

# Lee M. Pierce

Rhetoric | Politics | Culture  
she/they pronouns

## EDUCATION

- PhD Communication Studies, University of Georgia, 2015
- MA Communication, State University of New York (SUNY) Brockport, 2008
- BA Business & Marketing Communications, Elmira College, 2005
- AA Liberal Arts, Corning Community College, 2001

## PROFESSIONAL TEACHING CERTIFICATIONS

- 2019 Cultural Competency Certificate, SUNY Geneseo
- 2019 Effective Teaching Communication, Open SUNY
- 2018 Safe Zone Train-the-Trainer, OUT Alliance, Rochester, NY
- 2017 Safe Zone, SUNY Geneseo
- 2017 Diversity and Inclusion Certificate, University of Georgia
- 2015 Interdisciplinary Certificate in Undergraduate Teaching, University of Georgia

## PROFESSIONAL APPOINTMENTS

- 2019-present Assistant Professor of Rhetorical Communication, Department of Communication, State University of New York (SUNY) Geneseo  
*Courses: Public Speaking (online and face-to-face), Interpersonal Communication, Visual Communication, Rhetoric of Stand-Up*
- 2015-present Curriculum Coordinator, Public Speaking and Argumentation Program, Harvard Debate Council Summer Institute, Harvard University
- 2017-2019 Visiting Assistant Professor, Department of Communication, SUNY Geneseo  
*Courses: Public Speaking (online and face-to-face), Interpersonal Communication, Visual Communication, Speech and Media, Podcasting Seminar, Professional Public Speaking*
- 2015-2017 Lecturer, Department of Communication Studies, University of Georgia  
*Courses: Public Speaking (online and face-to-face), Interpersonal Communication, Rhetorical Criticism, Special Topics in Rhetoric*
- 2013-2014 Assistant Director, Duke University Talent Identification Program (T.I.P) Public Speaking and Leadership Summer Institutes, University of Georgia

## PUBLICATIONS

### Book-length Manuscripts Under Review

- 2021 *Tense Times: Syntax and Surprise in American Crisis Culture*. Anticipated release date December 2021 with University of Alabama Press.

### Peer Reviewed Articles

- 2014 [“A Rhetoric of Traumatic Nationalism in the Ground Zero Mosque Controversy.”](#) *Quarterly Journal of Speech* 100, no. 1 (2014): 53-80 (IF: 1.182)

### Special Issue Articles

2020 [“For the Time\(d\) Being: The Form Takes Hate in \*The Hate U Give\*,”](#) *Women’s Studies in Communication* 43 (3)

### Article-Length Reviews

2019 [“Feeling Takes Form: A Review of New Books in Affective Formalism,”](#) *Philosophy & Rhetoric* 53, no. 2 (2020: 181-198)

### Book Chapters

2018 “Melancholic Mirages & Ethopoeic Enemies: Reconsidering Temporality in Canada’s Apologies to First Peoples.” In [Decolonizing Public Address](#), eds. Jason Black and Casey Kelly Ryan

### Book Reviews

2017 [“Notes Towards a Performative Theory of Assembly by Judith Butler \(review\),”](#) *Philosophy and Rhetoric* 50, no. 3 (2017): 356-362

### Invited Essays

2014 [“Strength in Weakness: Pseudo-Patriotism Surrounds the Ground Zero Mosque Dispute,”](#) *Communication Currents* 9, no. 4 (August 2014)

### Articles Under Review

“How Size Matters: Discriminatory Design in the Trump-Obama Inauguration Photos,” under review at *Rhetoric & Public Affairs*

“Competing Rhetorical Essentialisms in Dave Chappelle’s *Sticks & Stones*,” under review at *Communication and Critical Cultural Studies*

“Anything but Disruption: How Synonymic Drift Silenced What We Believe,” under review at *Argumentation & Advocacy*

