

**Barry Brummett**



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**BACKGROUND INFORMATION**

**a. Formal education**

Ph.D            University of Minnesota, 1978  
M.A.            University of Minnesota, 1975  
B.A.            Macalester College, 1973

**b. Positions held**

2001-present   Charles Sapp Centennial Professor in Communication  
2001-2020      Department Chair, University of Texas-Austin  
1991-2001      Professor (University of Wisconsin-Milwaukee)  
1990-93        Chair of the Department, U.W.M.  
1986-1991      Associate Professor (University of Wisconsin-Milwaukee)  
1985-86        Visiting Associate Professor (University of Wisconsin-Milwaukee)  
1984-86        Associate Professor (Purdue University)  
1978-84        Assistant Professor (Purdue University)

**c. Awards, Grants, and Honors**

Moody College Robert Jeffrey Award  
Concurrent Faculty Appointment, Zhengzhou University, P.R.C.  
Honorary Director, Rhetorical Criticism Research Center of Shanghai University, P.R.C.  
Professor of the Year (awarded by department graduate students) 2011  
Diversity Mentor Fellowship, UT, 2009-10  
Douglas W. Ehninger Distinguished Rhetorical Scholar, NCA, 2001  
UWM Distinguished Undergraduate Teaching Award, 1998  
Graduate School/UWM Foundation Research Award, 1994  
Named "Alumnus of Notable Achievement" by College of Liberal Arts,  
University of Minnesota, 1994 (800 named out of 65,000 graduates)  
Named 23rd most productive among "active" scholars in Communication  
(30th/all time) in M. Hickson, D.W. Stacks, J. Bodon, "The Status of  
Research Productivity in Communication: 1915-1995." Communication  
Monographs, 66 (1999): 178-197.  
Named one of the "Top Communication Scholars" at Eastern Communication  
Association Convention, Syracuse, 1987, for being in top 0.1% of  
scholars published in national and regional Communication journals,

1981-85 (measured in quantity; tied for third overall, first overall in single-authorship).

David Ross Research Grant, Purdue University, 1985-86

Certificate of Appreciation, U.S. Military Academy (West Point), 1983

XL Faculty Research Grant, Purdue University, 1980

d. **Membership in Academic, Professional, and Scholarly Societies**

National Communication Association

International Communication Association

Western States Communication Association

Kenneth Burke Society

Rhetoric Society of America

e. **Major Teaching and Scholarly Interests**

Rhetorical Theory and Criticism

Rhetoric of Popular Culture

Theories and Methods of Kenneth Burke

Media Criticism

Apocalyptic Rhetoric

**PUBLICATIONS**

a. **Books**; single-authored/edited except where noted

1. **Scholarly monographs**

*A Rhetoric of Style*. Carbondale, IL: Southern Illinois University Press, 2008.

*Rhetorical Homologies: Form, Culture, Experience*. Tuscaloosa: University of Alabama Press, 2004.

*The World and How We Describe it: Rhetorics of Reality, Representation, Simulation*. Westport, CT: Praeger, 2003.

*Rhetoric of Machine Aesthetics*. Westport, CT: Praeger, 1999.

*Contemporary Apocalyptic Rhetoric*. Westport, CT: Praeger, 1991.

*Rhetorical Dimensions of Popular Culture*. Tuscaloosa: University of Alabama Press, 1991.

2. **Edited books**

*Clockwork Rhetoric: The Language and Style of Steampunk*. Jackson, MS: University of Mississippi Press, 2014.

Barry Brummett and Andrew Ishak, Eds. *Sports and Identity: New Agendas in Communication*. NY: Routledge, 2014.

*The Politics of Style and the Style of Politics*. Lanham, MD: Lexington, 2011.

*Sporting Rhetoric: Performance, Games, and Politics*. New York: Peter Lang, 2009.

*Uncovering Hidden Rhetorics: Social Issues in Disguise*. Thousand Oaks, CA: Sage, 2007.

*Reading Rhetorical Theory*. Ft Worth, TX: Harcourt, 2000.

*Landmark Essays: Kenneth Burke*. Davis, CA: Hermagoras Press, 1993.

### 3. Textbooks

*Rhetoric in Popular Culture*. 5<sup>th</sup> ed. Thousand Oaks, CA: Sage, 2018; first ed. St. Martin's Press, 1994.

*Techniques of Close Reading: How to Get Around in a Text*. 2<sup>nd</sup> ed. Thousand Oaks, CA: Sage, 2018. First ed. 2009.

Roderick P. Hart, Gustav W. Friedrich, and Barry Brummett. *Public Communication*, 2nd ed. NY: Harper & Row, 1983.

### 4. Edited textbooks

Barry Brummett, Linda Putnam, Richard Crable, eds. *Principles of Human Communication*, 2nd ed. Dubuque, IA: Kendall/Hunt, 1984.

Barry Brummett, Linda Putnam, eds. *Principles of Human Communication: A Workbook*, 2nd ed. Dubuque, IA: Kendall/Hunt, 1984.

#### b. Published papers in major journals; single-authored except where noted

“Eventuality, Porosity, Boundedness, Power, and Communication,” *Media Ethics* 31:1 (2019) <https://www.mediaethicsmagazine.com/index.php/browse-back-issues/213-fall-2019/3999273-eventuality-porosity-boundedness-power-and-communication?fbclid=IwAR052dtJOdaGfeQ-t4FBnWZAJRidMq4w0wutmiiDjhfnC8kNrx30>

“My 600 Pound Pilgrimage: Ritual and Rhetorical Homology,” *The Journal of Communication and Religion*, 42:2 (Summer, 2019): 5-20.

