

# Bernardo Alexander Attias

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## Education

Ph.D., University of Iowa, Department of Communication Studies, August 1997. Dissertation: *The End(s) of the American Dream* (Director: Bruce Gronbeck).  
B.S., Northwestern University, Evanston, Illinois, June 1988 (Major: Communication Studies; Minor: Political Science).

## Teaching Appointments

Professor, Department of Communication Studies, California State University, Northridge, Fall 2005-present.  
(Department Chair, 2007-2014).  
Associate Professor, Department of Communication Studies, California State University, Northridge, Fall 2000-Spring 2005.  
Assistant Professor, Department of Communication Studies, California State University, Northridge, Fall 1994-Spring 2000.  
Adjunct Assistant Professor, Rhetoric and Communication Department, Temple University, Spring 1994.

## Publications

But when, Now? *Baudrillard Now I* (Summer 2020): <https://www.baudrillard-scijournal.com>. (Issue introduction).  
Co-conspiring against the Fratriarchy (Response essay). *Women & Language* 42:1 (Spring 2019) 151-156.  
*Nasty Womanifestos: Remixing Feminisms for Social Change*: Special Issue of *Women & Language Online* 40:2 (2018). Co-edited with Jeanine M. Mingé. Co-author of "(Wo)manifestos" (Issue introduction).  
Gynaecracies: Female Supremacy and Feminist Heterotopia. Chapter co-authored with Nela Šuka in Guyonne Leduc, ed., *Inégalités Femmes-Hommes et Utopie(s)*. (Paris: L'Harmattan, 2017) 205-220.  
Authenticity and Artifice in Rock 'n' Roll: "And I Guess That I Just Don't Care." *Rock Music Studies* 3:2 (2016) 131-147.  
*DJ Culture in the Mix: Power, Technology, and Social Change in Electronic Dance Music*. Co-edited with Anna Gavanas and Hillegonda C. Rietveld. Sole author of Chapter 2, "Subjectivity in the Groove: Phonography, Digitality, and Fidelity." (New York and London: Bloomsbury, 2013).  
Off the Record: Turntablism and Controllerism in the Twenty-First Century. Part II. With tobias c. van Veen. *Dancecult: Journal of Electronic Dance Music Culture* 4:1 (2012).  
*Stand up, Speak out: The Practice and Ethics of Public Speaking*. Coauthored with Jason Wrench, Anne Goding, and Danette Ifert Johnson. (Irvington, New York: Flatworld Knowledge, Inc. 2012). Second edition published 2018.  
Meditations on the Death of Vinyl. *Dancecult: Journal of Electronic Dance Music Culture* 3:1 (2011).  
Off the Record: Turntablism and Controllerism in the Twenty-First Century. Part I. With tobias c. van Veen. *Dancecult: Journal of Electronic Dance Music Culture* 3:1 (2011).  
Towards a Rhetorical Understanding of Modern Terrorism. In Patricia Riley, ed., *Engaging Argument*. (Washington, DC: National Communication Association, 2006).  
Lost Lust: The Performative Remainder. *Liminalities: A Journal of Performance Studies* 2:1 (2006).  
"Police Free Gay Slaves": Consent, Sexuality, and the Law. *Left History* (Fall/Winter 2004).  
Technology and the Great Refusal: The Information Age and Critical Social Theory. In David Tabachnick and Toivo Koivukoski, eds., *Globalization, Technology, and Philosophy* (New York: SUNY Press, 2004).  
Who Writes? Scattered Speculations on Scholarship in Cyberspace. (Response Essay) *American Communication Journal* 6:3 (2003).  
Cocaine/Crack. In Tom Pendergast and Sara Pendergast, eds., *The St. James Encyclopedia of Popular Culture*. (Farmington Hills, Michigan: St. James Press, 1999).  
To Each Its Own Sexes: Towards a Rhetorical Understanding of Molecular Revolution. In Eleanor Kaufman and Kevin Jon Heller, eds., *Deleuze and Guattari: New Mappings in Politics/Philosophy/Culture*. (Minneapolis: University of Minnesota Press, 1998).  
Trinh T. Minh-ha's *Framer Framed*. (Book Review). *Iowa Journal of Cultural Studies* 12 (1993).

