

Jordynn Jack, PhD

Department of English and Comparative Literature
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Professional Experience

Professor, Department of English and Comparative Literature, University of North Carolina-Chapel Hill, 2015-present.

Associate Professor, Department of English and Comparative Literature, University of North Carolina-Chapel Hill, 2010-present.

Assistant Professor, Department of English and Comparative Literature, University of North Carolina-Chapel Hill, 2005-2010.

Graduate Scholar, Department of English, Pennsylvania State University, 2000-2005.

Education

PhD in English, Pennsylvania State University, 2005.

M.A. in English, Pennsylvania State University, 2002.

Honours B.A. in English, Glendon College, York University, 2000. Highest Honors.
Certificate in Technical and Professional Writing.

Honors

Winner of the 2015 Rhetoric Society of America Book Award for *Autism and Gender: From Refrigerator Mothers to Computer Geeks*.

Winner of Feminist Scholarship Award, Organization for Research on Women and Communication, 2013 for "Gender Copia: Feminist Rhetorical Perspectives on an Autistic Concept of Sex/Gender." (*Women's Studies in Communication* 35.1 (2012): 1-17.)

Winner of the Kathleen Ethel Welch Outstanding Article Award, Coalition of Women Scholars in the History of Rhetoric and Composition, 2013 for "Remembering Sappho: New Perspectives on Teaching (and Writing) Women's Rhetorical History." (co-author, Jessica Enoch. *College English* 73.5 (2011): 518-537.)

Research & Study Leave, College of Arts and Sciences, University of North Carolina, Chapel Hill, Spring 2013. Semester-long research leave to support work on *Neurorhetoric: Behind the Persuasive Power of Neuroscience*.

Institute for the Arts and Humanities Fellowship, University of North Carolina, Chapel Hill, Fall 2012. Semester-long fellowship to support research on *Neurorhetoric: Behind the Persuasive Power of Neuroscience*.

Kenan Endowment Award, Institute of the Arts and Humanities, University of North Carolina, Chapel Hill, 2008-2010.

Award from the Frank W. Klingberg Fund for the Enhancement of the College of Arts and Sciences, University of North Carolina, Chapel Hill, 2008-2010. Funds to support work as director of the Writing in the Disciplines program.

Fred A. And Gail M. Fearing Faculty Enrichment Fund In The Department Of English, University of North Carolina, Chapel Hill, 2008-2010

Graduate Mentoring Award, Association of Graduate Students in English Study, University of North Carolina, Chapel Hill, 2008.

College of Arts and Sciences Junior Leave, University of North Carolina, Chapel Hill. Spring, 2008.

Institute for the Arts and Humanities Fellowship, University of North Carolina at Chapel Hill, Fall 2007. Semester-long fellowship to support research on *Science on the Home Front: The Rhetoric of Women Scientists in World War II*.

Spray-Randleigh Fellowship, University of North Carolina at Chapel Hill, 2006. To support summer research on *Science on the Home Front: The Rhetoric of Women Scientists in World War II*.

Conference on College Composition and Communication (CCCC) James Berlin Memorial Outstanding Dissertation Award, 2006.

Kenneth Burke Prize, Pennsylvania State University, 2004. Award given for the best essay in rhetoric by one graduate student from English or Communication Arts and Sciences at Pennsylvania State University.

Edwin Erle Sparks Fellowship, Pennsylvania State University, 2002-2003. One-course reduction awarded each year to a graduate student in the English Department.

Research and Graduate Studies Office Dissertation Grant, Pennsylvania State University, 2004-2005. To be used for research and travel.

Wilma Ebbitt Award, Pennsylvania State University, 2002. Awarded each year to one incoming graduate student in rhetoric and composition.

Graduate Scholar, Pennsylvania State University, 2000-2006. Supplementary compensation package for outstanding graduate students.

Publications

Scholarly Books

Autism and Gender: From Refrigerator Mothers to Computer Geeks. Champaign-Urbana: University of Illinois Press, 2014.

- Winner of the 2015 Rhetoric Society of America Book Award.

Ed. *Neurorhetorics.* New York: Routledge, 2012.

Science on the Home Front: The Rhetoric of Women Scientists During World War II. Champaign-Urbana: University of Illinois Press, 2009.

Textbooks

(Co-authored with Katie Rose Guest Pryal). *How Writing Works.* New York: Oxford University Press, 2015.

Books in Progress

Raveling the Brain: Toward a Transdisciplinary Neurorhetoric. (Manuscript fully drafted; 90,000 words; under contract with Ohio State University Press).

Realizing the Dream: Essays in Pursuit of a Feminist Rhetoric. (Co-edited collection, with Jessica Enoch. Manuscript under review with Southern Illinois University Press).

(Co-authored with Katie Rose Guest Pryal). *How Argument Works.* (Textbook, under contract at Oxford University Press, 2019.)

(Co-authored with Katie Rose Guest Pryal). *The Writer's Toolkit.* (Textbook, under contract at Oxford University Press, 2019.)

Refereed Articles

"Healing Arts: Rhetorical *Techne* as Medical (Humanities) Intervention." (co-authors Sarah Singer and Jennifer Edwell). *Technical Communication Quarterly*, special issue on "Medical Humanities and/or the Rhetorics of Health and Medicine." Online ahead of print. DOI:

<https://doi.org/10.1080/10572252.2018.1425960>

"Advancing Pre-Health Humanities as Intensive Research Practice: Principles and Recommendations from a Cross-Divisional Baccalaureate Setting." (co-authors Sarah Singer, Kym Weed, Jennifer Stockwell, and Jane Thrailkill). *Journal of Medical Humanities* 38.4 (2017): 373-384.

