

## Mark Garrett Cooper

Film and Media Studies  
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### Education

PhD, American Civilization. Brown University, Providence, Rhode Island, 1998.  
MA, American Civilization. Brown University, Providence, Rhode Island, 1992.  
BA, American Studies & East Asian Studies, high honors. Wesleyan University, Middletown, Connecticut, 1990.

### Professional Appointments

Faculty Senate Chair, University of South Carolina, 2019-20.  
Professor of Film and Media Studies & English, University of South Carolina, 2011-  
Director, Film and Media Studies Program, University of South Carolina, 2016-18.  
Interim Director, Moving Image Research Collections, University Libraries, University of South Carolina, 2009-2013.  
Associate Professor of Film and Media Studies & English, University of South Carolina, 2007-2011.  
Associate Professor of English, Florida State University, 2004-2007.  
Assistant Professor of English, Florida State University, 1998-2004.

### Books in Progress

“Reclaiming Merit.” Co-authored with John Marx, this monograph will explain why a redefined and renewed commitment to merit, as distinct from inherited privilege, is necessary to rebuild confidence and investment in the US system of higher education.  
“Accounting for Motion Pictures.” This monograph will narrate the history of film and television from the point of view of industrial accounting practice, with an emphasis on procedures for assigning monetary value to ephemeral aesthetic judgments and techniques for disciplining creative labor.  
“Introduction to Media History.” An up-to-date textbook for film and media studies.

### Books

*Media U: How the Need to Win Audiences Shaped Higher Education.* With John Marx (University of California, Davis). Columbia University Press, 2018.

This book describes how the US university developed as a media platform. For the past century and a half, American universities have built and maintained audiences through football games as much as through curricula, through film, radio, television, and digital computers as much as through print. Homecoming games and freshman composition, movies and research publications, twitter feeds and humanities centers are not in fact the adversaries stereotyped by so many accounts of US higher education. Instead, a common imperative informs them: through feats of mediation, universities bind individuals into groups and certify hierarchical distinctions. “Humanities after Hollywood” ([humanitiesafterhollywod.org](http://humanitiesafterhollywod.org)), our work in progress blog associated with the research for this project (2012-15) featured posts on academic freedom and tenure, humanities enrollments, collaborative research and other topics. The blog received 172,894 visits from 34,106 unique visitors during its period of greatest activity.

*Rediscovering US Newsfilm: Cinema, Television, and the Archive.* Co-edited with Sara Beth Levavy, Ross Melnick, and Mark Williams. AFI Film Readers. Routledge, 2018.

Assembling new approaches to the study of U.S. newsfilm in cinema and television, this edited collection makes a long overdue critical intervention in the field of film and media studies by

addressing the format's inherent intermediality; its mediation of "events" for local, national, and transnational communities; its distinctive archival legacies; and, consequently, its integral place in film and television studies more broadly.

*Universal Women: Filmmaking and Institutional Change in Early Hollywood*. Urbana: University of Illinois Press, 2010.

Selected Reviews: Jan-Christopher Horak in *Screening the Past* 28 (2010) <http://www.latrobe.edu.au/screeningthepast/>; Kathleen Feeley in *The Journal of American History* 98.1 (2011): 224-225; Luci Marzola in *The Moving Image* 11.2 (2011): 113-115. Pennee Bender in *Business History Review* 85.3 (2011): 666-68. Vicki Callahan in *Enterprise and Society* 13.4 (2012): 916-918. Paul Monticone in *Velvet Light Trap* 69 (2012): 61-64. A Choice Outstanding Academic Title, 2011.

*Love Rules: Silent Hollywood and the Rise of the Managerial Class*. Minneapolis: University of Minnesota Press, 2003.

Selected Reviews: Daniel Marranghello, "El Amor Romántico En El Cine Mudo De Hollywood," *La Prensa Libre* (30 Jul. 2007): 11; Martha Nochimson in *Film Quarterly* 59.2 (2005): 68-70; Nan Enstad in *Journal of Interdisciplinary History* 36.1 (2005): 115-16; Nathalie Brillon in *Screening the Past* 17 (2004) <http://www.latrobe.edu.au/screeningthepast/>; Kristen Whissel in *Film Criticism* 29.1 (2004): 82-86; Kachig Tölölyan in *Choice*, 41.2 (2003): 1085.