## Professional Conferences (2004-present)

- Essay, "Demagoguery and Conspiracy Theory: Rethinking Argument Education in the Time of Social Media." Tokyo Conference on Argumentation. Tokyo, Japan. 10-2 August 2020. Paper accepted; conference subsequently cancelled due to COVID-19 pandemic.
- Essay, "Congenial Collusion: Conspiracy Theory and Democratic Deliberation." Rhetoric Society of America. Portland, Oregon. 22-4 May 2020. Accepted for presentation; conference subsequently cancelled due to COVID-19 pandemic.
- Essay, "Sex Work and 'Modern-Day Slavery': The Rhetorical Power of Abolitionism." Western States Communication Association. Denver, Colorado. 22-4 February 2020.
- Essay, "Toward an Understanding of Sonic Appropriation as Political Argument." American Studies Association. Honolulu, Hawaii. 7-10 November 2019.
- Research Report, "Ethnography of the Vinyl Lounge: A Case Study in the Curation of Culture." The Asian Conference on Arts & Humanities. Tokyo, Japan. 29-31 March 2019.
- Discussant, "Evidence of Anxious Times: Hate Speech, Social Media, 3-D Gun Plans, and an Uncertain Supreme Court Future." Western States Communication Association. Seattle, Washington. 23-5 February 2019.
- Essay, "Discourses of 'Sexual Traffic': Sex Work, Rescue Narratives, and the International Division of Sexual Labor." 2018 Cultural Typhoon Conference. Ryukoku University, Kyoto, Japan. 23-24 June 2018.
- Essay, "Arguers as Thieves: Appropriation and Argument in Electronic Dance Music Culture." Fifth Tokyo International Conference on Argumentation. Rikkyo University, Kanagawa, Japan. 6-8 August 2016.
- Panelist, "Geographies of DJ Culture." Association of American Geographers Annual Meeting. San Francisco, California. 30 March 2016.
- Respondent, "Exploring Hip Hop Beyond its Beats and Rhymes: Opportunities to Analyze the Power of Music." National Communication Association. Las Vegas, Nevada. 18-22 November 2015.
- Essay, co-authored with Nela Šuka. "Gynaecocracies: Feminist Heterotopias Imagined and Real." Multidisciplinary conference, "Inégalité(s) hommes-femmes et utopie(s) (Antiquité-XXI siècle)." Université Charles de Gaulle. Lille, France. 18-20 June 2015.
- Respondent and Chair, "Gendered Sites and Sites of Gender: Competitive Performance Studies Papers." Western States Communication Association. Spokane, Washington. 19-24 February 2015.
- Essay, "War Ends, Drugs Win: Pleasure, Medicine, and the State." National Communication Association, Chicago, Illinois. 19-23 November 2014.
- Panel Chair, "'Eat, Pray, and Love' the Ciociaria Way: Communicating and Performing Regional Identity, Empowerment and Preserving Cultural Heritage of Ciociarian Cuisine through Slow Food Tourism, Feminist Archival Arch, Critical Ethnography and (Auto)biography." National Communication Association, Chicago, Illinois. 19-23 November 2014.
- Essay, co-authored with Nela Šuka, "All Men Must Die, or Serve? Female Supremacy and Feminist Heterotopia." Organization for the Study of Communication, Language, and Gender. Santa Clara, California. 16-19 October 2014.
- Essay, "Sounds of the City in Distress: Sonic Appropriation and Cultural Hybridity in Detroit Techno." Conserving Sounds, Telling Stories: First Annual Conference on Detroit Sound. Detroit Sound Conservancy. Detroit, Michigan. 23 May 2014.
- Essay, "Reconfiguring Culture? Sonic Appropriation in Electronic Dance Music." Hawaii International Conference on Arts & Humanities. 10-13 January 2014.
- Essay, "Subjectivity in the Groove: Digitality, Phonography, and Identity." International Association for the Study of Popular Music. Gijón, Spain. 24-28 June 2013.
- Essay, "Money, Speech, and the Freedom to Communicate: Revisiting *Citizens United*." Western States Communication Association. Reno, Nevada. 15-9 February 2013.
- Panel, "Crafting Networks of Support in Uncertain Times." Western States Communication Association. Reno, Nevada. 15-9 February 2013.
- Essay, "DJ Technologies and Performance Aesthetics in Electronic Dance Music." Hawaii International Conference on Arts & Humanities. 11-14 January 2013.
- Panel Response, "Rules for Radicals Redux: Contemporary Conservatism and Alinskyite Public Argument." National Communication Association. Orlando, Florida. 14-18 November 2012.
- Panel, "Advising and Inclusive/Invitational Rhetoric." Organization for the Study of Communication, Language, and Gender. Tacoma, Washington. 11-14 October 2012.
- Panel, "Globalization, Gender, Culture and Strategic Communication." Organization for the Study of Communication, Language, and Gender. Tacoma, Washington. 11-14 October 2012.
- Essay, "Sound Arguments: Debating Technology in Popular Music Subcultures." Fourth Tokyo International Conference on Argumentation. 10-12 August 2012.
- Panel Response, "Ghosts in the Machine: (Para)textuality, Trauma, and Popular Culture." National Communication Association. New Orleans, Louisiana. 19 November 2011.
- Short Course, "Freeing One's Voice: Using Free and Open Source Software, Literature, and Textbooks in the 21st Century College Classroom." National Communication Association. New Orleans, Louisiana. 19 November 2011.
- Featured Speaker, "Who Says Research Isn't Entertaining?" Degrees of Communication Seminar. College of Southern Nevada. Las Vegas, Nevada. 22 October 2011.

