

# Melanie Joy McNaughton

## Curriculum Vitae

### Education

- Ph.D. University of Georgia, 2008  
Speech Communication  
Dissertation: Rhetorics of Style and Design
- M.A. Pennsylvania State University, 2004  
Communication Arts and Sciences  
Thesis: 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

### Book Manuscript

- McNaughton, Melanie Joy. Good Things and the Good Home: Designing, Living, and Martha Stewart. *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. Review of Celebrity Cultures in Canada edited by Katja Lee and Lorraine York. American Review of Canadian Studies, 48.2 (2018): 272-273.

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

"5 Step Guide to Effective Faculty-Led Program Assessment." To be presented to the International Teaching Learning Cooperative Lilly, Traverse City, 2023.

"Visual Tools for Teaching Media Skills and Information Literacy." Presented to the International Conference on Education: Navigating Future Strategies for Advancing Education and Interdisciplinary Perspectives, Tafila, Jordan, 2023.

"The Sovereign Home." Presented to the Applied Rhetoric Symposium, Provo, 2022.

"Distasteful images: Martha Stewart, food porn, and the visual construction of desire." Presented to the Applied Rhetoric Symposium, Provo, 2019.

"Coffee cups that will make you happy: Designing the good life." Presented to the Applied Rhetoric Symposium, Provo, 2018.

"Fifty shades of misunderstanding." Co-authored with Melissa Freeburg. Presented to the European Branch of the American Counselling Association, Geneva, Switzerland, 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, 2013.
- "The Hermeneutic Sublime." Presented to the International Communication Association, London, Britain, 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, Antwerp, 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**

Center for the Advancement of Teaching and Learning Summer Grant (\$3,100), 2009, 2017, 2022 BSU.

Writing Across the Curriculum Summer Institute (\$1650), 2021, BSU.

Center for the Advancement of Teaching and Learning Course Reassignment Grant (\$3,100), 2018, BSU.

Presidential Award for Academic Excellence – Blackboard Innovation, 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.

## **Administrative Experience & Professional Roles**

Chair, Communication Studies Department, BSU, 2023+.

Communications Director, Nederlandse Kooikerhondje Club of the USA, 2022-2023.

Coordinator, Center for Advancement of Research and Scholarship, BSU, 2019-2023.

Mentor, Mandela Washington Fellowship for Young African Leaders, BSU, 2022, 2023.

First & Second Year Seminars Coordinator, BSU, 2016-2019.

Second Year Seminar Coordinator, BSU, 2014-2016.

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

Public Speaking Course Coordinator, BSU, 2008-2009.

## **Teaching Experience**

Bridgewater State University: 2008 - present

Capstone Seminar in Communication Studies (COMM 493). This seminar will pursue, in depth, selected themes and topics in the area of communication and culture.

Strategic Visual 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.*

The Visual Life of Popular Culture (COMM 342). This course explores the origins and development of popular and visual culture, focusing on a variety of different visual and popular media (such as photographs, films, graphic design, cyber culture and high art). In particular, this course examines the ways in which visual and popular culture create and communicate identity, as well as how people use these forms of communication to understand the world around them. Students will investigate how ethnicity, race, gender, class, age, religion and sexuality both shape and are shaped by visual and popular culture. *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). Students examine the foundations of communication criticism, explore current methods of communication analysis, and apply these methods in the analysis of a variety of cultural discourses, practices and texts.

Race, Class, and Gender in Media (COMM 355). This course explores the network of relationships between media processes (e.g., production, consumption, representation) and a range of multicultural identities (e.g., race, class, gender), paying particular attention to the role of power and privilege in shaping human conditions.

Second Year Seminar: Technology, Identity, & Culture (COMM 298). This speaking-intensive Second Year Seminar will explore the central role images and design play in our increasingly visual world. Some of the questions the course will investigate include the role photography plays in social activism, the visual rhetoric of photography, and social roles created for audiences by these images. We will investigate these questions through course readings, as well as through presentations and multi-media works which students will create to illustrate and apply course concepts.

Media and Cultural Theory (COMM 229). This course introduces students to the intersections of cultural practices, media texts and the construction of meaning. The course considers questions such as the interrelationships between production and consumption, the notion of what constitutes a “text,” and the ways in which social power shapes how we understand and experience media. Close attention is paid to the relationships between communication, culture, ideology, social order and identity.

Introduction to Public Relations (COMM 226). This course provides the student with a knowledge of the history, goals, objectives and skills associated with public relations. It offers students an opportunity to utilize acquired communication skills in a specific career area as well as giving students the opportunity to acquire writing, reasoning, listening, speaking and other skills required in public relations work. Case study analysis and hands-on applications are primary teaching/learning methodologies.

Communication Research and Writing (COMM 224). This course provides an introduction to communication research and writing. Students learn about different components of academic research and practice these skills through academic writing assignments, including the production of a literature review.