“Functions and Forms of Rhetoric,” *Contemporary Rhetoric* 6 (2018): 1-6.

“Effacing African Government in the Case of Cecil the Lion” *African Journal of Rhetoric* 9:1 (2017): 211-223.

“Form, Experience, and the Centrality of Rhetoric to Pedagogy,” *Studies in Philosophy and Education*, 34.4 (2015): 377-384. <http://link.springer.com/article/10.1007/s11217-014-9431-6>

“What Popular Films Teach Us About Values: Locked Inside With the Rage Virus.” *Journal of Popular Film and Television* 41:2 (2013): 61-67.

“Taking a Metaperspective on Rhetorical Education.” *Journal of Curriculum Studies* 44:6 (2012): 809-814.

“Rhetorical Homologies in Walter Benjamin, *The Ring*, and Capital.” *Rhetoric Society Quarterly* 36 (2006): 449-469.

Barry Brummett and Anna M. Young. “Some Uses of Burke in Communication Studies.” *KB Journal* 2.2 (2006): <http://kbjournal.org/communication>

Joshua Gunn and Barry Brummett. “Popular Communication After Globalization.” *Journal of Communication* 54 (2004): 705-721.

Barry Brummett and Si-Ye Nam. "Korean Apocalyptic Discourse, October 1992: A Speculative Explanation." *Howard Journal of Communications* 6 (1995): 306-323.

"Kenneth Burke's Symbolic Trinity." *Philosophy and Rhetoric* 28 (1995): 234-251.

Margaret Carlisle Duncan and Barry Brummett. "Liberal and Radical Sources of Female Empowerment in Sport Media." *Sociology of Sport Journal* 10 (1993): 57-72.

Barry Brummett and Margaret Carlisle Duncan, "Toward a Discursive Ontology of Media." *Critical Studies in Mass Communication* 9 (1992): 229-249.

"Popular Economic Apocalyptic: The Case of Ravi Batra." *Journal of Popular Culture* 24 (1990): 153-164.

Barry Brummett and Margaret Carlisle Duncan, "Theorizing Without Totalizing: Specularity and Televised Sports." *Quarterly Journal of Speech* 76 (1990): 227-246.

Margaret Carlisle Duncan and Barry Brummett, "Types and Sources of Spectating Pleasure in Televised Sports." *Sociology of Sport Journal* 6 (1989): 195-211.

"Perfection and the Bomb: Nuclear Weapons, Teleology, and Motives." *Journal of Communication* 39 (1989): 85-95.

"The Homology Hypothesis: Pornography on the VCR." *Critical Studies in Mass Communication* 5 (1988): 202-216.

"Exploiting Audience Commitment Through 'Transfer', Illustrated in Recent Apocalyptic Discourse." *Southern Speech Communication Journal* 54 (1988): 58-73.

Margaret Carlisle Duncan and Barry Brummett, "The Mediation of Spectator Sport." *Research Quarterly for Exercise and Sport* 58 (1987): 168-177.

"Absolutist and Relativist Stances Toward the Problem of Difference: A Model for Student Growth In Public Speaking Education." *Communication Education* 35 (1986): 269-274.

"Electric Literature As Equipment For Living: Haunted House Films." *Critical Studies in Mass Communication* 2 (1985): 247-261.

"Burkean Comedy and Tragedy, Illustrated in Reactions to the Arrest of John DeLorean." *Central States Speech Journal* 35 (1984): 217-227.

"The Representative Anecdote As A Burkean Method, Applied to Evangelical Rhetoric." *Southern Speech Communication Journal* 50 (1984): 1-23.

"Premillennial Apocalyptic as a Rhetorical Genre." *Central States Speech Journal* 35 (1984): 84-93.

"Consensus Criticism." *Southern Speech Communication Journal* 49 (1984): 111-124.

"Rhetorical Theory as Heuristic and Moral: A Pedagogical Justification." *Communication Education* 33 (1984): 97-107.

"Burke's Representative Anecdote as a Method in Media Criticism." *Critical Studies in Mass Communication* 1 (1984): 161-176.

"Burkean Transcendence and Ultimate Terms in Rhetoric By and About James Watt." *Central States Speech Journal* 33 (1982): 547-556.

"Burkean Scapegoating, Mortification, and Transcendence in Presidential Campaign Rhetoric." *Central States Speech Journal* 32 (1981), 254-264.

"A Defense of Ethical Relativism as Rhetorically Grounded." *Western Journal of Speech Communication* 45 (1981): 286-298.

"Gastronomic Reference, Synecdoche, and Political Images." *Quarterly Journal of Speech* 67 (1981): 138-145.

"Towards a Theory of Silence as a Political Strategy." *Quarterly Journal of Speech* 66 (1980): 289-303.

"Symbolic Form, Burkean Scapegoating, and Rhetorical Exigency in Alioto's Response to the Zebra Murders." *Western Journal of Speech Communication* 44 (1980): 64-73.

"A Pentadic Analysis of Ideologies in Two Gay Rights Controversies." *Central States Speech Journal* 30 (1979): 250-261.

"Gary Gilmore, Power and the Rhetoric of Symbolic Form." *Western Journal of Speech Communication* 43 (1979): 3-13.

"Some Implications of 'Process' or 'Intersubjectivity': Postmodern Rhetoric." *Philosophy and Rhetoric* 9 (1976): 21-51.

"Presidential Substance: The Address of August 15, 1973." *Western Journal of Speech Communication* 40 (1975): 249-259.

### c. Book chapters

"When Sport Facilitates Saying the Unsayable at the Borders of Race and Sexuality," in *Sport, Rhetoric, and Political Struggle*, eds. Michael Butterworth and Daniel Granow (New York: Peter Lang, 2019) 191-206.

