

VITA

Carolyn Rae Miller

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■ EDUCATION

B.A. English Honors, 1967; Pennsylvania State University; Phi Beta Kappa.

M.A. English, 1968; Pennsylvania State University.

Ph.D. Communication and Rhetoric, 1980; Rensselaer Polytechnic Institute; dissertation, "Environmental Impact Statements and Rhetorical Genres," directed by S. Michael Halloran.

■ ACADEMIC APPOINTMENTS

North Carolina State University, Department of English: Instructor, 1973–76, 1977–79; Assistant Professor, 1980–83; Associate Professor, 1983–90; Professor, 1990–2005; SAS Institute Distinguished Professor of Rhetoric and Technical Communication, 2005–present.

Michigan Technological University, Visiting Associate Professor, Department of Humanities, spring quarter 1988.

Pennsylvania State University, Visiting Associate Professor, Department of English, summer 1988.

Georgia Institute of Technology, Visiting Professor, Department of Literature, Communication, and Culture, winter and spring quarters, 1991.

Federal University of Pernambuco, Recife, Brazil, Visiting Faculty, Department of Letters, summer 2007.

■ AWARDS AND HONORS

Best Article in the Philosophy or Theory of Technical and Scientific Communication, 1975–80, for "A Humanistic Rationale for Technical Writing," National Council of Teachers of English, 1981.

Outstanding Teacher Award, North Carolina State University, 1984.

Best Collection of Essays in Scientific and Technical Communication, for *New Essays in Technical and Scientific Communication*, National Council of Teachers of English, 1984.

Fellow, Association of Teachers of Technical Writing, 1995.

Offered the Roger and Joyce Howe Professorship in Written Communication, Miami University, 1995.

Alumni Distinguished Graduate Professor, North Carolina State University, 1999.

Best Article in Historical Research or Textual Studies in Technical and Scientific Communication, for "Learning from History: World War II and the Culture of High Technology," National Council of Teachers of English, 1999.

College of Humanities and Social Sciences Nominee for UNC Board of Governors' Teaching Award, 2003.

Rigo Award for Lifetime Achievement in Communication Design, ACM-SIGDOC (Association for Computing Machinery, Special Interest Group in Design of Communication), 2006.

■ ADMINISTRATIVE EXPERIENCE

Director, Center for Communication in Science, Technology, and Management, 1995–99. Managed budget of \$300,000; administered Campus Writing and Speaking Program and Online Writing Lab; facilitated faculty grant-proposal efforts, supervised staff program assistant.

Co-Director, Center for Information Society Studies, 1999–2003. Managed budget; facilitated and coordinated faculty grants and proposals; coordinated lecture series and website development; supervised staff program assistant.

Founding Director, Ph.D. in Communication, Rhetoric, and Digital Media, 2005–08. Coordinate college-level program with dean's office, graduate school, and departments of Communication and English.

■ PROFESSIONAL MEMBERSHIPS

Association of Teachers of Technical Writing
 Conference on College Composition and Communication
 Council for Programs in Technical and Scientific Communication
 International Society for the History of Rhetoric
 National Communication Association
 National Council of Teachers of English
 Rhetoric Society of America
 Society for Social Studies of Science

■ PUBLICATIONS

BOOK

Estudos sobre Gênero Textual, Agência e Tecnologia. Edited and translated by Angela Paiva Dionisio and Judith Chambliss Hoffnagel. Recife, Brazil: Editora Universidade Federal de Pernambuco, 2009. 232 pp. Seven previously published essays and a new 3000-word introduction translated into Portuguese and published as *Studies in Genre, Agency, and Technology*.

JOURNAL ARTICLES

"Ionizing Radiation: Effect of Irradiated Medium on Synthetic Processes." E. C. Pollard, M. J. Ebert, C. R. Miller, K. Kolacz, and T. F. Barone. *Science* 147 (1965): 1045–1047.

"Technology as a Form of Consciousness: A Study of Contemporary Ethos." *Central States Speech Journal* 29 (Winter 1978): 228–236.

"A Humanistic Rationale for Technical Writing." *College English* 40 (Feb. 1979): 610–617.

- Best Article in the Philosophy or Theory of Technical and Scientific Communication, 1975–80, National Council of Teachers of English, 1981.
- Reprinted in *Defining Technical Communication*. Ed. Dan Jones. Arlington, VA: Society for Technical Communication, 1996. 113–118.
- Subject of analysis in Elizabeth Overman Smith, "Intertextual Connections to 'A Humanistic Rationale for Technical Writing.'" *Journal of Business and Technical Communication* 11:2 (1997): 192–222.
- Most frequently cited article in technical communication, 1988–1992, according to Elizabeth Overman Smith, "Points of Reference in Technical Communication Scholarship." *Technical Communication Quarterly* 9:4 (2000): 427–453.
- Listed in Gerald J. Alred, "Essential Works on Technical Communication." *Technical Communication* 50:4 (2003): 585–615 (115 works listed).
- Reprinted with author commentary in *Central Works in Technical Communication*. Ed. Stuart Selber and Johndan Johnson-Eilola. Oxford University Press, 2004. 47–54.
- Reprinted in *Teaching Technical Communication*. Ed. James M. Dubinsky. Bedford/St. Martin's, 2004. 15–23.

"Rules, Context, and Technical Communication." *Journal of Technical Writing and Communication* 10 (1980): 149–158.

- Reprinted in *A Guide for Writing Better Technical Papers*. Ed. Craig Harkins and Daniel L. Plung. New York: IEEE Press, 1982. 80–84.

"Vocationalism and Vision in Writing Courses." *Journal of General Education* 32 (Fall 1980): 239–246.

"Public Knowledge in Science and Society." *Pre/Text* 3 (Spring 1982): 31–49.

- “Genre as Social Action.” *Quarterly Journal of Speech* 70 (May 1984): 151–167.
- Reprinted in *Genre and the New Rhetoric*. Ed. Aviva Freedman and Peter Medway. London: Taylor and Francis, 1994. 3–42.
 - Reprinted in *Landmark Essays on Contemporary Rhetoric*. Ed. Thomas B. Farrell. Mahwah, NJ: Lawrence Erlbaum, 1998. 123–141.
 - Translated into Norwegian as “Genre som Sosial Handling” by Kjell Lars Berge. *Rhetorica Scandinavica* 18 (2001): 19–35.
 - Listed in Gerald J. Alred, “Essential Works on Technical Communication.” *Technical Communication* 50:4 (2003): 585–615 (115 works listed).
 - Translated into Portuguese as “Gênero como ação social” by Judith Hoffnagel. *Estudos sobre Gênero Textual, Agência, e Tecnologia*. Recife, Brazil: Editora Universitária UFPE, 2009, 21–44.
- “Discourse Classifications in Nineteenth-Century Rhetorical Pedagogy,” first author, with David A. Jolliffe. *Southern Speech Communication Journal* 51 (1986): 371–384.
- “Aristotle’s ‘Special Topics’ in Rhetorical Practice and Pedagogy.” *Rhetoric Society Quarterly* 17 (Winter 1987): 61–70.
- “The *Polis* as Rhetorical Community.” *Rhetorica* 11: 3 (1993): 211–240.
- “Opportunity, Opportunism, and Progress: *Kairos* in the Rhetoric of Technology.” *Argumentation* 8: 1 (1994): 81–96.
- “Learning from History: World War II and the Culture of High Technology.” *Journal of Business and Technical Communication* 12: 3 (1998): 288–315.
- Best Article in Historical Research or Textual Studies in Technical and Scientific Communication, National Council of Teachers of English, 1999.
- “Active and Interactive Learning Online: A Comparison of Web-Based and Conventional Writing Classes,” second author with Brad Mehlenbacher, David Covington, and Jamie S. Larsen. *IEEE Transactions on Professional Communication* 43: 2 (2000): 166–184.
- “TText: Future Directions for Research on the Relationship between Information Technology and Writing,” with Cheryl Geisler (first author) and nine others. *Journal of Business and Technical Communication* 15:3 (2001): 269–308.
- “Assessing Technical Writing in Institutional Contexts: Using Outcomes-Based Assessment for Programmatic Thinking,” third author with Michael Carter and Chris M. Anson. *Technical Communication Quarterly* 12:1 (2003): 101–114.
- “The Presumptions of Expertise: The Role of *Ethos* in Risk Analysis.” *Configurations* 11 (2003): 163–202.
- “What Can Automation Tell Us About Agency?” *Rhetoric Society Quarterly* 37:2 (2007): 137–157.
- “Concealing and Revealing the Art of Rhetoric in Science and Technology” *Rhetorica Scandinavica* 47 (2008): 30–54. Translated into Danish by Christine Isager and published as “Tilsløring og afsløring af retorikken: Sproglig strategi inden for videnskab og teknologi.”

BOOK CHAPTERS

- “Invention in Technical and Scientific Discourse: A Prospective Review.” *Research in Technical Communication: A Bibliographical Sourcebook*. Ed. Michael G. Moran and Debra Journet. Westport, CT: Greenwood, 1985. 117–162.
- “Job Application Letter and Resume.” *What Makes Writing Good*. Ed. William Coles and James Vopat. Lexington, MA: Heath, 1985. 235–243.
- “Special Topics of Argument in Engineering Reports,” first author with Jack Selzer. *Writing in Nonacademic Settings*. Ed. Lee Odell and Dixie Goswami. New York: Guilford, 1985. 309–341.
- “What’s Practical about Technical Writing?” *Technical Writing: Theory and Practice*. Ed. Bertie E. Fearing and W. Keats Sparrow. New York: Modern Language Association, 1989. 14–24.
- Reprinted in *Professional Writing and Rhetoric: Readings from the Field*. Ed. Tim Peeples. Addison Wesley Longman, 2003. 61–70.
 - Listed in Gerald J. Alred, “Essential Works on Technical Communication.” *Technical Communication* 50:4 (2003): 585–615 (115 works listed).
 - Reprinted in *Teaching Technical Communication*. Ed. James M. Dubinsky. Bedford/St. Martin’s, 2004. 154–164.

