

February, 2014

CURRICULUM VITA

Dr. Roderick P. Hart

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GENERAL INFORMATION

Academic background

B.A., 1966 - University of Massachusetts
M.A., 1968 - Pennsylvania State University
Ph.D. 1970 - Pennsylvania State University

Professional experience

1999-present, Shivers Chair in Communication and Professor of Government (U.T.)
2000-2012, Founding Director, [Annette Strauss Institute for Civic Life](#) (U.T.)
1988-1996, Founding Director, [Senior Fellows Honors Program](#) (U.T.)
1986-1988: Interim Chair, Department of Communication Studies (U.T.)
1983-1999, Liddell Professor of Communication and Professor of Government (U.T.)
1979-1983, Professor of Speech Communication (University of Texas at Austin)
1974-1979, Associate Professor of Communication (Purdue University)
1970-1974, Assistant Professor of Communication (Purdue University)

Administrative Experience: Dean, [Moody College of Communication](#) (2004-present)

- *Structure:* 5 academic departments; 10 research/outreach centers; KUT/KUTX Radio; KLRU Television; Texas Student Media
- *Personnel:* 125 tenure-track faculty; 40 non-tenure-track faculty, 150 staff members
- *Enrollment:* 4,100 undergraduate majors; 500 M.A./PhD. Candidates
- *Annual budget* = \$36M; current endowment = \$150M (includes Moody gift of \$50M).
- *Decanal initiatives:* Denius-Sams Gaming Academy; Texas Program in Sports and Media; Center for Health Communication; UT3D Program; Reporting Texas Program; Lang Institute for Stuttering; Lowell Lebermann Forum; Carnegie-Knight Deans Consortium; New Agendas Conferences.
- *College naming:* November 7, 2013.
- *Recent construction:* Belo Center for New Media (new, \$55M; completion = 2012); W.R. Hearst Student Media Building (refurbished, \$3M, completion = 2008); CMA Academic Building (refurbished, \$11.5M, scheduled completion= 2015); CMB Broadcast Center (refurbished, \$10M, scheduled completion = 2015).
- *Philanthropic gifts solicited and received, 2004-2013* = \$149.5M.
- *Philanthropic gifts solicited in 2014* = \$16.5M.

Scholarly Awards

Outstanding Alumnus, Communication Arts & Sciences, Pennsylvania State University, 2014.
 Graber Book Award, American Political Science Association, 2009.
 Ehninger Award for Distinguished Scholarship, National Communication Association, 2003.
 Lazarsfeld Outstanding Paper Award, American Political Science Association, 2002.
 Edelman Distinguished Career Award, American Political Science Association, 2000.
 University of Texas Career Research Excellence Award, 1999
 Phi Kappa Phi National Scholar of the Year Award, 1995
 Diamond Anniversary Book Award, National Communication Association, 1995
 Research Fellow, International Communication Association, 1993
 Distinguished Scholar Award, National Communication Association, 1993
 Winans-Wichelns Book Award, National Communication Association, 1988
 Advisory Council Research Award, University of Texas, May, 1985
 Woolbert Research Award, National Communication Association, November, 1984
 Golden Anniversary Monograph Award, National Communication Association, 1972, 1974,
 1981
 Phi Kappa Phi National Scholastic Honorary, 1968-present
 Woodrow Wilson Dissertation Fellow, 1969-1970
 N.D.E.A. Graduate Fellow, 1966-1969

Teaching Awards

J. T. Wood Teacher-Scholar Award, Pennsylvania Communication Association, 2014
 Eyes of Texas Student Involvement Award, University of Texas, 1989, 2003, 2014
 Mentor Award, National Communication Association, 2004
 Academy of Distinguished Teachers, University of Texas, 2000
 Carnegie/CASE Teacher of the Year Award, State of Texas, 1991
 Texas Excellence Teaching Award, University of Texas, 1981
 Excellence in Teaching Award, Purdue University, 1977
 Outstanding Teacher Award, Central States Communication Association, April, 1972

Major Listings

Who's Who in America, since 1985; Dictionary of International Biography, since 1984;
 International Who's Who in Education, since 1979; Directory of American Scholars, since 1978;
 American Men and Women of (Behavioral) Science, since 1973; Contemporary Authors, since
 1990.

Professional Memberships

National Communication Association; International Communication Association; American
 Political Science Association; International Society of Political Psychology; Midwest Political
 Science Association; Association for Literary and Linguistic Computing; Association for
 Computers and the Humanities

Academic Specialties

Media and Politics; Content Analysis; Rhetorical Studies

Courses Taught Theories of Persuasion (u.g.); Communication and Social Change (u.g.); American Voices (u.g.); Political Communication (u.g.); Introduction to Rhetorical Criticism (g.); Political Style (g.); Politics, Media and Culture (g.); Rhetoric of Social Movements (g.); Political Drama (g.); Political Community (g.); Voices of Citizenship (g.).

Books Authored

Political Tone: How Leaders Talk and Why with J. Childers & C. Lind (Chicago: University of Chicago Press, 2013), 280 pp.

The Political Pulpit Revisited, with J. Pauley (Lafayette, IN: Purdue University Press, 2005).

Political Keywords: Using Language that Uses Us with S. Jarvis, W. Jennings, and D. Smith-Howell (New York: Oxford University Press, 2005), 279 pp.

Campaign Talk: Why Elections Are Good for Us (Princeton: Princeton University Press, 2000), 298 pp.

Seducing America: How Television Charms the Modern Voter (New York: Oxford University Press; Sage Publications, 1994, 1999), 208 pp.

Modern Rhetorical Criticism (Boston: Allyn and Bacon, 1990, 1997, 2005), 374 pp.

The Sound of Leadership: Presidential Communication in the Modern Age (Chicago: University of Chicago Press, 1987), 277 pp.

Verbal Style and the Presidency: A Computer-Based Analysis (New York: Academic Press, 1984), 322 pp.

The Political Pulpit (W. Lafayette, IN: Purdue University Press, 1977), 160 pp.

Public Communication with G.W. Friedrich and B. Brummett (New York: Harper, 1975, Second Ed. 1983), 356 pp.

Books Edited

Communication and Language Analysis in the Corporate World (Hershey, Pa.: IGI-Global Publishers, 2014), 409 pp.

Communication and Language Analysis in the Public Sphere (Hershey, Pa.: IGI-Global Publishers, 2014), 552 pp.

Politics, Discourse, and American Society: New Agendas, with B. Sparrow (Eds.), (Boulder: Rowman and Littlefield, 2001), 253 pp.

Communication in U.S. Elections: New Agendas with D. Shaw (Eds.), (Boulder: Rowman and Littlefield, 2001), 246 pp.

Book Series Edited

New Agendas in Communication Research (20 volumes) with Stephen Reese (New York: Routledge, 2009-present).

MODCOM: Modules in Speech Communication (36 volumes) with Ronald L. Applbaum (Palo Alto: S.R.A., 1977-1984), 1250 pp.

