

# Nicole Ashanti McFarlane, PhD

CULTURAL RHETORICS & DIGITAL HUMANITIES

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*African American Rhetoric & Language | Aesthetic Production | Cinema & Digital Film | Critical Race Theory | Cuteness Studies | Dis/Ability Studies | Feminism & Gender Human/Non-Human Interaction | New Media | Online Publics | Professional & Technical Writing | Queer Embodiments | Screen Captions | Visual Rhetoric*

## **PhD 2012**

### **Clemson University**

Rhetorics, Communication & Information Design (RCID)

Dissertation: *The Racial Rhetoric of Cuteness as Decorative Decorum* (Cynthia Haynes – English Rhetoric & Composition; Victor J. Vitanza – Rhetoric & Philosophy; Stephanie Barczewski – History; Martha Skinner – Architecture)

## **MA 2004**

### **North Carolina A&T State University**

English & African American Literature (*Summa Cum Laude*)

Thesis: *Black Gay Masculinity as Literary Device in the Poetry of Essex Hemphill, Reginald Harris, and Carl Phillips*

## **BA 2002**

### **University of North Carolina Charlotte**

Political Science & Urban Government

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## ACADEMIC SCHOLARSHIP & CREATIVITY

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## **PUBLICATIONS**

### **REVIEWS & ENTRIES**

Review of *Keepin' it Hushed: The Barbershop and African American Hush Harbor Rhetoric* by Vorris L. Nunley for *JAC: A Journal of Rhetoric, Culture, & Politics*. (34.1-2), 2014.

“Digital Memory and Narrative through ‘African American Rhetoric[s] 2.0.’” Review of *Digital Griots: African America Rhetoric in a Multimedia Age* by Adam Banks for *Enculturation: A Journal of Rhetoric, Writing, and Culture*. March 2012.

“Carl Owens: Biographical Entry.” *African American National Biography*. Oxford University Press. 2008.

### **ARTICLES**

“Barack Obama: Black Talk Flow, White Folk Fluent.” *College Composition and Communication*. 67:3 (2016) 469-477. Print.

“Emoji Oracle: Harlem River Translations of I-Ching and Book of Changes Pocket App” (Accept and revise for publication in *PRE/TEXT: A Journal of Rhetoric Theory*, Geoffrey Sirc and “Box-Logics” special issue).

### CHAPTERS & ANTHOLOGIES

“Halfbreed: Yellow Black Girl / Purple Drink.” *Nothing But The Truth So Help Me God: All the Women in My Family Sing*. Ed. Deborah Santana. (Copyright permissions signed for forthcoming essay with NBT Publishing, Dec 2016).

“Color-Deafness: White Writing as Palimpsest in Video Closed Captions and Subtitles in *Breaking Bad*,” *Haunting Whiteness: Rhetorics of Whiteness in a Post-Racial Era*. Eds. Tammie M. Kennedy, Joyce Irene Middleton, and Krista Ratcliffe. October 2016 (forthcoming). Southern-Illinois University Press.

### MANUSCRIPTS IN PROGRESS

*Marketing Multiculture: How “Black is Beautiful” Politics Got Branded* (manuscript research in preparation for submission for university press series imprint in Black Life or African American Studies).

*Stuck: Structural Dis/Ability, Screen Captioning and Race* (co-authored with Nicole Elaine Snell; book prospectus nearing completion for submission to Parlor Press New Media Series).

### PANELS & PRESENTATIONS

“Making Place For Femininity.” *Designing While Feminist: Composing an Inclusive Practice of Digital Design*. Forthcoming Conference on College Composition and Communication. Portland, OR. March 15-18, 2017.

“Skirting Race and Gender: Enacting Without Redacting Colorful Language (by Design).” *Precarious Desire: Feminist Perspectives on Design and the Big Giant [W]hole in Rhetoric*. Panel chair. Rhetoric Society of America Conference. Atlanta, GA. May 29, 2016.

