

**Dr. Carl George Herndl**  
Department of English  
University of South Florida  
Tampa, FL  
[cgh@usf.edu](mailto:cgh@usf.edu)

## EDUCATION

Ph.D. University of Minnesota, June 1986  
B.A. University of North Carolina-Chapel Hill, 1977

## ACADEMIC AND PROFESSIONAL POSITIONS

### University of South Florida

Professor, Department of English, University of South Florida, 2010-present.  
Professor and Associate Dean, Patel College of Global Sustainability 2013-2014.  
Director of Graduate Programs in Rhetoric and Composition, Department of English, University of South Florida, 2010-2013.

### Iowa State University

Professor, Department of English, Iowa State University, 2007-2010.  
Associate Professor, Department of English, Iowa State University 2001-2007.

### Los Alamos National Laboratory

Faculty Affiliate, Statistical Sciences Group, Decision Applications Division.  
2003-2008.

### New Mexico State University

Associate Professor, Department of English, New Mexico State University, 1995-2001.  
Assistant Professor, Department of English, New Mexico State University, 1991-1995.

### North Carolina State University

Assistant Professor, Department of English, North Carolina State University, 1986-1991.  
Visiting Lecturer, Department of English, North Carolina State University, 1985-1986.

### University of Vermont

Visiting Lecturer, Department of English, University of Vermont, 1989-1990.

## HONORS AND AWARDS

- Winner of the 2001 National Council of Teachers of English award for “Best Article in the Philosophy and Theory of Technical and Scientific Communication.” For “Research as Social Practice: A Case Study of Research on Technical and Professional Communication.” With Cindy Nahrwold. Written Communication. 17.2 (April 2000): 258-96
- Winner of the 1997 National Council of Teachers of English award for the best collection in scientific and technical communication for Green Culture: Environmental Rhetoric in Contemporary America. Edited with Stuart C. Brown. University of Wisconsin Press, 1996.

## INVITED LECTURES

- Visiting Scholar. Saint Louis University. April 2-3, 2014.
- Hutton Lecturer. “Praxiography, the Anti-(Cartesian)-Anxiety Treatment: “The Myth of Latour’s Social Construction Meets Buffy the Vampire Slayer.” Purdue University, 1 November 2012.
- Plenary Speaker. “From ROS to RTSM, from Cartesian Anxiety to Praxiography, the anti-(Cartesian)-Anxiety Treatment.” Association of Rhetoric of Science and Technology conference, November 14, 2012 Orlando Fl.
- Visiting Eminent Scholar. University of Alabama, Huntsville. March 7-9, 2012.  
“Engaging Science, Engaging Citizens: Rhetoric and Matters of Concern”  
“What’s Rhetoric Got to Do With It? (With Apologies to Tina Turner)”  
“From the Object of Rhetoric to the Rhetoric of Objects: Latour’s Vibrant Materialism and the Charge of Social Construction.”
- Keynote Speaker. The Canadian Association of Teachers of Technical Writing. London, Ontario, May 2005. “The Poor Guy, He Still Thinks Science is the Answer: Agricultural Ecology and Rhetorical Citizenship.”
- Invited lecturer at the School of Linguistics and Applied Language Studies, Carleton University, Ottawa, Canada, November 14, 2005. “Rhetorical Agency and Social Change: A Case Study of Agricultural Ecology.”
- Invited speaker for the fourth Rhetoric Culture Conference, “Politics and Economics,” Johannes Gutenberg-University, Mainz, Germany July 16-20, 2005. “Rhetorical Agency and Social Change: A Case Study of Agricultural Ecology.” Expenses paid by conference grant from Volkswagon Corp.
- Invited lecture. The Georgia State College and University, Milledgeville GA. March 4, 2004. “Rhetorical Agency and Social Action.”
- Invited lecture at “Inventio: Rereading the Rhetorical Tradition.” University of Waterloo, Canada, August 8-9, 2003. “Constrained Agency: Agency, *Kairos*, and the Possibilities of Social Action.”

## INVITED LECTURES Continued

Invited lecture at “Representing Place: A Conference on Language, Literature, and the Arts” November 5-7, 1998, Flagstaff, Arizona. "Making Trouble: Qualitative Research Practices and Postmodern Critique"

## GRANT FUNDING

\$24,000 Aldo Leopold Center for Sustainable Agriculture grant, “Shaping a functional and sustainable biofuels industry through bridging industrial needs with farmer production capabilities.” Co-Pi with Rick Cruse, Mack Shelly and Elena Polush. 2009.

\$5,000 course release grant, Iowa Water Center, for research on sustainable biofuel development.

