**Dr. Mark Bernhardt**

**Professor**

**Jackson State University**

**Department of History and Philosophy**

**Education**

***Ph.D., History***

University of California, Riverside; 2006.

Dissertation: Picturing the News: The Spectacle of Gender and Politics in the Pictorial Journalism of Crime and War, 1836-1935.

* Advisors: Brian Lloyd, Molly McGarry, and Jonathan Green
* Major Field: ***Twentieth-Century United States***
* Complementary Field: ***Nineteenth-Century United States***
* Minor Field: ***Modern Latin America***

***M.A., History***

California State University, Sacramento; 2001.

***B.A., History***

University of California, Berkeley; 1999.

Jackson State University – Department of History and Philosophy

***Professor, 2017 – Present***

***Associate Professor, 2013 – 2017***

***Assistant Professor, 2007 – 2013***

Administrative Duties:

* History Department Graduate Program Coordinator, 2013-Present

Courses Taught:

* United States, 1876-1917
* United States, 1917-1941
* United States, 1941-Present
* U.S. Media History
* Filmmakers’ Responses to Political Debates and Policies in the United States, 1900-Present
* Filmmakers’ Responses to Social Change and Conflict in the United States, 1900-Present
* Sexuality in the United States
* Frontier in American History
* World War II
* Filmmakers’ Interpretations of World War II
* Historiography
* Senior Research Seminar
* World Civilizations to 1650
* World Civilizations since 1650

Student Activities Sponsor:

* Phi Alpha Theta Advisor, 2010-Present.
* History Club Co-Advisor, 2009-2012.
* Model United Nations Assistant Advisor, 2009-2012.

University of California, Riverside – History Department and Women’s Studies Department

***Lecturer, 2006 – 2007***

Courses Taught:

* Sexualities and Culture
* History of Women, Gender, and Sexuality in the United States
* United States, 1945-Present
* Senior Research Seminar

California State University, San Bernardino College of Education and Riverside County Office of Education – Accelerated Subject matter Acquisition Program, RIMS region

***History Instructor, 2004 – 2007***

Developed and presented curriculum to educators for credentialing and national certification.

* World History
* U.S. History
* California History

**Teaching Awards**

Mississippi Humanities Council Teaching Award, 2016-2017.

University Faculty Excellence Award for Teaching and Advising, 2014-2015. Jackson State University.

College of Liberal Arts Faculty Excellence Award for Teaching and Advising, 2014-2015. Jackson State University.

Outstanding Teaching Assistant, 2003-2004. University of California, Riverside; Department of Women’s Studies.

**Publications**

Books:

*Lampooning the Poor in 1950s Sitcoms: Promoting an Image of Economic Equality by Denying Structural and Intersectional Causes of Poverty in Cold War America* (Manuscript contracted with McFarland and Company, Inc., Publishers).

Journal Articles:

“Equal Opportunity for All? Portrayals of Race and Poverty in 1950s Sitcoms as Cold War Propaganda” (Submitted to *Journal of American History*).

“‘It’s the Last Frontier’: Alaska and the American Belief in Starting Anew on the Frontier in *Breaking Bad* and *El Camino*” (Submitted to *Journal of Popular Culture*).

“Not Your Average Mexican? Viewing *Breaking Bad*’s Latinx Stereotypes and their Connection to Characters’ Deaths in the Context of Genre” (Submitted to *Critical Studies in Television*).

“‘Where were their Guardian Angels?’ Tracing the Seduction of ‘Fallen Women’ in Antebellum New York City.” (*New York History*,Revise and Resubmit Request).

“History’s Ghost Haunting Vince Gilligan’s New Mexico: Genre, Myth, and New Western History in *Breaking Bad*.” *Journal of Popular Film and Television* 47:2 (2019): 69-80.

“‘I’m in the Empire Business’: Markets, Myth, Race, and the Conquest of the American West in *Breaking Bad*.” *Journal of Popular Culture* 51:5 (October 2018): 1256-78.

