

Dr. Reed Van Schenck

Assistant Professor of Communication & Media
IE University – Cuatro Torres Campus
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Education

- 2024 PhD., University of Pittsburgh, Communication
Certificate in Gender, Sexuality, and Women’s Studies
- [Dissertation](#) – *The Reactionary Web: Digital Media and the Reconstitution of White Supremacist Networks after the Alt-Right*
Committee: Dr. Paul E. Johnson (Chair), Dr. Calum Matheson, Dr. Gordon Mitchell, Dr. Josef Nguyen (Critical Media Studies, University of Texas at Dallas)
- 2021 M.A., University of Pittsburgh, Communication
- 2019 B.A., Summa Cum Laude, Wake Forest University
Majors: History, Communication
Minor: Women’s, Gender, and Sexuality Studies

Books

- 2026 (forthcoming) *The Reactionary Web: White Supremacist Digital Media after the Alt-Right*, Bristol University Press, Bristol, UK.

Journal Articles

- Forthcoming “Millions of Little Dark Ages.” *Explorations in Media Ecology*, probe, ed. Eric Jenkins.
- 2026 Van Schenck, Reed. “What does anon want of me? De-idealizing transgender digital media on 4chan’s /lgbt/ imageboard,” *Critical Studies in Media Communication*, OnlineFirst, <https://www.tandfonline.com/doi/full/10.1080/15295036.2026.2625849>.
- Van Schenck, Reed.** and Venter, Elaine. “Introduction: Digital Platforms and Agency,” *Lateral: A Journal of the Cultural Studies Association*, [special section](#).
- 2025 Van Schenck, Reed. “Christian Nationalism as Media.” *International*

Journal of Communication, vol. 19.
<https://ijoc.org/index.php/ijoc/article/view/24236>.

- 2024 Van Schenck, Reed. "Gamer Publics: Live-stream Debate Networks and the Mediation of Argument in the Digital Attention Economy." *Argumentation and Advocacy*, vol. 61 iss. 3-4, <https://www.tandfonline.com/doi/full/10.1080/10511431.2024.2422685>.
- 2023 Van Schenck, Reed. "'Remaking the World Memetically': Interrogating White Nationalist Subject Formation through the Circulation of the 'Wagecuck' Meme." *Communication and Critical/Cultural Studies*, vol. 20 iss. 3, August 2023, <https://doi.org/10.1080/14791420.2023.2228867>.
- Van Schenck, Reed. "Deplatforming 'the People': media populism, racial capitalism, and the regulation of online reactionary networks." *Media, Culture & Society*, vol. 45 iss. 7, April 19, 2023, <https://doi.org/10.1177/01634437231169909>

Book Chapters

- 2026 "Re-Stack-tionary: The Infrastructural Turn in Far-Right Digital Media," in *The Routledge Companion to Digital Media and Democracy*, ed. Zizi Papacharissi, Routledge, <https://www.routledge.com/The-Routledge-Companion-to-Digital-Media-and-Democracy/Papacharissi/p/book/9781032762081>.
- 2024 "'America First is Inevitable': The Triumphalist Rhetoric of Nicholas Fuentes," in *Extremism and Conspiracy Movements: From The Alt-Right to QAnon*, ed. Christopher T. Conner and Nicholas MacMurray, Lexington Books, <https://rowman.com/ISBN/9781666933086/Conspiracy-Theories-and-Extremism-in-New-Times>.
- "Defining Hate Speech as Constitutive Rhetoric," in *Methods, Techniques and AI Solutions in the Age of Hostilities*, vol. 3 of the *Hate Speech and Social Media* trilogy, ed. Branco Di Fátima, LabCom Books (University of Beira Interior) and EdiPUCE (Pontifical Catholic University of Ecuador). <https://doi.org/10.18046/EUI/ohst.v1>

Book Reviews

- 2026 "Post-Weird: Fragmentation, Community, and the Decline of the Mainstream, by Calum Matheson." *Quarterly Journal of Speech*, <https://www.tandfonline.com/doi/full/10.1080/00335630.2026.2643382>.

