

## **Joshua D. Atkinson, Ph.D.**

Associate Professor

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### Education

- Doctorate**      Communication, University of Missouri-Columbia, January 2004.
- Masters**        Communication, Missouri State University, May 2000
- Bachelors**     Sociology, Missouri State University, May 1997  
*Minor: Criminal Justice Studies*

### Academic Interests

I am interested in the role of alternative media in the contemporary activist networks, and in the construction of space and place. In my endeavors I use qualitative content analysis, interviews, ethnography, as well as multilevel analysis of the media to examine these communication phenomenon.

### Professional Experience

**Associate Professor:** School of Media and Communication, Bowling Green State University.

Duties include teaching undergraduate courses and advising students in the Department of Communication, and teaching graduate courses and advising graduate students in the School of Media and Communication.

**Assistant Professor:** Department of Communication and Rhetorical Studies, Syracuse University. Duties included teaching communication courses and advising undergraduate and graduate students. 2004-2007.

### Publications: Books

Atkinson, J. (2017). *Journey into social activism: Qualitative approaches*. New York, NY: Fordham University Press.

Atkinson, J. (2010). *Alternative media and politics of resistance: A communication perspective*. New York: Peter Lang Publishing.

### Publications: Relevant Refereed Journal Articles

Atkinson, J. (in press). Transformations, fractures, and boundaries: The case of stadtpunkte in the Mannheimer cityscape. *Explorations in Media Ecology*.

- Atkinson, J., Chappuis, S., Cruz, G., Gilkeson, S., Kaunert, C., Kluch, Y., & Kimathi, M. (2017). Feminist Jedi and a politically correct empire: Popular culture and transformative bridges in alternative media content. *Journal of Alternative & Community Media*, 2, 60-71.
- Atkinson, J. (2016). Hiding in plain sight: Acoustic participatory camouflage at the DDR Museum in Berlin. *Javnost- The Public*, 23, 237-254.
- Atkinson, J., Rosati, C., Berg, S., Meier, M., & White, B. (2013). Racial politics in an online community: Discursive closures and the potentials for narrative appropriation. *Journal of Communication Inquiry*, 37, 171-185.
- Atkinson, J., Rosati, C., Stana, A., & Watkins, S. (2012). The performance and maintenance of standpoint in an online community. *Communication, Culture & Critique*, 5, 618-635.
- Atkinson, J. & Berg, S. (2012). Narrowmobilization and tea party activism: A study of right-leaning alternative media. *Communication Studies*, 63, 519-535.
- Atkinson, J., & Rosati, C. (2012). DetroitYES! and the Fabulous Ruins Virtual Tour: The role of diffused intertextual production in the construction of alternative cityscapes. *Critical Studies in Media Communication*, 29, 45-64.
- Atkinson, J., & Cooley, L. (2010). Narrative capacity, resistance performance, and the “shape” of new social movement networks. *Communication Studies*, 61, 321-338.
- Atkinson, J. (2009) Networked activists in search of resistance: Exploring an alternative media pilgrimage across the boundaries and borderlands of globalization. *Communication, Culture, and Critique*, 2, 137-159.
- Atkinson, J. & Calafell, B. (2009) Darth Vader made me do it!: Anakin Skywalker’s avoidance of responsibility and the gray areas of hegemonic masculinity in the *Star Wars* universe. *Communication, Culture and Critique*, 2, 1-20.
- Atkinson, J. (2009). Networked activism and the broken multiplex: Exploring fractures in the resistance performance paradigm. *Communication Studies*, 60, 49-65.
- Atkinson, J. (2008). Towards a model of interactivity in alternative media: A multilevel analysis of audiences and producers in a new social movement network. *Mass Communication & Society*, 11, 227-247.

### Publications: Book Chapters

- Atkinson, J. & Rosati, C. (2013). Diffused intertextual production as media intervention. In K. Howley (Ed.), *Media interventions*. New York: Peter Lang Publishing.
- Atkinson, J., & Berg, S. (2012). Right-wing activism: The next challenge for alternative media

scholarship. In W. Sutzl & T. Hug (Eds.), *Activist media and biopolitics*. Innsbruck University Press.

