

Brice Nixon
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Chestnut Hill College
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RESEARCH AND TEACHING INTERESTS

Media Studies; Digital Media Studies; Media Industries; The Attention Economy; Digital Labor; Journalism Studies and Practice; Communication History; Communication Law and Policy; Communication and Cultural Theory; Television Studies

ACADEMIC APPOINTMENTS

Current

Assistant Professor
Chestnut Hill College, Department of Communication, 2019-

Previous

Visiting Assistant Professor
Ursinus College, Media and Communication Studies Department, 2018-19

Lecturer and Postdoctoral Visiting Scholar
University of Pennsylvania, Annenberg School for Communication, 2016-2019

Adjunct Instructor
Temple University, Department of Media Studies and Production, 2016-18

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 (Media Studies), University of Colorado Boulder, 2013
Dissertation: Communication as Capital and Audience Labor Exploitation in the Digital Era
Committee: Janice Peck, Andrew Calabrese, Willard Rowland, David Gross, Chad Kautzer

Graduate Certificate in Critical Theory, University of Colorado Boulder, 2011

M.A., Media, Culture, and Communication, New York University, 2009

B.A. (Cum Laude), Journalism, University of La Verne, 2002

FELLOWSHIPS

Postdoctoral Teaching Fellow, University of Pennsylvania, Center for Media, Inequality & Change, 2018

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

PUBLICATIONS

Peer-Reviewed Journal Articles

Nixon, Brice. 2020. "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* 21 (1): 73-94. doi:10.1177/1464884917719145

Nixon, Brice. 2017. "Critical Communication Policy Research and the Attention Economy." *International Journal of Communication*. <http://ijoc.org/index.php/ijoc/article/view/7005>

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. 2018. *Variations: Revue internationale de théorie critique* 21. doi: 10.4000/variations.950

[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].

Journal Special Issues in Development

Method and Methodology in the Political Economy of Communication. [Journal special issue in development, with co-editor Thomas Corrigan].

Article Manuscripts in Progress

“From Attention Economy Theory to the Political Economy of Attention.” [Target publication: *Communication Theory*].

“Communication, Capitalism, and Attention: A Reconceptualization.” [Target publication: *Journal of Communication*].

“Capitalizing on Attention: Recognizing a Long Struggle for Control in Communication History.” [Target publication: *Media, Culture & Society*].

Research in Progress

“YouTube and the Problem of the Attention Economy: From “Broadcast Yourself” to “Watch This!” [Target publication: *New Media & Society*].

RESEARCH PRESENTATIONS

Conference Panels Organized

“The Significance and Contribution of Raymond Williams’ Work to Critical Global Media Studies.” Philosophy, Theory and Critique Division, International Communication Association (ICA), Washington, D.C., May 28, 2019.

“Making the Implicit Explicit: Rethinking Method and Methodology in the Political Economy of Communication.” Media Industry Studies interest group, International Communication Association (ICA), San Diego, CA, May 26, 2017.

Conference Presentations

“A Materialist Critique of Attention Economy Theory.” International Communication Association (ICA), Washington, D.C., May 28, 2019.

“Raymond Williams’ Sociology of Culture and the ‘Attention Economy.’” Media Sociology Preconference, American Sociological Association (ASA), Philadelphia, PA, August 10, 2018.

“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

“YouTube and the Problem of the Attention Economy: From “Broadcast Yourself” to “Watch This!” International Colloquium for Project COLLAB, “Crowdfunding: The New Territories of Capitalism?,” Université de Lorraine, Metz, France, May 24, 2018.

“From Theorizing Digital Labor to Digital Class Struggle: Applications of Critical Research on the Communication and Culture Industries.” Research seminar on Platform Swindles, Platform Struggles, American University of Paris, Paris, March 23, 2018.

“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

Media Industries

Introduction to the Political Economy of Media [COMM 301], University of Pennsylvania, Annenberg School for Communication
Media Institutions and Economics [JOUR 4321], University of Colorado Boulder

Media Policy

Media Policy and Practice [Doctoral Seminar], Consortium on Media Policy Studies (COMPASS) Summer Seminar, Washington, D.C.

Media History

History of Electronic Media [MSP 4296], Temple University
Studies in Electronic Media [COM 3062], Baruch College
History of Media and Communication [MCC-UE 3], New York University

Media Studies

Media Literacy [COMM 200], Chestnut Hill College
Media and Society [MSP 1021 / MCS 205], Temple University / Ursinus College
Contemporary Media Analysis [JOUR 1001], University of Colorado Boulder
Contemporary Issues in Digital Media [JOUR 408 / COM 4101], University of La Verne / Baruch College
Ethics of the Mass Media [JOUR 467], University of La Verne

Television Studies

Technology and Culture (Focus: Television) [MCS 355], Ursinus College
The Future of Your TV [MSP 0821], Temple University
American Television Programming [COM 3067], Baruch College

Media Theory

Introduction to Media Theory [MSP 1011], Temple University
Theories and Research in Communication [COMM 310], Chestnut Hill College
Communication Theory and Research [MCS 292], Ursinus College

Research Methods

Theories and Research in Communication [COMM 310], Chestnut Hill College
Senior Seminar in Communication [COMM 498], Chestnut Hill College
Communication Theory and Research [MCS 292], Ursinus College

Journalism and Media Production

Journalism I [COMM 241], Chestnut Hill College
Writing for Digital Media [COMM 252], Chestnut Hill College
News Reporting [JOUR 100], University of La Verne
News Writing Workshop [COMM 102], Chestnut Hill College
Faculty adviser for *The Griffin* student newspaper publication

Newspaper Production [JOUR 220/320], University of La Verne

Faculty adviser for *Campus Times* student newspaper publication

**Advised student work named National Finalist in the Society of Professional Journalists Mark of Excellence Awards*

Magazine Production [JOUR 425], University of La Verne

Faculty adviser for *La Verne Magazine* student magazine publication

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

Senior Project [JOUR 499], University of La Verne

Internship (**hybrid course*) [COMM 492], California State University Channel Islands

ACADEMIC HONORS AND AWARDS

Postdoctoral Teaching Fellowship, University of Pennsylvania, Center for Media, Inequality & Change, 2018.

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.

SERVICE

Editorial Board Membership

tripleC: Communication, Capitalism & Critique

Journal Peer Reviewing

Journal of Information Policy

New Media & Society

International Journal of Communication

tripleC: Communication, Capitalism & Critique

Political Economy of Communication

communication +1

Sociologia del Lavoro

Conference Peer Reviewing

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

Philosophy, Theory and Critique 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)

Departmental Service

Academic Advisor (16 students), Department of Communication, Chestnut Hill College
Academic Advisor (35 students), Communications Department, University of La Verne

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
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478 UCB
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