JAMES FLEURY

Film and Media Studies
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ACADEMIC APPOINTMENTS

2023-Present   Senior Lecturer, Film and Media Studies Program, Washington University in St. Louis

2022-2023   Assistant Professor, Department of Communication & Media Arts, Texas A&M University - Corpus Christi

2011-2022   Adjunct Instructor, Department of English and Department of Communication & Film Studies, Le Moyne College

2019-2022   Lecturer, Film and Media Studies Program, Washington University in St. Louis

2017-2019   Adjunct Instructor, Department of Cinema / TV, Los Angeles City College

2014-2018   Teaching Assistant/Associate/Fellow, Department of Cinema and Media Studies and English Composition Program, University of California, Los Angeles

EDUCATION

Ph.D. Cinema and Media Studies, 2019
University of California, Los Angeles
Dissertation Title: "Space Invaders: Warner Bros. and the History of Hollywood in the Video Game Industry"
Committee: John T. Caldwell (Chair), Stephen Mamber, Denise Mann, Ross Melnick

M.A. Cinema and Media Studies, 2011
University of California, Los Angeles

B.A. English, 2009
Le Moyne College, Syracuse, NY
Minors: Film and Adolescent Education (English, Grades 7-12)
Summa Cum Laude
Studied abroad at the University of Essex, Colchester, England (Spring 2008)

PUBLICATIONS

Books

In Process   *Space Invaders: Rethinking Convergence Culture through Hollywood in the Video Game Industry*.

Edited Volumes

2019   *The Franchise Era: Managing Media in the Digital Economy* (co-editor with Bryan Hikari Hartzheim, and Stephen Mamber). Edinburgh: Edinburgh University Press.
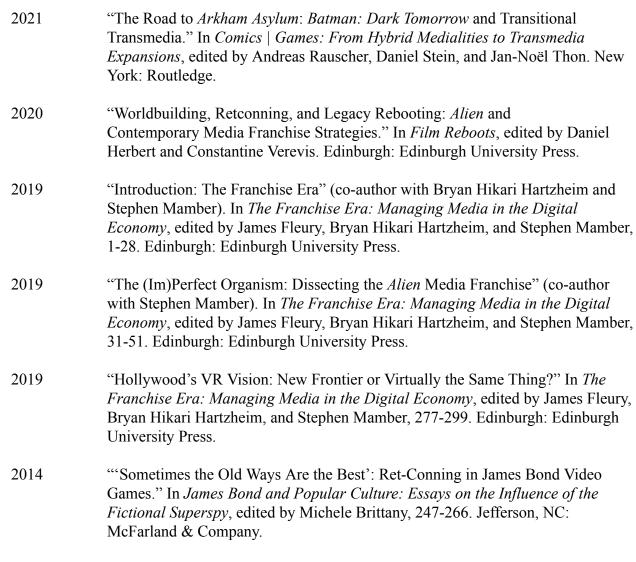
Journal Articles

2025 (abstract accepted)   "The Afterlife of Tie-ins: Precarity and Preservation Across Licensed Video Games." *Convergence: The International Journal of Research into New Media Technologies*.

2023   "From *Superman* to *Swordquest*: Atari, Easter Eggs, and Early Video Game Labor Exploitation." *The American Journal of Economics and Sociology*.

2015   "Playing in the Corporate Toybox: The Multiple Levels of Adaptation in *Disney Infinity*." *South Atlantic Review* 80, nos. 3-4: 118-135.

2015   "Studio Ghibli's Video Game Play: The Media Convergence of *Ni No Kuni*." *Mediascape: UCLA's Journal of Cinema and Media Studies*.

2012   "Revenge of the (Angry Video Game) Nerd: James Rolfe and Web 2.0 Fandom." *Mediascape: UCLA's Journal of Cinema and Media Studies*.

Book Chapters

2025 (chapter accepted)   "Amazon's Prime Initiative: The E-Commerce Alignment of Amazon Studios and Twitch." In *Content Wars: Tech Empires vs. Media Empires*, edited by Denise Mann. Berkeley: University of California Press.

