

Brice Nixon

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Annenberg School for Communication | Department of Media Studies and Production
University of Pennsylvania | Temple University

RESEARCH AND TEACHING INTERESTS

Media Studies; Digital Media Studies; Media and Cultural Industries and Economics;
Journalism Studies; Communication History; Communication Law and Policy; Cultural Studies

ACADEMIC APPOINTMENTS

CURRENT

Visiting Scholar, University of Pennsylvania, Annenberg School for Communication, 2016-18
Adjunct Instructor, Temple University, Department of Media Studies and Production, 2016-18

PREVIOUS

Visiting Scholar, University of Paris 8, Center for Studies on Media, Technologies and
Internationalization (CEMTI), 2016
Visiting Assistant Professor, University of La Verne, Communications Department, 2015-16
Adjunct Professor, University of La Verne, Communications Department, 2014-15
Lecturer, California State University Channel Islands, Communication Program, 2014
Adjunct Professor, Baruch College, Department of Communication Studies, 2013-14
Adjunct Professor, New York University, Department of Media, Culture, and Communication,
2013

EDUCATION

Ph.D., Communication (Emphasis in Media Studies), 2013
with Graduate Certificate in Critical Theory

University of Colorado Boulder, Journalism and Mass Communication Program

Dissertation: Communication as Capital and Audience Labor Exploitation in the Digital Era

Committee: Janice Peck (Chair), Andrew Calabrese, Willard Rowland, David Gross, Chad
Kautzer

M.A., Media, Culture, and Communication, 2009

New York University, Department of Media, Culture, and Communication

Thesis: Democracy, Capitalism, and the Failing Fourth Estate: A Case Study of Newspaper

Ownership and an Examination of Potential Political Remedies to the Crisis in U.S. Journalism

Advisor: Mark Crispin Miller

B.A., Journalism (Cum Laude), 2002

University of La Verne

FELLOWSHIPS

Communication Policy Fellow, Consortium on Media Policy Studies (COMPASS), 2011.

PUBLICATIONS

PEER-REVIEWED JOURNAL ARTICLES

Nixon, Brice. In Press. “Critical Communication Policy Research and the Attention Economy: From Digital Labor Theory to Digital Class Struggle.” *International Journal of Communication*.

Nixon, Brice. 2017. “The Business of News in the Attention Economy: Audience Labor and MediaNews Group’s Efforts to Capitalize on News Consumption.” *Journalism: Theory, Practice and Criticism*. doi:10.1177/1464884917719145

Nixon, Brice. 2016. “The Old Media Business in the New: ‘The Googlization of Everything’ as the Capitalization of Digital Consumption.” *Media, Culture & Society* 38 (2): 212-231. doi:10.1177/0163443715594036

Nixon, Brice. 2014. “Toward a Political Economy of ‘Audience Labour’ in the Digital Era.” *tripleC: Communication, Capitalism & Critique* 12 (2): 713-734. <http://www.triple-c.at/index.php/tripleC/article/view/535>

[Translation into Mandarin] Nixon, Brice. Forthcoming. In *Media and Digital Labour: Western Perspectives. Vol. III. Digital Labour: Prosumers and Playbours*, edited by Jianhua Yao. Beijing: The Commercial Press.

[Translation into French] Nixon, Brice. Forthcoming. *Variations: Revue internationale de théorie critique*.

[Translation into Polish] Nixon, Brice. 2015. “W stronę ekonomii politycznej ‘pracy publiczności’ w erze cyfrowej.” *Praktyka Teoretyczna* 15 (1): 124-158. doi:10.14746/prt.2015.1.4

Nixon, Brice. 2012. “Dialectical Method and the Critical Political Economy of Culture.” *tripleC: Cognition, Communication, Co-operation* 10 (2): 439-456. <http://www.triple-c.at/index.php/tripleC/article/view/371>

Nixon, Brice. 2011. “Democracy Against Capitalism: Interpreting Early U.S. Communication Policy.” *Australian Journal of Communication* 38 (3): 89-102.

Nixon, Brice. 2011. “The Ideology of Uncritical U.S. Journalism: Its Political-Professional and Political-Economic Roots.” *Media Research: Croatian Journal for Journalism and the Media* 17 (1-2): 141-162. <http://www.mediaresearch.cro.net/clanak.aspx?l=en&id=409>

CHAPTERS IN EDITED BOOKS

Nixon, Brice. 2017. “Recovering Audience Labor from Audience Commodity Theory: Advertising as Capitalizing on the Work of Signification.” In *Explorations in Critical Studies of Advertising*, edited by James F. Hamilton, Robert Bodle, and Ezequiel Korin, pp. 42-53. Routledge.

