

## Curriculum Vita

Name: Stuart Ewen  
Born: New York City, 13 June 1945

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### Full-time Positions:

1999 to present, Professor, Certificate Program in American Studies, The Graduate Center, City University of New York.

1995 to present, Professor in Ph.D. Program in History, The Graduate Center, City University of New York. Teaching responsibilities in Nineteenth and Twentieth Century American Social/Cultural History.

1985 to present, Professor in Ph.D. Program in Sociology, The Graduate Center, City University of New York. Teaching responsibilities in the Sociology of Culture, Mass Media and the Arts; Cultural Studies.

1977 to present, Professor in Department of Film and Media Studies (formerly Communications), Hunter College, CUNY. At rank since 1984.

1971-1977, Assistant Professor of History and Social Theory, Empire State College, State University of New York, Albany and Manhattan Learning Centers.

### Honorary and/or Short-term Positions (partial):

Editorial Board, *Advertising & Society Review*, Journal of the Advertising Educational Foundation, from November, 1999.

Visiting Distinguished Professor, Graduate Program in Media Ecology, Department of Culture and Communications, New York University. Fall, 1998.

Guest Editor, *Journal of Graphic Design*, special issue on public relations, Volume 16, Number 3, Fall 1998.

National Chairman, The Humanities Circle. *Writer's Voice Project* of the YMCA-USA. 1993-1998.

Member, Working Committee of the Media Workshop New York (Bertelsmann Foundation's media education project to develop media education strategies for the New York City school system.)

Consultant to "Face Value: American Portraits." Exhibition at the Parrish Art Museum, Southampton, New York. 1994-1995.

Chief Historical Consultant, "Packaging the New" Exhibition. Cooper Hewitt Museum of American Design, Smithsonian Institution. New York City. 1992-94. Exhibit opened in February, 1994.

Visiting Scholar, Havens Center, University of Wisconsin at Madison. April 26-30, 1993.

Visiting Artist, Graduate Program in Fine Arts, Indiana State University, Terre Haute. February, 1993.

Ford Foundation Collegiate Lecturer in the Social Sciences, University of Chicago, 1989.

Visiting Artist at The Art Barn, Middle Tennessee State University, Murfreesboro. April, 1985.

Visiting Scholar, National Institute for Research Advancement. Tokyo, Japan. January 1983.

Distinguished Visiting Scholar, Department of Communications, University of California at San Diego, March, 1982.

### Education:

University of Wisconsin—Madison, B.A. with High Honors in History. Degree conferred in January of 1968.

University of Rochester, M.A. in American History. Degree conferred in June of 1969.

State University of New York at Albany, Ph.D. in America History.  
Degree conferred "With Distinction," in December of 1974.

Publications:

Books:

Stuart Ewen, *Captains of Consciousness: Advertising and the Social Roots of the Consumer Culture, The Twenty-fifth Anniversary Edition*. New York (Basic Books) June, 2001.

\_\_\_\_\_, *All Consuming Images: The Politics of Style in Contemporary Culture*. Revised edition. New York (Basic Books) 1999.

\_\_\_\_\_, *PR! A Social History of Spin*. New York (Basic Books, Inc.) 1996.  
This book was finalist for the Financial Times/Booz-Allen Global Business Book Award. Japanese translation, to be published by Hosei University Press, 2002.

\_\_\_\_\_, *All Consuming Images: The Politics of Style in Contemporary Culture*. New York (Basic Books, Inc.) 1988. Japanese translation, Tokyo (Shobun Sha, 1990). World Spanish Edition (Editorial Grijalbo, Madrid and Mexico City, 1992). Italian edition (Franco Angeli, Milan, 1993). Korean Edition (Vision and Language Publishers, Seoul, 1996) This book provided the foundation for Bill Moyers' four-part Peabody and NEA award winning series, "The Public Mind: Image and Reality in America." The book was highlighted in part-one of the series, entitled: "Consuming Images."

\_\_\_\_\_, Elizabeth Ewen, *Channels of Desire: Mass Images and the Shaping of American Consciousness*. New York (McGraw-Hill) 1982. Japanese translation, Tokyo (Shobun Sha) 1988. Second, revised edition is published by University of Minnesota Press, 1992.

