

Mark D. Pepper

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Education

Ph.D., Rhetoric and Composition

Purdue University, West Lafayette, Indiana. May 2011

Primary Area of Study: Rhetoric and Composition

Secondary Areas of Study: Digital Writing, & Public Rhetorics

Dissertation Title: *Redefining the Popular: Systems, Networks, and the Circulation of Digital Desire*

Committee: Thomas Rickert (chair), Jennifer Bay, Samantha Blackmon, David Blakesley

M.A., English

Sacramento State University, Sacramento, California. May 2005

B.A., English

Sacramento State University, Sacramento, California. May 2003

Awards, Honors, and Grants

Kairos Best Webtext of 2014 Award on behalf of *Kairos: A Journal of Rhetoric, Technology, and Pedagogy*

UVU Tutoring and Academic Skills Services' Faculty Appreciation Award, 2013

CETA (Committee for the Education of Teaching Assistants) Excellence in Graduate Teaching Award, 2010

Dean's Teaching Incentive Grant: Awarded for project on assessing success of teaching with technology component of Purdue IC@P program, 2007

Excellence in Teaching Award, Solano Community College, 2006

Teaching Experience, Classroom

Utah Valley University

Intermediate Writing in the Humanities and Social Studies (English 2010)

Introduces first-year students to rhetorical principles of composition with emphases on research and argumentation.

Technical Communication (English 2310)

Introduces students to the genres and style of technical communication with an emphasis on the importance of rhetoric for audience awareness and ethical action.

Academic Writing for English Majors (English 3090)

Engages English majors with one text for the entire semester to provide opportunities for in-depth analysis. Final papers aim for publishable, scholarly article quality.

Intermediate Writing: Honors (English 201H)

Similar to English 2010, but approaches the research and argumentation requirements through the theme of popular and participatory culture.

Intermediate Writing in the Sciences: Honors (English 202H)

Similar to English 2010, but approaches the research and argumentation requirements through analyzing the discourse of writing about the sciences and technology.

Public Rhetorics and Popular Media (English 3070)

Studies how publics are formed to engage with social issues and activism. Studies disciplinary approaches to understanding, creating, and critiquing popular culture.

Digital Document Design (English 3340)

Serves as a broad introduction to new media principles, theory, and design with an emphasis on writing HTML and CSS code with and without popular software.

Advanced Document Design (English 4340)

Builds on technical communication work from English 2310 with collaborative projects composed for clients in and outside the university.

Superhero Rhetorics: The Graphic Novel and Culture (English 401R)

Focuses on the definition, creation, and role of the superhero figure and the impact of the graphic novel genre on culture.

Student Internship (English 481R)

Mentors an individual English major throughout the course of the semester. Student attends English 2010 classes, participates in discussion, leads lectures, and gains practice in grading and giving feedback.

Purdue University Graduate Courses**Teaching with Technology Mentoring (English 505T)**

Facilitated weekly workshops that prepared first-year graduate students to utilize technology in their Introductory Composition courses. Provided theoretical background on the benefits of teaching with technology and explored possibilities for assignment construction and assessment

Purdue University Undergraduate Courses**Introductory Composition (English 106)**

Introduced first-year students to rhetorical principles of composition with an emphasis on composing multimodally for publics.

Solano Community College**College Composition (English 1)**

Taught first-year students strategies for composing effectively in future college-level work.

Introduction to Literature (English 2)

Introduced students to selections of literature from across a wide range of historical periods with an emphasis on literature as a specific way of reading and interrogating texts.

Critical Thinking and Logic (English 4)

Extended the introductory concepts of English 1 to aid students in writing longer and more argument based essays of social critique.

Teaching Experience, Writing Center

Solano Community College

Collaborated with basic writing students as they worked through skills building modules to prepare for first-year composition.

Sacramento State University

Worked with undergraduate and graduate students to improve writing assignments. Workshopped drafts and brainstormed potential directions based on instructor prompts. Prepared students to pass Sacramento State's Writing Examination requirement.

Administrative Appointments

Utah Valley University

Associate Writing Program Administrator. 2013-present

Curriculum Development; Workshop Presenting; Adjunct Scheduling; Adjunct Observations; Conflict Management

Selected WPA Workshops

- “Navigating the New MyUVU Faculty Portal” 2016
- “Hacktivism vs. Slacktivism: Hacking the Classroom for a Better Critical Pedagogy” 2015
- “The 10 Essential Sites, Apps, and Technologies for College Instructors and the 5 You Should Absolutely Never Use” 2015
- “Integrating Social Media in the Composition Classroom” 2015
- “Better Assignment Design: Or What I Learned the Hard Way” 2014
- “How to Get Quality Self-Reflections on Rhetorical Analysis” 2014
- “Checking the Ideology: Keeping the Focus on Composition” 2014
- “Who is this Millennial Generation and How Do We Teach Them?” 2013.

