

DAVID FLEMING

Professor
Department of English
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August 8, 2023

EDUCATION

1996 Ph.D. in Rhetoric. Carnegie Mellon University, Pittsburgh, PA
1989 M.A. in English. University of North Carolina at Chapel Hill
1983 A.B. in English. Davidson College, Davidson, NC

DISSERTATION

The Rhetoric of Design: Argument, Story, Picture, and Talk in a Student Design Project.
Director, David S. Kaufer; Readers, Paul J. Hopper and Richard Buchanan.

PROFESSIONAL POSITIONS HELD

2012- Professor, Department of English, University of Massachusetts Amherst
(Director, Undergraduate Studies, 2018-2023)
2006-2012 Associate Professor, Department of English, University of Massachusetts Amherst
(tenured, 2008) (Director, University Writing Program, 2007-2011)
2004-2006 Associate Professor, Department of English, University of Wisconsin-Madison
(tenured, 2004) (Director of Freshman Composition, 2004-2006)
1998-2004 Assistant Professor, Department of English, University of Wisconsin-Madison
(Director of Intermediate Composition, 2001-2004)
1996-1998 Assistant Professor, Department of English, New Mexico State University
1991-1996 Instructor, Departments of English and Design and the Carnegie Mellon Action Project,
Carnegie Mellon University
1989-1991 Instructor, Department of English, Laredo Community College, Laredo, TX
1986-1987 Editor, The Youth Policy Institute, Washington, DC
1984-1985 Teacher, Tande Harambee Secondary School, Tande, Kenya

ACADEMIC HONORS AND AWARDS

2019 Winner, 2019 Richard C. Ohmann Award (for "Fear of Persuasion in the English Language Arts"), National Council of Teachers of English (presented November 23 in Baltimore)
2013 Winner, 2011 Mina P. Shaughnessy Prize (for *From Form to Meaning*), Modern Language Association (presented January 5 in Boston)
2012 Winner, 2012 Outstanding Book Award (for *From Form to Meaning*), Conference on College Composition and Communication (presented March 23 in St. Louis)
2009 Lead writer of UMass Amherst Writing Program's successful application for 2008-09 Certificate of Excellence, Conference on College Composition and Communication (presented March 13 in San Francisco)
2009 Faculty marshal, undergraduate commencement, University of Massachusetts Amherst
2006 Lead honoree for UW-Madison Freshman Composition Program's receipt of Dean of Students Partnership Award from Office of Orientation and New Students Program (presented June 1 in Madison)
2005 Summer Research Grant, UW-Madison Graduate School (*History of Writing Instruction at UW*)
2004 English Dept. nominee, Class of 1955 Distinguished Teaching Award, UW-Madison

- 2002 Fall UW Foundation Junior Faculty Development Research Leave, UW-Madison Department of English (*City of Rhetoric*)
- 2002 Excellence in Teaching Award, Graduate Student Association, UW-Madison Department of English
- 2002 Summer Research Grant, UW-Madison Graduate School (*City of Rhetoric*)
- 2000 Summer Research Grant, UW-Madison Graduate School (*City of Rhetoric*)
- 1999-2000 Lilly Teaching Fellowship, UW-Madison College of Letters and Science
- 1999 Summer Research Grant, UW-Madison Graduate School (*City of Rhetoric*)
- 1995 Summer Fellowship, Andrew W. Mellon Seminar on Objectivity in Philosophy, History, and English Studies
- 1992-1993 Research Fellowship, National Center for the Study of Writing and Literacy
- 1992-1993 Research Fellowship, Mellon Literacy in Science Center
- 1987-1988 Full merit scholarship for graduate study in English, UNC-Chapel Hill
- 1983 Graduated *cum laude* with Honors in English, Davidson College
- 1983 Phi Beta Kappa, Davidson College

BIBLIOGRAPHY

Books

- 2011 *From Form to Meaning: Freshman Composition and the Long Sixties, 1957-1974*. 288 pp. Pittsburgh, PA: University of Pittsburgh Press. Reviews by S. E. Vie, *Choice* (November 2011); Lucie Moussu, *English Studies in Canada*, 38.2 (June 2012): 210-215; Lisa Mastrangelo and Wendy Sharer, *College English*, 75.1 (September 2012): 95-106; Jacob Babb, *Composition Studies*, 40.2 (Fall 2012): 145-148; Dana Nichols, *Academe*, 99.1 (January-February 2013): 47-48; Chris Warnick, *Teaching English in the Two-Year College*, 41.2 (December 2013): 192-193; John Scenters-Zapico, *College Composition and Communication*, 66.2 (December 2014): 351-367. Interview by Annette Vee, *Enculturation* (February 12, 2012). Winner, 2012 Outstanding Book Award from Conference on College Composition and Communication and 2011 Mina P. Shaughnessy Prize from Modern Language Association.
- 2008 *City of Rhetoric: Revitalizing the Public Sphere in Metropolitan America*. 346 pp. Albany, NY: State University of New York Press. Reviews by Joan Farber McAlister, *Rhetoric Society Quarterly*, 39.3 (June 2009): 303-306; Richard Marback, *Rhetoric Review*, 28.4 (October 2009): 433-436; Jordynn Jack, *College English*, 72.2 (November 2009): 188-198; Samuel C. Shaw, *Rhetoric & Public Affairs*, 12.4 (Winter 2009): 668-670; David Coogan, *JAC*, 29.4 (2009): 843-848; Jenny Edbauer Rice, *Quarterly Journal of Speech*, 96.1 (February 2010): 103-106; Ron Davidson, *Aether*, 8.A (September 2011): 89-91.

