

SUT JHALLY

CURRICULUM VITAE

EDUCATION:

B.A. (Hons.)	History/Sociology (Hons), University of York, England, 1977
M.A.	Sociology, University of York, England, 1978
M.A.	Sociology, University of Victoria, Canada, 1980.
Ph.D.	Communication, Simon Fraser University, Canada, 1984

POSITIONS HELD:

Sept 1984 - August 1985	Assistant Professor, Dept. of Theatre and Communication University of New Hampshire
Sept 1985 - Present	Assistant Professor/Associate Professor/Professor/Professor Emeritus Dept. of Communication University of Massachusetts at Amherst
June 1991 - Present	Founder and Executive Director. <i>The Media Education Foundation</i> Northampton, Massachusetts
October 2015	Honorary Doctorate Conferred by Simon Fraser University, Canada

PUBLICATIONS: BOOKS (Authored)

- ***Social Communication in Advertising: Persons Products and Images of Well-Being*** (with William Leiss and Stephen Kline) Nelson, Routledge, Toronto & New York: 1986. **Second Edition** published in 1990. **Third Edition** published in 2006. **Fourth Edition** published in 2018.
- ***The Codes of Advertising: Fetishism and the Political Economy of Meaning in the Consumer Society***. Co-published by St. Martin's Press, New York, and Frances Pinter, London: 1987.
 - Paperback edition published by Routledge, New York, in 1990
 - Chinese translation, Yuan-Liou Publishing Co, Taiwan, 1992
 - Portuguese translation, Edicoes Asa, Porto, 1995
 - Greek translation, 1998
- ***Enlightened Racism: The Cosby Show, Audiences and the Myth of the American Dream*** (with Justin Lewis) Westview Press, Boulder, CO: 1992.
- ***The Spectacle of Accumulation: Essays in Media, Culture & Politics*** Peter Lang Publishers, New York, 2006.

PUBLICATIONS: BOOKS (Edited)

- *Cultural Politics in Contemporary America* (with Ian H. Angus) Routledge, New York: 1989
- *Hijacking Catastrophe: 9/11, Fear and the Selling of American Empire* (with Jeremy Earp) Olive Branch, Northampton, MA: 2004

PUBLICATIONS: ARTICLES & BOOK CHAPTERS

- "The Modes of Production Debate", in *Alternate Routes: A Critical Review*, Vol. 3, 1979, pp. 63-93.
- "Probing the Blindspot: The Audience Commodity", in *Canadian Journal of Political and Social Theory*, Vol. 6, Nos. 1-2, Spring 1982, pp. 204-210.
- "Art for Art's Sake: Contradictions in the Cultural Marketplace and the Applebaum/Herbert Report", in *Studies in Political Economy*, 12, Fall 1983, pp. 135-142.
- "The Spectacle of Accumulation: Material and Cultural Factors in the Evolution of the Sports/Media Complex", in *The Insurgent Sociologist*, Vol 12 No 3, Summer, 1984 pp. 41-57.
- "Magic in the Marketplace: An Empirical Test of Commodity Fetishism" (senior author, with William Leiss and Stephen Kline) in *Canadian Journal of Political and Social Theory* Vol 9, No. 3, Fall, 1985, pp. 1-22
- "The Evolution of Cultural Frames for Goods in the Twentieth Century", (with William Leiss and Stephen Kline) in *Marketing in the Long Run: Proceedings of the Second Workshop on Historical Research in Marketing*. Michigan State University, 1985. pp. 3-17.
- "Watching as Working: The Valorization of Audience Consciousness", (senior author, with Bill Livant) in *Journal of Communication* Vol 36, No. 3, Summer 1986, pp. 124-143.
- "Advertising as Religion: The Dialectic of Technology and Magic", in *Cultural Politics in Contemporary America* (eds. Jhally and Angus, 1989) pp. 217-229.
- "The Political Economy of Culture", in *Cultural Politics in Contemporary America* (eds. Jhally and Angus, 1989) pp. 65-81
- "Media Sports, Culture and Power: Critical Issues in the Communication of Sport", in *Media, Sports, and Society: Research on the Communication of Sport* (ed. Lawrence A. Wenner) Sage Publications, California: 1989. pp. 70-93

