

Holly Willson Holladay, Ph.D.

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Education

- Ph.D. University of Missouri (May 2015)
Primary Area: Media and Cultural Studies
- Graduate Certificate University of Missouri (2015)
Women's and Gender Studies
- M. A. Ball State University (2008)
Major: Communication Studies
Focus: Communication Liberal Arts and Sciences
- B. S. Murray State University (2006)
Major: Organizational Communication
Minor: Journalism and Mass Communication

Academic Appointments

- 2021 – present *Associate Professor*, Department of Media, Journalism & Film,
Missouri State University
- 2016 – 2021 *Assistant Professor*, Department of Media, Journalism & Film,
Missouri State University
Appointed to Graduate Faculty, 2019
- 2015 – 2016 *Postdoctoral Teaching Fellow*, Department of Women's and
Gender Studies, Department of Communication, Honors College,
University of Missouri

Teaching Experience

Missouri State University

- MED 220 Media Literacy
- MED 300 Special Topics Intersession: Post-Network TV; Reality TV & Genre
- MED 304 Mass Media Theory
- MED 355 Social Media
- MED 454 Media Analysis & Criticism

University of Missouri

COMM 1200	Public Speaking
COMM 2100	Media and Society (Course Director – Fall 2015, Spring 2016)
COMM 4618	Television Program Analysis and Criticism
GNHON 2120	Honors Humanities Colloquium: Race, Class, and Gender in Television's Second Golden Age
WGST 1120	Introduction to Women's and Gender Studies
WGST 2260	Mass Media and Identities: Constructions of Gender, Race, and Sexuality

Columbia College

COMM 110	Introduction to Speech
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Western Kentucky University

COM 145	Fundamentals of Public Speaking & Communication
COM 161	Business and Professional Speaking

Ivy Tech Community College

COMM 101	Introduction to Public Speaking
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Ball State University

COM 210	Fundamentals of Public Speaking
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Books

Holladay, H. W. (March 2023). *TV Milestones: Parks and Recreation*. Detroit, MI: Wayne State University Press.

Refereed Journal Articles

Click, M.A., Edgar, A. E., & **Holladay, H. W.** (2021). Race talk, fandom, and the legacy of plantation culture in the NFL player protests. *Journal of International & Intercultural Communication*, 15(3), 256-273. doi: <https://doi.org/10.1080/17513057.2021.1918213>

Holladay, H.W., & Classen, C. L. (2021). The drip, drip, drip of dystopia: *The Handmaid's Tale*, temporal boundaries, and affective investment. *Feminist Media Studies*, 21(3), 477-492. doi.org/10.1080/14680777.2019.1678504

Holladay, H. W., & Edgar, A. N. (2019). "I'm never gonna stop watching it": The paradox of parasocial breakups in a post-object era. *Journal of Fandom Studies*, 7(3), 213-227. doi: 10.1386/jfs_00001_1

Edgar, A. N., & **Holladay, H. W.** (2019). "Everybody's hard times are different": Country as a political investment in precarity. *Communication and Critical/Cultural Studies*, 16(2), 122-139. doi: 10.1080/14791420.2019.1638952

Holladay, H. W. (2019). Back on the porch: Southern working-class whiteness and the liberal redneck revolution. *The Journal of Popular Culture*, 52(3), 500-517. doi: <https://doi.org/10.1111/jpcu.12804>

Holladay, H. W. (2018). Reckoning with the "redneck": *Duck Dynasty* and the boundaries of morally appropriate whiteness. *Southern Communication Journal*, 83(4), 256-266. doi: 10.1080/1041794X.2018.1472797

Click, M.A., Lee, H., & **Holladay, H.W.** (2017). "You're born to be brave": Lady Gaga's use of social media to inspire fans' political awareness. *International Journal of Cultural Studies*, 20(6), 603–619. doi: 10.1177/1367877915595893

Holladay, H. W. (2016). How far we've come?: Nostalgia and post-feminism in *Mad Men*. *Participations: Journal of Audience and Reception Studies*, 13(2), 34-55. —Spanish translation reprinted in *TVficciones: reflexiones críticas sobre televisión estadounidense* (2019), Nattie Golubov (ed.). Mexico City, Mexico: Universidad Nacional Autónoma de México.