"Gestational Diabetes Testing, Narrative, and Medical Distrust." (co-author Jennifer Edwell). *Journal of Bioethical Inquiry*, special issue on "Public Trust in Expert Knowledge: Narrative, Ethics and Engagement." 14 (2017): 53-63.

"Leviathan and the Breast Pump: Toward an Embodied Rhetoric of Wearable Technology." *Rhetoric Society Quarterly* 46.3 (2016): 207-221. Special Issue on "Wearable Technologies."

"Objects at Play: Feminist Engagements with Material Rhetoric." *Peitho* 18.1 (2015): <http://objectsinplay.cwshrc.org/>

"Mapping the Semantic Structure of Cognitive Neuroscience." (co-authors Elizabeth Beam, Scott Huettel, James Moody, and L. Gregory Appelbaum). *Journal of Cognitive Neuroscience* 26.9 (2014): 1949-1965.

"Gender Copia: Feminist Rhetorical Perspectives on an Autistic Concept of Sex/Gender." *Women's Studies in Communication* 35.1 (2012): 1-17.

- Winner of Feminist Scholarship Award, Organization for Research on Women and Communication, 2013.

"The Extreme Male Brain? Incrementum and the Rhetorical Gendering of Autism." *Disability Studies Quarterly* 31.3 (2011), web, special issue on Rhetoric and Disability. <http://dsq-sds.org/article/view/1672/1599>

"Ladies and Lynching: Southern Women, Civil Rights, and the Rhetoric of Interracial Cooperation." (co-author, Lucy Massagee) *Rhetoric and Public Affairs* 14.3 (2011): 493-510.

"Remembering Sappho: New Perspectives on Teaching (and Writing) Women's Rhetorical History." (co-author, Jessica Enoch). *College English* 73.5 (2011): 518-537.

- Winner of the Kathleen Ethel Welch Outstanding Article Award, Coalition of Women Scholars in the History of Rhetoric and Composition, 2013.

"This is Your Brain on Rhetoric': Research Directions for NeuroRhetorics." (co-author, L. Gregory Appelbaum), *Rhetoric Society Quarterly*, special issue on NeuroRhetorics, 40.5 (2010): 411-437.

- Reprinted in *NeuroRhetorics*. New York: Routledge, 2012.

"Lydia J. Roberts' Nutrition Research and the Rhetoric of 'Democratic' Science." *College Composition and Communication* 61.1 (2009): 109-129.

"A Pedagogy of Sight: Microscopic Vision in Robert Hooke's *Micrographia*." *Quarterly Journal of Speech* 95.2 (2009): 192-209.

"Acts of Institution: Embodying Feminist Rhetorical Methodologies in Space and Time." *Rhetoric Review* 28.3 (2009): 285-303.

"Kenneth Burke's Constabulary Rhetoric: Socio-Rhetorical Critique in *Attitudes toward History*." *Rhetoric Society Quarterly* 38.1 (2008): 66-81.

"Space, Time, Memory: Gendered Recollections of Wartime Los Alamos." *Rhetoric Society Quarterly* 37.3 (2007): 229-250.

"Chronotopes: Forms of Time in Rhetorical Argument." *College English* 69.1 (2006): 52-73.

"'The Piety of Degradation': Kenneth Burke, the Bureau of Social Hygiene, and *Permanence and Change*." *The Quarterly Journal of Speech* 90.4 (2004): 446-468.

Book Chapters

"Gender in the Making of Science: The Case of CRISPR." *Routledge Handbook of Language and Science*. (Eds. David Gruber and Lynda Walsh). Accepted, forthcoming.

"How Good Brain Science Gets That Way." *Feminist Rhetorical Science Studies: Human Bodies, Posthuman Worlds*. Eds. Amanda K. Booher and Julie Jung. Carbondale: Southern Illinois University Press, 2018. 164-182.

"Theorizing Chronicity: Identification, Representation, and Rhetoric on Pinterest." (co-author Sarah Ann Singer). *The Rhetoric of Health and Medicine as/is: Theories and Concepts for an Emerging Field*. Eds. Lisa Meloncon, Scott Graham, Jenell Johnson, John Lynch, and Cynthia Ryan. (Accepted; forthcoming).

"Mapping Rhetorical Topologies in Cognitive Neuroscience." (Co-authors L. Gregory Appelbaum, Scott A. Huettel, Natasha Sakraney, Jonathan Howard Morgan, and James Moody). *Topologies as Techniques for a Post-Critical Rhetoric*. Eds. Lynda Walsh and Casey Boyle. New York: Palgrave Macmillan, 2017. 125-150.

"Hard Core Rhetoric: Gender, Genre, and the Image in Neuroscience." *Sexual Rhetorics*. Eds. Jacqueline Rhodes and Jonathan Alexander. New York: Routledge, 2015. 58-71.

"On the Limits of Human: Haggling with Burke's 'Definition of Man.'" *Burke in the Archives: Using the Past to Transform the Future of Burkean Studies*. Eds. Jessica Enoch and Dana Anderson. Columbia: University of South Carolina Press, 2013. 84-98.

"Exceptional Women: Epideictic Rhetoric and Women Scientists in America, 1918-1940." *Women and Rhetoric Between the Wars*. Ed. Liz Weiser, Ann George and Janet Zepernick. Carbondale, IL: Southern Illinois University Press, 2013. 223-239.

