

# Jefferson D. Pooley

## CURRICULUM VITAE

Assistant Professor  
Media & Communication  
Muhlenberg College  
2400 Chew Street, Allentown, PA 18104  
484-664-3677  
pooley@muhlenberg.edu  
jeffpooley.com

## EDUCATION

### **Columbia University**

Ph.D. in Communications (with distinction), May 2006

Dissertation: "An Accident of Memory: Edward Shils, Paul Lazarsfeld, and the History of American Mass Communication Research"

M.A. in Communications, May 2001

### **Harvard University**

A.B. in Social Studies (*Magna Cum Laude*, Phi Beta Kappa), June 1998

## EXPERIENCE

### **2003 (fall) - present, Assistant Professor**

Department of Media & Communication, Muhlenberg College

### **2009 (spring), Annenberg Scholar**

Annenberg Scholars Program in Culture & Communication, University of Pennsylvania

## BOOKS

1. 2011, co-editor with Sue Curry Jansen, Jeff Pooley, and Lora Taub. *Media & Social Justice* (New York: Palgrave Macmillan) (forthcoming)
2. 2008, co-editor with David Park, *History of Media and Communication Research: Contested Memories* (New York: Peter Lang)

## ARTICLES & CHAPTERS

1. 2011, "From Psychological Warfare to Media Justice: Shifts in Foundation Support for Communication Research," in Sue Curry Jansen, Jeff Pooley, and Lora Taub, eds. *Media & Social Justice* (New York: Palgrave Macmillan) (forthcoming)
2. 2011, second author with Mark Solovey, "Somewhat Known But Not Known Well: Sociologist Harry Alpert's Travels in American Social Science, 1930s-1960s," *Annals of Science* (forthcoming)
3. 2010, "Another Plea for the University Tradition: The Institutional Roots of Intellectual Compromise," in Barbie Zelizer, ed. *Making the University Matter* (New York: Routledge) (forthcoming)
4. 2010, with Mark Solovey, "Marginal to the Revolution: The Curious Relationship between Economics and the Behavioral Sciences Movement in Mid-20th Century America," *History of Political Economy* (forthcoming)
5. 2010, "The Consuming Self: From Flappers to Facebook," in Melissa Aronczyk and Devon Powers, eds. *Blowing Up the Brand: Critical Perspectives on Promotional Culture* (New York: Peter Lang)
6. 2008, with Elihu Katz, "Further Notes on Why Sociology Abandoned Mass Communication Research" (with Elihu Katz), *Journal of Communication* 58 (pp. 767-786)
7. 2008, with David Park, "Introduction," in *History of Media and Communication Research: Contested Memories*, edited with David Park (New York: Peter Lang)

8. 2008, "The New History of Mass Communication Research," in *History of Media and Communication Research: Contested Memories*, edited with David Park (New York: Peter Lang)
9. 2007, "Edward Shils' Turn Against Karl Mannheim: The Central European Connection," *American Sociologist* 38 (pp. 364-382)
10. 2007, "Daniel Czitrom, James W. Carey, and the Chicago School," in "Critical Forum: *Media and the American Mind* 25 Years Later," *Critical Studies in Media Communication*, 24:5 (pp. 469-472)
11. 2007, "Straight by Day and Swingers by Night: Re-reading Daniel Bell on Capitalism and its Culture," *The Review of Communication*, 7:4 (pp. 401-410)
12. 2006, "Fifteen Pages that Shook the Field: *Personal Influence*, Edward Shils and the Remembered History of Mass Communication Research," *The Annals of the American Academy of Political and Social Sciences*, 608 (pp. 130-156)

## BOOK REVIEWS & SHORT ESSAYS

1. 2010, "Mnemonic Multiples: The Case of the Columbia Panel Studies," *Timelines*, 15 (pp. 7-11)
2. 2009, review of *The Media and Social Theory*, edited by David Hesmondhalgh & Jason Toynbee, *Contemporary Sociology* 38:5 (2009): 404-06.
3. 2009, review of *Caesarism, Charisma and Fate*, by Peter Baehr, *Canadian Journal of Sociology* 34:1 (pp. 165-168)
4. 2005, review of *Canonic Texts in Media Research*, *Journal of Communication* 55:1 (pp. 199-203)

