

Sean Zdenek

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Summer 2018

PROFESSIONAL EXPERIENCE

Associate Professor of Professional and Technical Writing, Department of English. University of Delaware. 2017-present.

Associate Professor of Technical Communication and Rhetoric, Department of English. Texas Tech University. 2009–2017. Tenured: 2009.

Director of Graduate Studies, Technical Communication & Rhetoric. Department of English. Texas Tech University. June 2014–August 2015.

Associate Director of Graduate Studies, Technical Communication & Rhetoric. Department of English. Texas Tech University. 2013–2014.

Assistant Professor of Technical Communication & Rhetoric. Department of English. Texas Tech University. 2003–2009.

Assistant Professor of Electronic Media. Department of Communication. The University of Texas, San Antonio. 2001–2003.

EDUCATION

Carnegie Mellon University. Ph.D. Rhetoric, Department of English, 2001. Dissertation: *Passing for Human: Rhetoric, Software Agency, and Communicatively Competent Machines*. Chair: Barbara Johnstone.

California State University, Stanislaus. M.A. Rhetoric and Teaching Writing, Department of English, 1999. Thesis: *The Costs of Being Certain: Rhetoric in Software Agent Design*.

The University of California, Berkeley. B.A. English, 1994. Summa Cum Laude in English and Magna Cum Laude in General Scholarship. 3.8 GPA. Honors thesis. Phi Beta Kappa.

PUBLICATIONS

Book

Reading Sounds: Closed-Captioned Media and Popular Culture. The University of Chicago Press, 2015. Supplemental website: <http://readingsounds.net>.

Winner: 2017 Best Book in Technical or Scientific Communication, Conference on College Composition and Communication (CCCC). National Council of Teachers of English.

Edited Journal Issue

Special Issue Editor. Reimagining Accessibility and Disability in Technical and Professional Communication. *Communication Design Quarterly*. Forthcoming December 2018.

Journal Articles

Designing Captions: Disruptive Experiments with Typography, Color, Icons, and Effects. *Kairos: A Journal of Rhetoric, Technology, and Pedagogy*. Forthcoming Fall 2018.

Which Sounds Are Significant? Towards a Rhetoric of Closed Captioning. *Disability Studies Quarterly* 31.3 (2011). Special issue on Disability and Rhetoric. <http://bit.ly/2fkWcu5>

Accessible Podcasting: College Students on the Margins in the New Media Classroom. *Computers & Composition Online*. Fall 2009. <http://bit.ly/2bP43tF>

Charting a Course Between Methodological Formalism and Eclecticism: Pedagogical Tensions in Three Rhetorical Analysis Textbooks. *The Review of Communication* 9.2 (2009): 188-211.

“Just Roll Your Mouse Over Me”: Designing Virtual Women for Customer Service on the Web. *Technical Communication Quarterly* 16.4 (2007): 397-430.

Demonstrating a Web Design Technique in a Distance Learning Environment. *Communication Teacher* 18.1 (2004): 33-35.

Reprinted in Lucas, S. E., ed. *Selections from the Communication Teacher, 2002-2005*. Instructor supplement to *The Art of Public Speaking*. 9th Ed. McGraw-Hill, 2007.

Artificial Intelligence as a Discursive Practice: The Case of Embodied Software Agent Systems. *AI & Society* 17.3/4 (2003): 340-363.

Passing Loebner's Turing Test: A Case of Conflicting Discourse Functions. *Minds & Machines: Journal for Artificial Intelligence, Philosophy, and Cognitive Science* 11.1 (2001): 53-76.

Reprinted in J. Moor, ed. *The Turing Test: The Elusive Standard of Artificial Intelligence* (pp. 121-144). Boston: Kluwer Academic Publishers, 2003.

Rising Up from the MUD: Inscribing Gender in Software Design. *Discourse & Society* 10.3 (1999): 379-409.

Book Chapters

Sound and Access: Attuned to Disability in the Writing Classroom (second author with D. Bose). In K. Stedman, C. S. Danforth, and M. J. Faris (eds) *Amplifying Soundwriting: Theory and Practice in Rhetoric and Writing*. Accepted.

