

ACADEMIC APPOINTMENTS

Assistant Professor, English. George Mason University. Aug. 2013 to present

Director, MA in English, Professional Writing and Rhetoric (PWR) Concentration. George Mason University. Aug. 2019 to present

Graduate Teaching Assistant, English/Rhetoric and Writing. Virginia Tech. Aug. 2009 to May 2013

Writing Center Coach, Virginia Tech Writing Center. Jan. 2012 to May 2012

Adjunct Professor, School of Business. George Mason University. Aug. 2007 to May 2009

Teaching Fellow, English. Northern Virginia Community College/George Mason University. Aug. 2006 to May 2007

EDUCATION

Ph.D., Rhetoric and Writing. Virginia Tech, Aug. 2009 to May 2013

M.A., English, Professional Writing and Editing. George Mason University, Aug. 2005 to May 2007

B.A., English. Mary Washington College, Aug. 1998 to May 2002

AWARDS

Outstanding Dissertation (Social Science, Business, Education, and Humanities), Virginia Tech, 2014

Outstanding Graduate Student Professional Writing and Editing, George Mason University, 2007

GRANTS

“Reclaiming the Laboratory for the Humanities: The Laboratory for Civic and Scholarly Communication.” Debra Lattanzi Shutika, Melissa Broeckelman-Post, **Heidi Lawrence**, and Susan Lawrence. National Endowment for the Humanities (NEH) Infrastructure and Capacity Building Challenge Grant. Submitted May 15, 2019. \$500,000.

“Communication Center Impacts: A Proof of Concept for Enhancing Skills and Learning.” Melissa Broeckelman-Post and **Heidi Lawrence**. Faculty Research and Development Award. Submitted November 2018. Funded December 2018. \$15,000.

“Rhetoric of Quantification in the Context of Chronic Pain.” **Heidi Lawrence** and Rachael Graham Lussos. National Science Foundation (NSF) Dissertation Research Improvement Grant (DRIG). Submitted August 3, 2018. Funded February 22, 2019. \$5,059.

“Expanding the Professional Writing Curriculum to Enhance Global and Civic Engagement.” **Heidi Lawrence**, Doug Eyman, and Isidore Dorpenyo. George Mason University (GMU) Curriculum Impact Grant (CIG) Submitted June 1, 2018. Funded, June 19, 2018. \$30,000.

- “Virginia Colloquium on the Rhetoric of Health and Medicine (VCRHM).” **Heidi Lawrence**, Bernice Hausman, Kelly Pender, Michael Klein, Lori Beth De Hertogh, and Cathryn Molloy. 4-VA. Submitted October 17, 2017. Funded December 12, 2017. \$16,500.
- “Community-Engaged Health Research Program.” **Heidi Lawrence**, Ali Weinstein, Emily Ihara, Cathy Tompkins, and Rebecca Vargas-Jackson. GMU CIG. Submitted September 25, 2017. Funded December 2017. \$35,000.
- “Rhetorical Approaches to Vaccination Controversy.” Bernice Hausman and **Heidi Lawrence**. American Council of Learned Societies (ACLS) Collaborative Research Fellowship. Submitted September 24, 2015. Not funded.
- “A Multidisciplinary Approach to Mitigating Campus Sexual Assault.” Bonnie Stabile, Nance Lucas, Angela Hattery, Anthony Stefanidis, Siona Listokin-Smith, Patricia Maulden, Linn Jorgenson, Kate Destler, **Heidi Lawrence**, and Jessica Terman. Provost’s Multidisciplinary Initiative Grant Program. May-June 2015. Funded July 2015. \$25,000.
- “The Persuasive Appeal of Vaccine Refusal: Identifying and Addressing Alternative Health Literacies.” Role: Grant Writer. National Institutes of Health (NIH), June 2010 and March 2011. Not funded.
- “Language, Learning, and Civic Action: School Children and the Discourses of Environmental Sustainability.” Role: Grant Writer. The Spencer Foundation, December 2009. Not funded.

SCHOLARLY ACTIVITIES: PUBLICATIONS

Monograph

Lawrence, Heidi Yoston. *Vaccine Rhetorics*. The Ohio State University Press. In press, available Spring 2020.

Publications in Peer-Reviewed Journals

Lawrence, Heidi Y., Lourdes Fernandez, Bonnie Stabile, Rachael Graham Lussos, and Melissa Brockelman-Post. “Communicating Campus Sexual Assault: A Mixed Methods Rhetorical Analysis.” *Technical Communication Quarterly*. 28.4 (2019): 299-316.

Hausman, Bernice, **Heidi Y. Lawrence**, Susan Marmagas, Clare Dannenberg, and Lauren Fortenbery. “H1N1 Vaccination and Health Beliefs in a Rural Community in the Southeastern United States: Lessons Learned.” *Critical Public Health*. 2018. <https://doi.org/10.1080/09581596.2018.1546825>

Lawrence, Heidi Y. “When Patients Question Vaccines: Considering Vaccine Communication through a Material Rhetorical Approach.” *Rhetoric of Health and Medicine*, 1.1-2 (2018): 161-178.

