

# Dr. David Measel

Curriculum Vitae

January 2023

Georgia Institute of Technology. Department of Literature, Media, and Communication.

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## EDUCATION

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Ph. D. Rhetorics, Communication, & Information Design, Clemson University,

Defended March 2021, Graduation May 2021

Dissertation: “‘Questioning Attitude’: The Rhetoric of Kenneth Burke’s Musical Compositions”

Chair: Dr. David Blakesley, Campbell Chair in Technical Communication, Professor of English

Primary Area: Music and Rhetoric

First Support: Kenneth Burke and Music

Second Support: Psychology of Music

Master of Arts, Professional and Technical Writing, University of Arkansas–Little Rock,

May 2014

Thesis: “Reduction vs. Expansion: The Conflicting Projects of Kenneth Burke and Michel Foucault”

Chair: Michael Kleine, Professor of Rhetoric and Writing (ret.)

Bachelor of Arts, English, University of Arkansas–Little Rock, May 2011

Cooper Honor’s Thesis: *Mikel*

Director: Dr. Paul Yoder, Professor of English

## TEACHING EXPERIENCE

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**Marion L. Brittain Teaching Fellow, English, Georgia Institute of Technology, Fall 2022–Present**

Educational Designer of Science Communication and Narrative Learning, Georgia Institute of Technology, Fall 2022–Present

Develop materials and facilitate workshops with the goals of communicating quantum materials research to nonexperts and helping students better understand and grapple with issues of ambiguity and uncertainty in quantum mechanics.

### Courses Taught

*ENGL 1102 English Composition II: Underserved Atlanta and the Art of Listening*, Spring 2023

In this section of English 1102, students turn their attention to the Atlanta community. Students work in teams across the semester performing research, reflection, peer review, writing in the modes, and multimodal composition. Focusing on issues affecting underserved communities in the Atlanta-metro area, students choose their own research topics and questions. Teams operate under umbrella topics, allowing members to share research and offer informed feedback.

Curriculum is focused on close reading, critical thinking, ethics, and a blend of traditional and contemporary rhetorics. One major guiding heuristic for readings is Musical Listening, which emphasizes a theory of expectation and listening for rhythms across the modes, as well as rhythms in composition, research, response, and media exposure.

*LMC 3432/CS 3311 Junior Design: Project Design and Technical Communication Strategies, Fall 2022 (and upcoming Spring 2023)*

This course is the first part of a two-semester Junior Design capstone course that includes a computer science and technical communication component. In the first semester teams develop a software solution to a problem defined either by a client. The semester culminates in the development of a prototype and its demonstration in a formal presentation. Supporting deliverables that teams create include a project vision statement, user stories, and a usability/design support document. Deliverables integrate written, oral, visual, electronic and nonverbal (WOVEN) rhetorical skills for various audiences, purposes, and contexts applicable to students' professional experiences in the workplace.

**Visiting Assistant Professor of Rhetoric and Writing Studies, English, Appalachian State University, Fall 2021-Summer 2022**

Courses Taught

*ENG-2001 Writing in the Disciplines, Summer II 2022, Online*

This is a writing-intensive course in which students broaden their interaction with and practice of writing to include more genres and considerations of multiple disciplines. Students practice citation in both MLA and APA formats, as well as compose for projects designed according to your individual majors. Weekly Discussions and Practical Practice activities prompt response to questions and course activities. Course activities are project-based with opportunities to focus on arguing with sound, images, and text. Rhetoric and composition are approached in an interdisciplinary manner, with a focus on Musical Listening and multimodality.

*ENG-3100 Business Writing, Summer I 2022, Online*

This is a writing-intensive course in which, throughout the semester, students compose professional samples of business writing in addition to composing weekly discussion posts that reflect on their interaction with texts. Students practice professional workplace communication and compose written, oral, and multimodal instructions. Through study of business writing and business writing theory, consideration of business writing in multiple contexts, and reflection on professional experiences, you will sharpen your skills in writing in business contexts in representing themselves and communicating effectively in a professional environment to employers, colleagues, and customers.

