

# Joanne Morreale

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## Current Academic Position

Associate Professor 2011-present  
Media and Screen Studies Program, Northeastern University

## Academic Employment History

Associate Professor 1993-2011  
Communication Studies Department, Northeastern University

Assistant Professor 1986-93  
Communication Studies Department, Northeastern University

## Education

Temple University 1987

M.A. Speech Communication 1982

University of Massachusetts, Amherst 1978  
B.A. Mass Communication (Magna Cum Laude)

## Publications

### **Books**

Marshall, P. David and J. Morreale (In Press, 2018). *Promotional Vistas: Case Studies in Advertising and Promotional Culture*. Palgrave MacMillan.

Morreale, J. (2015). *TV Milestones: The Dick Van Dyke Show*. Wayne State University Press.

Morreale, J. (2012). *TV Milestones: The Donna Reed Show*. Wayne State University Press.

Morreale, J., Ed. (2002). *Critiquing the Sitcom: A Reader*. Syracuse University Press.

Simons, H., with Morreale, J., and Gronbeck. B. (2001). *Persuasion in Society*. Thousand Oaks, CA: Sage Publications.

Morreale, J. (1993). *The Presidential Campaign Film: A Critical History*. New York: Praegar Press.

Morreale, J. (1991). *A New Beginning: A Textual Frame Analysis of the Political Campaign Film*. New York: SUNY Press.

## Journal Articles (Refereed)

Morreale, J. (Fall, 2015). "Dreams and Disruption in Fifties Sitcoms." *Journal of e-Media Studies*. journals.dartmouth.edu/cgi-bin/WebObjects/Journals.woa/1/xmlpage/4/article/453

Morreale, J. (Spring, 2014). "From Homemade to Store-bought: Annoying Orange and the Professionalization of YouTube." *Journal of Consumer Culture*, pp. 113-128.

Morreale, J. (Winter, 2011). "Lost, The Prisoner and the End of the Story." *Journal of Popular Film and Television*, pp. 176-85.

Morreale, J. (Winter, 2011). "Do Feminists Get Stuff Done?" Commentary. *Feminist Media Studies*, pp. 485-487.

Morreale, J. (Spring, 2007). "Feminist Film and the Dilemma of *Killing Us Softly*." *Iowa Journal of Communication*, pp. 91-109.

Morreale, J. (Spring, 2006). "The Spectacle of The Prisoner," in *Television and New Media*, pp. 216-226.

Morreale, J. (June, 2005). "Faking It and the Transformation of Personal Identity." In *Comparative Cultural Studies Journal On-line*, Purdue University.

Morreale, J. (Spring, 2004). "Revisiting the Osbournes: The Reality-Sitcom Genre" *Journal of Film and Video*, pp. 3-15.

Morreale, J. (Fall, 2000). "Sitcoms Say Goodbye: The Cultural Spectacle of Seinfeld's Last Episode," in *Journal of Popular Film and Television*, pp. 108-115.

Morreale, J. (Fall, 1998). "Xena: Warrior Princess as Feminist Camp," in *Journal of Popular Culture*, pp. 79-86.

Morreale, J. (Spring, 1996). "Mythic Portraiture in the Presidential Campaign Film," in *Visual Photographer*, pp. 14- 25.

Morreale, J. (Spring, 1994). "The Bush and Dukakis Presidential Campaign Films: A Study in Contrasts." *Journal of Popular Culture*, pp.141-157.

Morreale, J. (1991). "Gender and Miller Lite: The Case of the Missing Case." *Studies in Popular Culture*, pp. 27-38. Reprinted in *Persuasion in Society*. Sage Publications, 2001.

## Book Chapters

Morreale, J. (In Press, 2018). "The Prisoner: Fallout," in *Finale: Considering the Ends of Television Shows*, Eds. Douglas Howard and David Bianculli. Syracuse University Press.

Morreale, J. (In Press, 2018). "Nurse Jackie: I Say a Little Prayer," in *Finale: Considering the Ends of Television Shows*, Eds. Douglas Howard and David Bianculli. Syracuse University Press.

Morreale, J. (2010). "The Comeback," in *The Essential Cult Television Reader*, Ed. David Lavery,

University of Kentucky Press, pp. 68-76.

Morreale, J. (2009). "Jon Stewart and the Daily Show: I Thought You Were Going to Be Funny!" in *Satire TV: Politics and Comedy in the Post-Network Era*, Eds. Jonathan Gray, Jeffrey Jones, and Ethan Thompson. New York University Press, pp. 104-123.

Morreale, J. (2008). "Tanner 88 and the Mock-documentary," in *The Essential HBO Reader*, Eds. Gary Edgerton and Jeffrey Jones. University of North Carolina Press, pp. 103-115.

Morreale, J. (2007). "Faking It and the Transformation of Personal Identity," in *Makeover Television: Realities Remodelled*, Ed. Dana Heller. London: I. B. Tauris Press, pp. 95-106. Revised version from *Comparative Cultural Studies Journal On-line*. June, 2005.