"Rhetoric of Popular Culture and Representations of Biomedicine," *Handbook of Popular Culture and Biomedicine: Knowledge in the Life Sciences as Culture*. Eds Arno Görgen, Heiner Fangerau, German Alfonso Nunez. Cham, Switzerland: Springer: 2018, 79-87.

"Architectonic Discourses and Their Extremisms." *Perspectives on Science and Culture*. Eds. Kris Rutten, Stefaan Blancke, and Ronald Soetaert. West Lafayette, IN: Purdue University Press, 2018: 39-52.

"Notes from a Texas Gun Show," *Inventing Place: Writing Lone Star Rhetorics*. Eds. Casey Boyle and Jenny Rice, Carbondale, IL: SIU Press, 2018. 211-219.

"Publishing a Book." *The SAGE Encyclopedia of Communication Research Methods*  
<http://sk.sagepub.com/reference/download/the-sage-encyclopedia-of-communication-research-methods/i11611.pdf> 2017

"Rhetoric of Style." *Oxford Research Encyclopedia of Communication*. DOI: 10.1093/acrefore/9780190228613.013.124 2016

"Hunting, Gardening, and the Original Work of Art: A Homological Analysis." *Food as Communication/Communication as Food*. Eds. Janet M. Cramer, Carlita P. Greene, and Lynn M. Walters. NY: Peter Lang, 2011: 257-270.

"Rhetorical Style." *21<sup>st</sup> Century Communication*. Ed. William F. Eadie. Thousand Oaks, CA: Sage, 2009: 249-256.

“Communities, Identities, and Politics: What Rhetoric is Becoming in the Twenty-First Century.” *New Approaches to Rhetoric*. Ed. Patricia A. Sullivan and Steven R. Goldzwig. Thousand Oaks, CA: Sage, 2004: 293-308.

“Media: An Overview.” *Encyclopedia of American Studies Vol. 3*. Ed. George T. Kurian, Miles Orvell, Johnella E. Butler, and Jay Mechling. NY: Grolier, 2001: 90-94.

“Rhetorical Epistemology and Rhetorical Spirituality.” *The Academy and the Possibility of Belief*. Eds. Mary-Louise Buley-Meissner, Mary McCaslin Thompson, Elizabeth Bachrach Tan. Cresskill, NJ: Hampton Press, 2000: 121-36.

Barry Brummett and Detine L. Bowers, "Subject Positions as a Site of Rhetorical Struggle: Representing African Americans." *At the Intersection: Cultural Studies and Rhetorical Studies*. Ed. Thomas Rosteck. NY: Guilford Press, 1999: 117-136.

"Rhetoric of Silence." *Encyclopedia of Rhetoric and Composition* Ed. Theresa Enos. NY: Garland, 1996: 627-628.

"Scandalous Rhetorics." *Public Relations Inquiry as Rhetorical Criticism*, Ed. William N. Elwood. Westport, CT: Praeger, 1995: 13-24.

"Relativism and Rhetoric." *Philosophical Perspectives on Rhetoric*. Ed. Richard A. Cherwitz. Hillsdale, NJ: Lawrence Erlbaum, 1990: 79-104.

"Mediating the Laws: Popular Trials and the Mass Media." *Popular Trials: Rhetoric, Mass Media, and the Law*. Ed. Robert Hariman. Tuscaloosa: University of Alabama Press, 1990: 179-193.

#### **d. Minor paper or minor journal**

“Scott’s Body.” *Rhetoric and Public Affairs* 22:4 (2019): 663-672.

Young, A. , Gunn, J. , Hoffman, J. and Brummett, B. (2015). Reading against the Digital Archive: Historiography and What Is Not. *Open Access Library Journal*, 2, e1387. doi: <http://dx.doi.org/10.4236/oalib.1101387>.

Barry Brummett, Joshua Gunn, Jon Hoffman, Amy Young, “NSFW: Experiencing Immanentism or Transcendence upon Hearing Gilbert Gottfried's Rendition of Fifty Shades of Grey in the Postmodern Workplace, Or Liberatory Criminology,” *Science Journal of Sociology and Anthropology*, Volume 2014, Article ID sjsa-235, 4 Pages, 2014, doi:10.7237/sjsa/235, and <https://web.archive.org/web/20150124021801/http://www.sjpub.org/sjsa/sjsa-235.pdf>

“The Rhetoric of Style.” Oxford Research Encyclopedias: Communication. Online Publication Date: April 2016. DOI: 10.1093/acrefore/9780190228613.013.124

"A Counter-Statement to Depoliticization: Mediation and Simulational Politics." *Nordicom* 26 (2004): 111-120.

"Double Binds in Rhetorical Studies." *Communication Studies* 54 (2003): 364-369.

"Speculations on the Discovery of a Burkean Blunder." *Rhetoric Review* 14 (1995): 221-225.

"A Eulogy for Epistemic Rhetoric." *Quarterly Journal of Speech* 9 (1990): 69-72.

"On Using Literature to Support Communication Theory." *Indiana Speech Journal* 15 (1980): 9-17.

#### e. Critical Responses

"Taking a Metaperspective on Rhetorical Education," *Journal of Curriculum Studies* 44 (2012): 809-814.

"Problematizing the Vernacular," *Cultural Analysis: An Interdisciplinary Forum on Folklore and Popular Culture*. 9 (2011): <http://socrates.berkeley.edu/~caforum/>

"Premillennial Apocalyptic: Commentary." *Critical Questions*. Eds. William Nothstine, Carole Blair, Gary Copeland. NY: St. Martin's Press, 1994: 281-285.

"How to Propose a Discourse." *Communication Studies* 41 (1990): 128-135.