Nixon, Brice. 2015. “The Exploitation of Audience Labour: A Missing Perspective on Communication and Capital in the Digital Era.” In *Reconsidering Value and Labour in the Digital Age*, edited by Eran Fisher and Christian Fuchs, pp. 99-114. Palgrave Macmillan.

Nixon, Brice. 2015. “Critical Political Economy of Communication and the Problem of Method.” In *Marx and the Political Economy of the Media*, edited by Christian Fuchs and Vincent Mosco, pp. 260-283. Brill.

BOOK REVIEWS

Nixon, Brice. 2015. Invited review of *The Audience Commodity in a Digital Age: Revisiting a Critical Theory of Commercial Media*, edited by Lee McGuigan and Vincent Manzerolle. *Global Media and Communication* 11 (2): 188-190.

WORK IN PROGRESS

BOOKS IN DEVELOPMENT

The Political Economy of Attention. [Book proposal in development].

Method and Methodology in the Political Economy of Communication. [Edited book proposal in development, with co-editor Thomas Corrigan].

ARTICLE MANUSCRIPTS IN REVISION

“The Long History of the Attention Economy in the History of Communication: Recognizing the Struggle for Control over the Conditions of Consumption.”

RESEARCH IN PROGRESS

“Rethinking the Political Economy of News: The U.S. Newspaper Crisis as a Crisis of Newspaper Capital.”

“Capitalizing on News in the Long History of the Attention Economy: Continuity and Change in the Commercialization of News.”

CONFERENCE PRESENTATIONS

“Raymond Williams’ Materialist Method: Seeing Production and Analyzing the Conditions of Communicative Practices.” International Communication Association (ICA), San Diego, CA, May 26, 2017.

“Audience Labor in the Long History of the Attention Economy: The Struggle for Control over the Conditions of Consumption.” Audiences? The Familiar Unknown of Communication Historiography, Pre-conference, International Communication Association (ICA), San Diego, CA, May 25, 2017.

“Toward a History of Communication as Capital,” International Association for Media and Communication Research (IAMCR), Leicester, UK, July 30, 2016.

- “Communication as Capital: The Unasked, Fundamental Question of the Political Economy of Communication,” International Association for Media and Communication Research (IAMCR), Leicester, UK, July 30, 2016.
- “Media as Means of Production: Renewing and Extending Raymond Williams’ Project,” What Is Media? Experience, Exploration, Emergence, Portland, OR, April 14-16, 2016.
- “Communication as Capital and the Exploitation of Audience Labor: A New Perspective on Communication History.” ECREA Communication History Conference, Bridges and Boundaries: Theories, Concepts and Sources in Communication History, Venice, Italy, Sept. 18, 2015.
- “Transforming ‘Digital Labor’ Theory into a Political Project: A Critical Digital Communication Policy Framework.” Administrative v. Critical Research: Implications for Contemporary Information Policy Studies [A By-Invitation Experts’ Workshop], Pre-conference, International Communication Association (ICA), San Juan, Puerto Rico, May 21, 2015.
- “News as Capital and Audience Labor: Rethinking the Commercialization of News.” What Is Journalism? Exploring the Past, Present and Future, Portland, OR, April 11, 2015.
- “Digital Audience Labor and ‘The Googlization of Everything’: New Media Profits through Old Media Means.” Western States Communication Association 2015, Spokane, WA, February 24, 2015.
- “Media Policy Should Be Used to Promote Social Justice.” Positive Policy? A Debate on the Role of Media Policy to Promote Social Justice. Western States Communication Association 2015, Spokane, WA, February 22, 2015.
- “MediaNews Group’s California Newspaper Empire and the Crisis of Newspaper Capital in the U.S.,” Union for Democratic Communications (UDC), San Francisco, CA, Nov. 1-3, 2013.
- “Audience Labor Exploitation in the Digital Era: Toward a Political Economy of Consciousness,” International Association for Media and Communication Research (IAMCR), Dublin, Ireland, June 29, 2013.
- “Strategies for Media Reform: International Workshop,” Pre-conference, International Communication Association (ICA), London, England, June 17, 2013 [Workshop participant].
- “Whatever Happened to Audience Labor? A Critique of the Political Economy of Digital Labor,” Communication and Global Power Shifts: An International Conference in Celebration of the 40th Anniversary of the School of Communication, Simon Fraser University, Vancouver, Canada, June 8, 2013.