- Reprinted in *Readings for Technical Communication*. Ed. Jennifer MacLennan. Oxford University Press, 2008.
- “The Rhetoric of Decision Science, or, Herbert A. Simon Says.” *The Rhetorical Turn: Invention and Persuasion in the Conduct of Inquiry*. Ed. Herbert W. Simons. Chicago: U of Chicago P, 1990. 162–184.
 - Extended abstract reprinted in *Science, Technology, and Human Values* 14:1 (1989): 43–46.
- “Understanding Failures in Organizational Discourse: The Accident at Three Mile Island and the Shuttle Challenger Disaster,” third author, with Carl G. Herndl and Barbara A. Fennell. *Textual Dynamics of the Professions*. Ed. Charles Bazerman and James Paradis. Madison: U of Wisconsin P, 1991. 279–305.
 - Entire collection reprinted by Academic.Writing Landmark Publications in Writing Studies: http://wac.colostate.edu/books/textual_dynamics/.
- “Kairos in the Rhetoric of Science.” *A Rhetoric of Doing: Essays on Written Discourse in Honor of James L. Kinneavy*. Ed. Stephen P. Witte, Neil Nakadate, and Roger D. Cherry. Carbondale: Southern Illinois UP, 1992. 310–327.
- “Rhetoric and Community: The Problem of the One and the Many.” *Defining the New Rhetorics*. Ed. Theresa Enos and Stuart C. Brown. Sage Series in Written Communication. Vol. 7. Newbury Park, CA: Sage, 1993. 79–94.
- “Reading Darwin, Reading Nature; or, On The Ethos of Historical Science,” first author, with S. Michael Halloran. *Understanding Scientific Prose*. Ed. Jack Selzer. U of Wisconsin P, 1993. 106–126.
- “Rhetorical Community: The Cultural Basis of Genre.” *Genre and the New Rhetoric*. Ed. Aviva Freedman and Peter Medway. Taylor and Francis, 1994. 67–78.
- “The Low-Level Radioactive Waste Siting Controversy in North Carolina: Toward a Rhetorical Model of Risk Communication,” second author, with Steven B. Katz. *Green Culture: Environmental Rhetoric in Contemporary America*. Ed. Carl G. Herndl and Stuart Brown. Madison: U of Wisconsin P, 1996. 111–140.
- “Classical Rhetoric without Nostalgia: A Response to Gaonkar.” *Rhetorical Hermeneutics: Invention and Interpretation in the Age of Science*. Ed. Alan G. Gross and William Keith. Albany: SUNY Press, 1997. 156–171.
- “The Aristotelian Topos: Hunting for Novelty.” *Rereading Aristotle’s Rhetoric*. Ed. Alan G. Gross and Arthur E. Walzer. Carbondale, IL: Southern Illinois University Press, 2000. 130–146.
- “Writing in a Culture of Simulation: Ethos Online.” *The Semiotics of Writing: Transdisciplinary Perspectives on the Technology of Writing*. Ed. Patrick Coppock. Turnhout, Belgium: Brepols, 2001. 253–279.
 - Reprinted in *Towards a Rhetoric of Everyday Life: New Directions in Research on Writing, Text, and Discourse*. Ed. Martin Nystrand and John Duffy. Madison: University of Wisconsin Press, 2003. 58–83.
- “Integrated Approaches to Teaching Rhetoric: Unifying a Divided House,” first author, with Michael Carter and Victoria Gallagher. *The Realms of Rhetoric: A Multidisciplinary Inquiry into the Prospects for Rhetoric Education*. Ed. Joseph Petraglia. State University of New York Press, 2003. 209–228.
- “Reuniting Wisdom and Eloquence within the Engineering Curriculum.” *Liberal Education in Twenty-First Century Engineering: Responses to ABET/EC 2000 Criteria*. Ed. David F. Ollis, Katherine A. Neeley, and Heinz C. Luegenbiehl. New York: Peter Lang, 2004. 41–50.
- “Expertise and Agency: Transformations of Ethos in Human-Computer Interaction.” *The Ethos of Rhetoric*. Ed. Michael Hyde. University of South Carolina Press, 2004. 197–218.
- “Blogging as Social Action: A Genre Analysis of the Weblog,” first author, with Dawn Shepherd. *Into the Blogosphere: Rhetoric, Community, and Culture of Weblogs*, ed. Laura Gurak, Smiljana Antonijevec, Laurie Johnson, Clancy Ratliff, and Jessica Reyman. University of Minnesota Libraries, 2004. http://blog.lib.umn.edu/blogosphere/bloggng_as_social_action.html.
 - Reprinted in *The Norton Handbook of Composition Studies*. Ed. Susan Miller. New York: W. W. Norton, 2009. 1450–1473.
- “Novelty and Heresy in the Debate on Nonthermal Effects of Electromagnetic Fields.” *Rhetoric and Incommensurability*. Ed. Randy Allen Harris. Parlor Press, 2005. 464–505.

"Audience, Persuasion, Argument," first author with Davida Charney, *Handbook of Research on Writing: History, Society, School, Individual, Text*, ed. Charles Bazerman (Lawrence Erlbaum, 2007). 583–598.

- Volume was co-winner of Conference on College Composition and Communication Outstanding Book Award for 2009.

"Rhetoric, Disciplinarity, and Fields of Knowledge," second author with John Lyne. *The Sage Handbook of Rhetorical Studies*, ed. Andrea A. Lunsford (Sage, 2009). 167–174.

EDITED BOOKS, JOURNAL ISSUE, BOOK SECTION

New Essays in Technical and Scientific Communication: Research, Theory, Practice. Co-edited with Paul V. Anderson and R. John Brockmann. Farmingdale, NY: Baywood, 1983. 254 pp.

- Best Collection of Essays in Scientific and Technical Communication, National Council of Teachers of English, 1984.

The Technical Writing Teacher 14 (Fall 1987). Special issue on rhetoric: commissioned five reviews of literature and foreword. 90 pp.

Making and Unmaking the Prospects for Rhetoric: Selected Papers from the 1996 Rhetoric Society of America Conference. Mahwah, NJ: Lawrence Erlbaum, 1997. 215 pp. Consulting editor with Theresa Enos, Richard McNabb, and Roxanne Mountford.

"Rhetoric across the Disciplines," with John Lyne. *The Sage Handbook of Rhetorical Studies*, ed. Andrea A. Lunsford (Sage, 2009). 167–283. Section editors: commissioned six chapters and co-authored introduction.

BIBLIOGRAPHIES

"Annual Bibliography of Technical Writing Materials." Ed. Donald H. Cunningham. *The Technical Writing Teacher* 3 (Fall 1975): 29–41 and 4 (Fall 1976): 32–43; contributor.

"Tech Writing as a Cross Cultural Field: A Personal Bibliography." *The Technical Writing Teacher* 3 (Winter 1976): 84–91.

"A Bibliography of Resources for Beginning Teachers of Technical Writing." *Technical and Professional Communication: Teaching in the Two-Year College, Four-Year College, Professional School*. Ed. Thomas M. Sawyer. Ann Arbor, MI: Professional Communication Press, 1977. 49–64.

"Resource Bibliography for Teachers of Business, Technical, and Vocational Writing," with Bertie E. Fearing. *Teaching Business, Technical, and Scientific Writing in the Two-Year College*. Urbana, IL: National Council of Teachers of English, 1983. 181–200.

PROCEEDINGS

"Rules, Context, and Technical Communication." *Proceedings of the 25th International Technical Communication Conference*. Dallas, 1978. 60–64.

"Vocationalism and Vision in Writing Courses." *Proceedings of the Inaugural Conference of the Maryland Junior Writing Program*. College Park, 1980. 97–103.

"The Ethos of Science and the Ethos of Technology." *Proceedings of the Technical Communication Sessions, 31st Conference on College Composition and Communication*. Washington, DC, 1980. 184–191.

"Environmental Impact Statements and Some Modern Traditions of Communication." *Proceedings of the 28th International Technical Communication Conference*. Pittsburgh, 1981. E67–69.

"Fields of Argument and Special Topoi." *Argument in Transition: Proceedings of the Third Summer Conference on Argumentation*. Ed. David Zarefsky, Malcolm O. Sillars, and Jack Rhodes. Alta, Utah, 1983. 147–158.

"Problems in Designing Graduate Programs in Technical Communication (and Some Solutions)." *Proceedings of the Council for Programs in Technical and Scientific Communication*. Miami University, Ohio, 1985. 2–9.

"Establishing the Role of Research in a Master's-Level Technical Communication Program," with Brad Mehlenbacher. *Proceedings of the 20th Annual Meeting of the Council for Programs in Technical and Scientific Communication*. Charlotte, NC, 1993.

REVIEWS

- Effective Research and Report Writing in Government*, by Judson Monroe (McGraw-Hill, 1980). *The Technical Writing Teacher* 8 (Fall 1980): 43–45.
- A Bibliography of Basic Texts in Technical and Scientific Writing*, by Jone Rymer Goldstein and Robert B. Donovan (Society for Technical Communication, 1982). *Journal of Advanced Composition* 3 (Spring and Fall 1982): 206–209.
- “Technical Writing Textbooks: Current Alternatives in Teaching” (combined review of eight textbooks). *ADE Bulletin* 75 (Summer 1983): 49–52.
- Reprinted in *Technical Communication* 31 (4th quarter 1984): 35–38.
- Telling It Like It Isn't: Language Misuse and Malpractice*, by J. Dan Rothwell (Prentice-Hall, 1982). *Quarterly Journal of Speech* 69 (Nov. 1983): 463–464.
- The Rhetorical Tradition and Modern Writing*, ed. James J. Murphy (Modern Language Association, 1982). *Quarterly Journal of Speech* 70 (May 1984): 208–210.
- “Some Perspectives on Rhetoric, Science, and History” (review-essay of *Shaping Written Knowledge* by Charles Bazerman, *The Rhetoric of Economics* by Donald N. McCloskey, and *The Rhetoric of the Human Sciences*, ed. John Nelson, Allan Megill, and Donald N. McCloskey [all published by University of Wisconsin Press]). *Rhetorica* 7 (1989): 101–114.
- Reprinted in *Humanistic Aspects of Technical Communication*. Ed. Paul M. Dombrowski. Amityville, NY: Baywood, 1994. 111–123.
- Technical and Business Communication: Bibliographic Essays for Teachers and Corporate Trainers*, ed. Charles H. Sides (National Council of Teachers of English, 1989). *Journal of Business and Technical Communication* 4 (Sept. 1990): 95–97.
- The Social Construction of Written Communication*, ed. Bennett A. Rafoth and Donald L. Rubin (Ablex, 1998). *Journal of Technical Writing and Communication* 21 (1991): 92–94.
- “Textbooks in Focus: Technical Writing” (six technical and business writing textbooks). *College Composition and Communication* 43 (1992): 111–117.
- The Rhetoric of Science* by Alan Gross (Harvard University Press, 1990) and *Persuading Science*, ed. Marcello Pera and William R. Shea (Science History Publications, 1991). *Configurations* 2 (1993): 279–282.
- Communication and the Culture of Technology*, ed. Martin J. Medhurst, Alberto Gonzalez, and Tarla Rai Peterson (Washington State University Press, 1990). *Journal of Technical Writing and Communication* 23:3 (1993): 303–305.
- Signs, Genres, and Communities in Technical Communication*, by M. Jimmie Killingsworth and Michael K. Gilbertson (Baywood, 1992). *Rhetoric Society Quarterly* 23:2 (1993): 63–65.
- The Scientific Voice*, by Scott L. Montgomery (Guilford, 1996). *Isis* 87 (1996): 707–708.
- Rethinking the Rhetorical Tradition: From Plato to Postmodernism* by James L. Kastely (Yale University Press, 1997). *Philosophy and Rhetoric* 34 (2001): 179–181.
- Shaping Science with Rhetoric: The Cases of Dobszhansky, Schrödinger, and Wilson* by Leah Ceccarelli (University of Chicago Press, 2001). *Metascience* 11:3 (2002): 345–348.
- Sorting Things Out: Classification and Its Consequences* by Geoffrey C. Bowker and Susan Leigh Star (MIT Press, 1999). *Technical Communication Quarterly* 11:1 (2002): 113–115.
- The Rhetoric of RHETORIC: The Quest for Effective Communication* by Wayne C. Booth (Blackwell Publishing, 2004). *Philosophy and Rhetoric* 39:3 (2006): 261–263.
- Tracing Genres Through Organizations: A Sociocultural Approach to Information Design* by Clay Spinuzzi (MIT Press, 2003). *Technical Communication Quarterly* 16:4 (2007): 476–480.