"Some Burkean Roads Not Taken: A Response to Ivie." *Texts in Context*. Eds. Michael C. Leff and Fred J. Kauffeld. Davis, CA: Hermagoras Press, 1989: 143-148.

"Professor Cherwitz in the Prison House of Language." *Pre/Text* 7 (1986): 91-98.

"The Skeptical Critic." *Western Journal of Speech Communication* 46 (1982): 379-382.

"On to Rhetorical Relativism." *Quarterly Journal of Speech*, 68 (1982): 425-430.

#### f. Book Reviews

"A Review of Michael-John DePalma and Jeffrey M. Ringer, *Mapping Christian Rhetorics: Connecting Conversations, Charting New Territories. Religion and Literature* 49.1 (2017): 237-239.

"A Review of Bryan Crable, *Ralph Ellison and Kenneth Burke: At the Roots of the Racial Divide. Rhetoric Review* 32 (2013): 217-220.



- "A Review of Ann George and Jack Selzer, *Kenneth Burke in the 1930s*. *Rhetoric Review* 27 (2008): 440-442.
- "A Review of Edmond Wright. *Perception, Language, and Faith*." *Rhetoric Society Quarterly* 36 (2006): 471-472.
- "A Review of Clive Barnett. *Culture and Democracy: Media, Space, and Representation*." *Quarterly Journal of Speech* 92 (2006): 103-107.
- "A Review of Ralph R. Smith and Russel R. Windes, *Progay/Antigay: The Rhetorical War Over Sexuality*." *Quarterly Journal of Speech* 87 (2001): 456-57.
- "Mediated Sports as Texts, Institutions, and Commodities." *The Review of Communication* 1 (2001): 64-66.
- "A Review of Edward Wenk, Jr., *The Double Helix: Technology and Democracy in the American Future*." *Critical Studies in Mass Communication* 17 (2000): 382-83.
- "A Review of Robert Wess, *Kenneth Burke: Rhetoric, Subjectivity, Postmodernism*." *Quarterly Journal of Speech* 83 (1997): 484-85.
- "A Review of Roderick P. Hart, *Seducing America: How Television Charms the Modern Voter*." *Quarterly Journal of Speech* 81 (1995): 414-16.
- "A Review of Stephen D. O'Leary, *Arguing the Apocalypse: A Theory of Millennial Rhetoric*." *Rhetoric Society Quarterly* 24 (1994): 132-134.
- "A Review of John Fiske, *Understanding Popular Culture and Reading the Popular*." *Quarterly Journal of Speech* 77 (1991): 377-78.
- "A Review of Roderick P. Hart, *The Sound of Leadership: Presidential Communication in the Modern Age* ." *Presidential Studies Quarterly* 18 (1988): 615-617.
- "A Review of W. G. Doty, *Mythography: The Study of Myths and Rituals*." *Communication Education* 36 (1987): 306-307.
- "A Review of Robert L. Heath, *Realism and Relativism: A Perspective on Kenneth Burke*." *Quarterly Journal of Speech* 73 (1987): 359-360.
- "A Review of Martin Medhurst and Thomas Benson, Eds. *Rhetorical Dimensions in Media: A Critical Casebook*." *Communication Education* 34 (1985): 274-275.
- "A Review of Nancy Harper, *Human Communication Theory: The History of a Paradigm*." *The Rhetoric Society Quarterly* 12 (1982): 42-43.

**g. Papers Delivered at Conventions of Professional Associations;** all single-authored except where noted

*“My 600 Pound Pilgrimage: Ritual and Rhetorical Homology”* Rhetoric Society of Europe, Ghent Belgium, 2019

“Hiding in Plain Sight: Some Thoughts on the Limits of Rhetorical Struggle,” A Workshop: Construction of Rhetorical Systems Based on “A Communities of Shared Future for Mankind” in the Context of International Communication. Shanghai University, Summer 2019.

“What is the Rhetorical Basis for Communities of a Shared Future?” A Workshop: Construction of Rhetorical Systems Based on “A Communities of Shared Future for Mankind” in the Context of International Communication. Shanghai University, Summer 2019.

“The Rhetoric of Religious Homologies in Air Travel,” Travel, Movement and (Im)Mobilities An Inclusive Interdisciplinary Conference, Bruges, Belgium, April 2019

“Traces of Conservative Thought in Premillennial Apocalyptic” National Communication Association conference, Salt Lake City, 2018

“Functions and Forms of Rhetoric,” keynote address for The First Conference on Frontiers in Rhetorical Theory, Shanghai University, 2018

“Steampunk’s Rhetorical Allohstory,” The Arts in Society Knowledge Community Conference, Paris, June 2017

“Effacing African Government in the Case of Cecil the Lion.” African Association for Rhetoric Conference, Windhoek, Namibia, July 2016.

“Attending to Form in the Criticism of Texts of Popular Culture,” National Communication Association Convention, Las Vegas, 2015

“Steampunk’s Entropic Rhetoric,” Central States Communication Association, Madison, 2015

“Steampunk’s Four Master Tropes,” National Communication Association Conference, Chicago, 2014.

“What cannot be said at the borders: Jason Collins and his commentators.” Rhetoric Society of America Conference, San Antonio, 2014.

“A Burkean Framework for Rhetoric in the Digital Age” A keynote for the conference, Rhetoric as Equipment for Living: Kenneth Burke, Culture and Education, May 22-25, 2013, Ghent University, Belgium

“Rhetorical Style as a Site of Political Struggle in Culture,” Association for Cultural Studies Crossroads Conference, Paris, France, 2012.