Lawrence, Heidi Y., Rachael Graham Lussos, and Jessica Clark. “The Rhetoric of Proposal Writing: Pedagogy, Research, and Real-world Practice.” *Journal of Technical Writing and Communication*. First Published December 13, 2017. 1-18.

Lawrence, Heidi Y. “Fear of the Irreparable: Narratives in Vaccination Rhetoric.” *Narrative Inquiry in Bioethics* 6.3 (Winter 2016): 205-209.

Scott, Jennifer Bracken, Kristin Kondrlik, **Heidi Y. Lawrence**, Susan Popham, and Candice Welhausen. “Rhetoric, Ebola, and Vaccination: A Conversation Among Scholars.” *POROI: An Interdisciplinary Journal of Rhetorical Analysis and Invention* 11.2 (Dec. 2015): 1-26.

Lawrence, Heidi Y. “Healthy Bodies, Toxic Medicines: Vaccination Beliefs and the Rhetorics of Health, Illness, and the Body.” *Yale Journal of Biology and Medicine*. 87.4 (December 2014): 423-437.

Lawrence, Heidi Y., Bernice L. Hausman, and Clare J. Dannenberg. “Reframing Medicine’s Publics: The Local as a Public of Vaccine Refusal.” *Journal of the Medical Humanities* 35.2 (June 2014): 111-129.

Dannenberg, Clare J., Bernice L. Hausman, **Heidi Y. Lawrence,** and Katrina M. Powell. “The Moral Appeal of Environmental Discourses: The Implication of Ethical Rhetorics.” *Environmental Communication* 6.2 (Summer 2012): 212-232. DOI: 10.1080/175242032.2012.668856.

Book Reviews

Lawrence, Heidi Y. Review of *The Antivaccine Heresy: Jacobson v. Massachusetts and the Troubled History of Contemporary Vaccination in the United States*. *Nursing History Review (NHR)*. 26.1 (2018).

Lawrence, Heidi Y. Review of *Vaccinations and Public Concern in History: Legend, Rumor, and Risk Perception*. *Journal of Business and Technical Communication* 29.4 (October 2015): 490-495.

Publications Accepted

“The Disappearing Accused: Media Narratives and Campus Sexual Assault.” Lourdes Fernandez, Heidi Y. Lawrence, and Bonnie Stabile. *Rhetoric Review*, Accepted, September 2019.

Publications in Progress

“Creating a Community-Engaged Health Curriculum: Lessons Learned Across Sites and Stakeholders.” Elizabeth Ferguson, Jaclyn Dunn, **Heidi Y. Lawrence,** Emily Ihara, Catherine Tompkins, and Ali Weinstein.

Proposal Writing: Practice, Methodology, Rhetoric. Currently in development, for submission to Taylor and Francis/The Association for Teachers of Technical Writing (ATTW) Practice Line. Expected proposal submission: spring/summer 2020.

Edited Journal Issues

World Medical and Health Policy. Special Issue: Health Policy and the Rhetoric of Health and Medicine. Co-edited with Bonnie Stabile. Expected publication date, December 2019.

Public Scholarship and Media

Lawrence, Heidi Y. “Guest Editor Introduction About STC HealthMed.” *Intercom*, Forthcoming, fall 2019.

Lawrence, Heidi Y. and Cathryn Molloy. “Assistant Editors’ Interview with Dr. Heidi Lawrence of George Mason University.” *Rhetoric of Health and Medicine Podcast*, February 27, 2018.
<http://stars.library.ucf.edu/rhm/vol1/iss1/1>

Anthony, Libby, Heidi Y. Lawrence, and Amy Reed. “What are you Working on Today?”: A Model for Remote Coworking.” *The Chronicle of Higher Education*, December 14, 2017.
<https://www.chronicle.com/article/What-Are-You-Working-on/242055>

Palmer, Jason. (Media Interview) “The Fake Truth is Out There.” *Influence* Q3 2017.

Gross, Rachel. (Media Interview) “Just Add Science? In the Age of Trump, the Science Press Must Rethink its Habits.” *The Undark* January 24, 2017.

Lawrence, Heidi. (Invited Article) "Rhetoric, Language, and Addressing Social Problems." *The George Mason Review* 25 (May 2016).

Gross, Rachel. (Media Interview) "*The Martian* and the Cult of Science." *Slate.com* October 2, 2015.

