

MELISSA K. AVDEEFF

Curriculum Vitae
2016

EDUCATION

2011: PhD Musicology, School of Arts, Culture and the Environment
University of Edinburgh – Edinburgh, UK

*Thesis: Finding Meaning in the Masses: Issues of Taste, Identity and Sociability in
Digitality*

2006: MA Music Criticism, School of Music
McMaster University – Hamilton ON, Canada

*Thesis: From Girl Next Door to Sex Symbol: Representations of Women in the Popular
Music Press*

2004: BMus, Comprehensive, School of Music
University of Alberta, Augustana Faculty – Camrose AB, Canada

PROFESSIONAL EMPLOYMENT

2016 – 2017: University of Victoria, Faculty of Fine Arts / School of Music

- Assistant Teaching Professor

2014 – 2016: University of Victoria, Faculty of Fine Arts / School of Music

- Sessional Instructor

2012 – 2013: University of Alberta, Augustana Faculty, School of Music

- Sessional Instructor

PUBLICATIONS

Refereed Journal Articles

2012: 'Technological Engagement and Musical Eclecticism: An Examination of Contemporary Listening Practices.' *Participations: Journal of Audience and Reception Studies* 9.2: pp. 265-285.

Book Chapters

[Forthcoming, in preparation]: 'Kim Kardashian: Celebrity in the Digital Age of Attention Economy,' in *Celebrity for the Curious: Why Study Celebrities?* Edited by Kishor Vaidya.

[Forthcoming, in preparation]: 'Shoop Shoop to 7/11: The Evolution of Girl Culture,' in an untitled edited collected about Beyoncé. Edited by Martin Iddon and Melanie Marshall.

2016: 'The Music of Twilight: Battling for Authenticity,' in *Fan Phenomena: The Twilight Saga*. Edited by Laurena Isaker. Intellect Publishers: pp. 64 – 74.

2016: 'Beyoncé: Social Media, Authenticity, and the Presentation of Self,' in *The Beyoncé Effect: Essays on Sexuality, Race and Feminism*. Edited by Adrienne Trier-Bieniek. McFarland: pp. 109 – 123.

2014: 'Youth, Musical Engagement and Technologies of Taste' in *Mediated Youth Cultures: The Internet, Belonging and New Cultural Configurations*. Edited by Andy Bennett and Brady Robards. Palgrave, UK: pp. 130-145.

Conference Proceedings

2013: 'Challenges Facing Musical Engagement and Taste in Digitality.' *Situating Popular Musics: IASPM 16th International Conference Proceedings*. IASPM: pp. 15 – 23.

Book Reviews

[Forthcoming, in preparation]: 'Consuming Music in the Digital Age: Technologies, Roles and Everyday Life.' By Raphael Nowak. Palgrave MacMillan.

2016: 'The Ringtone Dialectic: Economy and Cultural Form' By Sumanth Gopinath, *Popular Music* 35.1: pp. 144 – 146.

2015: 'Radio in the Digital Age.' By Andrew Dubber, *Popular Music and Society* 39.1: pp. 139 – 141.



2014: 'Song Means: Analysing and Interpreting Recorded Popular Song.' By Allan F. Moore, *IASPM Journal* 4.2: pp. 117 – 119.

2010: 'Pop Idols and Pirates: Mechanisms of Consumption and the Global Circulation of Popular Music.' By Charles Fairchild, *Popular Music* 29: pp. 306 – 307.

Academic Commentary

2010: Conference Reports. International Association for the Study of Popular Music (IASPM), 15th Biennial International Conference, 13–17 July 2009: Popular Music Worlds, Popular Music Histories, Liverpool, UK. *Popular Music* 29: pp. 149 – 153.

2009: 'Bill Drummond's "The 17" Project at IASPM Glasgow: Some Feedback on the Experience and What Happened.' *Popular Music* 28: pp. 109 – 111.

Edited Collections Forthcoming

Untitled Edited Collection: Gordon Lightfoot, An Academic Investigation. Edited by Melissa Avdeeff and Scott Henderson.

INVITED TALKS

2008: 'Rural users of iPod culture: a case study of Burns Lake, Canada.'

- SPAN (Scottish Popular Music Academic Network), Glasgow Caledonian University

CONFERENCE ACTIVITY

Plenary Speaker

2011: 'Challenges Facing Musical Engagement and Taste Within Digitality'

- IASPM International Biennial Conference, Grahamstown, South Africa

Papers Presented

2016: 'We're So Much More Than Pointless Fixtures, Instagram Pictures': Beyoncé and Pop Music Authenticity Through Social Media.'

