

# DR. EMILY WEST

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## AREAS OF RESEARCH

Promotion, Technology, and Culture; Platform Studies; Audiences, Users, and Consumers; Media and Cultural Studies of Health; Media and Nationalism

## EDUCATION

Ph.D. in Communication from the Annenberg School for Communication, University of Pennsylvania in Philadelphia, PA.

Honors Bachelor of Arts and Science, McMaster University, Hamilton, Ontario.

## BOOKS

McAllister, M. & West, E. (Eds.) (2013). *The Routledge Companion to Advertising and Promotional Culture*. New York: Routledge. (Paperback issued in 2014)

## PEER-REVIEWED JOURNAL ARTICLES

Braun, J., Coakley, J. and West, E. (2019). "Activism, Advertising, and Far-Right Media: The Case of Sleeping Giants." *Media and Communication*.

West, E. (2019). "[Amazon: Surveillance as a Service](#)." *Surveillance & Society*, 17(1/2): 27-33.

West, E. (2018) "[Invitation to Witness: The Role of Subjects in Documentary Representations of the End of Life](#)," *International Journal of Communication*, 12: 1481-1500.

West, E. (2014) "Consumer Subjectivity and US Health Care Reform." *Health Communication* 29(3): 209-308.

Grindstaff, L. & West, E. (2011). [Hegemonic Masculinity on the Sidelines of Sport](#). *Sociology Compass* 5(10): 859–881.

West, E. (2010). A Taste for Greeting Cards: Distinction in a Denigrated Cultural Form. *Journal of Consumer Culture*, 10(3): 362-382.

- West, E. (2010). Expressing the Self through Sentiment: Working Theories of Authentic Communication in a Commercial Form. *International Journal of Cultural Studies*, 13(5): 451-469.
- Grindstaff, L. & West, E. (2010). Hands on Hips, Smiles on Lips! Gender, Race, and the Performance of Spirit in Cheerleading. *Text & Performance Quarterly*, 30(2): 143-162.
- West, E. (2009). Doing Gender Difference through Greeting Cards: The Construction of a Communication Gap in Marketing and Everyday Practice. *Feminist Media Studies*, 9(3): 285-299.
- West, E. (2008). Mass Producing the Personal: The Greeting Card Industry's Approach to Commercial Sentiment. *Popular Communication*, 6(4) (October): 231-247.
- West, E. (2008). [Trudeaumania Part II: Passionate Politics in a Canadian 21st Century Media Event](#). *International Journal of Communication*, 2: 792-825.
- West, E. (2007). When You Care Enough to Defend the Very Best: How the Greeting Card Industry Manages Cultural Criticism. *Media, Culture & Society*, 29(2) (March): 241-261.
- Grindstaff, L. & West, E. (2006). Cheerleading and the Gendered Politics of Sport. *Social Problems*, 53(4): 500-518.
- West, E. (2006). Mediating Citizenship Through the Lens of Consumerism: Frames in the American Medicare Reform Debates of 2003-2004. *Social Semiotics*, 16 (2): 243-261.
- West, E. (2005). Scolding John Q.: Articulating a Normative Relationship between Politics and Entertainment. *The Communication Review*, 8 (1): 79-104.
- Wardle, C. & West, E. (2004). The Press as Agents of Nationalism in the Queen's Golden Jubilee: How British Newspapers Celebrated a Media Event. *European Journal of Communication*, 19 (2): 195-214.
- West, E. (2002). Digital Sentiment: The "Social Expression" Industry and New Technologies. *Journal of American and Comparative Cultures*, 25 (3&4): 316-326.
- West, E. (2002). Selling Canada to Canadians: Collective Memory, National Identity, and Popular Culture. *Critical Studies in Media Communication*, 19 (2): 212-229.

## BOOK CHAPTERS

- West, E. (Forthcoming). "Understanding Nationalism in Popular Culture Through the Lenses of Affect and Circulation," peer-reviewed book chapter for [Nationalism and Popular Culture](#), edited by Tim Nieguth, Routledge.

