

Michael L. Wayne  
Curriculum vitae

Department of Media and Communication  
Erasmus University Rotterdam  
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**EDUCATION**

- 2015          Ph.D., Sociology, University of Virginia
- 2009          M.A., Sociology, University of Virginia
- 2006          B.A., Sociology, Wesleyan University

**EMPLOYMENT**

- 2018-          Lecturer, Department of Media and Communication, Erasmus University  
Rotterdam
- 2015-2018      Kreitman Post-Doctoral Fellow, Department of Communication Studies,  
Ben-Gurion University of the Negev

**SCHOLARLY WORK**

**Refereed Journal Articles**

- 2018          Netflix, Amazon, and Branded Television Content in Subscription Video On-  
Demand Portals. *Media, Culture & Society*, 40(5): 725-741.
- 2017          Depicting the Racist Past in a “Post-Racial” Age: The White, Male Protagonist in  
*Hell on Wheels* and *The Knick*. *Alphaville: Journal of Film and Screen Media*, 13:  
105-116.
- 2016          Critically Acclaimed and Canceled: FX’s *The Bridge*, Channel as Brand, and the  
Adaptation of Scripted TV Formats. *VIEW: Journal of European Television  
History and Culture*, 5(9): 116-125.

- 2016 Cultural Class Analysis and Audience Reception in American Television's "Third Golden Age." *Interactions: Studies in Communication & Culture*, 7(1): 41-57.
- 2016 Middle-Class Viewers and *Breaking Bad*: Audience and Social Status in the Post-Network Era. *The Projector: A Journal on Film, Media and Culture*, 16(1): 23-38.
- 2016 Post-Network Audiences and Cable Crime Drama. *Northern Lights: Film & Media Studies Yearbook*, 14(1): 141-157.
- 2015 Guilty Pleasures and Cultural Legitimation: Exploring High-Status Reality TV in the Post-Network Era. *Journal of Popular Culture*, 48(5): 990-1009.
- 2015 Scholars as Audiences, Symbolic Boundaries, and Culturally Legitimated Prime-Time Cable Drama. *Global Media Journal: German Edition*, 5(1): 1-16.
- 2014 Ambivalent Anti-Heroes and Racist Rednecks on Basic Cable: Post-Race Ideology and White Masculinities on FX. *Journal of Popular Television*, 2(2): 205-225.
- 2014 Mitigating Colorblind Racism in the Post-Network Era: Class-Inflected Masculinities in *The Shield*, *Sons of Anarchy*, and *Justified*. *The Communication Review*, 17(3): 183-201.
- 2013 Moral Ambiguity, Colorblind Ideology, and the Racist Other in Prime-Time Cable Drama. *Cinephile*, 9(1): 15-19.

### **Book Chapters**

- 2015 Post-Network Era Television, Cultural Hierarchies, and the Sociological Uses of *The Wire* beyond Urban Inequality. *The Wire in the College Classroom: Pedagogical Approaches to the Humanities*, Dillon, K. and Crummey, N. (eds.), McFarland Publishing: 47-60.
- 2014 Appreciating Nietzsche in Episodic Drama: The Highbrow Intertextuality and Middlebrow Reception of *Criminal Minds*. *Critical Reflections on Audience and Narrativity: New Connections, New Perspectives*, Marinescu, V., Branea, S. and Mitu, B. (eds.), Ibidem-Verlag: 49-62.

### **Other Publications**

- In Press Between the Program and the Platform: Thinking about the Future of Transnational TV Branding. *Critical Studies in Television*.
- 2017 Netflix in Israel. *Global Internet TV Consortium*.

- 2017 Wayne, M. and Press, A. Television. *The American Middle Class: An Economic Encyclopedia of Progress and Poverty*, Rycroft, R. (ed.), Greenwood: 989-992.
- 2015 Press, A., Mai, F., Tripodi, F. and Wayne, M. Audiences, Media. *International Encyclopedia of Social and Behavioral Science, 2<sup>nd</sup> Edition, Volume 2*, Wright, J. (ed.), Elsevier: 216-222.

### **Book Reviews**

- 2014 *How to Watch Television*, edited by Ethan Thompson and Jason Mittell. *The Communication Review*, 17(1): 65-68.
- 2013 *Interrogating The Shield*, edited by Nicholas Ray. *The Communication Review*, 16(4): 271-274.
- 2013 *Transmedia Television: New Trends in Network Serial Production*, by M. J. Clarke. *The Communication Review*, 16(3): 185-187.
- 2012 *Legitimizing Television: Media Convergence and Cultural Status*, by Michael Z. Newman and Elana Levine. *The Communication Review*, 15(1): 76-78.
- 2011 *Personal Connections in the Digital Age*, by Nancy K. Baym. *The Communication Review*, 14(2): 149-151.

