

Bruce E. Gronbeck
A. Craig Baird Distinguished Professor of Public Address,
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EDUCATIONAL AND PROFESSIONAL HISTORY

1. Higher Education

University of Iowa, 1963-67, speech and dramatic art. M.A., 1965; Ph.D., 1970.
Concordia College (MN), 1959-63, speech and theatre. B.A. *summa cum laude*, 1963.

2. Professional and Academic Positions

Professor, 1978-present, University of Iowa
Associate Professor, 1973-78, University of Iowa
Assistant Professor, 1970-73, University of Michigan
Lecturer, 1967-70, University of Michigan
Teaching Assistant, 1963-67, University of Iowa
Visiting appointments (all less than one semester): Uppsala University, Sweden
(Fulbright lecturer, later visitor), 1999, 1998, 1995, 1993, 1992; Mid-Sweden
University, 1999-2000; Jyväskylä University, Finland, 2001, 1998, 1995, 1993;
University of Ljubljana, Slovenia, 1996; short course appointments (those in
California, in the Distinguished Visiting Professor program): CSU-San Bernadino,
1989; CSU-Chico, 1989; CSU-Hayward, 1989; Cal Poly-SLO, 1988; Miami
University of Ohio, 1986; Kansas, 1984; Rhode Island, 1983; Humboldt State, 1982;
Purdue, 1977.

3. Honors and Awards (1990-present)

Lifetime Achievement Award, Critical and Cultural Studies Division, National
Communication Association, 2007
Lifetime Achievement, Public Address Conference, 2006
Who's Who in America, 61st. ed., 2006-2007
Joseph Koch Historical Research Award, Magic Lantern Society, 2006
Outstanding Mentor Award, UI Graduate College, 2006
Fulbright Senior Specialist status, 2004-2009
FIRST Fellowship, Univ. of Colo-Boulder, 2004
Honorary Member, Golden Key International Honor Society, 2003
National Communication Association Mentor Award, 2002
Doc. of Social Sciences (*artium civilium, honoris causa*), 2000, Jyväskylä University.
Distinguished Service Award, 1999, National Communication Association.

Golden Anniversary Distinguished Scholar in [American] Argumentation Award, 1999,
 American Forensic Association (one of five named from the period 1949-1999).
 Outstanding Individual in Communication, the Communication and Theatre Association
 of Minnesota, 1999.
 Distinguished Scholar Award [Fellow], National Communication Association, 1998.
 Doc. of Philosophy (*fil. Doc., honoris causa*), 1997, Uppsala University.
 A.Craig Baird Distinguished Professorship in Public Address, 1995.
 Rockefeller Foundation Fellowship, Bellagio Center (Italy), 1993 (declined).
 Doc. of Humane Letters (*honoris causa*), 1991, Concordia College (MN).

4. Memberships (1990-present)

Magic Lantern Society of the United States and Canada
 International Society for the Study of Argumentation
 International Communication Association (now lapsed)
 International Society for History of Rhetoric (now lapsed)
 Rhetoric Society of America
 Center for the Study of the Presidency (now lapsed)
 National Communication Association: President, 1994 (surrounding offices, Second-
 Vice President to Past President, 1992-95, and planning the 1993 convention);
 Legislative and Administrative Councils, 1992-95; Past Presidents Association, 1995-
 present; Constitutional Revision Committee, 2000-1; Distinguished Service Award
 Committee, 2001-present (chair)
 Alta Conference Board: 1991-; planned the biennial American Forensic Association-
 National Communication Association Conference on Argumentation, 1989-90
 Central States Communication Association: (President in the late 1970s, journal editor in
 the mid-1980s), panel planner, 2002, 1997, 1996, 1994
 Midwest Sociological Society (now lapsed)
 The Kenneth Burke Society: secretary, 1990-3; director, triennial conference, 1999
 The Kenneth Burke Society, Central Chapter: secretary, 1988-90
 The Public Address Society: director, annual conference, 2000
 University of Iowa Research Club (inactive)

TEACHING AT THE UNIVERSITY OF IOWA (1990-present)

1. Teaching Assignments (last few years)

<i>Course</i>	<i>Level</i>	<i>Number of Students</i>				
		1-10	11-20	21-30	31-100	over-100

Spring 2008 (non-teaching sem. under phased retirement agreement; Fulbright Senior
 Specialist appointment May 2008, University of Bergen, Norway)

Fall 2007

Fresh. Sem.	u-g					x
Vis. Poli. Rhet.	grad	x				

Spring 2007

Fresh. Sem.	u-g					x
Independent Study	u-g	x				
Poli. Communication	grad					x

Fall 2006 (non-teaching sem. under phased retirement agreement)

Spring 2006

Fresh. Sem.	u-g		x	
Cont. Poli. Rhet.	u-g			x
Visual Poli. Rhet.	grad		x	

Fall 2005

Topics: 9/11, Politics	u-g		x	
Modernist Rhetoric	grad	x		

Spring 2005 (sem. assign. Fulbright Senior Specialist appointment March 2005, University of Jyväskylä, Finland)

Fall 2004 (80% sick leave)

Readings	grad	x		
Summer 2004 (UC-Boulder)	u-g			x

Spring 2004

Topics: 9/11, Politics	u-g			x
Visual Polit. Rhetoric	grad		x	
Honors students	u-g	x		
Readings	grad	x		

Fall 2003

Cont. Polit. Rhetoric	u-g			x
Amer. Cult. Studies	grad		x	
Readings	grad	x		
Honors students	u-g	x		

Spring 2003

Topics: 9/11, Politics	u-g			x
Adv. Topics: Media/Poli.	u-g		x	
Readings	grad	x		
Honors students	u-g	x		

