

**MediaTed.**

**The Media Education Foundation**

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To:

George Gerbner

Annenberg

From:

SUT JFALBY

This is 1 of \_\_\_\_\_ pages. Date: \_\_\_\_\_

Message:

Ad for job plus my vita. Thanks.

SUT

June 1994

**SUT JHALLY**

**CURRICULUM VITAE**

**PERSONAL DATA:**

**Date of Birth:** 29 May 1955

**Citizenship:** British  
Permanent Resident U.S.A.

**Address:** Dept. of Communication  
University of Massachusetts  
Machmer Hall  
Amherst, MA 01002

**Telephone:** Office (413) 545 4609  
Home (413) 584 4269

**EDUCATION:**

**B.A. (Hons.)** History/Sociology  
University of York,  
England, 1977.

**M.A.** Sociology  
University of York,  
England, 1978

**M.A.** Sociology  
University of Victoria,  
Canada, 1980.

**Ph.D.** Communication  
Simon Fraser University,  
Canada, 1984.

**POSITIONS HELD:**

Sept 1984 - August 1985	Assistant Professor Dept. of Theatre and Communication University of New Hampshire
Sept 1985 - Present	Assistant/Associate Professor/Professor Dept. of Communication University of Massachusetts at Amherst
Jan 1990 - August 1990	Visiting Associate Professor Department of Communication Simon Fraser University
June 1991 - Present	Founder and Executive Director <i>Mediated, the Media Education Foundation</i> Northampton, Massachusetts

**PUBLICATIONS: BOOKS (Authored)**

*Social Communication in Advertising: Persons Products and Images of Well-Being* (with William Leiss and Stephen Kline) Nelson, Routledge, Toronto & New York: 1986. Second Edition published in 1990. Contract signed for Third Edition with Sut Jhally to move to senior author.

*The Codes of Advertising: Fetishism and the Political Economy of Meaning in the Consumer Society.* Co-published by St. Martin's Press, New York, and Frances Pinter, London: 1987. (Paperback edition published by Routledge, New York, in 1990)

*Enlightened Racism: The Cosby Show, Audiences and the Myth of the American Dream* (with Justin Lewis) Westview Press, Boulder, CO: 1992.

**PUBLICATIONS: BOOKS (Edited)**

*Cultural Politics in Contemporary America* (with Ian H. Angus) Routledge, New York: 1989

**PUBLICATIONS: BOOKS (Forthcoming)**

*The Fantasy Factory: Images, Gender and Identity in a Commercial Culture*  
Contract signed with University of Massachusetts Press.

**PUBLICATIONS: ARTICLES**

"The Modes of Production Debate", in *Alternate Routes: A Critical Review*, Vol. 3, 1979, pp. 63-93.

"Probing the Blindspot: The Audience Commodity", in *Canadian Journal of Political and Social Theory*, Vol. 6, Nos. 1-2, Spring 1982, pp. 204-210.

"Art for Art's Sake: Contradictions in the Cultural Marketplace and the Applebaum/Herbert Report", in *Studies in Political Economy*, 12, Fall 1983, pp. 135-142.

"The Spectacle of Accumulation: Material and Cultural Factors in the Evolution of the Sports/Media Complex", in *The Insurgent Sociologist*, Vol 12 No 3, Summer, 1984 pp. 41-57.

"Magic in the Marketplace: An Empirical Test of Commodity Fetishism" (senior author, with William Leiss and Stephen Kline) in *Canadian Journal of Political and Social Theory* Vol 9, No. 3, Fall, 1985, pp. 1-22

"True Confessions: Teaching Advertising" in *Canadian Journal of Communication* Vol. 11, No. 1, 1985, pp. 63-73.

"The Evolution of Cultural Frames for Goods in the Twentieth Century", (with William Leiss and Stephen Kline) in *Marketing in the Long Run: Proceedings of the Second Workshop on Historical Research in Marketing*. Michigan State University, 1985. pp. 3-17.

