

**Amy Koerber, Ph.D.**

Professor in Communication Studies  
Associate Dean for Administration & Finance  
College of Media & Communication, Box 43082  
Texas Tech University  
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**Education**

**Ph.D., Rhetoric and Scientific and Technical Communication**, Minor in Feminist Studies, University of Minnesota (June 2002)

**Dissertation:** “U.S. Breastfeeding Education and Promotion, 1970-2000: A Feminist Rhetorical Analysis” (Committee: Mary Lay, Laura Gurak, Karlyn Kohrs Campbell, Art Walzer)

**Professional Certification in UNIX/C++**, University of Minnesota, August 1997

**M.A., English**, outside emphasis in computer science, University of South Dakota, 1996

**B.S., Linguistics**, Minor in French, Georgetown University, May 1990

**Academic Appointments**

**Professor and Associate Dean for Administration & Finance**, Texas Tech University, Department of Communication Studies, College of Media & Communication, 2019 – present

**Professor and Associate Dean for Faculty Success & Inclusion**, Texas Tech University, Department of Communication Studies, College of Media & Communication, 2017 – 2019

**Professor and Director of Technical Communication & Rhetoric**, Texas Tech University, Department of English, College of Arts & Sciences, 2014 – 2017

**Associate Professor**, Texas Tech University, Department of English, 2008 – 2014

**Assistant Professor**, Texas Tech University, Department of English, 2002 – 2008

**Teaching Assistant**, University of Minnesota, Department of Rhetoric: 1996 – 1998, 2001 – 2002

**Research Assistant**, University of Minnesota, Department of Rhetoric: 1998 – 2001

**Teaching Assistant**, Mayo Clinic Graduate School of Biomedical Sciences: Spring 2001

**Teaching Assistant**, University of South Dakota, Department of English: 1994 – 1996

## Publications

### Books

*From Hysteria to Hormones: A Rhetorical History*. Pennsylvania State University Press, Rhetoric Society of America Series in Transdisciplinary Rhetoric: 2018.

*Received the President's Faculty Book Award-First Place, Texas Tech University  
Received Honorable Mention Book Award, Association for the Rhetoric of Science, Technology, and Medicine.*

*Breast or Bottle: Contemporary Controversies in Infant-Feeding Policy and Practice*. University of South Carolina Press, Series in Rhetoric/Communication: 2013.

*Received the 2015 Conference on College Composition and Communication Award in the category of Best Book in Technical or Scientific Communication.*

### Peer-Reviewed Articles

Jesse C. Starkey, Amy Koerber, Robert Glenn Cummins, Karin Ardon-Dryer, Lyombe Eko, Kerk F. Kee. "Challenges and Threats to Quality in Scholarly Knowledge Production: Views of Selected Stakeholders from 17 Countries." *Discover Education 1*: Article 7 (June 2022), <https://doi.org/10.1007/s44217-022-00007-w>

"Translation and the Rhetorical Power of Medical Expertise: A Critical Examination of Gender, Infrastructure, and Intimacy in the Larry Nassar Scandal at Michigan State University." *Rhetoric of Health and Medicine 5.3* (June 2022): 250-279.

"Is It Fake News or Is It Open Science? Science Communication in the COVID-10 Pandemic." *Journal of Business and Technical Communication 35.1* (January 2021): 22-27.

Amy Koerber, Joseph Provencher, and Jesse Starkey. "Leadership Communication in the STEM Workplace: A Qualitative Study." *Technical Communication Quarterly 30.2* (April 2021): 123-142.

Bethany Pitchford, Miglena Sternadori, Jesse Starkey, and Amy Koerber. "From F-Bombs to Kissing Students: Media Framing of Male and Female Professors Accused of Sexual Harassment." *Journal of Communication Inquiry 45.4* (October 2021): 358-382.

Amy Koerber, Jesse C. Starkey, Karin Ardon-Dryer, R. Glenn Cummins, Lyombe Eko, Kerk F. Kee. "A Qualitative Content Analysis of Watchlists vs Safelists:

