

MARK WARD SR., PH. D.

Associate Professor of Communication, University of Houston-Victoria
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EDUCATION

Ph.D., Rhetorics, Communication, and Information Design

Clemson University, Clemson, SC | 2010

M.A., Communication

Spring Arbor University, Spring Arbor, MI | 2007

B.A., English Language and Literature

University of Virginia, Charlottesville, VA | 1980

ACADEMIC EXPERIENCE

Associate Professor of Communication, University of Houston-Victoria

School of Arts and Sciences, Division of Humanities, Victoria, Texas | 2016 to Present

Assistant Professor of Communication, University of Houston-Victoria

School of Arts and Sciences, Division of Humanities, Victoria, Texas | 2010 to 2016

Graduate Teacher of Record, Clemson University

Departments of Communication and English, Clemson, South Carolina | 2007 to 2010

Courses Taught

Organizational Communication
Group and Team Communication
Intercultural Communication
Leadership Communication
Public Relations Communication
Communication and Conflict
Technical Communication
Magazine Feature Writing
Media History

Business Communication
Managerial Communication
Professional Speaking
Introduction to Public Speaking
Introduction to Communication Theory
Introduction to Radio and Television
Graduate Communication Theory
Graduate Intercultural Communication
Graduate Religion and Media

SCHOLARSHIP

Awards

Digital Religion Research Award, given by the Network for Network for New Media, Religion and Digital Culture Studies for “Digital Religion and Media Economics: Concentration and Convergence in the Electronic Church” (May 2020)

Article of the Year, Religious Communication Association (RCA), for “A new kind of church: The religious media conglomerate as a ‘denomination’” (November 2019).

Article of the Year, National Communication Association (NCA), Spiritual Communication Division, for “Head knowledge isn’t enough’: Bible visualization and congregational culture in an evangelical church” (November 2019).

David R. Maines Narrative Research Award, given by Carl Couch Center for Social and Internet Research for “The dangers of getting what you wish for: What do you say to evangelicals?” (December 2018).

Scholar of the Year / Research and Scholarly Activities Excellence Award, University of Houston-Victoria (May 2018).

Clifford G. Christians Ethics Research Award, given by Carl Couch Center for Social and Internet Research for *The electronic church in the digital age: Cultural impacts of evangelical mass media, Vols. 1 & 2* (November 2017)

Article of the Year, Religious Communication Association (RCA), for “Give the winds a mighty voice: Evangelical culture as radio ecology” (November 2014).

Selectee, 2010 National Communication Association (NCA) Doctoral Honors Seminar for “Fundamentalist differences: Using ethnography of rhetoric (EOR) to analyze a community of practice” (July-August 2010).

Finalist, 2009 Clemson University Graduate Student Research Award. Selected as the nominee of the College of Architecture, Arts, and Humanities (April 2009).

Books

Ward, M., Sr. (2017). *The Lord’s radio: Gospel music broadcasting and the making of evangelical culture, 1920-1960*. Jefferson, NC: McFarland.

Ward, M., Sr. (Ed.) (2016). *The electronic church in the digital age: Cultural impacts of evangelical mass media, Vol. 1: How evangelical media shapes evangelical culture*. Santa Barbara, CA: Praeger.

Ward, M., Sr. (Ed.) (2016). *The electronic church in the digital age: Cultural impacts of evangelical mass media, Vol. 2: How evangelical media engages American culture*. Santa Barbara, CA: Praeger.

Ward, M., Sr. (2014). *Deadly documents: Organizational discourse, technical communication, and the Holocaust*. New York, NY: Routledge.

Ward, M., Sr. (1994). *Air of salvation: The story of Christian broadcasting*. Grand Rapids, MI: Baker.

Textbooks

Ward, M., Sr. (in press). *Introduction to public speaking: An inductive approach*. Boston, MA: FlatWorld.

Wrench, J., Punyanunt-Carter, N., & Ward, M., Sr. (2015). *Organizational communication: Theory, research, and practice*. Boston, MA: FlatWorld.

Refereed Journal Articles

27. Ward, M., Sr. (2020). "Knowledge puffs up": The evangelical culture of anti-intellectualism as a local strategy. *Sermon Studies*, 4, 1-21.
26. Ward, M., Sr. (2019). Sermons as social interaction: Pulpit speech, power, and gender. *Women and Language*, 42(2), 285-316.
25. Ward, M., Sr. (2019). A new kind of church: The religious media conglomerate as a "denomination." *Journal of Media and Religion*, 17(3/4), 117-133.
24. Ward, M., Sr. (2018). "Men" and "ladies": An archaeology of gendering in the evangelical church. *Journal of Communication and Religion*, 41(4), 114-134.
23. Ward, M., Sr. (2018). Is a cake just a cake? A lesson in semiotics. *Citizen Critics*. [online journal]
22. Ward, M., Sr. (2018). "Head knowledge isn't enough": Bible visualization and congregational culture in an evangelical church. *Interdisciplinary Journal of Research on Religion*, 14(11), 1-33.
21. Ward, M., Sr. (2018). Are evangelicals having their #MeToo moment? *Communication Currents*. [online journal]
20. Ward, M., Sr. (2018). Digital religion and media economics: Concentration and convergence in the electronic church. *Journal of Religion, Media, and Digital Culture*, 7, 90-120.
19. Ward, M., Sr. (2018). Billy Graham and the power of media celebrity. *Communication Currents*. [online journal]
18. Ward, M., Sr. (2015). Organization and religion: Ontological, epistemological, and axiological foundations for an emerging field. *Journal of Communication and Religion*, 38(3), 5-29.
17. Ward, M., Sr. (2015). The PowerPoint and the glory: An ethnography of pulpit media and its organizational impacts. *Journal of Media and Religion*, 14, 175-195.
16. Ward, M., Sr. (2015). Cognition, culture, and charity: Sociolinguistics and "donor dissonance" in a Baptist denomination. *Voluntas: International Journal of Voluntary and Nonprofit Organizations*, 26, 574-603.
15. Tavakkoli, A., Loffredfo, D., & Ward, M., Sr. (2015). What do deep statistical analysis on gaming motivation and game characteristics clusters reveal about targeting demographics when designing gamified contents? *Journal of Systemics, Cybernetics and Informatics*, 13(3), 34-40.