- West, E. (2019). "Amazon, Bookseller: Disruption and Continuity in Digital Capitalism," In *Point of Sale: Analyzing Media Retail*, eds. Daniel Herbert and Derek Johnson, pp.40-57. New Brunswick, NJ: Rutgers University Press.
- West, E. (2018). "Understanding Authenticity in Commercial Sentiment: The Greeting Card as Emotional Commodity," book chapter in *Emotions as Commodities: Capitalism, Consumption, and Authenticity*, edited by Eva Illouz, pp.123-144, New York: Routledge. Published in German in 2018 by Suhrkamp. Published in French as *Les Marchandises Émotionnelles* by Premier Parallèle in 2019.
- West, E. (2016). "Affect Theory and Advertising: A New Look at IMC, Spreadability, and Engagement." In *Explorations in Critical Studies of Advertising*, edited by James F. Hamilton, Robert Bodle, and Ezequiel Korn, pp.248-260. New York: Routledge.
- West, E. & McAllister, M. (2013). Introduction. In *The Routledge Companion to Advertising and Promotional Culture*. pp.1-8. New York: Routledge.
- West, E. (2010). Reality Nations: An International Comparison of the Historical Reality Genre. In *Reality Television: Merging the Global and Local* (ed. Amir Hetsroni), pp.259-277. New York: Nova Science Publishers.
- Grindstaff, L. & West, E. (2008). Cheerleading and the Gendered Politics of Sport. Re-printed in *Sociology: Exploring the Architecture of Everyday Life > Readings*. (Eds. David M. Newman and Jodi O'Brien). pp.314-323. Los Angeles: Pine Forge Press.
- West, E. (2008). Mediating citizenship through the lens of consumerism: Frames in the American Medicare reform debates of 2003-2004. Re-printed as part of the *Social Semiotics* journal issue which has been published as an edited volume called *Mediated Citizenship* (ed. Karin Wahl-Jorgensen), pp.39-58. London: Routledge.
- West, E. (2006). Collective Memory on the Airwaves: The Negotiation of Unity and Diversity in a Troubled Canadian Nationalism. In *Canadian Cultural Poesis*, (eds. Garry Sherbert, Annie Gérin, and Sheila Petty), pp.67-83. Waterloo, ON: Wilfred Laurier University Press.

## REVIEWS AND REFERENCE ENTRIES

- West, E. (2017) Book Review of "Television and Health Responsibility in an Age of Individualism" (Katherine A. Foss, 2014, Lexington Books). *Journalism & Mass Communication Quarterly*, 94(1): 382-383.
- West, E. (2012). "John Berger." Reference entry for *The Encyclopedia of Gender in Media* (Sage Publications, Ed. Mary Kosut).
- West, E. (2009). Book Review of "The Media and Social Theory" (David Hesmondhalgh and Jason Toynbee, 2008, Routledge). *International Journal of Communication*, 3: 901-903.

West, E. (2006). Book review of “The Marketplace of Revolution: How Consumer Politics Shaped American Independence” (Oxford University Press, 2004). *Journal of Consumer Culture*, 6 (1): 146-148.

West, E. (2005). “Censorship in Canada.” pp.175-176 in *The Seventies in America*, John C. Super (Ed.), Salem Press.

West, E. (2003). Book review of “Strategies of Remembrance: The Rhetorical Dimensions of National Identity Construction” (University of South Carolina Press, 2002). *Argumentation and Public Advocacy*, 40 (2): 129-131.

## POPULAR PRESS

West, E. (2019, September 16). Amazon Sells Surveillance as a Service. *Medium: Surveillance and Society*. <https://medium.com/surveillance-and-society/amazon-sells-surveillance-as-a-service-3f8ec400d7c5>

West, E. (2014, November 5). *Gone Girl* is About Control, But It Can’t Control Its Own Message. *Gender & Society Blog*. <http://gendersociety.wordpress.com/2014/11/05/gone-girl-is-about-control-but-it-cant-control-its-own-message/>

West, E. (2010, February). Framing the debate: Both sides of the US healthcare reform debate use similar rhetoric to sell their positions. *Communication Director*. pp.24-27.

