

Zachary Sheldon

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Waco, TX 76706

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EDUCATION

Ph.D. - Communication -- Media, Culture, and Identity (*In progress*)
Graduate Certificate in Film and Media Studies
Dissertation - Christian Influence: Social Media and the Legitimacy of the Famous Faithful
Texas A&M University, College Station, TX
Advisor: Heidi A. Campbell, Ph.D.

M.A. - Communication -- Film & Digital Media (2018)
Baylor University, Waco, TX
Thesis - Digital Characters in Cinema: Phenomenology, Empathy, and Simulation
Advisor: Joseph G. Kickasola, Ph.D.

B.A. - Communication -- Integrated Media (2016)
Geneva College, Beaver Falls, PA

TEACHING AND PROFESSIONAL EXPERIENCE

2020-Present: Lecturer, Department of Film and Digital Media, Baylor University

2018-2020: Graduate Teaching Assistant, Department of Communication,
Texas A&M University

2016-2018: Videographer, Baylor University Graduate Schools

RESEARCH INTERESTS

Media Studies, Film Studies, Digital Religion, Philosophy of Technology, Film Philosophy

PUBLICATIONS

JOURNAL ARTICLES

Sheldon, Z. (*In Press*). "Treasures and wrecks: Postmodernity, new sincerity, and the limits of hegemonic creativity" at *Studies in Popular Culture*.

Campbell, H.A. and Sheldon, Z. (2021). Religious responses to social distancing revealed through memes during the COVID-19 pandemic. *Religions*, 12: 787. DOI: [10.3390/rel12090787](https://doi.org/10.3390/rel12090787)

Romanowski, M. & Sheldon, Z. (2020). "Time to ranch it up!": Ethics and satire in new media. *Critical Studies in Television*, 15(3), pp. 239-254. DOI: [10.1177/1749602020935746](https://doi.org/10.1177/1749602020935746)

- Sheldon, Z. (2020). "God said, 'you're hearing the voice of the president'": Citizenship in *The Trump Prophecy*. *Journal of Media and Religion*, 19(3), pp. 93-107. DOI: [10.1080/15348423.2020.1812338](https://doi.org/10.1080/15348423.2020.1812338)
- Sheldon, Z. (2020). The limits of faith-based organizations: Lessons from a Big Idea. *Communication Studies*, 71(4), pp. 568-583. DOI: [10.1080/10510974.2020.1749684](https://doi.org/10.1080/10510974.2020.1749684)
- Sheldon, Z. (2020). Paratexts and the making of the 'digital auteur.' *Cinephile*, 14(1), pp. 26-31.
- Campbell, H.A., Sheldon, Z., Gibson, J., & Guzman, G. (2020). Technological and mediated identity in American multisite churches. *Ecclesial Practices*, 7(1), pp. 11-31. DOI: [10.1163/22144417-bja10002](https://doi.org/10.1163/22144417-bja10002) [Lead article]
- Sheldon, Z. (2020). Unmasking the devil: Comfort and closure in horror film special features. *Popular Culture Studies Journal*, 8(1), pp. 24-42.
- Sheldon, Z. (2020). The artistic evangelism of David Lynch: Transcendental meditation, world peace, and Laura Palmer. *NANO: New American Notes Online*. <https://nanocrit.com/issues/issue15/Sheldon>
- Sheldon, Z. (2020). Public memory and popular culture: Biopics, #MeToo, and David Foster Wallace. *Atlantic Journal of Communication*. DOI: [10.1080/15456870.2020.1712603](https://doi.org/10.1080/15456870.2020.1712603)
- Sheldon, Z., Romanowski, M., & Shafer, D.M. (2019). Parasocial interactions and digital characters: The changing landscape of cinema and viewer/character relationships. *Atlantic Journal of Communication*. DOI: [10.1080/15456870.2019.1702550](https://doi.org/10.1080/15456870.2019.1702550)
- Sheldon, Z. (2019). Hell house or something more?: Horror, love, and mental illness. *Northern Lights Film and Media Studies Yearbook*, 17(1), pp. 43-56. DOI: [10.1386/nl_00004_1](https://doi.org/10.1386/nl_00004_1)
- Sheldon, Z. (2019). The Gollum problem: Empathy and digital characters in cinema. *Animation: An Interdisciplinary Journal*, 14(3), pp. 207-221. DOI: [10.1177/1746847719881702](https://doi.org/10.1177/1746847719881702)
- Sheldon, Z. (2019). Religion and culture in *Inherit the wind*. *Journal of Religion and Film*, 23(2), Article 2.
- Sheldon, Z. (2019). The Babylon bee: Countersymbols and Christian satire. *Journal of Communication and Religion*, 42(1), pp. 33-45.
- Sheldon, Z. & Romanowski, M. (2018). Amazing! Two graduate students wrote about stupid internet stuff and got away with it (Page 10 will blow your mind!). *Online Journal of Communication and Media Technologies*, 8(4), pp. 293-307. DOI: [10.12973/ojcm/3953](https://doi.org/10.12973/ojcm/3953)

