

# Lisa Glebatis Perks

Associate Professor  
Communication Arts and Sciences  
Merrimack College  
<http://mediamarathoning.com/>

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## EDUCATION

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### **Ph.D. University of Texas at Austin, Communication Studies**

Dissertation: "A Sketch Comedy of Errors: *Chappelle's Show*, Stereotypes, and Viewers."

Advisor: Dr. Barry Brummett

### **M.A. Pennsylvania State University, Communication Arts and Sciences**

Thesis: "The Rhetoric of Reality Television: Parasocial Relationships and Courtship Messages in *The Bachelorette*."

Advisor: Dr. Thomas W. Benson

### **B.A. Wake Forest University, Communication and Sociology**

Honors Thesis: "A Feminist Textual Analysis of *Ally McBeal* and *Philly*."

Advisor: Dr. Geoffrey Baym

## PROFESSIONAL APPOINTMENTS

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2015 – Present	Merrimack College, Associate Professor
2008 – 2015	Nazareth College, Assistant Professor (Tenured in 2015)
2013 – 2015	Nazareth College, Communication and Media Program Director
2004 – 2008	University of Texas at Austin, Assistant Instructor
2002 – 2004	Pennsylvania State University, Graduate Instructor

## PUBLICATIONS

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### **Book**

Perks, L. G. (2015). *Media marathoning: Immersions in morality*. Lanham, MD: Lexington Books.

Reviewed in *Journal of Broadcasting & Electronic Media* (2016), *New Media & Society* (2017)

## Journal Articles

(Names in bold are former undergraduate students.)

- Perks, L. G. & **McElrath-Hart, N.** (2017). Television spoilers recast as narrative teasers. *Qualitative Research Reports in Communication*. Advance online publication: <http://dx.doi.org/10.1080/17459435.2016.1247110>
- Perks, L. G. & **McElrath-Hart, N.** (2016). The television spoiler nuisance rationale. *International Journal of Communication, 10*, 5580-5597. <http://ijoc.org/index.php/ijoc/article/view/5456>
- Perks, L. G. & **McElrath-Hart, N.** (2016). Spoiler definitions and behaviors in the post-network era. *Convergence: The International Journal of Research into New Media Technologies*. Advance online publication. doi:10.1177/1354856516659403
- Perks, L. G. & Johnson, K. A. (November 2014). Electile dysfunction: The burlesque binds of the Sarah Palin MILF frame. *Feminist Media Studies, 14*(5), 775-790.
- Perks, L. G. & Gatchet, A. D. (2013). Equipment for living in an ordered home: Disciplinary homologies in *Supernanny* and *Dog Whisperer*. *The Journal of Popular Culture, 46*(4), 811-830.
- Perks, L. G. (2012). Sox and stripes: Baseball's ironic American dreams. *Communication Quarterly, 60*(4), 445-464. doi: 10.1080/01463373.2012.704571. *Lead article.*
- Perks, L. G. (2012). Three satiric television decoding positions. *Communication Studies, 63*(3), 290-308. doi: 10.1080/10510974.2012.678925
- Perks, L. G. (2012). The ancient roots of humor theory. *HUMOR: The International Journal of Humor Research, 25*(2), 119-132. *Lead article.*
- Perks, L. G. (2010). Polysemic scaffolding: Explicating discursive clashes in *Chappelle's Show*. *Communication, Culture & Critique, 3*(2), 270-289. doi: 10.1111/j.1753-9137.2010.01070.x
- Perks, L. G. (2007). <Slavery> in public memory and public vocabulary: A rhetorical constraint on the reconciliation and reparations movement. *Carolinas Communication Annual, 23*, 1-11. *Lead article.*
- Perks, L. G. (2007). The nouveau reach: Ideologies of class and consumerism in reality-based television. *Studies in Language and Capitalism, 1*(2), 101-118.\*\*

\*\*Reprinted in S. Priya (Ed.) (2008). *Reality television: How real does it get?* Hyderabad, India: Icfai Press, pp. 66-86.

## Book Chapters

Perks, L. G., Winslow, L. & Avital, S. (2008). Limited representation: A homology of discriminatory media portrayals of little people and African Americans. In B. Brummett (Ed.), *Uncovering hidden rhetorics: Social issues in disguise* (pp. 31-45). Thousand Oaks, CA: Sage.