Click, M.A., **Holladay, H.W.**, Lee, H., & Kristiansen, L. (2014). "Let's hug it out, bitch": HBO's *Entourage*, masculinity in crisis, and the value of audience studies. *Television and New Media*, 16(5), 403-421. doi: 10.1177/1527476414532140

Click, M.A., Lee, H., & **Holladay, H. W.** (2013). Making monsters: Lady Gaga, fan identification, and social media. *Popular Music and Society*, 36(3), 360-379. —Reprinted in *Fan Identities and Practices in Context: Dedicated to Music* (2017), Mark Duffett (ed.), (pp. 62-81). New York: Routledge.

Editorially-Reviewed Book Chapters

Click, M.A., **Holladay, H. W.**, & Edgar, A. N. (2020). NFL broadcasts: Interpretive communities. In E. Thompson & J. Mittell (Eds.), *How to Watch Television* (2nd ed.) (363-371). New York: NYU Press.

Holladay, H. W., & Click, M. A. (2019). Hating Skyler White: Gender and anti-fandom in AMC's *Breaking Bad*. In M. Click (Ed.), *Anti-Fandom: Dislike and Hate in the Digital Age* (pp. 147-166). New York: NYU Press.

Holladay, H. W. (2019). Doing Whiteness "right": Playing by the rules of neoliberalism for television's working class. In M. J. Meyers (Ed.), *Neoliberalism and the Media* (pp. 192-208). New York: Routledge.

Holladay, H. W. (2019). What is a wife?: Partnering and mothering in ABC Family's *The Fosters*. In L. O'Brien Hallstein & R. Bromwich (Eds.), *Critical Perspectives on Wives: Roles, Representations, Identities, Work* (pp. 197-218). Ontario, Canada: Demeter Press.

Click, M. A., & **Holladay, H. W.** (2018). Breaking up with *Breaking Bad*: Relational dissolution and the critically acclaimed AMC series. In R. Williams (Ed.), *Everybody Hurts: Endings, Transitions & Resurrections in Fan Cultures* (pp. 61-74). Iowa City, IA: University of Iowa Press.

Holladay, H. W., & Trask, S. L. (2016). Hook, line, and sinker: Theories of interpersonal deception and manipulation in *Catfish*. In K. G. Roberts (Ed.), *Communication Basics for Millennials – Essays on Communication Theory and Culture* (pp. 213-222). New York: Peter Lang.

Book Reviews

Holladay, H. W. (2021). [Review of the book *Lady Gaga and the Sociology of Fame: The Rise of a Pop Star in an Age of Celebrity*, by M. Deflem]. *Celebrity Studies*, 12(4), 703-705. <https://doi.org/10.1080/19392397.2021.1972437>

Holladay, H.W. (2019). [Review of the book *Talking White Trash: Mediated Representations and Lived Experiences of White-Working Class People*, by T. R. Dunn]. *Lateral: Journal of the Cultural Studies Association*, 8(2). <https://doi.org/10.25158/L8.2.21>

Manuscripts in Preparation

Holladay, H. W. & Classen, C. L. *Television Comedy and Cultural Crisis*. Preparing co-edited volume for submission to Wayne State University Press.

Holladay, H. W. *Shrill*, fat femininity and media audiences. Data collected, preparing for submission to *Women's Studies in Communication*.

Classen, C. L., & **Holladay, H. W.** Kinship at the end of the world: Apocalyptic media and *The Last Man on Earth* as a manifesto for life in eco-crisis. Preparing for submission to edited collection.

Holladay, H. W. Smells like potential: *Ted Lasso*, self-improvement, and the creation of the “good man.” Preparing for submission to *Critical Studies in Television*.

Conference Presentations

Holladay, H. W. (2022, November). Smells like potential: *Ted Lasso*, self-improvement, and the creation of the “good man.” Paper presented at the annual conference of the National Communication Association, New Orleans, LA.

