Minh-Ha T. Pham

Pratt Institute | Media Studies

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Professional Experience

Current	Pratt Institute, Associate Professor, Graduate Program in Media Studies
2014-2017	Pratt Institute, Assistant Professor, Graduate Program in Media Studies
2011-2014	Cornell University, Assistant Professor History of Art & Visual Studies and Asian American Studies
2006-2009	New York University, Assistant Professor/Faculty Fellow Department of Social & Cultural Analysis

Education

2007, Ph.D.	Ethnic Studies with a designated emphasis in Film & Media Studies, UC Berkeley
1995, B.A.	English, UC Santa Barbara

Academic Writing

Books

2022	Why We Can't Have Nice Things: Social Media's Influence on Fashion, Ethics, and
	Property (Duke University Press)
2015	Asians Wear Clothes on the Internet: Race, Gender, and the Work of Personal Style
	Blogging (Duke University Press)

Journal Articles (Solicited and Refereed)

2022	"To Slow Down Death," <i>Social Text</i> 39.4 (149). Special Issue: Sociality at the End of the World (2021): 15-17.
2020	"'How to Make a Mask,' or the Racialized Value of Women's Work in the COVID-19 Era," <i>Feminist Studies</i> 46.2 (2020): 316-326.
2017	"Racial Plagiarism and Fashion," Special Issue: Sartorial Politics, Intersectionality, and Queer Worldmaking. <i>QED</i> 4.3 (2017): 67-80.
2015	"'I click and post and breathe, waiting for others to see what I see': On #FeministSelfies, Outfit Photos, and Networked Vanity" <i>Fashion Theory</i> 19.2. Special Issue: Fashion Blogs (2015): 221-40.
2014	"Archival Intimacies: Participatory Media and the Fashion Histories of U.S. Women of Color" <i>Fashion, Style, and Popular Culture Journal</i> 2.1. (2014): 107-122.

2012	"Has Asian American Studies Failed?" Forum. Journal of Asian American Studies 15.3
	(2012): 330-334.

Journal Articles (Refereed)

2016	"Feeling Appropriately: On Fashion Copyright Talk and Copynorms," <i>Social Text</i> 34.3 (September 2016): 51-74.
2015	"Visualizing 'the Misfit': Virtual Fitting Rooms and the Politics of Technology," American Quarterly 67.1 (March 2015): 165-188.
2013	"Paul Poiret's Magical Techno-Oriental Fashions (1911): Race, Clothing, and Virtuality in the Machine Age" <i>Configurations: Journal of Literature, Science and Technology</i> 21.1 (Winter 2013): 1-26.
2013	"Listening as a Labor of Love: Commerce, Community, and Little Saigon Radio," <i>positions: asia critique</i> 21.4 (2013): 987-1018.
2013	"'Susie Bubble Is a Sign of the Times': The Embodiment of Success in the Web 2.0 Economy" <i>Feminist Media Studies</i> 13.2 (2013): 245-267.
2011	 "Blog Ambition: Fashion, Feelings, and the Political Economy of the Digital Raced Body" <i>Camera Obscura: Feminism, Culture, and Media Studies</i> 76 26.1 (2011): 1-37. Number 1 most-read article: May 2011—January 2014
2011	"The Right to Fashion in the Age of Terrorism," <i>Signs: Journal of Women in Culture and Society</i> 36.2 (2011): 385-410.
2004	"The Asian Invasion (of Multiculturalism) in Hollywood," <i>Journal of Popular Film & Television</i> 32.3 (2004): 121-131.

Book Chapters/Anthologized Essays*/Republished Journal Articles

2022	"A World Without Sweatshops: Abolition Not Reform," Abolition Feminisms:
	Organizing, Survival, and Transformative Practice, edited by Alisa Bierria, Jakeya
	Caruthers, and Brooke Lober (Haymarket Books)
2021	"Copynorms," Uncertain Archives, edited by Nanna Bonde Thylstrup, et. al.
	(Cambridge: MIT Press, 2021).
2019	"China Through the Looking Glass: Race, Property, and the Possessive Investment in
	White Feelings," Fashion and Beauty in the Time of Asia, edited by Heijin Lee,
	Christina Moon, and Thuy Linh Tu. (NYU Press, 2019): 41-68.
2019	"'I click and post and breathe, waiting for others to see what I see': On
	#FeministSelfies, Outfit Photos, and Networked Vanity," Gendered Voices, Feminist
	Visions, 7 th edition. Eds. Susan Shaw and Janet Lee (Oxford University Press)