PROCOM: Communication Skills for the Professions (12 volumes) with Ronald L. Applbaum (Glenview, IL: Scott, Foresman, 1984), 1550 pp.

Other Materials Edited

Carroll Arnold as an Intellectual Force (Washington, DC: National Communication Assn., 1998).

The Status of Graduate Study in Communication, Special Issue of Communication Education (September, 1979), 133 pp.

Monographs and Reports

Assessing Political Vocabularies: a *Diction*-based Analysis of the Aspen Transcripts, with W. Jennings (Austin: Strauss Institute for Civic Participation, 2000).

The Development of Minicourses for the Improvement of Teaching and Communication in the College Classroom, with G. Friedrich and D. Tolliver (W. Lafayette, IN: Purdue University, 1975), 109 pp.

Software Authored

[DICTION: The Text-Analysis Program](#) (Sage Publications/Digitext, Inc., 1997, 2000, 2011, 2013).

Refereed Articles

“The Blended Language of Partisanship in the 2012 Presidential Campaign” (with C. Lind), American Behavioral Scientist (2014), 591-616.

“The Rhetoric of Political Comedy: A Tragedy?” International Journal of Communication , 7 (2013), 338-370.

“Of Television and Social Capital,” Review of Communication, 12:3 (2012), 1-6.

“The Rhetoric of Islamic Activism: A DICTION Study,” with C. Lind, Dynamics of Asymmetric Conflict, 4:2 (2011), 113-125. Reprinted in A. Smith (Ed.), The Relationship between Rhetoric and Terrorist Violence (New York: Routledge, 2013).

“The Geo-social Presidency: Lest We Forget,” Presidential Studies Quarterly, 41 (2011), 766-769.

“Tracking the Language of Space and Time: 1948-2008,” with E. Lim, Journal of Contemporary History, 45 (2011), 591-609.

“Words and Their Ways in Campaign '08,” with C. Lind, American Behavioral Scientist, 53 (2010), 355-381.

“The Political Sins of Jon Stewart,” with J. Hartelius, Critical Studies in Mass Communication, 24 (2007), 263-272.

“Communication, Politics, and the Notions of Martin Spencer,” Political Communication, 23 (2006), 1-8.

“The Evolution of Candidate Bush: A Rhetorical Analysis,” American Behavioral Scientist, 49 (2005), 180-197.

“Verbal Certainty and American Politics: An Overview and Extension,” with J. Childers, Presidential Studies Quarterly, 34 (2004), 516-535.

“Imagining the American People: Strategies for Building Political Community,” with W. Jennings and M. Dixon, Journal of Communication, 53 (2002), 1-17.

“Why Do They Talk That Way?: A Research Agenda for the Presidency,” Presidential Studies Quarterly, 32 (2002), 693-710.

“The American People in Crisis: A Content Analysis,” with S. Jarvis and E. Lim, Political Psychology, 23 (2002), 417-437

“God, Country, and a World of Words,” Journal of Religion and Communication, 25 (2002), 137-147.

“Constructing the Electorate During Presidential Campaigns,” with M. Johnson, Presidential Studies Quarterly, 29 (1999), 830-849.

“Accepting the Political Mantle: Stylistic Considerations,” with H. Gourgey, Political Communication, 15 (1998).

“Political Debate: Forms, Styles, and Media,” with S. Jarvis, American Behavioral Scientist, 40 (1997), 1095-1122

“Archetypes and Social Influence: A Commentary on Harriman’s Political Style,” Critical Studies in Mass Communication, 13 (1996), 177-179.

"Easy Citizenship: Television's Curious Legacy," The Annals, 546 (June, 1996), 109-119.

"Politics and the Virtual Event: An Overview of the Hill-Thomas Hearings," Political Communication, 11 (1994), 263-275.

"Doing Criticism My Way: A Reply to Darsey," Western Journal of Communication, 58 (1994), 308-312.

"Politics and the Press Two Centuries Later," Political Communication, 10 (1993), 23-33.

"Is There an American Public?: An Exchange of Correspondence," with J. Downing, Critical Studies in Mass Communication, 9 (1992), 201-215.

"The Mindscape of the Presidency: Time Magazine, 1945-1985," with D. Smith-Howell and J. Llewellyn, Journal of Communication, 41 (1991), 6-25.

"The Evolution of Presidential News Coverage," with D. Smith-Howell and J. Llewellyn, Political Communication, 7 (1990), 213-230.

"Contemporary Scholarship in Public Address: A Research Editorial," Western Journal of Communication, 50 (1986), 283-295.

"Rhetorical Features of Newscasts about the President," with P. Jerome and K. McComb, Critical Studies in Mass Communication, 1 (1984), 260-286.

"The Language of the Modern Presidency," Presidential Studies Quarterly, 14 (1984), 249-264.

"A Commentary on Popular Assumptions about Political Communication," Human Communication Research, 8 (1982), 366-379.

"A Rhetorical Profile of Religious News: Time, 1947-1976," with K. Turner and R. Knupp, Journal of Communication, 31 (1981), 58-68.

"Attitudes toward Communication and the Assessment of Rhetorical Sensitivity," with R. Carlson and W. Eadie, Communication Monographs, 47 (1980), 1-22.

"Religion and the Rhetoric of the Mass Media," with K. Turner and R. Knupp, Review of Religious Research, 21 (1980), 256-275.

"An Unquiet Desperation: Rhetorical Aspects of Popular Atheism in the United States," Quarterly Journal of Speech, 64 (1978), 33-46.

"Absolutism and Situation: Prolegomena to a Rhetorical Biography of Richard M. Nixon," Communication Monographs, 43 (1976), 204-228.

"Theory-Building and Rhetorical Criticism," Communication Studies, 27 (1976), 70-77.

"Exploring Deception as a Communication Construct," with M. Knapp and H. Dennis, Human Communication Research, 1 (1974), 15-29.

"The Rhetoric of Goodbye: Verbal and Nonverbal Correlates of Human Leave-taking," with M. Knapp, G. Friedrich, and G. Shulman, Communication Monographs, 40 (1973), 182-198.

"Rhetorical Sensitivity and Social Interaction," with D. Burks, Communication Monographs, 39 (1972), 75-91.

"The Rhetoric of the True Believer," Communication Monographs, 38 (1971), 249-261.

Book Chapters

"Genre and Automated Text Analysis: A Demonstration," in Rhetoric and the Digital Humanities, Ed. J. Ridolfo & W. Hart-Davidson (Chicago: University of Chicago Press, forthcoming, 2014).

"Partisanship without Alternatives: Keynote Reflections on C-SPAN and My Mother," in R. Browning (ed.), The C-SPAN Archives: A Resource for Discovery, Learning, and Engagement (W. Lafayette, In.: Purdue University Press, 2014), pp. 155-167.

"Not a Fourth Estate but a Second Legislature," with B. Lavally, in K. Kenski and K.H. Jamieson (Eds.), Oxford Handbook of Political Communication (New York: Oxford University Press, 2014).