\$1225 Liberal Arts and Sciences College Mini-grant for research on “sustainability.”

\$15,000 Center for Excellence in Arts and Humanities Imaging Iowa Public Scholarship grant for “Improving Communication and cooperation between Diverse Stakeholders: Mapping the Rhetorical Terrain of the Bioeconomy.” With Jean Goodwin, Lee Honeycutt and Greg Wilson. 2008

\$20,000 Conoco Phillips grant: “Assessment of Bioenergy Production & Conversion Configurations” Co-PI, Rick Cruse, ISU Agronomy. Fall 2007.

\$5000 Center for Excellence in Arts and Humanities summer grant for “Rhetorical Citizenship and Agricultural Ecology.” Summer 2006.

\$4300 course release grant (Spring 2006) for the Water Quality Initiative to develop research projects on biorenewable resources and the emerging bioeconomy.

\$4300 course release grant (Fall 2005) for the Water Quality Initiative to develop interdisciplinary research projects in environmental science.

\$4200 course release grant. From Integrating Future Food and Agriculture Systems, Fall 2000.

Iowa State University Faculty Professional Development Assignment for research 2003-2004.

School of Humanities and Social Sciences grant, North Carolina State University for field research in writing ethnography. 1985

Educational Development Program grant, University of Minnesota, for research on corporate technical and business writing. 1983.

University of Minnesota, Department of English dissertation grant, Fall 1984

Danforth Fellowship Finalist, 1978

Phi Beta Kappa

## BOOKS

*Sustainability: A Reader for Writers.* Oxford University Press. January, 2014.

*Green Culture: Environmental Rhetoric in Contemporary America.* Edited with Stuart C. Brown. University of Wisconsin Press, 1996. **Winner of the 1997 National Council of Teachers of English award for the best collection in scientific and technical communication.**

## JOURNAL SPECIAL ISSUES

Guest Editor of *The Journal of Business and Technical Communication* special issue on "Critical Practice in Professional Communication." 18.1, (January), 2004.

## REFEREED ARTICLES AND BOOK CHAPTERS

"Getting Over Incommensurability: Latour, New Materialisms and the Rhetoric of Diplomacy." With Scott Graham. Nathaniel Rivers and Paul Lynch. Eds. *Assembling Writing: Bruno Latour in Rhetoric and Composition.* Southern Illinois U P. Forthcoming 2015.

Herndl, C., Hopton, S.B., Cutlip, L., Cruse, R., Polush, E., Shelley, M. "Talking with Scientists and Farmers: The Rhetorical Challenges and Methodological Opportunities in Citizen Participation in Science and Technology Development" *Places of Persuasion: Studying Rhetoric in the Field.* Candice Rai and Caroline Gottschalk Dreutsch Eds. Forthcoming.

"How Can We Act?" A Praxiographical Program for the Rhetoric of Technology, Science, and Medicine." with Lauren Cutlip. *POROI* 9.1 (2013), 13 pages.

"Multiple Ontologies in Pain Management: Towards a Postplural Rhetoric of Science." With Scott Graham. *Technical Communication Quarterly*, 22.2 (2013) 103-25.

"An Assessment of Cellulosic Ethanol Industry Sustainability Based on Industry Configurations." With Rick Cruse, Elena Polush and Mack Shelley *Journal of Soil and Water Conservation*, March/April, 2012. 67.2, 67-74.

"Talking Sustainability: Identification and Division in an Iowa Community." With Jean Goodwin, Lee Honeycutt, Greg Wilson, Scott Graham and David Neidegeses. *Journal of Sustainable Agriculture*. 35.4 (2011). 436-61.

"Talking Off Label: The Role of Stasis in Transforming the Discourse Formation of Pain Science." with Scott Graham. *Rhetoric Society Quarterly*. 41.2 (2011): 145-167.

"Balancing Corn Stover Harvest With Soil and Water Conservation." With Dr. Rick Cruse. *Journal of Soil and Water Conservation*. 64.4 (July/August 2009); 286-91.

