

Ashley A. Hinck

CONTACT INFORMATION

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POSITIONS HELD

Assistant Professor, 2015-current

Communication Arts Department, Xavier University, Cincinnati, OH

Lecturer and Teaching Assistant, 2009-2015

Communication Arts Department, University of Wisconsin-Madison, Madison, WI

EDUCATION

Doctor of Philosophy, Communication Arts (May 2015)

PhD Minor: Digital Communication

Dissertation: "Fan-Based Performances of Citizenship: Fandom, Public Engagement, & Politics" [**winner of the 2015 Linda Lee Kaid Dissertation Award from NCA's

Political Communication Division]

University of Wisconsin-Madison

Master of Arts, Communication Arts (June 2011)

University of Wisconsin-Madison

Bachelor of Arts, Communication Studies (December 2008)

Creighton University

PUBLICATIONS

Books

Hinck, A. (Accepted/Under Contract). *Politics for the Love of Fandom: Fan-Based Citizenship in the Digital Age*. Louisiana State University Press.

Booth, P., Davison, A., Hess, A., & Hinck, A. (Accepted/Under Contract). *Poaching Politics: Trolls, Fans, & Participatory Culture in the 2016 US Presidential Election*. Peter Lang. In the "Frontiers in Political Communication" series edited by Mitchell McKinney and Mary Stuckey.

Journal Articles

Hinck, A. (2018). Digital ghosts in the modern classroom. *Hybrid Pedagogy: An Open-Access Journal of Learning, Teaching & Technology*. <http://hybridpedagogy.org/digital-ghosts-modern-classroom/>

Hunting, K. & Hinck, A. (2017). "I'll see you in Mystic Falls": Intimacy, feelings, and public issues in Ian Somerhalder's celebrity activism. *Critical Studies in Media Communication*, 34(5), 432-448.

Hinck, A. (2016). Ethical frameworks and ethical modalities: Theorizing communication and citizenship in a fluid world. *Communication Theory*, 26(1), 1-20. [**lead article]

Hinck, A. (2013). Framing the video essay as argument. *The Cinema Journal Teaching Dossier*, 2(1) Summer/Fall 2013, <http://www.teachingmedia.org/framing-the-video-essay-as-argument/>.

- Hinck, A. (2012). Theorizing a public engagement keystone: Seeing fandom's integral connection to civic engagement through the case of the Harry Potter Alliance. *Transformative Works and Cultures*, no. 10. doi:10.3983/twc.2012.0311.
- Hatfield, K., Hinck, A., & Birkholt, M. (2007). Seeing the visual in argumentation: A rhetorical analysis of UNICEF Belgium's Smurf PSA as a site of visual argumentation. *Argumentation & Advocacy*, 43(3&4), 144-151.

Book Chapters

- Hinck, A. (Accepted by editors). Shifting patterns of football fandom, team ownership, and digital media cultures: YouTube, FIFA videogames, and AFC Wimbledon. In S. Lawrence and G. Crawford (Eds.), *Digital football cultures*. New York: Routledge.
- Zolides, A. & Hinck, A. (Forthcoming). Debating a social media celebrity: Social media and Trump in the 2016 presidential debates. In E. Hinck (Ed.), *Presidential debates in a changing media environment—Volume II: The citizens talk back*. Santa Barbara, CA: Praeger.
- Hinck, A. (2017). Fluidity in a digital world: Choice, communities, and public values. In A. Hess & A. Davisson (Eds.), *Theorizing digital rhetoric* (pp. 98-111). New York: Routledge.
- Hinck, S., Ghanem, S., Hinck, A., and Kitsch, S. (2017). Exploring the decision to pursue a career in higher education administration: An analysis of gendered constraints and opportunities. In K. Cole and H. Hassel (Eds.), *Surviving sexism in academia: Strategies for feminist leadership* (pp. 29-37). New York: Routledge.
- Hinck, A. (2014). Serving online communities: Service-learning, internet studies, and online education. In S. L. Crabill and D. W. Butin (Eds.), *Community engagement 2.0?: Dialogues on the future of the civic in the disrupted university* (pp. 26-40). New York: Palgrave Macmillan.
- Hinck, A. (2012). Building bridges between sports and communication: The warm-up jog for the communication classroom. In F. Mullen and W. Mullen (Eds.), *Teaching Communication Creatively* (pp. 91-94). Lynchburg, VA: Liberty University Press.