“A Thing of Beauty: Black Feminist Design Theory, Digital Dossiers, and Professional Portfolios [of Color].” *Mediating Blackness: Historic, Artistic, Technical, and Cultural Resonances*. Panel chair. National Council on Black Studies. Charlotte, NC. March 19, 2016.

“Defending Our Good Names: Personal Namesakes and Political Mediascapes.” Association of Teachers of Technical Writing. Houston, TX. March 2016.

“How *Not* to Do Less With Less: Professional Writing Programs and First Generation Student Workforce Preparation in HBCU and Military Contexts.” Association of Teachers of Technical Writing. Tampa, FL. March 2015.

“The King of Campaigns and Racial Ontology: An Object-Oriented Critique.” Rhetoric Society of America Conference. San Antonio, TX. May 2014.

“How Obama Is Good for Rhetoric: ‘But I Ain’t Even Say Nothin’ Yet...’ Lemme Hear You Make Some Noise!” Conference on College Composition and Communication. Indianapolis, IN. March 2014.

“Will Googlebomb for Job! Teaching Information Literacy for Business Writing in HBCU Contexts.” National Council of Teachers of English. Boston, MA. November 2013.

- “Rendering Blackness: Screen Technologies as African American Cultural Performance.” National Council on Black Studies. Digital Roundtable. Indianapolis, IN. March 2013.
- “Is Geek the New Gangsta? Quantum Computing, Quirky Recodings, and Black Male Cool.” Conference on College Composition and Communication – Computer Connection. Digital Pedagogy Poster. Las Vegas, NV. March 2013.
- “Black Atlantic Oceans and Ontologies: Spatial Assemblages and Race.” Rhetoric Society of America Conference. Philadelphia, PA. May 2012.
- “Remembered, Mystified, Forgotten: The Rhetoric of ‘Racial Regality’ in the Great Kings and Queens of Africa Posters.” Conference on College Composition and Communication. Atlanta, GA. April 2011.
- “The Visuality of Race in Multimodal Composition Pedagogy,” and American Institutional Campaigns.” Conference on College Composition and Communication – Research Network Forum. Louisville, KY. March 2010.
- “Hearing the Same Stuff, Listening in a New Way: Contexts and Practices for Renewing Student and Teacher Engagement in First Year Composition.” NCTE. San Antonio, TX. November 2008.
- “Ideology and Black Masculinity: The Political Economy of the Down Low Discourse” (dis)Junctions: Twelfth Annual Humanities Conference. University of California – Riverside. Riverside, CA. April 2005.
- “Black Motherhood and Competing Nationalisms in Margaret Walker’s Jubilee.” (dis)Junctions: Twelfth Annual Humanities Conference. University of California – Riverside. Riverside, CA. April 2005.
- “Exploring, Discovering, Becoming: Beyond Multiculturalism and Diversity at the Historically Black College/University (HBCU): Anti-Racist, Anti-Sexist, and Non-Phobic Pedagogies in the HBCU First-Year Writing Classroom.” NCTE. Pittsburgh, PA. November 2005.
- “Redefining the ‘Historical’ of Historically Black Colleges/Universities: Graduate Studies and the Culture Wars in the African American South.” Modern Language Association. Washington, DC. December 2005.

### **INVITED SPEAKING**

- “Barack: Blessed But Not So Meek.” *Race, Rhetoric, and the Prophetic: The Obama Presidency in Relief*. Rhetoric Society of America Conference. Atlanta, GA. May 27, 2016.
- “Access Denied: Digital Jim Crow and Institutional Barriers to Open Access.” Guest Workshop Speaker. Conference on College Composition and Communication – Language Policy Committee. Indianapolis, IN. March 2014.
- “From Mentee to Mentor: Being the Bridge You Wish You’d Had.” Invited Panelist. National Council of Teachers of English – Rainbow Strand, Boston, MA. November 2013.
- “Beyond Information Literacy: Designing the Self for Screen Presentation.” Chesnutt Library. Fayetteville State University. Fayetteville, NC December 2013.
- “Business Writing Versus Social Networking? Personal & Professional Balancing Acts.” English Matters Colloquium. Fayetteville State University. Fayetteville, NC. April 2013.