REFEREED ARTICLES AND BOOK CHAPTERS continued,

- “Boundary Objects as Rhetorical Exigence: Knowledge Mapping and Interdisciplinary Cooperation at the Los Alamos National Laboratory” With Greg Wilson (Los Alamos National Laboratory). *The Journal of Business and Technical Communication*. 21.2 (2007) 129-54
- “Reflections on Field Research and Professional Practice.” With Greg Wilson (Los Alamos National Laboratory). *The Journal of Business and Technical Communication*. 21.2 (2007): 216-26.
- “Shifting Agency: Agency, *Kairos*, and the Possibility of Social Action” with Adela Licona. *Communicative Practices in Workplaces and the Professions: Cultural Perspectives on the Regulation of Discourse and Organizations*. Eds. Charlotte Thralls and Mark Zachry. Amityville, NY: Baywood, 2007, 133-54.
- “Impacts of Integrated Crop-Livestock Systems on Nitrogen Dynamics and Soil Erosion in Western Iowa Watersheds.” With M. Burkart, D. James (National Soil Tilth Laboratory, Ames, Iowa), M. Liebman (Iowa State University, Ames, Iowa). *JOURNAL OF GEOPHYSICAL RESEARCH*, VOL. 110, GXXXXX, doi:10.1029/2004JG000008, 2005
- "Teaching Discourse and Reproducing Culture." Reprinted with commentary in *Central Works in Technical Communication*. Johnson-Eilola, Johndan and Selber, Stuart, Eds. Oxford University Press, 2004. 220-232.
- “The Legacy of Critique and the Promise of Practice.” *Journal of Business and Technical Communication*. 18:1 (January 2004):3-9.
- “Speaking Matters: Liberation Theology, Rhetorical Performance, and Social Action.” with Dan A. Bauer. *College Composition and Communication*. 54.4. (June 2003): 558-85.
- “Rhetoric of Science as Non-Modern Practice.” *Professing Rhetoric: Selected Papers from the 2000 Rhetoric Society of America Conference*. Ed. Frederick Antczak, Cinda Coggins, and Geoffrey Klinger. Mahwah, NJ: Lawrence Erlbaum, 2002, 215-22.
- “Research as Social Practice: A Case Study of Research on Technical and Professional Communication.” With Cindy Nahrwold. *Written Communication*. 17.2 (April 2000): 258-96. **Winner of the NCTE award for “Best Article in the Philosophy and Theory of Technical and Scientific Communication.”**
- “Teaching in Traffic: Cultural Studies and Composition Pedagogy” with Greg Wilson and Julie Simon. *Composition Studies: Freshman English News*. 27.1 (1999): 93-107.
- “Postmodern Models of Social and Institutional Change.” *International Business and Ecology Research Yearbook*. Ed. Grace Anne Rosile. International Academy of Business Disciplines, 1998, 125-30.
- "Tactics and the Quotidian: Resistance and Professional Discourse." *Journal of Advanced Composition*. 16.3 (October, 1996) : 455-70.

REFEREED ARTICLES AND BOOK CHAPTERS continued,

- "Beyond the Realm of Reason: The Extremist Environmental Rhetoric of the John Birch Society." with Robert L. Brown. *Green Culture: Rhetorical Analyses of Environmental Discourse*, University of Wisconsin Press, 1996, 213-35.
- "The Transformation of Critical Ethnography into Pedagogy: or the Vicissitudes of Traveling Theory." *Multidisciplinary Research on Workplace Writing: Challenging the Boundaries*. Ed. Anne Duin and Craig Hansen. Hillsdale NJ: Lawrence Erlbaum, 1995, 17-34.
- "Teaching Discourse and Reproducing Culture." *College Composition and Communication*. 44.3 (1993): 349-63.
- "Cultural Studies and Critical Science." *Understanding Science*. Ed. Jack Selzer. U of Wisconsin P, 1993, 61-81.
- "Studying Literature." With Diane Price Herndl. *Community of Voices: Reading and Writing in the Disciplines*. Ed. Toby Fulwiler and Bill Biddle. New York: Macmillan, 1992. 60-132.
- "Writing Ethnography: Representation, Rhetoric, and Institutional Practices." *College English*. 53.3 (1991): 320-32.
- "Understanding Failures in Organizational Discourse: The Accidents at Three Mile Island and the Shuttle Challenger." With Barbara Fennell and Carolyn R. Miller. *Textual Dynamics of the Professions: Historical and Contemporary Studies of Writing in Professional Communities*. Ed. Charles Bazerman and James Paradis. Madison: U of Wisconsin P, 1990. 279-305.
- "An Ethnographic Study of Corporate Writing: Job Status as Reflected in Written Text." With Robert L. Brown. *Functional Approaches to Writing: Research Perspectives*. Ed. Barbara Couture. Ablex, 1986. 11-28.