RESEARCH IN PREPARATION

- Davisson, A. and Hinck, A. Soundbites, memes, and GIFs: Experiencing ambient public sentiment during the 2016 presidential debates. For *Critical Studies in Media Communication*. Essay drafted.
- Hinck, A. Mary Poppins Quits: moving affective ties through fan-based civic appeals. For *Quarterly Journal of Speech*. Essay drafted.

RESEARCH AWARDS & GRANTS

While at Xavier University

- *Xavier University Summer Fellowship* (2017): Awarded by Xavier University to fund summer research.

While at University of Wisconsin—Madison

- *UW Chancellor's Fellowship* (2015): One semester fellowship granted by the University of Wisconsin-Madison
- *UW Vilas Research Award* (2013, \$600): Grant to fund interviews and participant observation in Nebraska in Fall 2013, awarded competitively by the University of Wisconsin-Madison Graduate School.

- *UW Public Humanities Exchange* (2012, \$1,250): Grant to conduct a community project, given by the University of Wisconsin-Madison Center for the Humanities.
- *Top Four Student Papers Panel* (2009): Rhetorical and Communication Theory Division: Awarded at the National Communication Association Conference in Chicago, IL.

INVITED TALKS

- “Digital Activism and the Project for Awesome.” A presentation invited by Associate Dean Leslie Withers and given at the College of Communication and Fine Art’s Fall Brown Bag event for Central Michigan University on November 18, 2014.
- “Fan Performances of Citizenship.” A presentation invited by Josh Shepperd and given at the Department of Media Studies at The Catholic University of America, Washington, D.C. on November 22, 2013.
- “Becoming Dumbledore’s Army: Strategic Unpairing in the Harry Potter Alliance’s Bid for Civic Transformation.” A talk at the University of Wisconsin-Madison Rhetoric, Politics, & Culture Colloquium on March 15, 2012.

CONFERENCE PRESENTATIONS

- Hinck, A. (2018). Fandom in official campaign communication: Politicians as fans and candidate values as fan values. Paper to be presented at the Fan Studies Network North America Conference. Chicago, IL.
- Hinck, A. (2018). Political organizing in online fan communities. Paper to be presented at the annual meeting of the American Political Science Association. Boston, MA.
- Hinck, A. (2017). Trek against Trump: Star Trek fandom in the 2016 US presidential election. Paper to be presented at the annual meeting of the National Communication Association. Dallas, TX.
- Hinck, A. (2017). Rhetorical theory and digital culture: Key questions and future directions Roundtable. Panel to be presented at the annual meeting of the National Communication Association. Dallas, TX.
- Hinck, A. (2017). Symposium on theorizing communication in a digitally networked age. Competitively selected for participation. Organized by Pennsylvania State University. University Park, PA.
- Hinck, A. (2017). Greenpeace’s LEGO campaign: Contested argument in networked and affective publics. Paper presented at the Alta Argumentation conference. Alta, UT.
- Hinck, A. (2017). Participated in the Digital Pedagogy Lab institute co-hosted by Hybrid Pedagogy and Kwantlen Polytechnic University. Vancouver, Canada.
- Hinck, A. (2017). Activism and politics in the Harry Potter fandom. Paper presented at the DePaul Pop Culture Symposium on Harry Potter, Chicago, IL.
- Hinck, A. (2017). Ted Cruz is a Star Wars fan: Deploying fandom for in the 2016 US presidential campaign. Paper presented at the Society for Cinema and Media Studies. Chicago, IL.
- Hinck, A. (2016). LEGO, LUGs, and locality: Making room for women in LEGO fandom. Paper presented at the Fan Studies Network conference. Norwich, United Kingdom.
- Hinck, A. (2016). “Everything is NOT awesome”: Greenpeace, LEGO, and Shell’s Arctic oil project. Paper presented at the Rhetoric Society of America conference. Atlanta, GA.
- Hinck, A. (2015). Nerdfighters and the Project for Awesome. Paper presented at the annual meeting of the National Communication Association. Las Vegas, NV.

