

# Cristina Hanganu-Bresch, PhD

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## SUMMARY

Professor with tenure in English, Writing & Rhetoric. Research in the rhetoric of health and medicine, with focus on psychiatry; strong interest in scientific writing, animal studies, and vegetarianism.

## EDUCATION

2008	<b>PhD in Rhetoric and Scientific and Technical Communication</b> , University of Minnesota, MN. Dissertation: <i>Faces of depression: An analysis of antidepressant advertising in the American and British Journals of Psychiatry, 1960-2004</i> (May 2008). Advisor: Dr. Art Walzer
2000	<b>MA in Technical and Scientific Communication</b> , James Madison University, VA Practicum Project: Website Development and Maintenance Manual for <i>Daily News Record</i> , Harrisonburg, VA (Dec. 2000)
1997	<b>MA in British Cultural Studies</b> , University of Bucharest, Bucharest, Romania Thesis: <i>Constructing Power: The Castle Syndrome</i> (Sep. 1997)
1996	<b>BA in Philology</b> (major: Romanian; minor: English), University of Bucharest, Bucharest, Romania. Thesis: <i>The Balkan Hero in Romanian Literature</i> [in Romanian] (Jul. 1996)

## ACADEMIC POSITIONS

Jun. 2024-	<b>Professor (tenured)</b> , Saint Joseph's University, Philadelphia PA English, Writing, and Journalism Department
Jun. 2023-present	<b>Graduate Director</b> , Writing Studies, Saint Joseph's University, Philadelphia PA
Jun. 2022-Jun 2024:	<b>Associate Professor (tenured)</b> , Saint Joseph's University, Philadelphia PA
Aug. 2017-May 2022:	<b>Associate Professor (with tenure) and Assistant Director of Writing Programs</b> University of the Sciences, Philadelphia PA
Aug. 2010-Jul. 2017:	<b>Assistant Professor and Assistant Director of Writing Programs</b> University of the Sciences, Philadelphia PA
Aug. 2008- Jun. 2010:	<b>Visiting Professor, Writing Programs</b> , University of the Sciences, Philadelphia, PA

## PEER-REVIEWED PUBLICATIONS

### BOOKS

#### MONOGRAPHS

De Hertogh, Lori Beth, Ann Green, **Cristina Hanganu-Bresch**, Laura Micciche, Cathryn Molloy, Bryna Siegel Finer, Jamie White-Farnham. *Rhetorics of Menopause* – Under contract with Lexington Press/Rowman & Littlefield. Manuscript submitted: June 2025; accepted for publication.

**Hanganu-Bresch, Cristina** and Carol Berkenkotter. *Diagnosing Madness: The discursive construction of the psychiatric patient, 1850–1920*. Columbia, SC: The University of South Carolina Press, 2019.

- *Outstanding Academic Title Choice Award* from the Association of College and Research Libraries (<http://www.ala.org/acrl/choice/outstanding>)
- Book symposium on *Diagnosing Madness* hosted by *The Romanian Journal of Communication and Public Relations* at <https://journalofcommunication.ro/index.php/journalofcommunication/issue/view/38>, with five invited reviewers and author response.

#### TEXTBOOK

**Hanganu-Bresch, Cristina** and Kelleen Flaherty. *Effective Scientific Communication: The Other Half of Science*. Oxford University Press, 2020.

#### **EDITOR (COLLECTIONS WITH ACADEMIC PRESSES)**

**Hanganu-Bresch, Cristina**, editor. *The Rhetorical Construction of Vegetarianism*. London and New York: Routledge (Critical Food Studies Series), 2023. <https://doi.org/10.4324/9781003039013>.

**Hanganu-Bresch, Cristina**, Michael Zerbe, Gabriel Cutrufello, and Stefania Maci, editors. *Routledge Handbook of Scientific Communication*. London and New York: Routledge, 2022. ISBN 9781032190532.

\*Winner of the award for Best WAC Edited Collection, presented by Association for Writing Across the Curriculum and the WAC Clearinghouse, June 2023

**Hanganu-Bresch, Cristina** and Kristin Kondrlik, Editors. *Veg(etari)an Arguments in Culture, History, and Practice: The V Word*. London: Palgrave/McMillan (Animal Ethics Series), 2021.

Everett, Justin and **Cristina Hanganu-Bresch**, Editors. *A Minefield of Dreams: Triumphs and Travails of Independent Writing Programs*. WAC Clearinghouse & Colorado State University Open Press, 2016.