\_\_\_\_\_, *Captains of Consciousness: Advertising and the Social Roots of the Consumer Culture*. New York (McGraw-Hill) 1976. French edition, Paris (Editions Aubiers Montaigne/Editions Champs Urbain) 1983, Italian edition, Rome (De Donato) 1988, Korean edition, Singapore (McGraw-Hill). A revised, 25<sup>th</sup> anniversary edition of *Captains of Consciousness* will be published by Basic Books in March, 2001.

Michael Cherniavsky, Arthur Slaven, Stuart Ewen, (eds.), *Social Textures of Western Civilization: The Lower Depths (II)*. New York (Wiley) 1972.

**Book in Progress:** *Type-Casting: On The Arts and Sciences of Human Inequality*, being co-authored with Elizabeth Ewen.

Articles, Reviews, Published Interviews and Remarks:

Stuart Ewen, "Entrevue avec Stuart Ewen." *Entropie*, Hiver 2001, volume 2, numéro 1. (LaSalle, Québec, Canada)

\_\_\_\_\_, "The Public Mind and the Pictures in Our Head: A Riff." In Murray Pomerance and John Sakeris (eds.), *Closely Watched Brains*. Boston (Pearson) 2001.

\_\_\_\_\_, "Memoirs of a Commodity Fetishist: Milestone Essay," *Mass Communication & Society*, Fall, 2000: Volume 3, Number 5.

\_\_\_\_\_, "Public Relations, Corporate Spin and Propaganda," Interview by David Barsamian, *Z Magazine*, May 2000.

\_\_\_\_\_, "Overrated and Underrated PR Campaigns," *American Heritage*, May 2000.

\_\_\_\_\_, "Reflections on Visual Persuasion," Symposium edition on "Law/Media/Culture: Legal Meaning in the Age of Images." *New York Law School Law Review*, Volume 43, Numbers 3 and 4, 1999-2000.

\_\_\_\_\_, "Downloadable 'softwear'—fashions suited to all occasions." *msnbc.com*, December 3, 1999.

\_\_\_\_\_, "Wraps himself in polymer," *FEED* magazine (Special feature in which "designers, authors, and imagineers envision the ideal inventions of the future."), November 19, 1999.

\_\_\_\_\_, "Leo Burnett." *Time/CBS News, People of the Century: One Hundred Men and Women Who Shaped the Last One Hundred Years*. New York (Simon & Schuster) 1999.

\_\_\_\_\_, "One-trick Pony," Interview with Stuart Ewen in *The New Internationalist* (London, UK) Number 314, July 1999.

\_\_\_\_\_, "Sultan of Sell." *TIME* magazine, December 7, 1998.

\_\_\_\_\_, "Public Relations and the Cult of the Image." Guest Editorial, *AIGA Journal of Graphic Design*, Volume 16, Number 3, Fall 1998.

\_\_\_\_\_, "Human Relations: A Short History of Opinion Management." *AIGA Journal of Graphic Design*, Volume 16, Number 3, Fall 1998.

\_\_\_\_\_; "A Dissonant Declaration from the Fed-up Humans of America." *Bulletin of Society for Changing Customs in Contemporary Japan*. No. 4, May 1998.

\_\_\_\_\_, "Decoration of Independence." *FEED Magazine* (internet), March 9, 1998. Japanese translation to appear in *Gendai Huuzokugaku Kenkyu*, April 1998.

"PR!" (interview of Stuart Ewen by Carrie McLaren, editor), *Stay Free*, January 1998.

"Signs of the Times," (interview of Stuart Ewen by Barry Rahmy), *DIEM: Journal of the BDA [BROADCAST DESIGN ASSOCIATION] International*, Volume 4.2, Fall 1997.

"You Are Being Deceived," (interview of Stuart Ewen by Mark Dery), *Rage*, October 1997.

"In Spin We Trust: A Conversation with Stuart Ewen," (interview of Stuart Ewen by Steven Heller, Sr. Art Director, *New York Times*) *PRINT*, Volume 51, Number 3, May/June 1997.

Stuart Ewen, "PR: A Social History of Spin," *Adbusters Quarterly: Journal of the Mental Environment*. Volume 5, Number 1, Spring 1997.

\_\_\_\_\_, "Visiting Edward Bernays." *Adbusters Quarterly: Journal of the Mental Environment*. Volume 3, Number 3, Winter 1995.