- Classen, C. L., & **Holladay, H. W.** (2022, April). Kinship at the end of the world: Apocalyptic media and *The Last Man on Earth* as a manifesto for life in eco-crisis. Paper presented at the annual conference of the Central States Communication Association, Madison, WI.
- Holladay, H. W.** (2021, April). A story just like yours: Disrupting research practices for investigating women's media reception. Paper presented at the annual conference of the Southern States Communication Association, virtual.
- Holladay, H. W.**, & Classen, C. L. (2019, November). The drip, drip, drip of dystopia: Affect, temporal boundaries and surviving *The Handmaid's Tale*. Paper presented at the annual conference of the National Communication Association, Baltimore, MD.
- Edgar, A. N., & **Holladay, H. W.** (2019, May). "Everybody's hard times are different": Country as a political investment in precarity. Paper presented at the annual conference of the International Communication Association, Washington, DC.
- Click, M. A., Edgar, A.N., & **Holladay, H. W.** (2019, May). "Disgusted with the whole thing": NFL (Anti-)fans, race, and the national anthem. Paper presented at the annual conference of the International Communication Association, Washington, DC.
- Holladay, H. W.** (2019, April). Dare to defy: Taste cultures and the legitimization of the CW. Paper presented at the annual conference of the Popular Culture Association, Washington, DC.
- Holladay, H. W.** (2018, November). Dispatches from the "holler": Rural spatiality, cultural capital, and class identity. Paper presented at the annual conference of the National Communication Association, Salt Lake City, UT.
- Click, M. A., Edgar, A. N., & **Holladay, H. W.** (2018, October). Football, race, and the national anthem: NFL fans and reactionary fandom. Paper presented at the annual conference of the Fan Studies Network – North America, Chicago, IL.
- Holladay, H. W.**, & Edgar, A. N. (2018, April). "I'm never gonna stop watching it": The paradox of parasocial breakups in a post-object era. Paper presented at the annual conference of the Southern States Communication Association, Nashville, TN.
- Holladay, H. W.** (2017, November). The boys wanna be her: Unruly femininity and the satire of Samantha Bee. Paper presented at the annual conference of the National Communication Association, Dallas, TX.
- Holladay, H. W.** (2017, November). Back on the porch: Southern working-class whiteness and the liberal redneck revolution. Paper presented at the annual conference of the National Communication Association, Dallas, TX.

- Holladay, H. W.** (2017, October). The situation is a lot more nuanced than that: 'Crazy' femininity in *Crazy Ex-Girlfriend*. Paper presented at the annual conference of the Midwest Popular Culture Association Conference, St. Louis, MO.
- Holladay, H. W.**, & Click, M. A. (2017, May). Loving Walt, hating Skyler: Gender and anti-fandom in AMC's *Breaking Bad*. Paper presented at the annual conference of the International Communication Association, San Diego, CA.
- Holladay, H. W.** (2016, November). It's handled: Planned Parenthood, *Scandal*, and emphasizing choice. Paper presented at the annual conference of the National Communication Association, Philadelphia, PA.
- Holladay, H. W.** (2015, April). Meth teeth, piroshkis, and shit that smells like Shalimar: Visible Whiteness in *Orange is the New Black*. Paper presented at the annual conference of the Southern States Communication Association, Tampa, FL.
- Holladay, H. W.** (2014, November). Reimagining the middle: The ideological construction of the Heartland family in ABC's *The Middle*. Paper presented at the annual conference of the National Communication Association, Chicago, IL.
- Holladay, H. W.** (2013, November). How far we've come? *Mad Men*, feminist audiences, and finding utility in a post-feminist culture. Paper presented at the annual conference of the National Communication Association, Washington, D.C.
- Click, M. A., & **Holladay, H. W.** (2013, June). Twitards and Tyler's van: Antifans, *Twilight*, and textuality. Paper presented at the annual conference of the International Communication Association, London, UK.
- Holladay, H. W.** (2013, April). Hagging for our identity: Gender and class subjectivity in *Hardcore Pawn*. Paper presented at the annual conference of the Central States Communication Association, Kansas City, MO.
- Holladay, H. W.** (2012, November). Escaping in the fantasy: Evaluating *Twilight's* appeal for feminist fans. Paper presented at the annual conference of the National Communication Association, Orlando, FL.
- Holladay, H. W.** (2012, July). The rhetoric of reframing: Negotiating antifeminist criticism of *Twilight's* Bella. Paper presented at Console-ing Passions Feminist Media Studies Conference, Boston, MA.
- Holladay, H. W.** (2012, March). Constructing the complementary: Applying a feminist lens to popular media studies. Competitively selected panel discussion presented at annual University of Missouri Women's and Gender Studies Conference, Columbia, MO.

