**JOSH BOYD**

Purdue University

Brian Lamb School of Communication

100 N. University Street, BRNG 2114

West Lafayette, IN 47907-2098

765.494.3333

boyd@purdue.edu

**Academic Appointments**

Professor, Brian Lamb School of Communication, Purdue University, 2019-present

Associate Professor, Department of Communication, Purdue University, 2005-2019

Assistant Professor, Department of Communication, Purdue University, 1998-2005

Faculty Fellow, Center for Instructional Excellence, Purdue University, 2012-2018

Undergraduate Director, Department of Communication, Purdue University, 2009-present

**Education**

Ph.D., Speech Communication, Indiana University, 1998

M.A., Interpersonal Communication, Ohio University, 1994

B.A., English and Speech Communication, David Lipscomb University, 1993

**Research**

# Refereed publications

Buswell, N., Jesiek, B., Troy, C., Essig, R. R., & Boyd, J. (2019). Engineering instructors on

writing: Perceptions, practices, and needs. *IEEE Transactions on Professional Communication, 62*(1), 55-74*.* doi: 10.1109/TPC.2019.2893392

Essig, R. R., Troy, C. D., Jesiek, B. K., Buswell, N. T., & Boyd, J. (2018). Assessment and

characterization of writing exercises in core engineering textbooks. *Journal of Professional Issues in Engineering Education and Practice, 144.* doi: [10.1061/(ASCE)EI.1943-5541.0000378](https://doi.org/10.1061/(ASCE)EI.1943-5541.0000378) (note: this article was the “Editor’s Choice” selection)

Boyd, J. (2018). The <truth> about ideographs: <Progress> toward understanding and

critique. In O. Ilhen & R. L. Heath (Eds.), *The handbook of organizational rhetoric* (pp. 143-154)*.* Hoboken, NJ: John Wiley & Sons.

Boyd, J., & Morgan, M. (2018). A tool instead of a chore: Measuring student learning gains in

order to improve instruction. *Communication Teacher, 32*(3), 154-166. doi: [10.1080/17404622.2017.1372596](http://dx.doi.org/10.1080/17404622.2017.1372596)

Boyd, J. (2017). Institutional rhetoric. In C. R. Scott and L. Lewis (Eds.), *International*

*encyclopedia of organizational communication* (pp. 1278-1285)*.* Chichester, UK: Wiley-Blackwell. doi: 10.1002/9781118955567.wbieoc112

Boyd, J. (2016). Corporate sponsorships. In C. E. Carroll (Ed.), *The SAGE encyclopedia of*

*corporate reputation* (pp. 226-229)*.* Los Angeles: Sage.

Lancaster, L, & Boyd, J. (2015). Redefinition, differentiation, and the farm animal welfare

debate. *Journal of Applied Communication Research, 43,* 185-202*.* doi: 10.1080/00909882.2015.1019541

Boyd, J., & Boyd, G. (2014). Sold! The classroom auction as learning tool of communication

and economics. *Communication Teacher, 28*(4)*,* 208-212*.* doi: 10.1080/17404622.2014.939669

Boyd, J., Morgan, M., Ortiz, A. V., & Anderson, L. B. (2014). Taking initiative in the age of

assessment. *Communication Teacher, 28*(2)*,* 117-129.

doi: 10.1080/17404622.2013.865771

Boyd, J. (2013). Communitas/corporatas. In R. L. Heath (Ed.), *Encyclopedia of public*

*relations* (pp. 164-166)*.* 2nd ed. Los Angeles: Sage.

Boyd, J. (2012). The corporation-as-middle-class-person: Corporate social responsibility and

class (pp. 45-55). In D. Waymer (Ed.), *Culture, social class, and race in public relations: Perspectives and applications*. Lanham, MD: Lexington Books.

VanSlette, S. H., & Boyd, J. (2011). Lawbreaking jokers: Tricksters using outlaw discourse.

*Communication Quarterly, 59,* 591-602*.*

Boyd, J., & Waymer, D. (2011). Organizational rhetoric: A subject of interest(s).

