Scott M. Walus

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Education

Ph. D., December 2012 — Communication, University of Missouri, Columbia.
Primary Area: Media Studies/Mass Communication
Secondary Area: Political Communication

Dissertation: "The Mediated Myth of Rock and Roll"

Advisor: Dr. Melissa A. Click

M.S., May 2007 — Communication, Illinois State University.
Primary Areas: Media Studies/Mass Communication, Political Communication, Public Relations

Thesis: "Semper Lo-Fi: A Semiotically-Informed Exploration of the First Wave of Garage Rock's Langue."

Advisor: Dr. Phillip J. Chidester

B.S., May 2004 — Major: Mass Communication. Illinois State University.
Minor: History

Academic Experience

Assistant Professor, Eastern Illinois University **(2011-present)**

Undergraduate Courses Taught

CMN 2030: Applied Communication (Summer 2013)
Production-focused class on the theories and practice of visual communication.

CMN 2520: Introduction to Mass Communication. (Fall 2011 to Spring 2014)
Large lecture examines the political economy, history, manners of reading, and the personal/cultural impact of various media sources.

CMN 2575: Field Production (Fall 2011, Spring 2012)
On-location,all-inclusive video production combining theory and practical considerations. Projects include a commercial/PSA, a music video, and a reality TV pilot.

CMN 3500: Electronic Media Production (Spring 2012)
Revised as New Media Practices (Spring 2013, Spring 2014)
A cross-platform media production class geared toward Public Relations majors focusing on the the process of creating digital narratives, audio, photographs, videos, and various new media.

CMN 3920: Public Relations and Society (Fall 2012, Spring 2014)

Examination of the role of Public Relations in American culture. Project and portfolio-based course where students applied a wide array of theories to a single organization's PR pieces throughout a semester.

CMN 4030: The Mediated Myths of Pop Music (Summer 2012)

Examination of the cultural texts that construct societal understandings of music as well as the subcultural study of musicians in various genres.

CMN 4750: Contemporary Approaches in Mass Communication (Fall 2012)

Theory-driven course on conducting media studies analyses with focuses on producer studies, textual analysis, and audience studies. Included foundational readings of theories and perspectives and resulted in a full research paper.

CMN 4770: Television Criticism (Fall 2013)

Theory-driven course focusing on examining television as content and environment. Students examine a single text applying a mixture of semiotics, representation, narrative, verisimilitude, and other concepts for micro analyses and a final full research paper.

Honors Theses Advised

Grube, J. (2013). Battle of the Brands: Producing Medium-Specific Video Promotion of Music Commodity Signs for the New Media Epoch.

Graduate Courses Taught

CMN 5610: Media Criticism (Fall 2013)

Theory-driven course on the theoretical foundations of media studies. Focus on producer studies, textual analysis, and audience studies. Included foundational readings of theories and perspectives. Included a full research paper about a single text.

Masters Theses Advised

Mattson, J. K. (2013). Video game cultivation: Sowing the seeds of consumer behavior.

Janowski, M. J. (2013). Those who slay together, stay together: A thematic analysis of concert fan narrative and the I-57 youth punk music scene.

Graduate Teaching Assistant, University of Missouri (2007-2011)

Independent Instructor:

COMM 4618: Television Criticism. (Spring 2010)

Course examined multiple theoretical lenses of applied television criticism.

COMM 3395: Television Field Production (Fall 2009, Spring 2010, Fall 2010, Spring 2011)

Course incorporated pre-production, production, and post-production audio/visual elements and combined both theory and project-based learning.

COMM 3310: Message Design and Writing for the Media. (Summer 2009)

Course was project-based and included print news stories (with AP style), a press pack, visual layout, radio news, and television news, commercials, and a script.

COMM 1200: Introduction to Speech Communication. (Fall 2007, Summer 2008, Fall 2010, Spring 2011)

Teaching Assistant:
COMM 3100: Controversies in Communication. (Spring 2008, Fall 2008).
Writing-intensive course. Assistant to Dr. Mitchell S. McKinney and Dr. Jon A. Hess in large lecture and instructed lab sections. Delivered a guest lecture each semester.
COMM 2100: Media in Society (Fall 2009).
Assistant to Dr. Michael J. Porter in large lecture and instructed lab sections.