- 2025 “Neo-Nazi Terrorism and Countercultural Fascism: The Origins and Afterlife of James Mason’s Siege, by Spencer Sunshine.” *Rhetoric Society Quarterly*,
<https://www.tandfonline.com/doi/full/10.1080/02773945.2025.2537676>.
- 2022 “Decoding the Digital Church.” *Southern Communication Journal* 87, no. 6 (October 11, 2022): 84-86.
<https://doi.org/10.1080/1041794X.2022.2134445>.
- 2021 “Rhetoric in Neoliberalism.” *Quarterly Journal of Speech* 107, no. 1 (January 2, 2021): 112–16.
<https://doi.org/10.1080/00335630.2020.1838073>.

Fellowships and Grants

External Funding

- 2023-2024 Social Science Research Council, [Data Fluencies Dissertation Research Grant](#) with Digital Democracies Institute, \$15,000 for *The Reactionary Web: Digital Media and the Reconstruction of White Supremacist Networks after the Alt-Right*

Internal Funding

- 2021 Dietrich Dean’s Summer Fellowship for Research, University of Pittsburgh.
- 2019 Mellon Predoctoral Fellowship, University of Pittsburgh, Pittsburgh, PA.

Honors and Awards

- 2025 IE Prize for Teaching Excellence, 2024-2025.
- Critical-Cultural Studies Division Outstanding Dissertation Award for *The Reactionary Web*, National Communication Association, Aurora, CO.
- Ethnicity and Race in Communication Division Outstanding Dissertation Award for *The Reactionary Web*, International Communication Association, Denver, CO.
- Top Paper Placement in the Ethnicity and Race in Communication Division for “Whiteness as Privacy on Telegram,” International Communication Association, Denver, CO.

- 2024 [Stephen E. Lucas Debut Publication Award](#) for “Remaking the World Memetically,” National Communication Association, New Orleans, LA.
- 2023 Top Student Paper in the Critical-Cultural Studies Division for “Free Platforms, Free People,” National Communication Association, National Harbor, MD.
- Most Valuable Professor, University of Pittsburgh Women’s Lacrosse Team.
- Top Paper Placement in the Public Address Division for “Gamer Publics,” National Communication Association, National Harbor, MD.
- 2022 Teddy Albinak Award for Outstanding Instruction in Applied Persuasion, University of Texas, Austin, TX.
- 2019 Top Paper in the GLBTQ Studies Division for “Surviving Whiteness,” National Communication Association, Baltimore, MD.
- Senior Award for Service and Activism, Department of Women’s, Gender, and Sexuality Studies, Wake Forest University, Winston-Salem, NC.
- Senior Award for Distinguished Achievements in Communication, Department of Communication, Wake Forest University, Winston-Salem, NC.
- Best Honors Thesis, Department of Communication, Wake Forest University, Winston-Salem, NC.

Competitive Conference Papers (selected)

- 2026 “White Supremacist Infighting: The Demise and Rise of the Alt-Right,” International Communication Association, Cape Town, ZA.
- “Users before Platforms: White Supremacist Discourse On/Of(f) Usenet,” International Association for Media and Communication Research, Galway, IE.
- with Do-Own Donna Kim, “A Proposal for Radical Sincerity: Reimagining Oppositional Structures of Feeling in Digital Culture,” Cultural Studies Association, online.
- 2025 “Christian Nationalism as Media,” National Communication Association, Aurora, CO.
- “Techno-Public Rhetoric, Speculative Value, and the Growth of Alt-Tech

Digital Media Companies,” Association of Internet Researchers (#AoIR2025), Universidade Federal Fluminense, Niterói, Brazil.

“Web Abolition,” All That Melts into Air is Solid, World Change Conference, St. Louis University – Madrid Campus, Madrid, ES.

Top Paper Panel for the Ethnicity and Race in Communication Division. “The Feeling of Privacy: Whiteness as Interface on Telegram,” International Communication Association, Denver, CO.

2024

“Replatformization: Racial Capitalism and the Stack-Consciousness of Kiwi Farms,” Association of Internet Researchers (#AoIR2024), University of Sheffield, United Kingdom.