### Selected Recent Publications

"A New Sense of Black Awareness?: Navigating Expectations in *The Black Cop*." With Travis L. Wagner *Screen Race in American Nontheatrical Film*, ed. Marsha Gordon and Allyson Nadia Field. Duke University Press, forthcoming 2019. Refereed.

"Higher Education Has Always Been Commercial." With John Marx. *Chronicle of Higher Education (Chronicle Review)*, 3 February 2019. Solicited.

"Why We Love to Hate English Professors." With John Marx. *Chronicle of Higher Education (Chronicle Review)*, 9 November 2018. Solicited.

"Does Merit Have a Future?" With John Marx, Forum on Cathy Davidson, *The New Education: How to Revolutionize the University to Prepare Students for a World in Flux*. *PMLA* 133.3 (2018): 678-85. Solicited.

"Authors discuss book about how they see colleges as media organizations as much as educational institutions." Interview by Scott Jaschick with John Marx, *Inside Higher Education*, 11 October 2018, <https://www.insidehighered.com/news/2018/10/11/authors-discuss-book-about-how-they-see-colleges-media-organizations-much/>. Solicited.

"Crisis, Crisis, Crisis: Big Media and the Humanities Workforce." With John Marx. *differences* 24.3 (2014): 127-58. Refereed.

"Motion Picture Accounting." Oxford Bibliographies. Oxford University Press (2014). Refereed.

"I. A. Richards Collection." With John Marx. WGBH OpenVault. <http://openvault.wgbh.org/> Collection description, introductory essay, and descriptive metadata for *Sense of Poetry* (8 episodes) and *Wrath of Achilles* (8 episodes). 2013-2014. Refereed.

### Selected Recent Presentations

"Does the Department Have a Future?" Session co-organizer with John Marx and presenter. Modern Languages Association Conference, Chicago, 2019. Refereed.

"Make 1915 Great Again (In Your Film History Survey)." Women and the Silent Screen. Shanghai, 2017. Refereed.

"Towards a Media History of the University." Society for Cinema and Media Studies. Chicago, 2017. Refereed.

Introduction and talkback with visiting filmmaker Ferne Pearlstein. American (Jewish) Humor Conference, University of South Carolina, Columbia, South Carolina, 2018. Invited.

- “Introduction to USC’s Chinese Film Collection.” With Lydia Papas. Southeast Conference of the Association for Asian Studies, Columbia, South Carolina, 2018. Invited.
- “Introduction to *Modern Times*.” Nickelodeon Theater, Columbia, South Carolina, 2017. Invited.
- “Gender and Costumes on Screen.” Columbia Museum of Art, Columbia, South Carolina, 2017. Invited.
- “New Histories of the American Newsreel.” Workshop organizer and chair. Society for Cinema and Media Studies Conference, Atlanta, 2016. Refereed.
- “Media U.” University of California, Santa Barbara, 2016. Invited.
- “Stock.” For workshop “Newsfilm Studies and the Archive.” Visible Evidence XXII. Toronto, 2015. Refereed.
- “Reconsidering US Newsfilm History, Medium, Archive.” Workshop participant. Society for Cinema and Media studies Conference, Montreal, 2015. Refereed.
- “Accounting for Motion Pictures: A Report on Work in Progress” Wisconsin Film Symposium. University of Wisconsin, Madison, 2014. Invited.
- “Media Ecology Project.” With Mark Williams. Dartmouth College Digital Crucible Conference, Hanover, 2014. Invited.
- “Metadata and the Future of the Humanities.” Orphan Film Symposium, Amsterdam, 2014. Invited.
- “The Challenge of Archival Film: An Islandora Solution for Big Video.” With Heather Heckman. Open Repositories Conference, University of Prince Edward Island, 2013. Refereed.

### **Selected Recent Fellowships and Awards**

- University of South Carolina. 2016-2017 Carolina Core Online: Teaching Innovation in Distributed Learning Course Development Grant. PI \$6,000.
- University of South Carolina, Provost’s Humanities Grant. “Completion funding for ‘Humanities after Hollywood’.” PI. \$8533.34. 2013-2015.
- University of South Carolina, English Department Research Professorship. “Humanities after Hollywood.” PI. \$8533.34. 2013-2014.
- University of South Carolina, ASPIRE III Grant. “A Small-Gauge High-Resolution Film Scanner for Moving Image Research Collections.” PI. \$98,000. 2013-2014.
- Institute of Museum and Library Science, National Leadership Grant. “Development and validation of infrared spectroscopy as a rapid, non-destructive tool for determining the degradation state of magnetic tape.” Co-PI. \$498,812. 2012-2014.
- National Endowment for the Humanities, Preservation and Access Division, Research and Development Award. “An Open Source Application for Image-Based Digital Reproduction of Optical Film Sound.” Co-PI. \$300,000. 2011-2013.