Graduate Teaching Assistant, Illinois State University (2005-2007)

Independent Instructor:
COMM 110: Communication as Critical Inquiry. (Fall 2005, Spring 2006).

Teaching Assistant:
COMM 161: Media Writing and Presentation. (Fall 2006, Spring 2007).
Assistant to Dr. John P. McHale in large lecture and instructed lab sections.

Scholarship

Publications

Aubrey, J.S., Walus, S. M., & Click, M.A. (2010). Twilight and the Production of the 21st Century Teen Idol. In M. A. Click, J. S. Aubrey, & E. Behm-Morawitz (eds.). *Bitten by Twilight: Youth Culture, Media, & the Vampire Franchise*. New York: Peter Lang.

Research in Progress

Walus, S. M. & Click, M. A. (2014). "I Can't Think of a More Unlikely Rock Star Than Me": Representations of "Averageness" in the Myth of Rock and Roll. Currently under review at *Communication, Culture, and Critique.*

Walus, S. M. & Jacobs, A. (2014). Creation of Space and Place in *The Office*: An Examination of Humor as a Mechanism for Creating Space, Resistance, and Incorporation. Currently under review at *Popular Communication.*

Walus, S. M. (2014). *1000 Ways to Die*: Televisual Representations that Vilify the Deceased for the Grotesque Spectacle of Their Demise. Under revision for resubmission after comments from *Critical Studies in Media Communication.*

Furstenau, N. E. & Walus, S. M. (2014). The Spectacle of Rock and Roll Hybridity in Southeast Asia: An Ethnographic Study of Rock and Roll-ness in Thailand. Currently under revision.

Walus, S. M., & Mattson, J. (2013). The New Pirate TV: Examining the Online Narrowcasting 2.0 of Justin.TV in the New Media Environment. Under revision for re-submission after comments from *Television and New Media.*

Conference Presentations

Walus, S. M. (2014). The Gendered Rise and Fall: Negotiating Gender in the Myth of Rock and Roll Success. Accepted for presentation at the 2014 Console-ing Passions conference in Columbia, MO.

Walus, S. M., & Click, M. A. (2014). “I Can't Think of a More Unlikely Rock Star Than Me”: Representations of “Averageness” in the Myth of Rock and Roll. Accepted for presentation at the 2014 Central States Communication Association conference in Minneapolis, MN. **Top papers panel for Media Studies Interest Group.**

Walus, S. M. & Jacobs, A. (2014). Creation of Space and Place in *The Office*: An examination of Humor as a Mechanism for Creating Space, Resistance, and Incorporation. Accepted for presentation at the 2014 Central States Communication Association conference in Minneapolis, MN.

Walus, S. M. (2014). Elevating Course Communication & Content: Traditional, Online, & Hybrid Use of Course Management Software. Panel accepted for presentation at the 2014 Central States Communication Association conference in Minneapolis, MN.

Walus, S. M., & Mattson, J. (2013). The New Pirate TV: Examining the Online Narrowcasting 2.0 of Justin.TV in the New Media Environment. Presented at the 2013 Central States Communication Association meeting in Kansas City, MO.

Furstenau, N. E., & Walus, S. M. (2013). The Spectacle of Rock and Roll Hybridity in Southeast Asia: An Ethnographic Study of Rock and Roll-ness in Thailand. Presented at the 2013 Central States Communication Association meeting in Kansas City, MO.

Walus, S. M., & McDonald, J. (2013). Tracing media ownership and synergy. GIFT presented at the 2013 Central States Communication Association meeting in Kansas City, MO.

Walus, S. M. (2013). Slacktivism: The Conflation of Clicking with Action in Social Media. Presentation at the 2013 Central States Communication Association meeting in Kansas City, MO.

Walus, S. M. (2012, April). Tune in, Fuzz out: The Sonority of the First Wave of Garage Punk and Its Enduring Rejection of Mainstream Commodification. Paper presented at the Popular Culture Association meeting in Boston, MA.

Walus, S.M. (2012, March). “Wait a Minute Mr. Postman: Popular Mediated Culture's Changing Articulations of the Postal Carrier and Purpose of the USPS. Paper presented at the Central States Communication Association meeting in Cleveland, OH.