“Attempting to Reconcile the Irreconcilable: Baker’s Political Economy and the Contradiction of Capitalist Democracy,” Extended Session: “Media, Markets, and Democracy,” International Communication Association (ICA), Phoenix, AZ, May 26, 2012.

“Democracy Against Capitalism: Political Economy, History and Reform in U.S. Communication Policy,” Political Economy of Communication, Auckland, New Zealand, Sept. 15, 2011.

INVITED PRESENTATIONS

“The Culture Industry after the Googlization of Everything,” research seminar on The Culture Industry: Meanings, Updates and Practical Implications, The Centre for Studies on Media, Technologies and Internationalization, University of Paris 8, Paris, May 20, 2016.

“The Exploitation of Audience Labour: A Missing Perspective on Communication and Capital in the Digital Era,” workshop on The Labour Theory of Value in the Digital Age, Organized by EU COST Action Dynamics of Virtual Work, Israel, June 15-17 2014.

COURSES TAUGHT

Contemporary Issues in Digital Media (COM 4101 / JOUR 408)

University of La Verne, Communications Department, January Term 2015

Baruch College, Department of Communication Studies, Fall 2013, Spring 2014

An upper-division seminar that examines key issues of communication and power in the digital era. Topics covered include Wikileaks, U.S. government surveillance, protest and social movements, commercial surveillance and data mining, copyright and control over culture, digital advertising, Internet access, and digital labor.

Media Institutions and Economics (JOUR 4321)

University of Colorado Boulder, Journalism and Mass Communication Program, Spring 2013

An upper-division course on the political economy of media. Examines key aspects of the business of media and culture, and the place of audiences and users in that business, with a focus on digital media. Provides a theoretical and historical foundation for understanding the political economy of digital media, including issues of copyright, surveillance, advertising, Internet access, the transformation of audience members into users, and digital labor.

History of Electronic Media (MSP 4296)

Temple University, Department of Media Studies and Production, Spring 2017

Examines the origins, development and current status of electronic, mass and interpersonal media. From the invention of the telephone and the advent of radio and television to the creation of advanced digital devices and wireless systems, the course explores the media technology that changed the world and our lives. This class focuses on the social, economic, organizational, regulatory, creative and ethical issues that have challenged media practitioners, and the consumers they serve, in historical and political contexts.

Studies in Electronic Media (COM 3062)

Baruch College, Department of Communication Studies, Spring 2014

An upper-division lecture course that examines the history of electronic media (radio, television, and digital technologies) in the U.S. Topics addressed include economic and regulatory history, impact of technological change, and the role of electronic media in society.

History of Media and Communication (MCC-UE 3)

New York University, Department of Media, Culture, and Communication, Fall 2013

An introductory survey of the history of media forms and communication technologies, charting the historical trajectory from the alphabet to the Internet and exploring the development of media industries and communicative practices. An exploration of mediation in and across time and the emergence and development of different media forms in relation to particular social, economic, perceptual, and technological conditions and historical moments.

The Future of Your TV (MSP 0821)

Temple University, Department of Media Studies and Production, Spring 2017

What is the future of your TV and what kinds of programming will you see in the next two years? Television is not going away but how, where and when we interact with TV changes constantly. What roles do blogs, podcasts, YouTube, Netflix and new digital technologies have in furthering television into a medium where consumers drive content?

American Television Programming (COM 3067)

Baruch College, Department of Communication Studies, Spring 2014

An upper-division course that examines key features in the economic and cultural history of US television programming. Topics addressed include modes of production, style, narrative forms, advertising, quality television, regulation, and public broadcasting.

Introduction to Media Theory (MSP 1011)

Temple University, Department of Media Studies and Production, Fall 2017

This class provides a broad survey of key theoretical approaches to the understanding of human communicative behavior with an emphasis on those theoretical frameworks associated with mediated communication. The course helps students develop an appreciation for the role theory plays in our society, including the relationship of theory to research and the application of theoretical models to contemporary phenomena.

Media and Society (MSP 1021)

Temple University, Department of Media Studies and Production, Fall 2016

An introductory course that focuses on the past, present, and future roles of media in society. The course explores the complex relationships between media and society, especially in light of prevailing technological and cultural conditions in the U.S. and around the world. It also provides an introduction to specific approaches for being more enlightened consumers and producers of mass media messages by strengthening skills of reasoning, research, critical thinking, creativity, and writing.