BOOK CHAPTERS

Sheldon, Z. & Romanowski, M. (*In Press*). Control freak: Dimensions of the digital auteur. In K. Clavin (Ed.), *ReFocus: The films of David Fincher*. University of Edinburgh Press.

Campbell, H.A., & Sheldon, Z. (*In Press*). Community. In H.A. Campbell & R. Tsuria (Eds.), *Digital religion: Understanding religious practice in new media worlds*, 2nd Ed. Routledge.

Sheldon, Z. (*In Press*). Fans, franchises, and cultural production: What *The Hobbit* and Disney's *Star Wars* tell us about the internet and media entertainment culture. In R. Knight & D. Quist (Eds.), *Who makes the franchise?: Essays on fandom and wilderness texts in popular media*. Jefferson, NC: McFarland.

Sheldon, Z., & Campbell, H.A. (2021). Divine revelation and digital religion. In B. Mezei, F.A. Murphy, and K. Oakes (Eds.), *The Oxford handbook of divine revelation* (pp. 651-664). Oxford: Oxford University Press.

Sheldon, Z. (2020). Stories internet memes tell us about social distancing. In H.A. Campbell (Ed.), *Social distancing in a world of memes* (pp. 4-16). College Station, TX: Digital Religion Publications. Available electronically at <https://hdl.handle.net/1969.1/188699>

Campbell, H.A., & Sheldon, Z. (2020). What do internet memes focused on social distancing tell us about people's response to the pandemic? In H.A. Campbell (Ed.), *Social distancing in a world of memes* (pp. 17-20). College Station, TX: Digital Religion Publications. Available electronically at <https://hdl.handle.net/1969.1/188699>

Sheldon, Z. (2020). Grassroots evangelism: Returning to the principles of Christianity. In H.A. Campbell (Ed.), *Religion in quarantine: The future of religion in a post-pandemic world* (pp. 48-51). College Station, TX: Digital Religion Publications. Available electronically at <https://hdl.handle.net/1969.1/188004>

Sheldon, Z. (2020). A house without kindness: Hill house and the phenomenology of horrific space. In K.J. Wetmore (Ed.), *The streaming of hill house: Essays on the haunting Netflix adaptation* (pp. 50-60). Jefferson, NC: McFarland.

Sheldon, Z. (2020). Social physics and the moral economy of spreadable media: An integrated model for communication networking. In C. Winkler (Ed.), *Networking argument* (pp. 362-367). New York: Routledge.

BOOK REVIEWS

Sheldon, Z. (2020). "Review of *Anti-Fandom: Dislike and Hate in the Digital Age*" edited by Melissa A. Click. *The Journal of Fandom Studies*, 8(2), pp. 221-222. DOI: [10.1386/jfs_00018_5](https://doi.org/10.1386/jfs_00018_5)

Sheldon, Z. (2020). Review: "America's dark theologian: The religious imagination of Stephen King" by Douglas E. Cowan. *The Journal of Communication and Religion*, 43(2), pp. 91-93.

Sheldon, Z. (2020). Review: “The cow in the elevator: An anthropology of wonder” by Tulasi Srinivas. *Journal of Religion, Media and Digital Culture*, 9(1), pp. 131-133.