Articles, chapters, and essays

- 2020 "A Role for the *Progymnasmata* in English Education Today." *Les progymnasmata en pratique, de l'Antiquité à nos jours*, eds. Pierre Chiron and Benoît Sans (Paris: Éditions Rue d'Ulm, Presses de l'École normale supérieure [ENS]). 381-400.
- 2019 "Fear of Persuasion in the English Language Arts." *College English*, 81.6 (July): 508-541. Winner, 2019 Richard C. Ohmann Award, National Council of Teachers of English.
- 2018 "Quintilian: The Perfect Orator." *Encyclopedia of Communication Ethics*. Ed. Ronald C. Arnett, Annette M. Holba, and Susan Mancino. Bern: Peter Lang. 397-401.
- 2017 "Afterword." *The Memoir of Ednah Shepard Thomas* by Ednah Shepard Thomas. Ed. David Stock. Perspectives on Writing. Fort Collins and Boulder, CO: The WAC Clearinghouse and University Press of Colorado. 485-494.
- 2016 "Quintilian, *Progymnasmata*, and Rhetorical Education Today." *Advances in the History of Rhetoric*, 19.2: 124-141.

- 2014 "Rhetoric and Argumentation." *A Guide to Composition Pedagogies*, 2nd ed. Ed. Gary Tate, Amy Rupiper Taggart, Kurt Schick, and H. Brooke Hessler. New York: Oxford University Press. 248-265.
- 2013 "March 1865: The End of Elegance." *Rhetoric Review*, 32.4: 375-396.
- 2013 "The Lost Meadows of Northampton." *The Massachusetts Review*, 54.1: 115-144.
- 2010 "Finding a Place for School in Rhetoric's Public Turn." *The Public Work of Rhetoric: Citizen-Scholars and Civic Engagement*. Ed. David Coogan and John Ackerman. Columbia: University of South Carolina Press. 211-228.
- 2009 "Rhetoric Revival or Process Revolution? Revisiting the Emergence of Composition-Rhetoric as a Discipline." *Renewing Rhetoric's Relation to Composition: Essays in Honor of Theresa Jarnagin Enos*. Ed. Shane Borrowman, Stuart C. Brown, and Thomas P. Miller. New York: Routledge. 25-52.
- 2003 "Becoming Rhetorical: An Education in the Topics." *The Realms of Rhetoric: Inquiries into the Prospects for Rhetoric Education*. Ed. Deepika Bahri and Joseph Petraglia. Albany, NY: State University of New York Press. 93-116.
- 2003 "The Very Idea of *Progymnasmata*." *Rhetoric Review*, 22.2: 105-120.
- 2003 "Subjects of the Inner City: Writing the People of Cabrini-Green." *Towards a Rhetoric of Everyday Life: New Directions in Research on Writing, Text, and Discourse*. Ed. Martin Nystrand and John Duffy. Madison, WI: University of Wisconsin Press. 207-244.
- 2002 "The Streets of Thuri: Discourse, Democracy, and Design in the Classical Polis." *Rhetoric Society Quarterly*, 32.3: 5-32.
- 2002 "The End of Composition-Rhetoric." *Visions and Revisions: Continuity and Change in Rhetoric and Composition*. Ed. James D. Williams. Carbondale, IL: Southern Illinois University Press. 109-129.
- 2000 "Encounters with Conflict" (with Elenore Long and Linda Flower) (pp. 137-167); "Rival Hypothesis Thinking in Action: Dilemma-Driven Literate Acts" (with Elenore Long and Linda Flower) (pp. 169-211); "Rivaling in School and Out" (with Elenore Long, Linda Flower, and Patricia Wojahn) (pp. 229-253); and "Rivaling at the Community Literacy Center: The Logic of a Strategic Process" (with Elenore Long and Linda Flower) (pp. 255-276). *Learning to Rival: A Literate Practice for Intercultural Inquiry* by Linda Flower, Elenore Long, and Lorraine Higgins (Mahwah, NJ: Lawrence Erlbaum Associates).
- 1998 "Rhetoric as a Course of Study." *College English* 61.2: 169-191. ("A Comment" and my "Response" appeared in *College English* 62.2 [November, 1999]: 275-277.)
- 1998 "Design Talk: Constructing the Object in Studio Conversations." *Design Issues* 14.2: 41-62.
- 1998 "The Space of Argumentation: Urban Design, Civic Discourse, and the Dream of the Good City." *Argumentation* 12.2: 147-166. (Reprinted in *Readings on Argumentation*. Eds. Angela J. Aguayo and Timothy R. Steffensmeier. State College, PA: Strata Press, 2008.)
- 1997 "Epistemologies of Style." *Issues in Writing* 8.2: 134-157.
- 1997 "Learning to Link Artifact and Value: The Arguments of Student Designers." *Language and Learning Across the Disciplines* 2.1: 58-84.
- 1996 "Can Pictures Be Arguments?" *Argumentation and Advocacy* 33.1: 11-22.
- 1996 "Professional-Client Discourse in Design: Variation in Accounts of Social Roles and Material Artifacts by Designers and their Clients." *Text* 16.2: 133-160.
- 1995 "Negotiating Competing Voices to Construct Claims and Evidence: Urban American Teenagers Rivaling Anti-Drug Literature." *Competing and Consensual Voices: The Theory and Practice of Argument*. Ed. Sally Mitchell and Patrick J. M. Costello. Clevedon, England: Multilingual Matters. 172-183. (Co-authored with Elenore Long, Linda Flower, and Patricia Wojahn.)
- 1995 "The Search for an Integrational Account of Language: Roy Harris and Conversation Analysis." *Language Sciences* 17.1: 73-98. (Reprinted as: "Is Ethnomethodological Conversation Analysis an 'Integrational' Account of Language?" *Linguistics Inside Out: Roy Harris and His Critics*. Ed. George Wolf and Nigel Love. Amsterdam: John Benjamins, 1997. 182-207.)

