

Gina N. Giotta

Curriculum Vitae

California State University, Northridge
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EDUCATION

Ph.D. University of Iowa, Communication Studies
B.A. University of California, Berkeley, Mass Communications

PROFESSIONAL APPOINTMENTS

Professor	Department of Communication Studies California State University, Northridge Fall 2022 – Present
Associate Professor	Department of Communication Studies California State University, Northridge Fall 2017 – Spring 2022
Assistant Professor	Department of Communication Studies California State University, Northridge Fall 2011 – Spring 2017

TEACHING & RESEARCH EXPERTISE

History and Philosophy of Media/Technology; Political Economy of Communication; Critical Food & Animal Studies

PUBLICATIONS

Giotta, Gina. "The Census in Nineteenth Century America," "Department Stores, Remote and Proximate," & "The Airbrush." *Promiscuous Knowledge: Information, Image, and Other Truth Games in History*, Kenneth Cmiel and John Durham Peters, University of Chicago Press, 2020.

Giotta, Gina. "Ways of Seeing...What You Want: Flexible Visuality and Image Politics in the Post-Truth Era." *Fake News: A Reader*, edited by Kembrew McLeod and Melissa Zimdars, MIT Press, 2020, pp. 29-44.

Giotta, Gina. "Mass Society Theory of Media Influence." *The SAGE International Encyclopedia of Mass Media and Society*, edited by Debra Merskin, SAGE, 2019, pp. 1019-1022.

Giotta, Gina. "Technology Development, Influence on Mass Media." *The SAGE International Encyclopedia of Mass Media and Society*, edited by Debra Merskin, SAGE, 2019, pp. 1723-1725.

Giotta, Gina. "Worker Rights and Employer Responsibilities in the Internship Economy." *A Field Guide to Internships: An Interactive Resource for Discovering Your Career*, Sakile Camara, Angela Cooke-Jackson, Randi Picarelli, & Kathy Beasley, Kendall/Hunt, 2018, pp. 25-39; 202-09.

Giotta, Gina. "Teaching Technological Determinism and Social Construction of Technology Using Everyday Objects." *Communication Teacher*, vol. 32, no. 3, 2017, pp. 136-140.

Giotta, Gina. "Sounding Live: An Institutional History of the Television Laugh Track." *Journal of Communication Inquiry*, vol. 41, no. 4, 2017, pp. 331-348.

REFEREED CONFERENCE PAPERS & RESPONSES

Respondent. "Online Rhetorics: Networks, Subjectivities, Provocations, and Magic in the Digital Mediascape." Western States Communication Association, Seattle, WA, February, 2019.

Giotta, Gina. "Ways of Seeing...What You Want: Flexible Visuality and Image Politics in the Post-Truth Era." Western States Communication Association, Seattle, WA, February, 2019.

Respondent. "The Politics of Media: Examining the Relationships Between Partisans and the News." Western States Communication Association, Salt Lake City, UT, February, 2017.

Giotta, Gina. "Dead Labor: Facebook Memorialization and the Work of Mourning." Society for Cinema and Media Studies, Atlanta, GA, March, 2016.

Respondent. "Postfeminist Media Culture: Stagnation, Battles, and Success." Western States Communication Association, San Diego, CA, February, 2016.

Giotta, Gina. "Assent of the Networked: Managing Off-Task Technology Use with Social Contract Theory." Western States Communication Association, San Diego, CA, February, 2016.

Giotta, Gina and Margaret Schwartz. "Author(iz)ing the Gaze: Fashion Blogging, Media Authorship, and the Boyfriend Photographer." National Women's Studies Association, Milwaukee, WI, November, 2015.

Respondent. "Current Trends in Digital Media Research." Western States Communication Association, Spokane, WA, February, 2015.

Giotta, Gina. "Web 2.0, Fashion, and the Rhetoric of Democratization." Western States Communication Association, Spokane, WA, February, 2015.

Giotta, Gina. "The Technological Discount of Television-on-the-Internet." Popular Culture Association, Chicago, IL, April, 2014.

Giotta, Gina. "Dreamless Dream: Revisiting Adorno on TV." Society for Cinema and Media Studies, Seattle, WA, March, 2014.

Giotta, Gina. "Television as Psychoanalysis-in-Reverse: Reconsidering Adorno's Culture Critique." Western States Communication Association, Anaheim, CA, February, 2014. ***Top Four Paper in Media Studies**

Giotta, Gina. "Death Becomes Her: Hillary Clinton, the War Room and the Evidentiary Feminine Gaze." Society for Cinema and Media Studies, Boston, MA, March, 2012.

Giotta, Gina. "Hang 'Em High (Tech): *To Catch A Predator* and the Modern Spectacle of the Damned." Society for Cinema and Media Studies, New Orleans, LA, March, 2010.

Giotta, Gina. "Silencing Sex: Sound Design and *The Girls Next Door*." Society for Cinema and Media Studies, Los Angeles, CA, March, 2010.

Giotta, Gina. "Engaging Technological Determinism and Loving Yourself in the Morning." National Communication Association, San Diego, CA, November, 2008.

Giotta, Gina. "Camouflage as Spectacle." European Science Foundation (ESF) Conference: *Imaging War: Intergenerational Perspectives*, Vadstena, Sweden, September, 2008.

Giotta, Gina. "Laughing Matters: How Television Dramedies Inscribe Liveness Without An Audible Audience." Society for Cinema and Media Studies, Philadelphia, PA, March, 2008.

Giotta, Gina. "The Gentleman, the Rogue and the Airbrush: A Study in Bourgeois Normativity." National Communication Association, Chicago, IL, November, 2007.