\_\_\_\_\_, "Culture Maker," *CultureFront*, June, 1994.

\_\_\_\_\_, "Absolute Doublethink" in Jan van Toorn, Ole Bouman and Jeanne van Heswijk (eds.), *And justice for all...*, Maastricht, Netherlands (Jan van Eyck Akademie and The Dutch Ministry of Culture). 1994.

\_\_\_\_\_, "America is Burning." *Multi-Cultural Review*. September 1993.

\_\_\_\_\_, "Splice of Life," in Spanish translation. *KALIAS* (València, Spain). Autumn 1993.

\_\_\_\_\_, "Design Notes for the New Millennium," *Le Temps Strategique*, Geneva. In press.

\_\_\_\_\_, "Splice of Life: A Report on Montage and Modern Life," *Art in America*. February, 1993.

\_\_\_\_\_, Recipe for "Stuart Ewen's Special Pasta Sauce," in Mollie O'Neill *The New York Cookbook*, New York (Workman), 1992.

\_\_\_\_\_, published interview, *Ad-Busters' Quarterly*, Vancouver, BC. Summer/Fall 1992.

\_\_\_\_\_, "From Citizen to Consumer?" *InterMedia*, London, UK, May/June, 1992.

\_\_\_\_\_, "Pragmatism's Postmodern Poltergeist." *New Perspectives Quarterly*, Volume 9, Number 2, Spring 1992.

\_\_\_\_\_, published interview, *Svenska Dagbladet*, Stockholm, 8 January 1992.

\_\_\_\_\_, "Waste a Lot, Want a Lot: Our All-Consuming Quest for Style." in Bill Willers (ed.), *Learning to Listen to the Land*. Washington, DC (Island) 1991.

- \_\_\_\_\_, published interview, *L'Independencia*. (Madrid), 23 June 1991.
- \_\_\_\_\_, "GULF WAR: A Report from the Couch." *ARTFORUM*.  
March 1991.
- \_\_\_\_\_, "DeSublimated Advertising." *ARTFORUM*. January 1991.
- \_\_\_\_\_, "On Barney's Advertising." *ARTFORUM*. November 1990.
- \_\_\_\_\_, participant in published debate on "the politics and environmental impact of design." *ID: International Design*. November/ December 1990.
- \_\_\_\_\_, participant in published symposium, "Who Owns Design?"  
*METROPOLIS*. October 1990.
- \_\_\_\_\_, Review of Robert N. Mayer, *The Consumer Movement*.  
*Journal of American History*. September 1990.
- \_\_\_\_\_, "Living By Design." *Art in America*. June 1990.
- \_\_\_\_\_, "Notes for the New Millennium" *ID: International Design*.  
March/April 1990.
- \_\_\_\_\_, "Seeing and Nothingness." *ARTFORUM*. January 1990.
- \_\_\_\_\_ and Neville Brody, "Design Insurgency." *PRINT*. January/February 1990.
- \_\_\_\_\_, "Marketing and Managing Dreams." In Alan Tomlinson (ed.),  
*Consumption, Identity and Style*. London (Routledge) 1990.
- \_\_\_\_\_, "History of Advertising." In Erik Barnouw (ed.), *International Encyclopedia of Communications*. New York (Oxford) 1989.
- \_\_\_\_\_, "Advertising and the Development of a Consumer Society," in Sut Jhally and Ian Angus, *Cultural Politics in Contemporary America*. London/ New York (Routledge) 1988.
- \_\_\_\_\_, "A Brief History of Billboards of the Future." Jorg Becker, Goren Hedebro, and Leena Paldan (eds.), *Communication and Domination* Norwood, NJ (Ablex) 1986.
- \_\_\_\_\_, Elizabeth Ewen, "Amerikanisering og forbrug." In *KONTEXT: Krop, tid, arbejds*, Number 50, 1986. Viborg, Norway.
- \_\_\_\_\_, "Who Should Review?" Colloquy piece in *Journal of Communication*, Volume 35, Number 3, Summer 1985.

\_\_\_\_\_, "Capitalist Realism." Review of Michael Schudson, *Advertising, The Uneasy Persuasion*. *Journal of Communication*, Volume 35, Number 2, Spring 1985.