"Rhetorical Negotiation and the Presidential Press Conference" (with J. Scacco), in R. Hart (Ed.), The Language of Public Affairs: Computational Research with DICTION (Hershey, Pa.: IGI-Global Publishers, 2014), pp. 59-80.

"The Logic of Logic and the Logic of Emotion," In N. Gutgold (Ed.), Pennsylvania Scholars Series: Kathleen Hall Jamieson (Pittsburgh: Duquesne University Press, 2012).

"Politics in the Digital Age: A Scary Prospect?" In T. Ridout (Ed.), New Directions in Media and Politics (New York: Routledge, 2012), pp. 210-225.

“DICTION Software,” with C. Carroll, in Lisa Given (Ed.), Sage Encyclopedia of Qualitative Research Methods: Volume 2 (Thousand Oaks, CA: Sage, 2008), pp. 214-5.

“Thinking Harder about Presidential Discourse: The Question of Efficacy,” in J. Aune (Ed.), The Prospect of Presidential Rhetoric (College Station, TX: Texas A&M University Press, 2008), pp. 238-250.

"Resurrecting the Clinton Presidency: A Linguistic Profile," with J. K. Sawyer, in R. Denton and R. Holloway (Eds.), Images, Scandal, and Communication Strategies of the Clinton Presidency (Westport, Ct.: Praeger, 2003), pp. 195-218.

“Political Conversation: A Distortion,” in W. Eadie and P. Nelson (Eds.), The Changing Conversation in America: Lectures from the Smithsonian (Thousand Oaks, Ca: Sage, 2002), pp. 119-132.

“Political Deliberation,” with C. Dillard, in T. Sloane (Ed.), Encyclopedia of Rhetoric (New York: Oxford University Press, 2001), pp. 209-217.

“Communication and Democracy,” with S. Jarvis, in B. Clarke, P. B. Clarke, and J. Foweraker (Eds.), The Encyclopedia of Democratic Thought (London: Routledge, 2001), pp. 321-324.

“Citizen Discourse and Political Participation: A Survey,” in L. Bennett and R. Entman (Eds.), Mediated Politics and the Future of Democracy (New York: Cambridge University Press, 2001), pp. 407-432.

"Redeveloping DICTION: Theoretical Considerations" in M. West (Ed.), Theory, Method, and Practice of Computer Content Analysis (New York: Ablex, 2001), pp. 43-60

“The Unheralded Functions of Campaign News,” in S. Chambers and A. Costain (Eds.), Deliberation, Democracy and the Media (Boulder: Rowman and Littlefield, 2000), pp. 85-105.

“We the People: The Contours of Lay Political Discourse,” with S. Jarvis, in M. McCombs and A. Reynolds (Eds.), The Poll with a Human Face: The National Issues Convention Experiment in Political Communication (New York: Erlbaum, 1999), pp. 59-84

“The Search for Intimacy in American Politics” in M. Salvador and P. Sias (Eds.), The Public Voice in a Democracy at Risk: Citizenship for the 21st Century (New York: Praeger, 1998), pp. 173-189.

"Community by Negation: An Agenda for Rhetorical Inquiry," in M. Hogan (Ed.), Rhetoric and Community (Columbia: Univ. of South Carolina Press, 1998), pp. 25-37.

“Rhetoric, Hope, and American Politics,” in J. Trent (Ed.), Communication: Views from the Helm for the Twenty-First Century (Boston: Allyn and Bacon, 1997), pp. 113-121.

"Television and the Presidency," with M. Triage, in H. Newcomb (Ed.), The Encyclopedia of Television (Chicago: Fitzroy Dearborn, 1997).

"News, Psychology, and Presidential Politics," with D. Smith-Howell and J. Llewellyn, in A. Crigler (Ed.), The Psychology of Political Communication (Ann Arbor: University of Michigan Press, 1996), pp. 37-64

"Lyndon Johnson and the Problem of Politics," with K. Kendall, in M. Medhurst (Ed.), The Future of the Rhetorical Presidency (College Station: Texas A&M University Press, 1996), pp. 77-103.

"Wandering with Rhetorical Criticism," in W. Nothstine, C. Blair, and G. Copeland (Eds.), Critical Questions: Invention, Creativity, and the Criticism of Discourse and the Media (New York: St. Martins, 1994), pp. 71-81.

"Culture, Rhetoric, and the Tragedy of Jimmy Carter," in 1991 B. Aubrey Fisher Memorial Lecture (Salt Lake City, UT.: University of Utah, 1992), pp. 1-12.

"Some Footnotes on the Role of Public Communication in Incumbent Politics," in M. McLaughlin (Ed.), Communication Yearbook: X (Beverly Hills: Sage, 1987), pp. 117-145.

"Of Genre, Computers, and the Reagan Inaugural," in H. Simons and A. Aghazarian (Eds.), Form, Genre, and the Study of Political Discourse (Columbia: University of South Carolina Press, 1986), pp. 278-298.

"Systematic Analysis of Political Discourse: The Development of DIRECTION," in K. Sanders, et al. (Eds.), Political Communication Yearbook: 1984 (Carbondale, IL: Southern Illinois University Press, 1985), pp. 97-134.

"The Functions of Human Communication in the Maintenance of Public Values," in C. Arnold and J. Bowers (Eds.), Handbook of Rhetorical and Communication Theory (Boston: Allyn and Bacon, 1984), pp. 749-791.

"On Applying Toulmin: The Analysis of Practical Discourse," in G. Stewart et al. (Eds.), Explorations in Rhetorical Criticism (University Park, Pa: Pennsylvania State University Press, 1972), pp. 75-95.

Essays

"Rays of Promise Peek through Clouds of September 11," Austin American Statesman, November 18, 2001.

"Three Ways of Looking at a Race: Word," Newsday, October 8, 2000, p. B4.

"The End of the American Presidency," Josephine Jones Lecture Series, University of Colorado, March 8, 1999, <<http://www.colorado.edu/Communication>>

"Listening for the People's Voice," National Forum (Winter, 1998), pp. 34-38.

"The Choice 96: A Guide to the Frontline Documentary" (Boston: Public Broadcasting System, 1996).

"One Cheer for Televised Politics," Austin American Statesman, September 16, 1996

"Campaign '96: A Time to Celebrate," Austin American Statesman, August 11, 1996

"Television, The Cyclops," Telemedium: The Journal of Media Literacy, 42:1 (1996), 3.

"Eureka!" Massachusetts Magazine, Summer, 1994, 12-13.

"Teaching, Naturally" Communication Education, 42 (1993), 310-312.

"Why Communication? Why Education?: Toward a Politics of Teaching," Communication Education, 42 (1993), 97-105.

"The Magic of the Academic Convention," Chronicle of Higher Education, August 5, 1992, pp. C5-C6.

"A Postcard from the Edge of M.L.A.," Rhetoric Review, 2 (1992), 370-3.

"Political Communication Goes to Court," Political Communication Report, 2:1 (1990), 1-7.

