

Jessica Sheffield

Curriculum Vitae

January 2016

CONTACT INFORMATION

6021 USA Drive South
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EDUCATION

- Ph.D. - The Pennsylvania State University (Communication Arts and Sciences), 2010.
Dissertation: "Weblogs and Activism: A Social Movement Perspective on the Blogosphere"
- M.A. - The Pennsylvania State University (Communication Arts and Sciences), 2007.
Thesis: "A Rhetorical Analysis of the Dean for America E-Campaign"
- B.A. - The University of Alabama in Huntsville (Communication Arts), 2007.
Senior Thesis: "Community Heroes: A Fantasy Theme Analysis of the Open Source Software Movement"

ACADEMIC APPOINTMENTS

- Assistant Professor of Communication. University of South Alabama. August 2013-present.
- Assistant Professor of Speech Communication. University of South Carolina-Extended University, August 2010-May 2013.

PUBLICATIONS

- Sheffield, Jessica. "Theodore Roosevelt, 'Conservation as a National Duty' (13 May 1908)." *Voices of Democracy*, vol. 5 (2010), pp. 89-108.
- Sheffield, Jessica, and Elyse Merlo. "Biting Back: *Twilight* Anti-Fandom and the Rhetoric of Superiority." In *Bitten by Twilight: Youth Culture, Media, and the Vampire Saga*, edited by Melissa Click, Jennifer Stevens Aubrey, and Lissa Behm-Morawitz. New York: Peter Lang, 2010.
- Simpson, Scott, and Jessica Sheffield. "Neocolonialism, Technology, and Myth in the *Stargate* Universe." In *Sith, Slayers, Stargates, and Cyborgs: Modern Mythology in the New Millennium*, edited by John Perlich and David Whitt, 73-98. New York: Peter Lang, 2007.

RESEARCH IN PROGRESS

“Sharing/Shaping Community: Virality’s Constitutive Rhetoric.” Accepted for publication in *Equipment for (Digital) Living: Key Concepts in Digital Rhetoric*, ed. Amber Davisson and Aaron Hess, in press.

“Cool for a Cause: The ALS ‘Ice Bucket Challenge’ as Viral Movement.” Final revisions for submission to the *Journal of Contemporary Rhetoric*.

“A Rhetorical History of the Stoneman Meadow Riot in Yosemite National Park, 1970.” Final revisions.

“Drama in the Delta: A Rhetorical Analysis of the Mobile-Tensaw River Delta Park Controversy.” Draft.

“Higher, Faster, Further, More: The ‘Carol Corps’ Redefines Comics Fandom.” Data collection and draft.

Merced River Plan (Yosemite) project. Data collection and organization.

GRANTS AND FELLOWSHIPS

University of South Alabama

Support and Professional Development Award, University of South Alabama. For “London: Street and Studio.” (Proposal Submitted Fall 2015)

USA Faculty Development Council Award, University of South Alabama. For “Controversy in Yosemite: An Analysis of Contested Park Discourses.” \$3,250. (Spring 2014)

Mobile Bay Heritage Award, University of South Alabama. For “Analyzing Communication in the Mobile-Tensaw River Delta Controversy.” \$700. (Spring 2014)

Support and Professional Development Award, University of South Alabama. For “Spring Research Symposium on Mediated Communication.” \$1,405. (Spring 2014)

University of South Carolina

Provost’s Distributed Learning Course Development Grant Program, University of South Carolina. \$3,600. (Spring 2012)

Teaching Excellence Grants on Integrating Learning Beyond and Within the Classroom, University of South Carolina Center for Teaching Excellence. \$2,250. (Spring 2012)

The Pennsylvania State University

Dissertation Fellowship, Center for Democratic Deliberation. (Spring 2009)

Graduate Research Fellowship, Research and Graduate Studies Office, The Pennsylvania State University. (2004-2007)

University Graduate Fellowship, The Pennsylvania State University. (2003-2004)

CONFERENCE PARTICIPATION

Refereed Papers

“A Rhetorical History of the Stoneman Meadow Riot in Yosemite National Park, 1970.” Annual Convention of the National Communication Association, 2015.

“Re-cycling and Redistributing Energies: Garbloggers’ Environmental Discourses.” Annual Convention of the National Communication Association (Association for the Rhetoric of Science and Technology Pre-Conference), 2011.

“Ethos and Ego-Function in Activist Blogging.” Annual Convention of the Eastern Communication Association, 2011.

“‘Fur is Murder’ to ‘Veggie Love’: Social Movement Organizations, Weblogs, and the Changing Face of Affiliated Movement.” Annual Convention of the National Communication Association, 2009.