### HONORS & AWARDS

#### Research Awards

2016 Gerald R. Miller Outstanding Dissertation Award, National Communication Association  
 2015 Stephen E. Lucas Debut Publication Award, National Communication Association  
 2015 Outstanding Article Award, Critical Cultural Studies Division, National Communication Association  
 2015 Faculty Spotlight, Department of Communication Studies, University of Georgia  
 2015 Featured Alumnus, Department of Communication, SUNY Brockport  
 2014 Graduate Student Spotlight, Department of Communication Studies  
 2014 Featured Article in Political Rhetoric, Communication Studies Theme of the Month Collection, Routledge/Taylor & Francis Press  
 2012 Nichols-Ehninger Top Student Paper Award, Rhetorical & Communication Theory Division, National Communication Association  
 2012 Top Paper, Rhetorical & Communication Theory Division, National Communication Association  
 2009 Top Paper, Eastern Communication Association, Kenneth Burke Interest Group  
 2008 Top Debut Paper, Rhetoric & Public Address Division, Eastern Communication Association

### Teaching, Mentoring, and Service Awards

- 2019 Online Effective Practice Award for Interpersonal Communication Online, Open SUNY
- 2015 Undergraduate Career Development Recognition, University of Georgia
- 2013 Jerold Hale Graduate Student Service Award, Department of Communication Studies, University of Georgia
- 2012 Future Faculty Program, Center for Teaching and Learning, University of Georgia
- 2012 Outstanding Teaching Award, Franklin College of Arts & Sciences, University of Georgia
- 2008 Outstanding Graduate Student Award, School of Arts & Performance, SUNY Brockport

### GRANTS AND FELLOWSHIPS

- 2021 Jason & Diana Kyrwood '95 Student/Faculty Summer Research Endowed Fellowship, SUNY Geneseo Office of Undergraduate Research (\$3,400)
- 2021 SUNY Geneseo Pre-Tenure Research Support Award, SUNY Geneseo Office of Sponsored Research (\$500)
- 2020 Individual Development Award, SUNY Geneseo Office of the Provost/United University Professions, SUNY Geneseo (\$849)
- 2019 Individual Development Award, Office of the Provost, SUNY Geneseo (\$359)
- 2019 Faculty Incentive Grant, SUNY Geneseo Office of Sponsored Research (\$1500)
- 2019 Jason & Diana Kyrwood '95 Student/Faculty Summer Research Endowed Fellowship, SUNY Geneseo Office of Undergraduate Research (\$3,400)
- 2018 Jason & Diana Kyrwood '95 Student/Faculty Summer Research Endowed Fellowship, SUNY Geneseo Office of Undergraduate Research (\$3,400)
- 2018 Online Instruction Curriculum Development Grant for COMN 203 Professional Public Speaking (Online), SUNY Geneseo (\$1500)
- 2018 OSCQR Rubric Course Evaluation Grant, SUNY Geneseo (\$500)
- 2016 Early Adopter Grant, Swivl C-Series Robot, Grishin Robotics (\$750)
- 2012 Fellowship, Future Faculty Program, Center for Teaching and Learning, University of Georgia

### MEDIA AND PERFORMANCES (Selected)

Host, [RhetoricLee Speaking](#) [Podcast], 2020-present

Host, [New Books Network](#) [Podcast], 2018-present

["Schadenfreude over Trump's COVID-19 diagnosis was more about cosmic justice than joy in another's pain,"](#) *The Conversation*, October 14, 2020

["Ep. 51: Lee Pierce/Asst. Professor of Rhetoric at SUNY Geneseo & Podcast Host: RhetoricLee Speaking,"](#) *One Big Tip* [Podcast], August 21, 2020,

["Rhetorical Juxtapositions,"](#) *Rhetoricity* [Podcast], July 14, 2020

["Ep 27: Upskilling During Pandemic,"](#) *Spark* [Podcast], May 7, 2020

["Neither Trauma nor Overcoming: Rhetorical Critique of Formation,"](#) *TEDxGeneseo*, Geneseo, NY, June 20, 2019

["Style vs. Substance: Reading Like a Rhetorical Critic,"](#) *TEDxUGA*, Athens, GA, March 24, 2017

