

Alane Lee Presswood

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Education

M.A./Ph.D.	2017	Ohio University School of Communication Studies <i>Emphases:</i> Rhetoric and Public Culture; New Media <i>Graduate Certificate:</i> Women/Gender/Sexuality Studies <i>Dissertation:</i> Add rhetoric and stir: A critical analysis of food blogs as contested domestic space <i>Dissertation committee:</i> Christina S. Beck (Chair), Stephanie Tikkanen, and Michael Butterworth
B.A.	2013	West Chester University (<i>Summa Cum Laude</i>) Department of Communication Studies

Professional Experience

September 2020 – present	Solutions Journalism Network • Higher Education Program Specialist • Mellon/ACLS Public Fellow	New York, NY
Jan. 2018 – present	Speech Writer/Communication Coach	www.LaniePresswood.com
August 2019 – July 2020	West Chester University • Director of Forensics (Speech and Debate) • Visiting Assistant Professor, Communication and Media Studies	West Chester, PA
July 2017 – July 2019	Hollins University • Director of Oral Communication across the Curriculum • Visiting Assistant Professor, Communication Studies	Roanoke, VA
Aug. 2013 – May 2017	Ohio University • Graduate Instructor, Communication Studies • Associate Director of Speech & Debate (2015-2017) • Speech & Debate Coach (2013-2014)	Athens, OH
Jan. 2013 – Dec. 2013	Reputation Changer/Brand.com Content writer and SEO strategist	West Chester, PA

Scholarly Interests

- Digital rhetorics and online discussion spaces (blogs, forums, Reddit, Twitter, Facebook...)
- Public address
- Post/Feminist rhetorics
- Popular culture narratives

Scholarship

Publications: Monographs and Scholarly Journal Articles

Presswood, A. (December 2019). *Food Blogs, Postfeminism, and the Communication of Expertise: Digital Domesticity*. Lanham, MD: Lexington. (Series: Communicating Gender)

Presley, R., & **Presswood, A.** (2018). Pink, brown, and read all over: Representation at the 2017 Women's March on Washington. *Cultural Studies <> Critical Methodologies*, 18(1), 61-71. doi: 1177/1532708617735134

Presswood, A. (2017). Death of an idol. *Departures in Critical Qualitative Research*, 6(2), 80-81. doi: 10.1525/dcqr.2017.6.2.80

Presswood, A. (2017). When avowal is not enough: Foucault and public shaming in a socially mediated world. *Ohio Communication Journal*, 55, 43-53.

Publications: Book Chapters (Non-peer reviewed) and Book Reviews

Presswood, A. (2020). The art of persuasion: On Gilberto Perez's *The Eloquent Screen: A Rhetoric of Film*. *Los Angeles Review of Books*. Retrieved from <https://lareviewofbooks.org/article/the-art-of-persuasion-on-gilberto-perezs-the-eloquent-screen-a-rhetoric-of-film/>

Presswood, A. (2019). A killer rhetoric of alternatives: Re/framing monstrosity in *My Friend Dahmer*. In Leigh Anne Howard and Susanna Hoeness-Krupsaw's (Eds.) *Performativity, Cultural Construction, and the Graphic Novel*. New York, NY: Routledge.

Presswood, A. (2018). MOFAD and #ProjectFortune: Optimizing social media for non-profit organizations. In Alexander Laskin's (Ed.) *Social, Mobile, and Emerging Media around the World: Communication Case Studies* (pp. 81-94). Lanham, MD: Lexington.

Presswood, A. (2017). Impromptu speaking. In A. Hosek (Ed.), *Student Guidebook for COMS1030: Fundamentals of Public Speaking* (pp. 141-146). Cincinnati, OH: Van Griner.

Presswood, A. (2016). Coffee, cookies, and community connections. In *Lehigh Valley Vanguard Collections: Explorations of Identity* (vol. 9). (pp. 20-22). Easton, PA: Lehigh Valley Vanguard.

Presswood, A., & Granelli, S. (2015). Memes, props, and tweets: How fans cope when shows go off the air. In Alison Slade's (Ed.) *Television, social media, and fan culture* (pp. 201-218). Lanham, MD: Lexington.