*Management Communication Quarterly, 25,* 474-493. doi: 10.1177/0893318911409865

Boyd, J. (2010). The best of both worlds: The large lecture, writing-intensive course.

*Communication Teacher, 24,* 229-237*.* doi: [10.1080/17404622.2010.513992](https://doi.org/10.1080/17404622.2010.513992)

Boyd, J. (2009). 756\*: The legitimacy of a baseball number. In E. L. Toth, R. L. Heath, &

D. Waymer (Eds.), *Rhetorical and critical approaches to public relations II* (pp. 154-169)*.* New York: Routledge.

Boyd, J., & VanSlette, S. H. (2009). Outlaw discourse as postmodern public relations. In E.

L. Toth, R. L. Heath, & D. Waymer (Eds.), *Rhetorical and critical approaches to public relations II* (pp. 328-342). New York: Routledge.

\*\*\*Boyd, J., & Stahley, M. B. (2008). Communitas/corporatas tensions in organizational

rhetoric: Finding a balance in sports public relations. *Journal of Public Relations*

*Research, 20,* 251-270*.*

Dutta, M. J., & Boyd, J. (2007). Turning “smoking man” images around: Portrayals of

smoking in men’s magazines as a blueprint for smoking cessation campaigns. *Health Communication, 22,* 253-263.

\*\*\*Stahley, M. B., & Boyd, J. (2006). Winning is(n’t) everything: The paradox of excellence

and the challenge of organizational epideictic. *Journal of Applied Communication Research, 34,* 311-330*.* doi: 10.1080/00909880600908575

Boyd, J., & Boyd, S. (2005). Reflect and improve: Instructional development through a

teaching journal. *College Teaching, 53,* 110-114.

Boyd, J. (2004). A different kind of [text]book: Using fiction in the classroom [Scholarship

of Teaching and Learning]. *Communication Education, 53,* 340-347.

Boyd, J. (2004). Organizational rhetoric doomed to fail: R. J. Reynolds and the principle of the

oxymoron. *Western Journal of Communication, 68,* 45-71*.*

\*\*\*Boyd, J. (2003). A quest for Cinergy: The war metaphor and the construction of identity.

*Communication Studies, 54,* 249-264. doi: 10.1080/10510970309363285

Boyd, J. (2003). The rhetorical construction of trust online. *Communication Theory, 13,* 392-

410. doi: 10.1111/j.1468-2885.2003.tb00298.x

\*\*\*Boyd, J. (2002). Public and technical interdependence: Regulatory controversy, out-law

discourse, and the messy case of olestra. *Argumentation and Advocacy, 39*, 91-109.

Boyd, J. (2002). “In community we trust”: Online security communication at eBay.

*Journal of Computer-Mediated Communication, 7.* doi: 10.1111/j.1083-6101.2002.tb00147.x

Boyd, J. (2001) Corporate rhetoric participates in public dialogue: A solution to the

public/private conundrum. *Southern Communication Journal, 66,* 279-292.

Boyd, J. (2001). Nothing new under the sun: Anti-tobacco campaigns of the early

TWENTIETH century. Book review. *Review of Communication, 1,* 69-72.

Permalink: <http://search.ebscohost.com/login.aspx?direct=true&db=ufh&AN=13679050&site=ehost-live>

Boyd, J. (2001). The rhetoric of arrogance: The public relations response of the Standard Oil

Trust. *Public Relations Review, 27,* 163-178.

Boyd, J. (2001). Virtual orality: How eBay controls auctions without an auctioneer’s voice.

*American Speech, 76,* 286-300.

Boyd, J. (2000). Actional legitimation: No crisis necessary. *Journal of Public Relations*

*Research, 12,* 341-353. doi: 10.1207/S1532754XJPRR1204\_3

Boyd, J. (2000). Selling home: Corporate stadium names and the destruction of commemoration.

*Journal of Applied Communication Research, 28,* 330-346. doi:

[10.1080/00909880009365580](https://doi.org/10.1080/00909880009365580)

\*\*\*lead research article

*Other publications*

Lancaster, K., & Boyd, J. (2015, June). Even small farmers need crisis communication.

