

ADAM RICHARD ROTTINGHAUS

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APPOINTMENTS

Miami University—Oxford, OH

Assistant Professor of Media, Journalism & Film (2017-current)

The University of Tampa—Tampa, FL

Assistant Professor of Communication (2016-2017)

Instructor (2015-2016)

EDUCATION

University of North Carolina at Chapel Hill

Ph.D., Communication Studies (2016), Certificate in Cultural Studies

North Carolina State University

M.S., Communication (2009)

Grand View University

B.A., Graphic Design and Graphic Journalism (2004)

PUBLICATIONS

Peer-Reviewed Journal

German, Kathleen & **Adam Richard Rottinghaus**, 2019. "From Psychological to Rhetorical Reactance: Pork Producers' Responses to the Animal Activist Movement." *Iowa Journal of Communication*, Vol. 51.1, 125-148.

Hardin, Carolyn & **Adam Richard Rottinghaus**, 2015. "Introducing a Cultural Approach to Technology in Financial Markets." *Journal of Cultural Economy*. Vol. 8.5, 547-563.

Book Chapter

Hardin, Carolyn & **Adam Richard Rottinghaus**, "Risk and Arbitrage," *Routledge Handbook of Critical Finance Studies*, Eds. Robert Wosnitzer and Christian Borch. (Forthcoming, 2020).

Book Reviews and Forums

Rottinghaus, Adam Richard, "Il/legitimate Exchange: Histories of Fraud and Activist Businesses," 2019. *Journal of Cultural Economy*, Book review essay. Vol. 12.2, 169-175.

Rottinghaus, Adam Richard, Roseann Pluretti, & Daniel Sutko, "The End of Material Scarcity: Dystopia and Immanent Critique of Capitalism," in "Imagining Futuretypes: Speculative Fiction as Nexus of Power, Resistance, Anxiety and Hope," eds. Lonny J Avi Brooks & Aram Sinnreich, *International Journal of Communication*, [Online], 10 (2016): 11.

Adams, Aubrie, **Adam Richard Rottinghaus**, & Ryan Wallace, "Narratives on Extending and Transcending Mortality: An Essay on Implications for the Future," in "Imagining Futuretypes: Speculative Fiction as Nexus of Power, Resistance, Anxiety and Hope," eds. Lonny J Avi Brooks & Aram Sinnreich, *International Journal of Communication*, [Online], 10 (2016): 11.

Sinnreich, Aram, Jessa Lingel, Gideon Lichfield, **Adam Richard Rottinghaus**, & Lonny J Avi Brooks, "Everybody and Nobody: Visions of Individualism and Collectivity in the Age of AI," in "Imagining Futuretypes: Speculative Fiction as Nexus of Power, Resistance, Anxiety and Hope," eds. Lonny J Avi Brooks & Aram Sinnreich, *International Journal of Communication*, [Online], 10 (2016): 15.

Sutko, Daniel, Jessa Lingel, Aubrie Adams, & **Adam Richard Rottinghaus**, "The Medium is the Message of the Future: Tyranny of Media in Organizing our Imaginary," in "Imagining Futuretypes: Speculative Fiction as Nexus of Power, Resistance, Anxiety and Hope," eds. Lonny J Avi Brooks & Aram Sinnreich, *International Journal of Communication*, [Online], 10 (2016): 11.

Research in Progress

Rottinghaus, Adam Richard, *The Business of the Future: Upgrade Culture and the Work of Technological Change*.
Book manuscript in preparation.

Conference Presentations

Rottinghaus, Adam Richard & Carolyn Hardin, "Conjuring the Underlying: Insurance and Value in the 21st Century" Cultural Studies Association. June 2019. New Orleans, LA. Paper Presentation. (Accepted. Panel Organizer)

Rottinghaus, Adam Richard, "Emergent Contexts of Corporate Power." Annual Meeting, American Studies Association. November 2018. Atlanta, GA. Roundtable Panel, Presentation.

Rottinghaus, Adam Richard & Carolyn Hardin, "Before Trump: Post-Truth in Promotional Discourse and US Commercial Culture." International Crossroads Conference, Association for Cultural Studies. August 2018. Shanghai, China. Presentation.

Rottinghaus, Adam Richard, "Intervening Brands: Business-to-Business Brands and the Concentration of Corporate Power." Cultural Studies Association. June 2018. Pittsburgh, PA. Presentation.

Rottinghaus, Adam Richard, "Be the Change: Identity and Affect in Anti-Consumerist Marketing Workers." National Communication Association. November 2017. Dallas, TX. Presentation.

Rottinghaus, Adam Richard, et al., "Forecast Gaming with The Thing From the Future: Imagining and Hacking into the Future for Our Legacy, Our Relevance." National Communication Association. November 2017. Dallas, TX. Panel Discussion.