Conference Presentations

Presswood, A. (2021, February). A Complicating the Narratives approach to improved classroom discussions. Workshop presented at the annual conference of the National College Learning Center Association. Virtual conference due to COVID-19.

Presswood, A, Dejmanee, T., Okamoto, K, & Koch, M. (2020, November). Organized but not recognized: Labor at the crossroads of gender and digital technology. Discussion panel presented at the annual conference of the National Communication Association. Virtual conference due to COVID-19.

Caldwell, M., Howard, L.A., **Presswood, A.,** et al. (2020, November). Meeting up at the intersection: Performance, social construction, and the graphic narrative. Discussion panel presented at the annual conference of the National Communication Association. Virtual conference due to COVID-19.

Dols, S., Presley, R., & **Presswood, A.** (2020, April). New connections, new models, new innovators: Exemplars in creative application of rhetoric and critical studies. Discussion panel accepted at the annual conference of the Eastern Communication Association, Baltimore, MD. ***conference cancelled due to COVID-19.***

- Presswood, A. (2019, November). "What would Virginia Woolf do?" Managing women's midlife demands via Facebook support group. Paper presented at the annual conference of the National Communication Association, Baltimore, MD.
- Presswood, A. (2019, April). *Saving the world, maybe? <Free will> in supernatural and superhero narratives*. Paper presented at the annual conference of the Popular Culture Association/American Culture Association, Washington, D.C.
- Presswood, A. (2018, November). "A shameless explosion of unprofessionals:" *Food bloggers and the case for parasocial rhetoric*. Paper presented at the annual conference of the National Communication Association, Salt Lake City, UT. [top three paper: Public Address]
- Presswood, A. (2018, April). *Finding the Right Voice: Promoting and Sustaining Individual Branding on Food Blogs*. Paper presented at the annual conference of the Eastern Communication Association, Pittsburgh, PA. [top four paper: Rhetoric and Public Address]
- Presswood, A.**, Granelli, S., Gleason, S., & Presley, R. (2018, April). *Bridging the sage on the stage & the guide on the side: Enhancing traditional instruction with networked media*. Panel presented at the annual conference of the Eastern Communication Association, Pittsburgh, PA.
- Presswood, A. (2017, November). "Am I just a privileged white woman?" *Navigating post-feminist domesticity and social advocacy on food blogs*. Paper presented at the annual conference of the National Communication Association, Dallas, TX.
- Presley, R., & **Presswood, A.** (2017, November). *Pink, brown, and read all over: Representation at the 2017 Women's March on Washington*. Paper presented at the annual conference of the National Communication Association, Dallas, TX.
- Presswood, A. (2017, April). *Live local, eat local, work local: Perceptions of food and community among independent restaurant employees*. Paper presented at the annual conference of the Popular Culture Association/American Culture Association, San Diego, CA.
- Presswood, A. (2017, March). *Ree Drummond versus The Pioneer Woman: Postfeminist subject, capitalist tool*. Paper presented at the annual conference of the Eastern Communication Association, Boston, MA.
- Presswood, A. (2017, March). "Smart phones, dumb news: Using mobile technology as argumentative aid." G.I.F.T. presented within the short course *Freedom to Take Teaching Risks: Exploring Best and New Practices for Teaching the Basic Course* at the annual conference of the Eastern Communication Association, Boston, MA.
- Presswood, A. (2017, March). *Reliving the loss of Lincoln: Utilizing visitor-constructed dream spaces at the Petersen House*. Paper presented at the annual conference of the Eastern Communication Association, Boston, MA.
- Broderick, M., Okamoto, K., **Presswood, A.**, ...Granelli, S. (2017, March). *Freedom to Remember, Freedom to Forget*. Panel presented at the annual conference of the Eastern Communication Association, Boston, MA.
- Presswood, A. (2016, November). "Whatever blows your skirt up:" *Invitational rhetoric and constructed gender roles in The Pioneer Woman*. Paper presented at the annual conference of the National Communication Association, Philadelphia, PA.