2017	"Pour un discours inaproprié d'appropriation culturelle" Special Issue on "Decoloniality" in <i>Revue Tumultes</i> 48 (2017): 117-125 (French translation: Zahra Ali).
2015	"'I click and post and breathe, waiting for others to see what I see': On #FeministSelfies, Outfit Photos, and Networked Vanity" (in Russian) <i>Fashion Theory</i> 37 (Fall): 210-235.
2015	"If the Clothes Fit: A Feminist Take on Fashion," <i>Women's Voices, Feminist Visions:</i> <i>Classic and Contemporary Readings</i> , 6 th edition Eds. Susan Shaw and Janet Lee (McGraw Hill).*
2014	"Blog Ambition: Fashion, Feelings, and the Political Economy of the Digital Raced Body," <i>Visual Culture and Gender, Vol. 3</i> , ed. Annette Burfoot (London, New York: Routledge, 2014).*
2010	"The Asian Invasion (of Multiculturalism) in Hollywood," <i>Hollywood's America:</i> <i>Twentieth Century America Through Film</i> eds. Steven Mintz and Randy W. Roberts (Oxford: Wiley-Blackwell 2010): pp. 340-353.*
2006	"The Asian Invasion (of Multiculturalism) in Hollywood," <i>Common Culture: Reading</i> <i>and Writing about American Popular Culture</i> , 4th Edition eds. Michael Petracca and Madeleine Sorapure (Prentice Hall 2006).*
2002	"Re-Writing Home," <i>This Bridge We Call Home: Radical Vision for Transformation</i> eds. Gloria Anzaldúa and AnaLouise Keating (New York: Routledge, 2002): pp. 176-180.

Public Writing

31 March 2020	"As Fashion Lines Are Praised for Making Face Masks, Don't Ignore Garment Workers." <i>Truthout.org</i> .
18 April 2019	"How to Fix the Fashion Industry's Racism." The New Republic
18 January 2019	"Stories the Fashion Media Won't Tell." The Nation
13 June 2018	"De Blasio's Plan for NYC Schools Isn't Anti-Asian. It's Anti-Racist." New York Times Op-Ed
13 June 2017	"The High Cost of High Fashion" Jacobin Magazine
October 2016	"Shopping While Chinese: The Dolce & Gabbana Spring/Summer 2016 Ad Campaign," <i>Photoworks Annual</i> , Issue 23 (UK): 134-141.
January 2016	"'Hong Kong' High Heels, or Race As a Sartorial Construct" <i>The Funambulist</i> 3 (Special Issue: Clothing Politics) 32-37.
1 July 2015	"Spinoza in a T-Shirt: A Manifesto for Designs that Do Not Know What Bodies Aren't" (with Léopold Lambert) <i>The New Inquiry</i>

15 May 2014	"Fashion's Cultural Appropriation Debate: Pointless" The Atlantic
2 October 2013	"'Diversity' in Fashion Will Never Be Enough" Salon.com
September 2013	"Digital Runways, Paper Dolls" <i>The New Inquiry</i> (magazine) 20. Special Issue: Off Brand (September 2013): 38-45.
26 March 2013	"Why Is The Chinese Luxury Market Getting So Much Attention?" Huffington Post
14 January 2013	"Alexander Wang, Balenciaga's New Designer, is an American in Paris" <i>Huffington Post</i>
January 2013	"Pose This Way: What Blogger Kinesthetics Say about a Global Fashion Industry" Hyphen Magazine/Across the Desk: A Collaboration of Asian American Journalists and Scholars
26 Nov 2012	"Your Brain on Fashion" Huffington Post
27 January 2012	"Couture's Chinese Culture Shock" The American Prospect
Fall 2011	"If the Clothes Fit" Ms. Magazine (Fall 2011): 38-42.
3 Nov 2011	"What's in a Name? Urban Outfitters and the Navajo Nation's Trademarks" The American Prospect
January 2010	"Going (Fashionably) Postal" Style Sample Magazine, issue no. 5