- 1993 "Collaborative Argument Across the Visual/Verbal Interface." *Technical Communication Quarterly* 2.1: 37-49. (Co-authored with David Kaufer, Mark Werner, and Ann Sinsheimer-Weeks.)

Book reviews

- 2020 Review of *The Two Cultures of English: Literature, Composition, and the Moment of Rhetoric* by Jason Maxwell (Fordham UP, 2019). *The ALH Online Review*, 22: 1-4.
<https://academic.oup.com/alh/pages/alh-online-review-series-22>.
- 2016 Review of *Lincoln's Last Speech: Reconstruction and the Crisis of Reunion* by Louis P. Masur (Oxford UP, 2015). *Presidential Studies Quarterly*, 46.2: 491-492.
- 2012 Review of *The Genuine Teachers of This Art: Rhetorical Education in Antiquity* by Jeffrey Walker (U of South Carolina P, 2011). *Rhetoric Review*, 31.4: 479-483.
- 2010 Review of *Local Histories: Reading the Archives of Composition*, eds., Patricia Donahue and Gretchen Flesher Moon (U of Pittsburgh P, 2007) and *Beyond the Archives: Research as a Lived Process*, eds., Gesa E. Kirsch and Liz Rohan (Southern Illinois UP, 2008). *Rhetoric Review* 29.1: 96-101.
- 2009 Review of *Sizing Up Rhetoric*, eds., David Zarefsky and Elizabeth Benacka (Waveland P, 2008). *Rhetoric Review* 28.1: 94-99.
- 2006 Review of *The Viability of the Rhetorical Tradition*, eds., Richard Graff, Arthur E. Walzer, and Janet M. Atwill (State U of New York P, 2005). *Rhetoric Review* 25.4: 445-459.
- 2006 Review of *Rhetorical Education in America*, eds., Cheryl Glenn, Margaret M. Lyday, and Wendy B. Sharer (U of Alabama P, 2004). *Rhetoric Review* 25.2: 215-220.

Research reports, textbooks, and instructional materials

- 2009 *Other Words: A Writer's Reader*. Ed. David Fleming and the UMass Amherst Writing Program Editorial Collective. 342 pp. Dubuque, IA: Kendall/Hunt.
- 2007 *Sourcebook for Instructors of Junior Year Writing Courses*, University Writing Program, UMass Amherst. 186 pp.
- 2006 "A Student-Centered First-Year Writing Course," *Our First Year Experience* [UW-Madison Office of Orientation and New Students Programs], 1.2 (March): 4.
- 2005 "English 100 Meets the Transitional Needs of New Students," *Our First Year Experience* [UW-Madison Office of Orientation and New Students Programs], 1.1 (October): 4.
- 2004 *In the Course of Writing: Original Essays on the Teaching of Composition*. Ed. David Fleming and Stephanie Kerschbaum. Published locally for writing instructors at the University of Wisconsin-Madison. My own contribution: "Time Is On Our Side."
- 2004 "Who Are Our Students? A Digest of Facts and Figures Concerning UW-Madison Freshmen." English 100 Website: <http://mendota.english.wisc.edu/~Eng100/>.
- 1995 "Lessons in School Reform from Great Britain." *Briefs on Writing* 1.5 (February): 1-4. Pittsburgh, PA: National Center for the Study of Writing and Literacy at Carnegie Mellon University.
- 1994 "Literacy, Education, and Work: Other Voices, Other Stories." *Briefs on Writing* 1.3 (December): 1-4. Pittsburgh, PA: National Center for the Study of Writing and Literacy at Carnegie Mellon University.
- 1994 "Community Literacy: Writing, Dialogue, and Problem-Solving in the Inner City." *Briefs on Writing* 1.2 (November): 1-4. Pittsburgh, PA: National Center for the Study of Writing and Literacy at Carnegie Mellon University.
- 1992 "Designing Computer-Based Writing Tools for Community Action." *Future Choices: Toward a National Youth Policy* 3 (Spring): 81-99. Washington, DC: The Youth Policy Institute.
- 1991 "The Next Literacy: Educating Young Americans for Work and Citizenship" *Future Choices: Toward a National Youth Policy* 3 (Summer): 45-54. Washington, DC: The Youth Policy Institute.

Weblogs

I founded and maintain the blog “City of Rhetoric: Writing and Teaching about Place” at <http://cityofrhetoric.com>, with more than 30 multi-media posts since 2013, some more than 10,000 words long. The blog has had more than 80,000 views now. In 2011, I founded the blog “commonread” at <http://blogs.umass.edu/commonread/> and maintained it until 2014.

Work in progress

“The Rise of the Major, or Upper Division Specialization, in U.S. Higher Education: A Study of 25 Colleges and Universities, 1869-1919.” 75 pp.

“The Choice of Major in College: Economic, Sociological, and Historical Perspectives.” 75 pp.

“School Spirit: A Defense of Quintilian’s Moral Project for Rhetoric.” 30 pp.

“Senior Year Writing: The Third Tier of College Composition.” 50 pp.

“A Fourth Genre of Classical Greek Rhetoric?” Essay on the role of the Boulé, or Council of 500, in histories of ancient political oratory. 50 pp.

American Baccalaureate: The Story of the Distinctive Curriculum of U.S. Undergraduate Education: Its Unlikely Rise and Current Vulnerability. Book ms. on the history of the bachelor’s degree in the US, combining general and specialized education. Expected completion: summer, 2024.