["The Kindness of Strangers,"](#) *Rabbit Box Storytelling*, The Foundry, Athens, GA, January 2016,

### CONFERENCE ACTIVITY

#### Panels Organized

"The Rhetorical Invention of America's (In)Security State," Political Communication Division, National

Communication Association Annual Convention, Dallas, TX, November 2017

“Communicating Incommensurability: Native American Discourses of Sovereignty and Resistance,”  
Rhetorical and Communication Theory Division, National Communication Association Annual Convention,  
Orlando, FL, November 2012

### **Competitive Papers**

“Deferral, Law, and the ‘As If’: Reading America’s Obsession with What Might Have Happened if the Bailout Had Not,” Critical and Cultural Studies Division, National Communication Association Annual Convention, Philadelphia, PA, November 2016

“The Relationship between Instructor Face-work and Student Empowerment and Challenge Behavior: The Role of Rapport and Affective Experience as Mediators,” Instructional Development Division, National Communication Association Annual Convention, Philadelphia, PA, November 2016 (co-authored with Joseph Chesebro)

“A Rhetoric of Bureaucratic Nationalism in the Rallies of Sanity and Honor,” Rhetorical and Communication Theory Division, National Communication Association Annual Convention, Las Vegas, NV, November 2015

“Dia[u]retic Publics: A Critique of the Localism Turn,” National Communication Association Annual Convention, Chicago, IL, November 2014

“Remember We Are Post-Racial: The Allegorical Displacement of Race by Homosexuality in Remember the Titans,” Rhetoric Society of America Annual Convention, San Antonio, TX, May 2014

“Temporality and Commemoration: The U.S. Rejection of the International Freedom Center,” Rhetoric Society of America Annual Convention, San Antonio, TX, May 2014

“From Topos to Merismus: ‘David and Goliath’ in the Contemporary Democratic National Imaginary,” American Studies Division, National Communication Association Annual Convention, Washington, DC, November 2013

“Picking the Winner: Reading the New Road to the Kentucky Derby as an Allegory for Our Conservative Times,” Rhetoric and Public Address Division, Southern Communication Association, Louisville, KY, April 2013

“Hypochondria, Trauma and Consecrated Space: A Tropological Investigation of the Ground Zero Mosque Controversy,” Rhetorical and Communication Theory Division, National Communication Association Annual Convention, Orlando, FL, November 2012

“(Re)presenting the Will of the People: The Tea Party’s Rhetorical Challenge to Radical Democracy,” Rhetoric Society of America Annual Convention, Philadelphia, PA, May 2012

“The Network Imaginary,” Rhetoric and Public Address Division, Southern Communication Association, San Antonio, TX, April 2012

“The Limits of Reconciliation,” Rhetoric & Public Address Division, National Communication Association Annual Convention, San Francisco, CA, November 2010

“What is Needed Now: Bukowski, Burke and the Comic Frame,” Kenneth Burke Interest Group, Eastern Communication Association Annual Convention, Philadelphia, PA, April 2009

“The Writings of Mary Wollstonecraft: Lessons in Ethos & Voice,” Rhetoric & Public Address Interest Group, Eastern Communication Association Annual Convention, Pittsburgh, PA, April 2008

### **Panel Presentations**

“Decolonizing Native American Public Address,” National Communication Association Annual Convention, Salt Lake City, UT, November 2018

“The Time of/for Memory? Rhetoric, Violence, and Temporalities,” National Communication Association Annual Convention, Salt Lake City, UT, November 2018

“The Significant Six: Fake News, Activism, and Copia,” Union for Democratic Communications, Chicago, IL, May 2018

“The Limits of Apologia,” National Communication Association Annual Convention, Orlando, FL, November 2012

“9/11 and the Limits of Trauma,” Rhetoric Society of America Annual Convention, Philadelphia, PA, May 2012

“The Politics of Synecdoche,” National Communication Association Annual Convention, New Orleans, LA, November 2011

### **Discussant**

“Surviving the Discipline’s Constraints: Multiplicity, Meaning, and Mentorship Under Structural Oppression,” Feminist and Women’s Studies Division, National Communication Association Annual Convention, Baltimore, MD, 2019

