

Taft Conference Proposal Cover Sheet

Conference Title: Discourses of health, medicine, and society: Emerging roles and evolving practices

Beginning and Ending Dates: September 5 and 6, 2013

Conference Chair/Director:

Lisa Meloncon, Associate Professor, Department of English

Budgetary Summary:

Total: 23250.00

Cosponsors & Other Funding Sources: 15650.00

Requested Taft Support: 7600.00

Location of Events (dates and times):

Kingsgate Conference Center

Sept. 5 from 1:-6:00

Sept. 6 from 8-6:00

Taft Disciplines:

Africana Studies; Anthropology; English and Comparative Literature; Economics; History; Philosophy; Political Science; Romance Languages and Literatures; Sociology; and Women's, Gender, and Sexuality Studies.

Conference Participants (Name, Role, CV):

Included in full proposal

Evaluation Committee:

Mary Beth Debs, Associate Professor, University of Cincinnati

Stephen Haas, Associate Professor, University of Cincinnati

Liz Angeli, Assistant Professor, Towson University

Scott Mogul, Assistant Professor, Texas State University

Kim Emmons, Associate Professor, Case Western University

Conference title followed by a one sentence summary

Discourses of health, medicine, and society: Emerging roles and evolving practices

Bringing together the top scholars in health communication from the US and Canada, this symposium seeks to set the agenda for major research issues that need to be addressed and to discuss ways to transform research into applied improvements in the delivery of health care.

Conference chair/director

Lisa Meloncon, Associate Professor, Department of English
Affiliate Faculty in Medical Humanities Research Group
Director, Urban Health Research Center of the McMicken College of Arts and Sciences

Conference Dates

September 5 and 6, 2013

Conference Location

University of Cincinnati

Taft disciplines involved in organizing, executing, and participating in the conference.

Organizing: English and Comparative Literature

Participating: Africana Studies; Anthropology; English and Comparative Literature; Economics; History; Philosophy; Political Science; Romance Languages and Literatures; Sociology; and Women's, Gender, and Sexuality Studies.

Conference Participants: name, role, and credentials of each

See schedule for keynote and plenary speakers. CVs for the keynote, plenary, and table leaders are attached at the end of the proposal.

Tentative Conference Schedule

The following is a tentative schedule with the proposed keynote and plenary speakers. As an invitation only symposium, we seek to maximize the exchange of information and ideas among the participants by including roundtable discussions, extended question and answer periods, and small group workshops on key questions and concerns.

See “Format and Structure” and “Audience” sections for more information on the nature of the symposium.

Thursday

1:00- 1:30 pm Keynote Amy Koerber, Texas Tech University

1:30-2:30 Roundtable discussions about the keynote

Potential table leaders:

- Scott Mogull, Texas State University
- Kenny Fountain, Case Western University
- Lynn Harter, Ohio University

2:30-3:00 Break and getting to know each other

3:00-4:30 Roundtable discussions focusing on specific “rhetorical questions”

Table leaders:

- John Lynch, University of Cincinnati
- Fred Reynolds, CUNY
- Barbara Heifferon, Louisiana State University

4:30-6:00 Reception

Friday

8:30-9:00 coffee and talk

9:00-9:30 Keynote Lisa Keranen, University of Colorado Denver

9:30-10:30 Roundtable discussions about the Keynote

Potential table leaders:

- Ben Bates, Ohio University
- Huiling Ding, North Carolina State, University
- Kim Emmons, Case Western University

10:30-11:00 break

11:00-12:30 Plenary panel of lightning talks on “rhetorical questions” with Q & A

Plenary Speakers:

- Judy Segal, University of British Columbia
- J. Blake Scott, University of Central Florida
- Celeste Condit, University of Georgia

12:30-2:00 Lunch

2:00-3:30 Plenary panel of lightning talks on “rhetorical questions” with Q & A

Plenary Speakers:

- Scott Graham, University of Wisconsin, Milwaukee
- Phillipa Spoel, Laurentian University
- Bernice Hausman, Virginia Tech

3:30-5:00 Break out workshop sessions

Topics for workshops:

- Research methods
- Forming Partnerships
- Overcoming barriers in research between disciplines

5:00-5:30 Future Directions: Lisa Meloncon, University of Cincinnati

5:30-7:00 Reception

Evaluation committee

Mary Beth Debs, Associate Professor, Department of English, University of Cincinnati
Stephen Haas, Associate Professor, Department of Communication, University of Cincinnati
Liz Angeli, Assistant Professor, Department of English, Towson University
Scott Mogul, Assistant Professor, Department of English, Texas State University
Kim Emmons, Associate Professor, Case Western University

*neither UC faculty member are involved in planning

Detailed budget including:

The primary purpose of the Taft funds would be to bring in the 2 keynote speakers and 1 of the plenary speakers for a total of \$7600.00

Honoraria, itemized for each participant • Keynote speakers 2 @ \$1500.00 • Plenary speakers 6 @\$1000.00	9000.00
Estimated travel expenses, itemized for each participant • Keynote and Plenary speakers 8@\$900	7200.00
Lodging expenses, itemized for each participant • Keynote and Plenary speakers 8 @\$300.00 (which is for two nights)	2400.00
Promotion costs (printing, brochure, ads, postage)	585.00
Other expenses	
Conference room at the Kingsgate 2 days at \$495.00	990.00
Reception ^ 2@ 1200.00	2400.00
Coffee and drinks for breaks 3 @ 225.00	675.00
Total cost:	23250.00
Other funding sources for the conference	
Departmental resources for the conference%**	400.00
Urban Health Research Center	3000.00
Medical Humanities Research Group	1500.00
Community Outreach and Engagement Core	1500.00
Professional Writing Program	400.00
Department of Communication **	400.00
College of Arts and Sciences **	400.00
Faculty Development Council #	8450.00
Sub total other sources	15,650.00
Amount requested of Taft	7600.00

^ I have started conversations with Steven Martine at the Henry R. Winkler Center for the History of the Health Professions to provide in kind space as well as the possibility of sponsorship for Thursday reception.

% The department will be providing in kind contributions such as assistance with promotion (production of programs and other promotional materials) and graduate students to help organize and assist during the symposium.

** The A&S budget problems are well known. I have had conversations with the Heads in English and Communication, as well as Associate Deans in the College. All voice support for the project and attempts are being made to find some sort of financial or in-kind support. At the time of submission, no firm commitments have been made so these figures are estimates to make the budget balance.

A Faculty Development Council (FDC) grant has been submitted for preliminary review for the spring department/interdisciplinary awards.

NOTA BENE: At the time of submission, I have received confirmation from the keynotes and two of the plenary speakers. I have also sent tentative invitations to other plenary speakers, as well as conference attendees. Many have expressed their commitment to attend. The final look of the symposium depends a great deal on the result of this grant and the FDC, but it will move forward. Said another way, I am committed to this project because of its importance.

Proposal Narrative

1) Purpose and Significance

This symposium aims to bring together the top scholars from the US and Canada whose interests relate to health and medical discourse. We seek to explore transdisciplinary perspectives on, and ways of researching these discourses. Our primary goal is to build upon what we already know about the discourses of health and medicine and clarify our understanding of what issues need further research.

In today's often bewildering world of scientific, technological, cultural, and political changes, medicine faces human problems and possibilities that transcend traditional academic disciplines. For example, complex health and medical problems such as chronic conditions cannot be solved solely through clinical studies because random control trials rarely take into account the social, cultural, and environmental factors at play on a patient's health. Health communication scholars, however, are positioned to research and discover how these factors impact health and medical care.

The federal government has identified health communication "as a critical area," as seen in the continuation of the Health Communication focus in HealthyPeople2020. With the creation of the Patient-Centered Outcomes Research Institute (<http://www.pcori.org/>) the continuation of the Agency for Healthcare Research (<http://www.ahrq.gov/>) and initiatives such as the Institute for Patient-and Family-Centered Care (<http://www.ipfcc.org>), the current medical environment emphasizes patient-centered language and practices and highlights the need for an increased attention to improving health literacy. These foci require a strong emphasis on discourse. [1]

Health and medicine is predicated on discourse—written and verbal exchanges between patients, doctors, providers, administrators, and other such stakeholders. Examples of these discourses include of lab notes, case reports, electronic medial records, patient notes, regulatory documents, insurance claims, online health information, and pharmaceutical advertisements. These texts not only deliver information, they *structure* it as well. [2]. Thus, health communication scholars whose purvey is to analyze these structures can play increasingly important roles on interdisciplinary health research teams.

In the last 10 years, a growing number of researchers in the humanities and social sciences have begun studying the communication dimensions of health and medicine. However, these researchers are spread across multiple disciplines without a professional organization to bring them together. This will be the first time that scholars have come together at an event with health communication being the sole focus.

A key feature of the symposium is that the Thursday events will bring together medical personnel with health communication scholars to openly discuss areas where transdisciplinary research can occur. By being the symposium host, we are positioning the University of Cincinnati as a key location of knowledge making in health communication (writ large).

2) Format and Content

As an invitation only symposium, we seek to maximize the exchange of information and ideas among the participants by including roundtable discussions, extended question and answer periods, and small group workshops on key questions and concerns.

Keynote and plenary speakers are being asked to generate a “rhetorical question facing health, medicine, and society.” Rhetoric is the unifying theoretical basis that ties together this diverse set of scholars. These questions will be the generative framework for each session (and are still being developed by the planning committee).

Two primary deliverables will be generated in the short term after the conference. First, we are in conversations with several publishers about publishing a volume from the symposium. Initial responses have been quite positive considering the number of top scholars attending. Second, with the help of graduate students in the professional writing program, we will create a series of practical how-to guides for distribution on the symposium website.

3) Publicity Plan

Other than publicity generated by Conferencing’s usual methods, we anticipate using other channels including publicizing university wide through e-currents, Health News, the CCTST announcements, college wide newsletters in both Arts and Sciences and College of Medicine. And we will use the Taft departments listserv to send out announcements. We will create a series of promotional posters for distribution around campus.

We will also publicize the symposium by directly contacting interested parties within driving distance of UC and advertise on numerous disciplinary listservs. The conference will have no registration fee so anyone is welcome to attend.

In addition, we will use social media and a website created for the purpose of the conference. The website will be maintained after the symposium as a way to distribute information and

4) Target Audience

The target audience are leading scholars in health and medical discourse. We anticipate 50 people accepting invitations and attending the conference. We also anticipate that another 15-20 people from institutions within driving distance may attend.

In addition, the Thursday events will include medical personnel, and we anticipate having 15-20 doctors, nurses, patients, and other healthcare stakeholders in attendance.

Locally, faculty affiliated with the Urban Health Research Center, Taft Medical Humanities group, faculty in Taft disciplines and faculty in Communication, Allied Health, Environmental Health, and Health Promotion and Education will all find common ground with the symposium sessions. Graduate students from across these same disciplines will be invited. The plenary round tables and workshops will have the broadest appeal. We anticipate around 25-40 UC faculty and 20 UC students to attend symposium sessions.

5) Evaluation Plan

At the end of each day, we will solicit feedback on the day's proceedings and after the symposium, we will circulate a short survey to evaluate the conference as it relates to the stated goals. This information will be given to the evaluation committee for compilation and submission in the evaluation report.

[1]AHRQ <http://www.ahrq.gov/clinic/epcsums/litsum.htm>

The total of 90 million is the combined total of the lowest two levels of literacies, 40 million at level 1 and 50 million at level 2.

[2] Derkatch, C. & Segal, J. Z. (2005). Realms of rhetoric in health and medicine. *University of Toronto Medical Journal*, 82(2), 138-142.

Amy Koerber, Ph.D.
Associate Professor
Technical Communication & Rhetoric
English Department, Box 43091
Texas Tech University
Lubbock, TX 79409-3091

amy.koerber@ttu.edu

Education

Ph.D., Rhetoric and Scientific and Technical Communication, Minor in Feminist Studies, University of Minnesota (June 2002)

Dissertation: "U.S. Breastfeeding Education and Promotion, 1970-2000: A Feminist Rhetorical Analysis" (Committee: Mary Lay, Laura Gurak, Karlyn Kohrs Campbell, Art Walzer)

M.A., English, outside emphasis in computer science, University of South Dakota, 1996

B.S., Linguistics, Minor in French, Georgetown University, May 1990

Publications

Book

Breast or Bottle: Contemporary Controversies in Infant-Feeding Policy and Practice.
Accepted for publication, University of South Carolina Press, Series in Rhetoric/Communication.

Articles

Amy Koerber, Linda Brice, and Elizabeth Tombs. "Breastfeeding and Problematic Integration: Results of a Focus-Group Study." *Health Communication* 27.2 (February 2012): 124-144.

Ryan S. Hoover and Amy Koerber, "Using NVivo to Answer the Challenges of Qualitative Research in Professional Communication: Benefits and Best Practices." *IEEE Transactions on Professional Communication* 54.1 (March 2011): 68-82.

Brian Still and Amy Koerber, "Listening to Students: A Usability Evaluation of Instructor Commentary." *Journal of Business and Technical Communication* 24.2 (April 2010): 206-233.

Amy Koerber and Lonie McMichael, "Qualitative Sampling Methods: A Primer for Technical Communicators." *Journal of Business and Technical Communication* 22.4 (October 2008): 454-473.

- Special Issue of *Technical Communication Quarterly*: Online Health Communication. *Technical Communication Quarterly* 17.3 (July 2008). (Co-edited with Brian Still).
- Amy Koerber, E. Jonathan Arnett, and Tamra Cumbie, "Distortion and the Politics of Pain Relief: A Habermasian Analysis of Medicine in the Media." *Journal of Business and Technical Communication* 22.3 (July 2008): 364-391.
- "From 'Wives' Tales and Folklore' to Scientific Fact: Rhetorics of Breastfeeding and Immunity, 1950-1997." *Journal of Medical Humanities* 27.3 (Fall 2006): 151-66.
- "Rhetorical Agency, Resistance, and the Disciplinary Rhetorics of Breastfeeding." *Technical Communication Quarterly* 15.1 (January 2006): 87-101.
- "You Just Don't See Enough Normal': Critical Perspectives on Infant-Feeding Discourse and Practice." *Journal of Business and Technical Communication* 19.3 (July 2005): 304-27.
- "Postmodernism, Resistance, and Cyberspace: Making Rhetorical Spaces for Feminist Mothers on the Web." *Women's Studies in Communication* 24.2 (Fall 2001): 218-40.
- "Toward a Feminist Rhetoric of Technology." *Journal of Business and Technical Communication* 14.1 (January 2000): 58-73.

Book Chapters

- Amy Koerber and Mary M. Lay. "Understanding Women's Concerns in the International Setting Through the Lens of Science and Technology." Invited chapter in *Encompassing Gender: Integrating International Studies and Women's Studies*. New York: Feminist Press, 2002.
- "Diversity and the Flexible Subject in the Language of Spousal/Partner Hiring Policies." Accepted for publication in *Feminist Rhetorical Resilience*. Elizabeth Flynn, Patricia Sotirin, and Ann Brady, eds. Forthcoming 2012, Utah State University Press.

Funded Research

- QSR International. NVivo Teaching Grant (2010-11), \$5,000.
- Texas Tech University Research Enrichment Fund. Supporting and Promoting Breastfeeding in West Texas: A Focus-Group Study (2008-09), \$28,450.
- Texas Tech University Health Sciences Center School of Nursing Seed Grant. Supporting and Promoting Breastfeeding in West Texas: A Focus-Group Study (2008), \$1795. (Principal Investigator: Linda Brice, Co-investigators: Elizabeth Tombs and Amy Koerber).
- Texas Tech University Internal Grant for Research, Scholarship and Creative Activity in the Arts and Humanities. *Breast or Bottle?: Rhetoric, Scientific Uncertainty, and Medical Policy in Contemporary Infant-Feeding Discourse* (2007-08), \$3000.
- NIH seed grant offered by EXPORT Center for Rural Health, Texas Tech University Health Sciences Center. *Breastfeeding Support and Promotion in Rural West Texas: A Qualitative Study* (2006-07), \$10,000.

Texas Tech University College of Arts & Sciences Research Enhancement Fund.
Communicating U.S. Infant-Feeding Norms: Critical and Rhetorical Perspectives
(2004-05), \$2200.

Invited Lectures

- “Publishing and Researching in Writing Studies: 21st-Century Trends.” April 14, 2011. Kennesaw State University. (2011 Guest Speaker in Applied Writing for the KSU Master of Arts in Professional Writing Program.)
- “Publishing from the Editor’s Perspective.” November 17, 2010. Clemson University, Pearce Center for Professional Communication.

Employment

- Assistant/Associate Professor**, Texas Tech University, English Department (2002-present)
- Teaching Assistant**, University of Minnesota, Department of Rhetoric: 1996-2002
- Teaching Assistant**, Mayo Graduate School: Spring 2001
- Teaching Assistant**, University of South Dakota, Department of English: 1994-1996

Conference Presentations

- “Supporting and Promoting Breastfeeding in West Texas: Preliminary Results of a Focus Group Study.” *Feminism(s)/Rhetoric(s)*. October 10, 2009, Lansing, MI.
- "Supporting and Promoting Breastfeeding in West Texas: Preliminary Results of a Focus Group Study." Texas Tech University Women’s Studies Conference. April 3, 2009, Lubbock, TX.
- “Understanding Breastfeeding Practices in Lubbock, Texas.” 5th Monday Research and Clinical Service Conference, Texas Tech University School of Nursing. March 30, 2009, Lubbock, TX.
- “Communities of health care and technical writing: Roundtable for teaching themes, techniques, and technologies.” Association for Teachers of Technical Writing, Annual Conference. April 2, 2008, New Orleans, LA.
- “Breastfeeding Support and Promotion in Rural West Texas.” Sixth Biennial *Feminism(s) & Rhetoric(s)* Conference. October, 2007, Little Rock, Arkansas.
- "Patient Agency in the Context of Birth and Breastfeeding." Conference on College Composition and Communication. March 22-25, 2007, in New York City, NY.
- Co-chair Gender & Technology session. SW/TX Pop Culture Association. February 15-18, 2007, in Albuquerque, NM.
- Bucking the System: Rhetorical Agency in the Context of Medicalized Childbirth, *Feminism(s) & Rhetoric(s)* Conference, 2005.
- “The Battle of the Breast: Reading the 21st-Century Breastfeeding Body.” Conference on College Composition and Communication. March 24-27, 2004, in San Antonio, TX.
- “Too Much Information? Bodily Literacy in an Online World.” Fourth Biennial *Feminism(s) & Rhetoric(s)* Conference. October 23-25, 2003, at Ohio State University.

- “*Kairos* in the History of Medical Discourse on Breastmilk and Immunity: Moving Beyond the Scientific-Progress Narrative.” American Association for the Rhetoric of Science and Technology. (NCA Pre-conference). November 20, 2002, New Orleans.
- “Bodily Literacy: Medical Norms, Women’s Bodies, and Breastfeeding.” Conference on College Composition and Communication. March 16, 2001, in Denver, CO.
- “Situated Knowledges, Embodied Information: Haraway’s Cyborg-Rhetoric in Feminist Technical Communication Research.” Modern Language Association Convention. December 30, 2000, in Washington, DC.
- “Radicalizing Feminist Perspectives: The Relevance of Feminist Critiques of Science and Technology to Professional Communication Research.” Modern Language Association Convention. December 27, 1999, in Chicago, IL.

Professional Service

Editor, *Technical Communication Quarterly*. Sept. 1, 2008, to present.
Program committee member, ATTW 2009 conference, ATTW 2010 conference.

L I S A K E R Ä N E N

EMPHASES

Rhetorical theory and criticism; rhetoric of medicine, health, and bioethics; biomedical controversies; qualitative health communication; biosecurity and bioterrorism

EDUCATION

PHD COMMUNICATION, 2003

University of Pittsburgh

Advanced Degree Certificate in the Rhetoric of Science

MA BIOETHICS, Center for Bioethics and Health Law, 2002

University of Pittsburgh

MA COMMUNICATION, 1997

University of Maine

BA SPEECH COMMUNICATION, 1995

Bloomsburg University

Honors Program, Magna Cum Laude

ACADEMIC APPOINTMENTS

ASSOCIATE PROFESSOR, DEPARTMENT OF COMMUNICATION

University of Colorado Denver, 2010-present; Assistant Professor, August 2009-July 2010; Director of Graduate Studies, September 2009-present; Associate of the Program for Arts & Humanities in Health Care in the Center for Bioethics and Humanities, Fall 2010-present

ASSISTANT PROFESSOR, DEPARTMENT OF COMMUNICATION

University of Colorado at Boulder, August 2003-August 2009; Peace and Conflict Studies Affiliated Faculty Member, 2008-present; *I retain a special appointment to the graduate faculty through 2012*

**FACULTY AFFILIATE, CENTER FOR SCIENCE AND TECHNOLOGY POLICY RESEARCH,
COOPERATIVE INSTITUTE FOR RESEARCH IN ENVIRONMENTAL SCIENCES (CIRES)**

University of Colorado at Boulder, December 2004-present; Executive committee member, Fall 2007- Spring 2008

**FACULTY INVESTIGATOR, NATIONAL CONSORTIUM FOR STUDY OF TERRORISM AND
RESPONSES TO TERRORISM (START)**

A Department of Homeland Security Center of Excellence headquartered at the University of Maryland, Lead Investigator, June 2005-June 2009

ACADEMIC APPOINTMENTS CONTINUED

ANDREW MELLON PRE-DOCTORAL FELLOW, DEPARTMENT OF COMMUNICATION

University of Pittsburgh, 2000-01; 2002-03

GRADUATE TEACHING FELLOW, DEPARTMENT OF COMMUNICATION

University of Pittsburgh, 1997-99; 2001-02

GRADUATE TEACHING ASSISTANT, DEPARTMENT OF COMMUNICATION & JOURNALISM

University of Maine, 1995-97

PUBLICATIONS

Book

Keränen, Lisa. 2010. *Scientific Characters: Rhetoric, Politics, and Trust in Breast Cancer Research* (Tuscaloosa, AL: University of Alabama Press). **Marie Hochmuth Nichols Award for Outstanding Scholarship in Public Address from the Public Address Division of the National Communication Association, 2011.**

Articles in Refereed Journals

Keränen, Lisa. 2011. Concocting Viral Apocalypse: Catastrophic Risk and the Production of Bio(in)security. *Western Journal of Communication* 75.5: 1-22. *Lead essay.*

Keränen, Lisa. 2011. Addressing the Epidemic of Epidemics: Germs, Security, and a Call for Biocriticism (9,000 word review essay). *Quarterly Journal of Speech* 97.2: 224-244. *Invited.*

Bean, Hamilton, Lisa Keränen, and Margaret Durfy. 2011. "This is London": Cosmopolitan Nationalism and the Discourse of Resilience in the '7/7' Terrorist Attacks. *Rhetoric and Public Affairs* 14.3: 427-464.

Gruber, David, Jordan L. Jack, Lisa Keränen, John M. McKenzie, and Matthew B. Morris. 2011. Rhetoric and the Neurosciences: Engagement and Exploration. *POROI: An Interdisciplinary Journal of Rhetorical Analysis and Invention* 7.1, Article 11: 1-13. *Invited.*

Keränen, Lisa, Jason Lesko, Alison Vogelaar, and Lisa Irvin. 2008. "Myth, Mask, Shield, and Sword": Dr. John H. Marburger III's Rhetoric of Neutral Science for the Nation. *Cultural Studies— Critical Methodologies* 7: 159-186.

Keränen, Lisa. 2007. "Cause Someday We All Die": Rhetoric, Agency, and the Case of the "Patient" Preferences Worksheet. *Quarterly Journal of Speech* 93: 179-211.

Bean, Hamilton, and Lisa Keränen. 2007. The Role of Homeland Security Information Bulletins within Emergency Management Organizations: A Case Study of Enactment. *Journal of Homeland Security and Emergency Management* 4, Article 6, 1-23.

PUBLICATIONS CONTINUED

Keränen, Lisa. 2006. Assessing the Seriousness of Research Misconduct: Considerations for Sanction Assignment. *Accountability in Research: Policies and Quality Assurance* 13: 179-205.

Keränen, Lisa. 2005. Mapping Misconduct: Demarcating Legitimate Science from 'Fraud' in the B-06 Lumpectomy Controversy. *Argumentation and Advocacy* 42: 94-113.

Han, Paul K. J., Lisa B. Keränen, Dianne A. Lescisin, and Robert M. Arnold. 2005. The Palliative Care Clinical Evaluation Exercise (CEX): An Experience-Based Intervention for Teaching End-of-Life Communication Skills. *Academic Medicine* 80: 669-676.

Sherblom, John C., Lisa Keränen, and Lesley A. Withers. 2002. Tradition, Tension, and Transformation: A Structuration Analysis of a State Game Warden Service. *Journal of Applied Communication Research* 30: 143-162. This essay was featured in a full-page textbox in the adaptive structuration theory chapter of *Introducing Communication Theory: Analysis and Application*, 2nd ed., edited by Richard L. West and L. H. Turner (New York: McGraw-Hill, 2003): 271.

Keränen, Lisa. 2001. The Hippocratic Oath as Epideictic Rhetoric: Reanimating Medicine's Past for its Future. *Journal of Medical Humanities* 21: 55-68.

Chapter in Refereed Serial Publication

Keränen, Lisa, and Virginia Sanprie. 2008. 'Oxygen of Publicity' and 'Lifblood of Liberty': Communication Scholarship on Mass Media Coverage of Terrorism for the Twenty-first Century. *Communication Yearbook* 32, edited by Christina Beck (New York: Routledge): 231-275.

Chapters in Refereed Books

Keränen, Lisa. 2012. "This Weird, Incurable Disease": Competing Diagnoses in the Rhetoric of Morgellons. *Health Humanities Reader*, edited by Therese Jones, Lester Friedman, and Delese Wear (Rutgers University Press, 2012): forthcoming. *Invited*.

Keränen, Lisa. 2011. How Does a Pathogen Become a Terrorist? The Collective Transformation of Risk into Bio(in)security. In *Rhetorical Questions in Health and Medicine*, edited by Joan Leach and Deborah Dysart-Gale (New York: Lexington Books): 85-120. *Invited*.

Keränen, Lisa. 2010. Competing Characters in Science-Based Controversy: A Framework for Analysis. *Understanding Science: New Agendas in Communication*, edited by LeeAnn Kahlor and Patricia Stout (New York: Routledge): 133-160.

Sunwolf, Lawrence R. Frey, and Lisa Keränen. 2005. R_x Story-Prescription: The Healing Effects of Storytelling and Storylistening in the Practice of Medicine. In *Narrative, Health, and Healing: Communication Theory, Research, and Practice*, edited by Lynn Harter, Phyllis M. Japp, and Christina S. Beck (Mahwah, NJ: Lawrence Erlbaum Associates): 237-257.

PUBLICATIONS CONTINUED

Keränen, Lisa Belicka. 2000. "Girls Who Come to Pieces": Shifting Ideologies of Beauty and Cosmetics Consumption in the *Ladies' Home Journal*, 1900-1920. In *Turning the Century: Essays in Media and Cultural Studies*, edited by Carol A. Stabile (Boulder, CO: Westview Press): 142-165.

Chapter in Refereed Conference Proceedings

Keränen, Lisa. 2008. Bio(In)Security: Rhetoric, Scientists, and Citizens in the Age of Bioterrorism. *Sizing Up Rhetoric*, edited by David Zarefsky and Elizabeth Benacka (Long Grove, IL: Waveland): 227-249.

Chapter in Textbook

Keränen, Lisa, and Jennifer Malkowski. 2012. How Can A Rhetorical Perspective Help Us Understand the Role that Science and Medicine Play in Constructing our Views of Illness and Our Role as Patients? *Introduction to Communication Studies: Translating Communication Scholarship into Meaningful Practice*, edited by Alan Goodboy and Kara Shultz (Kendall Hunt): forthcoming. *Invited*.

Refereed Encyclopedia Entry

Keränen, Lisa. 2010. Rhetoric of Medicine. In *Encyclopedia of Science and Technology Communication*, edited by Susanna Hornig Priest (New York: Sage): Vol. 2, 639-642.

Book Reviews

Keränen, Lisa. 2012. *Letting Stories Breathe: A Socio-Narratology* by Arthur W. Frank. *Journal of Medical Humanities*, forthcoming.

Keränen, Lisa. 2010. *Patient Tales: Case Histories and the Uses of Narrative in Psychiatry* by Carol Berkenkotter. *Rhetoric Society Quarterly* 40: 502-5.

Keränen, Lisa. 2007. *Health and the Rhetoric of Medicine* by Judy Segal. *Rhetorica* 25: 442-443.

Keränen, Lisa. 2006. *Starring the Text: The Place of Rhetoric in Science Studies* by Alan Gross. *Journal of Communication* 56: 866-867.

Keränen, Lisa. 2005. *Metaphor and Knowledge: The Challenges of Writing Science* by Ken Baake. *Science Communication* 27: 152-155.

Keränen, Lisa, and Lisa S. Parker. 2003. *Playing God? Human Genetic Engineering and the Rationalization of Public Bioethical Debate* by John H. Evans. *Journal of the American Medical Association* 289: 1513-1514.

White Papers, Briefs, and Reports to Federal Agencies and Beyond

HealthTeamWorks. 2011, July. Palliative Care Clinical Guidelines, available online at <http://www.healthteamworks.org/guidelines/palliative-care.html> and mailed to 5,000+ health care providers across Colorado. I was but one of numerous collaborators on this multidisciplinary project.

PUBLICATIONS CONTINUED

Keränen, Lisa, Hamilton Bean, Margaret Durfy, John McClellan, and Tim Kuhn. 2009, July 15. Centering Resonance Analysis of Multi-Modal Media Coverage of the July 7, 2005 London Terrorist Attacks. College Park, MD: Research Brief, National Consortium for the Study of Terrorism and Responses to Terrorism.

Keränen, Lisa, Hamilton Bean, Margaret Durfy, John McClellan, and Tim Kuhn. 2009, February 26. Guerilla Marketing Gone Bad: Investigating Media Coverage of the Boston Bomb Scare. College Park, MD: Research Brief, National Consortium for the Study of Terrorism and Responses to Terrorism.

Bean, Hamilton, and Lisa Keränen. 2008, February 26. The Role of Homeland Security Information Bulletins within Emergency Management Organizations. College Park, MD: Research Brief, National Consortium for the Study of Terrorism and Responses to Terrorism.

Keränen, Lisa, Hamilton Bean, Katherine Cruger, John McClellan, and Virginia Sanprrie. 2007. A Selected Annotated Bibliography on Mass Media Coverage of Terrorism Emphasizing Post-9/11 Scholarship. Prepared for the National Consortium for the Study of Terrorism & Responses to Terrorism (START), A DHS-funded Center of Excellence, 175+ pp.

Keränen, Lisa, and Virginia Sanprrie. 2007. Mass Media Coverage of Terrorism: An Abbreviated Review of Post 9/11 Scholarship. Research Brief Prepared for the National Consortium for the Study of Terrorism & Responses to Terrorism (START), A DHS-funded Center of Excellence.

Keränen, Lisa, Cindy White, and Jennifer Tilliss. 2005. Student Perceptions of Challenging Coursework: Summary of An Exploratory Focus Group Study of Communication Major's Perceptions of Academically Challenging Coursework. Report Prepared for the Communication Department and Dean of Arts and Sciences at the University of Colorado.

SELECTED WORK IN PROGRESS AND UNDER REVIEW

Book Project

Keränen, Lisa. *Envisioning Viral Apocalypse: A Rhetorical History of Biological Weapons from World War II to the War on Terror*. Manuscript in progress for submission to university press.

Edited Volume

Keränen, Lisa. Special Issue on Medicine, Health, & Publics, *Journal of Medical Humanities*, forthcoming in 2013.

Selected Essays in Progress

Additional manuscripts are currently in the review process or in preparation for review at national journals.

HONORS AND AWARDS

FOR SCHOLARLY WORK

- Karl R. Wallace Memorial Research Award in Public Address, National Communication Association, 2010
- Center for Humanities and the Arts (CHA) Faculty Fellowship, “Apocalypse and Transformation,” University of Colorado at Boulder, for course buyout and research stipend, 2008-09
- Top Contributed Paper in Organizational Communication (second author), Western States Communication Association (WSCA), 2008
- Top Four Contributed Paper in Organizational Communication (second author), WSCA, 2007
- Wrage-Baskerville Award for Top Contributed Paper in Public Address (first author), National Communication Association (NCA), 2006
- Junior Faculty Development Award, Council for Research and Creative Work, University of Colorado, Summer Stipend for *Science and Self-Defense*, 2006-07
- Carroll C. Arnold Dissertation Research Award, Public Address Division of the NCA, 2002
- Andrew Mellon Pre-Doctoral Fellowship (two-time recipient), 2000-01; 2002-03
- Honors Doctoral Seminar in Rhetorical Studies, NCA, 2001
- Honors Doctoral Seminar in Rhetoric, History, and Public Culture, NCA, 1999
- Top Two Contributed Interpersonal/Organizational Paper Award, Eastern Communication Association (ECA), 1997

FOR TEACHING AND SERVICE

- Presidential Citation for Service, National Communication Association, recognition for disciplinary leadership in NCA Forum, 2008
- Unsolicited Nominee, Graduate School Faculty Advising Award, 2008
- Unsolicited Nominee, Faculty of the Year Award, National Society of Collegiate Scholars, 2006
- Lambda Pi Eta Rookie Advisor of the Year Award, NCA, 2005
- Lambda Pi Eta Chapter of the Year Award for Eta Phi, NCA, 2005
- International Communication Association (ICA) Graduate Student Teaching Excellence Award, University of Pittsburgh, 2000
- Outstanding Communication Graduate Student Instructor Award, University of Pittsburgh, 2000
- Competitively Selected Assistant Director of Public Speaking, University of Pittsburgh, 1998-2000

GRANTS AND FUNDING

Federally Funded or Funded by Source Outside of the University of Colorado

- 2009-2011 National Communication Association (NCA) Annual Budget for National Communication Association Forum (NCA-F; with NCA Forum Advisory Board), to support 2009 convention activities, grants writing trip, and public deliberation conference initiative, \$13,000

GRANTS AND FUNDING CONTINUED

2008-9 Co-authored Decade of Behavior (DOB) grant application from the American Psychological Association (APA; with Dawn O. Braithwaite), for Benjamin Barber to travel to NCA, \$3,500

2008-9 National Communication Association (NCA) Annual Budget for National Communication Association Forum (NCA-F; with NCA Forum Advisory Board), to support 2009 convention activities, grants writing trip, and public deliberation conference initiative, \$12,500

2007-8 Co-authored Decade of Behavior (DOB) grant application from the American Psychological Association (APA; with Dawn O. Braithwaite and Herb Simons), for Fred Friendly Seminars' Richard Kilberg to travel to NCA, \$3,500

2005-7 Department of Homeland Security Center of Excellence on Behavioral and Social Aspects of Terrorism and Counter-Terrorism (START; Co-PIs: Gary LaFree, University of Maryland and Kathleen Tierney, University of Colorado), \$12 million, 3-year grant total for Center, my portion exceeds \$106,000, with \$10,000 additional funds secured for PhD Fellow

2007 START/NCA Outreach Funding for 2008 NCA-F "Terrorist Threat to San Diego: NCA Preconference on Pre-Event Emergency Communication," uniting emergency management practitioners and scholars, \$7,500 from START

2004-7 Quick Response Research Grant from the Center for Hazards Research and Statistical Applications, "An Exploratory Study of Citizen Responses to Alleged Incidents Involving Bioterrorism" (Co-PI with Hamilton Bean). \$2,920 activated in case of triggering event. Funded by Federal Emergency Management Association (FEMA) and National Science Foundation (NSF), *Renewed 2005, 2006, 2007-8*

Internally Funded by University Units (UCB unless otherwise noted)

2011 Dean's Fund for Community Development, \$500 for China Film Screening and Information Session

2009-10 UCD College of Liberal Arts and Sciences (CLAS) Dissemination Grant, \$500 for *Scientific Characters* website development

2009 UCD YUMPS (Young Upwardly Mobile Professional) travel grant, \$500 for travel to NCA annual meeting

2008-9 Center for Humanities and the Arts (CHA) Faculty Fellowship, \$10,000

2009 Dean's Fund for Excellence Travel Grant to Western States Communication Association (WSCA) conference, \$700

GRANTS AND FUNDING CONTINUED

2008-9 UCB Council on Research and Creative Work, “Communicating at the End-of-Life: A Study of Medical Residents’ Implicit Communicative Values” (PI, with co-investigators Merrit Dukehart and Carey Candrian), \$1750; Award returned because I left CU-Boulder (except for funds pertaining to one focus group).

