

# M I C H A E L S E R A Z I O

Associate Professor | Boston College | Department of Communication  
St. Mary's Hall S455 | 140 Commonwealth Ave. | Chestnut Hill, MA 02467 | 617.552.1195  
[serazio@bc.edu](mailto:serazio@bc.edu) | [www.sites.google.com/site/linkedatserazio](http://www.sites.google.com/site/linkedatserazio) | [@michaelserazio](https://www.instagram.com/michaelserazio)

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## ACADEMIC EMPLOYMENT

Boston College -

## PEER-REVIEWED JOURNAL ARTICLES

Serazio, M. (2022). The irreverent life and uncompromising death of Deadspin: Sports blogging as punk journalism. (2), 461-478.

Serazio, M. (2021). The other 'fake' news: Professional ideals and objectivity ambitions in brand journalism. (6), 1340-1356.

Serazio, M. (2021). How news went guerrilla marketing: A history, logic, and critique of brand journalism. (1), 117-132.

Serazio, M. (2020). Making (branded) news: The corporate co-optation of online journalism production. (6), 679-696.

Serazio, M., & Thorson, E. (2020). Weaponized patriotism and racial subtext in Kaepernick's aftermath: The anti-politics of American sports fandom. (2), 151-168.

Thorson, E., & Serazio, M. (2018). Sports fandom and political attitudes. (2), 391-403.

Serazio, M. (2018)



## MANUSCRIPTS IN PROGRESS

Serazio, M. (commissioned for January 2024 delivery). Air Jordan. In A. Rugg & B. Burroughs (Eds.), . New York, NY: New York University Press.

Serazio, M. (in preparation for journal submission). The pros of compensation justice, the cons of amateurism: Analyzing post-NIL 'student-athlete' media discourse.

Serazio, M. (in preparation for journal submission). Getting NIL for unpaid labor: Self-branding student-athletes in the influencer marketplace.

## ACADEMIC HONORS

Boston College "Teacher of the Year" (awarded by Alpha Sigma Nu chapter) (2021)

Top Paper in ICA Sports Communication Interest Group (2021)

"The irreverent life and uncompromising death of Deadspin: Sports blogging as punk journalism"

Reviewed by:  
2021);  
(Mar 2021);

(Aug 2021);  
(Apr 2021);  
(Dec 2020);

(Spring



Serazio, M. (May 2019). Making (branded) news: The corporate co-optation of online journalistic production. Intern

Serazio, M. (May 2015). The paranoid style in American political communication: 'Anti-establishment' discourse and contemporary GOP spin. International Communication Association, Political Communication Division - San Juan, Puerto Rico.

Serazio, M. (May 2014). Producing viral politics: The technological strategies of campaign consultants. International Communication Association Preconference on Qualitative Political Communication Research - Seattle, WA.

Serazio, M. (Nov 2013). The stage managers of political communication: New media designs and campaign production in a fragmented era. National Communication Association, Political Communication Division - Washington, DC.

Serazio, M. (Jul 2012). Selling (digital) millennials: The social construction and technological bias of a consumer generation. International Association of Media and Communication Research, Emerging Scholars Network - Durban, South Africa.

Serazio, M., & Szarek, W. (Jul

Serazio, M. (Jul 2009). The fellowship toward the ring: Totem loyalty and fandom rituals of Philadelphia's brotherly October. International Association for Media and Communication Research, Media and Sport Section - Mexico City, Mexico.

Serazio, M. (May 2009). The r3VOLution will not be televised: An ethnographic essay on politics 2.0 and Ron Paul's mash-up subculture. International Communication Association, Political Communication Division - Chicago, IL.

Serazio, M. (May 2009). When the sportswriters go marching in: Sports journalism, collective trauma and memory metaphors. International Communication Association, Popular Communication Division - Chicago, IL.

Serazio, M. (Nov 2008). (New) media ecology and generation mash-up identity: The technological bias of millennial youth. National Communication Association, Media Ecology Association - San Diego, CA.

Serazio, M. (Nov 2008). Geopolitical proselytizing in the marketplace for loyalties: Rethinking the global gospel of American Christian broadcasting. National Communication Association, Religious Communication Association - San Diego, CA.