Grindstaff, L. & West, E. (2010, June). “Cheerleading and the Meaning of Spirit.” *Communication Currents* (National Communication Association Magazine). Volume 5, Issue 3. <http://www.natcom.org/CommCurrentsArticle.aspx?id=973>

## MANUSCRIPTS IN PROGRESS

West, E. *Branding Ubiquity: Amazon, Digital Distribution, and Platform Capitalism*. Book manuscript under contract with The MIT Press.

West, E. Book Review of *Dying in Full Detail* (2017, Duke University Press) by Jennifer Malkowski, for *International Journal of Communication*.

West, E. “Shoppable Video? The Past, Present, and Future of Product Placement in the Streaming Era.” Journal article manuscript in progress.

West, E. “Amazon Canada: Book Retailing and Cultural Protection Policy.” Journal article manuscript in progress.

## CONFERENCE PRESENTATIONS AND INVITED TALKS 2010 - 2019

Invited Panelist at “The Aesthetics of Information” Conference, Amherst College Center for Humanistic Inquiry, May 5<sup>th</sup>, 2018.

Invited Panelist at ISSR Research in Process Panel on “Focusing on Focus Group Research.” October 2013.

### Digital Media, Promotion, and Consumer Culture

“Shoppable Video? The Past, Present, and Future of Product Placement in the Streaming Era,” to be presented at the Society for Cinema and Media Studies in Denver, CO, April 1-5 2020.

“Amazon Canada: Book Retailing and Cultural Protection Policy,” to be presented at the Media Industries Conference at Kings College, London, April 16-18 2020.

“Amazon, Bookseller: Disruption and Continuity in Digital Capitalism,” presented at the International Communication Association, Washington D.C., May 2019.

Keynote Speaker at the Consumer Identities and Social Change Symposium, St. John’s University, Queens, NY, March 22<sup>nd</sup>, 2019. “Amazon, the Personalized Service Brand: Implications for Consumer Identities and Empowerment.”

Lightning Talk on Amazon and the Carbon Impacts of Internet Shopping at Data & Society Research Institute’s Environmental Impacts of Data-Driven Technologies Workshop, NYC, November 2018

Presented about Amazon and the intersection between digital technologies and door-to-door shipping on a roundtable on “Digital Materialities and their environmental damages,” at Association of Internet Researchers in Montréal, Canada, October 2018.

“The Global Ambitions of Amazon, 21<sup>st</sup> Century Tech Giant and “World’s Biggest” E-Tailer,” presented at the World Economic History Forum as part of a roundtable on Communications and Globalization since 1850: Nations, Empires, Firms. Boston, August 2018.

“Television, Tech, Tomatoes, and Toilet Paper: Amazon, Branding, and Media Commodification,” presented at Media Industry Studies: Current Debates and Future Directions. Kings College, London, UK. April 2018.

“Amazon, Digital Monopolies, and the Pleasures of Digital Enclosure,” presented at the Society for Cinema and Media Studies, Toronto, ON, March 2018.

“The Distribution Brand: Amazon, Affect, and the Materiality of Circulation,” presented at the Distribution Matters ICA Preconference, San Diego CA, May 25<sup>th</sup> 2017.

“Online Petitions, Discourses of Empowerment, and Consumer Subjectivities,” at the Consumer Identities & Digital Culture Symposium at The Institute for International Communication, St. John’s University, NYC, March 28<sup>th</sup>, 2017.

“Affect Theory and Advertising,” presented at WTF: Affect Theory Conference, organized by Millersville University, Lancaster, PA, October 2015.

“The Crowdsourced Brand: The Blurring Line Between Consumer “Empowerment” and Activism,” presented at the Beyond the Brand Pre-Conference, International Communication Association, June 2013.

“The New Advertainment and the Proliferation of Promotional Registers,” at the Blowing Up the Brand II Seminar at the Cultural Studies Association Conference in Berkeley, CA, March 2010.

### **Media and Cultural Studies of Health**

“Death Makes a Sign, After All: People Sharing their End-of-Life Experiences in the Digital Age,” presented at the What is Life? Conference organized by the University of Oregon, Portland OR, April 6-8<sup>th</sup> 2017.

