


Jayson P. Harsin, PhD
Associate Professor
Global Communications Department
American University of Paris
147 rue de Grenelle
Paris 75007
Email: jharsin@aup.edu

Education:

Northwestern University

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- **International and Comparative Political Communication** (public sphere theory, civil society, globalization and strategic political communication, branding/PR/Marketing, persuasion, influence, global advocacy, journalism)
 - **Framing, Narrative, Rhetorical, and Critical Discourse Analysis** (of news, politicians, NGOs, Corporations, Government, social movement communication)
 - **Contemporary Francophone Public Spheres**

- (Invited article) “Dallas at the Elysée: French Political Communication Today,” *Political Communication Report*, 22(2) (July 2012). (Online publication of the International Communication Association and American Political Science Association’s Political Communication Division).
http://www.politicalcommunication.org/newsletter_22_2_france.html (approx. 2,000 words)
- "Cultural Studies and/of Economic Rights: Neglect and Promise." *Communication and Critical/Cultural Studies* 9:1 (2012): 1-31.
- “The Plague 2.0: Soderbergh’s *Contagion* and Global Convergence Culture.” *Bright Lights Film Journal*, 75 (2012). Available online at
http://brightlightsfilm.com/75/75contagion_harsin.php
- “Digital Rhetoric and the Circulation of Protest: The French Banlieue Riots Turn Five,” *Flow*, 13.8 (2011). Available online at <http://flowtv.org/2011/03/digital-rhetoric-and-circulation-of-protest/>
- “Communication and Academic Labor: A Perspective from France.” *International Journal of Communication* 5 (Fall 2011): 1737-1744. Available online at <http://ijoc.org/index.php/ijoc/issue/view/6>
- “Wikileaks’ Lessons for Media Theory and Politics,” *Flow*, 13.6 (2011). Available at <http://flowtv.org/2011/05/flow-favorites->

“Manderlay: Von Trier’s Brechtian Gamble,” *Bright Lights Film Journal* 51 (2006).

“Passing and the American Identity Machine: Race, Class and Sexuality in USA,” *John Dos Passos Newsletter*. Number 8 (Summer 2001): 1-11. Reprinted in *Twentieth-Century Literary Criticism*, ed. Lawrence J. Trudeau, Detroit: Gale, Cengage Learning (2014), 176-186.

Book Chapters

(Forthcoming/Contracted 2018) “Post-truth,” *Oxford Encyclopedia of Communication & Critical Studies* (7,000 words, pages to be assigned).

(Forthcoming 2017) “Connecting and (Im-)mobilizing in Regimes of Post-truth: Strategic and Tactical Communication of the French Boycott School Day Campaign and Anti-Gender Theory Movement.” in *Global Cultures of Contestation*, eds. Esther Peeren, Jeroen de Kloet, Thomas Poell & Robin Celikates.

“Rumor Bombs as Managed Democracy in Convergence Culture” chapter 11 in G. Braun and G.L. Henderson eds. *Propaganda and Rhetoric in Democracy: History, Theory, Analysis*, Carbondale: SIU Press (2016).

“Lost Histories of Economic Rights” in M. Hayward ed. *Cultural Studies and Finance Capitalism*: New York: Routledge (2012): 51-73 (reprinted article from the journal *Cultural Studies*, 2010).

"Diffusing the Rumor John Kerry is French, i.e. Haughty, Cowardly, Foppish, Socialist and Gay," in R. Given and S. Soule eds. *The Diffusion of Social Movements*, New York: Cambridge University Press (2010): 163-186.

“Rumor Bombs: American Mediated Politics as Pure War.” In *Cultural Studies, an Anthology*, ed. Michael Ryan. New York: Blackwell (2008): 468-482.

“You’re next Frenchy! An Episode in the Feudal American Public Sphere.” In *La France dans le regard des Etats-Unis*, ed. Frédéric Monneyrand. Perpignan/Montpellier : Presses Universitaires de Perpignan/Publications de l’Université Paul Valéry (2006).