“Three Bumps in the Road: The U.S.-Mexico Borderlands and Border Regulation in *Breaking Bad*.” *Journal of the West* 56:3 (Summer 2017): 45-59.

“What Kind of Parents are You? The Discussion of Expectations for Parents in the Press Coverage of the Lindbergh Kidnapping.” *Journalism History* 42:3 (Fall 2016): 142-53.

“This could be Heaven or this could be Hell: Relocation to the West and the Transformation of Identity in *A History of Violence* and *Dead Man*.” *Journal of the West* 55:3 (Summer 2016): 38-46.

“‘Boys are Running off to the Wars by Scores’: Promoting Masculinity and Conquest in the Coverage of the Mexican-American War.” *American Journalism* 33:2 (Spring 2016): 189-213.

“Taking Sides in the ‘Bloodless Croton War’: The Coverage of the Croton Aqueduct Strike and Labor’s Relationship with the Penny Press.” *New York History* 97:1 (Winter 2016): 9-33.

“Red, White, and Black: Opposing Arguments on Territorial Expansion and Differing Portrayals of Mexicans in the *New York Sun’s* and *New York Herald’s* Coverage of the Mexican War.” *Journalism History* 40:1 (Spring 2014): 15-27.

“Washington Irving’s Western Adventure: Masculinity, Race, and the Early American Frontier.” *Journal of the West* 52:1 (Winter 2013): 17-24.

“A Flower in the Garden of Death: The Murder of Helen Jewett and the Regulation of Female Sexuality in the Early Nineteenth-Century United States.” *The Researcher* 25:1 (Spring 2012): 1-24.

“The Selling of Sex, Sleaze, Scuttlebutt, and other Shocking Sensations: The Evolution of New Journalism in San Francisco, 1887-1900.” *American Journalism* 28:4 (Fall 2011): 111-42.

“Conquering Eden: The Debate over Territory Acquisition in the New York Press Coverage of the Mexican War.” *Journal of the West* 50:2 (Spring 2011): 12-20.

“Lizzie Borden took an Axe…: Contrasting Views in the New York Press Coverage of the Borden Murders.” *The Researcher* 24:1 (Spring 2011): 1-38.

“Turner and Oscar: The Evolution of Turnerianism in Academy Award Nominated Westerns, 1963-1992.” *Journal of the West* 45:2 (Spring 2006): 59-65.

Book Chapters:

“A Hillbilly, a Bum, and an Old Woman Meet a Screwball Redhead: Lampooning the Poor in *I Love Lucy*.” *Poverty in American Popular Culture: Essays on Representations, Beliefs, and Policy*. Editor, Wylie Lenz. Jefferson, NC: McFarland, 2020 (Forthcoming).

“Reading between the Lines: The Penny Press and the Purpose of Making Violence News.” *Violence in American Popular Culture: Representations of Violence in Popular Culture Genres, Volume 2*. Editor, David Schmid. New York: Praeger, 2016. 29-48.

“Chivalry, Militarism, and Journalism.” *The Power of the Word: The Sacred and the Profane*. Editor, Patsy Daniels. Newcastle-upon-Tyne, UK: Cambridge Scholars Publishing, 2015. 59-100.

“What’s Black and White and Re(a)d all over? Racial Imagery in the New York Press Coverage of the Mexican-American and Spanish-American Wars.” *NAAAS and Affiliates International Research Forum 2014*. Editor, Lemuel Berry, Jr. Scarborough, ME: National Association of African-American Studies and Affiliates, 2014. 1-48.

Conference Papers:

“Caring for ‘America’s Child’: The Critique of Charles and Anne Lindbergh as Parents in the U.S. Press Coverage of the Lindbergh Kidnapping**.**” *Explorations of Childhood(s)*. Editor, Elena Xeni. Oxford, UK: Inter-Disciplinary Press, 2016. 3-14.