Fall 2002

Rhetorical Criticism	u-g			x
Media Criticism	grad		x	
Media Ecology (readings)	grad	x		
Honors students	u-g			

Spring 2002

Communication and Contemporary Culture	u-g			x
Amer. Cult. Studies	grad		x	
Burke Reading Grp (1)	grad	x		
Honors students	u-g	x		

Fall 2001

Cont. Political Rhetoric	u-g			x
(Finnish short courses)	u-g, grad)			x

Spring 2001

Communication and Contemporary Culture	u-g			x
Visual Politics	grad	x		

Rhetorical Criticism	grad		x	
Fall 2000				
Rhetorical Criticism	u-g			x
Media Criticism	grad		x	
Research Methods (team-taught)	grad	x		
Spring 2000				
Cont. Political Rhetoric	u-g			x
Topics: Comm Criticism (half in U.S., half in Swe.)	u-g		x	
Amer. Cult. Studies	grad	x		
Fall 1999				
Persuasion in Society	u-g			x
Rhetorical Criticism	grad		x	

2. Students Supervised

a. Ph.D. Candidates (completed only)

<i>Name</i>	<i>Topic</i>	<i>Completion Year</i>
Heineman, David	Cyber rhetorics and radicalism	2007
Lam, Kit	Phenom. study of <i>Concert for NYC</i>	2007
Keith, Sheree	19 th -century feminist orators	2006
Margie McCue	<i>The Vagina Monologues</i>	2006
Clarkson, Jay	Virtual website for negotiating ID	2006
Hilton-Morrow, Wendy	Local TV coverage of the Iraq war	2005
Wiese, Danielle	Websites in 2004 presidential campaign	2004
Garza, Tere	Columbian Quincentenary disputes	2003
Friedline, Julie	Television's self-reflexivity	2003
Vaukhonen, Jouni	Jouvenel's polit. theory (Finnish Ph.D.)*	2002
Emery, Daniel	Archaeology of modernist rhetorics	2002
Duncanson, Thomas	Rhetoric of Rosenstock-Huessey	2001
Malin, Brent	Crisis in masculinity, 1990s media	2001
Kakita, Heideki	Rhetorical resistance in wartime Japan	2001
McDaniel, James (co-chr)	Lacanian rhetoric	2000
Bordwell, Marilyn	Performative rhetorics	2000
Johnson, Edgar	Rhetorics of educational philosophies	2000
Hamilton, Heidi	U.S. intervention in Somalia	1999
Brigance, Linda	Rhetoric of Iowa ERA debates	1999
Balas, Glenda (co-chr)	Public broadcasting hearings	1999
Peterson, Valerie	Social construction of sex in manuals	1999
Clark, Norman	Community computer networks	1998
Willard, Barbara	Food myths	1997
Attias, Bernardo	Technological rhetorics	1997
Stein, Sarah	Computer-centered rhetorics	1997
Puro, Jukka-Pekka	Phenomenological theory (Finnish Ph.D.)*	1996
Tjardes, Susan	Rhetoric of political cartooning	1996
Phelps, Greg	Circuit chatauqua during World War I	1994

Dilley, Benita	Neoclassical criticism	1994
Getz, Glenn	Reality-based television	1994
Janas, Michael	Rhetoric, history, and memory	1994
Fillippeli, Susan	Rhetoric of control	1993
Ono, Kent	Japanese resistant discourse in WWII	1992
Lilley, Lin (co-chr)	Minority-party presidential speeches	1992
Sloop, John	Popular construction of prisoners	1992
Steckline, Timothy	American apocalyptic discourse	1992
Strom, Monika	Role of sport in Brazilian politics	1991
Boyd, Todd	African-American cultural discourse	1991
Brooks, Dwight	Black America's culture of consumption	1991
Raheim, Salome (co-chr)	Black discourses of empowerment	1990
Rice, Donald	José Martí and Fidel Castro	1990
Mandzuik, Roseann	1970s women's documentary films	1989
Nakayama, Thomas	Rhetoric and translation	1988
Nelson, Eliz. (co-chr)	Mussolini's discourses of struggle	1988
Altman, Karen	Discourses on women and the home	1987
Arenz, Donald	Frameworks for television criticism	1986
Pierce, Dann	Nast's graphic satire	1985
Mulvaney, Becky	Rhetoric and reggae music	1985
Bruce, Douglas	The rhetoric of silence	1985
Sullivan, Patricia	The rhetoric of autobiography	1983
Koch, Stephen	Pro-North agitation in Great Britain	1982
Condit, Celeste**	U.S. abortion controversies	1982
Vibbert, Steven	Senate Judiciary Committee Hearings	1981
Vibbert, Candiss	Supreme Court judicial opinions	1981
Lee, Ronald	The rhetoric of the 'New Politics'	1981
Lee, Karen King	The rhetoric of new religious cults	1980
Rybacki, Karyn	AFL apologia 1945-1956	1979
Bartanen, Kristine	Legislative environmental hearings	1978
Cherwitz, Richard	The Gulf of Tonkin incident	1978
Bass, Jeff	The British and Uganda 1863-1895	1977
Martin, Martha	George William Curtis and civil service	1977
Nelson, Clinton	John Fiske's Harvard lectures	1977
German, Kathleen	Funeral eulogies for heads of state	1976
Foss, Karen	Discourses of contemporary feminism	1976
McGuire, Michael	Hitler's <i>Mein Kampf</i>	1975
<i>University of Michigan doctoral advisees</i>		
Shields, Evelyn	The Anglo-Irish treaty issues in 1922	1973
Erickson, Keith	Aristotle's <i>Rhetoric</i> anthologies (Ed.D.)	1972
O'Sullivan, Hanora	The Civil War anti-draft movement	1972
Wertz, Marjorie	Four theories of nonverbal communication	1972
(* For Vaukonen & Puro, I was the official Opponent for their defense, which meant that I pre-approved the studies for publication and then publicly examined them.)		
(** I have changed the names of advisees when they are now writing under a different name.)		

