

MELISSA A. CLICK
University of Missouri
108 Switzler Hall
Columbia, MO 65211
573.884.4694 / Fax: 573.884.5672
clickm@missouri.edu

EDUCATION

- Ph.D., February 2009 Communication, University of Massachusetts, Amherst
Dissertation: *It's 'a good thing': The commodification of femininity, affluence and whiteness in the Martha Stewart phenomenon.*
- Certificate, May 2000 Graduate Certificate in Advanced Feminist Studies
University of Massachusetts, Amherst.
- M.A., February 2000 Communication, University of Massachusetts-Amherst
Thesis: *Who dunnit?: The utility of theorizing (in)visible identities in feminist action.*
- B.B.A., December 1993 Retail Marketing and Women's Studies, James Madison
University.

RESEARCH INTERESTS

Media Audiences and Fans ♦ Television Criticism ♦ Popular Culture ♦ Gender & Sexuality

APPOINTMENTS

- Assistant Professor University of Missouri, Columbia (Fall 2008-present)
▪ Course Director of COMM 1200: Public Speaking
- Resident Instructor University of Missouri, Columbia (Fall 2005-Summer 2008)
- Visiting Instructor University of Missouri, Columbia (Fall 2003-Spring 2005)
- Teaching Associate University of Massachusetts, Amherst (Fall 1995-Winter 2002)
- Research Assistant University of Massachusetts, Amherst
▪ Assistant to Dr. Michael Morgan. Fall 1997, Spring 1998

PUBLICATIONS

Refereed Journal Articles:

Click, M. A., Lee, H., & Holladay, H. (2013). Making monsters: Lady Gaga, fan identification, and social media. *Popular Music & Society*, 6(3), 360-379.

Aubrey, J. S., Behm-Morawitz, E., & Click, M. A. (2010). The romanticization of abstinence: Fan response to sexual restraint in the Twilight series. *Transformative Works & Culture*, 5. Available at:
<http://journal.transformativeworks.org/index.php/twc/article/view/216/184>

Click, M. A., & Ridberg, R. (2010). Saving food: Finding the politics of the everyday in food preservation. *Environmental Communication*, 4, 301-317.

Aubrey, J. S., Click, M. A., Dougherty, D. S., Fine, M. A., Kramer, M. W., Meisenbach, R. J., Olson, L. N., & Smythe, M. J. (2008). "We do babies!": The trials, tribulations, and triumphs of pregnancy and parenting in the academy. *Women's Studies in Communication*, 31, 186-195.

Click, M. & Kramer, M. W. (2007). Reflections on a century of living: Gendered differences in popular songs. *Popular Communication*, 5, 241-262.

Edited Volume:

Click, M. A., Aubrey, J. S., and Behm-Morawitz, E. (Eds.). (2010). *Bitten by Twilight: Youth culture, media, and the vampire franchise*. New York: Peter Lang.

Book Chapters:

Click, M. A. (accepted). Fifty Shades of postfeminism: Contextualizing readers' reflections on the erotic romance series. In E. Levine (ed.) *Feeling Feminine: Popular Culture for Women in the Early 21st Century*.

Click, M. A., Aubrey, J.S., & Behm-Morawitz, E. (2010). Introduction. In M. A. Click, J. S. Aubrey & E. Behm-Morawitz (Eds). *Bitten by Twilight: Youth culture, media, and the vampire franchise*. New York: Peter Lang. 1-17.

Behm-Morawitz, E., Click, M. A., & Aubrey, J. S. (2010). Relating to Twilight: Fans' Responses to Love and Romance in the Vampire Franchise." In M. A. Click, J. S. Aubrey & E. Behm-Morawitz (Eds). *Bitten by Twilight: Youth culture, media, and the vampire franchise*. New York: Peter Lang. 137-154.

Aubrey, J. S., Walus, S., & 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, and vampire franchise*. New York: Peter Lang. 225-242.

