

CHRISTOPHER • BOULTON

PhD Candidate • University of Massachusetts Amherst • Department of Communication
Machmer Hall • 240 Hicks Way • Amherst • MA 01003 • (413) 545-1311
cboulton@comm.umass.edu • 413-687-2720 • [website](#)

*This CV includes [hyperlinks](#) to full text PDFs, websites, and video content available online.
When relevant, the current number of downloads are noted [in brackets].*

EDUCATION

Ph.D. Communication: UMass Amherst (expected Spring 2012)

Dissertation: Rebranding Diversity: A Qualitative Critique of Structure, Identity, and Meritocracy in Advertising Agency Settings

Committee: Emily West (Chair), Sut Jhally, Julie Hemment (Anthropology), and Enobong Branch (Sociology)

Interest Areas: Advertising & Consumer Culture, Media Literacy, Film & Radio Production, Fair Use, Qualitative Research Methods

M.A. Communication: UMass Amherst (2007)

Thesis: Trophy Children Don't Smile: Fashion Advertisements for Designer Children's Clothing in Cookie Magazine [5,061]

B.A. History: Macalester College, St. Paul, MN (1996)

PUBLICATIONS

Peer-Reviewed Journal Articles

Boulton, C. (2009). [The Mother's Gaze and the Model Child](#): Reading Print Ads for Designer Children's Clothing. *Advertising & Society Review*, 10 (3): 1-28. [957]

Boulton, C. (2009). [Porn & Me\(n\)](#): Sexual Morality, Objectification, and Religion. *The Communication Review*, 11 (3): 247-273. [750]

Boulton, C. (2007). [Don't Smile for the Camera](#): Black Power, Para-proxemics and Prolepsis. *International Journal of Communication*, 1 (1): 758-788. [536]

Boulton, C., & Scharrer, E. (2006). [Shifting Currents in Media Awareness](#). *Academic Exchange Quarterly*, 10 (3): 154-159. [59]

Book Chapters

Boulton, C. (In press). The Ghosts of Mad Men. In *The Routledge Companion to Advertising and Promotional Culture*, (Eds. Matthew McAllister and Emily West).

Reviews

Boulton, C. (2009). [Code of Best Practices](#) in Fair Use for Media Literacy Education. *Journal of Media Literacy Education*, 1 (1): 81-82.

Boulton, C. (Sept-Oct, 2009). Consuming Kids; Capitalism Hits the Fan; The Price of Pleasure. *Afterimage*, 37 (2): 61, 62, 63-64.

Boulton, C. (2009) [Whopper Virgins](#): Nanook Revisited?. In *Media Res*.

Boulton, C. (2008). [Fair Game](#): Adventures in Fair Use and Copyright. *Open Students*.

Boulton, C. (2007) [Porn Nation](#): Come Hither and Repent. In *Media Res*.

TEACHING

Instructor of Record

Writing as Communication, UMass, 20 students (2009-10)

Issues in Advertising, Westfield State College, 30 students (2008)

Social Impact of Mass Media, UMass, 10 students (2008)

Producción Ejecutivo (Executive Production), Cuenca University, 20 students (2000)

Dirección de Cine (Film Directing), [Cuenca University](#), 20 students (1999)

Montaje de Cine (Film Editing), Cuenca University, 20 students (1999)

English Grammar and Conversation for [WorldTeach](#), Ecuador, 30 students (1998)

Teaching Assistant

[Advertising as Social Communication](#), 800 students for Sut Jhally (2007-09)

Advertising and PR as Social Control, 450 students for Sut Jhally (2007-09)

History of Film, two 25 student discussion sections for Carolyn Anderson (2006)

[Program Processes in TV](#), 12 student video lab for David Maxcy (2004-05)

Other Teaching

Prepare for Success Workshops, Educational Housing Services, NY, NY (2010)

Professional Prose: Master the active voice and clean up the clutter.

Writing for TV: How the billboard, hook, and tease keep viewers tuned in.

Producing for TV: What it takes to make a pilot for Discovery Channel.

Indy Filmmaking 101: Organizing a crew to wrap on time and under budget.

Inside Mister Rogers' Neighborhood: Behind the scenes at the popular PBS show.

Power Up for College Success, 3 day intensive for first year students (2007-2010)

Mazemakers Summer Camp Digital Media Arts Director, Wellesley, MA (2004-05)

Television Production, [San Francisco University](#) in Quito, Ecuador (2000)

Macalester Media Services Video Production Trainer, St. Paul, MN (1993-96)

DOCUMENTARY

Television (Writer/Producer)

Discovery: [nD-Structible](#), *Science Smack-down!* and [Extreme Funerals](#) (2002-03)
 Court TV: [I, Detective](#), non-fiction interactive crime series (2002-03)
 Travel Channel: [Top Ten & World's Best](#), international travel series (2001-03)
 Travel Channel: [Alcatraz Revealed](#), secrets from the island prison (2002)
 Mister Rogers' Neighborhood, production assistant for 3 seasons (1996-98)

Independent (Writer/Producer)