Archived in Selected Papers of Internet Research:
<https://spir.aoir.org/ojs/index.php/spir/article/view/14071>.

“What Does Anon Want of Me? Trans Subculture and Defensive Autotheory on 4chan,” Cultural Studies Association, online.

“Just Read and Agree: Digital Platform Terms of Service as Reactionary Social Contracts,” Rhetoric Society of America, Denver, CO.

2023

Top Paper Panel for Critical/Cultural Studies Division. “Free Platforms/Free People: Racial Capitalism and the Regulation of America First Reactionary Populist Media,” National Communication Association, National Harbor, MD.

Top Paper Panel for Public Address Division. “Gamer Publics: Live-stream Debate and the Mediation of Public Address in the Digital Attention Economy,” National Communication Association, National Harbor, MD.

“One Hundred Nazi Screens: The constitutive function of graphical user interfaces on U.S. American white nationalist information sharing platforms,” Association of Internet Researchers, Temple University, Philadelphia, PA.

Archived in Selected Papers of Internet Research:
<https://spir.aoir.org/ojs/index.php/spir/article/view/13511>.

“LARPing as Adversaries: The Manufactured Conclusion of the Alt-Right,” Cultural Studies Association, George Mason University, Fairfax, VA.

2022

“The Optics War: The Rhetorical Reconstitution of Supremacist Networks after ‘Unite the Right’ in the United States,” Conference on Supremacism and Authoritarianism, Institute for Research on Male Supremacism, online.

“Finding Our PLACE in Activism and Social Justice: A Rich Discussion about In-Progress Works from Graduate Students in the Division,” National Communication Association, New Orleans, LA.

“Neo-McCarthyism: Anti-Communist Rhetoric in U.S. American Reactionary Digital Networks,” Mid-Atlantic Popular & American Culture Association, online.

“Deplatforming the People: A Critical Discourse Analysis of Populism, Victimhood, and Censorship in an Online Right-Wing Extremist Community,” *SMSociety 22* (Social Media & Society), online.

“The Ethnostate of Father, Mother, and Me: The Sexual Relation of White Nationalism,” *Lacan: Clinic and Culture*, Duquesne University, Pittsburgh, PA.

“Deplatforming the People: Reckoning with Victimhood, Censorship, and Radicalization in the Online Populist Rhetoric of Nicholas J. Fuentes,” Chair on “Erasure and Hyper-Exposure: Reckoning with Hate and New Media,” Cultural Studies Association, Chicago, IL.

“Lurking in the Closet: A Cyberethnographic Analysis of Transgender Embodiment on 4chan's /lgbt/ Board,” Rhetoric Society of America, Baltimore, MD.

“The Charge of Activism” (**Chair**), Rhetoric Society of America, Baltimore, MD.

2021

“Wacky Ideologies: The Memetic Circulation of the Political Compass,” National Communication Association, Seattle, WA.

“Seeing versus Believing: Teaching Digital Rhetoric in a Post-Truth World,” National Communication Association, Seattle, WA.

“From Debater to Coach: The Transition from Participant to Leadership Roles in Collegiate Policy Debate,” National Communication Association, Seattle, WA.

“Watch Me Debate: Livestream Debate Cultures and Mediated Argument,” Mid-Atlantic Popular & American Culture Association, online.

2020

“Digital Dissent: Navigating a Future for Collegiate Policy Debate,” National Communication Association, online.

2019

Top Paper Panel for GLBTQ+ Studies Division. “Surviving Whiteness: Fantasy, Faggotry, and the Androphile Politics of Jack Donovan,” National Communication Association, Baltimore, MD.

“Debate and the Far Right,” National Communication Association, Baltimore, MD.

“Dysphoria Wars: Transmedicalism and its Unthought Subjects,” Mid-Atlantic Popular & American Culture Association, Duquesne University,

Pittsburgh, PA.

"The Historian of Non-Events: Re/Presenting the Past in Postmodern Times," Undergraduate Moral and Political Philosophy Conference, Wake Forest University, Winston-Salem, NC.

