

## JENNIFER MCCLEAREN

Department of Radio-Television-Film  
Moody College of Communication  
The University of Texas at Austin  
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### EDUCATION

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- 2017 Ph.D. Communication, University of Washington
- 2017 Graduate Certificate in Cinema and Media Studies, University of Washington
- 2013 M.A. Communication, University of Washington
- 2008 M.A. Intercultural Leadership, SIT Graduate Institute
- 2002 B.A. Political Science and French, Union University

### PROFESSIONAL APPOINTMENTS

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- 2019- Assistant Professor, Department of Radio-Television-Film  
Affiliated Faculty, Center for Sports Communication and Media  
University of Texas at Austin, Austin, TX
- 2017-2019 Visiting Lecturer, Department of Radio-Television-Film  
University of Texas at Austin, Austin, TX

### PUBLICATIONS

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#### **Books in Contract:**

McClearen, J. *Branded Difference: Promoting Women Athletes in the Ultimate Fighting Championship*. Book manuscript under advance contract with the Studies in Sports Media Series (edited by Victoria E. Johnson and Travis Vogan) at the *University of Illinois Press*. Forthcoming Fall 2020.

#### **Peer-Reviewed Journal Articles:**

- Fischer, M. and J. McClearen. "Trans Athletes and the Queer Art of Athletic Failure." Forthcoming in *Communication and Sport*.
- 2017 McClearen, J. "We Are All Fighters: The Transmedia Marketing of Difference in the Ultimate Fighting Championship." *International Journal of Communication*.
- 2015 McClearen, J. "The Paradox of Fallon's Fight: The Interlocking Discourses of Sexism and Cissexism in Mixed-Martial Arts Fighting." Special issue edited by Sara Ahmed. *New Formations: A Journal of Culture, Theory, and Politics*.
- 2015 McClearen, J. "Unbelievable Bodies: Audience Readings of Action Heroines as Post-Feminist Visual Metaphor." *Continuum: Journal of Media and Cultural Studies*.

**Peer-Reviewed Book Chapters:**

- 2018 McClearen, J. “Don’t be a Do-Nothing Bitch’: Popular Feminism and Women’s Physical Empowerment in the UFC.” In Kim Toffoletti, Holly Thorpe, and Jessica Francombe-Webb (eds.), *New Sporting Femininities: Embodied Politics in Postfeminist Times*. Palgrave Macmillan.
- 2015 McClearen, J. “Gladiator in a Suit? Scandal’s Olivia Pope and the Post-Identity Regulation of Physical Agency.” In Kumarini Silva and Kaitlyn Mendes (eds.), *Feminist Erasures: Challenging Backlash Culture*. Palgrave Macmillan.

**Journal Issues:**

- 2018 Guest editor for Commentary and Criticism special issue on “Women in Sport Media: New Scholarly Engagements” in *Feminist Media Studies*.

**Public Scholarship and Commentary**

- 2018 McClearen, J. “Introduction to Women in Sports Media: New Scholarly Engagements.” *Feminist Media Studies*.
- McClearen, J. “Female Fighters, Combat Sports, and the UFC.” *MediaSport Podcast Series*. Episode 30. Available on [Soundcloud.com](https://www.soundcloud.com).

**Manuscripts in Progress:**

- McClearen, J. “‘Until We All Win’: Rethinking Women in Sports Media and Marketplace Feminism.” In preparation.
- McClearen, J. and B. Siegel. “NBC’s Diversity Olympics: Promoting Gay Athletes in PyeongChang.” In Michael Butterworth (ed.), *Handbook of Communication and Sport*. Mouton de Gruyter. Due summer 2019.

**FELLOWSHIPS AND AWARDS**

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- 2018 Top Papers in Communication and Sport  
“Fallon Fox and the Queer Art of (Athletic) Failure” co-authored by Mia Fischer  
National Communication Association
- 2018 Janice L. Ames and William E. Ames Diversity Research Award  
University of Washington
- 2017-2018 Diversity Scholar  
National Center for Institutional Diversity, University of Michigan
- 2016-2017 Center for Communication, Difference, and Equity Dissertation Fellowship  
University of Washington
- 2016-2017 AAUW American Dissertation Fellowship (Alternate)  
American Association of University Women
- 2016 Barbara Brown Outstanding Student Paper Award (Honorable Mention)  
North American Society for the Sociology of Sport

2015-2016 Project for Interdisciplinary Pedagogy Fellowship  
School of Interdisciplinary Arts and Sciences, University of Washington

2013-2017 Certificate in Public Scholarship Fellowship  
Simpson Center for the Humanities, University of Washington

#### GRANTS

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2017 Graduate Research Grant  
Communication and Difference Research Group, University of Washington

2016 Writing Difference and Equity  
Simpson Center for the Humanities, University of Washington

2016 Janice and William Ames Endowment  
Department of Communication, University of Washington

2015 Peter Clarke and Susan Evans Research Fund  
Department of Communication, University of Washington

2015 Moving Images Research Grant  
Simpson Center for the Humanities, University of Washington

2015 The Graduate School Fund for Excellence and Innovation  
Graduate School of Arts and Social Sciences, University of Washington

2014 USC Annenberg Institute on Difference in Media and Culture Travel Funding  
University of Southern California

2014 Annette K. Baxter Travel Grant  
American Studies Association

2013 Association of Cultural Studies Summer Institute Travel Grant  
Alpen-Adria-Universitaet Klagenfurt, Austria

2012 Communication Graduate Research Fund  
Department of Communication, University of Washington

#### CONFERENCE PRESENTATIONS

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##### Competitively Selected Papers:

2018 with Mia Fischer. "Fallon Fox and the Queer Art of (Athletic) Failure." *National Communication Association*.

