

# Rachael Sullivan

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## Academic positions and experience

### Assistant Professor

Department of Communication and Media Studies, Saint Joseph's University, 2014-present

At SJU, I am also Director of Advising for First-Year COM Majors, 2016-present

### Teaching Assistant

University of Wisconsin-Milwaukee, 2010-2014

### Teaching Assistant

University of Texas at Dallas, 2008-2010

### Adjunct Instructor

Pensacola Junior College, 2007

### Teaching Assistant

University of Nevada, Las Vegas, 2004-2006

## Education

### Doctor of Philosophy in English (Media, Cinema, and Digital Studies)

University of Wisconsin-Milwaukee, August 2015

Dissertation: "Interface Fantasies and Futures: Designing Human-Computer Relations In the Shadow of Memex "

Committee: Anne Wysocki (director), Stuart Moulthrop, Richard Grusin, Lane Hall, Lisa Moline

### Master of Arts in Humanities (Literary Studies)

University of Texas at Dallas, May 2010

### Master of Fine Arts in Creative Writing (Poetry)

University of Nevada - Las Vegas, August 2007

### Bachelor of Arts (English, Studio Art)

Randolph-Macon Woman's College, May 2004

## Scholarly activity

### Peer-reviewed publications

[BOOK CHAPTER] "Design Ethics." *Keywords and Concepts in Making and Design Thinking*. Edited by Jason Tham. Forthcoming from WAC Clearinghouse - Foundations and Innovations in Technical and Professional Communication Series in 2022.

[JOURNAL ARTICLE] "[Troubling Structures: A Material-Embodied Pedagogy of Technical Difficulty.](#)" *Computers & Composition* 53 (2019): 47-59.

[REFEREED BLOG POST] "[Teaching poster design as graphic advocacy.](#)" *Digital Rhetoric Collaborative Blog Carnival* 15 (2019).

[BOOK REVIEW] [Review of Adrienne Massanari's Participatory Culture, Community, and Play: Learning from Reddit.](#) *Present Tense* 6.3 (2018).

[JOURNAL ARTICLE] "Significant Intervals Between Print & Video Poetry." *Textual Overtures* 1 (2013): 15-37.

[BOOK REVIEW] Review of Does Writing Have a Future? by Vilém Flusser and translated by Nancy Ann Roth. *Media International Australia* 142 (2012): 181-182.

[JOURNAL ARTICLE] "The Problem with WHOIS: Hidden Assumptions about Identity and Social Networking." *Spectator* 30.2 (2010): 57-64.

### Research in progress

[BOOK CHAPTER] "Teaching academic surveillance through awareness and advocacy." *Privacy and Safety in Remote Learning Environments*. Edited by Amy York and Denise Quintel. Middle Tennessee State University Digital Scholarship Initiative.

[EDITED COLLECTION] [Feminist Design Rhetorics: Theories, Practices, and Pedagogies for Building Equity and Collective Justice](#) co-edited with Kristin Ravel and Kristin Prins (interest expressed from Peter Lang - Studies in Rhetoric and Composition book series editor).

### Conference presentations

**"Design(ed) under the gaze of platforms: working with privacy settings in the undergraduate classroom."** Computers & Writing Conference. Greenville, NC. May 2022.

**"Anti-vax, but make it pink: How natural parenting influencers on Instagram use branding and visual design to spread misinformation."** Rhetoric Society of America (RSA). Baltimore, MD. May 2022.

Conference presentations  
(continued)

**“Resisting corporate design as a gatekeeper of ‘good design’ in our multimodal assignments.”** College Composition & Communication (CCCC). March 2022.

**“Disrupting digital fatigue through voice-driven type design.”** The Association for Computers and the Humanities (ACH) Conference. July 2021.

**“Flatten the (Learning) Curve: Strategies for Addressing Technical Difficulty in Multimodal Assignments.”** Conference on College Composition & Communication (CCCC). April 2021.

**“How do I...?’: The Rhetoric of Photoshop Tutorial Videos on YouTube.”** Computers & Writing Conference. Greenville, NC. May 2020. \*\*\* canceled due to COVID-19 pandemic \*\*\*

**“Political Gendertrolling During the 2018 Ford/Kavanaugh Senate Hearing.”** Conference on College Composition & Communication (CCCC). Milwaukee, WI. March 2020. \*\*\* canceled due to COVID-19 pandemic \*\*\*

**“Social Media Design: Locating Power and Imagining Possibilities.”** Feminisms and Rhetorics Conference. Harrisonburg, VA. November 2019.

**“Misogyny by Design: The Visual Ethics of Political Meme Circulation.”** Thomas R. Watson Conference. Louisville, KY. October 2018.

**“Behind the Scenes of Digital Aggression Research: Identity, Method, Action, and Self-Care.”** Computers and Writing Conference. Fairfax, VA. May 2018.