### **Editorial Work**

- Referee, *Cinema Journal*, *differences: A Journal of Feminist Cultural Studies*; *Diaspora: A Journal of Transnational Studies*; *Film History*; *Framework*; *Journal of Early Modern Cultural Studies*, *PMLA*, *VIEW: Journal of European Television History and Culture*.
- Special Contributor and Consultant, *Cinema Terms*, *American Heritage Dictionary*, 2000.
- Managing Editor, *differences: A Journal of Feminist Cultural Studies*. July 1997-July 1998.
- Assistant Editor, *differences: A Journal of Feminist Cultural Studies*. June 1995-June 1997.

### **Film and Video Productions**

- “Waitron!” (Hi8 & 3/4”, 28 min.). Assistant director, sound. Independent production, 1991.
- “Raized” (16mm, 4 min.). Co-writer, director, editor. Wesleyan University, 1990.
- “Penny Candy” (16mm, 11 min.). Sound. Wesleyan University, 1990.

## **Selected Recent Courses**

### *Graduate*

Media/Archives

### *Undergraduate*

Documentary Film and Media Studies

Media, Power, and Everyday Life

Media Industries

Media Culture

Film and Media History

## **Students Supervised**

### *PhD Committees*

Travis Mullens (English, SC). Reader. In-progress.

Andrew Walgren (History, SC). Reader. In-progress.

Anthony Stagliano (Rhetoric, SC) . Reader. Spring 2015.

Nathan Saunders (History, SC). Reader. Fall 2014.

Matthew Haught (Mass Communications, SC). Reader. Spring 2013.

Matt Ross (Mass Communications, SC). Reader. Fall 2013

Zhu Yun (Comparative Literature, SC). “‘Sisters’ in Diversity: Negotiating Gender and Sexuality in Chinese Nationalist Imaginary, 1890s-1930s.” Reader. Spring 2012.

Glen Jellenik (English, SC). “An Alternate Spirit of the Age: George Coleman the Younger’s Production of Romantic-Period British Identity.” Reader. Spring 2011.

John Conway (English, SC), “Lost in the American Labyrinth: Literary and Cultural Explorations into 20<sup>th</sup> Century American Identity and Place.” Reader. Spring 2011.

Celia James (History, SC). NAACP Films. Prelims Fall 2010.

Meeghan Kane (History, SC). History of Spring Break. Prelims Spring 2010.

John Woodward (Humanities, FSU), “Post-Wall Cinema.” Director. Spring 2009.

Curt Carbonell (Humanities, FSU), “Literary Studies and the Third Culture.” Director. Fall 2008. Current Position: Assistant Professor of Literature, New York Institute of Technology, Bahrain.

Cheira Bellguellaoui (Modern Languages, FSU), “Algerian Cinema.” Fall 2007. Current position: Assistant Professor, Modern Languages, DePauw University.

David Simmons (Humanities, FSU), “The Dysphoric Style in Contemporary American Film.” Spring 2005. Co-director. Current position: Assistant Professor, Humanities, Northwest Florida State College.

Deane Tucker (English, FSU), “Erasing Time: A Deconstruction of Temporality in the Cinema.” Spring 2001. Current position: Professor of English and Humanities, Chadron State College.

*Served on eleven MA committees.*

*Directed three BA Honors Committees and served on six.*

*Supervised two undergraduate Magellan Scholars (University of South Carolina’s highest undergraduate research award).*

## **Professional Service**

### *Professional Organizations*

Member, Scholar Advisory Committee, American Archive for Public Broadcasting, 2018-.

Member, Archives Task Force, Society for Cinema and Media Studies, 2013-2015.

Chair (interim), Media Archives Committee, Society for Cinema and Media Studies, 2011-2012.  
Member, Media Archives Committee, Society for Cinema and Media Studies, 2009-2011.  
Co-Executive Secretary, Women in Film History International Association, 2008-2010.  
Co-Chair, Women in Screen History Scholarly Interest Group, Society for Cinema and Media Studies, 2008-2011.