*ENG-4110 Document Design, Spring 2022*

Students practice composition with Adobe InDesign software for print and online publication. Through discussion of design theory and analysis of existing professional print and web documents, students learn to fluidly identify and discuss design elements in their own work and the work of others. Individual and group compositions offer students the opportunity to apply the principles of design, revise drafts, and engage in peer review. Weekly Discussions foster discussion of course projects and concepts as well as peer review of student compositions.

*RC-1000 Expository Writing, Fall 2021 – Spring 2022*

In this writing-intensive course, students strive to recognize composition and rhetoric as affective and influential on all of our choices. Composing and interacting with expository writing across several genres and contexts, students develop their understanding of rhetoric, audience awareness, and the writing process. Weekly Discussions are based on course readings and invite questions. Course activities are project-based with opportunities to focus on arguing with sound, images, and text. Rhetoric and composition are approached in an interdisciplinary manner, with a focus on Musical Listening and multimodality.

*ENG-2040 World Literature 1650-Present, Fall 2021*

We explore literature composed post-1650 reflecting diverse histories, identities, and perspectives. Readings include short stories, novels, and poetry spanning nearly four centuries. Students respond to course readings and topics as well as ask questions in weekly ASU Learn discussions. I will participate in these discussions. Weekly Discussions in ASU Learn are student-led and used as springboards to discuss traditions of critical inquiry. From these discussions, readings, and video/audio lectures students compose three critical essays about course readings.

**Graduate Teacher of Record, English, Clemson University, Fall 2016-Summer 2021**

Courses Taught

*ENGL 1030 Composition and Rhetoric, Spring 2021*

This course is both writing- and listening-intensive. Students compose professional samples of technical writing in addition to daily discussion posts in which they reflect on interactions with technical writing. Students begin with rhetorical analysis of others' arguments, then move to project-based development of their own multimodal arguments. Through study of argument and style, analysis of multiple forms of rhetoric, and daily reflections, students come to recognize rhetoric as evolving and ever-present in daily communications, with an emphasis on sonic rhetoric. Students learn through Musical Listening to recognize the rhetoric of music in text, speech, and song, to listen to their own rhythms and shape their rhetoric accordingly.

*ENGL 3140 Technical Writing, Summer 2018-Fall 2020, F2F and Online (sync/async)*

Students develop skills to produce effective, efficient technical communication, and analyze technical documentation rhetorical elements and efficiency. Student learn the importance of collaboration and its necessity in a successful technical writing environment. Students study the elements of workplace communication and technical communication, composing across technical genres and preparing to represent themselves to employers. Students learn through Musical Listening to recognize the rhetoric of music in text, speech, and song, to listen to their own rhythms and shape their rhetoric accordingly.

*ENGL 1030 Composition & Rhetoric, Fall 2016-Fall 2018*

This course emphasizes core critical thinking skills, focusing on rhetorical analysis and the Toulmin model of argument. Students analyze prose, oral, visual, and multimodal arguments and produce arguments including a rhetorical analysis, researched argument, and multimodal presentation.

*ENGL 1030 Composition & Rhetoric, Pilot Program, Spring 2017*

Revised regular 1030 syllabus under the direction of Dr. Cynthia Haynes to focus on digital literacy and multimodality; 1030 Pilot Program was implemented to focus on integration of digitally based multimodal projects and emphasizing digital literacy in 1030 Composition & Rhetoric.

**Adjunct Instructor, English, University of Arkansas at Little Rock–Benton, Spring 2016**

Course Taught

*ENGL 2337 World Literature*

Students survey and discuss world literature covering universal topics including war, death, sexuality, and family bonds, through the practice of identifying, exploring, and breaking binaries.