- How Do They Address the Issue of Predatory Publishing?" *Journal of Academic Librarianship* 46.6 (November 2020): 1-10.
- Jesse Starkey, Amy Koerber, Miglena Sternadori, and Bethany Pitchford. "#MeToo Goes Global: Media Framing of Silence Breakers in Four National Settings." *Journal of Communication Inquiry* 43.4 (September 2019): 437-461.  
*Featured as a "most read" article on the journal homepage as of 5.27.21*
- "From Hysteria to Hormones and Back Again: Centuries of Outrageous Remarks about Female Bodies." *Rhetoric of Health and Medicine* 1.2 (May 2018): 144-157.
- Carie King, Kristin Bivens, Erin Pumroy, Susan Rauch, and Amy Koerber. "IRB Problems and Solutions in Health Communication Research." *Health Communication* 33.7 (April 2018): 907-916.
- Amy Koerber and Hilary Graham. "Theorizing the Value of English Proficiency in Cross-Cultural Rhetorics of Health and Medicine: A Qualitative Study." *Journal of Business and Technical Communication* 31.1 (January 2017): 63-93.
- Lora Arduser and Amy Koerber. "Splitting Women, Producing Biocitizens, and Vilifying Obamacare in the 2012 Presidential Campaign." *Women's Studies in Communication* 37.2 (July 2014): 117-137.
- Amy Koerber, Linda Brice, and Elizabeth Tombs. "Breastfeeding and Problematic Integration: Results of a Focus-Group Study." *Health Communication* 27.2 (February 2012): 124-144.
- Susan L. Popham, Lora Arduser, Kelli Cargile Cook, Marjorie Rush Hovde, Amy Koerber, Scott A. Mogull, and Pavel Zemliansky. "Evaluating the Effectiveness of a Network of Communication Channels: Lessons Learned from a Communication Survey in Technical Communication Programs." *Programmatic Perspectives* 4.1 (Spring 2012).
- Amy Koerber, Amanda Booher, and Rebecca Rickly. "The Concept of Choice as Phallusy: A Few Reasons Why We Could Not Agree More." *Present Tense: A Journal of Rhetoric in Society* 2.2 (Fall 2012).
- Ryan S. Hoover and Amy Koerber, "Using NVivo to Answer the Challenges of Qualitative Research in Professional Communication: Benefits and Best Practices." *IEEE Transactions on Professional Communication* 54.1 (March 2011): 68-82.
- Brian Still and Amy Koerber, "Listening to Students: A Usability Evaluation of Instructor Commentary." *Journal of Business and Technical Communication* 24.2 (April 2010): 206-233.
- Amy Koerber and Lonie McMichael, "Qualitative Sampling Methods: A Primer for Technical Communicators." *Journal of Business and Technical Communication* 22.4 (October 2008): 454-473.

- Amy Koerber, E. Jonathan Arnett, and Tamra Cumbie, "Distortion and the Politics of Pain Relief: A Habermasian Analysis of Medicine in the Media." *Journal of Business and Technical Communication* 22.3 (July 2008): 364-391.
- "From 'Wives' Tales and Folklore' to Scientific Fact: Rhetorics of Breastfeeding and Immunity, 1950-1997." *Journal of Medical Humanities* 27.3 (Fall 2006): 151-66.
- "Rhetorical Agency, Resistance, and the Disciplinary Rhetorics of Breastfeeding." *Technical Communication Quarterly* 15.1 (January 2006): 87-101.
- "'You Just Don't See Enough Normal': Critical Perspectives on Infant-Feeding Discourse and Practice." *Journal of Business and Technical Communication* 19.3 (July 2005): 304-27.
- "Postmodernism, Resistance, and Cyberspace: Making Rhetorical Spaces for Feminist Mothers on the Web." *Women's Studies in Communication* 24.2 (Fall 2001): 218-40.
- "Toward a Feminist Rhetoric of Technology." *Journal of Business and Technical Communication* 14.1 (January 2000): 58-73.

### Book Chapters and Conference Proceedings

- Amy Koerber and Avinash Thombre. "Challenges in Conducting Health Communication Research." In *The Routledge Handbook of Health Communication, 3rd Edition*, edited by Teresa L. Thompson and Nancy Harrington. Routledge, 2021.
- Amy Koerber and Kaye Renshaw. "Provider-Patient Communication: Gender Influences." In *How Sex and Gender Impact Clinical Practice: An Evidence-Based Guide to Patient Care*, edited by Marjorie Jenkins. Elsevier, 2021.
- Kristin Marie Bivens, Kirsti Cole, and Amy Koerber. "Activism by Accuracy: Women's Health and Hormonal Birth Control." In *Women's Health Advocacy: Rhetorical Ingenuity for the 21<sup>st</sup> Century*, co-edited by Jamie White-Farnham, Bryna Siegel Finer, and Cathryn Molloy. London, UK: Routledge, 2020.
- Lora Arduser and Amy Koerber. "Redrawing the GOP Borders? Women, Reproduction, and the Political Landscape of the 2014 Midterm Election." In *Rhetoric Across Borders*. Anne Teresa Demo, ed. Parlor Press, 2015. 159-71.
- Amy Koerber, Lora Arduser, Jeannie Bennett, Lauren Kolodziejcki, Shaunak Sastry, Paul L. Strait. "Risk and Vulnerable, Medicalized Bodies." *POROI* 11, Iss. 1 (2015). Available at <http://ir.uiowa.edu/poroi/vol11/iss1/13/>.
- "Diversity and the Flexible Subject in the Language of Spousal/Partner Hiring Policies." A chapter in *Feminist Rhetorical Resilience*. Elizabeth Flynn, Patricia Sotirin, and Ann Brady, eds. Utah State University Press, 2012. 116-138.
- Amy Koerber and Mary M. Lay. "Understanding Women's Concerns in the International Setting Through the Lens of Science and Technology." Invited

chapter in *Encompassing Gender: Integrating International Studies and Women's Studies*. New York: Feminist Press, 2002. 81-100.

“Increasing Feminist Visibility in Professional Communication Research.”  
*Communication Jazz: Improvising the New International Communication Culture*. Proceedings. 1999 IEEE International.

