

# Melanie Joy McNaughton

Curriculum Vitae  
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## Education

- Ph.D. University of Georgia, 2008  
Speech Communication  
Dissertation: From Berber Carpeting to Blueberry Cocktails: Rhetorics of Style and Design
- M.A. Pennsylvania State University, 2004  
Communication Arts and Sciences  
Thesis: Unlawful Carnal Knowledge: The Rhetorical Agency of the Body
- B.A. University of Calgary, Canada, 2001  
First Class Honors in Communication and Culture; Gold Medallion (top student in program), Silver Medallion (top student in major)  
Thesis: The Body as a Site of Discourse: The Use of Rape as Hate Speech in the Breakup of the Former Yugoslavia

## Book Manuscript

McNaughton, Melanie Joy. From Techné to Tulips: Designing, Dwelling, and Martha Stewart. Prospectus and sample chapters under review.

## Articles and Book Chapters

- Freeburg, Melissa N, and Melanie Joy McNaughton. "BDSM and Pop Culture, Implications for Counselors: A Case Study." VISTAS (Winter 2017): 1-11.
- McNaughton, Melanie Joy. "Of Art and Drudgery: Martha Stewart's Homekeeping as Techné." Home Cultures. 13:1 (2016): 39-62.
- McNaughton, Melanie Joy. "Being a Feminist and Ironing One's Sheets: Domesticity, Feminism and Martha Stewart." Ohio Speech Communication Journal. 51 (2013): 237-256.

- McNaughton, Melanie Joy. "Reimagining What Images Can Achieve." Journal of Mass Media Ethics 28.2 (2013): 140-142.
- McNaughton, Melanie Joy. "Insurrectionary Womanliness: Gender and the (Boxing) Ring." The Qualitative Report 17 (2012): 1-13. Available at <http://www.nova.edu/ssss/QR/QR17/mcnaughton.pdf>
- McNaughton, Melanie Joy. "Marketing: Competitive Communication." Dao of Communication: Reflections on a New Approach. Ed. Nancy Van Leuven and Anthony B. Chan. Toronto, ON, Canada: Ginger Post Imprints, 2009. 147-166.
- McNaughton, Melanie Joy. "Guerrilla Communication, Visual Consumption, and Consumer Public Relations." Public Relations Review 34.3 (2008): 303-305.
- McNaughton, Melanie Joy. "Hard Cases: Prison Tattooing as Visual Argumentation." 10<sup>th</sup> anniversary issue on visual argumentation. Argumentation and Advocacy 3.3-4 (2007): 133-143.

## Reviews

- McNaughton, Melanie Joy. "Political Affect: Connecting the Social and the Somatic." Review of Political Affect by John Protevi. JAC: Journal of Advanced Composition, 31.1-2 (2011): 375-381.
- McNaughton, Melanie Joy. Review of Rhetorics of Display edited by Lawrence J. Prelli, Rhetoric and Public Affairs, 40.4 (2007): 739-741.
- McNaughton, Melanie Joy. Review of On Location by Serra Tinic, Journal of Popular Culture, 39:4 (2006): 689-690.
- McNaughton, Melanie Joy. Review of Action and Adventure Cinema by Yvonne Tasker, Journal of Popular Culture, 39.2 (2006): 335-336.
- McNaughton, Melanie Joy. Review of "Questioning the Motives of Habituated Action: Burke and Bourdieu on Practice" by Dana Anderson, KB Journal 2.1 (2005): Online. Available at <http://www.kbjournal.org/node/107>.

## Competitively Submitted Papers & Presentations

- "Fifty shades of misunderstanding." Co-authored with Melissa Freeburg. Presented to the European Branch of the American Counselling Association, Geneva, 2016.
- "Sublime imagery and visual construction." Rhetoric and Sensation Seminar. Rhetoric Society of America Institute, Madison, 2015.
- "Domination, disaster, and doctrine: Pornography and the public conscience." Presented to the Rhetoric Society of America, San Antonio, 2014.
- "Visual Rhetoric and the Boston Marathon Bombing." Presented to the National Communication Association, Washington, DC, 2013.