*Communication Currents, 10*(3)*.*

<http://www.natcom.org/CommCurrentsArticle.aspx?id=6146>

Boyd, J. (2013, Aug. 19). Cheering for teams that don’t sell stadium names. *The Wall Street*

*Journal*, p. A17.

Boyd, J. (2006, November). Phishing with a ‘net: Phishing scams and how to avoid them.

*IPMA-HR News,* pp. 1, 7.

Whitford, F., Shaheen, L., Kilbane, K., Boyd, J., Natt, J., Skinner, D., Morisse, C., Falda, W., &

Blessing, A. (2003). *Communicating with the news media: Sending a clear, concise, consistent message.* West Lafayette, IN: Purdue Pesticide Programs, Purdue University Cooperative Extension Service.

Boyd, J. (2000). Safety on the auction block. *Information Security, 3*(1)*,* 18-20.

Boyd, J. (2000, July/August). Safety on the auction block (translated into Japanese). *Ashisuto,*

pp. 2-3.

*Research awards*

Top Four Paper in Communication Assessment

National Communication Association convention, 2015

Top Three Paper in Public Relations

National Communication Association convention, 2011

Top Four Paper in Argumentation and Forensics

National Communication Association convention, 2009

Top Three Paper in Argumentation and Forensics

National Communication Association convention, 2008

Top Five Paper in Human Communication and Technology

National Communication Association convention, 2002

Top Four Paper in Rhetorical Theory and Criticism

Central States Communication Association convention, 2001

Top Four Paper in Public Relations

Central/Southern States Communication Associations convention, 1999

Top Three Paper in Public Relations

Central States Communication Association convention, 1997

Top Student Paper in Organizational Communication

Speech Communication Association convention, 1995

Top Paper at the Undergraduate Honors Conference

Southern/Central States Communication Associations convention, 1993

*Grants*

Instructional Innovation Grant, provost’s office, $75,000 (2019)

Study abroad incentive for the Lamb School, rewarding student movement to National University of Singapore semester exchange, $4,000 (2018)

INNOVATE 2.0 grant, for creating the Welcome to Communication Learning Community, $5,000 (2017)

Study abroad incentive for BLSC, for mapping National University of Singapore courses onto Purdue’s BLSC curriculum and having one student complete a semester at CBS, $5,000 (2016)

Study abroad incentive for BLSC, for mapping Copenhagen Business School courses onto Purdue’s BLSC curriculum, $3,000 (2014)

University prize, $500,000, for the creation of a 3-year degree program, proposal developer (2014)

Semester/academic year study abroad grant from Purdue International Programs, $2,510 (2014)

National Science Foundation RIGEE (Research Initiation Grants in Engineering Education), Co-Investigator, total grant $150,000 (2014)

Junior Faculty Development Program for Afghanistan, U. S. Department of State, consultant, total grant $236,686 (2013)

Learning Outcomes Assessment Grant consultant (with Biomedical Engineering), $5,000 (2011)

Learning Outcomes Assessment Grant co-PI, $3,750 (2010)

Consultant on Department of Defense grant to CERIAS, $7,000 (2005)

Purdue Research Foundation Research Grant renewal--$13,263 (2003)

Purdue Research Foundation Research Grant (to fund Ph.D. student Amy O’Connor’s dissertation year)--$13,140 (2002)

Center for Education and Research in Information Assurance and Security (CERIAS) Grant--$23,405 (2000)

Center for Education and Research in Information Assurance and Security (CERIAS) Grant--$12,870 (1999)

School of Liberal Arts Faculty Incentive Grant--$750 (1999)

*Conference papers*

“Condensed and Uploaded: Comparing Student Learning Outcomes in an Online Summer Class

with Outcomes in a Regular Semester.” 2019 National Communication Association, Baltimore (with Jessica Welch and Christopher Roland)

“Engaging in wordPLAY: Teaching rhetorical figures using chiasmus.”

2018 National Communication Association convention poster, Salt Lake City

“’If you let me play sports’: Nike illustrates changes in talk about gender and sports.”