2025 (abstract accepted)   "Animating Hanna-Barbera's Video Game History: From *Pac-Man* to *MultiVersus*." In *The Hanna-Barbera Anthology*, edited by Kevin Sandler. Austin: University of Texas Press.

2024 (abstract accepted)   "Intellivision Lives: Amico, Corporate Reboots, and Retro Video Game Culture." In *Nostalgia in Video Games*, edited by Aditya Deshbandhu, Neil Ewen, Shannon Lawlor, and A.R.E. Taylor. New York: Routledge.

2021	"The Road to *Arkham Asylum*: *Batman: Dark Tomorrow* and Transitional Transmedia." In *Comics	Games: From Hybrid Medialities to Transmedia Expansions*, edited by Andreas Rauscher, Daniel Stein, and Jan-Noël Thon. New York: Routledge.
2020	"Worldbuilding, Retconning, and Legacy Rebooting: *Alien* and Contemporary Media Franchise Strategies." In *Film Reboots*, edited by Daniel Herbert and Constantine Verevis. Edinburgh: Edinburgh University Press.
2019	"Introduction: The Franchise Era" (co-author with Bryan Hikari Hartzheim and Stephen Mamber). In *The Franchise Era: Managing Media in the Digital Economy*, edited by James Fleury, Bryan Hikari Hartzheim, and Stephen Mamber, 1-28. Edinburgh: Edinburgh University Press.
2019	"The (Im)Perfect Organism: Dissecting the *Alien* Media Franchise" (co-author with Stephen Mamber). In *The Franchise Era: Managing Media in the Digital Economy*, edited by James Fleury, Bryan Hikari Hartzheim, and Stephen Mamber, 31-51. Edinburgh: Edinburgh University Press.
2019	"Hollywood's VR Vision: New Frontier or Virtually the Same Thing?" In *The Franchise Era: Managing Media in the Digital Economy*, edited by James Fleury, Bryan Hikari Hartzheim, and Stephen Mamber, 277-299. Edinburgh: Edinburgh University Press.
2014	"'Sometimes the Old Ways Are the Best': Ret-Conning in James Bond Video Games." In *James Bond and Popular Culture: Essays on the Influence of the Fictional Superspy*, edited by Michele Brittany, 247-266. Jefferson, NC: McFarland & Company.

AWARDS, PRIZES, AND FELLOWSHIPS

External

2018	Graduate Student Travel Bursary, Association of Adaptation Studies (£500)
2017	Student Travel Grant, Society for Cinema and Media Studies ($600)
2016	Strong Research Fellowship, The Strong National Museum of Play ($2,000)

Washington University in St. Louis

2024	Teaching Innovation Grant, Literacies for Life and Career initiative ($1,000)

University of California, Los Angeles

2018   Plitt Southern Theater Employees Trust Fellowship ($6,890)

2016   Moving Image Archive Studies Travel Award ($1,000)

2016   Plitt Southern Theater Employees Trust Fellowship ($4,000)

2015   Plitt Southern Theater Employees Trust Fellowship ($4,000)

2015   Graduate Summer Research Mentorship ($6,000)

2014   Graduate Summer Research Mentorship ($6,000)

PRESENTATIONS

Invited Talks

2018   "The Road to *Arkham*: *Batman: Dark Tomorrow* and Transitional Transmedia."
                Comics/Games: Aesthetic, Ludic, and Narrative Strategies Symposium, Hanover,
                Germany, November 5-7.

Conference Presentations

2024   "Pre-Gaming: How Licensed Tie-Ins Led to Netflix Games." Society for Cinema
                and Media Studies Conference; Boston, Massachusetts; March 14-17.
                        Panel chair (with Emmelle Israel): "Netflix Beyond Film and Television:
                        Video Games, Virtual Reality, and Merchandising"

2024   "Adaptation Studies in the Franchise Era: Lessons from Teaching." Joint
                Literature / Film Association and Association for Adaptation Studies Conference;
                virtual conference; February 22-24.

2023   "Legacyquels and Multiverses: Contemporary Approaches to Franchising." To Be
                Continued 3: Defining, Producing, Performing, Consuming, and Theorizing
                Serials and Adaptations; virtual conference; September 14-15.

2023   "Intellivision Lives: Amico, Corporate Reboots, and Retro Video Game Culture."
                Video Games: Time and Nostalgia Symposium; Exeter, England; May 12.