UNREFEREED PUBLICATIONS, COMMENTS, RESPONSES, EDITORIALS, INTERVIEWS

- “On Beyond Theory: Brochure Design and Production,” with Judy Bolch. *CEA Forum* 7 (April 1977): 12–13.
- “Carolyn Miller Responds [to Elizabeth Tebeaux].” *College English* 41 (1980): 825–827.
- “Comment on David Dobrin’s ‘Is Technical Writing Particularly Objective?’” *College English* 48 (1986): 196–7.
- “Some Thoughts on the Future of Technical Communication.” Guest editorial. *Technical Communication* 37 (May 1990): 108–111.

- "Comment on [Walzer and Gross's] 'Positivists, Postmodernists, Aristotelians, and the Challenger Disaster.'" *College English* 57 (1995): 603–605.
- "This Is Not an Essay: Response to Spooner and Yancey" (invited). *College Composition and Communication* 47:2 (May 1996): 284–288.
- "Comment on [Patrick Moore's] 'Instrumental Discourse Is as Humanistic as Rhetoric.'" *Journal of Business and Technical Communication* 10:4 (Oct. 1996): 482–486.
- "Epilogue: On Divisions and Diversity in Rhetoric." In *Making and Unmaking the Prospects for Rhetoric: Selected Papers from the 1996 Rhetoric Society of America Conference*. Ed. Theresa Enos et al. Mahwah, NJ: Lawrence Erlbaum, 1997. 207–209.
- "On the Border Between Disciplines: A Conversation with Carolyn Miller," *Issues in Writing* 9:2 (Spring/Summer 1999): 110–138. Interview conducted by Mary Jo Reiff and Anis Bawarshi.
- "Foreword." *Rhetoric and Kairos: Essays in History, Theory, and Praxis*. Ed. Phillip Sipiora and James S. Baumlin. SUNY Press, 2002. xi–xiii.
- "Risk, Controversy, and Rhetoric: Response to Goodnight." *Argumentation and Advocacy* 42:1 (2005): 34–37.

UNPUBLISHED REPORTS

- "Communication in the 21st Century: The Original Liberal Art in an Age of Science and Technology." Center for Communication in Science, Technology, and Management, Publication Series [No. 1], 7 pp., 1996.
- "Communication in the Workplace: What Can NCSU Students Expect?" (first author with Jamie Larsen and Judi Gaitens). Center for Communication in Science, Technology, and Management, Publication Series No. 2, 34 pp., 1996.
- "Effective Composition Instruction: What Does the Research Show?" (second author with Michael Carter and Ann M. Penrose). Center for Communication in Science, Technology, and Management, Publication Series No. 3, 13 pp., 1998.
- "Communication in the Workplace 2002: What Can NC State Students Expect?" (first author with Jamie Larsen and Andy Huyck). Professional Writing Program, Department of English. <http://courses.ncsu.edu/eng331/common/resources/ciw2002/>, 2002.

■ WORK IN PROGRESS

- "Questions for Genre Theory from the Blogosphere," with Dawn Shepherd. *Theories of Genre and Their Application to Internet Communication*, ed. Janet Giltrow and Dieter Stein, John Benjamins Publishing, in press.
- "Should We Name the Tools? Concealing and Revealing the Art of Rhetoric." *The Public Work of Rhetoric*, ed. David Coogan and John Ackerman, University of South Carolina Press, in press.
- "Technoscience," first author with Christian F. Casper (doctoral student) (1800 words). Invited entry for proposed handbook, *Keywords and Controversies in the Rhetoric of Science and Technology*, ed. Lisa Keränen and David Depew, for Strata Publishing Co. Submitted to editors February 2008.
- "Digital Rhetoric and Science," second author with Christian F. Casper (doctoral student) (2000 words). Invited entry for Sage Encyclopedia of Science and Technology Communication, ed. Susanna Priest, for Sage. Submitted to editor December 2008.

■ GRANTS AND FELLOWSHIPS

NATIONAL

- Folger Institute Fellowship, seminar on "Public and Private: Rhetorical Modes in the Later Eighteenth Century," 1983 (travel to ten weekly seminars).
- National Endowment for the Humanities, Fellowship for College Teachers, "The Rhetoric of Technology," 1992–93 (half salary).

National Science Foundation, Courses, Curricula, and Lab Improvement Program. "LabWrite: Instructional Modules Utilizing the Lab Report to Help Students Write and Visualize Science," NSF DUE 9950405. Michael P. Carter (PI), Eric Wiebe, and Carolyn R. Miller. One-year planning budget \$87,000, 2000–2001.

National Science Foundation, Societal Dimensions of Engineering, Science, and Technology Program. "A Quasi-Experimental Study of the Danish-Style Citizens' Conference and the Comparative Feasibility of Its Delivery via Face-to-Face and Internet Modalities," NSF SES 0080810. Patrick Hamlett (PI), Jane Macoubrie, and Carolyn R. Miller. Pilot study \$145,000 January 2001–May 2002. Matching grant of \$15,000 from the Kenan Institute for Engineering, Science, and Technology.

National Science Foundation, Societal Dimensions of Engineering, Science, and Technology Program. "Citizen Learning, Deliberation, and Reasoning in Internet-Mediated Technology Policy Forums," NSF SES 0242994. Jane Macoubrie (PI), Patrick Hamlett, and Carolyn R. Miller. Two-year grant of \$325,068, January 2003–December 2004. Matching grant of \$15,000 from the Kenan Institute for Engineering, Science, and Technology.

UNIVERSITY

Mini-Grant for the Improvement of Instruction and Learning: Brochure Design and Production, 1976.

Mini-Grant for the Improvement of Instruction and Learning: Computer Text-Editing Instruction, 1980 (\$480), 1982 (\$500).

Faculty Research and Professional Development Grant: "A Comparison of Technical and Humanistic Decision Methods," 1985 (\$600).

Instructional Computing Grant: Text-Analysis Software for Editing Course, 1985 (\$1000).

School of Humanities and Social Sciences Research Award: "Corporate Writing Research" (with Carl G. Herndl), 1985 (\$450).

College of Humanities and Social Sciences Research Award: "Creating a Forum: *Kairos* in the Rhetoric of Science," 1989 (\$500).

College of Humanities and Social Sciences Organized Research Program Award: "The Failure of Risk Communication in North Carolina" (with Steven Katz), 1992–93 (\$2500).

College of Humanities and Social Sciences Summer Stipend: "The Rhetoric of Technology," 1993 (\$5000).

NCSU Teaching Excellence Initiative Award: Preparation of Teaching Materials for ENG 332 (with Judi Gaitens), 1994 (\$5000).

Provost's Fund for Faculty Development and Research Support: "The Rhetoric of Technology," 1995 (\$3,641).

Teaching Excellence Initiative Award, Division of Undergraduate Studies, for support of Writing Work Group of Council on Undergraduate Education (with Ann M. Penrose), 1996–97 (\$15,466).

Curriculum Development Grant from Provost's Office to Center for Communication in Science, Technology, and Management, for experimental first-year course for Textiles combining freshman composition and oral communication (with Michael Carter and Victoria Gallagher), 1996–98 (3-year grant; \$49,476).

Online Writing Course Development Grant from Provost's Office to Center for Communication in Science, Technology, and Management, for design, development, pilot-testing, and assessment of a website for offering writing courses online (with David Covington, Jamie Larsen, and Brad Mehlenbacher), 1997–99 (approx. \$80,000).

University Instructional Grant for "Technical Writing on the Web" (with Kathy Auman and Joan McCool), 1997–98 (\$3000).

University Distance Education Grant for "Extension Program for Technical, Business, and Scientific Writing Courses" (with Jamie Larsen and Steven Katz), 1999 (\$32,561).

University Distance Education Grant for "Graduate Certificate Program in Technical Communication" (with David Covington, Stan Dicks, and Brad Mehlenbacher), 1999 (\$25,751).

- Faculty Center for Teaching and Learning Grant for "Communication in the Workplace: A Five-Year Update," 2001. (\$2630). Data analysis of 700 interview reports from 32 sections of ENG 331, 332, 333.
- College of Humanities and Social Sciences Grant for "Communication in the Workplace: A Five-Year Update," 2001. (\$2630). Data analysis of 700 interview reports from 32 sections of ENG 331, 332, 333.
- University Distance Education Grant for "Business Writing Online" (with Etta Barksdale), 2002. (\$7347).
- University Distance Education Grant for "Scientific Writing Online" (with Dr. Steven B. Katz), 2002. (\$12,162).

■ PROPOSALS

- "Scientists Communicating Science." Pre-proposal to Burroughs Wellcome Fund." With Dr. Catherine Warren. Four-year budget of \$800,000. Submitted 1996. Not funded.
- "Writing Across the Graduate Curriculum in Science and Engineering." Pre-proposal to Fund for Improvement of Post-Secondary Education." Three-year budget of \$334,647. Submitted 1996. Not funded.
- "Integration of a Business Model and Professional Communication Skills into Computer Science Project Courses." With Dr. Robert Fornaro. Proposal to NSF, Division of Undergraduate Education, Course and Curriculum Development. Three-year budget of \$741,294. Submitted June 1997. Not funded.
- "Thinking Strategically about Academic Communication: Third Phase Development of an Integrated First-Year Course in Writing and Speaking." Pre-proposal to Fund for Improvement of Post-Secondary Education. With Dr. Michael P. Carter and Dr. Victoria Gallagher. Two-year budget \$61,000. Submitted October 25, 1998. Funding program cancelled.
- "Risk Communication" section of Center for Safe and Competitive Nuclear Power. Proposal to National Science Foundation for an Engineering Research Center. With Dr. Ajaya Gupta, Dr. Vernon Matzen, et al. First-year budget \$2.5 million. Submitted August 15, 1999. Not funded.
- "Nanoscience and Nanotechnology: Maximizing Economic Impact and Social Acceptance." Proposal to NSF Program on Nanoscale Interdisciplinary Research Teams. PI Angus I. Kingon, Department of Materials Science and Engineering. Four-year budget \$1,806,968. Senior investigator on social acceptance team. Submitted October 22, 2003. Not funded.

■ PRESENTATIONS

CONFERENCE PAPERS

- "A Bibliography of Resources for Beginning Teachers of Technical Writing." Conference on College Composition and Communication, Kansas City, 1977.
- "Technology as a Form of Consciousness." Eastern Communication Association, Boston, 1978.
- "Intellectual Coercion: Logic and Rhetoric in Technical Writing." Conference on College Composition and Communication, Denver, 1978.
- "Rules, Context, and Technical Communication." International Technical Communication Conference, Dallas, 1978.
- "Objectivity in Scientific Rhetoric." Conference on College Composition and Communication, Minneapolis, 1979.
- "Technological Imprints on Political Rhetoric: Cost-Benefit Analysis in Environmental Impact Assessment." Eastern Communication Association, Philadelphia, 1979.
- "Genre Theory: A Critique and a Proposal." North Carolina Speech Communication Association, Greensboro, 1979.
- "Rhetoric and Composition as Humanistic Education for the World of Work." Association of General and Liberal Studies, Pennsylvania State University, 1979.
- "Ethical Differences Between Scientific Discourse and Technical Discourse," Conference on College Composition and Communication, Washington, DC, 1980.

