

Bill Yousman
yousman@comm.umass.edu

Research and Teaching Interests

Primary research emphasis in media and technology studies, popular culture and political ideology, race and representation, film and media criticism, media literacy, and media theory and research methods. Teaching experience includes courses in advertising and public relations, journalism, writing and critical thinking, public communication and rhetoric, media ethics, visual literacy, film and television studies, propaganda and persuasion, film and media history, media and society, media literacy, and communication theory and research methods.

Education

- Ph.D.** Department of Communication, University of Massachusetts, Amherst, Massachusetts, 2004. Dissertation: "The Prisons Outside and the Prisons in Our Heads: Television and the Representation of Incarceration." Professor Michael Morgan, director. G.P.A. 4.0. Nominated for University Fellowship, 2000.
- M.A.** School of Communication, University of Hartford, Hartford, Connecticut, 1999. Thesis: "Media Culture, Ideology, and the Films of Spike Lee: A Multiperspectival Approach." Associate Professor Jack Banks, director. G.P.A. 3.9. Excellence in the Graduate Study of Communication Award, 1998.
- B.A.** Journalism, Charter Oak State College, Hartford, Connecticut, 1995.

Graduate Teaching, Adjunct, and Visiting Lecturer Appointments

Department of Communication, University of Massachusetts-Amherst, 1998—Present.

History and Society Division, Babson College, 2008—2009.

School of Communication, University of Hartford, 1995—2004.

Faculty Appointments

Department of Communication, Eastern Connecticut State University, 2011—2013.

Department of Communication, Central Connecticut State University, 2006—2008.

Department of Communication and Journalism, Suffolk University, Assistant Professor, 2004—2005.

Media Industry Experience

Media Education Foundation, Northampton, MA. Managing Director, Video Producer, and Study Guide Author, 2005-2007.

WWUH- FM Radio, West Hartford, CT. Program Director and Producer, 1982-1995.

The Hartford Planet (Alternative Newsweekly), Hartford, CT. Columnist, 1982-1983.

Courses Taught

I. Undergraduate

Introduction to Media; Public Relations Writing Methods; Publication Design; Visual Culture; Communication Research Methods; Media Effects and Uses; Discovering the News; Public Speaking; Writing as Communication; Writing for the Media; Journalism and Democracy; Propaganda and Persuasion; Film and Television Criticism; Media Literacy; Popular Culture; Communication Theory; Social Impact of Mass Media; Media History; Film History; Film and Politics; Gender, Identity and Society; Interpersonal Communication; Sources of Power; Media Ethics; Media and Advertising; Media and the Culture of Fear.

II. Graduate

Media Criticism, Critical Analysis of Popular Culture, Communication Research Methods, Alternative Media, Gender and Communication, Visual Literacy, Reality Media.

Publications and Scholarship

I. Books

Yousman, B. (Forthcoming). *The Spike Lee enigma: Challenge and incorporation in Media Culture*. New York: Peter Lang Publishers.

Yousman, B. (2009). *Prime time prisons on U.S. television: Representation of incarceration*. New York: Peter Lang Publishers.

II. Peer Reviewed Journal Articles

Yousman, B. (2013). Revisiting Hall's encoding/decoding model: Ex-prisoners respond to television representations of incarceration. *Review of Education, Pedagogy, and Cultural Studies* 35 (3), 197-216.