**“Vulnerable Images, Vulnerable Bodies: Documenting and Analyzing Rape Memes from the 2016 Election.”** (\*\*\*)Plenary session(\*\*\*) Computers and Writing Conference. Findlay, OH. June 2017.

**“Committed to Memory: Wonderful Keyboard Shortcuts.”** Computers and Writing Conference. Findlay, OH. June 2017.

**“Photoshop This! Visual Rhetoric in a Digital Culture.”** Conference on College Composition & Communication (CCCC). Portland, OR. March 2017.

**“Users by Design.”** Modern Language Association (MLA). Philadelphia, PA. January 2017.

**“This Is Your Facebook. This Is Your Facebook on Feminist Design. Any Questions?”** Rhetoric Society of America (RSA) Conference. Atlanta, GA. May 2016.

**“Learning from Women’s Critical Engagement with Unfamiliar Technologies.”** Conference on College Composition & Communication (CCCC). Houston, TX. April 2016.

Conference presentations  
(continued)

**“Gertrude Stein's ‘everything’ poetics: informationally rich practice as feminist practice.”** Digital Diversity Conference. Edmonton, Canada. May 2015.

**“Dwelling in Difficulty: Learning from Women’s Critical Engagement with Unfamiliar Technologies.”** Computers and Writing Conference. Stout, WI. May 2015.

**“background-image:url(../images/adriana.jpg): HealthCare.gov’s Glitch Girl.”** Computers and Writing Conference. Pullman, WA. June 2014.

**“Reasserting Thing-Power: Touch Screens and Antimaterialism.”** Conference on College Composition & Communication (CCCC). Indianapolis, IN. March 2014.

**“The Liminal Textuality of Comments in Software Code.”** Modern Language Association (MLA) Convention. Chicago, IL. January 2014.

**“When the Internet Starts to Be Boring: Alt-Lit Poetics.”** Midwest Modern Language Association (MMLA) Conference. Milwaukee, WI. November 2013.

**“Reasserting Thing-Power: Roughness as a Response to Antimaterialism.”** University of Kansas Digital Humanities Forum: Return to the Material. Lawrence, KS. September 2013.

**“The Liminal Textuality of Comments in Software Code.”** The Objects of Textual Scholarship, Society for Textual Scholarship (STS) Conference. Chicago, IL. March 2013.

**“Give us an UNDO button’: Facebook Timelines and the Passionate Error.”** Conference on College Composition & Communication (CCCC). Las Vegas, NV. March 2013.

**“Analyzing Comics with Comics: First-Year Writers Meet Bitstrips.”** NC State, Computers & Writing Conference. Raleigh, NC. May 2012.

**“Between WordPress and a Hard Place.”** Conference on College Composition & Communication (CCCC). St. Louis, MO. March 2012.

**“Where’s the Real Threat? Biometrics and the Digital (Human)ities.”** Midwest Modern Language Association (MMLA) Conference. Chicago, Illinois. November 2010.

**“Assigning Digital Sophie Books in the Poetry Workshop.”** Association of Writers and Writing Programs (AWP) Conference - Pedagogical Forum. Denver, CO. April 2010.

**“DoubleClick Meets Dickinson: Remediating Poetry.”** Yale University, The Past’s Digital Presence Grad Student Symposium. New Haven, CT. February 2010.

Posters and  
workshops

**“Authority Figures”** (digital poster). University of Michigan, Computers and Writing Conference. Ann Arbor, MI. May 2011.

**“Twitter for Academics”** (collaborator on Part I of full-day workshop). Purdue University, Computers & Writing Conference. West Lafayette, IN. May 2010.

Service to the  
field

Reviewer (first round) for Association of Internet Researchers (AoIR) Conference, 2020-present

Reviewer (first round) for Conference on College Composition and Communication (CCCC), 2019-present

Reviewer (first round) for Computers and Writing Conference, 2018-present

Founding member: [Digital Aggression Working Group](#), a coalition of scholars and teachers against online harassment

Mentor: Graduate Research Network (GRN) Job Workshop at Computers and Writing 2022 (withdrew my participation due to COVID exposure)

Production Editor for [Enculturation: A Journal of Rhetoric, Writing, and Culture](#), 2014-2017

Grants and  
awards

*At SJU*

Office of Teaching and Learning (OTL) Innovation Grant, 2021 (\$1500)

Board on Faculty Research and Development Summer Grant, 2020 (\$6,000)

*At previous institutions*

Distinguished Dissertation Fellowship, 2013-14 academic year, UWM

HASTAC Scholar (Humanities, Arts, Science, & Technology Advanced Collaboratory), 2012-2014

Digital Humanities Summer Institute (DHSI) Tuition Scholarship, 2013, University of Victoria

Frederick J. Hoffman Award for best graduate paper, 2012, UWM

James A. Sappenfield Fellowship, 2012, UWM

Chancellor’s Graduate Student Award, 2010, UWM

## Teaching

Saint Joseph's  
University  
courses

*Selected courses taught at SJU, 2014-present*

### **COM 200: Communication Theory & Practice**

In COM 200, students study and practice evolving digital literacies. This course is built around one semester-long blogging project in which students find, join, and grow a community of interest. We also explore various technologies (WordPress, social bookmarking, etc.) and search for ways to evaluate, manage, and make sense of information overload. COM 200 is one of the foundational courses for COM majors and minors.