- Hinck, A. (2015). Fluidity. Theorizing digital and networked rhetorics: Nine key concepts. Roundtable at the annual meeting of the National Communication Association. Las Vegas, NV.
- Hinck, A. (2015). Deploying affect for politics, translating affect into civic action: Funny or Die, Mary Poppins, and fan-based civic appeals. Paper to be presented at the Affect, images, and Digital Media conference hosted by the University of Utah. Salt Lake City, UT.
- Hinck, A. (2015). Participated in the Digital Pedagogy Lab institute hosted by the University of Wisconsin-Madison. Madison, WI.
- Hinck, A. (2015). Participated as a member of the grant and development opportunities (led by J. Michael Hogan) in Interdisciplinary Rhetorical Studies Workshop at the biennial institute for the Rhetoric Society of America. Madison, WI.
- Hinck, A. (2015). Fan-based citizenship performances: Fandom, public engagement, and politics. Paper presented as part of the Rhetorics of Citizenship Seminar (led by Cate Palczewski and Karma Chavez) at the biennial institute for the Rhetoric Society of America. Madison, WI.
- Hinck, A. (2015). Sports and rhetoric: Performances, sites, and politics. Roundtable at the Rhetoric Society of America University of Wisconsin-Madison Student Chapter Annual Symposium, Madison, WI.
- Hinck, A. and Aufderheide, T. (2015). "It's a color, big deal": Fan backlash, memetic frames, and the Iowa locker room controversy. Paper presented as part of a panel at the annual meeting of the Central States Communication Association, Madison, WI.
- Hinck, A. (2015). Shifting patterns of soccer fandom, team ownership, and digital media cultures: YouTube, FIFA 14, and the AFC Wimbledon Wombles. Paper presented as part of a panel at the annual meeting of the Society for Cinema and Media Studies, Montreal, Canada.
- Hinck, A. (2014). Being a Nebraska football player, being a Husker fan, and being a Nebraskan citizen: Football and Nebraskan Belonging. Paper presented as part of a panel at the annual meeting of the National Communication Association, Chicago, IL.
- Hinck, A. and Hunting, K. (2014). The Ian Somerhalder Foundation: Fan activism in the name of Damon, Ian and *The Vampire Diaries*. Paper presented at the annual meeting of the American Studies Association, Los Angeles, CA.
- Hinck, A. (2013). Fan performances of citizenship. Position paper presented for a roundtable at the "Situated discourses of citizenship" preconference at the annual meeting of the National Communication Association, Washington, DC.
- Hinck, A. (2013). Doctor Who as resources for citizenship: A public humanities project. Paper presented at DePaul's Doctor Who Colloquium. Chicago, IL.
- Hinck, A. (2012). Lou Gehrig's "Farewell to Baseball": Fandom subjectivity and fandom community in baseball and democracy. Paper presented at the annual meeting of the National Communication Association, Orlando, FL.
- Hinck, A. (2012). Online video as protest: Defining community and unity in the 2011 Wisconsin protests. Paper presented at the annual meeting of the National Communication Association, Orlando, FL.
- Hinck, A. (2012). The co-production of rhetoric in user-generated content spaces. Paper presented at the annual meeting of the National Communication Association, Orlando, FL.

- Hinck, A. (2011). *Protesting digitally: The 2010 Wisconsin union protests*. Paper for a round table discussion for presentation at the annual meeting of the National Communication Association, New Orleans, LA.
- Hinck, A. (2011). *Locating citizenship in online content production*. Paper presented at the annual meeting of the Association of Internet Researchers, Seattle, WA.
- Hinck, A. (2011). *Becoming Dumbledore's army for the real world: Civic transformation in the Harry Potter Alliance's social movement rhetoric*. Paper presented at the First Annual UW-Madison Rhetoric Symposium, Madison, WI.
- Hinck, A. (2011). *Fandom's restoration of postmodern society's empty signifiers*. Paper presented at the meeting of the Central States Communication Association, Milwaukee, WI.
- Hinck, Ashley. (2011). *The practice of citizenship through online social movements: An alternative perspective*. Paper presented at the Midwest Winter Workshop, The University of Iowa, Iowa City, IA.
- Hinck, A. (2010). *Fantasy, imitation, and social activism in fandom rhetoric*. Paper presented at the meeting of the Association of Internet Researchers, Gothenburg, Sweden.
- Hinck, A. (2010). *Adding the public sphere to perspectives of communication in nonprofit organizations*. Position paper presented at the National Communication Association Conference, San Francisco, CA.
- Hinck, A. (2010). *Building bridges between sports and communication: The warm-up jog for the communication classroom*. Paper presented at the meeting of the National Communication Association Conference, San Francisco, CA.
- Hinck, A. (2010). *The rhetoric of Tarbell's *The History of the Standard Oil Company*: Blending and invention*. Paper presented at the Midwest Winter Workshop, Northwestern University, Chicago, IL.
- Hinck, A. (2009). *Identification through metaphor in the Harry Potter Alliance's Darfur campaign*. Paper presented at the meeting of the National Communication Association Conference, Chicago, IL.
- Hinck, A & Hatfield, K. (2007). *Seeing the visual in argumentation: A rhetorical analysis of UNICEF Belgium's Smurf PSA as a site of visual argumentation*. Presented at the National Communication Association Conference, Chicago, IL.