- "Rhetorical Genres, Recurrent Situations, and Hierarchical Theories of Communication." Speech Communication Association, New York, 1980.
- "The Rhetorical Genre: An Explanatory Concept for Technical Communication." Modern Language Association, Houston, 1980.
- "Public Knowledge in Science and Society." Rhetoric and Public Address Interest Group, Eastern Communication Association, Syracuse, 1981.
- "An Experimental Course in Communication Analysis: English 691 at North Carolina State University." Conference on College Composition and Communication, San Francisco, 1982.
- "Rhetorical Invention, Scientific Discovery, and Technological Problem-Solving." Penn State Conference on Rhetoric and Composition, 1982.
- "Meaning, Reasoning, and 'Fields of Argument.'" Conference on College Composition and Communication, Detroit, 1983.
- "Rhetoric and Poetics: The Case for Technical Writing." Philological Association of the Carolinas, Charleston, 1983.
- "Fields of Argument and Special *Topoi*." Summer Conference on Argumentation, Alta, Utah, 1983.
- "The Problem of Purpose in Discourse." Modern Language Association, New York, 1983.
- "The New Rhetoric and the Philosophy of the Dismal Science." Conference on College Composition and Communication, New York, 1984.
- "Problems in Designing Graduate Programs in Technical and Scientific Communication (and Some Solutions)." Council for Programs in Technical and Scientific Communication, Miami University, Ohio, 1985.
- "Management Decision Making: Decision Science vs. Rhetoric." Conference on College Composition and Communication, Minneapolis, 1985.
- "'Special Topics' in Academic and Nonacademic Settings." Penn State Conference on Rhetoric and Composition, 1985.
- "'Special Topics' in Academic and Nonacademic Discourse." International Society for the History of Rhetoric, Oxford, 1985.
- "Curriculum Development in Rhetoric: Academic Prerogative, Social Need, and the Marketplace." Modern Language Association, Chicago, 1985.
- "The Rhetoric of Management Decision Making." Symposium on Case Studies in the Rhetoric of the Human Sciences, Temple University, 1986.
- "The Rhetoric of Decision Science, or, Herbert A. Simon Says." Speech Communication Association, Chicago, 1986.
- "Mapping Discourse Communities," with Carl G. Herndl and Barbara A. Fennell. Conference on College Composition and Communication, Atlanta, 1987.
- "The Rhetoric of Decision Science." Society for Social Studies of Science, Worcester, 1987.
- "Rhetoric in Departments of Speech Communication." Modern Language Association, San Francisco, 1987.
- "The Rhetoric of Technology Transfer," Conference on College Composition and Communication, St. Louis, 1988.
- "The Rhetoric of Technology Transfer," Society for the Social Studies of Science and European Association for the Study of Science and Technology, Amsterdam, 1988.
- "The Discourse Community as *Polis*." Modern Language Association, New Orleans, 1988.
- "*Kairos* in the Rhetoric of Science." Penn State Conference on Rhetoric and Composition, 1989.
- "The *Polis* as Rhetorical Community." International Society for the History of Rhetoric, Göttingen, 1989.
- "Creating a Forum: A Case Study of *Kairos* in the Rhetoric of Science." Society for Social Studies of Science, Irvine, 1989.
- "The Essential Tension: Rhetorical History and the Discourse of Science and Technology." Conference on College Composition and Communication, Chicago, 1990.
- "*Kairos* in the Rhetoric of Science." International Society for the History of Rhetoric, American Branch, Chicago, 1990.
- "*Kairos* in the Rhetoric of Technology: Progress, Development, and Change." Conference on College Composition and Communication, Boston, 1991.

- "Rhetoric and Community: The Problem of the One and the Many." International Society for the History of Rhetoric, Baltimore, 1991.
- "Darwin among the Paleontologists: The *Ethos* of Historical Science," with S. Michael Halloran. Society for Literature and Science, Montreal, 1991.
- "*Kairos* in the Rhetoric of Technology: Progress, Development, and Change." Society for the Social Studies of Science, Boston, 1991.
- "Rhetorical Representation," Conference on College Composition and Communication, Cincinnati, 1992.
- "Reading Darwin, Reading Nature, or, on the *Ethos* of Historical Science," with S. Michael Halloran. Rhetoric Society of America, Minneapolis, 1992.
- "Progress, Development, and Social Change: The Rhetoric of Opportunity in Technology." Society for the History of Technology. Uppsala, 1992.
- "Resolving Indeterminacy in the Nuclear Power Industry: The Rise of Risk Analysis." Conference on College Composition and Communication, San Diego, 1993.
- "Establishing the Role of Research in a Master's-Level Technical Communication Program," with Brad Mehlenbacher. Council for Programs in Technical and Scientific Communication, Charlotte, 1993.
- "Legal Constructions of Invention, Technical and Rhetorical." Society for the History of Technology, Washington, D.C., 1993.
- "Classical Rhetoric without Nostalgia: A Response to Gaonkar." Speech Communication Association, Miami, 1993.
- "Using Classical Rhetoric to Understand Contemporary Technology." Conference on College Composition and Communication, Nashville, 1994.
- "The Aristotelian *Topos* and the Problem of Novelty in Invention." Rhetoric Society of America, Norfolk, 1994.
- "Why Do We Need a Rhetoric of Technology, Too?" Speech Communication Association, New Orleans, 1994.
- "Genre Theory as an Issue in Rhetoric, Composition, and Linguistics." Conference on College Composition and Communication, Washington, DC, 1995.
- "Novelty, Decorum, and the Commodification of Invention in the Renaissance." International Society for the History of Rhetoric Conference, Edinburgh, July 1995.
- "The Roots of Risk Analysis: Chauncey Starr's Management of Rhetorical Pathos." Society for the Social Studies of Science, Charlottesville, VA, October 1995.
- "The Aristotelian *Topos* and the Problem of Novelty in Invention." Speech Communication Association, San Antonio, November 1995.
- "The Roots of Risk Analysis in Rhetorical *Pathos*." Speech Communication Association, San Diego, November 1996.
- "The North Carolina Low-Level Radioactive Waste Siting Controversy: Rhetorical Asymmetries in Official Risk Communication." Speech Communication Association, San Diego, November 1996.
- "Novelty, Decorum, and the Commodification of Invention in the Renaissance." Modern Language Association, Washington, D.C., December 1996.
- "Reuniting Wisdom and Eloquence within the Engineering Curriculum: ABET's Criteria 2000." American Society for Engineering Education, Liberal Education Division, Milwaukee, June 1997.
- "So What If We're Not Producing Knowledge? Classicism and Criticism." American Society for the Rhetoric of Science and Technology, preconference at National Communication Association, Chicago, November 1997.
- "Rhetoric in Scientific and Technical Discourse: The Art of Concealment." Conference on College Composition and Communication, Atlanta, March 1999.
- "Rhetorical Pathos in Technical Discourse." International Society for the History of Rhetoric, Amsterdam, July 1999.
- "The Presumptions of Expertise: *Ethos* in Risk Analysis." National Communication Association, Chicago, November 1999.

- "Risk Analysis and Contemporary Theories of *Pathos*." National Communication Association, Chicago, November 1999.
- "*Ethos* as Expertise Online." Rhetoric Society of America, Washington, DC, May 2000.
- "Traditions, Disciplines, and Institutions: Rhetoric's Modes of Relating the Past and the Future." American Society for the History of Rhetoric, Seattle, November 2000.
- "The Future of Classical Rhetoric in the Rhetoric of Science and Technology." National Communication Association, Seattle, November 2000.
- "Writing in a Culture of Simulation: *Ethos* Online." Conference on College Composition and Communication, Denver, March 2001.
- "Writing in New Technological Environments: *Ethos* Online." American Educational Research Association, Seattle, April 2001.
- "Studying Issues of Rhetorical Credibility in Electronic Texts." American Educational Research Association, Seattle, April 2001.
- "Permanence and Change: Genre as a Vehicle of Trust." Genre 2001: An International, Interdisciplinary Conference on Genres and Discourses in Education, Work, and Cultural Life, Oslo, May 2001.
- "Novelty and Heresy in the Debate on Nonthermal Effects of Electromagnetic Fields." With Dale Sullivan. Rhetoric Society of America, Las Vegas, May 2002.
- "Trusting the Experts, Online and Off." International Symposium on Technology and Society: Social Implications of Information and Communication Technology, Raleigh, June 2002.
- "Communication, Rhetoric, and Digital Media: Challenges in Interdisciplinary Program Design." Council for Programs in Technical and Scientific Communication, Logan, Utah, October 2002.
- "Communication in the Workplace: A Collaborative Teacher-Student Research Project." Association of Teachers of Technical Writing, New York, March 2003.
- "'Incommensurable Paradigms' in the Debate on Nonthermal Effects of Electromagnetic Fields" (poster). Bioelectromagnetics Society, Wailea, Hawaii, June 2003.
- "Trusting the Experts: The Case of Risk Communication." International Society for the History of Rhetoric, Madrid and Calahorra, Spain, July 2003.
- "Novelty and Heresy in the Debate on Nonthermal Effects of Electromagnetic Fields." National Communication Association (session sponsored by American Association for the Rhetoric of Science and Technology), Miami Beach, November 2003.
- "Expertise and Agency: Transformations of *Ethos* in Human-Computer Interaction." National Communication Association (session sponsored by American Society for the History of Rhetoric), Miami Beach, November 2003.
- "*Ethos* Online: Trusting Virtual Rhetors." Rhetoric Society of America, Austin, Texas, May 2004.
- "The Ubiquity of the Blog: A Genre Analysis." Association of Internet Researchers, University of Sussex, UK, September 2004.
- "Rhetorical Evolution: The Ancestral Genres of the Weblog." National Communication Association, Chicago, November 2004.
- "Rhetoric as the Art of Concealment: Implications for Disciplinary and Public Practice." Conference on College Composition and Communication, San Francisco, March 2005.
- "'Dual-Use Technology': Metaphor and Manicheanism in National Security." National Communication Association, Boston, November 2005.
- "Novelty, Decorum, and the Commodification of Invention in the Renaissance." Con/texts of Invention: Creative Production in Legal and Cultural Perspective, sponsored by the Society for Critical Exchange, Case Western Reserve University, April 2006.
- "Can We Automate Agency? Performance, Participation, and Attribution." Rhetoric Society of America, Memphis, TN, May 2006.
- "Location, Dislocation, Relocation: Technical Communication at NC State," Council for Programs in Technical and Scientific Communication, San Francisco, October 2006.
- "Rebuild, Renew, Reimagine: Positioning Programs in Professional and Technical Communication for the 21st Century." Association of Teachers of Technical Writing, New York, March 2007.
- "A Rhetorical Approach to Relationships and Communities in the Digital Age." Southern States Communication Association, Louisville, March 2007.

- "What Is Rhetorical about the Imagination (and Vice-Versa)?" National Communication Association, Chicago, November 2007.
- "Understanding Recurrence: Contributions from Social Theory and Rhetorical Theory." Rhetoric Society of America, Seattle, May 2008.
- "Emerging Genres: New Media, New Exigences, New Theories." Watson Conference on Rhetoric and Composition, University of Louisville, October 2008.
- "The Selective Persistence of Aristotle's *Rhetoric*." National Communication Association, San Diego, November 2008.

