

# ADAM RICHARD ROTTINGHAUS

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## APPOINTMENTS

### The University of Tampa

Assistant Professor of Communication (2016-current)

Instructor (2015-2016)

## EDUCATION

### University of North Carolina - Chapel Hill

Ph.D., Communication Studies (2016)

Certificate in Cultural Studies

**Advisor:** Sarah Sharma

**Committee:** Lawrence Grossberg, Dennis Mumby, Michael Palm, Jeremy Packer (NC State),  
Cathy Davidson (City University of New York, Duke University)

**Dissertation Title:** Keeping Pace: Business-to-Business Marketers and Emerging  
Technologies in the Consumer Electronics Industry

### North Carolina State University

M.S., Communication (2009)

### Grand View University

B.A., Graphic Design and Graphic Journalism (2004)

## RESEARCH

### Journal Articles

Hardin, Carolyn, & **Adam Rottinghaus**, 2015, "Introducing a Cultural Approach to Technology in Financial Markets." *Journal of Cultural Economy*. Vol. 8.5, 547-563.

Rottinghaus, Adam, Roseann Pluretti, & Daniel Sutko, "The End of Material Scarcity: Dystopia and Immanent Critique of Capitalism," in "Imagining Futuretypes: Speculative Fiction as Nexus of Power, Resistance, Anxiety and Hope," eds. Lonny J Avi Brooks & Aram Sinnreich, special issue, *International Journal of Communication*, (Forthcoming).

Adams, Aubrie, **Adam Rottinghaus**, & Ryan Wallace, "Narratives on Extending and Transcending Mortality: An Essay on Implications for the Future," in "Imagining Futuretypes: Speculative Fiction as Nexus of Power, Resistance, Anxiety and Hope," eds. Lonny J Avi Brooks & Aram Sinnreich, special issue, *International Journal of Communication*, (Forthcoming).

Sinnreich, Aram, Jessa Lingel, Gideon Lichfield, **Adam Rottinghaus**, & Lonnie J Avi Brooks, "Everybody and Nobody: Visions of Individualism and Collectivity in the Age of AI," in "Imagining Futuretypes: Speculative Fiction as Nexus of Power, Resistance, Anxiety and Hope," eds. Lonny J Avi Brooks & Aram Sinnreich, special issue, *International Journal of Communication*, (Forthcoming).

Sutko, Daniel, Jessa Lingel, Aubrie Adams, & **Adam Rottinghaus**, "The Medium is the Message of the Future: Tyranny of Media in Organizing our Imaginary," in "Imagining Futuretypes: Speculative Fiction as Nexus of Power, Resistance, Anxiety and Hope," eds. Lonny J Avi Brooks & Aram Sinnreich, special issue, *International Journal of Communication*, (Forthcoming).

## Conference Presentations

- Rottinghaus, Adam, & Carolyn Hardin. 2016 "The Hinterland of Finance: Information, Representation, and Risk in Financial Markets" International Crossroads Conference, Association for Cultural Studies Conference. December 2016. Sydney, Australia. Presentation.
- Rottinghaus, Adam, et al. "The 100--From Cybertypes to Futuretypes: Reading Science and Science Fiction Alongside Emerging Digital Subjectivities." National Communication Association. November 2014. Chicago, IL. Panel Discussion.
- Rottinghaus, Adam, & Carolyn Hardin. "Carpets, Rivers, Flows, Scopes and Networks: Confusing Media and Metaphor in Sociology of Financial Markets." ASPECT Conference. March 2014. Blacksburg, VA. Presentation.
- Rottinghaus, Adam. "The Federal Trade Commission Case Against Kevin Trudeau, or Cons and Tricks "They" Don't Want You to Know About!" Annual Convention, National Communication Association. November 2013. Washington D.C. Presentation.
- Rottinghaus, Adam. "Business-to-Business Webinars: Missed Connections in Marketing and Consumption." Annual Convention, National Communication Association. November 2013. Washington D.C. Presentation.
- Rottinghaus, Adam. "Intel, Moore's Law and an Industry Defined by the Future" Annual Convention, National Communication Association. November 2013. Washington D.C. Presentation.
- Rottinghaus, Adam. "Early Adopters: Popular Business Literature and Class Temporalities." International Crossroads Conference, Association for Cultural Studies Conference. July 2012. Paris, France. Presentation.
- Rottinghaus, Adam. "Multi-Mediated Man: Marcuse, Kittler and Politics in a Digital Culture." Annual Convention, National Communication Association. November 2012. Orlando, FL., Presentation.
- Rottinghaus, Adam, & Sutko, Dan. "River-City Assemblages: Floods, Disasters and the Construction of Social Space." Annual Convention, National Communication Association. November 2010. San Francisco, CA. Presentation.
- Rottinghaus, Adam, & Sutko, Dan. "Decibels of Discipline :: Colors of Control - Disciplinarity, Control, and Disaster Management Communication Technologies." Annual Convention, National Communication Association. November 2009. Chicago, IL. Presentation.
- (Top Student Papers Panel Critical and Cultural Studies)**
- Rottinghaus, Adam. "I Love My Team/TV: Communication Techniques of Sports Fans in Mediated Space." Annual Convention, Southern States Communication Association. April 2009. Norfolk, VA. Presentation.