- "The Hermeneutic Sublime." Presented to the International Communication Association, London, 2013.
- "Designing and Living: Cultures of Home and Martha Stewart Living." Presented to the National Communication Association, New Orleans, 2011. *Top paper, Visual Communication Division*.
- "Squatting in Style: Dwelling, Design, & Graffiti." Presented to the Rhetoric in Society Conference, Belgium, 2010.
- "Insurrectionary Womanliness." Presented to the Rhetoric Society of America, Minneapolis, 2010.
- "Of Art and Drudgery: Making Sense of Martha Stewart's Domestic Vision." Presented to the National Communication Association, Chicago, 2009.
- "Graphic Design and Gracious Living: Typography and Rhetoric in Martha Stewart Living." Presented to the Popular Culture Association, New Orleans, 2009.
- "Eye of the Beholder: Abu Ghraib, the Sublime, and the Ethical Responsibilities of Looking." Presented to the National Communication Association, Chicago, 2007.
- "Paris is Burning and the Power and Problems of Performativity." Presented to the National Communication Association, San Antonio, 2006. *New Voices in Critical Cultural Studies, Critical Cultural Studies Division*.
- "What Men are Most Afraid of: Homoeroticism, Masculinity, and Mission: Impossible II." Presented to the National Communication Association, San Antonio, 2006.
- "Hard Cases: Prison Tattooing as Visual Argumentation." Presented to the National Communication Association Doctoral Honors Conference, Purdue, 2006.
- "Mapping the Landscape: A Postmodern Rhetorical Framework for Public Relations." Presented to the National Communication Association, Boston, 2005.
- "Prison Tattooing as Visual Argumentation." Presented to the National Communication Association, Boston, 2005. *Top Student Paper, Visual Communication Division*.
- "What You See is What You Get: Visual Argumentation and the Body." Presented to the National Communication Association, Boston, 2005.
- "You are What You Eat: The Performative Power of Religious Vampire Sects." Presented to the National Communication Association, Boston, 2005.
- "Dramatistic Pluralism: Connecting Richard McKeon and Kenneth Burke." Presented to the Pennsylvania State University Conference on Rhetoric and Composition & Triennial Kenneth Burke Conference, State College, 2005.
- "The Body as Public Memorial: Rape and the Rhetorical Agency of the Body." Presented to the National Communication Association, Chicago, 2004.
- "Body Unbound: Sexual Assault and Recovery as Productive Knowledge." Presented to the Rhetorical Society of America, Austin, 2004.

“Postmodern Pastiche and the Triumph of Materiality: The Rhetorical Functions of the Urban Primitive Movement.” Presented to the National Communication Association, Miami, 2003.

“Returning to the Scene of the Crime: Materiality in Hitchcock’s Rope.” Presented to the National Communication Association, Miami, 2003.

“From Red Menace to Rave Menace: A Burkean Deconstruction of the Rhetorical Strategies Of Anti-Communist and Anti-Rave Discourse.” Presented to the Eastern Communication Association, Washington, 2003. *Top Three Paper, Kenneth Burke Division*.

“The Body as a Site of Discourse: The Use of Rape as Hate Speech in the Break-up of the Former Yugoslavia.” Presented to the Rhetorical Society of America, Las Vegas, 2002.

### **National Awards, Honors, Grants**

Top Paper, Visual Communication Division. National Communication Association, 2011.

Finalist, Social Sciences and Humanities Research Council of Canada Doctoral Grant (\$20,000), 2006.

New Voices in Critical Cultural Studies Panel. National Communication Association, 2006.

National Communication Association Doctoral Honors Conference, 2006.

Top Student Paper, Visual Communication Division. National Communication Association, 2005.

Top Three Paper, Kenneth Burke Division. Eastern Communication Association, 2003.

### **Campus Awards, Honors, Grants**

Award for Academic Excellence – Blackboard Innovation, 2017, BSU.

Center for the Advancement of Teaching and Learning Summer Grant (\$3,100), 2009, 2017, BSU.

Center for the Advancement of Teaching and Learning Small Grant (\$1,250), 2014, BSU.

Office of Teaching and Learning Course Development Grant (\$3,000), 2013, BSU.

Center for the Advancement of Teaching and Learning Online Course Development Grant (\$2,000), 2010, BSU.

Outstanding Teaching Assistant Award, University of Georgia, 2008. Awarded to top 10% of Teaching Assistants.

