

Theo Plothe

Department of Journalism and Mass Communication
Savannah State University
3219 College St.
Savannah, GA 31404

Work: 912.358.3362
Cell: 407.415.6107
plothe@savannahstate.edu
<http://theoplothe.com>

EDUCATION

PhD.: Communications, American University, Washington, DC, 2015

Dissertation: "Defining Participatory Media as Gamespace: Digital Games, Remix, and the Materiality of Gamespace."

Committee: Kathryn Montgomery (co-chair), Lindsay Grace (co-chair), Jeffery Rutenbeck, Mike Treanor

M.A.: Communications, Northern Illinois University, DeKalb, IL, 2012
Concentration: Media Studies and Journalism

B.G.S.: General Studies, Ball State University, Muncie, IN, 1998
Minors: Japanese, German, History, Asian Studies, Political Science

ACADEMIC POSITIONS

Assistant Professor, Savannah State University, 2018 – Present
Lecturer, Texas A&M University, 2017 – 2018
Assistant Professor, Walsh University, 2016 – 2017

PUBLICATIONS

BOOKS

Plothe, T. & Buck, A. (Eds). (2019). *Netflix at the Nexus: Content, Practice, and Production in the Age of Streaming Television*. Peter Lang.

REFEREED ARTICLES

Plothe, T., & Blankenship, C. (2022). Black Men in Dresses and White Women Rapping: Media'Liveness' and Reifying and Distorting the Male Gaze of Spike TV's Lip Sync Battle. *Florida Communication Journal*, 50(1).

Plothe, T. (2021). Samoan submission machines: Grappling with representations of Samoan identity in professional wrestling. *Professional Wrestling Studies Journal*. 2(1). 1-24.
<http://prowrestlingstudies.org.dream.website/wp-content/uploads/2021/04/Plothe-Samoan-Submission-Machines-2.1.pdf>

Plothe, T. (2020). "Bearded Dragons at Play: YouTube videos and the haptic interface of Ant Smasher." *Exchanges: The Interdisciplinary Research Journal*, 7(3), 1-13.

Plothe, T. (2019). The whose view of *Hue?*: Disability adaptability for color blindness in the digital game *Hue*. *G|A|M|E Journal*, Special Issue on Digital Entertainment for Special Needs. 7,
<https://www.gamejournal.it/the-whose-view-of-hue-disability-adaptability-for-color-blindness-in->

the-digital-game-hue/

Plothe, T. (2017). Not actual game play, but is it real life?: Live-action footage in digital game trailers and advertising as gamerspace. *Kinephanos Journal*, 7(1), 226 – 245.

Plothe, T. & Buck, A. (2015). Taking in the trash: Reception theory and *Storage Wars*. *Journal of Popular Culture*. 48 (6), 1089-1107.

Plothe, T. (2014). “I’m a rogue night elf”: Avatars, gaming, and *The Big Bang Theory*. *GAME Journal*, 3,53-64.

BOOK CHAPTERS

Plothe, T. (2020). Blockbusters and buttonmashers: Convergence in digital game reviews. In Gaines S.Hubbell (Ed.) *What is a Game?: Essays on the Nature of Videogames*. McFarland.

Plothe, T. & Buck, A. (2019). Do spoilers matter?: Asynchronous viewing habits on Netflix and Twitter. In Buck, A. & Plothe, T., (Eds.) *Netflix at the Nexus: Content, Practice, and Production in the Age of Streaming Television*. Peter Lang.

Plothe, T. (2018). Good morning beautiful people . . . I love you but I’ll beat your arse in FIFA17: The negotiation of social capital and FIFA17 matchmaking of Chad “Ochocinco” Johnson on Twitter. In Stefan Lawrence & Garry Crawford (Eds.) *Digital Football Cultures: Fandom, Identities and Resistance* (pp. 170-185). Routledge.

Plothe, T. (2015). The princess doesn’t leave the castle: How Nintendo’s WiiWare imprisons indie game design. In S. Conway & J. deWinter (Eds.), *Video Game Policy* (pp. 42-53). New York: Routledge.

Plothe, T. (2016). “You can’t mess with the program, Ralph”: Intertextuality of player-agency in filmic virtual worlds. *Contemporary Research on Intertextuality in Video Games*, Ed. by Christophe Duret. IGI Global.