- b. **M.A. candidates** (I seldom work with terminal M.A. students)
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|----------------|--|------|
| Nadorff, Gayle | | 2003 |
| Nguyen, Kim | | 2003 |
- c. **Postdocs** (these are visits by Europeans to work with me for periods less than a semester; some were and some were not done with their Ph.D.s)
- | | | |
|-----------------------------------|--|-----------|
| Kuzin, Sergei (Russia; Fulbright) | persuasion | 2005-2006 |
| Kohronen, Pekka (Finland) | rhetoric and politics | 2004 |
| Hannken-Illjes, K. (Germ.) | argument theory and pedagogy | 2000-2002 |
| Anderson, L. (Sweden) | 20 th -century rhetorical theory | 1999 |
| Domenic, B. (Slovenia) | 20 th -century argumentation theory | 1998 |
| Golubev, V. (Russia): | I was a year-long, postdoc mentor in the Junior Faculty Research Program run through International Studies, University of Iowa | 1997-98 |
| Puro, J-P (Finland) | theory construction | 1994 |
- d. **Undergraduate students** (I advise approximately 45-55 undergraduates every year)
- e. **Honors students** (1995-present, chair except as noted)
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|---|--|------|
| Backus, Sarah | Nutritional ads, 1950s-2000s | 2007 |
| Nucci, Andrea | Branding the University of Iowa | 2004 |
| Burns, Ericka | Images of the Persian Gulf War | 2004 |
| Drahos, Megan | Gender roles in <i>The Simpsons</i> | 2003 |
| Byerly, Kris | Gender in <i>Buffy the Dragon Slayer</i> | 2002 |
| (reader) | Sitcom study on parent-child relations | 2000 |
| Sadeghi, Shirin | American images of Iranians | 1999 |
| Shroth, Kevin (reader) | Masculinity and Hollywood stars | 1998 |
| Ady, Wendy | childhood models in cartoons | 1997 |
| Wahl-Jorgensen, Karin | Presidential convention films | 1996 |
| (four others in late 1980s and early 1990s) | | |

SCHOLARSHIP (1990-present, except as noted)

1. Publications

a. Books (all of them)

- ***Karen Tracy, James P. McDaniel, and Bruce E. Gronbeck (eds.), The Prettier Doll: Rhetoric, Discourse, and Ordinary Democracy (Tuscaloosa, AL: University of Alabama Press, 2007).
- ***Vande Berg, Leah, Lawrence Wenner, and Bruce E. Gronbeck (eds.). Critical Approaches to Television. 2nd ed. New York: Houghton Mifflin, 2004. (Responsible for seven chapters, five of which were new to the book.)
- **/*German, Kathleen, Bruce E. Gronbeck, Douglas Ehninger, and Alan H. Monroe. Principles of Public Speaking. 15th ed. New York: Allyn & Bacon, 2004. Have moved from secondary to major and back to secondary author across editions: 2007, 2004, 2001, 1998, 1995, 1992, 1988, 1984, 1980, 1975. (Responsible for five

chapters.) Chinese edition, Beijing: Pearson Education Asia/Enterprise Management Publishing House, 2007.

- ****Simons, Herbert W., with Joanna Morreale and Bruce Gronbeck. Persuasion in Society. Thousand Oaks, CA: Sage, 2001. (Responsible for one-and-a-half chapters.)
- ***Sillars, Malcolm O., and Bruce E. Gronbeck. Communication Criticism: Rhetoric, Social Codes, Cultural Studies. Prospect Heights, IL: Waveland Press, 2001. (Half.)
- */*McKerrow, Raymie E., Bruce E. Gronbeck, Douglas Ehninger, and Alan H. Monroe. Principles and Types of Speech Communication. 15th ed. New York: Allyn & Bacon, 2003. Have moved from major and back to secondary author across editions: 2007, 2003, 2000, 1997, 1994, 1991, 1988, 1985, 1982, 1978. (Five chapters now.)
- ***Vande Berg, Leah, Lawrence Wenner, and Bruce E. Gronbeck (eds.). Critical Approaches to Television. New York: Houghton Mifflin, 1998.
- ***Miller, Arthur N., and Bruce E. Gronbeck (eds.). Presidential Campaigns and American Self Images. Boulder, CO: Westview, 1994.
- *Gronbeck, Bruce E., Thomas M. Farrell, and Paul A. Soukup (eds.). Media, Consciousness, and Culture: Explorations of Walter Ong's Thought. Thousand Oaks, CA: Sage, 1991. (Editor-in-chief, introduction, all section openings, and a chapter.)
- *Gronbeck, Bruce E. (ed.). Spheres of Argument: Proceedings of the Sixth SCA/AFA Conference on Argumentation. Washington, DC: National Communication Association, 1989.
- *Gronbeck, Bruce E. Writing Television Criticism. Chicago: SRA, 1984.
- *Gronbeck, Bruce E. The Articulate Person: A Guide to Everyday Public Speaking. 2nd ed. Glenview, IL: Scott, Foresman and Co., 1983. First edition, 1979.

b. Refereed Articles and Proceedings/Annuals/Book Chapters (1990-present)