INVITED LECTURES

- "Bibliographic Resources in Technical Communication." Featured speaker, University of Michigan Summer Conference on Teaching Technical and Professional Writing, Ann Arbor, 1976.
- "Vocationalism and Vision in Writing Courses." Featured speaker, Maryland Junior Writing Program Inaugural Conference, University of Maryland, 1980.
- "Technological Rhetoric and Environmental Impact Statements." English Department and Environmental Studies Institute, Miami University, Ohio, 1980.
- "Current Research on the Rhetorical Genre." Speech Department, University of North Carolina, Chapel Hill, 1981.
- "The Marriage of Literature and Professional Rhetoric': A Case of Incest." Plenary speaker, Association of Departments of English Summer Seminar, Rensselaer Polytechnic Institute, 1982.
- "Technical Writing: Problems and Possibilities for English Departments." Featured speaker, Association of Departments of English Summer Seminar, Duke University, 1983.
- "What Is the Content of Advanced Composition?" Featured speaker, Penn State Conference on Rhetoric and Composition, 1983.
- "The Art of Invention in Practical Discourse." Plenary speaker, Ohio Valley Business and Technical Writing Teachers' Roundtable, Oxford, Ohio, 1983.
- "Technical Writing: New Directions and Connections." Department of English, Oregon State University, 1984.
- "Technical Communication Theory." Featured speaker, Institute for Technical Communication, University of Minnesota, St. Paul, 1984, 1985.
- "Rhetoric and Decision Science: Making Choices in Management Contexts." Baruch College, 1985.
- "Thoughts on the Future of Technical Communication." Department of Language, Literature and Communication, Jay R. Gould Awards Ceremony, Rensselaer Polytechnic Institute, 1985.
- "Technical Writing as Practical Rhetoric: The Importance of Invention." Department of English, Texas Tech University, 1986.
- "Theory and Practice in Technical Communication." Featured speaker, Symposium on Technical Communication Education, Rensselaer Polytechnic Institute, 1986.
- "What's Practical about Technical Writing?" Featured speaker, Southern Illinois University Conference on Professional Communication, 1987.
- "Problems in Curriculum Design for Practical Rhetoric." Department of Humanities, Michigan Technological University, 1988.
- "What's Practical about Technical Writing?" Featured speaker, Penn State Conference on Rhetoric and Composition, 1988.
- "The *Polis* as Rhetorical Community." Department of English, Ohio State University, 1990.
- "*Kairos* in the Rhetoric of Science." Department of English, University of Louisville, 1990.
- "*Kairos* in the Rhetoric of Science." Department of Literature, Communication, and Culture, Georgia Institute of Technology, 1990.
- "Rhetoric and Community." Featured speaker, Penn State Conference on Rhetoric and Composition, 1991.
- "Rhetorical Community: The Cultural Basis of Genre." Plenary speaker, Colloquium on Rethinking Genre, Carleton University, Ottawa, 1992.
- "Reading Darwin, Reading Nature, or, On the Ethos of Historical Science." University of Waterloo, 1992.

- "The Rhetoric of Technological Forecasting: Kairos, Opportunism, and Progress." Featured speaker, Penn State Conference on Rhetoric and Composition, 1992.
- "Pluralism in the Rhetoric of Science: The Case of the Historical Sciences." Center for Critical Inquiry in the Liberal Arts, University of North Carolina at Greensboro, 1992.
- "*Kairos* in the Rhetoric of Technology: How Technological Forecasting Makes Progress Happen." Department of English, New Mexico State University, 1993.
- "Rhetorical Invention and Technological Innovation." Department of English, Purdue University, 1993.
- "The Rhetoric of Opportunity and Threat: How the Language of Technology Makes Progress Happen." Program in Science, Technology, and Society, Pomona College, 1993.
- "Rhetorical Invention and Technical Invention: Two Traditions or One?" Humanities Department, Michigan Technological University, 1994.
- "Rhetorical Studies of Technology: A Rationale and an Example." Social Sciences Department, Michigan Technological University, 1994.
- "Rhetorical Invention and Technical Invention: Two Traditions or One?" Business and Technical Writing Lecture, Department of English, University of Wisconsin–Milwaukee, 1994.
- "Rhetorical Invention and Technical Invention: Two Traditions or One?" Department of English, Miami University, 1994.
- "The Rhetoric of Accident Analysis: The Use of Emotion in Technical Discourse." Plenary speaker, Canadian Association of Teachers of Technical Writing, Calgary, 1994.
- "Novelty and Decorum in Rhetoric and the (Other) Disciplines." Plenary speaker, 16th Annual Conference on Discourse Analysis, Temple University, 1995.
- "Genre Theory Across the Disciplines: Formations and Transformations for the New Millennium." Conference on Genre Theory at the Millennium, Colgate University and Hamilton College, 1998.
- "The Roots of Risk Analysis in Rhetorical *Pathos*." English Department, Carnegie Mellon University, February 1999.
- "The Presumptions of Expertise: *Ethos* in Risk Analysis." Program in Science, Technology, and Society, University of British Columbia, October 1999.
- "Writing in a Culture of Simulation." Symposium on the Semiotics of Writing: Transdisciplinary Perspectives on the Technology of Writing. International Center for Semiotic and Cognitive Studies, University of San Marino, November 1999.
- "Writing in a Culture of Simulation: *Ethos* Online." Duke University Center for Teaching, Learning, and Writing, February 2001.
- "What Is at Stake for Genre Studies in the Year 2001?" Genre 2001: An International, Interdisciplinary Conference on Genres and Discourses in Education, Work, and Cultural Life. Oslo, May 2001.
- "Permanence and Change: Trust in the Context of Technical Communication Genres" (keynote paper). Association of Teachers of Technical Writing Annual Conference. Chicago, March 2002.
- "The Development of Expert Systems as a Technicization of *Ethos*." Southern Speech Communication Association Preconference on The Ethos of Rhetoric, Wake Forest University, April 2002.
- "Expertise and Agency: Transformations of Ethos in Human-Computer Interaction." Retirement symposium for S. Michael Halloran, Rensselaer Polytechnic Institute, May 2003.
- "Novelty and Heresy in the Debate on Nonthermal Effects of Electromagnetic Fields." Inventio: Rereading the Rhetorical Tradition Conference. University of Waterloo, Ontario, August 2003.
- "Expertise and Agency: Transformations of Ethos in Human-Computer Interaction." Carnegie Mellon University, Department of English, April 2004.
- "The Roots of Risk Analysis in Rhetorical *Pathos*." University of Maryland, Department of English, October 2005.
- "Nonthermal Bioeffects of Electromagnetic Fields: A Case Study of Scientific Controversy." 5th International Workshop of the International Commission on Electromagnetic Safety, Benevento, Italy, February 2006.

- "Dual-Use Technology": Metaphor and Manicheanism in National Security." Iowa State University, Department of English, March 2006.
- "Technical and Professional Writing in the Digital Age: Problems and Definitions." George Mason University, April 2007.
- "Emerging Genres." Guest faculty for one day of five-day seminar on Rhetoric, Culture, and Technology, Rhetoric Society of America Summer Institute. Rensselaer Polytechnic Institute, June 2007.
- "Questions for Genre Theory from the Blogosphere." Featured speaker, Rhetorics and Technologies, the 20th Penn State Conference on Rhetoric and Composition, University Park, PA, July 2007.
- "Genres and Genre Theory on the Internet: Questions from the Blogosphere." Invited presentation given at three Brazilian universities: the Graduate Program in Linguistics and Teaching, Universidade Federal de Campina Grande; Department of Linguistics, Universidade Federal da Paraíba in João Pessoa; and the Symposium on Digital Literacy sponsored by the Graduate Program in Letters, Universidade Federal de Pernambuco, all in August 2007.
- "Blogging as Social Action: Genres and Genre Theory on the Internet" (with Dawn Shepherd). Featured speaker, SIGET IV (International Symposium on the Study of Textual Genres), Universidade do Sul de Santa Catarina, Tubarão, Brazil, August 2007.
- "The Art of Concealment: Rhetoric in Scientific and Technical Discourse." Symposium on Rhetoric and Science, Norwegian Academy of Science and Letters, 150th Anniversary. Oslo, November 2007.
- "Concealing and Revealing the Art of Rhetoric in Scientific and Technical Discourse." Department of Media, Cognition, and Communication, University of Copenhagen, November 2007.
- "Questions for Genre Theory from the Blogosphere." Department of English Composition Speakers Series, Virginia Tech, Blacksburg, VA, March 2008.
- "Genre and Innovation: What Are New Genres?" Department of Linguistics and Nordic Studies, University of Oslo, September 2008.
- "Research on Writing: Persuasion, Audience, Argument." Faculty of Education, University of Oslo, September 2008.
- "Technological Inventions." Rhetorical Theory Conference, University of South Carolina, October 2008.
- "What Is a New Genre?" Brazilian Association of Linguistics (ABRALIN), João Pessoa, Paraíba, Brazil, March 2009.

■ PROFESSIONAL ACTIVITIES

OFFICES IN ORGANIZATIONS

- American Society for the History of Rhetoric: Steering Committee, 1992–93.
- Association of Teachers of Technical Writing: Bibliography Committee, 1974–76; MLA Convention Program Organizer, 1981, 1982; Executive Committee, 1982–84; Fellows Award Committee, 1996–99.
- Conference on College Composition and Communication: Braddock Award Committee, 1982, 1988; Executive Committee, 1983–86; Committee on Technical Writing, 1984–87; Standing Committee on Professional Status of College Composition and Communication Teachers, 1985–88; chair, Resolutions Committee, 1990; chair, Berlin Memorial Outstanding Dissertation Award Committee, 1996–97; member of selection committee, Outstanding Dissertation Award in Technical Communication, 2006.
- Council for Programs in Technical and Scientific Communication: Treasurer, 1979–82.
- MLA: Executive Committee, Division on History and Theory of Rhetoric and Composition, 1989–94.
- Rhetoric Society of America: Board of Directors, 1990–94; President-Elect and conference program director, 1994–96; President, 1996–98; Past President and chair of nominating committee, 1998–2000; Editor-Elect, 2006–07.

Society for Technical Communication, Bibliography Committee: 1976–83; Carolina Chapter, Education Officer, 1983–85, 1987–88.

EDITORIAL BOARDS

College Composition and Communication, 1981–86, 2002–05.

Focuses: A Journal Linking Composition Programs and Writing Center Practice, 1986–97.

Issues in Writing, 1987–present.

Journal of Business and Technical Communication, 1985–present.

Philosophy and Rhetoric, 1995–2003; 2003–06.

Quarterly Journal of Speech, 2001–04, 2004–07.

Rhetoric Society Quarterly, 2000–07.

Technical Writing Teacher, 1983–89.

Written Communication, 1993–present.

PANELS AND WORKSHOPS

Chair, “On-the-Job Training and Adult Education,” 24th International Technical Communication Conference, Chicago, 1977.

Chair, “Using Technology to Teach,” 26th International Technical Communication Conference, Los Angeles, 1979.

Respondent, “The Composing Process in Technical Communication,” Conference on College Composition and Communication, Dallas, 1981.

Chair, “Research in Technical Writing: Process and Product,” Modern Language Association, New York, 1981.

Workshop Leader, “Establishing Course Objectives,” section of workshop in “Teaching Technical Writing: Aims, Methods, Resources,” Conference on College Composition and Communication, Detroit, 1983.

Respondent, “Rhetoric and Technology,” Speech Communication Association, Washington, D.C., 1983.

Chair, “Studying Nonacademic Discourse,” Conference on College Composition and Communication, New York, 1984.