'We Have Brains': Rhetoric and Resistance in a Feminist Weblog Community." *Webbing Cyberfeminist Practice: Communities, Pedagogies, and Social Action*. Eds. Kris Blair, Radhika Gajjala, and Christine Tulley. Cresskill: Hampton Press, 2008. 327-343.

Products of Interdisciplinary Scholarship

"Mapping Rhetorical Topologies in Cognitive Neuroscience." (co-authors L. Gregory Appelbaum, Scott A. Huettel, Natasha Sakraney, Jonathan Howard Morgan, and James Moody). *Topologies as Techniques for a Post-critical Rhetoric*. Eds. Lynda Walsh and Casey Boyle. New York: Palgrave Macmillan, 2017. 125-150.

"Mapping the Semantic Structure of Cognitive Neuroscience." (co-authors Elizabeth Beam, L. Gregory Appelbaum, Scott Huettel, James Moody). *Journal of Cognitive Neuroscience* 26.9 (2014): 1949-1965.

"This is Your Brain on Rhetoric': Research Directions for NeuroRhetorics." (co-author, L. Gregory Appelbaum), *Rhetoric Society Quarterly*, special issue on NeuroRhetorics, 40.5 (2010): 411-437.

The Legal Writing Workshop: Better Writing, One Case at a Time. (co-author, Katie Rose Guest Pryal) 2nd ed. Research Triangle Press, 2014.

Other Scholarship: Reviews, Bibliographic Works and Commentary

"Women, Science, and Technology in World War II: From the Brooklyn Navy Yard to *Manhattan Beach*." Commentary on Jennifer Egan's *Manhattan Beach*. *PMLA*. Invited. (Forthcoming, 2019).

Review of Jenell Johnson, *American Lobotomy: A Rhetorical History* (Ann Arbor: University of Michigan Press, 2014) in *Rhetoric and Public Affairs* 20.2 (2017): 369-372.

"Rhetoric and the Neurosciences: Engagement and Exploration." (Co-authors, David Gruber, Lisa Keränen, John M. McKenzie, and Matt Morris). *PORO: Project on Rhetoric of Inquiry* 7.1 (2011). Online: <http://ir.uiowa.edu/poroi/vol7/iss1/11>

"What are NeuroRhetorics?" *Rhetoric Society Quarterly*, special issue on NeuroRhetorics, 40.5 (2010): 405-410. (Reprinted in *NeuroRhetorics*. New York: Routledge, 2012.)

Review essay: "Object Lessons: Recent Work in the Rhetoric of Science," *Quarterly Journal of Speech* 96.2 (2010): 209-216.

Review essay: "Space, Place, and the Public Face of Composition." *College English* 72.2 (2009): 184-194.

"Bibliographic Resources in Technical Communication." *Central Works in Technical Communication*. Ed. Stuart Selber and Johndan Johnson-Eilola. Oxford: Oxford University Press, 2004. 491-494.

"Planning and Information Foraging Theories: Social Implications and Extensions." *Journal of Computer Documentation* 26.4 (2002): 176-180.

Review of Charles Bazerman, *The Languages of Edison's Light* (Cambridge, MIT Press, 1999) in *Journal of Business and Technical Communication* 16.1 (2002): 95-97.

Digital Scholarship

Neurorhetoric.com. Academic blog with posts on topics related to rhetoric, neuroscience, and culture. <http://www.neurorhetoric.com>

Autismandgender.com. Academic blog with posts on topics related to autism, gender, and rhetoric. 2014. <http://www.autismandgender.com>

The Genre Project. Maintain academic website with results from the Genre Project, a CCCC Research Initiative Grant. <http://www.web.unc.edu>

"How to Do Neurorhetorics: A Tutorial." *Itinerations*. February, 2013. Screencast. Online: <http://itineration.org/node/14>

Other: Book-length Materials

Dissertation: *Rhetorics of Time: Women's Role in Wartime Science, 1939-1945*. Pennsylvania State University, 2005.

Current Interdisciplinary Research Projects

Dance and Diabetes

P.I. Jordynn Jack. Co-investigators: Maebelle Mathew, Pragnya Dontu, Destiny Ho, Shweta Bhatnagar, Akhila Boyina (UNC undergraduate students), and Laura Young (Department of Medicine, UNC). Investigators will develop an 8-week dance workshop for individuals with Type 2 Diabetes. Quantitative and qualitative analysis of workshops, interviews, and scales will identify whether a dance-based intervention can affect body image and sense of empowerment. Funded by an Undergraduate Research Consultant Team (URCT) Award (\$5000).

Writing Diabetes

P.I. Jordynn Jack. Co-investigators: Laura Young (Department of Medicine, UNC), Jane F. Thrailkill (English, UNC), Sue Coppola (Occupational Science, UNC), Michele Rivkin-Fish (Anthropology, UNC), Sarah Singer (Graduate Student), Jennifer Edwell (Graduate Student), Kym Weed (Graduate Student), Samuel Weeks (Undergraduate Student), Maebelle Matthew (Undergraduate Student), Beth Hanson (Medical Student), Jennifer Clayton (Medical Student). Investigators developed and ran an 8-week writing workshop for individuals with diabetes. Quantitative and qualitative analysis of written materials will be conducted in Fall 2017 to identify recurrent themes that correlate with

empowerment, diabetes distress, and sense of coherence. Funded by UNC FIRE Grant for interdisciplinary research.