“The Devil in Miss Jewett: Sex, Violence, Voyeurism, and the Reclamation of a Prostitute’s Reputation.” *Gender and Sexual Identity: Presentations of the 31st Annual SW/Texas Regional Meeting of the Popular Culture and American Culture Association: Gender*. Editor, Michael Johnson, Jr. New York: Cambridge Scholars Publishing, 2011. 59-68.

Book Reviews:

“Tony Soprano’s America: Gangsters, Guns, and Money.” *Journal of Popular Culture* (Forthcoming).

“Bernhardt on Bergon – Two-Buck Chuck & The Marlboro Man: The New Old West.” *H-War*, October 2019. https://networks.h-net.org/node/12840/reviews/5082391/bernhardt-bergon-two-buck-chuck-marlboro-man-new-old-west.

“Patriots, Prostitutes, and Spies: Women and the Mexican-American War.” *The Register of the Kentucky Historical Society* 116:3&4 (Summer/Autumn 2018): 534-36.

“Reviewing *Ways of War: American Military History from the Colonial Era to the Twenty-First Century*.” *The Strategy Bridge*, April 23, 2018. https://thestrategbridge.org/the-bridge/2018/4/23/reviewing-ways-of-war-american-military-history-from-the-colonial-era-to-the-twenty-first-century.

“Bernhardt on Colley – The Stories Behind the Famous Photographs from World War II.” *H-War*, May 2016. https://networks.h-net.org/node/12840/reviews/126412/bernhardt-colley-seeing-war-stories-behind-famous-photographs-world.

“Bernhardt on Hake – Screen Nazis: Cinema, History, and Democracy.” *H-War*, August 2013. https://networks.h-net.org/node/12840/reviews/13703/bernhardt-hake-screen-nazis-cinema-history-and-democracy.

Teaching Material:

*American Journalism*: Teaching Our Journal. “‘Boys are Running off to the Wars by Scores’: Promoting Masculinity and Conquest in the Coverage of the Mexican-American War.” Spring 2016. http://www.american-journalism.org/teaching-our-journal/.

**Grants & Fellowships**

National Endowment for the Humanities Awards for Faculty (2019 Application Pending).

Phi Alpha Theta Faculty Advisor Research Grant (2019 Application Pending).

Jackson State University Faculty Research Fellowship: Fall 2019.

Mississippi Humanities Council Grant: 2015, 2019-2020.

Jackson State University Teaching with Technology Grant: 2015.

Jackson State University Center for University Scholars Grant (Annually Renewable): 2009-2019.

**Presentations**

Conference Papers:

Crossing Borders in Breaking Bad. **Northeast Popular Culture Association**. Portsmouth, NH; November 16, 2019.

History’s Ghost Haunting Vince Gilligan’s New Mexico: Genre, Myth, and New Western History in *Breaking Bad*. **Popular Culture Association**. Washington, D.C.; April 19, 2019.

Washington Irving Goes West: Masculinity, Race, and Balancing the Influences of Civilization and Nature through Travel in the Early American Frontier. **Nineteenth-Century Studies Association**. Kansas City, MO; March 8, 2019.

Lampooning the Poor in *I Love Lucy*. **The Fifties and Pop/Visual Culture: Film, Television, and Beyond**. Texas Christian University; November 10, 2018.

Fear of the Uncontrollable Border in *Breaking Bad*. **Borders and Border Walls, a New Era? (In)security, Symbolism, Vulnerabilities**. University of Quebec, Montreal; September 28, 2018.

Tracing the Seduction of “Fallen Women” in Antebellum New York City. **Society for Historians of the Early American Republic**. Cleveland, OH; July 21, 2018.

“I’m in the Empire Business”: Markets, Myth, Race, and the Conquest of the American West in *Breaking Bad*. **Popular Culture Association**. Indianapolis, IN; March 31, 2018.

Laughing at the Poor: *I Love Lucy* and Explanations for Poverty in 1950s America. **Popular Culture Association in the South/American Culture Association in the South**. Savannah, GA; October 6, 2017.

A Hillbilly, a Bum, and an Old Woman Meet a Screwball Redhead: Lampooning the Poor in *I Love Lucy*. **Popular Culture Association/American Culture Association**. San Diego, CA; April 13, 2017.