Walus, S. M. (2012, March). 1000 Ways to Die: Vilifying the Deceased in order to Enjoy the Grotesque Spectacle of their Demise. Paper presented at the Central States Communication Association meeting in Cleveland, OH.

Walus, S. M. (2012, March). Connecting the Stages of Video Production. GIFT presented at the Central States Communication Association meeting in Cleveland, OH.

Walus, S. M. (2010, November). When citizens attack: Toward an understanding of the myths and codes deployed by a U.S. president during heckling. Paper presented at the National Communication Association meeting in San Francisco, CA.

Walus, S. M. (2010, November). A Cross-Cultural Comparison of the Relationship between a Salesperson and a Receptionist on the American and British Versions of *The Office* Paper presented at the National Communication Association meeting in San Francisco, CA.

Delbert, J., Kristiansen, L., & Walus, S. M. (2010, November). Punk as ideograph: Examining through NOFX's Backstage Passport and various 'focus forum' audience decodings. Paper presented at the National Communication Association meeting in San Francisco, CA.

Walus, S. M. (2010, May). President Obama's Rhetorical Transformation of the Health Insurance Industry into an Anti-American Big Government Bureaucracy. Presented at the Rhetoric Society of America meeting in Minneapolis, MN.

Walus, S.M. (2010, April). 8-Bit Patriarchy: A Trend Content Analysis of Female Presence in Three Decades of Video Games. Presented at the Central States Communication Association meeting in Cincinnati, OH.

Walus, S.M. (2010, April). Drawing first blood: An encoding/decoding approach to celebrity construction and articulation as found in twilight coverage on TMZ. Presented at the Central States Communication Association meeting in Cincinnati, OH.

Walus, S. M. (2010, April). Cult-Aural Capital: Exploring the Sign of the Electric Guitar Through Bourdieu's Cultural Capital. Presented at the Central States Communication Association meeting in Cincinnati, OH. **Top papers panel in Graduate Student Caucus.**

Smith, S., & Walus, S. M. (2009, April). Order in the Syndicourt!: A Mixed Methods Rhetorical Examination of Gender, Race, and Relationships in the Television Courtroom. Presented at the Cultural Studies Association in Kansas City, MO.

Walus, S. M. (2009, April). Getting "Real:" Audience Reactions to the Levels of Simulacra Presented by Different Presidential Debate Formats 1996-2004. Presented at the Central States Communication Association meeting in St. Louis, MO. **Top papers panel in Political Communication/J. Jeffery Auer Award Winner for top graduate student paper.**

Walus, S. M. (2009, April). "It's Like I'm Playing an Old Friend:" A Grounded Theory of the Attachment of Meaning to Electric Guitar. Presented at the Central States Communication Association meeting in St. Louis, MO.

Walus, S. M. (2008, October). Nominating the Ideology of Mass Corporatization as Progress as Portrayed on *The Office*. Presented at the Midwest Popular Culture Association meeting in Cincinnati, OH.

Walus, S. M. (2007, November). Spin Control: A Qualitative Uses and Gratifications Exploration of the Contemporary Vinyl Niche and the Compact Disc Functional Alternative. Presented at the National Communication Association meeting in Chicago, IL.

Hunt, S., Poggi, S. T., Walus, S. M., Strong, C., Wilkinson, M. L., & Smith, T. (2006, November). Communication and Information Literacy: Assessing Information Literacy Instruction in the Basic Communication Course Presented at the National Communication Association meeting in San Antonio, TX. **Top Competitive Paper in the Basic Course Division .**

Honors and Awards

The Frank & Lila Gilman Memorial Fellowship Award for intellectual curiosity in the field of rhetorical studies in the Department of Communication at The University of Missouri. (May 2009)

J. Jeffrey Auer Award from the Political Communication Interest Group of Central States Communication Association for top graduate student paper. (April 2009)

ICOM (Intercollegiate Communication Organization) recognition for outstanding performance as a teaching assistant in the Department of Communication at The University of Missouri. (April 2008)

Recognition by the American Democracy Project at Illinois State University's Civic Engagement Celebration for inserting civic engagement into the classroom. (April 2006)

Service

Vice-President of the Media Studies Interest Group at Central States Communication Association. (2013- present). Formerly secretary and will become president in April 2014.

Advisor for the Alternative Television and Film Club at EIU, a registered student organization that provides the space for production students to collaborate in production. Club has a screening every semester in Charleston community. (2012- present)

Communication Day Coordinator (2013-present) Responsible for organizing annual Communication Day event.