"Watching as Working: The Valorization of Audience Consciousness", (senior author, with Bill Livant) in *Journal of Communication* Vol 36, No. 3, Summer 1986, pp. 124-143.

"Advertising as Religion: The Dialectic of Technology and Magic", in *Cultural Politics in Contemporary America* (eds. Jhally and Angus, 1989) pp. 217-229.

"The Political Economy of Culture", in *Cultural Politics in Contemporary America* (eds. Jhally and Angus, 1989) pp. 65-81

"Media Sports, Culture and Power: Critical Issues in the Communication of Sport", in *Media, Sports, and Society: Research on the Communication of Sport* (ed. Lawrence A. Wenner) Sage Publications, California: 1989. pp. 70-93

"On Pluralist Apology" (with Ian Angus, Justin Lewis, & Cathy Schwichtenberg) in *Critical Studies in Mass Communication* Vol. 6 No. 4. December 1989 pp. 441-449

- "Advertising, Gender and Sex: What's Wrong with a Little Objectification?" *Working Papers and Proceedings of the Center for Psychosocial Studies* (edited by Richard Parmentier and Greg Urban) No. 29, 1989
- "Image-Based Culture: Advertising and Popular Culture" in *The World and I* July 1990. pp. 506-519
- "Sports and Cultural Politics: The Attraction of Modern Sports" (with Bill Livant) in *Rethinking Marxism* Vol 4, No. 4, Winter 1991. pp. 121-127
- "Tante Notizie, Poca Informazione" ("So Much News, So Little Information". (With Michael Morgan and Justin Lewis. Summary of "The Gulf War: A Study of the Media, Public Opinion, and Public Knowledge") *Il Passaggio* Vol 4, No. 2, march 1991. pp. 15-20
- "Public Knowledge and Misconceptions" (with Michael Morgan and Justin Lewis) in *The Triumph of the Image: The Media's War in the Persian Gulf - An International Perspective* (eds. H. Molwana, G. Gerbner & H. Schiller) Westview Press, Boulder, CO: 1992 (in press)
- "Communications and the Materialist Conception of History: Marx, Innis and Technology" in *Continuum: An Australian Journal of the Media*, 1992 (in press)
- "MTV, Cultural Politics and the Sex Wars: The Strange and Illuminating Case of Dreamworlds" in *Media Information Australia* No. 64, May 1992. pp. 48-59
- "Intersections of Discourse: MTV, Sexual Politics and Dreamworlds" in *Reconceptualizing Audiences* (eds. J. Cruz and J. Lewis) Westview Press, Boulder, CO: 1993 (in press)
- "Commercial Culture, Collective Values and the Future" in *Texas Law Review*, Vol 71, No. 4, March 1993
- "Whose Reading? Evaluating Interventionist Texts" in *Visual Anthropology Review* (in press)
- "The Politics of Cultural Studies: Racism, Hegemony and Resistance" (with Justin Lewis) in *American Quarterly* Vol. 46, No. 1 (March 1994) pp 114-117
- "Affirming Inaction: Television and the New Politics of Race" (with Justin Lewis) in *Marxism in the Postmodern Age* (ed. Anthony Callari) Guilford Press, New York.

**OTHERS: REVIEWS, COMMENTARIES, NEWSPAPERS, REPORTS,  
PUBLISHED INTERVIEWS**

"The Triumph of Pragmatism over Imagination: The Defeat of Brazil at the 1982 World Cup Finals", in *The Peak*, SFU, August 1982.

Review of Chandra Mukerji "From Graven Images: Patterns of Modern Materialism", in *The Canadian Journal of Sociology*, 1985

"War and the 'Rectification' of Language" in *The Voice*, University of Massachusetts, February, 1991. p. 12.

"The Gulf War" A study of the Media, Public Opinion & Public Knowledge" (with Justin Lewis and Michael Morgan). Research Report. Centre for the Study of Communication (Document #P- 8) 1991

"The Problem of the Ordinary" in *Challenging Media Images of Women*, April, 1991.