- ***"Theorizing Visual Argumentation: Three Approaches to Jacob Riis," Proceedings of the Sixth International Conference of the International Society for the Study of Argumentation, ed. Frans H. vanEemeren et al. Amsterdam: SIC SAT, 2007 (in press).
- **"Varied Relationships Between Verbal and Visual Discourses: Jacob Riis's Arguments for Slum Reform," in Engaging Argument: Selected Papers from the 2005 NCA/AFA Summer Conference on Argumentation, ed. Patricia Riley. Washington, DC: NCA, 2006. 174-182.
- *(with Danielle Wiese), "The Repersonalization of Presidential Campaigning in 2004," American Behavioral Scientist, 49:4 (December 2005): 1-16.
- ***(with Danielle Wiese), "Campaign 2004 Developments in Cyberpolitics," The 2004 Presidential Campaign: A Communication Perspective, ed. Robert E. Denton, Jr. (Lanham, MA: Rowman & Littlefield, 2005), 217-239.
- **"Coductive and Abductive Foundations for Sentimental Arguments in Politics," Argumentation in Practice, ed. Frans H. van Eemeren and Peter Houtlosser (Amsterdam: John Benjamins, 2005), 215-230.
- *"The Sentimentalization of American Political Rhetoric," Poroi: An Interdisciplinary Journal of Rhetorical Analysis and Invention, 4:1 (March 2005), 68 para. (electronic)
- **"The USA Patriot Act: Coming to Terms with Silenced Voices," The Public 11.2 (2004): 37-48.

- *"The Functions and Scope of Rhetoric Rediviva." Advances in the History of Rhetoric, vol. 7. College Park, MD: Society for the History of Rhetoric, 2004. 151-177.
- *"Citizen Voices in Cyberpolitical Culture," in Rhetorical Democracy: Discursive Practices of Civic Engagement, ed. Gerard A. Hauser and Amy Grim. Mahwah, NJ: Lawrence Erlbaum Associates, 2004. 17-31.
- *"The Visual and Narrative Rhetoric of Redemption: American Culture Responds to 9/11," in Vande Berg, Wenner, and Gronbeck (above), 211-228.
- *"Douglas Ehninger: Modernist Rhetorician and Master of Rules," Communication Studies 54 (2003): 115-119.
- *"The Status of Sentimental Arguments for Public Policies: The Love-Ins at the 2000 National Party Conventions." Arguing Communication & Culture, G. Thomas Goodnight. Washington, DC: National Communication Association, 2003. 503-511.
- *"The Many Apologies of Bill Clinton." La Cultura mediàtica: Modes de Representació I Estratègies Discursives, ed. J.V. Gavalda, C. Gregori Signes, & R.X. Rosselló Ivars. Valencia, Spain: Universitat de València, 2002. 133-156.
- *(with Cristina Alsina and Philip John Davies). "Preference Poll Stories in the Last 2 Weeks of Campaign 2000." American Behavioral Scientist 44 (2001): 2288-2305.
- *"Communication Media, Memory, and Social-Political Change in Eric Havelock." New Jersey Journal of Communication 8 (2000): 34-45.
- *"The Idea of Structure and Communication in David Maines' Work." Studies in Symbolic Interactionism, ed. Norman Denzin. New York: JAI, 2000. 24:308-315.
- ***(with Erik Åsard). "Televised Party Leader and Presidential Candidate Debates in Sweden and the United States." Argument at Century's End: Reflecting on the Past and Envisioning the Future, ed. Thomas A. Hollihan. Washington, DC: National Communication Association, 2000. 394-402.
- *"Rhetorical Studies Escapes Modernist Psychology: Samuel Becker as Subversive." Communication Studies 50 (1999): 63-71.
- *"A General Theory of Public Argumentation: Death and Rebirth?" Proceedings of the Fourth International Conference of the International Society for the Study of Argumentation, ed. Frans H. vanEemeren et al. Amsterdam: SIC SAT, 1999. 281-285.
- *"Underestimating Generic Expectations: Clinton's Apologies of August 17, 1998." American Communication Journal [electronic journal] 2 (1999). <http://www.americancomm.org/~aca/acj.acj.html>.
- *"The Crises in Scholarly Argument" and "From Identity Crises to Multiple Personalities: Two Decades of the Alta Conference." Argument in a Time of Change: Definitions, Frameworks, and Critiques, ed. James F. Klumpp. Washington, DC: National Communication Association, 1998. 110-115, 440-445.
- *"Tradition and Technology in Local News: The Social Psychology of Form." Sociological Quarterly 38 (1997): 361-374. (reprinted in Vande Berg, Wenner, and Gronbeck--see Books above--on pp. 124-139.)
- *"Unstated Propositions: Relationships Among Verbal, Visual, and Acoustic Languages." Argumentation and Values, ed. Sally Jackson. Washington, DC: National Communication Association, 1995. 539-542.

- *"Characterological Argument in Bush's and Clinton's Convention Films." Argument and the Postmodern Challenge, ed. Raymie E. McKerrow. Washington, DC: National Communication Association, 1993. 392-397.
- *"Negative Narratives in 1988 Presidential Campaign Ads." Quarterly Journal of Speech 78 (1992): 333-346.
- *"Argument From History^① and Argument From History^②: Uses of the Past in Public Deliberation." Argument and Controversy: Proceedings of the Seventh Biennial Conference on Argumentation, ed. Donn W. Parson. Washington, DC: National Communication Association. 96-99.
- *"Electric Rhetoric: The Changing Forms of American Political Discourse." Vichiana, 3rd series, 1st year. Napoli: Loffredo Editore, 1990. 141-161.

c. Invited Articles, Monographs, and Book Chapters (1990-present)