TEACHING EXPERIENCE

- COMM 221: Introduction to Digital Media (Fall 2015-current)
- COMM 235: Digital Design (Fall 2015-Spring 2017)
- COMM 321: Advanced Digital Media (Spring 2016, Fall 2016, Fall 2017, Fall 2018)
- COMM 489: Senior Seminar in Digital Media (Spring 2017, Spring 2018)
- COMM 385: Media, Democracy, and the Public (Fall 2017)
- HONR 300: Models of Fandom (Fall 2018)

TEACHING AWARDS & GRANTS

While at Xavier University

- *Digital Pedagogy Lab Institute Scholarship (2017)*: Competitively awarded by the Digital Pedagogy Lab Institute to enable participation in their annual institute.
- *Xavier University Wheeler Grant (2016, \$12,452.00)*: With Ben Chamberlain; Grant to buy and install a sound booth in the Digital Media Lab to support music recording in the

Music Department and podcast recording in the Digital Media Minor, awarded competitively by Xavier University.

- *NCA Linda Lee Kaid Best Dissertation Award* (2015): Awarded by the Political Communication Division of the National Communication Association for best dissertation project, Fall 2015.
- *Xavier University Faculty Technology Grants* (2015, \$10,000): With Gwyn Mellinger; Grant to buy digital cameras for Introduction to Digital Media, a core course in the new Digital Media Minor, awarded competitively by Xavier University.

While at University of Wisconsin—Madison

- *UW College of Letters and Sciences Teaching Fellow* (2014-2015): Awarded to only 15 instructors across the university who demonstrate excellence in teaching; fellows lead workshops for incoming TAs.
- *UW Writing-Across-the-Curriculum Teaching Assistant Fellow* (2014): Awarded for excellence in teaching in writing-intensive courses; fellows help to plan and lead a two-day training for new TAs of writing intensive courses; awarded by the University of Wisconsin-Madison Writing-Across-the-Curriculum Program.
- *UW Honored Instructor Award* (2013): Awarded for outstanding classroom instructors based on student nominations; awarded by the University of Wisconsin-Madison University Housing.

SERVICE

For the Department

- Serve as the departmental liaison to the Political Communication Minor, 2015-present.
- Manage the Communication Arts Department website and social media, 2015-present.
- Served as a departmental representative at X-Day, November 2015 & October 2016.
- Served as a departmental representative for the Majors & Minors Fair, October 2016.
- Developed the Digital Media Major curriculum and proposal with Dr. Gwyn Mellinger, 2015.
- Organized Debate Watch Parties sponsored by the Digital Media Minor and the Political Communication Minor, 2015.

For the College and University

- Serve as chair of the Digital Media Taskforce, 2017-present.
- Serve on the Oral Communication Flag committee (member, 2016-2017; chair, 2017-present).
- Served as a panelist for the Preparing Future Faculty event, 2017.
- Led a session for Manresa, 2016.
- Presented a workshop on Zotero for faculty, 2016.
- Served on the search committee for the Digital Media Lab Videographer, 2015.

For the Discipline

- Reviewed submissions for the Rhetoric and Communication Theory division of the National Communication Association (NCA), 2018
- Served on the committee for the Cooper Award for Graduate Teaching for the Central States Communication Association (CSCA), 2017-2018.
- Served on the Nominating Committee for the Rhetoric and Communication Theory division of the National Communication Association (NCA), 2017-2018.

- Served on the Federation Prize Award committee for the Central States Communication Association (CSCA), 2016.
- Served on the Linda Lee Kaid Dissertation Award committee for the Political Communication division of the National Communication Association (NCA), 2016.
- Served as a reviewer for the Political Communication Division of the International Communication Association (ICA), 2015.
- Served as a reviewer for the *Western States Communication Journal* (2017).
- Served as a reviewer for *Transformative Works and Cultures* (2012).

For the Public

- Presentation for the Reading, Ohio, Historical Society on social media, October 6, 2016.
- Presentation on “What Fan Activism Means for State Legislators” during a panel at the meeting of the National Conference of State Legislatures in Madison, WI, October 12, 2012.