“Form and Values: Locked Inside With the Rage Virus,” A plenary address to the conference on Literature, Rhetoric, and Values, University of Waterloo, Ontario, Canada, June 2011

“Opening my iPod nano: A homological study of media and discourse,” Rhetoric Society of America Conference, Minneapolis, May 2010.

“Style as a language: creating a global audience,” 31st Intercultural Communication Conference, Texas Southern University, April 2010

“Hunting, Gardening, and the Original Work of Art: A Homological Analysis.” National Communication Association Conference, Chicago November 2009.

“Horizontal Transcendence,” Seventh Triennial Conference of the Kenneth Burke Society, Villanova PA, June-July 2008.

“Gun Culture Style and its Rhetoric in the United States,” Rhetoric Society of America Conference, Seattle, May 2008.

“Global Markets And Global Systems Of Signs: A Rhetoric Of Style,” Association for Rhetoric and Communication of South Africa, Cape Town South Africa, June 2007.

“Rhetorical Homologies And Kenneth Burke’s Theory Of Symbolic Form As A Method In The Critique Of Artistic Discourse,” International Conference on the Arts in Society, Edinburgh, Scotland, August 2006.

“The Method of Rhetorical Homologies, Illustrated in Texts of Ritual Injury.” Third International Conference on New Directions in the Humanities, Cambridge, UK, 2005.

“Burke the Homologue.” Sixth Triennial Conference of the Kenneth Burke Society, State College, PA, 2005.

“Rhetorical Homologies in *The Ring*, the Market, and the Anxious Subject.” Third Annual Hawaii International Conference on Arts and Humanities, Honolulu, 2005.

“Representing Africans: The Nigerian Scams.” Association for Rhetoric and Communication of South Africa Convention, Cape Town South Africa, 2004.

“A Counter-Statement to Depoliticization: Mediation and Simulational Politics.” Nordic Media Researchers’ Conference, Kristiansand Norway 2003.

“Whispers of a Racial Past: Forms of White Liberal History in *The Horse Whisperer*.” Inventio Conference, University of Waterloo, Canada, 2003.

Detine L. Bowers and Barry Brummett. "Oprah's Resilience as Black Matriarch: Transcending Pain and Suffering Through Transpersonal Rhetoric." Association for Rhetoric and Communication of South Africa Convention, Lesotho, Africa, July 2002.

"Some Rhetorical Implications Of The Chair, Illustrated In *Get On The Bus*." National Communication Association Convention, New Orleans, November 2002.

"Some Homologies Between Rhetorics And Weapons." Hawaii International Conference on Arts and Humanities, Honolulu, January 2003.

"Theoretical Virginity, Fidelity, And Promiscuity In Rhetorical Studies: The Theoretical Slut." National Communication Association Convention, New Orleans, November 2002.

"What Can We Do With Rhetorical Theory." National Communication Association convention, Chicago, November 1997.

Barry Brummett and Si-Ye Nam. "Korean Apocalyptic Discourse, October 1992: A Speculative Explanation." Speech Communication Association, New Orleans, 1994.

Detine L. Bowers and Barry Brummett. "Subject Positions and Object Positions: Struggling Over the Representation of Blacks." Speech Communication Association, New Orleans, 1994.

"Partisan Epistemology and Transparent Tropes in Contemporary Discourse." Speech Communication Association, Miami Beach, 1993.

Margaret C. Duncan and Barry Brummett. "Ironic Humor as an Engine of Subversion: Football, Patriarchy, and Technical Discourse." International Conference on Humor, Luxembourg, 1993.

"Forget Rhetoric, Study R Instead." Speech Communication Association Convention, Chicago, 1992.

Margaret C. Duncan and Barry Brummett. "The Play of Visual Pleasures: At the Shopping Mall." The Association for the Study of Play Convention, Paris, 1992.

Barry Brummett and Margaret C. Duncan. "Toward a Social Ontology of Media." Speech Communication Association Convention, Atlanta, 1991.

Margaret C. Duncan and Barry Brummett. "Liberal and Radical Sources of Female Empowerment in Sport Media." North American Society for the Sociology of Sport Convention, Milwaukee, 1991.

Margaret C. Duncan and Barry Brummett. "The Subject Position of Fan in Televised Football: Site of Empowerment, Site of Resistance." American Alliance for Health, Physical Education, Recreation, and Dance Convention, San Francisco, 1991.

"Relativism and Rhetoric." Speech Communication Association Convention, San Francisco, 1989.

"'A Happy Ending': Postmillennial Themes In Some Recent Apocalyptic Rhetoric." Speech Communication Association Convention, San Francisco, 1989.

"A Speculation on the Effects of Homology: Formal Reverberations in Gremlins." Speech Communication Association Convention, New Orleans, 1988.

"Oliver North: The Need for Clandestine Negotiation on Foreign Policy." Speech Communication Association Convention, New Orleans, 1988.

Margaret C. Duncan and Barry Brummett. "Televised Sport: The Pleasures of Looking." North American Society for the Sociology of Sport Convention, Cincinnati, 1988.

"The Myth of the Discrete Text." Central States Speech Association Convention, Schaumburg, IL, 1988.

"When Media Logic Becomes Foreign Policy: Hostages and the National Agenda." Speech Communication Association Convention, Boston, 1987

"Dual Career Couple Relocation in Academia." Speech Communication Association Convention, Boston, 1987.

Margaret C. Duncan and Barry Brummett. "The Mediation of Spectator Sports." Speech Communication Association Convention, Chicago, 1986.

"Unstable Irony as a Rhetorical Strategy in A Prairie Home Companion." Speech Communication Association Convention, Chicago, 1986.

"Perfection and the Bomb: The Nuclear Weapon, Teleology, and Motives." Speech Communication Association Convention, Chicago, 1986.