"Avant-Garde Argument, Spectacular Argument: the Challenge to the Challenge of the Avant-Garde," in *Critical Problems in Argumentation: Selected Papers of the Thirteenth NCA/AFA Argumentation Conference*, ed. Charles Willard. Washington DC: National Communication Association (2005).

Reviews



- “The Post-Truth U.S. Presidential Election,” Address to American University Board of Trustees,” Paris, France, October 22, 2016.
- “French Mediascapes and Public Life in Digital Transition,” Lecture to Visiting Rutgers University Journalism Students.” Paris, March 24, 2016.
- “Affect, Power, and Agency in Contemporary Attention Economies,” Lecture Series on Communication in the Era of Attention Scarcity.” American University of Paris, September 22, 2014
- “The Rumor Bomb as a Contemporary History of Social Media,” Weissman School of Arts & Sciences, Dean’s Lecture Series, Baruch College-CUNY, New York, April 24, 2014.
- “The New (?) Byte Rhetoric: Affect, Attention, and Circulation,” Northwestern University Working Paper Series in Communication Studies. November 2012.
- “The Rumor Bomb: This is What Vertiginous Democracy Looks Like,” paper presented at the Sage Foundation and Goldsmith’s College University of London conference “Is Democracy Possible...Today?” British Academy, London, UK, December 8, 2010.
- "The Rumor Bomb as Political Communication," University of Denver, April 15, 2009.
- “La Nuit Americaine,” evening of televised roundtable discussions about the American presidential election, Ecole des Hautes Etudes en Sciences Sociales, November 4, 2008.
- “The Rumor ‘John Kerry is French,’” Workshop on Contentious Politics and Knowledges,” Cornell University, November 11, 2007.
- “Monsieur John Kerry: The Rumor Bomb Continued.” Dean’s Lecture Series, American University of Paris, May 3, 2006.
- “The Rumor Bomb and the Whirligig of Public Discourse.” Cultures, Languages and Civilizations Lecture Series, University of Ankara, Turkey, March 16, 2006).
- “The Rumor Bomb: Theorizing New and Old Trends in American Public Discourse, Media, and War.” St. Louis University, Madrid Campus, February 18, 2005.
- “The American. Economic Rights Imaginary.” Northeastern University Colloquium Series,

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“The Rumor Bomb Barack Obama is Muslim: Political Vertigo or Rorschach Test?”
Competitive Paper Presented in the Political Communication Division, National
Communication Association Annual Conference, November 2012, Orlando, FL.

“Rumor Bombs as Brands: Affective Circulation and Attention Capital,” Paper
Presented at the International Crossroads in Cultural Studies Conference, July 5,
2012, Paris, France.

“Affect, Circulation and Attention Control: New Developments in the Integrated
Spectacle,” Paper presented on Guy Debord and Cultural Studies panel at the
International Crossroads in Cultural Studies Conference, July 6, 2012, Paris,
France.

“Mediating Indignation: Five Years of Research on the French Banlieue Riots,” Paper
Presented at the Cultural Studies Association Conference, March 24, 2011,
Chicago.

“Othering the Banlieue Riots: French Identity in the Mediatized Public Sphere,”
Paper Presented at the National Communication Association Conference, Pre-
conference on Identity and the Public Sphere, November 13, 2010, San Francisco.

“The Rumor Bomb 'Barack Obama is a Muslim',” International Political Science
Association Workshop on E-democracy and Political Communication, May 23-25,
2010, Dubrovnik, Croatia.

“Jacques Rancière’s Theory of Aesthetics and Politics: Possibilities and Cautions for
Rhetorical Theory,” National Communication Association Conference, November
15, 2009, Chicago, Illinois.

“Machinima and the French Democracy: New Media and the 2005 Banlieue Riots,”
Paper presented with Adrienne Russell at the International Communications
Association Conference, May 21, 2009, Chicago, Illinois.

