

## **Brett Lunceford**

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### **Education**

Ph.D. Communication Arts and Sciences, The Pennsylvania State University, 2006

Dissertation Title: "Democracy and the Hacker Movement: Information Technologies and Political Activism"

Dissertation Chair: Thomas W. Benson

Committee Members: J. Michael Hogan, Stephen H. Browne, Jorge Reina Schement

M.A. Speech Communication, California State University, Hayward, 2003

B.S. Speech Communication, Oregon State University, 1998

Teaching with Technology certificate, The Pennsylvania State University, May 2006

### **Academic Positions Held**

Assistant Professor, Department of Communication, University of South Alabama. Head of Communication Studies track. Affiliate Faculty, Gender Studies Program. Graduate Faculty. Fall 2007-Spring 2013.

Instructor (full time), Communication Arts and Sciences, The Pennsylvania State University. Fall 2006-Spring 2007.

Graduate Instructor, Communication Arts and Sciences, The Pennsylvania State University. Fall 2002-Spring 2006.

Graduate Instructor, School of Information Sciences and Technology, The Pennsylvania State University. Fall 2004, Fall 2005.

Graduate Instructional Assistant, Speech Communication Lab, Department of Speech Communication, California State University, Hayward. Supervised undergraduate tutors and tutored students, including many non-native English speakers. Fall 2001-Spring 2002.

### **Publications**

#### **Books**

Lunceford, Brett. *The Body in Public: Visual Rhetoric, Nudity, and Sexuality*. Under contract with Lexington Books.

Lunceford, Brett. *Naked Politics: Nudity, Political Action, and the Rhetoric of the Body*. Lanham, MD: Lexington Books, 2012.

Reviewed in: *Journal of Popular Culture, Rhetoric Society Quarterly*.

#### **Journal Articles**

In Press: Lunceford, Brett and Steven C. Rockwell. "The Myth of the Net Generation." *Explorations in Media Ecology*, 16, no. 1 (2017).

Lunceford, Brett. "Swan Song." *Journal of Contemporary Rhetoric*, 6, no. 3/4 (2016): 127-131.

- Lunceford, Brett. "Ethical Dimensions of Cosmetic Surgery," *International Journal of Technoethics*, 7, no. 2 (2016): 28-47.
- Lunceford, Brett. "Armed Victims: The Ego Function of Second Amendment Rhetoric." *Rhetoric & Public Affairs*, 18, no. 2 (2015): 333-346.
- Lunceford, Brett. "Rhetorical Autoethnography." *Journal of Contemporary Rhetoric*, 5, no. 1/2 (2015): 1-20.
- Lunceford, Brett. "The Real Consequences of Imaginary Sex Acts." *ETC: A Review of General Semantics*, 70, no. 4 (2013): 405-433.
- Lunceford, Brett. "Telepresence and the Ethics of Digital Cheating." *Explorations in Media Ecology*, 12, no. 1+2 (2013): 7-26.
- Lunceford, Brett. "Posthuman Visions: Creating the Technologized Body." *Explorations in Media Ecology*, 11, no. 1 (2012): 7-25. **Winner of the 2014 Walter Benjamin Award for Outstanding Article in the Field of Media Ecology.**
- Lunceford, Brett. "Rhetoric and Religion in Contemporary Politics." *Journal of Contemporary Rhetoric*, 2, no. 2 (2012): 19-29.
- Lunceford, Brett. "The Rhetoric of the Web: The Rhetoric of the Streets Revisited Again." *Communication Law Review*, 12, no. 1 (2012): 40-55.
- Lunceford, Brett. "'She Just Called You Honey': My Quandary at Waffle House." *ETC: A Review of General Semantics*, 68, no. 4 (2011): 446-60.
- Lunceford, Brett. "On the Rhetoric of Second Amendment Remedies." *Journal of Contemporary Rhetoric*, 1, no. 1 (2011): 31-39.
- Lunceford, Brett. "There Are No Girls in My Classroom: A Pedagogical Note." *ETC: A Review of General Semantics*, 68, no. 1 (2011): 63-67.
- Lunceford, Brett. "Must We All Be Rhetorical Historians? On Relevance and Timeliness in Rhetorical Scholarship." *Journal of Contemporary Rhetoric*, 1, no. 1 (2011): 1-9.
- Lunceford, Brett. "Sex in the Digital Age: Media Ecology and Megan's Law." *Explorations in Media Ecology*, 9, no. 4 (2010): 239-44.
- Lunceford, Brett. "Clothes Make the Person? Performing Gender Through Fashion." *Communication Teacher*, 24, no. 2 (2010): 63-68.
- Lunceford, Brett. "Reconsidering Technology Adoption and Resistance: Observations of a Semi-Luddite." *Explorations in Media Ecology*, 8, no. 1 (2009): 29-47.
- Lunceford, Brett. "In Defense of Teaching 'Outdated' Material." *ETC: A Review of General Semantics*, 66, no. 3 (2009): 263-68.
- Lunceford, Brett. "Building a Collective Identity One Text Phile at a Time: Reading *Phrack*." *Media History Monographs*, 11, no. 2 (2009): 1-26.
- Lunceford, Brett. "The Body and the Sacred in the Digital Age: Thoughts on Posthuman Sexuality." *Theology & Sexuality*, 15, no. 1 (2009): 77-96.
- Lunceford, Brett. "Walter Ong and the Willard Preacher: Bringing the Public Speaking Classroom to Orality," *Explorations in Media Ecology*, 7, no. 3 (2008): 225-233.
- Lunceford, Brett. "A Practical Approach to Teaching Rhetorical Theory." *American Communication Journal*, 10, no. 4 (2008): <http://ac-journal.org>.
- Lunceford, Brett. "'The Walk of Shame: A Normative Description.'" *ETC: A Review of General Semantics*, 65, no. 4 (2008): 319-29.
- Lunceford, Brett, and Shane Lunceford. "Meh. The Irrelevance of Copyright in the Public Mind." *Northwestern Journal of Technology and Intellectual Property*, 7, no. 1 (2008): 33-49.
- Lunceford, Brett. "The Science of Orality: Implications for Rhetorical Theory." *Review of Communication*, 7, no. 1 (2007): 83-102.