MEF: [Not Just a Game: Power, Politics, and American Sports](#), featuring Dave Zirin (2010)
 Global Business Network: [Back to the Future](#), satire of the new economy (2000)
 Western Pennsylvania Writing Project: [Young Writers' Institute](#), fundraising film (1998)
 Creamy Green Pictures: [Second Story Man](#), 16mm for KTCA Public Television (1996)
 Blandin Foundation: *A North Shore Portrait*, Minnesota Historical Society (1994)

Youth Video (Camera/Editor)

Urban Dreams Video Project: [CRNN](#), *Civil Rights News Now* (2004)
 U.S. Dept. of Education: [Sí Se Puede!](#), SF International Film Festival (2002)
 Pew Charitable Trusts: [It Goes Both Ways](#), Atlanta Film Festival (2001)
 TEAM: [Together Everyone Achieves More](#), Palo Alto High School (2001)
 MN Office of Environmental Assistance: *Choices*, St. Paul Public Schools (1994)

Audio (Sound/Editor)

[Birds vs. Snakes](#) for Family Oral History Project (2010)
[Trapps Hamlet Audio Tour](#) for the Mohonk Preserve (2009)
[Fighting Ford](#) for PRX Remix Radio (2008)
[Not-So-Secret-Service](#) for PRX Remix Radio (2007)

HONORS

Grants & Awards

Graduate School Fellowship: University of Massachusetts Amherst (2010-11)
ICA Fair Use Pre-Conference Grant: The Ford and MacArthur Foundations (2009)
Author Rights Grant: Scholarly Publishing and Academic Resources Coalition (2009)
Travel Grant: UMass Amherst Department of Communication (2009)
Digital Storytelling Travel Grant: ICA Popular Communication Division (2007)
NCA Membership Prize: UMass Department of Communication (2006)
Teaching Commendation: UMass Department of Communication (2006)
Community Outreach Grant: Pittsburgh Filmmakers (1998)
Richard Sandeen Award for Creative Historical Inquiry: Macalester College (1996)

PRESENTATIONS

Advertising & Consumer Culture

Voice Recorders: Advertising in the Age of Social Media, Media Ecology Interest Group, “The Mediation of Communication: Reframing Human Language in Media Ecology” at NCA: New Orleans, LA (2011)

Take My Survey! How Junior Ad Executives Use Facebook to Exploit Their Friends, Critical and Cultural Studies Division, “Voices for Sale: Monetizing Social Media” at NCA: New Orleans, LA (2011)

Advertisements as Entertainment, Passions, Perils, and Promises Graduate Student Conference: UMass Amherst, MA (2009)

[*The Mother's Gaze*](#), Introduction to Media and Culture Undergraduate Class: UMass Amherst (2009) [280 views]

Deconstructing Fashion Advertisements, Media and Children's Culture Undergraduate Class: UMass Amherst (2007)

[*Trophy Children Don't Smile*](#), Visual Communication Division, “Everyday Visuals: Children and Family as Visual Focus” at ICA: San Francisco, CA (2007) [1,248 views]

Selling Children to Adults, Communication in Crisis Graduate Student Conference: UMass Amherst, MA (2006)

Decoding Cute, Association for Research in Popular Fictions Conference on Perspectives on Childhood in Illustration and Imagery: Liverpool, UK (2005)

Media Literacy

Preaching to the Choir and Other Perils of Media Literacy Activism, Media Literacy Graduate Seminar: UMass Amherst (2011)

Media Literacy Workshop, The Care Center, Holyoke, MA (2007)

Grad Caucus, Caucus Development Panel, National Association for Media Literacy Education (NAMLE) Biannual Conference: St. Louis, MO (2007)

The Soft Sell: How Ads Persuade Us, The ABC's of Media Literacy at Farmington River Regional Elementary School: Otis, MA (2006)

Framing Media: Taking Media Awareness Beyond the Sermon, Elementary and Secondary Education Section Papers at NCA: Boston, MA (2005)

[*Deconstructing Disney Workshop Series*](#) Speaker, Pioneer Valley Performing Arts High School: Hadley, MA (2006)

Documentary/Film

Not Just a Game: Power, Politics & American Sports, Documentary Screening and Q&A, National Conference for Media Reform (NCFMR): Boston, MA (2011)

Documenting Dave Zirin, Critical & Cultural Studies Division, “Roundtable on Engaged Writing, on Sport, Media and Culture” at NCA: San Francisco, CA (2010)

Guest Speaker on *Sports, Documentary, and Other Narrative Nonfictions*, Residential Academic Programs for First-Year Students: UMass Amherst (2008-2011)

Transmedia Narrative, 4th Annual Media in Transition Conference: The Work of Stories at MIT: Cambridge, MA (2005)

Documentary/Democracy Workshop, Visible Evidence XII International Conference on Critical Documentary Studies at Concordia University: Montreal, CA (2005)

[*Mythological Structure in The Lord of the Rings*](#), Program Processes in TV Undergraduate Class: UMass Amherst, MA (2004-05) [1853 views]
[\[Spanish Translation\]](#), 3715 views]

Scriptwriting for non-fiction TV, Screenwriting 101 Undergraduate Class: San Francisco State University: SF, CA (2002)

