

# Second Conference

## Association of Rhetoric & Writing Studies



October 18-20, 2017  
Hilton Garden Inn  
El Paso, Texas



[www.rhetoricandwriting.org](http://www.rhetoricandwriting.org)

# CONTINUING THE CONVERSATION: THE SECOND ARWS CONFERENCE

Welcome to the Second Conference of the Association of Rhetoric & Writing Studies (ARWS). Last year's Inaugural Conference began a critical conversation about Rhetoric & Writing Studies, and once again, the ARWS conference provides a space for scholarship, conversation, and collaboration on this dynamic and evolving field. Our second program covers a wide range of RWS topics through speakers, panel presentations, and other events. In addition, this year's program offers pre-conference workshops that offer another option for those who wish to explore RWS.

Like our Inaugural Conference, our Second Conference takes place in the Texas city of El Paso, which sits at the nexus of West Texas, the State of New Mexico, and the State of Chihuahua, Mexico. Rich in history, El Paso is a diverse city of 650,000 plus and shares a border with the equally vibrant city of Ciudad Juárez, Mexico.

We invite you to enjoy, once again, a vigorous intellectual conversation as we continue to lay the groundwork for future ARWS conferences!



## ASSOCIATION OF RHETORIC & WRITING STUDIES (ARWS)

This group was created in 2008 as a special interest group (SIG) of the annual Conference on College Composition and Communication (CCCC). It is now identified as the Association of Rhetoric & Writing Studies or ARWS. The association's purpose is to foster communication and collaboration among:

- RWS programs at both the undergraduate and graduate levels,
- RWS students and faculty,
- students and faculty in majors or areas of study beyond RWS,
- anyone with an interest in RWS education.

Goals of the ARWS include the following:

- provide digital communication forums,
- collaborate on curriculum,
- develop research/practice capacity,
- enhance venues for the sustainable dissemination of scholarship,
- promote the visibility of RWS undergraduate majors and graduate programs,
- educate RWS students about career possibilities,
- archive media,
- collect helpful resources,
- network and collaborate with federal agencies and other groups.

# 2017 KEYNOTE SPEAKER



## STUART BLYTHE

MICHIGAN STATE  
UNIVERSITY

THURSDAY, OCTOBER 19  
9AM  
DEL NORTE ROOM

**STUART BLYTHE** is the Associate Chair for Undergraduate Studies in the Department of Writing, Rhetoric, and American Cultures at Michigan State University. For the past 30 years, he has worked in many facets of higher education. This includes teaching writing and rhetoric at five separate departments of English, working as an administrator and adviser in an office of admissions and career services, overseeing the transition of Purdue's Online Writing Lab to the World Wide Web, and serving as writing program administrator and then interim department chair on a campus of approximately 10,000 students.

Stuart's research interests have focused generally on writing and rhetoric in complex institutional settings. Several publications on this theme have won awards, including "Institutional Critique" (winner of the 2001 Richard Braddock Award for best article in *College Composition and Communication*) and "Action Research and Wicked Environmental Problems" (winner of the 2009 NCTE Award for best article reporting qualitative or quantitative research in technical and scientific communication).

Stuart is currently working on a book, entitled *Inventing Writing Majors*, that explores theoretical, institutional, and historical forces that shape the development of such programs while also offering heuristic advice on the creation or revision of programs in writing and rhetoric.

## ARWS BUSINESS MEETING

Thursday, October 19  
4:30pm

Del Norte Room

# PRE-CONFERENCE WORKSHOPS

WEDNESDAY, OCTOBER 18

\$25 PER WORKSHOP

(Workshops are optional add-on to conference)



**JESSIE L. MOORE**

ELON UNIVERSITY

**MENTORING HIGH-IMPACT  
UNDERGRADUATE RESEARCH**

9AM-12N

MINER ROOM

## WORKSHOP

Excellent mentoring can transform undergraduate research into a high-impact educational practice. What are the most effective ways, though, to foster inquiry, engage students with research methods, and help undergraduate researchers share their results? Drawing from multi-institutional studies, interviews with undergraduate researchers, and the CCC Position Statement on Undergraduate Research in Writing, this interactive workshop examines best practices for mentoring writing and rhetoric majors throughout the research process. Workshop participants will explore how to adapt the identified strategies for co-curricular undergraduate research and course-based undergraduate research experiences embedded in a major's curriculum.