## Book Chapters

- In Press: Lunceford, Brett. "Surgeon, Media, Society, Patient: Four Factors in Determining the Ethics of Cosmetic Surgery." In *The Changing Scope of Technoethics in Contemporary Society*, edited by Rocci Luppigini. Hershey, PA: IGI-Global.
- In Press: Lunceford, Brett. "Not Sold in Stores! Using Infomercials to Teach Persuasion Theory." In *A G.I.F.T.S. Collection: Activities for Teaching Communication in the Classroom*, edited by John S. Seiter, Jennifer Peoples, and Matthew L. Sanders. Boston: Bedford/St. Martin's Press.
- Lunceford, Brett. "Where is the Body in Digital Rhetoric?" In *Theorizing Digital Rhetoric*, edited by Aaron Hess and Amber Davisson, 140-152. New York: Routledge, 2017.
- Lunceford, Brett. "Mommy and Daddy Were Married, and Other Creation Myths in Children's Books about Sex." In *The Rhetorical Power of Children's Literature*, edited by John H. Saunders, 55-75. Lanham, MD: Lexington Books, 2016.
- Lunceford, Brett. "Programs or People? Participation and the Ethics of Hacktivism." In *Controversies in Digital Ethics*, edited by Paul Booth and Amber Davisson, 77-90. New York: Bloomsbury, 2016.
- Lunceford, Brett. "The Ghost in the Machine: Humanity and the Problem of Self-Aware Information." In *The Palgrave Handbook of Posthumanism in Film and Television*, edited by Michael Hauskeller, Thomas D. Philbeck, and Curtis Carbonell, 371-379. London: Palgrave Macmillan, 2015.
- Lunceford, Brett. "Chained to the Dialer, or Frederick Taylor Reaches Out and Touches Someone." In *Communication and Control: Tools, Systems, and New Dimensions*, edited by Robert MacDougall, 73-96. Lanham, MD: Lexington Books, 2015. **Winner of the 2017 Walter Benjamin Award for Outstanding Article in the Field of Media Ecology.**
- Lunceford, Brett. "The Ethics of Seeking Body Perfection, With Continual Reference to Heidi Montag." In *Human Rights and Ethics: Concepts, Methodologies, Tools, and Applications*, edited by Information Resources Management Association, 2083-2111. Hershey, PA: IGI-Global, 2015. (Reprint).
- Lunceford, Brett. "The Ethics of Seeking Body Perfection, With Continual Reference to Heidi Montag." In *Global Issues and Ethical Considerations in Human Enhancement Technologies*, edited by Steven John Thompson, 67-95. Hershey, PA: IGI-Global, 2014.
- Lunceford, Brett. "The Power of Slogans: The Rhetoric of Network Neutrality." In *Legal Issues in Global Contexts: Perspectives on Technical Communication in the Global Age*, edited by Kirk St. Amant and Martine Courant Rife, 27-47. Amityville, NY: Baywood Publishing, 2013.
- Lunceford, Brett. "When First Generation Students go to Graduate School." In *Faculty and First Generation College Students: Bridging the Classroom Gap Together: New Directions for Teaching and Learning, No. 127*, edited by Teresa Heinz Housel and Vickie Harvey, 13-20. San Francisco: Jossey-Bass, 2011.
- Lunceford, Brett. "One Nation Under God: Mormon Theology and the American Continent." In *The Rhetoric of American Exceptionalism: Champions and Challengers*, edited by Jason Edwards and David Weiss, 48-62. Jefferson, NC: McFarland, 2011.
- Lunceford, Brett. "The New Pornographers: New Media, Sexual Expression, and the Law." In *The Ethics of Emerging Media: Information, Social Norms and New Media Technology*, edited by Bruce E. Drushel and Kathleen German, 99-118. New York: Continuum, 2011.
- Lunceford, Brett. "Smear Makeup and Stiletto Heels: Clothing, Sexuality, and the Walk of Shame." In *College Sex: Philosophy for Everyone: Philosophers With Benefits*, edited by Robert Stewart and Michael Bruce, 51-60. Hoboken, NJ: Wiley-Blackwell, 2010.

- Lunceford, Brett. "PETA and the Rhetoric of Nude Protest." In *Arguments about Animal Ethics*, edited by Greg Goodale and Jason Edward Black, 97-112. Lanham, MD: Lexington Books, 2010.
- Lunceford, Brett. "Cyberwar: The Future of War?" In *War and the Media: Essays on News Reporting, Propaganda and Popular Culture*, edited by Paul M. Haridakis, Barbara S. Hugenberg, and Stanley T. Wearden, 238-251. Jefferson, NC: McFarland, 2009.
- Lunceford, Brett, and Shane Lunceford. "Meh. The Irrelevance of Copyright in the Public Mind." In *Copyright Piracy: Issues and Implications*, edited by Audhinarayana Vavili, 45-70. Hyderabad, India: Icfai University Press, 2009. (Reprint).