Plothe, T. (2015). Managing social media: Responding to critics on Twitter. *Casing Sports Communication*.
Ed. Diana Tucker & Jason Wrench. Kendall Hunt.

BOOK REVIEWS

Plothe, T. (2014). Book Review: *TV on Strike: Why Television Went to War over the Internet*, by Cynthia Littleton. *Canadian Journal of Communication*, 39, 293-295.

TEACHING

Savannah State University

CLAS 1103: First-Year Experience, Fall 2019

Course to assist first year students in their adjustment and assimilation into the university environment, emphasizing motivation, learning habits, and study skills.

COMM 2101: Writing for Multimedia, Spring 2019, Fall 2019, Spring 2020

Introduction to the fundamentals of writing news for online, print/broadcast media, and public relations for multiple media.

COMM 2105: *Mass Media & Society*, Fall & Spring 2018 – 2021

Introduction to relationship between culture and mass media, with emphasis on historical trajectory and comparisons to international media industries.

COMM 2810: *Introduction to Communications Research*, Fall 2020, Fall 2021

An introduction to social science research concepts and techniques in the study of the mass media. Survey of quantitative research methods in media situations and media rating services.

COMM 3106: *Special Topics – Sports Communication*, Spring 2020, Spring 2021

Special topics course providing an overview of sports communication, including public relations, crisis communication, and media management.

COMM3110: *Layout and Design*, Fall 2018

Advanced media design course that provides an in-depth, hands-on application of multimedia publishing and production.

COMM3120: *Introduction to Communication Theory*, Summer 2020, 2021

Survey of the major concepts and applications of human communications theories. This course emphasizes theories and applications in mass media.

COMM 3952: *Social Media PR*, Fall 2020, Fall 2021

An introduction to social media analysis, data analytics, and strategy from a public relations framework. Survey of data analysis tools, visualizations, and other strategies.

COMM 4110: *Audio Production and Sound Design*, Spring 2020, Fall 2021

Advanced instruction in audio production including directing, programming, equipment/audio software, and uses of audio in multimedia platforms.

COMM 4705: *Media Ethics & the Law*, Fall 2018, Spring 2019, Fall 2019

In-depth examination of complex ethical and legal issues involving the media, including concepts of freedom of speech and press, libel, copyright, and privacy.

Texas A&M University

COM 230/JOUR 230: *Communication Technology Skills*, Fall 2017, Spring 2018

Introduction to interactive media and media literacy skills in the digital domain; survey of technology histories and theories with hands-on practice in digital composing tools.

COM 435/FILM 445: *Rhetoric of Television and Film*, Fall 2017, Spring 2018

Critical analysis of television and film with close readings of such mediated texts and special attention to writing television and film criticism.

Walsh University

CS 113: *Introduction to Digital Applications*, Spring 2017

Introduction to core elements of digital applications related to software use, mobile platforms, websites, and social media. Students develop and build mobile apps.

COM 210: *Mass Media & Society*, Spring 2017

Survey of the history, organization, mechanics, and theory of mass media in communications. Provides introduction to media theories and practices across print, broadcast, and digital media.

COM 211/ ENG 211: Speech, Spring 2017

Study of the principles of effective public speaking with emphasis on speech construction, audience analysis, and organization. Includes practice in extemporaneous speaking.

COM 235: Creative Digital Practice and Production, Fall 2016

Introduces digital production as a tool for artistic expression. Topics include digital imaging for print and screen, raster and vector graphics, video, animation, and interactivity.

COM 345: Video Content Production, Fall 2016

An introduction to production techniques used in the visual communication process; including camera operations, imaging, lighting, and fundamentals of conveying messages in a visual environment.

Stephens Institute of Technology

HSS 371: Computers & Society, Spring 2016

An introduction to scholarship on computing and society, the impact of computing activities on social relationships, and the evolution of institutions to regulate computer-mediated activities.

American University

Guest Lecturer, Communication 754: Media Law & Policy, Dr. Laura

DeNardis Guest Lecturer, Communication 209: Communication in Society,

Dr. Pilar McKay Participant, Greenberg PhD Seminars for Effective Teaching

Ball State University

ENFL 134: Speaking 2

English as a foreign language course for graduate students, emphasizing conversational speaking skills for everyday interaction in English.