#### **EDITOR (SPECIAL ISSUES)**

Guest co-editor for Special Issue of *Rhetoric Society Quarterly* vol. 55, no. 3, 2025: "Rhetoric of Science in (times of) Crisis." With Michael Zerbe and Gabriel Cutrufello.

<https://www.tandfonline.com/toc/rssq20/55/3>

Guest editor for Special Issue of *Rhetoric of Health and Medicine*, vol. 4, no. 2, 2021, "Rhetoric of Food as Medicine." <https://journals.upress.ufl.edu/rhm/issue/view/288>

#### **ARTICLES**

DeTora, Lisa, **Cristina Hanganu-Bresch**, and Mohammad Sarwar. "From Research to Manuscript: Considering Scientific Writing in Institutional Contexts." *Trends in Scholarly Publishing*. In press.

Zerbe, Michael, **Cristina Hanganu-Bresch**, and Gabriel Cutrufello. "The Rhetoric of Science in (Times of) Crisis." *Rhetoric Society Quarterly* vol. 55, no. 3, 2025, pp. 207–222.

<https://doi.org/10.1080/02773945.2025.2493481>

Condit, Celeste, Lisa Keränen, Carolyn Miller, **Cristina Hanganu-Bresch**, Michael Zerbe, and Gabriel Cutrufello. "Rhetoric of Science: Reflections on the History and Future of the Field: A Dialogue with Carolyn R. Miller, Celeste M. Condit, and Lisa Keränen." *Rhetoric Society Quarterly* vol. 55, no. 3, 2025, pp. 340-356. <https://doi.org/10.1080/02773945.2025.2493479>

**Hanganu-Bresch, Cristina**, Justin Everett, Trisha Egbert, Lisa Charneski, and Gary Sloskey. "Sustainable Writing Support in a Second-Year Pharmacy Course." *Across the Disciplines*, vol. 19, no. 1-2 [Special issue on Writing in STEM]. <https://doi.org/10.37514/ATD-J.2022.19.1-2.03>

**Hanganu-Bresch, Cristina**. "The Rhetoric of Food as Medicine: Introduction to Special Issue on the Rhetoric of Food and Health." *Rhetoric of Health & Medicine* vol. 4, no. 2. 2021: 111–125. DOI: 10.5744/rhm.2021.2001.

**Hanganu-Bresch, Cristina**. "Response to Reviews of *Diagnosing Madness*." *Romanian Journal of Communication and Public Relations* vol. 23, no. 2, 2021, pp. 89-95. ISSN: 1454-8100/ E-ISSN: 2344-5440

**Hanganu-Bresch, Cristina**. "Public Perceptions of Moral Insanity in the 19<sup>th</sup> Century." *Journal of Nervous and Mental Disease* vol. 207, no. 9, 2019, pp. 805–814. DOI: 10.1097/NMD.0000000000001035.

**Hanganu-Bresch, Cristina**. "Orthorexia: Eating right in the Context of Healthism." *Medical Humanities* vol. 46, 2019, pp. 311–322. doi: 10.1136/medhum-2019-011681.

**Hanganu-Bresch, Cristina**. Neitherfemme. *Women and Language*, vol. 40, no. 1, 2018. Special issue: *Nasty (Wo)manifestos: Remixing Feminisms for Social Change*. Multimedia installation + artist statement. <https://www.womenandlanguage.org/40-2womanifestos>.

**Hanganu-Bresch, Cristina**. "Clean Eating and Orthorexia as Technologies of the Self." *Hektoen International: A Journal of Medical Humanities* vol. 11, no. 1, 2018.

<http://hekint.org/2018/08/23/clean-eating-and-orthorexia-as-technologies-of-the-self/>

**Hanganu-Bresch, Cristina** and Carol Berkenkotter. "Narrative Survival: Personal and Institutional Accounts of Asylum Confinement." *Literature and Medicine* vol. 30, no. 1, 2012, pp. 12–41. doi:10.1353/lm.2012.0006.

Berkenkotter, Carol, and **Cristina Hanganu-Bresch**. "Occult Genres and the Certification of Madness in a 19<sup>th</sup> Century Victorian Asylum." *Written Communication* vol. 28, no. 2, 2011, pp. 220-250. <https://doi.org/10.1177/0741088311401557>

Doss, Marion T., Bowers, Stephen R. & **Hanganu, Cristina**. "The transformation of the Romanian criminal justice system." *International Journal of Police Science and Management*, vol. 3, no. 3, 2001, pp. 226-245.