## Preprint Publications

Starkey, Jesse C., Koerber, Amy, Cummins, R. Glenn, Ardon-Dryer, Karin, Eko, Lyombe, & Kee, Kerk F. “Challenges and Threats to Quality in Scholarly Knowledge Production: Views of Selected Stakeholders from 17 Countries.” *Research Square*, published online Feb. 9, 2022. <https://doi.org/10.21203/rs.3.rs-1303561/v1>

## Published Datasets

Koerber, A. (2021). *NVivo file for research quality manuscript*. Texas Data Repository. <https://doi.org/10.18738/T8/LD7SSX>

Koerber, A. (2020). *STEPP NVivo file*. Texas Data Repository. <https://doi.org/10.18738/T8/F3QE0H>

## Other Publications

Lyombe Eko and Amy Koerber. “Profiting from the Paradigm Shift in Scholarly Journal Publishing: The Case of Predatory Publishers.” *The Southwest Respiratory and Critical Care Chronicles*, 8.35 (2020): 61-64.

“Honoring the Past, Inventing the Future: *TCQ* Celebrates Twenty Years.” *Technical Communication Quarterly* 20.4 (2011): 351-352.

“Editor’s Note: Tribute to Summer Smith Taylor.” *Technical Communication Quarterly* 20.2 (2011): 113.

Amy Koerber and Miles Kimball. “A Note from the New Editors.” *Technical Communication Quarterly* 18.2 (2009): 105-106.

Amy Koerber and Brian Still. “Guest Editors’ Introduction: Online Health Communication.” *Technical Communication Quarterly* 17.3 (2008): 259-263.

Book review of Wertheimer, Molly Meijer, ed. *Listening to Their Voices: The Rhetorical Activities of Historical Women*. Columbia, SC: University of South Carolina Press, 1997. Published in *Rhetorical Society Quarterly* 29.2 (1999): 93-96.

## Editorial Oversight

Journal Editor, *Technical Communication Quarterly*, 2008-2013.

- Edited twenty journal issues
- Supervised two graduate editorial assistants
- Doubled annual submission numbers
- Developed journal style guide
- Developed new editorial board and actively involved board in decision making

Special Issue of *Technical Communication Quarterly*: Online Health Communication. *Technical Communication Quarterly* 17.3 (July 2008). (Co-edited with Brian Still).

- Solicited proposals and selected from those a pool of manuscripts
- Coordinated blind review for manuscripts and oversaw revision, editing, and page proof process

#### Publication Metrics

##### **Google Scholar (as of 8.18.22):**

- 1479 citations
- H-index = 16
- i10 index = 19

##### **ResearchGate (as of 8.18.22):**

- Total Research Interest Score = 525.5 (87<sup>th</sup> percentile in comparison to all ResearchGate members, 94<sup>th</sup> percentile in comparison to Communication & Media ResearchGate members)
- 16,108 reads

#### Media Activity

**2020, July** *European Association of Science Editors- Newsletter*

[Announcement- Invitation to participate in predatory journal survey](#)

**2020, June 9** *Conpher*

[An Introduction to: STEM Training in Ethics of Publication Practices](#)

**2020, April 7** *New Books Network podcast "From Hysteria to Hormones: A Rhetorical History"*

**2019, October 17** *Think. Check. Submit. News*

[Think. Check. Submit. looks forward to collaboration on new research programme.](#)

**2019, September 27** *The College Post*

Texas Tech to Develop a Training Program to Counter Predatory Journals

**2019, September 26** *Inside Higher Ed*

Researchers tackle predatory publisher awareness.

**2019, September 25** *Texas Tech Today*

Professors Receive NSF Grant to Develop Training for Recognizing Predatory Publishing

**2019, September 25** *Lubbock Avalanche-Journal*

Texas Tech professors receive NSF grant to develop training for recognizing predatory publishing.

**2019, September 25** *Daily Toreador*

Tech researchers receive grant, develop identifying predatory publishing training program.

## **Awards**

2021 Runner up for Top Paper Award, International Communication Association conference - Global Communication and Social Change division, "Safeguarding the Open Science Movement from Predatory Journals: Academic Publishing Towards Global Communication and Social Change." (Kerk F. Kee, Jesse C. Starkey, R. Glenn Cummins, Karin Ardon-Dryer, Lyombe Eko, and Amy Koerber).

2020 Texas Tech University, President's Faculty Book Award, *From Hysteria to Hormones: A Rhetorical History*.

2019 Association for the Rhetoric of Science, Technology, and Medicine. Honorable Mention, Book Award, *From Hysteria to Hormones: A Rhetorical History*.

2016 Texas Tech Humanities Center Fellowship for book in progress, *The Hormonal Woman: A Critical Exploration of Expert and Public Discourses*.

2015 Conference on College Composition and Communication Award in the category of Best Book in Technical or Scientific Communication for *Breast or Bottle: Contemporary Controversies in Infant Feeding Policy and Practice* (Columbia, SC: University of South Carolina Press, 2013).

## **Funded Scholarly Activity**

### **External Funding Awarded**

National Science Foundation (Award #1926348). *STEM Training in Ethics of Publication Practices (STEPP)*. Cultivating Cultures for Ethical STEM program (Awarded \$345,702. Funding period: 3-year award beginning January 1, 2020). (Principal Investigator: Amy Koerber. Co-PIs: Karin Ardon-Dyer, Glenn Cummins, Leo Eko, Kerk Kee).