- Munz, S, Gleason, S. Perez, C., Granelli, S., **Presswood, A.**, . . . Zempter, C. (2016, November). *Autobiographical performance as civic calling: My history of history*. Panel presented at the annual conference of the National Communication Association, Philadelphia, PA.
- Presswood, A. (2016, April). *When avowal is not enough: Foucault, public shaming, and social media*. Paper presented at the annual conference of the Eastern Communication Association, Baltimore, MD. [**top three student paper: Media Communication**]
- Presswood, A. (2016, April). *Crowdsourced constitutions and retweeted revolutions: Enacting deliberative democracy via social media*. Paper presented at the annual conference of the Eastern Communication Association, Baltimore, MD.
- Presswood, A. (2016, April). *Aspasia to Emma Watson: Tracing the rhetorical silencing of women to plan for a better future*. Paper presented at the annual conference of the Eastern Communication Association, Baltimore, MD.
- Presswood, A.**, & Foote, J. (2016, March). *Unexpected juxtapositions and priceless fragments: 'Femmage' and graphic narratives*. Paper presented at the annual conference of the Popular Culture Association, Seattle, WA.
- Presswood, A. (2015, November). *Simulation in the 21st century: Putting Facebook and Baudrillard in conversation*. Paper presented at the annual conference of the National Communication Association, Las Vegas, NV. [**top student paper: Communication and the Future**]
- Presswood, A. (2015, November). *A killer rhetoric of alternatives*. Paper presented at the annual conference of the National Communication Association, Las Vegas, NV.
- Presswood, A. (2015, April). *My Friend Dahmer: A rhetoric of blame, guilt, and identification*. Paper presented at the annual conference of the Popular Culture Association/American Culture Association, New Orleans, LA.
- Foote, J. & **Presswood, A.** (2014, November). *Learning to lead: The role of the graduate student in team leadership*. Paper presented at the centennial conference of the National Communication Association, Chicago, IL.
- Presswood, A. (2014, November). *"Everybody is in the Labyrinth": Subverting gothic traditions and rebuilding terministic screens*. Paper presented at the centennial conference of the National Communication Association, Chicago, IL. [**top student paper: Film, Theater, & New Multimedia**]
- Presswood, A.**, & Gleason, S. (2014, November). *Wal-Mart after dark: Place-making in corporate America*. Paper delivered at a Scholar-to-Scholar session of the centennial conference of the National Communication Association, Chicago, IL.
- Presswood, A. (2014, October). *Linking words with movement: Understanding gestures as extensions of meaning*. A GIFT presented at the annual conference of the Ohio Communication Association, Columbus, OH.

Guest Lectures and Media Appearances

- Invited lecturer. (28 October 2019). *Research approaches to postfeminist topics and digital spaces*. Presented to Intercultural Communication (COMM 3451). University of Minnesota.

Featured guest. (22 October 2019). The Copywriter Club. [Audio podcast]. Retrieved from <https://thecopywriterclub.com/copywriting-event-lanie-presswood/>

Featured guest. (9 July 2019). Truelove's Show. [Audio podcast]. Retrieved from <https://open.spotify.com/episode/32PMVydbLkSjUacSRRFm3a?si=tKJHVdmSJucKtAPjaXvag>

Featured guest. (2 July 2019). The Brainspace Optimized Podcast. [Audio podcast]. Retrieved from <https://brainspaceoptimized.com/how-to-deliver-a-presentation-youre-proud-of-with-lanie-presswood/>

Invited lecturer. (8 March 2018). *Digital communities and social support*. Presented to Organizational Communication (COMM3640). Clemson University.

Presenter. (2 March 2018). *Oral communication and the liberal arts: An evolving perspective*. Presented as part of the Faculty Lunch Series. Hollins University.

Invited panelist. (13 November 2017). *Turning passion into scholarship*. Presented to the Department of Communication. Northeastern University.

Invited lecturer. (27 January 2017). *Food and gender*. Presented to Food as Communication (SCOM355). James Madison University.

Invited lecturer. (7 November 2017). *Star power and food blogs*. Lecture delivered to The Hollywood Star (FILM197). Hollins University.