PRESENTATIONS

At National Conferences: Paper Presentations

- 2020** "Vaccination Topoi: Expanding Rhetorical Understanding of Vaccine Support." The 2020 Annual Conference on College Composition and Communication (CCCC) Medical Rhetoric Roundtable. Portland, OR. Forthcoming, March 2020.
- 2019** "Engaging and Reclaiming Doxa." *Feminisms and Rhetorics*. Harrisonburg, VA. Forthcoming, November 2019.
- 2019** "Logic of Care as a Framework for Accountability in Technical Communication." 20th Annual Conference, Association for Teachers of Technical Writing (ATTW). Pittsburgh, PA. March 2019.
- 2018** "Making Connections, Expanding Mentoring: Creating High-Impact Practices in Mentorship for Graduate Students." *Innovations in Teaching and Learning Conference*. Fairfax, VA. September 2018.
- 2018** "Analyzing Complex Public Problems: Rhetoric in the Case of Campus Sexual Assault." 2018 Conference of the Rhetoric Society of America (RSA). Minneapolis, MN. May 2018
- 2018** "The Phronesis of Proposal Writing." 2018 Computers and Writing Conference. Fairfax, VA. May 2018.
- 2017** "Vaccination Rates...As Low as South Sudan?: Creating Health Crisis through Statistics." Association for the Rhetoric of Science, Technology, and Medicine (ARSTM) Preconference. Dallas, TX. November 15, 2017.
- 2017** "Persuasive Ethics: Studying Medical Rhetoric and Vaccination Controversy." American Society for Bioethics and Humanities (ASBH) 2017 Conference. Kansas City, MO. October 20, 2017.
- 2016** "Vaccination, Persuasiveness, and Rhetorical Theory: Beyond the Deficit Model." 2016 Conference of the Rhetoric Society of America (RSA). Atlanta, GA. May 29, 2016.
- 2016** "Medicolegal Rhetorics: Medicine as Arbitrator in Competing Discourses about Disease and Disability." 2016 Conference of the RSA. Atlanta, GA. May 27, 2016.
- 2016** "Skepticism and Doubt in Outbreak: A Study of Community Perspectives on Disease, Health, and Medicine following Pertussis." ARSTM Preconference. Atlanta, GA. May 26, 2016.
- 2016** "Rhetorical Analysis of Media Coverage of Campus Sexual Assault: Implications for Policy." Midwest Political Science Association (MPSA) Annual Conference. April 7, 2016.
- 2015** "Understanding Voluntary Nonvaccination: Qualitative Approaches to Research." ASBH 2015 Conference. Houston, TX. October 24, 2015.

- 2014** “‘I’m Not a Coincidence:’ Reflective Persuasiveness and the Before-and-After Trope in Vaccine Narratives.” ASBH 2014 Conference. San Diego, CA. October 16, 2014.
- 2014** “Enacting Health through Illness: Infant Immune Systems as Borderland Bodies.” 2014 Conference of the RSA. San Antonio, TX. May 22-26, 2014.
- 2013** “Professional Constraints and Disease Exigencies: How Doctors do Disease through Vaccination.” Association for the Rhetoric of Science and Technology (ARST) Preconference. Washington, D.C. November 20, 2013.
- 2013** “Adult Vaccination and the Health Belief Model: Rhetorics of Vaccine Controversy.” American Historical Association (AHA) Annual Meeting. New Orleans, LA. Jan. 6, 2013.
- 2012** “Adult Vaccination and the Health Belief Model: Historical Lessons about Vaccine Controversy from Polio and the 1976 National Influenza Immunization Program.” American Public Health Association (APHA) Annual Meeting. San Francisco, CA. Oct. 29, 2012.
- 2012** “Vaccination, Rhetoric, and Bioethics.” ASBH 2012 Conference. Washington, D.C. Oct. 19, 2012.
- 2012** “Constructing Severity: Health Communication and Perceptions of Seriousness in Flu Discourse.” 2012 Conference of the RSA. Philadelphia, PA. May 27, 2012.
- 2012** “Rhetorics of Risk, Authority, and Presence in Vaccine Controversy.” 2012 Conference of the RSA. Philadelphia, PA. May 26, 2012.
- 2012** “‘Doesn’t Scare Me, the Flu’: Seriousness and Personal Risk in Vaccination Discourse.” ARST Preconference. Philadelphia, PA. May 24, 2012.
- 2012** “Science Versus the Playboy Bunny: Jenny McCarthy and Embodied Rhetorics in Vaccine Controversy.” Gender, Bodies, and Technology (GBT) Conference. Roanoke, VA. Apr. 25, 2012.
- 2012** “Countering Vaccination: Online Confession and Subverting the Medical Gaze.” International Society for the Study of Narrative Annual Conference. Mar. 27, 2012.
- 2011** “Zealots and Murderers: Vaccination Satire.” International Society for the Study of Narrative Annual Conference. St. Louis, MO. Apr. 8, 2011.
- 2010** “Constructed Audiences and Exigencies in Satire.” 2010 Thomas R. Watson International Conference on Rhetoric and Composition. Louisville, KY. Oct. 15, 2010.
- 2009** “Crisis, Risk, and Business-Community Communication.” Association for Business Communication (ABC) 74th Annual Convention. Portsmouth, VA. Nov. 6, 2009.
- 2009** “Rhetorical Situatedness and the Web: Kairos, Genre, and Pedagogy.” CCCC. San Francisco, CA. Mar. 12, 2009.