- *"The Media Ecology Tradition of Communication Studies: Managing Legacies, Codifying Theoretical-Critical Practice," The Review of Communication, 7:2 (April 2007), 180-5.
- ** (with James P. McDaniel), "Through the Looking Glass and Back: Democratic Theory, Rhetoric, and Barbiegate," in Tracy, McDaniel, and Gronbeck (above), 2007, 22-42,
- **"Political Performances in Public Proceedings: The Social Dramas of Barbiegate," in Tracy, McDaniel, and Gronbeck (above), 2007, 70-102.
- **"The Orality-Literacy Theorems and Media Ecology," Perspectives on Culture, Technology and Communication: The Media Ecology Tradition, ed. Casey Man Kong Lum (Cresskill, NJ: Hampton Press, 2006), 335-65. Chinese edition, trans. Daokuan He (Beijing: Peking University Press, 2007), 259-80.
- **"Is Communication a Humane Discipline? Struggles for Academic Identity," Arts and Humanities in Higher Education, 4:3 (2005): 229-246.
- ** (with Leah Vande Berg and Lawrence Wenner), "Media Literacy and Television Criticism: Enabling an Informed and Engaged Citizenry," American Behavioral Scientist, 48:3 (2004): 219-228.
- **"Afterword: The Rhetorics of Foreign Policy Making, Implementing, and Remembering," The Enola Gay and the Court of History, by Robert P. Newman (New York: Peter Lang, 2004). 153-162.
- **"Rhetoric and Politics," Handbook of Political Communication Research, ed. Lynda Lee Kaid (Mahwah, NJ: LEA, 2004), 135-154.
- **"De Jouvenel's Pure Politics: Redefining the Political in Post-World War II Theory," Finnish Yearbook of Political Thought 2003, ed. Eerik Lagerspetz et al. SoPhi, vol. 7. Jyväskylä, Finland: University of Jyväskylä, 2003. 204-211.
- **"Images of Terror and Cultural Redefinition: The Visual Politics of September 11 in Finland and Iowa." Accents [pub. of UI International Center], Spring 2002, 17, 19.
- **"The Ethical Performances of Candidates in American Presidential Campaign Dramas." Political Communication Ethics: An Oxymoron? Ed. Robert E. Denton, Jr. New York: Praeger, 2000. 1-22. (rev. of 1991 article below)

Paradigms of Speech Communication Studies: Looking Back Toward the Future

[monograph publication of the 1998 Carroll C. Arnold Lecture, National Communication Association]. Boston: Allyn & Bacon, 1999.

- *"Rhetorical Studies Escapes Modernist Psychology: Samuel Becker as Subversive," Communication Studies, 50 (1999): 63-71.
- *"The Triumph of Social Science: The Silent Language as Master Text in American Cultural Studies." At the Intersection: Cultural Studies and Rhetorical Studies, ed. Thomas Rosteck. New York: Guilford, 1999. 266-291.
- *"Teaching Rhetorical Studies" [rev. of 1990 essay below]. Teaching Communication: Theory, Research, and Methods, ed. Anita Vangelisti, John A. Daly, and Gustav W. Friedrich. 2nd ed. Hillsdale, NJ: Lawrence Erlbaum Associates, 1999. 115-129.
- *"The Rhetorics of the Past: History, Argument, and Collective Memory." Doing Rhetorical History: Concepts and Cases, ed. Kathleen J. Turner. Tuscaloosa: University of Alabama Press, 1998. 47-60.
- *"The Social-Political Dimensions of Film: A Response to Benson's Analysis of Guilty by Association." Rhetoric and Community: Studies in Unity and Fragmentation, ed. Michael Hogan. Columbia, SC: University of South Carolina Press, 1998. 256-264.
- *"Character, Celebrity, and Sexual Innuendo in the Mass-Mediated Presidency." Media Scandals: Morality and Desire in the Popular Culture Marketplace, ed. James Lull and Steven Hinerman. Cambridge, UK: Polity Press, 1998. 122-142.
- *"Reconceptualizing the Visual Experience in Media Studies." Communication: Views From the Helm in the 21st Century, ed. Judith S. Trent. Boston: Allyn & Bacon, 1998. 289-293.
- *"The Presidency in the Age of Secondary Orality." Beyond the Rhetorical Presidency, ed. Martin J. Medhurst. College Station: Texas A&M Press, 1996. 30-49.
- *Encyclopedia entries on Donald C. Bryant, Douglas Ehninger, Marshall McLuhan, and Walter J. Ong. The Encyclopedia of Rhetoric and Communication, ed. Theresa Enos et al. New York: Harvester Press, 1996.
- *Electric Rhetoric: The Transformation of American Political Talk [monograph publication of the 1994 William Norwood Brigrance Lecture]. Crawfordsville, IN: Wabash College, 1995.
- *"Rhetoric, Ethics, and Tele-Spectacle in a Post-Everything Age." Postmodern Representations: Truth, Power, and Mimesis in the Human Sciences, ed. Richard Harvey Brown. Urbana: University of Illinois Press, 1995. 216-238.
- *"Rhetorical Visions of America from the Margins, 1968-1988." Retoriska Frågor: Texter om tal och talare från Quintilianus till Clinton tillägnade Kurt Johannesson, ed. Christer Åsberg. Stockholm: Norstedts, 1995. 267-281. (A shortened and re-edited version appears as "Three Visions for America: King, Jordan, and Jackson." Utopian Visions of Work and Community, ed. Jay Semel and Annie Tremmel Wilcox. Iowa City: Obermann Center for Advanced Studies of the University of Iowa, 1996. 133-141.)
- *"Opening Remarks." 1994 SCA Summer Conference Proceedings and Prepared Remarks: From the 1994 Summer Conference on "Assessing College Student Competency in Speech Communication. Washington, DC: National Communication Association, 1994. 33-35.
- *"Technoromancing the Clicker." The Remote Control in the New Age of Television, ed. James Walker and Robert V. Bellamy, Jr. New York: Praeger, 1993. 235-239.
- *"The Spoken and the Seem: The Phonocentric and Ocularcentric Dimensions of Rhetorical Discourse." Rhetorical Memory and Delivery: Classical Concepts for