Workshop Leader and Panelist, Institute for Technical Communication, University of Minnesota, St. Paul, 1984.

Panelist, “Discourse Analysis,” Penn State Conference on Rhetoric and Composition, 1984.

Assistant Workshop Leader, Technical Writing Section, Winter Workshop, Conference on College Composition and Communication, Clearwater Beach, Florida, 1985.

Workshop Leader, “Organizing the Advanced Technical Writing Course” and “Assignments that Work,” Technical Writing Institute for Teachers, Rensselaer Polytechnic Institute, 1985.

Respondent, “Rhetoric and Technical Information,” Conference on College Composition and Communication, New Orleans, 1986.

Chair, “History of Rhetoric: Understanding Political and Educational Assumptions,” Penn State Conference on Rhetoric and Composition, 1986.

Respondent, “Social Research on Writing,” Conference on College Composition and Communication, Atlanta, 1987.

Respondent, “Shibboleths of Composition Instruction,” Conference on College Composition and Communication, Atlanta, 1987.

Workshop Presenter, “What Are We Doing as a Research Community?” Conference on College Composition and Communication, St. Louis, 1988.

Respondent, “The Ethics and Politics of Negotiating in the Workplace: Research, Theory, and Practice,” Conference on College Composition and Communication, Seattle, 1989.

Plenary Workshop Speaker, “Where Are We Going as a Research Community?” Conference on College Composition and Communication, Seattle, 1989.

Respondent, “Ideal Models in Conflict with Local Conditions: Collaborative Composing at the Corporate Level,” Conference on College Composition and Communication, 1990.

Chair, “Rhetoric of Science,” Penn State Conference on Rhetoric and Composition, 1990.

- Respondent, "How Rhetoric Matters to Social Studies of Science," Society for the Social Studies of Science, Minneapolis, 1990.
- Chair and organizer on behalf of Conference on College Composition and Communication, "Arguing in the Disciplines." Speech Communication Association, Chicago, 1990.
- Respondent, "Epideictic Rhetoric and the Discourse of English Studies." Conference on College Composition and Communication, Boston, 1991.
- Plenary Respondent, "Rhetoric of Science." International Society for the History of Rhetoric, Baltimore, May 1991.
- Workshop Leader, "Writing Across the Curriculum for Science and Technology." University of North Carolina at Charlotte, Writing Across the Curriculum Workshop, 1992.
- Workshop Participant, "Development of Varieties of Technical and Scientific Writing." Conference on Discourse and the Professions, Uppsala, 1992.
- Respondent, "Rhetoric of Science from STS Perspectives." Society for Literature and Science, Atlanta, 1992.
- Respondent, "Technical Communication and the Rhetoric of Environmental Policy." Conference on College Composition and Communication, San Diego, 1993.
- Roundtable Participant, "Expert and Public Communities in the Teaching of Writing." Conference on College Composition and Communication, Nashville, 1994.
- Roundtable Participant, "What Role Should Ethics Play in the Writing Classroom?" Conference on College Composition and Communication, Nashville, 1994.
- Roundtable Participant, "Wingspread, Tucson, and Beyond: The Prospect of Rhetoric 25 Years Ago, Today and Tomorrow." Speech Communication Association, San Diego, November 1996.
- Respondent, "The Rhetoric of Technological Risk." Speech Communication Association, San Diego, November 1996.
- Invited respondent, Symposium on Genre: Literacy and Literature, Simon Fraser University, Vancouver, January 1998.
- Chair and respondent, panel on Rhetoric of Technology, Preconvention Conference on the Rhetoric of Science and the Rhetorical Tradition. National Communication Association, New York, November 1998.
- Chair and respondent, panel on Revisiting Genre Theory in the Context of Postmodernity: Public Space, Public Memory, and Communication Pedagogy. National Communication Association, Chicago, November 1999.
- Respondent, panel on Attention! Three Concepts in the History of Rhetoric. National Communication Association, Seattle, November 2000.
- Commentator, conference on Technologies of Uncertainty: Reconstructing Order Through Rhetorics of Risk, Cornell University, April 2001.
- Featured Speaker introduction for Lucy Suchman, International Symposium on Technology and Society, Raleigh, June 2002.
- Respondent, "Research on Oral Communication Practices: Genres of Speaking in Engineering and Technical Disciplines." National Communication Association, New Orleans, November 2002.
- Panel participant, "How to Get Published in CCC." Conference on College Composition and Communication, New York, March 2003.
- Invited workshop participant, "The Role of Rhetoric in the Academy and Beyond." Alliance of Rhetoric Societies Conference, Northwestern University, Evanston, IL, September 2003.
- Respondent, "Teaching Scientific Writing: Beyond the Research Article." Conference on College Composition and Communication, San Antonio, March 2004.
- Panel participant, "How to Get Published in CCC." Conference on College Composition and Communication, San Antonio, March 2004.
- Panel organizer and chair, "Crossing Departmental Divisions: Rhetorical Scholarship in Communication that English Scholars Should Know About." Rhetoric Society of America, Austin, Texas, May 2004.
- Panel participant, "The First Thirty Years: Reflections on the Work of S. Michael Halloran, Past, Present, and Future." National Communication Association, Chicago, November, 2004.
- Invited colloquium participant, International Center for Scholarship in Technical, Professional, and Scientific Communication, Michigan Technological University, August 2005.

- Invited panel participant, "Rhetoric of Science and the Politicization of Science." American Association for the Rhetoric of Science and Technology Preconference Workshop, Boston, November 2005.
- Invited panel participant, "Negotiating the Job Market: A Workshop for Graduate Students." Rhetoric Society of America, Memphis, TN, May 2006.
- Award recipient remarks, "The Future(s) of Communication Design." ACM SIGDOC (Special Interest Group on Design of Communication), Myrtle Beach, SC, October 2006.
- Panel organizer and chair, "Rhetoric across the Disciplines: Current Perspectives," National Communication Association, San Antonio, November 2006.
- Panel respondent, "Virtually Accountable, The Discursive Construction of Accountability in Online Communities," National Communication Association, San Antonio, November 2006.
- Panel respondent, "Designs on Power: Political Concerns in Interface and Document Design," National Communication Association, San Antonio, November 2006.
- Panel participant on doctoral program development, Consortium of Doctoral Programs in Rhetoric and Composition, New York, March 2007.
- Panel respondent, "Representing Identity in Disciplinary Rhetorics," Conference on College Composition and Communication, New York, March 2007.
- Panel chair, "Generative Assessment: Three Models for Learning from our Programs." Conference on College Composition and Communication, New York, March 2007.
- Panel respondent, "Rhetoric in Digital Contexts," Southern States Communication Association, Louisville, March 2007.
- Workshop participant, "Improving the Status of Rhetorical Studies," Rhetoric Society of America Summer Institute, Rensselaer Polytechnic Institute, June 2007.
- Guest faculty in Rhetoric, NCA Doctoral Honors Seminar, University of Colorado at Boulder, July 2007.
- Invited presentation, "Preparing the Next Generation of Faculty for the Digital World," with Susan Miller-Cochran. Southeastern Regional Reinvention Center Conference, NC State University, Raleigh, NC, October 2007.
- Panel chair, "Communicating Worlds of Risk: Complicating Kairos in Three Case Studies of Biotechnology," National Communication Association, Chicago, November 2007.
- Seminar on Expertise and Agency in Scientific Rhetoric, Research Group on Communication of Knowledge, Department of Media, Cognition, and Communication, University of Copenhagen, November, 2007.
- Roundtable participant, "Political Blogging as Social Action," with Chris Berg. Conference on College Composition and Communication, New Orleans, April 2008.
- Session chair and organizer, "Emerging Genres: New Media, New Responsibilities." Rhetoric Society of America, Seattle, May 2008.
- Panel respondent, "Textual Machinery: Agency, Responsibility, and Automation." Rhetoric Society of America, Seattle, May 2008.
- Invited participant in working papers seminar, Research Group on Rhetoric and Communication, University of Oslo, September 2008 (1 day).
- Mini-course instructor "Genre, Agency, and Technology" (9 hours). Brazilian Association for Linguistics (ABRALIN), João Pessoa, Paraíba, Brazil, March 2009.
- Workshop presenter, "What Is a New Genre?" Research Workshop on Genre, Conference on College Composition and Communication, San Francisco, March 2009.
- Session chair, "Writing and Complexity: Experiencing, Knowing, and Representing Reality," Conference on College Composition and Communication, San Francisco, March 2009.

EVALUATIONS

- Manuscript referee for *College English*; *College Composition and Communication*; *Communication Education*; *Information Research*; *New Media & Society*; *Rhetoric Review*; *Rhetorica*; *Science, Technology, and Human Values*, *Technical Communication Quarterly*.
- Scholarly manuscript and prospectus reviewer for Modern Language Association (1999), National Council of Teachers of English (1986), Southern Illinois University Press (1984, 1986, 1988, 1989, 1990, 1999, 2001), University of North Carolina Press (1994), University of Pittsburgh

- Press (1993, 1995), University of South Carolina Press (1985, 1995), University of Wisconsin Press (1985), Utah State University Press (1997, 2004).
- Commercial manuscript and prospectus reviewer for Addison-Wesley (1983), Allyn & Bacon (1989, 1990, 2000), Bedford/St. Martin's (1995), Blair Press (1992), Bobbs-Merrill (1983, 1984), D. C. Heath (1982), Harcourt, Brace, Jovanovich (1986, 1988, 1993), Houghton-Mifflin (1984), Irwin (1993), Lawrence Erlbaum (2001), Little, Brown (1983, 1985, 1987), Longman (1997), Macmillan (1987, 1988, 1989, 1990, 1991, 1993), McGraw-Hill (1989), Oryx Press (1992), Prentice-Hall (1982, 1983, 1984, 1985), Sage (1989), Scott, Foresman (1985, 1987, 1988, 1990), St. Martin's (1982, 1986, 1988, 1989).
- Tenure/Promotion/Reappointment reviewer (departments of English unless otherwise specified) for Auburn University (2000), Brigham Young Univ. (1994, 2001), Carnegie Mellon Univ. (1991, 1996, 1997, 2000, 2004), Case Western Reserve University (1999, 2008), Clarkson Univ. (1986, 1992), Duke University (1999), Emory Univ. (1999, 2001), George Mason Univ. (1995, 2006), Georgia Inst. of Technology (1988, 1994, 1997), Illinois Institute of Technology (2002), Kansas State Univ. (1988), Kent State University (2003), Louisiana State Univ. (1994), Marquette Univ. (1994), Massachusetts Institute of Technology (2005), Miami Univ. of Ohio (1986, 1987), Michigan Technological Univ. (1991, 1994, 1996, 2001), New Mexico State Univ. (1983, 1995), Northeastern Univ. (1992, 2006), Oregon State Univ. (1997–Speech Communication), Penn State Univ. (1988, 1990, 1991, 1995), Purdue Univ. (1997, 2008), Rensselaer Polytechnic Inst. (1988, 1990, 1991, 2005), Santa Clara University (2001), Syracuse Univ. (1985), Texas Tech Univ. (1986, 2008), Univ. of Arizona (2000), Univ. of British Columbia (1998, 2001, 2006), Univ. of Central Florida (1994, 2004), Univ. of Cincinnati (1989, 1991), Univ. of Colorado at Denver (1986), Univ. of Kentucky (1998), Univ. of Louisville (2005), Univ. of Michigan (1991–College of Engineering), Univ. of Maryland (1998), Univ. of Maryland–Baltimore County (1993), Univ. of Massachusetts–Amherst (2007), Univ. of Minnesota–St. Paul, Department of Rhetoric (1980, 1981, 1987, 1990, 1991, 1992, 2004, 2005), Univ. of Missouri–Rolla (1980), Univ. of New Mexico (1997, 2000), Univ. of Oklahoma (1986), Univ. of Pittsburgh (1995–Communication), Univ. of South Carolina (2007), Univ. of South Florida (1999), Univ. of Tennessee–Knoxville (1991), Univ. of Texas at Austin (1992), Univ. of Utah (1996), Univ. of Waterloo (1995, 1998), Univ. of Washington (2003), Univ. of Wisconsin–Milwaukee (2003, 2005–Communication), Univ. of Wyoming (2008), Virginia Tech (2003, 2006), Washington State Univ. (1997, 1998, 2003), Wayne State Univ. (1983–Marketing, 1985–Marketing, 1986, 1993, 2003), York Univ. (Ontario, 2008).
- Evaluator for convention proposals in technical writing for the Conference on College Composition and Communication, 1984, 1986, 1989, 1994, 1998.
- Member, program review team for Rhetoric Department, University of Minnesota–St. Paul, 1990.
- Proposal reviewer for National Endowment for the Humanities program in Humanities, Science, and Technology, 1991, 1993.
- Proposal reviewer for National Science Foundation program in Ethics and Values Studies, 1992, 1993, 1998, 2000, 2001.
- Judge, National Council of Teachers of English Publications Awards in Technical and Scientific Communication, 2000.
- External appraiser of graduate programs in English at University of Waterloo, Ontario Council of Graduate Schools, 2003.
- Manuscript review for 2009 Hawaii International Conference on System Sciences (HICSS-42).
- Proposal reviewer, 2009 conference of Association of Teachers of Technical Writing.