Falls: An Interdisciplinary Feasibility Study of Older Adults' Experience Telling Fall Narratives

Co-P.I.s Jane F. Thrailkill and **Jordynn Jack** (English, UNC), Sue Coppola (Occupational Health, UNC), Michele Rivkin-Fish (Anthropology, UNC), Kym Weed (Graduate Student, English), Molly Brewer (Graduate Student, Occupational Health), with twenty additional undergraduate and graduate student researchers. Investigators developed a narrative study of falls among older-adults using home visits to solicit narratives. Qualitative analysis of narratives using rhetorical and literary methods to be completed Fall 2017. Funded by the Mellon Foundation.

Presentations

Conference Presentations

"Making Inquiry." Rhetoric Society of America, Minneapolis, MN, 2018.

"Rhetoric, Invention, and Diabetes in the 21st Century." Rhetoric Society of America, Minneapolis, MN, 2018.

"Rhetorical Research Methods and Ethical Quandaries: A Roundtable Discussion." Rhetoric Society of America, Minneapolis, MN, 2018.

"Medical Narratives—Cultivating Stories, Voices, Selves, Knowledge, Action." Conference on College Composition and Communication, Portland, OR, 2017.

"The Genre Project: An Interim Report on Genres in FYC and the Potential for Transfer." Conference on College Composition and Communication, Tampa, FL, 2015.

"How Good Brain Science Gets That Way: Studying the Rhetorical Production of Sexed and Gendered Brains." Association for the Rhetoric of Science and Technology Pre-Conference, San Antonio, TX, 2014.

"Locating the Persuasive Power of Neuroscience: Stasis Theory and Neurorhetorics." Rhetoric Society of America, San Antonio, TX, 2014.

"Genres, Access, and Disability in Neuroscience Texts," Conference on College Composition and Communication, Indianapolis, IN, 2014.

"Genres in Action." Workshop Leader, Conference on College Composition and Communication, Las Vegas, NV, 2013.

"Rain Man, Autism, and the Time-Spaces of Composition." Conference on College Composition and Communication, Las Vegas, NV, 2013.

"Reframing Pleasure: Olds' Rats, Identification, and Addiction." Rhetoric Society of America, Philadelphia, PA, 2012.

Respondent. "New Directions in the Rhetoric of Medicine: Re/Framing our Modes of Influence in Practices of Modern Medicine." Rhetoric Society of America, Philadelphia, PA, 2012.

(featured session) "Genres in Transition: Discovering Science through Genres." Conference on College Composition and Communication, St. Louis, MI, 2012.

"Gateways to the Past: Conducting Archival Research." Workshop Leader, Conference on College Composition and Communication, St. Louis, MI, 2012.

"Neuroscience as Voicebank: A Rhetorical Study of The Neuroscientific Turn in Literature." National Communication Association, New Orleans, LA, 2011.

"A Technological Cornucopia: Kairos, Food Policy, and the New Biology." National Communication Association, New Orleans, LA, 2011.

"Feminist Historiography and Digital Rhetorics: Cultivating a Feminist Digital Ethos." Conference on College Composition and Communication, Atlanta, GA, 2011.

"The Etiology of Autism and the Argument from Sex/Gender Difference." Rhetoric Society of America 14th Biennial Conference, Minneapolis, MN, 2010.

(featured speaker) "Ladies and Lynching: Jessie Daniel Ames and the Rhetoric of Interracial Cooperation." Conference on College Composition and Communication, Louisville, KY, 2010.

"Civil Rights Rhetoric in the Depression Era: Jessie Daniel Ames and the Association of Southern Women for the Prevention of Lynching." Division on the History of Rhetoric and Composition, Modern Languages Association, Philadelphia, PA, 2009.

"The Chronotopic Body: Shifting the Autism Debate Across Space and Time." Feminism(s) and Rhetoric(s) Conference, East Lansing, MI, 2009.

"Archiving the South: Researching Southern Women's Rhetorics." Conference on College Composition and Communication, San Francisco, CA, 2009.

"Kairotic Imprints: How Scientists Envisioned the Future in a Nuclear Age." Rhetoric Society of America 13th Biennial Conference, Seattle, WA, 2008.

"Beyond Past/Present/Future in Aristotle's Modes of Rhetoric: Temporal Focus and Temporal Depth." Conference on College Composition and Communication, New Orleans, LA, 2008.

"Whose *Kairos*? Whose Risk?: Gender and the Discursive Construction of Time." Rhetoric of Science & Technology (ARST), National Communication Association, Chicago, IL, 2007.

"If Women Mattered': Gender and Genetically Modified Foods." The Sixth Biennial Feminism(s) and Rhetoric(s) Conference, Little Rock, AS, 2007.

"Through a Telescope': Tamie Tsuchiyama's Dis-identification on the Japanese American Evacuation and Resettlement Study, 1942-1944." Conference on College Composition and Communication, New York, NY, 2007.

"Standing By and Making Room: Gendered Spaces at Los Alamos Laboratory, 1942-1945." Rhetoric Society of America 12th Biennial Conference, Memphis, TN, 2006.

"Timing the Untimely: Risk Management on the Manhattan Project." Conference on College Composition and Communication, Chicago, IL, 2006.

"Place, Time, Memory: Women's Work at Los Alamos Laboratory, 1942-1945." The Fifth Biennial Feminism(s) and Rhetoric(s) Conference, Houghton, MI, 2005.

"Kenneth Burke's Police Record: The Bureau of Social Hygiene and *Permanence and Change*." 19th Penn State Conference on Rhetoric and Composition and Triennial Conference of the Kenneth Burke Society. University Park, PA, 2005.

