

DEVON POWERS

Temple University
Low Klein College of Media and Communication
Department of Advertising and Public Relations
2020 N. 13th street
Philadelphia, PA 19122
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ACADEMIC EMPLOYMENT

Temple University, Dept. of Advertising and Public Relations, Philadelphia, PA
Associate Professor
Summer 2016 to present

Drexel University, Dept. of Communication, Philadelphia, PA
Associate Professor
Director of Undergraduate Programs
Summer 2014 to Summer 2016

Assistant Professor
Fall 2008 to Summer 2014

EDUCATION

New York University, New York, NY
Ph.D., Media Studies

Oberlin College, Oberlin, OH
High Honors B.A., Women's Studies and English

RESEARCH AREAS

Consumer culture, popular culture, and cultural circulation | Promotional culture and branding | Popular music | Cultural and business history |

ACADEMIC PUBLICATIONS

BOOKS

On Trend: The Business of Forecasting the Future. Champaign, IL: University of Illinois Press. Forthcoming Fall 2019.

Writing the Record: The Village Voice and the Birth of Rock Criticism. Amherst, MA: University of Massachusetts Press, 2013.

Blowing Up the Brand: Critical Perspectives on Promotional Culture, edited with Melissa Aronczyk. New York: Peter Lang, 2010.

JOURNAL ARTICLES

Thinking in Trends: The Rise of Trend Forecasting in the United States. *Journal of Historical Research in Marketing* 10, 1 (2018): 2–20.

Selling Out: Musicians, Autonomy, and Compromise in the Digital Age, with Bethany Klein and Leslie Meier. *Popular Music & Society* 40, 2 (2017): 222–38.

Branded Fitness: Exercise and Promotional Culture, with DM Greenwell. *Journal of Consumer Culture* 17, 3 (2017): 523–41.

First! Cultural Circulation in the Age of Recursivity. *New Media & Society* 19, 2 (2017): 165–80.

Control, Curation, and Musical Experience in Music Streaming Services, with Jeremy Wade Morris. *Creative Industries Journal* 8, 2 (2015): 106–22.

Immortal Brands? A Temporal Critique of Promotional Culture, with Ashley Pattwell. *Popular Communication* 13, 3 (2015): 202–15.

Lost in the Shuffle: Technology, History, and the Idea of Musical Randomness. *Critical Studies in Media Communication* 31, 3 (2014): 244–64.

Looking Back, Moving Forward: Critical Communication History, with Travers Scott. *International Journal of Communication* 7 (2013): 1–8.

Long-Haired, Freaky People Need to Apply: Rock Music, Cultural Intermediaries, and the Rise of the “Company Freak.” *Journal of Consumer Culture* 12, 3 (2012): 3–18.

Notes on Hype. *International Journal of Communication* 6 (2012): 857–73.

Bruce Springsteen, Rock Criticism, and the Music Business: Toward a Theory and History of Hype. *Popular Music and Society* 34, 2 (2011): 203–19.

Rock Criticism’s Public Intellectuals. *Popular Music and Society* 33, 4 (2010): 533–48.

“Bye Bye Rock”: Toward an Ethics of Rock Criticism. *Journalism Studies* 10, 3 (2009): 322–36.

The “Folk Problem”: The *Village Voice* Takes on Folk Music, 1955–1965. *Journalism History* 33, 4 (2008): 205–14.

BOOK CHAPTERS

This. Reader. *Appified*, ed. Jeremy Morris and Sarah Murray. Ann Arbor, MI: University of Michigan Press, 2018.

Advertising and Consumerism. In *A Companion to Popular Culture*, ed. Gary Burns, 343–60. Hoboken, NJ: Wiley-Blackwell, 2016.

Intermediaries and Intermediation. In *The Sage Handbook of Popular Music*, ed. Andy Bennett and Steve Waksman, 120–34. London: Sage, 2015.

Now Hear This: The Promotion of Music. In *The Routledge Companion to Advertising and Promotional Culture*, ed. Matt McAllister and Emily West, 313–25. New York: Routledge, 2013.