14. Tavakkoli, A., Loffredfo, D., & Ward, M., Sr. (2014). Insights from massively multi-player online role-playing games to enhance gamification in education. *Journal of Systemics, Cybernetics, and Informatics*, 12(4), 69-78.
13. Ward, M., Sr. (2014). Give the winds a mighty voice: Evangelical culture as radio ecology. *Journal of Radio and Audio Media*, 21, 115-133.
12. Ward, M., Sr. (2012). Consolidating the gospel: The impact of 1996 Telecommunications Act on religious radio ownership. *Journal of Media and Religion*, 11, 11-30.
11. Ward, M., Sr. (2010). "I was saved at an early age": An ethnography of fundamentalist speech and cultural performance. *Journal of Communication and Religion*, 33, 108-144.
10. Ward, M., Sr. (2010). The ethic of exigence: Information design, postmodern ethics, and the Holocaust. *Journal of Business and Technical Communication*, 24, 60-90.
9. Ward, M., Sr. (2010). Avatars and sojourners: Explaining the acculturation of newcomers to multiplayer online games as cross-cultural adaptations. *Journal of Intercultural Communication*, 23. [online journal]
8. Ward, M., Sr. (2010) The banality of rhetoric? (Part 2) Alternate views of technical communication and the Holocaust." *Journal of Technical Writing and Communication*, 40, 311-336.
7. Ward, M., Sr. (2009). Fundamentalist differences: Using ethnography of rhetoric to analyze a community of practice. *Intercultural Communication Studies*, 18, 1-20.
6. Ward, M., Sr. (2009). Dark preachers: The impact of radio consolidation on independent religious syndicators. *Journal of Media and Religion*, 8, 79-96.
5. Ward, M., Sr. (2009). The banality of rhetoric? Assessing Steven Katz's "The ethic of expediency" against current scholarship on the Holocaust." *Journal of Technical Writing and Communication*, 39, 207-222.
4. Ward, M., Sr. (2009). Squaring the learning circle: Cross-classroom collaborations and the impact of audience on student outcomes in professional writing. *Journal of Business and Technical Communication*, 23, 61-82.
3. Ward, M., Sr. (2008). The banality of culture? Reassessing the social science of the Goldhagen Thesis on its own terms. *Holocaust Studies*, 14, 1-34.
2. Ward, M., Sr. (2008). "Ordinary communicators": A demonstration proposal to synthesize the Browning and Goldhagen Theses." *Holocaust Studies*, 14, 41-70.
1. Ward, M., Sr. (2008). Independents' day: Rhetoric, culture, and the history of gasoline marketing in the United States, 1958-2008. *Oil-Industry History*, 9, 121-142.

Book Chapters

- Ward, M., Sr. (in press). Televangelism. In G. Ritzer & C. Rojek (Eds.), *Encyclopedia of Sociology, 2nd ed.* New York, NY: Wiley-Blackwell.
- Ward, M., Sr. (2020). Air to the kingdom: Religion and the soul of radio. In J. A. Hendricks (Ed.), *Radio's second century: A reader* (pp. 137-153) New Brunswick, NJ: Rutgers University Press.
- Ward, M., Sr. (2020). "From a Christian perspective": News/talk in evangelical mass media. In A. M. Nadler & A. J. Bauer (Eds.), *News on the right: Studying conservative news cultures* (pp. 17-46). New York, NY: Oxford University Press.
- Ward, M., Sr. (2020). The apology sermon: Jimmy Swaggart's mea culpa. In E. C. Miller & J. J. Edwards (Eds.), *The Protestant sermon in America: Pulpit rhetoric at the turn of the millennium* (pp. 39-61). Lanham, MD: Lexington.
- Ward, M., Sr. (2018). The woman they love to hate: Hillary Clinton and the evangelicals. In C. A. Kray, T. W. Carroll, & H. Mandell (Eds.), *Nasty women and bad hombres: Gender and race in the 2016 presidential election* (pp. 175-188). New York, NY: University of Rochester Press.
- Ward, M., Sr. (2018). Increase your faith: The domestication of black televangelism. In O. O. Banjo (Ed.), *Media across the African Diaspora: Content, audiences, and influence* (pp. 18-34). New York, NY: Routledge.
- Ward, M., Sr. (2018). The dangers of getting what you wish for: What do you say to evangelicals? In S-L. S. Chen, N. Allaire & Z. J. Chen (Eds.), *Constructing narratives in response to Trump's election: How various populations make sense of an unexpected victory* (pp. 61-81). Lanham, MD: Lexington.
- Ward, M., Sr. (2018). Television transcendent: How the electronic church constructs charismatic leadership as a norm of American religious life. In C. Murray (Ed.), *Leadership through the lens: Interrogating production, presentation, and power* (pp. 133-149). Lanham, MD: Lexington.
- Ward, M., Sr. (2018). Martin Luther: Avoiding the use of "othering" to construct Christian self-identity in a pluralistic society. In R. H. Woods Jr. (Ed.), *Words and witnesses: Communication studies in Christian thought from Athanasius to Desmond Tutu* (pp. 76-82). Peabody, MA: Hendrickson.
- Ward, M., Sr. (2018). Segregating the dial: Institutional racism in evangelical radio. In O. O. Banjo & K. M. Williams (Eds.), *Contemporary Christian culture: Messages, missions, and dilemmas* (pp. 45-56). Lanham, MD: Lexington.
- Ward, M., Sr. (2016). Televangelism, audience fragmentation, and the changing coverage of scandal. In H. Mandell & G. M. Chen (Eds.), *Scandal in a digital age* (pp. 53-68). New York, NY: Palgrave MacMillan.