Serazio, M., & Figueiras, R. (Jul 2008). Modernity stillborn: European anxieties and Catholic identities in Portugal's abortion debate. Association for Cultural Studies Crossroads - Kingston, Jamaica.

Serazio, M., & Hardy, B.W. (May 2008). Right behind : The conservative geopolitics of Christian apocalyptic entertainment. International Communication Association, Political Communication Division - Montreal, Canada.

Serazio, M. (Nov 2007). Ethos groceries and countercultural appetites: A case study of Whole Foods. National Communication Association, Top Papers in American Studies Division - Chicago, IL.

Wainwright, D., Serazio, M., & Nagler, R. (Jul 2007). Buy me, be me: Gender, sexuality, and thin-ideal messages in teen magazine advertisements. International Association of Media and Communication Research, Gender and Communication Section - Paris, France.

Serazio, M. (Jul 2007). Celebrity anarchy: Rethinking fame for the 21<sup>st</sup> century. International Association of Media and Communication Research, Emerging Scholars Network - Paris, France.

Serazio, M. (Nov 2006). A war on meaning: Public discourse and the ban on flag-draped coffin images. National Communication Association, Visual Communication Division - San Antonio, TX.

Serazio, M. (Jul 2006). Virtual sports consumption, authentic brotherhood: The reality of fantasy football. International Association of Media and Communication Research, Media and Sport Section - Cairo, Egypt.









Assistant Professor – Fairfield University  
CO130: Mass Media and Society  
CO237: Sports, Media, and Culture  
CO333: News Media and Democracy  
CO336: Social Media  
CO337: Visual Communication  
CO398: Internship Program Coordinator  
CO537: New Media Studies

Master's Thesis – Fairfield University  
Advisor – 2 students  
2<sup>d</sup> Reader – 7 students

Senior or Honor's Thesis – Fairfield University  
Advisor – 3 students

Instructor – Drexel University  
COM150: Mass Media and Society (Winter 2009)

Instructor – University of Pennsylvania  
COMM262: Visual Communication (Summer 2008)

Teaching Fellow – University of Pennsylvania  
COMM262: Visual Communication (Spring 2007)  
COMM439: Media Criticism (Fall 2007)

#### GRANTS & FUNDED RESEARCH

Advertising Educational Foundation (3-7 Jun 2019)  
Visiting Professor Immersion Program

Boston College  
\$1,500 Research Expense Grant – "The Authenticity Industries" (Fall 2020-Spring 2021)  
\$16,350 Research Across Departments and Schools – "How Sports Coverage Shapes Political Attitudes" (co-investigator, Emily Thorson) (Spring 2016)  
\$1,000 Undergraduate Research Fellowship – 100 hours of assistance (Fall 2015, Summer 2016, Spring 2017)

Fairfield University Summer Research Stipend (2011)  
\$3,500 Award from Faculty Research Committee  
Project Title: "Selling millennials: The social construction of a (consumer) generation"

Monbusho (Japanese Government) Grant (2000-2001)  
\$15,000 Award for foreign scholars at Japanese universities

#### UNIVERSITY, DISCIPLINE & COMMUNITY SERVICE

Boston College

University Service:

Campus Ministry Arrupe International Immersion - Ecuador Adult Mentor (Sep 2023-  
Mar 2024)

Journalism Program Professor of Practice Faculty Hire Search (2023)

Admitted Eagles Day - Department of Communication Representative (23 Apr 2023)

McNair Exploratory Program - First-Year Mentor (2022)

National Seminar for Jesuit Higher Education

creator and host (quarterly interview  
podcast with inspiring AJCU alums) (2021-present, eight episodes)  
Magazine board member (2014-2017)

Other Disciplinary Service

Rowan University - Department of Journalism Tenure Reviewer (2023)  
External Ph.D. Committee Member - Andy Elrick, Rensselaer Polytechnic Institute  
Media and Communication Department (2021-present)

Fairfield University

Cura Personalis Faculty Mentor (2014-2015)  
2020 Strategic Planning "Candidates of the Future" Committee Member (2014-2015)  
Commencement Assistant Marshall (2014)  
Open Visions Forum Deputy Director (2013-2015)  
Public Lectures and Events Committee Chair (2013-2014) and Member (2013-2015)  
Social Media Advisory Group (2013-2014)  
Individually Designed Major Advisory Committee (2012-2015)  
"The Mirror" (Student Newspaper) Advisory Board (2011-2015)  
Educational Technologies Committee Member (2011- 2013)  
Spring Break Service Trip Faculty Leader, Miami (2013)  
Spring Break Service Trip Faculty Leader, New Orleans (2011)  
Department of Communication Website Content Management Liaison (2010-2015)