“Weblogs and Activism: A Social Movement Analysis of the Blogosphere.” Hawaii International Conference on Arts & Humanities, 2009.

“A Moral Imperative: Theodore Roosevelt, ‘Conservation as a National Duty,’ 1908.” Annual Convention of the National Communication Association, 2008.

“Reflecting, Selecting, and Deflecting the Web: Weblogs as Terministic Screens.” Seventh Triennial Conference of the Kenneth Burke Society, 2008.

“Community Weblogs: An *Ethos* for Identification.” Annual Convention of the Eastern Communication Association, 2008.

Scott Simpson and Jessica Sheffield, “Neocolonialism, Technology, and Myth in the *Stargate* Universe.” Annual Convention of the National Communication Association, 2007.

Nan Yu, Joshua B. Gross, Jessica Sheffield, and Alice Anderson, “Click on Trust: A Study of the Impact of Weblogs’ Author Identity and Privacy Policy on Political Participation.” Annual Convention of the International Communication Association, 2007.

“Mediating Nature: Technological Interactions with America’s National Parks.” Annual Penn State Conference on Rhetoric and Composition, 2007.

“Twenty-First Century Politics: Lessons Learned from the Dean for America Campaign.” Annual Convention of the Eastern Communication Association, 2007.

“‘Experience Your America’: A Rhetorical Analysis of the National Park Service.” Annual Convention of the Eastern Communication Association, 2007.

“By, For, and Of the Users: The Rhetoric of the Free and Open Source Software Movement.” Annual Convention of the National Communication Association, 2006.

“Virtual Constituency: Rhetorical Strategies in the Dean for America Weblog.” Annual Convention of the National Communication Association, 2005.

“Stasis in the Age of Mediated Politics: A Contemporary Approach to an Ancient System.” Annual Convention of the Southern States Communication Association, 2005.

“Science and the Promise of a Better Future: The Rhetoric of ‘As We May Think’.” Annual Convention of the National Communication Association, 2004.

“From Virtual Empowerment to Actual Involvement: The Internet and Dean for America.” Annual Convention of the Eastern Communication Association, 2004.

“Identity and Identification in a Group Weblog.” Fifth Triennial Conference of the Kenneth Burke Society, 2002.

Selected Panel Appearances and Posters

“Higher, Faster, Further, More: The ‘Carol Corps’ Redefines Comics Fandom.” Annual Convention of the Southern States Communication Association, 2016 (scheduled).

“Theorizing Digital and Networked Rhetorics: Nine Key Concepts (Virality).” Annual Convention of the National Communication Association, 2015.

“The ‘Senses of Rhetoric’: Honoring Thomas W. Benson’s Contributions to the Study of Rhetorical Theory, Rhetorical Criticism, and Public Address.” Annual Convention of the National Communication Association, 2015.

“Weblogs, Virality, and Memes in the ‘RaceFail 09’ Debate.” Annual Convention of the National Communication Association, 2013.

“Champion of Champions: Harry Hampton and the Movement to Save Congaree.” Eighth Triennial Conference of the Kenneth Burke Society, 2011.

Jessica Sheffield and Elyse Merlo. "Biting Back: *Twilight* Anti-Fandom and the Rhetoric of Superiority." Annual Convention of the National Communication Association, 2009.

"Barack Obama, 'A More Perfect Union' (18 March 2008)." Annual Convention of the Eastern Communication Association, 2009.

"Value vs. Risk: The Debate over LNG in Mobile, Alabama." Annual Convention of the Southern States Communication Association, 2008.

"Automobile Touring and Rhetorical Experience in America's National Parks." Annual Convention of the National Communication Association, 2006.

"Burke and the Websphere," organizer and chair. Sixth Triennial Conference of the Kenneth Burke Society, 2005.

"The 'Blog for America': Internet Strategies in the Dean for America Campaign (Poster)." Penn State Graduate Exhibition, 2005.

"Blogging in Campaign '04." Annual Convention of the Western States Communication Association, 2005.

MASTERS THESES AND PROJECTS - UNIVERSITY OF SOUTH ALABAMA

Committee Chair/Adviser

Mary Beth Lursen, "Talking Dead Heads: A Qualitative Analysis of *The Walking Dead* Fans on Social Media," M.A. Thesis, in progress.

Megan L. Young, "Strategic Communication Analysis and Plan for the Poarch Band of Creek Indians," M.A. Project, in progress.