## FACILITATOR

**JESSIE L. MOORE** is Director of the Center for Engaged Learning and Associate Professor of English: Professional Writing & Rhetoric at Elon University. She coordinates the Center's research seminars, which support multi-institutional inquiry on high-impact pedagogies - including mentored undergraduate research. Jessie initiated and leads the planning team for the CCC Undergraduate Researcher Poster Session, which showcases undergraduate research in writing and rhetoric, and she regularly serves as a mentor at the Naylor Workshop for Undergraduate Research in Writing Studies. Her recent research examines transfer of writing knowledge and practices, the writing lives of university students, and high-impact pedagogies.

Conference attendees can register for one or both Wednesday Workshops through the conference website ([www.rhetoricandwriting.org](http://www.rhetoricandwriting.org))

# PRE-CONFERENCE WORKSHOPS

WEDNESDAY, OCTOBER 18

\$25 PER WORKSHOP

(Workshops are optional add-on to conference)



RETHINKING THE “SERVICE”  
COURSE: CURRICULUM &  
IDENTITY

1PM-4PM  
MINER ROOM



**BRIAN MCNELY**

UNIVERSITY OF KENTUCKY

**RANDALL W. MONTY**

UNIVERSITY OF TEXAS  
RIO GRANDE VALLEY

## WORKSHOP

As independent rhetoric and writing programs continue to emerge and flourish, the notion of the “service” course is ripe for reconsideration. This workshop explores ways in which courses that have traditionally been seen as providing service to the university may be rethought, reconfigured, and repositioned within undergraduate rhetoric and writing programs. Specifically, we will consider two intertwined aspects of practice: curriculum revision and programmatic identity. Participants will explore these concerns relative to their own institutional contexts.

This workshop will be a hands-on experience facilitated in a manner similar to the 2017 CCCC Think Tank sessions. By working through questions and answers about vertical curricula and programmatic identity, participants will learn from each other, collaboratively building toward new conceptions of the “service” course. Indeed, one aim will be to leave the scare quotes behind - to move beyond the notion of a service course altogether . . . .

## FACILITATORS

**BRIAN MCNELY** is Director of Undergraduate Studies in the Department of Writing, Rhetoric, and Digital Studies at the University of Kentucky. He writes about research methodologies and methods and teaches courses in technical communication, research methods, and rhetorical theory.

**RANDALL W. MONTY** is the Associate Director of the Writing Center and an Assistant Professor of Rhetoric, Composition, & Literacy Studies in the Department of Writing & Language Studies at the University of Texas Rio Grande Valley. He teaches, writes, and researches critical discourse studies, interdisciplinary and technical writing, and border studies.

# CONFERENCE SCHEDULE

**THURSDAY, OCTOBER 19, 2017**

All sessions take place in the Del Norte Room.

