# **Jennifer Falcón** Department of English 500 W. University Ave. El Paso, Texas 79968Phone: 323-243- 4739 E-Mail: jfalcon3@utep.edu **Education**

## **Ph.D.,** Rhetoric and Composition **2014 -Present** University of Texas at El PasoEl Paso, Texas

**Dissertation:** Rethinking Multimodality in First-Year Composition: Applying Theories of Digital Rhetoric, Procedural Rhetoric and Electracy to Multimodal Assignments  
**Committee**: Beth Brunk-Chavez (chair), Gustav Verhulsdonck, William Robertson

## **M.F.A,** Creative Writing **2013** University of Texas at El Paso El Paso, Texas

## **B.A.,** English **2008** The Ohio State University Columbus, Ohio

# **Research Interests**

## Multimodal composition, digital rhetoric, digital literacies, visual rhetoric, composition studies, professional writing, and technical communication.

# **Teaching**

**Assistant Instructor 2014 -Present**  
University of Texas at El Paso  
**Courses Taught:**   
Rhetoric and Writing Studies 3359: Technical Communication (online)  
Rhetoric and Writing Studies 3355: Workplace Writing (f2f and online)  
Rhetoric and Writing Studies 1302: Rhetoric and Composition II (hybrid)

**Teaching Assistant 2011 – 2014**

University of Texas at El Paso

**Courses Taught:**Rhetoric and Writing Studies 1302: Rhetoric and Composition II (hybrid)Rhetoric and Writing Studies 1301: Rhetoric and Composition I

# **University Writing Center Experience**

**University Writing Center Consultant 2011 - 2012**

University of Texas at El Paso

# **Publications**

(Forthcoming, Fall 2018) Villa, J., Falcon, J., and Aravelo, M. Cultural Technique and Digital Content management. In Baca, I. Del Hierro, V., and Gonzales, L. (Eds.), *Community Action for Social Change: A Digital Archive*. Anderson, SC: Parlor Press.

# **Conference Presentations**

“Teaching Composition at a Hispanic Serving Institution: Linking Linguistic Practices to Multimodal Writing” *Conference on College Composition and Communication Midwest Summer Conference,* Clermont, Ohio, June 9, 2017

“Social Media/Microblogging: Identity in Digital Spac*es”(with Jasmine Villa, Sarah Bartlett Large) Cultural Rhetorics,* East Lansing, Michigan, October 3, 2016

“Blurring the Lines of Theory and Application: Building Digital Rhetoric and Digital Literacies in the Composition Classroom.” *South Central Modern Language Association*, Dallas, Texas November 3, 2016

“The Digital Self-Reflection: Metacognitive Practices through Multimodality.” *South Central Modern Language Association,* Nashville, Tennessee, November 3, 2015

“Continuing the Conversation: Empowering Students through Self-Reflective Multimodal   
Assignments.” (with Jasmine Villa) *WIDE-EMU ‘15*, East Lansing, Michigan, October 10, 2015

# **Poster Presentations**

“Cultivating Wonder through Multiliteracies: Using digital multimodal assignments to enhance student engagement” (with Jasmine Villa) Poster Session at Computers and Writing Conference, Findlay, Ohio, June 3, 2017

“Using digital multimodal assignments to enhance student agency.” (with   
Jasmine Villa) Digital Praxis Poster Session at Conference on College Composition and Communication, Portland, Oregon, March 16, 2017

# **Invited Talks**

“UTEP Teaching Assistant Success Panel” Invited to talk for UTEP Graduate School Orientation*,* El Paso, Texas, August 23, 2017

# **Service**

**Assistant Director 2017 -Present**

Rhetoric and Writing Studies-Undergraduate Program

University of Texas at El Paso

**Assistant Director 2015 - 2017**

Rhetoric and Writing Studies Graduate Program

University of Texas at El Paso

**Stage 1 Reviewer, CCCC 2018 2017**

**Symposium Chair 2016 - 2017**

Frontera Retórica

**Secretary 2015 - 2016**Frontera Retórica

**Review Committee for The Best of Rhetoric and Composition   2015**  
Review content and submit report for edited collection   
with Dr. Isabel Baca and a group of PhD students

# **Honors and Awards**

Rhetoric and Writing Studies $750 **2017**  
Nuestra Gente Award   
English Department  
University of Texas at El Paso

Student Government Travel Grant $578 **2017**  
University of Texas at El Paso

Liberal Arts Dodson Travel Grant $500 **2017**  
University of Texas at El Paso

Baker-Hernandez Travel Grant $430 **2017**

University of Texas at El Paso

Baker-Hernandez Travel Grant $692 **2016**

University of Texas at El Paso

Liberal Arts Dodson Travel Grant $200 **2016**

University of Texas at El Paso

Baker-Hernandez Travel Grant $1200 **2015**

University of Texas at El Paso  
  
Baker-Hernandez Travel Grant $990 **2015**  
University of Texas at El Paso

Liberal Arts Dodson Travel Grant $500 **2015**  
University of Texas at El Paso

# **Affiliations**

National Council of Teachers of English **2017 -Present**

South Central Modern Language Association **2015 -Present**

Society of Technical Communication **2015 -Present**

University of Texas at El Paso Chapter

Frontera Retorica **2014 -Present**  
University of Texas at El Paso chapter of Rhetoric  
Society of America

**REFERENCES**

Dr. Beth Brunk-Chavez [blbrunk@utep.edu](mailto:blbrunk@utep.edu)

Dr. Lucia Dura [ldura@utep.edu](mailto:ldura@utep.edu)

Dr. Kate Mangelsdorf [kmangels@utep.edu](mailto:kmangels@utep.edu)