The End of New Music? Digital Media, History, and the Idea of Attention. In *The Long History of New Media: Technology, Historiography, and Contextualizing Newness*, ed. David W. Park, Nicholas Jankowski, and Steve Jones, 3–20. New York: Peter Lang, 2011.

Strange Powers: The Branded Sensorium and the Intrigue of Musical Sound. In *Blowing Up the Brand: Critical Perspectives on Promotional Culture*, ed. Melissa Aronczyk and Devon Powers, 285–306. New York: Peter Lang, 2010.

Introduction: Blowing Up the Brand, with Melissa Aronczyk. In *Blowing Up the Brand: Critical Perspectives on Promotional Culture*, ed. Melissa Aronczyk and Devon Powers, 1–26. New York: Peter Lang, 2010.

JOURNAL SPECIAL ISSUES

The Critical Imperative, edited with Tom Perchard. *Popular Music* 36, 1 (2017).

A Cross-Disciplinary Conversation. *Journal of Popular Music Studies* 26, 3 (2014).

Critical Communication History, edited with Travers Scott. *International Journal of Communication* 7 (2013).

ENCYCLOPEDIA ENTRIES

Popular Music Studies. In *International Encyclopedia of Communication Theory and Philosophy*, ed. Klaus Bruhn Jensen, Robert T. Craig, Jefferson D. Pooley, and Eric W. Rothenbuhler. Hoboken, NJ: Wiley-Blackwell, 2016.

BOOK REVIEWS

Review of *Intellectuals Incorporated: Politics, Art, and Ideas Inside Henry Luce's Media Empire* by Robert Vanderlan. *Media, Culture & Society* 34, 2 (2012): 254–56.

Review of *Smoking Typewriters: The Sixties Alternative Press and the Rise of Alternative Media in America* by John McMillian. *Journal of American History* 98, 3 (2011): 899–900.

Review of *Cultural Kaleidoscope: Musical and Cultural Perspectives on Late Sixties San Francisco* by Nadya Zimmerman. *The Sixties: A Journal of History, Politics, and Culture* 2, 1 (2009): 128–130.

Review of *The Greater Generation: In Defense of the Baby Boomer Legacy* by Leonard Steinhorn. *Journal of Popular Culture* 39, 5 (2006): 914–15.

INVITED PUBLICATIONS

How Did Bob Dylan Become a Brand? *The World of Bob Dylan*, ed. Sean Latham and Brian Hosmer. Cambridge: Cambridge University Press. Forthcoming 2020.

ONLINE PUBLICATIONS

Popular Music Studies: An Audible Discipline? *Sounding Out! The Sound Studies Blog* and IASPM-US.net. <http://soundstudiesblog.com/2013/02/28/sonic-borders-virtual-panel-devon-powers-popular-music-studies-an-audible-discipline/>. February 2013.

“Those Kind of Shenanigans”: *Mad Men’s “Blowing Smoke.”* *Antennae: Responses to Media and Culture*, <http://blog.comarts.wisc.edu/2010/10/12/those-kinds-of-shenanigans-mad-mens-blowing-smoke/>. October 2010.

FELLOWSHIPS, AWARDS, AND GRANTS

Visiting Fellow, University of Leeds, Leeds, UK, Spring 2014

Summer Travel Grant, Drexel University Office of International Programs, Summers 2009 and 2013, Winter 2014

New York Institute for the Humanities, Blowing Up the Brand: Critical Perspectives on Promotional Paradigms conference (with Melissa Aronczyk), Spring 2009

NYU Institute for Public Knowledge, Blowing Up the Brand: Critical Perspectives on Promotional Paradigms (with Melissa Aronczyk), Spring 2009

Emerging Scholars Fellow, Franklin & Marshall College, Spring 2009

Banner Bearer, NYU Steinhardt School of Education, Culture, and Human Development Doctoral Graduation, Spring 2008

Dissertation Completion Grant, NYU Department of Media, Culture, and Communication, Fall 2007

Doctoral Student Teaching Excellence Award, NYU Steinhardt School of Education, Culture, and Human Development, 2007

Doctoral Fellowship, Department of Media, Culture, and Communication, 2002-2005

INVITED TALKS

SCHOLARLY

OPTICS: On Visual Branding. Panel participant at Institute of Contemporary Photography, June 2018 in New York, NY

Cool Hunting. Lecture given at the University of Michigan, October 2017 in Ann Arbor, MI.