### Reviews and Other Writings

- Lunceford, Brett. Review of *Brand New You: Makeover Television and the American Dream* by Katherine Sender. *American Communication Journal*, 18, no. 1 (2016): 66-67.
- Lunceford, Brett. Review of *Coding Freedom: The Ethics and Aesthetics of Hacking* by E. Gabriella Coleman. *Explorations in Media Ecology*, 14, 3+4 (2015): 336-338.
- Lunceford, Brett. Review of *Sex and the Cthulhu Mythos* by Bobby Derie. *Popular Culture Studies Journal*, 3, no. 1&2 (2015): 555-559.
- Lunceford, Brett. Review of *Pornland: How the Porn Industry Has Hijacked Our Sexuality* by Gail Dines. *American Communication Journal*, 17, no. 1 (2015): 46-48.
- Lunceford, Brett. Review of *Assimilate: A Critical History of Industrial Music*, by S. Alexander Reed. *Popular Music and Society*, 38, no. 1 (2015): 104-106.
- Lunceford, Brett. Review of *Branded Bodies, Rhetoric, and the Neoliberal Nation-State*, by Jennifer Wingard. *Rhetoric Society Quarterly*, 44, no. 2 (2014): 197-199.
- Lunceford, Brett. "CRTNET." In *Comm365: Celebrating 100 Years of Communication Research*, 104. Washington, DC: National Communication Association, 2014.
- Lunceford, Brett. "Which Hackers Are We Talking About?" *Mobilizing Ideas*, July 1, 2013, <http://mobilizingideas.wordpress.com/2013/07/01/which-hackers-are-we-talking-about/>.
- Lunceford, Brett. "Cyborg." In *Encyclopedia of Gender in Media*, edited by Mary Kosut, 59-61. Thousand Oaks, CA: Sage, 2012.
- Lunceford, Brett. "Hacking & Hacktivism." In *Encyclopedia of Gender in Media*, edited by Mary Kosut, 155-157. Thousand Oaks, CA: Sage, 2012.
- Lunceford, Brett. "Media Rhetoric." In *Encyclopedia of Gender in Media*, edited by Mary Kosut, 221-223. Thousand Oaks, CA: Sage, 2012.
- Lunceford, Brett. "Virtual Sex." In *Encyclopedia of Gender in Media*, edited by Mary Kosut, 425-427. Thousand Oaks, CA: Sage, 2012.
- Lunceford, Brett. "Putting on an Identity." *Communication Currents*, June 2010. <http://www.natcom.org/CommCurrentsArticle.aspx?id=978>.
- Lunceford, Brett. Review of *Virtual Music: How the Web Got Wired for Sound*, by William Duckworth. *Popular Music and Society*, 30, no. 1 (2007): 119-121.
- Lunceford, Brett. Review of *This is Pop: In Search of the Elusive at Experience Music Project*, edited by Eric Weisbard. *Popular Music and Society*, 28, no. 5 (2005): 695-696.
- Lunceford, Brett. Review of *England's Hidden Reverse: A Secret History of the Esoteric Underground*, by David Keenan. *Popular Music and Society*, 28, no. 4 (2005): 565-566.

## Conference Presentations

- Lunceford, Brett. "Crap Detection and the Continuing Need for Media Ecology." Presidential address presented to the Media Ecology Association, Moraga, CA, 2017.
- Lunceford, Brett. "The Body as Medium: The Confrontational Nudity of Milo Moiré." Presented to the Media Ecology Association, Moraga, CA, 2017.
- Lunceford, Brett. "Love Among the Posthumans." Presented to the Media Ecology Association, Moraga, CA, 2017.
- Lunceford, Brett. "Love and the Cyborg, or Theseus Sailing on the Singularity." Presented to the Media Ecology Association, Bologna, Italy, 2016.
- Lunceford, Brett. "When Doxxers Attack: Anonymous and the Changing Nature of Privacy." Presented to the Media Ecology Association, Bologna, Italy, 2016.
- Lunceford, Brett. "I Hope I Don't Get Doxed for this Paper: Anonymous and the End of Privacy." Presented to the Communication Ethics Division of the National Communication Association, Las Vegas, NV, 2015.
- Lunceford, Brett. "Blood, Excrement, and a Flag: Retrieving Shock Performance Art on Social Media." Presented to the Media Ecology Association at the National Communication Association, Las Vegas, NV, 2015.
- Lunceford, Brett. "Spaces of Fatherhood." Presented to the Ethnography Division of the National Communication Association, Las Vegas, NV, 2015.
- Lunceford, Brett. "Embodiment." Presented to the Rhetorical and Communication Theory Division of the National Communication Association, Las Vegas, NV, 2015.
- Lunceford, Brett. "The Ghost in the Machine: Humanity and the Problem of Self-Aware Information." Presented to the Media Ecology Association, Denver, CO, 2015.
- Lunceford, Brett. "Erving Goffman, Interpersonal Communication and Media Ecology." Presented to the Media Ecology Association, Denver, CO, 2015.
- Lunceford, Brett. "#NudePhotoRevolutionary: Aliaa Magda Elmahdy, Nudity, and Social Media." Presented to the Media Ecology Association, Toronto, Ontario, 2014.
- Lunceford, Brett. "Chained to the Dialer, or Frederick Taylor Reaches Out and Touches Someone." Presented to the Media Ecology Association, Toronto, Ontario, 2014.
- Lunceford, Brett. "The Shifting Nature of the Field of Communication." Presidential address presented to the Alabama Communication Association, Montevallo, AL, 2013.
- Lunceford, Brett. "Telepresence and the Ethics of Digital Cheating." Presented to the Media Ecology Association, Grand Rapids, MI, 2013. **Top conference paper.**
- Lunceford, Brett. "The Power of the Female Body: FEMEN and Protest in Ukraine." Presented to the Freedom of Speech Division of the Southern States Communication Association, Louisville, KY, 2013.
- Lunceford, Brett. "The Linguistic Construction of Apocryphal Sex Acts, or, 'Playing a Rusty Trombone in the Hindenburg over Cleveland.'" Presented to the Popular Communication Division of the Southern States Communication Association, Louisville, KY, 2013.
- Lunceford, Brett. "Not Sold In Stores! Using Infomercials to Teach Persuasion." Presented to the Community College Division of the Southern States Communication Association, Louisville, KY, 2013.
- Lunceford, Brett. "Mardi Gras and the Illusion of Freedom." Presented to the Performance Studies Division of the Southern States Communication Association, Louisville, KY, 2013.