STEM Training in Ethics of Publication Practices (STEPP) is a research and training program that prepares STEM scholars and other key stakeholders to navigate a scholarly publishing terrain that presents more options than ever before, but also greater ethical pitfalls. It addresses the critical need for greater understanding of predatory publishing - an exploitive publication business model often involving charging publication fees to authors without checking articles for quality and legitimacy. Predatory publication practices cause concern because the core of the academic mission - to generate credible knowledge - is only fully realized through ethically sound communication of this knowledge, both to peer scholars and society at large. The STEPP program deepens understanding of the ethical challenges arising from predatory publishing through empirical research that solicits input from key stakeholders, including emerging and established scientists, administrators who serve as gatekeepers in academic hiring, tenure and promotion, and science journalists responsible for ensuring that the public receives accurate reporting on scientific research. The training component then designs, delivers, and assesses a program that is broadly relevant across the STEM disciplines but that can also be customized according to differences across these disciplines. Training modules will be pilot tested, and final versions will be made available to a diverse global audience through partnerships with organizations such as the Online Ethics Center for Engineering & Science, Think. Check. Submit., and Author Aid.

QSR International. NVivo Teaching Grant (2010-11), \$5,000.

Association of Teachers of Technical Writing/Routledge Publishing. Editorial Support for *Technical Communication Quarterly* (2008-13), \$50,000.

NIH seed grant offered by EXPORT Center for Rural Health, Texas Tech University Health Sciences Center. *Breastfeeding Support and Promotion in Rural West Texas: A Qualitative Study* (2006-07), \$10,000.

#### Internal Funding Awarded

Texas Tech University Scholarship Catalyst Program. *Communication and Professional Success in the STEM Workplace: A Qualitative Study* (2017), \$3500.

Texas Tech University Faculty Development Leave (2015-16).

Texas Tech University Scholarship Catalyst Program. *The Hormonal Woman: A Critical Exploration of Expert and Public Rhetorics* (2014-15), \$3,000.

Texas Tech University Faculty Development Leave (2008-09).

Texas Tech University Research Enrichment Fund. *Supporting and Promoting Breastfeeding in West Texas: A Focus-Group Study* (2008-09), \$28,450.

Texas Tech University Health Sciences Center School of Nursing Seed Grant. *Supporting and Promoting Breastfeeding in West Texas: A Focus-Group Study* (2008), \$1795. (Principal Investigator: Linda Brice, Co-investigators: Elizabeth Tombs and Amy Koerber).

Texas Tech University Internal Grant for Research, Scholarship and Creative Activity in the Arts and Humanities. *Breast or Bottle: Rhetoric, Scientific Uncertainty, and Medical Policy in Contemporary Infant-Feeding Discourse* (2007-08), \$3000.

Texas Tech University College of Arts & Sciences Research Enhancement Fund. *Communicating U.S. Infant-Feeding Norms: Critical and Rhetorical Perspectives* (2004-05), \$2200.



## External Funding Submitted (Declined)

- Murimi, M. (Co-Principal), Koerber, A., Trejos-Castillo, E. (Co-Principal), "Community based screening tool for identifying risk and protective factors for depression among adolescent mothers," Bill and Melinda Gates Foundation-Grand Challenges Explorations Round 20, Foundation, \$92,954.00, Declined. (submitted December 1, 2017, funded May 2018 - April 2020).
- Koerber, A. L. (Co-Principal), "IGE: Multimedia Production Training for STEM Students," National Science Foundation, \$307,663.00, Declined. (submitted September 27, 2018).
- Boren Alpizar, A. (Principal), Baker, M. (Co-Principal), Lawver, D., Koerber, A. (Co-Principal), "Building research and institutional training in Ethiopia for women and youth (BRITE-WAY)," USAID sub-contract (University of Georgia), \$487,409.00, Declined. (submitted August 3, 2018).
- Koerber, A. L. (Co-Principal), "Arsenic and Fluoride Abatement for Improving Rural Water Supply Resilience in India and US," United States-India Educational Foundation, \$137,944.00, Declined. (submitted May 31, 2018).
- Koerber, A. L. (Principal), "Exploring Dimensions of Ethical Publishing in STEM Culture," National Science Foundation, \$351,914.00, Declined. (submitted April 17, 2018).
- Koerber, A. (Co-Principal), "Texas Tech University as Management Entity for the USAID Feed the Future Peanut Research Innovation Lab (PRIL): A Systems Approach to Increased Global Food Security," USAID, Federal, \$14,000,000.00, Declined. (Submitted September 6, 2017).
- Murimi, M. (Co-Principal). Koerber, A. (Co-Principal). "Texas Tech University and Mekelle University Public Health Linkage Program," US Embassy-Ethiopia, Federal, \$14,616.00, Declined. (Submitted August 22, 2017).
- Bolls, P. (Principal), Koerber, A. (Co-Principal), Byrd, T. (Co-Principal). "Developing Neuro-Optimized Tobacco Cessation Messages for a Rural Hispanic Population," President's Collaborative Research Initiative, Texas Tech University, \$49,200.00, Declined. (Submitted June 23, 2017).
- Dwyer, J. (Principal), Coats, H. (Co-Principal), Isom, J. (Co-Principal), Barnes, M. (Co-Principal), Koerber, A. (Co-Principal), Densmore, L. (Co-Principal), Zak, J. (Co-Principal), Elliott, T. (Co-Principal), "STEM Communicators: Archival Stories of Dwindling Resources," Texas Tech University, Texas Tech University, \$89,000.00, Declined. (Submitted April 14, 2017).