2007-8 New Agendas in Science Communication Travel Grant to University of Texas at Austin for conference and book project, funded by the Program for Public Understanding of Science and Medicine, UT-Austin, \$1,000

2007 UCB Dean’s Fund for Excellence Travel Grant to Western States Communication Association (WSCA) conference, \$750

2006 UCB Council on Research and Creative Work, \$5000 summer stipend

2006 UCB Dean’s Fund for Excellence Travel Grant to Rhetoric Society of America (RSA) conference, \$350

2005 UCB Colorado Challenge Funding for “An Exploratory Study of Undergraduate Communication Majors’ Perceptions of Academic Quality in their Communication Coursework” (Co-PI with Cindy White). Funded by Arts & Sciences and the Department of Communication, \$1,200

2005 UCB Council on Research and Creative Work (CRCW) Small Grant Award. Funded by the Office of the Associate Vice Chancellor for Research for primary documents from the Vanderbilt Television Archive, \$300

Grants Not Funded

2009-10 National Patient Safety Foundation, “Communicating Safely at the End-of-Life: A Study of Medical Residents’ Implicit Communicative Values,” \$57,000 (with Merrit Dukehart and Carey Candrian). *Not awarded.*

2007-9 Department of Homeland Security Center of Excellence on Behavioral and Social Aspects of Terrorism and Counterterrorism. “Homeland Security Preparedness Discourse Across Diverse Media Content: An Investigation of Mediated and Citizen Themes,” \$263,000. *Not awarded.*

2007 Institute for Ethical and Civic Engagement at the University of Colorado, “Series of Public Debates on Science Controversies and Society,” (with Roger Pielke and Bobbie Klein), \$10,000. *Not awarded.*

PAPERS, INVITED LECTURES, AND CONFERENCE PRESENTATIONS

Invited International

Keränen, Lisa. 2009. Communication and Health: Pathways and Possibilities. Lecture presented at the International College of Beijing (ICB) of the China Agricultural University in Beijing, China, on May 21.

PAPERS AND CONFERENCE PRESENTATIONS CONTINUED

Keränen, Lisa. 2008. "The Age of Bioterror is Now": Rhetoric, Autopoeisis and the Post- 9/11 Production of Bio(in)Security. Paper presented at the "Rhetoric and Knowledge-Making in Health and Medicine Workshop" of the Peter Wall Institute for Advanced Studies at the University of British Columbia in Vancouver, Canada, on February 13.

Invited National, Campus, and Community

Keränen, Lisa. 2011. Rhetoric and Trust in Biomedical Life. Presentation at a meeting of the Colorado Council of Medical Librarians at University of Colorado's Children's Hospital on February 8.

Keränen, Lisa. 2011. New Directions in the Rhetoric of Science: Conversation with the Author and Readers of What Are Stem Cells?. Presentation to be made at the annual meeting of the National Communication Association in New Orleans, LA.

Keränen, Lisa. 2010. New Directions in the Rhetoric of Science: Conversation with the Author and Readers of Scientific Characters. Presentation at the annual meeting of the National Communication Association in San Francisco on November 15. Sponsored by the Association for the Rhetoric of Science & Technology.

Keränen, Lisa. 2010. Rhetoric, Trust, and Truth in a Breast Cancer Controversy: Talking about *Scientific Characters*. A research presentation to be delivered at the Arts and Literature in Medicine series at the University of Colorado's Anschutz Medical Campus on November 8.

Bean Hamilton, Lisa Keränen, and Margaret Durfy. 2010. "This is London": National Identity, Security Policy, and the Discourse of Resilience in the 7/7 Bombings. Paper presented by first author at the annual meeting of the National Communication Association in San Francisco, CA.

Keränen, Lisa. 2010. Rhetoric and Trust in Biomedical Life: Competing Characters in a Breast Cancer Controversy. A research presentation to be delivered at the Center for Bioethics and Health Law Colloquium at the University of Pittsburgh Medical Center on October 1.

Keränen, Lisa. 2009. Rhetorical Criticism of Science and Medicine: The Case of Biological Weapons. A research presentation given during Sonja Foss's *Critical Analyses of Communication* class at the University of Colorado at Denver's Communication Days in Denver, Colorado on April 22.

Keränen, Lisa. 2009. Responding to Staff Abuse: What Ethics Committees Need to Know. A research review presentation given to the Clinical Ethics Committee at Boulder Community Hospital on March 18.

PAPERS AND CONFERENCE PRESENTATIONS CONTINUED

Keränen, Lisa. 2009. *Viral Apocalypse, Then and Now*. A public lecture presented as part of the *Apocalypse & Transformation* lecture series sponsored by the Center for Humanities and the Arts at the University of Colorado at Boulder on March 6.

Keränen, Lisa. 2005. *Bio(In)Security: Rhetoric and Technology in the Age of Bioterrorism*. A public lecture presented as part of the *Communication, Terrorism, and National Security* lecture series sponsored by the Hugh Downs School of Human Communication at Arizona State University.

Keränen, Lisa. 2005. *Science and Security in the Age of Bioterrorism: Challenges for Scientists and Citizens*. Invited public lecture presented at the Science, Technology, and Decision-making Symposium sponsored by the Center for Science and Technology Policy, CIRES in Boulder, CO.

Keränen, Lisa. 2004. *Three Meditations on Communication*. Invited Communication Department Commencement Speaker at University of Colorado at Boulder.

Keränen, Lisa. 2004. *Code Dread: Doctors' Communicating at the End-of-Life*. An invited paper presented at the Center for Bioethics and Health Law Grand Rounds at the University of Pittsburgh Medical Center's Western Psychiatric Institute in Pittsburgh, PA.

Keränen, Lisa. 2004. *Technology and the Citizen in the Age of Bioterrorism: A Response to Winner*. Invited respondent to Langdon Winner's "Trust and Terror" at the Inaugural Convening of the Colorado STS Scholars.

Refereed National

Keränen, Lisa. 2011. *Collective Diagnosis: The Communicative Constitution of Morgellons Disease*. Paper to be presented at the annual meeting of the National Communication Association in New Orleans, LA.

Keränen, Lisa. 2008. *Competing Characters in Science-Based Controversy: The Case of Dr. Bernard Fisher*. Paper presented at the New Agendas in Science Communication Conference, University of Texas. Austin, Texas.

Keränen, Lisa, Jason Lesko, Alison Vogelaar, and Lisa Irvin. 2006. "Myth, Mask, Shield, and Sword": Dr. John H. Marburger III's Rhetoric of Neutral Science for the Nation. Winner of Wrage-Baskerville Award for Top Contributed Paper in Public Address. Paper presented at the annual NCA meeting in San Antonio, TX.

Keränen, Lisa. 2006. "The Age of Bioterror is Now": Biopreparedness Exercises, Fantasy Documents, and an Organizational Rhetoric of Science. Paper presented at the annual NCA meeting in San Antonio, TX.

Keränen, Lisa. 2006. *Bio(in)security: Rhetoric, Science, and Citizens in the Age of Bioterrorism*. Paper presented at the biennial conference of the Rhetoric Society of America (RSA) in Memphis, TN.

PAPERS AND CONFERENCE PRESENTATIONS CONTINUED

Keränen, Lisa. 2006. Rhetoric and the “Politicization of Science”: John Marburger’s Rhetorical Vision of Science. Paper presented at the biennial conference of RSA in Memphis, TN.

Keränen, Lisa. 2005. Biopolitics and Cleanliness Institute Advertising. Paper presented at the annual NCA meeting in Boston, MA.

Keränen, Lisa. 2005. Phobic Citizens, Docile Bodies, and the Coming Viral Apocalypse: The Role of Fantasy Documents in U.S. Bioterrorism Policy. Paper presented at the annual NCA meeting in Boston, MA.

Keränen, Lisa, Lisa Irvin, Jason Lesko, and Alison Vogelaar. 2005. Science and Politics in Controversy: Presidential Science Advisor John Marburger’s Rhetorical Use of Science. Paper presented at the annual American Association for the Rhetoric of Science and Technology (AARST) meeting in Boston, MA.

Keränen, Lisa. 2004. Bio(In)Security: The Discourses of Public Health Preparedness. Paper presented at the annual NCA meeting in Chicago, IL.

Sunwolf, Lawrence B. Frey, and Lisa Keränen. 2004. Storied Prescriptions: A Functional Model of the Healing Effects of Storytelling in the Practice of Medicine. Paper presented at the annual NCA meeting in Chicago, IL.

Keränen, Lisa. 2004. *Ethos, Persona, and Voice* in the Context of Scientific Discourse. Paper presented at the annual AARST meeting in Chicago, IL.

Han, Paul K., Lisa Keränen, Dianne Lescisin, and Robert A. Arnold. 2004. The Palliative Care Clinical Exercise (CEX): An Experience-based Intervention for Teaching End-of-life Communication Skills. Paper presented by first author at the annual Society for General Internal Medicine (SGIM) meeting in Chicago, IL.

Keränen, Lisa. 2004. Death and the Rhetorical Situation: Physicians, Patients, and Persuasion at the End-of-Life. Paper presented at the bi-annual RSA meeting in Austin, TX.

Keränen, Lisa. 2003. Decoding “Code Status” in Hospital Policy and Practice. Paper presented at the annual NCA meeting in Miami, FL.

Keränen, Lisa. 2002. Fisher Dethroned: The Making and Breaking of Scientific *Ethos*. Paper presented at the annual NCA meeting in New Orleans, LA.

Keränen, Lisa. 2001. Negotiating Research Misconduct Policies: An Analysis of Strategies in the *New England Journal of Medicine* and the *Canadian Medical Association Journal*. Paper presented at the annual NCA meeting in Atlanta, GA.

PAPERS AND CONFERENCE PRESENTATIONS CONTINUED

Keränen, Lisa. 2001. Exploring the Non-directive *Ethos* in Prenatal Genetic Counseling: Role Play in the Study and Teaching of the Rhetoric of Science. Presenter and project co-coordinator (with Gordon Mitchell). Special Session of the annual AARST meeting in Atlanta, GA.

Keränen, Lisa. 2001. Mapping Misconduct: Demarcating Legitimate Science from Fraud in the B-06 Lumpectomy Controversy. Paper presented at the NCA Honors Doctoral Seminar in Rhetorical Studies (cosponsored by the University of Texas at Austin) in Austin, TX.

Keränen, Lisa A. 2000. The Hippocratic Oath as Epideictic Rhetoric. Paper presented at the annual NCA meeting in Seattle, WA.

Keränen, Lisa A. 2000. Breast Cancer Controversy: A Case Study in the Rhetoric of the Bernard Fisher B-06 Protocol. Paper presented at the annual NCA meeting in Seattle, WA.

Belicka, Lisa A. 1999. "Girls who Come to Pieces:" A Rhetorical Account of Women, Cosmetics, and Advertising in the *Ladies' Home Journal*, 1900-1920. Paper presented at the NCA Honors Doctoral Seminar in Rhetoric, History, and Public Culture (cosponsored by the University of Illinois) in Urbana, IL.

Belicka, Lisa A. 1998. Biomilitant Metaphors of Human Reproduction and a Feminist Rhetoric of Science. Paper presented at the annual NCA meeting in New York, NY.

Belicka, Lisa A. 1998. "Girls who come to Pieces": Intersections of Class and Cosmetics Consumption in *Ladies' Home Journal* Discourse, 1900-1920. Paper presented at the annual NCA meeting in New York, NY.

Refereed Regional and State

Keränen, Lisa. 2010. Bio-rhetoric in Times of Terror and War. Paper presented at the annual meeting of the Western States Communication Association in Monterey, CA.

Keränen, Lisa. 2009. Doctor in the Limelight: *L'Affaire Poisson* and the Tangled *Ethos* of Biomedicine. Paper presented at the annual meeting of the Western States Communication Association in Mesa, AZ.

Keränen, Lisa, Hamilton Bean, Margaret Durfy, John McClellan, & Tim Kuhn. 2009. Guerilla Marketing Gone Bad: A Centering Resonance Analysis of Multi-Modal Media Coverage of the Boston Bomb Scare. Paper presented at the annual meeting of the Western States Communication Association in Mesa, AZ.

PAPERS AND CONFERENCE PRESENTATIONS CONTINUED

Bean, Hamilton, and Lisa Keränen, 2008. Trusted Partnership or Tentative Courtship?: Exploring the Culture of Information Sharing Across Local and Federal Emergency Preparedness Organizations. Paper presented at the annual Western States Communication Association (WSCA) meeting in Broomfield, CO. Winner of Top Contributed Paper Award from Organizational Communication Division.

Keränen, Lisa, and Cindy White. 2008. Dilemmas of Student Learning: A Focus Group Study of Student Perceptions of Challenging Experiences in Their Undergraduate Communication Coursework. Paper presented at the annual WSCA meeting in Broomfield, CO.

Keränen, Lisa. 2007. "I Always Felt Pressurized by the Form": The Institutional Rhetoric of Code Status Deliberation at the End of Life. Paper presented at the annual WSCA meeting in Seattle, WA.

Bean, Hamilton, and Lisa Keränen, 2007. "Hey, We're Seeing This as a Problem": Enactment of Homeland Security-Related Threat Information within One University's Emergency Management Organization. Paper presented at the annual WSCA meeting in Seattle, WA. Winner of Top Four Contributed Paper Award from Organizational Communication Division.

Keränen, Lisa. 2006. Scripting Futures: The Organizational Rhetoric of Counter-terrorism Training Exercises. Paper presented at the annual WSCA meeting in Palm Springs, CA.

Keränen, Lisa. 2005. The Biopolitics of Cleanliness Institute Magazine Advertising. Paper presented at the annual WSCA meeting in San Francisco, CA.

Sherblom, John C., Lisa A. Belicka, and Lesley A. Withers. 1999. Structuration Theory Applied to the Game Warden Service. Paper presented at the annual Eastern Communication Association (ECA) meeting in Charleston, WV.

Belicka, Lisa A. 1998. The Performative Dimensions of the Rhetoric of Science. Paper presented at the annual ECA meeting in Saratoga Springs, NY.

Belicka, Lisa A. 1998. Contract Grading in the Basic Speech Course: Issues, Applications, and Strategies. Paper presented at the annual ECA meeting in Saratoga Springs, NY.

Belicka, Lisa A. 1997. The Organizational Functions of Game Warden Narratives. Paper presented at the annual ECA meeting in Baltimore, MD.

Belicka, Lisa A. 1997. The Relationship between Affective Orientation and Logical versus Emotional Appeals in Capital Punishment Texts. Winner of the 1997 Top Two Interpersonal/Organizational Paper Award. Paper presented at the annual ECA meeting in Baltimore, MD.

PAPERS AND CONFERENCE PRESENTATIONS CONTINUED

Belicka, Lisa A. 1995. The Rhetoric of Musical Form. Paper presented at the annual ECA meeting in Pittsburgh, PA.

Belicka, Lisa A. 1994. The Rhetoric of Musical Form in Copland's Appalachian Spring Suite. Paper presented at the 1994 annual Speech Communication Association of Pennsylvania (SCAP) meeting in Gettysburg, PA.

Belicka, Lisa A. 1993. The Role of Ethics in Forensics. Paper presented at the annual SCAP meeting in State College, PA.

Invited Round Tables

Keränen, Lisa. 2007. The Rhetoric of International (In)Security: Engaging and Extending Critical Security Studies. A roundtable discussion at the annual Western States Communication Association meeting in Seattle, WA.

Keränen, Lisa. 2006. The Art and Practice of Rhetorical Criticism. A roundtable discussion at the annual Rocky Mountain Communication Association (RMCA) meeting in Greeley, CO.

Invited On-Campus Workshops, Papers, and Lectures

I have given over 15 research or teaching presentations to colleagues across various units at the University of Colorado since Fall 2003 at venues such as President's Global Leadership Class, the Center for Science & Technology Policy research, the Student Rhetoric Society of America Chapter, the Center for Humanities & the Arts, and the Center for Humanities and the Art's (CHA) Rhetoric Workshop.

MEDIA

Keränen, Lisa. 2010, February 26. How to Protect the Children of Divorce (Letter to the Editor). *New York Times*, A26.

Keränen, Lisa. 2009, April. Talking About Bioterrorism: Audio-Interview with Joann Keyton. *Communication Currents: A Publication of the National Communication Association*, 4, 2, online at <http://www.communicationcurrents.com/> and <http://faculty.chass.ncsu.edu/keyton/CCaudio/nca08/jLisaKeränen.WMA?False>. My research was one of six projects featured from the 2008 NCA convention program

Vaillancourt, Lance. 2009, February 10. Lisa Keränen quoted in "Hot Zone" Author to Talk Bioterror, Pandemics at CU Event. *The Boulder Daily Camera*, <http://www.dailycamera.com/news/2009/feb/10/richard-preston-hot-zone-panic-level-4-boulder/>; Reprinted in *Colorado Daily*, <http://www.coloradodaily.com/news/2009/feb/10/richard-preston-hot-zone-panic-level-4-boulder/>

Childers, Oakland. 2009, January 29. Lisa Keränen quoted in "Hot Zone" Author to Address Challenges of Infectious Disease, Danger of Biological Warfare at CU-Boulder Lecture. www.colorado.edu/news

MEDIA CONTINUED

NCA Press Project. 2008, November. Exclusive with Lisa Keränen.
<http://ncapress.org/2008/11/exclusive-with-lisa-keranen.html>

Keränen, Lisa. 2008. Competing Characters in Science-Based Controversy. Digital Podcast as part of the New Agendas in Science Communication Series. Digital Media Services, University of Texas, <http://push.communication.utexas.edu>

Keränen, Lisa. 2005. Bio(In)Security: Rhetoric and Technology in the Age of Bioterrorism. Digital Podcast as part of the Hugh Downs Interview Series on Communication, Terrorism, and National Security. Digital Media Services, Arizona State University, <http://dmit.asu.edu/dms/podcasts.html>

Keränen, Lisa. 2005. Interview with Hugh Downs about Bioterrorism and the War on Terror, March 4. Digital Podcast, <http://dmit.asu.edu/dms/podcasts.html>

COURSES TAUGHT

UNIVERSITY OF COLORADO DENVER**Graduate Classes**

- COMM 6013 Introduction to Graduate Study in Communication
 COMM 5710 Seminar in Rhetorics of Health and Medicine
 COMM 5550 Rhetorics of Medicine and Health (Fall 2011)
 COMM 5995 Narratives of the New China (in Beijing and Shanghai)

Undergraduate Classes

- CMMU 1011 Fundamentals of Communication
 COMM 4995 Travel Study: Narratives of the New China (in Beijing and Shanghai)
 COMM 4550 Rhetorics of Medicine and Health (Fall 2011)

UNIVERSITY OF COLORADO AT BOULDER**Graduate Classes**

- COMM 6320 Contemporary Rhetorical Theory
 COMM 5310 Seminar in Contemporary Rhetorical Criticism
 COMM 5300 Graduate Readings in Rhetoric & Bioterrorism
 COMM 6330 Seminar in Rhetoric of Science and Technology

Undergraduate Classes

- COMM 3300 Rhetorical Foundations of Communication
 COMM 3360 Rhetorical Criticism
 COMM 4300 Seminar in Rhetoric: Rhetoric & Bioterrorism
 COMM 4300 Seminar in Rhetoric: Rhetorics of Health and Medicine
 COMM 4300 Seminar in Rhetoric: Rhetoric's Characters

COURSES TAUGHT CONTINUED

UNIVERSITY OF PITTSBURGH

Graduate Classes

BIOETH 2658 Philosophy of Medicine (Assisted John Lyne)

COMMRC 3384 Teaching Practicum (Assisted Theodore O. Windt)

Undergraduate Classes

COMMRC 0300 Communication Processes

COMMRC 0330 Interpersonal Communication

COMMRC 0520 Public Speaking

COMMRC 0540 Discussion

UNIVERSITY OF MAINE

Undergraduate Class

COM103 Fundamentals of Public Communication

ACADEMIC ADVISING

GRADUATE STUDENTS

Advisor to PhD Students

David Hicks (2008-present): Topic: “Digital Narratives of Alternative Energy.”

Early work accepted for presentation professional conferences.

Katherine Cruger (2008-2011): Topic: “Green Rebirth: Rhetoric and Community Reinvention in the Wake of Natural Disaster.”

Katie is now an assistant professor at Chatham University in Pittsburgh, PA.

Advisor to MA Students with Theses or Special Writing Projects

Erin Davison (expected completion: May 2012): Master of Communication Thesis
Topic: A Focus Group Study of English Language Learners’ Barriers to Educational Success

Caleb Siam (expected completion: May 2012): Master of Humanities Project on
Starting a Bioethics Program at a Community Hospital.

Lauren Archer (completion: May 2010 with Pete Simonson): Thesis Topic: “The ‘Rightful Place of Science’: Understanding the Intersection of Science and Politics in President Obama’s First 100 Days.” **Lauren is now a PhD student at the University of Washington.**

Michael Wiley (completion: May 2009): Thesis Topic: “Gastrosophistry: A Rhetorical Analysis of the *French Laundry Cookbook*.” **Chapter accepted for conference presentation.**

SELECTED ADVISING CONTINUED

Merrit Dukehart (completed: May 2007): “‘There are no A, B, or C People’: A Postcolonial Rhetorical Analysis of Media Coverage of Uganda’s ‘ABC’ HIV Prevention Campaign.” **Chapter Won a Top Four Debut Paper Award at WSCA, 2007.**

Katherine Cruger (completed: May 2008): “Saving the World One Porch Swing at a Time: A Rhetorical Ethnographic Analysis of New Urbanism.” **Early thesis work presented at conference and accepted for publication in edited proceedings volume.**

Advisor to MA Students with Comprehensive Exams

Harry Archer (temp. expected completion: Spring 2014)

Kirstin Runa (expected completion: Spring 2013)

Allegra Sackett Nelson (temp. expected completion: Spring 2013)

Katie L. Peters (job transfer to Hawaii—Spring 2011)

Jared Woolly (temp. expected completion: Spring 2012)

Ann Gendazsek (completed: December 2007)

Kristin M. Cipolla (completed: May 2005; co-advised with Bryan Taylor)

Joshua Ehrenreich (completed: May 2007)

Completed Dissertation and/or Comps Committees

Hamilton Bean, James Black, William Bledsoe, Jennifer Bone, Adam Briggie (ENVS), Aaron Dimock, Merrit Dukehart, Michael Khoo, Julien Mirivel, Virginia Sanprie, Linda Scholz, erin underwood, Matthew Vorell, Yara Youssuf; **Current:** Mingjie Wang, Jennifer Malkowski

Committee Member for MA Student Theses

Completed: Jennifer Tilliss, Brandon Fitzgerald

START Advisor for PhD Predoctoral Fellowship, \$10,000/2-year funded project

Hamilton Bean

UNDERGRADUATE STUDENTS
College Honors Thesis Committee

Carlyn Williams, Math and Biochemistry (May 2008): Thesis on Internet Health Narratives at the Grillo Center

Thesis Advisor for Honors Students

Austin Perrine Haggard (May 2006): “Constructing the Threat of Anthrax: A Rhetorical Analysis of Mass Mediated and Organizational Risk Communication,” *Summa Cum Laude*.

Kimberly Herman (May 2005): “An Ideographic Analysis of ‘Government-Run Health Care’, ‘Socialized Medicine’ and ‘Universal Health Care’ in Presidential and Vernacular Rhetoric during the 2004 Presidential Campaign,” *Magna Cum Laude*.

SELECTED ADVISING CONTINUED

Maren K. Middleton (May 2004): “The Factional-Fiction of Dark Biology: A Rhetorical Analysis of Richard Preston’s Trilogy on Biological Weapons,” *Magna Cum Laude*. **Rough draft of thesis chapter competitively accepted to the Depauw University Annual Undergraduate Honors Conference in Greencastle, IN, March, 2004.**

Undergraduate Research Opportunity Supervisor

Hart Liddell, Spring 2006, media and terrorism

SELECTED TEACHING-RELATED PRESENTATIONS AND ACTIVITIES

Keränen, Lisa, and J. Blake Scott. 2011. Invited faculty co-facilitator for Rhetoric Society of America Summer Institute on “Rhetoric of Medicine and Its Publics,” involving 15 hours of instruction concerning theory and research methods pertaining to the rhetoric of medicine for new PhD students through full professors.

Keränen, Lisa. 2010, October. Making the Most of Bioethics. Presentation to the University of Pittsburgh’s Center for Bioethics and Health Law’s Graduate Students.

Keränen, Lisa. 2010, April. How to Get Published. Invited presentation to the University of Colorado at Boulder’s Communication Graduate Students Association.

Keränen, Lisa, and James Wynn. 2009. Invited faculty co-facilitator for Rhetoric Society of America Summer Institute on “Rhetoric of Science and Its Publics,” at Pennsylvania State University involving 15 hours of instruction concerning theory and research methods pertaining to the rhetoric of science for new PhD students through full professors.

Keränen, Lisa. 2006. Demystifying Academic Conferences. Invited faculty presenter at student Rhetoric Society of America chapter’s Scholarly Life Series at UCB.

Keränen, Lisa. 2006. Bio(Insecurity): Rhetoric, Bioterrorism, and Challenges for Global Leadership. Invited lecturer for the President’s Leadership Class at UCB.

Keränen, Lisa. 2005. Communicating at the End-of-Life: Rhetorical Matters. Invited lecturer/facilitator in Julien Mirivel’s COMM 4220 Seminars in Health Communication.

Keränen, Lisa. 2005. The Rhetoric of Science in Science Policy. Lecture presented to Roger Pielke’s ENVES 5100 Graduate Science Policy Seminar.

Keränen, Lisa. 2003. Teaching a Special Topics Seminar in the Rhetoric of Science: Senior Seminar in Rhetoric and Bioterrorism. Presented at the annual AARST meeting in Miami, FL.

FACULTY DEVELOPMENT

Teaching English Language Learners, Organized and Attended Faculty/Teaching Assistant Development Workshop, Spring 2011

Grading Fairly, Organized and Attended Faculty/Teaching Assistant Development Workshop, Spring 2011

How To Teach Writing Workshop (3 hours) with Dr. William Waters, Fall 2010

New Faculty Mentee Program, UCD, Fall 2009

Palliative Care Research Workshop, Anschutz Medical Campus, Fall 2009

UCB Interdisciplinary Rhetoric Workshop, Fall 2003-Spring 2008; This interdisciplinary group read theory in the fall and workshopped papers in the spring. Readings included selections from Arendt, Kristeva, Heidegger, and the pragmatists

Co-organizer of Feminist Reading Group for graduate students and junior faculty, met monthly, 2007

Workshop on Medical Rhetoric Attendee, Summer Institute, Rhetoric Society of America, June 2007

“News and Terrorism: Communicating in a Crisis” Interactive Workshop, Organized by National Academies, DHS, and the Radio-Television News Directors Foundation, Denver, CO, June 2, 2005

Grant Writing for the Social Sciences and Humanities Workshop, Organized by Fred Pampel, October 19, 2004

SELECTED TEACHING-RELATED PRESENTATIONS AND ACTIVITIES

Leadership Education for Advancement and Promotion Workshop Grant (\$1,200 from National Science Foundation-supported initiative). Completed 28-Hour Leadership Training, January 5-8, 2004

Faculty Teaching Excellence Program (FTEP) Performance in a Nutshell Seminars, March 3 and 10, 2004

Participant in New Social Science Faculty Group Headed by Gerard Hauser, 2003-04

RELATED PROFESSIONAL EXPERIENCE

HEALTHTEAMWORKS, PALLIATIVE CARE GUIDELINE COLLABORATION**Participated on Multidisciplinary Team, Spring and Summer 2011**

Collectively crafted Palliative Care Clinical Guidelines for health care providers across the state of Colorado.

BOULDER COMMUNITY HOSPITAL, CLINICAL ETHICS COMMITTEE**Core Member of Ethics Committee and Member, Ethics Consultancy Service, 2006-May 2009**

Offered bioethics advice regarding end-of-life issues, justice concerns, decisional capacity and proxy decision-making, and other ongoing ethics cases to community hospital ethics committee and serve as an on-call consultant for emergent ethics cases; End-of-life committee, 2007; Selected to be core member, 2008-Summer 2009

RELATED PROFESSIONAL EXPERIENCE CONTINUED

**INTERNAL MEDICINE, UNIVERSITY OF PITTSBURGH MEDICAL CENTER
(UPMC) SHADYSIDE AND MONTEFIORE HOSPITALS****Consultant/Research Assistant III, 2002-03**

Collaborated on instrument design, data collection, and publication of results; aim of research was to improve physicians' communication with the seriously ill

**CENTER FOR BIOETHICS AND HEALTH LAW, UNIVERSITY OF PITTSBURGH
Research Assistant, Summer 2001**

Drafted research protocols and IRB materials for various healthcare research projects; developed *Philosophy of Medicine* graduate seminar materials

**MEDICAL INTENSIVE CARE UNIT, UPMC AND WOMEN'S COMPREHENSIVE
BREAST PROGRAM, MAGEE WOMEN'S HOSPITAL****Clinical Practica in Bioethics, Summer 2001**

Observed and participated in end-of-life decision-making and ethics consults; examined medical decision-making and clinical encounters in ICU and breast cancer clinic; and analyzed ethics of living-related lobar lung transplantation

SERVICE

TO THE UNIVERSITY OF COLORADO DENVER COLLEGE OF LIBERAL ARTS & SCIENCES

Member, Dean's Advisory Committee, Fall 2010-present

Member, Dean's Advisory Committee Subcommittee on Clinical Teaching Track,
Spring 2011

Member, Graduate Program Executive Committee, Fall 2009-present

Member, Working Group in Medical Humanities, Spring 2010-present

TO THE UNIVERSITY OF COLORADO DENVER DEPARTMENT OF COMMUNICATION

Chair, Graduate Program Committee and Director of Graduate Studies, Fall 2009-
present

Member, Awards Committee, Fall 2009-present

Member, Media Studies Faculty Search Committee, Fall 2010

Co-Editor, *Inter:Actions* Newsletter, Fall 2009-present

Listserve Manager, Fall 2009-present

Member, Department Marketing Committee, Fall 2009-present

Webmaster, Fall 2010-present (with Michelle Médal)

Participant, Sophomore Mentoring Program, Spring 2010

Member, ICB Committee, Fall 2010-present

Compiler and Editor, *Communication Department Instructor's Manual*, Summer 2010

**TO THE UNIVERSITY OF COLORADO AT BOULDER DEPARTMENT OF
COMMUNICATION**

Co-organizer, School Kits to Iraqi Children Donation Campaign (more than 100
school kits sent to Iraqi children from UCB and UCD), Fall 2008

Graduate Admissions Committee, Fall 2007-2008

Coordinator, Department Marketing Committee, Fall 2007-2009

SERVICE CONTINUED

Editor and Designer, *Echoes, The Communication Department Newsletter*, 2007-2008
 Advisor, Eta Phi Communication Honor Society, Fall 2003-Summer 2007
Faculty Supervisor, Focus Group Study of Academic Quality, Eta Phi Service Project; Organized/Oversaw over 20 events for undergraduates in 4 years
 Advisor, Communication Graduate Students Association (CGSA), Fall 2005-2006
 Member, Merit Review Committee, Fall 2006-2007; 2008-2009
 Member, Unit Merit Committee, Fall 2006-2007
 Member, Undergraduate Program Committee, Fall 2005-2007
 Member, Rhetoric Search Committee, Fall 2004-2005
 Chair, Department Marketing Committee, Fall 2004-2005
 Chair, Website Development Committee, Fall 2004-2005
 Graduate Admissions Writing Sample Reviewer, Spring 2004-Spring 2009

TO THE UNIVERSITY OF COLORADO COLLEGE OF ARTS AND SCIENCES

Executive Committee, Center for Science & Technology Policy Research, 2007-8
 Social Sciences Divisional Orientation Speaker to Incoming Students/Parents, 2006

TO OTHER GROUPS

Artistic Design and Layout, *Captured Words/ Free Thoughts*, quarterly publication of poetry by imprisoned writers, 2008

TO THE DISCIPLINE AND PROFESSIONAL ORGANIZATIONS**Offices and Leadership**

National Communication Association-Forum Advisory Board, Fall 2006-present;
 Director, June 2008-2010; Immediate Past Director, June 2010-11; Lead organizer of 2008 NCA-F/START Preconference on Emergency Communication
 Nominating Committee, Rhetorical and Communication Theory Division of NCA, 2005-06
 Aubrey Fisher Award Committee Member, Western States Communication Association, Fall 2009-Spring 2010
 Treasurer of AARST (now, called the Association for the Rhetoric of Science and Technology; ARST), 2003-05
 Steering Committee Member for ARST, 2002-05; Board of Governors, 2006-present; Second Vice-President, 2010-present
 Organizer, 2012 Rhetoric Society of America/ARST Preconference on Medicine, Health, and Publics, Philadelphia, PA
 Co-organizer (with David Depew and Joan Leach) of 2004 AARST Annual Preconference, "Turning the Rhetoric of Science into Pedagogical Materials"

*** This list does not include panels organized, chaired, or responded to for professional associations.*

Editorial Boards

Health Communication, 2008-present
Journal of Medical Humanities, 2009-2012
Western Journal of Communication, 2007-present

SERVICE CONTINUED

Ad Hoc Manuscript & Submission Reviewer

AARST/NCA conference and preconference workshop
Public Address Division of NCA
Critical/Cultural Studies Division of WSCA
Bioterrorism/Biological Weapons Textbook, Pearson-Prentice Hall
Media Studies & Rhetoric and Public Address Divisions of WSCA
Rhetoric of medicine book, Southern Illinois University Press

Ad Hoc Journal Submission Reviewer

Critical Studies in Media Communication
Environmental Communication
Feminist Studies
Journal of General Internal Medicine
Medicine, Health Care, and Philosophy
Public Understanding of Science
POROI Journal
Quarterly Journal of Speech
Social Science and Medicine
Storytelling, Self and Society, Special Issue on Stories in Biomedicine
Technical Communication Quarterly
Western Journal of Communication

Grant Reviewer

National Cancer Institute (NCI), Small Grants Behavioral Research in Cancer Control, Spring 2010
Social Sciences and Humanities Research Council of Canada (SSHRC), Rhetoric of Science, Health, and Medicine, 2007-8
National Science Foundation (NSF), Rhetoric of Science, February 2004

MEMBERSHIP IN LEARNED SOCIETIES

Association for the Rhetoric of Science and Technology (ARST, formerly AARST)
National Communication Association (NCA)
Rhetoric Society of America (RSA)
Western States Communication Association (WSCA)

BARBARA ANN HEIFFERON

Louisiana State University
Department of English
260 L Allen Hall
578-3040

bheiffe@lsu.edu
Baton Rouge, La. 70803
Phone: (225)

EDUCATION

- 1998 PhD, Rhetoric, Composition and the Teaching of English. The University of Arizona.
- 1994 MA, English with a concentration in Rhetoric, Composition and the Teaching of English. The University of Arizona.
- 1993 BA, Secondary Education/English. Minor: Journalism. The University of Arizona, *summa cum laude*.
- 2006 Post-doctoral Education. Centre for Health Communication Research. Faculty Summer Seminars in Medical Ethics and Discourse Analysis. Cardiff University. Cardiff, Wales.

POSITIONS

- 2010-Present. University Writing Program Director/Professor of English. Louisiana State University.
- 2010 Department Chair, Professor of English. Rochester Institute of Technology.
- 2007 Early Promotion to Full Professor. Rochester Institute of Technology.
- 2002-2007 Associate Professor of English. Clemson University.
- 2004 Awarded tenure. Clemson University.
- 2002 Early Promotion to Associate Professor. Clemson University.
- 1998-2002 Assistant Professor of English, Clemson University.

DISSERTATION

Look Who's *Not* Talking: Recovering Patients' Voices in the *Clinique*

RESEARCH INTERESTS

Professional Writing (Medical), Health Communication, Medical Literature, Technical Writing, Service Learning, Composition, Writing Across Curriculum, Rhetoric of Science, Deconstruction, History of Medicine.

GRANTS & CONTRACTS

All the following grants and contracts were funded:

- 2011 LSU. Contract with State of Louisiana for online writing consulting. Baton Rouge, La. \$1999.
- 2009 RIT College of Liberal Arts. Fall research support for travel to American Antiquarian Society. Worcester, MA. \$750
- Rensing Center Foundation. Summer housing stipend for writing on an environmental artist in Borseda, Italy.
- 2008 RIT. College of Liberal Arts. Summer research support for travel to Houghton Library, Harvard University. \$700.
- 2006 Medical University of South Carolina Faculty Exchange Stipend. \$40,000.00
- 2006 Medical University of South Carolina Graduate Student Stipend for my doctoral student. \$12,000.00
- 2006 NIH Center for Minority Health and Health Disparities. Portion of Export Grant. Pilot Research for Bi-lingual Prenatal E-Technology. \$9392.07.

- 2005 College of AAH Teaching Innovation Grant. Proposal to fund Graduate Research students in Clemson University Research Forum and update design software in the Multimedia Authoring and Training Facility. \$2119.
- 2003- AIA Health Care Guidelines Revision Grant. Proposal to review, critique, and propose
2002 revisions to the *Guidelines for Design and Construction of Hospital and Health Care Facilities*. With David Allison. \$20,000.
- 2002- USDA Grant (2nd year -- continuation of 2000-01 initiative). With Dept. of Nursing,
2001 Social Service agencies, Spartanburg Regional Health Systems. \$356,000.
- 2002 AAH Research Grant for *Writing in the Health Professions*. Chapters 5-12. To fund course release for spring 2003. \$6500.
- 2001 Teaching Initiative Grant to fund Latino Health Project Graduate Travel. \$785.
- 2001 USDA Grant to develop food stamp recruitment in Upstate South Carolina. Charged with developing materials in technical writing classes. \$308,000.
- 2001 The Fullerton Foundation, Inc. Medical Scholarship Program. 4-year award for pre-med student Ryan Taylor. \$80,000.
- 2000 Innovation Fund Award. Clemson University. "Preparing Students to Succeed in the Workplace." \$42,359.
- Service Learning Collaborative Grant to fund service learning projects. Clemson University. \$500.
- Innovation Fund Award. Clemson University. "Solving Real Health Problems through Collaboration and Communication Across the Curriculum. \$29,800.
- 1998 Platform for Collaboration Grant. College of Architecture, Arts, and Humanities. Clemson University. \$3265.
- 1998 Service Learning Collaborative Grant to fund service learning projects. Clemson University. \$500.