"Teaching Persuasion" in J. Daly, et.al. (Eds.), Teaching Communication: Methods, Research and Theory (New York: Erlbaum, 1990), 105-114.

"Rhetorical Research: The Most Traditional Tradition," Spectra, 25:2 (1989), 2-3.

"The Politics of Communication Studies: An Address to Undergraduates," Communication Education, 34 (1985), 162-165.

"Speech Communication as the New Humanities," in G. Friedrich (Ed.), Education for the Eighties: Speech Communication (National Education Association, 1981), pp. 35-41.

Manuscripts in process

“Partisanship Without Alternatives: Reflections on C-SPAN and My Mother.” In R. Browning (Ed.), The C-SPAN Archives: An Interdisciplinary Resource for Discovery, Learning, and Engagement (Purdue University Press, in press).

Letters from the Heartland: Citizen Politics in the United States, 1948-2012 (data being gathered).

Reviews

“The Morality of Spin: Virtue and Vice in Political Rhetoric and the Christian Right,” by Nathaniel J. Klemp. Perspectives on Politics, 12 (2014).

“Living Speech: Resisting the Empire of Force,” by James Boyd White. Political Communication, 24 (2007), 457-9

“The Fog of War: Eleven Lessons from the Life of Robert S. McNamara,” by Errol Morris, Political Communication, 24 (2007), 235-6.

“The Politics of Misinformation,” by Murray Edelman, Review of Communication, 3 (2003), 372-4.

“The American Campaign: U.S. Presidential Campaigns and the National Vote,” by James E. Campbell, The Annals, July (2001), 225-6.

“Managing the Press: Origins of the Media Presidency, 1897-1933,” by Stephen Ponder, Political Studies, 49 (2001), 869-870.

“Becoming Citizens in the Age of Television: The War over Popular Response to the Iran-Contra Hearings,” by David Thelen, Quarterly Journal of Speech, 83 (1997), 474-6.

“Bill Clinton on Stump, State, and Stage: The Rhetorical Road to the White House,” by Stephen Smith (Ed.), Journalism Quarterly, 74 (1995).

“Policy and Opinion in the Gulf War,” by John Mueller, Quarterly Journal of Speech, 82 (1996), 102-4.

“The White House Speaks: Presidential Leadership as Persuasion” by Craig Allen Smith and Kathy B. Smith, American Political Science Review, 88 (1994), 1006-7.

“Assessing the President: The Media, Elite Opinion, and Public Support,” by Richard A. Brody, Communication Theory, 2 (1992), 377-9.

“Live from Capital Hill: Studies of Congress and the Media,” by Stephen Hess, Congress and the

Presidency, 19 (1992), 200-201.

"Texts in Context: Critical Dialogues on Significant Episodes in American Political Rhetoric," by M. Leff and F. Kauffeld (Eds), Argumentation and Advocacy, 26 (1990), 171-3.

"Who are the Unchurched? An Exploratory Study," Review of Religious Research, (Winter, 1978).

"Church and State: The Supreme Court and the First Amendment" by Philip Kurland, Quarterly Journal of Speech, 62, 3 (October, 1976).

"Abraham Lincoln and American Political Religion," By Glen E. Thurow, Quarterly Journal of Speech, 62, 3 (October, 1976).

"Understanding Discourse: The Speech Act and Rhetorical Action," by Karl Wallace, Philosophy and Rhetoric, 6, 1 (Winter, 1973).

OTHER SCHOLARLY ACTIVITIES

Grants and Contracts

Hatton Sumners Foundation, \$820,520, "Implementing the New Politics Forum" (January, 2003–December, 2013).

Carnegie/Knight Foundations, \$575,000, "Innovations in Media Education" with L. Branham , T. Dahlby, & G. Frankel (September, 2006—December, 2009)

Bill and Melinda Gates Foundation, \$250,000, "Prepared for Democracy? Evaluating Citizenship Education in the Nation's Schools," with S. E. Jarvis (January, 2006–July, 2007)

Fund for the Improvement of Post-Secondary Education, \$85,000, "Civic Involvement in the Nation's Schools" (May, 2005-April, 2006)

Texas Council for the Humanities, \$7,500, "Piloting the American Trustees Project" (January, 2004-December, 2004)

Dorot Foundation, \$85,000, "Speak Up, Speak Out" (December, 2002–October, 2004).

Council for Excellence in Government/Pew Charitable Trusts, \$345,000, "Field Evaluation of the Young Voter Initiative," with S. E. Jarvis (January 1, 2002–May 31, 2003).

Pew Charitable Trusts, \$50,000, "Evaluation of the Aspen Young Voter Initiative" (May 1, 2000–April 1, 2001).

Annenberg Public Policy Center /Pew Charitable Trusts, \$450,000, "Texas Student Voices

project” (August, 2000–December, 2001).

Annenberg Public Policy Center, \$50,000, “Addendum to the Campaign Mapping Project” (May-August, 1996; January-June 1998).

Carnegie Corporation of New York, \$250,000, “The Campaign Mapping Project: Part II with K. Jamieson (January, 1996 - August, 1997).

Ford Foundation, \$300,000, "The Campaign Mapping Project: Part I," with K. Jamieson (August, 1995 - July, 1997).

Kaltenborn Foundation, \$2,000, "Media Reaction to Presidential Discourse" (1981 - 1982).

University (of Texas) Research Institute, \$102,700, Various projects on politics and the mass media (1980 - 1997).

David Ross Research Grant, \$7,200, "Rhetorical Sensitivity: A Developmental Approach," (August, 1976 - July, 1978).

Exxon Education Foundation, \$103,054, "An Audio Tutorial Training and Resource Program for the Improvement of University Undergraduate Instruction," with D. Tolliver, G. Friedrich, and D. Treffinger. (September 1, 1972 - August, 1975).

University Lectures

"New Approaches to Public Address Research," University of Virginia, February, 1970.

"A Theoretical Approach to Critical Methods," University of Wisconsin-Milwaukee, April, 1974.

"Current Research in Rhetorical Behavior," Ohio University, October, 1975.

"Rhetorical Behavior and the Rules Perspective," Michigan State University, July, 1976.

"The Rhetoric of Atheism," Pennsylvania State University, April, 1977.

"The Rhetoric of God and Country," Temple University, April, 1977.

"Aspects of Political Persuasion," University of Nebraska, April, 1977.

"Contemporary Rhetorical Criticism," University of Utah, May, 1977.

"Rhetoric, Politics, and Religion," University of Texas at Austin, May, 1978.

"Rhetoric and Political Values," University of Iowa, October, 1978.

"Empirical Research in Political Communication," Michigan State University, February, 1979.

"Rhetorical Features of the Carter Presidency," North Carolina State University, April, 1979.

"Contemporary Research in Political Discourse," University of Southern California, July, 1979.

"The Purposes of Political Talk," University of Oklahoma, February, 1980.

"The Politics of Communication Studies," DePauw University, April, 1981.