Invited lecturer. (14 October 2016). *Communicating feminine fandom in the digital sphere*. Lecture delivered to Contemporary Culture and Rhetoric (COMS3603). Ohio University.

Invited lecturer. (6 April 2016). *Presenting graduate research*. Lecture delivered to Advanced Seminar in Instructional Technology (EDCT 7900). Ohio University.

Featured series presenter. (fall and spring, 2015-2016). Alden Library Graduate Workshop Series. Ohio University.

Undergraduate Instruction

Instructor of Record (West Chester University)

Public Speaking (SPK208)

Argumentation (COM206)

Forensics (COM499) – *independent study*

Instructor of Record (Hollins University)

Public Speaking (COMM125)

Rhetorical Criticism (COMM216)

Argumentation and Advocacy (COMM238)

Critical Issues in Social Media (COMM250) – *independent study*

Digital Dining and Viral Media (SEM1225)

Instructor of Record (Ohio University)

Introduction to Communication Theory (COMS2350)

Argumentation and Advocacy (COMS2150)

Techniques of Group Discussion (COMS2050)

Public Speaking (COMS1030)
Fundamentals of Human Communication (COMS1010) – *online course*

Graduate Teaching Assistant (Ohio University)

Communication and New Technology (COMS3200) – *100 students*
Fundamentals of Human Communication (COMS1010) – *400 students*

Awards and Honors

- ACLS/Mellon Public Fellow, 2020-2022
- Top Three Paper, NCA Public Address Division, November 2018
- Competitively selected as a participant in the 2018 Popular Culture Association Summer Research Institute at Bowling Green State University, June 2018
- Sowell Grant recipient, August 2018 (*awarded \$1,700 to host a faculty development workshop*)
- Top Four Paper, ECA Rhetoric and Public Address Division, April 2018
- Consecutive “Terry Conry and Lynn John Student Conference Award” Winner, Ohio University, March 2015 and April 2016 (*awarded to grad student with most successful annual conference record*)
- Top Three Student Paper, ECA Media Communication Division, March 2016
- Top Student Paper, NCA Communication and the Future Division, November 2015
- Michael Schoenecke Travel Grant (\$200.00), Popular Culture Association, April 2015
- Top Student Paper, NCA Film and New Media Division, November 2014
- Summa Cum Laude, West Chester University, May 2013
- Received multiple awards in intercollegiate Forensics competition, including three Pennsylvania State Champion titles, an NFA national quarter-final in persuasion, an NFA national semi-final in impromptu speaking, and a Pi Kappa Delta national championship in impromptu speaking, 2009-2013
- Board of Governors full tuition undergraduate scholarship, West Chester University, 2009-2013

Service

Professional Service (West Chester University)

- Director of Forensics (August 2019 – present)
 - Supervise and train graduate assistants
 - Coordinate and execute interstate competitive travel excursions (for 2019-2020: 8 regional tournaments and two national tournaments)
 - Arrange and execute hotel/travel arrangements, including specialty dining accommodations
 - Operate 15-passenger vans and oversee student safety
 - Hosting an annual regional tournament (West Chester University’s Carolyn Keefe Memorial Tournament, October 2019)
 - Reserving and allocating space on campus
 - Hiring judges and competition staff
 - Planning and scheduling of competitive events
 - Budget management
 - Train, coach and educate students
 - 5-10 hours of one-on-one student coaching per week, covering argumentation, effective speechwriting and editing, advanced physical/verbal delivery, breath control, and appropriate competitive decorum
 - 2-4 hours of team or group coaching per week
- Departmental representative for Academic Arena admissions event (October 2019)

Professional Service (Hollins University)