ACADEMIC HONORS

- 2009 *The Rhetoric of Healthcare* nominated for best book for CCCC 2010.
- 2009 Writer in Residence. The Rensing Center. Borseda, Italy.
- 2008 Nomination for Best Article of the Year: "Seeing Cells: Teaching the Verbal/Visual Rhetoric of Biology." National Council of Teachers of English/Conference of College Composition and Communication. With John Dinolfo and Lesly Temesvari.
- 2008 One of Two Proposals Chosen to Apply for Summer NEH Grant at RIT
- 2007 Promoted to Full Professor – Rochester Institute of Technology
- 2007 Who's Who among American Women
- 2006 Clemson University Board of Trustees Award for Faculty Excellence
- 2006 Ernest L. Boyer International Award (nominated).
- 2006 Clemson University's Innovative Excellence in Teaching, Learning, and Technology Award
- 2005 Who's Who in Humanities in Higher Education
- 2004 Clemson University Board of Trustees Award for Faculty Excellence
- 2004 Granted tenure – Clemson University
- 2003 Clemson University's Campus Compact Thomas Ehrlich Service Award.
- 2001 Early promotion to Associate Professor – Clemson University.
- 1997 Recognition for Institutional Teaching Awards, CCCC, Phoenix, AZ.
- 1997 Graduate and Professional Student Council Travel Grant to present at the Writing Program Administrators Conference, Michigan Technological University.

- 1997 Department of English Scholarship for Dissertation.
- 1996 Commendation for Excellent Teaching. College of Humanities. The University of Arizona.
Johnnie Raye Harper Award for Outstanding Teaching as a First-Year College English Instructor.
English Department. The University of Arizona.
- 1996 English Graduate Union Travel Grant to present a paper at the Society for Literature and Science
Conference.
- 1994 One of six winners of an international essay contest sponsored by the Conference in Computer
Ethics, DeMontfort University, Leicester, UK, for "Crossing Boundaries and Borders of Computer
Ethics."
- 1994 Graduate Teaching Associateship. 1995 to 1998.
- 1994 Graduate and Professional Student Council Travel Grant to present at the XX International Patristic,
Medieval, & Renaissance Conference.
- 1994 Women's Studies Advisory Council Travel Grant to present at NCTE in San Diego, California.
- 1993 Honors Convocation Speaker. College of Education. The University of Arizona.

CREATIVE AWARDS

- 1992 First Place, Poetry. Arizona State Poetry Society Contest.
- 1979 National Federation of State Poetry Societies:
1st Place, Dramatic Monologue.
3rd Place, Poetry. Wichita Falls Texas Award.
3rd Honorable Mention, Poetry. Poet Laureate of Texas.
6th Honorable Mention, Poetry. Our American Indian Heritage Award.

CURRICULUM & PROGRAM DEVELOPMENT

University Writing Director (Louisiana State University 2010-Present)

Department Chair. (R.I.T.).

**Designed and Implemented External Funding Infrastructure for College of Architecture, Arts
And Humanities** (Clemson U, 2006-2007).

Director of Composition Clemson University

Designed, developed, piloted and implemented new first-year writing program. Developed writing
labs to accompany new one-course curriculum. Taught and supervised 39 new Graduate Teaching
Assistants. (Fall 2003- Spring 2005)

Design and Development of B.S. in Writing & Publication Studies. Committee Member. (Clemson U.)

**Design and Implement Ph.D. Program in Rhetorics, Communication and Information
Design.** Committee Member. (Clemson U, 2000-2005).

Director of the Health Communication Certificate Program Clemson U

Initiated, designed and implemented an interdisciplinary Health Communication Certificate
program with curriculum in three colleges. (Clemson U, 2000-2007)

PUBLICATIONS

Books

The Framing of Cotton Mather's Inoculation Project in Colonial America. In process. MS. 6/7 complete.

The Rhetoric of Healthcare: Essays Toward a New Disciplinary Inquiry. With Stuart C. Brown. Cresskill,
NJ: Hampton P, 2008.

Writing in the Health Professions. (Invited). New York: Allyn-Bacon/Longman. 2005.

A Student's Guide to First-Year Composition. 18th ed. Eds. Lori Church, Barbara Heifferon, and Sarah
Prineas. Edina, MN: Burgess, 1998. Lead Editor.

A Student's Guide to First-Year Composition. 17th ed. Eds. Guanjun Cai, Barbara Heifferon, and Maureen Salzer. Edina, MN: Burgess, 1997. This text was required for all classes of first-year composition and used by 4-5000 students per semester.

Melville, Marjorie and Thomas. *Whose Heaven, Whose Earth?* New York: A.A. Knopf, 1969. With Will Inman.

Manuals

Instructor's Manual for *Writing in the Health Professions*. New York: Allyn-Bacon/Longman. 2005.

Palmetto Health Parish Nurse Instructor's Manual. With Margaret Stephens, R.N. Co-wrote, edited and designed manual. Columbia, SC: Palmetto Health, 2004.

Refereed Articles and Chapters

"Academic/Government Partnerships: Theoretical Underpinnings for Improving Online Writing." *Academy-Industry Relationships and Partnerships: Perspectives for Technical Communicators*. Kirk St. Amant and Tracy Bridgeford. Amityville, NY: Baywood P. Under review.

"A Model for Rhetorical Preparation for Students Entering and in Medical Schools." *Discourses of Medical Education: Critical and Contextual Explorations*. Seyyed-Abdolhamid Mirhosseini and Françoise Salager-Meyer, Eds. Invited and in preparation.

"Immigration Reform: [Re]forming Theories of Cyber-Design. *Computer-Mediated Communication across Cultures: Interactions in Online Environments*. Kirk St. Amant and Filipp Sapienti. Hershey, PA: IGI Global, 2011.

"Establishing a Stroke Response Team in a Rural Setting." With Julie Saint Justice, Linda Howe and Cathy Dyches. *Online Journal of Rural Nursing and Healthcare*. 8:1. R Sp 2008: 54-62.

"Pandemics and/or Pandemonium." *Rhetoric of Healthcare: Essays Toward a New Disciplinary Inquiry*. Barbara Heifferon and Stuart Brown, Eds. Cresskill, NJ: Hampton P., 2008.

"Seeing Cells: Teaching the Verbal/Visual Rhetoric of Biology." With John Dinolfo and Lesly Temesvari. *Journal of Technical Writing and Communication*. 37:4. Special Edition. Kathryn Nortcutt, Ed. 2007: 395-417.

"The New Smallpox: An Epidemic of Words?" *Rhetoric Review*. 25:1. 2006: 76-93.

"Managing CHF in the Elderly using ACEIs." With L. Naylor, L. Howe, and J. Eggert. *Nurse Practitioner*. July 2004.

"Notes Toward a 'Reflective Instrumentalism': A Collaborative Look at Clemson University's MAPC Program." With Kathleen Yancey et al. *Teaching Technical Communication in the 21st Century*. Tracey Bridgeford and Richard Selfe, Eds. Logan, UT: USUP, 2004.

"Other Voices." *Service Learning in Technical and Professional Communication*. Melody Bowdon and Blake Scott, Eds. Allyn-Bacon/Longman. 2003.

"CAI: Disabling the Disability Label." *Teaching Writing in the Late Age of Print*. Ed. Jeffrey Galin. Hampton Press (2002).

"Becoming Visible: Lessons in Disability." With Brenda Jo Brueggemann, Johnson Cheu, Patricia Dunn, and Linda F. White. *CCC*. Feb. 2001.

Reprinted. *Disability and the Teaching of Writing*. Cynthia Lewiecki-Wilson and Brenda Jo Brueggemann, Eds. NY: Bedford/St. Martins, 2008.

- "Multivocal Midwife: The Writing Teacher as Rhetor." With Valentina Abordanado, Duane Roen, and Phyllis Mentzell Ryder. *Alternative Rhetorics*. Ed. Laura Gray-Rosendale. SUNY UP, 2001.
- "Confronting Body Image Issues in the Classroom." *Feminist Working Papers*. Columbia, SC: USC P, 2000.
- "Deconstruction." With Phyllis Mentzell Ryder. *Theorizing Composition: A Critical Sourcebook for Theory and Scholarship in Contemporary Composition Studies*. Ed. Mary Kennedy. Westport, CT: Greenwood, 1998.
- "Crossing Boundaries and Borders in Computer Ethics." *Science and Engineering Ethics* 2.2 (1996): 233-4.

Guest Editorships

Editor. *Technical Communication Quarterly*. Special Issue on Medical Rhetoric. With Stuart Brown. Summer 2000.

Other Articles

- "CCCC Members' Memories of Chairs' Addresses." *Views from the Center*. Ed. Duane Roen. Urbana: NCTE, 2006.
- "Deconstructing Disabilities to Construct Abilities." Available online and on CD-ROM as part of *ERIC*. 1999.
- "Egyptian Medical Writing." *To Speak With Other Tongues: Language Practices in Antiquity*. Ed. Thomas Willard. Tucson: Imp P, 1994.
- "Opportunities for Change, The Non-Traditional Student." *Arizona English Bulletin* 35.1 (1992): 3-8.
- "Welcome to English 103 at Clemson." *The Informed Argument*. 6th Ed. Eds. Robert K. Miller and Robert P. Yagelski. Belmont, CA.: Thomson-Wadsworth. 2004, 1-59.

Co-Editorships

Guidelines for Design and Construction of Hospital and Health Care Facilities. With David Allison, Facilities Guidelines Institute, and AIA Academy of Architecture for Health. Edited and restructured, redesigned nationally used facilities manual. Washington, D.C.: AIA, 2005.

Book Reviews

- Book Review. On Brenda Jo Brueggemann's "Deaf Subjects: Between Identities and Places." *Rhetoric Review*. Summer 2010.
- Book Review. On Judy Segal's "Health and the Rhetoric of Medicine." *Journal of Advanced Composition*. 28: 1 and 2, 2008. 335-342.
- Book Review. On Susan Well's "Out of the Dead House: 19th Century Women Physicians and the Writing of Medicine." *Composition Forum*. 2004.
- Book Review. On Cheryl Mattingly's "Healing Dramas and Clinical Plots: The Narrative Structure of Experience." *Literature and Medicine*. 18 (Fall 1999): 253-256.

Proceedings

- "Reflective Instrumentalism as a Possible Guide for Revising a Master's Degree Reading List." With Sean Williams and Kathleen Yancey. *Proceedings of the Annual Meeting of the Council of Programs in Technical and Scientific Communication*. Spring 2001.
- "Using Rhetorical Theory in Medical Ethics Cases II." *Critical Reviews in Biomedical Engineering*.

Vol.28.3, 4. (2000): 551-557.

“Using Rhetorical Theory in Medical Ethics Cases I.” *Critical Reviews in Biomedical Engineering*.
Vol.26.5, 6. (1999).

Creative Publications

"Trailhead." [Story]. *Persona*. Tucson: U of Arizona P, 1979.

"Symbolism in Faulkner's 'Spotted Horses.'" *Phoebe*. U of Virginia P, 1973.

Poetry in: *Birth and Family Network, Encore, Kauri, Minotaur, New Kauri, N.Y. Quarterly, Persona, POET, Prickly Pear, The Sandcutters, Wayside Poetry Forum, The Wayside Quarterly*. Anthologies: *Poems from the Capitol, Arizona Anthem*. 1969-94.

TEACHING EXPERIENCE

LOUISIANA STATE UNIVERSITY

2010-present. Ph.D. Candidates. LSU: Jennifer West, Cara Jones, Laura Jones, Juliette Highland, Mia Farmer, Dena Ratner, Logan Wiedenfeld.

2010, 2011 Graduate Teaching Practicum (English 7915): 3 sections.
Pre-nursing Advanced Composition (English 2001)

ROCHESTER INSTITUTE OF TECHNOLOGY

Writing the West, Technical Writing 2009, 2010; Medical Writing 2009, 2010; Writing Seminar (First-year writing course) Fall 2007, 2008; Rhetoric of Science, Winter 2007.

CLEMSON UNIVERSITY

Graduate Teaching/Service:

2007-present. Ph.D. Candidates. Clemson University: John Dinolfo, Amanda Booher.

72 Graduate Committees (MAPC, Nursing and Health Architecture), 30 as Chair.

2005, 2001- Research Methodologies (English 850) (7 sections).
1999.

2007, 2004- Medical Rhetoric and Writing (English 806)

2007, 2004- Writing About Science and Medicine (English 494/694)

2005, 2004-Teaching Practicum (English 886) (3 sections)

2003 Fundamentals of Health Communication (English 804)

2003 Teaching of Professional Writing (English 854).

2006, Professional Writing (English 851). (2 sections)
2002

2002 Proposal Writing and Grant Applications (English 839).

2002 Global Professional Communication (English 838). Composition for Teachers (English 485/685).

2000 Humanities Course. Genoa, Italy. With Cecelia Volker and Erica Bizzari.

1999 Rhetoric of Science (English 833).

2001, 1999 Guest lecturer. Calhoun Honors Seminar on History of Diseases: The Literary Response.

1998 Advanced Technical Writing (English 490/690)

Undergraduate Teaching:

2005-English Accelerated Composition (English 103)

2004 English Composition Lab (English 103 L) (2 sections).

2004- English Composition (English 101); English Composition (English 102).
2003

2003 Technical Writing (English 314), Honors Technical Writing (English 314H). 6 Sections. All
1998- technical writing students participated in service-learning/problem-based learning projects. Web
sites developed for Littlejohn Community Center, Center on Aging, Oconee Volunteer
Information Service, Clemson University programs, and other organizations. 314-Designed
health-education materials for SC Dept. of Transportation workers, 490-690 designed
women's health screening campaign for African American women in the local public housing
sector. Classes did numerous other projects.

UNIVERSITY OF ARIZONA
(Graduate Student Teaching)

Undergraduate Teaching:

1997-8 Professional and Technical Writing (English 308), 2 Sections.

1996 First-Year Composition (English 102--Writing about Literature), 2 sections.

1995-6 First-Year Composition (English 101), 3 sections.

1995-8 Instructor for Columbia Review. MCAT--Verbal Reasoning and Essay.

1994 & Summer Institute for Writing and Thinking Across Curriculum. A college writing preparation
1992 institute for minority and at-risk high school seniors.

OTHER TEACHING

-3 Instructor. Pueblo High School. Tucson, Arizona. Freshman English, 4 sections. Honors
Sophomore English, 1 section.

-2 Old Vail Middle School. Vail, Arizona. Designed and taught writing workshop for middle school
students. Created Grammar/Poetry Workshops.

Acacia Elementary School. Vail, Arizona. Designed and taught writing workshops for gifted 2nd-
5th graders.

WORKSHOPS

Grantwriting. LSU. English Dept. Fall 2010. (Grant workshop for graduate students).

Grantmanship. Clemson U. Clemson, SC. February 22, 2007. (Grant workshop for College faculty).

Literature Workshops on *The Things They Carried*. Clemson U. Clemson, SC. May, July, August 2004.

Medical Rhetoric Workshop. CCCC. Chicago, IL. March, 2002.

Writing in the Health Professions. University of Cincinnati. Cincinnati, Ohio. January 2002.

"Bringing Disability Texts into the Classroom." Women's Studies Workshop. Clemson U. Clemson, SC. May 2000.

Workshop on Disabilities. Chair, Andrea Lunsford. CCCC. Minneapolis, MN. April, 2000.

"*Cuentos de Mujeres* (Women's Stories) in the Professions: Toward a Rhetoric of Inclusion." Workshop. CCCC. Chicago, IL. April 1998.

Workshop: "Rhetoric & the Medical Humanities: Healing Theories, Healing Methods." American Association of Bioethics, Society for Bioethics Consultation, & Society for Shared Human Values. Baltimore, MD. November 1997.

PRESENTATIONS

Medical Rhetoric Special Interest Group. CCCC. Chair: 1997-present.

Invited talk. "Medical Rhetoric: The Issues, Some Answers." U of Cincinnati. Cincinnati, OH. November, 2011.

Invited consultation. "Beginning a Health Communication Graduate Certificate Committee." Rhetoric, Professional Communication and Communication Studies Faculty. U of Cincinnati. Cincinnati, OH. November 2011.

"Academic-Industry-Government Partnerships: Employee Writing Workshops & Handbook Development." Council for Programs in Technical and Scientific Communication. James Madison U, Harrisonburg, Va. October 2011.

"Evidence-Based Medicine to Evidence-Based Writing: Borrowing from the Medical Community." CCCC. Atlanta, GA. April 2011.

"Writing in the Disciplines." Local presentation. CXC. Baton Rouge, La. February, 2011.

"Stem Cells as Liminal/Rhetorical Bodies." Association of the Teachers of Technical Writing (ATTW). San Francisco, CA. March 2009.

Invited Roundtable. "The State of Medical Rhetoric." Rhetoric Society of America (RSA). Seattle, WA. May 2008.

"Strange Marriages: Ethical Models for Pharmaceutical Companies (Business and Feminist Ethics)." CCCC. New Orleans, LA. April 2008.

Invited Plenary Speaker. "Nurturing Health Communication Programs." Council of Programs in Technical and Scientific Communication (CPTSC). Invited Plenary Speaker. Greenville, NC. October 2007.

"Mutating Viruses, Mutating Cultures, Mutating Messages." CCCC. New York, NY. March 2007.

"Emergency Responders/Emergent Rhetors: Medical Communication in Crisis." ATTW (Association of Teachers of Technical Writing). New York, NY. March 2007.

"Designing Pre-natal Digital Health Education for Latinas." 8th Annual Hispanic Health Issues Conference. Columbia, SC. October, 2006.

"Technological Design for Bi-lingual Health Documents." Conference on Innovative Excellence in Teaching, Learning, and Technology. Jacksonville, FL. April, 2006.

"Rhetorical Treatments: Languages of Disease and the Composition of Public Health." CCCC. Chicago, IL. March, 2006.

"Bi-lingual Diagnostic Project." Laptop & Technology Symposium. Clemson, SC. December, 2005.

- “History and Implications of HIPAA.” CCCC. San Francisco, CA. March, 2005.
- “The New Smallpox: An Epidemic of Words?” CCCC. San Antonio, TX. March 2004.
- Respondent on the Special Interest Group in Medical Rhetoric on Grants. March 2004.
- The Final Report of the *Guidelines for Design and Construction of Hospital and Health Care Facilities*. Before the American Institute of Architecture. Washington, D.C. February 2004.
- “Cultural Studies in Medical Rhetoric.” English Hour. Clemson University, SC. October, 2003.
- “Writing Technically for Multicultural Audiences.” Forum 2003. Milan, Italy. June 29, 2003.
- “The New Smallpox: An Epidemic of Words.” Carolina Medical Humanities Conference. Columbia, SC. March, 2003.
- “Nontraditional Ways to Leverage Resources So That ‘Everyone Knows Your Name.’” Eleventh Annual Primary Health Care for the Underserved Conference. Boston. March 23, 2003.
- “Connecting Service Learning and Grants to Medical Rhetoric.” CCCC. New York, NY. March 2003.
- “The New Health Communication Certificate Program and Medical Rhetoric Connections.” AAH Health Symposium. Clemson U. Clemson, SC. November 13, 2002.
- “Hispanic Bilingual Health Diagnostic Project.” With Jacob Barker. Clemson U Service Learning Collaborative. Clemson, SC. April 18, 2002.
- “Teamwork and Collaboration in Technical Writing Classrooms: Motivating Student Collaborators.” Technical Writing Teachers’ Colloquium. Clemson, SC. March 28, 2002.
- “Technical Writing Careers in Industry.” Chair of STC (Society for Technical Communicators) Panel Discussion. Clemson, SC. November 16, 2001.
- “Connecting Service Learning, Non-Profits, and Corporations.” Pearce Corporate Advisory Board. Clemson, SC. April 23, 2001.
- “A Freirean Design for Cross-Cultural Service Learning.” Conference on College Composition and Communication. Denver, CO. March 2001.
- “Teaching Technology in Service Learning Projects.” Thomas R. Watson Rhetoric Conference. Louisville, KY. Oct. 2000.
- “Theory vs. *Praxis* in Technical Communication Programs.” Council of Programs in Scientific and Technical Communication. Menominee, WI. Oct. 2000.
- “Interdisciplinary Collaboration in Service Learning.” Service Learning Collective. Clemson U. Clemson, SC. Oct. 2000.
- “Rhetorical Analysis of Cotton Mather’s *Angel of Bethesda*.” CCCC. Minneapolis, MN. April, 2000.
- “Disabled Women’s Bodies.” Weaving Women’s Lives. Feminist Conference. Columbia, SC. February, 2000.
- “Rhetorical Analysis of Cotton Mather’s *Angel of Bethesda*.” English Hour. Clemson University, SC. October, 1999.

- "Using Rhetorical Theory in Medical Ethics Cases." Conference on Biomedical Engineering. Clemson University. Clemson, SC. May, 1999.
- "Discussion, Dismay, and Disability: Bringing Nancy Mairs' 'Carnal Acts' into the Classroom." CCCC. Atlanta, Ga. March, 1999.
- "Teaching About/With Disabilities." Special Interest Group. CCCC. Atlanta, Ga. March, 1999.
- "The Effects of Service Learning and Problem-Based Learning Projects on Students' Communication Activities." Communication Across the Curriculum Symposium. Clemson University. Clemson, SC. December, 1998.
- "Whither/Wither Technical Writing: Incorporating Service Learning." Fundamental Controversies Conference. Tucson, AZ. November, 1998.
- "Greg Myers and the Rhetoric of Science." Seminar for English 885. Clemson University. September 30, 1998.
- "Deconstructing Disabilities to Construct Abilities." CCCC. Chicago, IL. April 1998.
- "From the Outside Looking In, and the Inside Looking Out: Preparation for Writing Program Administration." WPA. Houghton, MI. July 1997.
- "Not Just Another Madwoman in the Attic." New Directions in Critical Theory. Tucson, AZ. April 1997.
- "Literary Theory in English Studies." Invited Lecture. U of Arizona Medical School. Tucson, AZ. Spring 1997.
- "What is Medical Rhetoric?" Invited Lecture. U of Arizona Medical School. Tucson, AZ. Spring 1997.
- "Rx for Medicine: Take One Rhetorical Analysis and Call Me in the Morning." Rhetoric Society of America. Tucson, AZ. May 1996.
- "Textual Analysis of *Angel of Bethesda*." New Directions in Critical Theory. Tucson, AZ. April 21, 1996.
- "The Writing Teacher as Midwife." Arizona State U. Phoenix, AZ. March 1996.
- "Using Postmodern Theory in Backlash Issues." National Council of Teachers of English. San Diego, CA. November 1995.
- "Deconstructing Colonial America's First Medical Compendium: A Surprising Heteroglossia." Society for Literature and Science. Los Angeles, CA. November 1995.
- "The Rhetoric of Medieval Medicine." XX International Patristic, Medieval, & Renaissance Conference. Villanova University. Villanova, PA. September 1995.
- "The Egyptian Roots of Aristotle's *Katharsis*." New Directions in Critical Theory. Tucson, AZ. April 1995.
- "AIDS: The New Scarlet Letters." Work in Progress Symposium. Tucson, AZ. May 1994.

ACADEMIC SERVICE

Louisiana State University

University Writing Director 2010-Present.

Coordinate 7 UWP committees: Engl 1001, Engl 2000, Personnel, Assessment, Professional Development, 1st-Year Review Committee, UWP Steering Committee.

College of HSS. Teaching and Technology Committee 2010-Present.

Provost's Retention Committee. 2010-11.
Academic Subcommittee. 2010-11.

Rochester Institute of Technology

Chair, English Department 2007- 2009.

Provost's Retention Task Force. 2008-2009.

College of Liberal Arts Tenure Committee. 2008-present.

Various departmental committees. 2007-present.

Search Committee. Dean of College of Liberal Arts. 2008.

Search Committee. Writing Director. English Dept. 2008-09.

Member, English Degree Program. 2007-present.

Clemson University

Member. Personnel Committee. English Department. 2006-2007.

Director of Composition. Clemson University. 2003-2005.

Member. Summer Reading Committee. 2003-2005.

Member. College Faculty Advisory Council. AAH. 2005-7.

Member. Thomas Ehrlich Service Learning Award Committee. Clemson University. 2003.

Chair or Member. 65@ Masters Thesis/Project Committees in MAPC (Masters in Professional Communication), Health Architecture, and Nursing. Clemson University. 1998-2002.

Chair. Interdisciplinary Health Communication Certificate Program Committee. 1999-present.

Member MAPC Search Committees. Clemson University. 2001-2, 2002-3, 2003-4. 2005-6.

Chair (2001-2000) and member. Advanced Composition Committee. Clemson University. 1998-2001.

Member. PhD Committee. English Department. Clemson University. 2000-2004.

Member. Writing and Publication Studies Committee. Clemson University. 1999-2001.

Member. English Dept. Advisory Council. Clemson University. 1999-2001.

Member. Women's Studies Committee. Clemson University. 1998-present.

Pearce Faculty Member. Liaison to Health Community: Joseph F. Sullivan Center for Wellness and Nursing, Public Health Department, Anderson Family Practice Residency Program, Health Architecture Program. Clemson University. 1998-2002.

National

Peer Reviewer for *College English*, *Rhetoric Review*, *Technical Communication Quarterly*, *CPTSC*, Rutgers University Press.

Nominated for Executive Committee of Conference on College Composition and Communication (CCCC). 2002, 2005, 2007.

Organizer and Chair. Medical Rhetoricians Special Interest Group. CCCC. Listserv Initiator and Moderator for MedRhet. 1997-present.

Chair. "Composing the Community of Medical Rhetoricians." Conference on College Composition and Communication. Denver, CO. March 2001.

Chair. "Undervalued and Devalued Genres in the Health Care Professions." CCCC. Chicago, IL. April, 1998.

Chair. "What Is a Rhetoric of Medicine?" CCCC. Chicago, IL. April 1998.

Chair. "(Em)Power(ed) Talk: The Dynamics of the Rhetoric of Birth." CCCC. Chicago, IL. April 1998.

Chair. "Stories from the Field: Negotiating Local Intersections." Council of Writing Program Administrators. Houghton, MI. July 18, 1997.

Chair. "Medical Memoirs: Strategies for Coping." 2nd Annual Symposium on Health Care: The Ethics of Health Care and Healing. University Medical Center. Tucson, AZ. April 1997.

Member. 2nd Annual Symposium on the Language of Health Care Committee. University Medical Center. Tucson, AZ. April 1997.

Chair. "Toward a Rhetorical Pedagogy for Medical Humanities." Conference for College Composition and Communication. Phoenix, AZ. March 15, 1997.

Chair. Rhetoric of Disciplines and Professions II. Rhetoric Society of America. Tucson, AZ. May 30, 1996.

Chair. "Rereading Science." New Directions in Critical Theory. Tucson, AZ. April 20, 1996.

Organizer. First Annual Symposium on the Language of Health Care. Tucson, AZ. April 12, 1996.

Chair. "Human Genome Project II." Society for Literature and Science. Los Angeles, CA. October 1995.

Contributing bibliographer for CCCC Bibliography for Composition and Rhetoric. 1995.

Member. New Directions in Critical Theory Conference Committee. Tucson, AZ. 1995.

Chair. "Seduction, Trickery, and Cooptation in Postmodern Discourse." New Directions in Critical Theory. Tucson, AZ. April 20, 1995.

University of Arizona

Member. Composition Program Advisory Council. University of Arizona. 1997-8. CPAC Textbook Subcommittee. 1997-8.

Mentor. For New Graduate Students in Rhetoric, Composition, and Teaching of English. University of Arizona. 1996-8.

Member. English 101 Curriculum Revision Committee. University of Arizona. Tucson, AZ. 1997-8.

Chair. Graduate Student Handbook Committee. Helped design and put on line a handbook for the RCTE program at the University of Arizona. 1996-7.

Graduate Student Representative to the Faculty. English Graduate Union. 1995-1997. RCTE Representative 1994-6.

Organizer. RCTE Qualification Reading group. Summer 1994.

Facilitator. Arizona English Teacher's Association Conference. Phoenix, AZ. 1993-4.

LANGUAGES

German: fluent.
 Spanish: limited reading and speaking ability.
 Italian: limited reading and speaking ability.
 Latin: limited reading ability.

OTHER EXPERIENCE

Proofreader for Communications Skill Builders, Tucson, AZ. 1987-8.

Cardiopulmonary Technician and Special Procedures Circulating Nurse. St. Mary's Hospital. Tucson, AZ.
 Clinical Lab Data Supervisor. University Medical Center. Tucson, AZ. 1973-80.

Co-editor. *Kauri* Poetry Magazine. 1969-74.

PROFESSIONAL MEMBERSHIPS

Association of Teachers of Technical Writing
 College Composition and Communication
 Council for Programs in Scientific and Technical Communication
 Modern Language Association
 National Council of Teachers of English
 Rhetoric Society of America
 Society for Literature and Science
 Society for Technical Communication
 Writing Program Administrators Association

REFERENCES

Stephen A. Bernhardt, Dept. Chair and Andrew B. Kirkpatrick, Jr., Chair in Writing
 University of Delaware
 Department of English sab@udel.edu
 212 Memorial Hall
 Newark, DE 19716

Clifford Egan, Professor Emeritus.
 College of Architecture, Arts and Humanities eclifto@clemsun.edu
 Clemson University
 108 Strode Tower
 Clemson, SC 29634
 Phone: 864-656-3084

Former Associate Dean Judith Melton, jmlton@clemsun.edu
 Emerita Women's Studies Director,
 Professor German, Chair of Languages
 College of Architecture, Arts and Humanities
 Clemson University
 Strode Tower
 Clemson, SC 29634

Barry Nocks, PhD, AICP nocks2@clemsun.edu
 College of Architecture, Arts and Humanities
 Clemson University
 124 Lee Hall, Box 340511
 Clemson University

Clemson, SC 29634-0511
Phone (864) 656-3926
Fax (864) 656-7519

Thomas G. Smith, PhD
Medical University of South Carolina
Center for Academic Excellence
171 Ashley Avenue, Room 201
Charleston, SC 29425

smithtg@musc.edu

Christine Licata, Senior Associate Provost for Academic Affairs
Rochester Institute of Technology
Bldg. 1
Rochester, NY 14623

cmlnbt@rit.edu

Benjamin R. Bates

School of Communication Studies
009 Lasher Hall
Ohio University
Athens, OH 45701

100 Wonder Hills Drive
Athens, OH 45701
740.593.9163
batesb@ohio.edu

Education

University of Georgia, Athens, Georgia, 2000-2003

Degree: Doctor of Philosophy, Speech Communication, May 2003.

Dissertation: *A Rhetorical History of the British Constitution of Israel: 1917-1948*, advised by Celeste Condit.

University of Georgia, Athens, Georgia, 1998-2000

Degree: Master of Arts, Speech Communication, May 2000.

Thesis: *Capital and Clash: A Bourdieusian Analysis of Muammer Qadafi's Green Book*, advised by Thomas Lessl.

University of Richmond, Richmond, Virginia. 1994-1998

Degree: Bachelor of Arts, Speech Communication & Political Science, May 1998.

Professional Experience

Administrative Appointments

Associate Director for Graduate Studies, School of Communication Studies, Ohio University, July 2010-present

As Associate Director, I am responsible for managing 40+ graduate students as teaching personnel and overseeing curriculum activity in the School associated with graduate education. In this role, I oversee and evaluate all COMS graduate students as employees of the university. Part of this responsibility involves a new bi-annual review of teaching and research effectiveness of graduate students, supplanting the annual process that occurred late in the year. As Associate Director, I co-created a four-year rotation of courses to help with graduate student course planning and to build building equity and access for teaching opportunities in the graduate courses. In anticipation of a move to Responsibility Centered Management by our university, with the former Director of the School I created plans to: (a) increase our School's credit hour production through maximizing weighted student credit associated with graduate student enrolment; (b) encourage the generation of weighted student credit hour enrolments in patterns that recognize and reward faculty involvement in advising and mentoring activities; (c) rearticulate the regional campus MA program to a blended format with an emphasis on online education; and, (d) expand COMS offerings to a full minor in the online bachelor's degree completion program offered through e-Learning OHIO by creating MOUs for COMS 205 and 206 and overseeing their implementations and the expansion of COMS 101 and 103 to scalable classes. I revised the COMS graduate program student manual, *inCOMS*, for conversion to the

semester system and created transitional program of study planning documents to allow effective advising by faculty members and timely completion of coursework by doctoral students.

Course Director, Argumentative Analysis and Advocacy, School of Communication Studies, Ohio University, Winter 2009-present

As Course Director, I planned, coordinated, and implemented a five-week professional seminar for experienced teaching assistants each year to train graduate students as skilled teachers of argumentation. I oversaw textbook selection processes involving other faculty and teaching staff. I created, with input from TAs, a common syllabus template and transformed the argumentation class from an oral skills-only class to a course emphasizing both oral and written argumentation. I also observed teaching assistants in the classroom and provided feedback and specialized assistance to help students improve their teaching.

Teaching Appointments

Ohio University

Associate Professor, School of Communication Studies, Fall 2009-present

Assistant Professor, School of Communication Studies, Fall 2003-Summer 2009

Affiliate Faculty, Center for Southeast Asian Studies (Health in the Context of Development in Southeast Asia Interdisciplinary Faculty Group), Fall 2009-present

Affiliate Faculty, Center for African Studies, Summer 2009-present

Affiliate Faculty, Communication and Development Studies Program, Center for International Studies, Fall 2008-present

Affiliate Faculty, Political Communication Certificate Program, College of Arts & Sciences and Scripps College of Communication, Fall 2008-present

Athens Campus Courses

COMS 215 – Argumentative Analysis and Advocacy (large lecture [75] and standard class [25])

COMS 235 – Communication Theory (25)

COMS 240 – Introduction to Health Communication (lecture [45] and standard class [25])

COMS 303 – Rhetorical Analysis and Criticism (25-40)

COMS 351 – Courtroom Rhetoric (25-30)

COMS 352 – Political Rhetoric (25-30)

COMS 353 – Rhetoric and Contemporary Culture (175)

COMS 372T – Honors Tutorial in Communication (tutorial)

COMS 430 – Communication and the Campaign (Health Campaigns) (25)

- COMS 430 – Communication and the Campaign (Political Campaigns) (25)
- COMS 442 – Responsibilities and Freedoms of Speech in Communication (25)
- COMS 450 – Capstone Course in Communication (Science Communication) (10)
- COMS 496A – Health Communication Internship
- COMS 496B – Organizational Communication Internship
- COMS 496C – Public Advocacy Internship
- COMS 700B – Professional Seminar: Issues in the Academy
- COMS 700D – Communication Pedagogy: Argumentation
- COMS 700E – Communication Pedagogy: Communication Theory
- COMS 745 – Introduction to Rhetoric and Public Culture (graduate seminar)
- COMS 751 – Introduction to Health Communication (graduate seminar)
- COMS 780A – Public Understanding of Medicine (graduate seminar)
- COMS 780N – Rhetoric and Social Change (graduate seminar)
- COMS 841 – Rhetoric and Popular Culture (graduate seminar)
- COMS 844 – Rhetorical Criticism (graduate seminar)
- COMS 854 – Public Understanding of Health and Healing (graduate seminar)

Ohio University Without Boundaries (Online professional and continuing education)

- C-Change Online Capacity Building Center, Module 2, Focusing and Designing
(part of a five-module package of on-line courses for capacity
strengthening resource package for social/behavioral change
communication campaigns) [http://www.ouwb.ohiou.edu/c-
change/default.asp](http://www.ouwb.ohiou.edu/c-change/default.asp)
- UNICEF C4D, Communication for Development, Foundational Module 2.2,
Social Change, Media & Communication (with Rafael Obregon) (part of a
three-module e-learning package developed for UNICEF)

International Teaching

- Ohio University in Hong Kong, Hong Kong Baptist University
 - COMS 235 – Communication Theory
 - COMS 353 – Rhetoric and Contemporary Culture
- Bangkok University/Ohio University Doctoral Program in Communication
 - COMS 640/CA 640 – History of Rhetorical Theory
 - COMS 741/CA 690 – Introduction to Health Communication
- Ohio University in collaboration with University of Botswana
 - STDYBOTS – HIV/AIDS in Africa: Botswana Study Abroad

Course menu included: INST 601 - Seminar in Development; INST 690 - Independent Study in International Studies; COMS 480 - Topics in Communication; COMS 496ABC - Communication Internship; COMS 498 - Independent Study; COMS 690 - Independent Study; COMS 780N - Topics in Communication; COMS 790 - Interdisciplinary Seminar; EDCE 610 - Field Experience in Counseling; and, EDCE 621 – Readings and Research in Community Counseling

University of Georgia

Instructor, Department of Speech Communication, Summer 2003

Teaching Assistant, Department of Speech Communication, Fall 1998-Spring 2003

SPCM 1010 – Communication in Human Society

SPCM 1100 – Introduction to Public Speaking

SPCM 1500 – Introduction to Interpersonal Communication

SPCM 2300 – Business and Professional Communication

SPCM 3300 – Introduction to Rhetorical Criticism

SPCM 3320 – Environmental Communication

Research Appointments

Research Team Member, C-Change (Communication for Social Change)/Partnership for Health and Development Communication, Ohio University as a member of the Agency for Educational Development-led project for the United States Agency for International Development, Spring 2007-2012

Content Development Team Member, Design and Delivery of a UNICEF Learning Course on Communication for Development (C4D), United Nations Children's Fund. PI: David Mould, June 2010-July 2011.