- Ward, M., Sr. (2016). In spirit or in truth? The great evangelical divide, from analog to digital. In M. Ward Sr, (Ed.), *The electronic church in the digital age: Cultural impacts of evangelical mass media, Vol. 1* (pp. 193-218). Santa Barbara, CA: Praeger.
- Ward, M., Sr. (2016). What if? A counterfactual reconsideration of the electronic church. In M. Ward (Ed.), *The electronic church in the digital age: Cultural impacts of evangelical mass media, Vol. 2* (pp. 1-28). Santa Barbara, CA: Praeger.
- Ward, M., Sr. (2016). Chronology of the electronic church. In M. Ward (Ed.), *The electronic church in the digital age: Cultural impacts of evangelical mass media, Vol. 1* (pp. 239-254) & *Vol. 2* (pp. 253-268). Santa Barbara, CA: Praeger.
- Ward, M., Sr. (2016). Major networks and personalities. In M. Ward (Ed.), *The electronic church in the digital age: Cultural impacts of evangelical mass media, Vol. 1* (pp. 255-284) & *Vol. 2* (pp. 269-298). Santa Barbara, CA: Praeger.
- Ward, M., Sr. (2013). Managing the anxiety and uncertainty of religious otherness: Interfaith dialogue as a problem of intercultural communication. In D. S. Brown Jr. (Ed.), *A communication perspective on interfaith dialogue: Living within the Abrahamic traditions* (pp. 23-43). Lanham, MD: Lexington.
- Ward, M., Sr. (2013). The “God Problem” in interfaith dialogue: Situating divine speech in the seven traditions of communication theory. In D. S. Brown Jr. (Ed.), *A communication perspective on interfaith dialogue* (pp. 195-213). Lanham, MD: Lexington.
- Ward, M., Sr. (2013). Air of the King: Evangelicals and radio. In R. H. Woods Jr. (Ed.), *Evangelical Christians and popular culture: Pop goes the gospel, Vol. 1: Film, Radio, Television, and the Internet* (pp. 101-118). Santa Barbara, CA: Praeger.

Works in Progress

- Ward, M., Sr. (in progress). The fundamentalist and the higher critic: Speech codes as a culturally distinctive ontology and epistemology.
- Ward, M., Sr. (manuscript accepted). Leveling up: Speech codes in micro, meso, and macro practice. In G. Philipsen & T. Hart (Eds.), *Contending (with) codes in a world of difference*. Vancouver, BC: Fairleigh Dickinson University Press.
- Ward, M., Sr. (manuscript accepted). Up in the air: Media access and religious freedom. In K. A. Johnson & J. Asenas (Eds.), *Equal protection v. religious freedom: Clashing American rights*. New York, NY: Peter Lang.
- Ward, M., Sr. (manuscript accepted). Don't mess with (Anglo) Texas: Dominant cultural values in heritage sites of the Texas Revolution. In C. Rex & S. Watson (Eds.), *Public memory, race, and heritage tourism of early America*. New York, NY: Routledge.

Top Paper Awards

Top Paper, Southern States Communication Association (SSCA), Language and Social Interaction Division, for “A disruptive encounter: Speech codes as a culturally distinctive ontology and epistemology” (April 2020).

Top Paper, Southern States Communication Association (SSCA), Language and Social Interaction Division, for “Sermons as social interaction: Pulpit speech and gender roles” (April 2019).

Top Four Paper, National Communication Association (NCA), Freedom of Expression Division, for “Up in the air: At the crossroads of media access and religious freedom” (November 2020).

Top Four Paper, Religious Communication Association (RCA), for “Knowledge puffs up’: The evangelical culture of anti-intellectualism as a local strategy” (November 2020).

Top Three Paper, Southern States Communication Association (SSCA), Gender Studies Division, for “Hillary, history, and the evangelical household code: Why conservative Christians rejected the Clinton candidacy” (April 2018).

Top Four Paper, Southern States Communication Association (SSCA), Language and Social Interaction Division, for “Our call to be salt and light’: An ethnography of evangelical speech codes in the 2016 election” (April 2018).

Top Three Paper, Southern States Communication Association (SSCA), Philosophy and Ethics of Communication Interest Group, for “War within the margins: A confrontation between faith and reason” (April 2017).

Top Five Paper, Association for the Rhetoric of Science and Technology (ARST), for “Recovering the voice in the blackbox: A story of rhetoricians’ rhetoric about the rhetoric of technology” (November 2011).

Top Four Student Paper, Association for the Rhetoric of Science and Technology (ARST), for “Incommensurability and genocide: Holocaust historiography and the rhetoric of science” (November 2009).

Best Paper, 9th World Multi-Conference on Society, Cybernetics and Informatics, Computer Science and Engineering Division, for “What do deep statistical analysis on gaming motivation and game characteristics clusters reveal about targeting demographics when designing gamified contents?” (third author with A. Tavakkoli & D. Loffredo) (July 2015).

Best Paper, 18th World Multi-Conference on Systemics, Cybernetics and Informatics, Computer Science and Engineering Division, for “Lessons from game studies to enhance gamification in education” (third author with A. Tavakkoli & D. Loffredo) (July 2014).

Scholarly Offices

Executive Council, Religious Communication Association
Editorial Board, *Journal of Communication and Religion*
Review Board, *Journal of Business and Technical Communication*
Vice Chair and Program Planner, Language and Social Interaction Division,
Southern States Communication Association

Conference Presentations

National and International

133. “Knowledge puffs up’: The evangelical culture of anti-intellectualism as a local strategy.” Paper to be presented at National Communication Association (NCA) Annual Convention and Religious Communication Association (RCA), Indianapolis, IN (November 2020).
132. “Up in the air: At the crossroads of media access and religious freedom.” Paper to be presented at National Communication Association (NCA) Annual Convention, Freedom of Expression Division, Indianapolis, IN (November 2020).
131. “At the crossroads of faith and reason: Speech codes as a culturally distinctive ontology and epistemology.” Paper to be presented at National Communication Association (NCA) Annual Convention, Language and Social Interaction Division, Indianapolis, IN (November 2020).
130. “Don’t mess with (Anglo) Texas: Dominant cultural values in heritage tourism sites of the Texas Crossroads region.” Paper to be presented at National Communication Association (NCA) Annual Convention, International and Intercultural Communication Division, Indianapolis, IN (November 2020).
129. “At the crossroads of language, social interaction, and gender: Productive intersections and future directions.” Panel to be presented at National Communication Association (NCA) Annual Convention, Language and Social Interaction Division, Indianapolis, IN (November 2020).
128. “Subjects’ faith, researchers’ reason: The ‘God problem’ at the crossroads of fieldwork in religious communication.” Panel to be presented at National Communication Association (NCA) Annual Convention and Religious Communication Association (RCA), Indianapolis, IN (November 2020).
127. “At the crossroads of rhetorical description and prescription: Ethnographic methods and the standing to critique.” Panel to be presented at National Communication Association (NCA) Annual Convention, Rhetorical and Communication Theory Division, Indianapolis, IN (November 2020).