Perks, L. G. (2008). The evil albino: Cinematic Othering and scapegoating of extreme Whites. In B. Brummett (Ed.), *Uncovering hidden rhetorics: Social issues in disguise* (pp. 71-84). Thousand Oaks, CA: Sage.

(Perks) Glebatis, L. (2006). "Real" love myths and magnified media effects of *The Bachelorette*. In M.-L. Galician & D. Merskin (Eds.), *Critical thinking about sex, love, and romance in the mass media: Media literacy applications* (pp. 319-334). Mahwah, NJ: Lawrence Erlbaum.

## Invited Essay and Talk

Perks, L. G. (March, 2016). Media marathoning and affective involvement. Invited colloquium talk for the Massachusetts Institute of Technology's Comparative Media Studies and Writing Program. <http://cmsw.mit.edu/event/lisa-perks-media-marathoning-and-affective-involvement/>

Perks, L. G. (2015). Cultivating community through academic blogging. *Journal of Contemporary Rhetoric* (special issue on rhetorical autoethnography) 5(1/2), 37-41. [http://contemporaryrhetoric.com/articles/Perks10\\_4.pdf](http://contemporaryrhetoric.com/articles/Perks10_4.pdf)

## Public Scholarship

Research blog: <http://mediamarathoning.com/>

"Amy Schumer's Mirrors." June 2016. Blog post for *In Media Res* Craft of Comedy week: <http://mediacommons.futureofthebook.org/imr/2016/06/02/amy-schumers-mirrors>

"Heroes, Sidekicks, and Powerful Love." December 2014. Blog post for *In Media Res* Sidekicks week: <http://mediacommons.futureofthebook.org/imr/2014/12/17/heroes-sidekicks-and-powerful-love>

## Manuscripts under Journal Review

Perks, L. G. & Turner, J. S. Podcasts and productivity: A qualitative Uses and Gratifications study.

Perks, L. G. Media marathoning and health coping.

Perks, L. G. Connecting to cope: Media marathoning through health struggles.

Mandeville, D., Perks, L. G., Benes, S. S. & Poloskey, L. The Mindset and Intellectual Development Scale (MINDS): Metacognitive assessment for undergraduate students.

## **Manuscripts in Preparation**

Turner, J. & Perks, L. G. *The Walking Dead: Race, ethnicity, and mortality.*

Perks, L. G., Turner, J. S., & Tollison, A. Podcast Uses and Gratifications scale development

Perks, L. G. The morality martyr archetype

Perks, L. G. Humor theory: Speaking the same language.

## **GRANT ACTIVITY**

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Perks, L. G. (2017). Merrimack College Faculty Development Grant for “Podcasts: A Uses and Gratifications Study,” \$3500.

Perks, L. G. (2016). Merrimack College Faculty Development Grant to conduct initial research for “*The Walking Dead: Race, ethnicity, and mortality,*” \$3000.

Perks, L. G. (2014). Nazareth College Scholarship and Innovation Stipend to revise *Media Marathoning: Immersions in Morality* for publication, \$2000.

Perks, L. G. (2014). American Association of University Women Short-Term Research Grant for *Media Marathoning: Immersions in Morality*. Alternate (ultimately unfunded), \$6000.

Perks, L. G. (2012). Nazareth Center for Teaching Excellence Summer Grant for book project *The Media Marathoning Paradigm*, \$1500.

Perks, L. G. (2012). Nazareth College Undergraduate Research Fund for working with two students on qualitative methods for *The Media Marathoning Paradigm*, \$300.

Perks, L. G. (2011). Nazareth Center for Teaching Excellence Summer Grant for research project “Michael Scott as Modern Bigot: Making Prejudice Palatable on *The Office*,” \$1500.

Perks, L. G. (2009). Nazareth Center for Teaching Excellence Summer Grant for research project “Sacrificing Sarah: Impossible Dialectics in the 2008 Presidential Election,” \$1500.

Perks, L. G. (2008). National Communication Association Travel Grant, Exploring New Media Worlds Conference, \$200.

Perks, L. G. (2007). University of Texas Graduate School Professional Development Grant, \$400.

## **CONFERENCE PRESENTATIONS**

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Perks, L. G. (forthcoming, November 2017). The Netflix prescription: Media marathoning and health. To be presented to the Mass Communication Division of the National Communication Association in Dallas, TX.