- Lunceford, Brett. "Charting the Future on the Site of the Past: Þingvellir and Iceland's 1944 Declaration of Independence." Presented to the Rhetorical and Communication Theory Division of the National Communication Association, Orlando, FL, 2012.
- Lunceford, Brett. "Using *Communication Teacher* as a Pedagogical Tool." Presented to the Alabama Communication Association, Mobile, AL, 2012.
- Lunceford, Brett, and Steven Rockwell. "The Myth of the Net Generation." Presented to the Alabama Communication Association, Mobile, AL, 2012.
- Lunceford, Brett. "Using Ellul's *la Technique* and Aristotle's *Technē* to Create a Clearer Distinction between Propaganda and Rhetoric." Presented to the Media Ecology Association, New York City, NY, 2012.
- Lunceford, Brett. "When Flirting Goes Too Far: The Ethics of Sexting." Presented to the Media Ecology Association, New York City, NY, 2012.
- Lunceford, Brett. "Public Nudity and the Law: Is Nudity Communicative?" Presented to the Freedom of Speech Division of the Southern States Communication Association, San Antonio, TX, 2012.
- Lunceford, Brett. "Can You See Me Now, Driver? Protest and the World Naked Bike Ride." Presented to the Freedom of Speech Division of the Southern States Communication Association, San Antonio, TX, 2012.
- Lunceford, Brett. "'SlutWalks': Reclamation or Reinforcement?" Presented to the Popular Communication Division of the Southern States Communication Association, San Antonio, TX, 2012.
- Lunceford, Brett. "Worries of a Digital Pearl Harbor: Examining the Rhetoric of Cyberwar." Presented to the Media Ecology Association at the National Communication Association, New Orleans, LA, 2011.
- Lunceford, Brett. "Tracing the Story of the Wronged Cheerleader: Implications for Journalism Practice." Presented to the Mass Communication division of the National Communication Association, New Orleans, LA, 2011.
- Lunceford, Brett. "Travels with Stanley: *Flat Stanley* as a Tool for Professionalization." Presented to the Alabama Communication Association, Montgomery, AL, 2011.
- Lunceford, Brett. "Samantha." Presented to the Alabama Communication Association, Montgomery, AL, 2011.
- Lunceford, Brett. "Hacktivism and Other-Directed Social Movements: The Ego Function of Protest Rhetoric in the Information Age." Presented to the Freedom of Speech Division of the Southern States Communication Association, Little Rock, AR, 2011.
- Lunceford, Brett. "Questionable Doxa: The Urban Legend as Rhetorical Form." Presented to the Popular Communication Division of the Southern States Communication Association, Little Rock, AR, 2011.
- Lunceford, Brett. "Burn the Textbook: A Proposal for Using Primary Research." Presented to the Instructional Development Division of the Southern States Communication Association, Little Rock, AR, 2011.
- Lunceford, Brett. "By Speech Seduced: Toward an Erotics of Rhetoric." Presented to the Rhetoric and Public Address Division of the Southern States Communication Association, Little Rock, AR, 2011.
- Lunceford, Brett. "The Power of Slogans: The Rhetoric of Network Neutrality." Presented to the Human Communication and Technology division of the National Communication Association, San Francisco, CA, 2010.

- Lunceford, Brett. "The Information Society as Public Sphere." Presented to the Human Communication and Technology division of the National Communication Association, San Francisco, CA, 2010.
- Lunceford, Brett. "The Leakiness of Media." Presented to the Media Ecology Association, Orono, ME, 2010.
- Lunceford, Brett. "Creating the Technologized Body: Altering Our Physical Landscape." Presented to the Media Ecology Association, Orono, ME, 2010.
- Lunceford, Brett. "The New Pornographers: New Media, Sexual Expression, and the Law." Presented to the Freedom of Speech division of the Southern States Communication Association, Memphis, TN, 2010. **Top division paper.**
- Lunceford, Brett. "This Sex Which is Not Ones or Zeroes: Embodiment and Cyborg Identity." Presented to the Gender Studies division of the Southern States Communication Association, Memphis, TN, 2010.
- Lunceford, Brett. "'She Just Called You Honey': Constructing Relationships Between Waitresses and Patrons." Presented to the Language and Social Interaction division of the Southern States Communication Association, Memphis, TN, 2010.
- Lunceford, Brett. "Lactivism Online, or Much Ado About Breastfeeding Photos on Facebook." Presented to the Women's Caucus and Human Communication and Technology division of the National Communication Association, Chicago, IL, 2009.
- Lunceford, Brett. "Political Display and the Mediated Body: Exhibition and Politics on CollegeHumor.com." Presented to the Visual Communication division of the National Communication Association, Chicago, IL, 2009.
- Lunceford, Brett. "The Rhetorical Battle to Distinguish Child Pornography from Art: The Case of Jock Sturges." Presented to the Freedom of Expression division of the National Communication Association, Chicago, IL, 2009.
- Lunceford, Brett. "Too Hot, Too Cold, or Just Right? Teaching Children about Sex through Children's Literature." Presented to the Family Communication division of the National Communication Association, Chicago, IL, 2009.
- Lunceford, Brett. "The Battle Over the Breast: Lactivism and Public Breastfeeding." Presented to the Popular Culture Association, New Orleans, LA, 2009.
- Lunceford, Brett. "Creating the Ideal Citizen: Rhetorical Education and the Public Sphere." Presented at the Jack Miller Forum for Civics Education, Boca Raton, FL, 2009.
- Lunceford, Brett. "PETA and the Rhetoric of Nude Protest." Presented to the Public Address Division of the National Communication Association, San Diego, CA, 2008.
- Lunceford, Brett. "The Body and the Sacred in the Digital Age: Thoughts on Posthuman Sexuality." Presented to the Media Ecology Association, Santa Clara, CA, 2008.
- Lunceford, Brett. "The Rhetoric of the Web: The Rhetoric of the Streets Revisited Again." Presented to the Freedom of Speech division of the Southern States Communication Association, Savannah, GA, 2008. **Top three division paper.**
- Lunceford, Brett. "Disciplining Female Sexuality: The Walk of Shame." Presented to the Gender Studies division of the Southern States Communication Association, Savannah, GA, 2008.
- Lunceford, Brett. "Observations of a Semi-Luddite: The Quest for Distance in a Wired World." Presented to the Media Ecology Association at the National Communication Association convention, Chicago, IL, 2007.
- Lunceford, Brett. "What Does Hacktivism Have to Offer? Some Ethical Considerations and Rhetorical Benefits of Hacktivism." Presented to the Human Communication and Technology Division of the National Communication Association, San Antonio, TX, 2006. **Top four division student paper.**