## Teaching Experience

**Associate Professor**, Bridgewater State University: 2008-present

Capstone Seminar in Communication Studies (COMM 493). As the Core required writing course in the major, this class is designed to deepen students' understanding of the field through engagement in the research process. Students will work to integrate the knowledge gained throughout their education in the construction of an original argument or the collection of original data. This process asks students to engage in the academic conversation on communication and to make a unique contribution to this conversation.

Popular Culture and Communication (COMM 463). This course explores the origins and development of popular culture in the mid-twentieth and early twenty-first century, examining a range of theoretical approaches to understanding, analyzing and participating in popular culture. The course primarily takes up television, film, advertising, popular music, and computer cyberculture, investigating how ethnicity, race, gender, class, age, religion, and sexuality both shape and are shaped by popular culture. *I developed this course as part of a curricular redesign; it became part of the Communication Studies curriculum in Fall 2013.*

Visual Culture and Communication (COMM 373). Students will gain insight into how visual components contribute to effective strategic communication by investigating the roles visuals play in reaching audiences and building corporate identity. Through course readings, case studies, and assignments, students will learn about the communication functions served by visual components like images, color choices, and graphic design. *I developed this course as part of a curricular redesign; it became part of the Communication Studies curriculum in Fall 2013.*

Images of Gender & Media (COMM 355). This course considers images of men and women in contemporary media forms, including film, television and magazines. Students will learn to think about media images as products of social values and as consumer commodities, analyzing how gender is socially constructed via body type, social roles, subcultures and consumer values, among other things. Students will also consider how images affect the way we construct ourselves and our lives.

Visual Culture and Communication (COMM 342). This upper-level topics course explores visual culture and communication (such as photographs, artwork, architecture and tattoos). Through analyzing visual media, students enhance their ability to function as effective critics and consumers of public discourse. *I developed this course as part of a curricular redesign; it became part of the Communication Studies curriculum in Fall 2013.*

Communication & Culture Theory and Research (COMM 336). This mid-level course examines the foundations of communication criticism and explores current methods of communication analysis. The relationship between theory and practice of communication criticism is examined. Students will also apply methods in analyzing a variety of cultural discourses, practices and texts including, but not limited to: social media, public debate, news reports, television programs, films, popular music, and advertisements.

Second Year Seminar: Visual Communication in Popular Culture (COMM 299). This writing intensive special topics course explores how visual communication creates and communicates identity.

Introduction to Public Relations (COMM 226). This course provides students with knowledge of the history, goals, objectives and skills associated with public relations, in addition to providing students the opportunity to develop career-specific communication skills.

Communication Research and Writing (COMM 224). This course provides an introduction to communication research, methods and writing style. The course will examine research methods commonly used in the field of communication studies, both quantitative and qualitative, and how research articles are prepared. Students will learn about different components of academic research and will practice these skills through academic writing assignments.

Communication Studies Theory (COMM 222). This course introduces students to theoretical perspectives in communication: interpersonal, group, mass, and intercultural. By examining contributions in the development of communication as a field, students gain an understanding of the history of the discipline.

Introduction to Public Speaking (COMM 102). This course is an introduction to the practical skill of public speaking. It will emphasize the basic principles of research, organization, and delivery in the construction of effective public presentations. Civic aspects of public speaking will also be addressed with attention to critical listening and evaluation of public communication.

**Graduate Instructor**, University of Georgia: 2005-2008

Topics in Rhetorical Criticism: Rhetorics of Style and Design

Introduction to Rhetorical Criticism

Introduction to Public Speaking

**Adjunct Instructor**, University of Calgary: 2006

Effective Spoken and Written Discourse

**Instructor**, Lee Arrendale State Prison, Georgia: 2006

Effective Public Speaking

**Teaching Assistant**, University of Georgia: 2004-2005

Rhetoric & Environmental Communication

Rhetoric & Popular Culture

Rhetoric & Society: American Identity

**Graduate Lecturer**, The Pennsylvania State University: 2003-2004

Effective Public Speaking

## Invited Presentations

“The Gospel According to Martha Stewart.” Church of the Advent, Boston, June 2009.

“From Berber Carpeting to Blueberry Cocktails: Martha Stewart and the Branding of Personal Lifestyle.” University of Georgia Speech Communication Colloquium, April 2008.