"Rhetoric in Politics," Lamar University, October, 1982.

"The President as National Communicator," Syracuse University, December, 1982.

"New Developments in Content Analysis," University of Kansas, February, 1984.

"Persuasion, Agony, and the Carter Presidency," Indiana University, February, 1984.

"Persuasion and the Presidency," Wake Forest University, February 1984.

- "A Most Talkative Presidency: From Truman to Reagan," Ouachita University, September, 1984.
- "The Mass Media in Modern Politics," North Texas State University, October, 1984.
- "Analyzing Political Style," University of Texas at Tyler, March, 1985.
- "Political Communication: Current Research," University of Washington, April, 1985.
- "The Mass Media and Mass Politics," University of Oregon, February, 1986.
- "Political Speech Acts and their Uses," University of South Florida, April, 1986.
- "Listening to Politics in an Age of Media," Tulane University, February, 1987.
- "Communication and Politics," California State University, Fresno, April, 1987.
- "The New Sound of Leadership," Wake Forest University, February, 1988.
- "Politics, Values and the Rhetorical Establishment," Princeton University, April, 1988.
- "The Rhetorical Establishment in U.S. Life," Pennsylvania State University, November, 1988.
- "Politics, Social Change, and Communication in the 1980s," Purdue University, February, 1989.
- "The New American Politics," University of Denver, February, 1990.
- "Political Movements in an Age of Media," University of Pennsylvania, March, 1990.
- "New Dimensions of Political Activism," University of California--Davis, May, 1990.
- "Politics in a Box," University of Tulsa, September, 1990.
- "Political Wars: The Rhetoric of Demonology," Hampden-Sidney College, October, 1991.
- "Culture, Rhetoric, and the Tragedy of Jimmy Carter," University of Utah, October, 1991.
- "New Politics, Old Politics, and the Media," University of Hartford, October, 1992.
- "The Language of Social Activism," Northwestern University, May, 1992.
- "Politics in a Clever Age," University of Pennsylvania, March, 1993.
- "Rhetoric and Romance Rediviva," California State University-Hayward, May, 1993.
- "New Media and Old Politics," Texas Christian University, March, 1994.
- "Political Conversation at the National Level," Smithsonian Institution, March, 1995.
- "Television and Political Seduction," Columbia University, March, 1995.
- "George Bush and the Declining American Presidency," Texas A&M University, February, 1996.
- "The Curious Pleasures of Televised Politics," Gettysburg College, February, 1996.
- "Easy Citizenship, Difficult Politics," Harvard University, February, 1996.
- "Language, Culture, and Political Campaigning," University of South Florida, October, 1996.
- "Values, Ideas, and a Proper Education," Western Washington University, April, 1997.
- "Language and Politics in Campaign '96," Washington State University, April, 1997.
- "Citizenship and the Mass Media," University of Oklahoma, November, 1997.
- "The Language of Political Debate in the U.S.," Emerson College, November, 1997.
- "Modern Politics and the Culture of Cynicism," University of Southern California, March, 1998.
- "Political Conversation in an Age of Media," University of Nebraska, April, 1998.
- "Politics, Television, and Sophisticated Nonsense," University of Iowa, September, 1998.
- "Political Language and Political Campaigns," University of Oklahoma, January, 1999.
- "The End of the American Presidency," University of Colorado, March, 1999.
- "Campaign 2000: A Celebration," University of Memphis, March, 2000.
- "The Three Voices of Politics," Western Illinois University, March, 2000.
- "Feeling Good about Feeling Bad about Politics," Vanderbilt University, April, 2000.
- "Learning to Love Political Campaigns," Florida State University, April, 2000.
- "Regaining Civic Commitment," Bradley University, August, 2000.
- "The Language of the Modern Campaign," Louisiana State University, September, 2000.

- “Campaign Talk 2000,” Baylor University, October, 2000.
- “Finding the American People,” Regis University, February, 2001.
- “The Rhetorical Seductions of Cynicism,” University of Tulsa, April, 2001.
- “Imagining Political Communities,” University of Georgia, October, 2001.
- “Current Research on Youth Engagement in Politics,” Harvard University, October, 2003.
- “Campaigning for Young Voters,” University of Oklahoma, March, 2004
- “The Bounty of Presidential Campaigns,” Alma College, October, 2004.
- “Feeling Good about Feeling Bad about Politics,” Eastern Illinois University, October, 2004.
- “Contours of Political Cynicism,” University of Tulsa, January, 2005.
- “Marketing Citizenship,” Pennsylvania State University, October, 2005.
- “Civic Engagement in a Virtual Nation,” California State University–Chico, March, 2006.
- “Youth and Politics in a Mediated Environment,” University of Texas-San Antonio, March, 2007.
- “Questions and Answers and Excellence,” University of Tulsa, April, 2007.
- “Mapping Political Language,” University of California-Riverside, February, 2008.
- “Political Humor and Political Mayhem,” University of California-Santa Barbara, March, 2009.
- “Sustaining the Market for Meaning via Journalism,” University of Virginia, December, 2009.
- “The Wondering Imperative,” University of Puget Sound, July, 2010.
- “The Seductions of Media Cynicism,” Washington State University, October, 2010.
- “The Growing Attractions of Hyperbole,” Louisiana State University, March, 2011.
- “The Politics of Entertainment,” University of Delaware, April, 2011.
- “Rhetorical Studies and Political Life,” University of Copenhagen, August, 2011.
- “Political Cynicism: What’s so Funny?” Copenhagen Business School, August, 2011.
- “Politics, Language, and Sarah Palin,” Lipscomb University, November, 2011.
- “Political Civility in a Digital Age,” University of Connecticut, September, 2012.
- “Marketing Citizenship in a Contentious Era,” Austin Community College, September, 2012.
- “Political Cynicism When we Need it Least,” University of Central Arkansas, October, 2012.
- “New Media, New Emotions, Old Politics,” Duquesne University, September, 2014.
- “Pols, the Press, and their Several Languages,” Southern Methodist University, February, 2015.
- “The Dangerous Attractions of Ribaldry,” Pennsylvania State University, April, 2015.

Convention Papers

1. "Oriental Rhetoric," Speech Association of the Eastern States, April, 1967.
2. "Process, Message, and Theory," Speech Association of the Eastern States, April, 1969.
3. "Perception as a Dependent Variable in Rhetorical Communication," National Communication Association, December, 1969.
4. "Rhetorical Typologies and Perceived Commonality: Some Hypotheses," National Communication Association, December, 1970.
5. "Rhetorical Sensitivity: The Practical Outgrowth of General Semantics Assumptions," Central States Communication Association, April, 1972.
6. "Verbal and Non-verbal Correlates of Leave-Taking," National Communication Association, December, 1972.
7. "A Mission Statement for Speech Communication: Social Perspectives," National Communication Association, December, 1972.

