

# CHRISTOPHER • BOULTON

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*This CV includes [hyperlinks](#) to full text PDFs, websites, and video content available online.  
When relevant, the current number of downloads are noted [in brackets].*

## EDUCATION

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**Ph.D.            Communication: UMass Amherst (expected Spring 2012)**

*Dissertation:* Rebranding Diversity:  
Color-Blind Racism in the United States' Advertising Industry

*Committee:* Emily West (Chair), Sut Jhally, Julie Hemment  
(Anthropology), and Enobong Branch (Sociology)

*Interest Areas:* Advertising & Consumer Culture, Media Literacy,  
Film & Radio Production, Fair Use, Qualitative Research Methods

**M.A.            Communication: UMass Amherst (2007)**

*Thesis:* Trophy Children Don't Smile: Fashion Advertisements for  
Designer Children's Clothing in Cookie Magazine [5,336]

**B.A.            History: Macalester College, St. Paul, MN (1996)**

## PUBLICATIONS

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### Peer-Reviewed Journal Articles

- Boulton, C. (2009). [The Mother's Gaze and the Model Child](#): Reading Print Ads for Designer Children's Clothing. *Advertising & Society Review*, 10 (3): 1-28. [1,306]
- Boulton, C. (2009). [Porn & Me\(n\)](#): Sexual Morality, Objectification, and Religion. *The Communication Review*, 11 (3): 247-273. [791]
- Boulton, C. (2007). [Don't Smile for the Camera](#): Black Power, Para-proxemics and Prolepsis. *International Journal of Communication*, 1 (1): 758-788. [570]
- Boulton, C., & Scharrer, E. (2006). [Shifting Currents in Media Awareness](#). *Academic Exchange Quarterly*, 10 (3): 154-159. [62]

## Book Chapters

Boulton, C. (In press). The Ghosts of Mad Men. In *The Routledge Companion to Advertising and Promotional Culture*, (Eds. Matthew McAllister and Emily West).

## Reviews

Boulton, C. (2009). [Code of Best Practices](#) in Fair Use for Media Literacy Education. *Journal of Media Literacy Education*, 1 (1): 81-82.

Boulton, C. (Sept-Oct, 2009). Consuming Kids; Capitalism Hits the Fan; The Price of Pleasure. *Afterimage*, 37 (2): 61, 62, 63-64.

Boulton, C. (2009). [Whopper Virgins](#): Nanook Revisited?. In *Media Res*.

Boulton, C. (2008). [Fair Game](#): Adventures in Fair Use and Copyright. *Open Students*.

Boulton, C. (2007). [Porn Nation](#): Come Hither and Repent. In *Media Res*.

## TEACHING

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### Instructor of Record

Writing as Communication, UMass, 20 students (2009-10)

Issues in Advertising, Westfield State College, 30 students (2008)

Social Impact of Mass Media, UMass, 10 students (2008)

Producción (Film Production), Cuenca University, Ecuador, 20 students (2000)

Dirección de Cine (Film Directing), [Cuenca University](#), 20 students (1999)

Montaje de Cine (Film Editing), Cuenca University, 20 students (1999)

English Grammar and Conversation for [WorldTeach](#), Ecuador, 30 students (1998)

### Teaching Assistant, UMass Amherst

History of Film I, 50 students for Shawn Shimpach (2011)

[Advertising as Social Communication](#), 800 students for Sut Jhally (2007-09)

Advertising and PR as Social Control, 450 students for Sut Jhally (2007-09)

History of Film, two 25 student discussion sections for Carolyn Anderson (2006)

[Program Processes in TV](#), 12 student video lab for David Maxcy (2004-05)

### Other Teaching

Prepare for Success Workshops, Educational Housing Services, NY, NY (2010)

*Professional Prose*: Master the active voice and clean up the clutter.

*Writing for TV*: How the billboard, hook, and tease keep viewers tuned in.