Dissertation Completion Assistantship, University of Georgia, Fall 2002-Spring 2003

Research Assistant, University of Georgia, Fall 2000-Summer 2003

Consultant, University of Georgia, Summer 2000

Research Assistant, University of Georgia, Summer 1999

Grant Experience

Funded

Co-Investigator, "Project LAUNCH for Appalachian Ohio," Substance Abuse and Mental Health Services Administration, ~\$700,000/year, 2009-2014. PI: Dave Hunter (Ohio Department of Job and Family Services) and Jane Hamel-Lambert (College of Osteopathic Medicine). Fully funded.

Primary Investigator, “Photo-Voice of Cancer Survivorship in Appalachia,” American Cancer Society/Scripps College of Communication Partnership, \$3,500, 2011. Fully funded.

Co-Primary Investigator (with Frank Schwartz, College of Osteopathic Medicine and John Bowditch, Game Research and Immersion Design Lab), “Improving Self-Care for Type 1 Diabetes through Multimodal Family Game Play,” Appalachian Rural Health Institute Diabetes Research Initiative, \$8,944 plus match from Scripps College of Communication, \$5,425, 2009-2010. Fully funded.

Consultant, “An integrated Approach to Mitigate and Manage the Effects of Invasive Plants in Urban and Forest Landscapes in Ohio,” Ohio Department of Natural Resources- Division of Forestry, \$1,225,000, 2008-2009. PI: Richard Cappell, ODNR. Fully funded.

Co-Primary Investigator (with B. L. Quick, School of Communication Studies), “ODNR Firewise Communication Project,” Ohio Department of Natural Resources, Division of Forestry, \$31,388, 2006-2008. Fully funded.

Consultant (to S. Denham, College of Health and Human Services), “Diabetes Education in Appalachia,” Centers for Disease Control and Prevention, 2004-2006 (partial funding).

Research Assistant, [“Race and Public Communication about Human Variation.”](#) National Institutes of Health: Ethical, Legal and Social Implications of the Human Genome Project, National Center for Human Genome Research. June 2001-May 2004. \$903,176. PI: Celeste M. Condit.

Research Assistant, [“Communicating Genetics Information to the Lay Public.”](#) Centers for Disease Control and Prevention, October 1999-August 2003. \$778,000. PI: Roxanne L. Parrott.

Consultant, “Affect and Patterns of Communication.” \$504,923. National Institute of Mental Health. (1997-1999). PI: Jennifer L. Monahan.

Unfunded

Co-Principal Investigator (with Jay Shubrook, Kathleen Trace, Karen Collins, & Godwin Dogbey, College of Osteopathic Medicine), “Developing an Appalachian patient-centered communication tool for physicians,” Patient-Centered Outcomes Research Institute, National Institutes of Health, \$276,393. Scored.

Core Resource Faculty, Health in the Context of Development in Southeast Asian. “Ohio University National Resource Center for Southeast Asian Studies: New Directions in Southeast Asian Studies,” Title VI, United States Department of Education, ~\$1,500,000, 2010-2014. PI: Elizabeth Collins, Center for International Studies. Scored.

Consultant, “Using public self-serve diagnostic kiosks to evaluate patient centered care in rural southeast Ohio,” Agency for Healthcare Research

and Quality, ~\$500,000, 2009-2011. PI: Brian Phillips, College of Osteopathic Medicine. Scored.

Co-Principal Investigator, “Improving self-care for youth with T1 diabetes through multimodal family gameplay,” Health Games Research: Advancing Effectiveness of Interactive Games for Health program, Robert Wood Johnson Foundation, \$184,123, 2009-2011. Co-PI: Frank Schwartz, College of Osteopathic Medicine. Scored.

Co-Primary Investigator (with J. Hamel-Lambert, College of Osteopathic Medicine), “Mental health communications and service use by rural Appalachian children,” National Institute of Mental Health, National Institutes of Health, \$404,081, 2008. Scored.

Co-Investigator, “Understanding cultural definitions of health and mental health: An exploratory investigation of health communication in Appalachian Ohio,” Ohio University College of Osteopathic Medicine internal grant competition, OU-COM value \$20,000 (model value, \$270,000), 2007. PI Jane Hamel-Lambert (College of Osteopathic Medicine). Scored.

Co-Investigator, “Increasing Cancer Information Service use in rural, underserved populations,” National Cancer Institute, National Institutes of Health, \$275,000, 2006, PI: Chris Simpson (College of Osteopathic Medicine). Scored 256.

Co-Primary Investigator (with C. McBride at the National Human Genome Research Institute, National Institutes of Health), “Genomics and Communicating with the Public about Periodontitis,” National Academies Keck *Futures Initiative*, \$75,000, 2005. Scored.

Co-Primary Investigator (with B. L. Quick, School of Communication Studies), “Clean Indoor Air Initiative,” Tobacco Use Control and Prevention Foundation, \$112,665, 2004. Top Three Finalist.

Honors and Awards

Teaching and Mentoring Recognition

- Outstanding Faculty Mentor, School of Communication Studies, Scripps College of Communication, Ohio University, 2011.
- Outstanding Faculty Mentor, School of Communication Studies, Scripps College of Communication, Ohio University, 2009.
- Outstanding Faculty Mentor, School of Communication Studies, Scripps College of Communication, Ohio University, 2007.

Research Recognition

- Past Presidents' Award, Eastern Communication Association, given to a "an outstanding ECA member" who has "contributed a significant body of research to the communication discipline" and possesses "a significant record of continuing service to ECA," 2012
- Top Three Paper in Health Communication, Eastern Communication Association, 2012.
- Top Paper for the Caucus on Disability Issues, National Communication Association, 2011.
- Top Paper in Rhetoric and Public Address, Eastern Communication Association, 2011.
- Top Two Paper in Rhetoric and Public Address, Eastern Communication Association, 2011.
- Top Paper in Applied Communication, Eastern Communication Association, 2008.
- Top Paper in Health Communication, Central States Communication Association, 2007.
- Top 3 Paper in Visual Communication, National Communication Association, 2006.
- Top Paper in Rhetoric and Public Address, Eastern Communication Association, 2006.
- Top 5 Paper in Health Communication, Eastern Communication Association, 2006.
- Top 3 Paper in Health Communication, Western States Communication Association, 2004
- Excellence in Research by Graduate Students Award in Humanities and Letters, University of Georgia, 2003
- Top 5 Paper in Health Communication, Eastern Communication Association, 2003
- University of Georgia Graduate School Dissertation Completion Award, 2002-2003
- Fellow, School of Speech Summer Institute, "Globalization and Media Studies," Northwestern University, Summer, 2002
- Top 5 Paper in Political Communication, National Communication Association, 2002
- Owen J. Peterson Award in Rhetoric and Public Address, Southern States Communication Association, 2002
- Bostrum Award finalist, Southern States Communication Association, 2002
- Top 4 Paper in Mass Communication, Eastern Communication Association, 2001
- Bostrum Award finalist, Southern States Communication Association, 2000
- Top Paper in Popular Communication, Southern States Communication Association, 2000

- Top Paper in Gender Studies, Southern States Communication Association, 2000
- Mary E. Jarrard Award finalist, Carolinas Communication Association, 1999
- Alton Williams Scholar. Department of Speech, Theatre, and Dance, University of Richmond, 1997-1998

Service Recognition

- Ann Campbell Brown Distinguished Service Award, Office of Nationally Competitive Awards, Ohio University, 2012
- “Silver Level” Reviewer, *Journal of the National Medical Association*, 2005 (32 of 647 reviewers were named “Silver Level,” three were named “Gold Level)
- Certificate of Excellence for Outstanding Performance and Lasting Contribution, National Medical Association, 2004-2005
- Invited Reviewer, GE³LS – Democracy, Ethics and Genomics: Consultation, Deliberation & Modelling, sponsored by Genome Canada, the W. Maurice Young Centre for Applied Ethics, and the University of British Columbia

Research

Publications

Books

Bates, B. R., & Ahmed, R. (in press, 2012). *Medical communication in clinical contexts*. Dubuque, IA: Kendall Hunt.

Ahmed, R., & **Bates, B. R.** (forthcoming, 2012). *Health communication, and media contexts: Models for health practitioners and communicators*. Farnham, Surrey, UK: Gower Applied Research / Ashgate Publishing Group.

Peer-Reviewed Journals

Quinlan, M., **Bates, B. R.**, & Angell, M. E. (Forthcoming). “‘What can I do to help?’: University students with learning disabilities’ perceptions of instructors’ performances of classroom accommodations. *Journal of Research in Special Education Needs*.

Quinlan, M. R., **Bates, B.R.**, & Webb, J. B. (in press). A personal and political body: Michelle Obama’s (re)defining (counter)stereotypes of black females. *Women and Language*.

Ahmed, R., & **Bates, B. R.** (in press). Development of scales to assess patients’ perceptions of physicians’ cultural competence in health care interactions. *Journal of Transcultural Nursing*, 23.

Bates, B. R., & West, D. (Forthcoming). Bad moon rising: The future of academic debate as a civil education device in the YouTube era. *Forensic of Pi Kappa Delta*.

- Ahmed, R., **Bates, B. R.**, & Romina, S. M. (Forthcoming). Assessing the influence of patients' perceptions of physicians' cultural competence on patient satisfaction in an Appalachian Ohio context. *Journal of Cultural Diversity*.
- Quinlan, M. M., & **Bates, B. R.** (2012). "Walking in the city": Performance of strategies and tactics in the 1985 bus accessibility protests. *Disability Studies Quarterly*, 32, <http://dsq-sds.org/article/view/1636/3034>
- Norander, S., Mazer, J., & **Bates, B. R.** (2011). D.O. or die: Identity Negotiation among Osteopathic Medical Students. *Health Communication*, 26, 59-70.
- Ahmed, R., & **Bates, B. R.** (2010). Patients' ethnocentric views and patients' perceptions of physicians' cultural competence in health care interactions. *Intercultural Communication Studies*, 19, 111-127.
- Stassen, H., & **Bates, B.** (2010). (Re)constructing <marriage>: Exploring marriage as an ideograph. *Qualitative Research Reports in Communication* 11, 1-5. [LEAD ESSAY]
- Quick, B. L., & **Bates, B. R.** (2010). The use of gain-frame and efficacy appeals to dissuade excessive alcohol consumption among college students: A test of psychological reactance theory. *Journal of Health Communication*, 15, 603-628.
- Quinlan, M. M., & **Bates, B. R.** (2010). Are our president learning?: Unpacking the enthymematic connections in the speech mistakes of President George W. Bush. *Journal of Research in Special Education Needs*, 10, 3-12. [LEAD ESSAY]
- Bates, B. R.**, Mazer, J. P., Ledbetter, A. M., & Norander, S. (2010). Response to Hernandez. *Journal of the American Osteopathic Association*, 110, 46-47.
- Quick, B. L., **Bates, B. R.**, & Quinlan, M. M. (2009). The utility of anger in promoting clean indoor air policies. *Health Communication*, 24, 548-561.
- Bates, B. R.**, Mazer, J. P., Ledbetter, A. M., & Norander, S. (2009). The DO difference: An analysis of causal relationships affecting the degree-change debate. *Journal of the American Osteopathic Association*, 109, 359-369.
- Quick, B. L., **Bates, B. R.**, & Romina, S. M. (2009). Examining antecedents of clean indoor air policy support: Implications for campaigns promoting clean indoor air. *Health Communication*, 24, 50-59.
- Quinlan, M. R., & **Bates, B. R.** (2009). *Bionic Woman* (2007): Gender, disability, and cyborgs. *Journal of Research in Special Education Needs*, 9, 48-58.
- Bates, B. R.** (2009). Articulating a vocabulary for international conflict: The circulation of the World War II/Holocaust analogy in the 1999 Kosovo intervention. *Journal of Language and Politics*, 8, 28-51.
- Bates, B. R.**, Quick, B. L., & Kloss, A.A. (2009). Antecedents of intention to help mitigate wildfire: Implications for campaigns promoting wildfire mitigation to the general public in the wildland-urban interface. *Safety Science*, 47, 374-381.

- Bates, B. R.**, Lawrence, W. Y., & Cervenka, M. (2008). Redrawing Afrocentrism: Visual *nommo* in Ben H. Johnson's editorial cartoons. *Howard Journal of Communications*, 19, 277-296.
- Pfahl, M., & **Bates, B. R.** (2008). "This is not a race, this is a farce": Formula One and the Indianapolis Motor Speedway tire crisis. *Public Relations Review*, 34, 135-144.
- Carmack, H., **Bates, B. R.**, & Harter, L. M. (2008). Narrative constructions of health care issues and policies: The case of President Clinton's apology-by-proxy for the Tuskegee Syphilis Experiment. *Journal of Medical Humanities*, 29, 89-109.
- Ahmed, R., & **Bates, B. R.** (2008). Gender differences in patients' perceptions of physicians' cultural competence in health care interactions. *Women's Health and Urban Life*, 6, 58-80.
- Quinlan, M. M., & **Bates, B. R.** (2008). Dances and discourses of (dis)ability: Heather Mills's embodiment of disability on *Dancing With The Stars*. *Text & Performance Quarterly*, 28, 64-80.
- Reprinted in:** B. Henderson & N. Ostrander. (2010). *Understanding disability studies and performance studies*. New York: Routledge.
- Bates, B. R.**, Romina, S. M., & Ahmed, R. (2007). The effects of differing levels of readability on potential patients' perceptions of the readability, truthfulness, trustworthiness and completeness of health information. *Journal of Cancer Education*, 22, 15-22.
- Bates, B. R.**, & Stroup, K. (2007). The eternal sunshine of the solar anus: A schizoanalytic perspective on critical methodology. *Rhetoric Review*, 26, 60-79.
- Bates, B. R.** (2006). Care of the self and American physicians' place in the "War on Terror": A Foucauldian reading of Senator Bill Frist, M.D. *Journal of Medicine and Philosophy*, 31, 385-400.
- Bates, B. R.**, Romina, S. M., Ahmed, R., & Hopson, D. (2006). The effect of source credibility on potential patients' perceptions of message quality. *Medical Informatics & the Internet in Medicine*, 31, 45-52.
- Titworth, S., **Bates, B.**, & Kenniston, P. (2006). Kenneth Burke, the basic communication course, and applied scholarship. *Basic Communication Course Annual*, 18, 303-315.
- Bates, B. R.** (2005). Care of the self and patient participation in genetic discourse: A Foucauldian reading of the Surgeon General's "My Family Health Portrait" program. *Journal of Genetic Counseling*, 14, 423-434.
- Bates, B. R.** (2005). Senator Bill Frist and the medical jeremiad. *Journal of Medical Humanities*, 26, 259-272.
- Condit, C. & **Bates, B.** (2005). The impact of health messages on attitudes and understandings of genetics and race. *Clinical Genetics*, 68, 97-105.

- Bates, B. R.** (2005). Public culture and public understanding of genetics: A focus group study. *Public Understanding of Science, 14*, 47-65.
- Bates, B. R.**, Lynch, J. A., Bevan, J. L., & Condit, C. M. (2005). Warranted concerns, warranted outlooks: A focus group study of public opinion about genetics research. *Social Science & Medicine, 60*, 331-44.
- Dubriwny, T. N., **Bates, B. R.**, & Bevan, J. L. (2004). Lay understandings of race: cultural and genetic definitions. *Community Genetics, 7*, 185-195.
- Bates, B. R.**, Poirot, K., Harris, T. M., Achter, P. J., & Condit, C. M. (2004). Evaluating direct-to-consumer marketing of race-based pharmacogenomics: A focus group study of public understandings of applied genomic medication. *Journal of Health Communication, 9*, 541-59.
- Condit, C. M., Parrott, R. L., **Bates, B. R.**, Bevan, J. L., & Achter, P. J. (2004). Exploration of the impact of messages about genes and race on lay attitudes. *Clinical Genetics, 66*, 402-8.
- Bates, B. R.** (2004). Geneticization and medical education: A pilot study. *Internet Journal of Genomics and Proteomics, 1*, <http://www.ispub.com/ostia/index.php?xmlFilePath=journals/ijgp/vol1n2/genetic.xml>.
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- Bates, B. R.** (2002). Inherency, strategy, and academic debate. *Rostrum*, 76(5), 15-18.
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Book Chapters

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- Bates, B. R.** (Forthcoming). "The laws of nature require the obliteration of the unfit": Eugenical logics in German and American sterilization law. In T. Libretti (Ed.), *Exterminating narratives: Identifying and resisting genocidal cultural logics* (pp. in press). Lanham, MD: Lexington Books.
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- Bates, B. R.** (2007). Race, inversive performance, and public pedagogy in *White Man's Burden*. In L. M. Cooks & J. S. Simpson (Eds.), *Whiteness, Pedagogy, Performance: Dis/placing Race* (pp. 285-314). Lanham, MD: Lexington Books/Rowman & Littlefield.
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Reviews

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Technical Reports

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- Quick, B. L., & **Bates, B. R.** (2009). An examination of knowledge, attitudes, subjective norms, and controllability with respect to minimize invasive plants in Ohio. Ohio Department of Natural Resources.
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- Bates, B. R.** (2008). Report on assessment of university curricula. C-Change: Communication for Social Change/Partnership for Health and Development Communication.
- Bates, B. R.**, & Quick, B. L. (2007). Formative assessment of the general public: Public awareness of forest fires in Southern, Eastern, and Southeastern Ohio Firewise Communication project: Report 1. ODNR Commitment Record 977C73.
- Bates, B. R.**, & Quick, B. L. (2007). Formative assessment of the general public and wildfire professional: Public awareness of forest fires in Southern, Eastern, and Southeastern Ohio Firewise Communication project: Report 2. ODNR Commitment Record 977C73.
- Bates, B. R.**, & Quick, B. L. (2007). Media use among the public in Appalachian Ohio: Public awareness of forest fires in Southern, Eastern, and Southeastern Ohio Firewise Communication project: Report 3. ODNR Commitment Record 977C73.
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Works Under Review

- Aubuchon, S., **Bates, B. R.**, & Nickelsen, J. Validation & Reliability of an Instrument using HBM to Assess Oral Health Knowledge, Beliefs, & Behaviors. *Patient Education and Counseling*.
- Heiss, S. N., & **Bates, B. R.** When a spoonful of fallacies helps the sweetener go down: The Corn Refiner Association's opportunistic representation of high fructose corn syrup. Manuscript under review for *Argumentation and Advocacy*.
- Peirce, L. M., & **Bates, B. R.** The impacts of character identification and attainment of HIV prevention goals in an Entertainment Education program in Botswana. Manuscript under review for *Journal of Development Communication*.
- Carmack, H., & **Bates, B. R.** The ideal doctor? Medical ethos as a representative anecdote in medical dramas. Manuscript in revision for *Health Communication*.
- Heiss, S., & **Bates, B. R.** Where's the joy in cooking?: Representations of taste, tradition and science in *Joy of Cooking*. Manuscript revised and resubmitted to *Written Communication*.
- Lawrence, W. Y., **Bates, B. R.**, & Cervenka, M. Political imitation: Post reconstruction editorial cartoons in the Indianapolis *Freeman*. Manuscript revised and resubmitted to *Howard Journal of Communications*.

Colloquia

- Bates, B. R.** (2008). Retaining the osteopathic difference: Communicating "D. O." as a professional identification marker. Colloquium presented to the Department of Communication Studies at the University of North Carolina – Charlotte, Charlotte, NC, October.
- Bates, B. R.** (2007). The rhetoric of investigation: British colonial discourse in the White Paper of 1939. Colloquium presented to the Department of Communication and Theatre at Morehead State University, Morehead, KY, April.
- Bates, B. R.** (2006). Teams, genes, and common themes: Cross- and interdisciplinary approaches to the study of public discourse about human variation. Colloquium presented to the Hugh Downs School of Human Communication at Arizona State University, Tempe, AZ, February.
- Panosian, C., **Bates, B. R.**, & Rotimi, C. (2005). Report from Working Group 11: The emerging role of public health in integrating genomics. Discussion report presented to the Third Annual National Academies Keck *Futures Initiatives* Conference: The Genomic Revolution: Implications for Treatment and Control of Infectious Diseases, Irvine, CA, November.
- Bates, B. R.** (2002). "Not some grainy newsreel": Bill Clinton and the World War II

analogy in the Kosovo intervention. Colloquium presented to the graduate faculty of the University of Georgia, September.

Bates, B. R. (1999). Coconstitutive rhetoric: The case of the 1978-9 Iranian Revolution. Colloquium presented to the graduate faculty of the University of Georgia, November.

Presentations at Learned Societies

Bates, B. R., Smedley, A., Birnbaum, J., & Graham, D. (2012). Project LAUNCH for Appalachia Ohio's strategic communication plan. Poster presented at the Grantee and Partner Showcase, Project LAUNCH Spring 2012 Training Institute, Substance Abuse and Mental Health Administration, Rockville, MD.

Bates, B. R., & Peirce, L. M. (2012). The impacts of character identification on attainment of HIV prevention goals in an entertainment education program in Botswana. Paper presented to the Health Communication interest group at the Eastern Communication Association Annual Meeting, Cambridge, MA. **Top Three Paper in Health Communication.**

Heiss, S. N., & **Bates, B. R.** (2012). Shifts in risk rhetoric: The Corn Refiner Association's opportunistic representation of high fructose corn syrup. Paper presented to the Rhetoric and Public Address interest group at the Eastern Communication Association Annual Meeting, Cambridge, MA.

Bates, B. R., & Edwards, J. A. (2012). An attempt to heal rifts in medicine: Collective apology and the American Medical Association's attempts at reconciliation with African-American community. Paper presented to "The Ritual of Public Apology," Universitair Centrum Sint-Ignatius Antwerpen, Antwerp, BELGIUM.

Meyer, K. R., Titsworth, B. S., Graham, E., **Bates, B. R.**, & Brooks, G. (2011). Student classroom engagement: Developing a scale to measure student voice. Paper to be presented to the Instructional Development Division at the 97th National Communication Association Annual Convention, New Orleans, LA.

Quinlan, M. M., **Bates, B. R.**, & Angel, M. E. (2011). 'What can I do to help?': University students with learning disabilities' perceptions of instructors' performances of classroom accommodations. Paper to be presented to the Disability Issues Caucus at the 97th National Communication Association Annual Convention, New Orleans, LA. **Top Paper in Disability Issues.**

Aubuchon, S., Nickelson, J., **Bates, B. R.** (2011). Validation and reliability of an instrument using HBM to assess oral health knowledge, beliefs, and behaviors. Paper to be presented to the 2011 International Conference on Communication in Healthcare, Chicago, IL.

- Peirce, L. M., & **Bates, B., R.** (2011). The impacts of an entertainment-education radio serial drama in Botswana on outcomes related to HIV prevention goals in the President's Emergency Pan for AIDS Relief. Paper presented to the Health Communication Interest Group at the Eastern Communication Association Annual Meeting, Arlington, VA.
- Gerbensky-Kerber, A., & **Bates, B. R.** (2011). Freedom from fat is freedom to fight: A Foucauldian reading of Mission: Readiness' *Too fat to fight* report. Paper presented to the Rhetoric and Public Address Interest Group at the Eastern Communication Association Annual Meeting, Arlington, VA. **Top Paper in Rhetoric and Public Address.**
- Bates, B. R.** (2011). Recovering Foucault's physiological approach to *parrhesia*: A return to truth-telling as a spoken and embodied activity. Paper presented to the Rhetoric and Public Address Interest Group at the Eastern Communication Association Annual Meeting, Arlington, VA. **Top Two Paper in Rhetoric and Public Address.**
- Greiner, K., & Bates, B. R. (2011). A rhetoric of division: An analysis of a "Not Fabulous" approach to HIV prevention. Paper presented to the Health Communication Interest Group at the Eastern Communication Association Annual Meeting, Arlington, VA.
- Quinlan, M., & **Bates, B. R.** (2010). "So then they stopped waiting": Performance of strategies and tactics in the 1985 bus accessibility protests. Paper presented to the Caucus on Disability Issues at the National Communication Association 96th Annual Convention, San Francisco, CA.
- Bates, B. R.,** & Ahmed, R. (2010). News coverage of H1N1: Avoiding panic in pandemic flu vaccination campaign or fear mongering in media? Paper presented to the Health Communication Campaigns: Issues and Strategies in Asia, Australia and Southeast Asia pre-conference of the International Communication Association annual conference, Singapore, SINGAPORE
- Heiss, S. N., & **Bates, B. R.** (2010). Where's the joy in cooking?: Representations of taste, tradition, and science in *Joy of Cooking*. Paper presented to the Health Communication Interest Group at the Eastern Communication Association Annual Meeting, Baltimore, MD.
- Norander, S., Mazer, J. P., & **Bates, B. R.** (2009). "D.O. or Die": Identity Negotiation among Osteopathic Medical Students. Paper presented to the Health Communication Division at the National Communication Association 95th Annual Convention, Chicago, IL.
- Bates, B. R.** (2009). Can there be a doctor in the House (or Senate)? Legislative professionalism, boundary work and the case of Senator Tom Coburn, MD. Paper presented to the Public Address Division at the National Communication Association 95th Annual Convention, Chicago, IL.
- Bates, B. R.,** & West, D. (2009) Bad moon rising: The future of academic debate as a civil education device in the YouTube era. Paper presented to the National

Forensics Association at the National Communication Association 95th Annual Convention, Chicago, IL.

- Ahmed, R., & **Bates, B. R.** (2009). Assessing the relationship between patients' ethnocentric views and patients' perceptions of physicians' cultural competence in health care interactions. Paper presented at "Intercultural communication and collaboration within and across sociolinguistic environments," the 15th International Association for Intercultural Communication Studies Meeting, Kumamoto, JAPAN.
- Ahmed, R., & **Bates, B. R.** (2009). Communicating health in intercultural, cross-cultural, and multicultural contexts: A contextual understanding of cultural competence in provider-patient communication. Paper presented at "Intercultural communication and collaboration within and across sociolinguistic environments," the 15th International Association for Intercultural Communication Studies Meeting, Kumamoto, JAPAN.
- Pillay, Y., **Bates, B.**, Casebolt, M., Gwemende, T., Peirce, M., & Burstyn, E. (2009). HIV/AIDS in Africa education abroad program: Field placement experience with NGOs. Paper and discussion presented at "Providing culturally competent counseling services in trauma-affected communities," An International Multicultural Counseling Conference sponsored by the Association of Multicultural Counseling and Development and the Association for Counselor Education and Supervision, Gaborone, BOTSWANA.
- Bates, B. R.** On the scholarship of Raymie McKerrow. (2009). Reflection on Scholarship for the Centennial Scholars Series, Centennial Scholars in Rhetoric and Public Address Panel, 100th Anniversary Committee, at the Eastern Communication Association Annual Meeting, Philadelphia, PA.
- Bates, B. R.**, Mazer, J. P., Ledbetter, A. M., & Norander, S. (2009). Perceptions of the osteopathic difference: An examination of medical student beliefs surrounding the DO degree designation change debate. Paper to be presented to the Health Communication interest group at the Eastern Communication Association Annual Meeting, Philadelphia, PA.
- Wojno, A., Romoser, M., Hunter, A., Balkin, A., Grant, C., Tait, E., Dohm, M., O'Donnell, J., Sikes, R., Wojno, A., Costales, J., Leistner, C., Lopez, V., **Bates, B.**, Romoser, W. (2008). Perceptions regarding drinking water sources, availability & safety and mosquitoes & mosquito-borne disease in rural Ecuadorian communities: An interview-based survey. American Society of Tropical Medicine and Hygiene Annual Meeting, New Orleans, LA.
- Quick, B. L., **Bates, B. R.**, & Wang, J. (2008). An evaluation of gain- and loss-frame messages in deterring binge drinking on college campuses: A test of the mediating and moderating role of psychological reactance. Paper presented to the Health Communication Division at the National Communication Association 94th Annual Convention, San Diego, CA. **Top Three Paper in Health Communication.**

- Ahmed, R., **Bates, B. R.**, & Romina, S. M. (2008). Assessing the influence of patients' perceptions of physicians' cultural competence on patient satisfaction in an Appalachian Ohio context. Paper presented to the Health Communication Division at the National Communication Association 94th Annual Convention, San Diego, CA.
- Quinlan, M. M., & **Bates, B. R.** (2008). *Bionic Woman* (2007): Women, individuals with disabilities, and cyborgs. Paper presented to the Mass Communication Division at the National Communication Association 94th Annual Convention, San Diego, CA.
- Stassen, H., & **Bates, B.** (2008). (Re)constructing <marriage>: Exploring marriage as an ideograph. Paper presented at to the 31st Organization for the Study of Communication, Language, and Gender, Nashville, TN.
- Ahmed, R., & **Bates, B. R.** (2008). Development and validation of scales to assess patients' perception of physicians' cultural competence in health care interactions. Paper presented to the Health Communication Division at the International Communication Association. Toronto, ON, CANADA.
- Bates, B. R.**, Quick, B. L., & Kloss, A.A. (2008). Antecedents of intention to help mitigate wildfire: Implications for campaigns promoting wildfire mitigation to the general public in the wildland-urban interface. Paper presented to the Applied Communication interest group at the Eastern Communication Association Annual Meeting, Pittsburgh, PA. **Top Paper in Applied Communication.**
- Bates, B. R.** (2007). Defending the dead: Image repair strategies on behalf of James V. Neel. Paper presented to the Rhetoric and Public Address interest group at the National Communication Association 93rd Annual Convention, Chicago, IL.
- Quinlan, M.**, & Bates, B. R. (2007). Are our president learning?: Discourses of disability in the spoken words of George W. Bush. Paper presented to the Disability Issues Caucus at the National Communication Association 93rd Annual Convention, Chicago, IL.
- Quick, B. L., **Bates, B. R.**, & Quinlan, M. (2007). Rights as a rhetorical resource: An argument in favor of promoting clean indoor air policies employing rights and risk appeals. Paper presented to the Mass Communication interest group at the National Communication Association 93rd Annual Convention, Chicago, IL.
- Romoser, M., O'Donnell, J., Taylor, C., Magee, M., Klingler, C., Lopes, B., **Bates, B.**, James, A., Sempertegui, C., Lascano, M., Grijalva, M. J., & Romoser, W. S. (2007). An interview-based survey of perceptions about water sources, availability, use, and safety in six rural Ecuadorian communities. American Society of Tropical Medicine and Hygiene Annual Meeting, Philadelphia, PA.
- Cunningham, J., Balkin, A., Bear, J., Wilson, C., Sempertegui, C., Lascanao, M., Leistner, C., Tome, C., Chan, J., Nelson, C. L., Rauckis, J., **Bates, B.**, Grijalva, M. J., & Romoser, W. S. (2007). An assessment of drinking water contamination and container-breeding mosquito habits in six rural Ecuadorian

communities. American Society of Tropical Medicine and Hygiene Annual Meeting, Philadelphia, PA.

Ahmed, R., & **Bates, B. R.** (2007). Cultural competence and gendered experiences of health care. Paper presented to the International Sociological Association: Research Committee on Family Studies, Health in Families, Healthy Families: Gendered Explorations, Toronto, ON, CANADA.

Bates, B. R. (2007). Organizational identification and politicizing professional associations: A case study of Senator Bill Frist, M.D.'s 1998 Hayes Martin Memorial Lecture to the American College of Surgeons. Paper presented to the Rhetoric and Public Address interest group at the Eastern Communication Association Annual Meeting, Providence, RI.

Quick, B. L., **Bates, B. R.**, & Romina, S. M. (2007). Rights vs. risks: Are clean indoor air advocates employing the best message strategy? Paper presented to the Health Communication interest group at the Eastern Communication Association, Providence, RI.

Bates, B. R., & Quick, B. L. Rights as a rhetorical resource: An argument in favor of promoting clean indoor air through the use of anger appeals. Paper presented to the Communication Law and Policy interest group at the International Communication Association, San Francisco, CA.

Quick, B. L., **Bates, B. R.**, & Romina, S. M. (2007). Examining the role of attitudes and subjective norms in association with voter intention to support clean indoor air policies: Implications for campaigns promoting clean indoor air. Paper presented to the Health Communication interest group at the Central States Communication Association Annual Meeting, Minneapolis, MN. **Top Paper in Health Communication.**

Bates, B. R. (2006). Substituting race for science: BiDil and the insufficient match between social groups and genotypes. Paper presented to the American Association for the Rhetoric of Science and Technology at the National Communication Association 92nd Annual Convention, San Antonio, TX.

Bates, B. R., Lawrence, W. Y., & Cervenka, M. (2006). Redrawing Afrocentrism: Visual *nommo* in Ben H. Johnson's editorial cartoons. Paper presented to the Visual Communication Division at the National Communication Association 92nd Annual Convention, San Antonio, TX. **Top 3 Paper in Visual Communication.**

Bates, B.R., & Ahmed, R. (2006). Disaster pornography: Hurricanes, voyeurism, and the home television viewer. Paper presented to the Mass Communication Division at the National Communication Association 92nd Annual Convention, San Antonio, TX.

Bates, B. R., & Condit, C. M. (2006). Rhetorical methods in applied communication research. Paper presented to the Applied Communication division at the Southern States Communication Association Annual Meeting, Dallas, TX.

- Bates, B. R., Romina, S., Ahmed, R., & Hopson, D. (2006).** The effect of source credibility on consumers' perceptions of the quality of health information on the internet. Paper presented to the Health Communication division at the Eastern Communication Association Annual Meeting, Philadelphia, PA. **Top 3 Paper in Health Communication.**
- Bates, B. R., Lawrence, W. Y., & Cervenka, M. (2006).** Politics drawn in black and white: Henry J. Lewis's visual rhetoric in post-Reconstruction editorial cartoons. Paper presented to the Rhetoric and Public Address division at the Eastern Communication Association Annual Meeting, Philadelphia, PA. **Top Paper in Rhetoric and Public Address.**
- Bates, B. R., Ahmed, R., Blankson, H., Kim, D.-K., Mumba, M., & Young, S. (2005).** Refining the genetic discrimination instrument: the influence of national culture on attitudes linked to genetic discrimination. Paper presented to the Third Annual National Academies Keck *Futures Initiatives* Conference: The Genomic Revolution: Implications for Treatment and Control of Infectious Diseases, Irvine, CA.
- Dubriwny, T. N., & **Bates, B. R. (2005).** Theorizing radical democracy through the negative: Two lessons from Lenina Huxley. Manuscript presented to the Association for the Study of Psychoanalysis in Communication at the National Communication Association 91st Annual Convention, Boston, MA.
- Bates, B. R. (2005).** Care of the self and American physicians' place in the "war on terror": A Foucauldian reading of Senator Bill Frist, M.D. Manuscript presented to the Public Address division at the National Communication Association 91st Annual Convention, Boston, MA.
- Bates, B. R. (2005).** Care of the self and patient participation in genetics discourse: a Foucauldian reading of the Surgeon General's "My Family Health Portrait" program. Manuscript presented to the Health Communication division at the National Communication Association 91st Annual Convention, Boston, MA.
- Harter, L. M., **Bates, B. R., & Carmack, H. (2005).** Narrative constructions of health care issues and policies: The case of President Clinton's apology-by-proxy for the Tuskegee syphilis experiment. Manuscript presented to the Applied Communication division at the National Communication 91st Association Annual Convention, Boston, MA.
- Bates, B. R. (2005).** Deliberation requires argument, and that's a good thing. Invited presentation to GE³LS – Democracy, Ethics and Genomics: Consultation, Deliberation & Modelling, sponsored by Genome Canada, the W. Maurice Young Centre for Applied Ethics, and the University of British Columbia - Faculty of Graduate Studies, Vancouver, BC, CANADA.
- Bates, B. R. (2005).** "The laws of nature require the obliteration of the unfit": Eugenical logics in German and American sterilization law. Manuscript presented to the Voices of Diversity interest group at the Eastern Communication Association Annual Meeting, Pittsburgh, PA.