"Alternative Possibilities': Public Consultations on GMFs in Canada," Conference on College Composition and Communication, San Francisco, CA, 2005.

"Expanding Domesticity: Home Economics in the Home and Workplace," The Fourth Biennial Feminism(s) and Rhetoric(s) Conference, Columbus, OH, 2003.

"The Emergent Feminist Rhetorics of *We Have Brains*: Online and on the Move," Penn State Conference on Rhetoric and Composition, University Park, PA, 2003.

"Historical Directions: Gender and Class in Technical Communication," Conference on College Composition and Communication, New York City, NY, 2003.

Invited Presentations

"Care and Techne in the Rhetoric of Health and Medicine." Landmark Lecture Series, San Diego State University, March 26, 2018.

"Writing on the Brain: Metacognition and Writing in the Disciplines." North Carolina State University, February 12, 2018.

"Mindful Writing Across the Disciplines." Brigham Young University, November 16, 2017.

"Saying What We Mean: Disciplinary Expectations About Writing Assignments." Brigham Young University, November 16, 2017.

"Understanding Scientific Objects." Celebrating Rhetoric. Pennsylvania State University, November 2, 2017.

"Writing Diabetes: An Interdisciplinary Collaboration Examining the Effects of Writing Illness Essays for Patients, Clinicians, and Researchers" (with Laura A. Young). Endocrine Grand Rounds, University of North Carolina, Chapel Hill. February 25, 2015.

"Assign More Writing—Without More Grading." Center for Faculty Excellence, University of North Carolina, Chapel Hill. November 13, 2015.

"Reimagining the Health Humanities." Department of English and Comparative Literature Faculty Colloquium. University of North Carolina, Chapel Hill. November 4, 2015.

"Rhetorical Approaches to Scientific Visualization and Semantic Network Analysis." Duke Uncharted, Durham, NC, January 23, 2015.

"Creative Brains: Rhetorical Approaches to Neuroscience." University of North Dakota, Fargo, ND, September 5, 2014.

"Imitation, Invention, Improvisation: Neurorhetoric and the Creative Brain." Center for Writing Studies Colloquium. University of Illinois, Champaign-Urbana, IL, March 27, 2014.

Guest speaker, Autism and Neurodiversity Symposium, University of Michigan, Ann Arbor, MI, March 21, 2013.

"The Archive As Heuristic" (with Ned O'Gorman, University of Illinois). Archival Encounters Series, Pennsylvania State University, February 18, 2013. Webinar.

"Neuropolitical Rhetorics: Delgado's Monkeys, Brain Stimulation, and the Idea of a Psychocivilized Society." Virginia Tech, Blacksburg, VA, October 20-21, 2011.

"Teaching and Assessing Writing: A Genre-Based Approach." Mercer University, Macon, GA, May 16-17, 2011.

"Disciplining Brains." Michigan Technical University, Houghton, MI, March 17, 2011.

"Women's Contributions to Interracial Cooperation in the South." Carolina College for Lifelong Learning, General Alumni Association, University of North Carolina, Chapel Hill. October 27, 2010.

"'Trifles': Gender and Standpoint in Medicine," Literature, Medicine, Culture (guest lecture for undergraduate class taught by Jane Thraikill), University of North Carolina, Chapel Hill, October 6, 2010.

"Medical and Graduate Directions." Medicine, Literature, and Culture Symposium, University of North Carolina, Chapel Hill. September 17, 2010.

"Arguing Complexity: Genetics, Science, and Rhetoric in the Autism Debates." Department of English and Comparative Literature, University of North Carolina, Chapel Hill. January 27, 2009.

"The Art and Ethics of Persuasion." North Carolina Conference of District Attorneys, Kitty Hawk, NC. October 23, 2008.

"Rhetoric Workshop." North Carolina Conference of District Attorney's Training, Cary, NC. March 28, 2008.

"Teaching Writing in the Disciplines." Roanoke College, February 13-14, 2008.

"Advanced Track Writing Workshop." North Carolina Appellate Advocacy Training. School of Government, University of North Carolina, Chapel Hill, NC. October 19, 2007.

"Writing Workshop." 2007 Spring Public Defender Conference, Wrightsville Beach, NC. May 17, 2007.

"Publish or Perish? Forum on Academic Publishing." Graduate Forum, Department of English, University of North Carolina, Chapel Hill. September 22, 2006.

"Blogging Feminist Theory." Blogging in Academia Workshop, Technology in English Colloquium. Department of English, University of North Carolina, Chapel Hill. October 26, 2005.

Teaching Activities

University of North Carolina

Composition and Rhetoric: Writing for Health and Medicine (ENGL 105i). 19 students/section. Specialized first year course focused on writing in the health sciences. Students write literature reviews, reports, and public documents.

Advanced Expository Writing, Interdisciplinary (ENGL 300i): Rhetoric and Writing in the Health Sciences. 19 students/section. Students study rhetorical theory and apply those insights to health communication. In service learning partnerships with local food organizations, students prepare website materials, usability analyses, and literature reviews.

Rhetorical Traditions: Rhetoric of Love (Engl 316). Course on the history of rhetoric using the theme of love, seduction, and persuasion. Students read rhetorical theories linking love and persuasion (Gorgias' *Encomium of Helen*, Plato's *Phaedrus*), study love genres (letters, poetry, advice books) and write

original Valentine's Day columns. Students also conduct original, mentored research leading to a conference paper or poster presentation submitted to UNC's Celebration of Undergraduate Research.