At National Conferences: Poster Presentations

- 2019** “Creating a Community-Engaged Health Curriculum: Lessons Learned Across Sites and Stakeholders.” With Christine Condo, Jaclyn Dunn, Elizabeth Ferguson, Emily Ihara, Catherine

Tompkins, Paul Webster, Ali Weinstein. Association of Schools and Programs in Public Health Annual Meeting. Arlington, VA. March 16, 2019.

- 2016** “The Rhetoric of Campus Sexual Assault: Media Constructions of Student Advocacy and Campus Citizenship.” With Bonnie Stabile and Lourdes Fernandez. *Award Winner, Population, Reproductive, and Sexual Health Section. American Public Health Association (APHA) 2016 Annual Conference. Denver, CO. October 30, 2016.
- 2016** “Vaccination, Pertussis and Health Beliefs: Qualitative Research to Improve Communication with Vaccine Sceptics.” With Bernice Hausman, Tarryn Abrahams, and Kari Putterman. *Centers for Disease Control and Prevention (CDC) Immunization Conference*, September 2016.
- 2016** “The Rhetoric of Campus Sexual Assault.” With Bonnie Stabile and Lourdes Fernandez. 19th Annual Conference, ATTW. Houston, TX. April 6, 2016.
- 2014** “Constructing Disease Exigence: Risk, Flu, and the CDC.” Association for Business Communication (ABC) 79th Annual International Conference. Philadelphia, PA. October 23, 2014.
- 2013** “Understanding Persuasion in Medical Contexts: Physician Communication Strategies and Vaccination Controversy.” American Medical Writers Association Annual Conference. Columbus, OH. November 8, 2013.
- 2012** “Failed Science, Failed Rhetoric (?): Andrew Wakefield and the Discourses of Scientific Controversy. 15th Annual Conference, ATTW. St. Louis, MO. Mar. 20, 2012.

National Seminars, Workshops, and Institutes (Competitive Placement)

- 2015** “Diseases, Injuries, and the Rhetorics of Material Exigence.” RSA Summer Institutes 2015 Workshop: Theory Building in the Rhetoric of Health and Medicine. Madison, WI. June 1-7, 2015.
- 2012** “Perspectives on the Professional’s Rhetoric: Medical Discourses about Vaccination.” ATTW Research Methods Workshop: Analyzing Data from Complex Institutional Contexts. St. Louis, MO. March 19, 2012.

Invited Presentations and Symposia

- 2019** “Reclaiming Persuasion in Vaccine Controversy.” Invited speaker, Eunice C. Williamson Lecture Series in Health and Medical Communication. Louisiana Tech University, Ruston, Louisiana. October 2019.
- 2019** Roundtable Discussion on Health and Medicine in Technical Communication. Society for Technical Communication (STC) Summit. Denver, CO. May 2019.
- 2018** Faculty Roundtable on Community-Engaged Research. Virginia Engage Conference, Fairfax, VA. October 19, 2018.
- 2017** “The Rhetoric of Campus Sexual Assault: Media Constructions of Student Advocacy and Campus Citizenship.” With Bonnie Stabile and Lourdes Fernandez. 2017 Biotech & Health Sciences Research Symposium, George Mason University. April 21, 2017.

- 2016** “How Vaccines are Different for Skeptical Parents: A Material Approach to Communication.” Invited presentation at the Centers for Disease Control and Prevention (CDC), Health Communication Science Office, National Center for Immunization and Respiratory Diseases, Atlanta, GA. May 27, 2016.
- 2016** “Campus Sexual Assault: Rhetorical Analysis of Media Coverage and Implications for Policy.” School of Policy, Government, and International Affairs, George Mason University. March 16, 2016.
- 2015** “Vaccination Controversy: The Rhetoric of Vaccine Refusal in Professional and Public Contexts.” Multidisciplinary Research Symposium, George Mason University. April 27, 2015.
- 2014** “Vaccine Controversy: Interdisciplinary Approaches to Understanding Skepticism and Shaping Clinical Interventions.” Sponsored by Rowan University and the Hollybush Institute. April 10, 2014.
- 2013** “Building Interdisciplinary Research Programs: Methods and Epistemologies in Medical Research.” Symposium on Vaccine Discourse. East Carolina University. September 24, 2013.

SCHOLARLY ACTIVITIES: OTHER ACTIVITIES

Research Groups and Collaborations

Community-Engaged Health Research Program. May 2017 to present.