"The Mediation of Trials: A Theoretical Overview." Also program co-ordinator, Seminar on Popularized Trials, Speech Communication Association Convention, 1985.

Jeffrey Bineham and Barry Brummett. "Some Misconceptions About Consensus Theory." Central States Speech Association Convention, 1985.

"The Representative Anecdote As A Burkean Method, Applied to Evangelical Rhetoric." The Burke Conference, Temple University, 1984.

"The Rhetoric of Apocalyptic." Speech Communication Association Convention, 1983.

"On Confessing One's Ontology." Speech Communication Association Convention, Seminar on Foundational Issues in Rhetorical Epistemology, 1983.

"Burkean Comedy and Tragedy Illustrated in Reactions to the Arrest of John DeLorean" (one of the "top four" competitive papers in public address), Speech Communication Association Convention, 1983.

"The Dramatic Substance of Metaphor in Politics." Speech Communication Association Convention, 1982.

"The Intuition and Teaching of Good Public Speaking: An Application of Michael Polanyi." Speech Communication Association Convention, 1982.

Margaret C. Duncan and Barry Brummett. "On the Rhetorical Criticism of Spectator Sports." Central States Speech Association Convention, 1982.

"A Shared Educational Rationale for Oral Interpretation and Rhetorical Criticism." Indiana Speech Association Convention, 1981.

"The Genesis of Messages in Rhetorical Criticism: A Pedagogical Justification." Central States Speech Association Convention, 1981.

"Reification and Rhetorical Terms." Speech Communication Association Convention, Seminar in the Problem of Reification, 1980.

"Communication, Ethics and Relativism: An Overview of the Possibility of Relative Ethics in Communication." Speech Communication Association Convention, 1980.

"Burkean 'Mystery' and 'Hierarchy' in D. H. Lawrence's 'The Fox,'" Central States Speech Association Convention, 1980.

"Three Meanings of Epistemic Rhetoric." Speech Communication Association Convention, Seminar on Discursive Reality, 1979.

#### **h. Invited Lectures**

Rhetoric and Translation, Ocean University of China, April 2021

The Rhetoric of Form, Nanchang University, July 2021

Guest lectures on the Rhetoric of Popular Culture, Southwestern University, 2016-2019

A week long course on Public Speaking at Shanghai University, July 2016, July 17. Two week long course on Public Speaking at Shanghai University, July 2018 and June 2019.

Lectures on Rhetorical Criticism and on Steampunk and Burke's Four Master Tropes, Shanghai University, Shanghai University of Engineering Science, July 2017.

A week long course on Culture and Rhetoric at Shanghai University; lectures on persuasion, homology and criticism, and the rhetoric of Steampunk at the Shanghai University for Science and Technology, Shanghai University of Engineering Science, and Shanghai University of Electrical Power, June 2015.

Lectures on Argument, Rhetorical Criticism, and Homologies at Zhengzhou University and Henan University for Economics and Law, 2015

Arhus University, Denmark, 2015: Texas Gunshows: A Study in the Rhetoric of Style, The Status and Direction of Rhetorical Studies, A master class in rhetorical criticism, Steampunk's Four Master Tropes.

Lecture on Rhetoric and Decision Making, Norwegian Air Force Academy, November 2014

A one week course, Introduction to Rhetoric, Shanghai University, 2014. Scholarly lectures: The study of argument, Shanghai Maritime University, 2014. Quick persuasion, Shanghai University of Printing and Publishing, 2014. Using form to study texts, University of Shanghai 2014

Lectures on critical methodology, Bodø Graduate School of Business, the University of Nordland, Norway, Summer 2013.

A debate with Christopher Hitchens, The University of Waterloo, Ontario Canada, June 2011.

Series of lectures on rhetorical theory and criticism. Shanghai University for Science and Technology, May, 2011.

"Gun Culture Style and its Rhetoric in the United States," University of San Diego, April 2011, University of Minnesota, September 2008, and Texas A&M University, June 2008.

"Advice on Getting Published," Texas A&M University, June 2008.

"Races in Disguise: Form in a Rhetorical Critique of *The Horse Whisperer*," St. Edward's University, February 2006.

"*Rhetorical Homologies: Rhetoric as transhistorical, rhetoric as historical*," Inaugural Jack Gravlee Lecture, Colorado State University, February 2006.

Seminar in Kenneth Burke, North Dakota State University, July 2005.

Several invited lectures on rhetorical criticism, public speaking, and media at Huston-Tillotson College, 2001-03.

"Apocalyptic Rhetoric." Alverno College, 1998.

Scholarly lectures in St. Paul/Minneapolis, April 1997: "A Rhetoric of Machine Aesthetics:" Macalester College, University of Minnesota. "Contemporary Apocalyptic Rhetoric:" Augsburg College. "Culture-centered Criticism:" University of St. Thomas.

Lecture to Fellows at Center for Twentieth Century Studies, UWM: "A Rhetoric of Machine Aesthetics." Spring 1997.

"Apocalyptic Rhetoric as a Rhetorical Genre." University of Missouri, 1991.

"Contemporary Apocalyptic Rhetoric." University of Texas and Texas A&M University, 1990.

"Visual Pleasures in Televised Sports." Marquette University, 1990 (with Margaret C. Duncan).

"The Rhetoric of Gremlins: Movies as Equipment for Living." Marquette University, 1989.

"Ethical Relativism and Interpellation: Creating Ethical Beings." St. Cloud State University, 1987.

"Media Determinism: The Look of Public Discourse in the Television Age." University of Minnesota, 1987.

"Electric Literature as Equipment for Living: Haunted House Films." Marquette University, 1986.