Sheldon, Z. (2019). Review: “Beautiful, Bright, and Blinding: Phenomenological Aesthetics and the Life of Art” by H. Peter Steeves. *Popular Culture Studies Journal*, 7(2), pp. 348-351.

Sheldon, Z. (2019). Review: “Living with the Gods: On Beliefs and Peoples” by Neil MacGregor. *Journal of Religious & Theological Information*, 18(4), pp. 139-140.
DOI:[10.1080/10477845.2019.1631070](https://doi.org/10.1080/10477845.2019.1631070)

Sheldon, Z. (2019). Review: “Room to Dream” by David Lynch and Kristine McKenna. *Journal of Popular Culture*, 52(2), pp. 468-470. DOI:[10.1111/jpcu.12773](https://doi.org/10.1111/jpcu.12773)

Sheldon, Z. (2018). Review: “Videocracy: How YouTube is changing the world...with double rainbows, singing foxes, and other trends we can’t stop watching” by Kevin Allocca. *Studies in Popular Culture*, 41(1), pp. 166-168.

WORK UNDER REVIEW

Sheldon, Z. “The Famous Faithful: Classifying Religious Social Media Influencers” at *Journal of Religion, Media and Digital Culture*.

Sheldon, Z. “The Bee That Lost Its Sting: Christian Satire, Politics, and Hyper-Real Religion” at *Journal of Communication and Religion*.

CONFERENCE PRESENTATIONS

Competitively Selected

Sheldon, Z. (2021, November.) “How the Bee Lost Its Sting: Christian Satire and the Corruption of Politics” presented at Religions Communication Association Conference, Seattle, WA.

Sheldon, Z. (2021, November.) “Resisting Evangelical Power from Within: Beth Moore and Feminine Style” presented at National Communication Association Conference, Seattle, WA.
(Top Paper Panel – Spiritual Communication Division)

Sheldon, Z. (2021, November.) “A Train Arrives at the Station Again: Re-Remediation and Neoliberalism” presented at National Communication Association Conference, Seattle, WA.

Sheldon, Z. (2019, November.) “God Said, ‘You’re Hearing the Voice of the President’: Citizenship in *The Trump Prophecy*” presented at National Communication Association Conference, Baltimore, MD.
(Top Student Paper Panel - Theatre, Film, and New Multi-Media Division)

Sheldon, Z. (2021, September). "Christian Influence on Social Media: Legitimacy, Authenticity, and the Famous Faithful" presented at Rewiring the House of God: Religious Self-World Relations in the Digital Environment. Virtual workshop, hosted by University of Erfurt, Germany.

Sheldon, Z. (2019, February). "The Ontology of the Aural Phenomenon: Film, Sound Effects, and Reality" presented at Southwestern Popular/American Culture Association Conference, Albuquerque, NM.

Sheldon, Z. & Romanowski, M. (2018, November). "Netflix as Author: When Auteur Theory Meets Corporate Identity in the Contemporary Cinematic Landscape" presented at National Communication Association Conference, Salt Lake City, UT.

Sheldon, Z. (2018, November). "Digital Characters in Cinema: Phenomenology, Empathy, and Simulation" presented at National Communication Association Conference, Salt Lake City, UT.
(Top Student Paper Panel - Theatre, Film, and New Multi-Media Division)

Sheldon, Z. (2018, April). "Renovating Public Space: Identity and Memory, Success and Failure, and the BRIC" presented at Eastern Communication Association Conference, Pittsburgh, PA.

Sheldon, Z. (2017, November) "The New 'Holy Humor': Countersymbols and Christian Parody" presented at Religious Communication Association Conference, Dallas, TX.

Sheldon, Z. (2017, November). "Public Memory, Epideictic Rhetoric, and the Literary Icon: The End of the Tour and the Public Remembrance of David Foster Wallace" presented at National Communication Association Conference, Dallas, TX.
(Top Student Paper Panel - Theatre, Film, and New Multi-Media Division)

Sheldon, Z. (2017, October). "Fans, Franchises, and Cultural Production: What *The Hobbit* and Disney's *Star Wars* Tells Us About the Internet and Media Entertainment Culture" presented at Midwest Popular Culture Association/Midwest American Culture Association Conference, St. Louis, MO.