Personal Reflections on the Educational Potential and Future of Closed Captioning on the Web. In J. Aitken, J. Pedego Fairley, and J. K. Carlson (eds) *Communication Technology for Students in Special Education or Gifted Programs* (pp. 221-229). Hershey, PA: IGI Global, 2011. <http://bit.ly/2fh9yTB>

Muted Voices: Cochlear Implants, News Discourse, and the Public Fascination with Curing Deafness. In B. Johnstone & C. Eisenhart (eds) *Rhetoric in Detail: Discourse Analytic Approaches to Rhetorical Talk and Text* (pp. 147-171). Amsterdam: John Benjamins, 2008. <http://bit.ly/2eGmINR>

Studying Style and Legitimation: Critical Linguistics and Critical Discourse Analysis (first author with B. Johnstone). In B. Johnstone & C. Eisenhart (eds) *Rhetoric in Detail: Discourse Analytic Approach to Rhetorical Talk and Text* (pp. 25-31). Amsterdam: John Benjamins, 2008. <http://bit.ly/2foMcRz>

Scripting Sylvie: Language, Gender, and Humanness in Public Discourse About Software Agents. In S. Benor, M. Rose, D. Sharma, J. Sweetland, Q. Zhang (eds) *Gendered Practices in Language* (pp. 255-273). Stanford, CA: CSLI Press, 2002.

Supplemental Textbook Guide

The Writer's Help Guide to Professional Writing (co-authored with S. Bernhardt). A supplemental guide to *Writer's Help 3.0* by S. Bernhardt and N. Sommers. New York: Bedford/St. Martin's, 2018. Under contract. 16,000 words.

Interviews

Interviewed by Zobel, G. Captioning Hypnotoad—A Quest That Helped Define a Field: An Interview with Sean Zdenek. *Kairos: A Journal of Rhetoric, Technology, and Pedagogy* 22.1: 2017. <http://bit.ly/2hu86Q5>.

Interviewed by Linder, K. *Research in Action Podcast*. Oregon State University. Podcast. March 10, 2016. <https://tinyurl.com/y7vcjekc>

Magazine/Blog/Other

Cripping Closed Captioning: Experiments with Type, Icons, and Dynamic Effects. *Sweetland Digital Rhetoric Collaborative*. Blog Carnival 9. 2016. <http://bit.ly/2bDpbCz>

More Than Mere Transcription: Closed Captioning as an Artful Practice. *User Experience Magazine* 14.1. 2014. Print and online. <http://bit.ly/2c64lgr>

Frozen Ecstasy: Visualizing Hearing in Marketing Materials for Cochlear Implants. *Proceedings of the 25th ACM International Conference on Design of Communication (SIGDOC '07)*. El Paso, TX, 22-24 October. 241-248, 2007.

Book Reviews

Review of R. Wodak & P. Chilton (eds) *A New Agenda in (Critical) Discourse Analysis. Language in Society* 35.4 (2006): 613-616.

Review of J. J. O'Donnell, *Avatars of the Word: From Papyrus to Cyberspace. Computers and Society* 30.1 (2000): 29-31.

Review of A. G. Gross & W. M. Keith (eds) *Rhetorical Hermeneutics: Invention and Interpretation in the Age of Science. Journal of Business and Technical Communication* 12.4 (1998): 495-499.

TEACHING EXPERIENCE

Undergraduate Courses

Advanced Composition (senior level)

Business Writing (junior level, non-majors)

Capstone: Professional Issues in Technical Communication

Developing Instructional Materials

Freshman Composition

Information Design

Professional Presentation

Professional Report Writing

Rhetorical criticism

Style in Technical Writing

Technical Writing (senior level, non-majors)

Writers Workshop (pre-freshman level)

Special topics courses

Getting Things Done: Designing Instructions for the User Experience (UD, 2018)

Web Access for All (UD, 2018)
Rhetorical Criticism (TTU, 2006 – approved as new course in 2007)
Gender, Communication & Technology (UTSA, 2003)
The Cyberpunk Movement (CMU, 2000)

Graduate Courses

Document Design
Foundations of Technical Communication
Rhetorical Analysis
Rhetorical Theory
 Theorizing access (UD, 2019)
Writing for Publication (service course, STEM focus)
Special topics courses
 Accessible Rhetoric: Web Accessibility & Disability Studies (TTU, 2007-2016)
 Artificial Intelligence, Gender, and Discourse Studies (TTU, 2003)
 Sonic Literacies: Rhetorics of Sound (TTU, 2011)

PhD Dissertation Committees

Chaired – PhD Dissertation Committees (Texas Tech University)

Danielle Saad, PhD 2016. The other Muslimah: Online counter narratives of Muslim women in alternate web spaces

Steve Morrison, PhD 2016. The wise and the wicked: Narrative foundations of political identity in partisan media

Kevin Van Winkle, PhD 2016. Advancing a critical framework for the identification and analysis of visual euphemism in technical communication visuals

Melissa Helquist, PhD 2015. Eye, ear, hand: Multimodal literacy practices of blind adults.
Winner: 2014-15 TTU TCR Dissertation Award. TCR Alumni award committee.