Papers presented

2023 “Fear of Persuasion: What We’re Not Teaching.” Invited address to Northeast Media Literacy Conference (online, January 13).

2019 “Back to the ‘Q Question’: A Defense of Quintilian’s Moral Project for Rhetoric.” International Society for the History of Rhetoric (New Orleans, LA, July 25).

2019 “Senior Year Writing: The Third Tier of College Composition.” CompShare: University of Massachusetts English Department Composition-Rhetoric Colloquium (Amherst, March 29).

2018 “Argumentation in Political and Academic Contexts: What Disciplinary Traditions and Contemporary Research Tell Us.” Invited address to University of Rochester Writing, Speaking, and Argument Program (Rochester, NY, October 19).

2018 “Fear of Persuasion in the English Language Arts.” University of Massachusetts English Department Faculty Colloquium (Amherst, September 18).

2018 “A Role for the *Progymnasmata* in English Language Arts Education Today.” *Les progymnasmata en pratique, de l’Antiquité à nos jours* (Université Paris-Est Créteil, January 19).

2016 “Writing in the Unbundled University.” Conference on College Composition and Communication (Houston, TX, April 8).

2015 “Senior Year Writing: The Third Tier of College Composition.” Conference on College Composition and Communication (Tampa, FL, March 19).

2014 “The Academic Revolution: How “English” Became Specialized Literary Research at UW-Madison.” Rhetoric Society of America (San Antonio, TX, May 26).

2013 “American Baccalaureate: The Story of the Bachelor’s Degree in U.S. Higher Education.” Invited address to the English Department, University of Tennessee, Knoxville (Knoxville, TN, September 18).

2013 “The Claims of the Personal and Civic in 21st Century Academic Discourse: A Defense of ‘General Writing.’” Invited address to the English Department, University of Illinois at Chicago (Chicago, IL, April 26).

2013 “Whither Goeth the American Baccalaureate? And Why Should We Care?” University of Massachusetts English Department Faculty Colloquium (Amherst, March 5).

2012 “Whither Goeth the American Baccalaureate? Writing, ‘Gen Ed,’ and the Major After the Great Recession.” Invited address to the English Department, University of Pittsburgh (Pittsburgh, PA, November 13).

- 2012 "Writing and Learning in College: What We Know from Research, What Works in Classrooms and on Campus." Invited keynote address for Faculty Development Day, Mount Saint Mary College (Newburgh, NY, January 19).
- 2010 "The Writing Bubble: What Will We Teach When It Bursts?" Western States Rhetoric and Literacy Conference (Las Cruces, NM, October 22)
- 2010 "Writing and Learning in College: What We Know from Research, What Works in Classrooms and on Campus." Invited keynote address for Academic Development Day, Stonehill College (Easton, MA, October 12).
- 2010 "The Writing Bubble: What Will We Teach When It Bursts?" CompShare: University of Massachusetts English Department Composition-Rhetoric Colloquium (Amherst, March 26)
- 2010 "Local History and the WPA: Tending the Past while Forging the Future." Conference on College Composition and Communication (Louisville, KY, March 20)
- 2008 "Beyond Rubrics: Dynamic Criteria Mapping at UMass Amherst and Beyond." Re-envisioning Assessment Conference (Southbridge, MA, November 1)
- 2008 "March, 1865: The Limits of Symmetry." University of Massachusetts English Department Faculty Colloquium (Amherst, October 21).
- 2008 "A Fourth Genre of Classical Greek Rhetoric?" Rhetoric Society of America (Seattle, May 24).
- 2007 "The Power and Peril of Liminality: Freshman English at the University of Wisconsin, 1967-1970." Invited lecture for the Center for Writing Studies, University of Illinois Urbana-Champaign (Urbana, IL, October 25).
- 2007 "The Powers and Perils of Liminality: Freshman Comp at UW-Madison, 1967-1970." Conference on College Composition and Communication (New York, March 24).
- 2006 "Facing 'Chaos and Old Night': The 1969 Abolition of Freshman English at the University of Wisconsin-Madison." With Rasha Diab and Mira Shimabukuro. Rhetoric and Composition Colloquium of the UW-Madison English Department (Madison, WI, April 14).
- 2005 "An Apology for the First-Year Writing Course Taught by English Department GTAs," in panel Alternative Models for Writing Programs: A Critical Conversation," Modern Language Association (Washington, DC, December 28).
- 2005 "An Incomplete Recovery: The Absence of the *Progymnasmata* in 20th Century Revivals of Rhetoric," International Society for the History of Rhetoric (Los Angeles, July 13).
- 2005 "Reductions of the Already Reduced: The Neglect of Qualifiers, Rebuttals, and Backing in Appropriations of the 'Toulmin Model' in Contemporary Composition Pedagogy" (co-authored by Melvin Hall), Ontario Society for the Study of Argumentation (Hamilton, ON, May 21).
- 2005 "Putting On Our Janus Faces: Why Addressing the Public Need Not Mean Denigrating the Academic," Conference on College Composition and Communication (San Francisco, March 18).
- 2005 "Agency By Lot: Towards an Alternative Model of Politics for Civic Education," UW-Madison Center for the Humanities (Madison, February 4).
- 2004 "Helping Student Arguers Represent Opposing Positions Fairly: A Rogerian Perspective," UW-Madison Teaching and Learning Symposium (Madison, May 18).
- 2004 "A Century of Change: The Politics of First Year Composition at the University of Wisconsin-Madison, 1900-2000," Conference on College Composition and Communication (San Antonio, March 26).
- 2003 "Quintilian as Rhetor," International Society for the History of Rhetoric (Calahorra, Spain, July 17).
- 2003 "A Proposal for Place-Based Cultural and Political Theory, Or, Why We Need to Adjust the Socio-Spatial Dialectic Once Again," Rhetoric and Composition Colloquium (Madison, January 31).
- 2002 "The Streets of Thurii: Rhetoric, Democracy, and Design in the Classical Polis," Rhetoric Society of America (Las Vegas, May 23).
- 2002 "Residents, Owners, Citizens: The Writers of 1230 North Burling St.," Conference on College Composition and Communication (Chicago, March 21).