Multimedia Composition (Engl 318). In this class, students examine histories of writing tools, materials, techniques, and forms of media (from hieroglyphics to emojis). Through hands-on activities and workshops, we reflect on these different forms of communication and meaning-making. We will compose in multiple materials, from clay to paper, pencils to typewriters. Major projects include a cylinder seal with accompanying museum placard, a video tutorial documenting how to write with a particular tool or technique, and a mixed media composition.

Practicum in Rhetoric and Composition (Engl 706). 20 students/section. Course for teachers in the UNC Writing Program. This course combines theory and history of rhetoric and composition as a discipline with practicum on course development. Students focus on genre, rhetoric, and argument as key tools for developing course materials (assignments, evaluation materials, lesson plans, etc.)

Health and Humanities: Intensive Research Practice (Engl 690/Engl 695). 10 students/section. Intensive research course for undergraduate and graduate students interested in Health Humanities. Students develop original research projects or participate in funded-research projects in the HHIVE laboratory. Students write project proposals, conference posters or presentations, and grant proposals for continued funding of their research.

Rhetoric of Health and Medicine (Engl 610). In this class, students draw on the themes of "controversy and catastrophe" to examine issues related to biotechnology, bioethics, and debates about medical knowledge in contemporary and historical contexts. Students prepare conference papers and posters that will be ready for submission to a local, national, or international conference.

Research Methods in Rhetoric and Composition (Engl 801). 16 students/section. Graduate course focusing on methodologies for research in rhetoric and composition. Students consider a range of methodologies, such as archival, ethnographic, and reader response methods, and then test them out on their own research projects.

Science as Literature: Reading Gender, Bodies, and Health (ENGL 805). 6 students/section. Graduate course that investigates medical and scientific texts as literature; that is, as a productive site of analysis using tools of literary and rhetorical criticism. Students examine how doctor-patient interactions can be understood as persuasive events; how narratives of particular illnesses and bodily functions rely on commonplaces of gender, race, dis/ability, and class; how stakeholders argue about current health issues (from HIV/AIDS testing to infant feeding practices); and how health is communicated to the public (such as advice given to expectant mothers in pregnancy handbooks).

Writing at Work (ENGL 805). 6 students/section. Graduate course that investigates how fundamentals in the field of technical communication through a survey of scholarship with an emphasis on how scholarly theory informs pedagogical practice. Course topics include audience analysis, usability, document design, project management, accessibility, power, and ethics. Assignments are based on

students' interests and professional goals and may include a teaching philosophy, textbook review, syllabus design, and/or a scholarly research project

Making/Rhetoric (Engl 805). Rhetoric has always been thought of as a *techne*, a “process of producing or bringing-forth” that encompasses knowledge, talent, and skill. Yet, scholars in rhetoric have yet to fully explore what it might mean to enact *techne* as a form of critical practice. This course examines what it means to practice rhetoric and writing as a *techne* and to enact that practice alongside other forms of making. We will focus, in particular, on how non-Western rhetorical practices offer alternative ways of understanding rhetoric as a *techne*. Investigations range from ancient Mesopotamian cylinder seals—pictographic objects used to “sign” one’s name on clay tablets—to Sumerian cuneiform writing, to Mesoamerican codices and Greco-Roman wax tablets. Our goal is to invigorate the study of rhetoric by considering its *techne* broadly and transculturally.

Advising

Graduate Students Supervised

- Oren Abeles, *The Agricultural Climax and Darwin’s Evolutionary Rhetoric*. (2017)
- Phil Sandick (co-director with Daniel Anderson), *Bits Creating Bonds: Lore as a Form of History in Creative Writing and Composition Pedagogy* (2017)
- Chelsea Redeker Milbourne (co-director with Jane Danielewicz); *Revisions of Nature: Spectacle, Gender, and Public Science Rhetoric in Eighteenth-Century Britain*. (2014)
- Erin Branch (co-director with Jane Danielewicz); *Transforming Tastes: M.F.K. Fisher, Julia Child, Alice Waters, and the Revision of American Food Rhetorics*. (2012)
- Erich Werner (co-director with Jane Danielewicz); *Rants, Reactions, and other Rhetorics: Genres of the YouTube Vlog*. (2012)
- Heather Branstetter (co-director with Jane Danielewicz); *An ALFA-Omega Approach to Rhetorical Invention: Queer Revolutionary Pragmatism and Political Education*. (2011)
- Sarah Hallenbeck (co-director with Jane Danielewicz); *Writing the Bicycle: Women, Rhetoric, and Technology in Late Nineteenth-Century America*. 2009. Winner of the Rhetoric Society of America Dissertation Award, 2010 and Honorable Mention for the ATTW Dissertation Award, 2010)

Currently Supervising: Sarah Singer (co-director with Jane Danielewicz); Tyler Easterbrook (co-director with Daniel Anderson); Nora Augustine (co-director with Laura Halperin); Jennifer Stockwell (co-director with Jane Danielewicz), Tiffany Friedman (co-director with Jane Danielewicz).

Doctoral Committees: Member of committee for Risa Applegarth (2009, winner of the James Berlin Memorial Dissertation Award, 2010), Stephanie Morgan (2011), Robert Barham (2012), Natalie Fixmer-Oraiz (2012, Communication Studies), David Gruber (North Carolina State University, 2012), Elizabeth Ashley Hall (2013), Lauren Cameron (2013), Ashley Kelly (North Carolina State University) (2013), Emi Bunner (2015), Helen Lee (2016).