2018 "‘Until We All Win’: Rethinking Women in Sports Media and Marketplace Feminism." *North American Society for the Sociology of Sport*.

2018 with Mia Fischer. "Trans Athletes and the Queering of Loss in Sex-Segregated Sports." *International Communication Association*.

- 2018 “Branded Difference: Promoting Female Athletes in the Ultimate Fighting Championship.” *International Communication Association*.
- 2018 “Branding Racial and Ethnic Difference in the Ultimate Fighting Championship.” *Race and Media Conference*.
- 2017 ‘We Are all Fighters:’ The Transmedia Marketing of Difference in the Ultimate Fighting Championship. *Society for Cinema and Media Studies*.
- 2016 “Branding a UFC Nation: Convergence, Difference, and Homonationalism in Transnational Sports Media.” *National Communication Association*.
- 2016 “Branding the Rebellion Against Post-Feminist Body Discipline.” *North American Society for the Sociology of Sport*.
- 2016 “Who is at Home in the Octagon: The Insider / Outsider Politics of Women in the UFC.” *American Studies Association*.
- 2016 “Popular Feminism and Women’s Physical Empowerment in the UFC Brand.” *Console-ing Passions*.
- 2016 “Gendering the National Sports Star in the Ultimate Fighting Championship.” *Society for Cinema and Media Studies*.
- 2015 “Branding Her Fist: Selling Gendered Difference in the Ultimate Fighting Championship.” *North American Society for the Sociology of Sport*.
- 2015 “Negotiating the Performance of Femininities in Pre-Fight Walkouts for the Ultimate Fighting Championship.” *Society for Cinema and Media Studies*.
- 2014 “Imagining a UFC Nation: A Feminist Analysis of the Induction of Women Fighters into the Ultimate Fighting Championship (UFC).” *National Women’s Studies Association*.
- 2014 “Creating Justice in Combat Sports: The Case of Mixed Martial Arts’ First Openly Transgendered Fighter.” *National Women’s Studies Association*.
- 2014 “The Paradox of Fallon’s Fight: Conflicting Discourses of Pain Surrounding MMA’s First Openly Transgender Fighter.” *American Studies Association*.
- 2014 “Negotiating Femininities and Difference in Women’s Mixed Martial Arts Media.” Summer Institute on Diversity in Media and Culture. *Annenberg School for Communication and Journalism*.
- 2014 “Zero Dark Feminism: Torture, Violence, and the Impeccability of the Liberated Heroine.” *Cultural Studies Association*.
- 2014 “Gladiator in a Suit: Scandal’s Olivia Pope and the Post-Identity Regulation of Physical Agency.” *Society for Cinema and Media Studies*.
- 2014 “Lollipop Sucking Assassin’: Infantilizing Gender, Race, and Nationality in *Colombiana*.” *Western States Communication Association*.

- 2013 “Unbelievable Bodies: Audience Research on Action Heroines in a Post-Feminist Era.” Feminist and Women’s Studies Division. *National Communication Association*.

### Panels and Roundtables:

- 2018 with Ralina Joseph, Aisha Durham, Timeka Tounsel, Madhavi Murty, and Manoucheka Celeste. “Black Women, Media, and the Uses of Strategic Ambiguity.” *National Women’s Studies Association*.
- 2015 with Susan Birrell, Mary McDonald, Jay Johnson, Jessica Chin, Cathy van Ingen, and Maryam Aziz. “The (Re)Production of Violence in Sports and Ways of Resistance.” *American Studies Association*.

### INVITED TALKS

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- 2019 “‘Until We All Win’: Rethinking Women in Sports Media and Marketplace Feminism.” Harrington School of Communication and Media. University of Rhode Island.
- 2018 “Branded Difference: Promoting Female Athletes in the Ultimate Fighting Championship.” Department of Communication. Seton Hall University.
- 2017 “Popular Feminism and Women’s Physical Empowerment in the UFC.” Communication Studies Department. California Polytechnic State University.
- 2016 “‘We Are All Fighters’: The Inclusion / Exclusion of LGBTQ Identities in the UFC.” Annenberg Symposium on Sports and the LGBTQ Experience. USC Annenberg Institute of Sports, Media and Society.