## CHAPTERS

**Hanganu-Bresch, Cristina**. "The Huberman Lab: The Role of Ethos in Communicating Biohacking Science." *Communicating Medical Science in the Digital Age: Culture, Knowledge, Expertise, Practices*, edited by Girolamo Tessuto, Stefania Maci, and Michael Zerbe, Cambridge Scholars, 2025, pp. 18-35.

**Hanganu-Bresch, Cristina**. "The Discursive Construction of Veg(etari)anism: A Polyphonic Rhetoric." *The Rhetorical Construction of Vegetarianism*, edited by Cristina Hanganu-Bresch, Routledge (Critical Food Studies Series), 2023, pp. 1-22 doi:10.4324/9781003039013.

Zerbe, Michael, **Cristina Hanganu-Bresch**, Gabriel Cutrufello, and Stefania Maci. "Introduction." *Routledge Handbook of Scientific Communication*, edited by Cristina Hanganu-Bresch, Michael Zerbe, Gabriel Cutrufello, and Stefania Maci, Routledge (Environmental Communication Series), 2022, pp.1-12.

**Hanganu-Bresch, Cristina**. "Introduction: Legitimation Strategies in Veg(etari)an and Anti-veg(etari)an Discourses." *Veg(etari)an Arguments in Culture, History, and Practice: The V Word*, edited by Cristina Hanganu-Bresch and Kristin Kondrlik, Palgrave/McMillan, 2021, pp. xvii-xxix. <https://doi.org/10.1007/978-3-030-53280-2>

**Hanganu-Bresch, Cristina**. What's in a meme? *The 2016 CCCC Intellectual Property Annual: A Publication of the Intellectual Property Caucus of the Conference on College Composition and Communication*, pp. 16-23, 2017. Available at <http://www.ncte.org/cccc/committees/ip/2016-developments>

**Hanganu-Bresch, Cristina**. "Qvo Vadis, Independent Writing Programs? Writing about Writing and Rhetorical Education." *A Minefield of Dreams: Triumphs and Travails of Independent Writing Programs*, edited by Justin Everett and Cristina Hanganu-Bresch, WAC Clearinghouse and Parlor Press, 2016, pp. 193-212.

Everett, Justin and **Cristina Hanganu-Bresch**. "Introduction: Toward a Schema of Independent Writing Programs." *A Minefield of Dreams: Triumphs and Travails of Independent Writing Programs*, edited by Justin Everett and Cristina Hanganu-Bresch, WAC Clearinghouse and Parlor Press, 2016, pp. 3-19.

Berkenkotter, Carol, **Cristina Hanganu-Bresch**, and Kira Dreher. "Descriptive Psychopathology in Asylum Case Histories: The Case of John Horatio Baldwin." *Insights into Medical Communication*, edited by Maurizio Gotti, Stefania Maci, and Michele Sala, Bern: Peter Lang, 2015, pp. 91-110.

**Hanganu-Bresch, Cristina**. "Treat Her with Prozac: Four Decades of Direct-to-Physician Antidepressant Advertising." *Drugs & Media: New Perspectives on Communication, Consumption and Consciousness*, edited by Robert MacDougall, New York, NY: Continuum/Bloomsbury, 2012, pp. 166-192.

**Hanganu-Bresch, Cristina**. "Mall of America: Consumption and Social Wilderness." In *Entertaining Fear: Rhetoric and the Political Economy of Social Control*, edited by Catherine Chaput, Danika Brown, and M.J. Braun, Bern: Peter Lang: Frontiers in Political Communication Series, 2009, pp. 203-222.

**Hanganu-Bresch, Cristina**. "Overview of Gender in Eastern Europe." *Encyclopedia of Gender and Information Technology*, edited by Eileen Trauth, Hershey, PA and London, UK: Idea Group Reference, 2006.

Berkenkotter, Carol and **Cristina Hanganu-Bresch**. "Of Speaking Subjects: Freud's Case Histories as Genre for the Mind's New Science." In *Text i Arbete/Text at Work*. Institutionen för Nordiska Spark vid Uppsala Universitet, 2004, pp. 270-279.