- Ahmed, R. & **Bates, B. R.** (2005). Young adults' understanding of gender specific medicine. Manuscript presented to the Health Communication division at the Eastern Communication Association Annual Meeting, Pittsburgh, PA.
- Bates, B. R.** (2004). Public culture and public understanding of genetics: how the lay public uses cultural resources to interpret genetic science. Paper presented to the Social Issues Committee of the American Society of Human Genetics Annual Meeting, Toronto, ON, CANADA.
- Bates, B. R.** & Harris, T. M. (2004). The Tuskegee Study of Untreated Syphilis and public perceptions of biomedical research: a focus group study. Paper presented to the African American Communication and Culture interest group at the 90th National Communication Association Convention, Chicago, IL.
- Bates, B. R.** (2004). Paging Doctor Jeremiah: Senator Bill Frist and the recovery of physicians' social ethos. Paper presented to the Public Address division at the 90th National Communication Association Convention, Chicago, IL.
- Bates, B. R.** (2004). When monks become ministers: transformations of the priestly voice in presidential addresses to the American Society of Human Genetics, 1993-2003. Paper presented to the American Association for the Rhetoric of Science and Technology at the 90th National Communication Association Convention, Chicago, IL.
- Bates, B. R.** (2004). Race, inversive performance, and public pedagogy in *White Man's Burden*. Paper presented to the Intercultural Communication interest group at the Central States Communication Association Annual Convention, Cleveland, OH.
- Bates, B. R.** (2004). Genetics, public culture, and scientific literacy: A focus group study of public understanding of genetics. Paper presented to the Health Communication interest group at the Central States Communication Association Annual Convention, Cleveland, OH.
- Condit, C., Parrott, R., Harris, T., Templeton, A., Dubriwny, T., Lynch, J., **Bates, B.**, Reeder, A., & Acosta-Alzura, C. (2004). Communication barriers make infeasible prescribing and diagnosing based on race as a proxy for genes (Genetic medicine will be more efficacious when based on the individual): A query by the Health and Heritage Team. Paper presented at the National Institutes of Health Roundtable on Race, Bethesda, MD.
- Bates, B. R.**, Lynch, J. A., Bevan, J. L., & Condit, C. M. (2004). Warranted concerns, warranted outlooks: A focus group study of public opinion about genetics research. Paper presented to the Health Communication interest group at the Western States Communication Association Annual Convention, Albuquerque, NM. **Top 3 Paper in Health Communication.**
- Samp, J., Harris, T. M., **Bates, B. R.**, & Edwards, K. (2003). A comparison of student attitudes towards race relations. Paper presented to the African American Communication and Culture division at the 89th National Communication Association Convention, Miami Beach, FL.

- Bates, B. R.** (2003). Announcements of candidacy as a genre. Paper presented to the Political Communication interest group at the 89th National Communication Association Convention, Miami Beach, FL.
- Bates, B. R.,** Poirot, K., Harris, T. M., Achter, P. J., & Condit, C. M. (2003). Direct-to-consumer marketing of race-based pharmacogenomics: A focus group study of public understandings of applied genomic medication. Paper presented to the Health Communication interest group at the Eastern Communication Association Annual Convention, Washington, D.C. **Top 5 Paper in Health Communication.**
- Bates, B. R. &** Panetta, E. M. (2002). Learning or perception? An analysis of the 2000 presidential debates. Paper presented to the Political Communication interest group at the 88th National Communication Association Convention, New Orleans, LA. **Top 5 Paper in Political Communication.**
- Bates, B. R.,** Templeton, A., Achter, P. J., Harris, T. M., & Condit, C. M. (2002). What does "a gene for heart disease" mean? A focus group study of public understandings of genetic risk factors. Paper presented to the Genetics Services and Tests, Genetic Screening, and Public Policy section at the American Society of Human Genetics 52nd Annual Meeting, Baltimore, MD.
- Bates, B. R.** (2002). Audiences, metaphors, and the Persian Gulf War. Paper presented to the Rhetoric and Public Address interest group at the Southern States Communication Association Conference at Winston-Salem, NC. **Owen J. Peterson Award winner, Bostrum Award finalist.**
- Bates, B. R.** (2002). On presidential persuasion to violence: Bill Clinton's use of analogy in the Kosovo intervention. Paper to be presented to the Political Communication interest group at the Southern States Communication Association Conference, Winston-Salem, NC. **Bostrum Award finalist.**
- Bates, B. R. &** Panetta, E. M. (2001). The presidential debates and the perception of learning: Some 2000 data. Paper presented to the Political Communication interest group at the 87th National Communication Association Convention, Atlanta, GA.
- Bates, B. R.** (2001). A rhetoric of silence: The silence and power of the Prophet Mohammed in Moustapha Akkad's *The Message*. Manuscript presented to the Religious Communication Association at the 87th National Communication Association Convention, Atlanta, GA.
- Bates, B. R.** (2001). To read a "redskin" (or an "Indian" or a "warrior"): Collapsing polysemy to monosemy in the Maine high school mascot controversy. Paper presented to the Voices of Diversity, Theory & Methodology, and Nonverbal Communication interest groups of the Eastern Communication Association Annual Convention, Portland, ME, 2001.

- Bates, B. R.** (2001). Not speaking for *The Greatest Generation*: Brokaw, Bakhtin, Bourdieu and the limiting discourse of television news. Paper presented to the Mass Communication interest group of the Eastern Communication Association Annual Convention, Portland, ME, 2001. **Top 4 Paper in Mass Communication.**
- Bates, B. R.** (2000). The religious discourse of constitutions: A Burkeian discussion of the United States, Soviet, and Iranian constitutions. Manuscript presented to the Religious Communication Association at the 86th National Communication Association Convention, Seattle, WA, November 9-12.
- Bates, B. R.** (2000). Bourdieu & De Certeau: Sociological possibilities in rhetorical theory. Paper presented to the Rhetoric Society of America Ninth Biennial Conference, Washington, DC, May 25-28.
- Bates, B. R.** (2000). Rethinking Communication Accommodation Theory: Questioning the appropriateness of similarity attraction as the cause of communicative convergence. Manuscript presented to the Communication Theory Interest Group of the Eastern Communication Association Annual Convention, Pittsburgh, PA, April 20-23, 2000.
- Bates, B. R.** (2000). Constructing a new hero myth: Mythology, novelization, and perennial philosophy in Frank Herbert's *Dune*. Manuscript to be presented to the Mass Communication Interest Group of the Eastern Communication Association Annual Convention, Pittsburgh, PA, April 20-23, 2000.
- Bates, B. R.** (2000). Coconstitutive rhetoric: The case of the 1978/9 Iranian Revolution. Manuscript to be presented to the Bostrum Awards Panel, Southern States Communication Association Convention, New Orleans, LA, March 29-April 3, 2000. **Bostrum Award finalist.**
- Bates, B. R.** (2000). Filming heroes for the (post)modern condition: Recasting Mythology in Frank Herbert's/David Lynch's *Dune*. Manuscript to be presented to the Popular Communication Interest Group of the Southern States Communication Association Convention, New Orleans, LA, March 29-April 3, 2000. **Top Paper in Popular Communication.**
- Bates, B. R.** (2000). Fractured men in fractured times: A mythopoetic discussion of (post)heroic masculinity in *Farscape*. Manuscript to be presented to the Gender Studies Interest Group of the Southern States Communication Association Convention, New Orleans, LA March 29-April 3, 2000. **Top Paper in Gender Studies.**
- Bates, B. R.** (1999). A call for the novelization of debate: Bakhtin and the question of authoritative evidence. Paper presented to the Cross-Examination Debate Association at the National Communication Association 85th Annual Convention, Chicago, IL, November 4-7.

- Bates, B. R.** (1999). Moreology: Negotiating multilogues between divergent justifications for collective action. Paper presented at the Carolinas Communication Association Meeting, Columbia, SC, October 15-16. **Mary E. Jarrard Award finalist.**
- Bates, B. R.** (1999). Green Islam: Allah's Environmentalists. Paper presented to the Political Communication Interest Group at the Eastern Communication Association Annual Convention, Charleston, WV, April 29-May 2.
- Bates, B. R.** (1999). Pornographic Communication. Paper presented to the Gender Studies Interest Group at the Southern States Communication Association-Central States Communication Association Joint Convention, Saint Louis, MO, April 7-11.
- Bates, B. R.** (1998). Counter-inherent argumentation: A new standard for counterplans. Paper presented to the Cross-Examination Debate Association at the National Communication Association 84th Annual Convention, New York, NY, November 20-24.

Panel Chair, Discussant, and Respondent Roles at Learned Societies

- Bates, B. R.** (2012). *Top student papers in health communication*. Participated as respondent at the Eastern Communication Association Annual Meeting, Cambridge, MA.
- Bates, B. R.** (2012). *Serving a menu for social change: A roundtable on Cabbages and Condoms Restaurant as a vehicle for communicating HIV awareness and prevention*. Participated as chair at the Eastern Communication Association Annual Meeting, Cambridge, MA.
- Bates, B. R.** (2012). *Narrative transitions: Forming and performing stories and selves*. Participated as respondent at the Eastern Communication Association Annual Meeting, Cambridge, MA.
- Bates, B. R.** (2012). *Viewing transitions: Women, religion, distance and voice*. Participated as chair at the Eastern Communication Association Annual Meeting, Cambridge, MA.
- Bates, B. R.** (2011). *Rhetorical explorations of technology, stasis, "change" and tropes: Works in progress*. Participated as respondent at the Eastern Communication Association Annual Meeting, Arlington, VA.
- Bates, B. R.** (2011). *Top competitive papers in health communication*. Participated as respondent at the Eastern Communication Association Annual Meeting, Arlington, VA.
- Bates, B. R.** (2010). *Top papers in health communication*. Participated as chair at the Eastern Communication Association Annual Meeting, Baltimore, MD.

- Bates, B. R.** (2009). *Predicting health behaviors: Dental care, blood donation and substance use*. Participated as respondent at the Eastern Communication Association Annual Meeting, Philadelphia, PA.
- Bates, B. R.** (2009). *Political and cultural rhetoric: Contributed papers in rhetoric and public address*. Participated as respondent at the Eastern Communication Association Annual Meeting, Philadelphia, PA.
- Bates, B. R.** (2008). *Health messages in the media*. Substituted for Brian L. Quick as panel chair at the National Communication Association 94th Annual Convention, San Diego, CA.
- Bates, B. R.** (2008). *Top papers in rhetoric and public address*. Participated as chair at the Eastern Communication Association Annual Meeting, Pittsburgh, PA.
- Bates, B. R.** (2007). *The role of family in health communication*. Participated as chair and respondent at the National Communication Association 93rd Annual Convention, Chicago, IL.
- Bates, B. R.** (2007). *Improving physician-patient communication: Research on patient self-disclosure, physician communication compliance and physician sociality*. Participated as respondent at the Eastern Communication Association Annual Meeting, Providence, RI.
- Bates, B. R.** (2007). *Top papers in rhetoric and public address*. Participated as respondent at the Eastern Communication Association Annual Meeting, Providence, RI.
- Bates, B. R.** (2006). *Transforming the form of diversity by engaging in multicultural discourses: "Voices" from international graduate students*. Participated as panel chair at the Eastern Communication Association Annual Meeting, Philadelphia, PA.
- Bates, B. R.** (2006). *Hurricane Katrina: Race and the politics of health*, Rhetoric and Public Address Division. Participated as respondent at the Eastern Communication Association Annual Meeting, Philadelphia, PA.
- Bates, B. R.** (2006). *Presidential rhetoric from the Civil War to the war on terror: Contributed papers in rhetoric & public address*. Rhetoric and Public Address Division. Participated as panel chair at the Eastern Communication Association Annual Meeting, Philadelphia, PA.
- Bates, B. R.** (2005). *Representations of race in media from post-Reconstruction to MTV: Potent images and their impact on the health of the discipline*, Visual Communication Division. Discussant at the National Communication Association 91st Annual Convention, Boston, MA.
- Bates, B. R.** (2004). *Looking back to the rhetorical tradition to prepare future communicators*, Scholarship of Teaching and Learning Series. Discussant at the National Communication Association 90th Annual Convention, Chicago, IL.

Public Media Consultation, Commentary & Analysis

Newspapers and Wire Services

Athens Messenger

Bloomberg

Boston Herald

Bucyrus Telegraph-Forum (OH)

Chillicothe Gazette (OH)

Cincinnati Enquirer

Coshocton Tribune (OH)

Courier-Post (Cherry Hill, NJ)

Cox Newspapers, Washington Bureau

Daily Herald (Chicago)

Daily News Journal (Murfreesboro, TN)

Eagle-Gazette (Lancaster OH)

Gannett News Service

Herald-Dispatch (Huntington, WV)

Journal News (Westchester, NY)

Marion Star (OH)

Metro Networks/Metro Source

Newark Advocate (OH)

News Herald (Port Clinton, OH)

News Journal (Mansfield OH),

News Network of Central Ohio

News-Messenger (Fremont, OH)

Ohio University Post

Perspectives: Research, Scholarship, and Creative Activity at Ohio University

Pittsburgh Post-Gazette

Poughkeepsie Journal (NY).

San Francisco Chronicle

Times Recorder (Zanesville, OH))

Radio and Television

All Things Considered, National Public Radio

Athens MidDay, WOUB-TV2 (Athens, OH)

Clear Channel Communications

CNN

The Jim Bohannon Show, WFED and Dial Global (Washington, DC)

Newsdepth, WOUB-TV (Athens, OH)

NewsWatch, WOUB-TV (Athens, OH)

Ohio News Network-Radio

The Sound of Ideas, WCPN and National Public Radio (Cleveland, OH)

WCOL Radio (Columbus, OH)

WOSU-AM (Columbus, OH)

WSNY Radio (Columbus, OH)

WTVN News Radio 610 (Columbus, OH)

Service

Federal Service

- Member, SEIR Conflict Committee, Center for Scientific Review Special Emphasis Panel, Societal and Ethical Issues in Research, National Institutes of Health, 2012/10 SEIR, 2012
- Member, ELS Conflict Committee, Center for Scientific Review Special Emphasis Panel (Ethical, Legal, & Social Implications), Center for Scientific Review, National Human Genome Research Institute, National Institutes of Health, ZRG1 ELS (02), 2007-2008

Professional Service

- External promotion and tenure reviewer
 1. University of Louisville
- Publications Committee, Eastern Communication Association, 2013-2015
- Finance Committee, Eastern Communication Association, 2011-2013
- Executive Council, Rhetoric and Public Address Interest Group Representative, Eastern Communication Association, 2011-2013
- Committee of Scholars, Eastern Communication Association, 2011-2012
- “Wandering Scholar” (Poster Session Judge), National Communication Association, 2010

- Nominating Committee, Eastern Communication Association, 2010
- Poster Session Judge, Eastern Communication Association, 2010
- Associate Convention Planner and Short Course Coordinator, Eastern Communication Association, 2009-2010
- Chair, Health Communication Division, Eastern Communication Association, 2009-2010
- “Wandering Scholar” (Poster Session Judge), National Communication Association, 2009
- Publications Committee, Eastern Communication Association, 2008-2009
- Vice-Chair, Health Communication Division, Eastern Communication Association, 2008-2009
- Vice-Chair Elect, Health Communication Division, Eastern Communication Association, 2008-2009
- Chair, Rhetoric and Public Address Division, Eastern Communication Association, 2007-2008
- Executive Council, Health Communication Interest Group Representative, Eastern Communication Association, 2006-2008
- Vice-Chair, Rhetoric and Public Address Division, Eastern Communication Association, 2006-2007
- Vice-Chair Elect, Rhetoric and Public Address Division, Eastern Communication Association, 2005-2006
- Web Coordinator, Health Communication Special Interest Group, Central States Communication Association, 2004-2006.
- Assistant Conference Coordinator, “Discourses of Violence, Discourses of Community” – Eighth Biennial Public Address Conference, 2002

Editorial Service

- Editor-in-Chief, *Communication Quarterly*, 2012-2015.
- Editorial Board Service
 1. *Qualitative Research Reports in Communication*, Janie Harden Fritz (ed.), 2012-present
 2. *Communication Quarterly*, Trevor Parry-Giles (ed.), 2008-2012.
 3. *Communication Yearbook*, Christina Beck (ed.), 2007-2009.
 4. *Health Communication*, Teresa Thompson (ed.), 2007-present
 5. *Vestnik of the Russian Communication Association*, M. Minelli (ed., USA) and N. L. Greydina & V. I. Tuzlukova (eds., Russia), 2007-
 6. *Kaleidoscope: A Graduate Journal of Qualitative Communication*

Research, Cathy B. Glenn (ed.), 2003-2005; Suzan G. Kiesel (ed.), 2005-present

7. *Ohio Communication Journal*, Jason Wrench (ed.), 2005-2007; Stefne Broz (ed.), 2007-present
8. *Critical Studies in Media Communication*, Celeste Condit and Bonnie Dow (eds.), 2003-2004.

- Guest Reviewer/Manuscript Referee Service

1. *Human Genetics*, Thomas Hudson (ed.), 2012-
2. *Quarterly Journal of Speech*, Raymie McKerrow (ed.), 2010-
3. *Media Psychology*, Annie Lang (ed.), 2010-
4. *Public Health Genomics*, Susan Wallace (ed.), 2009-
5. *Journal of Public Health*, Selena Gray (ed.), 2009-
6. *Journal of Health Communication: International Perspectives*, Wendy Meltzer (ed.), 2007-
7. *Society and Natural Resources*, Matthew Carroll & Steven Hollenhorst (eds.), 2007-
8. *Journal of Genetic Counseling*, Allyn McConkie-Rosell (ed.), 2007-
9. *Pharmacogenomics*, Shreeva Nanda (ed.), 2007-2009.
10. *Health Communication*, Teresa Thompson (ed.), 2006.
11. *Journal of Medical Internet Research*, Gunther Eysenbach (ed.), 2006-2009.
12. *Social Science & Medicine*, Ellen Annandale (ed.), 2005-
13. *Communication and Critical/Cultural Studies*, John Sloop (ed.), 2005-2008.
14. *Communication Theory*, Chris Segerin (ed.), 2005-
15. *Public Understanding of Science*, Edna Einsiedel (ed.), 2004-
16. *Journal of Health Care for the Poor and Underserved*, Virginia Brennan (ed.), 2005-2006.
17. *Genetics in Medicine*, Bruce Korf (ed.), 2005-2006
18. *Journal of American College Health*, Mira Rosenthal (ed.), 2005-2006
19. *Journal of the National Medical Association*, A. Paul Kelly (Ed.), 2004-2006; Eddie L. Hoover, (ed.), 2009-
20. *Southern Medical Journal*, Ronald C. Hamdy (Ed.), 2003-2004.
21. *Critical Studies in Media Communication*, Celeste Condit and Bonnie Dow (Eds.), 2001-2003
22. *Women's Studies in Communication*, Celeste Condit and Bonnie Dow

(Eds.), 1999-2000

- Editorial Assistant, *Critical Studies in Media Communication*, Celeste Condit and Bonnie Dow (Eds.), 2001
- Textbook Reviewer
 1. Jones & Bartlett
 2. Routledge, Student Reference
 3. Roxbury Publishing Company
 4. Allyn & Bacon/Longman
 5. Kendall/Hunt Publishing
- Conference Paper Reviewer
 1. Critical and Cultural Studies, National Communication Association, 2004-
 2. Health Communication Division, National Communication Association, 2006-
 3. Health Communication Interest Group, Eastern Communication Association, 2005-
 4. Rhetoric and Public Address Interest Group, Eastern Communication Association, 2005-
 5. Health Communication Special Interest Group, Central States Communication Association, 2004-2007.
 6. Political Communication, National Communication Association, 2003-2006

University Service

Ohio University

- **University Level**
 - Ohio University Faculty Senate, 2011-2014 (alternate 2010-2011)
 - Professional Relations Committee, Faculty Senate, 2011-
 - Glidden Visiting Professorship Award Committee, Office of the Provost, 2010-
 - Ohio University Research Council, Faculty Senate Standing Committee, 2007-2010
 - Institutional Review Board, Office of Research Compliance, 2007-
 - University Hearing Board, University Judiciaries, 2006- 2012.
 - Technology and the Active Learner, Faculty Learning Community, University-Wide, 2003-2004

- **College Level**
 - Graduate Committee, Scripps College of Communication, 2010-
 - Scripps Survey Research Center Review Committee, College of Communication, 2007
 - Professional Ethics Committee, College of Communication, 2006-2010
 - Research Committee, College of Communication/Vision Ohio, 2005-2006
- **School Level**
 - Chair, Graduate Committee, 2010-
 - Promotion and Tenure Committee, 2009-
 - Course Coordination Committee, 2008-
 - Promotion and Tenure Revision Committee, School of Communication Studies, 2012-
 - Chair, Assistant Professor in Health Communication in Family or Interpersonal Contexts Search Committee, 2012-
 - Chair, Assistant Professor in Health Communication Search Committee, 2009-2010
 - Co-Chair, Scholar in International/Intercultural Health Communication Search Committee, 2008-2009
 - Senior Scholar in Health Communication Search Committee, 2007-2008
 - Technology Committee, School of Communication Studies, 2006-2007
 - Graduate Committee, School of Communication Studies, 2004-2006
 - Promotion and Tenure Revision Committee, School of Communication Studies, 2005-2007
 - Director of Forensics search committee, 2004-2005
 - Paul Boase Prize for Scholarship Selection Committee, 2003-2004, 2005-2007

University of Georgia

- President, Speech Communication Graduate Forum, University of Georgia, 1999-2000, 2002-2003
- Judge, University-Wide Department of Public Speaking Speech Contest, Fall 2000, Spring 2001, Fall 2001
- Critic, University of Georgia Bulldog Debates - National Forensics League, 1999, 2000, 2001, 2002
- Judge, Optimist Club of Athens Annual Public Speaking Contest, 1999

Internships, Tutorials, and Independent Studies Directed

- **Androsca, Liz**, Undergraduate student, directed internship with the Ohio Historical Society, Summer 2008.
- **Carroll, Jane**, Undergraduate student, directed internship with the American Cancer Society, Summer 2008.
- **Hartman, Adam**, Undergraduate student, independent study on portrayal of mental illness in media, Spring 2008.
- **Mousie, Rachel**, Undergraduate student, independent study on portrayal of mental illness in media, Spring 2008.
- **Osew (Acquah), Shirley**, Doctoral student, independent study on naturopathic medical practices in Ghana, Spring 2008.
- **Mumba, Mumba**, Doctoral student, independent study on Spring 2008.
- **Stassen, Heather**, Doctoral student, independent study on the theories and rhetorical practices of Michael Calvin McGee II, Winter 2008.
- **Armonstrong, Christine**, Undergraduate student, directed internship with GoodWorks, Winter 2008.
- **Swabek, Carolyn**, Undergraduate student, directed internship with GoodWorks, Winter 2008.
- **Stassen, Heather**, Doctoral student, independent study on the theories and rhetorical practices of Michael Calvin McGee I, Winter 2008.
- **Donofrio, Pamela**, Undergraduate student, directed internship, Fall 2007.
- **Yoger, Jennifer**, Undergraduate student, directed internship, Fall 2007.
- **Blankson, Herbert**, Doctoral student, Independent Study on Pharmacist/Physician Communication, Fall 2007.
- **DiBiaso, Julie**, Undergraduate student, directed internship with GoodWorks, Summer 2007
- **Ofori-Birikorang, Andrews**, Doctoral student, Mass Communication – Telecommunications, Independent Study on Health Delivery Technologies in Africa II, Spring 2007
- **Pollock, Timothy**, Doctoral student, Independent Study on Michael Calvin McGee’s “Ideograph” as Research Methodology, Spring 2007
- **Wright, Kallia**, Doctoral student, Independent Study on ScenariosUSA as Public Health Messaging, Spring 2007
- **Young, Stephanie**, Doctoral student, Independent Study on the Feminist Artwork of Anne Taintor, Spring 2007
- **Cataline, Gretchen**, Undergraduate student, independent study on Clean Indoor Air Advocacy in Ohio, Spring 2007

- **Zigerelli, Jamie**, Undergraduate student, directed internship with the Appalachian Peace and Justice Network Winter 2007
- **Yeatts, Daniel**, Undergraduate student, directed independent study coordinated with Baker Center Grand Opening event, Winter 2007
- **Mbure, Wanjiru**, Master's student, Communication and Development, Independent Study on Health Communication regarding HIV/AIDS in Africa, Winter 2007
- **Ofori-Birikorang, Andrews**, Doctoral student, Mass Communication – Telecommunications, Independent Study on Health Delivery Technologies in Africa, Winter 2007
- **Maposa, Batsetsana**, Master's student, Communication and Development, Independent study on Public Understanding of Health and Healing, Fall 2006
- **Feldman, Jayme**, Undergraduate student, Honors tutorial on the rhetoric of Margaret Chase Smith, Winter 2006.
- **Cataline, Gretchen**, Undergraduate student, directed internship with University College, Fall 2005.
- **Moorman, Amy**, Undergraduate student, independent study on health campaigns for social change, Fall 2005
- **Bass, Rachel**, Undergraduate student, directed internship with Clear Channel Communications, Marketing and Promotion, Summer 2005
- **Porter, Anne**, Undergraduate student, directed internship with O'Bleness Memorial Hospital, Department of Pharmacy, Spring 2005
- **Stroup, Kristopher**, Doctoral student, directed reading on Deleuze & Guattari's *Anti-Oedipus* and *Thousand Plateaus*, Winter 2005
- **Brown, Alisha**, Undergraduate student, directed internship with Girls Incorporated of Central Ohio, Winter 2005
- **Slavik, Sarah**, Undergraduate student, Honors tutorial on political advertising in presidential campaigns, Fall 2004
- **Li, Xinghua**. Master's student, independent study on rhetoric in/and film, Spring 2004

Community Service

- Mentor, American Society of Human Genetics/National Science Teachers Association, Outreach to Teach/Building a Presence for Science, 2003-present
- Member, Safe Zone Project, Ohio University and Athens County, 2003-present
- Volunteer, Athens Area Sustainability Festival, 2003

Graduate Advising and Outcomes, Completed

Doctoral Advisees

- **Kirittayapong, Jirah.** Ph.D. in Communication Studies, 2011, *Robin Hood in the land of the free? An ethnographic study of undocumented immigrants from Thailand in the U.S.* Dissertation Co-Advisor (with Devika Chawla).
- **Heiss, Sarah.** Ph.D in Communication Studies, 2011, *Sugar-coating risks: an analysis of trade associations representing sweeteners' discursive contributions to public negotiations of risk.* Dissertation Advisor.
- **Mumba, Mumba.** Ph.D. in Communication Studies, 2010, *A phenomenological study of how college students communicate about anal sex and its implications for health.* Dissertation and Program of Study Advisor. Awarded Master's degree by Examination, 2007.
- **Lev, Eimi.** Ph.D. in Communication Studies, 2009, *Googling while expecting: Internet use by Israeli women during pregnancy.* Dissertation Advisor (with Claudia Hale). Accepted post at Ariel University Center of Samaria, ISRAEL.
- **Young, Stephanie.** Ph.D. in Communication Studies, 2009, *Remembering the past in visual and visionary ways: Rhetorically exploring the narrative potentialities of Esther Parada's memory art.* Dissertation Committee Member and Co-Advisor (with Bill Rawlins). Accepted post at Indiana State University.
- **Ahmed, Rukhsana.** Ph.D. in Communication Studies, 2007, *Assessing the role of cultural differences on health care receivers' perceptions of health care providers' cultural competence in health care interactions.* Program of Study Advisor, Master's Advisor, and Dissertation Advisor (with Nagesh Rao). Awarded Master's degree by Examination, 2005. Accepted tenure-track post, University of Ottawa, ON, CANADA.
- **Mbure, Wanjiru.** M.A. in Communication & Development Studies, 2007, *Women of the epidemic: Gender ideology in HIV/AIDS messages in Kenya.* Thesis advisor. Accepted to Ph.D. program, Communication Studies, University of Missouri—Columbia.

Doctoral Committees, Completed

- **Yahaya, Azlan R.** Ph.D. in Media Arts and Studies, 2011. *Islam hadhari: An ideological discourse analysis of selected speeches by UMNO President and Malaysia Prime Minister Abdullah Ahmad Badawi.* Dissertation Committee member.
- **Peirce, L. Meghan.** Ph.D. In Media Arts and Studies, 2011. *Botswana's Makgabaneng: An audience reception study of an edutainment drama.* Dissertation Committee member.
- **Acquah, Shirley.** Ph.D. in Communication Studies, 2011. *Physician-Patient Communication in Ghana: Multilingualism, Interpreters, and Self-Disclosure.* Dissertation Committee Member.

- **Mudawi, Abuobeida.** Ph.D. in Telecommunications, 2009. Dissertation Committee Member.
- **Schrader, Valerie** Ph.D. in Communication Studies, 2009. *Defying gravity, silence, and societal expectations: Social movement leadership and hegemony in the musical "Wicked."* Dissertation Committee Member.
- **Carlson, Andrew.** Ph.D. in Media Arts and Studies, 2010, *Small business and the 2010 FIFA World Cup: The use of communication technology in South African micro-enterprise.* Dissertation Committee Member.
- **Meyer, Kevin R.,** Ph.D. in Communication Studies, 2009. *Student classroom engagement: Rethinking participation grades and student silence.* Dissertation Committee Member.
- **Ofori-Birikorang, Andrews.** Ph.D. in Media Arts and Studies, 2009, *Promoting a new health policy in the Ghanaian media: Newspaper framing of the National Health Insurance Scheme from 2005-2007.* Program of Study and Dissertation Committee Member.
- **Khan, Tabassum Ruhi.** Ph.D. in Media Arts and Studies, 2009, *Emerging Muslim identity in India's globalized and mediated society: An ethnographic investigation of the Muslim youth of Jamia enclave, New Delhi.* Comprehensive Examination and Dissertation Committee Member.
- **Quinlan, Margaret.** Ph.D. in Communication Studies, 2009, *Narrating lives and raising consciousness through dance: The performance of (dis)ability at Dancing Wheels.* Dissertation Committee Member.
- **Khan, Zahirul Hasan.** Ph.D. in Mechanical Engineering, 2007, *Bench- and pilot-testing of sieving electrostatic precipitator.* Dissertation Committee Member.

Master's Committees, Completed

- **Oduro, Ivy Dorcas.** Master's Professional Project Committee Member, Awarded Masters of Arts in African Studies, 2012.
- **Ramsey, Carrie.** Master's Examination Committee Member. Awarded Master's degree by Examination, 2012.
- **Hart, Phil.** Master's Examination Committee Member. Awarded Master's degree by Examination, 2011.
- **Dunn, Jennifer.** Master's Examination Committee Member. Awarded Master's degree by Examination, 2006.
- **Greiner, Karen.** Master's Examination Committee Member. Awarded Master's degree by examination, 2006.
- **Han, Min Wha.** Program of Study Committee Member. Awarded Master's degree by Examination, 2005.

Transferred

- **Zawidski, Kate.** Master's candidate. Program of Study and Master's Examination Committee Advisor. Departed program in 2006 for family reasons.
- **Kenniston, Pam.** Program of Study Committee Member. Transferred to Health and Human Services, Awarded Master's degree by Examination, 2005.
- **Li, Xinghua.** Program of Study Advisor. Transferred to Ph.D. program, University of Iowa, Department of Communication Studies, 2004.
- **Jarayam, Srinath.** Ph.D. Committee Member. Transferred to Ph.D. program, University of North Carolina – Chapel Hill, Department of Communication Studies, 2004.

In Progress

- **Lake, Lindsay.** Master's Examination Committee.
- **Aubuchon, Stellina.** Ph.D Candidate, 2014 (projected). Program of Study and Dissertation Advisor.
- **Angel Botero, Adriana.** Ph.D Candidate, 2012 (projected). Program of Study and Dissertation Advisor.
- **Calka, Michelle.** Ph.D Candidate, 2011 (projected). Program of Study and Dissertation Advisor.
- **Pinkerton, Craig.** Ph.D. Candidate, 2011 (projected). Program of Study Committee Member.
- **Hurley, Bruce.** Ph.D. Candidate, 2007 (projected). Dissertation Committee Member.
- **Stroup, Kristopher.** Ph.D. Candidate, 2006 (projected). Dissertation Committee Member.

Forensics**Forensics Program, Ohio University**

- Critic for local tournaments on an as-needed basis, including Ohio University Winter Classic, Marshall University Winter Classic, and Ohio Forensics Association-Varsity Championships, 2003-

Georgia Debate Union, University of Georgia

- Travel with debate team as critic/coach on an as-needed basis, 1998-2003

Redlands University Speech and Debate Society, University of the Redlands

- Guest Critic, 2003 National Debate Tournament.

University of Richmond Debate Team

- 1998 Cross-Examination Debate Association All-American Debate Team
- 1997 Cross-Examination Debate Association All-American Debate Team
- Over 30 Team and Individual Speaker Awards

Professional Affiliations

- National Communication Association (life member)
- American Society of Human Genetics
- Southern States Communication Association (life member)
- Eastern Communication Association (life member)
- American Forensic Association (life member)
- Rhetoric Society of America

BERNICE L. HAUSMAN Publications cv 2011

English Department (0112) Virginia Polytechnic Institute and
State University Blacksburg, VA 24061 E-mail:
bhausman@vt.edu; Phone: (540) 231-5076
<http://filexbox.vt.edu/users/bhausman/index.html>

EDUCATION Ph.D. Feminist Studies and Critical Theory
University of Iowa 1992 M.A. English University of Iowa
1990 B.A. Literature, with distinction Yale University 1985
(Summa Cum Laude, Phi Beta Kappa)

PROFESSIONAL EMPLOYMENT Professor,
Interprofessionalism, Virginia Tech Carilion School of Medicine,
2010 Professor, English, Virginia Tech, 2006 Associate
Professor (with tenure,) English, Virginia Tech, 2000 Assistant
Professor, English, Virginia Tech, 1995 Mellon Instructor,
Humanities, University of Chicago, 1993 Visiting Assistant
Professor, English, University of Iowa, 1993 (spring)

ADMINISTRATIVE APPOINTMENTS Coordinator and
Faculty Advisor, Medicine and Society Minor, 2005-
present Director, Women's Studies Program, IDST, Virginia
Tech, 2003-5

RESEARCH PUBLICATIONS

Awards

*Schachterle Award for "Sex before Gender: Charlotte Perkins
Gilman and the Evolutionary Paradigm of Utopia," Society for
Literature and Science. 1997.

*Special Commendation, Bruns Prize competition, for
"Demanding Subjectivity: Transsexualism, Medicine, and the
Technology of Gender," Society for Literature and Science.
1992.

Books

**Viral Mothers: Modernity, Breastfeeding, and HIV/AIDS*. University of Michigan Press, 2011. (279 pp.)

**Mother's Milk: Breastfeeding Controversies in American Culture*. New York: Routledge, 2003. (274 pp.)

**Changing Sex: Transsexualism, Technology, and the Idea of Gender*. Durham, NC: Duke University Press, 1995. (247 pp.)

Edited Books

Beyond Health, Beyond Choice: Breastfeeding Constraints and Realities*, edited by Paige Hall Smith, **Bernice L. Hausman, and Miriam Labbok. Forthcoming, Rutgers University Press, 2012.

Chapters in Books

* "Risk and Culture Revisited: Breastfeeding and the 2002 West Nile Virus Scare in the United States." *Giving Breast Milk: Body Ethics and Contemporary Breastfeeding Practice*. Ed. Rhonda Shaw and Alison Bartlett. York, ON: Demeter Press, 2010. 175-87.

* "Body, Technology, and Gender in Transsexual Autobiography." *The Transgender Studies Reader*. Ed. Susan Stryker and Stephen Whittle. New York: Routledge, 2006. 335-61. Reprinted from *Changing Sex: Transsexualism, Technology, and the Idea of Gender*, 141-74.

*"Cosmetic Surgery and Transgender Discourse in the Twentieth Century." *Digital Anatomy*. Ed. Christina Lammer. Vienna: Turin + Kant, 2001. 86-97.

*"Virtual Sex, Real Gender: Body and Identity in Transgender Discourse." *Virtual Gender: Fantasies of Subjectivity and Embodiment*. Ed. Mary Ann O'Farrell and Lynne Vallone. Ann Arbor: University of Michigan Press, 1999. 190-216.

*"Words Between Women: Victoria Ocampo and Virginia Woolf." *In the Feminine Mode: Critical Essays on Hispanic Women Writers*. Ed. Noël Valis and Carol Maier. Lewisburg, PA: Bucknell University Press, 1990. 204-26.

Articles in Refereed Journals

*"Motherhood and Inequality: A Commentary on Hanna Rosin's 'The Case Against Breastfeeding.'" *Journal of Human Lactation* 25.3 (2009): 266-68. *"Biocultures Response." Forum entry.

PMLA 124.3 (May 2009): 955-56.

*"Women's Liberation and the Rhetoric of 'Choice' in Infant Feeding Debates." *International Breastfeeding Journal* 3 (2008). Web,

<<http://www.internationalbreastfeedingjournal.com/content/3/1/10>>.

*"Things (Not) to Do with Breasts in Public: Maternal Embodiment and the Biocultural Politics of Infant Feeding." *New Literary History* 38.3 (Summer 2007): 479-504. Special issue, Biocultures. Ed. Lennard Davis and David Morris. *"Contamination and Contagion: Environmental Toxins, HIV/AIDS, and the Problem of the Maternal Body." *Hypatia* 21.1 (Winter 2006): 137-156. Special Issue, maternal embodiment. Ed. Rebecca Kukla.

*"Risky Business: Framing Childbirth in Hospital Settings." *Journal of Medical Humanities* 26.1 (Spring 2005): 23-38. Special Issue. Eds. Susan Squier and Anne Hunsaker Hawkins. (invited) *"The Feminist Politics of Breastfeeding." *Australian Feminist Studies* 19.45 (November 2004): 273-85. Special Issue, breastfeeding. Eds. Fiona Giles and Alison Bartlett. (invited)

*"Recent Transgender Theory." *Feminist Studies* 27 (Summer 2001): 465-90. (invited) *"Do Boys Have to Be Boys?: Gender, Narrativity, and the John/Joan Case." *NWSA Journal* 12.3 (2000): 114-38. Reprinted in *Taking Sides: Clashing Views on Controversial Issues in Sex and Gender*. 2nd ed. Ed. Elizabeth L. Paul. Dubuque, IA: McGraw-Hill, 2001. 21-30; 3rd ed. Ed. Jacquelyn W. White. Dubuque, IA: McGraw-Hill, 2007. 21-

30. *"Rational Management: Medical Authority and Ideological Conflict in Ruth Lawrence's Breastfeeding: A Guide for the Medical Profession." *Technical Communication Quarterly* 9.3 (Summer 2000): 271-89. Special issue on medical rhetoric. Eds. Barbara Heifferon and Stuart C. Brown. *"Ovaries to Estrogen: Sex Hormones and Chemical Femininity in the 20th Century."