- Contemporary Composition and Communication, ed. John Frederick Reynolds. Hillsdale, NJ: Lawrence Erlbaum Associates, 1993. 141-157.
- */***/Introductions to Part I, Part IV, equal contribution; written alone, Introduction to Part II and "Negative Political Ads and American Self Images." Presidential Campaigns and American Self Images, ed. Arthur N. Miller and Bruce E. Gronbeck. Boulder: Westview Press, 1994. 3-11, 155-158; 15-18, 60-81.
- *"Foreword: The Study of Argumentation." Argumentation and Decision Making, by Richard D. Rieke and Malcolm O. Sillars. 3rd ed. New York: HarperCollins, 1993. Xiii-xvii.
- *"Preparing TAs to Introduce Students to the Discipline." Preparing Teaching Assistants for Instructional Roles: Supervising TAs in Communication, ed. John D. Nyquist and Donald H. Wulff. Washington, DC: National Communication Association, 1992. 40-48.
- *"Communications." The College Board Guide to 150 Popular College Majors. New York: CEEB, 1992. 139-141.
- *"Ethical Pivots and Moral Vantages in American Political Campaign Dramas." Ethical Dimensions of Political Communication, ed. Robert E. Denton, Jr. New York: Praeger, 1991. 49-68. (rev. for 2000 version of the book)
- *"Methodological Preface: Mythic Criticism" and "Mythic Portraiture in the 1988 Iowa Presidential Caucus Bio-Ads" [a reprinted article from 1989]. Television Criticism: Approaches and Applications, ed. Leah Vande Berg and Lawrence A. Wenner. New York: Longman, 1991. 49-68.
- *"Communication Technologies, Consciousness, and Culture." Communication and the Culture of Technology, ed. Martin J. Medhurst et al. Pullman: Washington State University Press, 1990. 3-18.
- *"Teaching Rhetorical Studies." Teaching Communication: Theory, Research, and Methods, ed. John A. Daly, Gustav W. Friedrich, and Anita L. Vangelisti. Hillsdale, NJ: Lawrence Erlbaum Associates, 1990. 93-104.
- "Popular Culture, Media, and Political Communication." New Directions in Political Communication, Dan Nimmo and David Swanson. Thousand Oaks, CA: Sage, 1990. 185-222.

- d. **Published Reviews of Scholarship:** little other than the usual references available through the Citation Index and Internet searches (the most complete of which appears to be a Google search). I was a subject for the 1988 "Spotlight on Scholarship" segment of the National Communication Association convention (unpublished), and a short review appears as the introduction for the Arnold Lecture (published, see above).

3. Grants (1990-present)

a. Internal

- Arts and Humanities Initiative Major Grant, 2002-2003, Midwest Citizens' Political Uses of the Internet, \$54,000.00. (Funds: AHI, CLAS, OCAS, Baird Professorship.)
- Start-up grant, 2001-2003, to help launch the University of Iowa Center for Media Studies and Political Culture, \$1,000.00.

- A. Craig Baird Distinguished Professorship, 1995-, annual research stipend, \$8,500, University of Iowa.
- Co-P.I. (with F. Antczak, G.R. Boynton, and K. Farrell), 1993, Category I Instructional Improvement Award, \$5,000.00, University of Iowa.
- Co-Dir. (with A.H. Miller), 1990-1991, Obermann Center for Advanced Studies summer fellowship program, \$36,000.00, University of Iowa.

b. External

- Norwegian Fulbright Commission, 2008, travel grant and stipend for visit as Fulbright Senior Specialist to the University of Bergen, est. \$6,500.
- Finnish Fulbright Commission, 2005, travel grant and stipend for visit as Fulbright Senior Specialist to Jyväskylä University, Finland, \$5,200.
- FIRST (Faculty in Residence, Summer Term) Fellowship, 2004, for teaching, research, and consultation, University of Colorado-Boulder, \$14,000.
- Grant-in-aid, 2001, for teaching, research, and consultation, Jyväskylä University, \$3,500.00 (plus expenses).
- Co-P.I. (with G. Sandblom), 1999-2000, instructional grant, for experimental "B" course in rhetoric, Mid-Sweden Educational Authority, at Mid-Sweden University, Härnösund campus, \$30,000 (share for the UI portion of the project, \$15,750, plus expenses for four trips to Härnösund, Sweden).
- Ministry of Education and Soros Foundation Awards, 1996, for lecture series and travel, Institute for Humanistic Studies, Ljubljana University, Slovenia, \$4,000.00.
- Co-P.I. (with M.C. McGee, D.N. McCloskey, J.R. Nelson, A.H. Megill), 1990-1992, NEH Interpretive Research Grant for five Project on Rhetoric of Inquiry scholars' workshops, ca. \$200,000. With M.C. McGee, co-directing the "Narrative in the Human Sciences" workshop, and responsible for securing matching money from the National Communication Association (\$2,000), Drake University (\$1,000), and Iowa's Baird Fund (\$1,500).

4. Chaired/Titled Lectures and Keynotes (1990-present)

a. Chaired/Titled lectures

- Barstow Lecture/Lifelong Learning Workshop, Saginaw Valley State University, 2/2008
- Media Ethics and Social Responsibility Lecture, Loyola Marymount University, 11/2007
- Grazier Lecture, University of South Florida, 3/2007
- John D. Lees Lecture, American Politics Group, Political Studies Association of the UK, Manchester, UK, 1/2006
- George R.R. Pflaum Lecture, Emporia State University (KS), 2004.
- Response of the honorary doctors, Promootio 2000 [graduation ceremony], Jyväskylä University, 2000. (published)
- Carroll C. Arnold Lecture, National Communication Association convention, 1998. (published)
- English Society Annual Lecture, Uppsala University, 1998.
- Jukka Kanerva Lecture in Political Studies, Jyväskylä University, 1998.
- Greenspun School of Communication Annual Lecture, UNLV, 1995.
- William Norwood Brigance Lecture, Wabash College, 1994. (published)
- Swedish Institute for North American Studies Spring Lecture, 1993.