## BOOK REVIEWS

**Hanganu-Bresch, Cristina**. Patrick McDonagh, *Idiocy: A Cultural History. Journal of Literary and Cultural*

*Disability Studies* vol. 7, no. 2, 2013.

**Hanganu-Bresch, Cristina.** "Architecture as Psychiatric Treatment: The History of the Asylums in the United States." *The Review of Communication* vol. 8, no. 4, 2008.

**Hanganu-Bresch, Cristina.** "Irene Clark: Concepts in Composition: Theory and Practice in the Teaching of Writing." *Journal of Technical Writing and Communication* vol. 33, no. 4, 2003, pp. 388-392.

### WORKS IN PROGRESS

Hart Miller, Amanda, Ann Green, **Cristina Hanganu-Bresch**, April Lindner, and Jamie White-Farnham. "Menopause Creative Collection." (Tentative title; CFP stage).

**Cristina Hanganu-Bresch**, Lisa deTora, and Ryan Mitchell. "After the Crisis: Make, Do, and Mend and/as Rhetoric of Science." (CFP stage, interest from Blooomsbury Press).

**Hanganu-Bresch, Cristina.** Invited book review for *Public Understanding of Science*. Pamela Pietrucci, and Ceccarelli, L. (Eds). *Scientists, Politics, and the Rhetoric of Public Controversy*.

### OTHER PUBLICATIONS

#### **STUDENT-LED PUBLICATION [Peer-Reviewed Journal]**

Tanner, Brendan and **Cristina Hanganu-Bresch**. "The Role of Epigenetics in Regulating Obesity." *Journal of Young Investigators*, vol. 25, no. 4, 2013. <https://www.jyi.org/2013-april/2017/6/25/the-role-of-epigenetic-regulation-in-the-development-of-obesity-a-comprehensive-review>

#### **POETRY TRANSLATION [Peer-Reviewed Journals]**

Sorkin, Adam and **Cristina Hanganu-Bresch**. „Let's make love / So long! In Bucharest / I'm given a copy of 'Howl' signed by Ginsberg / Oh, Natalie. . . / I'd like to be your friend, by Mircea Cărtărescu." *Poem: International English Language Quarterly* vol. 4, no. 3-4, 2016, pp. 348-364. <http://dx.doi.org/10.1080/20519842.2016.1204717>

Sorkin, Adam and **Cristina Hanganu-Bresch**. "The girl with the diamond socks, by Mircea Cărtărescu." *Glint Literary Journal*, vol. 7, 2016. <https://glintjournal.wordpress.com/mircea-cartarescu-2/>

Sorkin, Adam and **Cristina Hanganu-Bresch**. "Love poem, by Mircea Cărtărescu." *Connotation Press*, 2013. <http://www.connotationpress.com/a-poetry-congeries-with-john-hoppenthaler/april-2013/1833-mircea-cartarescu-poetry>

#### **ESSAY IN AN EDITED ANTHOLOGY**

**Hanganu-Bresch, Cristina Hanganu-Bresch.** "The Two Bucharests." In *Down the Block*, an anthology by Metrolingua. 2009.

#### **ORIGINAL POETRY**

**Hanganu-Bresch, Cristina.** "The men who ever were." *Exquisite Corpse* vol. 14, 2004. [http://www.corpse.org/issue\\_14/unm\\_person/bresch.html](http://www.corpse.org/issue_14/unm_person/bresch.html)

#### **JOURNALISM**

A variety of local interest stories and reports (focus: Philadelphia area, institutions, and history), published in the *Rittenhouse Square Revue*, 2006-2009. Titles and texts available upon request. Magazine is out of print.

### GRANTS, FELLOWSHIPS, AND AWARDS

June 2023	<b>Winner of the award for Best WAC Edited Collection</b> for <i>The Routledge Handbook of Scientific Communication</i> , presented by Association for Writing Across the Curriculum and the WAC Clearinghouse
Aug. 2022	<b>Resident fellow with Brocher Foundation, Switzerland</b> (1-month stay). Project: <i>Food Biopolitics and Orthorexia</i> [project postponed from 2021 to 2022 due to COVID]
May 2020	<b>Outstanding Academic Title Choice Award</b> for <i>Diagnosing Madness</i> from the Association of College and Research Libraries ( <a href="http://www.ala.org/acrl/choice/outstanding">http://www.ala.org/acrl/choice/outstanding</a> )
Sep.-Dec. 2019	Sabbatical semester awarded at the University of the Sciences
Jul.-Aug. 2018	<b>Resident fellow with Brocher Foundation, Switzerland</b> (2-month stay). Project: <i>Eating Right: Between obsession and ethics. Culture wars around orthorexia and veganism</i>