Holladay, H. W. (2011, November). From her voice: Reconciling feminist ideology and *Mad Men* fandom. Paper presented at the annual conference of the National Communication Association, New Orleans, LA.

Holladay, H. W. & Kristiansen, L. (2011, September). “Let’s hug it out, bitch”: An audience reception study of hegemonic masculinity in ‘Entourage’. Paper presented at the conference of the Reception Study Society, Maryville, MO.

Willson, H. N., & Sminchak, T. D. (2008, April). What’s in a wink?: Nonverbal behaviors and conversation topics in emotional infidelity. Paper presented at the annual conference of the Central States Communication Association, Madison, WI.

Stephens, M. R., & **Willson, H. N.** (2008, April). “Well, my opinion is...”: Blog analysis surrounding the Delta Zeta controversy. Paper presented at the annual conference of the Central States Communication Association, Madison, WI.

Competitive & Invited Presentations about Teaching

A post-apocalyptic platform: Imagining social media for a utopian future. Great Ideas for Teaching Students (GIFTS) presented at the annual conference of the National Communication Association, Baltimore, MD, November 2019.

Communication for survival: Faculty strategies and initiatives for improving retention. Panel participant at the annual conference of the National Communication Association, Baltimore, MD, November 2019.

Small strategies for high-impact learning. Presented at the Showcase for Teaching and Learning, Missouri State University, August 2019.

#ParticipatoryViewership: Live-tweeting in the media criticism course. Great Ideas for Teaching Students (GIFTS) presented at the annual conference of the Southern States Communication Association, Tampa, FL, April 2015.

Grants, Honors and Awards

2023	Research Sabbatical, Reynolds College of Arts & Letters, Missouri State University
2022	Master Online Course Recognition Award for Excellence in Online Course Design and Pedagogy, Nominee, Missouri State University
2022	Murray State University Young Alumni Top 22 Under 40
2021-2022	Dean’s Leadership Fellow, Reynolds College of Arts & Letters, Missouri State University
2020	Curriculum Development Mini-Grant, Faculty Center for Teaching and Learning, Missouri State University, \$350
2019	High Impact Teaching Award, Faculty Center for Teaching and Learning, Missouri State University

- 2018 Faculty Summer Fellowship, Missouri State University Graduate College, \$6000
- 2017 College of Arts and Letters New Faculty Research Grant, Missouri State University, \$6000
- 2015 Teaching Assistant Choice Award, Missouri Students Association, University of Missouri
- 2014 Outstanding Graduate Teaching Assistant, Intercollegiate Communication Association Undergraduate Organization, University of Missouri
- 2014 WGST Research and Creative Activities Grant, Department of Women's and Gender Studies, University of Missouri
- 2014 Verser Fund Research Grant, Department of Communication, University of Missouri
- 2013 Loren Reid Outstanding Graduate Student Teaching Award, Department of Communication, University of Missouri

Invited Presentations

- 2023 "Paper talk." Invited presenter to the Reynolds College of Arts & Letters Research Colloquium Series
- 2022 "The Mummy 100th Anniversary." Invited panelist for discussion sponsored by Missouri State University's College of Humanities & Public Affairs, Department of History, and Department of Media, Journalism & Film.
- 2022 "Women in Media." Invited panel moderator in partnership with *Springfield Daily Citizen*.
- 2021 "Researching the Ordinary." Invited keynote address to the Undergraduate Honors Conference at Ball State University.
- 2020 "Diversity and Inclusion." Invited training presentation developed for the Department of Sociology and Criminal Justice at Texas A&M University-Commerce in conjunction with TAMUC's Director of Intercultural Engagement & Leadership
- 2019 "Pushing Back: From Circe to #MeToo." Invited presentation to the Springfield-Greene County Library District.
- 2018 "Doing Audience Studies." Invited e-lecture for Media & Society at Eckerd College.
- 2017 "Who's on Screen?: Diverse representations in the Media." Invited lecture at Eckerd College as a part of the "Imagining Justice" College Program Series.
- 2017 "Critical Audience Studies." Invited e-lecture for Rhetoric of Popular Culture at University of Memphis.