2023   "With Great Power Comes Great Responsibility: *Spider-Man* and Shifts in
                Licensed Video Game Production." Society for Cinema and Media Studies
                Conference; Denver, Colorado; April 12-15.

Panel Chair (with Colin Burnett): "Play for Pay: When Media Franchises and the Gaming Industry Collide"

2023   "'F--- the Oscars!': Josef Fares, Video Game Authorship, and Legitimacy." Southwest Popular/American Culture Association Conference; Albuquerque, New Mexico; February 22-25.

2022   "From *Superman* to *Swordquest*: Atari, Easter Eggs, and Early Video Game Labor Exploitation." Canadian Game Studies Association Conference; virtual conference; May 31-June 4.

2022   "Graded Video Games: Retrogaming Culture and the Pandemic Nostalgia Economy." Popular Culture Association / American Culture Association National Conference; virtual conference; April 13-16.

2022   "Who Adapts the *Watchmen*? : Hyperfidelity, Legacyquel, and Elevated Genre Approaches." Northeast Modern Language Association Conference; Baltimore, Maryland; March 10-13.

2021   "Physical Media Forever: DVD and Blu-ray Collecting in the Age of Streaming." South Atlantic Modern Language Association Conference; virtual conference; November 4-6.

2021   "Priming Amazon: Twitch and the Streaming Wars." Society for Cinema and Media Studies Conference; virtual conference; March 17-21.

2021   "Gambling with Licensing: Loot Boxes, Electronic Arts, and *Star Wars Battlefront II*." Southwest Popular/American Culture Association Conference; virtual conference; February 22-25.

2020   "Legacy Storytelling in Video Game Tie-Ins: Industrial and Cultural Dimensions." South Atlantic Modern Language Association Conference; virtual conference; November 13-15.

2019   "Low-Budget Franchise, Low-Budget Game: *Friday the 13th* and Film-to-Video Game Adaptations in the Networked Era." South Atlantic Modern Language Association Conference; Atlanta, Georgia; November 15-17.
         Panel Chair (with Daniel Singleton): "Video Game Adaptations"

2019   "The (Im)Perfect Organism: Dissecting the *Alien* Media Franchise." Society for Cinema and Media Studies Conference; Seattle, Washington; March 13-17.

2018   "Building a New Type of Video Game Tie-In: The Adaptation Strategies of *LEGO Dimensions*." Association of Adaptation Studies Conference; Amsterdam, the Netherlands; September 27-28.

2018   "It's a Bird, It's a Plane, It's the Birth of the Tie-In Video Game Genre: Atari's *Superman*." Society for Cinema and Media Studies Conference; Toronto, Canada; March 14-18.
                Panel Chair (with Oscar Moralde): "Ways of Play: Histories and Futures of Genre in Video Game Studies"

2017   "Back in the USSR: Paratextual Reframing and the *From Russia With Love* Video Game." Society for Cinema and Media Studies Conference; Chicago, Illinois; March 13-17.

2016   "New Frontier or Virtually the Same Thing? : Hollywood's VR Vision." Society for Cinema and Media Studies Conference; Atlanta, Georgia; March 30-April 3.

2016   "A Winner Is Warner Bros.: How a Movie Studio Came to Rule the Video Game Industry." Southwest Popular/American Culture Association Conference; Albuquerque, New Mexico; February 10-13.

2015   "Playing with Reflexivity: Warner Bros. Interactive Entertainment and the Transmedia Production of *Batman: Arkham Origins*." Society for Cinema and Media Studies Conference; Montreal, Canada; March 25-29.

2015   "Rebooting the Movie-Game: The Effects of Transmedia Storytelling and the Mobile Market." Southwest Popular/American Culture Association Conference; Albuquerque, New Mexico; February 11-14.

2014   "Infinite Change: *Disney Infinity* and the Licensed Video Game." Southwest Popular/American Culture Association Conference; Albuquerque, New Mexico; February 19-22.

2013   "Seeing Double(07): Franchise Rewriting in James Bond Video Games." Southwest/Texas Popular Culture and American Culture Associations Conference; Albuquerque, New Mexico; February 13-16.