“Nothing is Talked of but the Halls of the Montezumas”: Connecting Masculinity and Conquest in the *New York Sun’s* and *New York Herald’s* Coverage of the U.S.-Mexican War. **American Historical Association.** Denver, CO; January 6, 2017.

Taking Sides in the “Bloodless Croton War”: The Coverage of the Croton Aqueduct Strike and Labor’s Relationship with the Penny Press. **North American Labor History Conference**. Detroit, MI; October 21, 2016.

Promoting Masculinity and Conquest in the *New York Sun’s* and *New York Herald’s* Coverage of the Mexican War. **Nineteenth-Century Studies Association**. Lincoln, NE; April 15, 2016.

This could be Heaven or this could be Hell: Relocation to the West and the Transformation of Identity in *A History of Violence* and *Dead Man*. **Popular Culture Association/American Culture Association**. Seattle, WA; March 25, 2016.

When Baby Lindy Disappeared: The Assessment of Parenting in the Press Coverage of the Lindbergh Kidnapping. **Midwest Popular Culture Association/American Culture Association**. Cincinnati, OH; October 4, 2015.

Caring for “America’s Child”: The Critique of Charles and Anne Lindbergh as Parents in the U.S. Press Coverage of the Lindbergh Kidnapping. **Childhood: Exploitation and Danger**. Oxford University; July 25, 2015.

What’s Black and White and Re(a)d all over? Opposing Arguments on Territorial Expansion and Differing Portrayals of Mexicans in the *New York Sun’s* and *New York Herald’s* Coverage of the Mexican War. **Organization of American Historians**. St. Louis, MO; April 16, 2015.

U.S. Militarism and the Gender Rescue Paradigm: The Press and the Argument for U.S. Military Intervention in Cuba, Europe, and Afghanistan. **Northern Great Plains History Conference**. Sioux Falls, SD; October 10, 2014.

Racial Imagery in the New York Press Coverage of the Mexican-American and Spanish-American Wars. **National Association of Hispanic and Latino Studies**. Mississippi College; April 29, 2014.

Washington Irving’s Western Adventure: Masculinity, Race, and the Early American Frontier. **Popular Culture Association/American Culture Association**. Chicago, IL; April 19, 2014.

“Boys are Running off to the Wars by Scores”: Masculinity, Race, and the Land in the *New York Herald’s* Coverage of the Mexican War. **Northern Great Plains History Conference**. Hudson, WI; September 27, 2013.

Conquering Eden: The Debate over Territory Acquisition in the New York Press Coverage of the Mexican War. **Northern Great Plains History Conference**. Fargo, ND; September 28, 2012.

In Defense of the Innocent: The Press and the Gendered Rescue Paradigm of U.S. Military Intervention in Cuba, Europe, and Afghanistan. **Historians of the Twentieth-Century United States**. Oxford University; July 8, 2011.

What Kind of Parents are You? The Assessment of Male and Female Gender Roles in the Press Coverage of the Lindbergh Kidnapping. **Popular Culture Association/American Culture Association.** San Antonio, TX; April 22, 2011.

Defending Helpless Victims: The Press, Chivalry, and U.S. Militarism in Cuba, Europe, and Afghanistan. **National Women’s Studies Association**. Denver, CO; November 12, 2010.

A Flower in the Garden of Death: The Portrayal of New York Prostitute Helen Jewett, 1836. **Representations of Prostitution, Sex Work, and Sex Trafficking between the 19th and 21st Centuries**. University of Exeter; September 10, 2010.

The Devil in Miss Jewett: Sex, Violence, Pornography, and the Reclamation of a Prostitute’s Reputation. **Southwest/Texas Popular Culture Association/American Culture Association**. Albuquerque, NM; February 11, 2010.

Wars of Chivalry: The U.S. Press and the Promotion of the Defense of Women and Children as Motive for War, 1898 and 1917. **Wars and Men: Masculinities under Fire**. McGill University; November 11, 2009.