\_\_\_\_\_, "The Political Elements of Style." In *PRECIS*, a publication of the Columbia University Graduate School of Architecture and Planning, Volume 5. New York (Rizzoli) 1985.

\_\_\_\_\_, "The Implications of Empiricism." In *Ferment in the Field: Communications Scholars Address Critical Issues and Research Tasks of the Discipline*, *Journal of Communication*, Volume 33, Number 3, Summer 1983.

\_\_\_\_\_, "On Youth Culture." *Asahi Journal* (Tokyo), April, 1983. Translated from English into Japanese.

\_\_\_\_\_, Elizabeth Ewen, "The Bribe of Frankenstein." In Vincent Mosco, Janet Wasco (eds.) *The Critical Communications Review*, Volume I, 1983.

\_\_\_\_\_, "Fashion and Advertising: Mediations of Society." In National Institute for Research Advancement, *Metropolis: Locus of Contemporary Myths*. Tokyo (NIRA) 1983.

\_\_\_\_\_, "Massakulttuuri, narsismi ja sodan moraalitalous." In *Tiedotustutkimus*, Number 2, Tampere Finland, 1981.

\_\_\_\_\_, "Contribution to a Special Symposium on the Role of Intellectuals in the 1980s." *TELOS*, Number 50, Winter 1981-1982.

\_\_\_\_\_, "Contribution to a Symposium on Narcissism." *TELOS*, Number 44, Summer 1980.

\_\_\_\_\_, Review of Gaye Tuchman, et al, *Hearth and Home*. *Harvard Educational Review*, Volume 50, Number 4, February 1980.

\_\_\_\_\_, Review of Herbert Schiller, *Communications and Cultural Domination*. *TELOS*, Number 40, Autumn 1979.

\_\_\_\_\_, "Woman's Place in the Advertising Culture." *Business and Society Review*, Number 27, Fall 1978.

\_\_\_\_\_, Elizabeth Ewen, "Americanization and Consumption." *TELOS*, Number 37, Autumn 1978.

\_\_\_\_\_, "Images of Women in Advertising." In Mary Edwardson (ed.), *The Corporate Influence on the Images of Women in Advertising*. New York (National Council of Churches, Interfaith Center on Corporate Responsibility) 1977.

\_\_\_\_\_, "Advertising as a Way of Life." *Liberation*, January 1975.

\_\_\_\_\_, Review of Herbert Schiller, *The Mind Managers*. *TELOS*, Autumn, 1973.

\_\_\_\_\_, "Authority and the Concept of Utopia: The Fantasy of the Id." *Working Papers in Cultural Studies* (University of Birmingham, Centre for Contemporary Cultural Studies) Autumn 1972.

\_\_\_\_\_, Review of Ed Sanders, *The Family*. *TELOS*, Autumn 1972.

\_\_\_\_\_, "Advertising: Selling the System in the Post World War I Era." In Milton Mankoff (ed.), *The Poverty of Progress*. New York (Holt, Rinehart and Winston) 1972.

\_\_\_\_\_, "Advertising as Social Production." In Herbert Reid (ed.), *Up the Mainstream*. New York (David McKay) 1972.

#### Public Lectures, Presentations, and Visiting Lectureships (partial):

"Typecasting: On the Arts & Sciences of Human Inequality," Taos Talking Picture Festival, Taos, New Mexico, April 12, 2002. (forthcoming)

Keynote Address, "Selling American Culture," Delta College's 15<sup>th</sup> Annual Global Awareness Program, University Center, Michigan. October 22, 2001. (forthcoming)

Keynote Address, "The Social Responsibilities of Advertising and Public Relations Professionals," Third Annual Whalen Symposium in Media Ethics, University of St. Thomas, September 14, 2001.

Nassau Community College, Faculty Development Keynote Speaker, "Visual Culture: The Engineering of Public Education and Social Consciousness" and "Incorporating Media Analysis across the Disciplines." March 15, 2001. (forthcoming)

College Convocation Lecture, "Visual Culture in Transition." Grinnell College, Grinnell, Iowa, November 2, 2000.

Keynote address, "PR in the Next Millennium," Canadian Public Relations Society, Ottawa, June 5, 2000.

