

Dr. Michael David Measel

Curriculum Vitae

April 2022

Appalachian State University. English Department. Sanford Hall 329, Boone, NC 28608

137 Shanthi Way, Boone, NC 28607

measelmd@appstate.edu – michaeldavidmeasel.com

(501)580-6096

EDUCATION

Ph. D. Rhetorics, Communication, & Information Design, Clemson University, Defended March 2021, Graduation May 2021

Dissertation: “‘Questioning Attitude’: The Rhetoric of Kenneth Burke’s Musical Compositions”

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

Primary Area: Music and Rhetoric

First Support: Kenneth Burke and Music

Second Support: 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”

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

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

Cooper Honor’s Thesis: *Mikel*

Director: Dr. Paul Yoder, Professor of English

PEER-REVIEWED PUBLICATIONS

In Print & Electronic

Article: “Musical Listening: Addressing the Rhetoric of Music in Sonic and Multimodal Composition”

Journal of Multimodal Rhetorics, December 2021

Article: “Captured by the Caméra-Main”

Quills & Pixels, 2021

Book Review: *The Black Shoals* by Tiffany Lethabo King

Journal of Multimodal Rhetorics, vol. 4, no. 2, February 2021, <http://journalofmultimodalrhetorics.com/4-2-issue-measel>

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

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

Essay: “The Funeral”

Quills & Pixels, 2015, pp.61-65.

Forthcoming

Audio Interview with Dr. Michael Kleine: “Rhetoric, Repetition and Selectivity: Attitudes toward the Great Divide”

Textshop Experiments, Fall 2021

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

Pre/Text, 2022

In Progress

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

Co-authored with Dr. David Blakesley

Article: “Pull, Drop, Mark: Overlapping Rhetorics at Waffle House”

Chapter: “Mentors, Music, and Magic”

For a proposed edited collection, *Making and the Teaching of Writing*, with Peaches Hash, Nate Michelson, Sharon Marshall, and Jenni Moody.

Article: “The Questioning Attitude in Kenneth Burke’s Musical Compositions”

Poem: “Paw”

CONFERENCE PRESENTATIONS

“The Multimodal Rhetoric of the Waffle House Experience”

Popular Culture Association National Conference (Virtual), 13-16 April 2022

“Writing for Change” Research and Teaching Roundtable: “Musical Expectation and a Science of Style”

Rhetoric and Composition Institute, 4-5 October 2021

“Expectation and Musical Listening: From Popular Music to Sonic and Multimodal Rhetorics”

Popular Culture Association National Conference (Virtual), 2-5 June 2021

“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, Michael Russo, 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

CAMPUS PRESENTATIONS

“Waffle House: The Multimodal Experience”

Presented on the complex process of code-switching and multimodal rhetoric involved in the
journey of a Waffle House order from when the customer places it to when the food is
delivered by the server.

VAP Extravaganza. Appalachian State University, November 2021

“Potential Future Thesis Mentors” (Formally Untitled)

Visited and discussed research and the life as an academic professional and the complicated,

sometimes predatory nature of publication and hiring practices in the field, as well as relevant course readings, with Master's students as part of preparation to apply for graduate teaching. Dr. Leo Flores's ENG 5000: Bibliography and Research, September 2021

“The Silent Instructor Listens: A Time to Be Heard”

Observed through limited facilitation and participated in discussion with students, faculty, and administrators about the experiences and concerns of students from underrepresented communities.

#ScholarStrike Teach-in Clemson 2020, Zoom, 9 September 2020

“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

“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 Honor’s Thesis 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

TEACHING EXPERIENCE

Visiting Assistant Professor of Rhetoric and Writing Studies, English, Appalachian State University, Fall 2021-present

ENG-4110 Document Design, Spring 2022

In Document Design you will learn to compose with Adobe InDesign software for print and the web. You will study the elements of design theory and learn to discuss them fluidly both in others’ work and your own. You will analyze existing professional print and web documents. Your individual and group compositions in this course will give you the opportunity to apply the principles of design that you study across the semester. Weekly Discussions will foster discussion of these projects and concepts, as well as peer review of student compositions.

RC-1000 Expository Writing, Fall 2021 – Spring 2022 This course is writing-intensive.

Composition and rhetoric are part of our daily experiences and

they affect all of our choices, even what media we consume. This course explores expository writing across several genres and contexts. You will participate in weekly ASULearn discussions in which you will respond to course readings and topics as well as ask questions. Course activities are project-based with opportunities to focus on arguing with sound, images, and text. We will approach rhetoric and composition in an interdisciplinary manner, learning to recognize and perform rhetoric not only in the academic context but in all contexts.