- Work with multidisciplinary collaborators to develop the Community-Engaged Health Research program, an undergraduate course designed to conduct community-engaged research with a community partner in the healthcare community.
- Conducted focus groups and interviews with students and community partners to determine needs for course and program.

Virginia Consortium on the Rhetoric of Health and Medicine, Co-director. Aug. 2017 to present.

- Consortium consists of scholars around Virginia and surrounding regions with expertise in research related to health and medicine.
- Secured grant funding through the 4VA program to fund the inaugural colloquium on June 9, 2018.
- Hosted related event on June 8, 2018, with special guest speaker Dr. Kirk St. Amant, “Preparing for Publication,” which mentored graduate students in preparing publication, dissertation, and thesis papers and topics.
- Participated in second annual colloquium on April 18 and 19, 2019, concerning the topic of opioid abuse in Virginia.
- Collaborative consortium project on opioid abuse in Virginia currently under development.

Professional Writing and Rhetoric Programmatic Research and Development. March 2018 to present

- Working to develop evidence-based recommendations for programs in professional writing, technical writing, and rhetoric in the Washington, D.C. area.
- Principal Investigator, research study examining the research needs in professional and technical writing (IRB 1249598-1) Understanding Industry Needs for Workplace Communicators, conducted summer 2018.
- Assemble the PWR Executive Advisory Board, a group of industry leaders meant to advise on current workplace needs in technical writing and communication.
- Lead and mentor graduate student researchers on research conduct and identifying findings.
- Attend national conference of the Society for Technical Communication (STC) to promote

program.

Vaccination Research Group (VRG). Jan. 2010 to Nov. 2018

Affiliate Faculty, May 2013 to Nov. 2018 (research group dissolved)

- Co-PI, “Pertussis and Health Beliefs,” a field study of a pertussis outbreak in a small, closed community with high rates of elective non-vaccination.
- Assist with study design, including interviews and other fieldwork.
- Assist with analysis and coding of interview transcripts.
- Write analyses and conclusions for publication.

Graduate Research Assistant, Jan. 2010 to May 2013.

- Conduct research on medical and public health responses to vaccine refusal, including interviewing medical and health professionals and reviewing related literature. Train undergraduate and graduate researchers on qualitative interview practices.
- Collaborate with faculty and students to develop and conduct research projects, including surveys, media research, and data analysis.
- Supervise undergraduate researchers and interns in conduct of literature reviews in public health, medicine, psychology, and science disciplines. Assist with research, report and annotation writing, and technical writing for web publication.

Graduate Research Assistant, Cumberland Plateau Health District 2009-2010 Flu Season Vaccine Study. Collaboration with the Virginia Tech Masters in Public Health (MPH) Program, funded by the Virginia Department of Health (VDH). Jan. 2011 to Oct. 2011.

- Conducted qualitative interviews of parents’ beliefs surrounding flu and flu vaccine.
- Conducted online survey of flu and flu vaccine beliefs among 18-25 year old college students in the Cumberland Plateau Health District.
- Conducted quantitative analysis of college student data, using pivot tables and analyses to develop descriptive data about respondents’ conceptions of flu severity. Compose analysis for report.
- Conducted qualitative analysis of interview data, coding for concepts of flu severity and seriousness in relationship to likelihood to vaccinate. Compose analysis for report.
- Co-author on report of findings to VDH. This 80-page report offers a complete overview of research and provides strategic recommendations for flu informational and outreach efforts.

Graduate Research Assistant, Environmental Discourses Research Group. Virginia Tech. Aug. 2009 to May 2011

- Conducted, transcribed, and coded 15 qualitative sociolinguistic interviews for pilot study of college students’ perspectives on earth sustainability and conservation activities.
- Collaborated with co-authors to research and write article manuscripts, conference presentations, and grant proposals in faculty collaborative research group.

Reviews: Presses

- Reviewer, University of Chicago Press, June 2017
- Reviewer, Oxford University Press, February 2016

Reviews: Journals and Conferences

- Reviewer, Association for the Rhetoric of Science, Technology, and Medicine (ARSTM) Preconference, June 2019
- Reviewer, *Rhetoric of Health and Medicine*, January 2019
- Reviewer, *Medical Humanities*, August 2018
- Reviewer, *Health Education*, February 2018

- Reviewer, ARSTM Preconference, October 2017
- Reviewer, *Critical Public Health*, April 2016
- Reviewer, *Journal of Medical Internet Research*, February 2015
- Reviewer, *Literature and Medicine*, February 2013

TEACHING

Courses taught at George Mason University

English 824: Teaching Technical Communication (Fall 2019)

Students learn the theories and practices that shape professional/technical writing pedagogy. Course includes assignments designed to help students teach introductory courses in professional and technical writing at a wide range of programs, such as textbook reviews, program reviews, assignment workshopping, and curriculum development.