Keynote address at "Brainwatching: Intellect in the Media Culture," an international conference sponsored by The Media Working Group, Ryerson Polytechnic University, Toronto, Canada, May 6, 2000.

"The Psychocratic Roots of Visual Culture," Presentation at the MFA Design Program, School of Visual Arts, New York City, March 27, 2000.

"The Privatization of Culture in an Age of Spin," Presentation to the New York University, Privatization of Culture Seminar, November 29, 1999.

"Public Relations and Public Life." Inaugural lecture, Center for Media Studies, Rutgers University, New Brunswick, October 27, 1999.

"Public Relations and the Cult of the Image." Presentation at Media and Communication in the New Global Economy Conference, University of California, San Diego, October 2, 1999.

"Pictures in Our Heads." Presentation at the Taos Talking Picture Festival, April 18, 1999.

"Media Literacy Education," Presentation to the New Mexico Media Literacy Project, April 15, 1999.

"The Visual Templates of Contemporary Culture," Presentation at the Davis Museum and Cultural Center, Wellesley College, Wellesley, Massachusetts, April 1, 1999.

"Visual Publicity and Legal Evidence." Presentation at conference on "Law/Media/Culture: Legal Meaning in the Age of Images," New York Law School, March 5, 1999.

"Media Education and the Future of American Democracy." Presidential symposium lecture, Hunter College, February 16, 1999.

"Empire of Signs Revisited." Presentation at the "Popular Culture: America and the World" Conference at The Woodrow Wilson International Center for Scholars, Washington, DC. October 8, 1998.

Moderator, "PR and the Press: The Balance of Power." Center for Communications Forum, New York City, November 12, 1997.

"The Hidden History of Images," Keynote Address, Promax/BDA Conference, Chicago, June 4, 1997.

"Public Relations and Public Rights," Keynote Address, Publicity Club of New England, Bell Ringer Awards Ceremony, John F. Kennedy Library and Museum, Boston, May 13, 1997.

"The Social History of Spin," National Library Week Awards Ceremony, Hunter College, New York, April 16, 1997.

"Public Relations and the Cult of the Image," Presentation at School of Visual Arts Conference on "How We Learn What We Learn," New York City, April 4, 1997

"The Importance of Media Studies," visiting distinguished lecture, Penn State University, March 20, 1997.

"Fleshly Values: Social, Economic, Ethical, and Aesthetic" Presentation at the International Center for Photography, New York City, March 3, 1997.

"American Democracy on the Threshold of a New Millennium." Presentation to the Policy Committee, Editors, Media Directors, and Advocacy Officers of the Consumers Union (Publisher of Consumer Reports). Yonkers, New York, January 9, 1997.

"Visual Persuasion: A Citizen's Guide." Inaugural Lecture, Yaffe Speaker Series on Persuasive Media, University of Michigan, School of Art & Design, Ann Arbor, December 12, 1996

"Photojournalism and the Eloquence of Images." Symposium on "Pictures of the Times: A Century of Photography from The New York Times." Museum of Modern Art, New York City, June 27, 1996.

"Media Literacy ." Educational Video Center, New York City, April 25, 1996.

"Changing Rhetorics of Persuasion." School of Visual Arts, November 18, 1995.

Moderator, "Representing CUNY: On the Front Lines of Representation." Conference at the Hunter College School of Social Work, 28 April 1995.

"Seeing and Nothingness." Annual Distinguished Visiting Lecturer, College of Arts and Sciences & The Honors Program. University of Massachusetts Boston. 24 April 1995.

"Carnage & Carnal Knowledge: Equations of 'Sex' and 'Violence' in American Popular Culture. Presented at Campus Ministry Convocation, Berea College, Berea, Kentucky. 9 February 1995.

"Consumerizm, DemöCrazy, and the Problem of Agoraphila" *Lifestyle Shopping and Cult Products: International Conference on New Trends in Consumer Markets.* Gottlieb Duttweiler Institut, Zürich, Switzerland. 15 June 1994.

Distinguished Visiting Professorship at the Havens Center, University of Wisconsin—Madison. April 26-30, 1993. Two lectures: "The Symbolic Terrain of Public Life" (April 27), and "The Groove of Borrowed Thoughts: Historical Perspectives on Public Relations" (April 28, 1993).