Invited Talks/Lectures/Commentary

2021	"Racism and the Global Fashion Supply Chain," The Slow Factory (virtual)
2021	"Sweatshop Abolition and the Future of Fashion," Workers Arts and Heritage Center, Ontario, Canada (virtual)
2021	Lecture. #BalenciagaThailand: How Thai Social Media Users Made Balenciaga Pay for Copying the Sampeng Bag." Stanford Center for Law & History.
2020	"Fast Fashion and Racial Capitalism: Power and Vulnerability in the Global Supply Chains of Gender and Migrant Work," Brown University, Center for the Studies of Race and Ethnicity in America
2020	"Crowdsourcing Fashion IP Regulation" Innovation Policy Colloquium, NYU Law School
2019	"Fashion, Anxiety, Society: Labor," Bard Graduate Center, New York, NY
2019	Book Launch panel: Fashion and Beauty in the Time of Asia, New York University
2019	"Crowdsourcing Market Regulation, or Fashion Trials by Social Media," The Factory, Saigon, Viet Nam

2018	"From Factory to Fashion Blogs (and back again): The Circuits and Spaces of Asian Feminized Fashion Labor," Seattle Art Museum
2018	"Racial Plagiarism on the Runway," Bellevue City Hall, Seattle, WA
2018	"Copynorms and the Criminalization of Fashion," The James Gallery, CUNY Graduate Center
2018	"Everyone in Content Moderation: Social Media Users and the Policing of Property and Piracy," Department of Social & Cultural Analysis, NYU
2018	"On the Racial License to Copy," Racial Justice & Arts Symposium, Harvard Law
2018	"On Digital Fashion Labors and Economies," Gallatin School, NYU
2017	Asians Wear Clothes on the Internet, Author Meets Critics, Cultural Studies Assoc.
2017	"Fashion Symposium" Annenberg School for Communication & Journalism, University of Southern California
2017	"Networked Media and the Racial License to Fashion Copy," Race + IP Symposium, Boston College
2017	"Race, Gender, and Fashion Blogging," English Department, Boston College
2017	"Race, Gender, and Fashion Blogging," New York University
2017	"In Other Fake News: The Production of the Asian Fashion Pirate in Networked Media, University of Washington
2016	"Trial by Social Media: Thai Instagrammers and the Baggage of Cultural Appropriation," School of Communications and Information, Rutgers Univ.
2016	Race and Digital Media Conference, Plenary Speaker, New York University
2016	"The Digital Democratization of Fashion - or Nah?: How Asian Superbloggers Are and Aren't Changing the Fashion Industry," Miami University
2016	"Mediated Legality," Fashion Studies, Ryerson University, Toronto, Canada
2016	"Invisible Labor and Racial Visibilities in Outfit Posts" (Book Talk), The Center for the Study of Genders and Sexualities at Cal State Los Angeles
2016	"Design and Racism": The Funambulist Magazine Launch, New York City
2015	"Fashion Copying and Racial Feelings," Academy of Fine Arts, Vienna
2015	"Clothing Politics": The Funambulist Magazine Launch, New York City
2015	"Race and New Media" A Public Humanities Initiative, Columbia University with Lisa Lucas (<i>Guernica Magazine</i>) and Ayesha Siddiqi (<i>The New Inquiry</i>)
2015	"Fashion Talks: A Conversation with Adrienne Keene on Fashion and Cultural Appropriation," Fashion Talks Lecture Series, Pratt Institute"