- Yousman, B. (2009). Inside *Oz*: Hyperviolence, race and class nightmares, and the engrossing spectacle of terror. *Communication and Critical/Cultural Studies* 6(3), 265-284.
- Duran, R.L.; Yousman, B.; Walsh, K.; and Longshore, M. (2008). Holistic media education: An assessment of the effectiveness of a college course in media literacy. *Communication Quarterly* 56(1), 49-68.
- Prison Communication, Activism, Research, and Education (PCARE) Collective (2007). Fighting the prison-industrial complex: A call to communication and cultural studies scholars to change the world. *Communication and Critical/Cultural Studies* 4(4), 402-420.
- Yousman, B. (2004) "Can we all get along?"--The Los Angeles uprising, classical theories of social psychology, and the dialectics of individual action and structural inequality. *Race, Gender, and Class* 11(1), 56-74.
- Yousman, B. (2003). Blackophilia and blackophobia: White youth, the consumption of rap music, and white supremacy. *Communication Theory* 13(4), 366-391.
- Yousman, B. (2001). Who owns identity? Malcolm X, representation, and the struggle over meaning. *Communication Quarterly* 49(1), 1-18.
- Jacobs, R. and Yousman, B. (2000). Understanding cable television community access viewership. *Communication Research Reports* 16(3), 305-316.

III. Book Chapters and Encyclopedia Entries

- Yousman, B. (2013). Fighting the media/incarceration complex through media education. In Harnett, S.J, Novek, E., and Wood, J.K. (Editors) *Working for Justice: A Handbook of Prison Education and Activism*. Champaign, IL: University of Illinois Press.
- Gardner, T. and Yousman, B. (2010). The Media Education Foundation. In J. Downing (Editor), *The Sage Encyclopedia of Social Movement Media*, pp. 321-323. Thousand Oaks, CA: Sage.
- Yousman, B. (2008). Media literacy: Creating better citizens or better consumers? In R. Andersen and J. Gray (Editors.), *Battleground: The Media*, pp. 238-247. Westport, CT: Greenwood Publishing.
- Yousman, B. (2007). Cruelty, compassion, commonsense, and critical media literacy. In A. Nowak, S. Abel. S. Ross (Editors), *Rethinking Media Education: Critical Pedagogy in Action*, pp. 73-93. Creskill, NJ: Hampton Press.

Yousman, B. (2005). Beyond *Jungle Fever*: An intertextual analysis of gender, race, and class ideologies in Spike Lee's filmography. A. A. Tait and G. T. Meiss (Editors), *Ethnic media in America: Volume 2—taking control*, pp.173-193. Kendall and Hunt.

IV. Book Reviews

Yousman, B. (2010). Coercive environments: Review of *Youth in a Suspect Society: Democracy or Disposability?* by Henry Giroux. *Tikkun* 25(6), 67-68.

Yousman, B. (2005). Review of *Gender, Race and Class in Media, 2nd edition*, edited by Gail Dines and Jean M. Humez. *Journal of Communication* 55(2), 403-404.

Yousman, B. (1999). Review of *Representing: Hip Hop Culture and the Production of Black Cinema* by S. Craig Watkins. *Journal of Popular Film and Television* 27(3), 46.

V. Other Publications and Study Guides

Yousman, B. (2007). Study guide for the documentary film, *Hip Hop: Beyond Beats and Rhymes*. Available at <http://www.mediaed.org>

Yousman, B. (2007). Study guide for the documentary film, *Reel Bad Arabs: How Hollywood Vilifies a People*. Available at <http://www.mediaed.org>

Yousman, B. (2007). Study guide for the documentary film, *Further Off the Straight and Narrow: New Gay Visibility on Television 1998-2006*. Available at <http://www.mediaed.org>

Yousman, B. (2007). Study guide for the documentary film *Big Bucks, Big Pharma: Marketing Disease and Pushing Drugs*. Available at <http://www.mediaed.org>

Yousman, B.; Earp, J.; and Geissman, J. (2007). Study guide for the documentary film *Dreamworlds 3: Desire, Sex and Power in Music Video*. Available at <http://www.mediaed.org>

Yousman, B. (2003). The unreal world of reality television. *The Observer* 29 (2), 18-19.

VI. Conference Papers

Yousman, B. (2014, March). Visual literacy and pedagogical challenges. Media Literacy Research Symposium, Fairfield, CT.

Yousman, B. (2013, November). Challenging the media/incarceration complex. National Communication Association Annual Convention, Washington, D.C.