Invited talk at Jones Library Town & Gown series in Amherst, MA on “Buying the Affordable Care Act: Health Care Consumerism and Policy Attitudes,” April 2014.

“Going Public: Media Portrayals of the End of Life,” presented at the Canadian Communication Association, Victoria BC, June 2013.

“Health Care Gluttons Driving Gold-Plated Cadillacs: The Racialized Consumer in US Health Care Policy Discourse” presented at the International Communication Association Conference in Phoenix, AZ, May 2012.

“Consumer Subjectivity in Health Care: The Reception of a Dominant Frame in US Health Care Policy,” presented at the International Communication Association in Boston, May 2011.

“Looking at the End of Life: 21<sup>st</sup> Century Visual Representations of Non-Violent Death and Dying.” Invited talk in the Department of Communication, University of Washington. April, 2011.

### **Cheerleading, Gender, and Performance**

“Sexy-Fit Femininity”: The New Cheerleader as Post-Feminist Icon,” co-authored with Laura Grindstaff, presented at the International Communication Association, London, June 2013.

“Bring It On Again (and Again): Post-Feminism and the ‘New Cheerleader’ Media Icon,” co-authored with Laura Grindstaff, presented at the International Communication Association, Boston, May 2011.

### **RESEARCH HONORS AND AWARDS - EXTERNAL**

Visiting Scholar at the University of Washington Department of Communication, January-May 2011.

Advertising Educational Foundation Visiting Professor Program Fellowship, Summer 2007. Placed for a two-week fellowship with Leo Burnett in Chicago, IL: Room and board.  
Social Sciences and Humanities Research Council of Canada Doctoral Fellowship, 2003-2004: \$19,000 CDN.

## **RESEARCH HONORS AND AWARDS - INTERNAL**

UMass College of Social and Behavioral Sciences Visitor Grant 2016: \$1000  
University of Massachusetts Amherst Research Support Fund Grant 2015: \$1000  
UMass College of Social and Behavioral Sciences Research Grant 2013: \$2400.  
UMass ISSR (Institute for Social Science Research) Scholar 2013-2014, course release.  
University of Massachusetts Amherst Research Support Fund Grant 2013, \$800  
University of Massachusetts Amherst Research Support Fund Grant 2012, \$800  
University of Massachusetts Amherst Research Support Fund Grant 2010, \$800  
UMass College of Social and Behavioral Sciences Research Grant 2010: \$4000.  
UMass Center for Public Policy & Administration Grants Workshop Fellow, 2009-2010.  
UMass College of Social and Behavioral Sciences Proposal Preparation Grant 2009: \$1000 plus course release for Spring 2010  
UMass College of Social and Behavioral Sciences Research Grant 2007: \$2300.  
Selected to participate in the UMass Interdisciplinary Seminar in the Humanities and the Fine Arts, 2005-2006, on the theme of Religion and Politics: \$500 book stipend.  
UMass College of Social and Behavioral Sciences Research Grant, 2005: \$1000.  
Annenberg School for Communication Dissertation Research Fellowship, 2002-2003: \$20,000 USD  
Annenberg School for Communication Tuition Waiver and Scholarship, 1998-2002.

## **TEACHING HONORS AND AWARDS**

PMYR Grant for Teaching, Center for Teaching and Faculty Development 2018: \$3000  
UMass College of Social & Behavioral Sciences Teaching Award, 2017.  
Departmental Nominee for the University of Massachusetts Manning Teaching Prize, 2017, 2019.  
UMass College of Social & Behavioral Sciences Online Teaching Fellowship, 2010-2011: \$3000.  
UMass Mellon Mutual Mentoring Team Grant ("M3") for 2009-2010, as part of the Communication Department Junior Faculty Writing Group: \$7550.  
Lilly Fellowship, awarded by UMass Amherst Center for Teaching. Course Development Fellowship for 2007-2008: two course releases.