Trends, Inc. Lecture given at the University of Wisconsin-Madison, February 2017 in Madison, WI.

Thinking in Trends. Lecture given at Clark University, April 2016 in Worcester, MA.

Thinking in Trends. Presentation given at the Post-45 Conference, University of Iowa, November 2015 in Iowa City, IA.

On Being First. Lecture given at the University of Leeds, March 2014 in Leeds, England.

Branding and Promotional Culture. Lecture given at Goldsmiths, University of London, March 2014 in London, England.

Writing the Record. Lecture given at the University of Siegen, March 2014 in Siegen, Germany.

Kanye West. Panel discussion participant for University of Pennsylvania's Kelly Writers House, November 2013 in Philadelphia, PA.

Screaming Females: Gender, Outrage, and the Commentary Economy. Lecture given at the University of Arkansas, November 2013 in Fayetteville, AR.

Music Criticism in the Age of Outrage. Lecture given at Bowling Green State University, October 2013 in Bowling Green, OH.

Bright Moments. Panel discussion participant for Philadelphia Jazz Project, February 2013 in Philadelphia, PA.

Ellen Willis and the Cultural Conversation. Panel Moderator for Sex, Hope, & Rock 'n' Roll: The Writings of Ellen Willis conference, April 2011 in New York, NY.

GUEST TEACHING

Stereotypes in Advertising. Lecture given for Media, Law and Advertising - Dr. Jessica Castonguay, Department of Advertising and Public Relations, Temple University, April 2017 in Philadelphia, PA.

Trend Forecasting. Lecture given for Media and Communication Doctoral Program, Temple University, October 2017 in Philadelphia, PA.

Rock Criticism. Lecture given for American Popular Music: Methods and Identity - Dr. Shana Goldin-Persbacher, Department of Music, Temple University, March 2015 in Philadelphia, PA.

INDUSTRY

Ask Me About the Future. Lecture given at PSFK's CXI 2018 conference, May 2018 in New York, NY.

Tomorrow is the Question! Panel discussion participant for Community Conversations at the Kimmel Center for the Performing Arts, March 2011 in Philadelphia, PA.

ACADEMIC CONFERENCES

Not Really Popular. Paper accepted to the International Communication Association Conference, May 2019 in Washington, DC.

Cool Hunting. Paper presented at the International Communication Association Conference, May 2018 in Prague, Czech Republic.

Cool Hunting. Paper presented at the History of Recent Social Science Conference, June 2017 in Rotterdam, Netherlands.

Consultants and the Communication of Ambiguity. Paper presented at the International Communication Association Conference, May 2017 in San Diego, CA.

Cultural Strategy as Cultural Measurement. Paper presented at the International Communication Association Conference, May 2017 in San Diego, CA.

This. Reader. Paper presented at the Society for Media and Cultural Studies Conference, March 2017 in Chicago, IL.

The Intellectual History of Trend Forecasting. Paper presented at the US Intellectual Historians Conference, October 2016 in Palo Alto, CA.

Thinking in Trends: The Birth of Trend Forecasting in the United States. Paper presented at the History of Recent Social Science Conference, June 2016 in London, England.

Now Streaming: Control, Content, and Curation in Digital Music Services, with Jeremy Morris. Paper presented at the Society for Cinema and Media Studies Conference, March 2015 in Montreal, Canada.

Selling Out: Artistic Integrity in the Digital Age, with Leslie Meier and Bethany Klein. Paper presented at the Art of Record Production Conference, December 2014 in Oslo, Norway.

From Civil Rights to Selling Rights: Kanye West and the Politics of Auteurism in Promotional Culture. Paper presented at the International Communication Association Conference, May 2014 in Seattle, WA.