2012   "Negotiating Nostalgia and Contradictions in *Epic Mickey*." Conference of the National Popular Culture & American Culture Association; Boston, Massachusetts; April 11-14.
                Panel Chair: "Issues in Animation: Offshoring, Games, and MMORPGs"

2012   "Getting Committed: Inside The Asylum." Southwest/Texas Popular Culture and American Culture Associations Conference; Albuquerque, New Mexico; February 8-11.

2011   "Revenge of the (Angry Video Game) Nerd: James Rolfe and Web 2.0 Fandom." Joint

Conference of the National Popular Culture & American Culture Association and the Southwest/Texas Popular Culture & American Culture Association; San Antonio, Texas; April 20-23.

Workshops

2020   "Roundtable: Adaptation and Newer Media." Association of Adaptation Studies; Online; October 1.

2019   "Movies and Memos." Society for Cinema and Media Studies Conference; Seattle, Washington; March 13-17.

2017   "The Nuts and Bolts of Lesson Planning." University of California, Los Angeles, Teaching Assistant Conference; Los Angeles, California; September 25-26.

2016   "Hacking the Industry: Studying Hollywood Digitally." Society for Cinema and Media Studies Conference; Atlanta, Georgia; March 30-April 3.

Departmental Talks

2017   "Machinima's Two Masters: A Multiplatform Network's Struggle to Straddle Hollywood and Digital Culture." Cinema and Media Studies Colloquium; University of California, Los Angeles; Department of Film, Television and Digital Media; November 29.

2016   "ClipNotes in the Classroom." Cinema and Media Studies Colloquium; University of California, Los Angeles; Department of Film, Television and Digital Media; November 9.

RESEARCH EXPERIENCE

2016-2021   Researcher and Programmer
             ClipNotes, an instructional video annotation app for iPad and PC

2018-2019   Research Assistant
             University of California, Los Angeles, Department of Film, Television and Digital Media
             Background research and copy-editing for John T. Caldwell

2014-2019   Research Fellow
             UCLA Digital Incubator and Think Tank, Los Angeles, CA
             Author of white papers and blog posts on topics involving connections between Silicon Valley and Hollywood (e.g., virtual reality, Amazon's digital ecosystem, and artificial intelligence) on behalf of Havas Media Group and the University of California, Los Angeles, Department of Film, Television and Digital Media

2009-2014   Research Assistant
              University of California, Los Angeles, Department of Film, Television and Digital
              Media
              Background research, transcribing, and copy-editing for Denise Mann

TEACHING EXPERIENCE

Washington University in St. Louis (Instructor of Record)

2024   "Horror Across Media"
                      Fall 2024: 1 section of undergraduate students

2019-2024   "American Film Genres"
                      Fall 2024: 1 section of undergraduate and graduate students
                      Fall 2020, online: 1 section of 23 undergraduate students and 1 graduate
                      student
                      Fall 2019: 1 section of 15 undergraduate students and 1 graduate student

2024   "Global Games Industries"
                      Spring 2023: 1 section of 19 undergraduate students

2024   "Introduction to Film Studies"
                      Summer 2024: 1 section of undergraduate students
                      Spring 2024: 1 section of 29 undergraduate students

2021-2024   "Transmedia Franchises"
                      Spring 2024: 1 section of 5 undergraduate and 5 graduate students
                      Spring 2022: 1 section of 16 undergraduate students and 3 graduate students
                      Spring 2021, hybrid: 1 section of 9 undergraduate students and 2 graduate
                      Students

2020-2023   "Introduction to Video Game Studies"
                      Fall 2023: 1 section of 11 undergraduate students
                      Spring 2022: 2 sections of 44 undergraduate students
                      Fall 2021: 1 section of 22 undergraduate students
                      Spring 2021, online: 1 section of 47 undergraduate students
                      Fall 2020, online: 1 section of 38 undergraduate students
                      Spring 2020: 1 section of 34 undergraduate students

2020-2023   "Superhero Media"
                      Fall 2023: 1 section of 14 undergraduate students
                      Fall 2020, online: 1 section of 15 undergraduate students

2021   "Media Cultures"

