Lower Division Course)	
Introduction to Audiences and Interpretation	Fall 2012
Gender in Media	Fall 2011
<i>Department of Gender and Women's Studies</i>	
Gender and Digital Cultures (Upper Division Course)	
Fan Production, Community, and Resistance	Fall 2014
Labor and Consent in Fandom	Fall 2013
Fandom, Labor, and Gender	Spring 2013
Fandom, Community, and Resistance	Fall 2014
Sex and Gender in Popular Media (Upper Division Course)	
Queer Politics and Media Studies	Spring 2013
Gender and Sexuality in Online Gaming	Fall 2012
Vidding as Gendered Reading	Spring 2012
Xena, Lesbian Representation, and the Limits of Fan Activism	Spring 2009
Intro to Gender and Women's Studies (Lower Division Course)	
LGBTQ Representation in Television	Spring 2011
Other departments	
Dept of Recreation, Sport, & Tourism, Leisure and Consumer Culture (Upper Div Course)	
Making Cultural Sense of Fans	Fall 2012

California State University, East Bay

Department of Communication

Guest Lecturer

Interpersonal Communication (Lower Division Course) Spring 2008
Relationship Models; Communication Climate; Models of Conflict

Intercultural Communication (Upper Division Course) Spring 2008
Intercultural comm. in business & education; Gaining intercultural competence

Rhetoric of Popular Culture (Upper Division Course) Winter 2008
Xena: Warrior Princess and Queer Representation on Television

Introduction to Research Methods (Upper Division Course) Fall 2007
Ethnography on the Internet

Reader / T.A.

Graded and calculated grades

Interpersonal Communication (Lower Division Course) Spring 2008, Winter 2008, Fall 2007

Intercultural Communication (Upper Division Course) Spring 2008

Organizational Communication (Upper Division Course) Fall 2007

Introduction to Research Methods (Upper Division Course) Fall 2007

SERVICE

Professional Service

Editorial Board Member

Journal of Sport and Social Issues: 2015-
Transformative Works and Cultures: 2015-

Reviewer

Journals

Journal of Communication: 2015-
Women's Studies in Communication: 2015-
Social Media and Society: 2015-
New Media and Society: 2013-
Transformative Works and Cultures: 2013-
Critical Studies in Media Communication: 2012-
Journal of Sport and Social Issues: 2012-
Communication Theory: 2009-

Conferences

International Communication Association, Divisions of Feminist Scholarship and Gay, Lesbian, Bisexual, and Transgender Studies: 2012-
National Communication Association, Critical/Cultural Studies Division: 2011-
Association of Internet Researchers: 2011-

Session Organizer

"Conceptualizing Copy/rights: Internet Fandom, Cultural Norms, and the Law," Association of Internet Researchers Conference, Phoenix, AZ, October 2015

"Feminist Pedagogy in the Communication Classroom: Examining the Past for Future Directions," National Communication Association Conference, Chicago, IL, November 2014 (co-organizer)

"Industry Studies and/as Audience Studies," Society for Cinema and Media Studies Conference, Seattle, WA, March 2014

"Rethinking Resistance: Nonparticipation, Consumption, and the Recruitment of Affirmation in Internet Fandom," Association of Internet Researchers Conference, Denver CO, October 2013

"Media Fandom and/as Labor" National Communication Association Conference, Orlando, FL, November 2012

"Media Fandom and/as Labor" Console-ing Passions, Boston, MA, July 2012

"Building Bridges in Fan Studies: Diverse Objects, Approaches, and Cultures" National Communication Association Conference, San Francisco, CA, November 2010

"Disciplining Discourses: Sexuality and Gender in Stability and Change" National Communication Association Conference, Chicago, IL, November 2009

University Service**Committee Service**

Graduate College Fellowship Board Executive Committee, 2013-14

Reviewed nominations for campus-wide graduate fellowship and research grant programs.

Department of Gender and Women's Studies Award Committee, 2013

Reviewed nominations for Outstanding Faculty, TA, and Student awards

Graduate College Focal Point Initiative Review Committee, 2011-12

Reviewed funding proposals for an initiative designed to stimulate interdisciplinary intellectual communities of faculty and graduate students addressing the complex needs of our multicultural and multiracial society as well as reaching out to the international community

Graduate Representative, Institute of Communications Research

5th year and beyond cohort, 2012-13

4th year cohort, 2011-12

Conference Organizer

Institute of Communications Research Alumni Reunion Conference: Producing Knowledge, Pushing Boundaries: 65 Years of Communications Research (co-organizer)
University of Illinois, Urbana-Champaign, March 2012.

(Dis)locating Queer: Race, Region, and Sexual Diasporas (co-organizer)
University of Illinois, Urbana-Champaign, May 2011

Moderator

Race, Gender, and Sexuality Roundtable (co-moderator)
Institute of Communications Research Alumni Reunion Conference: Producing Knowledge, Pushing Boundaries: 65 Years of Communications Research, University of Illinois, Urbana-Champaign, March 2012

Cultural Studies and Interpretive Research Roundtable.
Institute of Communications Research Alumni Reunion Conference: Communication Research: Yesterday, Today, Tomorrow, University of Illinois, Urbana-Champaign, February 2010.

Workshops

Presenter, What is a Post-Doc?: American Studies Graduate Student Organization Brown Bag Workshop. American Studies Program, Purdue University. February 2016.

Presenter, "Going Grad": A Panel Discussion on Graduate School Admissions. Department of Gender and Women's Studies, University of Illinois, Urbana-Champaign. November 2012.

Presenter, Professional Development Workshop. Department of Gender and Women's Studies, University of Illinois, Urbana-Champaign. April 2012.

CONSULTING

ReD Associates. Sports and fandom. April 2016.