2018 National Communication Association convention G.I.F.T.S., Salt Lake City

“DATE: Offering Grade Appeals as a Tool to Promote Transparency of Assessment”

2016 National Communication Association convention, Philadelphia

“DATE: Using a 5-Point Scale to Grade Student Writing”

2016 National Communication Association convention, Philadelphia

“Engineering Faculty on Writing: What They Think and What They Want” (with Natascha

Trellinger, Cary Troy, Brent K. Jesiek, and Rebecca Essig)

2016 ASEE Annual Conference and Exposition, New Orleans

“Writing to Learn Engineering: Identifying Effective Techniques for the Integration of Written

Communication into Engineering Classes and Curricula” (with Cary Troy, Brent K. Jesiek, Natascha Trellinger, and Rebecca Essig)

2016 ASEE Annual Conference and Exposition, New Orleans

“Speeches as Investor Relations Tools: Changes in the Online Presentation of Presentations,

2008-2014” (with Steve Boyd)

National Communication Association convention, Las Vegas, 2015

“A Tool Instead of a Chore: Measuring Student Learning Gains in Order to Improve

Instruction” (with Melanie Morgan and Lauren Hearit)

National Communication Association convention, Las Vegas, 2015

“Something to Write Home(work) About: An Analysis of Writing Exercises in Fluid Mechanics

Textbooks” (with Natascha Trellinger, Cary Troy, Brent K. Jesiek, and Rebecca Essig)

*Proceedings of the 2015 ASEE Annual Conference and Exposition*, Seattle, 2015

“Adventures in Paragraph Writing: The Development and Refinement of Scalable and Effective

Writing Exercises for Large-Enrollment Engineering Courses” (with Rebecca Essig, Cary Troy, Brent K. Jesiek, and Natascha Trellinger)

*Proceedings of the 2014 ASEE Annual Conference and Exposition*, Indianapolis, 2014

“’Redefining the Act’ and the Farm Animal Welfare Debate” (with Kendra Lancaster)

National Communication Association convention, Chicago, 2014

“Sold! The Elementary Classroom Auction as Learning Tool Connecting Economics and

Communication” (with Gina Boyd)

National Communication Association convention, Washington, 2013

“Taking Initiative in the Age of Assessment” (with Melanie Morgan, Anna Vicky Ortiz, and

Lindsey Anderson)

National Communication Association convention, Washington, 2013

“Race to the Bottom in Corporate Voice: Incivility, Undesirability, and Inevitability” (with

Sarah Hagedorn VanSlette)

National Communication Association convention, New Orleans, 2011

“Lawbreaking Jokers and Playful Killers: Tricksters Using Outlaw Discourse” (with Sarah

Hagedorn VanSlette)

National Communication Association convention, Chicago, 2009

“Conventional Texts in UnCONVENTIONAL Places: Executive Speeches Available Online”

(with Steve Boyd)

National Communication Association convention, San Diego, 2008

“Argument from the Edge: A Reconceptualization of Outlaw Discourse” (with Sarah Hagedorn

VanSlette)

National Communication Association convention, San Diego, 2008

“Send Out a Posse: Outlaw Discourse as Postmodern Public Relations” (with Sarah Hagedorn

VanSlette)

National Communication Association convention, San Antonio, 2006

“’Trust Issue Management’ as a Special Topics Course: Celebrating Old and New Ways of

Looking at Trust.”

Central States Communication Association convention, Indianapolis, 2006

“The Best of Both Worlds: Teaching a Large Lecture, Writing Intensive Course”

National Communication Association convention, Boston, 2005

“Shrinking the Room: Toward a Better Large Lecture Course in Public Relations”

National Communication Association convention, Boston, 2005

“Winning Is(n’t) Everything: The Paradox of Excellence and the Challenge of Organizational

Epideictic” (with Melissa Stahley)

International Communication Association convention, New York City, 2005

“Communitas/Corporatas Tensions in Organizational Rhetoric: The NCAA and the Polysemy of

Organizational Voice” (with Melissa Stahley)