Journal of Medical Humanities 20 (1999): 165-75. *"Between Science and Nature: Interpreting Lactation Failure in Elizabeth

von Arnim's *The Pastor's Wife*." *Journal of Medical Humanities* 20 (1999): 101-15. (invited) **"Sex before Gender: Charlotte Perkins Gilman and the Evolutionary Paradigm of Utopia."* *Feminist Studies* 24 (1998): 489-510. **"Demanding Subjectivity: Transsexualism, Medicine, and the Technologies of Gender."* *Journal of the History of Sexuality* 3.2 (October 1992): 270-302. **"Anti-Semitism in Feminism."* *Iowa Journal of Literary Studies* 11 (1991): 83-98. Edited Volumes and Journals *Journal of Medical Humanities* 25.3 (Fall 2004). Special issue on cultural studies of medicine. Reviews (recent selected) **The Breastfeeding Café* by Barbara Behrmann, *Tainted Milk* by Maia Boswell-Penc, and *Mass Hysteria: Medicine, Culture, and Mother's Bodies* by Rebecca Kukla. *Journal of Medical Humanities* 30.1 (2009): 77-81. **Breastwork: Rethinking Breastfeeding* by Alison Bartlett. *Feminist Theory* 8.1 (2007): 120-22. **Evolution and "the Sex Problem"*, by Bert Bender; *Profound Science and Elegant Literature*, by Stephanie P. Browner; and *Liminal Lives*, by Susan Merrill Squier. *American Literature* 78 (September 2006): 659-662. **The Emergence of Sexuality*, by Arnold Davidson. *Journal of Medical Humanities* 27.1 (Spring 2006): 67-69. **A Small, Good Thing: Stories of Children with HIV and Those Who Care for Them*, by Anne Hunsaker Hawkins. *Journal of Medical Humanities* 26.4 (Winter 2005): 283-85. **How Sex Changed*, by Joanne Meyerowitz and *The Man Who Would Be Queen*, by J. Michael Bailey. *Journal of Medical Humanities* 26.2/3 (Fall 2005): 195-98. **American Women of Letters and the Nineteenth-Century Sciences: Styles of Affiliation*, by Nina Baym. *American Literature* 75 (March 2003): 181-83. **Wake Up Little Susie: Single Pregnancy and Race before Roe v. Wade*, by Rickie Sollinger. *Journal of the Association for Research on Mothering* 4.1 (Spring/Summer 2002): 212-14. Encyclopedia Entries **"Transsexuality."* *The Encyclopedia of New England*. Eds. Burt Feintuch and David H. Watters. New Haven: Yale University Press, 2005. 513. **"Gender and Gender Roles."* *Dictionary of American History*. Ed. Stanley I. Kutler. New York: Scribner's, 2002. 515-21. Introductions **"Introduction."* *Journal of Medical Humanities* 25.3 (Fall 2004): 167-71. Special

Issue. Ed. Bernice L. Hausman. Newspaper Articles *“The Politics of Sex.” The Roanoke Times 14 September 2008: Horizon 3. * “Professors Worry about Armed Students.” *The Roanoke Times* 2 Feb. 2006: Virginia 9. Blog Entries *“English Departments and Health Care.” Literature, Arts, and Medicine Blog, New York University School of Medicine. Web, May 2010. <<http://medhum.med.nyu.edu/blog>> *“Breast Milk as Medicine and Virus: Modern Maternity and HIV/AIDS.” Literature, Arts, and Medicine Blog, New York University School of Medicine. Web, January 2010. <<http://medhum.med.nyu.edu/blog>> *“Biocultures: Take 2.” Literature, Arts, and Medicine Blog, New York University School of Medicine. Web, February 2008. <<http://medhum.med.nyu.edu/blog>>

Huiling Ding

Email: hding@ncsu.edu

Work: Box 8107, NCSU Campus, Raleigh, NC 27695

Home: 2105B, Gorman Street, Raleigh, NC, 27606

Phone: 919-515-4120 (O)

Research focuses

Intercultural communication. Risk communication. Medical rhetoric. Digital rhetoric. Health communication. Workplace/disciplinary writing. Transcultural/Comparative rhetoric

Education

Ph.D., Rhetoric and Composition

Department of English, Purdue University, West Lafayette, IN, 2007

Dissertation: *The Rhetoric of a Global Epidemic: Intercultural and intracultural professional communication about SARS*

Dissertation advisor: Patricia Sullivan

M.A. in English, Department of English, Northern Illinois University. 2002

B.A. in Medical English, Department of English for Medical Purposes, Xi'an Medical University, P.R. China. 1997

Academic Positions

Assistant professor, Technical Communication and Rhetoric, NC State University, 2012-present

Assistant professor, Professional Communication and Rhetoric, Clemson University, 2007-2012

Graduate instructor & Strategic Fellow, Rhetoric/Composition, Purdue University, 2003-2007

Graduate instructor, Department of English, Northern Illinois University, 2001-2003

Assistant Professor, Foreign Language Institute, Tongji University, Shanghai, P.R. China, 1997-2001

Publications

Scholarly monograph and edited collection

Book manuscript titled *Rhetoric of Global Epidemic: Transcultural Health Risk Communication about SARS*. Southern Illinois University Press (Under fourth external review)

Ding, H., and Savage, J. Guest editors. *Technical Communication Quarterly* Special Issue (Winter

2013): New Developments in Inter/transcultural Professional Communication

Under Review

“Transcultural Emergency Health Risk Communication about the H1N1 Flu Epidemic: When International Travelers Encountered Human Flesh Searches.” *Rhetoric, Professional Communication, and Globalization*.

“Transnational Quarantine Rhetoric: Mandatory, Voluntary, Coerced, and Quasi-Quarantines, Public Communication, and Stigmatization in SARS.” *Journal of Medical Humanities*.

Katz, S., Hughes, E., Ding, H., Mogull, S., Ramierez, B. Scientific communication and ethics: The development of a rubric for defining, measuring, and teaching. *Technical Communication Quarterly*.

With Ding, X. 360-degree rhetorical analysis of job hunting: A four-part, multimodal project. *Business Communication Quarterly*.

Ding, H. & Zhang, J. Corpus-assisted discourse and metaphorical analyses of HIV/AIDS patient narratives: Cross-cultural comparison of two discussion forums in the United States and in China. *Journal of International and Intercultural Communication*.

Forthcoming

Ding, H. Transcultural Risk Communication and Viral Discourses: Grassroots Movements to Manage Global Risks of H1N1 flu Pandemic. *Technical Communication Quarterly*.

Ding, H. My professional life as an ESL trainer/technical translator in Shanghai. In Savage, J., and Yu, H. *Intercultural Technical Communication Case Stories*. Wiley/IEEE Press. 2012.

Published

Ding, H., and Zhang, J. (2010). Social media and participatory risk communication during the H1N1 flu epidemic: A comparative study of the United States and China. *China Media Research*. 6, 80-90.

Ding, H. (2010). Technical communication instruction in China: Localized programs and alternative models. *Technical Communication Quarterly*. 19, 300–317.

Ding, H. (2010). A case study of the impact of digital documentation on professional change: The WPA electronic mailing list, knowledge network, and community outreach.” Ed. Lamberti, Adrienne, and Anne R. Richards. *Complex Worlds: Digital Culture, Rhetoric, and Professional Communication*. Amityville, NY: Baywood Publishing Company. 117-132.

Ding, H. (2009). Rhetorics of alternative media in an emerging epidemic: SARS, censorship, and participatory risk communication. *Technical Communication Quarterly*. 18, 327–350.

Ding, H. (2009). Alternative forms of technical communication in China: Localized programs and new developments. *Conference of Professional, Technical, Scientific Communication Proceeding*.

Ding, H. (2008). The use of cognitive and social apprenticeship to teach a disciplinary genre: Initiation of graduate students into NIH grant writing. *Written Communication*. 25, 3-52.

▪ **2008 Editor’s Pick New Scholar Award**

Ding, H., and Ding, X. (2008). Project management and process-oriented approach to teamwork. *Business Communication Quarterly*. 71, 456-471.

- Ding, H. (2007). Confucius' virtue-centered rhetoric: A case study of the *Analects* with mixed research methods. *Rhetoric Review*. 26, 142–59.
- Ding, H. (2007). Genre analysis of personal statements: Analysis of moves in application letters to medical schools.” *English for Specific Purposes*. 26, 368–392.
- Ding, H. (2007). Open source: Platform for virtual service learning and user-initiated research. *International Professional Communication Conference Proceeding*.
- Ding, H. (2005). Book review of *Innovative approaches to teaching technical communication*. *Journal of Business and Technical Communication* 19, 222-225
- Ding, H. (2004). The use of the electronic-portfolio in writing classrooms: A developmental approach. *Louisiana English Journal*. 100-106
- Ding, H. (2000). Strategies in enhancing motivation in English courses. *Research of College English Teaching*. Southwest UP: Chengdu, China. 182-191

Awards, Honors

Nomination for Best Article Reporting Historical Research or Textual Studies in Technical or Scientific Communication, “Rhetorics of alternative media in an emerging epidemic: SARS, censorship, and participatory risk communication.” CCCC. 2010.

Faculty of Excellence Award, Clemson University, 2009

Editor's Pick New Scholar Award. “The use of cognitive and social apprenticeship to teach a disciplinary genre: Initiation of graduate students into NIH grant writing.” 2008.

College Composition and Communication Conference Outstanding Dissertation Award in Technical Communication, Honorable Mention. *The Rhetoric of a Global Epidemic: Intercultural and intracultural professional communication about SARS*. 2008.

Emerging Scholar Crouse Scholarship, English Department, Purdue University, 2006

Grace L. Smart Award in Rhetoric and Composition, honorable mention, Annual Literary Award, Purdue University, 2006

Best Visuals and Presentation Award for Purdue ICaP E-portfolio contest, 2004

Excellent Head Teacher designation, Only College, Shanghai. 1999-2000

Second Prize for Excellent Teaching, Tongji University. 1998

Grants

URGC Project Completion Grant, \$3,000. Clemson University. 2011

AAH College Research Grant, \$3,000. Clemson University, 2010-2011

AAH College Research Grant, \$2,500. Clemson University, 2008-2009

English Department Summer Research Fellowship, \$5,000. Clemson University. 2008

Year-long Purdue Research Fund (PRF), \$35,365, Purdue University, 2006-2007

Purdue Graduate Student Government (PGSG) Travel Grant, \$250, 2006

Purdue Graduate School Strategic Initiative Fellowship \$42,124, 2005-2006

Purdue Graduate School Special Initiative Fellowship \$35,365, 2004-2005
 Purdue English Department Travel Grant, \$200, 2003-2004
 Northern Illinois University Alumni Travel Grant, \$250, 2001

Selected Presentations

Transnational Quarantine Rhetoric: Mandatory, Voluntary, Coerced, and Quasi-Quarantines, Public Communication, and Stigmatization in SARS. Association of Rhetoric of Science and Technology, Pre-Rhetorical Society Association Conference, Philadelphia, PA, June 2012.

Keynote Speaker. Transcultural risk communication and social media: Grassroots risk management of H1N1 flu pandemic. First Annual Writing, Rhetoric, and Discourse Student Awards of DePaul University, Chicago, IL, June 2011.

Invited Speaker. Technical and scientific writing instruction in China: Glocalized programs with different disciplinary roots. Conference on Writing Education across Borders. State College, PA. September 2011.

The Contested space of plagiarism: Blurring boundaries of lab knowledge, templates, and previous publications. Conference on College Composition and Communication (CCCC), Atlanta, GA. 2011

Moving from culture to culturalism: New direction for intercultural professional communication. MLA. Los Angeles, CA. 2011.

Social media and online professional identities: Pedagogical exploration and implication. Computers and Writing. West Lafayette, IN. 2010.

Transcultural professional communication: A new approach to exploring transcultural risk management of the pandemic of the H1N1 Flu.” Association of Technical Teachers and Writers (ATTW). Louisville, KY. 2010

Case definitions of SARS: Is medical knowledge culturally contingent or universally applicable? CCCC, San Francisco, CA. 2009.

Alternative forms of technical communication in China: Localized programs and new developments. Council for Programs in Technical and Scientific Communication (CPTSC) Conference, Minneapolis, MN. 2008.

Tracing genres across cultures: SARS and the localization of public health genres. CCCC, New Orleans. 2008.

Critical contextualized methodology for the study of intercultural professional communication about global events. ATTW, New Orleans, LA. 2008.

Open source: Platform for virtual service learning and user-initiated research. International Professional Communication Conference. Seattle, WA. 2008.

Cross-cultural comparison of media construction of SARS. CCCC, New York, NY. 2007.

Courses taught

Engl 491, Classical Rhetoric

Examines the main issues raised by classical rhetoric and investigates how the rhetorical concepts developed in these traditions can be used as powerful tools for us to understand American popular culture, particularly social media, advertisements, and movies.

Engl 806, Medical Rhetoric/Writing

Covers several genres of medical writing, electronic texts, visual images and ethics in the health professions, and cultural and clinical representations of various diseases. With a special emphasis on grant writing in medicine.

Engl 838, Global Professional Communication

Examines the forms and practices of intercultural professional communication and their impact on the contemporary global society. Explores various concepts and issues of global communication as well as traditional, cultural, and critical approaches to global communication.

Engl 850, Research Methods

Introduces students to historical, rhetorical, and empirical research and helps students to both understand key concepts related to research design and to design and conduct a pilot study for their own research projects

Engl 851, Professional Communication Theory

Focuses on how the field of professional communication produces knowledge through various types of research and how it utilizes specialized discourses and practices

Engl 856, Workplace Communication

Studies the forms and practices of workplace communication, people communicating in groups, and their impact on contemporary global society. Investigates a wide range of communication issues in internal and external organization communication settings as well as traditional, empirical, cultural, and critical approaches to workplace communication

Teaching Experiences

Visiting Assistant professor, East China Normal University, Shanghai, P.R. China,
June-August 2011

Taught Engl 12 with focuses on intercultural rhetoric/communication

Assistant professor, Clemson University, 2007-present

Teaches graduate courses in Professional Communication and undergraduate courses in Writing and Publication Studies

Graduate courses:

Engl 691, Classical Rhetoric
Engl 806, Medical Rhetoric/Writing
Engl 838, Global Professional Communication
Engl 850, Research Methodology
Engl 851, Professional Communication Theory.
Engl 856, Workplace Communication
Undergraduate courses:
Engl 314, Technical Writing, onsite/online
Engl 315, Scientific Writing/Communication
Engl 491, Classical Rhetoric

Graduate instructor, Purdue University, 2003-2007

Taught in computer classrooms or online environment, responsible for the entire course: syllabus design, assignments, and website design and delivery

Introductory Writing
Business Writing
Tutoring in the Writing Lab

Graduate instructor, Northern Illinois University, 2001-2003

Taught in computer-assisted classrooms, responsible for the entire course: syllabus design, assignments, lecturing, grading, and conferencing)

Assistant Professor, Foreign Language Institute, Tongji University, Shanghai, P.R. China, 1997-2001

Developed curriculum; planned and conducted public and medical English lesson for freshmen and sophomores, class size 30-150, age 17-20

College English: Intensive Reading
Listening Comprehension
English Conversation, American News Reading

Senior Trainer, Only College, Shanghai, P.R. China. 1997-2001

Responsible for all the courses: syllabus design, assignments, teaching material development, lecturing, grading, and test preparation; class size 20-200, age 3-60

Advanced Interpretation, for Shanghai Interpretation Certificate
Cambridge English for kids
Document Translation
GRE, TOEFL and GMAT testing
Intermediate Business English
Advanced Business English for China-area managers of Schneider Electronics and Roche

Additional Experiences

Team member of a NSF-CCLI grant, 2009-present

“Development of an Inquiry-Based Cell Biology Laboratory with Emphasis on Scientific

Communication Skills.” PI, Lesly A. Temesvari; Co-PIs, D. M. Switzer, Kimberly S. Paul, and Steven B. Katz. Examined cell biology students’ perception and understanding of scientific communication ethics. Submitted an article on scientific communication ethics for publication (third author).

Head faculty of the Health Communication Certificate, 2007-present

Collaborates with the department of communication studies to offer a six-course graduate certificate for students across the university; designed and developed syllabus for Engl 806, Medical Rhetoric/Writing; actively recruits students for the program.

Professional Services

Departmental/College Services: Clemson University

English Search Committee, 2011-2012

MAPC Search Committee, 2009-2010

Pearce Center Director Search Committee, 2009-2010

English B.A. Committee, 2009-present

Advanced Writing Program Committee, 2008-present

MA in Professional Communication (MAPC) committee, 2007-present

Invited CV/mock oral exam workshops for MA/MAPC students, 2008-present

Organizer, writing group for MAPC faculty, 2007-2009

Organizer, writing group for new incoming faculty, 2007-2009

Usability study team, Clemson University Web Service. Nov 2007-April 2008

University Services: Clemson University

Freshman and Sophomore Committee, Clemson University. 2010-2011

Clemson Pandemic Flu Preparation Advisory Board, Clemson University. 2009-present

China Center, Clemson University. 2008-present

Joseph F. Sullivan Center's Advisory Board, Clemson University. 2008-present

National Services in Conference Committees and Journals

CCCC Outstanding Dissertation Award in Technical Communication Committee. 2013.

Research committee member, CCCC, 2009-present

Editorial board member, *Rhetoric, Professional Communication, and Globalization*, 2009-present

Program committee member, 2009 and 2010 Association of Teachers of Technical Writing conference, reviewed and ranked conference proposals

Reviewer, 2010 Conference of Council of Professional and Technical, Scientific Communication (CPTSC)

Reviewer, *College Composition and Communication, Written Communication, Asian Journal of Communication, Rhetorica, Technical Communication Quarterly, English for Specific Purposes*, SAGE Publications: Research Methods, Statistics, and Evaluation, 2008-present

Conference and Workshop Activities

- Organizer and chair, a panel on medical rhetoric for CCCC, 2008
- Organizer, an ATTW panel on the methodology for and study of intercultural professional communication, 2008
- Chair, ATTW session “Navigating the understudied area of intercultural professional communication: methods and methodologies,” 2008
- Local Representative, Second Language Writing symposium. Purdue University. West Lafayette, IN. June, 2006; October, 2004
- Moderator. CPTSC, West Lafayette, IN, October 2004

Theses and Dissertations

Chair

- Jingwen Zhang. The rhetorics of constructing HIV/AIDS in the United States and China: A comparative analysis of two online discussion forums. 2011
- Sarah Brown. Understanding a dual audience: The Great Day Fund. 2011

Reader

- Mary Catalanotto. (exp. 05/2012). Creating Social Capital in Online Communities: A Case Study of Hospital Marketing Practices
- Feihong Chen. (exp. 05/2012). Developing a marketing package for a leadership-development program.
- Megan Garver. (exp. 05/2012). Identifying key factors for developing a community impact program for Susan Komen Breast Cancer Foundation.
- Natalie McGinnis. (exp. 12/2011). Project for United Way designing training materials.
- Dev Bose. (RCID doctoral student, exp. 12/2011). Assertiveness training as writing pedagogy: Uses of group communication, professional communication, and student motivation for college writers with ADHD.
- Caroline Garmon. Cloud computing: The rhetorical situation of the workplace. 2011
- Jin Liu. Culture and visualization: Comparing the use and effect of field information in Chinese and US television commercials. 2010
- Kevin Randall Cantey. Eastern martial arts and the cultivation of persuasive power. 2010.
- Hem Sharma Paudel. Anti-foundationalism, Rorty, and workplace communication. 2010
- Heather Witmer. Project HOPE: Communicating about autism. 2010
- Erin Dalton. Style and electronic communication: The accommodation of scientific risk in the *Sierra Club Magazine*. 2010
- Mellissa Constante. Developing and implementing a web-based certification program. 2010
- Ryan Mallatt. Digital production of arts’ student films: A window into the digital film-making process. 2008

Workplace Writing

Independent Technical Writer, Editor, Translator, and Interpreter, 1995-2003

Wrote and edited in English numerous sales materials and business correspondences for pharmaceutical corporations such as Roche, electronic corporation such as Schneider, and food corporations such as Coca Cola; edited user manuals for Canon camera and medical facilities both in Chinese and English

Assistant Editor, Michael Day and Carol Lipson's edited collection, *Technical Communications and the World Wide Web*. Mahway, NJ: Lawrence Erlbaum. NIU, DeKalb, IL. 2003

Assistant Editor of *Style*, NIU, DeKalb, IL. 2002

Interpreter for business conferences for machinery companies and pharmaceutical companies, 1998-2001

Membership

Conference on College Composition and Communication (CCCC)

National College Teachers of English (NCTE)

Association of Teachers of Technical Writing (ATTW)

Council for Programs in Technical and Scientific Communication (CPTSC)

Modern Language Association (MLA)

References

Steven Katz

Roy Pearce Professor of Professional Communication

Clemson University

602 Strode, Clemson, SC, 29631

864-656-5394

skatz@clemson.edu

Michael Salvo

Associate Professor of English

Purdue University

HEAV 302C, West Lafayette, IN, 37907

765-494-3772

salvo@purdue.edu

Gerald J Savage

Professor of English

Illinois State University

STV 421 M, Normal, IL, 61790-4240

309- 438-7801
gjsavag@ilstu.edu

Blake Scott
Associate Professor of English
University of Central Florida
P.O. Box 161346
Orlando, FL, 32816-1346
407-823-0268
bscott@mail.ucf.edu

John A. Lynch

Department of Communication
144C McMicken Hall
PO Box 210184
Cincinnati, OH 45221-0184

john.lynch@uc.edu
513-556-4573 (office)
513-556-0899 (fax)

Education

University of Georgia; Athens, GA, 2001-2005

Degree: Ph.D, Speech Communication, August 2005.

Dissertation: What are stem cells? Strategies of definition at the intersection of politics and science. (Major Professor: Celeste Condit)

University of Pittsburgh; Pittsburgh, PA, 1998-2000

Degree: M.A., Rhetoric and Communication, May 2000.

University of Dayton; Dayton, OH, 1994-1998

Degree: B.A., Communication and Philosophy, May 1998.

Teaching Appointments

Associate Professor, Department of Communication, University of Cincinnati, August 2012-Present.

Assistant Professor, Department of Communication, University of Cincinnati, September 2006-August 2012.

Senior Lecturer, Department of Communication Studies, Vanderbilt University, August 2005-August 2006.

Teaching Assistant, Department of Speech Communication, University of Georgia, August 2001-August 2005.

Teaching Assistant, Department of Communication, University of Pittsburgh, August 1998-May 2000.

Research Appointments

Clinical Research Ethicist, Center for Clinical and Translational Science and Training, University of Cincinnati-College of Medicine, 2008-present.

Visiting Fellow, J. Benjamin Younger Office of Public Affairs, American Society for Reproductive Medicine, 2007.

Research Assistant, University of Georgia, May 2005-June 2005. Assisted Drs. Celeste Condit, Vicki Freimuth, and Jennifer Monahan with writing a proposal for a CDC Center of Excellence in Health Communication and Health Marketing.

Dissertation Research Award, University of Georgia, August 2004-May 2005. (A full paid fellowship from the University of Georgia's Graduate School to allow students to focus entirely on writing the dissertation).

Research Assistant, NIH: Ethical, Legal, and Social Implications (ELSI) of the Human Genome Project grant "Race and Public Communication about Human Variation," Dr. Celeste Condit, principal investigator; Summer 2002-Summer 2004.

Grant Experience

Co-Investigator, "Exome sequencing and incidental findings: The experience and expectations of parents of children with rare genetic disorders," CCTST Ethics Pilot Program, (PI: Melanie Myers). \$10,000, 2012.

Individual Award, Faculty Development Council University of Cincinnati, 2011. (\$1400 to support travel to the Rhetoric Society of America Summer Institute.)

Principal Investigator; "Cutting corners in presenting clinical research," CCTST Research Ethics Pilot Program, \$10,000, 2010.

Co-Investigator; "The role of disclosure of fees and honoraria in a participant's decision to enroll in a clinical trial," CCTST Ethics Pilot Program, (PI: Mike Linke). \$6240, 2010.

Co-Investigator; "Community-based approach to evaluating utility of self-generated family history," National Institutes of Health, National Human Genome Research Institute, ~\$3,000,000 (PI: Melanie Myers). Not scored; unfunded

Principal Investigator; "Emergency medicine & community consultation," National Institutes of Health, National Institute of Neurological Disorders and Stroke, \$50,000, 2010-2011. Not scored; unfunded.

Co-Principal Investigator; "Cutting corners in research," Department of Health and Human Services, Office of Research Integrity, \$250,000, 2009. Scored, unfunded.

Organizer; Faculty Development Council interdisciplinary award, University of Cincinnati, 2009. (\$10,000 to support a one-day workshop on teaching research ethics; PI: Mary Brydon-Miller.)

Principal Investigator; "Emergency medicine & community consultation," University Research Council interdisciplinary grant, University of Cincinnati, 2008. Unfunded.

Individual Award, Faculty Development Council, University of Cincinnati, 2007. (\$4000 to support a visiting fellowship to the American Society for Reproductive Medicine's J. Robert Younger Office of Public Affairs.)

Fellow; Summer Research Fellowship, University Research Council, University of Cincinnati, July-August, 2007. \$8000 in salary support and \$2300 in research funds to study media discourse (1998-2001) on embryonic stem cell research.

Honors and Awards

- Nominee, B. Aubrey Fisher award for best article in *Western Journal of Communication*, for “Geography, genealogy and genetics,” 2008.
- Dissertation Research Award; University of Georgia, 2004-2005. (A full paid fellowship from the University of Georgia’s Graduate School to allow students to focus entirely on writing the dissertation).
- Top Paper for the American Association for the Rhetoric of Science and Technology; National Communication Association, 2004; Chicago, IL.
- Fellow; Northwestern University’s Summer Institute on Dissenting Rhetorics, July 2004.
- Top 3 Paper in Health Communication; Western States Communication Association, 2004; Albuquerque, NM.
- Outstanding Teaching Assistant Award; University of Georgia; 2003-2004.
- NCA Doctoral Honors Seminar; Top 3 Paper in Rhetoric and Performance Studies Seminar, 2003; Bowling Green, OH.
- Top Student Paper in Health Communication, Eastern Communication Association, 2003; Washington, D.C.

Research

Books

Lynch, J.A. (2011). *What are stem cells? Definition at the intersection of science and politics*. Tuscaloosa, AL: University of Alabama Press. (192 pages.)

Book Chapters

Barnes, M.G., **Lynch, J.A.**, Corsmo, J.J., Witte, D.P., & Steele, P.E. Laboratory Medicine and Biorepositories. (In press). In J. Hutton (ed.) *Pediatric Biomedical Informatics—Computer Applications in Pediatric Research*. Springer, Translational Biomedical Informatics Series.

Lynch, J.A. (2009). Exemplary creatures: Articulation and the organization of scientific materiality, sociality and rhetoric. In L. Kahlor & P. Stout (Eds.) *Communicating Science: New Agendas in Science Communication* (pp. 161-186). New York: Routledge.

Essays, peer-reviewed

Lynch, J.A. (Accepted). “Prepare to Believe”: The Creation Museum as Embodied Conversion Narrative. *Rhetoric & Public Affairs*.

- Lynch, J.A.**, Strasser, J.E., Lindsell, C.M., Tsevat, J. (Accepted). Factors that affect integrity of authorship of scientific meeting abstracts. *American Journal of Bioethics-Primary Research*.
- Condit, C.M., **Lynch, J.A.**, & Winderman, E.M. (2012). Recent rhetorical studies in public understanding of science: Multiple purposes and strengths. *Public Understanding of Science* 21(4): 386-400.
- Lynch, J.A.**, Parrott, A., Hopkin, R.M., Myers, M.F. (2011.) Media coverage of direct-to-consumer genetic testing. *Journal of Genetic Counseling* 20(5): 486-494. doi: 10.1007/s10897-011-9374-9
- Kanetzke, E.E., **Lynch, J.A.**, Prows, C.A., Siegel, R.M., & Myers, M.F. (2011). Perceived utility of parent-generated family health history as a health promotion tool in pediatric practice. *Clinical Pediatrics* 50(8), 720-728.
- Lynch, J.A.** (2011). Information at the intersection of the public and technical spheres: A reply to Majdik. *Rhetoric & Public Affairs* 14(2), 369-378.
- Lynch, J.A.** (2011). "Through a glass darkly": Researcher ethnocentrism and the demonization of research participants. *American Journal of Bioethics* 4, 22-23.
- Lynch, J.A.** and Mitchell, M.J. (2010). Community Engagement and the Ethics of Global, Translational Research: A Response to Sofaer and Eyal. *American Journal of Bioethics* 10, 37-38.
- Lynch, J.A.** & Lindsell, C.J. (2010). Key personnel and "long distance" settings: Determining who must report financial conflict of interest. *Accountability in Research* 17, 211-222.
- Lynch, J.A.** (2009). Articulating scientific practice: Understanding Dean Hamer's "Gay Gene" study as overlapping material, social and rhetorical registers. *Quarterly Journal of Speech* 95, 435-456.
- Cree, R.A., **Lynch, J.A.**, Au, M.G., & Myers, M.F. (2009). Decisions to seek healthcare based on family health history among urban Appalachian women. *Journal of Genetic Counseling* 18, 534-550.
- Lynch, J.A.** (2009; available online: 2008). Stem cells and the embryo: Biorhetoric and scientism in Congressional debate. *Public Understanding of Science* 18, 309-324.
- Lynch, J.A.** (2008). Geography, genealogy and genetics: Dialectical substance in newspaper coverage of research on race and genetics. *Western Journal of Communication* 72, 259-279.
- Lynch, J.A.**, Bevan, J.L., Achter, P.J., Harris, T.M., & Condit, C.M. (2008). A preliminary study of how multiple exposures to messages about genetics impacts lay attitudes toward racial and genetic discrimination. *New Genetics & Society* 27, 43-56.
- Lynch, J.A.** (2007). Memory and Matthew Shepard: Opposing expressions of public memory in television movies. *Journal of Communication Inquiry* 31, 222-238.

- Lynch, J.A.** (2006). Making room for stem cells: Dissociation and establishing new research objects. *Argumentation and Advocacy* 42, 143-156.
- Lynch, J.A., & Condit, C.M.** (2006). Genes and race in the news: A test of competing theories of news coverage. *American Journal of Health Behavior* 30, 125-135.
- Lynch, J.A.** (2006). Race and radical renamings: Using cluster agon method to assess the radical potential of “European American” as a substitute for “White.” *The KB Journal* 2(2).
- Lynch, J.A., & Dubriwny T.N.** (2006). Drugs and double binds: Racial identification and pharmacogenomics in a system of binary race logic. *Health Communication* 19, 61-73.
- Lynch, J.A.** (2005). Institution and imprimatur: Institutional rhetoric and the failure of the Catholic Church’s pastoral letter on homosexuality. *Rhetoric & Public Affairs* 8, 383-404.
- Bates, B.R., **Lynch J.A.**, Bevan, J.L., & Condit, C.M. (2005). Warranted concerns, warranted outlooks: A focus group study of public opinion about genetics research. *Social Science and Medicine*, 60, 331-344.
- Condit, C.M., Dubriwny, T.N., **Lynch, J.A.**, & Parrott, R.L. (2004). Lay people’s understandings of and preference against the term “mutation.” *American Journal of Medical Genetics*, 130A, 245-250.
- Condit, C.M., Parrott, R.L., Harris, T.M., **Lynch, J.A.**, & Dubriwny, T.N. (2004). The role of “genetics” in popular understandings of race. *Public Understanding of Science* 13, 249-272.
- Bevan, J.L., **Lynch, J.A.**, Dubriwny, T.N., Harris, T.M., Achter, P.J., Reeder, A.L., & Condit, C.M. (2003). Informed lay preferences for delivery of racially varied pharmacogenomics. *Genetics in Medicine* 5, 393-399.

Under Review

- Berger, K.A., **Lynch, J.A.**, Prows, C.A., Spiegel, R.M., & Myers, M.F. Mothers’ perceptions of family health history and an online parent-generated family health history tool. Under review at *Clinical Pediatrics*.

Book reviews

- Lynch, J.A.** (2005). Book review: *Stem Cells and the Future of Regenerative Medicine*. *Journal of the National Medical Association* 97, 1041.
- Lynch, J.A.** (2000). Book Review: Alan Sokal and Jean Bricmont’s “*Fashionable Nonsense*.” *Quarterly Journal of Speech* 86, 372-373.

Presentations at Learned Societies (All presentations are competitively selected)

- Lynch, J.A.**, Cordell, B., DeWitt, K. Drawing certainty from ambiguity: Modern diets and the rhetoric of cavemen living. Paper presented to the Public Address Division at the National Communication Association Convention, 2011; New Orleans, LA.

- Lynch, J.A.** Walking Creation, Walking Conversion: The Creation Museum as Embodied Conversion Narrative. Paper presented to the Association for the Rhetoric of Science and Technology at the National Communication Association Convention, 2010; San Francisco, CA.
- Kanetzke, E.E., **Lynch, J.A.**, Prows, C.A., Siegel, R.M., & Myers, M.F. Perceived utility of parent-generated family health history as a health promotion tool in pediatric practice. Poster presentation at the National Genetic Counselors Conference, 2010; Dallas, TX.
- Parrott, A., Myers, M.F., Hopkin, R.M., & **Lynch, J.A.** Media coverage of direct-to-consumer genetic testing. Poster presentation at the National Genetic Counselors Conference, 2010; Dallas, TX.
- Lynch, J.A.** "Perfecting" a stalemate: President George W. Bush's first speech on embryonic stem cell research. Paper presented to the Association for the Rhetoric of Science and Technology at the National Communication Association Convention, 2008; San Diego, CA.
- Lynch, J.A.**; Holmes-Farmer, C. Arguing with the hearing: Cochlear implants, the wellness model and advocacy for the deaf. Paper presented to the Rhetoric and Public Address division and Health Communication division at the 99th annual Eastern Communication Association Convention; Pittsburgh, PA.
- Lynch, J.A.** Exemplary creatures: Articulation and the organization of scientific materiality, sociality and rhetoric. Paper presented to the New Agendas in Science Communication conference; Houston, TX; February 23, 2008.
- Lynch, J.A.** Constructing science: Understandings of materiality in the rhetoric of science. Paper presented to the joint 2007 preconference meeting of the Association for the Rhetoric of Science and Technology and Environmental Communication Division; Chicago, IL.
- Lynch, J.A.** Purpose, Publics and Science: The interaction of science and politics in the debate on embryonic stem cells. Paper presented to the Association for the Rhetoric of Science and Technology at the National Communication Association Convention, 2007; Chicago, IL.
- Lynch, J.A.** Baby Talk: The Status of the Embryo in Debates about Embryonic Stem Cell Research. Paper presented to the Association for the Rhetoric of Science and Technology at the National Communication Association Convention, 2006; San Antonio, TX.
- Lynch, J.A.** Memory and Matthew Shepard: Opposing expressions of public memory in television movies. Paper presented to the Gay, Lesbian, Bisexual, and Transgender (GLBT) Communication Studies Division at the National Communication Association Convention, 2005; Boston, MA.
- Lynch, J.A.** Covering genes and race: U.S. newspaper depictions of research on genes and race. Paper presented to the American Association for the Rhetoric of Science and Technology at the National Communication Association Convention, 2005; Boston, MA.