"Imitations of Life," Keynote address to the International Symposium on Art, Design, Theory and the Public Sphere, Jan van Eyck Akademie, Maastricht, The Netherlands, 22 April 1993.

"Seeing & Nothingness, An Anatomy of Images in Contemporary Culture." Delivered as "Visiting Artist" at Indiana State University, Graduate Program in Fine Arts, Terre Haute, 23 February 1993.

"Disembodied Patterns in Visual Culture," Distinguished visiting lecture, Stetson University, DeLand, Florida, 20 January 1993.

"Field Notes of a Martian Anthropologist," Presentation at *Hiccup '92: A Pop Culture Symposium.* Cooper Union, New York City, 1 December 1992.

"Image and Imagination," Lyceum Lecture Series, Suffolk County Community College, 17 November 1992.

"Image and Power in Contemporary Culture," Whitney Museum of American Art, New York City, 13 October 1992.

"Beyond Consumption," Ontario Recycling Conference, Ottawa, Canada 9 October 1992.

"Image and Imagination," York University, Toronto, Canada, 8 October 1992.

"Public Relations and Public Life," Trent University, Peterborough, Ontario, Canada, 7 October 1992.

"Consuming Images," University of Windsor, Windsor, Ontario, 6 October 1992.

"The Power of Images in Contemporary Culture." Distinguished lecturer in the Arts, University of Arizona, Tucson, 9-10 June 1992.

Gallery Talk, "Reflections on Visual Taxidermy." Whitney Museum of American Art, 21 May 1992.

"All Consuming Images." University of Wisconsin at Green Bay, 24 April 1992.

"Patterns of Visual Culture." Robert B. Mayer Lecturer, Northwestern University, Graduate Department of Art History, 22 April 1992.

"Controlling Chaos: Public Relations in 20th Century Culture." Annual History of Graphic Design Conference, Modernism & Eclecticism, School of Visual Arts, 23 February 1992.

"Reflections on Visual Culture." Keynote address at the NYU Media Ecology Conference, 13 October 1991.

"Advertising as a Way of Life." Orange County Community College. 30 April 1991.

"Image and Power in Contemporary Culture: Notes for the New Millennium." Pomona College, Pomona, CA. 23 April 1991.

"The Commercialization of American Culture." Keynote address to the 1991 Consumer Assembly of the Consumer Federation of America, Washington, DC, 8 March 1991.

"Forced Obsolescence: The Capitalist Tool." Presented at "Modernism and Eclecticism," The Fourth Annual Symposium on the History of American Graphic Design. Sponsored by the Visual Arts Foundation, School of Visual Arts, New York City, 23 February 1991.

"Images of the Future \_ The Future of Images." Presented at the "Conference on the Future," Colorado College, Colorado Springs, CO, 8 January 1991.

"The Social Roots of Vernacular Literacy." Delivered at the Honors College, The University of Central Arkansas, Conway, AR. 4 December 1990.

"Image and Authority in a Contemporary Culture." Delivered at the Honors College, The University of Central Arkansas, Conway, Arkansas. 3 December 1990.

"The Social Imperatives of Design." Lecture to the School of Design, North Carolina State University, Raleigh, NC. 29 October 1990. Co-sponsored by the American Institute of Graphic Arts (Raleigh).

"Technogenic Images and Contemporary Life." Keynote Address at the Annual Awards Luncheon of the Broadcast Design Association. Las Vegas, 13 June 1990.

"Garbage and the 'Goodlife' in 1990: Thinking Beyond Consumption." Delivered at the Walden Earthcare Conference, Concord, MA, 20 April 1990.

"The Capture of the Eye: The Spell of Commercial Photography." Keynote address at the "Images of Desire" Symposium, Salina Art Center, Salina, KS, 24 February 1990.

"American Mass Culture and Class Culture Between the Wars." Delivered at the IREX Conference on "Mass Culture and Class Culture," Humboldt University, Berlin, 16 January 1990.

"Advertising: The Cultural Link Between Production and Consumption." Ford Foundation Collegiate Visiting Lecture in the Social Sciences, University of Chicago, 29 November 1989.

"Design Notes for the New Millennium." Keynote address at the National Conference of the American Institute of Graphic Arts, San Antonio, TX, 5 October 1989.