- PCA/ACA National Conference, Seattle, US

2015: 'Beyoncé: Social Media, Authenticity, and the Presentation of Self.'

- IASPM Canada Annual Conference, Ottawa, ON



- 2014: 'A Tribe Called Red: Aboriginal Popular Music and Social Media as a Potential Site of Cultural Exchange and Preservation.'
- Popular Culture Association of Canada, Calgary, AB
- 2014: 'The New Gatekeepers(?): Defining the Online Music Critic.'
- Studying Music: An International Conference in Honour of Simon Frith, Edinburgh, UK
- 2013: 'Justin Bieber: A Case Study in Social Media, Sexuality and the Destruction of the Fan/Audience Delineation.'
- Popular Culture Association of Canada, Niagara Falls, ON
- 2011: 'Fragments of the Whole: Perceptions of Identity Formation and Information Acquisition Online.'
- BSA Annual Conference, London, UK
- 2010: 'OMG i <3 that song!: Digital Youths and Musical Engagement.'
- IASPM UK/Ireland Biennial Conference, Cardiff University
- 2010: 'From iPods to Facebook: Issues of Taste and Identity in Digital Youth.'
- BSA Youth Study Group, University of Surrey
- 2009: 'iPod Culture Issues of Sociability and Democratisation in the Musical Experience.'
- IASPM International Biennial Conference, University of Liverpool
- 2008: 'iDentity in iPod Culture: Issues of Sociability and Democratization.'
- IASPM UK/Ireland Biennial Conference, Glasgow University
- 2008: 'iPod Culture and the Potential for Gender Differences.'
- IASPM Canada Annual Conference, Brock University
- 2008: 'The Effects of iPod Culture on Music Taste in a Rural Setting.'
- IASPM US Annual Conference, Iowa University
- 2007: 'The iPod: A Study of the Portability of Identity and the Ramifications for Taste.'
- University of Edinburgh Musicology Conference

DEPARTMENT TALKS

- 2009: 'Finding Meaning in the Masses: iPod Culture and Sociability.'
- University of Edinburgh, School of Arts, Culture, and the Environment



TEACHING EXPERIENCE

(DENOTES COURSES *DESIGNED/**SIGNIFICANTLY DEVELOPED)

University of Victoria: School of Music

Music in Canada*	(Winter 2017)
Music and Technology: Innovation, Use, and Reception*	(Fall 2015)
Beyoncé*	(Winter 2015, 2016, Fall 2016)
Music Appreciation*	(Summer 2015, 2016)
Popular Music and You*	(Fall 2014)

University of Victoria: Faculty of Fine Arts

Introduction to Fandom*	(Winter 2017)
Creative Being **	(Fall 2016, Winter 2017)
Art and Technology: Man vs. Machine*	(Fall 2016)
Introduction to Hip Hop*	(Winter 2015)
Live Music and Popular Culture*	(Fall 2015, Summer 2016)

University of Victoria: Department of Gender Studies

Introduction to Women's Studies	(Winter 2016)
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University of Alberta, Augustana Faculty, School of Music

From Mozart to Madonna: Rethinking Music*	(Winter 2013)
Popular Music, Technology, Discourse, and Meaning*	(Winter 2013)
Introduction to Music**	(Fall 2012)
Medieval and Renaissance Music History**	(Fall 2012)

University of Edinburgh, School of Arts, Culture and the Environment: Team Teaching

Music and Technology (Mobile Music, Part I and II)*	(Spring 2011)
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TEACHING ASSISTANT

University of Edinburgh, School of Arts, Culture and the Environment

Music and Technologies	(2009 – 2010)
Music and Social Contexts	(2006 – 2008)



McMaster University, School of Music

History of Popular Music	(2004 – 2006)
Keyboard Skills	(2005 – 2006)
Medieval/Renaissance Music	(2004)

RESEARCH EXPERIENCE**University of Victoria, TIL: Technology Integrated Learning**

Research Lead: 'Dynamic Career Tool: Research Report' (2016)

University of Edinburgh, School of Arts, Culture, and the Environment

Research Assistant: Tovey Professor Simon Frith	(2011)
Audio Transcriptionist, Various Research Studies	(2010 – 2011)

University of Alberta, Augustana Faculty, School of Music

Research Assistant: Dr. Anna Hoefnagels (2003 – 2004)

SERVICE TO PROFESSION**Community Engagement**

2016, 2017: Jury Member, City of Victoria: Summer Music Concert Series

Journal Manuscript Review

- New Media & Society
- Culture Unbound
- Networking Knowledge

Conference Organisation

2006: University of Edinburgh Postgraduate Research Methods Conference
 2005: Over the Waves Music in/and Broadcasting – Hamilton, Canada

Conference Assistant

2008: IASPM UK/Ireland Biennial Conference, Glasgow UK



DEPARTMENTAL/UNIVERSITY SERVICE – UNIVERSITY OF VICTORIA

Community/Campus Engagement

2016: Recruitment Talk: Faculty of Fine Arts.

