Jonathan M. Bullinger, Ph.D.

Curriculum Vitae

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| Department of Communication & Media  IRC B-18  SUNY Oneonta  108 Ravine Parkway  Oneonta, NY 13820 |  | 1442 Slaterville Rd.  Ithaca, NY 14850 jonathan.m.bullinger@gmail.com https://suny.oneonta.edu/communication-media/faculty-staff  [www.jonathanbullinger.com](http://www.jonathanbullinger.com)  (818)-575-0237 |

**Education**

Ph.D. Media Studies, Rutgers University  
Dissertation: *Remembering WWII: Children of the Greatest Generation and Social Memory*  
Committee: Susan Keith (chair), Jack Bratich, Melissa Aronczyk, Yael Zerubavel

M.A. Sociology, California State University Northridge

B.S. Television/Radio, Ithaca College, Ithaca, NY

#### TEACHING & ADVISING

**Adjunct Assistant Professor 2019-present**

*Dept. of Communication & Media, SUNY Oneonta*

* Teach Media Research Methods, Media Writing, Digital Storytelling, Media & Culture, Media Studies Senior Capstone, Introduction to Communication, & Public Speaking

**Adjunct Lecturer** **2024-present**

*School of Communication & Information, Rutgers University*

* Teach Data in Context in an online, asynchronous modality.

**Adjunct Lecturer** **2022-present**

*Dept. of Communication & Rhetorical Studies, Syracuse University*

* Teach the graduate (engineering students) and undergraduate versions of Presentational Speaking.

**Adjunct Lecturer** **2017-2018**

*Park School of Communications, Ithaca College*

* Taught New Telecom Technologies course.

**Adjunct Lecturer** **2017-2021**

*Dept. of Communication, SUNY Geneseo*

* Taught a course I created (Memory, Media, & Identity), American Public Address, Argumentation, Public Speaking, and guided independent studies.

#### Research Interests

#### Collective memory, alternative history, commemoration, branding, video games, toys, war and culture

**PUBLICATIONS**

#### Books

2020 Bullinger, J. *Reagan’s “boys” and the children of the greatest generation: U.S. World War II memory, 1984 and beyond*. Routledge.

#### Book Chapters

2023 Bullinger, J. and Trammell, A. Fortress America (1986). In C. Randl and M. Lasansky (Eds.), *Playing Place: Board Games, Popular Culture, and Representations of Architecture, Space, and Place*. MIT Press.

2019 Bullinger, J. Lego historical war sub-cultures: Idealized play & nostalgia. In R. Lizardi (Ed.), *Subjectivities of interactive nostalgia*. Peter Lang Publishing Group.

2013 Salvati, A. & **Bullinger, J.** Selective authenticity and the playable past. In A. Elliott & M. Kapell, (Eds.), *Playing with the past: Digital games and the simulation of history* (pp. 153-167). New York: Continuum.

#### Journal Articles

2025 [accepted; forthcoming] Salvati, A. & **Bullinger, J.** A commemoration of memory: HBO’s *Band of Brothers Podcast*, authenticity, and fan-based intimate publics. *Television & New Media*.

2022 Bullinger, J. Marvel tells / sells its own history: Figureheads, promotion, curation, and application, 1982-1987. *Journal of Graphic Novels and Comics*.

2015 Bullinger, J. [Experiential branding and curating the social space](http://www.teachingmedia.org/wp-content/uploads/2012/10/TMQ_3_4_Bullinger.pdf). *Teaching Media Quarterly*, 3 (4), 1-8.

2012 Kantor, P.B., **Bullinger, J.** Gal, C.S. Patient decision-making modes and causes: A preliminary investigation. *Journal of the American Society for Information Science and Technology*, 63 (7) 1332-1349.

2011 **Bullinger, J.** & Salvati, A. A theory of brandWW2. *Reconstruction: Studies in Contemporary Culture*, 11(4) <http://reconstruction.eserver.org/114/Salvati-Bullinger.shtml>

**Book Reviews**

2014 Review of Crogan, P. (2011). *Gameplay mode: War, simulation, and technoculture*. Minneapolis, MN: University of Minnesota Press. *International Journal of Communication*, 8, 1243-1246.