National Communication Association convention, Chicago, 2004

“Reflect and Improve Using a Teaching Journal” (with Steve Boyd)

National Communication Association convention, Chicago, 2004

“Turning ‘Smoking Man’ Images Around: Portrayals of Smoking in Men’s Magazines as a

Blueprint for Smoking Cessation Campaigns” (with Mohan Dutta-Bergman)

National Communication Association convention, Chicago, 2004

“Influencing Public Agenda or Following It? Corporate Philanthropy and Sponsorship

Activities in the U.S. and China” (with Xiaolei Chen)

National Communication Association convention, Miami, 2003

“A Different Kind of [Text]book: Using Fiction to Teach PR”

National Communication Association convention, New Orleans, 2002

“The Rhetorical Construction of Trust Online”

National Communication Association convention, New Orleans, 2002

“Community Is Security: Online Security Communication at eBay”

Central States Communication Association convention, Cincinnati, 2001

“Virtual Orality: How eBay Controls Auctions without an Auctioneer’s Voice”

National Communication Association convention, Seattle, 2000

“The Rhetoric of Arrogance: The Public Relations Response of the Standard Oil Trust”

National Communication Association convention, Chicago, 1999

“Actional Legitimation: No Crisis Necessary”

Central/Southern States Communication Association convention, St. Louis, 1999

“Corporate Rhetoric and the ‘Public’/’Private’ Conundrum”

Central/Southern States Communication Association convention, St. Louis, 1999

“The Olestra Debate: Public Relations and the Regulatory Approval Process”

National Communication Association convention, Chicago, 1997

“Selling Home: The Corporatization of America’s Fields of Play”

National Communication Association convention, Chicago, 1997

“Consent by Common Sense: R. J. Reynolds’ Campaign Against Tobacco Advertising

Restriction in the Interest of ‘Informed Debate’”

Central States Communication Association convention, St. Louis, 1997

“’Somebody Has to be the Hamster’: Inside Jokes in Families”

Speech Communication Association convention, San Diego, 1996

“An Indiana Utility Defends Against a Hostile Takeover: A Case Study in the Rhetoric of War”

Speech Communication Association convention, San Antonio, 1995

“Is That a Record? Inside Jokes Within Families”

Central States Communication Association convention, Indianapolis, 1995

“The Genre of Chief Executive Officers’ Reports to Annual Shareholders Meetings” Undergraduate Honors Conference, Southern/Central States Communication Association convention, Lexington, KY, 1993

*National conference presentations on teaching*

“Short Course: Teaching and Assessing Writing in Communication Courses”

National Communication Association, Las Vegas, November 2015

“Managing the Large Lecture,” part of Pre-conference on Public Relations Pedagogy, National

Communication Association convention, Chicago, 11/14/07

“Creating Engaging Assignments,” part of Pre-conference on Public Relations Pedagogy,

National Communication Association convention, Chicago, 11/14/07

*Conference panels*

Presenter, “Purdue’s Influence on Public Relations Theory,” National Communication

Association, 2014

Respondent, National Communication Association, 2014, Chicago (Public Relations Division)

Respondent, National Communication Association, 2011, New Orleans (Applied

Communication Division)

Respondent, National Communication Association, 2010, San Francisco (Public Relations

Division)

“Public Health Challenges: Organizational Issue Management and Civic Engagement”

Respondent (special panel highlighting scholarly responses to graduate student work)

Central States Communication Association convention, Cincinnati, 2010

“Walking the Tightrope of Politics in the Classroom: Facilitating Productive Discussion Even in

Challenging Times”

Central States Communication Association convention, Indianapolis, 2006

**Teaching**

# Teaching awards

Learning Community Student Impact Award, Purdue University, 2018-2019

Outstanding Graduate Teacher, College of Liberal Arts, 2017-2018

Learning Community Advocate Award, Purdue University, 2017-2018 (one of 4 student-selected

instructors to win this award out of over 100 learning community instructors)