Contemporary Media Analysis (JOUR 1001)

University of Colorado Boulder, Journalism and Mass Communication Program, Fall 2011

A media literacy course that surveys the structures, forces and environments that produce media and culture, as well as the effect of media on our sense of self and our interactions with

others. Encourages critical media literacy skills through a review of the development of U.S. media industries. Examines current trends in media, especially concentration of ownership and conglomeration, globalization, audience fragmentation, hyper-commercialization, and convergence.

Ethics of the Mass Media (JOUR 467)

University of La Verne, Communications Department, Fall 2014, Fall 2015, Spring 2016

An upper-division course on current ethical standards, procedures, and problems in media industries. Explores the many dilemmas that reporters, producers and marketers encounter. Through discussion and exercises, the course implores students to think critically and determine how they would react in given circumstances. Enables students to better understand the responsibility that comes with working in various media industries. Students analyze the choices and pressures faced in various media industries and develop their own ethics. Students also develop a better critical foundation to evaluate media as audience members.

Newspaper Production (JOUR 220/320)

University of La Verne, Communications Department, Fall 2015

Faculty adviser for *Campus Times* student newspaper publication.

**Student work named National Finalist in the Society of Professional Journalists Mark of Excellence Awards.*

Magazine Production (JOUR 425)

University of La Verne, Communications Department, Spring 2015, Spring 2016

Faculty adviser for *La Verne Magazine* student magazine publication.

**Publication awarded Crown Finalist status, Gold Medalist status, and All-Columbian honors by the Columbia Scholastic Press Association.*

News Reporting (JOUR 100)

University of La Verne, Communications Department, Fall 2015, Spring 2016

An introductory-level course in the fundamentals of news writing and reporting.

Senior Project (JOUR 499)

University of La Verne, Communications Department, Spring 2015

Faculty adviser for senior projects.

Internship (COMM 492) (Hybrid course)

California State University Channel Islands, Communication Program, Fall 2014

Provides student credit for internship work and/or student learning in the community that culminates in a written and oral report.

ACADEMIC HONORS AND AWARDS

Faculty Professional Development Grant, University of La Verne, \$2,000, 2016.

Faculty Professional Development Grant, University of La Verne, \$500, 2015.

Faculty Professional Development Grant, University of La Verne, \$800, 2015.

Faculty Professional Development Grant, University of La Verne, \$1,000, 2015.

Summer Research Fellowship, Journalism and Mass Communication, University of Colorado Boulder, \$2,250, 2012.
Communication Policy Fellowship, Consortium on Media Policy Studies (COMPASS), Washington, D.C., \$5,000, 2011.
Summer Research Fellowship, School of Journalism and Mass Communication, University of Colorado Boulder, \$2,000, 2011.
Summer Research Fellowship, School of Journalism and Mass Communication, University of Colorado Boulder, \$1,500, 2010.

EDITORIAL BOARD MEMBERSHIP

tripleC: Communication, Capitalism & Critique

PEER REVIEWING

New Media & Society

International Journal of Communication

tripleC: Communication, Capitalism & Critique

Journal of Information Policy

Political Economy of Communication

communication +1

Sociologia del Lavoro

Communication Law and Policy Division, International Communication Association (ICA)

Communication History Division, International Communication Association (ICA)

Union for Democratic Communications (UDC)

PROFESSIONAL AFFILIATIONS

International Communication Association (ICA)

International Association for Media and Communication Research (IAMCR)

Union for Democratic Communications (UDC)

ACADEMIC SERVICE

Academic Advisor, University of La Verne. Provided course advising and support to 40 undergraduate students.

JOURNALISM AND RELATED PROFESSIONAL EXPERIENCE

Editor, PrimeNewswire, Los Angeles, CA, April 2007 to June 2007.

Copy Editor/Page Designer, *Daily Breeze*, Torrance, CA, January 2005 to December 2006.

Reporter/Copy Editor/Page Designer, San Gabriel Valley Newspaper Group, West Covina, CA, February 2001 to December 2004.

References

Janice Peck

[Doctoral Adviser]

Professor and Associate Dean for Graduate
Studies and Research

Department of Media Studies

College of Media, Communication and
Information

University of Colorado Boulder

1511 University Ave.

478 UCB

Boulder, CO 80309

Victor Pickard

Associate Professor of Communication

Annenberg School for Communication

University of Pennsylvania

3620 Walnut Street, Suite 200

Philadelphia, PA 19104

Oscar H. Gandy, Jr.

Professor Emeritus

Annenberg School for Communication

University of Pennsylvania