## Administrative Experience

**Associate Dean for Administration & Finance**, Texas Tech University, College of Media & Communication, September 1, 2019, - present.

- Direct report to Dean of College of Media & Communication
- Serve as primary contact, approver, and supervisor in the Dean's Office for the following areas: Building, Facilities & Space, Technology, Risk Management, Budget & Finance, Personnel Matters (both faculty and staff)
- Supervision of five full-time staff members: College Manager, Business Manager, Director of Technology, Business Coordinator, and Administrative Assistant
- Continue to perform additional duties entailed in Associate Dean for Faculty Success & Inclusion, as specified below

**Associate Dean for Faculty Success & Inclusion**, Texas Tech University, College of Media & Communication, January 2017 - September 2019 (interim capacity from January to April 2017).

- Direct report to Dean of College of Media & Communication
- Serve on college leadership team, to include three other associate deans and five department chairs
- Oversee tenure and promotion
- Coordinate with department chairs regarding annual faculty evaluations for seventy-five full-time faculty
- Support department chairs to ensure compliance with university operating policy in regard to personnel matters, including student complaints, faculty complaints, and Title IX/EEO reporting
- Direct and implement college strategic planning
- Develop, manage, and implement college operating policies
- Oversee college-wide faculty mentoring and development

**Director and Founder, Online Graduate Certificate in STEM Leadership Communication**, Texas Tech University, College of Media & Communication, January 2018 – present. Job duties include the following:

- Developed this 12-hour online certificate and shepherded it through college and university approval processes
- Curriculum management, course rotation, and student advising (in collaboration with CoMC Associate Dean of Graduate Studies)
- Recruiting, marketing, advertising, and outreach for the certificate, and for science communication more broadly across the college and university

**Program Director-Technical Communication and Rhetoric, Texas Tech**

University, English Department, April 2014-January 2017. Job duties included the following:

- Direct report to the Chair of the English department
- Program oversight, to include curriculum, scheduling, personnel, students, and daily management
- Assisted department chair in oversight of tenure and promotion and annual faculty evaluation for seventeen tenure-line faculty
- Developed leadership team to support direction of B.A. in Technical Communication, M.A. in Technical Communication (offered both on-site and online), Ph.D. in Technical Communication & Rhetoric (offered both on-site and online), and large 2000-level service course (ENGL 2311: Introduction to Technical Writing)
- Achieved and managed sustainable program growth, with limited resources: at my departure, program included around 75 undergraduate majors and minors, 150 graduate students, and around 35 sections/semester of ENGL 2311

**Acting Director of Graduate Studies-Technical Communication and Rhetoric,**

Texas Tech University, English Department, August 2015 – August 2016. Job duties included the following:

- Daily management of a graduate program that enrolled around 150 students total across four programs: on-site M.A., online M.A., on-site Ph.D., online Ph.D.
- Oversight of graduate advisor who assisted all students with course registration and degree planning
- Planning and budgeting for annual May seminar (required annual two-week residency program for online doctoral students)
- Oversight of program personnel who assigned graduate teaching assistants to sections of service course

**Dissertation Direction**

Starkey, Jesse (dissertation advisor, ABD).

Pitchford, Bethany (dissertation advisor, ABD).

Graham, Hilary (co-chair). “Moving Beyond Lore: Life Science Research Marketing Practitioners and Practices” (graduated August 2018).

*Dr. Graham is Vice President of Marketing at Asuragen in Austin, TX.*

Strubberg, Brandon. "Examining the Shift to Patient Centeredness: Patient-Centered Communication Practices in the American Diabetes Association's Complete Guide to Diabetes" (graduated in May 2017).

*Dr. Strubberg is assistant professor in technical communication at Sam Houston State University.*

Bennett, Jeannie. "An Unhealthy Drama: A Burkean Analysis of Mental Illness Rhetorics" (graduated in December 2016).

*Dr. Bennett is assistant professor in English and Director of Writing Programs at West Texas A & M University. Her dissertation won the 2017 Texas Tech University Outstanding Dissertation Award, Arts and Humanities Category (2<sup>nd</sup> place).*

Rauch, Susan. "Rhetoric and Economics of User Attention in eHealth: How Technology Influences Clinicians' Decision Making in EHR Clinical Documentation" (graduated in August 2016).

*Dr. Rauch is assistant professor in Humanities & Communication at Embry-Riddle Aeronautical University.*

Pumroy, Erin. "The Alpha-Zulu Patient-Provider Communication in Military Medicine: An Inside Look at Provider-Patient Communication in a Family Medicine Clinic on a Military Installation" (graduated in August 2016).

*Dr. Pumroy is part-time instructor in Professional Communication at Texas Tech University.*

Bivens, Kristin. "Listening to Other Cultures: Rhetoric, Healthcare, and Neonatal Intensive Care Unit Communication in the United States, Denmark, and Sweden" (graduated in May 2015).

*Dr. Bivens is associate professor in English at Harold Washington College.*

Trauth, Erin, "A 'Natural' Miscommunication: An Examination of Front-of-Package Label Claims and User-Centered Food Labeling Practices" (graduated in December 2014). Winner of 2016 Conference on College Composition and Communication Award for Best Dissertation in Scientific and Technical Communication.