Perks, L. G. (April 2017). Media marathoning through health struggles: Coping and connecting. Presented to Boston University's Streaming, Binge-Watching, & Second Screening: Online Social Television in Perspective Conference.

Perks, L. G. (April 2017). Humor theory: Inertia and change. Presented to the Communication Theory Interest Group of the Eastern Communication Association. **\*\* Top 3 Paper**

Perks, L. G. and **McElrath-Hart, N.** (November, 2016). Television spoilers recast as narrative teasers. Presented to the Mass Communication Division of the National Communication Association in Philadelphia, PA.

Perks, L. G. and **McElrath-Hart, N.** (February 2016). Burned after reading: Toward a spoiler social contract. Presented to the Media Studies Interest Group of the Western Communication Association in San Diego, CA.

Perks, L. G. and **McElrath-Hart, N.** (November 2015). Spoiler definitions and attitudes in the post-network era. Presented to the Mass Communication Division of the National Communication Association in Las Vegas, NV.

Perks, L. G. (November 2014). Media marathoning and cognitive involvement. Presented to the Mass Communication Division of the National Communication Association in Chicago, IL.

Perks, L. G. (November 2014). Examining the integration of communication tradition(s) and pedagogical innovation(s). Roundtable Discussant for the Scholarship of Teaching and Learning Division of the National Communication Association in Chicago, IL.

Perks, L. G. and **Soule, E. M.** (April, 2014). Media criticism as polyvocal argument: Interpreting *The Office's* Michael Scott. Presented to the Media Communication Division of the Eastern Communication Association in Providence, RI.

Perks, L. G. & Gatchet, A. D. (November, 2013). Immersions in emotion: Affective components of media marathoning. Presented to the Mass Communication Division of the National Communication Association in Washington, D. C.

- Perks, L. G. & **Montpelier, R.** (November, 2013). Media marathoning: The future of media consumption and media studies. Presented to the Communication and the Future Division of the National Communication Association in Washington, D. C.
- Perks, L. G. & **Soule, E.** (November, 2011). Making prejudice palatable: Narrative revulsion and resolution on *The Office*. Presented to the Mass Communication Division of the National Communication Association in New Orleans, LA.
- Johnson, K. E. & Perks, L. G. (April, 2011). Electile dysfunction: Sarah Palin and MILF rhetoric. Presented to the Political Communication Division of the Eastern Communication Association in Alexandria, VA.
- Perks, L. G. (November, 2009). Relevance and racial humor in *Chappelle's Show*. Presented to the Mass Communication Division of the National Communication Association in Chicago, IL.
- Perks, L. G. (April, 2009). Idiots vs. empire: Baseball's competing American Dreams. Presented to the Media Communication Division of the Eastern Communication Association in Philadelphia, PA.
- Perks, L. G. (November, 2008). Speaking the same language: Toward a comprehensive humor vocabulary. Presented to the Humor Pre-Conference of the National Communication Association in San Diego, CA.
- Perks, L. G. (November, 2008). Criticism as polysemic exploration: *Chappelle's Show*, humor, and race. Presented to the Mass Communication Division of the National Communication Association in San Diego, CA.
- Perks, L. G. (March, 2008). Parasocial interaction and convergent media: The role of emotion in entertainment and social change. Presented to the Exploring New Media Worlds International Conference in College Station, TX.
- Perks, L. G. (November, 2007). The ancient roots of humor theory. Presented to the Rhetorical and Communication Theory Division of the National Communication Association in Chicago, IL. **\*\*Top Paper**
- Perks, L. G. (November, 2007). Equipment for living in an ordered home: Disciplinary homologies in *Supernanny* and *Dog Whisperer*. Presented to the Kenneth Burke Society of the National Communication Association in Chicago, IL.
- Perks, L. G. (November, 2007). Warranting reconciliation and reparations: <Slavery> in public memory and public vocabulary. Presented to the American Studies Division of the National Communication Association in Chicago, IL.
- Winslow, L., Perks, L. G., & Avital, S. (November, 2007). Limited representation: A homology of discriminatory media portrayals of little people and African Americans. Presented to

the Mass Communication Division of the National Communication Association in Chicago, IL.

Perks, L. G. (November, 2006). The evil albino: Othering, Burkean scapegoating, and White guilt. Presented to the Mass Communication Division of National Communication Association in San Antonio, TX.