Current Doctoral Committees: Alex Funt, Jason Loan, Kym Weed, Mark Collins, Matthew Duncan, and Andrew Jenkins (Communication Studies).

Outside Reader: Gabriel Cutrufello (Temple University, PhD, 2012), April Cobos (Old Dominion University, PhD), Ashley Rose Mehlenbacher (North Carolina State University, PhD, 2014).

Master's Committees: Reader for Master's Thesis of Heather Branstetter (2006), Earl Brooks (2012), Brandon Rogers (Concentration in Literature, Medicine, and Culture, 2017), Kaylyn Pogson (Concentration in Literature, Medicine, and Culture, 2018).

Honor's Theses: Director for Anne Feng (2018). Reader for Cameron Manning (Asian Studies, 2009), Will Chesson (Cultural Studies, 2009), Blair Byrum (2010), Rebecca Edwards (2010), Ting Lam (2011), Kerry Anne Williams (2012), Alyssa Nicole Jennings (2015), Anne Bennett Osteen (2017), Manisha Mishra (2018), Sumiyah Enayet (2018).

Grants

Undergraduate Research Consultant Team (URCT) Award, Office of Undergraduate Research, UNC-Chapel Hill. (\$5000). **P.I. Jordynn Jack.** Co-investigators: Maebelle Mathew, Pragnya Dontu, Destiny Ho, Shweta Bhatnagar, Akhila Boyina (UNC undergraduate students), and Laura Young (Department of Medicine, UNC).

Creativity Hub Pilot Award. P.I. Daniel Anderson. Co-investigators: Jordynn Jack (English and Comparative Literature), Ketan Mayer-Patel (Computer Science), Melanie Feinberg (Information and Library Science), and Tessa Joseph-Nicholas (Computer Science). \$5000 to develop a full proposal for a Creativity Hub Award.

Integrated Curriculum Course Development Award. Co-teacher: Mai Nguyen (City and Regional Planning). \$10,000 to develop a co-taught first year seminar, "Public Persuasion: How Rhetoric Shapes Public Policy."

IAH/Honors Carolina Research Collaboration (with Ashley Ruhashya) \$2000 award to support an undergraduate researcher collaborating with a faculty member on qualitative analysis of Writing Diabetes results.

CDHI Data Studies Course Development Grant (with Jane Thrailkill). \$5000 to fund course development for Engl 695: Health Humanities: Intensive Research Practice.

Mellon Foundation Grant (with Jane Thrailkill, Sue Coppola, and graduate assistants). \$75,000 award for "Falls: An Interdisciplinary Feasibility Study of Older Adults' Experience Telling Fall Narratives." Role: conceptualize study, develop methodology, interpret and publish results.

Fostering Interdisciplinary Research Explorations (FIRE) Grant, Office of the Vice Chancellor for Research, University of North Carolina, Chapel Hill. (With Jane Thrailkill, Laura Anne Young, Sue Coppola, and Michelle Rivkin-Fish). \$25,000 award for "Writing Diabetes: An Interdisciplinary Collaboration

Examining the Significance of Illness Essays for Patients, Clinicians, and Researchers." Role: conceptualize study, develop methodology, interpret and publish results.

Conference on College Composition and Communication (CCCC) Research Initiative Award for "The Genre Project: A Framework for Transfer Across the Disciplines" (with Jane Danielewicz). 2014-2016. \$8000 award funding project; details at <http://genre.web.unc.edu>. Role: Co-PI (with Jane Danielewicz); conceptualize study, develop methodology, interview participants; interpret and publish results.

Duke Institute for Brain Sciences (DIBS) Research Incubator Award for "Mapping the Semantic Structure of Neuroscience." July 1, 2013-June 30, 2015. With Greg Appelbaum (Psychiatry and Behavioral Sciences, Duke University); Scott Huettel (Psychology and Neuroscience, Duke University); Moody (Sociology, Duke University); Alex Rosenberg (Philosophy, Duke University); and Angela Zoss (Duke University Libraries). \$25,000 award to develop and apply quantitative methods for synthesizing neuroscience literature. Role: Expert on discourse analysis and rhetoric; development of project methodology and interpretation of results.

Ueltschi Service Learning Course Development Award, University of North Carolina, Chapel Hill, 2006-2009. \$8000 award to support course development for service learning sections of composition courses.

University Research Council Grant, University of North Carolina, Chapel Hill. 2005-2007. \$1000 to support archival research and travel.

Social Sciences and Humanities Research Council of Canada (SSHRC) Doctoral Fellowship, 2004-2005. \$20,000 grant to support research by students who demonstrate a high standard of scholarly achievement in the social sciences and humanities.

Professional Service

To Discipline

- Membership Officer, Rhetoric Society of America, 2013-2015.
- Board Member (Ad Hoc), Rhetoric Society of America, 2013-2015.
- Book Review Editor, *Rhetoric Society Quarterly*, 2012-2015.
- Chair, RSA Dissertation Award Committee, 2011.
- Member, CCCC James Berlin Memorial Dissertation Committee, 2011-2012.
- Member, Proposal Selection Committee for *Special Issues*, *Rhetoric Society Quarterly*, 2011.
- Member, RSA Committee on Equity and Diversity, 2010-2012.
- MLA Affiliation Liaison, Rhetoric Society of America, 2009-2013.
- Member, CCCC Committee on the Status of Women in the Profession, 2009-2012.
- Reviewer for Feminism(s) and Rhetoric(s) Conference, 2010.
- Stage 1 Reviewer for Conference on College Composition and Communication, 2011, 2013, 2014, 2016.
- Reviewer for Rhetoric Society of America Conference, 2014, 2016, 2018.