8. "Evaluating Oral Performances," Midwest Directors of the Basic Course Conference, February, 1973.
9. "Confrontation and Rhetoric of Relationship," National Communication Association, November, 1973.
10. "The Rhetoric of Duplicity," National Communication Association, November, 1973.
11. "The Role of Theory in Rhetorical Criticism," National Communication Association, December, 1974.
12. "Rhetorical Sensitivity and Communicative Competence," National Communication Association, December, 1975.
13. "Rhetorical Features of Religio-Political Discourse in America," National Communication Association, December, 1976.
14. "Problems and Potentialities in Authoring Public Communication Texts," Central States Communication Association, April, 1976.
15. "Frontiers of Research in Rhetorical and Communication Theory," Southern States Communication Association, April, 1976.
16. "A Rhetorical Perspective of Popular Atheism in Contemporary American Society," Society for the Scientific Study of Religion, October, 1977.
17. "Rhetorical Aspects of Popular Atheism in America," National Communication Association, December, 1977.
18. "Rhetoric and Reification," Center for Advanced Study in Language, Style, and Literary Theory, University of Minnesota, May, 1978.
19. "Rhetorical Features of the Presidency," National Communication Association, November, 1978.
20. "Theory Development in Rhetoric and Fantasy Theme Analysis," National Communication Association, November, 1978.
21. "Rhetoric, Religion, and the Mass Media," Society for the Scientific Study of Religion, October, 1979.
22. "The Essential Creativity of Rhetorical Acts," Southern States Communication Association, April, 1980.
23. "A National Survey of Attitudes Toward Rhetorical Sensitivity," Central States Communication Association, April, 1980.
24. "Some Aspects of Verbal Style Among U.S. Presidents," International Society for Political Psychology, June, 1980.
25. "Rhetoric and the Maintenance of Values," National Communication Association, November, 1980.
26. "Speech Communication in Colleges and Universities," National Communication Association, November, 1980.
27. "Systematic Analysis of Political Messages: The State of the Presidency," International Communication Association, May, 1981.
28. "Institutional Features of Presidential Discourse," Central States Communication Association, April, 1982.
29. "Rhetorical Criticism and Lay Epistemologies: A Case Study," Eastern Communication Association, May, 1982.
30. "In Praise of Political Symbols," Southern States Communication Association, April, 1982.

31. "A Critique of Common Attitudes toward Political Communication," International Communication Association, May, 1982.
32. "A Comparative Study of Presidential Styles," International Society for Political Psychology, June, 1982.
33. "Computerized Language Analysis," National Communication Association, November, 1982.
34. "Presidential Persuasion," Metropolitan Communication Association, March, 1983.
35. "Presidential Discourse as a Rhetorical Type," Temple University Conference on Discourse Analysis, March, 1983.
36. "The Essential Sanity of the Status Quo in Speech Communication," National Communication Association, November, 1983.
37. "Developments and Trends in Speech Communication," West Texas Speech Communication Association, September, 1983.
38. "Verbal and Visual Features of Network Newscasts about the President," International Communication Association, May, 1984.
39. "Verbal Style and the Presidency," International Society for Political Psychology, June, 1984.
40. "Language Analysis and Rhetorical Criticism," Conference on Interpretive Approaches to Communication Research, October, 1984.
41. "The Facts of Presidential Discoursing," National Communication Association, November, 1984.
42. "Analyzing Political Language," Eastern Communication Association, May, 1985.
43. "The Role of Communication in Modern Political Leadership," International Communication Association, May, 1985.
44. "Political Linguistics: Rhetorical Perspectives," International Communication Association, May, 1985.
45. "Public Address: Should it be Disinterred?," National Communication Association, November, 1985.
46. "The Fundamental Purposes of Speech Communication," Western Communication Association, February, 1986.
47. "Uses of the Computer in Rhetorical Criticism," Central States Communication Association, April, 1986.
48. "Public Communication in Electoral Politics," International Communication Association, May 1986.
49. "The Sociology of Public Address," Central/Southern States Communication Association, April, 1987.
50. "Rhetoric and Values in a Computerized Age," National Communication Association, November, 1987.
51. "Eastern Assumptions, Western Politics, and the Problems of Jimmy Carter," N.E.H. Conference on East-West Rhetoric, June 1988.
52. "The Rhetorical Establishment," Arizona Conference on Discourse and Power, October, 1988.
53. "The Changing Scope of Rhetorical Studies," National Communication Association, November, 1988.
54. "Higher Education and Its Critics," Western Communication Association, February 1990.
55. "The Psychology of Presidential News Coverage," International Communication Association, June, 1990.

56. "The Evolution of Presidential News Coverage," International Society of Political Psychology, July, 1990.
57. "Television and the Psychology of Politics," Center for the Study of the Presidency Leadership Conference, October, 1990.
58. "Political Activism and the Mass Media," National Communication Association, November, 1990.
59. "Confronting Political Essence: The Sorenson/Johnson Conversation on Civil Rights," American Political Science Association, August, 1991
60. "Reflections on the Anniversary of the First Amendment," International Communication Association, May, 1992.
61. "Teaching Persuasion and the Presidency," National Communication Association, November, 1992.
62. "Television and Politics in an Age of Intimacy," National Communication Association, November, 1993
63. "Feeling Busy: The Psychology of Political Television," Midwest Political Science Association, April, 1994
64. "Politics, Culture, and the Language of Cynicism," International Communication Association, July, 1994
65. "Citizens' Attitudes and the Desire to Communicate," American Political Science Association, September, 1994
66. "Community by Negation," Keynote Address, Indiana University Public Address Conference, October, 1994
67. "Lyndon Johnson and Presidential Communication," Texas A&M Conference on the Presidency, February, 1995
68. "Media Politics in a Cynical Age," Smithsonian Institution, March, 1995
69. "Conceptual Possibilities in Computerized Content Analysis," International Communication Association, May, 1995
70. "Television and Citizenship," Keynote Address, Phi Kappa Phi Triennial Convention, August, 1995.
71. "Phenomenological Approaches to Political Discourse," National Communication Association, November, 1995.
72. "Media and Hegemony: Home Alone with Benjamin Barber," International Communication Association, May, 1996.
73. "The Pleasures of Political Hate," International Society for Political Psychology, June, 1996.
74. "Preview of the Campaign Mapping Project," American Political Science Association, August, 1996.
75. "Rhetoric, Style, and American Politics," National Communication Association, November, 1996.
76. "American Politics, American Language," Midwest Political Science Association, April, 1997.
77. "Language Patterns in Campaign '96: A Comparative Analysis of Political Debates," International Communication Association, May, 1997.
78. "Press and Candidate Discourse in Campaign '96," American Political Science Association, August, 1997.