Click, M. A. (2007). Untidy: Fan response to the soiling of Martha Stewart's spotless image. In J. Gray, C. Sandvoss, & C. L. Harrington (Eds.), *Fandom: Identities and Communities in a Mediated World*. New York: New York University Press. 301-315.

Book Reviews:

Click, M. A. (2013). [Review of *Genre, reception, and adaptation in the "Twilight" series*] 24 (2), in press.

Click, M. A. (2013). [Review of the book *Spreadable Media*]. *Transformative Works & Culture*, 14. Available at: in press.

Click, M. A. (2000). Stella Bruzzi's *Undressing Cinema* [Review of the book *Undressing Cinema*]. *Film Quarterly* 53 (4), 67-68.

MANUSCRIPTS UNDER REVIEW

Click, M. A., Holladay, H. W., Lee, H., & Kristiansen, L. J. (revised and resubmitted). "Let's Hug It Out, Bitch": Audience response to hegemonic masculinity in *Entourage*. *Television & New Media*

MANUSCRIPTS IN PREPARATION

Walus, S. & Click, M. A. (preparing for submission) "I can't think of a more unlikely rock star than me": Exploring "Averageness" in the myth of rock and roll.

Click, M. A. (edited volume, preparing for submission) *Dislike, Hate, and Anti-Fandom in the Digital Age*.

Click, M. A., Holladay, H. W., Behm-Morawitz, E., & Aubrey, J. S. (preparing for submission) *Hating Twilight: Anti-fans' responses to the vampire franchise and its fans*.

Lee, H., Holladay, H. W., & Click, M.A. (preparing for submission) *Social media, activism, and Lady Gaga's Little Monsters*.

Click, M. A., Aubrey, J. S., & Behm-Morawitz, E. (preparing for submission) *Understanding teen girls' attraction to Twilight*

Click, M. A. (book manuscript, preparing for proposal submission) *Good Things: The commodification of femininity, affluence and whiteness in the Martha Stewart phenomenon*.

Click, M. A. (analyzing data) *The trouble with Thomas: A closer look at the popular children's Series*.

Click, M. A., & Edgar, A. N. (analyzing data) *Ancestry and American Identity: Exploring the Messages of NBC's "Who Do You Think You Are?"*

GRANTS

Faculty International Travel Grant, University of Missouri. Awarded to support travel to the International Communication Association in London, England. May 2013.

Women's and Gender Studies Faculty Research and Creative Activities Grant, University of Missouri. Awarded to support research on readers' reactions to the messages in the *Fifty Shades of Grey* book series. April 2013.

Richard Wallace Faculty Incentive Grant, University of Missouri. Awarded to support research on readers' reactions to the messages in the *Fifty Shades of Grey* book series. April 2013.

Center for Arts and Humanities Grant, University of Missouri. Awarded to support travel to the annual conference of the Society for Cinema in Media Studies in Chicago, IL. March 2013.

Research Board Grant, University of Missouri. Awarded to support continued research for *Good Things* manuscript. May 2010.

A&S Alumni Organization Faculty Incentive Grant, University of Missouri. Awarded to support initial research on the PBS children's series *Thomas the Tank Engine*. February 2010.

Center for Arts and Humanities Grant, University of Missouri. Awarded to facilitate the creation of an index for *Bitten by Twilight: Youth culture, media, and the vampire franchise* (Peter Lang, 2010). December 2009.

Center for Arts and Humanities Grant, University of Missouri. Awarded to support travel to attend TwiCon in Dallas, TX for study of Twilight fans. July 2009.

Center for Arts and Humanities Grant, University of Missouri. Awarded to support attendance of the National Conference for Media Reform in St. Louis, Missouri. May 2005.

Graduate Student Travel Grants awarded by the Graduate School, University of Massachusetts, Amherst. (Spring 2002, Spring 2001, Spring 2000, Spring 1999)

Graduate Student Travel Grant awarded by the Dept. of Communication, Univ. of Massachusetts, Amherst. (Spring 2004, Fall 2003, Spring 2002, Spring 2001, Spring 2000, Spring 1999, Fall 1997, Fall 2004, Spring 2003, Spring 2002, Fall 2001)

HONORS & AWARDS

Advisor of the Year Award from Association of Communication Graduate Students of the University of Missouri. May 2013.