NON-REFEREED PUBLICATIONS AND REPORTS

- Cruse, Richard M., Carl Herndl, and Elena Polush "Shaping a functional and sustainable biofuels industry through bridging industrial needs with farmer production capabilities." Report submitted to the Aldo Leopold Center for Sustainable Agriculture, Iowa State University, 2009.
- Cruse, Richard M., Carl Herndl, and Elena Polush. 2008. Impact of the bioenergy industry on soil and water resources. Proceedings of the VII. Alps-Adria Scientific Workshop. Szilvia Hidvegi (ed). 36: 2043 - 2046. Stara Lesna, Slovakia. 28 April - 2 May, 2008.
- "Impact of the Bioenergy Industry on Soil and Water Resources." Proceedings of the 2007 Integrated Crop Management Conference, Iowa State University, 295-96.
- "Speaking Matters: Liberation Theology, Rhetorical Performance, and Social Action." Condensed and reprinted in *Delta Sigma Epsilon Journal*. 48.3, (September, 2003):104-18.

"Beyond the Realm of Reason: The Extremist Environmental Rhetoric of the John Birch Society." excerpted and reprinted in *Delta Epsilon Sigma*. 40.3 (Fall 1995): 84-92.

"The Epiphany in A Portrait of the Artist as a Romantic Moment." *Dayton Review* 17.3 (1986): 69-75.

## REVIEWS AND SHORT ESSAYS

- Review of *Critical Power Tools: Technical Communication and Cultural Studies*. J. Blake Scott, Bernadette Longo, and Katherine Wills. *Journal of Business and Technical Communication*, 23.1 (2008): 108-13.
- Review of *Discourse in Education and Social Research*. In *The Journal of Curriculum Studies*. 2005.
- Review of *Writing and Revising the Disciplines*. Ed. Jonathan Monroe. *College Composition and Communication*. September, 55.1 (2003), 185-87.
- Review of *An Archaeology of Professional Writing*. Jim Henry. *College Composition and Communication* 53.1 (September 2001), 167-70.
- Review of *Spurious Coin: A History of Science, Management, and Technical Writing*. Bernadette Longo. *Journal of Advanced Composition*. 21.2 (Spring 2001) 487-92.
- Review of *Angel's Town: Chero Ways, Gang Life, and the Rhetorics of Everyday*. Ralph Cintron. *College Composition and Communication* 51.3. (Feb. 2000): 492-94.
- "Saving Rusty." *Composition Studies* 27.2 (November 1999): 127-28.
- "Studying Culture: Can We Ever Get it Right?" *Writing in a Visual World*, Eds. Craig Hansen and Maythee Kantar. Mayfield Publishing, 1997.
- "Response to Prof. Depoe." *Critical Studies in Mass Communication*. 14.3 (Fall 1997): 373-74.
- The Encyclopedia of Rhetoric and Composition: Communication from Ancient Times to the Information Age*. Ed Theresa Enos. New York: Garland Pub. 1996.
- "Marxist Rhetoric." 422-24
- "Raymond Williams." 764-65
- "Paulo Freire." 274-75.
- Review of *Contending With Words: Composition and Rhetoric in the Postmodern Age*. *Rhetoric Review*. 11.1 (Fall 1992): 230-34.
- Review of *Self as Mind: Wordsworth, Coleridge and Keats*. *South Atlantic Review* 53.1 (1988): 136-38.

## ELECTRONIC PUBLICATION

- "Defining a Future Bioeconomy for the Nation: Bio-Renewable Resources and Complex Systems." Carl Herndl, Robert Anex, Robert Brown, Rick Cruse, Steve Fales, and Gene Takle. Published on the National Conference on Science Policy and the Environment 6<sup>th</sup> conference website, 26-27 January, 2006.

PROFESSIONAL PRACTICE

Facilitator. UN Habitat Partner University Initiative meeting, May 2013 Tampa FL, hosted by Patel College of Global Sustainability.

Workshop facilitator: "Assessment of Bioenergy Production & Conversion Configurations." Iowa State University, 28 March, 2008.

Workshop facilitator: "Assessment of Bioenergy Production & Conversion Configurations." Iowa State University, 15 February, 2008.

Session Leader. "Developing Policy for Sustainable Bioenergy Production." National Council on Science and the Environment. January, 2008, Washington DC.

Coauthor of Iowa State's proposal to the Sloan Foundation for a Sloan Research Center for Biobased Products Industry Research, Fall 2007.

Workshop facilitator: "Assessment of Bioenergy Production & Conversion Configurations." Kansas State University, 6 December, 2007.

Workshop facilitator: "Assessment of Bioenergy Production & Conversion Configurations." Iowa State University, 7 November, 2007.

Session Leader. 2006 Water Quality Conference. Iowa State University.

Workshop facilitator: "Agricultural Systems Initiative-Mini Symposium and Proposal Development" October 20, 2005.

