

GEOFFREY BAYM

Department of Media Studies
University of North Carolina Greensboro
218 Brown Building
Greensboro, NC 27402-6170
(336) 256-1294
gdbaym@uncg.edu

EDUCATION:

- Ph.D. Media Studies. Department of Communication, University of Utah. May 2001.
- M.S. Communication. Department of Communication, University of Utah. June 1997.
- B.S. Journalism. Medill School of Journalism, Northwestern University. June 1991.

ACADEMIC APPOINTMENTS:

- Associate Professor. Department of Media Studies (formerly Broadcasting and Cinema), University of North Carolina Greensboro. Aug. 2008 - present.
- Assistant Professor. Department of Broadcasting and Cinema, University of North Carolina Greensboro. Aug. 2002 - Jul. 2008.
- Visiting Assistant Professor. Department of Communication, Wake Forest University. Aug. 2001 - May 2002.
- Mariner S. Eccles Fellow in Political Economy. University of Utah. Aug. 2000 - May 2001.
- Teaching Fellow. Department of Communication, University of Utah. Sept. 1995 - May 2000.

BOOKS:

- *News Parody and Political Satire Across the Globe* (Ed., with Jeffrey P. Jones). New York: Routledge. (Forthcoming, expected 2012).
- *From Cronkite to Colbert: The Evolution of Broadcast News*. Boulder, CO: Paradigm, 2010.
 1. Winner: 2010 Outstanding Book of the Year Award, Political Communication Division, National Communication Association
 2. Reviewed in *Journalism Studies* 12 (2011): 548-549.
 3. Reviewed in *Journalism* 12 (2011): 497-499.
 4. Reviewed in *Political Communication* 28 (2011): 135-138.
 5. Reviewed in *Journal of Broadcasting and Electronic Media* 55 (2011): 267-268.
 6. Reviewed in *Rhetoric & Public Affairs* 13 (2010): 533-536.
 7. Reviewed in *International Journal of Press and Politics* 15 (2010): 514-515.
 8. Reviewed in *Political Communication Report* 20:1 (2010).
 9. Reviewed in *Communication Booknotes Quarterly* 41 (2010): 36.
 10. Reviewed in *Journalism & Mass Communication Quarterly* 86 (2009): 940-941.

GUEST EDITORSHIP:

- “Not Necessarily the News? News Parody and Political Satire Across the Globe” (with Jeffrey P. Jones). *Popular Communication* 10:1 (2012): forthcoming.

JOURNAL ARTICLES:

- “Global Perspectives on News Parody.” (with Jeffrey P. Jones). *Popular Communication* 10 (2012): forthcoming.
- “Circulating Struggle: The On-Line Flow of Environmental Advocacy Clips from *The Daily Show* and *The Colbert Report*.” (with Chirag Shah). *Information, Communication & Society* 14 (2011): in press.
- “A Dialogue on Satire News and the Crisis of Truth in Postmodern Political Television.” (2d author with Jeffrey P Jones). *Journal of Communication Inquiry* 34 (2010): 278-294.
- “Representation and the Politics of Play: Stephen Colbert’s *Better Know a District*.” *Political Communication* 24:4 (2007): 359-376.
- “Crafting New Communicative Models in the Televisual Sphere: Political Interviews on *The Daily Show*.” *The Communication Review* 10 (2007): 93-115.
- “Emerging Models of Journalistic Authority in MTV’s Coverage of the 2004 U.S. Presidential Election.” *Journalism Studies* 8 (2007): 382-396.
- “*The Daily Show*: Discursive Integration and the Reinvention of Political Journalism.” *Political Communication* 22 (2005): 259-276.
 1. Republished in John Alberti (Ed.). *Text Messaging: Reading and Writing About Popular Culture*. New York: Houghton Mifflin, 2008.
 2. Republished in Jack C. Selzer and Dominic A. Delli Carpini (Ed.). *Conversations: Readings for Writing, 7/E*. New York: Longman, 2008.
- “Philosophies and Philosophic Issues in Communication 1995-2004.” (2d author with James A. Anderson). *Journal of Communication* 54 (2004): 589-615.
- “Packaging Reality: Structures of Form in U.S. Network Coverage of Watergate and the Clinton Impeachment.” *Journalism* 5 (2004): 279-299.
- “Strategies of Illumination: U.S. Network News, Watergate, and the Clinton Affair.” *Rhetoric and Public Affairs* 6 (2003): 633-656.
- “Constructing Moral Authority: *We* in the Discourse of Television News.” *Western Journal of Communication* 64 (2000): 92-111.
- “The Promise and the Product: A Textual-Critical Analysis of Public Television’s *NewsHour*.” *Journal of Communication Inquiry* 24 (2000): 312-331.