- "On Pluralist Apology" (with Ian Angus, Justin Lewis, & Cathy Schwichtenberg) in *Critical Studies in Mass Communication* Vol. 6 No. 4. December 1989 pp. 441-449
- "Advertising, Gender and Sex: What's Wrong with a Little Objectification?" *Working Papers and Proceedings of the Center for Psychosocial Studies* (edited by Richard Parmentier and Greg Urban) No. 29, 1989
- "Image-Based Culture: Advertising and Popular Culture" in *The World and I* July 1990. pp. 506-519. Reprinted in Gail Dines & Jean Humez (eds) *Gender, Race and Class in the Media*, Sage Publications, California: 1994
- "Sports and Cultural Politics: The Attraction of Modern Sports" (with Bill Livant) in *Rethinking Marxism* Vol 4, No. 4, Winter 1991. pp. 121-127
- "Tante Notizie, Poca Informazione" ("So Much News, So Little Information". (With Michael Morgan and Justin Lewis. Summary of "The Gulf War: A Study of the Media, Public Opinion, and Public Knowledge") *Il Passaggio* Vol 4, No. 2, march 1991. pp. 15-20
- "Public Knowledge and Misconceptions" (with Michael Morgan and Justin Lewis) in *The Triumph of the Image: The Media's War in the Persian Gulf - An International Perspective* (eds. H. Molwana, G. Gerbner & H. Schiller) Westview Press, Boulder, CO: 1992 pp. 216-233
- "Communications and the Materialist Conception of History: Marx, Innis and Technology" in *Continuum: An Australian Journal of the Media and Culture*, Vol 7, No. 1, 1993
- "MTV, Cultural Politics and the Sex Wars: The Strange and Illuminating Case of Dreamworlds" in *Media Information Australia* No. 64, May 1992. pp. 48-59
- "Commercial Culture, Collective Values and the Future" in *Texas Law Review*, Vol 71, No. 4, March 1993, pp 805-814
- "Intersections of Discourse: MTV, Sexual Politics and Dreamworlds" in *Reconceptualizing Audiences* (eds. J. Cruz and J. Lewis) Westview Press, Boulder, CO: 1994 pp.151-168
- "The Politics of Cultural Studies: Racism, Hegemony and Resistance" (with Justin Lewis) in *American Quarterly* Vol. 46, No. 1 (March 1994) pp 114-117

- “Affirming Inaction: Television and the New Politics of Race” (with Justin Lewis) in *Marxism in the Postmodern Age: Confronting the New World Order* (eds. Antonio Callari, Stephen Cullenberg and Carole Biewener) Guildford Press, New York: 1995 pp. 133-141
- “Advertising” in *Social Science Encyclopedia* (eds/ Adam Kuper and Jessica Kuper) Routledge, London, 1996
- “Stuart Hall” in *The Routledge Dictionary of 20th Century Political Thinkers* Routledge, London, 2nd Edition, 1997, pp. 99-100
- “The Struggle For Media Literacy” (with Justin Lewis) in *Journal of Communication*, Winter 1998, Vol. 48 No. 1, pp. 1-9-120
- “Free at Last: Fanship, Fascism and Sponsorship” in *Journal of Sport and Social Issues*, 1998 pp. 224-226
- “Advertising at the Edge of the Apocalypse” in *Critical Studies in Media Commercialism* (eds Robin Anderson and Lance Strate) Oxford University Press, New York, 2000, pp. 27-39
- “Stuart Hall: The Last Interview” in *Cultural Studies, Vol. 30, No. 2 (2016) pp.332-345*
- “Stuart Hall’s pessimism of the intellect, optimism of the will: reflections on an intellectual life” in *Cultural Studies, Vol. 30, No. 2 (2016) pp.322-331*