2015	Border Crossings: <i>Dissent</i> Spring 2015 Issue Launch panel discussion hosted by Asian American Writers' Workshop
2015	"'So Many and All the Same' But Not Quite: Outfit Photos and the Construction of Racialized Eliteness," University of Pennsylvania
2015	"The Emotional Politics of Fashion Copyright," Global Circuits of Beauty and Fashion Symposium, NYU and Parsons The New School for Design
2014	"Asian Fashion Bloggers and the Economies of Taste Work," Vassar College
2014	"Fashioning Race, Race-ing Fashion," Parsons the New School for Design
2014	"The Political Economy of Taste in Fashion's 'Asian Decade,'" Confucius Institute at the University of Michigan
2014	"Fashion Talks: A Conversation with Yomi Abiola on Fashion, Labor, and Ethics," Fashion Talks Lecture Series, Pratt Institute
2014	On Connecting Research with Practice, Johnson Museum of Art, Ithaca, NY
2014	"Archival Intimacies: Participatory Media and Fashion Histories of US Women of Color," Parsons the New School for Design
2013	Curator, Public Art Project: "Fashion Between the Door and the Street," Brooklyn Museum, Creative Time
2013	"Refashioning Race, Gender, and Economy," Museum of Chinese in America (MOCA) and the Asian/Pacific/American Institute
2013	Professional Development Panel, School of Art and Design History and Theory, Parsons The New School for Design
2013	"Couture Culture: Politics of Fashion," Humanities Initiative Lecture, New York University
2013	"Personal Style Blogs and DIY Race: On Race, Aesthetics, and Capitalism," William A. Kern lecture series, Rochester Institute of Technology
2012	"Crowdsourcing Curation, Crowdsourcing Knowledge," Fashion Studies Today: History, Theory and Practice Conference, CUNY Graduate Center
2012	"Fashion, Feelings, & Electronic Files," Liberal Studies, New York University
2012	"The Social Construction of Virtual Fitting Rooms," Digital Arts & Culture Speaker Series, Dartmouth College
2012	"Behind the Seams of Paul Poiret's Harem Trousers (1911): Race, Fashion, and Virtuality in the Machine Age," Asian American Studies Institute & Women Studies Program, University of Connecticut

2012	"Threadbared PDA or, Public Displays of Academia/Aesthetics" Cranbrook Academy of Art, Bloomfield Hills, Michigan
2012	"The Meat of Burberry's Hologram Runway Show in Beijing," Individuals in Public session. Microsoft Social Computing Symposium, New York, New York
2011	"Fashion, Feelings, and Electronic Files," LOOK BETTER: Interdisciplinary Visual Research Symposium (inaugural event for new Critical Visions undergrad program in College of Design, Architecture, Art, and Planning and the McMicken College of Arts and Sciences), University of Cincinnati
2011	"Writing Fashion, From Book to Blog," The Humanities Initiative, New York University
2010	"A Perfect You? There's an App for That," Department of Gender & Women's Studies with the Science, Technology, and Society Center, University of California at Berkeley
2010	"Blog Ambition: Race, Gender, and Fashion Blogs," Parsons, The New School
2010	"Fashion Blogs, Popular Culture, and Asian American Studies," Columbia University Asian American Alliance
2010	"Feminist Currents: Do Clothes Make the Woman?" Forum. <i>Frontiers: A Journal of Women Studies</i> 31.1 (2010): 167.
2008	"More than Meets the Eye: Sound, Image, Race," Future Asian Americas Symposium, Fordham University
2008	"More to Orientalism than Meets the Eye: Sonic Stereotypes that Make Race Audible," Asian American Cultural Center, Yale University

Professional Conferences

2019	"The Skinny on 'Ethical Fashion': @DietPrada," American Studies Association
2019	Co-organizer with Jane Anderson (NYU), 2 nd Biennial Race + IP conference, NYU Law School
2018	"Everyone in Content Moderation: Social Media Users and the Policing of Property and Piracy," Race & Media Conference, University of Washington
2017	"Insta-Thai-Famous: Social Media and the Production of Legal Consciousness from Below," Law & Society Association
2017	"Media Studies and/as Critical Race and Gender Theory," International Communications Association
2017	Moderator, "Finding, Landing, and Navigating Academic Jobs" workshop, International Communications Association