Essay, "Electronic Dance Music Scenes and Changing Conditions in DJ Culture." Current Issues in European Cultural Studies: Advanced Cultural Studies Institute of Sweden Conference. Norrköping, Sweden. 15-17 June 2011.

Panel Chair and Participant, "The DJ in Electronic Dance Music: Media Citizenship, Appropriation, and Cultural Hybridity." Society for Cinema and Media Studies. New Orleans, Louisiana. 11-14 March 2011.

Panel, "On the Power of Student Activism and (Wo)mentorship: Communication and Community: Both Global and Local." Western States Communication Association. Monterey, California. 18-22 February 2011.

Respondent, "Going Hybrid with the Basic Course: Creating Communities for Learning, Innovation and Assessment in the Public Speaking Course." Western States Communication Association. Monterey, California. 18-22 February 2011.

Chair, "(Re-Building a Bridge over the Troubled World: Social Justice, Argumentation, and Critical In(ter)vention." National Communication Association. San Francisco, California. 14-17 November 2010.

Performance, "Plagiarhythm Nation: Appropriation in Electric Dance Music." The Pop Conference at the Experience Music Project | Science Fiction Museum. Seattle, Washington. 17 April 2010.

Essay. "Cultural Hybridity, Authenticity, and Rhetorical Invention in Electronic Dance Music." Far West Popular and American Culture Association Conference. Las Vegas, Nevada. 12-14 March 2010.

Performance, with Jeanine Marie Mingé, "Naughty Needs: Storying Trauma and Desire." National Communication Association. Chicago, Illinois. 12-15 November 2009.

Panel, "A Dozen or So Years in and Five Years Out: The Critical and Cultural Studies Division and the National Communication Association." National Communication Association. Chicago, Illinois. 12-15 November 2009.

Essay, "The Table Dance: Performing the Commodity Process." Organization for the Study of Communication, Language and Gender. Los Angeles, California. 15-18 October 2009.

Performance, "Aporkalypse Now." Plenty of Rope. Network of Ensemble Theatres. San Francisco, California. 17-21 June 2009.

Performance, "Embodying Electronic Dance Music Cultures." The Pop Conference at the Experience Music Project | Science Fiction Museum. Seattle, Washington. 16-19 April 2009.