Ashlynn Reynolds-Dyk, PhD 2015. Is this normal? Why are you staring? Real freak shows run over at the intersection: A multimodal approach to rhetorical analysis of disability and reality TV

Diane Allen, PhD 2011. Now I can hear the fish swim: The rhetorical construction of cochlear implant technology

Glenn Dayley, PhD 2011. American dreams: Ideograph and metaphor on the campaign trail

Todd Rasberry, PhD 2011. No magic, just rhetoric: Understanding major gift fundraising as a rhetorical genre

Emil Towner, PhD 2010. Placing (and shaping) genocide on the public record: A rhetorical analysis of apologetic exchanges in Rwanda's gacaca trials

Member – PhD Dissertation Committees (Texas Tech University)

Maria Kingsbury, PhD 2018
Tim Elliott, PhD 2018
Susan Rauch, PhD 2016
Letitia Harding, PhD 2013
Alec Hosterman, PhD 2013
Debra Burleson, PhD 2012
Deborah Fontaine, PhD 2012
Cam Stone, PhD 2012 (Mass Comm)
Lora Arduser, PhD 2011
Christiana Christofides, PhD 2011
Jen Osborne, PhD 2011
Chris Ryan, PhD 2011
Gregory Zobel, PhD 2011
Cynthia McPherson, PhD 2010
Scott Mogull, PhD 2010
Ritu Raju, PhD 2010
Ryan Hoover, PhD 2009
Nicole St. Germaine-Madison, PhD 2007
Dave Yeats, PhD 2006

Member – PhD Dissertation Committee (University of Delaware)

Carolyn King (in progress)

Outside Member – PhD Dissertation Committee

Chad E. Iwertz, Ohio State University (in progress)

Independent Studies (Texas Tech University)

Rhetoric and Music. Maria Kingsbury. PhD student. Summer 2014.
Web Accessibility for Web Developers. Greg Gamel. MATC student. Fall 2012.
On Kenneth Burke. Jeannie Bennett. PhD student. Fall 2011.
The Rhetoric of Assistive Technology. Cristopher Broyles. PhD student. Summer 2011.

HONORS AND AWARDS

Winner: 2017 Best Book in Technical or Scientific Communication, Conference on College Composition and Communication. National Council of Teachers of English.

Humanities Center Faculty Fellow. Texas Tech University. 2016. *Funded project* (\$5,000 course release): Blending Form and Content: Experiments with Animated Closed Captioning.

Nominated for The Chancellor's Council Distinguished Teaching Award. Texas Tech University, 2011.

Giant Eagle Dissertation Fellowship. Awarded annually to one Ph.D. student in Rhetoric at Carnegie Mellon University, 2000-1.

Phi Kappa Phi, Carnegie Mellon chapter, 2000.

National Science Foundation Travel Grants, 1998-9.

Summa Cum Laude in English. Magna Cum Laude in General Scholarship. University of California, Berkeley, 1994.

Phi Beta Kappa, University of California, Berkeley chapter, 1994.

H. Hill Scholarship. Department of English. University of California, Berkeley, 1994.

Wheeler Scholarship. University of California, Berkeley, 1993.

TECHNICAL AND PROFESSIONAL WRITING EXPERIENCE

Senior Technical Writer and Web Designer. Software Agents Group. Robotics Institute. Carnegie Mellon University, 1999 (Feb-Dec).

Content Developer and Web Designer. Ph.D. in Rhetoric website. Carnegie Mellon University, 1999.

PROFESSIONAL DEVELOPMENT

University of Delaware

Member, Graduate Committee, Department of English, 2018-20

Member, Promotion & Tenure Committee, College of Arts & Sciences, 2018-19

Member, UD Web Accessibility Faculty Sub-Committee, 2018

Member, Mary Curtis Straughn Excellence in Higher Ed Disability Advocacy Award Committee, 2017

Texas Tech University

Member, Faculty Development Leave Committee (university-wide), 2016-17
Member, Graduate Studies Committee, 2011-15
Member, MATC Portfolio Committee, 2009-10, 2013-14, 2016
Member, Faculty Recruitment Committee, 2007-9, 2016-17
Member, TCR Recruitment Committee, 2011-12
Member, Faculty Awards Committee, 2006-7
Member, Faculty Incentive Grant Review Panel (TLTC), 2005-6
Member, Faculty Merit Committee, 2004-6
Member, MATC Qualifying Exam Committee, F2003, F2004
Member, Technology Committee, 2004-6

The University of Texas, San Antonio

Chair, Departmental Faculty Advisory Committee, 2002-3
Member, Academic Policy & Curriculum Committee, 2002-3
Member, Recruitment and Admissions Sub-Committee, 2002
Reviewer, Web for Faculty Demo System, 2002
Member, Honors & Scholarship Committee, 2001-2
Member, Two hiring committees. Intercultural communication, 2001-2

National Service

Member. Editorial Board. *Communication Design Quarterly*. 2018-present.

Member. 2018 CCCC Technical and Scientific Communication Awards Selection Committee.