BOOK CHAPTERS:

- “Critical Interpretive Methods: Social Meanings/Media Texts” in James A. Anderson. *Metric and Interpretive Research Methods for Mediated Communication*. Thousand Oaks: Sage, 2011 (*in press*).
- “Real News/Fake News: Beyond the News/Entertainment Divide” in Stuart Allan (Ed.). *The Routledge Companion to News and Journalism Studies*, New York: Routledge, 2009. 374-383.
- “Stephen Colbert’s Parody of the Postmodern” in Jonathan Gray, Jeffrey Jones, and Ethan Thompson (Eds.). *Satire TV: Politics and Comedy in the Post-Network Era*, New York: New York University Press, 2009: 124-144.
- “Infotainment” in Wolfgang Donsbach (Ed.). *The Blackwell International Encyclopedia of Communication*. London: Blackwell, 2008. 2276-2280.

- “Serious Comedy: The Expanding Boundaries of Political Discourse” in Jody Baumgartner and Jonathan Morris (Eds.). *Laughing Matters: Humor and American Politics in the Media Age*. New York: Routledge, 2007. 21-37.

BOOK REVIEWS:

- Rev. of *Entertaining Politics: New Political Television and Civic Culture* by Jeffrey P. Jones. *Political Communication* 22 (2005): 405-406.

CONFERENCE PRESENTATIONS:

- “The On-Line Flow of Environmental Advocacy Clips from *The Daily Show* and *The Colbert Report*.” (Top Faculty Paper) Political Communication Division. International Communication Association Convention. Boston, MA. May 2011.
- “Politics and the Performance of Satire: Stephen Colbert’s Harvest of Shame.” Popular Communication Division. International Communication Association Convention. Boston, MA. May 2011.
- “Historical Change and Contemporary Challenge: Political Communication in the Age of Hybrid Media.” 2011 Symposium on Political Entertainment Media. University of Delaware, April, 2011.
- “Beyond the Divide: What ‘Fake’ News Can Teach Us about Doing (and Teaching) Better Journalism.” Cultural and Critical Studies and History Divisions. Association for Education in Journalism and Mass Communication Convention. Denver, CO. Aug. 2010.
- “Networked News: Stewart, Colbert, and the New Public Sphere.” Journalism Studies Division. International Communication Association Convention. Chicago, IL. May 2009.
- “Grappling with Fake News: Beyond the Real/Unreal Dichotomy.” Political Communication Division. International Communication Association Convention. Chicago, IL. May 2009.
- “The Jester No More: Jon Stewart, *The Daily Show*, and Campaign '08.” Popular Communication Division. International Communication Association Convention. Chicago, IL. May 2009.
- “*The Daily Show*, *The Colbert Report*, and Rhetorical Agency: Discursive Networks in the Age of Web 2.0.” International Conference on Rhetorical Citizenship and Public Deliberation. University of Copenhagen. Copenhagen, DK. Oct. 2008.
- “Studying the New Media Environment: Theoretical and Methodological Challenges and Opportunities.” 6th Annual Pre-Conference on Political Communication. American Political Science Association Convention. Boston, MA. Aug. 2008.
- “Representation and the Politics of Play: Stephen Colbert’s *Better Know a District*.” (Top Four Paper) Political Communication Division. National Communication Association Convention. Chicago, IL. Nov. 2007.
- “New Political Television as Object of Study: The Challenge of Inscribing Hybridity.” Political Communication Division. International Communication Association Convention. San Francisco, CA. May 2007.
- “Emerging Models of Journalistic Authority in MTV’s Coverage of the 2004 U.S. Presidential Election.” Journalism Studies Division. International Communication Association Convention. San Francisco, CA. May 2007.