- 2002 "The Matter of Argumentation: Using the Material Topics to Teach Writing," Conference on College Composition and Communication (Chicago, March 23).
- 2001 "Writing as Civic Deliberation: Lessons from the Jury Project," Writing as a Human Activity Interdisciplinary Conference, The Writing Program and the Gevirtz Graduate School of Education, University of California, Santa Barbara (Santa Barbara, October 6).
- 2001 "The Writing Space of the Inner City: The Case of the Cabrini-Green Public Housing Project," Conference on College Composition and Communication (Denver, March 16).
- 2001 "City of Rhetoric: Discourse, Democracy, and Design in the Redevelopment of an Urban Neighborhood," invited lecture sponsored by the Center for the Study of Public Scholarship, the Department of African-American Studies, and the Postcolonial Studies Group, Emory University (Atlanta, March 5).
- 2000 "Analyzing Arguments through the Material Topics," Third International Workshop on Argumentative Text Processing (Verona, Italy, September 6).
- 2000 "Classical Models for the Teaching of Writing," European Association for Research on Learning and Instruction, Special Interest Group on Writing (Verona, Italy, September 7).
- 1999 "Between Community and Society: The City as Scene of Rhetorical Education," American Society for the History of Rhetoric (Chicago, November 3).
- 1999 "The Student as Juror: An Alternative Approach to the Teaching of Public Writing," Western States Composition Conference (Tempe, AZ, October 23).
- 1999 "The Rupture of Expertise: Professionalism and the Humanities at Century's End," Rhetoric and Composition Colloquium of the UW-Madison English Department (Madison, WI, September 17).
- 1999 "Classical Rhetorical Education: Lessons from a Neglected Part of the Tradition," Conference on College Composition and Communication (Atlanta, March 26).
- 1998 "Rhetoric and the City: A Proposal to Recontextualize 'Civic' Discourse," Conference on College Composition and Communication (Chicago, April 3).
- 1997 "The Space of Argumentation: Rhetoric and Urban Design," Ontario Society for the Study of Argumentation (St. Catharines, ON, May 15).
- 1995 "Orders of Time in the Writing of a 'Lay' History: Dorothy Spruill Redford's *Somerset Homecoming*," Modern Language Association (Chicago, December 27).
- 1995 "Rhetorical Practices in University Public Relations: An Observational Study," Carnegie Mellon University Rhetoric Colloquium (Pittsburgh, October 12).
- 1995 "Making Academic News: An Observational Study of Rhetorical Practice and Media Choice in University Public Relations" (co-authored by Jolene Galegher), Conference on College Composition and Communication (Washington, DC, March 24).
- 1994 "A Rhetoric of the Visual: Some Considerations for Research and Theory," Penn State Conference on Rhetoric and Composition (State College, PA, July 15).
- 1994 "The Interaction of the Visual and Verbal Arts at Chartres: Revisiting a Rhetorical 'Complex,'" Rhetoric Society of America (Norfolk, May 21).
- 1994 "Representing Rhetoric: Word, Image, Building, and Ritual in a 12th Century Architectural - Oratorical Complex," Group for Research into the Institutionalization and Professionalization of Knowledge-Production (Minneapolis, April 15).
- 1994 "Moving from Representation to Action: Critical Moments in the Early Stages of a Graphic Design Project," Conference on College Composition and Communication (Nashville, March 19).
- 1993 "The Interaction of Visual and Verbal Rhetoric in a Twelfth-Century 'Text': An Analysis of the Sculptural Program on the West Façade of Chartres Cathedral," Carnegie Mellon University Rhetoric Colloquium (Pittsburgh, October 14).
- 1993 "Patterns of Coordination and Communication Among PR Professionals" (co-authored by and presented with Jolene Galegher), Penn State Conference on Rhetoric and Composition (State College, PA, July 9).
- 1993 "Design as Social Negotiation: Situating Visual Artifacts in Contexts of Use," Penn State Conference on Rhetoric and Composition (State College, PA, July 8).

- 1993 "Talking About Drugs: Argumentative Logic in Schools and Communities," Conference on College Composition and Communication (San Diego, April 1).
- 1990 "Civic Writing," Texas Joint Council of Teachers of English (Corpus Christi, TX, October).