## INVITED TALKS

1. 2010, May, presentation, "Edward Shils and 'The Theory of Mass Society': Roots of a Cold War Pejorative," at "The Construction of Social Science in Cold War America" symposium, University of Toronto.
2. 2009, December, presentation, "Another Plea for the University Tradition: The Institutional Roots of Intellectual Compromise," Making the University Matter, Annenberg School for Communication, University of Pennsylvania.
3. 2009, October, public lecture, "Facebook and the Self: A Status Update," Culture and Communication Speaker Series, Drexel University.
4. 2009, May, presentation, "The Authenticity Bind: From Flappers to Facebook," Blowing up the Brand: Critical Perspectives on Promotional Paradigms, New York University
5. 2009, May, presentation with Mark Solovey, "The Marginal Revolution: The Place of Economics within the Behavioral Sciences Movement in Mid-20th Century America," Economics and the Other Social Sciences, Duke University.
6. 2009, April, public lecture, "Facebook and the Self: A Status Update," Annenberg Scholars Program in Culture and Communication, University of Pennsylvania
7. 2009, February, public colloquium, "The Strange Shape of James W. Carey's Renown: Reputation and Prestige Gaps Between Fields," Annenberg Scholars Program in Culture and Communication, University of Pennsylvania
8. 2007, October, keynote address, Conversations & Communications: A Conference in Memory of James W. Carey, Columbia University
9. 2005, November, invited presentation, "Fifteen Pages that Shook the Field: *Personal Influence*, Edward Shils and the Remembered History of Mass Communication Research," Re-Reading *Personal Influence*: Retrospects and Prospects 50 Years Later, Columbia University

10. 2005, June, presentation, "The Invention of Tradition: Edward Shils and the 'Mass Society Theory' Construal," Lake Forest Sociology of Intellectuals Workshop, Lake Forest, IL

## CONFERENCE TALKS

1. 2009, May, "James W. Carey's Chicago School: Drafting a Usable Past," International Communication Association, Chicago
2. 2008, October, "Understanding Spin: The Introductory Public Relations Course Beyond Skills," Pennsylvania Communication Association. Fogelsville, PA
3. 2007, August, "Ideology and Utopia: Karl Mannheim and Edward Shils's Central European Encounter, 1933-1949," American Sociological Association, New York City
4. 2007, June, "The Mnemonic Entrepreneur: Wilbur Schramm and the "Four Founders" Myth of Communication Research," Cheiron: The International Society for the History of the Behavioral and Social Sciences & European Society for the History of the Human Sciences (joint meeting), Dublin
5. 2007, February, "God Gave Film to the Humanities': An Institutional History of Film Studies in the American Liberal Arts College," Muhlenberg College Humanities Seminar, Allentown, PA
6. 2006, June, "The War of the Words: Hadley Cantril, Paul F. Lazarsfeld, and the Dispute over *The Invasion from Mars*," Cheiron: The International Society for the History of the Behavioral and Social Sciences, Bronxville, NY
7. 2005, November, with David Park, "The Institutional Sources of the Field's Historiographical Poverty," Ferment in the Field's History (preconference), National Communication Association, Boston
8. 2005, November, "The New History of Mass Communication Research: A Survey and Critique," Ferment in the Field's History (preconference), National Communication Association, Boston
9. 2004, May, "Lost in Translation: Pierre Bourdieu in the History of Communication Research," International Communication Association, New Orleans, LA

10. 2004, "All the News that Fits the Narrative: Public Journalism and the Drawbacks of Newsprint Inspiration," Association for Education in Journalism and Mass Communication Mid-Winter Conference, New Brunswick, NJ
11. 2003, June, "The New Critical History of Communication Study: A Survey and Analysis," Cheiron: Society for the History of the Behavioral and Social Sciences, Durham, NH
12. 2002, "Journalism and the Left: The Uses and Abuses of Press Mythology," Union for Democratic Communications, State College, PA
13. 2001, June, "Sifting Through the Rubble: Salvaging the Critical Tradition in Media Studies," BFI/ITC Annual Media Studies Conference, London
14. 2001, "Critical Media Studies in an Age of Exhaustion," Critical Themes in Media Studies, New York City
15. 2001, "Press Mythology and the 'Infotainment Critique': On the Uses and Abuses of History for Journalism," AEJMC/AJHA Eastern Regional Conference, New York City

