

# S. SCOTT GRAHAM

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## Emphases

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Rhetoric of science, technology, and medicine. Rhetorical theories of agency and incommensurability. Ethnographic research methods. Semiotics and new media.

## Education

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**Ph.D. Rhetoric and Professional Communication** 2010

Department of English, Iowa State University, Ames, IA

*Dissertation title:* Rhetorics of Pain: Agency and Regulation in the Medical-Industrial Complex

*Dissertation Advisor:* Carl G. Herndl

**M.A. Rhetoric, Composition, and Professional Communication** 2006

Department of English, Iowa State University, Ames, IA

*Thesis Title:* Towards a Dialogic Theory of New Media Literacy

*Thesis Advisor:* Michael Mendelson

**B.A. Philosophy** 2003

Department of Philosophy, Eckerd College, St Petersburg, FL

*Thesis Title:* The Assignment: Musings in the Practicality of Continental Philosophy

*Thesis Advisor:* James R. Goetsch

## Publications

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Graham, S.S. & Herndl, C.G. (Under review). Talking off-label: A nonmodern science of pain in the medical-industrial complex. *Rhetoric Society Quarterly*.

Warnick, Q.W. & Graham, S.S. (Under review). Typogracy: Teaching typeface selection and implementation as a literate practice. In L. Kim & J. Swartz (Eds.). *New Spaces for Literate Action: Thinking and Doing in the Information Age*. Texas Tech UP: Lubbock, TX.

Graham, S.S. (2009). Agency and the rhetoric of medicine: Biomedical brain scans and the ontology of fibromyalgia. *Technical Communication Quarterly*, 18(4), 376-404.

Graham, S.S. & Whalen, B. (2008). Mode, medium, and genre: A case study in new media design decisions. *Journal of Business and Technical Communication*, 22(1), 65-91.

Graham, S.S. (2008). Book review: *Rhetoric and Incommensurability* edited by Randy Allen Harris. *Rhetoric Society Quarterly*, 38(2), 229-233.

## Conference Presentations

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- Graham, S.S. (2009). From dis-ease to disease: Ontological rarefaction in the medical-industrial complex. Association for the Rhetoric of Science and Technology. Chicago, IL.
- Graham, S.S. (2009). Rhetoric of technoscience: Theoretical foundations and methodological approaches. Conference on College Composition and Communication. San Francisco, CA.
- Graham, S.S. (2009). Agency and the rhetoric of medicine: Neuroimaging and the ontology of fibromyalgia. Association for Teachers of Technical Writing. San Francisco, CA.
- Graham, S.S. & Niedergeses, D.M. (2008) The rhetoric of  $\sqrt{-1}$ : The discourse of imaginary numbers and the rhetoric of mathematics. National Communications Association. San Diego, CA.
- Graham, S.S. & Herndl, C.G. (2008). Negotiating pain: Managing pain and managing the different discourses of pain management. Rhetoric Society of America. Seattle, WA.
- Warnick, Q.W. & Graham, S.S. (2007). Typograpy: Seven essential principles of typographic literacy. Association for Business Communication. Washington DC.
- Graham, S.S. (2007). Agency and the steam engine: 19th century human boundary objects and 21st century wiki-clusters. Canadian Association for Teachers of Technical Writing. Saskatoon, SK.
- Graham, S.S. (2006). A pedagogy of dissonance: Social networking sites as models of multimodal dialogism. Great Plains Alliance for Computers and Writing. Mankato, MN.
- Graham, S.S. (2006). The rhetoric of discovery: The abductive inference and the *kairos* of paradigm shifts. Canadian Association for Teachers of Technical Writing. Toronto, ON.
- Graham, S.S. (2006). Genre, medium, & mode: Web design & flash gaming. Association for Teachers of Technical Writing. Chicago, IL.

## Research In Progress

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- “Rhetorics of Technoscience: Theories and Methods.” Exploration of how theoretical and methodological resources from history, philosophy, sociology, and anthropology of science, technology, and medicine can be incorporated into rhetorical scholarship.
- “Cyborgs, Interdisciplinarity, and Neurostimulation.” Neurostimulation is a medical practice that requires intense interdisciplinary cooperation among various disciplines to implant computerized healthcare interventions into patients. This project explores the resonance between the interdisciplinary medical and the discourses of cyborg medicine.
- “Brain Scans as New Media Communication.” Exploration of the semiotics, representational logics, generic conventions and cultural impacts of neuroimaging technologies such as PET, CT, and MRI.
- “Guiding Land Management Decisions Toward More Sustainable Biofuel Development.” Ethnographic interviews of diverse stakeholders within the agrobioeconomy. Subsequent investigation of how stakeholder rhetorics may be leveraged to foster more sustainable agricultural practices in Iowa. (with Carl Herndl, Greg Wilson, Jean Goodwin, Lee Honeycutt, and David Niedergeses).

## Instructional Experience

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### Teaching Assistant (Instructor of Record), Iowa State University, Ames, IA

2005-2009

Department of English,

*Responsibilities included:* textbook selection, syllabus design, assignment design, instructional delivery, classroom management, assessment rubric design, and assessment.

#### English 310 Rhetorical Analysis

Introduces students to the basics of rhetorical analysis and criticism. Specific units include neo-classical criticism, genre analysis, new media analysis, and critical/cultural analysis.