Workshops led

- 2015 "Organizing Discourse: Reading and Writing Institutional Histories of Rhetoric" (co-led with Prof. Amy Wan of Queens College, CUNY), Rhetoric Society of America Summer Institute, Madison, WI, June 5-7.
- 2014 "American Baccalaureate: The Story of the Bachelor's Degree in U.S. Higher Education," Commonwealth Honors College Unit Directors Retreat, Amherst MA, August 20.
- 2011 "Ethics and Persuasive Writing," U.S./Pakistan Professional Partnership Program, Institute for Training and Development, Amherst, MA, September 20
- 2007-2011 Numerous workshops about writing and the teaching of writing, both within the Writing Program and across campus, University of Massachusetts Amherst
- 2004-2006 Numerous workshops about writing and the teaching of writing within the English Department, University of Wisconsin-Madison
- 2006 "Writing at UW-Madison" (with Brad Hughes), Workshop for English Department, Memorial High School, Madison, WI, January 31.
- 2001 "Teaching Written Argument: Theories and Strategies," AP Institute for High School Teachers, UW-Madison, June 28.
- 2001 "Argumentation: Some Remarks on Theory and Teaching," English 100 Orientation, UW-Madison, January 17.
- 2000 "Argumentation: Some Remarks on Theory and Teaching," English 100 Orientation, UW-Madison, August 20.
- 2000 "Teaching Written Argument: Theories and Strategies," AP Institute for High School Teachers, UW-Madison, June 22.
- 2000 "Editing Seminar Papers for Conference Presentation," English Department Graduate Students Association Symposium, UW-Madison, March 24.
- 2000 "Teaching Argumentation," English 201 Orientation, UW-Madison, January 20.
- 1999 "Introduction to Written Argument" and "Teaching Written Argument," English 100 Orientation, UW-Madison, August 26-27.
- 1998 "An Approach to Intermediate Composition," English 201 Orientation, UW-Madison, August 29.

Colloquia and Symposia organized

- 2014 Organized panel on "The Future of English Studies" for the UMass Amherst English Department faculty colloquium. (Amherst, October 7)
- 2010 Organized Symposium on Writing and the Teaching of Writing for symposium founder Peter Elbow; invited a dozen scholars from across country to week-long discussion and workshop on "writing and place." (Amherst, May 31-June 4)
- 2006 Organized campus-wide discussion of book *My Freshman Year* by Rebekah Nathan (Cornell, 2005) with Wren Singer, director of the Office of New Student Programs (ONSP), including faculty from English, Psychology, and Social Work; staff from the ONSP and University Housing; graduate teaching assistants; and first-year students. (Madison, March 2)

Workshops and Symposia attended

- 2017 Attended week-long Wye Faculty Seminar on "Citizenship in the American and Global Polity," organized by the Aspen Institute (Wye River Conference Center, MD, July 16-21).
- 2013 Attended two-week Summer Immersive Course in Multimedia Scholarship and Online Composing at the Plangere Culture Lab, Rutgers University (New Brunswick, NJ, May 21-30).

2005 Attended five-day Workshop for New Writing Program Administrators, sponsored by the Council of Writing Program Administrators (Anchorage, AK, July 3-7).

COURSES TAUGHT

University of Massachusetts Amherst

2023 Fall English 891TT: Introduction to Rhetorical Theory
English 494EI: Writing, Identity, and English Studies

2023 Spring English 388: Rhetoric, Writing, and Society

2022 Fall English 494EI: Writing, Identity, and English Studies

2022 Spring English 494EI: Writing, Identity, and English Studies

2021 Fall English 891EW: History of Higher Education in the United States

2020 Fall English 388: Rhetoric, Writing, and Society

2020 Spring English 450: Advanced Expository Writing (The Long Essay)

2019 Fall English 388: Rhetoric, Writing, and Society
English 494EI: Writing, Identity, and English Studies

2019 Spring English 891PC Histories of Composition-Rhetoric in the U.S.

2018 Spring English 388: Rhetoric, Writing, and Society

2017 Fall Englwrit 112: College Writing
FFYS 197Engl9: A Semester in the Life: Writing Your Way into College

2017 Spring English 388: Rhetoric, Writing, and Society
English 494EI: Writing, Identity, and English Studies

2016 Fall English 891TT: Introduction to Rhetorical Theory
English 494EI: Writing, Identity, and English Studies

2016 Spring English 397R: Rhetoric, Writing, and Society

2015 Fall English 891RP: Rhetorics of Place, Space, and Geography
English 494EI: Writing, Identity, and English Studies

2015 Spring English 397R: Rhetoric, Writing, and Society

2014 Fall English 891TT: Introduction to Rhetorical Theory
FFYS 197CR4: Orange is the New Black: A Semester in the Life

2014 Spring English 891JV: Writing in the University: Histories, Programs, Prospects

2013 Fall English 350: Expository Writing

2012 Fall English 891TT: Introduction to Rhetorical Theory
English 350: Expository Writing

2012 Spring English 891JT: Writing in the Twenty-First Century University

2011 Fall English 350: Expository Writing

2010 Fall English 891TT: Introduction to Rhetorical Theory

2010 Spring English 891BC: Rhetorics of the Public Sphere

2009 Fall Englwrit 112: College Writing

2009 Spring English 891TT: Introduction to Rhetorical Theory

2008 Fall Englwrit 112: College Writing

2008 Spring English 891BC: Rhetorics of the Public Sphere

2007 Fall Englwrit 112: College Writing

2007 Spring English 891TT: Introduction to Rhetorical Theory

2006 Fall Englwrit 112: College Writing

University of Wisconsin-Madison

2006 Spring English 706: Writing Program Administration in the 21st Century

2005 Fall English 790: Practicum in the Teaching of Writing

2005 Spring English 703: Research Methods in Composition and Rhetoric

2004 Fall English 704: Classical Rhetoric (Intellectual Sources of Contemp. Comp. Theory, I)
English 790: Practicum in the Teaching of Writing