## PRESENTATIONS

- “Princely Things and Wolfish Objects: OOO and Latour’s Deliberative Project.” Rhetoric Society of America, San Antonio, TX. 23 May, 2014.
- “Bruno Latour Roundtable.” Rhetoric Society of America, San Antonio, TX. 24 May, 2014.
- “Scholarship in Public.” Saint Louis University, 3 April, 2014.
- “Communicating Sustainability” Patel College of Global Sustainability, Tampa, August 15, 2013.
- “How Might Rhetoric and Composition Participate in the Work of Composing a Common World?” College Composition and Communication Conference, Las Vegas, March 2013.
- “I Have a Proposition for You’: The Problems of Composing Heterogeneous Assemblies.” College Composition and Communication Conference, Las Vegas, March 2013.
- “Rhetoric and the New Materialism.” Rhetoric Society of America conference, Philadelphia, June 2012
- “From the Object of Rhetoric to the Rhetoric of Objects: Latour’s Vibrant Materialism.” College Composition and Communication Conference, St. Louis, March 2012.
- “What’s Rhetoric Got to Do With It? (With Apologies to Tina Turner)” Environmental Research Interdisciplinary Colloquium, University of South Florida, 2 Nov. 2011.
- “What is a Farm?: How social space defines sustainability in one rural Iowa Community.” University of South Florida Global Humanities Symposium, March 2011.
- “Talking Off Label: The Role of Stasis in Transforming the Discourse Formation of Pain Science.” University of South Florida, January 28, 2010.
- “Rhetoric and Managing Uncertainty and Telling the Right Story” College Composition and Communication Conference, Louisville KY, March 2010.
- “Making Things Happen: Understanding and Facilitating Sustainable Technological Development.” National Communication Association conference. November, 11, 2009. Chicago.
- “Five Years Out: The Rhetoric of Science and Technology Looks to Its past and Future” Roundtable at National Communication Association conference. November, 13, 2009. Chicago.
- “The Poor Guy, He Still Thinks Science is the Answer: Agricultural Ecology and Rhetorical Citizenship.” Invited lecture at University of Minnesota, Writing Studies Department. March 6, 2009.
- “Working Upstream’: Bringing Scientists and Farmers Together to Develop Sustainable Biofuels Policy.” Session titled “From Rhetoric of Science to Rhetoric of Technoscience.” College Composition and Communication conference, March 2009, San Francisco.

PRESENTATIONS continued

- “Working Upstream: Integrating What Scientists and Farmers Know about Sustainable Biofuel Production.” NCA conference, November 21-24, 2008, San Diego.
- “Negotiating Pain: Managing Pain and Managing the Different Discourses of Pain Management.” With Scott Graham. Rhetoric Society of America Conference. May 23-26, 2008, Seattle WA.
- “Sustainability and the Biofuel Economy: Hybrid Landscapes, Geospatial Modeling, and the Space of Rhetorical Agency.” College Composition and Communication Convention, 3 April, 2008.
- “Sustainability and the Biofuel Economy: Hybrid Landscapes, Geospatial Modeling, and the Space of Rhetorical Agency.” Western State Rhetoric and Literacy Conference, Tempe, AZ. 25-27 October, 2007.
- “Speaking Plutonium: The Discovery/Construction of an Element” Rhetoric Society of America Meeting, Memphis, May 2006.
- “Fostering Collaboration in Socially Complex Problem Areas: A Rhetorical View.” With Greg Wilson. 28th Annual Meeting of the Society for the Social Studies of Science, Paris, France; August 25-28, 2004.
- “Shifting Agency: Agency, *Kairos*, and the Possibilities of Social Action.” College Composition and Communication Conference, San Antonio, TX. March 24-27, 2004.
- Chair. “The Roles of Memory, Space, and Representation in the Public Sphere.” College Composition and Communication Conference, San Antonio, TX. March 24-27, 2004.
- “Shifting Agency” presentation at the first Association of Rhetoric Societies conference, Northwestern University, Evanston IL, September 11-14, 2003.
- “Bourdieu’s Theory of Practice and the Practice of Writing Theory.” College Composition and Communication Conference, 19-22 March 2003, New York, New York.
- “Cultural Studies Approaches to Technical Communication.” College Composition and Communication Conference, 19-22 March 2003, New York, New York. Session Chair.
- “Shifting Agency: Agency, *Kairos*, and the Possibilities for Social Action.” Rhetoric Society of America, 23-25 May, 2002, Las Vegas, Nevada.
- “Rhetoric of Science as Persuasive Practice: Rescuing the Postmodern Critique” Rhetoric Society of America Conference, May 25-28, 2000, Washington.
- “Liberation Theology, Rhetorical Performance, and Social Action.” New Mexico State University, Department of English faculty colloquium series. 18 November, 1999.
- “Dialogue: Rhetorical Performance, Literacy Practices, and Social Change” with Dan Bauer. 1998 Thomas R. Watson Conference on Rhetoric and Composition, 8-10 October, 1998 in Louisville KY.