Morreale, J. (2002), "Sitcoms Say Goodbye: The Cultural Spectacle of Seinfeld's Last Episode," in *Critiquing the Sitcom: A Reader*, Ed. Joanne Morreale, Syracuse University Press, pp. 274-88. Reprint from *The Journal of Popular Film and Television*, Fall, 2000.

Morreale, J. (1994). "American Self-Images and the Presidential Campaign Film," in *Presidential Campaigning and American Self-Images*, Eds. Arthur Miller and Bruce Gronbeck. Boulder, CO: Westview Press, pp. 19-39.

Morreale, J. (1991). "The Political Campaign Film: Epideictic Rhetoric in a Documentary Frame," in *Television and Political Advertising* Vol. II, Ed. Frank Biocca. New York: Lawrence Erlbaum, pp. 187-202.

Morreale, J. and Buzzard, K. (1991). "The Family: A Serialized Mini-Drama Advertisement," In *Advertising and Popular Culture*, Ed. Sam R. Danna. Bowling Green, KY: Popular Culture Association, pp. 94-102.

## **Productions**

Producer and Editor, *The Public Square* (2008-2010). Community access public affairs program aired in greater Boston community: Arlington, Belmont, Winchester, Burlington, Lexington, Medford, Watertown, Malden, and Billerica. Nominated for Community Cable Best in New England Award.

## **Journals Edited**

Morreale, J., and P. David Marshall (June, 2005). Special Issue: North American Cultural Studies, in *Comparative Cultural Studies Journal On-line*. Purdue University.

## **Conference Presentations (1990-present)**

March, 2018. The Illusion of Control: The Case of Mr. Robot. Society for Cinema and Media Studies, Toronto, CA.

July, 2017. Puzzling Over Puzzle Films. Console-ing Passions: International Conference on Television, Video, Audio, New Media and Feminism. East Carolina University, North Carolina.

June, 2016. The Comeback and the 'Annoyinghero.' Console-ing Passions: International Conference on Television, Video, Audio, New Media and Feminism. Notre Dame, Indiana.

June, 2015. *Dick Van Dyke* and New Meanings of Manhood. Console-ing Passions: International Conference on Television, Video, Audio, New Media and Feminism. Dublin, Ireland.

March, 2015. *The Dick Van Dyke Show* and the "Crisis" of Masculinity. Society for Cinema and Media Studies. Montreal, Canada.

March, 2014. Television Writing: The Progressive Politics of Carl Reiner. Society for Cinema and Media Studies, Seattle, WA. Panel Organizer and Chair.

March, 2013. *The Donna Reed Show* and the Hollywood Sitcom.

July, 2012. The Politics of YouTube. Crossroads Cultural Studies Conference, Paris France.

April, 2012. Considering *The Prisoner* Finale. Popular Culture Convention, Boston, MA.

May, 2011. "The 'Amateur' YouTube Video: The Case of *Annoying Orange*." MIT Television in Transition Conference, Boston MA.

May, 2010. The Politics of Representation: Sex and Violence in the Classroom. Cultural Studies Association Conference, University of California, Berkeley.

January, 2010. *Lost*, *The Prisoner*, and Serial Narrative. Contemporary Serial Narrative Conference, Potsdam, Germany.

October, 2009. Do Feminists Get Stuff Done? Flow Television Conference, University of Texas, Austin.

May, 2008. "Women and Television Comedy." Console-ing Passions Conference, University of California, Santa Barbara, CA.

May, 2007. *Lost* as Makeover of *The Prisoner*. MIT Television in Transition Conference, May 2007.

May, 2006. Reality Make-Over: Remaking Personal Identity in Faking It. Society for Cinema and Media Studies Conference, Vancouver, BC.

May, 2005. Television Sitcom and the Politics of Parody. MIT Media in Transition Conference, MIT, Boston MA.

May, 2004. Faking It and the Transformation of Personal Identity. Cultural Studies Association Conference, Northeastern University, Boston MA.

May, 2003. Revisiting the Osbournes: A Case Study of the Reality- Sitcom. Media in Transition Conference, MIT, Boston MA.

April, 2000. The Spectacle of *The Prisoner* and the (Im)possibility of Detournement. Popular Culture Convention, New Orleans, LA.

August, 1999. Sitcoms Say Goodbye: The Cultural Spectacle of *Seinfeld's* Final Episode. University Film and Video Association Conference, Boston, MA.

March, 1998. Sitcoms Say Goodbye: The Evolution of the Last Episode. Popular Culture Convention, San Diego, CA.

April, 1997. Feminism and Femininity in *Xena: Warrior Princess*. Console-ing Passions: International Conference on Television, Video, Audio, New Media and Feminism. Montreal, Canada.

April, 1994. Leader vs. Man of the People: Rhetorical Myth in the Presidential Campaign Film. Central States Speech Communication Association Conference, Oklahoma City, OK.

May, 1992. American Self-Images and the Presidential Campaign Film. International Communication Association Conference, Miami, Florida.