Outstanding Graduate Faculty Award, Brian Lamb School of Communication, Purdue

University, 2017

Nominated for “Favorite Faculty at Purdue,” 2017

IMPACT Fellow, Purdue University, spring 2015

Recognized in the “Teachers on Teaching Series,” National Communication Association

convention, Chicago, 2014

Junior Advancement Fellow, Teaching for Tomorrow, Purdue University, 2014-2015

Kenneth T. Kofmehl Undergraduate Teaching Award, Purdue University College of Liberal

Arts, 2013-2014 (highest College of Liberal Arts teaching award)

W. Charles Redding Award for Excellence in Teaching, Purdue University Brian Lamb School

of Communication, 2013-2014

Book of Great Teachers, Purdue University, inducted 2013

Teaching Academy Fellow, Purdue University, 2010-present

Murphy Award for Outstanding Undergraduate Teaching, Purdue University, 2009-2010

(highest university teaching award)

W. Charles Redding Award for Excellence in Teaching, Purdue University Department of

Communication, 2009-2010

*Exponent* Reader’s Choice Awards, 2009, 3rd Best Professor at Purdue University

W. Charles Redding Award for Excellence in Teaching, Purdue University Department of

Communication, 2007-2008

College of Liberal Arts nominee, Murphy Award for Outstanding Undergraduate Teaching,

2005-2006

W. Charles Redding Award for Excellence in Teaching, Purdue University Department of

Communication, 2005-2006

School of Liberal Arts nominee, Murphy Award for Outstanding Undergraduate Teaching, 2003-

2004

W. Charles Redding Award for Excellence in Teaching, Purdue University Department of

Communication, 2003-2004

Teaching for Tomorrow Award, Purdue University, 2003-2004

Outstanding New Teacher Award, Central States Communication Association, 2003

W. Charles Redding Award for Excellence in Teaching, Purdue University Department of

Communication, 2001-2002

Indiana Speech Tradition Award for Excellence in Teaching Public Speaking, Indiana

University Department of Speech Communication, 1998, 1996

*Communication courses taught*

## Graduate seminars

Rhetorical Approaches to Issue Management (COM 610B)—Purdue University (11 times)

Corporate Advocacy (COM 610C)—Purdue University (4 times)

Communication Pedagogy (COM 590)—Purdue University (twice)

Independent Studies (COM 590)—9 times

## Undergraduate courses

Advanced Public Speaking (COM 314)—Purdue University

Corporate Issue Management (COM 491S)—Purdue University

Critical Perspectives on Communication (COM 204)—Purdue University (50 times, including online, in-person, and hybrid, with enrollments from 17-225)

Fundamentals of Public Speaking (COM 114)—Purdue University (4 times, most as part of the Welcome to Communication Learning Community)

Introduction to Public Relations (COM 253)—Purdue University (16 times)

Problems in Public Relations (COM 353)—Purdue University (8 times)

Sports Communication (COM 495)—Purdue University (9 times)

*Study abroad teaching:*

Intercultural Communication (COM 303)—Purdue University, Study Abroad London Internship Program

Summer 2015

Summer 2011

Effective Business Communication (COMS 330)—University of Kansas, CIU study abroad program in Paderno del Grappa, Italy

Spring 2007

Persuasive Speaking (COMS 331)—University of Kansas, CIU study abroad program in Paderno del Grappa, Italy, Spring 2007

*Other teaching responsibilities:*

Honors Contracts (since 2011—10 students)

Wilke Scholars: Xuan Qiu, spring 2017

Dammon Dean’s Scholars: Elle Hoffman, 2014

Business and Professional Communication—Indiana University

Interpersonal Communication—Indiana University

Public Speaking—Indiana University, Ohio University

*Graduate student advising*

Advisor for the following Ph.D. students (13):

1. Rebecca Meisenbach (co-advisor, completed 2004)
2. Amy O’Connor (co-advisor; completed 2004)
3. Susan Brockus (completed 2005)
4. Raul Mosley (completed 2007)
5. Sarah Hagedorn (completed 2006)
6. Damion Waymer (completed 2006)
7. Charlie Catalano (completed 2008)
8. Ashley Jones-Bodie (completed 2008)
9. Bill Eyre, first CERIAS Interdisciplinary Ph.D. (co-advisor, completed 2009)
10. Gretchen Underwood (co-advisor, completed 2009)
11. Claudia Janssen (completed 2011)
12. Theon Hill (completed 2013)
13. Maureen Wieland (completed 2020)