*Dr. Trauth is assistant professor in English at High Point University. Her dissertation won the 2016 Conference on College Composition and Communication Award for Best Dissertation in Scientific and Technical Communication.*

Kirkscey, Russell, "A Rhetorical Analysis of Patient Decision Aids for Genetic Testing: Scientific Knowledge, Embodiment, and Problematic Integration in Biomedicine" (graduated in December 2014).

*Dr. Kirkscey is assistant professor in English and Program Coordinator at Penn State University-Harrisburg.*

King, Carie, "Patient-to-Patient Communication via Emerging Media: A Virtual Ethnography of Discourse between Women in the Cybercommunity on the Discussion Board of breastcancer.org" (graduated in December 2012).

*Dr. King is clinical professor and Associate Director of Rhetoric at University of Texas-Dallas.*

Burleson, Debra, "Hospitalists' Perceptions of Communication and How they Navigate Communication Challenges within the Hospital Setting" (graduated in August 2012).

*Dr. Burleson is Associate Clinical Professor and Assistant Director of PhD Program in Information Systems & Business Analytics at Baylor University.*

Arduser, Lora, "Rhetorical Agency and Expertise in Diabetes Collaborative Education" (graduated in December 2011).

*Dr. Arduser is Associate Professor and Area Director for Rhetoric & Professional Writing in English at University of Cincinnati.*

McMichael, Lonie, "The Dynamics of Fat Acceptance: Rhetoric and Resistance to the Obesity Epidemic" (graduated in December 2010).

*Dr. McMichael is Senior Instructor in Technical Communication & Information Design at University of Colorado-Colorado Springs.*

Mogull, Scott A., "Online Pharmaceutical Advertising to Health Care Consumers: A Rhetorical Study of Migraine Therapeutics" (graduated in August 2010)

*Dr. Mogull is Associate Professor in Technical Communication at Texas State University.*

Hoover, Ryan, "Rhetorical Agency, Social Structures, and Power Relations in the National Science Foundation's Grant Application Process" (graduated in December 2009)

*Dr. Hoover is Manager, Web Development, at WP Engine.*

Arnett, Jonathan, "Medical Rhetoric About LSD" (graduated in August 2008)

*Dr. Arnett is Associate Professor of Technical Communication at Kennesaw State University.*

Harlow, Rachel, "Technical Communication in the Public Sector" (graduated in December 2005)

*Dr. Harlow is Associate Professor in Communication at University of Texas-Permian Basin.*

## **Master's Thesis Direction**

Pitchford, Bethany, "Creativity and Healing: How Creative Media Help Us Cope with Mental Illness" (Graduated August 2019)

## **Dissertation and Thesis Committee Membership**

Ahmet Aksoy, dissertation in progress  
Cassandra Hayes, dissertation in progress  
Jennifer Fierke, 2022 Ph.D. graduate  
William Ocloo, dissertation in progress  
Lisa Knudssen, dissertation in progress  
Janene Davison, 2021 Ph.D. graduate  
Larry Lemmons, 2021 Ph.D. graduate  
Daniel Riechers, 2021 Ph.D. graduate  
Leah Heilig, 2020 Ph.D. graduate  
Rosalynn Vasquez, 2020 Ph.D. graduate  
Julie Gerdes, 2019 Ph.D. graduate  
Ana Florencia Moyeda Carabaza, 2018 M.S. graduate  
Jennifer Huemmer, 2017 Ph.D. graduate  
Sarah Robblee, 2017 Ph.D. graduate  
Joy Cooney, 2016 Ph.D. graduate  
Ashlynn Reynolds-Dyk, 2015 Ph.D. graduate  
Bea Amaya, 2015 Ph.D. graduate  
Rich Brandt, 2015 Ph.D. graduate  
Carly Finseth, 2014 Ph.D. graduate  
Julie Davis, 2013 Ph.D. graduate  
Craig McKinney, 2011 Ph.D. graduate  
Jen Osborne, 2011 Ph.D. graduate  
Konstanze Alex-Brown, 2011 Ph.D. graduate  
Kendall Kelly, 2011 Ph.D. graduate  
LeeAnne Schroer-Motz, 2009 Ph.D. graduate  
Derek Ross, 2008 Ph.D. graduate  
Susan Youngblood, 2008 Ph.D. graduate  
Amber Lancaster, 2008 Ph.D. graduate  
Nicole Dilts, 2007 Ph.D. graduate  
Junhua Wang, 2007 Ph.D. graduate  
Dave Yeats, 2006 Ph.D. graduate

## **Courses and Curriculum**

### **Graduate**

MCOM 5350: STEM Leadership Communication Capstone Course

COMS 5314: Professional Communication in Health, Science, and Technology

ENGL 5382: Theory and Research in the Discourses of Health and Medicine

ENGL 5390: Writing for Publication  
ENGL 5371: Foundations of Technical Communication  
ENGL 5389: Field Methods of Research  
ENGL 5386: Written Discourse and Social Issues  
ENGL 5361: Rhetorical Theory

### Undergraduate

COMS 3365: Communication in Health Care  
ENGL 3365: Report Writing  
ENGL 4365: Special topics (emphasis on medical writing)  
ENGL 3366: Style in Technical Writing

### Curriculum

2017-18: Developed Graduate Certificate in STEM Leadership Communication, currently serving as program director

### Invited Presentations

Key note speaker, "The Power of Language: Gender Differences in Communication." Sex and Gender Health Education Summit. Virtual Conference. November 14, 2021.