**Graduate Instructor, First-Year Composition, Rhetoric and Writing, University of Arkansas–Little Rock, Fall 2011-Spring 2014**

Courses Taught

*ENGL 1312 Composition II*; Spring 2012, Spring 2013 & Spring 2014

Students complete project-based tasks oriented toward development of researched argument using Toulmin method; students present completed arguments to peers for feedback and digital-oral presentation practice.

*ENGL 1311 Composition I*; Fall 2011, Fall 2012 & Fall 2013

Students practice rhetorical analysis across genres and modes, focusing on basics of the rhetorical situation with an emphasis on audience consideration; students learn to recognize and avoid logical fallacies.

## **RESEARCH INTERESTS**

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Technical Writing, Composition Theory, Sonic Rhetorics with an emphasis on the Rhetoric of Music, Multimodal Rhetoric, Kenneth Burke Studies, Rhetoric as Love, Rhetorics of Science, Science and Narrative, Rhetoric of Medicine

## **PEER-REVIEWED PUBLICATIONS**

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### **In Print & Electronic**

#### **Articles**

“Multimodal Literacy and the Myth of Low-Skilled Labor at Waffle House”

*Journal of Multimodal Rhetorics* 6.2, August 2022, [journalofmultimodalrhetorics.com/6-1-2-issue](http://journalofmultimodalrhetorics.com/6-1-2-issue)

“Musical Listening: Addressing the Rhetoric of Music in Sonic and Multimodal Composition”

*Journal of Multimodal Rhetorics*, December 2021, <http://journalofmultimodalrhetorics.com/5-2-issue-measel>

“Captured by the Caméra-Main”  
*Quills & Pixels*, 2021

### **Book Reviews**

*The Black Shoals* by Tiffany Lethabo King  
*Journal of Multimodal Rhetorics*, vol. 4, no. 2, February 2021, <http://journalofmultimodalrhetorics.com/4-2-issue-measel>

“Review: *Kenneth Burke + The Posthuman*, Ed. by Mays, Rivers, and Sharp-Hoskins”

*K. B. Journal: The Journal of the Kenneth Burke Society*, vol. 13, no. 1, Fall 2017, <https://kbjournal.org/measel-review>

### **Creative Works**

“Paw” (Poem)

*Survive & Thrive: A Journal for Medical Humanities and Narratives as Medicine*, 2022, [https://repository.stcloudstate.edu/cgi/viewcontent.cgi?article=1300&context=survive\\_thrive](https://repository.stcloudstate.edu/cgi/viewcontent.cgi?article=1300&context=survive_thrive)

“The Funeral” (Nonfiction Essay)

*Quills & Pixels*, 2015, pp. 61-65

### **Forthcoming**

“Rhetoric, Repetition and Selectivity: Attitudes toward the Great Divide” (Audio Interview with Michael Kleine)

*Textshop Experiments*, 2022

“Anxiety, Expectation, and Acoustic Potential: The Temporal Dimension of Meaning in Roland Barthes’ *Empire of Signs*”

*Pre/Text*, 2023

### **Under Review**

“Teaching Quantum Mechanics with Narrative”

*Co-Authored with Dr. Faisal Alamgir*

*TechStyle*

### **In Preparation**

“Sonic Rhetorics in the Technical and Professional Communication Classroom”

“The Music of Kenneth Burke’s ‘One Light in a Dark Valley’”

*Co-Authored with Dr. David Blakesley*

## **PUBLIC SCHOLARSHIP**

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*Technically Pop*, Podcast

With *Podcast Committee*; School of Literature, Media, and Communication, Georgia Institute of Technology, September 2022-Present

Episodes: “Prey” (October 2022), “Stray” (November 2022)

*The Office Hour*, Podcast

With *Podcast Committee*; School of Literature, Media, and Communication, Georgia Institute of Technology, September 2022-Present

Episodes: “Twine Narratives” w/Dr. Shayne Snyder (October 2022)

## **In Preparation**

*Your Attitudes Toward Music*, Podcast

## **CONFERENCE PRESENTATIONS**

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“Sonic Rhetorics in the Technical and Professional Communications Classroom”

College English Association, Sheraton Gunter Hotel, San Antonio, TX, 30 March – 1 April 2023

“Teaching Rhetoric as Love through Television and Film” (Upcoming)

Popular Culture Association National Conference, Marriott Rivercenter, San Antonio, TX, 5-8 April 2023

“The Multimodal Rhetoric of the Waffle House Experience.” *Rhetoric, Composition, and Popular Culture II: Multimodal Rhetorics* Panel (Chair)

With *Shelley Aley and Mary McGinnis*.