2016	"The Media Labors and Logics of Fashion Copying," Assoc. of Asian American Studies
2016	"The Media Culture of Copyright," Popular Culture Association
2015	"The Emotional Politics of Fashion Design Piracy and Cultural Theft," American Studies Association
2015	"Visualizing 'the Misfit': Virtual Fitting Rooms and the Politics of Technology," Advanced Cultural Studies Institute of Sweden, Linköping University
2014	Roundtable: "Global Circuits of Beauty and Fashion," American Studies Association
2014	"#FeministSelfie: Shame, Pleasure, and the Racial Fault Lines of Online Feminist Media," International Conference on Gender and Communication at Uni. of Seville
2014	Roundtable: "Global Circuits of Beauty and Fashion," Assoc. of Asian Am. Studies
2012	"Fashion Blogger Poses: The New Standing of Race, Gender, and Expertise in DIY Capitalism," American Studies Association
2011	"Designed to Fit (In): Virtual Fitting Rooms and the Cultural Construction of Biorobotics," American Studies Association
2011	"Style Labs: Virtual Fitting Rooms and the Socialization of Biotechnology," Association of Asian American Studies
2009	"Radio-Active Little Saigon: Listening as a Labor of Love," Association of Asian American Studies
2008	"The Many Voices of Margaret Cho and the Cultural Politics of Audibility," Modern Language Association
2008	"How Red, White, and Blue Became the New Black: The Fashion Industry as an Agent of Liberal Democracy," Association of Asian American Studies
2007	"Mediating Race Relations One Joint at a Time: The Politics and Poetics of the Stoner Buddy Film Genre," Association of Asian American Studies
2007	"'You May Know Kung Fu But You're Still a Fairy': Comic Recuperations of Transpacific Masculinity," Society of Cinema and Media Studies
2005	"Slackers, Sliders, and Multiculturalism in Harold and Kumar," Association of Asian American Studies
2004	"You Too Can Be a Cross-Over Success: Asian/Latino Racial Drag," American Studies Association
2002	"Crouching Tiger, Hidden Dragon: Multicultural Breakthrough or Breakdown?" American Studies Association

2002	"'The Fastest Hands in the East Meet the Biggest Mouth in the West' Meets
	Mediagenic Multiculturalism," Int'l Conf. on Literatures of Chinese Diaspora

Fellowships and Awards

2016	Provost's Faculty Development Fund Award, Pratt Institute
2015	Mellon Foundation Faculty Research Grant, Pratt Institute
2012	Society for the Humanities Research Grant, Cornell University
2010	Beatrice Bain Institute for Critical Feminism Research Fellowship,
	UC Berkeley
2005	Graduate Opportunity Dissertation Fellowship, UC Berkeley
2004	Dean's Normative Time Fellowship, UC Berkeley
2002	Mentored Research Fellowship with Elaine H. Kim, UC Berkeley

Service

Professional Service

Editorial Board

Palgrave MacMillan Studies in Fashion and the Body (book series) Lateral: Journal of Cultural Studies Association

Manuscript Review

Duke University Press (book manuscripts)

Routledge (book manuscripts)

Bloomsbury/Berg (book manuscripts)

Continuum: Journal of Media and Cultural Studies

Culture, Theory, and Critique

Communication, Culture, and Critique

Feminist Media Studies

Visual Anthropology Review

Journal of Consumer Culture

Fashion, Style, and Popular Culture Journal

WSQ: Women's Studies Quarterly

Journal of Asian American Studies

Conference Committees

Association of Asian American Studies Annual Conference Program Committee Member (Washington D.C., 2019-2020)

2nd Biennial Race & IP Conference Co-Organizer with Jane E. Anderson (NYU Law School, April 2019)

University Service

Co-organizer, Anti-Racist Pedagogy Workshop (Pratt 2017) Member, Committee on Academic Standing (Pratt 2016-2019) Evaluator, Society for the Humanities Fellowship Competition 2014/15 (Cornell 2013) Panelist, Innovative Teaching in Humanities, Trustee Council Annual Meeting (Cornell 2012) Selection Committee Member, Arts & Sciences Undergraduate Admissions (Cornell 2011)