ENFL 135: Listening 2

English as a foreign language course for graduate students, emphasizing intermediate listening skills.

ENFL 145: Listening 4

English as a foreign language course for graduate students, emphasizing high-intermediate listening skills in academic English contexts.

RESEARCH POSITIONS

American University

Research Assistant to Dr. Andrew Lih, American University, 2014-2015

Research Assistant to Dr. Lindsay Grace, American University, 2013

Research Assistant to Dr. Deen Freelon, American University, 2012-2013

HONORS AND AWARDS

Peter Rollins Travel Grant

Popular Culture/American Culture Association, 2016

School of Communications, Travel Grant Award

American University, 2012, 2013, 2014

Greenberg Seminars, Travel Grant Award

American University, 2012, 2013, 2014

Graduate College Travel Grant Award

Northern Illinois University, 2010, 2011

Study Abroad Scholarship

Northern Illinois University, 2011
Research Grant
Ball State University, 2004

EDITORIAL POSITIONS

Editor, *Journal of Communication and Technology*, 2020 – Present

Associate Editor, *Journal of Communication and Technology*, 2019 –
2020

CONFERENCE PRESENTATIONS

“Race ‘Rock’ Bottomed: Dwayne ‘The Rock’ Johnson as the new definition of ‘brownness.’” Society for Cinema and Media Studies Conference. March 2021.

“A Netflix Original Animated Series: How SVOD rebrands Japanese content through distribution.” SVOD in East Asia Conference. Kyoto, Japan. December 2019.

“Maybe it’s real, maybe it’s Maybelline: Instagram fashion lifestyle influencers and the existential authenticity of influencer marketing.” Association of Internet Researchers Conference. Brisbane, Australia. October 2019.

“Finish him!: The fatality as reward and acknowledgement of success in digital games.” Popular Culture Association / American Culture Association Annual Conference. Washington, DC. April 2019.

“Good morning beautiful people... I love you but I’ll beat your arse in FIFA17”: The negotiation of social capital and FIFA17 match-making of Chad “Ochocinco” Johnson on Twitter. Summit on Communication and Sport. Boise, ID. March 2019.

“No spoiler alert needed: Asynchronous viewing habits on Netflix and Twitter.” Association of Internet Researchers Annual Conference. Montreal, Canada. October 2018.

“Death comes for all players: Death animations as reward in digital games.” Popular Culture Association/American Culture Association Annual Conference. Indianapolis, IN. March 2018.

“Coco as Clueless Gamer: Normalizing Gaming as Social Practice.” Popular Culture Association/American Culture Association Annual Conference. San Diego, CA. April 2017.

“Do Spoilers Matter? Second Screens in the Age of Streaming Television.” Society of Cinema and Media Studies Annual Conference. Chicago, IL. March 2017.

“‘Darth Vader sends Glenn Quagmire over the top rope!’: Wrestling with gamer identity and fandom in the WWE2K series.” Southwest/Texas Popular Culture Association/American Culture Association Annual Conference. Albuquerque, NM. February 2017.

“Not actual game play, but is it real life?: Live-action footage in digital game trailers and advertising as gamerspace.” Society of Cinema and Media Studies Conference. Atlanta, GA. April 2016.

“Tweet us where you were: Hashtagging nostalgia and ESPN’s *30for30* on Twitter.” Summit on Communication and Sport. Grand Rapids, MI. March 2016.