“Search for Courage, Strive for Knowledge, Share your Heart.” Women’s Leadership Conference Roundtable with Beverly Guy-Sheftall. Clemson University. Clemson, SC. February 2013 (declined).

“Teddy-Bears in Bear Country: Race, Sex, and Public Decorum in the New South.” English Department Lecture, Coastal Carolina University. Conway, SC. March 2012.

“Why It’s So Important for Minority Students to Become Successful STEM Writers.” Programs for Educational Enrichment and Retention (PEER) Presentation, Clemson University. Clemson, SC. November 2011.

“Writing Racial Histories.” Civil Rights History Course Presentation, Clemson University. Clemson, SC. September 2011.

“Writing about Food: Technical Writing and Communicating Culture.” Nutritional Science Course Lecture, Howard University. Washington, DC. February 2010.

“Challenging Black Student Stereotypes.” African American Poetry Course Lecture, Livingstone College. Salisbury, NC. October 2008.

“Beyond Multiculturalism: Building Non-phobic Coalitions for Progressive Pluralism.” Advanced Composition Course Facilitation. North Carolina A&T State University. Greensboro, NC. April 2005.

“Hip-Hop’s Discontents: Postmodernism, Blackness, and Consumer Identity.” Communities in Conflict: A Cultural Studies Symposium Presentation. North Carolina A&T State University. Greensboro, NC. March 2005.

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## PROFESSIONAL APPOINTMENTS & DEVELOPMENT

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### *TEACHING APPOINTMENTS*

#### **Fayetteville State University**

##### **2012 – Present**

Assistant Professor of English Rhetoric & Composition

- Advanced Business Writing – ENGL 544 (Graduate Course Preparation)
- Portfolio Development: Video Captioning, Mobile Streaming & Media Accessibility – ENGL 420
- Business & Professional Writing: Knowing, Doing, Making Career Networks – ENGL 344 (Hybrid)
- Issues in Business Writing: Works [Re]Cited Bronco Bloggers – ENGL 335
- Composition II: #FSUFineArtsFellows Rhetorical Argumentation & Persuasive Images – ENGL 120
- Composition I: Expository Writing and Graphic Novels – ENGL 110

#### **Guilford College**

##### **2005 – 2008**

Visiting Instructor of English & Humanities

- Historical Perspectives: Understanding Global HIV/AIDS – ENGL 151
- College Reading and Writing: Many Voices – ENGL 102
- Adult Transitions: Multicultural Literature – GST/ENGL 101

#### **Clemson University**

##### **2008 – 2010**

Teacher of Record in Rhetoric & Communication

- Technical Communication – ENGL 314 (Online)

- Introduction to Human Communication – COMM L201
- Accelerated Composition: Culture, Identity, and Society – ENGL 103

### **North Carolina A&T State University**

**2004 – 2005**

Graduate Instructor & Adjunct of English

- First-Year Composition II: African American Experience – ENGL 101
- First-Year Composition I: Writing With Literature – ENGL 100

### **PROFESSIONAL DEVELOPMENT**

Critical Thinking Symposium – University of North Carolina Charlotte. Invited UNC community of faculty, students, and alumni engage panels and breakout sessions to provide a variety of methods on the complex topic of critical thinking in higher education.

CollegeStar Shared Learning Summit Universally Designed Learning Institute – University of North Carolina. UNC faculty workshops and learning community discuss universal learning. Chapel Hill, NC. November 9, 2015.

Maryland Conference on Academic and Professional Writing – University of Maryland. National and international writing studies workshops, discussion on future of academic and professional writing. College Park, MD. October 10-11, 2014.

Lilly South Conference on College and University Teaching – University of North Carolina Greensboro. Workshops and panels discussion sessions engage emerging issues in higher education and student learning. Greensboro, NC. February 26-27, 2007.