## **TEACHING ABILITY AND EXPERIENCE**

### **Courses taught** [\*=graduate level]

#### University of Texas-Austin

- \*Topics: Kenneth Burke and Symbolic Form
- Theories of Persuasion (CMS 332K)
- Rhetoric of Popular Culture (orig. Topics) (CMS 367/CMS 347K)
- \*Introduction to Graduate Studies in Human Communication (CMS 181M)
- \*Introduction to Rhetorical Theory/Foundations of Rhetorical Theory (CMS 390P)
- \*Topics: Rhetoric of Social Style
- \*Rhetoric of Popular Culture
- Arguing the End of the World
- Advanced Analysis of Popular Culture
- Communicating With Stuff
- Seminar in Leadership and Communication

#### University of Wisconsin-Milwaukee

- Fundamentals of Communication (COM 101)
- Public Speaking (COM 103)
- Freshman Seminar: Arguing Religion (COM 192)
- Language of Effective Communication (COM 250)
- Interviewers and Interviewing (COM 300)



Critical Analysis of Persuasive Messages (Com 335/635)  
 Rhetoric in Western Thought (COM 435)  
 Recent Rhetorical Theory (COM 436)  
 Theory and Practice of Persuasion (COM 464)  
 Seminar: Reality, Representation, Simulation (Com 660)  
 Topics: Communication of Style (Com 661)  
 Seminar: Reality, Representation, Simulation (Com 662)  
 \*Great American Speakers (COM 667)  
 \*Communication and Social Order (COM 672)  
 \*Rhetorical Theory (COM 735)  
 \*Topics: Rhetoric of Popular Culture; Kenneth Burke (COM 860)  
 \*Seminar: Contemporary Public Address (COM 835,960)  
 \*Topics: Kenneth Burke (English 853)

#### Purdue University

Fundamentals of Speech Communication (COM 114)  
 Advanced Public Speaking (COM 314)  
 Controversy in American Society (COM 316)  
 Rhetoric in the Western World (COM 312)  
 Principles of Persuasion (COM 318)  
 \*Analysis of Persuasive Messages (COM 516)  
 \*Topics in Rhetorical Theory: Classical Rhetoric (COM 621)  
 \*Topics in Message Analysis: Intentions and Intentionality (COM 616)  
 \*Topics in Historical/Critical Research: Burkean Criticism (COM 684)  
 \*Topics in Philosophy of Communication: Epistemic Rhetoric (COM 622)

#### **Developed and instituted new courses:**

Rhetoric of Popular Culture (UT)  
 Arguing the End of the World (UT)  
 Communicating With Stuff (UT)  
 Advanced Analysis of Popular Culture (UT)  
 Graduate level courses in Rhetoric and Style and Reality, Representation,  
 Simulation (UWM)  
 Freshman Seminar (first completely new F.S. taught in Department, UW-Milwaukee)  
 Communication and Social Order (completely recast to feature Communication and  
 Style, UWM)  
 Rhetoric in Western Thought, UWM, Com 435  
 Recent Rhetorical Theory, UWM, Com 436

#### **Director, Communication 101 and 103, University of Wisconsin-Milwaukee:**

Primary responsibility for teaching and administration of the Department's basic courses. Six hundred to seven hundred students taught per semester per class in 40 or more sections.

**Director, Communication 114, Purdue University:**

Primary responsibility for administration of largest basic communication course in the country. Approximately 3,000 students and 40 teaching assistants each semester.

**Test item writer, American College Testing Program, 1982.**

**U.S. Military Academy (West Point):**

Three visits in 1983 to plan the introduction of public speaking instruction into a leadership course. Primary responsibility for syllabus and sole responsibility for instructional materials. This project included two week-long training sessions. Received Certificate of Appreciation from the Department of Military Instruction. Ongoing periodic consultations by letter and telephone.

**Materials written in support of instruction**

Barry Brummett, Teaching Manual for Public Communication.

Barry Brummett, Linda Putnam, Instructor's Manual for Principles of Human Communication, 2nd ed.

Barry Brummett, ed., Balanced Curriculum Sourcebook. Department of Communication, Purdue University, 1984.

**Teaching in institutes, special seminars, etc.**

NCA Faculty Development Institute, Hope College, July 2015

NCA Doctoral Honors Seminar faculty, North Dakota State University, July 2011.

Presentation on interviewing skills, UW-Washington County, 1998.

Presentations on speaking to learn and on syllabus planning for Freshman Scholars freshman seminar training, January and May 1997

Presentation (with K. Dindia) on teaching portfolios, UWM 1995 spring teaching conference (Center for Improvement of Instruction).

Participant in Graduate Teaching Assistant mentoring program (funded by Center for Improvement of Instruction) 1995.

Off-campus seminars in public speaking for Division of Continuing Education (UWM), 1991-93.

College For Kids, University of Wisconsin-Milwaukee. A course in argumentation, 1988-91, and a course in public speaking, 1989-1993, for 6-8th graders.

Pre-College Program (primarily minority recruitment), University of Wisconsin-Milwaukee, "Public Speaking" mini-course, 1987-present; supervision of a research intern, 1987.

Alumni College instructor, University of Wisconsin-Milwaukee, one hour seminar on apocalyptic rhetoric, 1999, 2000.