	<a href="http://brocher.ch/fr/chercheurs/cristina-hanganu-bresch/">http://brocher.ch/fr/chercheurs/cristina-hanganu-bresch/</a>
Mar. 2016	\$2,500 <b>travel grant</b> from conference organizers to attend/present at the Histories of Forensic Psychology and Forensic Psychiatry Conference, University of Canterbury, Christchurch, New Zealand
May 2012	\$3,000 <b>American Philosophical Society Franklin Research Grant</b> to conduct research at the Wellcome Institute Library and Archives, London, UK
May 2003	<b>Winner</b> of the Medtronics Industrial Affiliates Program (IAP) Fellowship
Apr. 2001	<b>Outstanding Graduate Student Award</b> , Institute of Technical and Scientific Communication, James Madison University
Jan. 2001	<b>Award of Excellence</b> in the Society for Technical Communication International Online Competition, for the website created for the Institute of Technical and Scientific Communication, James Madison University
Aug. 1998	BBC Grant to attend <b>BBC English Language Summer School</b> , Twickenham, UK

## CONFERENCE PRESENTATIONS

### NATIONAL CONFERENCES

Paper	Conference	Location/Dates
Orthobiotics: The science of optimized living and those left behind - <b>accepted</b>	Rhetoric Society of America	Portland, OR May 21-24, 2026
Feminist Workshop: Food as Intersectional Feminist Work, Resistance, Hope, and Community (Invited speaker; <b>accepted</b> )	Conference on College Composition and Communication	Cleveland, OH Mar. 4-7, 2026
"The Huberman Lab and the Crisis of Scientific Ethos"	Conference on College Composition and Communication	Baltimore, MD April 9-12, 2025
Panelist, Feminist B-side: The Cultural Awakening of Menopause Rhetorics; presentation: "Women's Health Initiative: A Rhetorical History"	Conference on College Composition and Communication	Baltimore, MD April 9-12, 2025
Combatting Epistemological Mythology Through Rhetorical Listening (panel presentation)	Rhetoric Society of America	Denver, CO May 23-27, 2024
The rhetoric of moderation in contemporary lifestyle discourses	Rhetoric Society of America	Denver, CO May 23-27, 2024
Deconstructing speciesism in rhetoric and composition studies: a programmatic agenda	Rhetoric Society of America	Baltimore, MD May 27-31, 2022
Paying attention to animals in Rhetoric and Composition. <i>Ecocomposition Roundtable</i>	Conference on College Composition and Communication	Spokane, WA April 2021
Accommodating Non-Human Animals in Rhetorical Studies (accepted)	Rhetoric Society of America - conference canceled due to COVID	Portland, OR May 21-24, 2020
Orthorexia's ecological niche: medical and popular accounts of a new cyberpathy	National Communication Association, Health Communication Division	Baltimore, MD Nov. 14-17, 2019
Food biopolitics: orthorexia and healthism	Rhetoric of Health and Medicine Symposium	Orlando, FL Sept. 5-6, 2019
The animal turn in rhetoric and composition	Conference on College Composition and Communication	Pittsburgh, PA Mar. 13-16, 2019
Legitimizing meat: the invention of anti-vegan rhetoric	Rhetoric Society of America	Minneapolis, MN May 31-Jun. 3, 2018
Reframing veg*nism as mental disorder	Rhetoric Society of America	Minneapolis, MN May 31-Jun. 3, 2018
Cyberveganism and displaced animals	American Association of Geographers	New Orleans, LA Apr. 10-14, 2018