PRESENTATIONS continued

- Chair, "Literacy in Public and Private Spheres: Theory and Practice." 1998  
 Thomas R. Watson Conference on Rhetoric and Composition, 8-10  
 October, 1998 in Louisville KY.
- "Postmodern Models of Institutional Resistance and Change." The International  
 Academy of Business Disciplines conference "International Business and  
 Ecology: The Unbroken Circle," 15-18 October, 1998, El Paso TX.
- "Rhetoric, Confrontation, and Change: Liberation Theology as Rhetorical  
*Praxis*." College Composition and Communication Conference, Chicago,  
 April 1-4, 1998.
- "Rearticulating Rorty: Or Neopragmatism Goes Political." College Composition  
 and Communication Conference, Phoenix AZ, March 13-15, 1997.
- "Parodic Operator's Manuals, Pseudoscientific Fiction, and Incoherent Warning  
 Labels: The Postmodern Condition of Scientific/Technical Texts."  
 Session Chair, College Composition and Communication Conference,  
 Phoenix AZ, March 13-15, 1997.
- "Recursion as the Master Trope of Poststructural Social and Rhetorical Theory."  
 Rhetoric Society of America Conference, Tuscon, AZ, May 30-June 1,  
 1996.
- "Recursion as the Master Trope of Poststructural Social and Rhetorical Theory."  
 College Composition and Communication Conference, Milwaukee WI, 27-  
 30 March, 1996.
- "The Ethics of Hiring Dual Career Couples: Views from Both Sides of the Job  
 Search. College Composition and Communication Conference, Milwaukee  
 WI, 27-30 March, 1996.
- "The Three Rs: Writing, Responsibility, and Resistance." Conference for  
 Programs in Scientific and Technical Communication, Houghton MI,  
 September 28-30, 1995.
- "Looking for 'Resistance' in Unlikely Places." The Penn State Conference on  
 Rhetoric and Composition, State College, PA, July 13-16, 1994.
- "Nasty Politics: Memos, Job Interviews and CCCC Proposals as Sites of Power in  
 the Academy." Session Chair. The Penn State Conference on Rhetoric and  
 Composition, State College, PA, July 13-16, 1994.
- "Rhetoric for Environmental and Social Change." College Composition and  
 Communication Convention, Nashville TN, March 17-19, 1994.
- "What Does Resistance Look Like In Nonacademic Discourse." College  
 Composition and Communication Conference, San Diego CA., March 31-  
 April 3, 1993.
- "Ethnography and the Classroom: What Happens to Ethnographic Theory as it is  
 Translated into Pedagogy." The Penn State University Conference on  
 Rhetoric and Composition, State College PA, July 8-11, 1992.
- "Cultural Critique and the Construction of Spandrels." Society for Literature and  
 Science Annual Conference, October 1991.
- "Teaching, Discourse and Cultural Politics." College Composition and  
 Communication Convention, March 1991.

PRESENTATIONS continued

- "Writing Ethnography: Paradigms and Problems in Qualitative Research."  
Workshop Leader. College Composition and Communication Convention,  
March 1990.
- "Teaching Discourse and Reproducing Culture." Penn State Conference of  
Composition and Rhetoric, July 1990.
- "Discerning Authorities: The Language of Writing Ethnography." College  
Composition and Communication Convention, March 1989.
- "Understanding Failures in Organizational Discourse: The Accidents at Three  
Mile Island and the Shuttle Challenger." Society for Literature and  
Science, October 1988.
- "Ethnography as Representation: The Rhetoric Which Authorizes Ethnographic  
Accounts." Penn State Conference on Rhetoric and Composition, July  
1988.
- "The Rhetoric of Ethnography." College Composition and Communication  
Convention, March 1988.
- "Ethnography, Pragmatics and Discourse Communities." College Composition  
and Communication Convention, March 1987.
- "How to Recognize a Language Culture When You See One." College  
Composition and Communication Convention, March 1985.
- "Bringing Real World Writing Situations into Business and Technical Writing  
Classes." Minnesota Conference of Teachers of English, May 1984.
- "A Profile of the Corporate Writing Context: Hierarchies of Audiences and  
Texts." College Composition and Communication Convention, March  
1984.
- "The Epiphany in Portrait of the Artist." Midwest Modern Language Association  
Convention, November 1983.
- Chair, Nineteenth Century Poetry session, Carolinas Symposium on British  
Studies, April 1988.