- Lunceford, Brett. "A Citizenship Model of Group Identity, or, 'You've Got to Know One to Be One.'" Presented to the Organizational Communication Division of the National Communication Association, San Antonio, TX, 2006.
- Lunceford, Brett. "Walter Ong and the Willard Preacher: Bringing the Public Speaking Classroom to Orality." Presented to the Media Ecology Association, Boston, MA, 2006.
- Lunceford, Brett. "Building a Collective Identity One Text Phile at a Time: Reading *Phrack*." Presented to the Rhetoric Society of America, Memphis, TN, 2006.
- Lunceford, Brett. "Toward a Theory of Corporate Spheres: The Intersection of the RIAA and the Accidental Counterpublic of File Sharers." Presented to the Rhetoric Society of America, Memphis, TN, 2006.
- Lunceford, Brett. "Evading the Panoptic Gaze as Terrorist Act: The Rhetorical Construction of the Hacker as Terrorist." Presented to the Human Communication Technology Division of the National Communication Association, Boston, MA, 2005.
- Lunceford, Brett. "Blending the Audience and Performer in Noise Music Performance: Death Squad's 'Intent.'" Presented to the Student Section of the National Communication Association, Boston, MA, 2005.
- Lunceford, Brett, "*Psycho* Goes Full Circle: An Analysis of *Psycho*, *Psycho II*, *Psycho III*, and *Psycho IV*." Presented to the Popular Culture Association, San Diego, CA, 2005.
- Lunceford, Brett. "Pornographic Spam and the Rhetorical Construction of Male and Female Sexualities." Presented to the Media Studies interest group of the Western States Communication Association, San Francisco, CA, 2005.
- Lunceford, Brett. "What the Ancients Already Knew: The Art and Science of Orality." Presented to the Media Studies and Language and Social Interaction interest groups of the Western States Communication Association, San Francisco, CA, 2005.
- Lunceford, Brett. "J00 uR 0wN3D: The Rhetorical Dimensions of Hacking." Presented to the Rhetoric Society of America, Austin, TX, 2004.
- Lunceford, Brett. "Entering the World of the Hacker: A Close Textual Analysis of 'The Conscience of a Hacker.'" Presented to the Human Information Technologies interest group of the Eastern Communication Association, Boston, MA, 2004.
- Lunceford, Brett. "Differentiating Between Propaganda and Rhetoric." Presented to the Rhetoric and Public Address interest group of the Eastern Communication Association, Boston, MA, 2004.
- Lunceford, Brett. "Framing the USA PATRIOT Act: A Frame Analysis of *The New York Times*, *The Washington Post*, American Civil Liberties Union, and Free Congress Foundation." Presented to the Freedom of Speech division of the Southern States Communication Association, Tampa, FL, 2004.
- Lunceford, Brett. "Crunchpod List: The Culture of Harsh Noise." Presented to the Human Information Technologies interest group of the Eastern Communication Association, Washington, DC, 2003. **Top five division paper.**

### **Other Conference Participation**

- Chair. "The Augmented World." Media Ecology Association, Moraga, CA, 2017.
- Chair. "Texts, Jazz, Immigrant Identity and Post-Human Love." Media Ecology Association, Moraga, CA, 2017.
- Moderator. "Honoring Elizabeth Eisenstein." Media Ecology Association, Bologna, Italy, 2016.



- Chair. "New Wine in Old Wineskins: Founders Made New." Media Ecology Association, Denver, CO, 2015.
- Moderator. "Media and the Psyche." Media Ecology Association, Toronto, Ontario, 2014.
- Moderator. "The Politics of Technopoly." Media Ecology Association, Toronto, Ontario, 2014.
- Panelist. "The Body and Its Borders: Researching Body Rhetorics." Rhetoric Society of America, San Antonio, TX, 2014.
- Panelist. "Connecting State Associations to SSCA." Alabama Communication Association, Montevallo, AL, 2013.
- Respondent. "Alabama Communication Association Top Papers." Alabama Communication Association, Montevallo, AL, 2013.
- Chair. "Classic Media Forms in Transition." Media Ecology Association, Grand Rapids, MI, 2013.
- Roundtable Participant. "Meet the Editors." Southern States Communication Association, Louisville, KY, 2013.
- Respondent. "Speech Prohibitions: Silence and Censorship in American Politics." Southern States Communication Association, Louisville, KY, 2013.
- Chair/Respondent. "Blondes, Balls, Baldies, and Playing Doctor: Exploring Relationships between Current Television Stereotypes and Social Norms." Southern States Communication Association, Louisville, KY, 2013.
- Roundtable Participant. "Current Issues with State Associations." Southern States Communication Association, Louisville, KY, 2013.
- Chair. "Controversy and Social Change: Rhetorical Explanations and Strategies." Southern States Communication Association, Louisville, KY, 2013.
- Respondent. "Gender, Sexuality, and Communication." Alabama Communication Association, Mobile, AL, 2012.
- Chair. "Presidential Luncheon and Keynote Address." Alabama Communication Association, Mobile, AL, 2012.
- Chair. "Ellul's Enduring Notion of *la Technique*." Media Ecology Association, New York City, NY, 2012.
- Roundtable Participant. "Free Speech in Action at Home and Abroad." Southern States Communication Association, San Antonio, TX, 2012.
- Chair. "Freedom of Speech and Culture." Southern States Communication Association, San Antonio, TX, 2012.
- Respondent. "Rhetoric in a Digital Age." National Communication Association, New Orleans, LA, 2011.
- Chair. "Keynote Session." Alabama Communication Association, Montgomery, AL, 2011.
- Chair. "Top Papers in Human Communication and Technology." National Communication Association, San Francisco, CA, 2010.
- Chair. "Serious Play: Video Games, Virtual Reality, and the Self." National Communication Association, San Francisco, CA, 2010.
- Chair/Roundtable Participant. "Teaching Communication and Religion." Religious Communication Association preconference, National Communication Association, San Francisco, CA, 2010.
- Chair. "Representations of the Natural World." Media Ecology Association, Orono, ME, 2010.
- Chair. "Media Ecology Meets the 21<sup>st</sup> Century." National Communication Association, Chicago, IL, 2009.
- Respondent. "unConventional Approaches to Media Ecology and the Contributions of its Founding Fathers." National Communication Association, San Diego, CA, 2008.
- Chair. "Historical Ponderings of UnCONVENTIONAL Technology: From Marconi to Floorwaxers to Gmail." National Communication Association, San Diego, CA, 2008.

Chair. "Civic Engagement, Media, and Reality Construction." Media Ecology Association, Santa Clara, CA, 2008.