Orthorexia, healthism, and the dynamics of pop psychiatry	<i>National Communication Association; Association for the Rhetoric of Science, Technology, and Medicine</i>	Philadelphia, PA Nov. 2016
Moral insanity: An aporetic intersection between psychiatry and law in the 19 <sup>th</sup>	<i>Rhetoric Society of America</i>	Atlanta, GA May 2016
Addressing scientific literacy in upper-level writing courses	<i>National Council for Teachers of English</i>	Minneapolis, MN Nov. 2015
Rhetoric, psychiatry, law: An aporetic intersection	<i>Discourses of Health and Medicine Symposium</i>	Cincinnati, OH Sept. 3-4, 2015
Traditional, hybrid, and online courses: A comparison from the trenches	<i>Lilly International Conference on Evidenced-Based Teaching and Learning</i>	Bethesda, MD May 28 - 31, 2015
Constructing, deconstructing, reconstructing...: Mental disorders, the self, and identity (Panel)	<i>National Communication Association</i>	Chicago, IL Nov. 20-23, 2014
Arguing psychiatric diagnoses: Mental illness and the law in the 19th century	<i>Rhetoric Society of America</i>	San Antonio, TX May 22-25, 2014
Elevatorgate, or the limits of the online rhetorical construction of morality	<i>Popular Culture Association</i>	Chicago, IL Apr. 16-19, 2014
The Hinchman Conspiracy case	<i>Rhetoric Society of America</i>	Philadelphia, PA May 2012
A digital presence for Writing Programs	<i>Writing Program Administrators</i>	Baton Rouge, LA Jul. 2011
Mommybloggers: Between empowerment and corporatism	<i>National Communication Association Convention</i>	San Francisco, CA Nov. 2010
Science writing, writing science: Adapting the writing curriculum to a science-oriented institution	<i>Writing Program Administrators)</i>	Philadelphia, PA Jul. 2010
The rhetoric of depression and melancholy	<i>Rhetoric Society of America</i>	Minneapolis, MN May 2010
Drug promotion and health reform: Recalls, settlements, and the legitimacy crisis of the health care system (poster)	<i>Kentucky Health Communication Conference</i>	Lexington, KY Apr. 2010
Antidepressant advertising: the latest chapter in the illustrated history of depression	<i>Rhetoric Society of America</i>	Seattle, WA May 2008
Visual semiotics: An overview	<i>National Communication Association</i>	Boston, MA Nov. 2005
Recontextualizing Dora: Freud's rhetorical uses of reported speech. With Carol Berkenkotter.	<i>National Communication Association</i>	Nov. 2004 Chicago, IL
Towards a rhetoric of architectural space: The shopping mall and the postmodern flâneur	<i>Rhetoric Society of America</i>	Austin, TX May 2004
Advertising Depression: The Case of Paxil	<i>Conference on College Composition and Communication</i>	San Antonio, TX Mar. 2004
Faces of Depression: Representations of Women in Psychopharmaceutical Advertising	<i>Fourth Biennial International Feminism(s) and Rhetoric(s)</i>	Columbus, OH Oct. 2003
Rhetorical Architecture: A Study in Space and Totalitarianism	<i>Rhetoric and Composition</i>	State College, PA Jul. 2003

## INTERNATIONAL CONFERENCES

<b>Paper</b>	<b>Conference</b>	<b>Location/Dates</b>
Nonspeciesist Rhetorical Theory and Pedagogy: A Programmatic Agenda	<i>European Association for Critical Animal Studies</i>	UK/Online Jun. 24-25, 2021
Digital animals: Memeification, monetization and affect in the age of social media	<i>European Association for Critical Animal Studies</i>	Barcelona, Spain May 22-24, 2019

Veganism, united, against itself: Public perceptions of internecine fights in the vegan community	<i>Rhetoric Society of Europe, University of East Anglia</i>	Norwich, UK Jul. 3-5, 2017
Public perceptions of moral insanity in the 19th century	<i>Histories of Forensic Psychology and Forensic Psychiatry, University of Canterbury</i>	Christchurch, New Zealand Mar. 17-28, 2016
Descriptive psychopathology in asylum case histories: The case of John Horatio Baldwin. With Carol Berkenkotter	<i>The Language of Medicine: Science, Practice and Academia</i> CERLIS, University of Bergamo	Bergamo, Italy Jun. 19-21, 2014
The proof is in the brush stroke: Diagnosing and treating psychiatric patients through art	<i>From moral treatment to psychotherapeutics: histories of psychotherapies from the York retreat to the present day</i> University College London	London, UK Oct. 11-13, 2013
Proving (In)sanity in 19 <sup>th</sup> century America: The Hinchman Conspiracy case	<i>Inter-Disciplinary Conference on Madness: Probing the Boundaries</i>	Oxford, UK Sept. 2011
Symptoms in search of a concept. With Carol Berkenkotter	<i>Inter-Disciplinary Conference on Madness: Probing the Boundaries</i>	Oxford, UK Sept. 2011
Darkness, visible? The rhetoric of depression in non-medical texts and images	<i>Rhetoric Society of Europe</i>	Antwerp, Belgium Jan. 2011