"The Elements of Style." Lecture at the International Center for Photography, New York, NY, 30 March 1989.

"Politics and Imagery in Contemporary Culture." Lecture at the Albert and Vera List Visual Arts Center, Massachusetts Institute of Technology, 2 November 1988.

"Advertising and Image Making." Lecture Series on "The Metropolitan Experience." New York University, 19 April 1988.

"All Encompassing Images." Presentation to the conference on "Theories of Mass Culture," a dialog between scholars from the United States and Eastern Germany (nee GDR), sponsored by IREX, the international organization for scholarly exchange. Cornell University (Ithaca), 4 March 1988.

Discussant, "Advertising the American Dream." Eastern Sociological Association Meeting (Boston), 2 May 1987.

"Style and Consciousness." Presentation at panel on "Consumer Revolutions and Consumerism," Meeting of the Organization of American Historians (Philadelphia) 3 April 1987.

"Style, Socio-Aesthetics and Consumer Culture." Guest lecture to the Faculty Seminar, Annenberg School of Communications, University of Pennsylvania (Philadelphia), 30 March 1987.

"Advertising and the Rise of an 'American Way of Life.'" Presentation, at "Consumerisms", founding conference of the Center for the Study of Contemporary Culture, University of Massachusetts, Amherst. 25 April 1986.

"Distortions in the Media." Presentation to Center for American Culture Studies, Columbia University (New York City), 2 April 1986.

"The Politics of Style." Presentation to Five College Consortium Seminar, Hampshire College. 12 March 1986.

"Advertising's Depiction of Daily Life." Guest lecture, Department of Communications, University of Massachusetts, Amherst. 11 March 1986.

"The Impact of World War II on Post-War Culture." Presentation at Parrish Art Museum, Southampton, New York. 20 July 1985.

Visiting Artist at The Art Barn, Middle Tennessee State University, Murfreesboro. Two public lectures, plus seminars. April 1985.

Participant, "Forum on Advertising Research," The CUNY-Industry Forum Series, Research Foundation of The City University of New York, February 1985.

"American Advertising Posters: A Social Analysis." Public lecture, The Walker Art Center, Minneapolis. April, 1984.

"Mass Culture and the Divided Self." Keynote presentation at the University Symposium on Narcissism, Duke University (Durham). February 1983.

"The New City." Presentation to the Committee on the 21st Century, Osaka, Japan. January 1983.

"Urban Imagery: New York and Tokyo." Presentation at Plan B Arts Center, Tokyo, Japan. January 1983.

"On Youth Culture in the United States." Presentation at International Conference on Human Values, Tsukuba University, Tsukuba, Japan. January 1983.

"Metropolitan Shadows." Presentations to the Symposium on Metropolis: Locus of Contemporary Myths, sponsored by the Japan Society (New York City) and the National Institute for Research Advancement (Tokyo). Held in Tarrytown and New York City, October 1983.

"Modernization, Consumption and Mass Culture." Presentation to the Department of American Studies Speakers Program, Yale University (New Haven). April 1978.

"Towards a Social History of Mass Culture." Keynote address at Conference on Critical Communications, Stanford University (Palo Alto). April 1978.

"Americanization and Consumption." Conference on the Totally Administered Society. Washington University (St. Louis). February 1978.

"Mass Culture and Mental Life." Presentation to the Colloquium on Social Theory, Dept. of Psychiatry, Albert Einstein College of Medicine, Yeshiva University (New York City). January 1978.

#### Selected Art and Media Activities:

Archie Bishop, "NikeTown," visual collage, to be included in "Toxic Landscapes," an international traveling exhibit, organized by the Puffin Foundation, featuring artists producing work dealing with the environment. Beginning fall 2001 through fall 2002.

Archie Bishop (AKA Stuart Ewen) "New Money" in Millennium Project online art exhibit: <http://raggededgepress.com/pages/MMA02.htm>, 2001

Interview on books that will continue to have an impact in the new millennium, Bloomberg Radio, 31 December 1999.

Interview on the history of Public Relations, NPR national satellite feed, 21 December, 1999.

One hour interview on the influence of advertising on news and entertainment, Canadian Broadcasting Company "Newsworld." February 26, 1998.

Guest on "Rambling with Gambling," WOR-FM, January 29, 1998.

