

Dr. Reed Van Schenck

Assistant Professor of Communication
IE University
Paseo de la Castellana 259E. 28046
Madrid, Spain
rvanschenck@faculty.ie.edu

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*
- 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

Peer-Reviewed Journal Publications

- 2024 (forthcoming) Co-editor with Elaine Venter, "Digital Platforms and Agency," *Lateral: A Journal of the Cultural Studies Association*, special section, Fall 2024.
- 2023 "'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>.
- "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 (forthcoming) "Re-Stack-tionary: The Infrastructural Turn in Far-Right Digital Media," in *The Routledge Companion to Digital Media and Democracy*, ed. Zizi Papacharissi, Routledge.
- 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 *Hate Speech and Social Media* vol. 2, ed. Branco Di Fátima, LabCom Books (University of Beira Interior) and EdiPUCE (Pontifical Catholic University of Ecuador).

Book Reviews

- 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 Awarded

- 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 Awarded

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

Honors and Awards

- 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)

- 2024 “Replatformization: Racial Capitalism and the Stack-Consciousness of Kiwi Farms,” Association of Internet Researchers (#AoIR2024), University of Sheffield, United Kingdom.
- “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.

"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

- 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.

Work Experience

Teaching

IE University, Madrid, ES.

2024-present

Assistant Professor, Department of Marketing and Communication:

- Communication Foundations
- Representation and Media Ethics
- Public Speaking

University of Pittsburgh, Pittsburgh, PA.

2022-present

Associate Faculty Liaison, College in High School:

- Argumentation Forum (Spring 2023, Fall 2023, Spring 2024)

2020-present

Teaching Fellow, Department of Communication:

- Media Criticism (COMMRC 1122)
- Mass Communication and Society (COMMRC 0320)
- Public Speaking (COMMRC 0520)
- Argumentation (COMMRC 0500)

Debate Pedagogy

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 Level

2024

Peer Reviewer, *Journal of Information, Technology, and Policy*

Peer Reviewer, *New Media & Society*

Mentor Program Coordinator, New Media and Digital Cultures Working Group, Cultural Studies Association

Conference Reviews: Association of Internet Researchers, National Communication Association, Rhetoric Society of America, Northwest Communication Association

2023	Peer Reviewer, <i>Frontiers in Communication</i>
	Conference Reviews: Association of Internet Researchers, National Communication Association, Rhetoric Society of America, Northwest Communication Association
2021	Conference Reviews: National Communication Association, GLBTQ Studies Division

Service – University/Department Level

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
	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

Academic Affiliations

Association of Internet Researchers

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

Institute for Research on Male Supremacism

National Communication Association

Rhetoric Society of America

Cultural Studies Association

Phi Beta Kappa, Wake Forest University

Lambda Pi Eta, Wake Forest University