

Michael L. Wayne

Curriculum vitae

Department of Media and Communication
Erasmus University Rotterdam
P.O. Box 1738, 3000 DR Rotterdam
The Netherlands
wayne@eshcc.eur.nl

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

Journal Articles

- In press **Wayne, M.** and Castro Marino, D. SVOD Global Expansion in Cross-National
Comparative Perspective: Netflix in Israel and Spain. *Television and New Media*.
- In press **Wayne, M.** and Uribe Sandoval, A. Netflix Original Series, Constructing Global
Audiences, and Discourses of Streaming Success. *Critical Studies in Television*.
- 2020 **Wayne, M.** Global Portals in National Markets: Branding Netflix in Israel.
Journal of Cinema and Media Studies, 59(3): 149-153.
- 2020 **Wayne, M.** Global Streaming Platforms and National Pay-Television Markets: A
Case Study of Netflix and Multi-Channel Providers in Israel. *The Communication*

- Review*, 23(1): 29-45.
- 2018 **Wayne, M.** Between the Programme and the Platform: Thinking about the Future of Transnational TV Branding. *Critical Studies in Television*, 13(4): 510-514.
- 2018 **Wayne, M.** Netflix, Amazon, and Branded Television Content in Subscription Video On-Demand Portals. *Media, Culture & Society*, 40(5): 725-741.
- 2017 **Wayne, M.** 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 **Wayne, M.** 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 **Wayne, M.** Cultural Class Analysis and Audience Reception in American Television’s “Third Golden Age.” *Interactions: Studies in Communication & Culture*, 7(1): 41-57.
- 2016 **Wayne, M.** 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 **Wayne, M.** Post-Network Audiences and Cable Crime Drama. *Northern Lights: Film & Media Studies Yearbook*, 14(1): 141-157.
- 2015 **Wayne, M.** Guilty Pleasures and Cultural Legitimation: Exploring High-Status Reality TV in the Post-Network Era. *Journal of Popular Culture*, 48(5): 990-1009.
- 2015 **Wayne, M.** Scholars as Audiences, Symbolic Boundaries, and Culturally Legitimated Prime-Time Cable Drama. *Global Media Journal: German Edition*, 5(1): 1-16.
- 2014 **Wayne, M.** 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 **Wayne, M.** 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 **Wayne, M.** Moral Ambiguity, Colorblind Ideology, and the Racist Other in Prime-

Time Cable Drama. *Cinephile*, 9(1): 15-19.

Book Chapters

- 2015 **Wayne, M.** 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 **Wayne, M.** 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

- 2017 **Wayne, M.** 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, 2nd Edition, Volume 2*, Wright, J. (ed.), Elsevier: 216-222.

Book Reviews

- 2020 **Wayne, M.** *Netflix Nations: The Geography of Digital Distribution*, by Ramon Lobato. *Journal of Communication*, in press.
- 2014 **Wayne, M.** *How to Watch Television*, edited by Ethan Thompson and Jason Mittell. *The Communication Review*, 17(1): 65-68.
- 2013 **Wayne, M.** *Interrogating The Shield*, edited by Nicholas Ray. *The Communication Review*, 16(4): 271-274.
- 2013 **Wayne, M.** *Transmedia Television: New Trends in Network Serial Production*, by M. J. Clarke. *The Communication Review*, 16(3): 185-187.
- 2012 **Wayne, M.** *Legitimizing Television: Media Convergence and Cultural Status*, by Michael Z. Newman and Elana Levine. *The Communication Review*, 15(1): 76-78.
- 2011 **Wayne, M.** *Personal Connections in the Digital Age*, by Nancy K. Baym. *The Communication Review*, 14(2): 149-151.

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

- 2020 **Wayne, M.** and Castro Marino, D. Netflix in Israel and Spain: SVOD Internationalization in Cross-National Comparative Perspective. European Communication Research and Education Association (ECREA) Annual Conference, University of Minho, Braga, Portugal, October 2-5.
- 2020 **Wayne, M.** Netflix Original Series, Constructing Global Audiences, and Discourses of Streaming Success. Media Industries Conference, King's College London, London, UK, April 16-18. *cancelled due to COVID-19
- 2020 **Wayne, M.** and Barra, L. (panel organizers). Producing Netflix Original Series:

Connecting the Local and the Global. Media Industries Conference, King's College London, London, UK, April 16-18. *cancelled due to COVID-19