Wayne Brockriede Lecture, CSU-Fullerton, 1993.

Fulbright lectures: Jyväskylä University, Umeå University (Sweden), Stockholm University, Härnösund Hogskola (Sweden), Venice (supported by the Italian Fulbright Commission), and a series of eight formal lectures at Uppsala University, 1992.

(Beyond these, I usually give 1-3 campus lectures/year, and 3-6 convention papers/year. E.g., in 2002-2003, I did campus presentations at the University of Iowa [9/11 conference], University of Puget Sound, and Pacific Lutheran University; two convention papers at the National Communication Association convention, New Orleans; a keynote address for the Rhetoric Society of America conference, Las Vegas, and one for the Presidential Studies Conference, Texas A&M; and a paper--to be published in a book edited by two of conference organizers--at the International Society for the Study of Argumentation conference, Amsterdam.)

b. Keynotes and advertised plenary addresses

Department of English and Foreign Languages lecture, University of Saint Francis, 2008
Speech for the Faculty, UI College of Liberal Arts and Science graduation ceremony, May 2006

American Politics Group, Political Studies Association of the UK, 2006

Presidential Studies Conference, Texas A&M, 2003.

Plenary lecture on rhetoric and political theory as opening statement at a dissertation defense (I was the opponent), Jyväskylä, Finland, 2002. (To be published.)

Rhetoric Society of America, Las Vegas, NV, 2002.

AFA/NCA Biennial Conference on Argumentation, Alta, UT, 1979.

AFA/NCA Biennial Conference on Argumentation, Alta, UY, 1981.

Memphis State University Undergraduate Honors Conference, Memphis, TN, 1983.

Tennessee Speech Communication Association Convention, 1984.

Texas A&M Conference on Communication and the Culture of Technology, 1989.

Hayward [CSU] Conference on Rhetorical Criticism, 1989.

Concordia College [commencement address], 1991.

Florida Communication Association, Tampa, 1993.

Colorado Speech Communication Association, Denver, 1994.

National Communication Association [presidential address], New Orleans, 1994.

NCA/AFA Biennial Conference on Argumentation, Alta, UT, 1997.

National Communication Association [Arnold Lecture], New York City, 1997.

Rhetoric Society of America, Las Vegas, 2002.

SERVICE

1. Department

a. Present

2007-8 Member, P&T Committee for an assistant professor

2007 Chair, 3-year Lectureship search committee

2007-8 Member, faculty search committee

b. Past (1990-present)

2006-7 Member, P&T Committee for an assistant professor

2006-7 Member, Schrage Award Committee

Sp, 2007	Member, Undergraduate Advisory Committee
Sp, 2007	Member, DEO Advisory Committee
2005-6	Member, Graduate Affairs Committee
2005-6	Chair, P&T Committee for an assistant professor
2005-6	Member, periodic rev. comm., full professor
2004-5	Chair, P&T Committee for an associate professor
2003-2004	Member, Graduate Affairs Committee
2003-2004	Member, annual review comm., for probationary faculty
2002-3	Member, Executive Committee
2002-3	Member, P&T Comm., Journalism & Mass Communication
2002-3	Member, annual review comm.. for probationary faculty
2002-3	Member, faculty search committee
2003-2005	Chair, P&T Committee for a probationary faculty member
2003-2004	Departmental rep, review of joint-appted. tenured faculty member
2003-2004	Member, two faculty search committees
2001-2	Member, Executive Committee
1998-2001	Chair, Graduate Affairs Committee
1994-2000	Professor-in-Charge, Rhetorical Studies
1993-1995	Member, Building and Space Committee
1997-1998	Member, Undergraduate Affairs Committee
1985-1991	DEO
1991-2001	Member/Chair, a variety of search and P&T committees
1995-1997,	Director, Project on Rhetoric of Inquiry Interdisciplinary Graduate
1999-2001	Certificate Program
1994-	Member, Steering Committee for the A. Craig Baird Center for Policy Advocacy and Debate

2. College (1990-present)

2002-present	Director, University of Iowa Center for Media Studies and Political Culture (regular campaign commentary for print and broadcast press, 2003-2004, 2006-2007)
2002-2003	Member, Graduate College Self-Study Committee
2001-2002	Member, Interdisciplinary Subcomm. of CLAS Exec. Comm.
1999-2002	Executive Committee, College of Liberal Arts and Sciences (CLAS)
1999-2003	Distinguished and Chaired Professors Committee, CLAS
1999-	Alumni Awards Committee, CLAS
1999	Faculty chair, CLAS Associate Dean Search Committee
1997	Member, Educational Policy Committee (CLAS)
1997-2001	Member, Interdisciplinary Graduate Programs Committee, Graduate College
1995	Member, Internal Review Committee, Spanish & Portuguese (CLAS)
1993-1994	Member, CLAS-Graduate College Ad Hoc Committee on TA and RA Stipends