The Transformation of Mary Rogers: Reconstructing the Identity of a Working-Class Woman in 1840s New York. **Northeast Popular Culture Association/American Culture Association**. New York City, NY; October 23, 2009.

Making a New Woman: Reconstructing through Death the Identity of Mary Rogers in 1840s New York. **Interdisciplinary Approaches to Gender, Sexuality, and Power**. Pacific University; October 17, 2009.

Save the Women and Children: U.S. Newspapers’ Role in Promoting Chivalry as Motive for War, 1898 and 1917. **Tennessee Conference of Historians**. Cumberland University; September 26, 2009.

Comparing Depictions of Mexicans and Cubans in the New York Press Coverage of the Mexican-American and Spanish-American Wars. **National Association of African American Studies**. Baton Rouge, LA; February 12, 2009.

Dead Girls Can Do No Wrong: Regulating Sexuality and the Construction of Mary Rogers’ Identity in the *New York Herald*. **(dis)Junctions: Lost in Translation**. University of California, Riverside; April 7, 2006.

Mary Rogers’ Guardian Angel: Sex, Murder, and the Regulation of a Working-Class Woman’s Identity in the 1840s Press. **Engendering Diversity and Community**. University of La Verne; March 31, 2006.

Details of a Murder: Gender, Homicide, and the Relationship Between Picture and Text in the New York Press Coverage of the Lizzie Borden Case. **Gender Studies Symposium**. Lewis and Clark College; March 10, 2006.

The Selling of Sex, Sleaze, Scuttlebutt, and Other Shocking Sensations: The New San Francisco Journalism, 1887-1900. **(dis)Junctions: Romancing Heteroglossia**. University of California, Riverside; April 10, 2004.

Conference Panel Organizer:

No Safe Space: Early American Fears of Moral Danger in the City, Small Towns, and on the Western Frontier. **Society for Historians of the Early American Republic**. Cleveland, OH; July 2018.

Why We Fight: Communicating Thoughts on the U.S.-Mexican War Across The Contested Border. **American Historical Association**. Denver, CO; January 6, 2017.

Invited Lectures/Presentations:

She’s Got It! Depicting the Flapper Generation in Clarence Badger’s *It*. **Mississippi Humanities Council Public Lecture Series**. Jackson State University; October 13, 2016.

The History of Hispanic Heritage Month. **Margaret Walker Center**. Jackson, MS; September 28, 2015.

Artists Embedded in the Mexican-American War. **Mississippi Museum of Art**. Jackson, MS; March 27, 2015.

Mary Rogers’s Guardian Angel: The Press and Concern about Female Chastity in 1840s New York. **College of Liberal Arts Faculty Colloquium**. Jackson State University; March 6, 2014.

A Flower in the Garden of Death: The Portrayal of New York Prostitute Helen Jewett, 1836. **Women’s History Month Lecture Series.** Jackson State University; March 31, 2011.

A Noble Fight: The United States, War, and the Protection of Women and Children in Cuba, Europe, and Afghanistan. **Humanities Scholars in the Community Lecture Series.** Jackson, MS; September 20, 2009.

Gender, Race, Class, and Sexuality in Advertising. University of California, Riverside; May 18, 2007.

**Professional Service**

Professional Organization Service:

* History in the Curriculum Committee, American Journalism Association, 2019-Present.
* Co-Chair, Westerns and the West Area, Popular Culture Association, 2019-Present.
* Phi Alpha Theta Co-Representative for State of Mississippi, 2016-Present.

Mentoring Programs:

* Jackson State University Junior Faculty Mentor, 2018-2019.

Manuscript Reviewer:

* American Journalism
* New York History
* The Researcher: An Interdisciplinary Journal

Textbook Reviewer:

* The Earth and Its Peoples, Cengage.
* Voyages in World History, Cengage.
* World Civilizations, Cengage.

Grant Proposal Reviewer:

* National Endowment for the Humanities, Media Projects, 2018.