Department of English and Literature Website Administrator. 2013-present

Redesign Site; Update Site; Site Audits

English Computer Labs Administrator. 2013-present

Lab Maintenance; Lab Scheduling; Lab Redesign and Updating

Publications

Peer Reviewed Journals

"Post-Postmodernism and the Market Popularity of Superheroes" *Enculturation: A Journal of Rhetoric, Writing, and Culture* 18 (2015): <http://www.enculturation.net/post-postmodern-superheroes>

"Classical Rhetoric Up in Smoke: Cool Persuasion, Digital Ethos, and Online Advocacy" *Kairos: A Journal of Rhetoric, Technology, and Pedagogy* 18.2 (2014): <http://kairos.technorhetoric.net/18.2/topoi/pepper/index.html>

"How Could You Let That Happen?: Student Expectations for Blog Monitoring" *Journal of Interactive Technology and Pedagogy* (4 Apr. 2013): <http://jitp.commons.gc.cuny.edu/how-could-you-let-that-happen-student-expectations-for-blog-monitoring/>

"Why So Hostile?: The Relationships Between Popularity, 'Masses,' and Rhetorical Commonplaces" *Present Tense: A Journal of Rhetoric and Society* 3.1 (2013): <http://www.presenttensejournal.org/volume-3/why-so-hostile-the-relationships-among-popularity-masses-and-rhetorical-commonplaces/>

Book Chapters

"Textual Analysis and Critique of Popular Culture" *Bad Ideas About Writing*. Eds. Drew Loewe and Cheryl Ball. (Forthcoming in 2016).

"Composing Digitally and Learning Languages: Using Linguistic Models of Competency to Teach Multimedia Assignments." *CLASH!: Superheroic Yet Sensible Strategies for Teaching Students the New Literacies Despite the Status Quo*. Eds. Sharon Spencer and Sandra Vavra. Charlotte: Information Age Publishing, 2011. 221-235.

"Virtual Guerillas and a World of Extras: Shooting Machinima in Second Life." *Writing and the Digital Generation*. Ed. Heather Urbanski. Jefferson: McFarland Press, 2010. 174-185.

Book Reviews

"Review of Judy Wajcman's *Pressed For Time: The Acceleration of Life in Digital Capitalism*." *Itineration: Cross Disciplinary Studies in Rhetoric, Media, and Culture*. *Itineration: Cross Disciplinary Studies in Rhetoric, Media, and Culture* (Jun 2015): <http://tundra.csd.sc.edu/itineration/pressedfortime>

Textbook Instructor Manuals

Instructor's Manual to *Writing Today*. Authors: Richard Johnson-Sheehan and Chuck Paine. Manual co-authored with Johnson-Sheehan, Paine, and Leigh Johnson. 2010.

Instructor's Manual to *Technical Communication Today*. 3rd ed. Author: Richard Johnson-Sheehan. Manual co-authored with Christina Saidy. 2009.

Online Learning Modules

Pearson's MyTechComm Lab. "Technical Descriptions" and "Instruction Sets." 2013.

Conference Presentations

"Why Would the English Department Need Technology?: Introducing Multimodal Composition Into a Traditional Print Essay Based Curriculum." Council of Writing Program Administrators Conference. Raleigh, NC. July 2016.

"Slacktivism Versus Hactivism: Hacking the Classroom for a Better Critical Pedagogy." Utah Digital Humanities Symposium. Orem, UT. February 2016.

"Affective Dissonance and Contextual Orientations to Digital Composing Across Three University Bodies." Computers and Writing. Menomonie, WI. May 2015.

"Re-Remembering the Stakes of Your Topic: Episodic Memory and the Neuroscience of the Research Paper." CCCC. Indianapolis, IN. March 2014.

"The Rudderless Course of Social Change: Irritative Emergence and Public Activism." Networked Humanities Conference. Lexington, KY. February 2013.

"Affectively Investing in Template Culture: Making Shortcuts Matter Differently for Future Design Exploration." CCCC. St. Louis, MO. March 2012.

"Attempting to Communicate the Incommunicable: Affect, Popular Culture, and Online Writing." Computers and Writing. Ann Arbor, MI. May 2011.

"Trajectories, Directions, Explorers, Homesteaders, and Indigenous Minds: Articulating New Configurations for Virtual Scholarship." Roundtable Participant at Computers and Writing. West Lafayette, IN. May 2010.