Essay, "Technology and the Body: The Role of the DJ in Electronic Dance Music Culture." Popular Culture Association/American Culture Association. New Orleans, Louisiana. 8-11 April 2009.

Panel, "The 'Crack Cocaine of College Life': Students, Popular Technologies, and the Ideological Conditions for a New Culture." Western States Communication Association. Mesa, Arizona. 14-17 February 2009.

Panel, "Emerging Racial Categories/Concepts." National Communication Association. San Diego, California. 21-24 November 2008.

Panel, "Sex Talk: Discursively Storying Our Sexual Identities." Organization for the Study of Communication, Language, and Gender. Nashville, Tennessee. 16-19 October 2008.

Essay, "Consulting Debra: Conspiracy Argumentation in the War on Terror." 3<sup>rd</sup> Tokyo Conference on Argumentation. Chuo University. Tokyo, Japan. 8-10 August 2008.

Essay, "From Wax Cylinders to Vinyl Symphonies: Historicizing DJ Culture." Association for Cultural Studies Crossroads Conference. University of the West Indies, Mona Campus. Kingston, Jamaica. 3-7 July 2008.

Essay and Performance, "Noise, Technology, and the Work of Art: Reconceptualizing the Turntable." Sixth Annual Meeting of the Cultural Studies Association. New York. 22-24 May 2008.

Essay, "'Target America': War on Drugs and Terror." Rhetoric Society of America. Seattle, Washington. 23-26 May 2008.

Moderator. "Resistance." The Pop Conference at the Experience Music Project | Science Fiction Museum. Seattle, Washington. 10-13 April 2008.

Essay, "What Would Jesus Smoke? Free Expression for Students After *Morse*." Western States Communication Association. Denver, Colorado. 15-19 February 2008.

Response, "Extreme Ethics, Extreme Measures: Debates On Torture in the 'War On Terror.'" National Communication Association. Chicago, Illinois. 14-18 November 2007.

Essay, "The Work of Art in the Age of Turntable Manipulation." National Communication Association. Chicago, Illinois. 14-18 November 2007.

Panel Participant, "The Rhetoric of International (In)Security: Engaging and Extending Critical Security Studies." Western States Communication Association. Seattle, Washington. 17-20 February 2007.

Essay, "Scratches on the Surface of the Social." Far West Popular and American Culture Association. Las Vegas, Nevada. 26-28 January 2007.

Chair, "Advertising and Media." International Society for the Study of Argumentation. Amsterdam, The Netherlands. 27-30 June 2006.

Essay, "The Work of Art in the Age of Suicidal Mass Destruction." (Top Four Papers in Media Studies; winner of Diane Furno-Lamude Best Paper Award). Western States Communication Association. Palm Springs, California. 17-21 February 2006.

Essay, "Towards a Rhetorical Understanding of Modern Terrorism." Alta Conference on Argumentation. Alta, Utah. 4-7 August 2005.

Essay, "Revisiting Epideictic: Suicide Terrorism and the Rhetoric of War." International Society for the History of Rhetoric. Los Angeles, California. 13-16 July 2005.

- Essay, "Victory or Martyrdom: Terrorism, Mimesis, and the Imagination." Conference on Global Terror and the Imagination. University of Pittsburgh, Pittsburgh, Pennsylvania. 24-7 March 2005.
- Essay, "What The FACA Was Going On With That Energy Policy?: *Cheney V. U.S. District Court*." Western States Communication Association. San Francisco, California. 18-22 February 2005.
- Panel, "The Constitutions of George W. Bush: Constitutive Communication and the Bush Administration." National Communication Association. Chicago, Illinois. 14 November 2004.
- Essay, "Blog Against the Machine: The Internet, the Public Sphere, and War in Iraq." National Communication Association. Chicago, Illinois. 13 November 2004.
- Panel, "With Eyes Wide Open: Moving and Looking, Evaluating Critical Cultural Studies." National Communication Association. Chicago, Illinois. 12 November 2004.
- Essay, "Collective Dreams of National Terror: Unpacking the American Military-Strategic Complex." National Communication Association. Chicago, Illinois. 11 November 2004.

