

Michael David Measel

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Education

**Ph. D. Rhetorics, Communication, & Information Design, Clemson University,
Expected Graduation May 2020**

Dissertation

Rhetoric in the Keyboard Compositions of Kenneth Burke: Musical Gestalt and Aural Affect

Committee

Co-Chair: Dr. Steven Katz, Pearce Professor Emeritus of Professional Communication,
Professor Emeritus of English

Co-Chair: Dr. David Blakesley, Campbell Chair in Technical Communication, Professor of
English

Reader: Dr. Claudio Cantalupo, Associate Professor of Psychology

Reader: Dr. Linda Li-Bleuel, Professor of Music

Focus

Primary Area: Music and Rhetoric

First Support Area: Kenneth Burke and Music

Second Support Area: Psychology of Music

**Master of Arts, Professional and Technical Writing, University of Arkansas–Little Rock,
May 2014**

Thesis

*Reduction vs. Expansion: The Conflicting Projects of Kenneth Burke and Michel
Foucault*

Committee

Chair: Michael Kleine, Professor of Rhetoric and Writing (ret.)

Reader: George Jensen, Professor of Rhetoric and Writing

Reader: Paul Yoder, Professor of English (ret.)

Bachelor of Arts, English, University of Arkansas–Little Rock, May 2011

Cooper Honor's Project: *Mikel*

Director: Dr. Paul Yoder, Professor of English

Academic Appointments

Graduate Teacher of Record, English, Clemson University, Fall 2016-present

ENGL 3140 Technical Writing, Summer 2018-present

Fall/Spring face-to-face; Summer online; students develop skills to produce effective, efficient technical communication; students analyze technical documents for their rhetorical elements and their efficiency; students learn importance of collaboration and its necessity in a successful technical writing environment; students study the elements of workplace communication and technical communication; students compose across technical genres and prepared to represent themselves to employers.

First-Year Composition

ENGL 1030 Composition & Rhetoric, Pilot Program, Spring 2017

Revised regular 1030 syllabus under the direction of Dr. Cynthia Haynes, then Director of First-Year Composition; 1030 Pilot Program was implemented to focus on integration of digitally based multimodal projects and emphasizing digital literacy in 1030 Composition & Rhetoric.

ENGL 1030 Composition & Rhetoric, Fall 2016-Fall 2018

Emphasizes core critical thinking skills, focusing on rhetorical analysis and the Toulmin model of argument; students analyze prose, oral, visual, and multimodal arguments and produce arguments including a rhetorical analysis, researched argument, and multimodal presentation.

Adjunct Instructor, English, University of Arkansas at Little Rock–Benton, Spring 2016

ENGL 2337 World Literature

Students survey and discuss world literature covering universal topics including war, death, sexuality, and family bonds, through the practice of identifying, exploring, and breaking binaries.

Graduate Instructor, First-Year Composition, Rhetoric and Writing, University of Arkansas–Little Rock, Fall 2012-Spring 2014

ENGL 1312 Composition II, Spring 2013 & Spring 2014

Students complete project-based tasks oriented toward development of researched argument using Toulmin method; students present completed arguments to peers for feedback and digital-oral presentation practice.

ENGL 1311 Composition I, Fall 2012 & Fall 2013

Students practice rhetorical analysis across genres and modes, focusing on basics of the rhetorical situation with an emphasis on audience consideration; students learn to recognize and avoid logical fallacies.

Areas of Interest

Rhetoric and Music, Sonic Rhetorics, Histories of Rhetorics, Rhetorics of Listening, Kenneth Burke Studies, Composition Theory, Multimodal Composition, Composition Pedagogy, Biography and Autobiography, Rhetoric of Fiction, Poetry and Poetics, British Romantic Poetry, New Criticism

Publications

In Print

Book Review: “Review: *Kenneth Burke + The Posthuman*, Ed. by Mays, Rivers, and Sharp-Hosking”

K. B. Journal: The Journal of the Kenneth Burke Society, vol, 13 no. 1, Fall 2017, <https://kbjournal.org/measel-review>.

Essay: “The Funeral”

Personal narrative recounting the funeral service of Charles Mikel Measel.

Quills & Pixels, 2015, Edited by Dr. Charles Anderson (ret)., University of Arkansas at Little Rock

Writers’ Network

Forthcoming

Article: “Captured by the Caméra-Main”

An exploratory inquiry into what constitutes an essay film, responding to Alexandre Astruc’s concept of the “caméra-stylo” with my alternate concept of the “camera-main.”

Quills & Pixels, 2020, Edited by Dr. Barbara L’epplattenier. University of Arkansas at Little Rock
Writers’ Network

Article: “Anxiety, Expectation, and Acoustic Potential: The Temporal Dimension of Meaning in Roland Barthes’ *Empire of Signs*”

An investigation into the deferral of meaning in Barthes’ *Empire of Signs* through the lens of Leonard Meyer and David Huron’s work on expectation.

