

Matthew Jungsuk Howard

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**PhD Candidate (ABD)
at North Carolina State
University**

Education

North Carolina State University: PhD in Communication, Rhetoric, and Digital Media (August 2019-May 2023, Raleigh, NC)

- Dissertation: *Rendering Korean/America: Movies, Music, Esports, Food, and Korean/Americans of the Korean Wave*
- Committee: Stephen B. Crofts Wiley (co-chair, NC State University), Nicholas Taylor (co-chair; NC State University), Zachary Beare (NC State University), Fernanda Duarte (NC State University), and Dal Yong Jin (Simon Fraser University)

University of Houston: M.A. in European History, Minor in World History (August 2014-May 2018)

- Thesis: *Esport: Professional League of Legends as Cultural History*
- Chair: Sarah Fishman (University of Houston)

Stony Brook University: B.A. in French Language & Literatures and History - Cum Laude (August 2009-May 2013)

Publications

Scholarly Publications

Voorhees, G. & Howard, M. J. (forthcoming, 2023). Techno-Orientalism at work: Asian game(er)s in a neoliberal world. In C.B. Patterson & T. Fickle (Eds.) *Made in Asia/America*. Duke University Press.

Howard, M. J. (2022). Highway to the Golden Zone(fire): *PC Bangs* and techno-Orientalism in the *StarCraft II Visual Novel* (2015). *Journal of Games Criticism* 5(Bonus

Issue A). <http://gamescriticism.org/articles/howard-5-a>.

Other Publications

Partin, W.C. & Howard, M. J. (2021). The origins of esports scholarship: A group interview. *ROMChip* 3(1). <https://romchip.org/index.php/romchip-journal/article/view/141>.

Howard, M. J. (2019). In Hushed Voices: Censorship and Corporate Power in Professional League of Legends 2010-2017. In J. Hiltcher and T. Scholz (Eds.) *eSports Yearbook 2017/18* (p. 28-43). Germany: BoD - Books on Demand, Norderstedt.

Teaching

As Instructor of Record

- **Studies in Rhetoric and Digital Media: Digital Rhetorics and Media Sport Industries (ENG 395/COM 395):** North Carolina State, Fall 2022.
- **Communication for Engineering and Technology (ENG 331):** North Carolina State, Summer 2022.
- **Special Topics in Communication and Race: Race, Technology, and Asian/America (COM 417):** North Carolina State, Fall 2021.
- **Communication and Globalization (COM 447):** North Carolina State, Summer 2021.
- **Academic Writing and Research (ENG 101):** North Carolina State, 5 Sections from 2019-2021.
- **Fundamentals of English: Integrated Reading and Writing (ENG 1300):** University of Houston, 2 Sections from 2016-2019.

As Teaching Assistant

- **Communication Media in a Changing World (COM 200):** North Carolina State, Fall 2020.
- **Creative Non-fiction Writing Workshop (ENG 381):** North Carolina State, Spring 2020 – Shadow.
- **Communication and Technology (COM 250):** North Carolina State, 2 Sections from 2019-2020.
- **Fundamentals of English: Integrated Reading and Writing (ENG 1300):** University of Houston, 3 Sections from 2016-2019.

Conference Presentations

Howard, M. J. (2022). *Grid 4.LoL: Placing, Racing, and Panoptic Media Histories of*

Esports [Conference Presentation]. Canadian Game Studies Association Conference. Remote.

- [CGSA Top Student Paper Award Finalist](#)

Howard, M. J. (2022). *Holding Back the Heavens: Mapping Borders, Drawing Grids, and Building Racialization Infrastructures in Esports* [Symposium Presentation]. CRDM Symposium: Infrastructures and/as Anticolonialism. Remote.

Bascuñan-Wiley, N. & Howard, M. J. (2022). *Memory as a Field Site: Making (Sense of) Empanadas and Doenjang-jjigae* [Conference Presentation]. International Symposium on Autoethnography and Narrative. Remote.

Howard, M. J. (2021). *Kimjang Colonialism: (Re/De-) Constructions of Koreanness and Platform Imperialism Through Digital Kimchi Recipes* [Conference Presentation]. Sixth International Conference on Communication & Media Studies. Remote.

Howard, M. J. (2021). *Meet the Koreans: Esports Spectatorship Interfaces and Techno-Orientalist Racialization* [Conference Presentation]. PCA/ACA National Conference. Remote.

Howard, M. J. (2021). *There Are Some Who Call Me...Smeb: A Historical Ontology of Esports Usernames* [Conference Presentation]. North American Society for Sport History Annual Convention. Remote.

[Accepted] Howard, M. J. (2020). *What 'They' Saw, What 'We' Say: The Nature of Historical Knowledge(s) in Battlefield V* [Conference Presentation]. PCA/ACA National Conference. [Conference cancelled due to COVID-19].

Howard, M. J. (2019). *Going Public: Writing Center Outreach and the Battle Against Justifying Inequality* [Conference Presentation]. South Central Writing Centers Association Annual Conference, University of Mary Hardin-Baylor, Belton, TX.

Howard, M. J. (2019). *The Language of 'Bronziness': The League of Legends Community's Aristocracy of Rank* [Conference Presentation]. PCA/ACA National Conference, Washington, DC.

Howard, M. J. (2018). *Ouvriers de l'Ordinateur: Work, Suffering, and Sport Heroism in Western Esports* [Poster Presentation]. UCI Esports Conference, University of California-Irvine, Irvine, CA.

Howard, M. J. (2018). *Anything but Commonplace: Usernames as Cultural Carriers in League of Legends Subculture* [Conference Presentation]. PCA/ACA National Conference, Indianapolis, IN.

Academic Service

- *Communications of the ACM*, Reviewer, 2022-Present.

- **CRDM Student Association 4th Year Cohort Representative**, Fall 2022-Spring 2023.
- **CRDM Anti-Racism Resources, Student Worker**, Spring 2022.
- **North American Society for Sport History Graduate Advisory Committee Member** (2021-Present).
- **Guest Lecture:** Rendering South Korea(ns): Orientalist Fantasies & Neoliberal Nightmares of the Western Gaze (GSAS 1600, “History and Culture of Games,” Rensselaer Polytechnic Institute; Spring 2021).
- **NCSU Esports Working Group (Competitive Program Subgroup), Member**, (2020-2022).
- **CRDM Symposium Project Group** (*Technologies of Race: Politics, Affect, Platforms*), Student Worker (2020-2021).

Other Employment

- **University of Houston Writing Center, Writing Consultant** (August 2016-August 2019), Houston, TX.
- **Kiwi Inc. Content Editor** (August 2018-August 2019), Remote.
- **Collegiate StarLeague Assistant Editor, *League of Legends* and Console Esports** (August 2016-September 2018), Remote.
- **Collegiate StarLeague Staff Writer, *League of Legends*** (July 2015-August 2016), Remote.