Roundtable Participant. "Orality and Literacy in Communication Pedagogy: Getting the Baby Out of the Bathwater." Media Ecology Association, Boston, MA, 2006.

Chair. "Alfred Hitchcock and Gender." Popular Culture Association, San Diego, CA, 2005.

Chair. "Connecting Theory and Pedagogy: The Implications of Public Speaking." Rhetoric Society of America, Austin, TX, 2004.

### **Invited Lectures and Other Presentations**

Lunceford, Brett. "The Process of Research in Rhetorical Criticism." Presented at Huntingdon College, Montgomery, AL, 2013.

Lunceford, Brett. "Propaganda and Rhetoric: What's the Difference?" Presented at the Department of Communication Colloquium Series, University of South Alabama, Mobile, AL, 2012.

Lunceford, Brett. "Professionalism in and out of the Discipline." Presented at Huntingdon College, Montgomery, AL, 2011.

Lunceford, Brett. "Media and Social Change." Presented to the Odyssey Program, University of South Alabama, Mobile, AL, 2011.

Lunceford, Brett. "The New Pornographers: New Media, Sexual Expression, and the Law." Presented at the Department of Communication Colloquium Series, University of South Alabama, Mobile, AL, 2009.

Lunceford, Brett. "Democracy in an Information Society: The Promises and Perils of Expecting a Technological Panacea for the Supposed Ills of Democratic Practice." Presented at the Institute for the Arts and Humanities Roundtable, The Pennsylvania State University, University Park, PA, 2006.

Lunceford, Brett. "Website Defacement and the Reinforcement of Hacker Collective Identity." Poster session presented at the Penn State Graduate Exhibition, University Park, PA, 2006.

### **Teaching Experience (number of semesters taught in parentheses)**

#### **University of South Alabama (Fall 2007-Spring 2013)**

CA 110: Public Speaking (1): This course is designed to help students develop public speaking, critical listening and evaluation skills. Students will explore the key components of public speaking, including speaker, audience, message, and occasion. Through readings, assignments, lecture, discussion and classroom speaking-listening situations, students will have the opportunity to increase their understanding of, and skill in, public presentations and critical message analysis.

CA 310: Persuasion (6): This course provides an overview of persuasion theory, considering social scientific and rhetorical perspectives. This course touches on propaganda, advertising, and other persuasive texts to gain a greater understanding of how we persuade and are persuaded.

CA 315: Gender and Communication (5): Survey of research and theory concerning the differences in communication between men and women and the effects and functions of communication between men and women.

CA 330: Intercultural Communication (1): This course provides an overview of various theories of intercultural communication. Students will learn to apply theories of intercultural communication to their own lives. This course is writing intensive.

CA 352: Media Literacy in the Information Age (1): This course considers how mediated environments influence our perceptions. Students will learn to evaluate and create mediated messages.

CA 360: Communication and the Internet (1): This course explores how the medium of the Internet influences how messages are created and received and examines such issues as the digital divide, interface design, and media literacy. Students will also consider the broader implications of living in an information society for both society and individuals. This course also includes instruction on elements of basic web design so students can learn to create effective online messages.

CA 390: Special Topics: The Rhetoric of Social Movements (1): This course explores the role of social movements in a democratic society by examining rhetorical and sociological theories of social movements and collective action. Areas of inquiry will include historical and contemporary case studies of social movements; the interactions between social movements, institutions and organizations, and the state; social movements as agents of change; and the role of national and transnational social movements in the public sphere.

CA 410: Persuasion in Context: Uncivil Discourse (1): This course deals explicitly with rhetorical strategies that generally fall outside of the province of rational critical discourse. Topics discussed will include hate speech, violence, body rhetoric, and terrorism.

CA 410/509: Advanced Persuasion: The Rhetoric of Religion (2): This course examines the idea of religion as an overarching concept, with special attention to the rhetorical aspects of religion.

CA 422/522: Rhetorical Theory (6): This course presents a broad survey of the Western rhetorical tradition, beginning with the pre-Socratics and concluding with contemporary rhetorical theory. Some of the questions that students will consider in the course include: What is rhetoric? What is rhetorical theory? What can we learn from the Ancients? Can we observe these theories in our world today? How does rhetoric apply to me?

CA 424/524: Rhetorical Criticism (6): This course provides an overview of rhetorical criticism. Rhetorical criticism is the art of providing judgments on rhetorical artifacts such as speeches, film, literature, music, or art. In this course, students will learn to apply rhetorical theory in critiquing rhetorical artifacts and construct and evaluate rhetorical criticism.

CA 445: Ethics and Social Responsibility in Communication (2): This course provides an overview of ethical thought, applying this to the field of communication broadly. Students will also be introduced to professional codes of ethics for various professions within communication. Because this course is writing intensive and serves as the capstone course, students will write a research paper examining ethics within their subfield of communication.

CA 522: Rhetorical Theory: Public Memory (1): This course explores rhetorical theory as it relates to public memory. Despite the fact that most historians seem to agree that there is no complete, unified, unchallenged account of historical events, we sometimes forget that how we make sense of

these competing accounts of history is the realm of rhetoric. We use the past as a way to justify or otherwise account for our present and to point toward a particular conception of the future. This course examines those processes.

CA 522: Rhetorical Theory: The Rhetoric of Identity (1): This course examines the rhetorical construction of identity and covers such issues as gender and sexuality, religion, culture, and media influences on identity.

CA 561: Special Topics: Teaching and Professionalism (3): This course explores the practice of teaching and learning. One primary goal of this course is to help students make the transition from student to future colleague; as such, there will also be a heavy emphasis on professionalization into the discipline.

CA 590: Special Topics: Propaganda (1): This course explores the theory and practice of propaganda, focusing on both historical and contemporary artifacts, institutions, and practices of propaganda.

### **The Pennsylvania State University (Fall 2002 - Spring 2007)**

Department of Communication Arts and Sciences

CAS 100A: Effective Speech (public speaking emphasis) (4): This course is designed to help students develop public speaking, critical listening and evaluation skills. Students will explore the key components of public speaking, including speaker, audience, message, and occasion. Students will also learn small group communication and rhetorical criticism skills.