Susan L. Hoover, "A Theoretical Synthesis and Multi-Case Study of Fragmented Advertising," M.A. Project, in progress.

Bridget Green Mallette, "Risk, Deviance, and Psychiatry: A Rhetorical Criticism of Pedophilia in the DSM-V," M.A. Thesis, in progress.

Mary Eugenia McAleer, "What Are They Trying To Sell Us? A Deconstruction of ADHD Direct To Consumer Pharmaceutical Advertisements," M.A. Project, 2015.

Elizabeth B. Rogers, "To Prepare Or Not To Prepare? A Dramatistic Rhetorical Analysis of National Geographic's *Doomsday Preppers*," M.A. Thesis, 2015.

Rachel L. Giles, "'I Would Like To Say Some Words In English': A Rhetorical Analysis of President Marzouki's Address on the Tunisian Constitution," M.A. Thesis, 2014.

Committee Member

Angelica Howard, M.A. Project, in progress.
Daeshen Smith, M.A. Thesis, in progress.
Lindsey Vazquez, M.A. Thesis, in progress.
Jessica Head, M.A. Thesis, 2015.
Sara Michelle Sobolewski, M.A. Thesis, 2015.
Brittney Roberts, M.A. Thesis, 2014.
Jennifer Williams, M.A. Thesis, 2014.

TEACHING EXPERIENCE

University of South Alabama

CA 260, Digital Writing and Production
CA 310, Persuasion
CA 360, Communication and the Internet
CA 390, Special Topics in Propaganda
CA 422, Rhetorical Theory
CA 424, Rhetorical Criticism
CA 490, London: Street and Studio (study abroad course in London, UK)
CA 501, Qualitative Methods
CA 522, Rhetorical Theory
CA 524, Rhetorical Criticism
CA 560, Communication Technology

University of South Carolina – Extended University

SPCH 140, Public Communication
SPCH 331, Organizational Communication

The Pennsylvania State University

CAS 100A, Effective Speech—public speaking
CAS 100B, Effective Speech—small group communication (traditional and online)
CAS 175, Persuasion and Propaganda
CAS 283, Communication and Information Technology I (traditional and online)
CAS 100C, Effective Speech—message analysis (online)
CAS 475, Studies in Public Address (online)
CAS 497A, Politics and the Internet
CAS 497B, Media Use and Civic Engagement
CAS 497B, Copyright and Control on the Internet
CAS 498B, Children and the Internet
Graduate Teaching Assistant, Communication Arts and Sciences Study Abroad Program in Rome, Italy (Summer 2008)

RESEARCH POSITIONS

The Center for Democratic Deliberation at the Pennsylvania State University (Fall 2009)
Voices of Democracy: The U.S. Oratory Project (Summer 2007, Summer 2008, Fall 2008)
Dr. Christopher Johnstone (Summer 2004, Summer 2005)

UNIVERSITY SERVICE

University of South Alabama

College of Arts & Sciences:

Summer Professional Development Awards Committee, 2014-2015
Grade Grievance Committee, 2014

Department of Communication:

Curriculum Committee, 2013-2016
Graduate Studies Committee, 2013-2016
Research Symposium Coordinator, 2013-2016
Communication Studies Concentration Coordinator, 2013-2016

University of South Carolina

Carolina Core Committee, 2013
Provost's Distributed Learning Grant Selection Committee, 2012-2013
Provost's Distributed Learning Advisory Committee, 2011-2012
Search Committee, Palmetto Programs Tenure-Track Position, 2012-2013
Search Committee, Speech Communication Tenure-Track Position, 2012-2013
USC Regional Campuses Faculty Senate System Affairs Committee, 2012-2013
Fort Jackson Military Program Assessment Committee, 2011-2013
Adult Student Recruitment Committee, 2011-2013
USC FBLA-PBL (University of South Carolina Future Business Leaders of America – Phi Beta
Lambda) Faculty Advisor, 2011-2013

SERVICE TO PROFESSION

NCA Political Communication Division Reviewer (2007, 2009, 2010, 2013, 2014, 2015)
NCA Public Address Division Reviewer (2006, 2013, 2014, 2015)
ECA Media Studies Division Reviewer (2011)
NCA Environmental Communication Division Reviewer (2010)
NCA Student Section Reviewer (2005)

MEMBERSHIP IN LEARNED AND PROFESSIONAL SOCIETIES

Association of Rhetoric, Science, and Technology (ARST)
Kenneth Burke Society (KBS)

National Communication Association (NCA)
Southern States Communication Association (SSCA)

REFERENCES

James Aucoin, _____