English 489/509: Proposal Writing and Development (Fall 2017, Fall 2018, Fall 2019)

Students gain a broad foundation of the skills, capabilities, and knowledge required to effectively create proposals for various types of organizations, including proposals written for grant and contract funding for nonprofit, academic, and industry environments.

English 724: Theories of Professional and Technical Writing (Spring 2019)

Broad introduction for doctoral students into the disciplinary history, theories, and methods of knowledge making in professional and technical writing. Special focus on social justice and cultural theory approaches to confronting workplace discrimination.

English 488/Social Work 483: Health Research in Agencies (Spring 2019) Co-taught with Emily Ihara, Cathy Tompkins, and Ali Weinstein; GTAs Paul Webster and Christine Condo Conducted a community-engaged research project in collaboration with the Fairfax County Housing and Redevelopment Authority (FCHRA) on the relationships between health and housing.

English 503: Theory and Practice of Editing (Spring 2019) Co-taught with Rachael Lussos

Piloted a hybrid version of English 503, which required students to complete online tasks every other week as a test for our program; students learned advanced basics of editing, grammar, and mechanics across a wide variety of professional and scholarly spheres.

English 689: Advanced Proposal Writing (Spring 2018, Spring 2019)

Students build upon existing proposal knowledge, gaining the project and program management skills, research development, and relationship management skills required to lead proposal efforts and build programs with external funding. Students participate in client projects, coordinated by the course instructor, designed to build competencies in proposal writing.

English 501: Introduction to Professional Writing and Rhetoric (Fall 2013, Fall 2014, Fall 2015, Fall 2017, Fall 2018)

Students examine the practical, historical, and theoretical underpinnings of professional communication as a rhetorical art.

English 502: Research Methods in Professional Writing and Rhetoric (Spring 2014, Spring 2018)

Students investigate the methods of qualitative and quantitative data collection and analysis

methods used in professional writing and rhetoric. Students examine how these methods engage different forms of knowledge production in both academic and workplace environments.

English 388: Professional and Technical Writing (Fall 2013, Spring 2014, Spring 2016)

Students learn about the role that communication plays in professional and technical environments by analyzing and producing a wide variety genres and texts tailored to specific audiences and situations.

English 388-DL: Professional and Technical Writing (online) (Course development Fall 2016, piloted and evaluated Spring 2017, revised and taught Summer 2017)

In response to student demand, developed an online version of English 388: Professional and Technical Writing. Course includes basic principles from the in-person version of the technical writing course but uses online media and technology to enhance and expand range of technical writing challenges and opportunities for learning.

English 824: Medicine, Health, and Technical Communication (Spring 2016)

Students read current theoretical approaches to analyzing and understanding medicine and health, examine how those theories can be used to interrogate standards of health care and communication, and analyze approaches to medical communication as addressed within the field of professional and technical writing.

English 613: Technical Communication/English 824: Advanced Technical Communication (Fall 2014; cross-list Fall 2015)

Students examine contemporary issues the communication of technical and scientific concepts by exploring their historical precedents, theoretical implications, and practice in professional settings. For PhD cross-list (fall 2015): PhD students expand upon the theoretical and practical issues identified in the course by leading class discussions, teaching key concepts, and developing final projects aimed to advance research in the theory, teaching, and practice of technical communication.

SOM 301: Business Models: A Communications Approach (10 sections, Fall 2007 to Spring 2009)

Students developed business communications, research, and writing skills by producing workplace documentation and professional presentations.

Courses taught at Virginia Tech

English 3764: Technical Writing (Fall 2012, Spring 2013)

Students analyzed audiences, conduct research, and produce workplace genres such as memos, instructions, proposals, and web content tailored to specific situations and exigencies.

English 3154: Literature, Medicine, and Culture (Fall 2012)

Students examined the impact of culture on science and medicine by analyzing medical narratives in fiction, nonfiction, television, and film.

English 4804: Grant Proposals and Reports (Teaching Assistant, Spring 2011)

Students worked with community partners to research grant opportunities, write organizational summaries, and draft proposal documents for community partner use.

Courses taught at Northern Virginia Community College

College Composition II (Spring 2007)

Students conducted cultural analyses of texts and produced essays and multi-modal texts that examined the significance of related social issues.

College Composition I (Fall 2006)

Students wrote personal and research essays while examining audience and genre conventions of academic and public writing.