Committee member for Ph.D. students (15)

Advisor for M.A. students (26)

Committee member for M.A. students (24)

###### *Integration of Teaching and Scholarship*

Selected presentations

1. Presenter, “Academic Dishonesty: Actions to Prevent and to Respond,” 5th Annual National Conference on Academic Integrity, **University of Monterrey, Mexico (UDEM)**, 10/6/17
2. Invited speaker, “Sometimes There’s No Sheriff to Deal with the Outlaws,” Corporate Communication Summit, **Marquette University**, 4/10/14
3. Invited lecturer, “Metaphor and I Peter,” **Pepperdine University** Bible Lectures, 5/6/09
4. Guest lecturer, “Building Better Arguments” and “Cross-Cultural Listening,” **Northern Kentucky University**, 10/3/06
5. Invited lecturer, “Public Relations for Principals,” Indiana Association of School Principals, District IV, 1/17/06
6. Invited lecturer, “Public Relations for Teachers,” South Side Elementary, Frankfort, IN, 11/7/05
7. Guest lecturer, “Teaching at a Research I Institution,” **Indiana University** C626 Pedagogy Seminar, 2/9/04
8. Invited lecturer, “Public Relations for Teachers,” Mayflower Mill Elementary School, 11/12/03
9. Guest lecturer, “Teaching at a Research I Institution,” **Indiana University** C626 Pedagogy Seminar, 3/28/02
10. Low Lecturer, “The Corporate Voice and How It Changes the Conversation,” **Southeast Missouri State University**, 4/23/01
11. Guest lecturer, “Corporate Rhetoric,” **Indiana University** C640 class, 2/26/01
12. Presenter, “Community Security at Online Auctions,” Annual Research Symposium, CERIAS (Center for Education and Research in Information Assurance and Security), 4/21/00.
13. Guest lecturer, “Corporate Advocacy,” SPE 303 (Organizational Communication), **Northern Kentucky University**, 10/27/97
14. Seminar leader, “From Dull to Dynamic: Transforming Your Presentations,” Purdue Road School, 2003, 2001, 2000

*Instructional Innovation and Development of Instructional Materials*

Faculty Fellow, IMPACT-X: Writing-Intensive Instruction, 2020

Developed the 3-year proposal (“Degree in Three”) that became the Purdue University’s model program for accelerated degrees.

Created and taught COM 204 (Critical Approaches to Communication) as a large-lecture/recitation pre-communication class.

\*The class is being taught as writing-intensive (students write a minimum of 5000 words and have their grade determined primarily by writing), one of few (if any) large lecture classes being taught this way in the entire university.

\*The teaching staff includes 2-4 teaching assistants who each manage 2-3

recitation sections

\*In order to maintain consistency in grading, has developed (with graduate student collaboration) a 5-point rubric against which all writing assignments are graded.

Developed COM 590K (Communication Pedagogy) as a Maymester class for advanced graduate students. The course dealt with course building, from conceptualization through textbook selection and syllabus and assignment construction.

Introduced writing component into the mass lecture COM 253 (Introduction to Public Relations).

All students (approx. 130) in his COM 253 sections write and receive grades for a press release, a mini-media kit, and another press release on the final exam.

Developed COM 25700 (Public Relations Techniques) as a PR-specific writing course, able to

be taught by graduate teaching assistants.

Has taught COM 35300 (Problems in PR) using fiction: students read two novels in which PR

workers are protagonists (Christopher Buckley’s *Thank You For Smoking* and Carl Hiaasen’s *Native Tongue*), and those novels become the basis for many journal entries and for class discussion of topics such as ethics, spin, PR writing, and event planning.

Has used Old Masters (successful Purdue alums who return as guest lecturers) in the classroom

every fall semester.