### CAMPUS TALKS

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- 2017 “Branded Difference: Promoting Female Fighters in the Ultimate Fighting Championship.” *Media Studies Colloquium*. Co-Sponsored by the Department of Radio-Television-Film and the Center for Sports Communication and Media. University of Texas at Austin.
- 2016 “Women’s Empowerment in the UFC.” *Anthropology of Sport*. Department of Anthropology. University of Washington.
- 2015 “Negotiating the Performance of Femininities in Pre-Fight Walkouts for the Ultimate Fighting Championship.” *Moving Images Research Group*. University of Washington.
- 2014 with Ralina Joseph, LeiLani Nishime, and Monica de la Torre. “Beyond Talk: Race, Gender, Sexuality and Public Scholarship.” *Simpson Center for the Humanities and Graduate Opportunities and Minority Achievement Program*. University of Washington.
- 2014 “Introduction to Media Representation.” *Race, Class, and Gender in Social Stratification*. Department of Gender, Women, & Sexuality Studies, University of Washington.

- 2013 “Film as Public Scholarship: Documentary Modes of Filmmaking for Public Dialogues on Race.” *Beyond Talk: Race, Communication, and Community*. Department of Communication, University of Washington.
- 2012 “Sexualized, Masculinized, and Infantilized: The Action Heroine in U.S. Popular Culture.” *Race, Gender, and Sexuality in the Media*. Department of Communication, University of Washington.

#### TEACHING EXPERIENCE

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- 2017-2019 University of Texas at Austin  
Department of Radio-Television-Film  
Graduate Courses:  
Gender, Race, and Sexuality in Sports Media  
Global Sports Media  
Feminist Media Studies
- Undergraduate Courses:  
Media and Society  
Screening Race  
Gender, Race, and Sexuality in Sports Media  
Gender and Media Culture
- 2015-2017 University of Washington Bothell  
School of Interdisciplinary Arts & Sciences  
Undergraduate Courses:  
Introduction to Feminist Studies – 50% Hybrid Course  
Sports Media Culture – 50% Hybrid Course  
Sports Media Culture  
Introduction to Communication  
Critical Media Literacy
- 2011-2015 University of Washington  
Department of Communication  
Undergraduate Courses:  
Media Convergence  
Race, Gender, and Sexuality in the Media  
Media and Culture  
Interviewing: Principles and Practices  
Introduction to Communication II
- 2007-2009 SIT Graduate Institute  
Department of Intercultural Service, Leadership, and Management  
Graduate Course:  
Intercultural Communication

#### RELATED TEACHING EXPERIENCE

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- 2006 Teacher, English as a Second Language  
La Gloria English School, Isla Mujeres, Mexico
- 2003-2005 Education Volunteer  
Peace Corps, Tafraout, Morocco

2002-2003 Teacher, English as a Second Language  
International House, Prague, Czech Republic

#### RESEARCH SUPERVISION

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University of Texas at Austin Graduate:

2018 Briana Barner. Comprehensive Exam Committee: Identity and Difference.  
Brett Siegel. Independent Research: The NFL's Concussion Crisis.  
Brett Siegel. Comprehensive Exam Committee: Cultural Studies of Sports Media.

University of Texas at Austin Undergraduate:

2018 Alton Braxton. Independent Research: A Comparative Analysis of Blackness in Spanish and American Media.

#### DEPARTMENTAL SERVICE

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2015 Graduate Student Representative to the Faculty Search Committee  
Department of Communication, University of Washington

2014-2015 Graduate Student Representative to the Diversity Committee  
Department of Communication, University of Washington

2013-2014 Graduate Student Representative to the Faculty  
Department of Communication, University of Washington

2012-2013 Co-President of the Communication Graduate Student Association  
Department of Communication, University of Washington

#### COLLEGE SERVICE

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2016-2017 Facilitator for the Writing Difference and Equity Graduate Research Group  
Simpson Center for the Humanities / Center for Communication, Difference, and Equity, University of Washington.

2010-2011 Advisor to the Queer Student Union  
Piedmont Virginia Community College.

Advisor to the Piedmont Feminists  
Piedmont Virginia Community College.

2008-2009 Advisor to the Alliance for Women and Gender  
SIT Graduate Institute.

#### DISCIPLINARY SERVICE

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2016- Reviewer for *Women's Studies in Communication*

2015- Reviewer for *Feminist Media Studies*

**COMMUNITY ENGAGEMENT**

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- 2015-2016 Content Area Expert for Feminist-Focused Distributed Editing Project  
WIKIMEDIA Foundation, Seattle, WA
- 2012-2017 Women's Self-Defense Instructor  
Recreational Sports Programs, University of Washington.
- 2012-2014 Children and Adults' Martial Arts Instructor  
Northwest Martial Arts, Bothell, WA
- 2009-2011 Community Education and Outreach Volunteer  
Sexual Assault Resource Agency (SARA), Charlottesville, VA

**MEDIA INTERVIEWS**

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- 2019 [“Super Bowl Sunday is Bigger Than Football.”](#) The Wall Street Journal.

**MEMBERSHIPS**

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- Society for Cinema and Media Studies (SCMS)  
National Communication Association (NCA)  
American Studies Association (ASA)  
National Women's Studies Association (NWSA)  
North American Society for the Sociology of Sport (NASSS)