This course is listening-intensive. We will be considering all course materials through the heuristic of Musical Listening. The tenets of Musical Listening are that 1) we are musical instruments, 2) music shapes the messages we absorb and produce, and 3) our understanding of the music that pervades us and our communication shapes *how we listen*.

ENG-2040 World Literature 1650-Present, Fall 2021

This course is writing-intensive. We will explore literature composed post-1650, reflecting diverse histories, identities, and perspectives. Readings include short stories, novels, and poetry spanning nearly four centuries. You will respond to course readings and topics as well as ask questions in weekly ASULearn discussions. I will participate in these discussions. Weekly Discussions in ASULearn will be student-led and used as springboards to discuss traditions of critical inquiry. From these discussions, readings, and video/audio lectures you will compose three critical essays about course readings.

This course is listening-intensive. We will be considering all course materials through the heuristic of Musical Listening. The tenets of Musical Listening are that 1) we are musical instruments, 2) music shapes the messages we absorb and produce, and 3) our understanding of the music that pervades us and our communication shapes *how we listen*.

Graduate Teacher of Record, English, Clemson University, Fall 2016-Summer 2021

ENGL 1030 Composition and Rhetoric, Spring 2021

This course is both writing- and listening-intensive. Throughout the semester students compose professional samples of technical writing in addition to composing daily discussion posts in which reflecting on interactions with technical writing. Students move from rhetorical analysis of others' arguments to the project-based development of their own multimodal arguments. Through study of argument, style and rhetorical theory, analysis of multiples forms of rhetoric, and daily reflections, students come to recognize rhetoric an evolving element ever-present in daily communications, with an emphasis on sonic rhetoric. Students are considered to all course materials through, among other vital perspectives, a heuristic called Musical Listening. Students learn to recognize the rhetoric of music in its many manifestations including text, speech, and song, and to listen to their own rhythms and shape their rhetoric accordingly.

ENGL 3140 Technical Writing, Summer 2018-Fall 2020

Fall/Spring/Summer, face-to-face and online (synchronous and asynchronous); 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; students apply musical listening to all coursework.

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.

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.

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 2011-Spring 2014

ENGL 1312 Composition II; Spring 2012, 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 2011, 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.

DEPARTMENTAL AND UNIVERSITY SERVICE

Affiliate Member, Graduate Faculty, English Department, Appalachian State University, Spring 2022 – Spring 2025

Undergraduate Studies Committee, Appalachian State University, Fall 2021-Present

Musical Director and Composer, *Wordman*, Fall 2020-Present

Researching, compiling, arranging and composing music for the film *Wordman*, a biopic about the life and legacy of Kenneth Burke currently in preproduction under the direction of Dr. David Blakesley.

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.

President and Musical Director, Clemson Open Studio, Fall 2018-Fall 2020

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.

RELATED EXPERIENCE

Treasurer, Kenneth Burke Society, August 2021-Present

Technical Writer, Anchored Solutions, Fall 2021-present

Compose website content and print designs for Anchored Recommendations, a business dedicated to aiding other startups through expert professional advice, referrals, web design, grant writing, and other resources as needed.

Technical Writer, Axiom Installs, May 2020

Produced brochure for Axiom Installs, a Georgia-based music equipment installation company that specializes in outfitting churches.

“Twilight Zone” Summer Course Assistant, Summer 2016

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

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; 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 student Placement database; distributed and processed surveys; coordinated with staff on projects advertising Placement program around campus.

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.

AWARDS AND HONORS

Most Helpful Faculty and Staff 2020-2021, Appalachian State University, January 2022

Rhetoric and Composition Teaching Gallery: “The Research Map,” Appalachian State University, October 2021

The “Research Map” Practical Practice assignment from my RC1000 course in the English Department at Appalachian State University, which requires students to practice with Coggle idea mapping software in groups while searching databases together and sharing resources, was included in the Teaching Gallery on the ASU English Department’s RC website.

Outstanding Performance in Language Theory, University of Arkansas–Little Rock, 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, University of Arkansas–Little Rock, 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, “Transendental” 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.

COMMUNITY INVOLVEMENT

Americorps VISTA (Volunteer in Service to America), 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.

SKILLS

Microsoft Office

Adobe Creative Suite

Audio & Video Composition, Production and Editing, with an emphasis on music

PROFESSIONAL AFFILIATIONS

Clemson Open Studio

Kenneth Burke Society (KBS)

Popular Culture Association (PCA)

Rhetoric Society of America (RSA)

National Council of Teachers of English (NCTE)