### **Manuscripts in Preparation**

“Stagnation is the New Growth”: National Legacy Providers and the Expansion of Internet-Based Television Services. *Television & New Media*.

Building an OTT Brand: “Me Too” Marketing and Technological Differentiation in the Israeli Television Market. *Critical Studies in Media Communication*.

Giving the Devil His Due(s): Netflix and Multi-Channel Branding Strategies in Israel. *Cinema Journal*.

### **AWARDS**

- 2017 Top Reviewer Award, International Communication Association, Popular Communication Division
- 2016 Top Faculty Paper Award, International Communication Association, Popular Communication Division

- 2016      Kreitman Foundation Post-Doctoral Fellowship, Ben-Gurion University of the Negev, Kreitman School of Advanced Graduate Studies
- 2015      Society of Fellows Travel Award, University of Virginia, Graduate School of Arts and Sciences
- 2013      Robert J. Huskey Travel Fellowship, University of Virginia, Graduate School of Arts and Sciences
- 2012      FLOW Conference Travel Award, University of Texas at Austin, Department of Radio, Television, and Film
- 2012      Graduate Student Travel Award, International Communication Association, Popular Communication Division
- 2012      Society of Fellows Travel Award, University of Virginia, Graduate School of Arts and Sciences
- 2010      Robert J. Huskey Travel Fellowship, University of Virginia, Graduate School of Arts and Sciences

**CONFERENCE PRESENTATIONS**

- 2018      Netflix and the National Television Industry: Examining Multi-Channel Providers in Israel. Critical Studies in Television Conference, Edge Hill University, Ormskirk, UK, September 5-7.
- 2018      Global SVOD Portals and National Television Industries: A Case Study of Multi-Channel Providers in Israel. European Network for Cinema and Media Studies Conference, Amsterdam, Netherlands, June 27-29.
- 2017      Better Dying than Dead: Netflix, Amazon, and the Future of Branded Television Content. National Communication Association Annual Meetings, Dallas, TX, November 16-19.
- 2017      Watching TV and Embodying Cultural Capital: Class, Status and Audiences in the Post-Network Era. National Communication Association Annual Meetings, Dallas, TX, November 16-19.
- 2017      Netflix, Amazon, and the Future of Branded Television Content in Portal-Based SVOD Ecosystems. TRANS TV Conference, University of Westminster, London, UK, September 13-15.

- 2017 Watching Crime Drama and Embodying Cultural Capital in the Post-Network Era. International Communication Association Annual Meetings, San Diego, CA, May 25-29.
- 2017 Netflix, Amazon, and the Future of Branded Television Content. The Future of Old Media Conference, Tel Aviv University, Israel, April 19-21.
- 2016 Post-Racial Anti-Heroes in Prime-Time Historical Drama. National Communication Association Annual Meetings, Philadelphia, PA, November 10-13.
- 2016 Television's Third Golden Age, Audience Reception Research, and the Paradox of Open Inequality. National Communication Association Pre-Conference: Media and Class in the 21st Century, Philadelphia, PA, November 9.
- 2016 O.J. Docu/Drama to Informative Murder Porn: Cultural Status and True Crime TV. Flow Conference, University of Texas at Austin, Austin, TX, September 15-17.
- 2016 Middle-Class Viewers and Breaking Bad: A Qualitative Examination of Audience and Social Status in the Post-Network Era. International Communication Association Annual Meetings, Fukuoka, Japan, June 9-13.
- 2016 Considering Social Status and Audience Reception in the Post-Network Era: The Case of American Viewers and *Breaking Bad*. Israel Communication Association Annual Conference, Kinneret College, Israel, April 17.
- 2015 Privileged Young-Adults, Middle-Class Distinction, and Audience Reception in Television's Post-Network Era. National Communication Association's Annual Convention, Las Vegas, NV, November 19-22.
- 2015 Depicting the Racist Past in a Postracial Age: Colorblind Ideology and American Historical Drama in the Post-Network Era. National Communication Association's Annual Convention, Las Vegas, NV, November 19-22.
- 2014 Ambivalent Anti-Heroes and Racist Rednecks on Basic Cable: Post-Race Ideology and White Masculinities on FX. National Communication Association's Annual Convention, Chicago, IL, November 20-23.
- 2014 Mitigating Colorblind Racism in the Post-Network Era: Class-Inflected Masculinities in *The Shield*, *Sons of Anarchy*, and *Justified*. National Communication Association's Annual Convention, Chicago, IL, November 20-23.