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## HONORS & AWARDS

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**2013**

### **Rhetoric Society of America – Summer Institute**

- Seminar on Rhetorical Approaches to the 2012 Presidential Campaign (declined)
- Workshop on Visual Rhetorics of Violence: Cultural Trauma and Visual Representation (declined)

**2011**

### **Rhetoric Society of America – Summer Institute**

- Seminar on Composing Multimodal Rhetorics
- Graduate Student Travel Award (declined)
- Graduate Student Scholarship (declined)

**2010**

### **International Writing Center Association Summer Institute**

Lone Wolf, OK

- Graduate Student Travel Award
- Graduate Student Scholarship

**2009**

### **Rhetoric Society of America – Summer Institute**

- Seminar on Reading Visual Rhetoric
- Workshop on Race Rhetoric

- Graduate Student Travel Award
- Graduate Student Scholarship
- Ford Foundation Pre-doctoral Fellowship, Honorable Mention

**2003 – 2004**

**North Carolina A&T State University**

- College of Arts and Sciences at Outstanding Graduate Student Award
- Hewlett-Packard Graduate Scholars Award
- Woodland Ellroy Hall Graduate Student Assistantship Award

**2000 – 2001**

**University of North Carolina Charlotte**

- Ronald McNair Post-Baccalaureate Research-Writing Summer Internship at UNCC
- Best Overall Scholar Award
- Best Presentation Award

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GRANTSMANSHIP

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*FUNDED GRANTS*

**Fayetteville State University**

**2016**

- Recipient, Global Understanding Course Travel Grant (\$4,000)
- Recipient, Global Understanding Course Workshop Award Stipend (\$300)

**2015**

- Recipient, College of Arts and Sciences Fine Arts Fellow – Department of Fine Arts (\$300)
- Recipient, University College – Title III Faculty Travel Award (\$759)
- Recipient, University College – Core Curriculum Course Redesign Award (\$300)

**2014**

- Recipient, Writing Across the Curriculum Quality Enhancement Grant (\$2,000)
- Recipient, University College – Title III Faculty Travel Award (\$948)

**2013**

- Recipient, Chesnutt Library Fellow Information Literacy Award (\$2,000)
- Recipient, University College – Title III Faculty Travel Award (\$979)

**Clemson University**

**2011 – 2012**

- Recipient, RSA Graduate Student Event Grant – Carolinas Rhetoric Conference (\$2,450)
- Recipient, European Graduate School – Summer Fellowship (\$14,000)

**Guilford College**

**2006 – 2007**

- Recipient, Kenan Improvement Grant for Teaching (\$5,500)
- Recipient, Grant for Course Design (\$700)

*PROPOSED GRANTS*

**Fayetteville State University**

**2013 – 2014**

- Co-investigator, National Endowment for the Humanities HBCU Initiatives Award
- Consultant, Tier II Leveraging Technology Grant Committee
- Consultant, Fayetteville State University Creative Commons Open Educational Resource General Education Proposal

## **GRANT DEVELOPMENT**

### **Fayetteville State University**

**2015**

- Office of Sponsored Research and Programs and the Research Office resource development
- RAMSeS (Research Administration Management System and electronic Submission) Workshop on UNC tracking and award management system

### **Clemson University**

**2011 – 2012**

- Chair, RSA S<sup>3</sup>S Chapter Writing Grant Committee
- Chair, RSA S<sup>3</sup>S Chapter Workshop Series Organizing Committee: “Introduction to Writing and Finding Grants” (January 2011); “How the Humanities Speak to The Sciences” (October 2010)

## **DOCTORAL COURSEWORK**

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### **European Graduate School (Saas-Fee, Switzerland)**

*Summer 2011*

- Art as an Interface (DJ Spooky, aka Paul Miller and Mitchell Joachim)
- Art, Community, and Freedom (Jean-Luc Nancy)
- Deleuze: Science and History (Manuel DeLanda)
- Derrida: Hospitality and Cosmopolitanism (Diane Davis)
- Milton, Locke, Hobbes, Kant: Justice in Language (Werner Hamacher)
- Literary Cinema: The Transformation of Thought (Volker Schlöndorff)
- Lyotard: Hesitating Thought (Victor J. Vitanza)