Supervised Studies and Projects

Dissertations (Committee Chair)

- Norma Smith, *Rhetorics of Health, Fitness, and Nutrition*
- Veronica Garrison-Joyner, *Rhetorics of Race, Health, Medicine, and Technical Communication*
- Jessica McCaughey, *Workplace Writing in a Context of Professional and Technical Communication Research*
- Peter Wacht, *Rhetorics of Interprofessional Communication in Complementary Medicine and Chronic Health Conditions*
- Tom Polk, *Writing Instruction and Faculty Development in Institutions*
- Rachael Graham Lussos, *Rhetorics of Quantification in the Context of Chronic Pain* (defended spring 2019)
- Lourdes Fernandez, *Agency and Ontology in the Rhetorics of Sexual Assault* (defended spring 2019)
- Elizabeth Ferguson, *Decolonizing Epidemics: Power structures that define, name, and frame medical disasters* (defended summer 2019)

Dissertations (Committee Reader)

- Matt Magelssen-Green, *Rhetorics of Tabletop Role-playing Games*
- Ashley Yuckenberg, *Ethical Implications of Communicating Risk in Media*

PhD Independent Studies

- “Rhetorics of Sexual Assault,” (ENGH 824) Lourdes Fernandez, fall 2016
- “Grant Funding for Humanities Research,” (ENGH 824) Rachael Lussos, summer 2015

MA Theses

- “The Rhetoric of Parasocial Relationships in New Media,” Paul Webster, spring 2019 (reader)
- “Role and Value of Grammar Knowledge for Professional Writers,” Madeline Graham, spring-fall 2018 (advisor)
- “Communication Matters: A Study of Methods of Delivery and the Role of Persuasion in Army Suicide Prevention Training Materials,” Nooshin Sherkat, spring-fall 2018 (advisor)
- “Risk Communication: A Study of the Effects of Asymmetries in Public and Expert Risk Perception,” Katelyn Noland, fall 2013-spring 2014 (reader)
- “Patent Applications: A Genre that Mediates the Social Actions and Ideological Goals of the America Invents Act,” Jongsung Bae, fall 2013-spring 2014 (reader)

MA Independent Studies

- “Rhetorics of Workplace Communication: A Qualitative Study,” (ENGH 797) Emily Bourne, fall 2019 (co-advisor)
- “Workplace Documentation,” (ENGH 797), Lauren Hoerath, fall 2019 (co-advisor)
- “Rhetorical and Formatting Patterns of Standardized and Non-standardized Process Emails,” (ENGH 797) Alex Flesch, spring 2019 (co-advisor)

- “Utilizing Email as a Learning Tool for Students with Mental Illness,” (ENGH 797) Brandon Cantrell, spring 2019 (co-advisor)
- “Prescribing Ethical AI for Non-binary Subject Matter,” (ENGH 797) Manal Assad, spring 2019 (co-advisor)
- “Rhetorics of Graves Disease,” (ENGH 797) Luana Shafer, fall 2018 (advisor)
- “Technical Communication in Environmental Discourse,” (ENGH 797) Tyler Anderson, spring 2017 (advisor)
- “Research Methods in Professional Writing and Rhetoric,” (ENGH 502) Meghan Cantwell and Bailey Lucero-Carter, spring 2016 (co-advisor)

MA Projects

- “Ghostly Science: Genre and Rhetoric in Victorian Psychological Research,” Erinn Fry, spring 2017 (consultant)
- “Federal Government Proposal Writing: The Missing Element of Undergraduate PWR Programs,” Kathryn Makin, spring 2015 (consultant)
- “Risk or Rewards?: A Rhetorical Analysis Analyzing Risk Communication of Tanning and Tanning Bed Use,” Brittany Kelly, spring 2015 (consultant)
- “Document Review Process Improvement Study: Analyzing the Review Process of a Small Company with Minimized Resources,” Michelle Cotton, fall 2014 (consultant)

Undergraduate Research and Theses

- “The Legal Implications of Proposal Writing for the Government,” Patrick Swan, Independent Study, OSCAR Undergraduate Research Scholars Program (URSP) Grant Recipient, spring-fall 2018
- “Theories of Epistemology in Rhetoric and Professional Writing,” Lauren Hills Hoerath, English 308 Independent Study, spring 2018 (advisor)
- “A New Nosology: Rhetorical Analysis of *Epilepsy: Its Symptoms, Treatment, and Relation to Other Chronic Convulsive Disorders*,” Barbara Brophy, English Honors Thesis, spring 2017 (co-advisor)

SERVICE

At George Mason University—to the University

Member, Faculty and Curricular Activities (FCA) Committee. August 2019 to present

Member, Community-engaged Research and Scholarship Faculty Learning Community. January 2019 to present.

Board Member, Northern Virginia Area Health Education Center (NVAHEC) at Mason, Aug. 2017 to Jan. 2019

Facilitator, Faculty Writing Academy. May 2014

- Delivered presentation, entitled “Writing Technologies.”
- Facilitate writing groups, including goal setting and group discussion of writing progress.
- Facilitate monthly writing groups during fall 2014 semester.