Interview "Live At Five," WNBC-TV, January 27, 1998

Interviewed in "The Ad and the Ego," independent video documentary by Harold Boihem and Chris Emmanuelides. California Newsreel, distributor.

Director, "Warning Signs," public art installation, 68th Street and Lexington Avenue, May 1997.

Guest on "Airtalk," KPCC radio, Pasadena, CA, 6 January 1997.

Guest on "Lee Fielding Show," WINA radio, Charlottesville, Va, 26 December, 1996.

Guest on "Marketplace," NPR (from Los Angeles), December 19, 1996.

Guest on "Dayside," MS-NBC television, December 3, 1996.

Guest on "Radio Nation," NPR network, November 25, 1996.

Guest on "New York & Company," WNYC (and NPR network), November 21, 1996.

Coordinator, "Billboards for Democracy," public art installation, 68th Street and Lexington Avenue, April 1996.

Coordinator, "Gravestones for Democracy," public art installation, 68th Street and Lexington Avenue, March 1995.

Archie Bishop (aka Stuart Ewen), "Billboards of the Future" and "YoFaxRaps" graphic pamphleteering series, 1980—present.

Columns on advertising and visual culture for the *Wall Street Journal*, for prototype issue of a *WSJ* weekend magazine.

Irregular columnist, "The Public Eye," for *ARTFORUM* International.

Regular interviewee and story consultant on issues of mass media and contemporary culture: *New York Times*, *Washington Post*, *Boston Globe*, *Christian Science Monitor*, *Newsday*, *Detroit Free Press*, *Orange County Register*, CBS, NBC, PBS, BBC, CBC, etc.

Consultations and interviews for "Adam Smith's Money World," Alvin Perlmutter Productions, Public Broadcasting System.

Consultation and interview for "The Public Mind," Bill Moyers' four-part series on the power of images in contemporary American society. Series was based on *All Consuming Images* (See Publications/Books, above).

#### Awards and Recognition:

2000-2001 PSC-CUNY Research Grant for the proposed project, "American Stereotypes."

March 1999, *PR! A Social History of Spin*, selected "Book of the Month" by Women Executives in Public Relations (WEPR).

1997 *PR! A Social History of Spin*, finalist for the *Financial Times/Booz-Allen* Global Business Book Award.

1997 *PR! A Social History of Spin*, selected by the *Readers Catalog*, as one of the "best books in print."

1991-1993 PSC-CUNY Research Grant for the proposed project, "PR: A Social History of Publicity and Promotion."

Selected for the 1990-92 New York Council for the Humanities' Speakers in the Humanities Program.

Selected as Annual Ford Foundation Collegiate Lecturer in the Social Sciences, University of Chicago, for 1989.

*All Consuming Images*, selected among thirty most notable "New and Noteworthy" paperbacks to appear during the first six-months of 1990. "A Notable Collection," *New York Times* Book Review, June 10, 1990. Selected as outstanding book in topic area of social theory, the Christmas Book Review, *Philadelphia Inquirer*, 1988. Also selected an outstanding book for 1988, *Calendar Magazine*, San Francisco.

Delegate from the United States to the International Conference on Human Values, Tsukuba, Japan. January, 1983.

*Captains of Consciousness*, selected as one of the "Outstanding Academic Books" for 1976, by *CHOICE*, journal of the American Association of College and Research Librarians. Also included in "Outstanding Books About Business," by *Library Journal*. 1976.

Woodrow Wilson Fellow, 1968-69.

#### Memberships:

Center for Communications, Academic Advisors Board  
Program Board, *National Writers Voice Project*, YMCA—USA  
Member and Chair, National Humanities Circle, YMCA—USA  
American Studies Association

#### Administrative Experience (partial):

Chairman, Department of Film and Media Studies, Hunter College. (formerly Department of Communications. 1987-1990, 1995-present.

Chairman, Subcommittee on Distinguished Professorships, Hunter College, 1988-90.

Member, Faculty Personnel and Budget Committee, Hunter College, 1987-1990, 1995-present

Member, Departmental Personnel and Budget Committee, Department of Communication, Hunter College, 1981-present.

Member, Executive Committee, Ph.D. Program in Sociology, City University of  
New York Graduate School & University Center. 1991-1994.