## Courses Taught

Public Speaking, Classical Rhetoric, Contemporary Rhetoric, Postmodern Rhetoric, Rhetoric of Peace and Conflict, Rhetoric of Crime and Punishment, Freedom of Speech, Rhetoric of Business, Intercultural Communication, Textual Studies, Communication and Technology, Rhetoric of Popular Culture, Rhetorical Theory, Rhetorical Discourse, Perspectives in American Rhetoric, Performance, Language, and Cultural Studies, Communication and the Sexes, Rhetorical Criticism, Persuasion, Argumentation, Junior Seminar in the Humanities, Special Topics in Rhetoric (Popular Music Studies), Applied Rhetorical Studies, Performance and Cultural Studies Criticism, Communication and Popular Cultures.

## Professional Service

### *Service to the Discipline*

- External Reviewer, Program Review. B.A. and M.A. Program in Communication. California State University, Fresno. 5-6 April 2017.
- Nominating Committee, Western States Communication Association. 2015-2016.
- External Reviewer, Program Review. Intercollegiate Media Studies Program. The Claremont Colleges. Claremont, California. 10-11 March 2014.
- Legislative Assembly. National Communication Association. 2013-2016.
- Editorial Board, *Argumentation and Advocacy*. 2011-present.
- Editorial Board, *Western Journal of Communication*. 2009-2011.
- Editorial Board, *Liminalities: A Journal of Performance Studies*. Fall 2005-present.
- Publications Committee, *Argumentation and Advocacy*. 2004-2008.
- Franklin D. Haiman Award Committee, National Communication Association. 2003-2006. (Chair, 2006).

### *Invited Research Presentations*

- Interview (Ukrainian translation). О философском анализе Ж.Бодрийяра. Интервью с доктором Бернардо Аттиасом. [On the Philosophical Analysis of Jean Baudrillard]. *Expedition Journal* (Ukraine). 7 February 2019.
- Working Sex: Power, Consent, and the "Traffic in Women". The Critical Theory Club. Pasadena City College. 17 May 2017.
- DJ Culture in the Mix*: "From Hip Hop to Dubstep: International Music Styles and the Remix" (online class). New School for Social Research. 22 July 2014.
- Rhetoric, Popular Music and Social Change: Cultural Hybridity and DJ Practice. Loyola Marymount University. 26 March 2014.
- Rhetorical Invention and DJ Practice. Loyola Marymount University. 28 October 2010.
- "Bong Hits 4 Jesus": The Aftermath of *Morse v. Frederick*. Loyola Marymount University. 26 March 2009.
- Scratching the Surface: The Work of Art in the Age of Turntable Manipulation. Cultural Studies Speakers Series. Claremont Graduate University. 22 March 2007.
- "Cushioned with Body Parts, Irrigated with Blood, and Paved with Skulls": The Rhetoric of Violent Jihad. DePauw University. 10 January 2005.
- Axis of Ignorance: Public Address and the War on Terrorism. Keynote Address. James Madison University Student Conference on Communication Evaluation. 9 April 2002.