126. "An industry at the crossroads: The social media effect on the music industry." Panel to be presented at National Communication Association (NCA) Annual Convention, Mass Communication Division, Indianapolis, IN (November 2020).
125. "Owning the spectrum': Impacts of medicalized language on the autism community." Panel to be presented at National Communication Association (NCA) Annual Convention, Critical and Cultural Studies Division, Indianapolis, IN (November 2020).
124. "Bad bodies: Invisible disabilities 'leaking' in the academy." Panel to be presented at National Communication Association (NCA) Annual Convention, Disability Issues Caucus, Indianapolis, IN (November 2020).
123. "Climate change is a hoax': Anti-intellectualism as evangelical culture and social identity." Paper presented at TEAM Rhetoric Conference, College Station, TX (February 2020).
122. "Sermons as managerial discourse: Identity, power, and gender in an evangelical church." Paper presented at National Communication Association (NCA) Annual Convention and Religious Communication Association (RCA), Baltimore, MD (November 2019).
121. "A new kind of church: The religious media conglomerate as a 'denomination,'" Paper presented at National Communication Association (NCA) Annual Convention and Religious Communication Association (RCA), Baltimore, MD (November 2019).
120. "Preaching for survival: Jimmy Swaggart's 'I Have Sinned' and the evangelical rhetorical community." Paper presented at National Communication Association (NCA) Annual Convention, Public Address Division, Baltimore, MD (November 2019).
119. "Surviving the God Problem: Methodological issues in religious communication research." Panel presented at National Communication Association (NCA) Annual Convention and Religious Communication Association (RCA), Baltimore, MD (November 2019).
118. "Gospel and Contemporary Christian Music in the construction of White evangelical identity." Panel presented at National Communication Association Convention (NCA), Critical/Cultural Studies Division, Baltimore, MD (November 2019).
117. "Public-facing scholarship and communication for survival: The urgency and precarity of citizen critics." Panel presented at National Communication Association (NCA) Annual Convention, Forum Division, Baltimore, MD (November 2019).
116. "Project-based learning in business communication." Panel presented at National Communication Association (NCA) Annual Convention, Scholarship of Teaching and Learning Division, Baltimore, MD (November 2019).

115. "Messing with Texas: Denaturalizing dominant Anglo discourses in the intercultural communication course." Panel presented at National Communication Association (NCA) Annual Convention, La Raza Caucus, Baltimore, MD (November 2019).
114. "Homer Rodeheaver and the birth of evangelical culture, or how Billy Sunday's songleader went on radio and brought evangelicals into the 20th century." Paper presented at Popular Culture Association (PCA) Annual Convention, Radio and Audio Media Division, Washington, DC (April 2019).
113. "'From a Christian perspective': News/talk in evangelical mass media." Paper presented at National Communication Association (NCA) Annual Convention and Religious Communication Association (RCA), Salt Lake City, UT (November 2018).
112. "Air to the Kingdom: Religion at radio's second century." Paper presented at National Communication Association (NCA) Annual Convention, Mass Communication Division, Salt Lake City, UT (November 2018).
111. "Where religion and politics mix: Churches as sites of political identity formation." Panel presented at National Communication Association (NCA) Annual Convention, Political Communication Division, Salt Lake City, UT (November 2018).
110. "Theological crises and their political consequences: American evangelicalism as rhetorical community, from the Great Awakening to the Trump Revolution." Paper presented at Religious Communication Association (RCA) Annual Conference, Salt Lake City, UT (November 2018).
109. "Professor in the pew: When pedagogy goes to church." Panel presented at National Communication Association (NCA) Annual Convention, Salt Lake City, UT (November 2018).
108. "Communication, culture, and religion: A research agenda." Panel presented at Religious Communication Association (RCA) Annual Conference, Salt Lake City, UT (November 2018).
107. "Inside Christofascism: An ethnography of life and leadership in American evangelicalism." Paper presented at Rhetoric and the New Fascism Conference, Texas A&M University, College Station, TX (February 2018).
106. "'Men' and 'ladies': An archaeology of gendering in the evangelical church." Paper presented at National Communication Association (NCA) Annual Convention, Feminist and Women's Studies Division, Dallas, TX (November 2017).
105. "Identity regulation in the religious organization: Discourse and doctrine in 'manufacturing the believer.'" Paper presented at National Communication Association (NCA) Annual Convention and Religious Communication Association (RCA), Dallas, TX (November 2017).

104. "Increase your faith: The mainstreaming of black televangelism." Paper presented at National Communication Association (NCA) Annual Convention, Mass Communication Division, Dallas, TX (November 2017).
103. "Segregating the dial: Institutional racism in evangelical radio." Paper presented at National Communication Association (NCA) Annual Convention and Religious Communication Association (RCA), Dallas, TX (November 2017).
102. "The most segregated medium in America? Institutional racism in the electronic church." Paper presented at National Communication Association (NCA) Annual Convention, African American Communication and Culture Division, Dallas, TX (November 2017).
101. "Demonizing the spiritual other: The legacy of Luther's anti-Semitism in the construction of modern Christian identity." Paper presented at National Communication Association (NCA) Annual Convention, Spiritual Communication Division, Dallas, TX (November 2017).
100. "Media, music, and the making of evangelical mass culture." Paper presented at National Communication Association (NCA) Annual Convention and Religious Communication Association (RCA), Dallas, TX (November 2017).
99. "The dangers of getting what you wish for: What do you say to evangelicals." Panel presented at National Communication Association (NCA) Annual Convention, Ethnography Division, Dallas, TX (November 2017).
98. "The most evangelical city in America: Dallas and the 'biblical worldview.'" Panel presented at National Communication Association (NCA) Annual Convention, Visual Communication Division, Dallas, TX (November 2017).
97. "Our legacy, our relevance, ourselves: Exploring the disconnect between theory and lived experience." Panel presented at National Communication Association (NCA), Women's Caucus, Dallas, TX (November 2017).
96. "'Head knowledge isn't enough': Bible visualization and congregational culture in an evangelical church. Paper presented at National Communication Association (NCA) Annual Convention and Religious Communication Association (RCA), Philadelphia, PA (November 2016).
95. "'Mixed methods': Ethnographic research and autoethnographic reflexivity." Paper presented at National Communication Association (NCA) Annual Convention, Ethnography Division, Philadelphia, PA (November 2016).
94. "Organization and religion: Foundations for an emerging field." Panel presented at National Communication Association (NCA) Annual Convention and Religious Communication Association (RCA), Philadelphia, PA (November 2016).