Sheldon, Z. (2017, July). "Social Physics and the Moral Economy of Spreadable Media: An Integrated Model for Communication Networking" presented at Alta Conference on Argumentation, Salt Lake City, UT.

Sheldon, Z. (2017, June). "Great Films as Great Texts: Philosophy of Communication and the Cinema" presented at Philosophy of Communication Conference, Pittsburgh, PA.

Sheldon, Z. (2016, March). "A Rhetoric of Intimacy: Convergence, Participation, and the Film/Viewer Relationship" presented at Eastern Communication Association Conference, Baltimore, MD.

COURSES TAUGHT

Media & Society (FDM 4340) – Baylor University
(Instructor of Record)

Digital Media Technologies (FDM 4314) – Baylor University
(Instructor of Record)

Media Programming (FDM 3321) – Baylor University
(Instructor of Record)

Introduction to Film (FDM 1309) – Baylor University
(Instructor of Record)

Visual Literacy: Sight, Sound, Motion (FDM 1304) – Baylor University
(Instructor of Record)

Small Group Communication (COMM 210) - Texas A&M University
(Instructor of Record)

Introduction to Public Speaking (COMM 203) - Texas A&M University
(Instructor of Record)

Guest Lectures

Media Ecology (COM 325) - Geneva College
-Guest Lecture, Fall 2021 - Researching Media Ecology (Virtual)

Media and Communication (COMM 330) - Texas A&M University
-Guest Lecture, Fall 2019 - Popular Music and Radio

Fine Arts Survey (FAS 101) - Baylor University
-Guest Lecture, Fall 2017 - Introduction to Film Studies and Directing

Cinema and the Humanities (ENG 212/HUM 304) - Geneva College
-Guest Lecture, Spring 2015, 2016 - Visual Rhetoric and Storytelling in Film

Mediated Communication (COM 250) - Geneva College
-Guest Lecture, Spring 2014 - Video Production for Advertising

TEACHING INTERESTS

Media and Society
Media History
Film Studies
Mass Communication

Media Writing
Philosophy and Film
Film and Video Production
Film and Video Editing

AWARDS & ACADEMIC GRANTS

Research Enhancement Grant, *Texas A&M University, Department of Communication*

-Research grant to acquire books and transcription services for media necessary to complete the book chapter “Control Freak: Dimensions of the Digital Auteur” in the volume *ReFocus: The Films of David Fincher (Forthcoming)*

2019 Top Student Paper, 2nd Place - Theatre, Film, and New Multi-Media Division, National Communication Association Conference, November 2019

Professional Development Grant, *Texas A&M University, College of Liberal Arts*

-Travel grant awarded for professional conference presentation of “The Ontology of the Aural Phenomenon: Film, Sound Effects, and Reality” at Southwest Popular and American Culture Conference, Albuquerque, New Mexico, February 2019

2018 Top Student Paper, 3rd Place - Theatre, Film, and New Multi-Media Division, National Communication Association Conference, November 2018

2017 Top Student Paper, 1st Place - Theatre, Film, and New Multi-Media Division, National Communication Association Conference, November 2017

SERVICE

Representative Senator, Texas A&M University GPSG (Graduate & Professional Student Government), 2019-2020

Graduate Awards Committee, Texas A&M University GPSG (Graduate & Professional Student Government), 2019-2020

Reviewer, International Communication Association, Mass Communication Division, 2019 (Washington, D.C.)

Reviewer, National Communication Association, Theatre, Film, and New Multi-Media Division, 2018 (Salt Lake City, UT)

Editorial Assistant, *A Companion to the Action Film* (2019, Wiley Blackwell), Kendrick, J. (Ed.)

PROFESSIONAL AFFILIATIONS

2017-Present, Religious Communication Association

2016-Present, Society of Motion Picture and Television Engineers

2016-Present, National Communication Association

2015-Present, Eastern Communication Association