Atkinson, J. (2003). Facing off with “the man”: A content analysis of the rhetoric of resistance in social justice movement magazines. In D. Demers (Ed.), *Terrorism, globalization, and mass communication: Papers presented at the 2002 Center for Global Media Conference*. Spokane, WA: Marquette Books.

### Work In Progress

Atkinson, J., & Kenix, L. *Activist nation: The rising role of alternative and activist media in mainstream political communication* (edited volume).

Atkinson, J., & Rosati, C. *Alternative space: Interactive media and the reimagining of urban environments* (working title).

### Recent Conference Papers

Atkinson, J. (2015). Narrative, location, and the construction of space: The role of stadtpunkte in the Mannheimer cityscape. Presented for the Communication as Social Construction Division of the 2015 National Communication Association Conference, Las Vegas, NV.  
**Top paper.**

Atkinson, J. (2015). Nostalgia and ideology on display: The role of the DDR Museum in the cityscape of Berlin. Presented for the MPCA conference, Cincinnati, OH.

Atkinson, J., & Rosati, C. (2011). Diffused intertextual production as media intervention. Presented for the Human Communication & Technology Division of the 2011 National Communication Association Conference, New Orleans, LA.

Atkinson, J., Rosati, C., Stana, A., & Watkins, S. (2011). Standpoint performance and maintenance in an online community. Presented for the Critical & Cultural Studies Division of the 2011 National Communication Association Conference, New Orleans, LA.

Atkinson, J. (2010). Right-wing activism: The next challenge for alternative media scholarship. Keynote presentation at the Activist Media & Biopolitics Conference, Innsbruck University, Austria.

Atkinson, J. (2009). Thinking local, acting global: Towards an understanding of the universal network. Presentation for the Rhetorical & Communication Theory Division of the 2009 National Communication Association Conference, Chicago IL.

Atkinson, J., & Rawlins, L. (2009). Narrative capacity, resistance performance, and the “shape” of new social movement networks. A Scholar-to-Scholar presentation at the 2009 National Communication Association Conference, Chicago IL.

Atkinson, J., & Rosati, C. (2009). DetroitYES! and the Fabulous Ruins of Detroit: The role of

interactivity and intertextuality in the construction of alternative cityscapes. Presentation for the Human Communication and Technology Division of the 2009 National Communication Association Conference, Chicago IL.

## Recent Teaching

### **Bowling Green State University (2007-present):**

#### **Undergraduate Courses:**

*Communication Theory (COMM 2010)*- The course provides a survey of different theories utilized within the four areas of emphasis in the Department of Communication: relational communication, intercultural communication, organizational communication, and advocacy.

*Rhetorical Criticism (COMM 3100)*- The class focuses on the analysis of rhetorical and mass media texts.

*Ethics in Communication (COMM 4180)*- The class focuses on different ethical perspectives, how those perspectives apply to communication in professional settings, and ethical dilemmas in contemporary society.

*Political Communication (COMM 4020)*- The course focuses on political campaign communication, as well as activist communication and how it impacts political campaigns. Students build mock campaigns and run for office in the course.

*Communication/Race/Power (COMM 4200)*- The class focuses on role of communication in the construction of power, and the implications for such power on the ideological assumptions concerning race.

*Activism & Advocacy (COMM 4300)*- The class focused on different theoretical perspectives used to conceptualize movements, and rhetorical strategies employed by social movement actors. The course also examined the role of alternative media in contemporary activism.

#### **Graduate Courses:**

*Humanistic Approaches to Audience Research (MC 7290)*- Seminar focuses on interpretive, postmodern, and critical methodologies and methods to conduct audience research. The course is designed to aid PhD and MA students with writing a Methodology/Method chapter of their dissertation or thesis.

*Social Movements/Alternative Media (MC 7290)*- Seminar focuses on discussion and readings about 1) the rhetoric of social movements, 2) new social movement networks, 3) international contexts of new social movement networks, and 4) alternative media. The course is designed to provide PhD and MA students with a grounding in different theoretical conceptualizations concerning social movements, so that they might engage in research projects and/or dissertations on that topic.

*Introduction to Communication Studies (MC 6000)*. The course is designed to introduce PhD and MA students to the dual fields of Communication and Media research, as well as the research conducted by faculty in the School of Media and Communication.