93. "Group communication: More than decision-making or problem-solving." Panel presented at National Communication Association (NCA) Annual Convention, Group Communication Division, Philadelphia, PA (November 2016).
92. "Academic freedom as 'civic calling': Will we lose it?" Panel presented at National Communication Association (NCA) Annual Convention, Freedom of Expression Division, Philadelphia, PA (November 2016).
91. "Communication's civic calling to improve higher education: Using your disciplinary expertise to improve assessments throughout your campus." Panel presented at National Communication Association (NCA) Annual Convention, Communication Assessment Division, Philadelphia, PA (November 2016).
90. "Theorizing interfaith dialogue: Advances from a communication perspective." Paper presented at The Conflict Conference, Austin, TX (April 2016).
89. "Ethnography and autoethnography: A necessary and productive tension." Paper presented at the 5th Annual Doing Autoethnography Conference, Angelo State University, San Angelo, TX (March 2016).
88. "In Spirit or in truth? The great evangelical divide, from analog to digital." Paper presented at National Communication Association (NCA) Annual Convention and Religious Communication Association (RCA), Las Vegas, NV (November 2015).
87. "The electronic church in the digital age: Embracing new theoretical approaches in the study of evangelical media." Panel presented at National Communication Association (NCA) Annual Convention and Religious Communication Association (RCA), Las Vegas, NV (November 2015).
86. "Motivational bases for hybridized cultural identities in massively multiplayer online games: Embracing videogames in intercultural new media studies" (first author with A. Tavakkoli & D. Loffredo). Paper presented at National Communication Association (NCA) Annual Convention, International and Intercultural Communication Division, Las Vegas, NV (November 2015).
85. "The basic course and the first-year experience: Embracing cross-campus collaborations." Panel presented at National Communication Association (NCA) Annual Convention, Basic Course Division, Las Vegas, NV (November 2015).
84. "What do deep statistical analysis on gaming motivation and game characteristics clusters reveal about targeting demographics when designing gamified contents?" (third author with A. Tavakkoli & D. Loffredo). Paper presented at 9th International Multi-Conference on Society, Cybernetics, and Informatics, Orlando, FL (July 2015).
83. "Identity regulation in the religious organization: Producing the appropriate believer." Paper presented at National Communication Association (NCA) Annual Convention and Religious Communication Association (RCA), Chicago, IL (November 2014).

82. "Give the winds a mighty voice: Evangelical culture as radio ecology." Paper presented at National Communication Association (NCA) Annual Convention and Religious Communication Association (RCA), Chicago, IL (November 2014).
81. "Ancient-future communication: Exploring influential theological past(s) in our theoretical present." Panel presented at National Communication Association (NCA) Annual Convention and Religious Communication Association (RCA), Chicago, IL (November 2014).
80. "Teaching the master's level communication theory course." Panel presented at National Communication Association (NCA) Annual Convention, Master's Education Section, Chicago, IL (November 2014).
79. "Lessons from game studies to enhance gamification in education" (third author with A. Tavakkoli & D. Loffredo). Paper presented at 18th World Multi-Conference on Systemics, Cybernetics, and Informatics, Orlando, FL (July 2014).
78. "Expanding the unspoken border: Bureaucratic rhetorics of the Final Solution." Paper presented at Rhetoric Society of America (RSA) Biennial Convention, San Antonio, TX (May 2014).
77. "'Texas' as a rhetorical community: Rhetoric and remembrance at historic sites of the 'Texas Independence Trail.'" Paper presented at Rhetoric Society of America (RSA) Biennial Convention, San Antonio, TX (May 2014).
76. "Can religion and dialogue mix? Three approaches to analyzing evangelical Christian rhetoric and fostering civil discourse." Paper presented at Civic Dialogue and Leadership Conference, Texas A&M University, College Station, TX (April 2014).
75. "The PowerPoint and the glory: The ideology and sociology of pulpit media." Paper presented at National Communication Association (NCA) Annual Convention and Religious Communication Association (RCA), Washington, DC (November 2013).
74. "Theorizing about interfaith dialogue: Connecting again for the first time." Panel presented at National Communication Association (NCA) Annual Convention and Religious Communication Association (RCA), Washington, DC (November 2013).
73. "Connecting rhetoric, technology, and ethics: Toward solving the problem of expediency." Panel presented at National Communication Association (NCA) Annual Convention and Association for the Rhetoric of Science and Technology (ARST), Washington, DC (November 2013).
72. "Rhetoric and social interaction: Drawing from the LSI research tradition in rhetorical fieldwork." Paper presented at National Communication Association (NCA) pre-conference seminar on "Connecting Textual Criticism with Field Work," Washington, DC (November 2013).

71. "Text and totem: The (re)production of Christian community through the Bible as symbolic object." Paper presented at The Image and the Word Conference, Spring Arbor, MI (September 2013).
70. "Give the winds a mighty voice: The social integration of evangelicals through media ritual." Paper presented at National Communication Association (NCA) Annual Convention and Religious Communication Association (RCA), Orlando, FL (November 2012).
69. "Testimony and community: A comparison of evangelical and Mormon conversion stories as cultural metacommunication." Paper presented at National Communication Association (NCA) Annual Convention and Religious Communication Association (RCA), Orlando, FL (November 2012; first author with R. Avance).
68. "Developing rubrics for evaluating research papers: Helping students think critically." Panel presented at National Communication Association (NCA) Annual Convention, Educational Policy Board, Orlando, FL (November 2012).
67. "Creating community through empowerment: Student engagement in the basic course." Panel presented at National Communication Association (NCA) Annual Convention, Basic Course Division, Orlando, FL (November 2012).
66. "Descriptive to prescriptive? Building on EC Concepts to Theorize How Effective Communication Can Occur Between Persons of Different Speech Communities." Paper presented at Ethnography of Communication: Ways Forward conference, Creighton University, Omaha, NE (June 2012).
65. "The violent organization: Toward a theory that accounts for violence as an organizational value." Paper presented at Symbolic Violence Conference, Texas A&M University, College Station, TX (March 2012).
64. "God's voice in organizational communication: A root-metaphor analysis of fundamentalist Christian organizing." Paper presented at National Communication Association (NCA) Annual Convention and Religious Communication Association (RCA), New Orleans, LA (November 2011).
63. "Six million voices: An organizational communication scholar revisits Zygmunt Bauman's 'bureaucratic definition of the Holocaust.'" Paper presented at National Communication Association (NCA) Annual Convention, Organizational Communication Division, New Orleans, LA (November 2011).
62. "Recovering the voice in the blackbox: A story of rhetoricians' rhetoric about the rhetoric of technology." Paper presented at National Communication Association (NCA) Annual Convention and Association for the Rhetoric of Science and Technology (ARST), New Orleans, LA (November 2011).