“The Lost Histories of American Economic Rights,” Paper presented at the Cultural
Studies Association (North America) conference, April 16, 2009, Kansas City,
Missouri.

(with Waddick Doyle) "TF1's Five Frames for the Banlieue Riots," AUP—Universite'
de Paris-Dauphine conference on Postcolonialism and Culture, March 27, 2009.

“American Popular Discourses of Economic Rights: A Conjunctural History,” Paper presented at the National Communications Association, November 2008, San Diego, California.

“The Rumor Bomb: Conceptualizing War and Peace in Political Communication,” Paper presented at the 2008 International Communications Association conference, May 2008, Montreal, Canada.

Respondent

Panel, “Mediatized Populism,” International Communication Association, San Diego California, May 26, 2017.

To Prof. James Hay (University of Illinois) public lecture on “The Trump Show.”

Response Paper title: “What about Promotional Culture and Gender?” American University of Paris, March 9, 2017.

Panel “

- Comparative Political Communication (cross-listed with International and Comparative Politics, AUP, BA)
- Representing International Politics: The 2008 U.S. Presidential Election (cross-listed with International and Comparative Politics, AUP, BA)
- Research Methods in Media and Communication Studies (AUP, BA)
- Public Relations, News, and Political Speech (senior seminar, AUP)
- Theories of the Public Sphere (AUP, MA)
- War and Media (AUP, BA)
- Word Travels Fast! Media, Speed, Belief (Freshman seminar)
- Cultures of Music Production (AUP, BA)
- Rhetoric and Persuasion (AUP & Northeastern U, BA)
- Classical Rhetoric (Northeastern U., BA)
- Public Speaking (U. of Illinois; Northwestern U.; Northeastern U, BA)
- Theories of Argumentation (Assisted David Zarefsky; taught discussion section, BA)
- Art of Controversy (Assisted Thomas Goodnight; gave lecture; taught discussion section, BA)
- Is Persuasion Evil? (Assisted Michael Leff; gave lectures/taught discussion sections, BA)
- Persuasive Images: Visual Rhetoric (Northwestern University, BA)

MA Thesis Supervision

- **Director:** Nolwazi, Mjwara 2017. “Information and Communication Technologies for Development (ICT4D) and Youth Civic Engagement.”
- **Director:** Elizabeth Chamourian 2017. “Identity Construction on a Dating App: A study of Bumble.”
- **Thesis Director:** Laura Collier 2013. “Communications and the Public Sphere in the UN Human Rights System,”
- **Co-Director:** Robert Barnes 2013. “Digital communication in the Moroccan Arab spring.”
- **Second Reader:** Aurelie Aursouze 2013.
- **Second Reader:** Jennifer Lauren 2013.
- **Director:** Emily Petrone, 2012. “Branding Obama.”
- **Second Reader:** Brooke Robertson, 2012.
- **Director:** David Blumenfeld, 2011. “Branding the New York City Ballet.”
- **Director:** Fernando Rees, 2011. “Clash of constructed perceptions : a frame analysis of Sayyid Qutb and Samuel Huntington.”

- **Director:** Faris Al Obaid, 2010. “Barack Obama : applying ethos in Obama's reading of ‘A more perfect union" speech.’”
- **Second Reader:** LaTanya LeWeru, 2010.
- **Director:** Carrie Silberman, 2009.
- **Director:** Kathryn Schneider, 2008.
- **Director:** Alexandra Gibson, May 2008.