2018 "Monsters at Play: The Rhetoric of Fear in Anti-Transgender Bathroom Bill Visual Rhetoric," National Communication Association, Salt Lake City, UT.

"(Trans)Gender at Play: Enhancement as a Rhetorical Intervention into Gender-Affirming Surgery", National Communication Association, Salt Lake City, UT.

Panel Presentations

2026 "Annual New Media and Digital Cultures Pedagogy Roundtable," Cultural Studies Association, online.

2025 "Far-Right Sexualities and Technical Imaginaries," National Communication Association, Aurora, CO.

"Rhetoric at the End of the Mainstream," National Communication Association, Aurora, CO.

2024 "Pedagogy Roundtable: Academic Freedom in the Cultural Studies Classroom," Cultural Studies Association, online.

"Study of Extremist Rhetorics Working Group," Rhetoric Society of America, Denver, CO.

"Defining the Relationship Between Technology and the Far Right: On or Of the Internet?" Representative of the CITAP Right-Wing Studies Working Group at First Far-Right Confab, New York, NY.

2023 **Chair**, "Digital Media and Critical Rhetorical Methods," National Communication Association, National Harbor, MD.

"White Nationalism & Racial Rhetorical Narratives of American Freedom," National Communication Association, National Harbor, MD.

"Racial Capitalism and Visual Culture Roundtable," Cultural Studies Association, George Mason University, Fairfax, VA.

2022 "Situating Ongoing Interventions Into Extremism: Whiteness, Gender, and Digitality," National Communication Association, New Orleans, LA.

"Queer and Trans Participation in Intercollegiate Policy Debate," National Communication Association, New Orleans, LA.

- Chair**, “The Charge of Activism,” Rhetoric Society of America, Baltimore, MD.
- 2021 “Seeing versus Believing: Teaching Digital Rhetoric in a Post-Truth World,” National Communication Association, Seattle, WA.
- “From Debater to Coach: The Transition from Participant to Leadership Roles in Collegiate Policy Debate,” National Communication Association, Seattle, WA.
- 2020 “Digital Dissent: Navigating a Future for Collegiate Policy Debate,” National Communication Association, online.
- 2019 “Debate and the Far Right,” National Communication Association, Baltimore, MD.

Media

- Ongoing “[While Our Students Are Sleeping: the Theory & Politics Podcast](#),” **Reed Van Schenck** and Rolf Strom-Olsen.
- (Forthcoming) Co-Host with Delores B. Phillips and Elaine Venter, *Positions: A Podcast of the Cultural Studies Association*, Season 2, Episode 3
- 2025 “[Europe Must Confront Donald Trump – Or Lose Its Identity](#),” *IE Insights*, November 3, 2025.
- Guest on Breaking Culture Live, “[A Queer Theory of AI vs. The Algorithms of the Reactionary Web](#)” with Daniella Gáti and **Reed Van Schenck**, hosted by Sean Andrews and Robert Carley.
- Contributor to [Addressing Authoritarianism: A Resource Library](#), ed. Marina Levina, National Communication Association
- “AI Literacy and the Changing Digital Political Landscape,” *Positions Podcast* (peer reviewed) with Elizabeth Losh, Rita Raley, Delores B. Phillips, **Reed Van Schenck** and Stefania Milan, *Lateral* Issue 14.1, <https://csalateral.org/podcasts/positions/ai-literacy-and-the-changing-digital-political-landscape-losh-rale-y-phillips-van-schenck-milan/>.
- 2024 “Beyond Deplatforming, Against the Far-Right, and Towards a Democratic Internet,” *MediaWell* Social Science Research Council Research AMP, August 8, 2024. <https://mediawell.ssrc.org/research-reviews/beyond-deplatforming-against-the-far-right-and-towards-a-democratic-internet/>

Work Experience

Teaching

IE University, Madrid, ES and Segovia, ES.

- 2024-present
- Bachelor in Communication and Digital Media, School of Business:
- Media, Culture, and Ethics
 - Public Opinion, Persuasion, and Engagement
- Master in Technology and Global Affairs, School of Politics, Economics, and Global Affairs:
- Social Media, Misinformation, and Political Instability

University of Pittsburgh, Pittsburgh, PA, USA.