61. "Hearing the voice of our dreams: Utopian literary expressions and cultural value orientations to time." Paper presented at National Communication Association (NCA) Annual Convention, Intercultural Communication Division, New Orleans, LA (November 2011).
60. "Giving voice to Chinese dreams: An analysis of cultural value orientations in the classical utopia of Peach Blossom Spring." Paper presented at National Communication Association (NCA) Annual Convention and Association for Chinese Communication Studies (ACCS), New Orleans, LA (November 2011).
59. "Student-student relationships and student learning." Paper presented at National Communication Association (NCA) Annual Convention, Scholarship of Teaching and Learning Division, New Orleans, LA (November 2011).
58. "Air of the king: A proposed periodization for framing the study of historic programming trends, major figures, and economic models in religious radio." Paper presented at Popular Culture Association/American Culture Association (PCA/ACA) National Conference, Radio and Audio Media Division, San Antonio, TX (April 2011).
57. "Consolidating the gospel: The impact of the 1996 Telecommunications Act on religious radio ownership." Paper presented at National Communication Association (NCA) Annual Convention, Mass Communication Division, San Francisco, CA (November 2010).
56. "Dwelling in Beulah Land, or what I learned in four years of fieldwork with fundamentalist Christians." Paper presented at Religious Communication Association (RCA) pre-conference to National Communication Association (NCA) Annual Convention, San Francisco, CA (November 2010).
55. "How much is too much: What are 'best practices' for using technology in today's classroom?" Panel presented at National Communication Association (NCA) Annual Convention, Educational Policy Board, San Francisco, CA (November 2010).
54. "Christ versus culture: A rhetorical ethnography of fundamentalism." Paper presented at Rhetoric Society of America (RSA) Biennial Convention, Minneapolis, MN (May 2010).
53. "Rhetoric, technology, and the experience of ethics." Panel presented at Rhetoric Society of America (RSA) Biennial Convention, Minneapolis, MN (May 2010).
52. "Fundamentalist differences: Using ethnography of rhetoric (EOR) to analyze a community of practice." Paper presented at National Communication Association (NCA) Annual Convention, Ethnography Division, Chicago, IL (November 2009).
51. "Organizing genocide: Looking at the Holocaust through the lens of postmodern organization theory." Paper presented at National Communication Association (NCA) Annual Convention, Organizational Communication Division, Chicago, IL (November 2009).

50. "Incommensurability and genocide: Holocaust historiography and the rhetoric of science." Paper presented at National Communication Association (NCA) Annual Convention and Association for the Rhetoric of Science and Technology (ARST), Chicago, IL (November 2009).
49. "Interaction and genocide: The Holocaust as a case of inventive discourse." Paper presented at National Communication Association (NCA) Annual Convention and Society for Study of Symbolic Interactionism (SSSI), Chicago, IL (November 2009).
48. "'Donor dissonance': Applying cognitive dissonance theory to charitable giving behavior and donor relations." Paper presented at National Communication Association (NCA) Annual Convention, Public Relations Division, Chicago, IL (November 2009).
47. "Concentrated religion: The impact of the 1996 Telecommunications Act on religious radio ownership and programming." Paper presented at Religious Communication Association (RCA) pre-conference to National Communication Association (NCA) Annual Convention, Chicago, IL (November 2009).
46. "Stability and change in Holocaust discourse: Where the research is headed." Panel presented at Religious Communication Association (RCA) pre-conference to National Communication Association (NCA) Annual Convention, Chicago, IL (November 2009).
45. "Revisiting 'The ethic of expediency': New perspectives on technical communication and the Holocaust." Paper presented at Conference on College Composition and Communication (CCCC), San Francisco, CA (March 2009).
44. "The ethic of exigence: Information design, postmodern ethics, and the Holocaust." Paper presented at Association of Teachers of Technical Writing (ATTW) Annual Conference, San Francisco, CA (March 2009).
43. "'Pastor, Preacher, Brother, Ladies': Rhetoric as a generative source of cultural alienation in American Protestant fundamentalism." Paper presented at National Communication Association (NCA) Annual Convention and Religious Communication Association (RCA), San Diego, CA (November 2008).
42. "Recovering Nazi-era cultural models in discourse analysis of 'ordinary German' autobiographies." Paper presented at National Communication Association (NCA) Annual Convention, Ethnography Division, San Diego, CA (November 2008).
41. "'I was saved at an early age': An ethnography of fundamentalist speech and cultural performance." Paper presented at International Association for Intercultural Communication Studies (IAICS) Annual Conference, Louisville, KY (November 2008).

State and Regional

40. “A disruptive encounter: Speech codes as a culturally distinctive ontology and epistemology.” Paper for Southern States Communication Association (SSCA) Annual Convention, Language and Social Interaction Division, Frisco, TX (April 2020). [Conference canceled]
39. “Disrupting media hegemony: How the industry works and what students need to know.” Panel for Southern States Communication Association (SSCA) Annual Convention, Mass Communication Division, Frisco, TX (April 2020). [Conference canceled]
38. “Disrupting androcentrism: Intersections of language and gender.” Panel for Southern States Communication Association (SSCA) Annual Convention, Language and Social Interaction Division, Frisco, TX (April 2020). [Conference canceled]
37. “Messing with Texas: Theorizing the culture of the borderlands.” Panel for Southern States Communication Association (SSCA) Annual Convention, Intercultural Communication Division, Frisco, TX (April 2020). [Conference canceled]
36. “‘Owning the spectrum’: Communication, autism, and identity.” Panel for Southern States Communication Association (SSCA) Annual Convention, Ethnography Interest Group, Frisco, TX (April 2020). [Conference canceled]
35. “Turn your radio on: Understanding evangelical popular culture and media.” Invited lecture presented at Victoria College Academy of Lifelong Learning, Victoria, TX (May 2019).
34. “Sermons as social interaction: Pulpit speech and gender roles.” Paper presented at Southern States Communication Association (SSCA) Annual Convention, Language and Social Interaction Division, Montgomery, AL (April 2019).
33. “A new kind of church: The religious media conglomerate as a ‘denomination.’” Paper presented at Southern States Communication Association (SSCA) Annual Convention, Mass Communication Division, Montgomery, AL (April 2019).
32. “At the crossroads of faith and reason: The ‘God problem’ in communication studies.” Panel presented at Southern States Communication Association (SSCA) Annual Convention, Philosophy and Ethics of Communication Interest Group, Montgomery, AL (April 2019).
31. “‘Our call to be salt and light’: An ethnography of evangelical speech codes in the 2016 election.” Paper presented at Southern States Communication Association (SSCA) Annual Convention, Language and Social Interaction Division, Nashville, TN (April 2018).