Fair Use & Author Rights

Problems in Fair Use, “Fair Use and Academic Freedom: Asserting Fair Use Rights in Communication” Pre-conference at ICA: Chicago, IL (2009)

Fashion Ads as Data: Fair Use, Author Rights, and Institutional Repositories for Academic Research, Communication Law and Policy Division, “Restoring Copyright Balance in Academia: Fair Use, DMCA Exceptions, and Educational Exemptions” at ICA: Chicago, IL (2009)

Scholarworks, Open Access Week at UMass DuBois Library: Amherst, MA (2009)

Digital Repositories and the Author Rights Addendum, The Scholarly Publishing and Academic Resources Coalition (SPARC) Meeting: Baltimore, MA (2008)

Qualitative Research Methods

Recent Stories From the Field, Qualitative Research Methods Graduate Seminar: UMass Amherst (2008, 2010)

Para-proxemics and the Grammar of Camera Angles, Visual Communication Undergraduate Class: UMass Amherst (2009)

[*Porn & Me\(n\)*](#), Media, Spiritualities and Social Change International Conference: Center for Media, Religion, and Culture, University of Colorado, Boulder (2008) [921 views]

Press Appearances

- Quoted in *The Toronto Star*, “Luxury Looks for Mommy and Me,” by David Graham, February 25, 2010.
- Quoted in *Canadian Association of University Teachers Bulletin*, “Open Access Growing Steadily, But Powerful Gatekeepers Remain,” 56 (1): A8, June, 2009.
- Quoted in *The Future of Public Media*, “Fair Use Muscle-Flexing in Academia, over Kids’ Fashion Ads,” by Patricia Aufderheide, August 20, 2008.
- Quoted in *The Holland Sentinel*, “Father Figures,” by Peg McNichol, July 15, 2006.

SERVICE

Department

- Departmental Committee for Alumni Outreach Chair (2008-2009)
- Departmental Committee for Community, Diversity, and Social Justice Member (2008)
- Career Night for Communication Majors Panelist, UMass Amherst, MA (2006, 08)
- Graduate Employee Organization Departmental Steward (2005)

Discipline

- International Communication Association (ICA) Popular Communication Division Panel Chair for “Media Spaces, Media Times: Landscape, Memory, Narrative” (2011)
- National Communication Association (NCA) Mass Communication Division Panel Chair for “Voices from the Field: Sports Narratives, Identity, and Culture” (2011)
- NCA Critical and Cultural Studies Division Paper Reviewer (2011)
- ICA Visual Communication and Popular Communication Divisions Paper Reviewer (2010-2011)
- ICA Committee on Fair Use and Academic Freedom Co-Chair (2008-2010)
- [*Asserting Fair Use Rights in Communication*](#): ICA pre-conference sponsored by Communication and Technology; Communication Law and Policy; Philosophy of Communication; Political Communication; Popular Communication; and Visual Communication Studies.
 - [*Clipping Our Own Wings*](#): Copyright & Creativity in Communication Research
 - [*Code of Best Practices*](#): Fair Use for Scholarly Research in Communication
- National Association for Media Literacy Education [Grad Student Caucus](#) Co-Founder and Webmaster (2005-2011)
- Taylor & Francis [Author Rights Agreement](#) lead author organizer (2008)
- Early Advocate of [ScholarWorks@UMass Amherst](#) and updating graduate school guidelines for the digital age, UMass Amherst (2006-2007)

Community

- Amherst Survival Center Food Pantry Volunteer, Amherst, MA (2008-2011)
- Mercy House Community Outreach Coordinator, Amherst, MA (2009-2010)
- Summer Institute for the Gifted Swim Coach (small stipend), Amherst, MA (2008)
- Academic Summer Associates Soccer Coach (small stipend), Amherst, MA (2008)

OTHER EXPERIENCE

Advising

Social & Behavioral Sciences Global Education Advisor, UMass Amherst (2010-)
[The Girlworld Project](#) Production Consultant, Seattle, WA (2009-2011)
Museum Exhibit Consultant for *Offspring*, Boston University Art Gallery, MA (2006)
Expocine National Film Forum Festival Advisor, Cuenca, Ecuador (1999-2000)

Certificates

MIT and Sony Pictures Video Game Design Workshop, Cambridge, MA (2005)
Pittsburgh Filmmakers Avid Editing Course, Pittsburgh, PA (1996-97)
WorldTeach Certificate in Teaching English as a Foreign Language, Ecuador (1998)
Greater Pittsburgh Literacy Council E.S.L. Tutor Training, Pittsburgh, PA(1997)

Technical Skills

SPARK, online course management software (Blackboard Learning System)
QSR NVivo 9, qualitative data analysis computer software package
Apple Final Cut Express 4.0, non-linear video editing software
Adobe Dreamweaver CS4, web development application
GarageBand, non-linear audio editing software
Professional working proficiency in Spanish

AFFILIATIONS

Communication

ICA: International Communication Association
NCA: National Communication

Media Literacy

ACME: Action Coalition for Media Education
NAMLE: National Association for Media Literacy Education