Interview published in *On the Issues: The Progressive Women's Quarterly*, Vol XXI, Winter 1991

"But TV Needs to Broaden its Images of Black Experience" (with Justin Lewis) *Christian Science Monitor* Monday, May 11, 1992. p. 18.

"Comforting Image of 'The Cosby Show' Places Equality at Risk" (with Justin Lewis) in *The Los Angeles Times* Monday, May 4, 1992, F3.

Interview published in *The Toronto Sun* July 26, 1992

Interview published in *Media and Values*, No. 57, Winter 1992

Entry on "Advertising" in *The Social Science Encyclopedia*, 1994, Routledge, London

**VIDEO PRODUCTION**

Edited, wrote and narrated a 55 minute video: *Dreamworlds: Gender/Sex/Power in Rock Video* 1990. Media Education Foundation

Producer and Editor of a 38 minute video *Pack of Lies: The Advertising of Tobacco* (with Jean Kilbourne and Richard Pollay). 1992. Media Education Foundation.

Co-wrote (with Stephen Kline) a 30 minute video *Deconstructing Advertising: Making Sense of Consumer Culture*. 1993. Continuing Studies, Simon Fraser University.

Director and editor of a 38 minute video *The Killing Screens: Media and the Culture of Violence* (with George Gerbner). 1994. Media Education Foundation.

### **VIDEO PROJECTS IN PROGRESS**

*George Gerbner and the Symbolic World of Television*  
*Sexual Harassment*

*The Date-Rape Backlash: The Media's War Against the Reality of Sexual Violence*

*The Low-Tech Lynching of Lani Guinier*

*The Myth of the Liberal Media*

*This is the Partnership for a Drug-Free America! Any Questions?*

*The Beauty Myth (with Naomi Wolf)*

### **INVITED LECTURES**

University of Regina, University of New Hampshire, Hampshire College, Amherst College, Smith College, Keene State College, Weaton College, Wesleyan University, Massachusetts Institute of Technology, Bates College, Gould Academy, Winchester High School, Bentley College, Sienna College, Franklin Pierce College, Plymouth State College, Syracuse University, Cambridge Rindge and Latin High School, Austin Peay University, Maimi Dade Community College, Wellesley College.

### **FELLOWSHIPS AND AWARDS:**

University of Victoria Graduate Fellowship, 1978-79 and 1979-80.  
Simon Fraser University Open Graduate Scholarship, 1981 and 1982.  
Simon Fraser University President's Research Stipend, 1983.  
Faculty Research Grant, UMass, 1986  
Faculty Mentor, Lilly Program, UMass, 1990-91  
Named a Person of the Year by *New Woman* magazine, 1991.

### **EDITORIAL BOARDS**

*Cultural Studies*  
*Journal of Sport and Social Issues*

**PAPERS PRESENTED, LECTURES, INTERVIEWS:**

"Probing the Blindspot", presented at annual meeting of the Canadian Communication Association, Dalhousie University, Halifax, May 1981.

"Watching as Working: Exploitation in Mass Media", presented at annual meeting of the Canadian Communication Association, University of Ottawa, June 1982.

Chair and Organizer of "History and Communications" session at annual meeting of the Canadian Communication Association, University of Ottawa, June 1982.

Respondent, "Advertising Research" joint session at annual meeting of the Canadian Sociology & Anthropology Association and the Canadian Communication Association, University of British Columbia, Vancouver, June 1983.

"The Valorisation of Consciousness: Extensions of the Domain of Capital" (with Bill Livant), presented at annual meetings of the Canadian Communication Association, University of Guelph, Guelph, Ontario, June 1984. Special session devoted to this one paper with responses to it from three people.

"Magic in the Marketplace: An Empirical Test of Commodity Fetishism" (with William Leiss and Stephen Kline), presented at annual meetings of the Canadian Communication Association, University of Guelph, Guelph, Ontario, June 1984.

Chair, "Computers and Culture" session at annual meetings of the Canadian Communication Association, University of Montreal, June 1985.