First! Firstness and Cultural Circulation in the Age of Recursivity. Paper presented at the International Communication Association Conference, May 2014 in Seattle, WA.

What Hath Frith Wrought? Towards a Future of Writing about Popular Music. Paper presented at the Simon Frith Conference, April 2014 in Edinburgh, Scotland.

Screaming Females: Gender, Outrage, and the Commentary Economy. Paper presented at the National Communication Association Conference, November 2013 in Washington, D.C.

Immortal Brands. Paper with Ashley Farkas presented at the International Communication Association Conference, June 2013 in London, England.

Lost in the Shuffle: A History of Musical Randomness. Paper presented at the International Communication Association Conference, June 2013 in London, England.

Notes on Hype. Paper presented at presentation at the International Communication Association Conference, May 2012 in Phoenix, AZ.

Writing Music (Into) History. Paper presented at the Experience Music Project/International Association for the Study of Popular Music Joint Conference, March 2012 in New York, NY.

Long-Haired, Freaky People Need to Apply: Rock Music, Cultural Intermediation and the Rise of the Company Freak. Paper presented at the International Communication Association Conference, May 2011 in Boston, MA.

On Instant Classics and Reunion Tours. Paper presented at the International Association for the Study of Popular Music – US Conference, March 2011 in Cincinnati, OH.

The Problem of Pop: Rock Critics, Public Intellectualism, and Postmodernity. Paper presented at the U.S. Intellectual Historians Conference, October 2010 in New York, NY.

The End (?) of New Music? Paper presented at the International Association for the Study of Popular Music – US Conference, April 2010 in New Orleans, LA.

Consumption, Crazes, Chatter: The Recent History of Digital Charting. Paper presented at the National Communication Association Conference, November 2009 in Chicago, IL.

Long-Haired, Freaky People Need To Apply: The Secret History of the House Hippie. Paper presented at the International Association for the Study of Popular Music Conference, July 2009 in Liverpool, England.

What Was Popular? New Media, History, and the Problem of the Music Charts. Paper presented at The Future Is Prologue, International Communication Association Pre-conference, May 2009 in Chicago, IL.

Constructing 20th Century New York: Myths of a Media Mecca. Paper presented at the Eastern Communication Association Conference, April 2009 in Philadelphia, PA.

Professional Amateurs, Amateur Professionals: Rock Criticism as Hip Capitalism, 1968-1978. Paper presented at the American Journalism Historians Association/Association for Education in Journalism and Mass Communication Joint Conference, March 2008 in New York, NY.

Apocalyptic Narratives and the Professionalization of Rock Criticism. Paper presented at New World Coming: The Sixties and the Shaping of Global Consciousness International Conference, June 2007 in Kingston, Ontario, Canada.

Is Rock Criticism Part of Intellectual History? Paper presented at the Experience Music Project Pop Conference, April 2007 in Seattle, WA.

Is Rock Criticism Part of Intellectual History? Paper presented at the American Journalism Historians Association/Association for Education in Journalism and Mass Communication Joint Conference, March 2007 in New York, NY.

The “Folk Problem”: The *Village Voice* Takes on Folk Music. Paper presented at the Conference on New York State History, June 2006 in New York, NY.

“The Times They Are A-Changin’”: Theoretical Entryways Into the Music Journalism of the *Village Voice*. Paper presented at the Popular Culture Association/American Culture Association National Conference, April 2006 in Atlanta, GA.

“Neighborly Without Being Small Town”: Establishing the *Voice of the Village*. Paper presented at the American Journalism Historians Association/Association for Education in Journalism and Mass Communication Joint Conference, March 2006 in New York, NY.

“Let Them Talk”: Rock Crit Cred as the Insider's Tongue. Paper presented at the Cultural Studies Association National Conference, May 2004 in Boston, MA.

Notes on Cred: A Theory on the Genesis of Rock Writing. Paper presented at the New York State Communication Association Conference, October 2003 in Kerhonkson, NY.