Yousman, B. (2011, November). Text-based faculty and image-based students: Pedagogical challenges and possibilities. National Communication Association Annual Convention, New Orleans, LA.

- Yousman, B. (2010, November). What we talk about when we talk about New York: Urban America and racially coded discourse. National Communication Association Annual Convention, San Francisco, CA.
- Yousman, B. (2009, November). Revisiting Hall's encoding/decoding Model: Inmate responses to television representations of incarceration. National Communication Association Annual Convention, Chicago, IL.
- Yousman, B. (2009, November.) The textual and the visual: When conventional pedagogy collides with unconventional approaches to knowledge. National Communication Association Annual Convention, Chicago, IL.
- Yousman, B. (2008, November). Having it both ways: Race, incarceration, and prime-time drama. National Communication Association Annual Convention, San Diego, CA.
- Yousman, B. (2008, May). Creating communication or shutting it down? Educational documentary films and intellectual control in the classroom. Cultural Studies Association Annual Convention, New York, NY.
- Yousman, B. (2007, October). Race, media and incarceration. American Studies Association Annual Convention, Philadelphia, PA.
- Yousman, B. (2007, October). Visual images, critical pedagogy, and media education. Union for Democratic Communications Annual Convention, Vancouver, British Columbia.
- Yousman, B. (2006, November). Television, incarceration, the power of imagery, and media literacy: Combating misrepresentation through media education. National Communication Association Annual Convention, San Antonio, TX.
- Yousman, B. (2006, November). Connecting with students through their own medium: The use of video to encourage prosocial action. National Communication Association Annual Convention, San Antonio, TX.
- Duran, R. L. and Yousman, B. (2006, November). An assessment of the effectiveness of holistic media literacy education. National Communication Association Annual Convention, San Antonio, TX.
- Yousman, B. and Banks, J. (2006, October). Meeting students where they live: The use of visual images in the college classroom. Action Coalition for Media Education, Bi-annual summit, Burlington, VT.
- Bindig, L. and Yousman, B. (2006, May). It's really no secret: Victoria's Secret and the commodification of sexuality. Union for Democratic Communications, Bi-annual conference, Boca Raton, FL.

- Yousman, B. (2005, November). "But it's just entertainment! Encountering student resistance to critical analysis of media and popular culture. National Communication Association Annual Convention, Boston, MA.
- Yousman, B. (2005, November). The (hidden) rhetoric of race in television news on crime and the penal System. National Communication Association Annual Convention, Boston, MA.
- Yousman, B. (2005, May). New media vs. old media in social movements: Mobilization and dispragement. International Communication Association Annual Convention, New York, NY.
- Yousman, B. (2004, November). Marxism, media studies, and the military-penal-media-industrial complex. National Communication Association Annual Convention, Pre-Conference: Looking Back on Marx, Moving Forward with Marxism, Chicago, IL.
- Yousman, B. (2004, April). The war in Iraq as entertainment: Television news and the commodification of misery. Eastern Communication Association Annual Convention, Political Communication Interest Group, Boston, MA.
- Yousman, B. and Duran, R. L. (2004, March). Toward a measure of media literacy. The New England Media Alliance Conference, Storrs, CT.
- Yousman, B. (2003, November). Inside Oz: Hyperviolence, the commodification of misery, and the engrossing spectacle of terror. National Communication Association Annual Convention, Critical and Cultural Studies Division, Miami, FL.
- Yousman, B. (2003, November). Meta-themes in network television news coverage of incarceration. National Communication Association Annual Convention, American Studies Commission, Miami, FL.
- Yousman, B. (2003, November). Ignoring crisis: How U.S. communication associations have collaborated with mainstream media organizations in ignoring the anti-democratic consequences of the 1996 Telecommunications Act. National Communication Association Annual Convention, Peace and Conflict Communication Commission, Miami, FL.
- Yousman, B. (2003, November). Television, imagination, incarceration. Marxism and the World Stage Conference, Amherst, MA.
- Yousman, B. (2003, November). Women and media literacy. Women and Literacy Conference, Hartford, CT.
- Yousman, B. (2003, October). The hidden rhetoric of race in 20/20's investigation of the Mumia Abul Jamal case. American Studies Association Annual Convention, Hartford, CT.