### **COM 201: Communication Ethics**

Any change in how we communicate brings with it a host of changes in society, accompanied by ethical questions about how we want to integrate these new communication tools into our lives, our relationships, our laws, our planet, and our bodies. During the course, students learn to identify and articulate ethical dimensions of media consumption and production. We work to acknowledge the often-hidden material costs of digital communication networks. Using an intersectional lens, students analyze debates in digital culture while revealing power dynamics and inequity.

### **COM 202: Visual Design**

This course adopts a rhetorical approach to help students make design choices and communicate with a purpose. Class projects enforce skills in graphic design, photography, and collaboration. Students make effective and beautiful visual communications for real and imagined audiences; develop computer design skills in page layout, illustration, and image manipulation software (Adobe CC); and reflect on the nature of design as they hone their own personal design voice and creative process.

### **COM 372: Web Design**

This course is an introduction to the theory and practice of web design and development. Students learn about web technologies and standards while building accessible and usable web sites using HTML and CSS. Readings focus on the web's architecture, conventions of web design, basics of site development, and current conversations about best practices (such as responsive design, grid systems, user experience, and mobile technologies).

### **COM 453: Advanced Design**

In spring 2019, I developed this advanced graphic design course. Topics include digital design production, design methodology, and development of a student's personal or signature design style. The class emphasizes the creative process and the development of a design through phases of planning, brainstorming, sketching, drafting, feedback, testing, and revision.

Saint Joseph's  
University  
courses  
(continued)

**COM 473: Women's Lives Online**

In spring 2016, I developed this course to explore women's experiences on the internet. The class also examined how women "perform selves" online and explored ways to address toxic or violent online interactions. Students pursued a feminist analysis of creative production, power, and inequality to better understand intersections of gender, race, and sexuality and discussed the issues at stake in participating online.

**COM 480: Senior Capstone**

The Communication and Media Studies capstone course gives students the opportunity to apply the knowledge and skills they have acquired in their courses to an individual project of the student's choice. During the course, students reflect on career paths, grow more confident talking about professional goals, and receive mentorship and feedback.

Courses at  
previous  
institutions

*University of Wisconsin-Milwaukee*

**English 248: Literature and Contemporary Life** (fall 2013)

*Course subtitle: Information Overload.* This course, which I developed, covers a broad sampling of texts from different time periods and genres to consider how our current confrontation and struggle with digital technologies both is and is not new. Through engaging with questions raised in class and the texts on the syllabus, we look at how information overload functions as a subject matter, a form or structuring device, and a feeling generated by the work itself.

**English 215: Introduction to English Studies** (online spring 2012)

An introductory course in critical approaches to the study of literature

**English 101: Introduction to College Writing** (fall 2010, spring 2011, online fall 2011). A first-year composition course addressing principles of college-level writing through interpretive and reflective essays in response to readings, artwork, and films

*University of Texas at Dallas*

*Instructor of record for:*

**RHET 1302: Rhetoric** (fall 2008, spring 2009, fall 2009)

*Teaching assistant for:*

**EMAC 2322: Introduction to Digital Communication** (spring 2010)

**EMAC 2321: Writing and Research for New Media** (spring 2010)

*Pensacola Junior College*

**English 101: Composition** (fall 2007)

*University of Nevada, Las Vegas*

**English 101: Composition** (2004-2006)

## Mentorship

Summer Scholars Mentor for Stephanie Wengler's project, "LGBTQ+ Community Impact on Social Media and Queer Identity Online," 2021

Summer Scholars Mentor for Sophie Page's project, "The role of feminist Instagram art in the #MeToo movement," 2020

Faculty advisor for COM Club (2017)

Women's Leadership Initiative (WLI) Mentor

## University service

Faculty Senate Executive Committee, 2022-present

College Council Executive Committee, 2021-present

GEP Writing Intensive Committee, 2020-present

Planning and Assessment Committee (PAC), 2015-present

Faculty Writing and Research Group leader, 2020-2022

Career Development Center Faculty Advisory Board, 2016-2018

Academic Technology Advisory Council, 2015-2018

## Professional experience

**Freelance Copyeditor** | Demand Media Studios (remote work)  
2013–2014

**Publications Assistant** | RedPrairie Software Solutions (Waukesha, WI)  
2011

**Consultant and technical editor** | Booz Allen Hamilton (Pensacola, FL)  
2006-2011

## Memberships

National Council of Teachers of English (NCTE)

Modern Language Association (MLA)

Rhetoric Society of America (RSA)