*University of South Carolina*

Faculty Senate Chair-Elect, 2018-2019.  
Member, Faculty Senate Steering Committee.  
Member, Academic Affairs and Faculty Liaison Committee, Board of Trustees.  
Member, Faculty Advisory Committee, 2019.  
Faculty Senate Grievance Committee, 2018.  
CIO's Faculty Advisory Committee, 2017-2018.  
Chair, Data Governance Working Group.  
Chair, IT Communications Strategies Working Group.  
Preston College Associate, 2016-2017.  
Provost's Select Committee on Research Computing Infrastructure, 2016-2017.  
Chair, Data management subcommittee, 2016-2017.  
Faculty Senate IT Committee, 2015-2017.  
ASPIRE II Grant Review Committee, 2014.  
Executive Council, Phi Beta Kappa, 2014-

*University Libraries*

Moving Image Research Collections Advisory Committee, 2014-  
Chair, Search for Director of Irvin Department of Rare Books and Special Collections, 2011.  
Chair, Search for Cataloger, Moving Image Research Collections, 2011.  
Chair, Search for Assistant Director and Curator, Moving Image Research Collections, 2011.  
Member, Special Collections Heads, 2013.  
Member, Communications Team, 2010-2013.  
Member, Digital Advisory Group, 2010-2013.  
Member, Library Services Group, 2009-2013.

*English Department*

Faculty Senator, 2014-2017.  
Chair, Job Search with Film and Media Studies, 2014-2015.  
Undergraduate Committee, 2007-2011.  
Teaching Committee, 2007-2008, 2012-2013.

*Film and Media Studies Program*

Committee of the Whole, 2009-  
Media History Symposium Planning Committee, 2014.  
Film and Media Studies / Media Arts Double-Major Project, 2014.  
Dean's appointee to Art Department Tenure and Promotion Committee, 2012.  
Job Search Committee, 2011-2012.  
Job Search Committee (2 positions), 2008-2009.  
Curriculum Revision Committee, 2007-2008.  
Adjunct Mentor, 2008-2011.

Colloquium Committee (co-chair), 2008-2010.

Special Events/Lecture Series Committee, 2008-2010, 2014-

*Florida State University*

*University Service*

United Faculty of Florida Collective Bargaining Team Member, 2006.

Faculty Senate Steering Committee, 2005-2006 (Elected Position).

United Faculty of Florida Senator, 2004-2006.

Chair, Inquiry Panel: Misconduct in Creative Activity (appointed by Dean of the Faculties), 2004.

Representative to Statewide Course Numbering System, English Area Review Committee, 2004.

Outside Member, Job Search Committee in Modern Languages, 2004.

University Library Committee, 2004-2006. (Primary Sources Subcommittee, 2004-2006.)

Faculty Senator, English Department, 2004-2006 (Elected Position).

Faculty Advisor, Independent Filmmakers League (a student organization), 2003-2006.

Faculty Senate English Department Alternate, 2003-2004 (Elected Position).

Referee for Grant Applications (COFRS), College of Arts and Sciences, 2002.

Academic Honor Panels, February 2001, April 1999.

*Conferences*

Co-organizer, 31<sup>st</sup> Annual Film and Literature Conference, 2005-2006.

Co-organizer, 29<sup>th</sup> Annual Film and Literature Conference 2003-2004.

Film and Literature Conference Planning Committee, 2003-.

*English Department Service*

Chair, Search Committee for Assistant Professor in Film/History of Media Technologies, 2007.

Chair, Cinema and Visual Culture Studies Committee, 2003-2006.

United Faculty of Florida, Department Steward, 2003-2005.

Department Chair Search Committee, 2003-2004 (Elected Position).

Honors Committee, 2004-06.

Merit System Revision Committee, 2003-2004 (Elected Position).

Evaluation Committee, 2002-2003 (Elected Position).

Department Chair Search Committee, 2001-2002 (Elected Position).

Coordinator, Interdisciplinary Caucus, 2001-2002 (Elected Position).

Research and Creative Activities Committee, 2000-2002.

Literature Committee, 1999-2003.

Placement Committee, 1999-2001.

Undergraduate Committee, 1998-1999, 2001-2006.

Search Committee for Assistant Professor in Critical Theory, 1998-1999.