#### English 312 Biological Communications

Teaches students the fundamentals of biological communications with specific emphasis on academic and medical contexts. Genres include lab reports, research reports, poster presentations, press releases, visual/data communications, and oral presentations. Exploration of social, political, and ethical issues in biological communications.

#### English 314 Technical Communication

Teaches students the fundamentals of professional communication in scientific and engineering contexts. Genres include lab reports, research reports, poster presentations, press releases, visual/data communications, instructions, and oral presentations. Exploration of social, political, and ethical issues in scientific and technical communication.

#### English 302 Business Communication

Teaches students the fundamentals of professional communication in corporate contexts. Genres include memos, reports, proposals, resumes and cover letters. Exploration of social, political, and ethical issues in corporate contexts.

#### English 250 Written, Oral, Visual, and Electronic Communication

Expands on second-year students' developing skills with written, oral, visual, and electronic communication. Special emphasis on academic contexts and preparation for upper division discipline-specific study. Includes instruction in basic rhetorical theory and critical thinking skills.

#### English 150 English, Communications, and Critical Thinking

Introduces first-year students to the basics of academic communications. Includes specific instruction in written, oral, visual, and electronic genres. Includes instruction in basic rhetorical theory and critical thinking skills.

### Adjunct Instructor, Grandview College, Des Moines, IA

2007

Department of English

*Responsibilities included:* syllabus design, assignment design, instructional delivery, classroom management, assessment rubric design, and assessment.

#### English 101: First-Year Composition

Introduces first-year students to the basics of academic communications. Includes specific instruction in written, oral, and visual genres. Includes instruction in basic rhetorical theory and critical thinking skills.

**E-Portfolio Instructor, Iowa State University, Ames, IA** 2005-2006

Department of Agricultural and Biosystems Engineering

Development and implementation of course in basic web design and visual design for e-portfolios. Maintained and developed new modules for student assessment within e-portfolio system. Prepared assessment data for Accreditation Board for Engineering and Technology (ABET).

**Writing Consultant, Iowa State University, Ames, IA** 2005-2006

Writing and Media Help Center

Tutored students of all levels and majors on specific writing assignments. Assisted with tutor training and development.

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## Additional Experience

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**Attendee, Summer Institute: Medical Rhetoric** 2009

Rhetoric Society of American/Pennsylvania State University

Workshop in medical rhetoric facilitated by Ellen Barton and Sue Wells. Specific focus on empirical research methods for medical rhetoric, and research ethics. Special attention paid to discourse analysis and the complexities of archival research.

**Graduate Student Representative, Iowa State University** 2006-2007

Rhetoric Area Governance Committee

Represented PhD and MA student interests to the area governance committee. Facilitated communications between students and faculty and contributed to providing student input for curricular development, departmental policies, and course offerings.

**Debating Science Scholarship** 2007

University of Montana Center for Ethics/National Science Foundation

Competitive scholarship for graduate students in sciences or humanistic studies of science. Week-long workshop in the ethics, policy, and sciences of biotechnology, genetically modified foods, nanotechnology, and climate change. Semester-length seminar in the ethics and policy of biotechnology and genetically modified foods followed workshop.

**Speaker for Pedagogical Development Workshops, Iowa State University** 2006-2008

ISUComm Foundations (WAC/CAC)

Presented various presentations for TA training and pedagogical development workshops hosted by ISUComm. Presentations topics included:

Teaching PowerPoint

Strategies for Visual and Electronic Communications Pedagogy

E-Portfolios in First-Year Composition

Dreamweaver in First-Year Composition

**Technology Coordinator, Iowa State University** 2005-2006

Writing and Media Help Center

Development and maintenance of online tutor training materials, online student help, and Help Center website.

**Graduate Student Representative, Iowa State University** 2004  
 Foundations Grant Writing Committee  
 Assisted in drafting various internal and external grant proposals for pedagogical development, curricular assessment, the writing and media help center, and instructor training.

## Honors and Awards

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**Peer Research Award** 2008  
 Graduate Student Senate, Iowa State University  
 Awarded by vote of the Graduate Student Senate subcommittee to the students who demonstrate the strongest publication and conference presentation record.

**Inductee, Phi Kappa Phi Honor Society** 2008  
 Iowa State University  
 Membership in Phi Kappa Phi requires that the inductee have an academic record that places him/her in the top 10% of the graduating class.

**W. Paul Jones Scholarship for Scholarly Writing** 2008  
 Department of English, Iowa State University  
 Awarded to the student who submits a writing sample that most demonstrates academic rigor and scholarly promise.

**Critical Writing Award** 2008  
 Department of English, Iowa State University  
 Presented for writing excellence for an analytic essay written as part of coursework in the Iowa State Department of English.

**Freda Hunke Fellowship for Professional Development** 2006-2007  
 Department of English, Iowa State University  
 Course release awarded to the two incoming doctoral students who demonstrate the most promise in the areas of teaching and scholarship.

**Aubrey Galyon Award for Academic Excellence** 2006  
 Department of English, Iowa State University  
 Presented to the outgoing MA student with the strongest academic record who displays a commitment to and potential for doctoral studies.

**Richard R. Wright Award for Expository Writing** 2006  
 Department of English, Iowa State University  
 Awarded annually to the graduate student who exhibits the highest skill in expository writing.

**\$20,000 Award in Writing Excellence** 1999-2003  
 Department of Writing, Eckerd College  
 Scholarship presented to students who demonstrate a special talent for writing. Awarded on the basis of a portfolio submitted to the writing faculty.