- DiscoverUVic

2016: Welcome Week Presentation: Faculty of Fine Arts.

- Faculty of Fine Arts

2016: ‘Popular Music, Music Videos, and Society.’ Sample Lecture.

- UVic Welcome Centre

2016, 2017: ‘The Illuminating World of Music Videos.’ Sample Lecture.

- Fresh Minds Symposium

2015: ‘Testing 1,2,3: new approaches to music courses in the 21st century.’ Presentation.

- IdeaFest

Undergraduate Student Supervision

2016 – 2017: School of Music, Musicology Final Project: Emmett Robinson Smith

2016: School of Music, Directed Studies: Emily McCallum

Committee/Service

2017: SSHRC Graduate Funding Application Review, UVic campus-wide

2017: Committee Member, Indigenous Committee, Faculty of Fine Arts

2016 – 2017: Committee Member, Director Search, School of Music

2016: Committee Member, SWAAC Nominations, School of Music

2016: Working Group: UVic First Year Instructors

2015 – 2016: Sessional Representative, School of Music

Professional Development

2014 – 2016: Let’s Talk About Teaching. Annual Pedagogy Conference.

2014 – 2016: Learning and Teaching Centre, Various Workshops.

2015, 2017: ConnectU. Professional Development Conference.



SELECTED MEDIA COVERAGE

2017: 'Beyonce's Pregnancy Announcement.' *Global News Toronto*. TV. Feb 2.

2016: Vass, Keith. 'One day before Tragically Hip Victoria show, ticket clamour continues.' *Chek News*. TV. July 16.

2016: Porter, Ryan. 'Professors from the School of Beyonce talk Lemonade.' *The Toronto Star*. May 24.

2016: Devlin, Mike. 'Nelly Furtado's singing of O Canada defended.' *Times Colonist*. February 14.

2016: Brennae, Matthew. 'Nelly Furtado National Anthem.' *CFAX 1070* radio. Guest speaker, February 16.

2016: Stirling, Adam. 'Men's Rights Activists' *CFAX 1070* radio. Guest speaker, February 15.

2016: Lin, Jess. 'More to Beyonce than just music, says instructor.' *The Martlet*. February 4.

2015: Watts, Richard. 'University of Victoria offers course on Beyoncé.' *Times Colonist*. September 4.

2015: La Rose, Lauren. 'Beyonce 101: Canadian researchers offer university courses studying pop superstar.' *The Canadian Press*. August 27.

2015: Yadeta, Jasmine. 'Melissa Avdeeff: Pop Culture Aficionado.' *Her Campus: University of Victoria*. March 15.

2014: Russell, Peter. 'UVic dedicates course to study of Beyoncé.' *the charlatan*. July 28.

2014: Saltman, Jennifer. 'Beyoncé added to University of Victoria curriculum.' *The Province*. July 9.

2014: Turner, Alex. 'Get your Bhd? B.C. university to offer course on Beyonce.' *CTV Vancouver*. July 5.

2014: Dehaas, Josh. 'Victoria to offer course on Beyoncé.' *MACLEANS*. July 4.

2014: Fletcher, Thandi. 'Think you could survive the University of Victoria's course on Beyoncé?' *metro*. July 4.



2014: Bailey, Ian. 'University of Victoria to offer course on Beyoncé.' *The Globe and Mail*. July 3.

2013: Morris, Harvey. 'Monkey Business on Bieber Tour. Is he the Rolling Stones?' *International Herald Tribune*. April 4.

2009: Morris, Adam. 'The album is staying on track.' *Edinburgh Evening News*. Sept. 8.

ACADEMIC MEMBERSHIPS

2016: PCA/ACA: Popular Culture Association of America, American Culture Association

2015 – 2016: Canadian Association of Cultural Studies

2015 – 2016: Cultural Studies Association

2013 – 2016: PCAC: Popular Culture Association of Canada

2008 – 2016: IASPM: International Association for the Study of Popular Music

2008 – 2011: BSA: British Sociological Association

2008 – 2011: BSA Youth Study Group

2006 – 2011: SPAN: Scottish Popular Music Academic Network