Rottinghaus, Adam Richard, & Carolyn Hardin. "The Hinterland of Finance: Information, Representation, and Risk in Financial Markets" International Crossroads Conference, Association for Cultural Studies. December 2016. Sydney, Australia. Presentation.

Rottinghaus, Adam Richard, et al. "The 100--From Cybertypes to Futuretypes: Reading Science and Science Fiction Alongside Emerging Digital Subjectivities." National Communication Association. November 2014. Chicago, IL. Panel Discussion.

Rottinghaus, Adam Richard, & Carolyn Hardin. "Carpets, Rivers, Flows, Scopes and Networks: Confusing Media and Metaphor in Sociology of Financial Markets." ASPECT Conference. March 2014. Blacksburg, VA. Presentation.

Rottinghaus, Adam Richard, "The Federal Trade Commission Case Against Kevin Trudeau, or Cons and Tricks 'They' Don't Want You to Know About!" Annual Convention, National Communication Association. November 2013. Washington D.C. Presentation.

Rottinghaus, Adam Richard, "Business-to-Business Webinars: Missed Connections in Marketing and Consumption." Annual Convention, National Communication Association. November 2013. Washington D.C. Presentation.

Rottinghaus, Adam Richard, "Intel, Moore's Law and an Industry Defined by the Future" Annual Convention, National Communication Association. November 2013. Washington D.C. Presentation.

Rottinghaus, Adam Richard, "Early Adopters: Popular Business Literature and Class Temporalities." International Crossroads Conference, Association for Cultural Studies. July 2012. Paris, France. Presentation.

Rottinghaus, Adam Richard, "Multi-Mediated Man: Marcuse, Kittler and Politics in a Digital Culture." Annual Convention, National Communication Association. November 2012. Orlando, FL., Presentation

Rottinghaus, Adam Richard, & Daniel Sutko. "River-City Assemblages: Floods, Disasters and the Construction of Social Space." Annual Convention, National Communication Association. November 2010. San Francisco, CA. Presentation.

Rottinghaus, Adam Richard, & Daniel Sutko. "Decibels of Discipline :: Colors of Control - Disciplinarity, Control, and Disaster Management Communication Technologies." Annual Convention, National Communication Association. November 2009. Chicago, IL. Presentation. (Top Student Papers Panel Critical and Cultural Studies)

Rottinghaus, Adam Richard, "I Love My Team/TV: Communication Techniques of Sports Fans in Mediated Space." Annual Convention, Southern States Communication Association. April 2009. Norfolk, VA. Presentation

TEACHING

Courses - Miami University

Intro to Strategic Communication (honors/entry)
Advertising in Consumer Culture (entry)
Media, Technology & Culture (advanced)

Courses - University of North Carolina

Intro to Media Studies (entry)
Media and Popular Culture (advanced)
Practices in Cultural Studies (advanced)

Courses - University of Tampa

Principles of Advertising (entry)
Media Aesthetics and Creativity (entry)
Visual Literacy (entry)
Mass Media and Society (entry)
Writing for Advertising (advanced)
Critical Issues in Public Comm. (advanced)
Advertising Campaigns (senior capstone)

FELLOWSHIPS, GRANTS, AND AWARDS:

Dissertation Completion Fellowship, UNC (2014-2015)
Kenan-Biddle Grant for Collaborative Scholarship between Duke and UNC (2012) - \$5,000
Elsewhere Artist Collective – Scholar in Residence, with public lecture (2011)

ADVERTISING AND DESIGN EXPERIENCE

Freelance Graphic Designer and Art Director (active since 2000)
R+M - Graphic Designer/Jr Art Director (July 2005 - July 2008)
Rock Communications - Production Layout Artist (June 2004 - June 2005)

Production Skills

Expert in Adobe Creative Suite for Print, Web and Multi-Media:
Photoshop, Illustrator, InDesign, Flash, After Effects, Dream Weaver

Programming Languages

HTML, CSS, JQuery (Java)

PROFESSIONAL SERVICE AND DEVELOPMENT

Journal of Cultural Economy

Reviews & Commentary Editor

Miami University

New Faculty Research Community (University)
Governance Committee (Department)
Strategic Comm. Curriculum Committee, Chair (Department)
Media, Journalism & Film Curriculum Committee (Department)
Search Committee, two Assistant Professors of Communication (Department)

University of Tampa

Program Head, Advertising and Public Relations major (Department)
Instructional Technology Committee (University)
Search Committee, two Assistant Professors of Communication (Department)

Professional Memberships

National Communication Association
Association for Cultural Studies
Cultural Studies Association
American Studies Association
Business Marketing Association

Reviewer

NCA, Critical and Cultural Studies Division
NCA, Communication and the Future Division
ICA, Public Diplomacy Division