Member. Panel of Experts/Stakeholders working in consultation with the CCCC Committee for Best Practices in Online Writing Instruction (OWI). 2011-12.

Area Chair. Rhetoric and Technical Communication. Southwest Texas Popular Culture and American Culture Association. 2012-2013.

Member. Program Committee. *SIGDOC* 2007, 2009.

Ad Hoc Reviewer

CHI 2006, 2008

Composition Forum

Convergence

IEEE Transactions on Professional Communication

Interacting with Computers 20.3. 2008. Special issue: Abuse & misuse of social agents.

Canadian Journal of Disability Studies

SIGDOC 2017, 2018

Rhetoric Review

Technical Communication

PRESENTATIONS AND CONFERENCE PARTICIPATION

Invited Talks

Keynote. Composing Digital Access: Editing Image Descriptions, Designing Captions, and Visualizing Reading Speed. 2018 CCCC Summer Conference. Virginia Commonwealth University. Richmond, VA. 25 May 2018.

Invited panelist. Power and Access. Third Annual Lewis College of Human Sciences Roundtable. Illinois Institute of Technology. Chicago. 12 October 2017.

Keynote. Caption Studies: Seven Arguments for How Captions Make Meaning. Caption Studies Conference. Online. 1 August 2016. <http://captionstudies.wou.edu/conference-schedule/>

Webinar panelist. Moving Beyond Transcription in Closed Captioning. Webinar: Bringing Digital and Accessibility Together: What We Can Learn From Other Sectors. Hosted by Mphasis. 20-minute talk. 19 May 2016.

Featured webinar speaker. The Future of Closed Captioning in Higher Education. Webinar hosted by 3Play Media. 12 May 2016. 200+ attendees. 45-minute talk followed by audience questions. <http://www.3playmedia.com/resources/webinars/future-cc-05-12-2016/>

Invited seminar participant. Access/ibility in Digital Publishing. 2015 Summer Seminar. West Virginia University. Morgantown, WV. 7-10 July 2015.

Invited lecture. Reading Sounds: Accessing Popular Culture Through the Lens of Closed-Captioned Media. Arts Lecture Series. Indiana University South Bend. 26 March 2014.

Invited lecture followed by captioning workshop. Which Sounds Are Significant? Towards a Rhetoric of Closed Captioning. The Ohio State University. 20 February 2012. Sponsored by OSU's Literacy Studies Program, The Digital Media Studies Program, The Digital Union, and The Disability Studies Program.

Department and University Presentations

Fellowship research presentation. Designing Captions: Disruptive Experiments with Typography, Color, Icons, Loops, and Effects. The Humanities Center at Texas Tech University. 20 February 2017.

May Seminar research presentation. Topic varies depending on my research interests. Department of English. Texas Tech University. 2005-2015.

Colloquium presentation. Bearing Witness to a Miracle: Cochlear Implants, News Discourse, and the Public Fascination with Curing Deafness. Fall Colloquium. Department of English. Texas Tech University. 30 November 2005.

Colloquium presentation. Virtual Faces, Interfaceless Interfaces, and the Rhetoric of Designing Digital Beauties. Fall Colloquium. Department of English. Texas Tech University. 3 November 2004.

Academic Conference Presentations (since 2008)

Engaging Disability and Accessibility in Class Assignments: Integrating Disability Studies in the Fabric of Composition and Technical Communication Curricula. Participant. Pre-Conference half-day workshop. Conference on College Composition and Communication. Portland, Oregon. 15 March 2017.

Humanizing Closed Captioning: How captions transform the meaning and experience of the text. Conference on College Composition and Communication. Tampa, Florida. 18-21 March 2015. Sponsored panel of the CCCC's Disability Rhetoric Standing Group.

Humanizing Closed Captioning and Assistive Technology. Machine Rhetorics Supersession. 16th Biennial Rhetoric Society of America Conference. San Antonio, Texas. 22-26 May 2014.

Visualizing Non-Speech Sounds in Closed Captioning. Annual Meeting of the SW/TX Popular Culture and American Culture Associations. Rhetoric and Technical Communication Area. Albuquerque, NM. 13-17 February 2013.

Sonic Allusions, Captioned Silences, and Dramatic Irony in Closed Captioning. Annual Meeting of the SW/TX Popular Culture and American Culture Associations. Rhetoric and Technical Communication Area. Albuquerque, NM. 8-11 February 2012.

The Anatomy of a Sound Description: A Study of Non-Speech Information (NSI) in Closed Captioned Films. Annual Meeting of the SW/TX Popular Culture and American Culture Associations. Technical Communication Area. San Antonio, TX. 20-23 April 2011.

An Ethic of Ability: Hearing Culture and Technical Communication. Annual Meeting of the SW/TX Popular Culture and American Culture Associations. Technical Communication Area. Albuquerque, NM. 10-13 February 2010.