Editorial Board Member

Manuscript Reviewer

International Communication Association – Media Industry Studies Interest Group  
International Communication Association – Popular Communication Division  
International Communication Association – Sports Communication Interest Group  
International Communication Association – Theme Sessions  
National Communication Association – Communication and Sport Division  
NCA Political Communication Division – Michael Pfau 2017 Outstanding Article Award  
New York University Press – Book Proposal  
Oxford University Press – Book Proposal  
Pluto Press – Book Proposal  
University of California Press – Book Proposal

Annenberg School for Communication Graduate Council  
Student Representative (2006-2007)

Research Fellow – University of Pennsylvania  
Editorial Assistant,  
(Barbie Zelizer)  
Center for Global Communication Studies (Monroe Price)  
*nd* Video Essay (Joseph Turow)

Annenberg/Oxford Summer Institute (2007)  
Seminar graduate, “Global Media Policy”

Alpha Sigma Nu (2001 induction)  
Member, Jesuit Honor Society

#### PROFESSIONAL JOURNALISM EXPERIENCE

##### Freelance Contributor

Serazio, M. (17 Aug 2023). The algorithm versus the syllabus.

Serazio, M. (3 Mar 2023). The madness of sports plays on way after March.

Serazio, M. (7 Apr 2021). The GOP hates baseball now. But it has always been a conservative sport.

Serazio, M. (15 Sep 2020). The numbers behind America’s 180 on athlete activism.

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WNTN's "1550 Today" (4 May 2019); Voice America's "The Patricia Raskin Show" (10 Jun 2019); KPR's "Conversations" (19 Jul 2019); Rich Take on Sports Podcast (26 Jul 2019); WBUR's "Radio Boston" (28 Aug 2019); Sports Lifestyle Podcast with Mike Gugat (29 Aug 2019); American Variety Radio with Court Lewis (13-15 Sep 2019); Radio.com's "Home and Home with Ross Tucker and Dave Briggs" (9 Oct 2019); KCBS Radio (2 Nov 2019)

#### On advertising:

Stout, M. (26 Oct 2022). A political ad cries foul about 'books with sex acts.' The TV station running it added a disclaimer.

McCarthy, T. (17 Apr 2021). Is capitalism really coming to the rescue of American democracy?

Zanger, D. (14 Jan 2021). Consumers are fine with politics in Super Bowl ads – but mass appeal matters.

(27 Feb 2020). When billionaires give to charity. WGBH.

Pampuro, A. (13 Sep 2019). Wearing your candidate on your sleeve: Merchandising the 2020 race.

Denton, J. (18 Jun 2019). What is with all the bad corporate tweets?

Colletta, J. (20 Sep 2018). Amazon ambassadors: Innovative or unethical?

McCarthy, T. (16 Sep 2018). Woke business: Have big brands found a conscience or a marketing ploy?

Nehman, B. (7 Sep 2018). Nike's Colin Kaepernick ad.

Heslam, J. (3 Apr 2018). Power of ad money weighs on Laura Ingraham.

Garfield, B. (25 Mar 2016). Cuba's advertising challenge.

Chayka, K. (29 Jan 2015). Meet the Don Draper of guerrilla marketing. TakePart.com.

Smith, S.V. (18 Mar 2014). Quizzes are free data mining tools for brands.

Jenkins, H. (17 Sep 2013). Guerrilla marketing? An interview with Michael Serazio.

Confessions of an Aca-Fan: The Official Weblog of Henry Jenkins.

Pooley, J. (3 Jul 2013). Your ad here: The cool sell of guerrilla marketing. New Books in Communications Podcast.

Boyd, K. (28 May 2013). From product to cultural craze. KERA's "Think."

#### On new media:

Menn, J. (24 Jul 2023). Twitter is turning into X. Analysts don't see the treasure map.

Wortham, S. (27 Mar 2023). Does the medium override the message?



Feitelberg, R. (5 Jan 2023). Politicians and fashion designers increasingly team up to benefit both sides.