“Time and Rhetoric: Envisioning the Future of the Field,” Southern States Communication Association Annual Convention, New Orleans, LA, April 2014

“Right Here, Right Now: Theorizing the Present,” Southern Communication Association, San Antonio, TX, April 2012

“Kenneth Burke – Media Scholar: Extending the Burkeian System,” Eastern Communication Association Annual Convention, Baltimore, MD, April 2010

### **Chair/Respondent**

Respondent, “Politics and Protest,” National Communication Association Annual Convention, Dallas, TX, November 2017

Chair, “Narrativity and Symbiology,” National Communication Association Annual Convention, Dallas, TX, November 2017

Respondent, “Innovative Social Movements and Innovations in Social Movement Theories,” Southern States Communication Association Annual Convention, Greenville, SC, April 2017

Chair, “Engaging the Material Gene: Gender, Race and Heredity After the Human Genome Project,” National Communication Association Annual Convention, Washington, DC, November 2013

Chair/Respondent, Annual Women’s Studies Student Research Symposium, University of Georgia, Athens, GA, March 2012

Chair/Respondent, Annual Women’s Studies Student Research Symposium, University of Georgia, Athens, GA, March 2011

## **DISCIPLINARY SERVICE**

### **Positions Held**

Secretary, Critical/Cultural Studies Division, National Communication Association, 2015-2018

### **Manuscript Review Work**

Editorial Board, Communication and Critical/Cultural Studies, 2018-present

Ad Hoc Referee, Communication and Critical/Cultural Studies, 2015-2018

Ad Hoc Referee, Quarterly Journal of Speech, 2015-2016

Reviewer, Critical/Cultural Studies Division, National Communication Association Annual Convention, 2013-present

Reviewer, Rhetorical and Communication Theory and Public Address Divisions, National Communication Association Annual Convention, 2009-present

Reviewer, Rhetoric Society of America Bi-Annual Convention, 2011-2017

Reviewer, Rhetoric & Public Address Division, Southern States Communication Association Annual Convention, 2010-2014

Reviewer, Kenneth Burke Interest Group, Eastern Communication Association Annual Convention, 2008-2010

## DEPARTMENTAL AND UNIVERSITY SERVICE

### Positions Held

Secretary, College Senate, SUNY Geneseo, 2018-present

Department Social Media Internship Coordinator, Department of Communication, SUNY Geneseo, 2018-present

Safe Zone Trainer, SUNY Geneseo, 2017-present

LGBTQ Issues Working Group, SUNY Geneseo, 2017-present

Department Assessment Committee, Department of Communication, SUNY Geneseo, 2017-present

Coach, Senior Oration Committee, SUNY Geneseo, 2017-present

Remote Instruction Consultant, Office of the Provost, SUNY Geneseo, Spring 2020

Committee Member, Vice President for Student and Campus Life Search Committee, SUNY Geneseo, Spring 2020

Archivist, Mental Task Force Town Hall Forum, SUNY Geneseo, 2018-2019

Faculty Working Group, Student Reflection Portfolios, SUNY Geneseo, Spring 2018

Facilitator, Student Academic Honesty Council, University of Georgia, 2012-2016

Chair, Spotlight Scholar Committee, Department of Communication Studies, University of Georgia, 2014-2015

External Reviewer, Oral Competency Annual Review, University of Mary Washington, 2011-2013

### Workshops and Talks

"Comedy, Rhetoric & Race," Professional Development Seminar, SUNY Dutchess Community College (virtual), March 24, 2021

"What Worked for Me," The Center for Teaching and Learning (TLC), SUNY Geneseo, August 17, 2020

"Public Speaking Workshop," McNair Scholars Program, SUNY Geneseo, February 2019 and April 2020

"Make America Litotes Again: Pussy Panel and Punk Rock," A Roundtable Discussion of Eastern European Activism and Pussy Riot, April 24, 2019