### **Direction of graduate student research**

University of Texas-Austin

Tyler Welsh, Ph.D., 2020  
 Joseph D. Brentlinger, Ph.D., 2019  
 Lamiyah Bahrainwala, Ph.D., 2016  
 Roy Christopher, Ph.D., 2016  
 Kristin Svea Stimpson, Ph.D., 2016  
 John T. Thompson, Ph.D., 2014  
 Joseph M. Faina, Ph.D., 2014  
 Mary Anne Taylor, Ph.D., 2014  
 Valerie Thatcher, Ph.D., 2013  
 Connie Young-Johnson, Ph.D., 2013  
 Clariza Ruiz De Castilla, Ph.D., 2013  
 Katie Kapurch, Ph.D., 2012  
 Kathleen Eaton Feyh, Ph.D., 2012  
 M.Tyler Welsh, M.A. (thesis) 2012  
 Abel Nevarez, M.A. (thesis) 2011  
 Joseph Brentlinger, M.A. (thesis) 2011  
 Sharon Avital, Ph.D., 2010  
 Luke Winslow, Ph.D., 2009  
 Lisa Glebatis Perks, Ph.D.2008  
 Valerie Thatcher, M.A. (thesis), 2008  
 Kristin Stimpson, M.A. (thesis), 2008  
 Jaime Wright, Ph.D. 2007  
 Kevin Johnson, Ph.D. 2007  
 Amy Young, Ph.D. 2007  
 Roger Gatchet, M.A. (thesis), 2007  
 Amber Rademacher, M.A. (thesis), 2007  
 Valentin Thury, M.A. (report), 2007  
 Carlntita Greene, Ph.D. 2006

University of Wisconsin-Milwaukee

Mariko Izumi, M.A., 2001  
 Maria Schmitt, M.A. 1998  
 Trung Tieu, M.A. (thesis), 1998  
 Lyn Geboy, M.A. 1997  
 Erica Cooper, M.A. (thesis), 1997  
 Teresita Garza, M.A. (thesis), 1991  
 Michael Bates, M.A. (thesis), 1991  
 Carol Reinecke, M.A. 1990  
 Mary Knudsen, M.A. (thesis), 1989

Purdue University

Jeffery Lynn Bineham, M.A., 1983, Ph.D., 1986

## **SERVICE**

### **Service to the profession**

#### **Manuscript referee or editorial board including**

Communication Quarterly  
 Communication Studies  
 Journal of Communication  
 Critical Studies in Media Communication  
 Quarterly Journal of Speech  
 Western Journal of Speech Communication  
 Southern Speech Communication Journal  
 Communication Monographs  
 Communication Education  
 Play and Culture  
 Journal of Social and Personal Relationships  
 Communication Yearbook  
 Communication Theory  
 Political Communication  
 Sociology of Sport Journal  
 Rhetoric Review  
 Women's Studies in Communication  
 Rhetoric and Public Affairs  
 Communication Reports  
 Kaleidoscope  
 Journal of Communication and Religion  
 Millennium: Journal of International Studies  
 Rhetoric Society Quarterly  
 KB Journal

NEH Summer Stipend panels

Public Address Division, Student Division, Speech Communication  
 Association National Convention and Central States Speech  
 Association Convention  
 Conference on Communication, Language, and Gender (Marquette  
 University)  
 William C. Brown, Publishers  
 Holt, Rinehart, Winston  
 Prentice-Hall  
 Random House/McGraw-Hill  
 Wadsworth Publishing Company  
 Allyn & Bacon  
 University of Alabama Press  
 Lawrence Erlbaum & Associates  
 Houghton, Mifflin  
 McGraw-Hill  
 Southern Illinois University Press  
 Peter Lang Publishers  
 University of South Carolina Press  
 Strata Publishers  
 University of Virginia Press  
 Sage, Inc.  
 Routledge/Curzon

**External department review team**

University of San Francisco  
 University of Washington  
 University of Illinois  
 University of Kansas

**Promotion and/or tenure external letter writer for several cases** (not listed here for confidentiality reasons)

**SERVICE, UNIVERSITY OF TEXAS-AUSTIN**

Chair of the Department  
 College of Communication Dean Search Committee and Chair  
 Chair, Search Committees for Chair of ADV, CSD  
 Faculty Council  
 Faculty Grievance Committee  
 Honors Colloquium for high school students  
 Faculty/Staff Mentor Program  
 PALS program volunteer (international student liaisons)  
 Faculty Housing Fellow  
 College of Communication Diversity Committee

## **SERVICE, UNIVERSITY OF WISCONSIN-MILWAUKEE**

### **Service to the Communication Department**

Newsletter Editor, Member: Course and Curriculum, Awards and Recognition, Research and Colloquium Committees, Chair of the Department, Department Grievance Officer, Library Representative, Director of Undergraduate Studies, Department representative to Commencement, Keeper of the Gladstone, other service

### **Service to the University**

UWM Faculty Senator, Faculty Appeals and Grievance Committee (and Chair), Faculty Rights and Responsibilities Committee (and Chair), Student Organizations Disciplinary Committee, Chair of Search and Screen Committee for Dean of the School of Education, Alternate, Executive Committee, Division of Arts and Humanities, Transportation Committee, College of Letters and Science Course and Curriculum (and Chair), Sexual Harassment Grievance Committee, ad hoc Committee on Enhancement of Teaching, U.W.M./Communication Department representative to System Speech Communication Committee on Placement Testing, Participant and speaker, Workshop on training teaching assistants, One on One/YMCA program mentor, Faculty mentor.

## **SERVICE, PURDUE UNIVERSITY**

### **Service to the Communication Department**

Department representative to the United Way Campaign, Faculty search committees, Initiated and administered "Graduate Forum" research colloquia, Chaired ad hoc committee on faculty salaries, Grievance, research, and graduate committees, Faculty secretary, Director of Communication 114 (see Teaching), ad hoc committee on Department Committee structure, Committee on Resource Allocation.

### **Service to the University**

Humanities, Social Science and Education Grievance Committee, Humanities, Social Science and Education Faculty Senate, Faculty Senate Parliamentarian, Referee for "College Bowl" competition at Purdue