- 2019 **Wayne, M.** Branding Young: Marketing OTTs in the Shadow of Netflix. Biannual Conference of the Television Studies Section of ECREA (European Communication Research and Education Association), University of Groningen, Groningen, Netherlands, October 24-25.
- 2019 **Wayne, M.** Constructing the Racist Past in a Post-Racial Age: Colorblind Audiences and Cinemax's *The Knick*. International Association for Media and Communication Research Annual Conference, Madrid, Spain, July 7-11.
- 2019 **Wayne, M.** and Lobato, R. (panel organizers). International Streaming Services: Addressing Next-Phase Research Challenges. International Communication Association Annual Meetings, Washington D.C., May 24-28.
- 2019 **Wayne, M.** Off-the-Record and Into Print: Making the Most of Industry Interviews in the Age of Netflix. International Communication Association Annual Meetings, Washington D.C., May 24-28.
- 2019 **Wayne, M.** "Stagnation is the New Up": A Case Study of Global SVODs and Multi-Channel Providers in Israel. International Communication Association Annual Meetings, Washington D.C., May 24-28.
- 2019 **Wayne, M.** "Stagnation is the New Up": Netflix Original Series and Multi-Channel Providers in Israel. Society for Cinema & Media Studies Annual Conference, Seattle, WA, March 13-17.
- 2018 **Wayne, M.** 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 **Wayne, M.** 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 **Wayne, M.** Better Dying than Dead: Netflix, Amazon, and the Future of Branded Television Content. National Communication Association Annual Meetings, Dallas, TX, November 16-19.
- 2017 **Wayne, M.** 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 **Wayne, M.** 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 **Wayne, M.** Watching Crime Drama and Embodying Cultural Capital in the Post-Network Era. International Communication Association Annual Meetings, San Diego, CA, May 25-29.
- 2017 **Wayne, M.** Netflix, Amazon, and the Future of Branded Television Content. The Future of Old Media Conference, Tel Aviv University, Israel, April 19-21.
- 2016 **Wayne, M.** Post-Racial Anti-Heroes in Prime-Time Historical Drama. National Communication Association Annual Meetings, Philadelphia, PA, November 10-13.
- 2016 **Wayne, M.** 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 **Wayne, M.** 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 **Wayne, M.** 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 **Wayne, M.** 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 **Wayne, M.** 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 **Wayne, M.** 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 **Wayne, M.** 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 **Wayne, M.** 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 **Wayne, M.** 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 **Wayne, M.** Anti-Heroes, White Trash, and Post-Racial Sensibilities in Basic Cable Crime Drama. International Communication Association Annual Meetings, Seattle, WA, May 22-26.
- 2013 **Wayne, M.** 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 **Wayne, M.** 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 **Wayne, M.** 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 **Wayne, M.** The Middle-Class Self and High Status Reality TV. American Sociological Association's Annual Meetings, New York, NY, August 10-13.
- 2013 **Wayne, M.** 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 **Wayne, M.** 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 **Wayne, M.** 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 **Wayne, M.** Highbrow Cultural Sensibilities in TV Scholarship. Flow Conference, University of Texas at Austin, Austin, TX, November 2-3.

- 2012 **Wayne, M.** 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 **Wayne, M.** Post-Network Television, Audience Reception, and Social Class: Some Preliminary Thoughts. International Communication Association's Annual Meetings, Phoenix, AZ, May 24-28.
- 2012 **Wayne, M.** 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 **Wayne, M.** "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 **Wayne, M.** 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

Erasmus University Rotterdam

Principal Lecturer, Department of Media and Communication

Television and Society (Term 1, 2019-2020)

Television in the Digital Age (Term 3, 2018-2019)

Tutorial Lecturer, Department of Media and Communication

Academic Skills (Term 1, 2018)

Cross-National Comparative Research Workshop (Term 4, 2019)

Media and Communication Theory (Term 1, 2018-2019)

Media Industries and Audiences (Term 2, 2018-2019)

Media Systems in Comparative Perspective (Term 3, 2019-2020)

Methods of Media Research I (Term 1, 2018-2019)

Methods of Media Research II (Term 2, 2018-2019)

Qualitative Methods in Media & Communication (Term 2, 2018-2019)

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- Society for Cinema and Media Studies (SCMS)
- 2018- European Network for Cinema and Media Studies (NECS)
- 2017- Global Internet Television Consortium (GITC)
- 2013- National Communication Association (NCA)
- 2010- International Communication Association (ICA)

SERVICE

- 2019- *New Review of Film and Television Studies*, reviewer
- 2019- *Poetics*, reviewer
- 2018- *Critical Studies in Television*, reviewer
- 2017- *Media, Culture & Society*, reviewer
- 2017- *Information, Communication and Society*, reviewer
- 2016- *Feminist Media Studies*, reviewer
- 2011-2015 *The Communication Review*, managing editor
- 2009- *The Communication Review*, reviewer