1991 CLAS Ad Hoc Committee to Review Design Program
 1990-1991 Member, Search Committee, CLAS-UI Foundation

3. University

2007-2008 Member, UI Election08 Committee
 2006-2007 Volunteer, WSUI-KSUI Funding-Raising Campaign
 2005-2006 Member, Internal Review Committee, Poro
 2004-2005 Member, Graduate College advisory group on cultural informatics track, interdisciplinary Ph.D. proposal in informatics
 2003-2004 Member, Graduate College Self-Study Committee
 2003-2004 Member, Humanities Advocacy Day delegation, D.C.
 1999- Member, Arts and Humanities Initiative Committee
 1998-2000 Steering Committee, "Point of No Return" Series, Obermann Center for Advanced Studies
 1998-2000 Master of Ceremonies, Hancher-Finkbine Dinners
 1995-1998 Member, Provost's Distinguished and Chaired Professors Comm.
 1996-1999 Member, Iowa Social Science Institute Advisory Committee
 1996-1997 Member, Broadcasting Services Review Committee
 1994-1995 Chair, Faculty Senate Committee on the Selection of Central Administration Officials (member, 1990-1995)
 1993-1994 Member, Ida Beam Lecture Committee
 1990-1991 Chair, Obermann Center for Advanced Studies Advisory Comm. (member, 1988-1991)
 1990-1991 Member, President's Committee to Review Oakdale Campus
 1989-1991 Chair, Interdisciplinary Studies Strategic Planning Committee, then member, Strategic Planning Implementation Committee (from the late 1980s and into the 1990s: Faculty Senate Committees on Institutional Advancement, Review of Tenured Faculty, Senate Effectiveness, Governmental Relations, and Outreach Network)

4. Profession

National Communication Association (1990-present)

2004- Member, Communication as a Humanities Steering Committee
 2003-2004 Chair, Nominating Committee
 2001-2003 Constitutional Revision Committee
 1995- Past Presidents Association
 1996- Distinguished Scholars
 1991-1996 Officer: 2nd VP (1991-1992); 1st VP (1992-1993, convention planner); President (1993-1994); Immediate Past President (1994-1995); also served on the Legislative Council and the Administrative Committee across that time period.
 1990- Convention panel planner (1990, 1991, 1992, 1993, 1994, 1995, 1998, 2000, 2003); also chaired panels at every '90s convention.
 1989-1992 Task Force on Graduate Education
 1990- Reader in most years for NCA journals: Quarterly Journal

_____ of Speech, Communication Monographs, Critical Studies
in Media Communication, and (less often) Communication
Education, occasional international journals

- Central States Communication Association (1990-present; was President in '70s)
- 1990- Convention panel planner (1994, 1996, 1997, 2001, 2002)
- 1993- Reader for journal, Communication Studies
Academic and Trade Publishers
- 1988-1998 Associate Editor, Communication and the Social Order series,
Aldine-deGruyter
- 1997- Series co-editor, Frontiers in Political Communication, Peter
Lang Publishers
- 1987-1998 Academic consultant, Scott, Foresman/HarperCollins
- 1990- Occasional proposal/manuscript reader for all of these plus
Addison Wesley Longman, Wadsworth, Prentice-Hall,
Benjamin/Cummings, Methuen, and McGraw-Hill among
Trade or educational publishers and University of Iowa Press,
University of Alabama Press, University of South Carolina
Press, Iowa State University Press, SUNY Press, Louisiana
State University Press, University of New England Press;
University of Chicago Press, and Iowa State University Press
among university presses.

Program Evaluation (1990-present)

I have done evaluations of new and existing academic programs during the 1990s and 2000s for the following schools:

Europe: University of Turino (M.A.); University of Leeds (u-g); Danvik
Folkehogskole (u-g-); Mid-Sweden University; Graduate Center,
Finnish Consortium

U.S.A.: Texas A&M; Univ. of South Florida; Hanover College (OH); Wabash
College (OH); St. John's University (MN); Texas A&M (twice); Emerson
College (MA)

Grant Evaluations (1990-present)

- 1990, 1992 National Endowment for the Humanities panel
- 2005-06 Netherlands Organisation for Scientific Research

5. Community (1990-present)

- 2007 Canadian Broadcasting Corporation, interview on celebrity downfall
- 2007-8 Iowa Caucus blog-writing, *Rocky Mountain News*, *WHO-TV* (Des
Moines); multiple interviews with U.S. and foreign newspapers, noon
news interviews on the Iowa Caucus, *KCRG-TV* (Cedar Rapids)
- 2006-present Volunteer, Iowa City Hospice
- Fall 2006 "Open Source" (NPR) discussant of "Micro-Targeted Democracy," 11/06
- Spring 2005 USA Patriot Act discussion, Iowa City Public Library
- Fall 2004 "Talk of Emporia [KS]" interview/call-in program, media and society
- Fall 2004 League of Women Voters post-Campaign 2004 discussion
- Fall 2004 "Talk of Alaska" and "Talk of Wisconsin" call-in programs, Campaign
2004; multiple newspaper interviews

- Summer 2004 "Talk of Iowa" guest for call-in program, Campaign 2004 (8/04)
- Spring 2004 "Talk of Iowa" guest for call-in program, Iowa Caucus (1/04), campaign rhetoric generally (2/04)
- Fall 2003 Call-in program guest, WSUI radio, "Eye on Iowa: The Iowa Caucus"; KWWL-TV interview, presidential politics on the Internet
- 1995- ProfNet (journalists' pool of experts for feature political stories; interviews prior to Iowa Caucus for newspapers nationwide plus the UK)
- 1999- Vote Smart (journalists' pool of experts for feature political stories; interviews prior to Iowa Caucus for newspapers nationwide plus the UK)
- 1995 Martin Luther King, Jr., Day Forum (Davenport, IA)
- 1991, 1992 Iowa City Community Leadership Forum (with Arthur Miller)
- 1989 Hugh O'Brien Youth Seminar (leadership training)
- 1990- Various meetings with visiting journalists and politicians from African countries through the CIVIC program
- 1998- Iowa County Democratic Party Central Committee