Popular Culture Association National Conference (Virtual), 13-16 April 2022

“Expectation and Musical Listening: From Popular Music to Sonic and Multimodal Rhetorics”

Popular Culture Association National Conference (Virtual), 2-5 June 2021

“Audio Bookends: Making the Most of our Minutes with Popular Music”

Popular Culture Association National Conference, Wardman Park Marriott, Washington, DC, 17-20 April 2019

“Music, Rhythm, and Rhetoric: A Theme of Effective Communication”

Conference on College Composition and Communication, David L. Lawrence Convention Center, Pittsburgh, PA, 13-26 March 2019

“Temporalities in Transition: *The Epistemic Music of Rhetoric* by Steven Katz – 22 Years Later, An Interview-Performance”

With *Steven B. Katz, Mari Ramler, and Amy Patterson*.

Symposium on Sound, Rhetoric, and Writing, Belmont University, Nashville TN and Middle Tennessee State University, Murfreesboro, TN, 7-9 September 2018

“Expressing Identity and Solidarity in the Rhetoric Classroom through American Popular Culture”

Popular Culture Association National Conference, J. W. Marriott, Indianapolis, IN, 28-31 March 2018

“Organized Subversion: Encouraging Campus Counter-Publicity in the Rhetoric Classroom”

Carolina Rhetoric Conference, Clemson University, Clemson, SC, 9-10 February, 2018

“Arguing with Music in the Rhetoric Classroom”

*With Daniel Frank, Michael Russo, and Steven Quigley.*

Computers and Writing Conference, University of Findlay, Findlay, Ohio, June 1-4, 2017

“Foucault and the Mapping of Knowledge Spaces”

Carolina Rhetoric Conference, University of South Carolina, Columbia, SC, February 10-11, 2017

“Reduction and Expansion in the Works of Kenneth Burke”

Southern Regional Composition Conference, University of Arkansas-Little Rock, Little Rock, AR, May 14, 2014

## **CAMPUS PRESENTATIONS**

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“Musical Listening in the Technical and Professional Writing Classroom”

A discussion of how to apply the tenets of Musical Listening to readings and exercises in teaching TPC.

Postdoctoral Research Symposium, Georgia Institute of Technology, Fall 2022

“The Silent Instructor Listens: A Time to Be Heard”

Observed through limited facilitation and participated in discussion with students, faculty, and administrators about the experiences and concerns of students from underrepresented communities.

#ScholarStrike Teach-in Clemson 2020, Zoom, 9 September 2020

“Hooks & Sinkers”

*With Eric Hamilton and Jacob Richter.*

Discussed tactics for developing effective introductions and conclusions in academic writing.

Grad 360°, Clemson University, Clemson, SC, 10 April 2019

“Wordsworth’s ‘Poems on the Naming of Places’ and the Mythologization Process”

Dr. Paul Yoder’s “Wordsworth’s England” course, English, University of Arkansas-Little Rock, Spring 2012

“Reading Milton’s ‘Lycidas’”

Kris McAbee’s “17<sup>th</sup>-Century Writers” course, English, University of Arkansas-Little Rock Fall 2012

## INVITED TALKS

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### “Waffle House: The Multimodal Experience”

Presented on the complex process of code-switching and multimodal rhetoric involved in the journey of a Waffle House order from when the customer places it to when the food is delivered by the server.

VAP Extravaganza. Appalachian State University, November 2021

### “Potential Future Thesis Mentors”

Visited and discussed research and the life as an academic professional and the complicated, sometimes predatory nature of publication and hiring practices in the field, as well as relevant course readings, with Master’s students as part of preparation to apply for graduate teaching.