Department of Communication Studies Colloquium Coordinator (2013-present) Responsible for lining up departmental speakers and presentations.

Eastern Illinois University Financial Aid/Grants Committee (2013-present)

Eastern Illinois Campus Recreation Board (2012-present)

Brand consultant for Top of the Roc and Free Music Friday (2013-present) Responsibilities include connecting EIU Communication Studies interns to the venue to extend media relations, promotional, graphic design, and live audio engineering skills. Responsible for social media outlets and supervising promotional efforts for monthly music events.

Undergraduate Curriculum Committee at Eastern Illinois University. Reviewed and revised departmental course proposals. Member (2011-2012) and Chair (2012-2013).

Coordinated and facilitated the Media Speed Dating event as part of Communication Day at EIU. (2012-present)

Member of the Departmental Executive Committee at Eastern Illinois University. Responsible for acting as the chair's cabinet in guiding decisions in department. (2012-2013)

Member of Department TSA/GIA committee at EIU. Responsible for allocating funds to students to promote various academic activities. (2012-2013).

Brand consultant to Friends & Co. music venue in Charleston, IL. Responsible for communicating revised brand identity through multiple platforms. Responsible for supervising university interns. (2012-2013)

Advisor for CE News, a registered student organization that focuses on college entertainment news at Eastern Illinois University. (2012-2013)

Member of the Scholarship and Awards Committee at EIU. (2012)

Mass Communication position search committee at Eastern Illinois University. (2012)

Judge at Balasi Persuasive Speaking Competition. (2011-2012)

Judge at Smith Merritt Persuasive Speaking Competition. (2012)

Paper Reviewer for Graduate Student Caucus (CSCA 2008, 2009, 2010, NCA 2008) and Media Studies Interest Group (2011-present)

Department of Communication representative in the Graduate Student Association at the University of Missouri. Informed fellow colleagues of graduate issues. Voted on and debated policy. (2008-2009)

Staff member of the interdisciplinary Body Project Conference run through GSA responsible for helping organize the conference. (2008)

Professional Associations

National Communication Association

Central States Communication Association

Related Work Experience

Cavetone Records, Columbia, MO (March 2008 - present)

Founder and leader of non-profit, all-vinyl record label as featured in national press with artists around the Midwest. Current responsibilities include branding, public relations/media relations, media oversight and production, graphic design including www.cavetone.com, audio.

Cavetone Analog Recording Studios Recording Engineer, Columbia, MO (July 2004-present)

Responsibilities include working knowledge of all elements of both analog and digital recording including microphones, acoustics, frequencies, maintenance/troubleshooting, processing (both outboard and in the box). Credits include multiple vinyl records and various digital releases.

Lancaster Amplification, Peoria, IL (August 2007-June 2013)

This is a niche tube amplifier company. Responsibilities included web building and maintenance (lancasteramplification.com), product development and branding, designing ads and webspace in Adobe CS, capturing sound clips, and generating copy for products.

Imagemaker Video Productions, Normal, IL (May 2004-August 2005)

Video production and editing on both linear and non-linear systems, all audio and visual media transfers, branding and graphic design. Developed proficiency in Adobe Photoshop, Sony Vegas, Adobe Audition, and Video Toaster.

Graphic Design Lab Assistant at Illinois State University (September 2002-May 2004)

Responsibilities included assisting students with projects in Adobe Photoshop, Quark Xpress, Dreamweaver and with general printing.

Journalist at *The Daily Vidette* at Illinois State University (August 2000-September 2001)

Wrote primarily features, soft news, and CD reviews in addition to a column on classic albums.

References

David Gracon, Ph.D
Assistant Professor at Eastern Illinois University
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Mark Borzi, Ph.D.
Professor and former departmental chair at Eastern Illinois University
mgborzi@eiu.edu

Angie Jacobs, Ph.D.
Assistant Professor at Eastern Illinois University
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Olaf Hoerschelmann, Ph.D
Director of the School of Mass Communication at University of Arkansas at Little Rock
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Melissa Click, Ph.D.
Assistant Professor at the University of Missouri
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Michael Porter, Ph.D.,
Associate Professor and departmental chair at the University of Missouri
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