EXTENSION AND CONSULTING WORK

- Extension Course, Effective Speaking and Technical Writing for Professionals in Business and Industry, with Charles A. Parker (NCSU Department of Speech-Communication), NCSU Division of Continuing Education, 16 hours, 1973, 1974, 1975.
- Extension Course, Written Communication for United Parcel Service Supervisors Basic Training School, 10 hours, 1973.
- Extension Course, Memo and Report Writing, Carolina Power and Light Co., Raleigh, NC, 20 hours, 1974.

Extension Course, Writing Technical Proposals, Midrex Corporation, Charlotte, NC, 11 hours, 1976.
 Editorial Consultant, Institute for Environmental Studies, University of North Carolina at Chapel Hill, 1976.
 Extension Course, Communication and Technical Reporting, with Kathryn Seidel (Department of English), NCSU School of Textiles, 18 hours, 1978.
 Extension Course, Technical Writing for Engineers in Industry, with Robert Kelton (Department of English), NCSU Industrial Extension Service, 16 hours, 1979.
 Editorial Consultant, Soil and Materials Engineers, Inc., Raleigh, NC, 1979–81.
 Short Course, Technical Writing for Engineers in Industry, with Robert Kelton (Dept. of English), Berkline Corporation, Morristown, TN, 32 hours, 1979.
 Extension Course, Technical Report Writing for Manufacturing Engineers, Lufkin Industries, Apex, NC 12 hours, 1982.
 Consultant to Educational Testing Service for DANTE Exam in Technical Writing, 1984–85.
 Workshop Leader, Business Letter Writing, Durham Life Broadcasting, 1987.

■ PROFESSIONAL DEVELOPMENT

Technical and Scientific Writing, National Council of Teachers of English, Pre-convention Workshop, 1973.
 Technical Writers' Institute, Rensselaer Polytechnic Institute, 1975.
 Teaching Technical and Professional Writing, University of Michigan Summer Conference, 1975.
 Developing Writing Programs for College Faculty, National Council of Teachers of English, Pre-convention Workshop, 1980.
 Computer Text-Editing Workshop, School of Humanities and Social Sciences, NCSU, 1981.
 Evaluating College Teaching: A Workshop for Faculty, Deans, and Department Chairs, UNC Continuing Education Center, 1996.
 Using Technology in Classroom Teaching: A Workshop for Faculty, Department Chairs, Deans and Other Academic Leaders, sponsored by the UNC-CH Teaching and Learning Series in Higher Education, Friday Continuing Education Center, 1997.
 Identifying and Applying for Federal, Foundation, and Corporate Grants. Fedix Opportunity Alert Seminar presented by RAMS-FIE, Research Triangle Park, 1998.
 WebCT Training Workshop, College of Humanities and Social Sciences, NCSU, 2000.
 Organizational Support Models for Teaching and Learning with Technology, University of North Carolina, Friday Center, 16 April 2001.
 Three workshops on course website construction, NC State Learning Technologies Service, 7.5 hours, June, July 2001.
 Two Foundations in Teaching Workshops, NC State Faculty Center for Teaching and Learning, 3 hours, June 2002.
 Two workshops on course website construction, NC State Learning Technologies Service, 4 hours, July, August 2003.
 Two workshops on course website construction, NC State Learning Technologies Service, 3.5 hours, July 2004.
 Workshop on web development, NC State DELTA, 2 hours, September 2007.

■ INSTITUTIONAL SERVICE

UNIVERSITY

Faculty Senate, 1982–84; Academic Policy Committee, Communications Committee, 1982–83; Communications Committee, Government and By-Laws Committee, 1983–84; chair, Ad Hoc Committee on Women's Concerns, 1983–84.
 Faculty Senate, 2004–05; Academic Policy Committee, Evaluation of Teaching Committee, 2004–05.
 University Committee on Extension and Continuing Education, 1982–84.
 University Committee on Teaching Effectiveness and Evaluation, 1985–86.
 University Planning Committee, 1986–89; chair, Task Force on Instructional Goals, 1988–89.

University Government Committee, 1986–89.
 University Courses and Curricula Committee, 1989–90.
 University Copyright Committee, 2001–03.
 University Library Committee, 2002–06.
 Administrative Board of the Graduate School, 1997–2001, 2007–08.
 Campus Writing and Speaking Board, 1997–99.
 Copyright Ownership Task Force, 1998–99.

Ad Hoc Assignments

Minority Introduction to Engineering: Technical Writing Instructor, School of Engineering, 1979.
 Workshop Leader, Writing in the Health Science Professions, NCSU Preprofessional Health Sciences Review Committee, 1986.
 Teaching Effectiveness Workshop Leader: “Integrating Writing and Learning,” with Ruie J. Pritchard (Curriculum and Instruction), 1985; “Integrating Writing and Learning across the Curriculum,” with Carl G. Herndl (English), 1986, 1987, 1988.
 Accreditation Self-Study Subcommittee on Graduate Education, 1992–93.
 Graduate School Task Force on the New Framework for Graduate Education, 1994–95.
 Writing Work Group, Council on Undergraduate Education, 1995–97.
 Ad Hoc North Campus Planning Committee, summer 1997.
 Ad Hoc Committee to Review the Structure and People of the Office of the Provost, fall 1999.
 Alumni Association Distinguished Graduate Professor Selection Committee, spring 2000, spring 2007.
 Search Committee, Dean of the College of Humanities and Social Sciences, 2000–01.
 Exhibit, “Technologies for Texts: A New Course for English Majors.” EDTECH 2002, McKimmon Center, 2002.
 Brown-bag presentation, “Communication in the Workplace 2002: What Can NC State Students Expect?” Campus Writing and Speaking Program, 2002.
 Brown-bag presentation, “Why Do We Resist Automation of Writing and Speaking?” Campus Writing and Speaking Program, 2006.
 Search Committee, Vice-Chancellor for Research and Graduate Education, 2008.

SCHOOL AND COLLEGE

Co-op Job Recruiter, School of Liberal Arts Cooperative Education Program, 1976.
 Committee on Academic Standards, 1980–82; chair 1981–82.
 Planning Committee, 1985–87.
 Writing Assessment Director, M.P.A. Program, Department of Political Science and Public Administration, 1983, 1988.
 English Department Head Search Committee, 1983.
 English Department Head Review Committee, 1988.
 Science, Technology, and Society Program Advisory Committee, 1991–present.
 Erika Fairchild Research Symposium Planning Committee, 1993–95.
 Ph.D. in History of Science and Technology Planning Committee, 1995–96.
 Mastro Symposium Planning Committee, 1997–98.
 Distance Education Task Force, 1997–98.
 CHASS Administrative Board, 1997–2001.
 Search Committee, Director of Campus Writing and Speaking Program, 1997–98.
 Search Committee, Assistant Director of Campus Writing and Speaking Program, 1998–99.
 Search Committee, Head, Division of Multidisciplinary Studies, 1998–99.
 Interdisciplinary Ph.D. Planning Committee for the Center for Information Society Studies (chair), 2001–03.
 Search Committee (chair), SAS Institute Distinguished Professor of Technical Communication, 2002–03.
 Interdisciplinary Ph.D. Planning Committee for CHASS (chair), 2003–04.
 CHASS Graduate Studies Committee, 2005–present.
 Chair, CHASS review committee, nominations for Distinguished Professor and University Distinguished Professor, 2006–07.

Selection committee, CHASS nominees for Alumni Distinguished Graduate Professor Award, 2006–07.

Reviewer, Interdisciplinary Studies proposals for course enhancement awards, 2008.

DEPARTMENT

Coordinator, B.A. in English, option in Writing-Editing, and Professional Writing Certificate Program, 1984–87.

Founding Director, M.S. in Technical Communication, 1988–95.

Director, Professional Writing Program, 1993–2002; 2003–04.

Project Leader, Distance Education Pilot Program for Professional Writing, 2003–04 (developed training plan for 10 instructors, assessment plan, and annual budget of \$300,000).

Standing Committees: Advisory, 2003–05; Computer Affairs, 1985–89, 1993–94; Coordinating 1995–99; Curriculum, 1987, 1999–2001 (chair, 2000–01); Executive, 1990–97; Freshman Council, 1996–98; Graduate Council, 1983–90, 1991–92, 1993–95, 2002–03; 2006–09; Majors, 1985–87; M.S., 1988–present (chair 1988–95); Publicity, 1978–81; Recruiting, 1978, 1980, 1984, 1985, 1986, 1988, 1989; Research, 1993–95; Research and Professional Development, 2006–07; Teaching Effectiveness, 1979–85; Professional Writing, 1985–88, 1993–2003, 2003–04 (chair 1985–87, 1993–2002); Travel, 1988; Undergraduate Studies, 2008–10; Writing-Editing Program, 1977–85 (chair 1980–85).

Ad Hoc Committees: Committee on Professional Writing Degree, 1978; Committee on Graduate Option in Composition, 1982; Long-Range Planning Committee, 1983; Planning Committee on Master's Program in Technical Communication, 1985; Committee to Revise Writing-Editing Option, 1991–92; Committee on Status of Lecturers, 1993–94; Governance Committee, 1996–97; Committee on Technical Communication Courses and Minor, 1998; Website Review Committee (chair), 2008–09; Teaching Professorship Policy (chair), 2009.

Search Committees: Professional Writing 1992–93; Journalism 1994–95; Professional Writing 1995–96 (chair); Linguistics 1995–6, Technical Communication 1996–7 (chair); Rhetoric and Composition 1997–98; Rhetoric and Technical Communication, 2001–02; Associate Director of Composition Program, 2004–05; Associate Professor of Rhetoric and Technical Communication (chair) 2006–07.