MEDIA INTERVIEWS (interviewed as an expert in the discipline)

- Whitney Gent on “A Public Affair,” *WORT*, interview about fan-based citizenship on March 23, 2016, <http://www.wortfm.org/fandoms-guiding-civic-engagement-in-the-general-election/>
- Dr. Keith Strudler and Geoff Brault, *The Classroom on ESPN 1220*, interview about athletes endorsing political candidates on September 19, 2015.
- Simon Schustor, *The State News* (Michigan State University), interview about online activism on February 3, 2015.
- Jane Burns. *Wisconsin State Journal*, “Wizard World Comic Con goes beyond the comics,” February 2, 2015, http://host.madison.com/entertainment/television/wizard-world-comic-con-goes-beyond-the-comics/article_92708180-4433-54cf-ae3b-b9695708b7ea.html
- Kent Watson and Brian Standing, “Geeks Save the World,” *The 8 O’Clock Buzz*, WORT 89.9 FM, September 23, 2013, <http://www.wortfm.org/geeks-save-the-world/>
- Jolyon Jenkins, Interview about fan activism, BBC Radio, September 16, 2013. The radio story “Fan Power” was published on November 11, 2013, <http://www.bbc.co.uk/programmes/b03gvd82>

BLOG POSTS (accepted by blog editors)

In Media Res

- “Trump-Voldemort Metaphors in the 2016 US Presidential Election,” *In Media Res*, November 14, 2016, <http://mediacommons.futureofthebook.org/imr/2016/11/14/trump-voldemort-metaphors-2016-us-presidential-election> [featured in the ProfHacker column on *The Chronicle of Higher Education*: <http://www.chronicle.com/blogs/profhacker/weekend-reading-post-election-classroom-resources/63213>]

Rhetorically Speaking (run by the University of Wisconsin-Madison Rhetoric, Politics, & Culture program)

- “As You’re Tweeting the National Championship Game...,” *Rhetorically Speaking*, April 6, 2015, <http://rhetoric.commarts.wisc.edu/?p=276>

- “Thai Protesters’ Use of the Hunger Games 3-Finger Salute as a Form of Resistance and Critique,” *Rhetorically Speaking*, June 4, 2014, <http://rhetoric.commarts.wisc.edu/?p=169>
- “Why Rhetoricians Need to Pay Attention to Fan Culture,” *Rhetorically Speaking*, May 29, 2014, <http://rhetoric.commarts.wisc.edu/?p=150>
- “China, Japan, and Voldemort,” co-authored with Judy Y. for *Rhetorically Speaking*, February 3, 2014, <http://rhetoric.commarts.wisc.edu/?p=92>
- “Team Jack: What It Means to Be a Husker,” *Rhetorically Speaking*, January 9, 2014, <http://rhetoric.commarts.wisc.edu/?p=75>

Antenna: Responses to Media & Culture (run by the University of Wisconsin-Madison Media & Cultural Studies program)

- “The Wire, Freddie Gray, and Collective Social Action,” *Antenna: Responses to Media & Culture*, April 28, 2015, <http://blog.commarts.wisc.edu/2015/04/28/the-wire-freddie-gray-and-collective-social-action/>
- “Popular Culture and Politics: The Hunger Games 3-Finger Salute in Thai Protests,” *Antenna: Responses to Media & Culture*, June 4, 2014, <http://blog.commarts.wisc.edu/2014/06/04/popular-culture-and-politics-the-hunger-games-3-finger-salute-in-thai-protests/>
- “Harry Potter Takes Fans from Apathy to Activism,” *Antenna: Responses to Media & Culture*, January 24, 2011, <http://blog.commarts.wisc.edu/2011/01/24/harry-potter-takes-fans-from-apaty-to-activism/>

Imagine Better (the Harry Potter Alliance’s Blog)

- “Hermione Visits Madison, WI,” *Imagine Better*, March 29, 2011, <http://thehpalliance.org/2011/03/hermione-visits-madison-wisconsin/>

DIGITAL MEDIA PRODUCTION SKILLS

- Website design with CSS and HTML
- Image manipulation in Adobe Photoshop
- Sound editing in Adobe Audition
- Video editing in iMovie and Adobe Premiere
- Experience with digital video, including lighting, sound, and editing

PROFESSIONAL MEMBERSHIPS

- The American Political Science Association (APSA), 2018-present
- National Communication Association (NCA), 2007-present
- Central States Communication Association (CSCA), 2008-present
- Association of Internet Researchers (AoIR), 2010-present
- Society for Cinema and Media Studies (SCMS), 2011-present
- International Communication Association (ICA), 2013-present
- Rhetoric Society of America (RSA), 2014-present
- American Studies Association (ASA), 2014-2015