"The Brand New Sameness of Online Interaction: Agencies, Subjectivities, and the Unrealized Promises of Fluid Identity." Computers and Writing. West Lafayette, IN. May 2010.

"Moments of Opposition and Negotiation: Kairotic Emergence Meets the Spoiler." CCCC. Louisville, KY. March 2010.

"Different Approaches to Popular Culture Pedagogy in the Composition Classroom." CCCC. San Francisco, CA. March 2009.

"Networked on the Fringes of the Network: Fandom Tension Within the Altering of Comic Continuity." The Comic Book and Popular Culture. Bowling Green, OH. October 2008.

"We're all Filmmakers and Directors Here: Rhetorically Using Camera Controls in Second Life." CCCC. New Orleans, LA. April 2008.

"Teaching and Learning in Second Life." Teaching and Learning with Technology Conference. West Lafayette, IN. March 2008.

"Radioactive Accidents, Marvel Mutant Madness, and Emmanuel Levinas: The Ethics of the Postmodern Superhero." Northwestern Emmanuel Levinas Conference. West Lafayette, IN. June 2007.

"Ten Thousand Lonelygirl Fans (and Haters) Can't (or Just Might be) Wrong: Speculation and the Role of Audience in the Youtube Age." PCA/ACA Pop Culture Conference. Boston, MA. April 2007.

Workshops

Utah Valley University

English Department Teaching with Technology Series (A workshop series open to English department faculty and adjuncts)

- Introduction to Photoshop” April 2014.
- "Designing and Grading Multimodal Assignments" March 2014.
- "Microsoft Word Advanced Features" February 2014.
- "Getting the Most Out of the Computer Lab" January 2014.

"Creating and Assessing Writing Assignments that Engage Critical Thinking." UVU Faculty Center for Engagement. With Dr. Lorraine Wallace. December 2012.

Purdue University

"Creating Multimedia Assignments" Purdue Writing Lab Brown Bag, March 2010.

"Composing With Adobe Flash" Workshop for Purdue Grad Students and Faculty, October 2008.

"CSS Templates and Website Design" Workshop for Purdue Grad Students and Faculty, September 2008.

"Tutoring Visual Rhetoric: Strategies and Resources" Development Workshop for Purdue Writing Lab Tutors, February 2008.

Service

Committees

Utah Valley University

- Lecturer Hiring Committee. Member. 2015
- Chair, English Department Website Redesign. 2014-present
- Chair, Distance Education Hiring Committee. 2014-2015
- Chair's Advisory Group. Member. 2013-present
- UVU Writing for Social Change Conference Planning. Member. 2013-present
- Chair, Technical Communication Working Group. 2013-present

- Writing Studio Lab Proposal. Member. 2013
- Tech/Rhet Hiring Committee. Member. 2012-2013
- Mission Statement Revising. Member. 2012
- Writing Studies Planning. Member. 2011-present
- Distance Education Policy Planning. Member. 2011-present
- Chair, Professional Writing Graduate Course Creation. 2011

Purdue University

- Pedagogical Initiative Committee, 2009-2010
- 2009 IC@P Showcase Planning, 2009
- Curriculum Development, Composing with Popular Culture, 2008
- Computers and Writing Second Life, 2008-2010
- Computers and Writing Installations, 2008-2010
- Introductory Writing Program, 2007-2008

Curriculum Development

- English 3080: Rhetorical Approaches to Popular Culture. 2015
- English 401R: Superhero Rhetorics: Culture and the Graphic Novel. 2014
- English 5340: Graduate Course in Technical Writing Theory and Practice. 2013
- Technical Writing Minor and Certificate Revision. 2013
- English 1010 + Writing Studio Proposal. 2013

Institutional Talks

"Intro to Writing Studies and Technical Communication." Presentation for English 3000 (Professional Considerations for English Majors). August 2015

"The Limits of Postmodern Rhetorical Techo-Agency." Presentation for Dr. Wioleta Fedezco's "Rhetorical Theory" Course. April 2015

"Teaching the Not Always So Digitally Savvy, Digital Generation: Accommodating Student Technological Orientations." Presentation for UVU's Teaching Academy. March 2015

"Intro to Writing Studies and Technical Communication." Presentation for English 3000 (Professional Considerations for English Majors). July 2014

"So You Want to Read Ernest Hemingway." Presentation for the Springville Library's "So You Want To Read" Series. April 2014

"Overview of Digital Rhetorics." Presentation for Dr. Wioleta Fedezcko's "Intro to Writing Studies" Course. March 2014