“Eye of the Beholder: Abu Ghraib, the Sublime, and the Ethical Responsibilities of Looking.” University of Georgia Speech Communication Colloquium, November 2007.

“Engagement in the Classroom.” University of Georgia Speech Communication Orientation and Teaching Assistant Training, August 2007.

“Objectives-Based Tutoring.” University of Georgia Rankin-Smith Academic Center Tutor Training, June & August 2007.

“Starting the Semester Off Right: Conducting an Effective First Tutoring Session.” University of Georgia Rankin-Smith Academic Center Tutor Training, June & August 2007.

“Hard Cases: Prison Tattooing as Visual Argumentation.” University of Georgia Speech Communication Colloquium, October 2006.

“Postmodern Pastiche and the Triumph of Materiality: The Rhetorical Functions of the Urban Primitive Movement.” The Pennsylvania State University Communication Arts & Sciences Colloquium, November 2003.

## Campus Presentations

“Fifty Shades of Misunderstanding.” Presented to the BSU Center for the Advancement of Teaching and Learning Celebration, Bridgewater, 2017. Presented with Melissa Freeburg.

“The Good Life, the Good Home, and Martha Stewart.” Presented to the BSU Center for the Advancement of Teaching and Learning Celebration, Bridgewater, 2017.

“Beyond Power-Point: Speaking Intensive Assignments.” Presented to the BSU Teaching and Learning Conference, Bridgewater, 2016.

“Scaffolding Research Assignments.” Presented to the BSU Teaching and Learning Conference, Bridgewater, 2016.

“Speaking in Any Classroom.” BSU Visiting Lecturer Development Seminar, January 2013. Co-Facilitated with Maria Hegbloom.

“Speaking-as-Learning.” Teacher-Scholar Summer Institute, BSU, August 2012. Co-Facilitated with Maria Hegbloom.

“Speaking in Any Classroom.” BSU Faculty Development Seminar, December 2012. Co-Facilitated with Maria Hegbloom.

“Speaking-as-Learning.” BSU Faculty Development Seminar, October 2012. Co-Facilitated with Maria Hegbloom.

“Speaking-as-Learning.” Teacher-Scholar Summer Institute, BSU, August 2012. Co-Facilitated with Maria Hegbloom.

“Speaking Intensive Courses.” Teaching Essentials for the 21<sup>st</sup> Century; BSU Faculty Development Seminar, December 2011. Co-Facilitated with Theresa King.

“The Problem Has a Name: Feminism, Domesticity, and Martha Stewart.” Presented to the BSU Center for the Advancement of Teaching and Learning Celebration, Bridgewater, 2010.

“Course Design with Attention to Issues of Race, Ethnicity, Racism and White Privilege.” Race Matters; BSU Faculty Development Seminar, March 2011.

“Writing-to-learn Activities.” Writing Across the Curriculum BSU Faculty Development Seminar, September 2010.

“Effectively Creating and Assessing Speaking Intensive Assignments.” BSU Faculty Development Seminar, May 2010 & 2009.

“Developing Speaking Intensive Assignments.” BSU Faculty Development Seminar, December 2008.

## **Professional Development**

Teacher-Scholar Summer Institute (emphasizing pedagogical development), BSU, August 2016.

Writing Across the Curriculum Early Summer Institute, BSU, May 2016.

[Online Learning Certification](#) course, May 2015.

[Quality Matters](#) online course development certification class, August 2015.

Teacher-Scholar Summer Institute (emphasizing research and writing), BSU, August 2014.

Teacher-Scholar Summer Institute (emphasizing cultural inclusion and undergraduate research), BSU, August 2010.

“Massachusetts Colleges Online.” E-Learning conference, Mount Wachusett Community College, June 2010.

“Innovative Teaching in Second Life.” NCA Short course, November 2009.

“Developing Culturally Inclusive Pedagogy.” BSU, October 2009.

“Putting Your Course Online.” BSU Faculty Development Workshop, May 2009.

University of Georgia “Graduate Future Leaders Program.” Leadership workshop held at Amicola Falls, GA, October 2007. Participants competitively selected by Dean of the Graduate School.