OTHERS: REVIEWS, COMMENTARIES, NEWSPAPERS, REPORTS, PUBLISHED INTERVIEWS

- "The Triumph of Pragmatism over Imagination: The Defeat of Brazil at the 1982 World Cup Finals", in *The Peak*, SFU, August 1982.
- Review of Chandra Mukerji "From Graven Images: Patterns of Modern Materialism", in *The Canadian Journal of Sociology*, 1985
- "War and the 'Rectification' of Language" in *The Voice*, University of Massachusetts, February, 1991. p. 12.
- "The Gulf War" A study of the Media, Public Opinion & Public Knowledge" (with Justin Lewis and Michael Morgan). Research Report. Centre for the Study of Communication (Document #P- 8) 1991
- "The Problem of the Ordinary" in *Challenging Media Images of Women*, April, 1991.

- Interview published in *On the Issues: The Progressive Women's Quarterly*, Vol XXI, Winter 1991
- "But TV Needs to Broaden its Images of Black Experience" (with Justin Lewis) *Christian Science Monitor* Monday, May 11, 1992. p. 18.
- "Comforting Image of 'The Cosby Show' Places Equality at Risk" (with Justin Lewis) in *The Los Angeles Times* Monday, May 4, 1992, F3.
- Interview published in *The Toronto Sun* July 26, 1992
- Interview published in *Media and Values*, No. 57, Winter 1992 ("Television: The Search for Meaning – A Media and Values interview with Cultural Critic Sut Jhally) www.medialit.org/reading_room/article117.html
- "When Justice is Skin Deep: Race and the OJ Simpson Case" in *The Observer* (London), Sunday, 19th May, 1996
- "Polling Clinton's Appeal" (with Justin Lewis and Michael Morgan) in *The Nation*, March 9, 1997. Pp.7-8
- "Missing the Mark: The School Shootings and Male Violence" (with Jackson Katz) in *The Boston Globe* May 5, 1999, P1 Focus.
- "Manhood on the Mat: Professional Wrestling and Masculinity" (with Jackson Katz) in *The Boston Globe* February 13, 2000, P1 Focus.
- "Put the Blame Where It Belongs: On Men" (with Jackson Katz) in *The Los Angeles Times*, June 25, 2000, Sunday Commentary, pg. M5
- "On Advertising: Sut Jhally vs. James Twitchell" www.stayfreemagazine.org/archives/16/twitchell.html
- "A Conversation with Sut Jhally" www.mergemag.org/2000/Oct9Done/Sutjhally.html
- "Wrestling the WWE" (Interview with Amy Souza) <http://www.newenglandfilm.com/news/archives/02august/wrestling.htm>
- "Articulation, Cultural Studies and Education" interview *Alternate Routes Vol 23, 2012*
- "How the U.S. Media Failed to Tell the Story of the Occupation of Palestine" interview with Dave Zirin, *The Nation*, April 26th, 2024.

FILMS PRODUCED THROUGH THE MEDIA EDUCATION FOUNDATION

Producer, Director, Writer, Editor:

- *Dreamworlds: Gender/Sex/Power in Rock Video*, (1990) 55 mins
- *Dreamworlds II: Gender/Sex/Power in Music Video*, (1995) 55 mins
- *Dreamworlds 3: Gender/Sex/Power in Music Video* (2007) 60 mins
- *The Date-Rape Backlash: media and the denial of rape* (1994) 55 mins
- *Advertising and the End of the World* (1998) 47 mins
- *Wrestling with Manhood: Boys, Bullying and Battering* (2002) 57 mins
- *Peace, Propaganda and the Promised Land: U.S. News Media and the Israeli-Palestinian Conflict* (2003) 66 mins
- *Hijacking Catastrophe: 9/11, Fear and the Selling of American Empire* (2004) 65 mins
- *Advertising at the edge of the Apocalypse* (2017), 60 mins
- *Speaking with the Dead: Bill Schwarz on preparing Stuart Hall's Postumous Memoir* (2018), 30 mins
- *The Black Atlantic: Modernity & Double Consciousness (with Paul Gilroy)* (2024)
- *Atrocity Inc.: How Israel Sells its Slaughter of Palestinians* (2024) 46 mins