Visual Strategies for Digital Media (COMM 137). This course exposes students to the basics of digital media strategies. Students learn how to implement basic mobile/digital photography composition and editing. Additionally, students share a variety of digital media content, apply introductory visual theory and participate constructively in group critiques.

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.

Introduction to Public Speaking

Interpersonal Communication

Business Communication

Introduction to Communication Theory

Mass Media Communications

Boston University: 2010-2011

Mass Communication Research

University of Georgia: 2005-2008

Topics in Rhetorical Criticism: Rhetorics of Style and Design

Introduction to Rhetorical Criticism

Introduction to Public Speaking

University of Calgary: 2006

Effective Spoken and Written Discourse

Lee Arrendale State Prison, Georgia: 2006

Effective Public Speaking

University of Georgia: 2004-2005

Rhetoric & Environmental Communication

Rhetoric & Popular Culture

Rhetoric & Society: American Identity

The Pennsylvania State University: 2003-2004

Effective Public Speaking

## **Invited Presentations**

“Diversity in the U.S. Media.” Mandela Washington Fellowship for Young African Leaders 2023, BSU, July 2023.

“Images, Meaning, and Journalism.” BSU, September 2019.

“Best Practices for Online Learning.” BSU, April 2019.

“Good Things and the Good Home: Design, Domesticity, and Martha Stewart.” Manchester University, March 2018.

- "Opening Plenary." Presented to the BSU OTL Teaching and Learning Conference, Bridgewater, 2017. Presented with Maura Rosenthal.
- "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**

- "Interconnected Success: The Benefits of Research." Presented to the BSU Center for the Advancement of Research and Scholarship May Celebration, Bridgewater, 2019.
- "Coffee cups that make you happy: Designing the good life." Presented to the BSU Center for the Advancement of Research and Scholarship May Celebration, Bridgewater, 2018.
- "Fifty Shades of Misunderstanding." Presented to the BSU Center for the Advancement of Research and Scholarship May Celebration, Bridgewater, 2017. Presented with Melissa N. Freeburg.
- "Field Trips to An Upper-Class Homestead: Martha Stewart, Cultures of Home, and the Branding of Experience." Presented to the BSU Center for the Advancement of Research and Scholarship May Celebration, Bridgewater, 2017.
- "Scaffolding Research Assignments." Presented to the BSU OTL Teaching and Learning Conference, Bridgewater, 2017.
- "Beyond Power-Point: Interesting Speaking-Intensive Assignments." Presented to the BSU OTL 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**

- Graphic Design Certificate, Rhode Island School of Design. Expected 2024.
- “Open Textbooks: Access, Affordability, Equity, and Academic Success in the COVID Era.” Pedagogical seminar by MA Department of Higher Education & Open Education Resources Advisory Council. November 2022.
- “The Science of How We Learn at a Distance.” Pedagogical seminar by Learning and the Brain. December 2020.
- Teaching Exchange with Manchester University, as part of the European Union’s Erasmus Grant Program, March 2018.
- 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 course, 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, IcoGrada). 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:*

Member, Social Media Committee, BSU, 2020-present.

Faculty Adviser, 2008-present. 30+ students.

Member, Peer Evaluation Committee, BSU, 2017-19.

Departmental Internship Coordinator, BSU, 2017-2019.

Departmental Honors Coordinator, BSU, 2014-2017.

Member, Search Committee (Film and Video Production), BSU, 2016-2017.

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

Chair, 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), BSU, 2010-2011.

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

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

Member, Assessment Committee, BSU, 2008-2009.

*Institution:*

Member, New England Commission of Higher Education (NECHE) reaccreditation writing team, 2021.

Reviewer, The Undergraduate Review. 2021.

Chair, Peer Evaluation Committee, Department of Theatre, BSU, 2019.

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

Member, Faculty Development Leadership Group, BSU, 2008-2010, 2014-2019.

Member, Office of Teaching & Learning Advisory Board, BSU, 2014-2019.

Chair, Curriculum Committee, BSU, 2016-2018.

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

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

Member, Peer Evaluation Committee, Department of Theatre, BSU, 2017.

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

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

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

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

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

*Discipline:*

Editorial Board Member, Communication Quarterly, 2019+.

Symposium Planning Committee, Applied Rhetoric Collaborative, 2019-2020, 2021-2022.

Reviewer, Argumentation & Advocacy. 2016, 2019, 2020.

Reviewer, Atlantic Communication Journal. 2013, 2020.

Reviewer, Public Address Division, Eastern Communication Association, Providence, 2019.

Reviewer, Critical Studies in Media Communication. 2017.

Reviewer, Visual Communication Quarterly. 2016.

Reviewer, Communication Critical/Cultural Studies. 2014.

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

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, 2006-2007.

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