## **TEACHING**

**Instructor** Department of Communication, UMass – 2004-present

### **Undergraduate Courses:**

Communication 121 – Introduction to Media and Culture  
Communication 336 – Consumer Culture (also an online version)  
Communication 337 – Media Audiences  
Communication 394CI – Research Methods

## Graduate Courses:

Communication 620 – Qualitative Research Methods  
Communication 724 – Audience Research & Cultural Studies  
Communication 794O – Consumer Culture

## Chair of Dissertations and Master's Theses

Dasol Kim (in progress). "Asian American Microcelebrities on YouTube: Self-branding, Race, and Networked Identity." Dissertation.  
Felicita Baruch (in progress). "Transnational Fandom and New Forms of Cultural Flows: Digital Media Practices and the Transformation of Global TV Drama." Dissertation.  
Taliah Mortenson (in progress). "Queer Youth in Religious Spaces: Performance and Identity." Thesis.  
Brian Myers. 2019. "Games are Some People's Means of Surviving": The Relationship between Video Gaming and Thriving." Dissertation.  
Wendy Pringle. 2019. "Death and Dignity: A Critical Interrogation of The Life vs. Choice Euthanasia Debates in Canada." Dissertation.  
Yuan Gong. 2018. "Cultural Practices and Social Formations in a Reforming Society: The Transnational Fandom of European Football in China." Dissertation  
Samantha Shorey, 2014. "Fragmentary Girls: Selective Expression on the Tumblr Platform." Thesis  
Christopher Boulton, 2012. "Rebranding Diversity: Colorblind Racism Inside the U.S. Advertising Industry." Dissertation  
Jinni Pradhan, 2010. "It's My Passion, That's My Mission to Decide, I'm Going Worldwide: The Cosmopolitanism of Global fans of Japanese Popular Culture." Thesis  
Fadia Hasan, 2010. "Fair Trade in Bangladesh: A Case Study of *Aarong*." Thesis  
Kirsten Wisneski, 2007. "Maximizing Masculinity: A Textual Analysis of *Maxim* Magazine." Thesis  
Christopher Boulton, 2006. "Trophy Children Don't Smile: Selling Designer Clothing to Parents." Thesis

## Advising

Currently primary advisor for 7 doctoral students and 1 masters' student, and sit on 6 committees.

Advised between 20 and 45 Communication undergraduates each semester (2004-2013).

Have also advised several graduate independent studies, several undergraduate independent studies, interdisciplinary majors, and many internships.

**Instructor** Arts & Science Programme, McMaster University, for *Media Inquiry* – 2003-2004

## MEDIA APPEARANCES

Quoted in *The Boston Globe*, "[So There Are People Behind Alexa's Curtain. Will Anyone Care?](#)" by Andy Rosen. April 11<sup>th</sup>, 2019.

Quoted in *The Atlantic*, "[The Terrible Stereotypes of Mother's and Father's Day Cards](#)," by Julie Beck. June 15<sup>th</sup>, 2018.



Guest on CBC (Canadian Broadcasting Corporation) [Radio's National program \*The Current\*, discussing lawsuits from NFL Cheerleaders for fair pay](#). September 19<sup>th</sup>, 2014.

Featured in *The Pacific Standard*, "[The Emotional Outsourcing of the Greeting Card](#)," by Paul Hiebert. October 24<sup>th</sup>, 2013.

Featured guest on WHYY's Radio Times with Marty Moss-Coane, "[Greeting Cards and Their Meaning](#)," July 11<sup>th</sup>, 2013.

Quoted in *The Palm Beach Post*, "[Hallmark Now Has Greeting Cards for People Who Have Been Laid Off](#)," by Emily Roach, September 27<sup>th</sup>, 2011.

Quoted in *The Dallas Morning News*, "[Hallmark Adds Sympathy Cards for Job Loss](#)," by Christina Rosales, September 20<sup>th</sup>, 2011 (reprinted in *The Seattle Times*).

Quoted in *The Australian*, "[Cards with Scripted Greetings Bear the Hallmark of Emotional Inadequacy](#)," by Emma Jane, November 6<sup>th</sup>, 2010.