At George Mason University—to the department

Faculty Sponsor, Society for Technical Communication (STC) Student Chapter. Fall 2014 to present

- Founded Chapter; worked with local and national STC representatives to begin organization, set up bylaws and constitution, and secure funding for first year support. Recruited initial student members

and set up student leadership infrastructure.

- Hosted event, “Tech or Treat” designed to promote co-curricular learning and mentoring for professional tasks among GMU students, October 2018.
- Hosted special panel on research methods for fall 2017 Fall for the Book with Jennel Johnson, Laurie Gries, and Doug Eyman, October 2017.
- Hosted talk with S. Scott Graham during Fall for the Book 2016, September 2016.
- Hosted “Academic Publishing and Research Grants,” a special panel during Fall for the Book 2015 with Cheryl Ball, Huiling Ding, and Jeff Grabill. October 2015.
- Hosted an academic professional networking event with visiting scholar, David Blakesley. April 2015.
- Hosted “Building Your Professional Identity in Technical Communication” professional networking event, April 2015.

Member, Adjunct Committee, Department of English, August 2019 to present

Chair, Intellectual Life Committee, Department of English, August 2017 to May 2019

- Organizing series of research presentations/conversations to encourage collaboration and faculty/student engagement across the university.
- Hosted visiting author Christina Dalcher, April 2019. Co-hosted with Linguistics.
- Hosted lecture, “The History you Look for, and the History that Finds You: African American Literature and the Inaccessible Past” with John Ernest. April 2019.
- Hosted job information session with FedWriters, November 2018.
- Hosted lecture, “The Advocacy, Activism, and Rhetorical Savvy of Dr. Mary Bennett Ritter, MD, and her Contemporaries” with Gesa Kirsh October 2018. Co-hosted with GMU Writing Across the Curriculum (WAC)
- Hosted visiting author Kim Thúy, September 2018. Co-hosted with the Cheuse Center for International Writers
- Hosted lecture, “Risky Elections, Vulnerable Technologies: The Perils of Biometric Use in Elections” with Isidore Dorpenyo. May 2018.
- Hosted lecture, “What’s the Value Proposition?” with Clay Spinuzzi, October 2017. Co-hosted with the GMU Society for Technical Communication
- Hosted lecture, “Correcting Health and Science Misinformation on Social Media: The Role of Individuals, Organizations, and Platforms” with Emily Vraga. September 2017.

“Survey Research in the Humanities.” Guest lecture. English 702, George Mason University. March 26, 2019.

Writing and Rhetoric PhD Selection Committee, Department of English, Spring 2014, Spring 2019

Member, Outreach Committee, Aug. 2013 to June 2017

- “How to Network,” a career counseling session focused on teaching undergraduates how to develop and maintain professional networks, September 2016.
- “Careers in English,” alumni-student networking session, February 2016.
- National Geospatial-Intelligence Agency (NGA) Job Information and Recruiting Session, March 2014.
- “Beginning a Career with your English Major,” alumni-student networking session, February 2014.
- Developed alumni online presence, including LinkedIn page and updated alumni pages on English department’s website.
- Develop, conduct, and analyze English Department Outreach Questionnaire, a survey of alumni

about upcoming outreach activities.

- Central Intelligence Agency (CIA) Job Information and Recruiting Session, December 2013.

Member, Professional Writing and Rhetoric Search Committee, Fall 2014-Spring 2015; Fall 2015-Spring 2016

“Rhetoric and Writing.” Guest lecture. English 305, George Mason University. February 26, 2014, and November 12, 2014.

“Developing an Academic Poster Workshop.” George Mason University. October 14, 2014.

To the Field of Writing and Rhetoric Studies

Member, Advisory Board for Health and Medical Communication Program, Louisiana Tech University, August 2019 to present.

Co-director, Virginia Consortium on the Rhetoric of Health and Medicine, Sept. 2017 to present

Co-manager, HealthMed Special Interest Group, Society for Technical Communication (STC) September 2018 to present

Member, Society for Technical Communication (STC) Education Advisory Panel. May 2016 to present.

Webinar, “Building Competencies in Technical Communication.” Delivered for the Society for Technical Communication (STC) Education Series. November 1, 2017.

Guest discussion, “Portrait of a Tech Writer: Building Competencies in Technical Writing for Government Agencies.” Society for Technical Communication (STC) First Friday Lunch Presentation, Washington, D.C. August 4, 2017.

Judge, STC Washington D.C.-Baltimore Chapter, 2015 Technical Communication Awards. Winter 2015-2016.

Enculturation: A Journal of Rhetoric, Writing, and Culture. 2009 to 2015.

Senior Copy Editor, July 2014 to October 2015

Assistant Editor, January 2013 to July 2014

Copy Editor, May 2009 to December 2012

PROFESSIONAL AFFILIATIONS

- Association for Teachers of Technical Writing (ATTW)
- Rhetoric Society of America (RSA)
- Society for Technical Communication (STC)