79. "Politics and Citizenship in Campaign '96," Phi Kappa Phi Centennial Convention, August, 1997.
80. "Patterns of Style in American Politics," National Communication Association, November, 1997.
81. "Collective Language at the National Issues Convention," American Political Science Association, September, 1998.
82. "Citizen Discourse and Political Participation: A Survey," Conference on Mediated Politics and the Future of Democracy, University of Pennsylvania, October, 1998
83. "Of Policy Spheres and Public Spheres," National Communication Association, November, 1998.
84. "Rhetorical Leadership in Presidential Campaigns," Texas A&M University Conference on the Presidency, March, 1999.
85. "The Language of Political Crisis," International Communication Association, May, 1999.
86. "Three Voices in Political Life," International Association for Political Psychology, July, 1999.
87. "The Hidden Functions of Campaign Discourse," American Political Science Association, September, 1999.
88. "Political Elites and the American People: Who Says What about Whom," American Political Science Association, September, 2000.
89. "On Television and Social Capital," National Communication Association, November, 2000.
90. "Emotions in Political Life," National Communication Association, November, 2000.
91. "Reconstructing a Presidency: A Linguistic Map," American Political Science Association, September, 2001.
92. "What's Good about Terrorism?: A Communicative Perspective" National Communication Association, November, 2001.
93. "Democracy and Deliberation: A Response," Midwest Political Science Association, April, 2002.
94. "American Identity and the Language of Crisis," with Sharon E. Jarvis and Elvin Lim, International Society for Political Psychology, July, 2002.
95. "Language, Community, and the Clinton Impeachment," with Sharon E. Jarvis and Elvin Lim, American Political Science Association, August, 2002.
96. "An Empirical Approach to Rhetorical Theory," National Communication Association, November, 2002.
97. "Reflections on Martin Spencer's 'Politics and Rhetorics,'" American Political Science Association, August, 2003.
98. "Funding for Rhetorical and Humanistic Research in Communication," National Communication Association, November, 2003.
99. "The Language of Space and Time in American Politics," with Elvin Lim, American Political Science Association, August, 2004.
100. "Constructing the American People," National Communication Association, November, 2004.
101. "George W. Bush and the Language of Command: A Daily Diary," American Political Science Association, August, 2005.

102. "Dimensions of Power in the American Presidency," American Political Science Association, August, 2006.
103. "The Seductions of Cynicism: The Case of Jon Stewart," with Johanna Hartelius, National Communication Association, November, 2006.
104. "The Misunderstood Presidency of George W. Bush," with Jay Childers, International Society for Political Psychology, July, 2008.
105. "Tracking the Language of Space and Time: 1948-2008," with Elvin Lim, Conference on Contemporary History, London School of Economics, May, 2009.
106. "The Exceptional Electoral Style of Barack Obama," with Colene Lind, American Political Science Association, September, 2009.
107. "Speechwriting and the Modern Presidency," American Political Science Association, September, 2010.
108. "A Glance at Political Civility and Incivility," American Political Science Association, September, 2010.
109. "George W. Bush Wasn't so Bad: An Empirical Study" with Jay Childers, National Communication Association, November, 2010.
110. "Lexical Approaches to Rhetorical Criticism: Why Sarah Seems Silly," National Communication Association, November, 2010.
111. "The Elusive Style of Sarah Palin and What it Means," American Political Science Association, September, 2011.
112. "Party Style: What it is and What it Isn't," American Political Science Association, September, 2012.
113. "Lexical Questions about Campaign 2012," National Communication Association, November, 2012.
114. "Walking the Partisan Line: Mitt Romney in the 2012 Campaign," American Political Science Association, September, 2013.
115. "A New Look at Partisan Talk in the U.S.," National Communication Association, November, 2013.
116. "Blending Academic Perspectives for the Study of Political Tone," Western Political Science Association, April, 2014.

PROFESSIONAL OBLIGATIONS

National Communication Association

Nominating Committee (1979, 1988); Legislative Council (1981-1985, 1994-1996); Research Board Chair (1981-84); Administrative Committee (1981-1984, 1994-1996); Public Address Division (Chair, 1982-83); ERIC Board of Evaluators (1973-6); Committee on Structure and Services (1983-4); Committee on Committees (1987-8, 1997); Executive Director Search Committee (1987-8); Wallace Award Committee (1988-1991); Finance Board (1994-1996); Founder, Woolbert Research Award (1980-present); Founder, Arnold Distinguished Lecture Series (1995-present); Founder, NCA Mentor Fund (1998-2001); Member, NRC Report Committee (2007-8).

International Communication Association

Member, Fellows Book Awards Committee (2008-9); Member, ICA Book Awards Committee (2005-7); Chair, Fellows Selection Committee (1998); Political Communication Division (Vice-chair, 1990-2; chair, 1992-4); Board of Directors (1992-4); Finance Board (1983-6); Editorial Board, Human Communication Research (1980-1983, 1983-1986).

American Political Science Association

Grabber Award Committee (2012-2013); Chair, Political Communication Division (1993-5); Pool Award Committee (1991); Edelman Award Committee (1992, 2002).

University of Texas

Search Committee, Dean of Undergraduate Studies (2012-13); President's Committee on the University Honor Code (2011-12); Strategic IT Accountability Board (2009-11), President's Committee on Policy and Planning (2007-11); University Tuition Policy Advisory Committee (2007-8); Search Committee, Dean of Pharmacy (2007); Chair, Utopia Evaluation Committee (2005-6); Search Committee, Dean of Fine Arts (2005-6); Search Committee, Vice-president for Public Affairs (2000-1); N.E.H. Evaluation Committee (1993-5); President's Committee on the Undergraduate Experience (1990-92); University Council/Faculty Senate (1980-4; 1998-9); Honors Program for High School Juniors (Speaker, 1982); Faculty Committee on Moral Education (Chair, 1982-3); Outstanding Undergraduate Student Committee (1983); University of Texas Alumni College (Speaker, 1983, 1992); Faculty Committee on the Centennial (Chair, 1984).

Moody College of Communication

Dean (2004–present); Graduate Program Review (Chair, 1998); Senior Fellows Honors Program (Founding Director, 1987-1995); Chair, Dean Search Committee (1992-3); Department of Speech Communication (Acting Chair, 1984-6); Faculty Research Award Committee (Chair, 1983); Dean's Evaluation Committee (1985); Curriculum Committee (Chair, 1986-7); Committee of 25 (1988-1990); Research Committee (1979-84).

Associate Editor: Political Communication (1992-present); Presidential Studies Quarterly (1999-present); Journal of Communication (2003-2009); Quarterly Journal of Speech (1983-1989; 2004-7; 2013-2016); Communication Theory (2002-2006); Rhetoric and Public Affairs (1998-2008); Communication Education (1990-1993); Communication Yearbook (1985-1987); Communication Monographs (1980-1983); Human Communication Research (1980-1986); Communication Studies (1977-1980).

Guest Editor: Communication Education, 1979.

Referee: American Politics Quarterly; Political Behavior; Politics; Journal of Broadcasting and Electronic Media; Social Science Journal; Political Psychology; Political Research Quarterly; Critical Studies in Mass Communication; Polity; Review of Politics; Journal of Politics; Language and Social Psychology; Social Science Quarterly; American Political Science Review;

Communication Theory; International Journal of Public Opinion Research; Legislative Studies Quarterly.