Giotta, Gina. "Re-touching the Void: The Airbrush in Photographic History." Society for the History of Technology (SHoT) Symposium: *Technologies, Technologists and Networks: A Symposium on the History of Communication Technologies*, Washington, D.C., October, 2007.

REFEREED CONFERENCE WORKSHOPS & ROUNDTABLES

"The Communication Studies Graduate Program Landscape: A Panel and Roundtable Discussion of Best Practices and Program Challenges." Western States Communication Association, Phoenix, AZ, February, 2023.

"Technologies of Dissent: A Workshop on Organized Resistance in the Digital Age." American Studies Association, Chicago, IL, November, 2017. ***Chair**

"Terminal: The 21st Century Communication Master's Degree." Western States Communication Association, Spokane, WA, February, 2015. ***Chair**

"Principles and Practices of Openness." Society for Cinema and Media Studies, Seattle, WA, March, 2014.

"Scholarly Social Media: Successes, Failures, and Futures." Society for Cinema and Media Studies, Chicago, IL, March, 2013.

"Layers of Localization: Audiovisual Translation and/as Reformatting." Society for Cinema and Media Studies, Philadelphia, PA, March, 2008.

TEACHING EXPERIENCE (* = curriculum developed)

GRADUATE

Core Seminar in Communication Studies
 Core Seminar in Communication Research Methods
 Seminar in Postmodern Theory
 Seminar in Rhetorical Criticism
 Seminar in Communication and Technology
 Seminar in Television, Culture, and Communication
 Seminar in Critical Pedagogy

UNDERGRADUATE

Fundamentals of Public Speaking
 Advanced Public Speaking
 Freedom of Speech
 Communication and Popular Culture

Communication and Food*
 Communication and Gender
 Communication and Technology
 Rhetoric of Science and Technology
 Rhetoric of Women
 Rhetorical Criticism
 Digital Culture*
 Ways of Knowing

GRADUATE THESES SUPERVISED

Chair, Jingjing Zhang (Fall 2022 — Spring 2023)

“Distorted Asian Female Representation in the Marvel Cinematic Universe: Old and New Patterns”

Chair, Lindsay Thompson (Summer 2019 — Spring 2020)

“To Touch or be Touched: Being Articulated through the Haptics of Typing Technologies”
(Recipient, University Outstanding Thesis Award)

Chair, Libby Minarik (Fall 2013 — Summer 2015)

“Examining Television Outside the Box”

Chair, Elisa Frias (Fall 2014 — Spring 2015)

“High-Stakes Stories: American Public Schools’ Crisis Narrative and Diane Ravitch’s *Reign of Error*”

Chair, Steven Gibson (Fall 2013 — Spring 2014)

“Under Color of Authority: Justifying Violence in Television Crime Dramas”

Member, Chelsea Turner (Fall 2015 — Summer 2017)

“The Rhetoric of Repurposing ‘Green’ Signs in Big Oil”

Member, Xuejing Yao (Spring 2015 — Spring 2017)

“Content Analysis of Gamer Identity and Channel Popularity on Youtube”

Member, Josette Pellicano (Spring 2016 — Spring 2017)

“Digital Natives’ Cyber Narratives: Selfies as Curated Performances of Visual Personal Narrative”

Member, Julie Strom (Spring 2016 — Fall 2016)

“Empathy and the Imaginary Other”

Member, Alex Howard (Fall 2013 — Spring 2014)

“Disorderly Masculinity: Dominance, Slackerism, and Camaraderie in ‘Surprise’”

SELECTED AWARDS & GRANTS

Polished Apple Award California State University, Northridge	2021
Research, Scholarly, and Creative Activity Award Mike Curb College, California State University, Northridge	2015
Exceptional Service to Students Award California State University, Northridge	2015
Top Four Paper Media Studies Interest Group, Western States Communication Association	2014

Ballard-Seashore Dissertation Fellowship Graduate College, University of Iowa	2009 — 2010
Ramona Tomlin Mattson Award Department of Communication Studies, University of Iowa	2008
Intensive Language Course Grant, Germany German Academic Exchange Service (DAAD)	2007
Stanley Graduate Grant for International Research, Germany International Programs, University of Iowa	2007

SELECTED SERVICE

Field

External Tenure Review, Merrimack College [date omitted for anonymity]
Member, Society for Cinema and Media Studies Technology Committee (SCMS), 2012 – 2015
Ad-Hoc Reviewer, *International Journal of Communication; Text and Performance Quarterly; Journal of Communication Inquiry; Culture, Theory, and Critique*; Oxford University Press
Ad-Hoc Reviewer, Western States Communication Association Annual Conference (WSCA), International Communication Association Annual Conference (ICA)

California State University, Northridge

University

Member, Extraordinary Service Award Selection Committee, 2021
Member, Faculty Senate, 2018 – 2020
Member, Probationary Faculty Grant Review Committee, 2017 – 2020
Member, Graduate Studies Curriculum Review Committee, 2015 – 2016
Organizer, “Hip Hop and Social Justice” University Public Lecture by Boots Riley, 2012

College

Member, Research Fellow Review Committee, 2021
Member, First Generation Student Retention Committee, 2018 – 2019
Member, College Curriculum Review Committee, 2013 – 2015

Department

Director, Basic Course, 2018 – 2021
Director, Undergraduate Curriculum Revision, 2017 – 2019
Chair, Awards Committee, 2016 – 2018

University of Iowa

Member, Board of Directors, KRUI 89.7 FM, 2005 – 2009
Free-Form Programmer, KRUI 89.7 FM, 2007 – 2009
Steward/Organizer, Committee to Organize Graduate Students, 2005 – 2008

University of California, Berkeley

Sound Engineer and Free-Form Programmer, KALX 90.7 FM, 2001 – 2004