COURSES TAUGHT

Introduction to Media & Society; Introduction to Media Studies; Introduction to Media Criticism; Human Communication; Love & Popular Culture; Global Journalism; Media & Identity; Explorations in Pop Music; Promotional Culture; Consumer Culture; History of Communication; Public Relations: Theory/Process; Stereotypes in the Media; Morality, Law and Advertising; Trends and the Future in Consumer Culture

GRADUATE STUDENT ADVISING

Temple University

Michael Buozis, The Lightness (and Whiteness) of Being on the Internet, Dissertation Committee Member, September 2018 to present

Joseph Giomboni, Public Relations Internships, Dissertation Committee Member, August 2016 to present

Drexel University

Ethan Lascity, Uniqlo and Branding, Dissertation Committee Member, August 2014 - 2015

SERVICE AND COMMITTEES

SERVICE TO PROFESSION AND DISCIPLINE

Organization and Leadership

Chair, Popular Communication Division, International Communication Association, July 2018 to present

Unit Planner, Popular Communication Division, International Communication Association, July 2017 to present

Vice-Chair, Popular Communication Division, International Communication Association, July 2016 to July 2018

Co-Organizer, International Communication Association Popular Communication Division Pre-Conference, September 2012 to June 2013

Moderator, Cross-disciplinary Senior Scholar Panel Discussion, International Association for the Study of Popular Music – U.S. Branch Conference, March 2013

Executive Committee, International Association for the Study of Popular Music, March 2012 to September 2014

Co-Organizer, International Communication Association Communication History Interest Group Pre-Conference, November 2011 to May 2012

Diversity Committee, International Association for the Study of Popular Music – U.S. Branch, April 2011 to March 2013

Program Committee, International Association for the Study of Popular Music – U.S. Branch Annual Conference, New Orleans, LA, April 2010

Seminar Coordinator, Blowing Up the Brand II, Cultural Studies Association, March 2010

Co-Organizer, Blowing Up the Brand: Critical Perspectives on Promotional Paradigms Conference, Institute for Public Knowledge, New York, May 2009

Reviewing

Reviewer, *International Journal of Communication*, April 2018

Reviewer, Israeli Science Foundation, January 2018

Reviewer, *Journal of Advertising Education*, June 2017

Reviewer, *Social Media & Society*, May 2017

Reviewer, *New Media & Society*, April 2017

Reviewer, *Popular Music & Society*, March 2017, January 2014 and December 2012

Reviewer, *Journal of Consumer Culture*, April 2016

Reviewer, *Journalism*, March 2016

Reviewer, *Popular Communication*, March 2016

Reviewer, *Communication, Culture & Critique*, November 2015

Reviewer, Oxford University Press, October 2015 and October 2009

Reviewer, *Journal of Consumer Culture*, August 2015 and June 2015

Reviewer, *Popular Music*, March 2015 and August 2014

Reviewer, International Communication Association History and Philosophy, Theory & Critique Divisions, December 2014

Reviewer, *International Journal of Communication*, August 2014 and June 2014

Reviewer, *Journal of Popular Music Studies*, April 2014

Reviewer, Wiley-Blackwell Press, December 2013

Reviewer, *Poetics*, December 2013

Reviewer, International Communication Association Popular Communication and Philosophy, Theory, and Critique Divisions, 2013

Reviewer, *European Journal of Communication*, March 2013

Reviewer, Peter Lang Press, January 2011

Editorial Boards

Editorial Board, *Journal of Communication*, September 2018 to present

Editorial Board, *Journal of Popular Music Studies*, August 2013 to August 2017

Editorial Board, *Rock Music Studies*, August 2013 to present

Other

Outside Committee Member, MA Thesis, Marshall University, Huntington, WV, 2010-2011

SERVICE TO DEPARTMENT, COLLEGE AND UNIVERSITY

Temple University

Chair, Curriculum Committee, Department of Advertising and Public Relations, January 2019 to present

Chair, Personnel Committee, Klein College of Media and Communication, January 2018 to May 2018, January 2019 to present

Search Committee, Department of Advertising and Public Relations, Junior and Senior Hires, September 2018 to present

Merit Committee, Klein College of Media and Communication, January 2018

Personnel Committee, Klein College of Media and Communication, August 2017 to present