- “Bearded Dragons at Play: YouTube videos and the simulacra of Ant Smasher.” Popular Culture Association/American Culture Association Annual Conference. Seattle, WA. March 2016.
- “‘Play is pulling the trigger’: Digital Game Video Content Producers and the Boundaries of Gamespace.” Association of Internet Researchers Conference. Phoenix, AZ. October 2015.
- “‘You can’t mess with the program, Ralph.’: Notions of player-agency control in the cinematic virtual worlds of digital games.” Mid-Atlantic Popular and American Culture Association Conference. Baltimore, MD. November 2014.
- “n00bs Need Not Apply: WiiWare, Generativity, and Indie Game Designers.” Association of Internet Researchers Conference. Daegu, South Korea. October 2014.
- “Welcome to the #League, @rookie: A sentiment analysis of veterans, free agents, and rookies during the 2013 NFL and NBA drafts.” Summit on Communication and Sport. New York, NY. March 2014.
- “Samoan Drop'ped: Tangling with Samoan identity in professional wrestling.” With Nick Watanabe. Summit on Communication and Sport. New York, NY. March 2014.
- “‘You’re in my World 1-1 Now!’: The practice of remixing gaming culture on YouTube.” Association of Internet Researchers Conference. Denver, CO. October 2013.
- “‘I’m a Rogue Night Elf, Don’t You People Read Character Descriptions?’: Avatars, Gaming, and the Big Bang Theory.” Popular Culture Association / American Culture Association Conference. Washington, DC. March 2013.
- “Hashmarks and Hashtags: Tackling NFL Players and Twitter through Social Capital Theory.” Summit on Communication and Sport. Austin, TX. February 2013.
- “Taking in the Trash: *Storage Wars* and Jaussian Reception Theory.” Midwest Popular Culture Association Conference. Columbus, OH. October 2012.
- “Blockbusters and Button-Mashers: Analyzing Cinematic References in Game Reviews as a Means of Convergence.” Internet Researchers Association Conference. Manchester, UK. October 2012.
- “‘Let 'em Talk Until the Truth Flows’: Errol Morris and the Art of Silence.” Midwest Popular Culture Association Conference. Milwaukee, WI. October 2011.
- “Anatomy of the Nuclear Meme.” Association of Internet Researchers Conference. Seattle, WA. October 2011.
- “NFL Players and Twitter: How Do They Use it and What Does it Mean?” Association of Internet Researchers Conference. Gothenburg, Sweden. October 2010.
- “Use and Meaning in Korean Color Terms: A Contrastive Approach.” Practical Criticism Midwest XVII. Muncie, IN February 2006.
- “GoldenEye and Goldfingers: The Sexual Innuendo of James Bond.” Practical Criticism Midwest XV. Muncie, IN. February 2004.
- “An Analysis of Laugh, Chortle, Guffaw, Chuckle, Giggle, and Snicker.” Practical Criticism Midwest XIII. February 2003.

SERVICE

Ad Hoc Member, Executive Committee, Communication Technology Division,
AEJMC Manuscript Reviewer, *New Media & Society, Communication & Sport*
Proposal Reviewer, AEJMC Conference, 2016 – Present
Social Media Chair, Midwest Popular Culture Association, 2011-2013

Savannah State University

Study Abroad Committee and International Student Association, 2018 – Present. Chair, 2018 – 2020
Disability Access Committee, 2020 – Present
General Ed/Interdisciplinary Studies Comm., College of Liberal Arts and Social Sciences, 2019 – Present
Homecoming Committee, College of Liberal Arts and Social Sciences, 2019 – Present
Curriculum Committee, Dept of Journalism & Mass Communication, 2019 – Present
Recruitment and Retention Committee, Dept of Journalism & Mass Communication, 2019 – Present
Diversity Committee, Dept of Journalism & Mass Communication, 2019 – Present
Advisor, Mass Communications Student Association, 2019 – Present
Co-Curricular Program Advisor, Southern Regional Press Institute, 2019 – Present
Job Fair and Market Co-Curricular Program, Dept of Journalism & Mass Communication, 2019 – Present
Chair, Ethics Committee, Dept of Journalism & Mass Communication, 2018 – 2019
JMC Representative, Momentum Year Strategic Plan Committee, 2018 – 2019
Faculty Search Committee, Dept of Journalism & Mass Communication, 2018 – 2019

Walsh University

Technology Committee, Walsh University, 2016 – 2017
Faculty Advisor, Gaming Club, Walsh University, 2016 – 2017

PROFESSIONAL AFFILIATIONS

Association of Internet Researchers
Society for Cinema and Media Studies
Association of Educators in Journalism and Mass Communication
Public Relations Society of America
Popular Culture Association / American Culture Association
International Association for Communication and Sport

TECHNICAL SKILLS

Adobe Creative Suite, Final Cut Pro, Audacity, Gephi, SPSS