### LOCAL/REGIONAL CONFERENCES

<b>Paper</b>	<b>Conference</b>	<b>Location/Date</b>
Before art therapy: Understanding art in the context of mental illness	<i>Philadelphia Area Center for the History of Science, Fall Symposium</i>	Philadelphia, Sept. 20, 2013
The Hinchman Conspiracy case revisited: An exploration of Philadelphia's role in psychiatric history	<i>Philadelphia Area Center for the History of Science, Fall Symposium</i>	Philadelphia, Sept. 28, 2012
Gardasil, cervical cancer and moral puritanism	<i>Fourth Annual History of Women's Health Conference, PA Hospital</i>	Philadelphia Apr. 21, 2009

### PANEL ORGANIZER AND CHAIR

<b>Panel</b>	<b>Conference</b>	<b>Location/Dates</b>
Rhetoric of Science in (Times of) Crisis. Panel organizer and presenter	<i>Conference on College Composition and Communication</i>	Baltimore, MD April 9-12, 2024
Rhetorical refuge for non-human animals (accepted)	<i>Rhetoric Society of America - canceled due to COVID</i>	Portland, OR May 21-24, 2020
Resources, practices, and models for teaching STEM writing (Accepted workshop, STEM Writing Interest Group)	<i>Conference on College Composition and Communication - canceled due to COVID</i>	Milwaukee, WI Mar. 25-28, 2020
Rhetorics of veg*nism	<i>Rhetoric Society of America</i>	Minneapolis, MN May 31-Jun. 3, 2018
Being sane in insane places: Changing attitudes toward wrongful confinement in the history of psychiatry	<i>Rhetoric Society of America</i>	Atlanta, GA May 2016
Between psychiatry and law: A shadowy borderland	<i>Rhetoric Society of America</i>	San Antonio, TX May 22-25, 2014
Doubting madness: Historical explorations in the rhetoric of psychiatry	<i>Rhetoric Society of America</i>	Philadelphia, PA May 2012

### TEACHING AND CURRICULUM

I have taught a 3/3 load of traditional, hybrid, and online undergraduate and graduate classes, including:

- EN 560, Rhetoric Then and Now
- EN 550, The Practice of Writing
- ENG 610, Science Writing
- ENG 270, Sp. Tops/Science Writing
- ENG 101, Craft of Language
- ENG 150, Madness in Culture
- ENG 243, Madness in Literature
- ENG 270, Sp.Top./Intro to Animal Studies
- ENG 264, Scientific Writing
- WR 101, Writing & Rhetoric I
- WR 102, Writing & Rhetoric II
- MD 221, Medicine & Culture
- WR 700, Writing for Graduate School
- CH 885, Scientific Writing for Chemistry

- Developed a variety of courses, including ENG 270/610, Science Writing; ENG 473, Persuasion in the Roman Republic and Empire; WR 302/ENG 264, Scientific Writing; WR 700, Writing for Graduate School; WR 308, Writing in the Health Professions; MD 221, Medicine and Culture; MD 216/ENG 270, Introduction to Animal Studies; ENG 150, Madness in Culture, and ENG 243, Madness in Literature.
- Collaborated with various departments across the University on delivering writing instruction for upper-level science and professional majors (e.g., Pharmacy, Chemistry, Health Policy/Public Health, Pharmaceutical Toxicology);
- Taught individual studies in WR 325, Rhetoric of Science, WR 404, Multimedia Writing, and WR 307, Visual Communication and Persuasion.

### TEACHING RECOGNITIONS

Jun. 2019	<b>Winner</b> , University of the Sciences <b>Patricia Leahy Award for Learning Innovation</b> . Project: "Sustainable writing support for a medical literature evaluation project in a 2nd year pharmacy course" (With Lisa Charneski, Gary Sloskey, Justin Everett, and Patricia Egbert)
Jun. 2017	<b>Finalist</b> , University of the Sciences <b>Bright Idea Award</b> : "Implementing a peer-review model in an upper-level pharmacy course" (With Lisa Charneski, Gary Sloskey, and Justin Everett)
Jun. 2016	<b>Nominated</b> for the <b>Lindback Award for Teaching Excellence</b>
Jun. 2016	<b>Finalist</b> , University of the Sciences <b>Bright Idea Award</b> : "Thinking critically about scientific literature: how to read and evaluate scientific articles with contradictory findings"
Feb. 2016	<b>Nominated</b> for a University of the Sciences <b>Homiller Teaching Award</b> , University of the Sciences
April 2011	<b>Nominated</b> for the <b>Lindback Award for Teaching Excellence</b>
Jun. 2009	<b>Winner</b> , University of the Sciences <b>Bright Idea Teaching Award</b> : "Using Wikis to foster collaborative writing in the Scientific Writing Course"