2004 Spring English 236: Writing and Reasoning: The Jury Project

2003 Fall English 550: Rhetorical Analysis of Nonfiction Prose
 English 705: Modern Rhetoric (Intellectual Sources of Contemp. Comp. Theory, II)
 2003 Spring English 700: Introduction to Composition Studies
 2002 Spring English 550: Rhetorical Analysis of Nonfiction Prose
 English 706: The Virtues of Writing: Value and Evaluation in Composition Studies
 2001 Fall English 236: Writing and Reasoning: The Jury Project
 2001 Spring English 550: Rhetorical Analysis of Nonfiction Prose
 English 700: Introduction to Composition Studies
 2000 Fall English 236: Writing and Reasoning: The Jury Project
 English 704: Classical Rhetoric (Intellectual Sources of Contemp. Comp. Theory, I)
 2000 Spring English 201: Intermediate Composition
 English 550: Rhetorical Analysis of Nonfiction Prose
 1999 Fall English 900: Theory and Practice of Written Argument
 1999 Spring English 201: Intermediate Composition
 English 700: Introduction to Composition Studies
 1998 Fall English 201: Intermediate Composition
 English 704: Classical Rhetoric (Intellectual Sources of Contemp. Comp. Theory, I)

New Mexico State University

1998 Spring English 311: Advanced Composition
 English 555: Rhetoric of Science
 English 597: Internship in Technical & Professional Communication
 1997 Fall English 318: Advanced Technical & Professional Communication
 English 549: Argumentation: Theories, Practices, and Pedagogies
 English 610: Proseminar for New Ph.D. Students
 1997 Spring English 318: Advanced Technical & Professional Communication
 English 512: Writing in the Workplace
 English 547: Rhetorical Invention
 1996 Fall English 318: Advanced Technical & Professional Communication
 English 519: Modern Rhetorical Theory
 English 597: Internship in Technical & Professional Communication

Carnegie Mellon University

1996 Spring English 373: Language in Design
 1995 Fall English 371: Rhetoric in Social Interaction
 1995 Summer English 374: Argumentation: Theory & Practice
 Seminar in English: Argument (Carnegie Mellon Action Project)
 1995 Spring English 373: Language in Design
 1994 Summer Seminar in English: Argument (Carnegie Mellon Action Project)
 1994 Spring English 373: Language in Design
 1993 Fall English 498/Design 462: Communication Planning & Design: Seminar/Studio
 1993 Summer Seminar in English: Argument (Carnegie Mellon Action Project)
 1993 Spring English 373: Language in Design
 1992 Summer Seminar in English: Argument (Carnegie Mellon Action Project)
 1991 Fall English 100: Strategies for Writing: Argument

Laredo Community College, Texas

1991 Summer English 321: Composition and Rhetoric (2 sections)
 1991 Spring English 322 Honors: The American Novel, 1865-present (1 section)
 English 321: Composition and Rhetoric (4 sections)
 1990 Fall English 371: Survey of World Literature I (1 section)
 English 321: Composition and Rhetoric (3 sections)
 English 602: Fundamentals of Composition (6 cr.) (1 section)

- 1990 Summer English 321: Composition and Rhetoric (4 sections)
 English 312: Fundamentals of Grammar and Composition (1 section)
 1990 Spring English 321: Composition and Rhetoric (3 sections)
 English 313: Fundamentals of Composition (2 sections)
 1989 Fall English 321: Composition and Rhetoric (3 sections)
 English 322: Composition, Rhetoric, and Reading (2 sections)

INSTITUTIONAL SERVICE

University of Massachusetts Amherst

- 2018-2023 Director, Undergraduate Studies, English Department (Coordinator, Educational Effectiveness Plan, 2018-19)
 2017-2018 Chair, Search Committee, Assistant Director, Writing Program
 2016-2017 Member, Search Committee, Associate Professor of Renaissance Studies, English Department
 2016 Chair, Search Committee, Electronic Literacies Lecturer, English Department
 2015-2023 Member, Undergraduate Studies Committee, English Department (Chair, 2018-2023)
 2015-2018 Coordinator, First Year Seminar Instructor Support, College of Humanities and Fine Arts
 2015, 2016 Interim Director, University Writing Center (Spring both years)
 2014-2016 Coordinator, Composition and Rhetoric Program, English Department
 2014-2015 Member, Personnel Committee, College of Humanities and Fine Arts
 2014-2015 Member, Search Committee, Associate or Full Professor of Rhetoric and Composition, English Department
 2014-2015 Member, Chair's Advisory Committee, English Department
 2013-2014 Member, Joint Task Force on Strategic Oversight, Office of the Provost; Member, "What Defines the UMass Amherst Educational Experience?" Group
 2013-2014 Member, Search Committee, Associate Professor of Rhetoric and Composition, English Department
 2013-2015 Member, Graduate Studies Committee, English Department
 2013-2014 Chair, Ad Hoc Committee on Departmental Website and Publicity, English Department
 2011-2014 Member, Integrative Experience Steering Committee, Office of the Provost
 2011-2014 Principal blogger, UMass Amherst Common Read initiative for First Year Students (<http://blogs.umass.edu/commonread/>)
 2010-2015 Co-Chair, Vice Chancellor for Student Affairs' Common Read Committee, 2015-16 (book: *The True American*); 2014-15 (book: *Orange is the New Black*); Member, Common Read Committee, 2013-14 (book: *No Impact Man*); 2012-13 (book: *Ready Player One*); 2011-12 (book: *A Hope in the Unseen*). Founder, Common Read Essay Contest, 2010-2014.
 2012 Chair, Personnel Committee, English Department (spring and fall)
 2011 Fall Member, Personnel Committee, English Department
 2011-2012 Member, Search Committee, Assistant Professor of Rhetoric and Composition, English Department
 2009-2010 Chair, Search Committee, Undergraduate Success Coordinator, College of Humanities & Fine Arts
 2009-2011 Member, Graduate Committee, English Department
 2007-2011 Director, University Writing Program
 2007-2011 Member (ex-officio), General Education Council, Faculty Senate
 2007-2011 Member (ex-officio), University Writing Committee, Faculty Senate
 2007-2008 Member, Ad Hoc Committee on Student Plagiarism, Faculty Senate
 2006-2007 Member, Search Committee, English Education, School of Education
 2006-2007 Member, Advisory Committee, Writing Butterfield, Commonwealth College