## EDITORIAL SERVICE

### Member of the editorial board of:

*Tamara: Journal of Critical Postmodern Organizational Science* (1999-2001).

*ISLE: Interdisciplinary Studies in Literature and the Environment* (1993-present).

### Manuscript reviewer for:

Southern Illinois University Press,

SUNY Press,

Mayfield Publishing,

St. Martin's Press,

*Environmental Communication*

*Journal of Rhetoric, Professional Communication & Globalization*

*Environmental Communication*

*College Composition and Communication,*

*College English*

*Journal of Advanced Composition,*

*Rhetoric Society Quarterly,*

*Technical Communication Quarterly,*

*Composition Studies*

*Journal of Business and Technical Communication*

*ISLE: Interdisciplinary Studies in Literature and the Environment*

## PROFESSIONAL SERVICE

### Outsider Reviewer for Tenure and Promotion

Thomas Rickert, Purdue University, 2013

Christian Weisser, U Penn-Berks 2011

Blake Scott, Univ. Central Florida, 2011

Lisa Keranen, University of Colorado, Denver, 2009

Amy Kreober, Texas Technical University, 2007

Bernadette Longo, University of Minnesota, 2004

Brent Faber, Clarkson University, 2003

John Ackerman, Kent State University, 2002

External reviewer for NSF "Science of Science" program grants 2009.

UNIVERSITY AND DEPARTMENTAL SERVICE

**University of South Florida**

Director of graduate programs in rhetoric and composition 2010-present.  
Graduate faculty committee  
Rhetoric and composition committee, chair  
Recruiting committee, chair  
Admissions committee

**Iowa State University**

Rhetoric and Professional Communication Admissions Committee Co-Chair  
2007-2008  
Rhetoric and Professional Communication Committee (2001-present, Chair  
Spring 2006- Spring 2007)  
Advanced Writing Committee (2001-2003)  
Rhetoric and Professional Communication Admissions Committee (2001-2003)  
Rhetoric and Professional Communication Exams Committee 2001-2003, 2004-  
present (Chair 2002-03, 2004-present)  
Department Promotion & Tenure Review Committee (2004-2006)  
Affiliated Faculty in Women's Studies (2002-present)  
Affiliated Faculty in the History of Technology and Science program (2006-  
present)

**New Mexico State University:**

Graduate Studies Committee, 1998-2001, Chair 2000-2001  
Ph.D. Program Committee, 1991-2001, chair 1993-1996  
Doctoral Program Placement Officer, 1996-2001  
English Department Tenure and Promotion Committee, 1997-2001  
English Department Advisory Committee, 1996-1997, 2000-2001  
Director of the Introduction to Graduate Studies Colloquium Series, 1999-2001  
New Mexico State Humanities Consortium , 1995-1998, chair 1996-1997  
Personnel Committee, chair of rhetoric search 1995, committee chair 1996  
General Education Committee, 1996-1997  
National Endowment for the Humanities Challenge Grant Committee, 1996-1997  
North Central Accreditation Internal Review Committee, 1996-1997  
College of Arts and Sciences Curriculum Committee, 1995-1996  
Founder and advisor English Undergraduate Student Organization, 1992-1993  
English Graduate Student Organization, Advisor 1995-1997

**North Carolina State University:**

Curriculum Committee; Computer Affairs Committee  
Majors Committee; Technical and Professional Writing Committee

DISSERTATIONS DIRECTED

**University of South Florida**

- Dan Richards. Dead Man's Switch: Disaster Rhetorics in a Posthuman Age. August 2013. Assistant Professor, Old Dominion University.
- Jessica Eberhard. Rhetoric of medicine. current
- Karen Langbehn. Science and public policy. current
- Megan McIntyre. Postpedagogy and materialist theory. current
- Sarah Beth Hopton. Agent Orange and Social Network Analysis, current
- Lauren Cutlip. Citizen Participation in Science and Technology, current
- Zachery Dixon. Actor Network Theory and Marine Policy Analysis, current