"The Power of Advertising: Gender, Sex and Hyper-Ritualization", presented at the Culture and Communication Conference, Temple University, October, 1986.

Chair, "Cultural Politics in Contemporary America" session at conference Wars of Persuasion University of Massachusetts, April 1987.

"Advertising as Religion", presented at the annual meeting of the Eastern Sociological Association, Boston, May 2, 1987.

Respondent, "Rhetoric and Ideology" session, Eastern Communication Association, Syracuse, May 18, 1987.

"Advertising, Gender and Sex: What's Wrong with a Little Objectification?", presented at the annual meeting of the International Communication Association, Montreal, May 25, 1987.

"Sports, Competition and the Commercialized Media" at International Association of Mass Communication Researchers Conference, Barcelona, Spain, July 1988

Convenor of Working Group on International Advertising at IAMCR meetings in Barcelona (Spain), Bled (Yugoslavia) and Sao Paulo (Brazil)

"What's Wrong With a Little Objectification", speech at Communication Department, McGill University, Montreal. November 1988.

Visiting Lecturer, McGill University, Montreal, Invited by Department of Communication to conduct 5 in-depth graduate seminars over a 4 day period, March 29 - April 1, 1989

Workshops conducted at Massachusetts Correctional Institute- Lancaster Pre-Release on preparing inmates for entry into the world. April 1989

"Sports and Cultural Politics: The Attraction of Modern Sports", presented at the Conference on Culture and Communication, Philadelphia, October 1989

Keynote speaker, Federal Women's Program Seminar on "Female Facade - Images of Women", Northampton, MA, April 11, 1991.

"Dreamworlds: Desire/Sex/Power in Rock Video". Plenary presentation and discussion at Beyond Ideology conference, Temple University, Philadelphia, April 1991

Presented Dreamworlds at American Film Institute Video Festival, Los Angeles, CA, Nov 1991

"The Gulf War" A study of the Media, Public Opinion & Public Knowledge" (with Justin Lewis and Michael Morgan). Paper presented at the Speech Communication Association meetings in Atlanta, GA, November, 1991.

"Do We Have a Future: Advertising and Magic", invited speech at 25th Anniversary celebrations of University of Victoria Graduate School.

Respondent, conference on "Are the Kids Alright - Early Adolescence and the Media", Penn State, April 9-11, 1992

Invited Speaker, Ford Foundation Program on "Women and the Media: Images and Issues, New York City, May 18, 1992

Invited Speaker, The Center for the Humanities, Wesleyan University, September 28, 1992 for series "Making and Selling Culture"

Invited Speaker, Fu Jen Catholic University, Taiwan, May 1994

**SERVICE**

Graduate Studies Committee, Department of Sociology, University of Victoria, 1978-79.

Senate Committee on Scholarships, Awards and Bursaries, SFU, 1981-83.

Chairperson, Department of Communication Academic Discipline Committee, SFU, 1982-83.

Negotiating Team, Teaching Support Staff Union, SFU, Summer/Fall 1982.

Steering Committee, Five College Canadian Studies Program 1985-87

Coordinator, Christian Science Monitor Teleconference, April 26 1986

Library Liason, Communication Department, UMass, 1985-89

Co-Coodinator, Five College Seminar in Communication. 1986-88

Undergraduate Studies Committee, Communication Department, UMass, 1986-87, 1990-91

Personnel Committee, Communication Department, UMass, 1986-88, 1991-92, 1993-94 (Chair), 1994-95 (Chair)

College of Arts and Sciences Curriculum Committee, UMass, 1986-88

Instructor, Gardner State Prison, 1987-88 & 1988-89

Graduate Admissions Committee, Communication Department, UMass 1987-89

Organizer of Stuart Hall Honorary Degree Activities, 1989

Board Member, Centre for the Study of Communication, UMass, 1990-91

Treasurer, Massachusetts Society of Professors, UMass, 1990-91

Undergraduate Director, Communication Department, UMass 1991-92