- Director of Oral Communication Across the Curriculum (July 2017 – July 2019)
 - Reviewed and approved new course proposals for the Oral Communication general education requirement
 - Provided pedagogical training for oral communication instructors, including:
 - Created an original Oral Communication Instructors’ handbook
 - Compiled a Moodle toolkit updated with adaptable lesson plans, assignments, and rubrics for all instructors
 - Planned and facilitated a summer 2018 oral communication faculty workshop, for which I secured a \$1,700 internal grant
 - Served as a consultant at the annual “Faculty Course Spa,” a one-day workshop where faculty receive instructional assistance from support staff and general education directors across campus
 - Proposed a revised curricular requirement based on a comprehensive survey of the discipline (general education requirements are currently under review at the institutional level)
 - Presented an annual 100-student oral communication lecture for First Year Seminar students
 - Tutored individual students for theses presentations
 - Visited individual classrooms to provide instructional support and guest lectures for oral communication courses
- Accepted Students’ Day Workshop Facilitator (April 2018)
- Academic Fair departmental representative (August 2017/August 2018)

Professional Service (Ohio University)

- Representative, National Communication Association Graduate Student Fair (2015-2017)
- Faculty Meeting Graduate Student Representative, Graduate Student Coalition (2016-2017)
- Vice President, Graduate Student Coalition (2015-2016)
- Panelist, Teacher Training Academy graduate life panel (2015-2016)
- Panelist, National Communication Association Student Club networking panel (2015)
- Secretary, Graduate Student Coalition (2014-2015)
- Departmental Peer Mentor for new graduate students (2014-2015)

Disciplinary Service

- Panel Chair, “Identities at the Crossroads: The Intersection of Identities as Resistance.” Annual conference of the National Communication Association, virtual conference. (November 2020).
- Reviewer for the Eastern Communication Association’s James C. McCroskey and Virginia P. Richmond Undergraduate Scholars Conference, January 2020
- Panel Chair, “Paging Pop Culture: Health Narratives in Mediated Entertainment Contexts.” Annual conference of the National Communication Association, Baltimore, MD. (November 2019).
- Reviewer, *The Kentucky Journal of Communication* (2017 – present)
- Reviewer, National Communication Association (2015-present)
 - Film, Theatre, and New Multimedia Division
 - Argumentation and Forensics Division
- Reviewer/Chair/Respondent, Eastern Communication Association (2014-present)
 - Media Communication Division
 - Rhetoric & Public Address Division
- Ad Hoc Reviewer, *Sexuality and Culture* (2017)
- Consultant on supplementary instructional materials, Kendall Hunt (2016)
- National Communication Association Conference Volunteer (2015)
- Social Media Director, Media Communication Division of the ECA (2014 – 2015)

Workshops and Professional Development

- Workshop attendee. Faculty Development Retreat. Hollins University (June 2018)
- Roundtable series participant. Early Career Faculty Learning Community. Hollins University, (Fall 2018)
- Workshop attendee (competitively selected). The Popular Culture Association Summer Research Institute. Bowling Green State University (June 2018)
- Workshop attendee. *Exploring the Impact of Everyday Sights and Insults*. Office of Inclusivity & Diversity, Hollins University (December 2017)
- Short course attendee. Basic Course Conference. Eastern Communication Association (April 2017)
- Compensated participant. Online Facilitator Training (3-week digital short course). Ohio University (April 2014)
- Workshop attendee. *The positive deviance approach to social change* (with Dr. Arvind Singhal). Ohio University (March 2014)
- Workshop attendee. Teacher Training Academy. School of Communication Studies, Ohio University (August 2013)

Graduate Coursework

- Qualitative Research Design
- Quantitative Research Design
- Theory in Communication Studies I-II
- Rhetorical Criticism
- Rhetorical Historiography
- History of Rhetorical Theory (audited)
- Critical Rhetoric: Foucault and Rancière
- Rhetoric of Democracy
- Rhetorical and Communicative Functions of Technology: Graphic Narratives
- Rhetoric and Public Memory
- Interpersonal Perspectives on Conflict
- New Technology in Communication Contexts
- Mass Communication Theory
- Performance Ethnography and Oral History
- Anthropology and Life History
- Professional Seminar in Academic Writing
- Professional Seminar in Advanced Pedagogy
- Feminist Political Theories
- Feminist Theory and Recent Scholarship

Association Memberships

- National Communication Association
- Eastern Communication Association
- Popular Culture Association
- Lambda Pi Eta
- Pi Kappa Delta