Quoted in *The Sunday Times (London)*, "Give Me a Why?" by Katie Glass, October 31<sup>st</sup> 2010. Magazine, pp.56-59, 61.

Quoted in *The Associated Press*, "[Greeting Card Giant Hallmark Heads for 2<sup>nd</sup> Century](#)," by Maria Sudekum Fisher, September 6<sup>th</sup>, 2010.

Quoted in *Smart Money Magazine*, "'Happy Tell a Lie Day': The Holiday Factory," by Anne Kadet, February 2009. p.100

Quoted in the *Springfield Republican*, "Hallmark Cards Go Hollywood," by Ronni Gordon, July 30 2007.

Quoted on *CNNMoney.com*, "[For Hallmark, Love is in the \(Same\) Cards](#)," February 14<sup>th</sup>, 2006.

Quoted in *The Washington Post*, "Our Pre-Written Sentiments Exactly," by Kathy Lally, Sunday February 13<sup>th</sup> 2005, p.F05.

## SERVICE TO THE DISCIPLINE

Editorial board member for *Critical Studies in Media Communication*, 2013 - present.

Editorial board member for the *Journal of International Women's Studies*, 2007-2019.

Journal Reviewing 2008-2019

*International Journal of Communication, Studies in Documentary Film, Surveillance & Society, Visual Communication, British Journal of Sociology, Journal of Consumer Culture, Feminist Media Studies, Popular Communication, Critical Studies in Media Communication, Asian Journal of Communication, Journalism, Social Science & Medicine, Journal of Advertising, Communication, Culture, & Critique, Television & New Media, Journal of Communication, Social Problems, Gender & Society, Health Communication, Journal of Aging and Social Policy, Sociological Inquiry*

Book and Book Proposal Reviewing 2008-2019

*The MIT Press, University of Illinois Press, University of California Press, Oxford University Press, Palgrave MacMillan, Sage Publications*

Grant Reviewing

Israel Science Foundation (ISF), 2007, 2010

Social Sciences and Humanities Research Council of Canada, 2008

Awards Committee, Feminist Studies Division of the International Communication Association, 2018, 2019

Paper Reviewer for the International Communication Association - Feminist Studies, Popular Communication, Media Industries, and Philosophy of Communication Divisions, 2008 – 2019.

## **SERVICE TO THE UNIVERSITY**

Member of the UMass College of Social & Behavioral Sciences Teaching Awards Committee, 2019

Member of the UMass College of Social & Behavioral Sciences Research Council, 2016-17

Associate Director of the Institute for Social Science Research (ISSR), UMass-Amherst, 2012-13.

Member of the UMass College of Social & Behavioral Sciences Cole Undergraduate Research Award Committee, 2013, 2014.

Member of the UMass College of Social & Behavioral Sciences Instructional Innovation Committee, 2012-13.

Member of UMass College of Social & Behavioral Sciences Connor Internship Award Committee, 2010, 2012-2014.

## **SERVICE TO THE DEPARTMENT**

Chair of the Chair Search Committee, Fall 2018, Fall 2019,  
Events Committee, 2018-19

Personnel Committee, Fall 2014, 2015-16, 2018-19.

Chair of Faculty Search, 2017

Graduate Admissions Committee, 2017.

Graduate Studies Committee 2015-17.

Course Director Comm 226 (Social Impact of Mass Media) 2015-17.

Undergraduate Program Director, 2012-2014.

Search Committee Member for a Lecturer in Media Education and a Professional Advisor, 2014.

RAP (Residential Academic Program) Liaison, 2012-2013.

Co-Chair of the Department Chair Nomination Committee, Spring 2012.

Co-coordinator of Instructional Development Program for incoming graduate cohort, 2010.

Member of the Departmental Undergraduate Studies Committee, 2005-2007, 2010.

Departmental Honors Coordinator, 2005-2009.

Member of Graduate Studies Committee and Graduate Admissions – 2007-2008, 2009-2010.

Chair of Departmental Committee for Community, Diversity, and Social Justice – 2006-2007, and  
Spring 2008 (co-chair)