Undergraduate Adviser, 1975, 1978–88, 1995–2000; 2002–05.

Curriculum Development

Prepared modifications to Writing-Editing option, 1978, 1986.

Proposed first graduate course in written communication, 1981 (approved).

Assisted in design of graduate option in composition and proposed new course in rhetoric, 1983 (implemented).

Developed plan and prepared proposal for master's program in technical communication, 1986 (implemented 1988).

Assisted in redesign of Writing-Editing option and coordinated development of five new course offerings in writing and rhetoric, 1991 (implemented 1994).

Organized development of minor in Technical and Scientific Communication, 1998.

Developed proposal for Ph.D. in Integrated Discourse Studies, 1998–99.

Course Development

Undergraduate

Introduction to Editing (ENG 214, developed jointly with Kenneth Spears, 1977, revised 1987).

Communication for Engineering and Technology, Communication for Business and Management, Communication for Science and Research (ENG 331, 332, 333, revised and coordinated 1988).

Writing in the Rhetorical Tradition (ENG 322, 323, major revisions and renaming in both 1979 and 1988).

Analysis of Scientific and Technical Writing (ENG 425, developed 1993).

Technologies for Texts (ENG 216, developed 2001).

Graduate

Special Topics in Written Communication (ENG 691, developed 1980).

History of Rhetoric (ENG 622, 614, 514, developed 1985).
 Rhetoric of Science and Technology (ENG 615, 515, developed 1987).
 Teaching Methods for Professional Writing (ENG 603, 666, 685, developed 1991).
 Rhetorical Criticism: Theory and Practice (ENG/COM 516, developed jointly with Victoria Gallagher, 1992).
 Theory and Research in Professional Writing (ENG 612, 512, developed 1994).
 Rhetoric and Digital Media (CRD 702, developed 2004 for new doctoral program).
 Faculty Adviser, NCSU Student Chapter, Society for Technical Communication, 1989–92.
 Co-Director of Summer Workshop in Teaching Technical Writing, with Robert Kelton, 25 hours, 1980.

■ COURSES TAUGHT AT NORTH CAROLINA STATE UNIVERSITY

UNDERGRADUATE

Composition and Rhetoric (111)—1 section
 Composition and Reading (112)—6 sections
 Copyediting (214)—6 sections
 News and Article Writing (215)—1 section
 Technologies for Texts (216)—2 sections
 Introduction to English Studies (260); team-taught with three colleagues—1 large section
 Communication for Engineering and Technology (321, 331)—40 sections
 Advanced Composition and Rhetoric/Writing in the Rhetorical Tradition (322, 323)—21 sections
 Communication for Science and Research (333)—2 sections
 Writing-Editing Senior Seminar (496W, 495)—4 sections
 Science and Human Understanding (HSS 292, with Edith Sylla, History)—1 section
 Honors Seminar (Problems of Authorship: Plagiarism, Ghostwriting, Collaboration)—2 sections

GRADUATE

Special Topics in Written Communication (691)—4 sections (Rhetoric of Functional Documents, Rhetoric of Scientific and Technical Discourse, Teaching of Technical and Professional Writing, Contemporary Theories of Discourse [team-taught])
 Teaching Professional Writing (603)—1 section
 Professional Writing: Theory and Research (604)—1 section
 History of Rhetoric (622, 614, 514)—5 sections
 Rhetoric of Science and Technology (621, 615, 515)—9 sections
 Rhetorical Criticism: Theory and Practice (516)—4 sections
 Studies in Composition and Rhetoric (583)—1 section
 Spring 2001, Communicating Science and Technology to the Public
 Projects in Technical Communication (675)—1 section
 Supervised Teaching in Professional Writing (685)—1 section
 Directed Readings (690, 636, 810)—4 sections
 Fall 1994, Readings in Risk Communication, Lisa Mumford
 Fall 2003, Readings for a Genre Analysis of the Weblog, Dawn Shepherd
 Spring 2005, Readings on Rhetorical Agency, Scot Barnett
 Fall 2007, Directed Readings on Emerging Genres, Christian Casper
 Rhetoric and Digital Media (CRD 702)—2 sections
 Colloquium in Communication, Rhetoric, and Digital Media (CRD 809)—2 sections
 Special Topics, Emerging Genres (ENG 583F, 798A)—1 section

DISSERTATION DIRECTION

Casper, Christian, chair of advisory committee, Ph.D. in Communication, Rhetoric, and Digital Media.

DOCTORAL COMMITTEES

- Ph.D. in Forestry—Blank, 1991.
 Ph.D. in Communication and Rhetoric (Rensselaer Polytechnic Institute)—Gurak, 1994.
 Ph.D. in Higher Education Administration—Wall, 1995.
 Ph.D. in Communication and Rhetoric (Rensselaer Polytechnic Institute)—Slattery, 2006.
 Ph.D. in Design—Jae Young Lee, in progress.
 Ph.D. in Communication, Rhetoric, and Digital Media—Turnage, Lyles, Martin, Phelps, Temple, Turnage.

THESIS DIRECTION***M.A. in English***

- Connell, Virginia. 1987. "Using Words to Create Realities: Three Instances of World Construction."
 Bennett, John. 1988. "Sui Generis: Rhetoric, Reputation, and the Case of Huey Long."
 McCombs-Porter, Leslie. 1988. "Female Voice: Epistemic Rhetoric and Feminist Theory for the Composition Classroom."
 Stephens, Phyllis. 1989. "Studies in Literature and Composition."
 Kiziah, Jennifer. 1996. "Saving Face in Southeast Asia: Nixon's Strategies."
 Martin, Amy. 1999. "Madness and Accountability: A Burkean Analysis of Newspaper Coverage of a Killer." NC State University nominee for Council of Southern Graduate Schools Master's Thesis Award, 2000.
 Das, Shibani. 1999. "Strangling the Female Voice: Silencing Mechanisms in Indian Women's Discourse about Arranged Marriage."
 Shepherd, Dawn. 2004. "Marketing Subjectivity: *Buffy the Vampire Slayer* and Construction of the Problematic Female Television Audience."
 Pinkston, Ashley. 2004. "Being Cyborg, Teaching Writing: Figuring a Feminist Practice in the Computer Composition Classroom."
 Barnett, R. Scot. 2005. "A Space for Agency: Rhetorical Agency, Spatiality, and the Production of Relations in Supermodernity."
 Fulghum, Emily W. 2005. "Selling the South to Itself: Rhetoric, Mythology, and the Making of *Southern Living*."

M.S. in Technical Communication (this program dropped the thesis requirement in 1999)

- Hopkins, Laura. 1990. "The Alar Scare: Values, Issues, and Standards of a Technical Controversy in Two Forums."
 Pappas, Lisa. 1993. "Winning with Words: A Critical Language Study of the CATCH Campaign Against the Superconducting Super Collider."
 Trimmer, Julia. 1994. "Self-Perceptions of the Technical Communicator's Role: A Metaphor Analysis of Interview Data."
 Rudisill, Linda. 1995. "A Rhetorical Model of Reasoning for Marketing Writers."
 Boyette, Gladys H. 1995. "Communication in the Workplace: A Survey of Cooperative Education Students."
 Perry, Robert. 1995. "A Pilot Study to Assess the Effectiveness of Using a Comparative Risk Analysis in Communicating Chemical Risk Information to the Public."
 Scharf, Deepti Goel. 1995. "Kenneth Burke's Poetic Theory of Symbolic Action: The Loss of a Practical Rhetoric."
 Bumgarner, John Lee. 1996. "Mathematics Instructional Videos as Technical Communication: An Analysis of a Rhetorical Situation."
 Mumford, Lisa. 1997. "The Use of Psychological Variables in Environmental Risk Communication: A Content Analysis Comparing Official and Unofficial Sources."
 Watson, Patricia. 1999. "An Electronic Journal for Undergraduate Research: An Experiment in Communication Practice."

Master of Arts in Liberal Studies

- Caudle, Neil. 1991. "Feature-Advantage-Benefit Persuasion in Scientific Articles: An Investigation of a Genre."

THESIS COMMITTEES

- M.A. in English—Casper, 1983; Eubanks, 1986; Teal, 1987; Oxendine, 1989; Prewitt, 1995; Wagar, 2004; Moriarty, 2005; Reid, 2005.
- M.S. in Technical Communication—Terrell, 1990; Korn, 1992; Heins, 1992; Christian, 1993; Justice, 1993; Loftis, 1993; Ensore, 1995; Berkhoff, 1996; Walsh, 1997; Finneran, 1998; Hardin, 1998.
- M.S. in Forestry—Markle, 1986.
- M.S. in Environmental Studies (UNC–Chapel Hill)—Maurer, 1987.

■ COMMUNITY AND PUBLIC SERVICE

- Seminar Session, Designing Publications for Visual Impact, with Al Brothers (Department of Agricultural Information), Seminar on Options for the Communicator, Carolina Chapter, Society for Technical Communication, 1976.
- Judge, International Technical Publications Competition, Society for Technical Communication, 1979.
- Judge, Regional Publications Competition, Carolina Chapter, Society for Technical Communication, 1980, 1981, 1989.
- Speaker, "Writer's Block and the Writing Process," Piedmont Chapter, Society for Technical Communication, Charlotte, NC, 1981.
- Seminar Leader, "Technical Communication as Document Design: Current Research and Theory," Carolina Chapter, Society for Technical Communication, Chapel Hill, 6 hours, 1982.
- Workshop Leader, "Technical Writing as a Humanistic Discipline," Cooperating Raleigh Colleges Conference on Writing as Human Activity, 1982.
- Speaker, "Writers, Readers, and Cognitive Psychology," Carolina Chapter, Society for Technical Communication, 1986.
- Speaker, "Writing Letters for Readers," Greater Raleigh Credit Association, 1986.
- Judge, High School Science Writing Competition, Carolina Chapter, Society for Technical Communication, 1986, 1987.
- Contributing Lecturer, "Written Communication," Communication Workshop, Institute for Transportation Research and Education, Research Triangle Park, NC, 1987.
- Speaker, "Thoughts on the Future of Technical Communication," East Carolina Chapter, Society for Technical Communication, 1987.
- Judge, Student Technical Communication Competition, Humanities Department, Michigan Technological University, 1988.
- Speaker, "Some Thoughts on the Future of Technical Communication," Triangle Area Communication Conference, Society for Technical Communication, 1989.
- Workshop Leader, "Ethical Issues in Technical Communication," Conference of the Atlanta Chapter, Society for Technical Communication, 1991.

■ PREVIOUS EMPLOYMENT

- Biophysics Department, Pennsylvania State University, Research Assistant, part-time, 1963–68.
- English Department, Pennsylvania State University, Teaching Assistant, 1967–68.
- Barron's Educational Series, Inc., Woodbury, New York, Assistant Editor, 1969–70.
- Volt Information Sciences, Inc., Rockville, Maryland, Editorial Assistant, 1971.
- American Physiological Society, Bethesda, Maryland, Copy Editor, 1972.
- International Medical News Service, Bethesda, Maryland, Copy Editor, 1972.
- National Laboratory for Higher Education, Durham, North Carolina, Editorial Associate, 1972.
- Rensselaer Polytechnic Institute, Teaching Assistant, 1976–77.