Perks, L. G. (November, 2006). Teaching small group roles using *The Sandlot*. Teaching Activity Presented to the Great Ideas For Teaching Speech Division of the National Communication Association in San Antonio, TX.

Perks, L. G. (April, 2006). Disciplining the aged body: Ideologies of youthful beauty in *Oprah*. Paper Presented to Popular Communication Division of the Southern States Communication Association in Dallas, TX.

Perks, L. G. (November, 2005). The nouveau 'reach': An ideological analysis of class and consumerism in reality television. Presented to Mass Communication Division of National Communication Association in Boston, MA. **\*\* Top 3 Student Paper**

Glebatis, L. (February, 2005). "Real" love myths and magnified media effects of *The Bachelorette*. Panel Presentation to the Media Studies Division of Western States Communication Association in San Francisco, CA.

Glebatis, L. (November, 2004). Debunking the realism: The dramatized *Bachelorette*. Paper Presented to Mass Communication Division of National Communication Association, Chicago, November 2004.

Glebatis, L. (February, 2004). Who wants to be a misogynist?: An analysis of "humorous" insults on *LIVE! With Regis and Kelly*. Presented to Media Studies Division of Western States Communication Association in Albuquerque, NM. **\*\* Top 4 Student Paper**

Glebatis, L. (April, 2003). A feminist textual analysis of *Ally McBeal* and *Philly*. Paper Presented to Mass Communication Division of Eastern Communication Association in Washington, D.C.

## TEACHING

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### Courses Taught

- **Senior Seminar**, Merrimack College
- **Persuasion**, Nazareth College and Merrimack College
- **Humor and Media**, Nazareth College and Merrimack College\*
- **Media Marathoning**, Nazareth College and Merrimack College\*
- **Research Inquiry**, Merrimack College
- **Public Communication**, Merrimack College

- **Introduction to Media Studies**, Nazareth College
- **Media Ethics and Law**, Nazareth College
- **Communication and Media Research Methods**, Nazareth College
- **Public Speaking**, Penn State University, University of Texas at Austin, Austin Community College, Nazareth College
- **Race and Ethnicity in Media**, Nazareth College\*
- **Human Communication Theories**, Nazareth College, Traditional and Online\*
- **College Writing: Exposition**, Nazareth College
- **College Writing: Research and Argumentation**, Nazareth College
- **Media Analysis and Criticism**, Concordia University of Austin
- **Speechmaking and Society**, University of Texas at Austin
- **Introduction to Speech Communication**, Austin Community College

*\*Indicates a new course Dr. Perks developed and added to the curriculum.*

## **Instructional Technology Proficiencies**

- Teaching online using Moodle and Blackboard
- Screen recording using QuickTime
- Classroom clickers and Socrative
- Course blogs through WordPress

## **Student Research**

- Co-teacher of independent study with Leandra Nielsen, Heather Sciacca, Sarah Seero, Meghan Sweeney, Robert Tolan, Kenney Tran, Eric Uhl (spring 2017)
- Institute Participant, Council for Undergraduate Research (spring 2015)
- Independent Study, Julia Keiper and Noelle McElrath-Hart, “Spoiler Temporality” (2014-2015)
- M.A. Thesis Advisor in American Studies: Therese O’Brien (2014)
- Honors Thesis Committee, Amy Gallo (2013, second reader);
- Independent Study, Rachel Montpelier, “New Media Technologies” (spring 2013)
- Honors Thesis Committee, Mikaela Butler (2012, primary reader)
- Julia Ingersoll and Bre Page, “Media Marathoning” (spring 2012)
- Independent Study, Emily Soule, “Audience and Rhetorical Studies” (spring 2011)
- Honors Thesis Committee, Caitlin Parmelee (2010, second reader)

## **SERVICE AND LEADERSHIP**

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### **Merrimack College**

- Search Committee Chair, Communication Department Public Relations and Strategic Communication Tenure-Track Search (AY 2017-2018).