Chair, Search Committee, Chair of Dept. of Advertising and PR, Klein College of Media and Communication, August 2017 to present

Graduate Curriculum Committee, Media & Communication Program, Klein College of Media and Communication, February 2017 to present

Curriculum Committee, Department of Advertising, September 2016 to present

Drexel University

Emerging Scholars Program Committee, Dean's Office, College of Arts and Sciences, Winter 2015 to January 2016

Curriculum Committee Chair, September 2014 to January 2016

Facilitator, Media Studies Student Group, March 2013 to January 2016

CoAS Assessment Committee, April 2013 to January 2016

Dissertation Committee, Ethan Lascity, March 2014 to December 2015

ScholarSip Planning Team, Drexel University Libraries, Winter 2012 to December 2015

Doctoral Admissions Committee, Department of Culture and Communication, 2009 to September 2015

Third Year Review Committee, Asta Zelekauskaite, January to March 2015

University 101 Committee, Office of the Provost, May 2014 to August 2014

Raft Debate Participant, College of Arts and Sciences Research Day, January 2014

Communication Majors Orientation, September 2013

Open House, College of Arts and Sciences/Admissions, October 2012

Facilitator, Cross Cultural Conversations – Internet Privacy, Office of International Programs, May 2, 2012

Doctoral Program Speaker Series, Point Person/Host, 2009, 2010, 2011, 2012

Library Visioning, Participant, February 2012

Academic Masters Committee, Department of Culture and Communication, 2010 to 2012

Open House, College of Arts and Sciences/Admissions, November 2011

The Drexel University Libraries Future Search, Participant, July 2011

Tenure and Promotion Committee, Department of Culture and Communication, Drexel University, September 2009 to May 2010 and September 2010 to May 2011

Drexel Publishing Group, Conversations With Series Co-Coordinator, April 2011 to September 2011

Research Day Judge, College of Arts and Sciences, Drexel University, April 2009 and April 2011

Accepted Students' Day, College of Arts and Sciences/Admissions, April 2011

Scholars Day, College of Arts and Sciences/Admissions, February 2011

Assistant Teaching Professor of New Media Hiring Committee, Department of Culture and Communication, 2010

Organizer, Dinner and Discussion at Drexel, College of Arts and Sciences, 17 February 2010

Third Year Review Committee, Department of Culture and Communication, Drexel University, 2008-2009

Core Curriculum Review Committee, Department of Culture and Communication, Drexel University, 2008-2009

OTHER SERVICE

Oberlin College Alumni Recruitment Network, 2006 to present

**Oberlin College Alumni Recruitment Network/African American Student Task Force,
2006 to 2009**

SELECTED MEDIA APPEARANCES

"Reaction to Procter & Gamble ad about Racial Bias: 'The Cost of Taking a Stand,'" Philadelphia Inquirer, September 8, 2017

"Facebook Celebrates 10 Years of Connections," CBS Philadelphia, February 4, 2014

"Grammys 2014: Barometer of What Americans Are Listening To," Christian Science Monitor, January 26, 2014

"Website LinkedIn Sets Sights on College-Bound Teens," CBS Philadelphia, August 22, 2013

"Paper Trail," Pitchfork.com, April 25, 2013

"Social Media Journalism Gets Mixed Reviews in Boston," CBS Philadelphia, April 23, 2013

"Critical Condition," Philadelphia City Paper, February 28, 2013

Sex, Hope, & Rock 'n' Roll: Ellen Willis and Pop Critique, GritTV, April 28, 2011

PROFESSIONAL ASSOCIATIONS

International Communication Association

PROFESSIONAL EMPLOYMENT IN MEDIA INDUSTRIES

Music Critic and Concert/Interviews Editor
PopMatters.com
Fall 2000 to Fall 2005

Communications Manager
The Gay, Lesbian and Straight Education Network, New York, NY
Spring 2001 to Fall 2002

Editorial Assistant
Teen People magazine, New York, NY
Fall 1999 to Spring 2001

Radcliffe Publishing Course
Cambridge, MA
Summer 1999