## TEACHING

### Courses

- Principles of Advertising (UT - entry level)
- Media Aesthetics and Creativity (UT - entry level)
- Advertising Campaigns (UT- senior capstone for Advertising/PR major)
- Visual Literacy (UT - entry level)
- Mass Media and Society (UT - entry level)
- Writing for Advertising (UT - advanced undergraduate)
- Media and Popular Culture (UNC - advanced undergraduate)
- Practices in Cultural Studies (UNC - sole core course for major)
- Intro to Media Studies: Theory, History, and Criticism (UNC - entry level)

## PROFESSIONAL SERVICE AND DEVELOPMENT

Reviewer for NCA Critical and Cultural Studies Division

Reviewer for NCA Communication and the Future Division

Lucia Morgan Scholarship for Professional Service 2012 (**competitive department award**)

Communication Studies Graduate Student Association executive committee

Graduate Studies Committee Liaison (2011)

Chair of Social Life (2010)

### Professional Memberships

National Communication Association

Association for Cultural Studies

Business Marketing Association

Charisma Network for the Study of Consumer Markets

## FELLOWSHIPS, GRANTS, AND AWARDS:

### Dissertation Completion Fellowship (2014-2015)

Dissertation Completion Fellowships are highly competitive fully-funded, university-wide fellowships offered by the graduate school to advanced doctoral candidates.

### Grant

\$5,000 Grant from the Kenan-Biddle Foundation for Duke/UNC Collaborative Scholarship (2012)

Co-Founder of Semaphore: A Student-led Working Group on Media and Technology, an organization which established an intellectual and social network across disciplines and institutions for emerging scholars (students and faculty) who are broadly interested in media and/or technology.

### Graduate Research Consultant at UNC (GRC)

Directed student research for Prof. Lawrence Grossberg

Comm 089: Countercultures, Politics and Culture (Fall 2010, Spring 2012)

Awarded funded GRC for my course Comm 350: Practices in Cultural Studies (Fall 2011, Spring 2012, Fall 2012, Spring 2013)

### Elsewhere Artist Collective – Scholar in Residence (2011)

**“Modern Media Maze”** A walk-through magazine installation from an archive as a criticism of modern news and entertainment media which included ISSN cataloging.

**Storefront Lecture** “Media Archeology” with Whitney Trettien. Greensboro, NC.

## ADVERTISING AND DESIGN EXPERIENCE

Freelance Graphic Designer and Art Director (active since 2000)

R+M - Graphic Designer/Jr Art Director (July 2005 - July 2008)

Rock Communications - Production Layout Artist (June 2004 - June 2005)

### Production Skills

Expert in Adobe Creative Suite for Print, Web and Multi-Media:

Photoshop, Illustrator, InDesign, Flash, After Effects, Dream Weaver

### Website Programming Languages

HTML, CSS