Outstanding Mentor Award from Association of Communication Graduate Students of the University of Missouri. May 2011.

Provost's Outstanding Junior Faculty Teaching Award, University of Missouri. May 2010.

Outstanding Professor, from Intercollegiate Communication Organization (iCOM) of the University of Missouri. April 2007.

Purple Chalk Award from the College of Arts and Sciences for teaching excellence at the University of Missouri. February 2007.

Nominated for an Excellence in Education Award from Student Affairs at the University of Missouri. Spring 2006.

Recognition from the University of Missouri Chancellor's Committee on the Status of Women for working to support women on campus. May 2004.

Awarded a Pre-Doctoral Fellowship from the School of Speech Summer Institute at Northwestern University for participation in a three-week examination of "The Question of Method in Cultural Studies." July 2000.

Recognition from the Department of Communication at the University of Massachusetts, Amherst for outstanding teaching evaluations: Fall 1995, Spring 1996, Fall 1996, Spring 1997, Fall 1998, Spring 1999, Fall 2000, Fall 2001, Spring 2002.

Recognition from the Division of Continuing Education at the University of Massachusetts, Amherst for outstanding teaching evaluations: Winter 1998, Winter 1999, Winter 2001.

CONFERENCE PAPERS & PRESENTATIONS

Click, M. A. (2013, June). Twitards and Tyler's Van: Anti-Fans, *Twilight*, and textuality. Paper presented at the International Communication Association in London, England.

Click, M. A. (2013, March). Making Monsters: Lady Gaga, social media, and fan culture. Paper presented at the Society for Cinema and Media Studies conference. Chicago, IL.

Click, M. A. (2012, November). Twitards and Tyler's Van: Anti-fans, *Twilight*, and textuality. Paper presented at Flow: A Critical Form on Television and Media, Austin, TX.

Click, M. A. (2012, November). Dwindling domestication: Tracing the changes in feminized daytime television through *Martha Stewart Living*. Paper presented at the American Studies Association in San Juan, Puerto Rico.

Click, M. A. (2012, July). Work, Study and Scholarship as an Academic Parent. Panel participant at Console-ing Passions, the International Conference of Feminism and Television, Video, New Media and Audio, Boston, Massachusetts.

Click, M. A. (2012, May). New Directions in Popular Communication Research. Panel participant at the International Communication Association, Phoenix, Arizona.

Click, M. A. (2012, April). Food realities: Food and individual responsibility in US reality TV. Paper presented at the Society for Cinema and Media Studies conference. Boston, Massachusetts.