Department/Program Service

Faculty Coordinator, Minor in Media Studies (Pratt 2017-Present) Member, Committee on Appointment, Reappointment, and Tenure (CART) (Pratt Fall 2021) Chair, Humanities and Media Studies Curriculum Review Committee (Pratt 2017-2019) Co-organizer, Women of Color Faculty/Graduate Student Mentorship Lunch (Pratt 2016-2019) Faculty Participant, PhD Informational Session (Pratt 2017) Faculty Participant, Diversity Recruitment Orientation to Media Studies (Pratt 2016) Member, Certificate of Continuous Employment (CCE) Conversion Committee (Pratt 2015) Committee Member, Art History Curriculum Task Force (Cornell 2014) Panelist, Fashion & Identity Roundtable, Cornell Asian Alumni Association and Cornell's LGBT Alumni Association (Cornell 2013) Faculty Advisor, Visual Culture Colloquium, History of Art Department (Cornell 2012-2013) Manager, Asian American Studies Program Social Media Presence (Cornell 2011-Present) Coordinator, Asian American Studies Spring Speakers Series (Cornell 2011-2012) Discussant, post-screening panel on The Slanted Screen (Adachi, 2006) Cantor Film Center, hosted by Asian/Pacific/American Institute at NYU (2007) Discussant, post-screening panel on *The Motel* (Kang, 2006) Cantor Film Center, hosted by Asian/Pacific/American Institute at NYU (2006)

Graduate Students/Advisees

Dissertation Committee

- Rachel Kuo, New York University (2020)
- Rosemary Findlay, "O Hai Guyz: Between Personal Style Bloggers, Their Readers, and Modern Fashion," Department of Performance Studies, University of Sydney (2014)

Doctoral Exam Committee

• Yingying Wu, "A Cross-cultural Study of Women's Body Image, Appearance Management Strategy, and Attitudes About 3D Fit Technology" Department of Fiber Science and Apparel Design, Cornell University (2014)

Masters Theses Chaired at Pratt

- Alexa McDougall, "Defying the Knot: Race, Gender, and the Wedding Plot in RomComs" (2020)
- Hyun Woo Kim, (2020)
- Ece Gurleyik, "Facebook Content Moderation: Kurds, Censorship, Free Speech (2020)
- Joey Carducci, "Developing a Trans Experimental 16mm Film Theory & Practice" (2020)
- Bhoomika Ghaghada, "Graffiti, or How Black Culture Is Being Used to Whitewash Dubai" (2019)
- Semanti Ray, "Now Everyone's A Curator: The Democratization of Cultural Authority" (2017)
- Jackson Savage, "Spatialization and Mapping: Power In and Around Brooklyn's Lafayette Gardens Housing Site" (2017)

Masters Theses Committee at Pratt

- Kierra Burke, "#YasBlackGirl and the Power of Black Twitter" (2020)
- Elizabeth Olguin, "Memes: The Revolutionary Potential of Digital Folk Art" (2020)
- Paige Polk, "Independent Web TV and Queer Economies of Cultural Production and Community" (2019)
- Lauren LaMelle, "The Final Girl: Race, Gender, and the Horror Film" (2018)
- Sarfraz Ahmed, "The Gender Politics of Facebook in Pakistan" (2018)
- Eva Sotomayor, "Sadness I'm Your Girl: Gender and Affect in Emo Music" (2017)
- Brett Bohrmann, "#buryyourgays: Killing Queer Characters in Fan Culture" (2017)

Undergraduate Senior Theses Committees at Cornell University

- Christine Chung ('13), "Tracing the Changing Fashion of Hanbok, from Ancient to Modern Times," History of Art and Visual Studies Department
- Calla Adrianna Di Pietro ('12), "Your Gaze Hits the Side of My Face," History of Art and Visual Studies Department

Undergraduate Senior Theses Committees at New York University

- Nicholas Packard ('08), "The History of Race Comedy," History Department
- Priyanka Sharma ('07), "Narratives that Shapes Minorities in the Media," Gallatin School
- Doug Eng ('07), "Representations of Yellow Peril," Gallatin School

Public Service/Public Outreach

OF ANOTHER FASHION (2010-present)

Digital archive of the fashion histories of U.S. women of color (ofanotherfashion.tumblr.com)

THREADBARED (2007-2014)

Research blog on the politics of fashion and beauty (iheartthreadbared.wordpress.com) Co-author with Mimi Nguyen, University of Illinois at Urbana-Champaign

Professional Associations/Research Groups

American Studies Association

Association of Asian American Studies Critical Race and Digital Studies Research Group

(based at New York University, Department of Media, Communication, and Culture)

Courses

Pratt Institute

Fashion, Labor, Justice

Fashion and Power

Race, Gender, and the Internet

Bodies, Technology, Visuality

Writing About the Arts and Culture

New York: Fashion and the City