- Lynch, J.A.** Making room for stem cells: Dissociation and establishing new research objects. Paper presented to the Argumentation and Forensics Division at the National Communication Association Convention, 2005; Boston, MA.
- Lynch, J.A.** Kenneth Burke, race and radical renamings: Cluster agon method and the radical potential of “European American” as a substitute for “White.” Paper presented to the 19th Penn State Conference on Rhetoric and Composition; July 10-12, 2005.
- Lynch, J.A.** The development of scientific definitions: Fragmentation, the Laboratory and Technical Definition in Stem Cell Discourse. Paper presented to the American Association for the Rhetoric of Science and Technology at the National Communication Association Convention, 2004; Chicago, IL. **Top Paper.**
- Lynch, J.A.,** Dubriwny, T.N. Homoambivalence, consumption and cultural capital: Representation and *Queer Eye for the Straight Guy*. Paper presented to the Gay, Lesbian, Bisexual, and Transgender (GLBT) Communication Studies Division at the National Communication Association Convention, 2004; Chicago, IL.
- Condit, C.M., Parrott, R.L., Harris, T.M., Templeton, A.R., Dubriwny, T.N., **Lynch, J.A.**, Bates, B.R., Reeder, A.L., & Acosta-Alzura, C. (2004). Communication barriers make infeasible prescribing and diagnosing based on race as a proxy for genes (Genetic medicine will be more efficacious when based on the individual): A query by the Health and Heritage Team. Paper presented at the National Institutes of Health Roundtable on Race, 2004; Bethesda, MD.
- Bates, B.R., **Lynch J.A.**, Bevan, J.L., Condit, C.M. Warranted Concerns, Warranted Outlooks: A Focus Group Study of Public Opinion about Genetics Research. Paper presented to the Health Communication Division at the 2004 Western States Communication Association Convention; Albuquerque, NM. **Top 3 Paper in Health Communication.**
- Lynch, J.A.** The Limits of Monomyth: The failure of Ronald Reagan’s speech on AIDS. Paper presented to the Political Communication Division at the National Communication Association Convention, 2003; Miami, FL.
- Lynch, J.A.** Genre, Persona, and Silence: Silence, exclusion and power in the Catholic Church’s pastoral letter on homosexuality. Paper presented to the Gay, Lesbian, Bisexual, and Transgender (GLBT) Communication Studies Division at the National Communication Association Convention, 2003; Miami, FL.
- Lynch, J.A.** Institutional Rhetoric, Persona, and Tacit Support: The fourth persona in the Catholic Church’s pastoral letter on homosexuality. Paper presented at the 2003 NCA Doctoral Honors Conference at Bowling Green State University. **Top 3 Paper in the Rhetoric and Performance as Epistemic Seminar.**
- Bevan, J.L., **Lynch, J.A.**, Dubriwny, T.N., Harris, T.M., Achter, P.J., Reeder, A.L., Condit, C.M. Informed Lay Preferences for Delivery of Racially Varied Pharmacogenomics. Paper presented to the Health Communication interest group at the 2003 Eastern Communication Association Convention; Washington, D.C. **Top Student Paper.**
- Lynch, J.A.** Science, Demarcation and Language: Toward an existential understanding of science and rhetoric. Paper presented to the American Association for Rhetoric of

Science and Technology section of the National Communication Association Convention, 2002; New Orleans, LA

Lynch, J.A. St. Matthew Shepard: The use of religious imagery in the contemporary gay rights movement. Paper presented at the Second Regional Conference on Social Movements and Change; Cork, Ireland; April 16-18, 1999.

Lynch, J.A. Speaking and Spoken-for: Coming-out stories and political strategy. Paper presented to the Gay, Lesbian, Bisexual, and Transgender (GLBT) Communication Studies Division at the National Communication Association Convention, 1999; Chicago, IL.

Invited Presentations

Lynch, J.A. Research Ethics. Presentation to the “Success in Health Professions” freshman seminar (Joanna Mitro, instructor); November 2, 2010.

Lynch, J.A. Informed Consent. Presentation to the CCHMC Institutional Review Board; August 31, 2010.

Lynch, J.A. Equipoise and Evidence: Current thinking and case studies in risk assessment. Presentation to PHIL 302: Bioethics (Koffi Maglo, Instructor); May 11, 2010.

Lynch, J.A. Equipoise and evidence: Current thinking and case studies in risk assessment. Presentation to the combined UC and CCHMC Institutional Review Boards; March 30, 2010.

Lynch, J.A. Ethics in Community Engagement. Roundtable discussion for the CCTST Grand Rounds; March 26, 2010.

Lynch, J.A. Talking about stem cells in public: Scientistic and Manichean idioms. Presentation to the University of Cincinnati Department of Communication; October 27, 2009.

Lynch, J.A. Ethics, genetics and communication: Consulting with the community on ethical issues in genetic and pharmacogenomics. Presentation to the Genetic Counselling program’s pharmacogenomics lecture series; May 20, 2008.

Lynch, J.A. Consulting with the community on ethical issues in genetic and pharmacogenomic research. Presentation to be presented to the Clinical and Translational Research Ethics conference; Cincinnati, OH; February, 2008. *Available online at <http://www.med.research.uc.edu/cctst/conference.cfm>*

Lynch, J.A. Science as three-part harmony: Understanding how the material, social and rhetorical elements of science are coordinated. Presentation to the University of Cincinnati Department of Communication; May 10, 2007.

Lynch, J.A. Genetics and public health education campaigns. Presentation to Applications of Genomics to Public Health; National Institutes of Health; May 23, 2006.

Lynch, J.A. Media popularization of science and medicine. Presentation to SPCM 3310: Rhetoric & Health (Tasha Dubriwny, Instructor); August 27, 2004.

Lynch, J.A. Stem Cells: Public and scientific definitions. Presentation to SPCM 2320: Scientific Communication (Celeste Condit, Instructor); April 6, 2004.

Lynch, J.A. How scientific definitions develop. Presentation to the University of Georgia Department of Speech Communication; February 24, 2004.

Lynch, J.A., Dubriwny T.N., Parrott, R.L., Condit, C.M. Lay understandings of and preference against the term “mutation.” Poster presentation at the second annual retreat for the Biomedical Health Sciences Initiative; Athens, GA; October 8, 2003.

Chair, Discussant and Respondent at Learned Societies

Participant, “New Directions in the Rhetoric of Science: Discussion with the Author and Readers of *What are Stem Cells? Definitions at the Intersection of Science and Politics*,” National Communication Association, Association for the Rhetoric of Science and Technology; 2011; New Orleans, LA.

Chair & Respondent, “Critical Explorations of Queer Public Cultures,” National Communication Association, GLBTQ caucus; 2009; Chicago, IL.

Respondent, “Contributed Papers in Political Rhetoric” at the 99th annual Eastern Communication Association Convention; Pittsburgh, PA.

Chair, “Civic Lessons on Ethics and Virtue in a Contested World” at the 94th annual National Communication Association Convention; Chicago, IL.

Session Chair, 10th Biennial Public Address Conference; Nashville, TN; October 2006.

Courses Taught

University of Cincinnati

- Communication Criticism
- Rhetoric of Science
- Special Topics: Rhetoric of Science (Graduate)
- Rhetorical Research Methods (Graduate)
- Research Ethics (Graduate; College of Medicine)

Vanderbilt University

- Fundamentals of Public Speaking
- Rhetoric and Civic Life
- Rhetoric of the American Experience from 1865 to Present.
- Rhetoric of Biology

University of Georgia

- Introduction to Public Speaking
- Introduction to Interpersonal Communication
- Rhetorical Criticism
- Special Topics: Rhetoric and Biology

- Health Communication (Assisted Dr. Vicki Freimuth, who was instructor of record)

University of Pittsburgh

- Public Speaking
- Communication Process (Assisted Mr. Bill Acheson, who was instructor of record)

Graduate Student Advising

- Julie Stewart; Master's Thesis Advisor; 2007.
- Rachel Armstrong; Faculty Advisor; 2008.
- Leland Spencer; Master's Thesis Advisor; 2009.
- Dustin Wood; Master's Thesis Advisor; 2009.
- Ashley Parrott (Genetic Counseling); Master's Thesis Advisor; 2010.
- Erin Kanetzke (Genetic Counseling); Research Advisory Committee member; 2010.
- Michelle Lohmann; Master's Thesis committee member; 2010.
- Jessica Damman; Master's Thesis Advisor; 2011.
- Kelly Berger (Genetic Counseling); Research Advisory Committee member; 2011.
- Alaina Lehmann; Master's Thesis committee member; 2012.
- Beverly Blosser (Genetic Counseling); Research Advisory Committee member; 2014 (*anticipated*).

Service

Departmental Service

- Chair, Rhetoric Curriculum Area committee, 2008-2010.
- Search Committee, Public Relations & Health/Environmental Communication, 2011-2012.
- Search committee, Communication & Race/Ethnicity, 2008-2009.
- Search committee, Visiting Assistant Professor in New Media, 2008.
- 5-year Plan Graduate Curriculum group, 2008.
- Graduate Curriculum Research committee, 2007-2008; 2011-2012.
- Comprehensive Exams Reader (Rhetoric Area), 2007, 2008.
- Judge, Alice House speaking contest, May 2007; May 2010; April 2012.

College Service

- Dean's Faculty Advisory Group, 2007-2010.

University Service

- Member; Better Outcome's for Children biobank advisory and tissue use committee (Cincinnati Children's); 2011-present.
- Co-organizer, Research Ethics Interest Group; 2011-present.
- Development and Review, *Request for Applications for Clinical & Translational Research Ethics* (A UC/CCHMC internal grant mechanism for interdisciplinary studies of the ethical aspects of clinical and translational research); 2008-present.
- Organizing Committee, *Clinical and Translation Research Ethics* conference (conference held February, 2008).
- Judge, Graduate Student Poster Competition, March 2009; February 2011.

Professional Service

- Chair, ARST Article of the Year award committee; 2012.
- Co-chair, Biobanks Working Group, CTSA Administration Clinical Research Ethics – Key Function Committee, 2012-present.
- Biobanks Working Group, CTSA Administration Clinical Research Ethics – Key Function Committee, 2010-present.
- National Institutes of Health, CTSA Administration Clinical Research Ethics – Key Function Committee, 2009-present.
- Proposal Reviewer; National Science Foundation – Science, Technology and Society Program; 2012.
- Guest Reviewer, *Technical Communication Quarterly*, Amy Koerber (Ed.), 2010, 2012.
- Guest Reviewer; *Communication Quarterly*, Benjamin Bates (Ed.), 2012.
- Guest Reviewer; *Journal of Genetic Counseling* special issue on Direct-to-Consumer Genetics, Melanie Myers (Ed.), 2011.
- Guest Reviewer; *Rhetoric & Public Affairs*, Martin J. Medhurst (Ed.), 2011.
- Guest Reviewer; *American Journal of Bioethics*, Glenn McGee (Ed.), 2011.
- Guest Reviewer; *American Journal of Political Science*, Rick K. Wilson (Ed.), 2011.
- Guest Reviewer, *Journal of Health Communication*, Wendy Metzler (Managing Editor), 2008; 2010.
- Guest Reviewer, *Rhetoric Society Quarterly*, Carolyn Miller (Ed.), 2010.
- Guest Reviewer, *Science, Technology, and Human Values*, (Ed.), 2010.
- Guest Reviewer, *Western Journal of Communication*, Brian Ott (Ed.), 2008, 2009.
- Guest Reviewer, *Environmental Communication*, Steve Depoe (Ed.), 2007, 2009.
- Guest Reviewer, *Future Medicine*, Tarryn Greenberg (Ed.), 2008.
- Guest Reviewer, *Pharmacogenomics*, Shreeya Nanda (Ed.), 2007.
- Guest Reviewer, *Public Understanding of Science*, Edna Eisendel (Ed.), 2007.
- Guest Reviewer, *Journal of Biomedical Discovery*, Neil Smalheiser (Ed.), 2006.
- Guest Reviewer, *American Journal of Public Health* special issue on Race and Genetics, Bernard Dickens (Ed.), 2005.
- Guest Reviewer, *Critical Studies in Media Communication*, Celeste Condit and Bonnie Dow (Eds.), 2002-2004.
- Proposal Review; Association for Rhetoric and Society preconference; 2011.
- Proposal Review, National Communication Association's Public Address Division; 2011; 2012.
- Proposal reviewer, National Communication Association's Rhetoric and Communication Theory Division; 2006, 2007.
- Proposal reviewer, National Communication Association's GLBT Division; 2004, 2005; 2009; 2010.

Professional Memberships

- National Communication Association, 2001-Present.
- Association for the Rhetoric of Science and Technology, 2003-Present.
- Eastern Communication Association, 2008-Present.
- Association for Bioethics and Humanities, 2009-Present.

Segal, Judy

Professor

Degrees: B.A.(McGill), M.A., Ph.D. (Br.Col.) **Office:** BuTo
511 **Telephone Office:** 604-822-5652 **email:**
Judy.Segal@ubc.ca **Home Page:** <http://faculty.arts.ubc.ca/jsegal>

Teaching and Research Interests

History and theory of rhetoric. Rhetoric of science. Rhetoric of health and medicine. Medical humanities. Interdisciplinarity itself.

Current Research

My current book-length research project, under the title, "Public Discourse/Personal Experience," takes up the relation of, on the one hand, public discourse about health and illness, and, on the other, personal experience of health and illness. I am interested in the way public values are taken up in individual bodies—in how we become ill in the terms most available for us to become ill in and how we see ourselves when we see ourselves reflected through the public gaze. Chapter titles include, for example, "Pain in the Age of Oxycontin," "Aging in the Time of Dementia," and "Breast Cancer in the Age of Narrative Itself." I have a special interest in uses of narrative in health/medical contexts and in notions of Medical Humanities, especially as that field compares to Medicine Studies on the model of Science and Technology Studies.

Multidisciplinary or Collaborative Projects

I've organized three conferences at UBC. The first was an interdisciplinary conference on Pain and Suffering (2001), involving historians, anthropologists, physicians, psychologists, literary critics and others on the relations, and amelioration, of pain and suffering. That conference was sponsored by the Tricouncil during the

transition from MRC to CIHR. The second (2006, sponsored by SSHRC, CIHR, and UBC) was an interdisciplinary humanities conference, in which philosophers, historians, literary critics, rhetoricians, and others responded in ten featured papers to the question, "How is humanities research useful in improving the health of persons?" The third (2008) was a workshop on knowledge-making in health and medicine; that workshop was sponsored in full by the Peter Wall Institute for Advanced Studies. At that workshop, rhetorical theorists considered health/medical situations in which rhetoric might be viewed as epistemic. The gathering produced the collection, *Rhetorical Questions of Health and Medicine*, edited by Joan Leach and Deborah Dysart-Gale (Lexington 2010). The collection includes essays by two then UBC doctoral candidates, Colleen Derkatch and Monika Cwiartka, both of whom have now completed their doctorates. My ongoing collaborations at UBC are in connection with the [Graduate Program in Science and Technology Studies](#).

Selected Publications

- *Health and the Rhetoric of Medicine*. Carbondale: Southern Illinois UP, 2005.
- "Breast Cancer and Its Narration: An Accidental Study." *Literature and Medicine*, forthcoming 2013.
- "Suffering and the Rhetoric of Care." In Michael J. Hyde and James A. Herrick, eds., *After the Genome: A Language for Our Biotechnological Future*. Waco, TX: Baylor UP, forthcoming 2013.
- "Pain Medication and the Figure of the Pain Patient." *Present Tense: A Journal of Rhetoric in Society*. <http://www.presenttensejournal.org/volume-2/research-update-pain-medication-and-the-figure-of-the-pain-patient/> (online October 2012)
- "Sexualization of the Medical." *Journal of Sex Research* (special issue on the Medicalization of Sex, edited by Leonore Tiefer and Thea Cacchione), 2012.
- Miriam Solomon, William Young, **Judy Segal**, & Stephanie Geiger, "Medication Adaptation Headache." *Cephalalgia*. 31, 5 (April 2011): 515-517.
- "What, in Addition to Drugs, Do Pharmaceutical Ads Sell? The Rhetoric of Pleasure in Direct-to-Consumer Advertising for Prescription Pharmaceuticals." In Deborah Dysart-Gale and Joan Leach, eds., *Rhetorical Questions of Health and Medicine*. Lanham, MD: Lexington Press, 2010. 9-32.

- "Internet Health and the 21st-Century Patient: A Rhetorical View." *Written Communication* 26 (2009): 351-369.
- "Rhetoric of Health and Medicine." In Andrea Lunsford, Kirt Wilson, and Rosa Eberly, eds. *Sage Handbook of Rhetorical Studies*. Thousand Oaks, CA: Sage, 2009. 227-246.
- "Breast Cancer Narratives as Public Rhetoric: Genre Itself and the Maintenance of Ignorance." *Linguistics and the Human Sciences* 3 (2007): 3-23.
- "'Compliance' to 'Concordance': A Critical View." *Journal of Medical Humanities* 28 (2007): 81-96.

"Illness as Argumentation: A Prolegomenon to the Rhetorical Study of Contestable Complaints." *health: An Interdisciplinary Journal for the Social Study of Health, Illness, and Medicine* 11 (2007): 227-244.

Curriculum Vitae
KIMBERLY K. EMMONS
March 22, 2010

Department of English
Case Western Reserve University
11112 Bellflower Road
Cleveland, OH 44106-7117

Phone: (216) 368-6924
FAX: (216) 368-4367
Email: kimberly.emmons@case.edu
Web: <http://www.case.edu/artsci/engl/emmons>

EDUCATION

1999 – 2003	Ph.D.	English, University of Washington
1997 – 1999	M.A.	English, University of Washington
1991 – 1995	A.B.	English, Princeton University, <i>magna cum laude</i>

ACADEMIC APPOINTMENTS

2009 – present	Associate Professor of English, Case Western Reserve University
2009 – present	Director of Composition, Case Western Reserve University
2004 – 2006	Director of Composition, Case Western Reserve University
2003 – 2009	Assistant Professor of English, Case Western Reserve University
2001 – 2003	Instructional Consultant, Center for Instructional Development & Research, U. Washington
1999 – 2001	Assistant Director, Expository Writing Program, U. Washington
1997 – 2001	Teaching Assistant, Department of English, U. Washington

AWARDS & GRANTS

Awards & Honors

2006 – 2007	Glennan Fellow Award for Teacher/Scholars, Case Western Reserve U.
2005	John S. Diekhoff Graduate Teaching Award, Case Western Reserve U.
2003	Robert B. Heilman Dissertation Prize, U. Washington
2002 – 2003	P.E.O. (Philanthropic Educational Organization) Scholar Award
2002	Joan Webber Prize for Distinguished Teaching, U. Washington

Research & Pedagogy Grants

2008 – 2009	W.P. Jones Presidential Faculty Development Grant, Case Western Reserve U.
2008	Library Opportunity Fund Grant, Case Western Reserve U. – “Writing Studies” with Prof. Kurt Koenigsberger
2007 – 2008	Presidential Initiative Funds for the Enhancement of Interdisciplinary Programs – “Faculty Writing Fellows Seminar” with Prof. Martha Woodmansee & Prof. Kurt Koenigsberger
2007	Baker-Nord Foreign Travel Grant, Case Western Reserve University
2005 – 2006	W.P. Jones Presidential Faculty Development Grant, Case Western Reserve U.
2005 – 2006	Freedman Multimedia Center Fellowship, Case Western Reserve University
2005	UCITE Learning Fellowship, Case Western Reserve University
2003	Susannah J. McMurphy Dissertation Fellowship, U. Washington
2000	Huckabay Teaching Fellowship, U. Washington

SCHOLARSHIP

Monographs

Genres of Doctoring: Texts, Gender, and Identity in US Medical Education. In progress.

Black Dogs and Blue Words: Depression and Gender in the Age of Self-Care. Piscataway, NJ: Rutgers University Press, 2010. pp. 213.

Edited Collection

Curzan, Anne, and Kimberly Emmons, Eds. *Studies in the History of the English Language II: Unfolding Conversations*. Topics in English Linguistics 45. Berlin and New York: Mouton de Gruyter, 2004. pp. 500.

Articles & Chapters

“Uptake and the Biomedical Subject.” *Genre in a Changing World*. Eds. Charles Bazerman, Adair Bonini, Debora Figueiredo. West Lafayette, IN: Parlor Press, 2009. 134-157.

An earlier version of this essay appears in *Proceedings of the 4th International Conference on Genre Studies*. (ISSN: 1808-7655) Eds. Adair Bonini, Débora de Carvalho Figueiredo, and Fábio José Rauen. Tubarão, Brazil, 2007. 188-202.

“Narrating the Emotional Woman: Uptake and Gender in Discourses on Depression.” *Depression and Narrative: Telling the Dark*. Ed. Hilary Clark. Albany, NY: SUNY Press, 2008. 111-126.

“‘All on the List’: Uptake in Talk about Depression.” *Rhetoric of Healthcare: Essays toward a New Disciplinary Inquiry*. Eds. Barbara Heiffler and Stuart Brown. Cresskill, NJ: Hampton Press, 2008. 159-180.

Hatch, Deborah and Kimberly Emmons. “Aligning through Writing.” *Aligning for Learning: Strategies for Teaching Effectiveness*. Ed. Donald Wulff. Bolton, MA: Anker Press, 2005. 162-176.

“Rethinking Genres of Reflection: Student Portfolio Cover Letters and the Narrative of Progress.” *Composition Studies*. 31.1 (Spring 2003): 43-62.

Book Reviews & Bibliographies

“Notice for *Talking About Treatment*.” *Language*. 77.1 (2001): 201-202.

“Review of *Grading in the Post-Process Classroom: From Theory to Practice*.” *Journal of Teaching Writing*. 18.1&2 (2000): 137-140.

Contributing Bibliographer for *CCCC Bibliography of Composition and Rhetoric*. Ed. Todd Taylor. Carbondale: Southern Illinois UP, 1999. (Annotated bibliographic entries for research in composition studies.)

Contributing Bibliographer for *CCCC Bibliography of Composition and Rhetoric*. Ed. Gail Stygall. Carbondale: Southern Illinois UP, 1996-1998. (Annotated bibliographic entries for research in composition studies.)

Online Scholarly Projects

“Rhet/Comp: Information for Graduate Students.” Professional development resources for graduate students. Case Western Reserve University. Fall 2007-present.
Available: <http://www.case.edu/artsci/engl/emmons/rhetcomp>

“Writing@Case.” Program website and pedagogy guide for faculty teaching in a new, seminar-based writing across the curriculum program (SAGES). Case Western Reserve University. Spring 2005. Available: <http://www.case.edu/writing>

“Writing Resources.” Course website for English 400 (“Rhetoric and the Teaching of Writing”) and supplementary materials on composition pedagogy. Case Western Reserve University. Fall 2004-present. Available: <http://www.case.edu/artsci/engl/emmons/writing>

Conferences, Colloquia, & Lectures

National & International Presentations & Lectures

“Teaching Writing Teaching: Pedagogy and/as History and Theory of Writing.” Conference on College Composition and Communication. San Francisco, CA. Mar. 12, 2009.

“Genre, Self-Referral, and the Symptoms Quiz.” Rhetoric Society of America Conference. Seattle, WA. May 26, 2008.

“Rhetorics of Health and Medicine: Promise and Perspectives.” Rhetoric Society of America Conference. Seattle, WA. May 26, 2008.

“Visiting the Outposts: The Future of Writing in a Seminar Approach to General Education.” Modern Language Association Conference. Chicago, IL. Dec. 28, 2007.

“Uptake and the Biomedical Subject.” 4th International Conference on Genre Studies. Tubarão, Brazil. Aug. 15, 2007.

“Public Health Rhetoric and the Construction of Depression.” Conference on College Composition and Communication. New York, NY. Mar. 24, 2007.

“Metaphor and the Construction of Pharmaceutical Desire.” The Meanings of the Biomedical Mind: Biological Psychiatry in History and Culture. Cleveland, OH. Sept. 10, 2006.

“Health Newsletters and the Definition of Mental Illness.” Conference on College Composition and Communication. Chicago, IL. Mar. 25, 2006.

“Laying Claim to Composition Research Methods.” Modern Language Association Conference. Washington, D.C. Dec. 29, 2005.

“Acquiring Genres, Performing Originality.” Originality, Imitation, and Plagiarism: A Cross-Disciplinary Conference. University of Michigan, Ann Arbor. Sept. 25, 2005.

“Writing as a Human Subject: The Ethics and Possibilities of Institutional Review.” Writing Research in the Making. University of California, Santa Barbara. Feb. 5, 2005.

- “Empowered Consumers? The Influence of Symptoms Lists for Depression.” Conference on College Composition and Communication. San Antonio, TX. Mar. 25, 2004.
- “Linguistic Interventions in the Composition Classroom.” Western States Rhetoric and Literacy Conference. University of Utah, Salt Lake City. Oct. 25, 2003.
- “‘The More You Know’: Direct-to-Consumer Advertising, Consumer Education, and Women’s Uptake of Discourses on Depression.” First Interdisciplinary Conference on Communication, Medicine and Ethics. Cardiff University, Cardiff, Wales. Jun. 26, 2003.
- “(Re)Locating Writing: Exploring Textual Movement between Home and School.” Conference on College Composition and Communication. New York. Mar. 21, 2003.
- “(Un)Disciplining Discourse: Investigating Intertextuality in/through Genres.” Western States Composition Conference. University of Washington, Seattle. Oct. 26, 2002.
- “Feminizing Crisis: National Institute of Mental Health (NIMH) Documents and the Construction of American Women’s Depression.” 10th Annual American Studies Colloquium Conference. University of Washington, Seattle. May 3, 2002.
- “The Rhetoric of Writing Programs.” Western States Composition Conference. Arizona State University, Tempe. Oct. 27, 2001.
- “‘Once I Was Lost, Now I Am Found’: Can the Portfolio Cover Letter Avoid the Narrative of Progress?” Writing as a Human Activity. University of California, Santa Barbara. Oct. 6, 2001.
- “Gendering Fiction: An Analysis of *Seattle Times* Book Reviews.” Comparative Literature Colloquium Conference. University of Washington, Seattle. Apr. 6, 2001.
- “Rethinking First-Year Composition: Enabling the Performance of Diversity.” Western States Composition Conference. University of Utah, Salt Lake City. Oct. 14, 2000.
- “Manna from the Lectern: An Exploration of Student Attitudes Toward Grades.” Linguaging 2000: A Conference Across Linguistics, Literature, and Writing. University of North Texas, Denton. Mar. 4, 2000.

University & Community Presentations, Colloquia, & Lectures

- Guest Seminar Leader. “The Language of Suffering in Illness Stories.” NURS 440, *The Challenge of Suffering: Meaning, Responses, and Potential for Growth*. CWRU Frances Payne Bolton School of Nursing, Mar. 31, 2010.
- “Persuasive Listening: Avoiding ‘Back in the Day’ Mentoring.” University of Michigan Language and Rhetorical Studies Workshop. Ann Arbor, MI. Sept. 24, 2009.
- Invited Panelist. “Google This: New Words and How They Come to Be.” NPR. WCPN, Cleveland. July 13, 2006.

Medical Rhetoric Seminar. "Language, Gender, and Power in Therapeutic Discourse." Ohio Clinical Social Work Society, Cleveland Chapter. Shaker Heights, OH. Feb. 11, 2006.

Works in Progress Talk. "Not Myself: Women's Depression and Discourses of Symptoms, Chemistry and Identity." Baker-Nord Center for the Humanities, Case Western Reserve University. Mar. 4, 2004.

Pedagogy Workshops & Presentations

Invited Presentation. "Writing With and Without Essays." Faculty Institute on Teaching and Learning. Rochester Institute of Technology. May 27-28, 2009.

"Beyond Products: Developing Student Writers." SAGES/UCITE Writing Workshops for Faculty. Case Western Reserve University. Spring 2005, Spring 2006.

"Classroom Observations: Humanities." Workshop for Teaching Assistants. Case Western Reserve University. Fall 2004, Fall 2007.

"Peer Tutoring in Writing." Workshop for Undergraduate Writing Tutors. Case Western Reserve University. Fall 2004.

TEACHING & RESEARCH INTERESTS

First-Year to Advanced Writing
Composition Theory & Pedagogy
Professional & Disciplinary Writing
Rhetorical Genre Studies

English Linguistics/History of English
Language & Gender
Linguistic/Rhetorical Approaches to Health & Medicine

TEACHING EXPERIENCE

English Department, Case Western Reserve University

ENGL 590 Graduate Independent Study Projects: "Discourse Analysis" (Spring 2005); "Visual & Digital Literacies" (Spring 2004/Fall 2005)
ENGL 506 Professional Writing: Theory and Practice (Fall 2008)
ENGL 400 Rhetoric & the Teaching of Writing (Fall 2004, Fall 2005, Fall 2006, Fall 2007, Fall 2008, Fall 2009)
ENGL 379/479 Topics in Language Study: Rhetorics of Health & Illness (Fall 2006)
ENGL 379/479 Topics in Language Study: Language & Gender (Spring 2004, Spring 2008)
ENGL 379/479 Topics in Language Study: Digital Literacies (Spring 2005)
ENGL 317 Business & Technical Writing (Spring 2004)
ENGL 310/410 History of the English Language (Fall 2003, Spring 2006, Spring 2010)
ENGL 202 Expository Writing (Fall 2003)

SAGES Program, Case Western Reserve University

FSCC 100 Writing the Life of the Mind (Fall 2007)
USSY 285P Case Writes (Spring 2009)

Center for the Study of Writing, Case Western Reserve University

Seminar Faculty Writing Fellows (Spring 2008)

English Department, University of Washington

ENGL 370 Introduction to English Language Studies
ENGL 281 Intermediate Expository Writing
ENGL 131 Composition: Exposition
ENGL 121 Composition: Social Issues (Service Learning)
ENGL 104/105 Introductory Composition (Developmental Writing)

SCHOLARLY ADVISING

** Chair of the committee*

Doctoral Dissertation Committees – English Department, Case Western Reserve University

*Jason Stuart (Spring 2009-2010)	Kenneth McGraw (2006-2009)
Danielle Nielsen (Spring 2009-present)	Katherine Clark (2004-2008)
*Christine Mueri (Spring 2008-present)	Brian Ballentine (2004-2006)
*Tasia Hane (Spring 2008-present)	Mary Trautman (Spring 2004-present)
Ronald Tulley (2007-2009)	Naomi Igarashi Takagi (2003-2009)
*Chalet Seidel (2006-2010)	

Doctoral Dissertation Committees – Other Departments, Case Western Reserve University

Lori Kidd, Nursing (2007-2009)
Jeannie Duax, Psychology (2007-2008)

Ph.D. Qualifying Exam Committees – English Department, Case Western Reserve University

*Jason Stuart (Spring 2008-Spring 2009)	Chalet Seidel (Fall 2005-Spring 2006)
Tasia Hane (Fall 2007-Spring 2008)	Brian Ballentine (Fall 2003-Spring 2004)
*Christine Mueri (Spring 2007-Spring 2008)	Naomi Igarashi (Fall 2003)
Ronald Tulley (Fall 2005-Fall 2007)	

Master of Arts Thesis Committees – English Department, Case Western Reserve University

*Christopher Mays (2007-2008)
Rachel Goldberg (Spring 2005)
Greta Dishong (Spring 2004)

Undergraduate Thesis Committees – English Department, Case Western Reserve University

Jean Broughton (Fall 2003)

Major & Minor Advising – English Department, Case Western Reserve University

Katharine Bussert '12 (2009-present)	Joel Sanderson '06 (2004-2006)
David Kotsonis '11 (2008-present)	Melissa Ollah '05 (2004-2005)
Rebecca (Seidel) Keating '11 (2008-present)	Miklos Nadas '06 (2003-2006)
Chloe Farkas '07 (2005-2007)	

General Education Undergraduate Advising, Case Western Reserve University

Aaron Deal '11 (2007-2008)	Anneliese Fetterman '11 (2007)
David Dirisamer '11 (2007-2009)	Andrew Franco '11 (2007-2009)

Stephen Frese '11 (2007-2008)
Claire Hamman '11 (2007-2009)
Rochelle Hudson '11 (2007-2009)
Debra Ketchner '11 (2007-2009)
David Kotsonis '11 (2007)
Megan Link '11 (2007-2008)

Reema Patel '11 (2007-2009)
Matthew Polakowski '11 (2007)
Zachary Rubin '11 (2007)
William Skelly '11 (2007-2008)
Ty Taylor '11 (2007-2008)
Kaneisha Wilson '11 (2007)

PROFESSIONAL ACTIVITIES & SERVICE

Committees, Organizations & Colloquia

English Department Committees & Activities

2009 – present English/SAGES Committee on Writing
2009 Chair, 4 Writing Search Committees (Director of ESL Writing, SAGES Instructional Coordinator, Basic Writing Specialist, English Lecturers)
2008 – present English Department Executive Committee
2007 – 2008 Search Committee, Writing Specialist & ESL Writing Coordinator
2006 – present Undergraduate Studies Committee
2006 – 2007 Search Committee, Writing in the Disciplines & Writing Center Director
2005 – 2006 Graduate Studies Committee
2004 – 2005 Director, English Department Writing Center
2003 – 2005 Undergraduate Studies Committee

University Committees & Colloquia

2009 – present SAGES Ad Hoc Faculty Review Panel
2008 – present Graduate Student Mentoring Consulting (including work with the Graduate Student Senate, University Center for Innovation in Teaching & Education)
2008 – present Women's and Gender Studies Advisory Committee
2008 – 2009 SAGES Impact Committee, University Undergraduate Faculty
2005 – 2008 Executive Committee, Univ. Undergraduate Faculty, Case Western Reserve
2005 – 2006 SAGES Working Group on Faculty/Writing Co-Instructor Collaboration
2004 – present Medical Humanities Faculty Colloquium
2004 – present SAGES & Writing Consulting (including developing rubrics & learning outcomes, leading faculty workshops, and consulting on grant applications)
2004 – 2005 SAGES Writing Portfolio Committee, Case Western Reserve University

External Professional Service

2010 – present Editorial Board, *Present Tense: A Journal of Rhetoric and Society*
Website: <http://www.presenttensejournal.org/>
Spring 2007 Reviewer for special issue of *Science as Culture*
Spring 2005 Proposal Reviewer for AILA (“World Congress of Applied Linguistics”) Conference, Madison, WI, July 2005
2001 – present English Education Editorial Team, *The Writing Instructor*
Website: <http://www.writinginstructor.com>

Professional Affiliations

American Dialect Society	Linguistic Society of America
Conference on College Composition and Communication	Modern Language Association
Council of Writing Program Administrators	National Council of Teachers of English
	Rhetoric Society of America

Lynn Marie Harter

School of Communication Studies
Ohio University, Lasher Hall 208
Athens, OH 45701; 740-594-4830
harter@ohio.edu

12 Old Coach Road
Athens, OH 45701
740-707-9047

EDUCATION

Doctor of Philosophy. (May, 2000). University of Nebraska, Department of Communication Studies.
Dissertation: *Managing the Paradox of Stability and Change in Non-Traditional Organizations: A Case Study of the Nebraska Cooperative Council*. Advisor: Dr. Kathleen J. Krone.

Master of Arts. (May, 1994). Missouri State University, Department of Communication.
Thesis: *Communication competence and organizational effectiveness in a customer service environment*. Advisor: Dr. Charlene Berquist.

Bachelor of Science. (August, 1992). Missouri State University, Departments of Sociology and Communication.
Bachelor's Thesis: *An empirical assessment of the causes of increased homelessness in the United States*. Advisors: Dr. Tim Knapp and Dr. John Bourhis.

AWARDS AND HONORS

Sue DeWine Distinguished Book Award. (2012). Awarded to "*Participatory Partnerships for Social Action and Research*" by the Applied Communication Division of the National Communication Association.

Feminist Teacher-Mentor Award. (2011). Awarded to one faculty member each year by the Organization for the Study of Communication, Gender, and Language (OSCLG).

Anita Taylor Outstanding Article Award. (2011). Awarded to "*Meaning in Motion: The Embodied Poetics of Dancing Wheels*" by the Organization for the Study of Communication, Gender, and Language.

Award of Excellence. (2010). Awarded to "*The Art of the Possible*" by the Broadcast Education Association in the Faculty Documentary category.

Distinguished Book Award. (2009). Awarded to "*Narratives, Health, and Healing: Communication Theory, Research, and Practice*" by the Health Communication Division of the National Communication Association for significantly advancing health communication theory and research.

University Professor. (2009-2010). Awarded to 4 faculty members of Ohio University each year. Nominated by students and selected by a committee of students based on classroom observations and interviews.

Outstanding Graduate Faculty Member. (2009-2010). Awarded to one faculty member from across the university for outstanding contributions to graduate education at Ohio University. Nominated by

students and selected by a committee of students based on classroom observations and interviews.

Outstanding Faculty Teacher. (2009). Awarded to a faculty member in the School of Communication Studies, Ohio University, by graduate students for outstanding teaching.

Faculty Mentor at the National Communication Association Doctoral Honors Seminar. (2008). Nine to twelve faculty members from across the United States selected each year to serve as mentors at the annual seminar.

Outstanding Graduate Faculty Mentor. (2008). Awarded to a faculty member in the School of Communication Studies, Ohio University, by graduate students for outstanding mentoring, advising, and service.

Honor's College Distinguished Mentor Award. (2007). Awarded to a faculty member of Ohio University each year. Nominated by students and selected by a committee.

Affirming Humanity Award. (2007). Nominated and selected by peers at Ohio University for distinguished community service.

Outstanding Book Award. (2006). Awarded to "*Narratives, health, and healing: Communication theory, research, and practice*" by the Applied Communication Division of the National Communication Association for work whose significance is evident both within and outside of the academy.

Outstanding Graduate Faculty Mentor. (2005). Awarded to a faculty member of the School of Communication Studies, Ohio University, by graduate students for outstanding mentoring, advising, and service.

Federation Prize Recipient. (2002). Awarded to one member of Central States Communication Association every year through competitive peer review process.

Sister Pat Kowalski Leadership Award. (2002). Minnesota State University Moorhead. Awarded to one professor in the state of Minnesota every other year by Minnesota Campus Compact for outstanding leadership in university-based community outreach.

Touchstone Award. (2001). Outstanding Article in Volume 16 of *Communication Teacher*.

College of Arts and Sciences Distinguished Graduate Teaching Assistant. (1998). University of Nebraska. Awarded to one graduate student across entire college each year.

Research Fellowship. (1997). University of Nebraska. Awarded to one incoming graduate student in Communication Studies each year.

Educator of the Year. (1995). Truman State University. Student nominated; Competitively awarded to one faculty member across entire university each year.

Exceptional Service Award. (1994). Missouri State University. Awarded to one graduate student in the Communication Department each year.