2013 Review of Fencott, J. et al. (2012). *Game invaders: The theory and understanding of computer games*. Hoboken, NJ: John Wiley & Sons, Inc. *International Journal of Communication*, 7, 1152-1155.

#### Other Publications

2023 Voorhees, S. & **Bullinger, J**. *Mr. Rogers’ Neighborhood* (05/09/69): Intersectionality of race and power. AEJMC, Journalism History division website. Special series on History and Importance of Television Over the Past 60 Years.

2013 The lack of specificity in regards to branding. *in media res*. MediaCommons. (July 21). <http://mediacommons.futureofthebook.org/imr/2013/06/21/lack-specificity-regards-branding>

2012 Laboring to play: Information, work, and video Games. *Playgrounds: A Blog about Labor and Play*. (Feb. 1). Rutgers Video Game Studies Group.

**AWARDS**

2023 SUNY Oneonta Simphiwe Hlatshwayo Outstanding Part-Time Faculty Award

2019 SUNY Geneseo Faculty Incentive Grant (Spring)

2017 Outstanding Graduating Doctoral Student, Media Studies, Rutgers School of Communication and Information.

2008 Sally Casanova Pre-Doctoral Scholarship, California State University Program.

**CONFERENCE ACTIVITY**

**Panels Organized**

2020 Media, War, and Memory. History Division, Association for Education in Journalism and Mass Communication, August 6-9, San Francisco, CA. [co-org. w/ Dr. Susan Keith]

2014 Social memory for sale: Branding, narrative, and the Second World War. History Division, International Communication Association, May 22-26, Seattle, WA.

**Papers Presented**

2023 [accepted, but could not attend] HBO’s Band of Brothers podcast: Evolution of collective memory or metamemory? Memoryscapes panel, Memory Studies Association, July 3-7, Newcastle, UK

2023 A father’s legacy: *Call of Duty*’s anticipatory wars. Game Studies panel, Popular Culture Association, April 5-8, San Antonio, TX.

2020 Reagan’s “boys” and the children of the greatest generation: U.S. WWII memory, 1984 and beyond. Media, War, and Memory panel, Association for Education in Journalism and Mass Communication, August 6-9, Virtual.

2019 Lego historical war sub-cultures: Idealized play & nostalgia. Collecting & Collectibles panel, Popular Cultural Association Conference, April 17-20, 2019, Washington, D.C.

2018 Reagan’s Role in Reigniting World War II Remembrance: 1984 and Beyond, Cultural Studies Association Conference, May 31-June 2, Pittsburgh, PA.

2018 Adding Value through Commemoration: Marvel’s 25th Anniversary. Comics and Comic Art Division, Popular Culture Association Conference, March 28-31, Indianapolis, IN.

2015 Anticipating war in your living room: Future wars, “fun” wars, & first-person shooters. War after 1945 Division, Popular Culture Association, April 1-4, New Orleans, LA.

2013 My father’s tools: Fetishizing WWII technology. Boys to Men panel, New York Metropolitan American Studies Association, American Masculinities Conference, November 2, New York, NY.

2013 Laboring to play: Video game interfaces as tools for war. War after 1945 Division, Popular Culture Association, March 27-30, Washington, D.C.

2012 Communities of war: Cyberethnographies of World War Two online and America’s army online forums. Armed Conflict Division, Popular Culture Association, April 11-14, Boston, MA.

2012 The Computer society moves in: An analysis of time magazine’s coverage of the pc, 1978 & 1983. American Journalism Historians Association and AEJMC History Division, March 10, New York, NY.

2011 Media, memory, and brand WW2. WWI/WWII Division, Popular Culture Association, w/ Salvati, A. April 20-23, San Antonio, TX.

2010 Selling the war on terror through the branding of WW2. Screens of Terror: Representations of War and Terrorism since 9/11 in Film, TV Drama & Documentary, w/ Salvati, A., September 9-11, London, UK.

2010 World War Two: Branding the myths. Media Frames Panel, New Jersey Communication Association, w/ Salvati, A. April 10, Elizabeth, NJ.

2009 Buying off the alternative voice. Political Economy of Mass Media Panel, Pacific Sociological Association, April 8-11, San Diego, CA.

2007 My[commodified]space. California State University Northridge Student Research Symposium, November 22, Northridge, CA.