"Introduction to the Writing Studies Emphasis." Presentation for English 3000 (Professional Considerations for English Majors). June 2013

"Lacan, Desire, and Jouissance." Presentation for Dr. Bonnie Kyburz's "Intro to Critical Methods" course. October 2012

"Getting a Job in Tech Comm." Presentation for English 3000 (Professional Considerations for English Majors). October 2012

"Composing Multimedia Assignments for Freshman." Skype Presentation for Dr. Shirley Rose's WPA Seminar at ASU, November 2009

Senior Honor's Thesis Committees

- Jason Amesse. "Defining the Secular Soul: A Synthesis of Literary Theory, Psychoanalysis, Culture Studies, And Existentialism" 2014-2015
- Joseph Whitaker. Online Journal of Modern Myth Retellings. 2014-2015
- Richard Branscomb. "Concrete and Desolation: The New World Order of J.G. Ballard's High-Rise." (Chair.) 2013-2014

Student Internship Faculty Mentor

- Joe Roberts. UVU Writing Lab. Spring 2016
- Frederic Civish. Speaking Partners. Fall 2015
- Shirley Burnham. Boostability. Fall 2015
- Morgan Brian. Professional Recruiters. Summer 2015.
- Braden King. Shipley Associates. Spring 2015
- Janna Porter. ClientRunner. Fall 2014
- Angie Lyman. Verio Communications. Summer 2014
- Abby Thorne. More Good Foundation. Summer 2014
- Kory Ewell. Varian Medical Systems. Spring 2014
- Jared Norman. Sewell Direct. Spring 2014
- Stephanie Oliviera. LDS Family Search. Spring 2013
- Danielle Kent. Bridgegate Group. Spring 2013

Honors Contract Coordinator

- Haley Gibson & Isabella Jack. English 3070: Public Rhetorics and Popular Media. Spring 2016
- Megan Lavery. English 2310: Technical Communication. Spring 2012

Community Service

- "So You Want to Read Ernest Hemingway." Presentation for the Springville Library's "So You Want To Read" Series. April 2014
- Board Member, Words on the Go, Community Arts Organization, Lafayette, IN, 2007-2008
- Media Coordinator, Words on the Go, Community Arts Organization, Lafayette, IN, 2007-2008

Other Service

- Judge for *Kairos: A Journal of Rhetoric, Technology, and Pedagogy's* Best Webtext of 2015 award.
- Creation of "Editing and Document Design, Certificate of Proficiency." Spring 2016
- Site Audits of Department of English and Literature Website. 2014-present
- Panel Chair for UVU Conference on Writing for Social Change. 2013
- Facilitated Tech Comm Certificate Change to "Certification of Proficiency." 2013
- Panel Chair for UVU Conference on Writing for Social Change 2012

Technology, Web, and Production

Utah Valley University

Promotional Brochure for UVU Writing Studies Emphasis and Minor. 2015

Department of English and Literature Website Administrator. 2013-present

Website Designer and Administrator. UVU Writing for Social Change Conference. 2013-present

Promotional Posters for UVU Writing for Social Change Conference. 2013-present

Data Visualization of Course Sequencing for Composition Classes. 2013

Website Administrator. "English 3340: Digital Document Design." 2012-present

Purdue University

Development of Purdue's Second Life Virtual World Island. 2009-2010

"Using Second Life for Education." Machinima Video. 2009

Website Administrator. "Tech Mentoring in ICAP." 2008-2010

COIN (Collaborative Online Instructors Network), Purdue University. 2008-2009

Content Developer for Purdue OWL. 2006-2010

Publicity Production, Purdue English Department. 2006-2010

Professional Memberships

Modern Language Association

National Council of Teachers of English

Pop Culture Association

Graduate Coursework

Rhetoric and Composition

Intro to Composition Theory	Dr. Shirley Rose
Classical Rhetoric	Dr. Richard Johnson-Sheehan
Modern Rhetoric	Dr. Shirley Rose
Postmodern Rhetoric	Dr. Thomas Rickert
Empirical Research Methods	Dr. Michael Salvo

Rhetoric, Technology, and Digital Writing

Computers and Writing	Dr. Samantha Blackmon
Digital Design Studio	Dr. David Blakesley
Visual Rhetoric	Dr. David Blakesley
New Media	Dr. Samantha Blackmon

Public Rhetoric

Issues in Culture Studies	Dr. Thomas Rickert
Public Rhetoric	Dr. Patricia Sullivan
Ethics and Emmanuel Levinas	Dr. Sandor Goodhart
Language Assessment	Dr. April Ginther

References

Joshua Hilst

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Richard Johnson–Sheehan

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