### **Clemson University RCID**

*Spring 2010*

- Applied Research Communication Studio I (Victor J. Vitanza)
- Applied Research Communication Studio II (Steven Katz)
- Late Martin Heidegger (Jeff Love)

*Fall 2009*

- Roland Barthes, Photography and Cinema (Victor J. Vitanza)
- Critical Issues in Mechanical Reproduction (Cynthia Haynes)
- Perspectives in Information Design (Sean Williams)

*Spring 2009*

- Science Fiction Topias (Elysa K. Sparks)
- Empirical Research Methods (Tharon Howard)
- Cultural Research Methods (Victor J. Vitanza)

*Fall 2008*

- Rhetorics of Communication and Information Technology (Cynthia Haynes)

- Visual Rhetorics Studio (Christina Hung)
- Histories of Rhetorics (Victor J. Vitanza)

## WRITING ADMINISTRATION

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### *WRITING PROGRAMS*

#### **Fayetteville State University English Department**

##### **2016 – 2017**

Chair, Composition Committee

- Improve failure/withdrawal rates across First-Year Composition courses
- Implement Writing Center support guidelines for class peer review sessions
- Advance course continuity across Writing Program
- Manage North Carolina's community college writing curriculum covenant
- Redefine Academic Integrity policies on plagiarism

##### **2012 – 2015**

Faculty Member, Professional Writing Curriculum

- Advise comprehensive graduate and undergraduate curriculum design
- Collaborate with Office of Faculty Development (OFD) on Hybrid Writing Courses
- Advocate for digital media and learning in [OFD "Faculty Spotlight" video](#)

##### **2005 – 2008**

#### **Guilford College**

Faculty Member

- Guide creation of Writing Program curriculum assessments and placement
- Update First-Year Composition multicultural course outcomes
- Formulate learning outcomes in writing-intensive environment

##### **2004 & 2005 (Summers)**

#### **North Carolina A&T State University Office of Summer Sessions**

Graduate Coordinator

- Expand Higher Learning Institute Advanced Secondary English Writing Curriculum
- Determine enrichment activities for Higher Learning Institute

##### **2003 – 2004**

#### **North Carolina A&T State University English Department**

Graduate Administrative Assistant

- Support departmental administration writing program
- Schedule First-Year Composition faculty observations/development
- Coordinate First-Year Composition assessments and placements

### *WRITING CENTERS*

##### **2010 – 2012**

#### **Clemson University English Department**

Writing Center Assistant Director & Graduate Coordinator

- Implement and develop tutoring chat system, social media presence, and webpage
- Pilot multimedia tutoring assessments for Writing Center expansion



- Supervise and direct pedagogical training and observations
- Initiate and consult infrastructural expansion to centralized campus location
- Lead writing across the curriculum outreach
- Conduct and present longitudinal assessment data for university committees
- Select and implement online tracking system software and synchronous learning tools
- Digitize international student English aptitude test
- Host student and instructor information sessions, workshops
- Manage digital recording and projector equipment

**2003 – 2004**

**North Carolina A&T State University English Department**

Writing Center Graduate Tutor

- Address equipment maintenance issues
- Catalogue library and archive materials
- Produce student conference reports
- Monitor scheduling system

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SERVICE

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*NATIONAL*

**2016 – 2017**

- Rhetoric Society of America National Nominating Committee

**2015 – 2016**

- Reviewer, Computers and Writing 2015 Conference proposal submissions
- Reviewer, Pearson Education – Professional Writing Division textbooks

**2013 – 2014**

- Content Manager, Language Policy Committee – NCTE Connected Community
- Social Media Chair & Communications Committee Coordinator – NCTE/CCCC Black Caucus

**2011 – 2012**

- Member, NCTE/CCCC Black Caucus Resolution Committee #BlackLivesMatter
- Panel Chair, “Privatization and Writing Instruction: Venture Phi” – CCCC Convention Proceedings
- Panel Chair, “Radical (Regional) Literacies” – CCCC Convention Proceedings