- Click, M. A. (2012, April). Hate is a strong word: Disciplinarity and distaste. Workshop participant at the Society for Cinema and Media Studies conference. Boston, Massachusetts.
- Click, M. A. (2011, September). Taking a bite out of the Twilight Fandom: Exploring fans' active and passive responses to the vampire franchise. Paper presented at the Reception Studies Society Conference, Maryville, Missouri.
- Click, M. A. (2011, April). Acafandom and the Future of Fan Studies. Workshop participant at the Society for Cinema and Media Studies conference, New Orleans, Louisiana.
- Click, M. A. (2010, March). Collaboration, Mentorship, Promotion: Women Mobilizing the Past & Future of SCMS. Workshop leader at the Society for Cinema and Media Studies conference, Los Angeles, California.
- Aubrey, J. S., Behm-Morawitz, E. & Click M. (2009, November). "Damn it! Why don't you glitter?" An audience analysis of Twilight Moms' readings of the *Twilight* Series. Paper presented at the National Communication Association, Chicago, Illinois.
- Click, M. A. (2009, April). Gender and media scholars' use of blogs. Paper presented at the Cultural Studies Association, Kansas City, Missouri.
- Olson, L. Click, M. A. & Baiocchi, L. (2008, November). Researching the unconventional: Tales from the field, the office, and the dinner table. Paper presented at the National Communication Association, San Diego, California.
- Click, M. A. (2008, October). Asserting feminist perspectives in the blogosphere. Paper presented at Flow: A Critical Form on Television and Media, Austin, TX.
- Click, M. A. (2008, May). Putting Martha Stewart back in *Martha Stewart Living*: How *The Martha Stewart Newsletter* replaces the magazine's missing ingredient. Paper presented at the International Communication Association, Montreal, Canada.
- Click, M. A. (2008, April). The blogosphere and feminist media studies—a necessary fit? Paper presented at Console-ing Passions: An International Conference on Television, Audio, Video, New Media & Feminism. Santa Barbara, CA.
- Click, M. A. (2006, October). Owning television: Consumption of programming off-television. Paper presented at Flow: A Critical Form on Television and Media, Austin, TX.
- Click, M. A. & Kramer, M. W. (2006, April). Reflections on a century of living: Gendered differences in popular songs. Paper presented at Central States Communication Association, Indianapolis, IN.
- Click, M. A. (2005, April). The capstone project: At the heart of a successful assessment plan. Panel member at Central States Communication Association, Kansas City, MO.
- Click, M. A. (2004, May). Untidy: Audience response to the soiling of Martha Stewart's spotless image. Paper presented at Console-ing Passions, the International Conference of Feminism and Television, Video, New Media and Audio, New Orleans, LA.

- Click, M. A. (2003, November). Untidy: Audience response to the soiling of Martha Stewart's spotless image. Paper presented at the National Communication Association convention, Miami Beach, FL.
- Click, M. A. (2002, June). Perfecting fanaticism?: U.S. audiences' love/hate relationships with Martha Stewart. Paper presented at the Fourth International Crossroads in Cultural Studies Conference, Tampere, Finland. Organizer and Chair of International panel *Achievements, obstacles, and exemplars in audience research*.
- Click, M. A. (2001, July). Consuming perfection or perfecting consumption?: Martha Stewart's commodification of femininity and affluence. Paper presented at the 14th Annual Conference of the Women's Studies Network Association, entitled "Gender and Culture: Leisure, Consumption and Women's Everyday Lives, Cheltenham and Gloucester College of Higher Education (UK).
- Click, M. A. (2001, March). It's 'a good thing': The commodification of femininity, affluence and whiteness in the Martha Stewart phenomenon. Paper presented at Remapping Zones of Borderlands: Cultural Practice and Representation, Amherst, MA.
- Click, M. A. (2000, June). Undressing violence: A look at the clothesline project's use of poststructuralist and feminist theories in action. Paper Presented at the International Communication Association convention, Acapulco, Mexico.
- Click, M. A. (1999, October). Who dunnit?: The utility of theorizing (in)visible identities in feminist action. Paper presented at the Second Biennial Feminism(s) and Rhetoric(s) Conference, University of Minnesota, Minneapolis.
- Click, M. A. (1999, May). Being fair to Lilith: A rhetorical analysis of popular press representations in coverage of the 1997 Festival. Paper presented at the International Communication Association convention in San Francisco, CA.
- Click, M. A. & Frechette, J. (1998, November). *Violence against women: A narrative analysis of the clothesline project*. Video screened at the National Communication Association convention in New York, NY.

TEACHING EXPERIENCE

University of Missouri (2003-present)

Undergraduate Courses:

- The Fall Television Schedule (HONORS 1030H)
- Contemporary Issues in Mass Communication (COMM 3636)
- Television Criticism (COMM 4618)
- Visual Literacy (COMM 4975)
- New Technologies and Communication (COMM 4638)
- Senior Project (COMM 4974)

Graduate Courses:

- Television Criticism (COMM 7618)
- New Technologies and Communication (COMM 7638)
- Intro to Graduate Studies (COMM 8110).
- Seminar in Television Criticism (COMM 8150)
- Topics in Mass Communication (COMM 9530)