Conference Organizer:

* Phi Alpha Theta Mississippi Regional Conference Co-Organizer, April 2-3, 2020 (Forthcoming).
* Phi Alpha Theta Mississippi Regional Conference Co-Organizer, April 12-13, 2019.
* Phi Alpha Theta Mississippi Regional Conference Co-Organizer, April 14, 2018.
* Garrett Weaver Student Symposium Co-Organizer, April 16, 2015.
* Phi Alpha Theta Mississippi Regional Conference Organizer, April 5, 2014.
* Phi Alpha Theta Mississippi Regional Conference Organizer, March 23-24, 2012.

Conference Paper Proposal Reviewer:

* Journalism and Communication History Conference, 2018.
* Phi Alpha Theta Mississippi Regional Conference, 2012, 2014, 2016-2019.

Conference Paper Award Judge

* Phi Alpha Theta Mississippi Regional Conference, 2012, 2014, 2016-2019.
* Margaret Walker Award, Margaret Walker Creative Arts Festival, 2012-2014, 2017.

Conference Panel Chair:

* Phi Alpha Theta Mississippi Regional Conference. Jackson State University, April 13, 2019.
* Representing Poverty and Cultural Tensions. **The Fifties and Pop/Visual Culture Conference**. Texas Christian University; November 10, 2018.
* Phi Alpha Theta Mississippi Regional Conference. Jackson State University, April 14, 2018.
* Establishing Racial Identities in Westerns. **Popular Culture Association**. Indianapolis, IN; March 31, 2018.
* Television and Societal Representation. **Popular Culture Association in the South/American Culture Association in the South**. Savanah, GA; October 6, 2017.
* Difference and Disfigurement: Broader Contexts, Disciplinary Perspectives, and Questions. **Medical Humanities Conference**. Jackson, MS; March 20, 2015.
* Politics of the American Civil War. **Northern Great Plains History Conference**. Hudson, WI; September 27, 2013.
* Gender and Media Studies. **Popular Culture Association/American Culture Association**.San Antonio, TX; April 22, 2011.
* Margaret Walker Center Creative Arts Festival. Jackson State University, April 9, 2011.
* Dangerous Sexualities. **Southwest/Texas Popular Culture Association/American Culture Association**. Albuquerque, NM; February 11, 2010.
* Garrett Weaver Student Symposium. Jackson State University, Jackson, MS; April 14, 2009.

Public Program Organizer:

* Documentary Screening and Discussion with Filmmaker: The Six-Triple-Eight; April 3, 2020.
* Gibbs-Green Shooting 50th Anniversary Program, May 14-15, 2020. Assistant Organizer.
* Jackson State University Gibbs-Green Shooting Photography Exhibit; April 3 2020. Assistant Organizer.
* Jackson State University Campus Shooting “Survivors” Exhibit; January 16, 2020. Assistant Organizer.
* Documentary Screening and Discussion with Filmmaker: The 30th of May; April 13, 2019.
* Documentary Screening and Discussion with Filmmaker: The Hello Girls; April 12, 2019.
* Hispanic Heritage Month Lecture and Documentary Screening, September 28, 2015.
* Gibbs-Green Shooting 45th Anniversary Program, May 15, 2015. Assistant Organizer.
* Women’s History Month Lecture and Documentary Screening, March 25, 2014.
* Model United Nations, April 12, 2012. Assistant Organizer.
* Model United Nations, April 11, 2011. Assistant Organizer.
* Model United Nations, April 15, 2010. Assistant Organizer.

Professional Programs:

* American Historical Association Conference on Introductory Courses. University of Texas, Dallas; September 20-21, 2019.
* Extending the Reach of Scholarly Society Work to HBCU Faculty Focus Group. Atlanta, GA; June 15, 2018.

Interviews:

* *The Link*; Concordia University, Montreal. “Borders and Border Walls, a New Era?” September 28, 2018.
* *Times Daily*; Florence, Alabama*.* “A Fascination with Gore.”Interviewed by Trevor Stokes. October 22, 2007.