*Producing for TV*: What it takes to make a pilot for Discovery Channel.

*Indy Filmmaking 101*: Organizing a crew to wrap on time and under budget.

*Inside Mister Rogers' Neighborhood*: Behind the scenes at the popular PBS show.

Power Up for College Success, 3-day intensive for first year students (2007-2010)

Mazemakers Summer Camp Digital Media Arts Director, Wellesley, MA (2004-05)

Television Production, [San Francisco University](#) in Quito, Ecuador (2000)

Macalester Media Services Video Production Trainer, St. Paul, MN (1993-96)

## HONORS

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### Grants & Awards

*Graduate School Fellowship*: University of Massachusetts Amherst (2010-11)  
*ICA Fair Use Pre-Conference Grant*: The Ford and Macarthur Foundations (2009)  
*Author Rights Grant*: Scholarly Publishing and Academic Resources Coalition (2009)  
*Travel Grant*: UMass Amherst Department of Communication (2009)  
*Digital Storytelling Travel Grant*: ICA Popular Communication Division (2007)  
*NCA Membership Prize*: UMass Amherst Department of Communication (2006)  
*Teaching Commendation*: UMass Amherst Department of Communication (2006)  
*Community Outreach Grant*: Pittsburgh Filmmakers (1998)  
*Richard Sandeen Award for Creative Historical Inquiry*: Macalester College (1996)

### Certificates

MIT and Sony Pictures Video Game Design Workshop, Cambridge, MA (2005)  
 Pittsburgh Filmmakers Avid Editing Course, Pittsburgh, PA (1996-97)  
 WorldTeach Certificate in Teaching English as a Foreign Language, Ecuador (1998)

### Technical Skills

SPARK, online course management software (Blackboard Learning System)  
 QSR NVivo 9, qualitative data analysis computer software package  
 Apple Final Cut Pro 7, non-linear video editing software  
 Adobe Dreamweaver CS4, web development application  
 GarageBand, non-linear audio editing software  
 Professional working proficiency in Spanish

## SELECTED PRODUCTIONS

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### In Production

*Fathers, Sons & Holy Spirit*: A Documentary About Men and Moral Values  
*The Girlworld Project*: Empowering Nepali Girls Through Education

### Television (Writer/Producer)

Discovery: *nD-Structible*, *Science Smack-down!* and *Extreme Funerals* (2002-03)  
 Court TV: *I, Detective*, non-fiction interactive crime series (2002-03)  
 Travel Channel: *Top Ten & World's Best*, international travel series (2001-03)  
 Mister Rogers' Neighborhood, production assistant for 3 seasons (1996-98)

### Independent (Writer/Producer)

MEF: *Not Just a Game: Power, Politics, and American Sports*, featuring Dave Zirin (2010)  
 Screenings: Austin, Frankfurt, Havana, London, New York and Toronto  
 Global Business Network: *Back to the Future*, satire of the new economy (2000)  
 Western Pennsylvania Writing Project: *Young Writers' Institute*, fundraising film (1998)  
 Creamy Green Pictures: *Second Story Man*, 16mm for KTCA Public Television (1996)  
 Blandin Foundation: *A North Shore Portrait*, Minnesota Historical Society (1994)

## SELECTED PRESENTATIONS

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### Advertising & Consumer Culture

*Take My Survey! How Junior Ad Executives Use Facebook to Exploit Their Friends*, Critical and Cultural Studies Division, “Voices for Sale: Monetizing Social Media” at NCA: New Orleans, LA (2011)

[\*The Mother's Gaze\*](#), Introduction to Media and Culture Undergraduate Class: UMass Amherst (2009) [280 views]

[\*Trophy Children Don't Smile\*](#), Visual Communication Division, “Everyday Visuals: Children and Family as Visual Focus” at ICA: San Francisco, CA (2007) [1,248 views]