University of Massachusetts, Amherst (1995-2002)

- Cultural Codes in Communication (COMM 312)
- Social Impact of Mass Media (COMM 226)
- Social Impact of Mass Media for Talent Advancement Programs/Seminar (COMM 226s/192s)
- Independent Instructor of COMM: Processes of Communication for Talent Advancement Programs/Seminar (150s/191s)
- Writing About Communication (COMM 375)
- Public Speaking (COMM 260)
- Processes of Communication (COMM 150)
- Media Programming and Institutions (COMM 297G)

ADVISING

Graduated:

Stephen Price (PhD, April 2011)

Scott Walus (PhD, May 2013)

Current Advisees:

Holly Willson Holladay (PhD, May 2014)

Hyunji Lee (PhD, May 2014)

Amanda Edgar (PhD, May 2015)

Nettie Brock (PhD, May 2017)

Committees Completed:

Lars J. Kristiansen (Ph.D., December 2012)

Sacheen Mobley (PhD, August 2010)

Siobhan Smith (PhD, December 2010)

William Force (PhD, Sociology, May 2011)

Taryn Wood (MA, Journalism, May 2010)

Anne Cicero (MA, Journalism, December 2009)

Current Committees:

Hillary Pennell (PhD, May 2014)

Hayley Cole (Ph.D., May 2014)

Sarah Turner McGowan (Ph.D., May 2015)

Brandon Miller (Ph.D., May 2016)

Jennifer Lewallen (Ph.D., May 2016)

Cristin Compton (Ph.D., May 2016)

SERVICE

Department:

- Committee Member, University of Missouri, Department of Communication Faculty Awards Committee (2012-present)
- Committee Member, University of Missouri, Department of Communication On-Line Courses Advisory Board (2012-present)
- Committee Member, University of Missouri, Department of Communication Research Lab Committee (2011-present)
- Committee Member, University of Missouri, Department of Communication Faculty/Alumni Grants Committee (2011-2012)
- Committee Member, University of Missouri, Department of Communication Graduate Admissions Committee (2008-2009; 2010-2012).
- Committee Member, University of Missouri, Department of Communication, Building Committee (2010-2011)
- Committee Member, University of Missouri, Department of Communication Graduate Student Funding Committee (2009-2010)
- Committee Member, University of Missouri, Department of Communication Undergraduate Admissions Committee, (2005- 2006)
- Coordinator, University of Missouri, Department of Communication Internship Program (2004-2008)

University:

- Student Publications Committee (Sept 2013-August 2016)
- Disability Services Advisory Group, University of Missouri (2012-present)
- Arts and Sciences Status of Women Committee, University of Missouri (2006-present)
- Faculty Affiliate of Women's and Gender Studies Program, University of Missouri (2005-present)
- Committee on Student Organizations, Government, and Activities, University of Missouri (2011-2012)

Professional:

- Vice-Chair of the International Communication Association's Popular Communication Division (July 2013-)
- Organizing Committee Chair for Console-ing Passions (April 2014)
- Editorial Board, *Transformative Works & Cultures*
- Member, Awards Committee for Popular Communication Division of the International Communication Association (2011-present)
- Reviewer, *Feminist Media Studies*
- Reviewer, *Reception: Texts, Readers, Audiences, History*
- Reviewer, *Popular Communication*
- Reviewer, *Communication, Culture and Critique*
- Reviewer, *Television and New Media*
- Reviewer, *Women and Language*
- Reviewer, Routledge (Media & Cultural Studies Division)
- Reviewer, Peter Lang
- Reviewer, *Mosaic* (Interdisciplinary Literature Journal)
- Reviewer, *Journal of Religion and Popular Culture*
- Reviewer, Popular Communication Division of the International Communication Association (2010-present)

- Reviewer, Mass Communication Division of the International Communication Association (2010)

Public:

Invited Regular Contributor to *Antenna*, University of Wisconsin, Madison (2010-present)