30. "Hillary, history, and the evangelical household code: Why conservative Christians rejected the Clinton candidacy." Paper presented at Southern States Communication Association (SSCA) Annual Convention, Gender Studies Division, Nashville, TN (April 2018).
29. "How much should colleges protect religious speech?" Panel presented at Southern States Communication Association (SSCA) Annual Convention, Freedom of Speech Division, Nashville, TN (April 2018).
28. "Digital religion and media economics: Concentration and convergence in the electronic church." Paper presented at Southern States Communication Association (SSCA) Annual Convention, Mass Communication Division, Greenville, SC (April 2017).
27. "War within the margins: A confrontation between faith and reason." Paper presented at Southern States Communication Association (SSCA) Annual Convention, Philosophy and Ethics of Communication Interest Group, Greenville, SC (April 2017).
26. "Q&A in the online classroom: How questions build relationships and create community." Panel presented at Southern States Communication Association (SSCA) Annual Convention, Language and Social Interaction Division, Greenville, SC (April 2017).
25. "Innovation and basic communication: An inductive pedagogy for public speaking." Panel presented at Southern States Communication Association (SSCA) Annual Convention, Intercultural Communication Division, Greenville, SC (April 2017).
24. "Be careful what you wish for: Balancing online success and on-campus development." Panel presented at Southern States Communication Association (SSCA) Annual Convention and Association for Communication Administrators (ACA), Greenville, SC (April 2017).
23. "How to construct grading rubrics as guides for online students." Session presented at Innovative Teaching and Learning Symposium, University of Houston, Houston, TX (April 2017).
22. "Identifying online discussion posts by type to foster critical thinking." Session presented at Innovative Teaching and Learning Symposium, University of Houston, Houston, TX (April 2016).
21. "Producing the appropriate believer: Managerial discourse and identity regulation in the religious organization." Paper presented at Southern States Communication Association (SSCA) Annual Convention, Philosophy and Ethics Division, Austin, TX (April 2016).

20. "The conscience of a speech community: An essay on rhetoric and social interaction." Paper presented at Southern States Communication Association (SSCA) Annual Convention, Language and Social Interaction Division, Austin, TX (April 2016).
19. "Mass conscience in an era of audience fragmentation: Lessons from the changing coverage of scandal." Paper presented at Southern States Communication Association (SSCA) Annual Convention, Mass Communication Division, Austin, TX (April 2016).
18. "Teaching media literacy from the inside: Using ethnography to explore mediated communities." Panel presented at Southern States Communication Association (SSCA) Annual Convention, Mass Communication Division, Austin, TX (April 2016).
17. "When worlds collide: Motivational bases for cultural identity formation in massively multiplayer online games" (first author with A. Tavakkoli & D. Loffredo). Paper presented at Southern States Communication Association (SSCA) Annual Convention, Intercultural Communication Division, Tampa, FL (April 2015).
16. "Rhetoric and social interaction: The case of leadership in discourse." Paper presented at Southern States Communication Association (SSCA) Annual Convention, Language and Social Interaction Division, Tampa, FL (April 2015).
15. "Achievers, socializers, lurkers, and crammers: Three keys to meaningful online discussion." Paper presented at Southern States Communication Association (SSCA) Annual Convention, Instructional Development and Interpersonal Communication Divisions, Tampa, FL (April 2015).
14. "Classrooms as organizations: Ontological, epistemological, and axiological considerations." Paper presented at Southern States Communication Association (SSCA) Annual Convention, Philosophy and Ethics Division, Tampa, FL (April 2015).
13. "Achievers, socializers, lurkers, crammers: Fostering and assessing critical thinking in online discussion." Paper presented at Innovative Teaching and Learning Symposium, University of Houston, Houston, TX (April 2015).
12. "We want team players": Conformity and diversity in organizational identification." Paper presented at Texas Speech Communication Association (TSCA) Annual Convention, Communication Theory Division, Corpus Christi, TX (October 2013).
11. "Reaction as lived experience: Using co-cultural theory to understand the fundamentalist challenge for civic discourse." Paper presented at Southern States Communication Association (SSCA), Rhetoric and Public Address Division, Louisville, KY (April 2013).

10. "Encouraging prosocial choices for public relations students: Connecting communication and consequences." Panel presented at Southern States Communication Association (SSCA) Annual Convention, Public Relations Division, Louisville, KY (April 2013).
9. "The material pulpit: Effects of clergy rhetorical practices in constituting the social worlds of congregations." Paper presented at Texas Speech Communication Association (TSCA) Annual convention, Rhetoric and Communication Theory Division, San Antonio, TX (October 2012).
8. "Cross-cultural adaptation as a function of immigrant and host communication: A review of leading theories." Paper presented at University of Houston Symposium on Immigration and the Immigrant Experience, Houston, TX (April 2012).
7. "Reentering the academy after a tour in the workplace." Panel presented at Southern States Communication Association (SSCA) Annual Convention and Association for Communication Administration (ACA), San Antonio, TX (April 2012).
6. "The end is at hand: Apocalyptic and dystopian narratives as paradigms of cultural values." Paper presented at Southern States Communication Association (SSCA) Annual Convention, Theory Division, San Antonio, TX (April 2012).
5. "Managing the anxiety and uncertainty of religious otherness: Interfaith dialogue as a problem of intercultural communication." Paper presented at Southern States Communication Association (SSCA) Annual Convention, Intercultural Communication Division, San Antonio, TX (April 2012).
4. "Operationalizing a cultural research methodology for technical communication: The case of the Nazi documents." Paper presented at Southwest/Texas (SW/TX) Popular Culture Association/American Culture Association Annual Conference, Technical Communication Division, San Antonio, TX (April 2011).
3. "'Fruit that may abound to your account': Fundamentalist Christian fundraising communications." Paper presented at Southern States Communication Association (SSCA) Annual Convention, Public Relations Division, Little Rock, AR (March 2011).
2. "From Aristotle to cyberspace: Best practices in online delivery of the basic course." Panel presented at Southern States Communication Association (SSCA) Annual Convention, Instructional Communication Division, Little Rock, AR (March 2011).
1. "Fundamentalist differences: Using ethnography of rhetoric (EOR) to analyze a community of practice." Paper presented at Carolina Rhetoric Conference (CRC) for graduate students, Clemson, SC (February 2009).