- “Crafting New Communicative Models in the Televisual Sphere: Political Interviews on *The Daily Show*.” Media Studies Division. Western States Communication Association Convention. Seattle, WA. Feb. 2007.
- “Fake News, National Safety, and the Crisis in Public Authority.” Flow Conference on Television Studies. Austin, TX. Oct. 2006.
- “Packaging Politics for the Dot-Net Generation: MTV’s Coverage of Campaign ’04.” Political Communication Division. Central States Communication Association Convention. Indianapolis, IN. Apr. 2006.
- “‘We Need a Better Conversation’: Political Interviews on *The Daily Show*.” Critical and Cultural Studies Division. National Communication Association Convention. Boston, MA. Nov. 2005.
- “United We Stand? MS/NBC, September 11, and the Corporate Construction of National Identity.” Public Address Division. National Communication Association Convention. Chicago, IL. Nov. 2004.
- “*The Daily Show* and the Redefinition of Political Journalism.” 3rd Annual Pre-Conference on Political Communication. American Political Science Association Convention. Chicago, IL. Sept. 2004.
- “Philosophies and Philosophic Issues in Communication 1995-2004.” (with James A. Anderson.) Theme Session. International Communication Association Convention. New Orleans, LA. May 2004.
- “Strategies of Illumination: U.S. Network News, Watergate, and the Clinton Affair.” Mass Communication Division. International Communication Association Convention. San Diego, CA. May 2003.
- “From Searchlight to Floodlight: The Changing Nature of Political Publicity as Illustrated by Network News Coverage of Watergate and the Clinton Affair.” Mass Communication Division. National Communication Association Convention. Atlanta, GA. Nov. 2001.
- “The Power of Form: A Video Presentation and Discussion of Changes in Network Television News Coverage of Watergate and the Clinton Affair.” Media Forum Program. National Communication Association Convention. Atlanta, GA. Nov. 2001.
- “‘I’m not a Scientist, but . . .’: Television News and the Reification of Expert Authority.” Mass Communication Division. National Communication Association Convention. Chicago, IL. Nov. 1999.
- “Textual Analysis of Public Television Content: An Explication of Corporate Liberalism at Work.” Media Studies Division. Western States Communication Association Convention. Vancouver, BC. Feb. 1999.
- “The War of Ideas: Newt, Narrative, and Metaphor.” Media Studies Division. Western States Communication Association Convention. Denver, CO. Feb. 1998.
- “Discourses of Opposition: News Media and the Militia Movement.” 31st Annual Conference in Rhetorical Criticism. California State University, Hayward, CA. May 1996.

INVITED LECTURES:

- “The Critical Need for Media Literacy, Or, Why Educators Love *The Daily Show*.” Friends of the Library Series, UNC-Greensboro. February 23, 2011.
- “Satire and New Media: The People’s Art.” Nasher Museum, Duke University. April 14, 2010.

- “Textual Transformations and Emergent Audience Practices: *The Daily Show* and *The Colbert Report* in the Age of Web 2.0.” Department of Culture and Communication, Södertörn University College, Stockholm, SE. October 8, 2008.
- “*The Daily Show*, *The Colbert Report*, and the Reinvention of Public Affairs TV.” Program in the Humanities, University of North Carolina, Chapel Hill. June 21, 2008.
- “Beyond Infotainment: Political Media in the Age of Discursive Integration.” Annenberg School for Communication at the University of Pennsylvania. October 28, 2005.

MEDIA APPEARANCES:

- *News and Record* (Greensboro, NC), Internet Video Interview, February 23, 2011.
- *News and Observer* (Raleigh, NC), “Sly Satirist Skewers Wake Schools”, January 20, 2011.
- *Macleans* (Canada), “In Glenn We Trust”, November 8, 2010.
- *The Forward*, “Participants and Pundits Debate Impact of Stewart’s ‘Rally to Restore Sanity’”, November 1, 2010.
- WJR-Detroit, *The Warren Pierce Show*, October 30, 2010.
- *Washington Post*, “Jon Stewart/Stephen Colbert Rally to Restore Sanity and/or Fear” (Live Internet Chat with Geoffrey Baym), October 29, 2010.
- *Publico* (Portugal), “Jon Stewart quer ‘Restaurar a Sanidade’ e Salvar a América”, October 29, 2010.
- *USA Today*, “Can Jon Stewart’s ‘Sanity’ Rally Actually Shape Political Debate?”, October 28, 2010.
- *Politico*, “Jon Stewart Gets Serious”, October 28, 2010
- *Washington Post*, “Just Who does Jon Stewart Think He Is?”, October 25, 2010.
- *Christian Science Monitor*, “Will the Beck and Colbert-Stewart Rallies Rock the Vote?”, October 22, 2010.
- *Christian Science Monitor*, “Are Jon Stewart and Stephen Colbert Going All Serious on Us?”, October 4, 2010.
- *Christian Science Monitor*, “As Palin and Beck Rise on the Right, Where is the Left’s Answer?”, September 14, 2010.
- WGHP-TV (NC), *Fox8 News at 10*, August 5, 2009.
- Wisconsin Public Radio, *The Veronica Rueckert Show*, October 31, 2008.
- *Datum* (Austria), “Täglich alles lustig”, March, 2006.
- WFMY-TV (NC), *The Good Morning Show*, January 12, 2006.