JoAnn and Basil Boritzky Fellowship. (1993). Missouri State University. Awarded to one graduate student across entire university each year.

Excellence in Research Award. (1993). Missouri State University. Awarded to one graduate student in the Communication Department each year.

SCHOLARLY INTERESTS

Guided by narrative and feminist sensibilities, my scholarly agenda focuses on the communicative construction of *possibility* as individuals and groups organize for survival and social change amidst embodied differences. My research encompasses a range of issues including pediatric cancer care, disability-related concerns, the organizing of healthcare for underserved populations, poverty and homelessness. The various strands of my program of research are connected by a primary concern: how symbolic, material, and corporeal resources foster *resiliency* among individuals facing vulnerable and difficult life circumstances.

PUBLICATIONS

Journal Articles

Quinlan, M.M., Ruhl, S., Torrens, A., & **Harter, L.M.** (in press). Sensing gender by coupling verbal and visual storytelling. *Communication Teacher*.

Norander, S., & **Harter, L.M.** (2012). Reflexivity in practice: Challenges and potentials of transnational organizing. *Management Communication Quarterly*, 26, 74-105.

Hamel-Lambert, J., Millesen, J., Slovak, K., & **Harter, L.M.** (2012). Reflections on community-engaged scholarship faculty development and institutional identity at Ohio University. *Journal of Higher Education Outreach and Engagement*, 16, 111-130.

Quinlan, M., & **Harter, L.M.** (2010). Meaning in motion: The embodied poetics of Dancing Wheels. *Text and Performance Quarterly*, 30, 374-395. ***Awarded the Anita Taylor Outstanding Article Award by the Organization for the Study of Communication, Gender, and Language**

Harter, L.M., Patterson, S., & Gerbensky-Kerber, A. (2010). Narrating “new normals” in health care contexts. *Management Communication Quarterly*, 24(3), 465-473.

Harter, L.M., Kirby, E.L., & Gerbensky-Kerber, A. (2010). Enacting and disrupting the single-sex mandate of the YWCA: A post-structural feminist analysis of separatism as an organizing strategy. *Women & Language*, 33, 9-28.

Manoogia, M., **Harter, L.M.**, & Denham, S. (2010). Storying health legacies about intergenerational diabetes in Appalachian families. *Journal of Family Communication*, 10, 1-17. ****Manoogia and Harter share first authorship.**

Harter, L.M., & Zoller, H. (2010). Organizing healing and health care resources. *Management*

Communication Quarterly, 24(3), 446-448.

Harter, L.M. (2009). Defining moments. *Health Communication*, 24, 674-676.

Harter, L.M. (2009). Narratives as dialogic, contested, and aesthetic accomplishments. *Journal of Applied Communication Research*, 37, 140-150.

Harter, L.M., & Bochner, A. (2009). Healing through stories. *Journal of Applied Communication Research*, 37, 113-117.

Harter, L.M., Leeman, M., Norander, S., Young, S., & Rawlins, W.K. (2008). The intermingling of aesthetic and instrumental rationalities in a collaborative art studio for individuals with developmental disabilities. *Management Communication Quarterly*, 21, 423-453.

Carmack, H., Bates, B., & **Harter, L.M.** (2008). Narratives, apologia, and the construction of health care issues: The case of the Tuskegee syphilis experiment. *Journal of Medical Humanities*, 10, 89-110.

Novak, D.K., & **Harter, L.M.** (2008). "Flipping the scripts of poverty and panhandling:" Organizing democracy by creating connections. *Journal of Applied Communication Research*, 36, 391-414.

Harter, L.M., & Quinlan, M. (2008). Storying selves in conventional and creative resumes. *Communication Teacher*, 22, 76-79.

Sengupta, A., **Harter, L.M.**, & Singhal, A. (2008). The socio-spatial dynamics of identity construction in a gender and development communication initiative. *Journal of Creative Communications*, 3, 279-304.

Singhal, A., **Harter, L.M.**, Chitnis, K., & Sharma, D. (2007). Participatory photography as theory, method and praxis: Analyzing an entertainment-education project in India. *Critical Arts*, 21, 212-227.

Harter, L.M., Norander, S., & Quinlan, M. (2007). Imaginative renderings in the service of renewal and reconstruction. *Management Communication Quarterly*, 21, 105-117.

Krone, K.J., & **Harter, L.M.** (2007). Organizational communication scholars as public intellectuals. *Management Communication Quarterly*, 21, 75-79.

Harter, L.M., & Buzzanell, P.M. (2007). (Re)storying organizational communication theory and practice: Continuing the conversation about spirituality and work. *Communication Studies*, 58, 1-4.

Smith, A.K., & **Harter, L.M.** (2007). Democracy, dialogue, and education: A case study of conflict resolution education at Jefferson Junior High. *Southern Communication Journal*, 72, 1-18.

Harter, L.M. (2007). Storied learning at the crossroads of the personal and the public. *Electronic Journal of Communication/La Revue de Communication*, 16.

- Buzzanell, P.M., & **Harter, L.M.** (2006). (De)centering and (re)envisioning the secular hegemony of organizational communication theory and research. *Communication Studies*, 57, 1-3.
- Harter, L.M.**, Scott, J., Novak, D., Leeman, M., & Morris, J. (2006). Freedom through flight: Performing a counter-narrative of disability. *Journal of Applied Communication Research*, 34, 3-29.
- Harter, L.M.**, Berquist, C., Titsworth, B., Novak, D., & Brokaw, T. (2005). The structuring of invisibility among the hidden homeless: The politics of space, stigma, and identity construction. *Journal of Applied Communication Research*, 33, 305-327.
- Graham, E., & **Harter, L.M.** (2005). The ombuds profession as a storied profession. *The Journal of the Caucus of College and University Ombuds*, 7, 18-21.
- Harter, L.M.** (2004). Masculinity(s), the agrarian frontier myth, and cooperative forms of organizing. *Journal of Applied Communication Research*, 32, 89-118.
- Harter, L.M.**, & Kirby, E. (2004). Socializing medical students in an era of managed care: The ideological significance of standardized and virtual patients. *Communication Studies*, 55, 48-67.
- Harter, L.M.**, Edwards, A., McClanahan, A., Hopson, M., & Carson-Stern, E. (2004). Organizing for survival and social change: The case of StreetWise. *Communication Studies*, 55, 407-424.
- May, D.R., Gilson, R., & **Harter, L.M.** (2004). The psychological conditions of meaningfulness, safety, and availability and the engagement of the human spirit at work. *Journal of Occupational and Organizational Psychology*, 77, 11-37.
- Kirby, E., & **Harter, L.M.** (2003). Speaking the language of the bottom-line: The metaphor of "managing diversity." *The Journal of Business Communication*, 40, 28-49.
- Clark, V.L., Miller, D., Creswell, J., McVea, K., McEntarffer, R., **Harter, L.M.**, & Mickelson, W.T. (2002). In conversation: High school students talk to students about tobacco use and prevention strategies. *Qualitative Health Research*, 12, 1264-1283.
- Harter, L.M.**, & Krone, K. (2001). The boundary spanning role of a cooperative support organization: Managing the paradox of stability and change in non-traditional organizations. *Journal of Applied Communication Research*, 29, 248-277.
- Harter, L.M.**, & Japp, P. (2001). Technology as the representative anecdote in popular discourses of health and medicine. *Health Communication*, 13, 413-429.
- Harter, L.M.**, & Krone, K. (2001). Exploring the emergent identities of future physicians: Toward an understanding of the ideological socialization of osteopathic medical students. *Southern Communication Journal*, 67, 67-84.
- Kirby, E.L., & **Harter, L.M.** (2001). Using standardized and computer-simulated patients as instructional tools for health care interviewing. *Communication Teacher*, 16, 1-4. (**Received Touchstone Award for outstanding article in volume 16**).
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- Kirby, E., & Harter, L.M. (2001). Discourses of diversity and the quality of work life. *Management Communication Quarterly, 15*, 121-127.
- Harter, L.M., Stephens, R., & Japp, P. (2000). President Clinton's apology for the Tuskegee syphilis experiment: A narrative of remembrance, redefinition, and reconciliation. *The Howard Journal of Communications, 11*, 19-34.
- Kirby, E., & Harter, L.M. (1999). Examining images of organizational diversity in popular culture. *Communication Teacher, 14*, 14-16.
- McVea, K., Harter, L.M., McEntarfer, R., & Creswell, J. (1999). A phenomenological study of adolescent tobacco use at City High School. *The High School Journal, 82(4)*, 209-222.
- Heun, L., Harter, L.M., & Schambach, C. (1997). Gender and age in relation to perceptions of diverse patient populations: Implications for standardized patient programs. *Academic Medicine, 72(6)*, 559.

Books

- Harter, L.M., and Associates. (2013). *Imagining new normals. A narrative framework for health communication*. Dubuque, IA: Kendall Hunt Publishers.
- Harter, L.M., Hamel-Lambert, J., & Millesen, J. (2011). *Participatory partnerships for social action and research*. Dubuque, Iowa: Kendall Hunt Publishers.
Received the 2012 Sue DeWine Distinguished Book Award by the Applied Communication Division of NCA.
- Harter, L.M., Dutta, M.J., & Cole, C. (Eds.). (2009). *Communicating for social impact: Engaging communication theory, research, and practice*. Creskill, New Jersey: Hampton Press.
- Harter, L.M., Japp, P.M., & Beck, C. (Eds.). (2005). *Narratives, health, and healing: Communication theory, research, and practice*. Mahwah, NJ: Lawrence Erlbaum Associates.
Received the 2009 Distinguished Book Award by the Health Communication Interest Group of NCA.
Received the 2006 Sue DeWine Distinguished Book Award by the Applied Communication Division of NCA.
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Phillipa Spoel

I am Associate Professor in the Department of English at Laurentian University, Ontario. I teach in the English Department's Rhetoric and Media Studies program, in Laurentian-Science North's graduate diploma in Science Communication, and in the Interdisciplinary Humanities M.A. in Interpretation and Values. I also supervise graduate students in the Human Studies PhD and in the Rural and Northern Health PhD. I have published recently on the rhetoric of midwifery care, public communication of environmental science, and lay perspectives on healthy living. I am former Co-Director of Laurentian's Writing Across the Curriculum/Centre for Academic Writing and former President of the Canadian Society for the Study of Rhetoric.

Image:

Title:

Dr.

Degree:

BA. English & Philosophy, University of Toronto, 1984

MA, English, University of Toronto, 1988

PhD, English (Rhetoric and Professional Writing), University of Waterloo, 1997

Research Focus:

My current interdisciplinary research focuses on rhetorical criticism of healthcare, science, and environmental communication. I have also researched and published in the areas of writing in the disciplines, feminist rhetorical theory, and rhetorical history, in particular the eighteenth-century British elocutionary movement.

Awards:

Principal Investigator, SSHRC Standard Research Grant, The Textual Formation of a Healthcare Profession: A Rhetorical Analysis of the Regulatory Documents Governing Ontario's Midwifery Profession \$57,435

Principal Investigator, Laurentian University Research Funds, Rhetorics of Public Communication and Community Engagement in the Sudbury Soils Study \$4,560

Principal Investigator, L

Publications:

Spoel, Philippa, Pamela McKenzie, Susan James, and Jessica Hobberlin. "Standards and Stories: The Interactional Work of Informed Choice in Ontario Midwifery Care." I. Bourgeault, Ed. *Health and Society / Santé et société* (monograph of the Canadian Society for the Sociology of Health (forthcoming))

Spoel, Philippa, Roma Harris, and Flis Henwood. *Healthy Living: Metaphors We Eat By? Present Tense: A Journal of Rhetoric in Society* (forthcoming)

Spoel, Philippa, Roma Harris, and Flis Henwood. "The Moralization of

Healthy Living: Burke's Rhetoric of Rebirth and Older Adults' Accounts of Healthy Eating." *Health: An Interdisciplinary Journal for the Social Study of Health*, in press.

Spoel, Philippa. How Do Midwives Talk with Women? The Rhetorical Genre of Informed Choice in Midwifery. J. Leach & D. Dysart-Gale, Eds., *Rhetorical Questions in Health and Medicine*. Rowman & Littlefield, 2010. 97-128.

Spoel, P. and Barriault, C. (2011). Risk knowledge and risk communication: The rhetorical challenge of public dialogue. In D. Starke-Meyerring, A. Paré, N. Artemeva, M. Horne, & L. Yousoubova (Eds.), *Writing (in) the Knowledge Society* (pp. 87-112). Anderson, SC: Parlor Press.

Scott Mogull

EXPERIENCE



Assistant Professor of Technical Communication

Texas State University

June 2012 – Present (8 months) Austin, Texas Area



Assistant Professor of Professional Communication

Clemson University

August 2010 – June 2012 (1 year 11 months) Clemson, SC

Adj. Associate Professor

Austin Community College

2005 – 2011 (6 years)

Product/Marketing Manager (microRNA, Ambion Services, Asuragen)

Ambion

2004 – 2008 (4 years)

Biodefense Product Manager

Invitrogen

2003 – 2004 (1 year)

Associate Product Manager, Prokaryote Expression and Microbial Media

Invitrogen

2002 – 2003 (1 year)

Technical Services Rep i/II/eServices Coordinator

Invitrogen

2001 – 2003 (2 years)

SKILLS & EXPERTISE

- Biotechnology
- Life sciences
- Molecular Biology
- PCR
- Genomics
- Sequencing

EDUCATION

Texas Tech University

Ph.D., Technical Communication (Pharmaceutical Marketing)

UT Austin

M.A., Microbiology

University of Washington

Master of Science (M.S.), Human Centered Design & Engineering

S. SCOTT GRAHAM

Department of English
PO Box 413
UW-Milwaukee
Milwaukee, WI 53201

Academic Appointments

Assistant Professor of Technical and Professional Writing | 2012-

Department of English | University of Wisconsin–Milwaukee | Milwaukee, WI

Visiting Assistant Professor of Rhetorical Theory and History | 2011-2012

Department of English | University of British Columbia | Vancouver, BC

Lecturer in Rhetoric and Communication | 2010-2011

Department of English | Iowa State University | Ames, IA

Teaching Assistant in Rhetoric and Communication (Instructor of Record) | 2005-2010

Department of English | Iowa State University | Ames, IA

Adjunct Instructor | 2007

Department of English | Grandview College | Des Moines, IA

National Research Awards

Article of the Year Award

Association for the Rhetoric of Science and Technology, 2012

Awarded for “Dis-ease or Disease: Ontological Rarefaction in the Medical-Industrial Complex.”

Best Article on Philosophy or Theory of Technical or Scientific Communication

National Council of Teachers of English, 2010

Awarded for “Agency and the Rhetoric of Medicine: Biomedical Bran Scans and the Ontology of Fibromyalgia.”

Nell Ann Pickett Award for Best Article in *Technical Communication Quarterly*

Association for Teachers of Technical Writing, 2009

Awarded for “Agency and the Rhetoric of Medicine: Biomedical Bran Scans and the Ontology of Fibromyalgia.”

Publications

Teston, C.B., Graham, S.S., Baldwinson, R., Li, A., & Swift, J. (forthcoming). Ontological multiplicity: negotiating “clinical benefit” in the FDA’s Avastin Hearing. *Journal of Medical Humanities*.

Teston, C.B. & Graham, S.S. (forthcoming). Stasis theory and meaningful public participation in pharmaceutical policy-making. *Present Tense: A Journal of Rhetoric in Society*.

Graham, S.S. & Herndl, C.G. (forthcoming). Multiple ontologies in pain management: Towards a postplural rhetoric of science. *Technical Communication Quarterly*.

Graham, S.S. (2011). Dis-ease or disease? Ontological rarefaction in the medical-industrial complex. *Journal of Medical Humanities*, 32(3), 167-187. DOI 10.1007/s10912-011-9137-5

- Graham, S.S. & Herndl, C.G. (2011). Talking off-label: A nonmodern science of pain in the medical-industrial complex. *Rhetoric Society Quarterly*, 42(2), 145-167.
- Herndl, C.G., Goodwin, J., Honeycutt, L., Wilson, G., Graham, S.S., & Niedergeses, D. (2011). Talking sustainability: Identification and division in an Iowa community. *Journal of Sustainable Agriculture*, 35(4), 436-461.
- Graham, S.S. (2009). Agency and the rhetoric of medicine: Biomedical brain scans and the ontology of fibromyalgia. *Technical Communication Quarterly*, 18(4), 376-404.
- Graham, S.S. & Whalen, B. (2008). Mode, medium, and genre: A case study in new media design decisions. *Journal of Business and Technical Communication*, 22(1), 65-91.
- Graham, S.S. (2008). Book review: *Rhetoric and incommensurability* edited by Randy Allen Harris. *Rhetoric Society Quarterly*, 38(2), 229-233.

Invited Presentations

- Graham, S.S. (2012) Rhetorics of Pain: Agency and Ontology in the Medical-Industrial Complex. Green College Science and Society Lecture Series. Science and Technology Studies Program. University of British Columbia. Vancouver, BC.
- Graham, S.S. (2012). Neuroimaging and the Reality of Fibromyalgia: A Study in Disease Discourse. National Core for Neuroethics. University of British Columbia Hospital. Vancouver, BC.

Conference Presentations

- Graham, S.S. (2012). An Ontological History of Pain Medicine. Rhetoric Society of America. Philadelphia, PA.
- Graham, S.S. & Teston, C. (2012). Public Participation and Federal Pharmaceuticals Policy: The Invalidation of Breast Cancer Survivor Testimony in the FDA Avastin Hearings, 2011. Association for the Rhetoric of Science and Technology. Philadelphia, PA.
- Graham, S.S. (2011). Rhetoric of science and interdisciplinarity: A citation analysis. Association for the Rhetoric of Science and Technology. New Orleans, LA.
- Wilson, G. & Graham, S.S. (2011). Incentivizing interdisciplinarity: Understanding how scientists evaluate research opportunities. National Communication Association. New Orleans, LA.
- Graham, S.S. (2011). Multiple ontologies and rhetorics of health and biomedicine. Association of Teachers of Technical Writing. Atlanta, Ga.
- Graham, S.S. (2011). Understanding the mechanisms of network formation or, What rhetoric can do for actor-network theory. Conference on College Composition and Communication. Atlanta, GA.
- Graham, S.S. (2010). Thick theory and the return of the real: Ontology, materiality, and the rhetoric of science. National Communication Association. San Francisco, CA. **Association for the Rhetoric of Science and Technology Best Student Papers Panel.**
- Graham, S.S. (2010). Interdisciplinary communication in pain medicine: The case-study as integrative exigency. National Communication Association. San Francisco, CA.
- Graham, S.S. (2010) The fictions we write: Historiography and rhetorics of science. Association for the Rhetoric of Science and Technology. Minneapolis, MN.
- Graham, S.S. (2009). From dis-ease to disease: Ontological rarefaction in the medical-industrial complex. Association for the Rhetoric of Science and Technology. Chicago, IL.

- Graham, S.S. (2009). Rhetoric of technoscience: Theoretical foundations and methodological approaches. Conference on College Composition and Communication. San Francisco, CA.
- Graham, S.S. (2009). Agency and the rhetoric of medicine: Neuroimaging and the ontology of fibromyalgia. Association for Teachers of Technical Writing. San Francisco, CA.
- Graham, S.S. & Niedergeses, D.M. (2008) The rhetoric of $\sqrt{-1}$: The discourse of imaginary numbers and the rhetoric of mathematics. National Communications Association. San Diego, CA.
- Graham, S.S. & Herndl, C.G. (2008). Negotiating pain: Managing pain and managing the different discourses of pain management. Rhetoric Society of America. Seattle, WA.
- Warnick, Q.W. & Graham, S.S. (2007). Typocracy: Seven essential principles of typographic literacy. Association for Business Communication. Washington DC.
- Graham, S.S. (2007). Agency and the steam engine: 19th century human boundary objects and 21st century wiki-clusters. Canadian Association for Teachers of Technical Writing. Saskatoon, SK.
- Graham, S.S. (2006). A pedagogy of dissonance: Social networking sites as models of multimodal dialogism. Great Plains Alliance for Computers and Writing. Mankato, MN.
- Graham, S.S. (2006). The rhetoric of discovery: The abductive inference and the *kairos* of paradigm shifts. Canadian Association for Teachers of Technical Writing. Toronto, ON.
- Graham, S.S. (2006). Genre, medium, & mode: Web design & flash gaming. Association for Teachers of Technical Writing. Chicago, IL.

Research In Progress

- Graham, S.S. (Book manuscript). *Pain Science & Public Policy: Agency, Ontologies and the Medical-Industrial Complex*.
- Herndl, C.G., Wilson, G., & Graham, S.S. (Edited collection manuscript). *Contemporary Issues in Rhetoric of Science*.
- Teston, C. & Graham, S.S. Multiple stakeholders and public health policy: The Avastin debates. Ongoing Research Project.
- Graham, S.S., Teston, C., & Vetto, J. Persuasive strategies in cancer care and continuing medical education. Ongoing Research Project.

Graduate Student Supervision

- Critical Approaches to the Study of Medicine | University of British Columbia
Directed reading in STS and critical/cultural approaches to the rhetorical study of medicine and health policy. Specific problematics include: agency and socio-political change, the nature of expertise, and new materialisms.
- Rhetorical Methods for the Study of Science and Medicine | University of British Columbia
Directed reading in neosophistic and neoclassical approaches to the study of science, technology, and medicine. Specific units include rhetoric-as-epistemic/social-construction, genre analysis of the scientific article, stasis theory and science-policy, etc.
- Advanced Readings in Classical Rhetoric | University of British Columbia
Directed reading in classical rhetorical theory. Specific units include readings from major historical figures: Protagoras, Gorgias, Plato, Aristotle, Cicero, Quintilian, and contemporary exegeses and analyses of those works.

Undergraduate Teaching

- Rhetorics of Science, Technology, and Medicine | University of British Columbia
Seminar in theory of and analytic approaches to rhetorics of science, technology, and medicine. Specific topics include rhetorical strategies in scientific communication, incommensurability studies, the science-policy interface, and critical/cultural dimensions of science, technology, and medicine.
- Methods for Rhetorical Analysis and Criticism | University of British Columbia
Survey of qualitative and humanistic approaches to the study of rhetoric and argumentation. Specific units include: ethnography, interviewing, qualitative content analysis, neoclassical criticism, ideological criticism, genre criticism, etc.
- History of Rhetorical Theory II: The Later Years | University of British Columbia.
Seminar in the history of rhetoric and related thought from early modernity to the present. Includes specific units on the rise of modernity (Descartes, Bacon, Vico), modern rhetorics (Blair, Campbell, Whately), new rhetorics (Toulmin, Perelman, Burke), as well as postmodern/feminist/postcolonial critiques (Derrida, Foucault, Cixous, Spivak, Anzaldua).
- History of Rhetorical Theory I: Classical Rhetoric | University of British Columbia
Seminar in history of rhetoric and its contemporary uses. Includes specific focus on Gorgias, Protagoras, Isocrates, Plato, Aristotle, Cicero, and Quintilian.
- Seminar in Argumentation | Iowa State University
Advanced seminar in theory and analysis with extensive practice in various modes of argument. Specific units include public sphere theory, political/civic discourse theory, science policy arguments, stasis theory, enthymematic analysis, topical analysis, incommensurability analysis, etc.
- Seminar in Critical Theory | Iowa State University
Introduces students to basics of critical theory. Specific units include semiotics, deconstruction, poststructuralist theory, feminist theory, ideology theory, and posthumanist theory.
- Rhetorical Theory and Criticism | Iowa State University
Introduces students to the basics of rhetorical analysis and criticism. Specific units include neo-classical criticism, genre analysis, new media analysis, and critical/cultural analysis.
- Biological Communications | Iowa State University
Teaches students the fundamentals of biological communications with specific emphasis on academic and medical contexts. Genres include lab reports, research reports, poster presentations, press releases, visual/data communications, and oral presentations. Exploration of social, political, and ethical issues in biological communications.
- Technical Communication | Iowa State University
Teaches students the fundamentals of professional communication in scientific and engineering contexts. Genres include lab reports, research reports, poster presentations, press releases, visual/data communications, instructions, and oral presentations. Exploration of social, political, and ethical issues in scientific and technical communication.

Business Communication | Iowa State University

Teaches students the fundamentals of professional communication in corporate contexts. Genres include memos, reports, proposals, resumes and cover letters. Exploration of social, political, and ethical issues in corporate contexts.

Written, Oral, Visual, and Electronic Communication | Iowa State University

Expands on second-year students' developing skills with written, oral, visual, and electronic communication. Special emphasis on academic contexts and preparation for upper division discipline-specific study. Includes instruction in basic rhetorical theory and critical thinking skills.

English, Communications, and Critical Thinking | Iowa State University, Grandview College

Introduces first-year students to the basics of academic communications. Includes specific instruction in written, oral, visual, and electronic genres. Includes instruction in basic rhetorical theory and critical thinking skills.

Education

Ph.D. Rhetoric and Professional Communication | 2010

Department of English, Iowa State University, Ames, IA

Dissertation title: Rhetorics of pain: Agency and regulation in the medical-industrial complex

Dissertation Advisor: Carl G. Herndl

M.A. Rhetoric, Composition, and Professional Communication | 2006

Department of English, Iowa State University, Ames, IA

Thesis Title: Towards a dialogic theory of new media literacy

Thesis Advisor: Michael Mendelson

B.A. Philosophy | 2003

Department of Philosophy, Eckerd College, St Petersburg, FL

Thesis Title: The assignment: Musings in the practicality of continental philosophy

Thesis Advisor: James R. Goetsch

Honors, Awards, and Additional Experience

Research Excellence Award | 2010

Graduate College, Iowa State University

Awarded to students who demonstrate outstanding research and presentation in their doctoral dissertations.

Attendee, Summer Institute: Medical Rhetoric | 2009

Rhetoric Society of American | Pennsylvania State University | State College, PA

Workshop in medical rhetoric facilitated by Ellen Barton and Sue Wells. Specific focus on empirical research methods for medical rhetoric, and research ethics. Special attention paid to discourse analysis and the complexities of archival research.

Peer Research Award | 2008

Graduate Student Senate, Iowa State University

Awarded by vote of the Graduate Student Senate subcommittee to the students who demonstrate the strongest publication and conference presentation record.

Inductee, Phi Kappa Phi Honor Society | 2008

Iowa State University

Membership in Phi Kappa Phi requires that the inductee have an academic record that places him/her in the top 10% of the graduating class.

W. Paul Jones Scholarship for Scholarly Writing | 2008

Department of English, Iowa State University

Awarded to the student who submits a writing sample that most demonstrates academic rigor and scholarly promise.

Critical Writing Award | 2008

Department of English, Iowa State University

Presented for writing excellence for an analytic essay written as part of coursework in the Iowa State Department of English.

Freda Hunke Fellowship for Professional Development | 2006-2007

Department of English, Iowa State University

Course release awarded to the two incoming doctoral students who demonstrate the most promise in the areas of teaching and scholarship.

Debating Science Scholarship | 2007

University of Montana Center for Ethics/National Science Foundation

Competitive scholarship for graduate students in sciences or humanistic studies of science. Week-long workshop in the ethics, policy, and sciences of biotechnology, genetically modified foods, nanotechnology, and climate change. Semester-length seminar in the ethics and policy of biotechnology and genetically modified foods followed workshop.

Aubrey Galyon Award for Academic Excellence | 2006

Department of English, Iowa State University

Presented to the outgoing MA student with the strongest academic record who displays a commitment to and potential for doctoral studies.

Richard R. Wright Award for Expository Writing | 2006

Department of English, Iowa State University

Awarded annually to the graduate student who exhibits the highest skill in expository writing.

\$20,000 Award in Writing Excellence | 1999-2003

Department of Writing, Eckerd College

Scholarship presented to students who demonstrate a special talent for writing. Awarded on the basis of a portfolio submitted to the writing faculty.

Disciplinary Service

Member, Nell Ann Pickett Award Committee | 2012

Association for Teachers of Technical Writing

Reviewer, Special Issue on Medicine and Medicine, Health, and Publics | 2012

Journal of Medical Humanities

Reviewer, RSA Preconference on Medicine and Medicine, Health, and Publics | 2011

Association for the Rhetoric of Science and Technology

Guest Editor, Special Issue on Medical, Gender, and Body Rhetorics | 2011-2012

Present Tense: A Journal of Rhetoric in Society

Member, Nell Ann Pickett Award Committee | 2011

Association for Teachers of Technical Writing

Departmental Service

Speaker For Professional Development Workshop | 2012

MA Professionalization Seminar | University of British Columbia | Vancouver, BC

Graduate Student Representative | 2006-2007

Rhetoric Area Governance Committee | Iowa State University | Ames, IA

Represented PhD and MA student interests to the area governance committee. Facilitated communications between students and faculty and contributed to providing student input for curricular development, departmental policies, and course offerings.

Speaker for Pedagogical Development Workshops | 2006-2008

ISUComm Foundations (WAC/CAC) | Iowa State University | Ames, IA

Presented various presentations for TA training and pedagogical development workshops hosted by ISUComm. Presentations topics included: Teaching PowerPoint, Strategies for Visual and Electronic Communications Pedagogy, E-Portfolios in First-Year Composition, Dreamweaver in First-Year Composition.

E-Portfolio Instructor | 2005-2006

Department of Agricultural and Biosystems Engineering | Iowa State University | Ames, IA

Development and implementation of course in basic web design and visual design for e-portfolios. Maintained and developed new modules for student assessment within e-portfolio system. Prepared assessment data for Accreditation Board for Engineering and Technology (ABET).

Multimodal Communications Consultant | 2005-2006

Writing and Media Help Center | Iowa State University | Ames, IA

Tutored students of all levels and majors on specific written, oral, visual, and electronic communications assignments. Assisted with tutor training and development.

Technology Coordinator | 2005-2006

Writing and Media Help Center | Iowa State University | Ames, IA

Development and maintenance of online tutor training materials, online student help, and Help Center website.

Graduate Student Representative | 2004

Foundations Grant Writing Committee | Iowa State University | Ames, IA

Assisted in drafting various internal and external grant proposals for pedagogical development, curricular assessment, the writing and media help center, and instructor training.

T. Kenny Fountain

Education

Ph.D. in Rhetoric and Scientific and Technical Communication (Aug. 2004-May 2008) The University of Minnesota—Twin Cities, MN

Dissertation: "'A Matter of Perception': Rhetoric, Embodiment, and the Visual Practices of Anatomy Laboratory Education." (Adviser: Dr. Mary Lay Schuster)

Research Interests: Rhetorical Theory, Visual Culture, Science and Technology Studies, and Queer Theory & the Body

M.A. in English (Aug. 1995-Aug. 1998) Dual concentrations in Literature and ESL The University of Memphis. Memphis, TN.

Thesis: "Henry James and the House of Doubles: Gender/Genre Obfuscation in 'The Jolly Corner' and *The Sense of the Past*." (Chair: Dr. Jennifer Wagner-Lawlor)

B.A. in English (Aug. 1991-June 1995) Brewton-Parker College. Mount Vernon, GA. *Summa cum laude*

Academic Appointments

Assistant Professor of English, Case Western Reserve University, 2008-present.

Graduate Instructor, University of Minnesota--Twin Cities, 2004-2008.

English Lecturer & Writing Center Assistant Director, Yeshiva College, Yeshiva University, 2002-2004.

Director of Writing/Language Across the Curriculum, Bilkent University, 2000-2002.

First-Year English Instructor, Bilkent University, 1998-2000.

Graduate Teaching Assistant, University of Memphis, 1996-1998

Awards, Grants, & Honors

UCITE Mentor Fellowship, CWRU, 2011

John S. Diekhoff Award For Graduate Teaching, CWRU, 2011.

Carl F. Wittke Award For Undergraduate Teaching, CWRU, 2011.
(*nominee*)

ACE+ Advance Opportunity Grant, Case Western Reserve University,
2010-2011.

Tom Peterson Essay Contest Winner, The Cleveland Psychoanalytic
Center, November 2009.

Doctoral Dissertation Fellowship, Graduate School, University of
Minnesota, 2007-2008

Thesis Grant, Graduate School, University of Minnesota, Spring 2007

Graduate Student Teaching Award, Department of Rhetoric, University of
Minnesota, Spring 2006

Graduate Student Teaching Award, Department of English, University Of
Memphis, Spring 1998

Publications

Articles

T. Kenny Fountain. "Anatomy and the Observational-Embodied Look."
*Medicine Studies: An International Journal for History, Philosophy, and
Ethics of Medicine & Allied Sciences* 2.1 (June 2010): 49-69.

Bernadette Longo, Craig Weinhert, and **T. Kenny Fountain.**
"Implementation of Medical Research Findings through Insulin Protocols:
Preliminary Results from an Ongoing Study of Document Design and
Visual Display." *The Journal of Technical Writing and Communication* 37.4
(August 2007): 435-452.

Chapters

T. Kenny Fountain. "Touching Information: Multimodal Displays, Embodied Affordances, & Anatomical Spaces." *Hybrid Spaces and Literate Action*. Eds. Loel Kim and Jason Swartz. ATTW Series/Routledge. (*Chapter accepted; book manuscript under review*). 30 ms pages.

Bernadette Longo and **T. Kenny Fountain.** "What Can History Teach Us About Technical Communication?" *Solving Problems in Technical Communication*. Eds. Johndan Johnson-Eilola and Stuart A. Selber, University of Chicago Press (*Forthcoming*). 38 ms pages.

T. Kenny Fountain and Lauren Fitzgerald. "Thou Shalt Not Plagiarize"? Appeals to Textual Authority and Community at Religiously Affiliated and Secular Colleges." *Pluralizing Plagiarism*. Eds. Rebecca Moore Howard & Amy Robillard, Boynton/Cook, 2008. 101-123.

Conference Presentations

Selections

"Affective Sex: Skin, Sensation, *Shortbus*." *Queer Places, Practice & Lives Symposium*. Sponsored by Ohio State University. Columbus, OH. May 2012. (*Proposal accepted, but inability to attend due to surgery*)

"Anatomical Witness: Bioart and the Synecdochic Impression." *Society for the Social Studies of Science Annual Meeting*, Cleveland, OH. November 2011.

"Political Networks: Technical Documents, Government Cover-Up, and Visual Authentication." *The Association of Teachers of Technical Writing Annual Conference*, Atlanta, GA. April 2010.

"Visual Rhetoric as Witness: Authoring Relations, Arguing with Tissue." *The Convention of the Conference on College Composition and Communication*, Atlanta, GA. April 2011.

"The Object of Early Modern Science." Panel Chair and Commentator. *North American Conference on British Studies Annual Meeting*. Baltimore, MD. November 2010.

"Professional Visions of the Dead: An Ethnography of Medical and Dental Students' Adjustment to Dissection." *The Annual Meeting of the American Association of Clinical Anatomists*, Cleveland, OH. July 2009.

"Visual Affordances and Medical Knowledge." *The Association of Teachers of Technical Writing Annual Conference*, San Francisco. March 2009.

"Beyond the CompRhet Doctorate: Writing History and Theory." Panel with Kimberly Emmons, Kurt Koenigsberger, and Chalet Seidel. *The Convention of the Conference on College Composition and Communication*, San Francisco, CA. March 2009.

"Whole-Body Gifts: Epideictic Display and Anatomy Memorial Services." *The Convention of the Conference on College Composition and Communication*, New Orleans, LA. April 2008.

"Stretching Beyond Borders: The Multiple Discourses of an Anatomy Laboratory and at an Urban Zoo," with Carol Berkenkotter and Zoe Nyssa. *3rd International Santa Barbara Conference on Writing Research*, Santa Barbara, CA. February 2008.

"Queerity & Oratory: Plato's Critique of Rhetoric and the Ethical Subject." *Annual Convention of the Modern Language Association* (Division of the History and Theory of Rhetoric and Composition special session). San Francisco, CA. December 2008.

"'A Matter of Perception': An Ethnographic Study of Medical Students' Impressions of the Body in Cadaver-Based Anatomy Education." *The Annual Meeting of the American Association of Clinical Anatomists*, Henderson, NV. June 2007.

"Presenting Anatomy: Visual Rhetoric and Genre Shift in *Henry Gray's Anatomy, Descriptive and Surgical*," *The Association of Teachers of Technical Writing Annual Conference*, New York, NY. March 2007.

"The Consenting Dead: Rhetorical Ambivalence in Anatomical Bequests." *The Convention of the Conference on College Composition and Communication*, Chicago, IL. March 2007.

"The Visual Rhetoric of Nostalgia: Turnitin.com, the Information Age, & the Lost Community of Learning." *The Convention of the Conference on College Composition and Communication*, Chicago, IL. March 2006.

"The Reader-Supposed-To-Know: Lacanian Transference and Implied Audience in Academic Research" *The Convention of the Conference on College Composition and Communication*, San Francisco, CA. March 2005.

"Historicizing Instructions: Alchemical Illustrations as a Pictorial Genre,"

The Conference of the Rhetoric Society of America, Austin TX. May 2004.

"The Lack of Sources: Student Writing, Academic Discourse, and Lacanian Psychoanalysis," *The Convention of the Conference on College Composition and Communication*, Chicago, IL. March 2002.

"The Horror of/and Queer Subjectivity." *The English Language Conference for Mediterranean Universities*, Eastern Mediterranean University, Gazimagusa, Turkish Republic of Northern Cyprus, May 2000.