SERVICE

University Service

Faculty Senator, University of Houston-Victoria (2011-2019)
Chair, Ad Hoc Committee on Academic Honesty Policy (2013)
Member, Ad Hoc Committee on Online Course Access (2011)
Announcer/Name Reader, Spring Commencement (2013-Present)
Faculty Representative, SACSOC Interim Report Oversight Committee (2016-2020)
Member, Promotion and Tenure Committee (2019-Present)
Member, Policy Review Committee (2020-Present)
Member, Faculty Compensation Committee (2017-Present)
Member, Faculty Development Task Force, (2019-2020)
Member, Faculty Awards Committee (2018-2019, 2020-2021)
Member, Quality Enhancement Plan Development Team (2011-2014)
Member, Core Curriculum Revision Committee (2012-2014)
UHV Representative, Texas Assessment Collaborative (2016-2017)
UHV Faculty Representative, Texas A&M Annual Assessment Conference (2014, 2015)
Presenter, First-Year Experience/Community of Readers Lecture Series (2013, 2014)
Member, Spirit of the Jaguar Freshman Award Selection Committee (2012)

School and Department Service

Director, Speech Program/Basic Communication Course (2010-Present)
Coordinator, Arts & Sciences Faculty Research Symposium (2011-Present)
Chair, Speech Program Textbook Selection Committee (2018-2019)
Member, Arts & Sciences Promotion and Tenure Committee (2016-2019)
Member, Communication and Speech Lecturer Search Committee (2019)
Member, Communication and Speech Lecturer #1 Search Committee (2018)
Member, Communication and Speech Lecturer #2 Search Committee (2018)
Member, Communication Assistant Professor Search Committee (2016)
Member, Communication and Speech Lecturer Search Committee (2015)
Member, Communication and Speech Lecturer Search Committee (2013)
Member, Communication and Speech Lecturer Search Committee (2011)
Member, Rhetoric and Composition Lecturer Search Committee (2011)
Member, Advising Specialist Search Committee (2010)
Sponsor, Organizational Culture Panel, Undergraduate Research Conference (2017)
Presenter, "Communication, Culture, and Religion," Art & Sciences Symposium (2017)
Speaker/Panelist, "Mingle by Major: Communication" Event (2016)
Co-Leader, Intercultural Communication Colloquium (Clemson University, 2008-09)
Judge for Collegiate Forensics Tournament (Clemson University, 2009)
Judge for Semiannual Public Speaking Contest (Clemson University, 2007-08)

Professional and Community Service

Associations

Member, National Communication Association (2008-Present)
Conference Paper Reviewer:
Rhetorical and Communication Theory Division (2011, 2013-16, 2018-Present)

- Organizational Communication Division (2012, 2014-Present)
- Spiritual Communication Division (2020)
- Language and Social Interaction Division (2014, 2016)
- Basic Course Division (2013, 2014)
- Media Ecology Association (2017)
- Conference Panel Organizer/Chair (2019, 2020)
- Member, Religious Communication Association (2009-Present)
 - Executive Council/Electronic Communication Curator (2014-Present)
 - Chair, Communication Studies Division (2015-2018)
 - Best Divisional Papers Selection Committee (2018)
 - Book of the Year Selection Committee (2017, 2019)
 - Dissertation of the Year Selection Committee (2013)
 - Nominating Committee (2011-12, 2017)
 - Conference Paper Reviewer (2011-Present)
 - Conference Panel Chair (2013-2016, 2018-Present)
- Member, Southern States Communication Association (2010-Present)
 - Vice Chair/Program Planner, Language and Social Interaction Division (2019-2020)
 - Vice Chair-Elect, Language and Social Interaction Division (2018-2019)
 - Secretary, Language and Social Interaction Division (2013-2018)
 - Conference Paper Reviewer, Language and Social Interaction Division (2016, 2017)
 - Conference Paper Reviewer, Intercultural Communication Division (2015-2017)
 - Conference Panel Organizer/Chair
 - Language and Social Interaction Division (2020) [conference canceled]
 - Intercultural Communication Division (2020) [conference canceled]
 - Mass Communication Division (2020) [conference canceled]
 - Philosophy and Ethics of Communication Interest Group (2019)
- Member, Phi Kappa Phi Honor Society (2009-Present)

Publications

- Editorial Board, *Journal of Communication and Religion* (2014-present)
- Review Board, *Journal of Business and Technical Communication* (2013-Present)
- Invited Reviewer for:
 - Woman and Language* (2020)
 - Management Communication Quarterly* (2020)
 - Nonprofit Management and Leadership* (2015, 2018)
 - Journal of Teaching in International Business* (2018)
 - Human Relations* (2016)
 - Review of Religious Research* (2016)
 - Journal of Media and Religion* (2016)
 - Journal of Radio and Audio Media* (2015)
 - Journal of Intercultural Communication Research* (2011, 2013)
 - Technical Communication* (2011)
 - Holocaust Studies* (2009)
- Expert Reviewer for:
 - Religion in the Media Age*, pre-revision Routledge review (2018)
 - Media and Religion: Foundations*, pre-revision Routledge review (2017)

Community

Event Emcee, Victoria Adult Literacy Council/Victoria Rotary Clubs (2013-Present)

Adult Education Teacher, First Baptist Church of Victoria (2017-Present)

Policy Committee, First Baptist Church of Victoria (2018-Present)

President, Lakes and Village of Colony Creek Homeowners Association (2012-2016)

Volunteer Teacher, Public Speaking for International Graduate Students (2007-08)

PROFESSIONAL EXPERIENCE

- Communications director and journal editor for four national and international nonprofits and industry/trade/professional associations
- Independent business writer with more than 2,000 feature articles for national business-to-business trade and professional journals; specialist in covering petroleum, transportation, construction, retailing, foodservice industries
- Broadcaster with experience from local radio to national syndication