**Iowa State University**

- Rachel Wolford, 2011. "Exploring Agency and Articulation: An Ethnography of Women Farmland Owners." Assistant Professor, University of Minnesota, Duluth.
- Scott Graham. 2010. "Managing Pain: a Study of Interdisciplinary Science in the Iowa Pain Institute." Assistant Professor, University of Wisconsin, Milwaukee.
- Noel Holton. 2010. "'Growing the Bioeconomy:' A Rhetorical Analysis of the Discourse of University Scientists' Collaborating with Business Leaders to Advance Basic Science." Assistant Professor, LaGuardia Community College, NYC.
- James Heiman. 2006. "Advocacy, Science, and Policy: A Case Study of Scientists' Public Discourse in Resolving an Environmental Controversy." Assistant Professor. Saint Cloud State University.
- Adela Licona. 2005. "Borderlands's Rhetoric and Hybrid Identity." Associate Professor, University of Arizona.
- Catherine Fox. 2004. "Be-Coming Subjects: Reclaiming the Politics of Location as a Radical Political Rhetoric." Associate Professor, Saint Cloud State University.
- Lisa Hermsen. Ph.D. 2002. "No Mere Travelogue: Material-Semiotic Bodies/Texts in Science, Safari, and Spectacle." Associate Professor and Chair, Rochester Institute of Technology.

**New Mexico State University**

- Carroll Nardone. Ph.D. 2002. "The 'American Girl': A Feminist and Cultural Critique." Associate Professor, Sam Houston State University.
- Julie Simon. Ph.D. 2002. (Co-directed with Rebecca Jackson) "An Ethnographic Study of the University Writing Center as a Site for Cultural Criticism and Change." Associate Professor. Southern Utah University.
- Greg Wilson. Ph.D. 2001 "Invention, Agency, and Disciplinarity: The Tension Between Normal and Revolutionary Discourse Production in Bayesian Statistics." Assistant Professor, Iowa State University.

DISSERTATIONS DIRECTED

New Mexico State University

- Cindy Nahrwold. Ph.D. 2000. "In Search of Collaboration *Praxis*: Collaboration, Intellectual Property, and Institutional Practices." Associate Professor. University of Arkansas, Little Rock.
- Dan Bauer. Ph.D. 1997. "Negotiating Cultural and Social Barriers Through Confrontation: The Textual Force of Liberation Theology and AIDS Rhetoric." Professor and Chair. Georgia Southern University.
- Jane Tombes. Ph.D. 1997. "Using the Canons to Determine the Effectiveness of Arts Proposal Guidelines."
- Mary K. Jackman. Ph.D. 1997. "Telling Stories: Narrative Negotiations of Identity and Performance in a University First-Year Writing Classroom." Lecturer. Southern Methodist University.

MASTERS THESES DIRECTED

University of South Florida

- Lauren Cutlip. Rhetorical Challenges to Citizen Participation in Technology Assessment. Current.

Iowa State University

- Erin Kennedy Kurth. "Virginia Woolf and the Rhetorical Canon." 2005.

New Mexico State University

- John Gillette. M.A. 1997. "Outline of a Social Epistemic Rhetoric."
- Jay Quaintance. M.A. 1997. "Literal to Literary: The Cultural Work of Scientific Knowledge in the Postmodern Idiom."
- Philip Tietjen. M.A. 1996. "Institutional or Community Language in Mediation: Who Decides?"

## GRADUATE COURSES TAUGHT

### University of South Florida

Rhetoric and Cultural Studies  
Rhetoric of Science  
Rhetoric, Science Studies and The New Materialism

### Iowa State University

Introduction to Literary Theory and Criticism  
Introduction to Theory and Research in Professional Communication  
History of Rhetoric I, Vico to the Present.  
Rhetoric and Cultural Studies  
The Critique of Cultural Representation  
Rhetoric of Science

### New Mexico State University

Ethnography and Qualitative Research Methods  
Discourse Theory  
Writing, Technology, and Culture  
Rhetoric of Science  
Rhetoric and Cultural Studies  
Feminist Critical Theory  
Pragmatism and Rhetoric  
Writing in the Workplace  
Introduction to Doctoral Studies  
Introduction to Graduate Studies  
Advanced Technical and Professional Writing  
Writing and the Composing Process  
British Romantics

## UNDERGRADUATE COURSES TAUGHT

### University of South Florida

Advanced Composition  
Expository Writing  
Workplace Writing and Culture

### Iowa State University

Introduction to Literary Theory  
Technical Communication  
Rhetorical Analysis

New Mexico State and North Carolina State Universities

Senior Seminar for Writing and Editing	Research Writing
Special Projects in Advanced Comp.	Science Writing
Writing and the Composing Process	Literary Criticism
First Year Writing	British Romantics
Expository Writing	Major British Authors
Advanced Composition	Studies in Fiction
Introduction to the Study of Literature	Technical Writing
Conference Course in Adv. Comp.	Survey of English Literature II
Rhetorical Criticism	