*INSTITUTIONAL*

**Fayetteville State University**

**2013 – Present**

- Chair, University College Information Literacy Core Advisory Committee
- Faculty Advisor, University College Core Curriculum Steering Committee
- Member, College of Arts and Sciences Web Committee
- Faculty Advisor, Student Government Chapter of Vox

**Clemson University**

**2008 – 2012**

- Senator, Graduate Student Council – Graduate Student Government
- Member, Academic Integrity Committee – Graduate Student Government

- Member, Black Graduate Student Union
- Facilitator, Summer Reading Discussion

**Guilford College**

**2005 – 2007**

- Assist Multicultural Affairs Office, Campus Diversity Initiatives
- Facilitate Prison Outreach Program

**NC A&T State University**

**2003 – 2004**

- Graduate Advisor, Ronald McNair Research Program
- Reviewer, applications for 2004-2005 cohort

*DEPARTMENTAL*

**Fayetteville State University**

**2016**

- Chair, College of Arts & Sciences Website Committee

**2015**

- Co-chair, Marketing and Publicity Committee

**2013**

- Chair, English Matters Colloquium

**Clemson University**

**2012**

- Chair, RCID Bodies & Materiality Research Colloquium

**2011**

- Founding Member, Rhetoric Society of America – S<sup>3</sup>S Chapter
- Member, Faculty Ad Hoc Committee for Writing Center Expansion

**2008**

- Reviewer, Carolina Rhetoric Conference Submissions

**Guilford College**

**2009**

- Member, Dean's Award Judging Committee (narrative writing)

**2008**

- Member, Dean's Award Judging Committee (reflective writing)

**NC A&T State University**

**2003 – 2004**

- Chapter President, Sigma Tau Delta English Honor Society
- Graduate Advisor, McNair Summer Research Post-Baccalaureate Program

*LOCAL*

**Fayetteville, NC**

**2013 – Present**

- Volunteer, Arts Council of Fayetteville

- Volunteer, Cape Fear Botanical Garden
- Volunteer, Planned Parenthood of Central North Carolina

## **Greensboro, NC**

**2006 – 2007**

- Volunteer, Triad Health Project
- Volunteer, Higher Ground Day Center

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## PROFESSIONAL AFFILIATIONS

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*Association of Teachers of Technical Writing | Council of Writing Program Administrators | National Council of Teachers of English – Conference on College Composition and Communication | International Writing Center Association | Modern Language Association | National Council on Black Studies | Rhetoric Society of America*

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## TECHNOLOGY EXPERTISE

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*Adobe Illustrator, InDesign, Muse, Photoshop, Dreamweaver | Course Management Systems: Angel, Canvas Instructure, Blackboard, Moodle, MyCompLab | Video Production: Final Cut Pro, Techsmith Studio, iMovie, Movie Maker, Pinnacle Studio, SnagIt | Presentations: Haiku Deck, PowerPoint, Prezi | UNC Online Teaching Certification & Smarthinking | Ingeniux Web Development Certification | Gale Cengage Webinars: “Meeting Common Core Standards Using Library Research Collaboration” & “The Making of The Daily Mail Historical Archive” | MindSpring Open Educational Resource E-book Publishing: 3D Issue, Sophie*

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## DESIGN CONSULTING

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### *INSTITUTIONAL ADVANCEMENT*

**2016 – Present**

- Institute *FSU150App* Sesquicentennial mobile event guide
- Supervise mobile event app development for institutional outreach
- Systematize and modernize academic webpages

### *CIRCUITOUSLYCUTE CONSULTING*

**2010 – Present**

- Consult online platforms for fashion and beauty retail
- Determine web usability and social media marketability

### *SLAMJAMZ.COM*

**2000 – 2003**

- Assist Chuck D in selecting content for Public Enemy music website
- Strategize outreach for hip-hop music community
- Contribute Op-ed to *Elementals* hip-hop magazine

### *AFRICANA.COM*

**2000 – 2002**

- Contribute blog content
- Provide guest commentary