"Feed Forward Assessment," ASSESSTIVUS, SUNY Geneseo, January 21, 2019

"Reflecting on Student Reflection," Curriculum Design Working Group, SUNY Geneseo, September 26, 2018

"Public Speaking to Empower," Women's Leadership Institute, SUNY Geneseo, December 1, 2018

"Assessing What You Want from Your Degree," Intro to Graduate Studies Seminar, Department of Communication Studies, University of Georgia, November 11, 2015

"Writing Groups and Taking Your Work Public," Intro to Graduate Studies Seminar, Department of Communication Studies, University of Georgia, October 14, 2015

"Preparing the Teaching Portfolio," Graduate Teaching Portfolio Workshop, Center for Teaching and Learning, University of Georgia, January 8, 2015

## STUDENT MENTORING AND ADVISEMENT

### Student Publications and Presentations

- Mazariegos, D. (2020). "Culture Shock: Photo Immersion in South Korea." Student Ambassadorship, SUNY Geneseo, Spring 2019
- Gilbert, A. (2019). "Caved 'Identity.'" James C. McCroskey and Virginia P. Richmond Undergraduate Scholars' Conference, Eastern Communication Association Annual Conference, Providence, RI, April 12, 2019
- Buckingham, E. (2018). "Black Women Be Knowing: Tears, Consciousness & Affect in Get Out." *The Proceedings of GREAT Day*. Geneseo, NY: SUNY Geneseo
- Nam, S.K. (2018). "Test Dummy: Micro-Aggressions on Campus." *The Proceedings of GREAT Day*. Geneseo, NY: SUNY Geneseo
- Benson, M. (2018). "Rhetorics of Identity in the Music of Sia." James C. McCroskey and Virginia P. Richmond Undergraduate Scholars' Conference, Eastern Communication Association Annual Conference, Philadelphia, PA, April 27, 2018
- Calderon, J. (2018). "Caught Between Two Worlds," Visual Brand Project. Geneseo Recognizes Excellence, Achievement and Talent Undergraduate Research Conference, SUNY Geneseo, Geneseo, NY
- White, T. (2018). "90s Kid," Visual Brand Project. Geneseo Recognizes Excellence, Achievement and Talent Undergraduate Research Conference, SUNY Geneseo, Geneseo, NY
- Nunez, C. (2018). "A Kind of Magic," Visual Brand Project. Geneseo Recognizes Excellence, Achievement and Talent Undergraduate Research Conference, SUNY Geneseo, Geneseo, NY
- Yeomans, S. (2018). "One Woman in Her Time Plays Many Parts," Visual Brand Project. Geneseo Recognizes Excellence, Achievement and Talent Undergraduate Research Conference, SUNY Geneseo, Geneseo, NY
- Joyce, K. (2018). "That Paradox of Dialogue and Dissemination in Celebrity Social Media Culture," Speech & Media Research Podcasts. Geneseo Recognizes Excellence, Achievement and Talent Undergraduate Research Conference, SUNY Geneseo, Geneseo, NY
- Hoag, C. (2018). "Nix the Niche: The Ringer, Geeking Out, and the Future of Branding," Speech & Media Research Podcasts. Geneseo Recognizes Excellence, Achievement and Talent Undergraduate Research Conference, SUNY Geneseo, Geneseo, NY
- Katz, R. (2018). "Guys We F\*ck: Podcasting, Social Media, and the Shifting Sands of Public Trust," Speech & Media Research Podcasts. Geneseo Recognizes Excellence, Achievement and Talent Undergraduate Research Conference, SUNY Geneseo, Geneseo, NY
- Spink, D. (2018). "The Tyranny of Face-to-Face Communication for People with Disabilities," Speech & Media Research Podcasts. Geneseo Recognizes Excellence, Achievement and Talent Undergraduate Research Conference, SUNY Geneseo, Geneseo, NY
- Keenan, S. (2018). "Hookup Culture, Message Ambiguity, and the Importance of Clear Expectations," Speech & Media Research Podcasts. Geneseo Recognizes Excellence, Achievement and Talent Undergraduate Research Conference, SUNY Geneseo, Geneseo, NY
- Flowers, D. (2018). "Playlists, Self-Presentation, and Personal Branding," Speech & Media Research Podcasts. Geneseo Recognizes Excellence, Achievement and Talent Undergraduate Research Conference, SUNY Geneseo, Geneseo, NY
- Hernandez, J. (2018). "Engaging Students in Friendship Communication," Geneseo Recognizes Excellence, Achievement and Talent Undergraduate Research Conference, SUNY Geneseo, Geneseo, NY
- Joyce, K. (2018). "Romantic Communication for a Flipped Classroom," Geneseo Recognizes Excellence, Achievement and Talent Undergraduate Research Conference, SUNY Geneseo, Geneseo, NY