- Yousman, B. (2003, April). Is there still a 'mass' in mass communication? Eastern Communication Association Annual Convention, Mass Communication Interest Group, Washington, D.C.
- Yousman, B. (2002, November). From Willie Horton to *Oz*: U.S. television and images of the incarcerated. National Communication Association Annual Convention, Mass Communication Division, New Orleans, LA.
- Yousman, B. (2002, October). Encountering student resistance to critical analysis of popular culture. Action Coalition for Media Education Annual Convention, Albuquerque, NM.
- Yousman, B. (2002, August). She's gotta have it, but he already got it: Spike Lee and the residual masquerading as the emergent. Association for Education in Journalism and Mass Communication Annual Convention, Cultural and Critical Studies Division, Miami, FL.
- Yousman, B. (2001, May). Compassion, cruelty, and critical media literacy. International Communication Association Annual Convention, Popular Communication Division, Washington, D.C.
- Yousman, B. (2001, May). Television and the cultivation of opposition to affirmative action. International Communication Association Annual Convention, Mass Communication Division, Washington, D.C.
- Yousman, B. (2001, April). Blackophilia and blackophobia: The dialectics of white supremacy. Top Competitive Paper, Eastern Communication Association Annual Convention, Voices of Diversity Interest Group, Portland, ME.
- Yousman, B. (2001, April). On the coping strategies of ostriches and other media research strategies. Top Competitive Paper, Eastern Communication Association Annual Convention, Mass Communication Interest Group, Portland, ME.
- Yousman, B. (2001, March). Pay no attention to the racists behind the curtain: Interrogating HBO's *Oz*. Borderlands Conference, University of Massachusetts-Amherst, Amherst, MA.
- Yousman, B. (2000, April). Who owns identity? Malcolm X, representation, and the struggle over meaning. Top Competitive Paper, Eastern Communication Association Annual Convention, Voices of Diversity Interest Group, Pittsburgh, PA.
- Yousman, B. (1999, November). What is "the Right Thing" anyway? Opposition and undecidability in media culture. National Communication Association Annual Convention, Critical and Cultural Studies Division, Chicago, IL.
- Jacobs, R. and Yousman, B. (1999, May). Cable television community access viewership: An update. Top Three Competitive Paper, Eastern Communication Association Annual Convention, Mass Communication Interest Group, Charleston, WV.

Yousman, B. (1998, October). Binary opposition and undecidability in Spike Lee's *Do the Right Thing*. Northeast Graduate Students Conference, University of Connecticut. Storrs, CT.

Yousman, B. (1998, March). Blurred boundaries: Mainstream, alternative and oppositional media. A case study of two films by Shelton (Spike) Lee, Jr. Interfaces Conference, University of Massachusetts- Amherst. Amherst, MA.

Yousman, B. (1996, November). The New York Times, capital punishment, and hegemony: A critical analysis. Northeast Graduate Students Conference, Cornell University. Ithaca, NY.

VII. Public Forums and Invited Presentations

Yousman, B. (December, 2011). A tale of two media: Old and new media and the Occupy Wall Street Movement. Eastern Connecticut State University, Willimantic, CT.

Yousman, B. (November, 2011). Visual strategies in the higher education classroom. Teaching Excellence Workshop, Eastern Connecticut State University, Willimantic, CT.

Yousman, B. (October, 2010). Breaking the chains of oppressive masculinity. University of Hartford, West Hartford, CT.

Yousman B. and Bindig, L. (May, 2010). Understanding advertising and public relations. Newington High School, Newington, CT.