2007 Culture of smartphones. California Sociological Association Conference, November 15-17, Berkeley, CA.

2007 MySpace as a marketer’s space: MySpace and consumerism. Pacific Sociological Association, March 29-April 1, Oakland, CA.

#### TEACHING EXPERIENCE

**Media Studies**

Memory, Media, & Identity

Media Research Methods

Media Writing

Digital Storytelling

Senior Seminar in Media Studies

Media & Culture

Media History

**Digital Media & Information Studies** Structure of Information

Digital Communication & Information Senior Capstone

Leadership in a Digital Context

New Telecom Technologies

Data in Context

**Communication**

Oral Communication for Engineers (Graduate Level)

Public Speaking

Introduction to Communication

Theory & Practice of Argument

American Public Address

**Other Teaching and Related Experiences**

NSF-funded Research Experience for Undergraduates (REU): Mentored two undergraduates in research design, methodology, & introductory statistics, 2 Summer sessions.

Supplemental content creator, Sage/Pineforge Press & McGraw-Hill

Created test banks, exercises, supplemental PowerPoint slides, and instructor manual revisions for college textbooks in sociology, communication, and anthropology.

Directed two undergraduate senior independent studies:

Spring 2019: *Am I Alone? The Effects of Misrepresentation of African Americans Growing up in White America*

Fall 2018: *A Comparison and Analysis of the Presidential Candidacies of Barry Goldwater and Donald Trump and their Implications on the Electoral Success of Conservative Grass Roots*

**RESEARCH EXPERIENCE**

2013-2014 Research Assistant for Dr. David Greenberg, Rutgers University

Pulling library material, checking accuracy of footnotes, and very light copy-editing for book *The Republic of Spin*, (W.W. Norton & Co.) January 2016.

2010-2017 Graduate Assistant for Dr. Paul Kantor, CCICADA at Rutgers University

Five-year funded Command Control and Interoperability Center for Advanced Data Analysis (CCICADA). NSF-funded qualitative study on patient decision-making and implantable cardiac defibrillators, DHS-funded study on stadium security and Safety Act.

2008 Research Assistant for Dr. Denise Bielby, UC Santa Barbara

Research support for two projects involving international television markets and culture published as one journal article and one book.

2006-2007 Graduate Assistant, California State University Northridge

2002-2006 Library Specialist, CSCA, Pasadena, CA

**SERVICE**

#### Conferences

#### Conference Organizer and Panel Moderator, Rutgers Media Studies Conference, Extending Play, Spring, 2013.

#### Conference Submissions Reviewer, International Communication Association Annual Conference, Game Studies Division, 2013.

#### Peer Review

#### Ad-hoc reviewer, Journal of Communication Inquiry, Journal of Graphic Novels and Comics.

#### To Rutgers University

Board Member, Doctoral Student Association, 2010-2011

**To Ithaca College**

Faculty Representative, Ithaca College Faculty Council (Spring & Fall 2018)

Writing Committee Member, Ithaca College Faculty Union (Fall 2017- Fall 2018)

Committee Member, Ithaca College Ad Hoc Experiential Learning (Spr. 2017)

Faculty Participant, *Placing and Displacing Memories Research Forum*, 11/13/2017

**To SUNY Geneseo**

Communication Department, Curriculum Committee Member (Fall 2020, Spring 2021)

**Public Scholarship**

*Inside the Box: the TV History Podcast:* Co-creator and co-host of seasonal podcast. Co-editor of accompanying multimedia WordPress site, [www.tvhistorypod.com](about:blank). We have contributed to a Shout Factory! DVD boxset. Over 110 episodes produced.

**PROFESSIONAL AFFILIATIONS**

Association for Education in Journalism and Mass Communication (2012-2013, 2017, 2020-22)   
International Communication Association (2014)   
Popular Culture Association (2011-2013, 2015, 2018, 2022-23)

Society for Cinema and Media Studies (2018)

**REFERENCES**

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| --- | --- | --- |
| **Susan Keith** | **Andrew Herman** | **Peter Johanns** |
| Associate Dean & Professor | Associate Professor | Associate Professor |
| Journalism and Media Studies | Communication | Media Arts, Sciences and Studies |
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