- 2014 The Racial Ambivalence of Marty and Rust: Post-race Ideology and White Men on HBO. Critiquing Culture: The Cultural Studies Graduate Conference at George Mason University, Fairfax, VA, September 13.
- 2014 Anti-Heroes, White Trash, and Post-Racial Sensibilities in Basic Cable Crime Drama. International Communication Association Annual Meetings, Seattle, WA, May 22-26.
- 2013 Reality TV as Exercise in Emotional Capitalism: Reflexivity and Moral Worth on A&E. Popular Culture Association/American Culture Association National Conference, Chicago, IL, April 16-19.
- 2013 Race, Racism, and Basic Cable Anti-Heroes: Exploring White Masculinities on FX. Alternative Visions in Media Conference, Texas Christian University, Fort Worth, TX, November 8-9.
- 2013 Guilty Pleasures and Cultural Legitimation: Exploring High-Status Reality TV in the Post-Network Era. National Communication Association's Annual Convention, Washington DC, November 21-24.
- 2013 The Middle-Class Self and High Status Reality TV. American Sociological Association's Annual Meetings, New York, NY, August 10-13.
- 2013 Resisting Post-Network Prestige: TV Critics and Middlebrow Reception of HBO Drama. American Sociological Association Pre-Conference: Media Sociology, Institute of Public Knowledge, New York University, New York, NY, August 9.
- 2013 Reception, Resistance, and Legitimation in the Post-Network Era: Reconsidering Critics as Culturally Elite Audiences. Generation(s) of Television Studies Symposium, Grady College of Journalism and Mass Communication, University of Georgia, Athens, GA, April 12.
- 2013 Symbolic Capital and the Emerging Hierarchies of Prime-Time Cable Drama. Popular Culture Association/American Culture Association National Conference, Washington DC, March 27-30.
- 2012 Highbrow Cultural Sensibilities in TV Scholarship. Flow Conference, University of Texas at Austin, Austin, TX, November 2-3.
- 2012 Class-Stratified Masculinities and Moral Ambiguity on FX: The Mitigation of Middle-Class Racism. American Sociological Association's Annual Meetings, Denver, CO, August 17-20.
- 2012 Wayne, M. and Tripodi, F. Highbrow Intertextuality in Prime-Time Network

Drama: An Empirical Analysis of the *Criminal Minds* Audience. American Sociological Association's Annual Meetings, Denver, CO, August 17-20.

- 2012 Post-Network Television, Audience Reception, and Social Class: Some Preliminary Thoughts. International Communication Association's Annual Meetings, Phoenix, AZ, May 24-28.
- 2012 HBO, Quality Television Audiences and Middle-Class Taste Cultures: An Exploratory Empirical Analysis. What is Television? Conference, University of Oregon, Portland, OR, March 1-3.
- 2011 "Harvard during the Week and USC on the Weekends": The Academic Experiences of African-American Male Scholarship-Athletes at an Elite Public University. Eastern Sociological Society's Annual Meetings, Philadelphia, PA, February 24-27.
- 2010 Teams, Race, Inequality, and the Status Quo: Post-Bureaucratic Employment in High- Performance Organizations. Eastern Sociological Society's Annual Meetings, Boston, MA, March 18-21.

## **TEACHING EXPERIENCE**

### **Ben-Gurion University of the Negev**

#### **Instructor of Record, Department of Communication Studies**

Culture Industries in the Age of New Media (Fall 2017)

Media and Cultural Production in the Digital Age (Spring 2017)

Television in the Age of Netflix (Spring 2018)

Television in the Age of New Media (Spring, Fall 2016)

### **University of Virginia**

#### **Instructor of Record, Department of Media Studies**

Introduction to Media Studies (Spring 2015, Spring 2014)

New Media Culture (Fall 2013, Spring 2012)

Theory of New Media (Spring 2013)

Television in the Digital Age (Fall 2011)

Television, New Media, and Society (Fall 2012, Summer 2015)

**Instructor of Record, Department of Sociology**

American Society and Popular Culture (Summer 2014)

Research Methods Workshop (Summer 2011)

**Virginia Commonwealth University**

**Instructor of Record, Department of Sociology**

Mass Media and Society (Fall 2012-Spring 2015)

**PROFESSIONAL MEMBERSHIPS**

2018- European Network for Cinema and Media Studies

2017- Global Internet Television Consortium

2015- Israel Communication Association (ISCA)

2013- National Communication Association (NCA)

2010- International Communication Association (ICA)

**SERVICE**

2017- *Media Sociology* (Peter Lang Publishers), book series editor

2017- *Media, Culture & Society*, reviewer

2017- *Information, Communication and Society*, reviewer

2016- *Feminist Media Studies*, reviewer

2011-2015 *The Communication Review*, managing editor

2009-2011 *The Communication Review*, reviewer