## MEMBERSHIPS

International Communication Association

Cheiron: Society for the History of the Behavioral and Social Science

History of Science Society

American Sociological Association

## PROFESSIONAL ACTIVITIES

1. 2010 - present, chair, Communication History Interest Group, International Communication Association (vice-chair, 2007 - 2010)
2. 2009 - present, editor, *Timelines*, newsletter of the History of Sociology Section, American Sociological Association
3. 2010 - judge, Forum for the History of Human Science prize committee
4. 2007, research assistant, *The Long Road to Decatur: A History of Personal Influence*, documentary produced and written by Glenda Balas (Philadelphia: Annenberg School for Communication)
5. 2006 - present, reviewer, *Communication Theory*
6. 2006 - present, editor and founder, [historyofcommunicationresearch.org](http://historyofcommunicationresearch.org), an online bibliography of published work on the history of communication research
7. 2004 - present, judge, James W. Carey Media Research Award, Carl Couch Center

## PROFESSIONAL HONORS

### **2010, Robert C. Williams Award for Junior Faculty**

In memory of the life and service of Robert C. Williams, who was Academic Vice President and Dean of the College from 1985 to 1987, Muhlenberg College honors a junior member of the faculty each year for distinguished scholarship and research or public performance.

### **2009, Spring, Annenberg Scholar**

Annenberg Scholars Program for Culture & Communication

### **2007, Article Award, Forum for the History of the Human Sciences**

"Fifteen Pages that Shook the Field: Personal Influence, Edward Shils and the Remembered History of Mass Communication Research," 2006, *Annals of the American Academy of Political and Social Sciences*, 608 (pp. 130-156)

## 2006, May, “with distinction” designation, doctoral dissertation

“An Accident of Memory: Edward Shils, Paul Lazarsfeld, and the History of American Mass Communication Research” (James W. Carey, advisor)

## GRANTS

1. 2010, L’Agence nationale de la recherche (France), three years, \$375,000, PI: Philippe Fontaine (ENS Cachan), on history of early Cold War social sciences in five American research universities.
2. 2009, summer, Faculty Summer Grant, Muhlenberg College, \$2200, for research on “*Gemeinschaft After All: The Frontstage and Backstage of Small Group Research in Early Cold War Social Science*”
3. 2007, spring, Mellon Learning Community, \$700
4. 2006, summer, Faculty Summer Grant, Muhlenberg College, \$3450, for research on “The War of the Words: Hadley Cantril, Paul F. Lazarsfeld, and the Dispute over *The Invasion from Mars*”
5. 2006, spring, Mellon Foundation Service Learning Grant (*Communication and Public Relations*), \$1500
6. 2006, spring, Center for Ethics Course Integration Grant (*Popular Communication*) \$500
7. 2005, fall, First-Year Seminar Course Development Grant (*Whose Hemline is it Anyway?*), \$1000

## TEACHING

Introduction to Communication

Media & Society

Print Production

Popular Culture and Communication

Communication and Public Relations

Communication Honors Seminar

First-Year Seminar: Whose Hemline is it Anyway?

Media Theory and Methods

Communication Internship & Practicum

The Consuming Self: From Flappers to Facebook (University of Pennsylvania)

## COLLEGE SERVICE

Secretary/Treasurer, Phi Beta Kappa, Muhlenberg College (2004 - 2008)

African-American Studies search committee (2009 - 2010)

"The Press, Democracy and New Media," invited talk to Board of Associates (March 2010)

Advisor, Communication Club, Muhlenberg College (2004 - 2007)

Advisor, *Muhlenberg Advocate*, Muhlenberg College (2007 - present)

Advisor, *Living Here in Allentown: Beyond the Red Doors* (2004 - 2008)

Committee member, Faculty Development & Scholarship Committee, Muhlenberg College (2006 - 2008)

Committee member, Curriculum Committee, Muhlenberg College (2009 - present)

Committee member, Nominating Committee, Muhlenberg College (2009 - present)

Director, Media and Communication Honors Program, Muhlenberg College (2006 - present)

First-Year Advisor, Muhlenberg College (2004 - 2006, 2008 - present)

First-Year Advisor Award, Muhlenberg College (2006)

Library liaison, Media and Communication Department, Muhlenberg College (2005 - present)

Organizer, Faculty Reading Group on Academic Knowledge, Muhlenberg College (2004 - 2008)

Committee member, Service Learning Committee, Muhlenberg College (2005 - 2006)

Member, Mellon Learning Community, Muhlenberg College (2007)

Co-organizer, College-wide "Ethics and Politics of Identity" lecture and performance series, Muhlenberg College (2005 - 2006)

Mentor, Dana Scholars program, Muhlenberg College (2005 - 2007)

Committee member, Dean Search Committee, Columbia University Graduate School of Journalism (2002)