Requires draft (one month before semester’s end) and final papers in graduate seminars,

allowing students to respond to everyone’s papers and produce more polished final work. At least 3 graduate student class papers have later received top student paper awards at conferences

Responds (via e-mail) each morning following a graduate seminar to the previous night’s

discussion in class. These responses, roughly 250 words each, add up at the end of the semester to a commentary on the entire course that students could use to study and review.

###### *Curriculum Development*

Developed or significantly revised eight courses at Purdue

\*COM 204 (online): Critical Approaches to Communication (introduced May 2015)

\*COM 257: Public Relations Techniques (approved Spring 2013)

\*COM 495: Sports Communication (introduced Fall 2012)

\*COM 590K: Communication Pedagogy (introduced May 2002)

\*COM 204: Critical Approaches to Communication (introduced Fall 2002)

\*COM 610C: Corporate Advocacy (introduced Fall 2000)

\*COM 491S: Corporate Issue Management (introduced Fall 1998)

\*COM 610B: Rhetorical Approaches to Issue Management (new version Spring 2000)

\*COM 353: Problems in Public Relations (new version Fall 2001)

Head of the Public Relations/Rhetorical Advocacy instructional unit, 2001-2010 (at times as

many as 14 faculty), 2011-2012, 2013-2014, 2019-2020

# International teaching experience

Study Abroad London Internship Program

London, U.K., summer 2015

London, U.K., summer 2011

Consortium International University (through the University of Kansas)

Paderno del Grappa, Italy, spring semester 2007

English teacher, Let’s Start Talking

\*Natal, Brazil, summer 2019, 2016, 2014, 2012

\*Kuala Lumpur, Malaysia, summer 2010

\*Bangkok, Thailand, summer 2008

\*Suva, Fiji, summer 2006

\*Phuket, Thailand, summer 2004, 2002, 2000

\*Mito, Japan, summer 1997

\*Okinawa, Japan, summer 1996

\*Kiev, Ukraine, summer 1992

**Selected University Service**

Purdue University Teaching Academy Executive Council, 2019-present

Presenter, Center for Instructional Excellence, “Instructional Presentation Techniques,”

“Assessment II: Feedback and Grading,” “Syllabus and Course Planning,” “Policies and Procedures,” “Fostering Academic Integrity and Responsibility,” “Using Subjective Tests and Assigning Grades,” “Captioning Videos,” “Nuts and Bolts of Teaching,” “Creating the Engaged Classroom: Discussion Techniques,” “Managing Writing as a Learning Tool in Almost Any Subject” (most of these multiple times)

Hosted student TV production “Ask a Professor,” fall 2017 (multiple episodes)

Presenter, “Accelerated Degree Programs,” Provost’s Town Hall Meeting on Unconventional

Degrees, Purdue University, 3/10/16

Developer of “Self-Advocacy” curriculum (with Heather Servaty-Seib and Jane Kirkpatrick) for

Boiler Gold Rush, campus-wide  
Presenter, TEDx Talks, “Be a Traditionist,” 4/12/13

Co-Chair, CLA Grade Appeals Committee, 2009-2011 (25 consultations, 4 hearings), 2014 (1

hearing), 2015-2016

Co-Chair, CLA Educational Excellence Selection Committee, 2011-2013

Internal Advisory Board, CERIAS (Center for Research and Education in Information Assurance

and Security), 2005-2007

Advisory Board, Center for C-SPAN Scholarship and Engagement, 2018-present

Lamb School Undergraduate Committee, 2000-present

Lamb School Graduate Committee, 2017-2019

CLA Undergraduate Leadership Council member, 2015-present

CLA Faculty Senate Parliamentarian, 2016

PRSSA (Public Relations Student Society of America) faculty advisor, 1999-2005

**Professional Service**

Editorial board, *Communication Teacher,* 2016-present

Editorial board, *Management Communication Quarterly,* 2012-present

Editorial board, *Journal of Applied Communication Research,* 2005-present

Editorial board, *Journal of Business Communication/International Journal of Business*

*Communication,* 2001-present

Editorial board, *Communication Yearbook 31-33,* 2006-2008

Ad hoc reviewer for 16 other academic journals