November, 1991. The Presidential Campaign Film 1964 -1988. Midwest Association of Public Opinion Researchers, Chicago, IL.

March, 1991. The Bush and Dukakis Presidential Campaign Films: A Study in Contrasts. Popular Culture Convention, San Antonio, TX.

March, 1990. Tastes Great/ Less Filling: Symbolic Enactment of Miller Lite Advertisements. Popular Culture Convention, Toronto, Canada.

## **Teaching**

### **Undergraduate Courses**

Television: Text and Context  
Television History  
Advertising and Promotional Culture  
Persuasion in Contemporary Culture  
Rhetorical Criticism  
Interpersonal Communication

### **Graduate Courses**

Television History and Theory

## **Service**

### **Media and Screen Studies Program**

Chair, Adjunct Hiring Committee, 2015.

Director, 2014 (Spring term).

Interim Director, 2012-2013.

Curriculum Committee, 2011-present.

Merit Review Committee, 2011-present.

Third Year Review Committee, 2011- present.

Chair, Search Committee, Assistant Professor in Media and Screen Studies, 2012.

Chair, Search Committee for 2 Academic Specialists in Cinema Studies, 2012.

Chair, Search Committee for Postdoctoral position in Media and Screen Studies, 2012.

## **Department of Communication Studies**

Head Advisor 2010-2011; 2006-2007; 2002-2003.

Graduate Program Coordinator, 2009-2011.

Media Studies Curriculum Committee, 2005-2011.

Search Committee, Chair Search in Communication Studies, 2006-2007.

Search Committee, Assistant Professor position in Rhetoric, 2005-2006.

Search Committee, Assistant Professor position in Media Studies, 2004-2005.

Search Committee Chair, Assistant Professor position in Rhetoric, 2002-3.

Search Committee, Assistant Professor position in Media Studies, 2000-2001.

Acting Chair of Communication Studies Department, 1999-2000.

## **University**

Member of Committee to Evaluate College Reorganization, 2014.

Member of Search Committee, Journalism, 2013.

Member of Search Committee, Art and Design, 2012.

Member of Chair Evaluation Committee, Marketing, 2011.

Member of Chair Evaluation Committee, Journalism, 2010-2011.

Member of Tenure and Promotion Committee, 2009-2010.

Member of Grievance Committee, 1997- 1998.

Member of Ethics Committee, 1996-7.

Women's Studies Advisory Board Member, 1986-2006.

## **Field**

November, 2016. Reviewer for TV Family Values. Book Manuscript. Rutgers University Press.

September, 2016. Reviewer for Persona Studies.

August,, 2015. Reviewer for *Critical Studies in Television*.

June, 2015. Reviewer for *Visual Communication Quarterly*.

September, 2014. Reviewer for *Father Knows Best*, Wayne State University Press.

June, 2014. Reviewer for *Television Sitcom: A Guidebook*. Routledge.

November, 2013. Reviewer for *Television and New Media*.

October, 2013. Reviewer for *Sexualities*.

May, 2012. Reviewer for *Sexualities*.

February, 2012. Reviewer for *Feminist Media Studies*.

2011-2013. Member of Editorial Board for *Series/Season/Show*.

July, 2011. Reviewer for *MELUS (Society for the Study of Multi-Ethnic Literature)*.

October, 2011. Reviewer For International Communication Association, Cultural Studies Division.

2005-2013. Editorial Board, *Comparative Cultural Studies Online*.

Reviewer for *Controversies in Contemporary Advertising*, Sage, 2010.

Reviewer for *Hogan's Heroes*, Wayne State University Press, 2009.

Reviewer for *Television Analysis*, Syracuse University Press, 2009.

Reviewer for *Feminist Media Studie*, 2009.

Reviewer for *Television Sitcom*, Manchester University Press, 2008.

Reviewer for *Political Communication*, 2008.

Reviewer for *Critical Studies in Media Communication*, 2008.

Reviewer for *Western Journal of Speech Communication*, 2007.

Reviewer for *Popular Communication*, 2007.

## **Awards and Honors**

March, 1996. Instructional Development Research Grant, Northeastern University. One course release and an \$800 grant to develop Media Studies course.

January, 1995. Choice Outstanding Academic Book Award. Awarded by American Library Association, division of College and Research Libraries.

May, 1992. Top Competitive Paper in Political Communication, International Communication Association Conference, Miami, Florida.

June-July 1991. Obermann Fellowship, Center for Advanced Studies at University of Iowa. Summer research seminar on "Presidential Campaigning and American Self-Images." \$3500 stipend.

May, 1991. Instructional Development Research Grant, Northeastern University. One course release and \$3400 grant to develop course in Television Criticism.

May, 1990. Junior Research Fellowship. Two course release and \$1000 stipend for research on the presidential campaign film. Awarded by Scholarship and Sabbatical Committee, Northeastern

University.

January, 1990. Research and Scholarship Development Fund Grant.  
\$8,400 grant for research on political campaign films. Awarded by Northeastern University  
Research and Scholarship Committee.