- Buckingham, E. (2018). "Black Women Be Knowing." SUNY Undergraduate Research Conference East, Monroe Community College, Rochester, NY
- Link, A. (2016). "[Je Adore Tu, Mon Ami: A Bride's Epideictic Speech.](#)" The Odyssey Online.
- Brittany Stocus (2016). "[Celebrity Privilege in Taylor Swift's Benevolent Pop Princess Style.](#)" University of Georgia Department of Communication Studies' Undergraduate Research Colloquium, University of Georgia, Athens, GA
- Amelia Hasbun (2014). "Eating Disorder Rhetoric: The Employment of Priestly and Bardic Voice in Community and Health Center Pamphlets." Southern States Communication Association Annual Convention, New Orleans, LA

### **Advising**

- Advisor, *The Lamron* (student newspaper), SUNY Geneseo, 2018-present
- Advisor, Chromatics Visual Club, SUNY Geneseo, 2017-present
- Mentor, Early College Program, Georgia State University, Fall 2016
- Mentor, Undergraduate National Communication Association (UNCA), Department of Communication Studies, University of Georgia, Fall 2014-Spring 2016
- Advocate/Facilitator, Academic Honesty Council, University of Georgia 2012-2016
- Advisor, "Loud & Clear" Public Forum Debates, Georgia Debate Union and Department of Communication Studies, University of Georgia, 2012-2014
- Advisor, Marketing Club, S.U.N.Y. Brockport, 2007-2008

### **Coaching**

- Angela Kubik, 2019 Student Commencement Speaker, SUNY Geneseo
- Sabrina Bramwell, 2019 Student Commencement Speaker, SUNY Geneseo
- Samira Salha, 2018 Student Commencement Speaker, SUNY Geneseo
- Coch, Public Speaking Contest, Department of Communication Studies, University of Georgia
- Sidney Wright (Pre-Law '18), "The Scale-ias of Justice," Spring 2016
- Shep Ogden (Business '18), "Human Progress: Exponential Possibilities," Fall 2016
- Frances Wilson (Undeclared '17), "Rock-Afire and Cyborg Childhood," Fall 2014
- Amelia Hasbun (Communication Studies '15), "Advocating for Amnesty," Fall 2011
- Ashley Hancock (Public Relations '13), "What You Don't Know About Roaches," Fall 2011
- Chris Gates (Pre-Law '12), "The Science Behind Sex and Marketing," Fall 2009

### **PROFESSIONAL MEMBERSHIPS**

- National Communication Association, 2009-present
- SUNY College at Brockport Alumni Network, 2009-present
- Rhetoric Society of America, 2010-present
- University of Georgia Alumni Network Association, 2015-present
- Southern States Communication Association, 2010-2017
- Union for Democratic Communications, 2017-2018
- American Association of University Women, 2014-2015
- Georgia Association for Women in Higher Education, 2013-2014
- Eastern Communication Association, 2007-2011



**NON-ACADEMIC PROFESSIONAL EXPERIENCE**

Copywriter, Development Finance International, Bethesda MD, 2012-2016

Senior Event Manager, Rochester Institute of Technology, Rochester NY, 2005-2008

Manager, Pierce's 1984 Restaurant, Elmira NY, 2000-2005

Political Fundraising Coordinator, Fraioli-Siggings Inc., Washington D.C., 2001