Fall 2021: 1 section of 18 undergraduate students

2021   "Television Culture and Cult TV: Critical Approaches to Fandom"
Fall 2021: 1 section of 11 undergraduate students

2019-2021   "Major Film Directors: Spike Lee"
Spring 2021, hybrid: 1 section of 17 undergraduate students and 1 graduate student
Fall 2019: 1 section of 17 undergraduate students and 1 graduate student

2020   "History of American Cinema"
Spring 2020: 2 sections of 40 undergraduate students

2019   "The New Hollywood Cinema"
Fall 2019: 1 section of 5 undergraduate students

Texas A&M University - Corpus Christi (Instructor of Record)

2023   "Film and Culture"
Summer 2023, online: 1 section of 29 undergraduate students
Spring 2023: 1 section of 34 undergraduate students

2023   "Video Game Studies"
Spring 2023: 1 section of 19 undergraduate students

2022-2023   "Media and Society"
Spring 2023: 1 section of 29 undergraduate students
Fall 2022: 1 section of 34 undergraduate students

2022   "Media Forms"
Fall 2022: 1 section of 20 undergraduate students

Le Moyne College (Instructor of Record)

2020-2022   "Major Authors: Chuck Palahniuk"
Summer 2022: 1 section of 2 undergraduate students
Summer 2021, online: 1 section of 8 undergraduate students
Summer 2020, online: 1 section of 5 undergraduate students

2013-2022   "Mass Media and Society"
Summer 2022: 1 section of 2 undergraduate students
Summer 2021, online: 1 section of 6 undergraduate students
Summer 2020, online: 1 section of 4 undergraduate students
Summer 2013: 1 section of 9 undergraduate students

2011-2018   "Critical Writing"
> Fall 2018: 1 section of 9 undergraduate students
> Fall 2012: 1 section of 16 undergraduate students
> Fall 2011: 1 section of 14 undergraduate students

2012   "Studies in New Media"
> 1 section of 18 undergraduate students

Los Angeles City College (Instructor of Record)

2017-2019   "History of the Motion Picture"
> Spring 2019, online: 2 sections of 48 undergraduate students
> Fall 2017: 1 section of 68 undergraduate students

University of California, Los Angeles (Instructor of Record)

2017   "Practice of Teaching Film and Television Seminar" (for M.F.A. students)
> Fall 2017: 1 section of 102 graduate students

2016-2017   "Practice of Teaching Film and Television Seminar" (for Cinema and Media Studies students)
> Fall 2017: 1 section of 10 graduate students
> Fall 2016: 1 section of 10 graduate students

2017   "English Composition, Rhetoric and Language"
> Winter 2017: 1 section of 18 undergraduate students

University of California, Los Angeles (Teaching Assistant/Associate/Fellow)

2015-2018   "Overview of Contemporary Film Industry"
> Summer 2018, online: 2 sections of 46 undergraduate students
> Summer 2017, online: 2 sections of 36 undergraduate students
> Summer 2016, online: 2 sections of 39 undergraduate students
> Summer 2015, online: 2 sections of 38 undergraduate students

2017   "American Television History"
> Spring 2017: 2 sections of 35 undergraduate students

2014-2016   "History of the American Motion Picture"
> Winter 2016: 2 sections of 26 undergraduate students
> Fall 2015: 2 sections of 37 undergraduate students
> Winter 2015: 2 sections of 38 undergraduate students
> Fall 2014: 2 sections of 38 undergraduate students
> Spring 2014: 2 sections of 37 undergraduate students

RELATED EMPLOYMENT

2015-2022   Submissions Reviewer
              Sundance Institute New Frontier Story Lab, Los Angeles, CA

2012-2019   Film Program Director and Instructor
              Le Moyne College Summer Arts Institute, Syracuse, NY

2012-2013   English Teacher
              Liverpool Central School District, Liverpool, NY
              Courses: English (Grades 9-10); Writing Workshop (Grade 12)

2012   English Language Arts Teacher
              Oswego County BOCES Summer School, Central Square, NY
              Course: English Language Arts (Grades 7-8)

2010   Film Summer Instructor
              University of Southern California, South Central Upward Bound Program, Los
              Angeles, CA
              Course: Introduction to Film Studies (Grades 10-12)