<b>9am - 10:00am</b>	<p style="text-align: center;"><b>KEYNOTE SPEAKER</b></p> <p style="text-align: center;"><b>Stuart Blythe, Michigan State University</b></p>
<b>10:15 - 11:30am</b>	<p><b>PANEL. Writing Studies in the Wild: How WS Programs Play with Others</b></p> <ul style="list-style-type: none"><li>• Wioleta Fedeczko, Utah Valley University, "Why I Killed Introduction to Writing Studies: Student and Faculty Identity in a Multi-Disciplinary Program"</li><li>• Nathan Gale, Utah Valley University, "Rhetorical Theory as a Side of Fries: The Difficulties and Value in Teaching Theoria, Poiesis, and Praxis in a Writing Studies Program"</li><li>• Mark Pepper, Utah Valley University, "Branding Technical Communication: Our Curious 'Other' Within Writing Studies"</li><li>• Jerry Petersen, Utah Valley University, "Finding a Place for Writing Studies among Other English Majors in the Capstone Course"</li></ul>
<b>11:45am - 12:45pm</b>	<p style="text-align: center;"><b>LUNCH BREAK</b></p> <p style="text-align: center;">Enjoy lunch on your own at the hotel or a restaurant nearby.</p>
<b>1pm - 2:15pm</b>	<p><b>ROUNDTABLE. Beyond the Intro Course: Contextualizing RWS Courses Across Program Goals, Objectives, and Experiences</b></p> <ul style="list-style-type: none"><li>• Elizabeth Birmingham, North Dakota State University, "Constituting Successful RWS Students: A Framework for Analyzing Program Design"</li><li>• Kevin Brooks, North Dakota State University, &amp; Jennifer Clifton, University of Texas at El Paso, "The Public Narrative in a Social Justice Curriculum"</li><li>• Garrett Colón, Michigan State University, "Constituting Successful Writing Students: A Framework for Analyzing Program Design"</li><li>• Laura Gonzales, University of Texas at El Paso, "Having Skin in the Game: Democratic Iterations of the Shared Use of Reasoning"</li><li>• Elizabeth Kimball, Drew University, "Technical Communication and Social Justice"</li><li>• Elenore Long, Arizona State University, "How to Commend Rhetoric as a Productive, Public Art? Design Decisions for ENG 370: Science, Values and Local Publics"</li></ul>

# CONFERENCE SCHEDULE

2:30 - 3:45pm	<b>PANEL. The Ecology of Fullness: From Writing Program to Student to University</b> <ul style="list-style-type: none"><li>• Andrew Hollinger, University of Texas Rio Grande Valley</li><li>• Marlene Galvan, University of Texas Rio Grande Valley</li><li>• Colin Charlton, University of Texas Rio Grande Valley</li></ul>
3:45 - 4:15pm	<b>COFFEE BREAK</b> Enjoy free refreshments with your colleagues.
4:30 - 5:45pm	<b>Association of Rhetoric &amp; Writing Studies (ARWS) Business Meeting</b> Join your colleagues for an important meeting that will shape the future of ARWS.
6pm & on	<b>DINNER</b> Enjoy dinner on your own at the hotel or a restaurant nearby.

## Notes

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# CONFERENCE SCHEDULE

## FRIDAY, OCTOBER 20, 2017

All sessions take place in the Del Norte Room.

9am - 10:15am	<p><b>PANEL. Implementing Curriculum &amp; Programs in RWS</b></p> <ul style="list-style-type: none"><li>• Consuelo Carr Salas, University of North Carolina at Charlotte, "Undergraduate FYW Program Philosophy: Foundation of an Independent Department"</li><li>• Travis Maynard, Florida State University, "A Curriculum Delivered, A Curriculum Remembered: An Alumni Study of an Undergraduate Concentration in Writing and Rhetoric"</li><li>• Charles Etheridge, Texas A&amp;M University-Corpus Christi, "The Writing for Nonprofits Certification: When Institutional Goals, Program Philosophies, and Competing Constituencies Collide"</li></ul>
10:30 - 11:45am	<p><b>PANEL. By Way of Introduction: First Courses in RWS</b></p> <ul style="list-style-type: none"><li>• Shuv Raj Rana Bhat, University of Texas at El Paso, "Exploring Rhetorical Situations in First Year Rhetoric and Writing Class"</li><li>• Ashok Bhusal, University of Texas at El Paso, "An Analysis of the RWS 1301 Course at the University of Texas at El Paso"</li><li>• Tracey J. Hayes, Northern Arizona University, "Teaching Rhetoric: Using Social Media to Explain Rhetorical Appeals &amp; Enthymemes"</li></ul>
11:45am - 12:45pm	<p style="text-align: center;"><b>LUNCH BREAK</b></p> <p style="text-align: center;">Enjoy lunch on your own at the hotel or a restaurant nearby.</p>
1pm - 2:15pm	<p><b>PANEL. Why We Drive a Hybrid: The Benefits of a Writing Major Integrating Creative Writing, Professional Preparation, and Liberal Arts</b></p> <ul style="list-style-type: none"><li>• Mary Rist, St. Edward's University</li><li>• Lynn Rudloff, St. Edward's University</li><li>• Drew M. Loewe, St. Edward's University</li></ul>
2:30 - 3:45pm	<p><b>PANEL. Cross-Talk in RWS: Disciplinarity, Boundaries, &amp; Accountability</b></p> <ul style="list-style-type: none"><li>• Teresa Quezada, University of Texas at El Paso, "RWS Threshold Concepts: How Can We Help Students Recognize the Concepts in Other/Upper-Division/Discipline-Specific Courses?"</li><li>• Franny Howes, Oregon Institute of Technology, "Articulating Professional Writing and Communication Studies at Oregon Tech"</li><li>• Christopher Andrews, Texas A&amp;M University-Corpus Christi, "Choose Your Own Adventure: Presenting Program Philosophy to the Public"</li></ul>
3:45 - 4:15pm	<p style="text-align: center;"><b>COFFEE BREAK</b></p> <p style="text-align: center;">Enjoy free refreshments with your colleagues.</p>