University of Wisconsin-Madison

- 2006 Member, Subcmte on "Comm A" Assessment, General Education Cmte, campus-wide

2005-2006 Graduate Advisor, Composition and Rhetoric PhD Program, English Department
 2005-2006 Member, Special Nominations Committee, English Department
 2005-2006 Chair, Expository Writing Committee, English Department
 2005-2006 Recording Secretary, Executive Committee, English Department
 2004-2006 Director, Freshman Composition, English Department
 2004-2006 Chair, Arts & Humanities Fellowships Committee, Graduate School
 2004-2006 Member (ex-officio), General Education Committee, campus-wide
 2004-2006 Member, Faculty Appeals Committee, College of Letters and Science
 2004-2006 Member, TA Teaching Awards Committee, English Department
 2004-2005 Member, Teacher Education Liberal Studies Task Force, School of Education
 2004-2005 Member, Advisory Committee, English Department
 2004-2005 Member, Dissertation Fellowships Committee, English Department
 1998-2006 Member, Composition and Rhetoric Steering Committee, English Department
 1998-2006 Member, Expository Writing Committee, English Department
 2003-2004 Member, Arts & Humanities Fellowships Committee, Graduate School
 2001-2004 Director, Intermediate Composition (English 201), English Department
 2000 Fall Member, Graduate Committee, English Department
 2000 Spring Recording Secretary, Departmental Committee, English Department
 1999 Spring Recording Secretary, Departmental Committee, English Department
 1999-2001 Member, English-Education Policy, English Department
 1998-2001 Member, Undergraduate Committee, English Department
 1998-2001 Member, TA Review Committee, English Department
 1998 Fall Member, Graduate Committee, English Department
 1998 Fall Recording Secretary, Departmental Committee, English Department

New Mexico State University

1997-1998 Member, College of Arts and Sciences Linguistics Committee
 1996-1998 Member, Ph.D. Committee, English Department
 1996-1998 Member, General Education Committee, English Department

Carnegie Mellon University

1994 Advisor, Humanizing Technology Project, Engineering Design Research Center
 1993-1994 Member, Graduate Committee, English Department
 1992-1993 Coordinator, Rhetoric Colloquium (speaker series), English Department

Laredo Community College, Texas

1990-1991 Member, Faculty Salary Placement Committee (campus-wide)
 1990-1991 Member, Publications Committee (campus-wide)
 1990-1991 Chair, Freshman Composition Committee, English Department

PROFESSIONAL SERVICE

Publication & Proposal Reviews

2022 book manuscript for Rowan & Littlefield
 2016 book manuscript for Penn State University Press
 2015 book manuscript for University of Pittsburgh Press
 2014 Article for *Argumentation & Advocacy*
 2014 Article for *Advances in the History of Rhetoric*
 2014 book manuscript for University of Alabama Press
 2013 book manuscript for Utah State University Press
 2013 Article for *JAC*
 2010 Proposal for composition textbook, Cengage
 2010 Article for *Composition Forum*

- 2008- Articles for *Research in the Teaching of English*
- 2008 Article for *Technical Communication Quarterly*
- 2008 Proposal for composition textbook, McGraw-Hill
- 2007-2009 Stage 1 Reviewer, Conference on College Composition and Communication
- 2005- Articles for *Rhetoric Review*
- 2004- Articles for *Rhetoric Society Quarterly*
- 2002- Articles for *College Composition and Communication*
- 2002- Articles for *College English*
- 1998- Articles for *Written Communication*
- 2004 Revision of George Kennedy's edition of Aristotle's *Rhetoric* (Oxford UP)
- 2002 Proposal for composition textbook, Greenwood Publishing
- 2002 Proposal for edited collection on visual rhetoric, Lawrence Erlbaum
- 1999 Proposal for edited collection on writing studies, Lawrence Erlbaum
- 1998 Proposal for advanced composition textbook, Houghton Mifflin
- 1996 Revision of M. Jimmie Killingsworth's *Information in Action*. Allyn and Bacon
- 1996 Chapters in Ann H. Duin and Craig Hansen (Eds.), *Nonacademic Writing: Social Theory and Technology*. Lawrence Erlbaum

Professional Positions

- 2020 Richard C. Ohmann Award Committee (to select Best Article Published in College English 2019-20 [Vol. 82])
- 2011-2012 John R. Hayes Award Committee (to select Best Article Published in *Written Communication* in 2011 [Vol. 28])
- 2010-2011 Charles Kneupper Award Committee (to select Best Article Published in *Rhetoric Society Quarterly* in 2010 [Vol. 40])
- 2009-2010 John R. Hayes Award Committee (to select Best Article Published in *Written Communication* in 2009 [Vol. 26])
- 2010- Editorial Board, *Rhetoric Review*
- 2007-2011 Editorial Board, *Rhetoric Society Quarterly*
- 2005-2008 Member, CCCC Research Committee
- 1999- Editorial Board, *Written Communication*

Professional Memberships

- Conference on College Composition and Communication
- Council of Writing Program Administrators
- International Society for the History of Rhetoric
- International Society for the Study of Argumentation
- European Association for Research on Learning and Instruction (SIG Writing)
- National Council of Teachers of English
- Modern Language Association
- Rhetoric Society of America