SERVICE

Professional

2024-Present Founding editor, *Adaptation Today*

2024   Reviewer, *Journal of Digital Media and Policy*

2023-Present Mentor, SCMS Graduate Student Organization (GSO) Mentorship Program

2022-2023   Chair, Media Industries Scholarly Interest Group (MISIG) Graduate Writing Award
              Committee for the SCMS Annual Conference

2020-2022   Webmaster, Association of Adaptation Studies

2018-2022   Membership Secretary, Association of Adaptation Studies

2017   Conference Coordinator, Transforming Hollywood 8

2015   Conference Coordinator, Transforming Hollywood 6: Alternate Realities

2014	Conference Coordinator, Transforming Hollywood 5: The Future of Television
2013-2014	Columns Section Editor, *Mediascape: UCLA's Journal of Cinema and Media Studies*
2011	Conference Coordinator, Transmedia, Hollywood 2: Visual Culture and Design
2010-2011	Meta Section Co-Editor, *Mediascape: UCLA's Journal of Cinema and Media Studies*
2010	Conference Coordinator, Transmedia, Hollywood: S/Telling the Story
2009-2010	Reviews Section Co-Editor, *Mediascape: UCLA's Journal of Cinema and Media Studies*

Institutional (Washington University in St. Louis)

2019-Present	Advisor for Film and Media Studies majors and minors
2023	Teaching Triangles Program through the Center for Teaching and Learning
2023	Curriculum Design Consultant for "Introduction to Film Studies"
2021-2022	Advisor for American Culture Studies senior capstone project
2022	Advisor for Mentored Teaching Experience on behalf of the PhD program in French & Comparative Literature through the Department of Romance Languages and Literatures
2021	Co-coordinator, screening of *18½* and Q&A with director and Slamdance co-founder Dan Marvish, Film and Media Studies Program guest-speaker event
2019	Coordinator and moderator, "Will Movies Survive? – Producing and Financing Content in an Ever-Changing Media Landscape," Film and Media Studies Program guest-speaker event
2019	Bi-Annual Learning Assessment Committee, Film and Media Studies Program

Institutional (Texas A&M University - Corpus Christi)

2022-2023	Chair, Communication & Media Events Committee
2022-2023	Member, Department of Communication & Media Search Committee (Assistant Professor of Media Production)
2022-2023	Department Representative, Island Days

2022	Co-Organizer, Video Game Third Thursday Event at the Art Museum of South Texas ("Museums in Video Games")
2022	Co-Organizer, International Games Week at Texas A&M University - Corpus Christi
2022	Department Representative, College of Liberal Arts Day
2022	Moderator, Film Club screening of *Super Mario Bros*.

Institutional (University of California, Los Angeles)

2016-2017	Graduate Student Representative, Department of Film, Television and Digital Media
2014-2016	Co-Editor-in-Chief, *Mediascape: UCLA's Journal of Cinema and Media Studies*
2014-2016	Columnist, *Mediascape* blog
2014-2016	Co-President, Ludus (Gaming Club)

CERTIFICATIONS

2023	The Association of College and University Educators (ACUE): Effective Teaching Practices
2022	Texas A&M University - Corpus Christi Online Course Design and Instruction (OCDI) Workshop
2018	UCLA Graduate Certificate in Writing Pedagogy
2018	Online Network of Educators (@ONE): Introduction to Teaching with Canvas
2018	Online Network of Educators (@ONE): Introduction to Online Teaching and Learning
2011	New York State Teaching Certification in English Language Arts, Grades 7-12
2011	New York State Teaching Certification in Students With Disabilities, Grades 7-12

PROFESSIONAL MEMBERSHIPS

The Association of Adaptation Studies

Kappa Delta Pi International Honor Society in Education

Modern Language Association

National Council for Teachers of English

Society for Cinema & Media Studies (Media Industries, Transmedia Studies, and Video Game Studies Scholarly Interest Groups)

TECHNOLOGY SKILLS

Coding: XML

eLearning: Blackboard, Canvas

Photo editing: Adobe Photoshop

Video editing: Adobe Premiere, Final Cut Pro, iMovie

Website design: WordPress