Dr. Leo Flores’s ENG 5000: Bibliography and Research, September 2021

### *Mikel*

Read excerpt from introduction of Cooper Honor’s Thesis *Mikel*, a book of poems by Mikel Measel with a critical introduction.

Biannual University of Arkansas-Little Rock Cooper Colloquium, Little Rock, AR, May 2011

## WORKSHOPS AND ROUNDTABLES

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### “Writing for Change” Research and Teaching Roundtable: “Musical Expectation and a Science of Style”

Rhetoric and Composition Institute, 4-5 October 2021

### “Musical Listening: Digital-Musical Literacy in Composition and Rhetoric”

Computers and Writing Graduate Research Network, Computers and Writing Conference, George Mason University, Fairfax, VA, 24 May 2018

## SERVICE

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Instructor, Common Good Atlanta, In-Prison Teaching Program, Atlanta, GA, Fall 2022

Curricular Innovation and Podcast Committee; School of Literature, Media, and Communication, Fall 2022

Affiliate Member, Graduate Faculty, English Department, Appalachian State University, Spring 2022 – Spring 2025

Undergraduate Studies Committee, English Department, Appalachian State University, Fall 2021-Present

Musical Director and Composer, *Wordman*, Fall 2020-Present

Researching, compiling, arranging and composing music for the film *Wordman*, a biopic about the life and legacy of Kenneth Burke currently in preproduction under the direction of Dr. David Blakesley.

RCID Archivist, Clemson University, Fall 2017-Spring 2019  
Videoed, edited, and archived RCID events and maintained YouTube S3S Channel; maintained archive of correspondence with presenters at RCID biweekly colloquia.  
President and Musical Director, Clemson Open Studio, Fall 2018-Fall 2020  
Cofounded Open Studio organization at Clemson University with Michael Collins, under the mentorship of Dr. David Blakesley, to provide Clemson students with the location, technology, and expertise to produce professional digital media; scheduling and co-hosting meetings; composing, publishing, and managing web content; maintaining continuous role as Musical Director, aiding students with audio editing and production.

## **RELATED EXPERIENCE**

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Treasurer, Kenneth Burke Society, August 2021-Present

Technical Writer, Anchored Solutions, Fall 2021

Compose website content and print designs for Anchored Recommendations, a business dedicated to aiding other startups through expert professional advice, referrals, web design, grant writing, and other resources as needed.

Technical Writer, Axiom Installs, May 2020

Produced brochure for Axiom Installs, a Georgia-based music equipment installation company that specializes in outfitting churches.

“Twilight Zone” Summer Course Assistant, Summer 2016

Assisted with “Twilight Zone” summer course; designed curriculum and conference with class online using Skype.

Jessica Forster, Forrest Heights Stem Academy, SNAG Program, Little Rock, AR, Summer 2016

Line Editor, Anthony Chambers, March-April 2015

Performed content and line edits for manuscript of *The Wreck: The Tragedy that Brought me back to God*.

Legal Support Specialist, Arkansas Bureau of Legislative Research, December 2014-June 2015

Proofread Arkansas legislation for 2015 regular session; provided notes to guide editing process for higher-level editors.

Production, Content and Line Editor, *Quills & Pixels*, Spring 2015

Dr. Charles Anderson, Editor (ret.), University of Arkansas Writers’ Network

Biographer, Dr. Charles & Joyce Logan, January 2013-January 2015

Conducted, digitally recorded, and transcribed primary and secondary interviews in person, by telephone, and over Google Voice; compiled and edited biographical elements including interviews, photos, and handwritten and print documents; visited and corresponded with printer and binder regularly over the course of production, from start to finish.

English Tutor, Katherine Wellons, August 2012-May 2014

Reviewed curriculum, discussed readings, and advised Katherine Wellons on writing assignments for her Junior-level and Senior-level high school English courses.