Media Appearances

- "Feeling guilty about binge watching that show? This professor brings a different perspective." KSMU, *Missouri State Journal*, Springfield, MO. July 12, 2022. <https://www.ksmu.org/show/missouri-state-journal/2022-06-09/overconsumption-of-media-is-it-really-the-boogey-man>

- “Understanding gender disparity in media.” KSMU, *Missouri State Journal*, Springfield, MO. March 9, 2021. <https://www.ksmu.org/arts-and-entertainment/2021-03-09/understanding-gender-disparity-in-media#stream/0>
- “Switching to online classes.” KOLR, *Ozarks Live*, Springfield, MO. March 18, 2020. http://archive.tveyes.com/18120/3560145-64302/ac599184-324c-47d0-b761-20134903f157/KOLR_03-18-2020_15.16.25.mp4
- “Learn about binge-watching.” KOZL, *Ozarks Tonight*, Springfield, MO. April 26, 2019. <https://www.ozarksfirst.com/local-news/ozarks-politics/ozarks-tonight-learn-about-binge-watching/>
- “Real talk about fake news.” KSMU, *Missouri State Journal*, Springfield, MO. January 2, 2018. <https://www.ksmu.org/education/2018-01-02/real-talk-about-fake-news#stream/0>

Service

Department of Media, Journalism & Film

2021-present	Personnel Committee
2020-present	Diversity, Inclusion & Anti-Racism Council, Co-Chair (2020-present)
2017-present	Scholarship Committee, Chair (2018-present)
2017-present	Retention Committee
2017-present	Curriculum Committee
2021-2022	Promotions Committee
2018-2021	Student Advisory Board Chair
2017-2020	Library Liaison

Reynolds College of Arts & Letters

2022-present	College Budget Committee
2020-present	Diversity, Inclusion & Anti-Racism Council
2017-present	Proactive Advising Student Success Initiative, Media, Journalism & Film Department Liaison
2019-present	Thesis Committee Member Michaela Plummer, Communication (2019) Tyler Curran, Communication (2022)

University

2021-present	Faculty Senator, Media, Journalism & Film
2021-present	Faculty Mentor, Bear Bridge Mentoring Program for Diverse Faculty
2017-2021	Faculty Advisor, American Association of University Women at Missouri State University student organization

Professional

2022-2023	Secretary, Popular Culture Division, Central States Communication Association
2018-present	Ad hoc manuscript reviewer for <i>Communication</i> , <i>Culture & Critique</i> , <i>Feminist Media Studies</i> , <i>Journal of Fandom Studies</i> , <i>On_Culture</i> ,

	<i>Southern Communication Journal, International Journal of Communication</i>
2011-present	Paper Reviewer, National Communication Association, Critical Cultural Division, Feminist & Women's Studies Division
2020-2021	Secretary, Gender Studies Division, Southern States Communication Association
2013-2014	Organizing Committee Member, Console-ing Passions International Conference on Television, Video, Audio, New Media and Feminism, Columbia, MO
2011	Graduate Student Representative, Feminist and Women's Studies Division, National Communication Association

Professional Development

2021-2022	Provost Academic Leadership Series, Missouri State University
2018	Online Course Development, Missouri State University Faculty Center for Teaching and Learning
2017	Peer Mentoring Teaching Workshop, Missouri State University College of Arts and Letters
2017	Master Advisor Workshop, Missouri State University
2016	DegreeWorks Training Workshop, Missouri State University
2015	Online Teaching Foundations, University of Missouri Educational Technologies
2015	Designing Courses for Significant Learning Seminar, University of Missouri Office of Academic Affairs
2013-2014	Preparing Future Faculty Seminar, University of Missouri Graduate School

Professional Association Affiliations

2007-present	National Communication Association
2022-present;	Central States Communication Association
2008-2013	
2014-2021	Southern States Communication Association
2017-2018	Popular Culture Association

Community organizational memberships

2021-present	Griffiths Leadership Society for Women, University of Missouri
2021-present	Murray State University Alumni Association
2021-present	League of Women Voters of Southwest Missouri
2017-present	American Association of University Women