

## Faculty Profile Dr. James Y. Trammell



Steven Haller  
1/30/13  
COM-4996

### When he went to college

- Other students said God called them to come to Asbury. Trammell said “Look, I do not feel like God has called me to do any sort of ministry, and until he does, I am studying television. Until I hear different, I’m doing TV.”



## Why he does his job

- His uncle said, you may not make as much money, but you cannot beat the quality of life
- I have a job where I get to sit and read and write AND I get to teach production
- He does not want to be like Chandler from “Friends,” where your job is totally separate from your life



## Research Area

- Critical Cultural Studies (qualitative research)
- Asbury College = no R-rated movies, But the MPAA is a terrible criterion for judging faith
- “How does religion affect media?” That is the question that motivates all his research



## Trammell Article

- Who Does God Want Me to Invite to See The Passion of the Christ?: Marketing Movies to Evangelicals



## Current Project

- Saw an article that refused to use the word “Lesbian,” which motivated him to try to figure out how homosexual Christians are portrayed in evangelical Christian media, and how religiosity influences how texts are interpreted.



## Another Current Project

- Wisk “ring around the collar” marketing campaign creates a problem and then you
- “Jesus Calling,” you are close to Jesus, but you could be *closer*. To get you to buy this, I am playing on a need to be more religious
- Words used to describe the book are feel-good. However, there is a lot more to religion than just what makes you feel good, but that is all the book is about.

## Grad school advice

- Advice: Go into grad school with general topic in mind for your thesis and the do all of your research on that throughout your studies





## Cool Facts



- Wozniak may autograph Trammell's Apple 2. Collects old media as he comes across it. He has a reel to reel player, pachinko machine, Atari 2600, Betamax player, floppy disk drives, and a Miss Pac Man arcade machine (may bring that to his office *after* he gets tenure)
- Grandfather was a dairy farmer, but all of his kids and grandkids earned higher education. A miniature milk jug reminds him of that.

## END OF PROFILE

- He still enjoys showing the world what he is drinking out of that day as he passes the tradition along to the next generation of Trammells