- Search Committee Member, Communication Department Applied Scholar Search and Joint Hire with Environmental Studies and Sustainability (AY 2016-2017)
- At-large member, Faculty Executive Committee (2016-2018)
- Faculty representative, Liberal Arts Career Advisor search committee (summer 2016)
- Communication department tenure and promotion standards committee member (2016)
- Communication department caller for perspective students and representative at accepted student days (2015-present)
- Communication department teaching observations: Susan Bagley-Koyle (2015), Brian Zager (2016), Bret Upham (2017)
- Communication department teaching evaluation revision committee (2017)
- Communication department academic space committee (2015)
- Communication department media studies job call committee (2015)

## **Nazareth College**

- Director, Communication and Media Program (2013-2015)
- Director, Digital Marketing and Design Minor (2011-2015)
- Communication and Media Assessment Committee (2011-2015)
- Elected Member, College Library Committee (2011-2015)
- Advisor, Wishing Well Club (2013-2015)
- Advisor, Lambda Pi Eta Communication Honors Society (2014-2015)
- Search Committee Member, Communication and Media (2014-2015)
- Faculty Assembly Day Speaker, Scholarly and Creative Activity (2015)
- Invited Member, Nazareth College Wellness Committee (2015)
- Administrator, Communication and Media Facebook Page (2012-2015)
- Academic Mentor, Women's Cross Country and Track Teams (2008-2015)
- Captain, Corporate Challenge Team (2014-2015)
- New Faculty Orientation Speaker, Teaching Excellence at Nazareth (2014)
- Revised Communication and Rhetoric Website Using Plone (summer 2012)
- Member, Classroom Clicker Selection Committee (2011)
- Campus-Wide Writing Contest Judge, Charles Mills and Writing Across the Curriculum Contests (2012)

## **Journal Reviewing**

- *MELUS: Society for the Study of Multi-Ethnic Literature of the United States*, Ad Hoc Reviewer (2016-2017)
- *Women's Studies in Communication*, Ad Hoc Reviewer (2016-2017)
- *Journalism and Mass Communication Quarterly*, Ad Hoc Reviewer (2016)
- *Journal of Contemporary Rhetoric*, Editorial Board (2011-present)
- *The Communication Review*, Ad Hoc Reviewer (2014)
- *Feminist Media Studies*, Ad Hoc Reviewer (2013)
- *Communication Studies*, Associate Editorial Board (2012-2015)

- *Critical Studies in Media Communication*, Ad Hoc Reviewer (2012)

## **Service to the Discipline**

- Council on Undergraduate Research, Poster Abstract Reviewer (2017)
- Ad Hoc Awards Committee, NCA, Mass Communication Division (2016-2017)
- Nominations Committee, NCA, Mass Communication Division (2014-2016)
- Reviewer for German Academic Exchange Service postdoctoral funding programme Postdoctoral Researchers International Mobility Experience (2016)
- Reviewer of *Media Ethics: Cases and Moral Reasoning* (2014)
- Interest Group President, ECA, Media Communication (2011-2012)
- Interest Group Planner, ECA, Media Communication (2010-2011)
- Interest Group Secretary, ECA, Media Communication (2009-2010)
- Conference Reviewer, WSCA (2015, 2016)
- Conference Reviewer, ECA (2009-2012)
- Conference Reviewer, NCA (2014-current)

## **Camp WA WA Segowea Volunteer**

- Camp Business Proposal Committee (2016-2017)
- Volunteer Counselor/Staff, Camp WA WA Segowea (summer 2017)
- Marketing and Fundraising Director, Wally Waddle 5K Race, Scholarship Fundraiser (2009-present)
- Vice President of Fundraising, Friends of Segowea (2008-2015)

## **HONORS AND AWARDS**

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### **Conference Honors**

- Top Paper Panel, Communication Theory Interest Group of the Eastern Communication Association (2017).
- Top Paper, Rhetorical and Communication Theory Division of the National Communication Association (2007). \$250 award.
- Selected Participant, National Communication Association Doctoral Honors Seminar (2007).
- Top 3 Student Paper, Mass Communication Division of National Communication Association (2005).
- Top 4 Student Paper, Media Studies Division of Western States Communication Association (2004).

### **Teaching Recognition**

- Invited Honoree, Teacher Appreciation Soiree Hosted by the University of Texas Sigma Delta Tau Sorority, (2008).
- Invited Honoree, Teacher Appreciation Breakfast Hosted by The University of Texas Alpha Kappa Psi Business Fraternity (2007).
- Invited Honoree, Teacher Appreciation Dinner Hosted by the University of Texas Hispanic Business Student Association (2005).

## **Graduate Scholarship**

- Graduate Scholar Award, College of the Liberal Arts at Penn State (2002-2004). \$2,000 scholarship automatically renewed each year.