- Steering Committee, Chautauqua: Teaching Communication Skills in the Software Curriculum. Miami University of Ohio, 2007-2008.

Research Institutes, Workshops, and Colloquia

- Workshop leader, "Medical rhetorics," Rhetoric Society of America Institute, College Park, MD, 2019.
- Faculty collaborator, Interprofessional Education for the Health Sciences, UNC, 2018.
- Workshop leader, "Neurorhetorics: Thinking Together About the Persuasive Brain," (with David Gruber), Rhetoric Society of America Institute, Madison, WI, 2015.
- Workshop leader, "Technological Rhetorics," (with Jeremiah Dyehouse), Rhetoric Society of America Institute, Boulder, CO, 2011.
- Participant, "Neuroscience and Communication," National Communication Association, San Francisco, CA, 2010.
- Participant, "Science and Its Publics," Rhetoric Society of America Institute, University Park, PA, 2009.
- Participant, "Rhetoric in the World," Rhetoric Society of America Institute. Troy, NY, 2007.

Reviewing

Editorial Boards: *Rhetoric Society Quarterly* (2015-present); *Rhetoric of Health and Medicine* (2017-present), *Ethos* (2014-present).

Journals: *Rhetoric Society Quarterly* (2010-present), *College English* (2008, 2012, 2017), *Communication Design Quarterly* (2017), *Philosophy and Rhetoric* (2010), *Technical Communication Quarterly* (2008, 2010, 2011), *Journal of Computer-Mediated Communication* (2011), *Disability Studies Quarterly* (2012), *Philosophy and Rhetoric* (2012-2013), *Women's Studies in Communication* (2014), *Advances in the History of Rhetoric* (2014); *The Journal of Men's Studies* (2017), *Written Communication* (2018).

Tenure cases: Promotion to associate professor, Ohio State University, 2012; promotion to associate professor, University of Massachusetts, Amherst, 2015; promotion to associate professor, Iowa State University, 2017; promotion to associate teaching professor, George Washington University, 2017; promotion to associate professor, University of Texas, Austin, 2018.

Manuscripts: Penn State University Press, 2012, 2017.

Professional Memberships: Canadian Society for the Study of Rhetoric, Coalition of Feminist Scholars in the History of Rhetoric, College Composition and Communication, National Council for Teachers of English, National Communication Association, Rhetoric Society of America.

Departmental Service

Co-Director, Health Humanities: An Interdisciplinary Venue for Exploration (HHIVE), 2015-present.

I co-direct a health humanities laboratory linking the humanities and health sciences through student-centered research projects, innovative curricula, and public engagement. I oversee funded research projects, develop grant proposals, supervise research and work-study students, and work on program development and advertising.

Associate Director, MA concentration in Literature, Medicine, and Culture, 2014-present.

Plan program structure and develop curriculum. Develop an online presence for the program, including a website, Facebook page, and Twitter account. Help to build program through invited lectures, reading group activities, an interdisciplinary research project, and course development.

Director of the Writing Program, 2014-2016.

I oversaw a staff of teaching fellows and lecturers that teaches over 200 sections of first-year writing courses each year. As director I trained new teaching assistants via a week-long orientation session and semester-long course, provided professional development workshops, developed curricular materials, observed classes, and oversaw placement, enrollment, staffing, and scheduling. Special projects included developing an in-house textbook with material written by teaching fellows and launching an online communication platform for professional development.

Associate Director of the Writing Program, 2009-2012.

Mentored instructors to improve teaching strategies, developed curricular materials (such as guides for teaching writing in specific disciplines), conducted workshops and training sessions, and observed classes.

Director of the Writing in the Disciplines Program, 2009-2012.

Trained graduate students to teach specialized writing courses in five disciplines: sciences, social sciences, humanities, business and law. To enrich undergraduate study, I cultivated on-campus partnerships so that students gain hands-on experience writing for public audiences.

University and Departmental Committees

- Oral History & Medical Care advisory board, Southern Oral History Program, UNC, 2018-present.
- Chair, Target of Opportunity Hiring Committee, 2017.
- Member, Tenure and Promotion Committee, 2017-2018.
- Member, Graduate Advisory Committee, 2017-2019.
- Chair, Strategic Planning Working Group, 2015.
- Member, Advisory Committee, Medical Humanities Sub-Plan, 2013-2014.
- Representative, Administrative Board, College of Arts and Sciences, 2010-2013.
- Representative, Curriculum Committee, College of Arts and Sciences, 2010-2013.
- Representative, Faculty Grievance Committee, 2008-2011.
- Member of Hiring Priorities Committee, Department of English and Comparative Literature, 2011, 2012.
- Member of Graduate Advisory Committee, Department of English, 2006-2007, 2010-2011. Outside reader for rhetoric and composition, 2011-2012.
- Member of MacMillan Dissertation Prize Committee, Department of English, 2006-2007.

Pennsylvania State University

- Director, Leonhard Center Technical Writing Initiative (LCTWI), 2003-2005.
- Chair, Commissioned Assignment Committee, LCTWI, 2003-2005.
- Fellow, Leonhard Center Technical Writing Initiative, 2002-2005.
- Research Assistant for Stuart Selber, Fall 2002-Spring 2005.
- Research Assistant for Robert Proctor, Spring 2003.
- Member, Search Committee for Rhetoric and Composition, 2004-2005.