# CONFERENCE SCHEDULE

4:30 – 5:45pm	<p><b>PANEL. Three Transnationals in Search of a Programmatic Perspective: Using Transnational Experiences as a Means to Develop Writing Programs</b></p> <ul style="list-style-type: none"><li>• Gustav Verhulsdonck, University of Texas at El Paso, “Transnationals, Translingualism, and Transcreation: Considering User Experience Design in Teaching Transcultural Writing Processes”</li><li>• Rich Rice, Texas Tech University, “Multimodal Transculturalism: Photo-Essays and Locational Rhetoric”</li><li>• Kanika Batra, Texas Tech University, “Writing Africa into China: Transcultural Literacy and Rhetorical Analysis”</li></ul>
6pm & on	<p style="text-align: center;"><b>ARDOVINO'S DESERT CROSSING</b></p> <p>Relax, socialize, and collaborate over evening cocktails and dinner.</p> <p style="text-align: center;"> or  <b>DINNER</b></p> <p>Enjoy dinner on your own at the hotel or a restaurant nearby.</p>

## JOIN US AT ARDOVINO'S DESERT CROSSING!

Ardovino's Desert Crossing is a rustic Italian-American border restaurant nestled along the Rio Grande. It lies on the outskirts of El Paso, Texas in the city of Sunland Park, New Mexico, which shares a border with Anapra, a neighborhood in Juarez, Mexico.

Among the locals, Ardovio's Desert Crossing is known for its fresh, locally grown food, its elegant banquet facility, and its weekend farmer's market, where vendors sell locally grown produce, freshly baked breads, chile ristras, lamb and goat cheese as well as arts and crafts.

Ardovino's Desert Crossing also has a distinct ambiance. From the restaurant's patio, diners enjoy glimpses of the desert landscape, dotted with creosote, ocotillo, and other native plants. They can also see Mount Cristo Rey, a site of pilgrimage for many El Pasoans, and they may also hear a passenger train winding its way around the foothills nearby.

Transportation to Ardovino's Desert Crossing is included in the price of your conference fee. Attendees will pay for their own cocktails and dinner. If you're interested in joining us for a night of fine dining, please email [rhetwriting@gmail.com](mailto:rhetwriting@gmail.com) to secure your spot!

## Acknowledgments

The Association of Rhetoric & Writing Studies would like to thank the following for their contributions to the second conference:

- Helen Foster (Conference Chair)
- Angela Petit (Conference Co-Chair)
- Jennifer Clifton
- Laura Gonzalez
- Deirdre Carney
- Graduate Students in the University of Texas at El Paso Rhetoric & Writing Studies Program

The ARWS would also like to thank Hien Dinh and Huang Do, along with Viethang Pham, for their generous financial contributions to the conference and association.