CAS 100B: Effective Speech (small group emphasis) (2): This course provides an overview of small group communication. Students will learn to diagnose the effectiveness of a group's dynamics, predict its problem-solving success, and make recommendations that will improve group satisfaction and success.

CAS 283: Communication and Information Technology I (Lab) (3): This is an introductory course in the theory and application of technology for communication and management of information. In the lab sections, students will learn to use Microsoft Word, Excel, PowerPoint, Access, and FrontPage.

CAS 497F: Children and Television (1): This course examines issues surrounding children and television from two different perspectives—media effects and rhetorical criticism.

School of Information Sciences and Technology

CAS 100B: Effective Speech (small group emphasis, linked to IST 110: Introduction to Information Sciences and Technology) (2): This course provides an overview of small group communication. Students will learn to diagnose the effectiveness of a group's dynamics, predict its problem solving success, and make recommendations that will improve group satisfaction and success. Some of the group presentations will take place in the IST 110 course.

## Undergraduate Committees

- Wiggs, Lisa. "Understanding Gossip in the Workplace." Adult Interdisciplinary Studies senior project faculty advisor. 2011.
- Bedwell, Katherine. "A Journey through the Detrimental Effects of Negative Communication and Relationship Conflict." Adult Interdisciplinary Studies senior project faculty advisor. 2010.
- Will, John. "Framing of Political Participation and Voter Apathy in the *New York Times*: A Historical Perspective." Adult Interdisciplinary Studies senior project faculty advisor. 2010.
- Yianitsas, Nicholas. "*executor / supporter*: Recurring Character Structure in Stanley Kubrick Films." Undergraduate Honors thesis committee member. 2010.
- Fontenot, Jay. "Personal Sales: Developing a Successful Sales Strategy." Adult Interdisciplinary Studies senior project faculty advisor. 2009.

## Graduate Committees

- Inge, Catherine McPhillips. "Middle School Communication: Curriculum for Introduction, Intermediate, and Advanced Courses." M.A. project committee chair. 2013.
- Ferrell, Stanley. "An Exploration of Identity and Communication Patterns of the Presbyterian Church (U.S.A.)." M.A. thesis committee chair. 2013.
- Massey, Tanner. "What the Recruit Wants: An Analysis of Values in the Recruiting Process." M.A. thesis committee member. 2013.
- Slover, Samantha. "The 1%ers Go Digital: Outlaw Motorcycle Gangs Join the World Wide Web." M.A. thesis committee chair. 2013.
- Davis, Jacob. "The Perils of Expatriation, Identity and Autoethnography." M.A. thesis committee chair. 2012.
- Day, Kendra. "Challenging the Racial Paradigm: Rhetoric of the Contemporary Multiracial Movement." M.A. thesis committee chair. 2012.
- Schwarz, Katherine Elise. "Planning for the Future: Crawfish in the Courtyard." M.A. project committee member. 2012.
- Rountree, Rosalind. "DeChirico Meets Frankenstein: The Influence of Pittura Metafisica on the Style of *Son of Frankenstein*." M.A. thesis committee member. 2012. Awarded thesis of the year.
- Fowlkes, Thomas. "Mobile Communication: A Tool to Motivate Charitable Giving in the Central United States." M.A. project committee chair. 2012.
- Pisciottano, Vincent. "'Creeping Death': A Case Study of Web 2.0's Impact on the Recording Industry and the Industry's Efforts to not 'Fade to Black.'" M.A. project committee member. 2012.
- Russell, John. "Molding the Past: The Rhetoric and Construction of Memory in Everyday Life." M.A. thesis committee chair. 2012.
- Maurer, Heather. "Art and Ideology: A Rhetorical Analysis of the Art of Alexander Rodchenko and Shepard Fairey." M.A. thesis committee chair. 2011.
- Looney, Erin. "Believing in the Church of Baseball: Fan Rhetoric and the Baseball Stadium." M.A. thesis committee chair. 2011.
- Newman, Gyromas. "Sophistic Rhetoric in Contemporary Presidential Speech." M.A. thesis committee chair. 2009.
- Foutz, Beau. "Turkey vs. Swan: Comparative Effects of Positive and Negative Attack Ads from a College Student's Perspective with Local Elections." M.A. thesis committee member. 2009.

## Service to the Discipline

### **Editorial Service**

Editorial Board Member, *Explorations in Media Ecology*, 2017-current  
 Editorial Board Member, *Journal of Contemporary Rhetoric*, 2017-current  
 Editorial Board Member, *Journal of Literacy & Technology*, 2010-current  
 Founding Editor, *Journal of Contemporary Rhetoric*, 2010-2017  
 Reviewer, *New Media & Society*, 2016  
 Reviewer, *Argumentation and Advocacy*, 2016  
 External Reviewer, *Contemporary Studies of Sexuality & Communication*, edited by Jimmie Manning and Carey Noland, 2015  
 Reviewer, *Explorations in Media Ecology*, 2011, 2013  
 Reviewer, *Culture and Organization*, 2013  
 Editorial Board Member, *Western Journal of Communication*, 2012  
 Reviewer, *Enculturation*, 2011  
 Reviewer, *Quarterly Journal of Speech*, 2011  
 Reviewer, *Western Journal of Communication*, 2011  
 Reviewer, *Electronic Journal of Communication*, 2009

### **Offices Held**

President, Media Ecology Association, 2017-current  
 Member, Executive Board, Media Ecology Association, 2013-current  
 Vice President, Media Ecology Association, 2016  
 Vice President-Elect, Media Ecology Association, 2015  
 Technology Officer, Media Ecology Association, 2013-2015  
 Member, Nominating Committee, Southern States Communication Association, 2013  
 President, Alabama Communication Association, 2012-2013  
 Division Chair, Southern States Communication Association Freedom of Speech Division, 2012-2013  
 Member, Nominating Committee, National Communication Association, 2012-2013  
 Chair, 2013 James Madison Prize for Outstanding Publication Committee, Freedom of Speech Division, Southern States Communication Association, 2012-2013  
 Legislative Assembly Member, National Communication Association, 2011-2013  
 Conference Planner, Alabama Communication Association, 2012  
 Vice-President, Alabama Communication Association, 2011-2012  
 Division Vice-Chair, Southern States Communication Association Freedom of Speech Division, 2011-2012  
 Member, 2012 James Madison Prize for Outstanding Publication Committee, Freedom of Speech Division, Southern States Communication Association, 2011-2012  
 Division Chair, National Communication Association Human Communication & Technology Division, 2010-2011  
 Division Vice-Chair, Programming, National Communication Association Human Communication & Technology Division, 2009-2010  
 Division Vice-Chair Elect, National Communication Association Human Communication & Technology Division, 2008-2009