Consulting Editor: Allyn and Bacon, Inc.; Brown Publishing Co.; Holt, Rinehart and Winston, Inc.; Prentice-Hall, Inc.; Harper and Row, Inc., Macmillan Publishing Co.; Little-Brown, Inc.; Houghton-Mifflin, Inc.; Science Research Associates; Oxford University Press; State University of New York Press; Southern Illinois University Press; U. of Chicago Press.

Proposal Evaluator: Max Bell Foundation (1999); Marsden Fund (1998-present); Exxon Education Foundation (1975); National Endowment for the Humanities (1975, 1977, 1990, 1991), American Council of Learned Societies (1977, 1980), Guggenheim Foundation (1980, 1997, 1998), Kellogg Foundation (1980).

Academic Program Evaluator: U. of North Carolina (1993); U. of California, Los Angeles (1992); Northwestern U. (1987; 2004); Temple U. (1986, 1990); U. of California-Berkeley (1985); U. of Wisconsin (1981); College of New Jersey (1996); University of Southern California (1997); Santa Clara University (2006); University of Arizona (2000, 2007).; Purdue University (2009).

Masters Theses Directed:

- "Credibility and Accuracy in Politically 'Paranoid' and 'Non-Paranoid' Discourse" (C. Smith, 1974)
- "Toward Hypotheses on Organization: Micro-Analysis of Message Structure" (M. Himmelein, 1974)
- "A Study of Differential Aspects of Inoculation Against Persuasion" (J. Walsh, 1975)
- "Public Manifestations of Private Discourse: An Analysis of U.A.W. Press Releases" (B. Pinaire, 1975)
- "Analyzing Residually Produced Messages: An Exploratory Study" (E. Berkowitz, 1975)
- "A Speculative Investigation of the Rhetorical Ceremony" (C. Jablonski, 1975)
- "A Rhetorical Analysis of Congressional Prayers, 1940-1976" (B. Habeck, 1977)
- "Metaphor and Culture: Chicago, 1855-1895" (R. Zimmer, 1977)
- "Rhetorical Movements and Catalytic Events" (J. Darsey, 1978)
- "Rhetorical Aspects of the Occult" (D. Bidwell, 1982)
- "Speech Communication in the Secondary Schools" (J. Eichen, 1982)
- "Cultural Values and Styles of Communication" (K. Ishida, 1983)
- "Religious Coverage in Time Magazine: A Content Analysis and Replication" (M. Gring, 1986)
- "Communication in the Classroom: Attitudes toward Crime" (C. Witosky, 1986)
- "Lyndon Baines Johnson's Use of Metaphor: 1939-1969" (S. Daughton, 1987)
- "Rhetorical Features of International Summit Coverage" (P. Powell, 1989)
- "Teaching Students to Read Rhetorically: Uncovering the Mythic in American Literature" (C. Keffler, 1989)
- "Postmodern Features of Modernist Discourse" (V. Bowles, 1990)
- "The Bottom Line on Corporate Social Responsibility: Aligning Business and Community Interests" (J. Bernstein, 1992)
- "The Sound of Leadership: An Update" (L. Densmore, 1997)

- "Human Agency in Political Advertising" (H. Waldren, 1997)
 "Saying More, Hearing Less: Policy Communication in the Modern Presidency" (F. McKeivitt, 2001)
 "Rhetoric, the Law, and the 2000 Election Dispute" (K. Monson, 2003)
 "Political Imagery and its Meanings" (J. Thompson, 2007)

Doctoral Dissertations Directed

- "Dimensions of Supportive and Defensive Communication" (W. Eadie, 1974)
 "Rhetorical Sensitivity: Theoretical Perspective, Measurement, and Implications in an Interpersonal and Organizational Context" (R. Carlson, 1978)
 "Institutional Rhetoric and Radical Change: A Case-Study of the Roman Catholic Church in America" (C. Jablonski, 1979)
 "The Rhetoric of the Modern Organization" (J. McMillan, 1983)
 "A Rhetorical Examination of Oral Argument in Selected State and Federal Appellate Courts" (R. Wiley, 1985)
 "Rhetoric and Success: The Case of the Southern Baptists" (D. Sinclair, 1985)
 "The Public Scientist: Rhetoric and the American Space Movement, 1975-1985" (T. Lessl, 1985)
 "The Rhetoric of Commercial Nuclear Power: A Study of Technique" (M. Vickery, 1988)
 "Paradox and Communication: The Case of Etiquette Manuals" (K. Whittenberger-Keith, 1989)
 "Paradigms of Religious Expression: An Analysis of Religious Broadcasting" (J. Tyson, 1989)
 "The United States and the United Nations: A Rhetorical Analysis" (K. Carter, 1990)
 "The Rhetoric of Corporate Legitimation: Public Relations and Philanthropy as Social Responsibility" (J. Llewellyn, 1990)
 "The Rhetorical Nature and Function of First-Person Narrative" (S. Daughton, 1991)
 "Toward a Rhetorical Understanding of Civil Racism" (M. Lacy, 1992)
 "Using the Past in the Present: The Rhetorical Construction of the American Presidency" (D. Smith-Howell, 1993)
 "The Continuing Crisis: An Analysis of Educational Crisis Rhetoric, 1951-1985" (J. Rollins, 1996)
 "You, The People: Diversity and Citizenship in Presidential Rhetoric" (V. Beasley, 1996)
 "The Way of Nietzsche: A Study in Rhetorical Nihilism," (W. Shanahan, 1997)
 "The Moral Voice of Television" (J. Wiggins, 1999)
 "The Talk of the Party: Partisanship in American Political Discourse, 1948-1996" (S. Jarvis, 2000)
 "The Rhetorical Uses of Political Consultancy" (J. Bosma, 2000)
 "Symbolic Matters: Rhetoric, Marginality, and Identity" (H. Gourgey, 2000)
 "Consent vs. Controversy: Communication, Conflict, and the Teaching of Citizenship" (M. Dixon, 2002)
 "Changing Notions of Citizenship in Cyber Democracy" (S. Sanford, 2003)
 "Models of Citizenship: Rhetoric, Americans, and their Civic Institutions" (W. Jennings, 2003)
 "The Emotional Vote: The Role of Feelings in Political Mobilization Messages" (J. K. Sawyer, 2005)
 "Crisis Communication: Training Intervention Effects on Attorney-Spokespeople" (E. Allen, 2006)

- “Cowboy Citizenship: The Rhetoric of Civic Identity among Young Americans, 1965-2005” (J. Childers, 2006)
- “Rhetorical Markers of Democratization: The Case of Russia” (N. Kovolyava, 2009).
- “Political Contradictions: Discussions of Virtue in American Political Life” (B. LaVally, 2010).
- “A Special Set-Apart Place no Longer? The Rhetoric of Modern Nonprofit Organizations,” (E. Balanof, 2011)
- “Exploring the Common Style in American Politics” (C. Lind, 2013).
- “Political Movements in an Age of Changing Media” (L. Barberena, in process).