- Click, M. A. (2013, February 19). An Entourage Movie? Why? Available at: <http://blog.commarts.wisc.edu/2013/02/19/an-entourage-movie-why/>
- Click, M. A. & Edgar, A. N. (2012, July 12). Mediating the past: History and ancestry in NBC's Who Do You Think You Are? Available at: <http://blog.commarts.wisc.edu/2012/07/12/mediating-the-past-history-and-ancestry-in-nbcs-who-do-you-think-you-are/>
- Click, M. A. (2012, July 10). Brave: Changing our fate. Available at: <http://blog.commarts.wisc.edu/2012/07/10/changing-our-fate/>
- Click, M. A. (2012, April 24). Why (does HBO hope) is watching Girls? Available at: <http://blog.commarts.wisc.edu/2012/04/24/who-does-hbo-hope-is-watching-girls/>
- Click, M. A. (2012, February 17). Half-time in America. *Antenna*. Available at: <http://blog.commarts.wisc.edu/2012/02/17/half-time-in-america/>
- Click, M. A. & Huntemann, N. (2011, December 6). Ready to chat? *Antenna*. Available at: <http://blog.commarts.wisc.edu/2011/12/06/ready-to-chat/>
- Click, M. A. (2011, October 24). Out of time. *Antenna*. Available at: <http://blog.commarts.wisc.edu/2011/10/24/out-of-time/>
- Click, M. A. (2011, May 5). Dumpster divers or culture jammers?: TLC's Extreme Couponers. . *Antenna*. Available at: <http://blog.commarts.wisc.edu/2011/05/05/dumpster-divers-or-culture-jammers-tlcs-extreme-couponers/>
- Click, M. A. & Aubrey, J. S. (2010, May 22). Official *Eclipse* trailer: For the boys. *Antenna*. Available at: <http://blog.commarts.wisc.edu/2010/05/22/official-eclipse-trailer-for-the-boys/>
- Click, M. A. (2010, March 2). Undercover Boss: Making CEOs more palatable? *Antenna*. Available at: <http://blog.commarts.wisc.edu/2010/03/02/undercover-boss-making-ceos-more-palatable/>
- Click, M. A. (2010, January 21). The role of the media in times of crisis. *Antenna*. Available at: <http://blog.commarts.wisc.edu/2010/01/21/the-role-of-the-media-in-times-of-crisis/>

Invited Contributor to *FLOW*, University of Texas, Austin (2009-2010)

- Click, M. A. (2010, May 7). Jamie Oliver's food revolution: Serving up a side of individual blame. *Flow*, 11.13. Available at: <http://flowtv.org/2010/05/jamie-olivers-food-revolution-serving-up-a-side-of-individual-blame/>
- Click, M. A. (2010, February 19). "More drinkin', less thinkin', fewer teeth, and beer": Representations of class in CMT's *My Big Redneck Wedding*. *Flow*, 11.8. Available at: <http://flowtv.org/2010/02/%E2%80%9Cmore-drinkin%E2%80%99-less-thinkin%E2%80%99-fewer-teeth-and-beer%E2%80%9D/>
- Click, M. A. (2009, December 18). "Rabid," "obsessed," and "frenzied": Understanding Twilight fangirls and the gendered politics of fandom. *Flow*, 11.04. Available at: <http://flowtv.org/?p=4638>
- Click, M. A. & Huntemann, N. B. (2009, May 28). Gender in the media studies blogosphere. *Flow*, 11.04. Available at: <http://flowtv.org/?p=3921>

- Click, M. A. (2005, April 1). "Martha Stewart: Free But Still in Chains?" *Flow*, 2.1
Available at:
<http://idg.communication.utexas.edu/flow/?issue=Volume%202,%20Issue%201>

Invited speaker to the Columbia Public Library (book talk): *Bitten by Twilight* (January 2011)

PROFESSIONAL MEMBERSHIPS

National Communication Association
International Communication Association
Society for Cinema and Media Studies
Cultural Studies Association
American Studies Association