“Identity + Branding” Workshop, led by Don Chang (President Elect, Icoграда). Rhode Island School of Design, June 2007. The workshop explored integrating brand identity into cohesive visual media applications. Participants prepared a creative brief, verbal identity, and brand communication platform.

## Service

### *Department:*

Departmental Honors Coordinator, Communication Studies, BSU, 2014-present.

Departmental Internship Coordinator, Communication Studies, BSU, 2017-present.

Faculty Adviser, Communication Studies, BSU, 2008-present. 40+ students.

Member, Search Committee (Film and Video Production), Communication Studies, BSU, 2016.

Chair, Sunshine Committee, Communication Studies, BSU, 2008-2011, 2016-2017.

Chair, Communication Studies Undergraduate Curriculum Committee, BSU, 2013-2014.

Member, Communication and Culture Assessment Committee, BSU, 2013-2014.

Member, Graduate Program Committee, BSU, 2008-2009, 2012-2013.

Chair, Search Committee (Assistant Professor in Journalism), Communication Studies, BSU, 2010-2011.

Member, Search Committee (Administrative Assistant), Communication Studies, BSU, 2010.

Member, On-line Program Planning Grant Committee, Communication Studies Department, BSU, 2008-2009.

Member, Assessment Committee, Communication Studies, BSU, 2008-2009.

COMM 130 Coordinator, Communication Studies, BSU, 2008-2009.

### *Institution:*

Chair, Curriculum Committee, BSU, 2016-2017.

First & Second Year Seminar Coordinator, BSU, 2016-2018.

Member, Center for Advancement of Research and Scholarship Advisory Board, BSU, 2016-2019.

Advisory Board Member & Mentor, Faculty Advisory Network, BSU, 2016-2017.

Member, Faculty Development Leadership Group, BSU, 2008-2010, 2014-2018.

Member, Office of Teaching & Learning Advisory Board, BSU, 2014-2018.

Member, Undergraduate Research Advisory Board, BSU, 2014-2018.

Member, Writing Across the Curriculum Network, BSU, 2009-2010, 2014-2018.

Second Year Seminar Coordinator, BSU, 2014-2016.

Vice-Chair, Undergraduate Curriculum Committee, BSU, 2013-2014.

Chair, New Course Subcommittee, Undergraduate Curriculum Committee, BSU, 2012-2014.

Faculty Adviser, The Bridge, BSU, 2010-2013.

Member, Service Learning Advisory Board, BSU, 2010-2013.

Member, Writing Across the Curriculum Network, BSU, 2009-2010.

*Discipline:*

Reviewer, Critical Studies in Media Communication. 2017.

Reviewer, Argumentation & Advocacy. 2016.

Reviewer, Visual Communication Quarterly. 2016.

Reviewer, Communication Critical/Cultural Studies. 2014.

Reviewer, Visual Communication Division, National Communication Association, Chicago, 2014.

Reviewer, Atlantic Communication Journal. 2013.

Reviewer, Bridgewater State University's The Undergraduate Review. 2013.

Reviewer, Communication Quarterly. 2012.

Reviewer, Best Dissertation Committee, Critical/Cultural Studies Division, National Communication Association, Orlando, 2012.

Reviewer, Visual Communication Division, National Communication Association, Orlando, 2012.

Reviewer, Proceedings, National Conference on Undergraduate Research, 2012.

Co-Director, Athens of American Reading Group (a workshop for Boston-area rhetorical scholars trained in Communication Studies, English, and History). 2011-2012.

Reviewer, Communication, Culture, and Critique. 2011-2012.

Reviewer, Lexington Books. 2011-2012.

Reviewer, Mass Communication Division, National Communication Association, San Diego, 2010.

Reviewer, American Marketing Association Educator's Conference, Boston, 2010.

Committee Member, Site Selection Committee for the 2010 and 2008 Rhetoric Society of America Conferences, and 2007 Rhetoric Society of America Institute.

Book Review Editorial Assistant (to Vanessa B. Beasley, Book Review Editor), Rhetoric and Public Affairs, 2006-2007.

Reviewer, Kenneth Burke Division, National Communication Association, Chicago, 2007.

Reviewer, Kenneth Burke Division, National Communication Association, Houston, 2006.

Reviewer, Public Relations Division, National Communication Association, Houston, 2006.