## ***Service to the University and Department***

Search and Screen Committee, Department Chair. Department of Communication Studies. 2019-20.  
Chair, Personnel Committee. Department of Communication Studies. 2019-20.  
Search and Screen Committee, Communication Law and Policy. Department of Communication Studies. 2019-20.  
Graduate Coordinator. Department of Communication Studies, 2003-2007 and 2017-2018.  
Undergraduate Studies Committee. Department of Communication Studies. 2014-present.  
Search and Screen Committee, Department Chair. Department of Communication Studies. 2018.  
Search and Screen Committee, Dean. Mike Curb College of Arts, Media, and Communication. 2015-6.  
Chair, Undergraduate Studies Committee. Department of Communication Studies. 2015-2017.  
Personnel Committee, Journalism Department. 2015-6.  
Search and Screen Committee, Interim Dean. Mike Curb College of Arts, Media, and Communication. Summer 2015.  
Search and Screen Committee, Communication and Technology. Department of Communication Studies. Fall 2014-present.  
Personnel Committee. Department of Communication Studies. 2014-2015.  
Lead Coordinator. Department Self-Study and External Program Review. 2014-2015.  
Department Chair. Department of Communication Studies. 2007-2014.  
Chair, Search and Screen Committee, Dean. Mike Curb College of Arts, Media, and Communication. 2014.  
Chair, Part Time Evaluation Committee. Department of Communication Studies. 2013-2014.  
Chair, Search Advisory Committee, Interim Dean. Mike Curb College of Arts, Media, and Communication. 2013.  
Chair, Dean's Review Committee. 2012.  
Search and Screen Committee, Associate Dean. Mike Curb College of Arts, Media, and Communication. 2010.  
College Representative, Council of Chairs. 2009-2011; Secretary, 2010-2011.  
Digital Measures Initiative Committee. College Representative. 2009-2011.  
Sustainability Committee. College Representative. 2009-2011.  
Interdisciplinary Studies Committee. College of Arts, Media, and Communication. 2009-2014.  
Search and Screen Committee, Director of Academic Personnel. Office of Faculty Affairs. Spring 2009.  
Post-Promotion Increase Committee. Department of Communication Studies. Fall 2008.  
Faculty Grievance Panel. Office of Faculty Affairs. Spring 2008-2014.  
Leadership Development Seminar Series. Fall 2007-Spring 2008.  
Editor, *Alum News*. Department of Communication Studies. 2008-2014.  
Retention, Tenure, and Promotion Committee. Journalism Department. 2007-2008.  
Chair, Richard B. Aronstam Library Committee. 2007-2012 and 2017-2018.  
Panel Participant, "Academic Freedom Now: Climates and Threats in a Changing World." April 2006.  
Assessment Liaison. Department of Communication Studies. 2005-2007.  
Graduate Studies Committee. Department of Communication Studies. 1997-2003, 2004-2007.  
Interim Department Chair. Department of Communication Studies. Summer 2004, 2006, 2007.  
Public Sector Management Program. 2004-2006.  
Humanities Interdisciplinary Program Committee, 1996-2008.

## ***Invited University Lectures and Presentations***

The Crackpot Dome Scandal: Impeachment Informational. Department of Communication Studies. 7 October 2019.  
Monumental Rhetorics. Department of Communication Studies. 12 September 2017.  
Victory over Violence. CSUN Buddhists for World Peace, Soka Gakkai International. 19 April 2017.  
War and Terrorism as Performance. Loyola Marymount University. 11 November 2014.  
DJ Culture in the Mix. Communication Week. Department of Communication Studies. 29 April 2014.  
Rhetoric, Popular Music and Social Change: Cultural Hybridity and DJ Practice. Loyola Marymount University. 26 March 2014.  
*CounterTalk*: An Educational Forum on the Rhetoric and Practices of the National Security Industry. Panel Participant. CSUN College of Humanities. 23 April 2010.  
Heads vs. Feds: The Debate Over the Legalization of Marijuana. Debate Moderator. CSUN Student Union. 13 April 2010.  
How Will We Build a Virtual University? Panel Participant. CSUN Faculty Retreat. Ventura, California. 13 January 2009.  
Things I Wished I had Known as a New Department Chair. CSUN Chairs and Deans Retreat. Ventura, California. 18-9 August 2008.  
Moderator and Opening Statement, "Weapons of Mass Destruction: Religious, Ethical, and Legal Dimensions of an Unignorable Imperative." Global Village Forum. College of Humanities. 29 April 2008.  
Moderator and Opening Statement, "Religion and the Election of American Presidents." Global Village Forum. College of Humanities. 23 October 2007.  
The U.S. at War: How Did We Get Here? Panel Participant. California State University, Northridge. 25 March 2003.  
America at War? Situating the Coverage. Panel Participant. California State University, Northridge. 14 November 2001.