COURSES TAUGHT:

- *Topics in Media: The Wire*, Media Studies 528, UNC-Greensboro
- *Non-Fiction Forms*, Media Studies 528, UNC-Greensboro
- *Politics and Media Genres*, Media Studies 528, UNC-Greensboro
- *Media Theory*, Media Studies 301, UNC-Greensboro
- *Mass Media Theory*, Communication 345, Wake Forest University
- *Media Texts*, Communication 3020, University of Utah
- *News Analysis*, Media Studies 326, UNC-Greensboro
- *Film and Television Criticism*, Media Studies 205, UNC-Greensboro

- *Historical/Critical Research Methods*, Communication 225, Wake Forest University
- *Communication Criticism*, Communication 3460, University of Utah
- *Media Literacy*, Media Studies 205, UNC-Greensboro
- *Introduction to Mass Communication*, Communication 245, Wake Forest University
- *Introduction to Mass Communication*, Communication 1500, University of Utah
- *Introduction to Media Studies*, Broadcasting and Cinema 100, UNC-Greensboro
- *Introduction to Communication and Rhetoric*, Communication 100, Wake Forest University
- *Introduction to Media Writing*, Broadcasting and Cinema 204, UNC-Greensboro
- *Advanced Broadcast Journalism*, Media Studies 442, UNC-Greensboro
- *Video Journalism*, Media Studies 441, UNC-Greensboro
- *Newsbreak*, Communication 3570, University of Utah
- *Television News Writing*, Communication 4520, University of Utah
- *Reporting for the Mass Media*, Communication 1600, University of Utah
- *Introduction to Media Production*, Communication 270, Wake Forest University
- *Introduction to Visual Media*, Communication 2560, University of Utah

COURSES DEVELOPED:

- *Topics in Media: The Wire*, Media Studies 528, UNC-Greensboro
- *Non-Fiction Forms*, Media Studies 528, UNC-Greensboro
- *Politics and Media Genres*, Media Studies 528, UNC-Greensboro
- *Film and Television Criticism*, Media Studies 205, UNC-Greensboro
- *Media Literacy*, Media Studies 205, UNC-Greensboro
- *Advanced Broadcast Journalism*, Media Studies 442, UNC-Greensboro
- *Video Journalism*, Media Studies 441, UNC-Greensboro
- *Spartan Television II*, Broadcasting and Cinema 396, UNC-Greensboro

SELECTED DEPARTMENTAL, COLLEGE, AND UNIVERSITY SERVICE:

- Member, Information Literacy Task Force, UNC-Greensboro. 2010-2011.
- Senator, Faculty Senate, UNC-Greensboro. 2007-2010.
- Chair, Curricular Redesign Committee, Department of Broadcasting and Cinema, UNC-Greensboro. 2008-2009.
- Member, Budget and Planning Committee, College of Arts and Sciences, UNC-Greensboro. 2004-2007.
- Member, Broadcasting and Cinema Department Head Search Committee, College of Arts and Sciences, UNC-Greensboro. 2006-2007.
- Chair, News and Documentary Concentration Committee, Department of Broadcasting and Cinema, UNC-Greensboro. 2002-2007.
- Member, On-Line Center for Critical Inquiry Development Committee, College of Arts and Sciences, UNC-Greensboro. 2005-2006.
- Member, Undergraduate Curriculum and Teaching Committee, College of Arts and Sciences, UNC-Greensboro. Fall, 2003.

SELECTED PROFESSIONAL SERVICE:

Manuscript Referee

- *Communication and Critical/Cultural Studies*
- *Communication Quarterly*
- *Communication Review*
- *Critical Studies in Media Communication* (Member, Editorial Board)
- *European Journal of Communication*
- *HUMOR: The International Journal of Humor Research*
- *Information, Communication & Society*
- *International Journal of Communication*
- *International Journal of Press/Politics*
- *International Journal of Public Opinion Research*
- *Journal of Broadcasting and Electronic Media*
- *Journal of Communication Inquiry*
- *Journalism Studies*
- *Media International Australia*
- *Political Communication*
- *Popular Communication*
- *Rhetoric & Public Affairs*
- *Western Journal of Communication*
- Routledge
- Lexington Books
- Oxford University Press

Professional Conference Paper Review

- Political Communication Division, International Communication Association
- Journalism Studies Division, International Communication Association
- News Division, Broadcast Education Association
- Radio and Television Journalism Division, Association for Education in Journalism and Mass Communication
- Mass Communication Division, National Communication Association

Organizational Leadership

- Vice President/Paper Competition Chair, News Division, Broadcast Education Association. 2003-2005.

MEMBERSHIPS IN PROFESSIONAL ORGANIZATIONS:

- National Communication Association
- International Communication Association
- Association for Education in Journalism and Mass Communication