

PROMOTION RECOMMENDATION
THE UNIVERSITY OF MICHIGAN
COLLEGE OF LITERATURE, SCIENCE, AND THE ARTS

Approved by the
Regents
May 21, 2015

Amanda D. Lotz, associate professor of communication studies, with tenure, College of Literature, Science, and the Arts, is recommended for promotion to professor of communication studies, with tenure, College of Literature, Science, and the Arts.

Academic Degrees:

Ph.D.	2000	University of Texas, Austin
M.A.	1997	Indiana University
B.A.	1996	DePauw University

Professional Record:

2008 – present	Associate Professor, Department of Communication Studies, University of Michigan
2005 – 2008	Assistant Professor, Department of Communication Studies, University of Michigan
2002 – 2005	Assistant Professor, Department of Communication, Denison University
2000 – 2002	Fellow, Programs in Film and Media and American Culture Studies, Washington University in St. Louis

Summary of Evaluation:

Teaching – Professor Lotz has taught at all levels from large lecture courses to small graduate and undergraduate seminars. She has shown outstanding dedication to undergraduate teaching in her constant work to refine her courses, especially her lecture classes. She has worked hard to enhance student engagement, most prominently focusing on workshops through CRLT that were designed to implement new classroom-based technologies. Professor Lotz was instrumental in leading the unit's major curricular overhaul launched in 2013. She also carries a heavy load advising Ph.D. students for whom she is an excellent mentor.

Research – Professor Lotz is a nationally and internationally recognized leader in the field of media studies in general and television studies in particular. Her scholarship focuses on the structure and evolution of media industries (especially the revolutionary changes in television in the face of media convergence), the impact of these changes on media producers and consumers, and on gender and the media, including the understudied area of masculinity. Professor Lotz is considered to be at the very top of her cohort in terms of productivity and the excellence of her work. She is a highly original and analytically rigorous scholar whose work has had an enormous impact on the field. All of her books are assessed as path-breaking by leading scholars in the field. Her impressive body of publications includes sole authorship of three books (one of which she revised for a second edition), two co-authored books, one co-edited book, thirteen articles in refereed journals (many of them the top journals in her field), and thirteen book chapters. Her work is truly interdisciplinary bringing together media history, institutional analysis, technology studies, and textual analysis of gender.

Recent and Significant Publications:

The Television Will Be Revolutionized, 2nd revised edition, New York University Press, 2014.

Cable Guys: Television and Masculinities in the 21st Century, New York University Press, 2014.

Understanding Media Industries, with T. Havens, Oxford University Press, 2012.

Beyond Prime Time: Television Programming in the Post-Network Era, edited book, Routledge, 2009.

Service: Professor Lotz has been an engaged and dedicated member of her department who has served on search committees and tenure review committees, and has mentored junior faculty. She is currently appointed as an associate chair of undergraduate studies (2013-present). Her national service has also been exemplary.

External Reviewers:

Reviewer (A)

“It is clear to me that she is a very well-established scholar in Feminist Media Studies and Media Industries; her work has made a broad impact on the field, she is very well-respected in national and international academic communities, and she writes with a clear, intelligent, and impassioned voice.”

Reviewer (B)

“Based on my close reading of her publications, and a consideration of their significance in the field of communication and media study, I can say unequivocally that Amanda Lotz’s record of accomplishment and accelerated research productivity is distinguished, and merits the proposed rank being considered by your department.”

Reviewer (C)

“Lotz is one undeniably one of the world’s leading scholars in the field of media studies. ...[she] is a prolific scholar who has an impressive program of research that focuses on very critical issues in the fields of media, feminist, and industry studies. She is widely recognized for her scholarly accomplishments and professional leadership.”

Reviewer (D)

“Lotz is a leader in media, television, and cultural studies, easily the most productive scholar of her generation whose important work is widely cited, assigned, and consulted. I cannot imagine a more clear cut case of someone so deserving of promotion...”

Reviewer (E)

“Prof. Lotz is one of the most significant American scholars writing today in the area of television industry studies. Her work has made an impact both on the field of media studies and on the field of cultural studies more generally... She has produced a unique and substantial body of scholarship that other scholars draw on and cite frequently, in an impressive number of books, chapters, and articles that provide interventions into the field as a whole. This is the definition of a mature and productive senior scholar, deserving of the title Professor.”

Reviewer (F)

“This is the easiest review I have ever had to write, as Professor Lotz’s record is exceptionally distinguished and she is an outstanding candidate for promotion. In fact, I would consider her one of the most prominent scholars of American television working today, productive at a level more typical of professors with 10-20 more years of service.”

Reviewer (G)

“Professor Lotz’ [sic] work is amongst the most outstanding in the field of feminist television analysis. ... Lotz’ [sic] productivity is breathtaking, yet in each instance, her work is of the highest quality.”

Reviewer (H)


“I have great respect for her work, and see her as one of the most accomplished scholars working on television at the moment. ... *The Television will be Revolutionized* is, in my view, the best book of the last decade of television studies.”

Reviewer (I)

“[Professor Lotz] is a leader in a new generation of academics...who are rethinking the dynamics of media industries and the production of media cultures. ...[she] is a clear choice for promotion to full professor.”

Summary of Recommendation:

Professor Lotz’s research has made a significant impact in her field. She is an innovative and dedicated teacher, and she has provided excellent leadership in the department and in her discipline. The Executive Committee of the College of Literature, Science, and the Arts and I recommend that Associate Professor Amanda D. Lotz be promoted to the rank of professor of communication studies, with tenure, College of Literature, Science, and the Arts.



Andrew D. Martin
Dean, and Professor of Political Science
College of Literature, Science, and the Arts

May 2015