Writing Center Intern, University of Arkansas–Little Rock, August–December 2013

Assisted and advised students with various writing assignments; managed incoming and outgoing users of university writing center.

Intern, University of Arkansas–Little Rock Cooperative Education and Internship Office, January 2012–December 2013

Produced and edited documents including data reports; performed clerical duties; instructed and worked with undergraduate interns; assisted and advised students with résumé production; composed ACCE application for Cooperative Education accreditation; edited ACEIA by-laws; designed, implemented, and maintained student Placement database; distributed and processed surveys; coordinated with staff on projects advertising Placement program around campus.

Research Editor, Butler Center for Arkansas Studies, May–June 2006

Edited articles for new edition of Encyclopedia of Arkansas; Accessed Arkansas history archives to fact-check articles for Encyclopedia of Arkansas.

## **HONORS & FELLOWSHIPS**

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Marion L. Brittain Teaching Fellowship, Georgia Institute of Technology, August 2022–Present

Most Helpful Faculty and Staff 2020–2021, Appalachian State University, January 2022

Rhetoric and Composition Teaching Gallery: “The Research Map,” Appalachian State University, October 2021

The “Research Map” Practical Practice assignment from my RC1000 course in the English Department at Appalachian State University, which requires students to practice with Coggle idea mapping software in groups while searching databases together and sharing resources, was included in the Teaching Gallery on the ASU English Department’s RC website.

Outstanding Performance in Language Theory, Professional and Technical Writing Program, University of Arkansas–Little Rock, May 2014

Awarded for essay “Language Adaption in Adult-Child and Child-Child Communication: Drawing Connections.”

Cooper Honors Scholarship, University of Arkansas–Little Rock, May 2010

Awarded scholarship for Cooper Honors Program in English at University of Arkansas at Little Rock for 2010–11, for compiling and composing Mikel, a book of Mikel Measel’s poetry with a critical introduction.

## **RELATED ACHIEVEMENTS**

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Music Composition, “Transcendental” Productions & Music Guru, 2005-Present  
Composed, recorded, and produced 12 studio albums with Joshua Pruett under labels  
“Transcendental” Productions and Music Guru, maintaining web content on several music  
websites and other online venues.

Funding Proposal, Josh Pruett, October 2013

Composed successful funds proposal for Josh Pruett, for installation of musical equipment,  
acquiring \$15,000 from Faith Presbyterian Church.

Grant Proposal, Wildwood Park for the Arts, Fall 2012 Produced grant proposal addressed to  
Stella Boyle Smith Foundation, requesting funds for  
emerging Artists Series program at Wildwood Park for the Arts.

## **COMMUNITY ENGAGEMENT**

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Americorps VISTA (Volunteer in Service to America), Activities Coordinator, Our House  
Homeless Shelter, Summer 2012

Communicated with shelter residents daily; maintained job postings for shelter residents  
Coordinated and hosted on-site summer activities for shelter residents, including Our House  
Olympics event, Shakespeare at the Shelter play and fundraiser for shelter residents and  
visitors, and a visit and presentation from poet and motivational speaker Mary Anne  
Radmacher.

Member, Food Not Bombs, 2004-2014

Acquired, prepared, and transported food to parking lot at downtown riverfront under Main St.  
Bridge in Little Rock, AR; served local homeless population.

Organizer, Free Market, 2009

Collected, transported, and organized goods for monthly free trade-and-take activity in Raleigh,  
NC and Little Rock, AR.

## **SKILLS**

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Microsoft Office

Adobe Suite

Digital Document Design

Audio & Video Composition, Production and Editing, with an emphasis on music

Podcasting

Co-teaching

Developing Pedagogical Materials

## **PROFESSIONAL AFFILIATIONS**

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Society for Technical Communication (STC)

College English Association (CEA)

Kenneth Burke Society (KBS)  
Popular Culture Association (PCA)  
Rhetoric Society of America (RSA)  
National Council of Teachers of English (NCTE)