Pre/Text, edited by Dr. Victor Vitanza

In Progress

Article: “The Music of Kenneth Burke’s ‘One Light in a Dark Valley’”

Co-authored with Dr. David Blakesley. An interpretation of the music of Kenneth Burke’s “One Light in a Dark Valley” based on analysis of both lyrics and music, in context of Burke’s extensive rhetorical theory.

Article: “Archetypal Metaphor and the Ghost of Promissory Rhetoric in Kenneth Burke’s ‘One Light in a Dark Valley’”

A three-part analysis of Kenneth Burke’s poem and song “One Light in a Dark Valley” through the lenses of speech rhetoric analysis, poetry criticism, and musical expectation theory.

Article: “Questioning Attitude”

A consideration of the multifaceted Burkean concept of *attitude* in light of Burke’s music reviews and new evidence found in *The War of Words*.

Article: “Music, Rhythm, and Rhetoric”

A study of rhythm as both a macrocosm and microcosm, encompassing prose patterns from the elaborately decorated to the highly stoic.

Article: “Musical Listening and the Temporal Tools of Persuasion”

An introduction and extensive definition of the classroom practice of Musical Listening, considered as an extension of the theory of Steven B. Katz and Steph Ceraso.

Article: “Reduction and Expansion in the Works of Kenneth Burke and Michel Foucault”

A comparative analysis of the attitudes toward and employment of reduction and expansion of linguistic concepts in the theoretical projects of Kenneth Burke and Michel Foucault.

Conference Presentations

“Teaching with *King of the Hill*”

Popular Culture Association National Conference, Philadelphia, PA, 14-18 April 2020

“Audio Bookends: Making the Most of our Minutes with Popular Music”

Popular Culture Association National Conference, Wardman Park Marriott, Washington, DC, 17-20 April 2019

“Music, Rhythm, and Rhetoric: A Theme of Effective Communication”

Conference on College Composition and Communication, David L. Lawrence Convention Center, Pittsburgh, PA, 13-26 March 2019

“Temporalities in Transition: *The Epistemic Music of Rhetoric* by Steven Katz – 22 Years Later, An Interview-Performance”

With Steven B. Katz, Mari Ramler, and Amy Patterson.

Symposium on Sound, Rhetoric, and Writing, Belmont University, Nashville TN and Middle Tennessee State University, Murfreesboro, TN, 7-9 September 2018

“Expressing Identity and Solidarity in the Rhetoric Classroom through American Popular Culture”

Popular Culture Association National Conference, J. W. Marriott, Indianapolis, IN, 28-31 March 2018

“Organized Subversion: Encouraging Campus Counter-Publicity in the Rhetoric Classroom”

Carolina Rhetoric Conference, Clemson University, Clemson, SC, 9-10 February, 2018

“Arguing with Music in the Rhetoric Classroom”

With Daniel Frank and Steven Quigley.

Computers and Writing Conference, University of Findlay, Findlay, Ohio, June 1-4, 2017

“Foucault and the Mapping of Knowledge Spaces”

Carolina Rhetoric Conference, University of South Carolina, Columbia, SC, February 10-11, 2017

“Reduction and Expansion in the Works of Kenneth Burke”

Southern Regional Composition Conference, University of Arkansas-Little Rock, Little Rock, AR, May 14, 2014

Invited Presentations

“Hooks & Sinkers”

With Eric Hamilton and Jacob Richter; discussed tactics for developing effective introductions and conclusions in academic writing.

Grad 360°, Clemson University, Clemson, SC, 10 April 2019

“Twilight Zone” Summer Course Assistance

Assisted with “Twilight Zone” summer course; designed curriculum and conference with class online using Skype.

Jessica Forster, Forrest Heights Stem Academy, SNAG Program, Little Rock, AR, Summer 2016

“Wordsworth’s ‘Poems on the Naming of Places’ and the Mythologization Process”

Dr. Paul Yoder’s “Wordsworth’s England” course, English, University of Arkansas-Little Rock, Spring 2012

“Reading Milton’s “Lycidas”

Kris McAbee’s “17th-Century Writers” course, English, University of Arkansas-Little Rock Fall 2012

Mikel

Read excerpt from introduction of Cooper Colloquium project *Mikel*, a book of poems by Mikel Measel with a critical introduction.

Biannual University of Arkansas-Little Rock Cooper Colloquium, Little Rock, AR, May 2011

Workshops

“Musical Listening: Digital-Musical Literacy in Composition and Rhetoric”

Computers and Writing Graduate Research Network, Computers and Writing Conference, George Mason University, Fairfax, VA, 24 May 2018

Other Experience

President and Musical Director, Clemson Open Studio, Fall 2018-present

Cofounded Open Studio organization at Clemson University with Michael Collins, under the mentorship of Dr. David Blakesley, to provide Clemson students with the location, technology, and expertise to produce professional digital media; scheduling and co-hosting meetings; composing, publishing, and managing web content; maintaining continuous role as Musical Director, aiding students with audio editing and production.