Yousman, B. (June, 2008). Understanding advertising. Wolcott Elementary School, West Hartford, CT.

Yousman, B. (March, 2008). Race, representation, and sports. Teleconference with Jacobs University of Germany.

Yousman B. (November, 2007). Why you should care about the media. Watkinson School, West Hartford, CT.

Yousman, B. (June, 2007). War Propaganda and Resistance. West Hartford Citizens for Peace and Justice public forum, West Hartford, CT.

Yousman, B. (April, 2007). Media, Propaganda, and the Israeli-Palestinian Conflict. We Refuse to Be Enemies, Hartford, CT.

Yousman, B. (July, 2006). Understanding critical media literacy. Wheelock College Summer Institute: Media Education in a Violent Society, Boston, MA.

Yousman, B. (May, 2006). Alternative media and the politics of hope. School of Adult and Continuing Education, New York University, New York, NY.

- Yousman, B. (2006, April). Whatever happened to the “fair” in Fair Use? Documentary film and the corporate assault on dissent. Humanities Center Lecture Series, University of Hartford, West Hartford, CT.
- Yousman, B. (2006, April). Media saturation and media manipulation. Public forum at the Springfield, Massachusetts Public Library.
- Yousman, B. (2006, April). The importance of media education. Presentation to the Central Massachusetts Librarian’s Association.
- Yousman, B. (2006, February). Using video in the classroom to promote media literacy. Teaching Workshop, University of Hartford, West Hartford, CT.
- Yousman, B. (2005, October). What is media literacy and why do we so desperately need it? Presentation to the Pioneer Valley Association of Academic Librarians.
- Yousman, B. (2005, March). Global media and local activism: David vs. Goliath. Humanities Center Lecture Series, University of Hartford, West Hartford, CT.
- Yousman, B. (2005, March). Strategizing for critical pedagogy on popular culture. Teaching Workshop, University of Hartford, West Hartford, CT.
- Yousman, B. (2004, March). Male friendship in an age of hypermasculinity, violence, and the “Tough Guise.” Humanities Center Lecture Series, University of Hartford, West Hartford, CT.
- Yousman, B. (2004, March). Understanding television images of incarceration. School of Adult and Continuing Education, New York University, New York, NY.
- Yousman, B. (2003, November). Sexual identities in popular culture and real life. Office of Residential Life, University of Hartford, West Hartford, CT.
- Yousman, B. (2003, October). Why we say we hate television yet keep on watching: Media and addiction. West Hartford Citizens for Peace and Justice, West Hartford, Ct.
- Yousman, B. (2003, October). Media and democracy. West Hartford Citizens for Peace and Justice, West Hartford, CT.

VII. Video

Media Literacy and Composition with Peter Elbow—Video Compiler and Curriculum Consultant (Media Education Foundation, 2008).

Progressive Democrats of America Fund Raising Video—Co-Producer (Progressive Democrats of America, 2006).

Culture, Politics, and Pedagogy: A conversation with Henry Giroux—Co-Producer (Media Education Foundation, 2006).

Grants, Honors, and Awards

First-Year Experience Student Choice Award, UMASS-Amherst, 2011.

Nominated for Distinguished Teaching Award, UMASS-Amherst, 2010.

Excellence in Teaching Honor Roll, Central Connecticut State University, 2008.

Grant co-author, \$10,000 from the Samuel Rubin Foundation for the Media Education Foundation's production of a documentary film based on the book by Michael Klare, *Blood and Oil: The Dangers and Consequences of America's Growing Dependency on Imported Petroleum*, 2006.

Grant co-author, \$25,000 from the Kind World Foundation for the Media Education Foundation's production of a documentary film on the rise of Christian fundamentalism as a political force, 2005.

Recipient, Humanities Center Fellowship for organizing a forum on Media Activism and Globalization, University of Hartford, 2004.

Recipient, Humanities Center Fellowship for a research project and public presentation on Masculinity and Popular Culture, University of Hartford, 2003.