- 2022-2024
- Associate Faculty Liaison, College in High School:
- Argumentation Forum (Spring 2023, Fall 2023, Spring 2024)
- 2020-2024
- Teaching Fellow, Department of Communication:
- Media Criticism (COMMRC 1122)
 - Mass Communication and Society (COMMRC 0320)
 - Public Speaking (COMMRC 0520)
 - Argumentation (COMMRC 0500)

Debate Pedagogy

- 2025
- Participant, IE Edge Lab Debate Series.
- Media Team Mentor, IE University Honors Week, Segovia, ES.
- 2020-2023
- Graduate Assistant, William Pitt Debating Union, University of Pittsburgh, Pittsburgh, PA.
- 2022
- Lab Leader, Dartmouth Debate Institute, Dartmouth College, Hanover, NH.
- 2016-2020
- Lab Assistant, Ross Kennedy Smith Debate Institute, Wake Forest University, Winston-Salem, NC.

Research Positions

Institute for Research on Male Supremacism, University of California at Berkeley, Berkeley, CA.
Mentee, 2022-2024.

Digital Scholarship Services, University of Pittsburgh Library System, Pittsburgh, PA.
Intern, Summer 2021.

Outputs: [“Pittsburgh Always Antifascist”](#) (Digital Exhibit) and [Geotags for Archival Material](#)

Service – National/International

Current Service Positions	Secretary, Ethnicity and Race in Communication Division, International Communication Association. Co-Chair, New Media and Digital Cultures Working Group, Cultural Studies Association, USA Mentor Program Coordinator, New Media and Digital Cultures Working Group, Cultural Studies Association, USA Board of Directors, The Anti-Authoritarianism Research Network
Peer Reviews	Palgrave Macmillan <i>Critical Studies in Media Communication</i> <i>Communication and Critical/Cultural Studies</i> <i>Journal of Information, Technology, and Policy</i> <i>New Media & Society</i> <i>Quarterly Journal of Speech</i> <i>Frontiers in Communication</i> <i>Comunicazione Politica</i> <i>Journal of Cultural Analytics</i>
Conference Reviews	Association of Internet Researchers National Communication Association International Communication Association Cultural Studies Association Rhetoric Society of America Northwest Communication Association

Service – University/Department

2025-pres.	Member of the Undergraduate Thesis Committee, Bachelor's of Communication and Digital Media, IE University.
2023-2024	Graduate Member, Mentoring Committee, Department of Communication, University of Pittsburgh. Secretary, Rhetoric Society of America Student Chapter, University of Pittsburgh.
2022-2023	Hiring Committee for Associate Director of Debate, Department of Communication, University of Pittsburgh. Vice President, Communication Graduate Student Organization, University of Pittsburgh. Member, Diversity, Equity, and Inclusion Committee, Arts and Sciences Graduate Student Organization, University of Pittsburgh.

2021-2022	Proseminar Curriculum Committee, Department of Communication, University of Pittsburgh. Arts and Sciences GSO Representative from Communication, University of Pittsburgh.
2020-2021	Social Media Coordinator, Cultural Studies and Gender, Sexuality, and Women's Studies Graduate Student Organization, University of Pittsburgh. Arts and Sciences GSO Representative from Communication, University of Pittsburgh.
2019-2020	Programming Coordinator, Cultural Studies and Gender, Sexuality, and Women's Studies Graduate Student Organization, University of Pittsburgh. Graduate Culture and Experience Representative, Communication Graduate Student Organization, University of Pittsburgh.
2018	Program Assistant, Wake Forest Argumentation Conference.
2016	Moderator, Wake Forest University Women's, Gender, and Sexuality Studies Symposium

Organizational Affiliations

Coalition for Independent Technology Research

International Communication Association

Association of Internet Researchers

Center for Information, Technology, and Public Life, UNC Chapel Hill

National Communication Association

International Association for Media and Communication Research

Cultural Studies Association

Phi Beta Kappa, Wake Forest University

Lambda Pi Eta, Wake Forest University