Key note speaker. "Diversity, Equity, and Inclusion in Science: A Brief History of Outrageous Remarks about the Female Body." Texas Democratic Women Summer Retreat. Lubbock, TX. July 27, 2019.

Invited speaker. "Feminist Leadership Principles in Higher Education." University of Cincinnati. February 8, 2019.

Guest speaker, "How to Write a Scientific Article." Texas Tech University, Atmospheric Science 5302: Weather, Climate, and Applications." March 8, 2018.

Invited Panel Member, "NEH Regional Application Writing Workshop." Texas Tech Humanities Center. April 6, 2018.

Invited Speaker, "The Hormonal Woman." Texas Tech University Alumni College. October 15, 2016.

Invited Speaker, "The Hormonal Woman: A Critical Exploration of Expert and Public Discourses." TTU Faculty Research Club. August 28, 2015.

Guest Speaker in undergraduate seminar, TTU Honors College, Lubbock, "Introduction to Health Communication." April 23, 2015.

Featured Panel Speaker, "Breastmilk: The Movie." Gender, Bodies, and Technology Conference. Virginia Tech University, May 1-3, 2014. Blacksburg, VA.

Symposium Keynote Speaker, "Discourses of Health, Medicine, and Society: Emerging Roles and Evolving Practices." University of Cincinnati, Sept. 5-6, 2013.

"Editors' Roundtable," Association of Teachers of Technical Writing conference. March 21, 2012. St. Louis MO.

Russell, D., Yancey, K., Koerber, A., Haas, C., Conference on College Composition and Communication, "Editor's Roundtable on Globalization and Publishing Writing Research," National Council of Teachers of English. April 9, 2011. Atlanta, GA.

"Publishing and Researching in Writing Studies: 21<sup>st</sup>-Century Trends." April 14, 2011. Kennesaw State University. (2011 Guest Speaker in Applied Writing for the KSU Master of Arts in Professional Writing Program.)

Koerber, A., Russell, D., Sides, C., Mackiewicz, J., "Publishers' Workshop," Association of Teachers of Technical Writing. April 6, 2011, Atlanta, GA.

"Publishing from the Editor's Perspective." November 17, 2010. Clemson University, Pearce Center for Professional Communication.

## **Conference Presentations**

Amy Koerber, Jesse C. Starkey, Kerk F. Kee, Lyombe Eko, Karin Ardon-Dryer, R. Glenn Cummins. "To OS or Not to OS: Challenges and Opportunities of Embracing Open Science in Qualitative Research," conference presentation (Association of Practical and Professional Ethics, RISE pre-conference symposium), February 24, 2022.

Research-in-progress Roundtable, Session Chair for Health Communication panel. National Communication Association, November 18, 2021.

Amy Koerber, Karin Ardon-Dryer, R. Glenn Cummins, Lyombe Eko, Kerk F. Kee, and Jesse C. Starkey. "NSF STEPP @ Texas Tech," conference presentation (lightning talk format, virtual), National Science Foundation ER2 PI meeting, September 27-29, 2021.

"Safeguarding the Open Science Movement from Predatory Journals: Academic Publishing Towards Global Communication and Social Change," conference presentation (virtual), (International Communication Association), May 27-31, 2021.

"Translation and the Rhetorical Power of Medical Expertise: A Critical Examination of Medically Appropriate Behavior," conference presentation, Association for the Rhetoric of Science, Technology, and Medicine (National Communication Association pre-conference), November 13, 2019.

"From F-Bombs to Kissing Students: Media Framing of Male and Female Professors Accused of Sexual Harassment," conference presentation, Association for Education in Journalism & Mass Communication, August 7, 2019.



- “This is Your [Female] Brain on Hormones: Enthymeme in Contemporary Discourses on the Female Brain,” conference presentation, Rhetoric Society of America, June 1, 2018.
- “Re-Inventing Diversity from the Inside Out,” conference presentation, Rhetoric Society of America, June 1, 2018.
- “From Hysteria to Hormones and Back Again: Centuries of Outrageous Remarks about Women’s Bodies.” Rhetoric of Health and Medicine Symposium. University of Cincinnati Rhetoric of Health and Medicine Symposium, September 14, 2017.
- “Reproductive Discourses as Sites for Rhetorical Cultivation of Social Action,” conference panel, Conference on College Composition and Communication, March 17, 2017.
- “Rhetorics of Health and Medicine,” roundtable presentation, Conference on College Composition and Communication, April 8, 2016.
- “Expert and Public Discourses of the Hormonal-Hysterical Woman,” conference presentation, Rhetoric Society of America, May 29, 2016.
- “The Hormonal Woman: A Critical Exploration of Expert and Public Rhetorics,” paper presented for writing workshop at University of Cincinnati Discourses of Health and Medicine Symposium, September 4, 2015.
- “Writing Research in Health and Medicine: Crossing Geographic and Disciplinary Borders,” Symposium including Amy Koerber (chair and organizer), Jeannie Bennett, Kristin Bivens, Monica Brown, Colleen Derkatch, Kristin Ewins, Philippa Spoel, Erin Trauth. *Writing Research Across Borders 2014* conference, Feb. 19-22, 2014, at Université Paris-Ouest.
- “Renegotiating Corporate, Medical, and Political Authority in the Border Skirmishes of 21st-century Womanhood” (coauthored with Lora Arduser), Rhetoric Society of America. May 2014, San Antonio, TX.
- “So you hear it from everywhere”: Infant-feeding Rhetoric Goes Viral,” Rhetoric Society of America. June 27, 2012, Philadelphia, PA.
- Lora Arduser and Amy Koerber. “Rhetorics of Health and Place in the Making of a President,” Association for the Rhetoric of Science and Technology pre-conference (Rhetoric Society of America). May 24, 2012, Philadelphia PA.
- “Supporting and Promoting Breastfeeding in West Texas: Preliminary Results of a Focus Group Study.” Feminism(s)/Rhetoric(s). October 10, 2009, Lansing, MI.
- “Supporting and Promoting Breastfeeding in West Texas: Preliminary Results of a Focus Group Study.” Texas Tech University Women’s Studies Conference. April 3, 2009, Lubbock, TX.
- “Understanding Breastfeeding Practices in Lubbock, Texas.” 5<sup>th</sup> Monday Research and Clinical Service Conference, Texas Tech University School of Nursing. March 30, 2009, Lubbock, TX.