Producer, Director, Editor:

- *Pack of Lies: The Advertising of Tobacco* (with Jean Kilbourne and Richard Pollay) 1992 37 mins
- *The Killing Screens: Media and the Culture of Violence* (with George Gerbner) (1994) 38 mins
- *Material Witness: Race, Identity and the Politics of Gangsta Rap* (with Michael Eric Dyson) (1995) 42 mins
- *Democracy in a Different Voice* (with Lani Guinier) (1995) 48 mins
- *Slim Hopes: Advertising and the Obsession with Thinness* (with Jean Kilbourne) (1995) 30 mins
- *Stuart Hall on Representation and the Media* (1997) 50 mins
- *Stuart Hall on Race as a Floating Signifier – classroom edition* (1997) 60 mins
- *Stuart Hall on Race as a Floating Signifier – reference edition* (1997) 75 mins
- *bell hooks: Cultural Criticism and Transformation* (1997) 60 mins
- *The Electronic Storyteller: Television and the Cultivation of Values* (with George Gerbner) (1997) 30 mins
- *The Crisis of the Cultural Environment: Media and Democracy in the 21st Century* (with George Gerbner) (1997) 30 mins
- *The Myth of the Liberal Media* (with Noam Chomsky and Edward Herman) (1997) 60 mins
- *Reviving Ophelia: Saving the Selves of Adolescent Girls* (with Mary Pipher) (1998) 35 mins
- *Edward Said On Orientalism* (1998) 34 mins
- *Edward Said "The Myth of the Clash of Civilizations"* (1998) 60 mins
- *Tough Guise: Violence, Media and the Crisis in Masculinity (with Jackson Katz)* (1999) 82 mins

- ***Killing Us Softly 3: Advertising's Image of Women (with Jean Kilbourne)*** (2000) 34 mins
- ***Framing an Execution: The Media and Mumia Abu-Jamal*** (2002) 50 mins
- ***Reel Bad Arabs: How Hollywood Vilifies a People*** (2006) 50 mins
- ***Killing Us Softly 4: Advertising's Image of Women (with Jean Kilbourne)*** (2010) 45 mins
- ***Dysfunctional Societies: How Equality Makes Societies Stronger (with Richard Wilkinson)*** (2015) 45 mins
- ***The Last Interview: Stuart Hall on the Politics of Cultural Studies*** (2017), 45 mins

Writer/Director

- ***Deconstructing Advertising: Making Sense of Consumer Culture.*** (co-writer with Stephen Kline) Simon Fraser University, 1994, 30 mins
- ***This Land is Our Land: The Fight to Reclaim the Commons (with David Bollier)*** (2010) 46 mins
- ***Flirting with Danger: Power and Choice in Heterosexual Relationships (with Lynn Phillips)*** (2012) 52 mins
- ***Race, Power and American Sports (featuring Dave Zirin)*** (2013) 45 mins
- ***Feeding Frenzy: The Food Industry, marketing & the Creation of Health Crisis*** (2013) 60 mins
- ***Joystick Warriors: Video Games, Violence & the Culture of Militarism*** (2013) 60 mins

Director:

- ***Tim Wise on White Privilege: Racism, White Denial & the Costs of Inequality*** (2006) 57 mins
- ***Michael Kimmel On Gender: Mars, Venus or Planet Earth?*** (2008) 54 mins
- ***Rick Wolff on Capitalism Hits the Fan*** (2008) 57 mins
- ***Harry Brod on Asking For It: The Ethics and Erotics of Sexual Consent*** (2010) 38 mins
- ***Anne Munch on Sexual Assault: Naming the Unnamed Conspirator*** (2012) 57 min
- ***Juliet Schor on The New Economics 101: True Wealth in the New Economy*** (2013) 46 mins
- ***Gar Alperovitz on The Next American Revolution: Beyond Corporate Capitalism and State Socialism*** (2013) 47 mins
- ***John Bracey on How Racism Harms White American*** (2013) 52 mins
- ***Michael Klare on The Race for What's Left: The Global Scramble for the World's Last Resources*** (2013) 40 mins
- ***Consumerism & the Limits to Imagination (with Justin Lewis)***
- ***Pornland: How the Porn Industry Has Hijacked Our Sexuality (with Gail Dines)*** (2015), 35 mins
- ***Guyland: Where Boys Become Men (with Michael Kimmel)*** (2016) 35 mins

- *Constructing the Terrorist Threat: Islamophobia, the Media & the War on Terroe (with Deepa Kumar)* (2017) 55 mins

Executive Producer:

- *Sexual Harassment on Campus* (1995) 35 mins
- *Peter Elbow on Writing* (1995) 42 mins
- *Recovering Bodies: Overcoming Eating Disorders* (1997) 34 mins
- *Off the Straight & Narrow: Gays, Lesbians, Bisexuals & Television* (1998) 63 mins
- *Game Over: Gender, Race & Violence in Video Games* (2001) 41 mins
- *Constructing Public: How Politicians and the Media Misrepresent the Public (with Justin Lewis)* (2001) 32 mins
- *Behind the Screens: Hollywood Goes Hypercommercial* (2001) 37 mins
- *Tomorrow's Children: Partnership Education in Action (with Riane Eisler)* (2001) 36 mins
- *Money for Nothing: Behind the Business of Pop Music* (2001) 45 mins
- *Playing Unfair: The Media Imagev of the Female Athlete* (2002) 30 mins
- *Toxic Sludge is Good for You: The PR Industry Unspun* (2002) 45 mins
- *Spin the Bottle: Sex, Lies and Alcohol* (2004) 45 mins
- *Beyond the Frame: Alternative Views on the War on Terror* (2004) 180 mins
- *Class Dismissed: How TV Frames the Working Class* (2005) 62 mins
- *Big Bucks, Big Pharma: Marketing Disease and Pushing Drugs* (2006) 45 mins
- *War Made Easy: How Presdients & Pundits Keep Spinning US to Death* (2007) 72 mins
- *Freedom of Expression: Resistance & Repression in the Age of Intellectual Property* (2007) 61 mins
- *Blood and Oil (featuring Michael T. Klare)* (2008) 52 mins
- *Consuming Kids: The Commercialization of Childhoos* (2008) 67 mins
- *The Mean World Syndrome: Media Violence & the Cultivation of Fear* (2010) 51 mins
- *Not Just a Game: Power, Politics and Amerian Sports* (2010) 62 mins
- *The Purity Myth: The Virginity Movement's War Against Women* (2011) 45 mins
- *White Like Me: Race, Racism & White Privilege in America* (2013) 66 mins
- *Tough Guise 2: Violence, Manhood & American Culture* (2013) 80 mins
- *The Occupation of the American Mind: Israel's Public Relations War in the United States (narrated by Roger Waters)* (2016) 82 mins
- *The Great White Hoax: Donald Trump and the Politics of Race and Class in America (with Tim Wise)* (2017) 72 mins
- *Digital Disconnect: How Capitalism is Turning the Internet Against Democracy (with Robert McChesney)* (2018) 60 mins
- *The Bystander Moment: Transforming Rape Culture at its Roots (with Jackson Katz)* (2018) 49 mins

- *Beyond the Straight and Narrow: Queer and Trans Television in the Age of Streaming* (2023) 71 mins
- *Behind the Shield: The Power and Politics of the NFL* (2022) 93 mins