RCID Archivist, Clemson University, Fall 2017-Spring 2019

Videod, edited, and archived RCID events and maintained YouTube S3S Channel; maintained archive of correspondence with presenters at RCID biweekly colloquia.

Line Editor, Anthony Chambers, March-April 2015

Performed content and line edits for manuscript of *The Wreck: The Tragedy that Brought me back to God*.

Legal Support Specialist, Arkansas Bureau of Legislative Research, December 2014-June 2015

Proofread Arkansas legislation for 2015 regular session; provided notes to guide editing process for higher-level editors.

Production, Content and Line Editor, *Quills & Pixels*, Spring 2015

Dr. Charles Anderson, Editor (ret.), University of Arkansas Writers' Network

Biographer, Dr. Charles & Joyce Logan, January 2013-January 2015

Conducted, digitally recorded, and transcribed primary and secondary interviews in person, by telephone, and over Google Voice; compiled and edited biographical elements including interviews, photos, and handwritten and print documents; visited and corresponded with printer and binder regularly over the course of production, from start to finish.

English Tutor, Katherine Wellons, August 2012-May 2014

Reviewed curriculum, discussed readings, and advised Katherine Wellons on writing assignments for her Junior-level and Senior-level high school English courses.

Writing Center Intern, University of Arkansas–Little Rock, August-December 2013

Assisted and advised students with various writing assignments; managed incoming and outgoing users of university writing center.

Intern, University of Arkansas–Little Rock Cooperative Education and Internship Office, January 2012-December 2013

Produced and edited documents including data reports; performed clerical duties; greeted and assisted incoming students and staff; instructed and worked with undergraduate interns; assisted and advised students with résumé production; composed ACCE application for Cooperative Education accreditation; edited ACEIA by-laws; designed, implemented, and maintained Placement database for the purpose of connecting students with employers for positions after graduation; distributed and processed results of surveys with Survey Monkey; coordinated with staff to develop projects advertising placement program around campus, including design of posters and flyers.

Research Editor, Butler Center for Arkansas Studies, May-June 2006

Edited articles for new edition of Encyclopedia of Arkansas; Accessed Arkansas history archives to fact-check articles for Encyclopedia of Arkansas

Nominations & Awards

RCID Archivist, Spring 2016 & Spring 2017

Nominated and elected S3S (Society of the Third Sophistic) Rhetorics, Communication, and Information Design Archivist.

Outstanding Performance in Language Theory, May 2014

Awarded for Outstanding Performance in Language Theory in the Professional and Technical Writing program at University of Arkansas-Little Rock for article “Language Adaption in Adult-Child and Child-Child Communication: Drawing Connections.”

Cooper Honors Scholarship, May 2010

Awarded scholarship for Cooper Honors Program in English at University of Arkansas at Little Rock for 2010-11, for compiling and composing Mikel, a book of Mikel Measel's poetry with a critical introduction.

Other Achievements

Music Composition, "Transcendental" Productions & Music Guru, 2005-present

Composed, recorded, and produced 12 studio albums with Joshua Pruett under labels "Transcendental" Productions and Music Guru, maintaining web content on several music websites and other online venues.

Funding Proposal, Josh Pruett, October 2013

Composed successful funds proposal for Josh Pruett, for installation of musical equipment, acquiring \$15,000 from Faith Presbyterian Church.

Grant Proposal, Wildwood Park for the Arts, Fall 2012

Produced grant proposal addressed to Stella Boyle Smith Foundation, requesting funds for emerging Artists Series program at Wildwood Park for the Arts.

Service

Summer Activities Coordinator, Our House Homeless Shelter, Summer 2012

Communicated with shelter residents daily; maintained job postings for shelter residents
Coordinated and hosted on-site summer activities for shelter residents, including Our House Olympics event, Shakespeare at the Shelter play and fundraiser for shelter residents and visitors, and a visit and presentation from poet and motivational speaker Mary Anne Radmacher.

Member, Food Not Bombs, 2004-2014

Acquired, prepared, and transported food to parking lot at downtown riverfront under Main St. Bridge in Little Rock, AR; served local homeless population.

Organizer, Free Market, 2009

Collected, transported, and organized goods for monthly free trade-and-take activity in Raleigh, NC and Little Rock, AR.

Languages & Digital Literacies

Moderate knowledge of French and Spanish.

Excellent skills in Microsoft Office, esp. Word and Publisher

Excellent skills in Adobe Creative Suite, esp. Premiere Pro, After Effects, Lightroom, Photoshop, and Audition.

Professional Affiliations

Clemson Open Studio

Kenneth Burke Society

Popular Culture Association (PCA)

Rhetoric Society of America (RSA)