Undergraduate/BA Senior Thesis Director

- **Clara Zimmerman, 2017.**
- **Sana Rasmussen, 2017.**
- **Giani Harrell, 2017.**
- **Aniekan Ufot, 2017.**
- **Rusudan Kobakhidze, 2017.**
- **Sara Harper-Johnston, 2017.**
- **Chloe Johnson, 2017.**
- **Sydney Zorbas, 2017.**
- **Jessica Benne, 2016.**
- **Jessica Dameron, 2016.**
- **Samuel Gettliffe, 2016.**
- **Nutsa Kistauri, 2016.**
- **Caroline Nigoshanian, 2016.**
- **Julie Robelot, 2016.**
- **Madeleine Serkissian, 2016.**

Kevin Barnhurst, University of Illinois, Chicago, "The New Long Journalism." Pairs, April 22, 2009.

Screening and discussion, documentary "Jesus Politics," October 6, 2008.

Douglas Kellner, UCLA, "American Media Spectacles and Democracy," September 2007.

Related Experience: Journalist daily newspaper; music critic and journalist, online magazine.

Languages: French (fluent); Ancient Greek (one year).

SERVICE

American University of Paris, Paris, France

Committee Work

SNESUP Union Representative and Elected member of Comité d'Entreprise, 2017-present

Hiring Committee, Global Communications Department—2016-2017.

Co-chair, Hiring Committee, Global Communications Department—2015-2016.

Graduate Directors Review Board Committee—2012-present.

History Department Job Search Committee—Spring 2013.

Global Communications Graduate Committee—including admissions reviews for MA Global Communication—2012-2013.

Mellon Grant Committee—Spring 2013.

Academic Affairs Grade Appeal Committee—Spring 2013

Union Delegate, SNESUP, 2010-2013.

Executive Committee to Faculty Senate, 2011

Organizer, AUP Future of Liberal Arts meetings and discussions, 2010-2011

Chair, Curriculum Committee, September 2007-January 2008.

Curriculum Committee, September 2004-October 2008.

Academic Integrity Taskforce member, January 2008-2009.

Faculty Governance Taskforce member, January-December 2006 (replaced faculty member on sabbatical).

Philosophy Program Taskforce member (asked by Richard Beardsworth and Oliver Feltham), Spring 2007.

Co-chair, Search Hiring Committee for Professor, Global Communications Department, 2015-2016.

Search Hiring Committee for Professor, Department of Global Communications, 2006, 2007, 2008, 2012.

Sear

- - Volunteer Advisor for New Student Registration**, September, 2008.
 - Developed new Comparative Political Communication Minor**, Spring 2007.
 - Faculty Advisor to Students, World Radio Paris**, September 2007-2009.
 - Volunteer Advisor for Late Registration**, September 2006.
 - Volunteer Faculty Advisor for Add/Drop**, January, 2006.
 - Volunteer Advisor for New Student Registration**, January 17, 2005.
 - Lecture on Global News Trends to Prospective Students and Parents**, American University of Paris Open House, November 26, 2005.
 - Academic Advisor to approximately 20 undergraduate and 12 graduate students annually**, Fall 2005-present.

Baruch College, CUNY

Communication Studies Job Search Committee—2013-2014

Peer Teaching Evaluator—2013-2015.

Student Advising—2013-2015

MA in Global Media and Culture, Program Development Committee, Fall 2013-2015.

Selected Media Appearances, Interviews, Interventions:

Full Interview with journalist Mariana Queiroz Barboza in Brazillian magazine *ÉPOCA*, “As pessoas estão céticas comapólitica,” April 24, 2017, <http://epoca.globo.com/politica/noticia/2017/04/jayson-harsin-pessoas-estao-ceticas-com-politica.html>

Research discussed by Patrick Rodel, “Sur la vérité,” *Mediapart*, March 6, 2017, <https://blogs.mediapart.fr/patrick-rodel/blog/060317/sur-la-post-verite>

Full Interview with journalist Valérie Segond published in *Le Monde*, “La post-vérité a une histoire,” March 2, 2017, <http://abonnes.lemonde.fr/politique/article/2017/03/02/la-post-verite-a>

References

Nick Couldry, Professor and Head of Media and Communications Department, London
School of Economics,

Sarah Banet-