Recipient, Getting Started with Technology: Student Mentor Program Grant from the Faculty Center for Learning Development, University of Hartford, 2003.

Recipient, Dissertation Research Grant from the Department of Communication, University of Massachusetts, Amherst, 2003.

Recipient, Top Competitive Paper Awards from the Eastern Communication Association Annual Convention, 1999, 2000, 2001.

Recipient, University Travel Grant from the University of Massachusetts, Amherst to present work at the International Communication Association Annual Convention, 2000.

Recipient, University Travel Grant from the University of Massachusetts, Amherst to present work at the National Communication Association Annual Convention, 1999.

Nominee, University Fellowship for Doctoral Students, University of Massachusetts, Amherst, 1999.

Recipient, Commendation for Outstanding Teaching, University of Massachusetts, Amherst, Department of Communication, 1999.

Service

I. Professional and Community Service

Board of Directors: Action Coalition for Media Education, 2006 – 2008.

Board of Directors: Women and Film Festival, The New Britain Museum of American Art, 2006.

Interest Group Chair: Mass Communication Interest Group of the Eastern Communication Association, Boston, MA, 2004.

Short Course Instructor: Teaching critical media literacy to undergraduates. Eastern Communication Association, Washington, D.C., 2003.

II. University Service

A. *Eastern Connecticut State University*

Faculty Forum for Accepted Students, 2012.

Honors Textbook Scholarship Committee, 2012.

Open-House for Prospective Students, 2011.

B. *Central Connecticut State University*

Planning Committee for a Conference on Electronic Journalism, 2007.

Development of Film and Media Studies Major Committee, Department of Communication, 2006.

Development of Electronic Journalism Major Committee, Department of Communication, 2006.

Honors Thesis Director:

Byko, G. (2008). Religious, Political, and Social Messages in Peanuts by Charles Schulz. College of Arts and Sciences, Central Connecticut State University.

C. University of Hartford

Curriculum Committee, College of Arts and Sciences, 2003-2004.

Freshman Orientation, College of Arts and Sciences, 2001-2003.

Freshman Dialogue, College of Arts and Sciences, 2001-2003.

Search Committee, School of Communication, 2002-2003.

Committee Chair, development of a new Media Literacy course for the School of Communication, 2001.

Master's Thesis Committee Member:

Smith, J. K. (2002). Counterhegemonic masculinity in hip-hop music: An analysis of The Roots' construction of masculinity in their music and in the media culture. School of Communication, University of Hartford.

Gotterbarn, M. (2004). Using allegories in film to teach high school history. School of Communication, University of Hartford.

Walsh, K. (2004). An analysis of advertising targeting Latino/a consumers. School of Communication, University of Hartford.

References

Dr. Jack Banks, Chair of Cinema Studies and Associate Professor of Communication, University of Hartford.

Dr. Kevin Caragee, Professor of Communication and Journalism, Suffolk University.

Dr. Donald Ellis, Professor of Communication, University of Hartford.

Dr. Henry Giroux, Professor of English and Cultural Studies, McMaster University, Ontario.

Dr. John Hale, Chair of Communication, Eastern Connecticut State University.

Dr. Nina Huntemann, Associate Professor of Communication and Journalism, Suffolk University.

Dr. Sut Jhally, Executive Director of the Media Education Foundation; Professor of Communication, University of Massachusetts, Amherst.

Dr. Lynne Kelly, Chair and Professor of Communication, University of Hartford.

Dr. Justin Lewis, Professor of Journalism, Media, and Cultural Studies, Cardiff University, Wales.

Dr. Michael Morgan, Professor of Communication, University of Massachusetts, Amherst.

Dr. Theresa Toles-Patkin, Professor of Communication, Eastern Connecticut State University.

Dr. Robert Rosenthal, Chair and Professor of Communication and Journalism, Suffolk University.

Dr. Cindy White, Professor, Department of Communication, Central Connecticut State University.