- “Communities of health care and technical writing: Roundtable for teaching themes, techniques, and technologies.” Association for Teachers of Technical Writing, Annual Conference. April 2, 2008, New Orleans, LA.
- “Breastfeeding Support and Promotion in Rural West Texas.” Sixth Biennial Feminism(s) & Rhetoric(s) Conference. October, 2007, Little Rock, Arkansas.
- "Patient Agency in the Context of Birth and Breastfeeding." Conference on College Composition and Communication. March 22-25, 2007, in New York City, NY.
- Co-chair Gender & Technology session. SW/TX Pop Culture Association. February 15-18, 2007, in Albuquerque, NM.
- Bucking the System: Rhetorical Agency in the Context of Medicalized Childbirth, Feminism(s) & Rhetoric(s) Conference, 2005.
- “The Battle of the Breast: Reading the 21<sup>st</sup>-Century Breastfeeding Body.” Conference on College Composition and Communication. March 24-27, 2004, in San Antonio, TX.
- “Too Much Information? Bodily Literacy in an Online World.” Fourth Biennial Feminism(s) & Rhetoric(s) Conference. October 23-25, 2003, at Ohio State University.
- “*Kairos* in the History of Medical Discourse on Breastmilk and Immunity: Moving Beyond the Scientific-Progress Narrative.” American Association for the Rhetoric of Science and Technology. (NCA Pre-conference). November 20, 2002, New Orleans.
- “Bodily Literacy: Medical Norms, Women’s Bodies, and Breastfeeding.” Conference on College Composition and Communication. March 16, 2001, in Denver, CO.
- “Situated Knowledges, Embodied Information: Haraway’s Cyborg-Rhetoric in Feminist Technical Communication Research.” Modern Language Association Convention. December 30, 2000, in Washington, DC.
- “Radicalizing Feminist Perspectives: The Relevance of Feminist Critiques of Science and Technology to Professional Communication Research.” Modern Language Association Convention. December 27, 1999, in Chicago, IL.

## **Professional Service**

- Vice President, Association for Communication Administration (Division within the National Communication Association), 2019-20
- Vice President/Conference Planner: Association for Communication Administration (Division within the National Communication Association), 2019-20
- Editorial Board Member: *Rhetoric of Health and Medicine*
- Editorial Board Member: *Technical Communication Quarterly*
- Program committee member: ATTW conference, 2009-2013

Article Reviewer: *Health Communication*; *Rhetoric Society Quarterly*; *Technical Communication Quarterly*; *Culture, Health, and Sexuality*; *Canadian Medical Association Journal*; *POROI*; *Women's Studies in Communication*; *British Medical Journal Open*; *Public Understanding of Science*; *Literature and Medicine*; *Women's Studies International Forum*; *Critical Studies in Media Communication*; *Journal of Business and Technical Communication*, *Health Manuscript and Proposal Reviewer*: University of Chicago Press, Penn State University Press, Routledge/Taylor & Francis Publishing, Palgrave-McMillan, New York University Press  
Book Proposal Reviewer: Association of Teachers of Technical Writing Series in Technical and Professional Communication, Ohio State University Press  
Mentor/Online Course Facilitator: AuthorAid, December 1, 2012, to present

### **University Service**

Committee Member: Texas Tech University Tenure Hearing Committee, August 2016 – May 2017.  
Writing Fellow: Texas Tech University Women Faculty Writing Group, August 2016 – December 2017.

### **Professional Development**

*Rhetoric Society of America Pre-Conference Workshop on Leadership*. Minneapolis, MN: May 30-31, 2018.  
*Professional Fundraising for Deans and Academic Leaders*. Advancement Resources. San Diego, CA: October 26-27, 2017.  
*President's Leadership Institute*. Texas Tech University: September 2017-April 2018.

### **Professional Memberships**

International Communication Association  
Association for Education in Journalism and Mass Communication  
National Communication Association  
Association for Communication Administration (NCA sub-division)  
Rhetoric Society of America  
Association for the Rhetoric of Science, Technology, and Medicine  
Association for Teachers of Technical Writing

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