## Conference Reviewing

Convention Co-Planner, Media Ecology Association, Bologna, Italy, 2016  
 Reviewer, National Communication Association, Media Ecology Association, 2009, 2013, 2016  
 Reviewer, Media Ecology Association, 2009-2011, 2014  
 Reviewer, Alabama Communication Association, 2013, 2014  
 Reviewer, Freedom of Speech Division, Southern States Communication Association, 2013, 2014  
 Reviewer, National Communication Association Human Communication & Technology Division, 2007-2013  
 Reviewer, National Communication Association Rhetorical and Communication Theory Division, 2010-2013  
 Reviewer, Rhetoric and Public Address Division, Southern States Communication Association, 2012  
 Reviewer, Popular Communication Division, Southern States Communication Association, 2012

## Media Outreach

Interviewed for article on proposed head transplant surgery, *IGI Global Newsroom*, 2017  
 Work quoted in article on extreme political rhetoric in *Newsweek*, 2016  
 Interviewed for article on 2nd Amendment rhetoric for *Talking Points Memo*, 2016  
 Work quoted in article on privilege and graduate education in *Vitae*, 2014  
 Work quoted in article on the walk of shame in *Dagens Næringsliv* (Norway), 2014  
 Interviewed for article on FEMEN for *Elle*, 2014  
 Interviewed for article on public nudity for *Época* (Brazil), 2014  
 Interviewed for article on cosmetic surgery and posthumanism for *Daily News Egypt*, 2014  
 Work quoted in article on nudity and protest in *Jungle World* (Germany), 2014  
 Work quoted in article on nudity and protest in *The Guardian* (England), 2014  
 Work quoted in article on media and sexuality in *The Jerusalem Post* (Israel), 2014  
 Interviewed for article on body painting and nudity for *Slate*, 2013  
 Work quoted in article on nudity and protest in *infoLibre* (Spain), 2013  
 Interviewed for article on topless sunbathing for *Slate*, 2013  
 Interviewed for article on public nudity for *Slate*, 2012  
 Interviewed for article on technology and sexuality for *Hennen's Observer*, 2011

## Service to the University

Communication Studies Committee Member, Alabama Articulation and General Studies Committee, 2009-2013, state committee representative for University of South Alabama  
 Mass Communication Committee Member, Alabama Articulation and General Studies Committee, 2009-2013, state committee representative for University of South Alabama  
 Faculty Advisor, Society of Anime and Gaming Experience (SAGE), 2009-2013, University of South Alabama  
 Organizer, Department of Communication Colloquium Series, 2009-2013, University of South Alabama  
 Member, Gender Studies Committee, 2008-2013, University of South Alabama  
 Member, Department of Communication Graduate Education Committee, 2007-2013, University of South Alabama

Chair, Department of Communication Curriculum Committee, 2008-2012, University of South Alabama

Senator, Faculty Senate, 2009-2012, University of South Alabama

Member, Faculty Senate Technology Utilization Committee, 2009-2012, University of South Alabama

Chair, Faculty Senate Ad-Hoc Academic Calendar Committee, 2010, University of South Alabama

Member, Gender Studies Director Search Committee, 2010, University of South Alabama

Member, Department of Communication Web Page / Departmental Server Committee, 2008-2009, University of South Alabama

Member, Department of Communication Curriculum Committee, 2007-2008, University of South Alabama

Chair, Department of Communication Undergraduate Education Committee, 2007-2008, University of South Alabama

Member, College of Arts and Sciences Summer Professional Development Committee, 2007-2008, University of South Alabama

Faculty Advisor, Students Organizing Multiple Arts (SOMA), 2005-2007, The Pennsylvania State University

Communication Arts and Sciences Graduate Forum Teaching Resources Chair, 2005-2006, The Pennsylvania State University

Communication Arts and Sciences Graduate Forum Technology Chair, 2003-2004, The Pennsylvania State University

Judge, Public Speaking and Civic Engagement Contest, 2003-2004, The Pennsylvania State University

Facilitator, 2002 Hayward Rhetorical Criticism Conference, California State University, Hayward

### **Awards and Honors**

Walter Benjamin Award for Outstanding Article in the Field of Media Ecology for “Chained to the Dialer, or Frederick Taylor Reaches Out and Touches Someone,” 2017

Walter Benjamin Award for Outstanding Article in the Field of Media Ecology for “Posthuman Visions: Creating the Technologized Body,” 2014

Top convention paper, Media Ecology Association, 2013

Top division paper, Southern States Communication Association, Freedom of Speech Division, 2010

Travel grant, Presidential Professional Development Fund, University of South Alabama, 2009

Travel grant, Presidential Professional Development Fund, University of South Alabama, 2008

Top three division paper, Southern States Communication Association, Freedom of Speech Division, 2008

Travel grant, Presidential Professional Development Fund, University of South Alabama, 2007

Top four division student paper, National Communication Association, Human Communication and Technology Division, 2006

Travel grant, Research and Graduate Studies Office Travel Award, The Pennsylvania State University, 2006

Grant and course release, Institute for the Arts and Humanities Dissertation Release Fellowship, The Pennsylvania State University, 2005

Travel grant, Research and Graduate Studies Office Travel Award, The Pennsylvania State University, 2005



Top five division paper, Eastern Communication Association, Human Information Technologies Interest Group, 2003

Travel grant, Research and Graduate Studies Office Travel Award, The Pennsylvania State University, 2003

Graduate teaching assistantship, The Pennsylvania State University Department of Communication Arts & Sciences, 2002-2006

Department Service Award, California State University, Hayward, 2002

### **Professional Organizations**

Alabama Communication Association

American Communication Association

Media Ecology Association

National Communication Association

Society for the Philosophy of Sex and Love