*Decoding Cute*, Association for Research in Popular Fictions Conference on Perspectives on Childhood in Illustration and Imagery: Liverpool, UK (2005)

### Media Literacy

*Preaching to the Choir and Other Perils of Media Literacy Activism*, Media Literacy Graduate Seminar: UMass Amherst (2011)

*Grad Caucus*, Caucus Development Panel, National Association for Media Literacy Education (NAMLE) Biannual Conference: St. Louis, MO (2007)

*The Soft Sell: How Ads Persuade Us*, The ABC's of Media Literacy at Farmington River Regional Elementary School: Otis, MA (2006)

*Framing Media: Taking Media Awareness Beyond the Sermon*, Elementary and Secondary Education Section Papers at NCA: Boston, MA (2005)

### Documentary/Film

*Not Just a Game: Power, Politics & American Sports*, Documentary Screening and Q&A, National Conference for Media Reform (NCMR): Boston, MA (2011)

*Documenting Dave Zirin*, Critical & Cultural Studies Division, “Roundtable on Engaged Writing, on Sport, Media and Culture” at NCA: San Francisco, CA (2010)

*Documentary/Democracy Workshop*, Visible Evidence XII International Conference on Critical Documentary Studies at Concordia University: Montreal, CA (2005)

[\*Mythological Structure in The Lord of the Rings\*](#), Program Processes in TV: UMass Amherst, MA (2004) [2049 views] [[Spanish Translation](#), 4060 views]

## SERVICE

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### Department

Departmental Committee for Alumni Outreach Chair (2008-2009)  
 Departmental Committee for Community, Diversity, and Social Justice Member (2008)  
 Career Night for Communication Majors Panelist, UMass Amherst, MA (2006, 08)  
 Graduate Employee Organization Departmental Steward (2005)

### Discipline

International Communication Association (ICA) Popular Communication Division  
 Panel Chair for “Media Spaces, Media Times: Landscape, Memory, Narrative” (2011)  
 National Communication Association (NCA) Mass Communication Division Panel  
 Chair for “Voices from the Field: Sports Narratives, Identity, and Culture” (2011)  
 NCA Critical and Cultural Studies Division Paper Reviewer (2011)  
 ICA Visual Communication and Popular Communication Divisions Paper Reviewer  
 (2010-2011)  
 ICA Committee on Fair Use and Academic Freedom Co-Chair (2008-2010)
 

- [Asserting Fair Use Rights in Communication](#): ICA pre-conference sponsored by Communication and Technology; Communication Law and Policy; Philosophy of Communication; Political Communication; Popular Communication; and Visual Communication Studies.
- [Clipping Our Own Wings](#): Copyright & Creativity in Communication Research
- [Code of Best Practices](#): Fair Use for Scholarly Research in Communication

 National Association for Media Literacy Education [Grad Student Caucus](#)  
 Co-Founder and Webmaster (2005-2011)  
 Taylor & Francis [Author Rights Agreement](#) lead author organizer (2008)  
 Early Advocate of [ScholarWorks@UMass Amherst](#) and updating graduate school  
 guidelines for the digital age, UMass Amherst (2006-2007)

### Community

Amherst Survival Center Food Pantry Volunteer, Amherst, MA (2008-2011)  
 Mercy House Community Outreach Coordinator, Amherst, MA (2009-2010)  
 Summer Institute for the Gifted Swim Coach (small stipend), Amherst, MA (2008)  
 Academic Summer Associates Soccer Coach (small stipend), Amherst, MA (2008)

## OTHER EXPERIENCE

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### Advising

Social & Behavioral Sciences Global Education Advisor, UMass Amherst (2010-)  
[Student Success Conference](#) Program Committee, UMass Amherst (2011)  
 Museum Exhibit Consultant for *Offspring*, Boston University Art Gallery, MA (2006)  
 Expocine National Film Forum Festival Advisor, Cuenca, Ecuador (1999-2000)