### ADVISING

- Direct graduate theses
- Advise graduate students in the Writing Studies program
- Advised students regarding writing and composition courses;
- Advised student groups (Young Activists, 2016-2019; Alpha Delta Theta, 2018-2021);
- Served on doctoral dissertation committees at University of the Sciences:
  - Margaret Mullen Fortino, "Implementability Analysis of Clinical Practice Guideline Recommendations." Defended: 3/15/2018 (PhD in Health Policy)
  - Amanda Reiter, "Assessing the Roles of Stakeholders through Medicaid Waivers and Food Nutrition Services for Type II Diabetics." Defended: February 2020 (PhD in Health Policy)
- Advise faculty regarding teaching academic/scientific writing (undergraduate/graduate).

### SERVICE

#### SERVICE TO THE UNIVERSITY

##### At St. Joseph's University:

- Director of the Writing Studies Graduate Program, Department of English, Writing and Journalism (2023, 3-year term)
  - Represent the program at monthly meetings with the Graduate Dean.
  - Oversee recruiting, admission, advising, registration, and assessment and exit interviews for the graduate program
  - Manages budget, events, scheduling, staffing, catalog, program website, social media, and the program's literary magazine *Avenue*

- Work with the recommendations of the department on implementing the M.A. in Science Writing and create a plan to distribute the workload for reading applications, advising, and assessment.
- Member, Advisory Board to the Animal Studies Program (starting Fall 2023)
- Secretary, Faculty Council of the College of Arts and Sciences (2022-2023)

#### **At University of the Sciences:**

- Served as **Assistant Director of Writing Programs**, 2011-2022
  - Coordinated, trained, supervised, and mentored adjunct faculty through workshops, presentations, class observations, one-on-one meetings;
  - Participated in strategic planning initiatives, including curriculum planning and assessment for the Writing Program;
  - Co-created a Writing Across the Curriculum program proposal;
  - Redesigned first year writing courses based on a Writing about Writing curriculum; reviewed and revised them yearly (including assignments, rubrics, syllabi, and readings).
- Member, University-wide **Promotion and Tenure Committee** (2019-2022)
- **Chair, Pre-Tenure committee** for junior faculty member (2017-2020)
- **Student Conduct Committee** (2012-2016; 2018-2022)
- **Learning Management System (LMS)** university-wide selection committee (2019)
- **Institutional Animal Care and Utilization Committee** (IACUC) (2018-2019)
- **General Education Committee** (2012-2014; 2018-2019)
- **Faculty Senate President** (2016-2018):
  - Supervised Senate's role in the University's shared governance;
  - Met regularly with senate officers and faculty council chairs;
  - Coordinated senate and full faculty meetings;
  - Participated in Cabinet meetings and Academic Affairs Board of Trustees meetings;
  - Served as liaison between upper administration and faculty;
  - Oversaw senate committees;
  - Managed hearings of student petitions;
  - Maintained communications for the Senate Blackboard Website.
- **Chair of Mayes College Faculty Council** (2014-2016)
- **Faculty and Administration search committees**:
  - Search committee for Associate/Full Professor of Health Policy (2017/2018)
  - Search committee for Assistant Professor of Biomedical Writing (2015)
  - Search committee for Director of Honors Program (2014)
  - Search committee for Director of the Writing Center (2013)
- Mayes College representative on the **Senate's Student Affairs Committee** (2012-2013)
- **Interdisciplinary Writing Committee** (2011-2014)
- **Faculty Senate Representative for Mayes College** (2010-2012)
- **Co-Chair of Senate's Student Affairs Committee** (2010-2012)

#### **SERVICE TO THE PROFESSION**

- **Referee for scholarly journals and presses:** *Peitho* (June 2024), *College English* (Feb. 2020, 2023), *Rhetoric of Health and Medicine* (Aug., Oct. 2018; Jul. 2019; Feb. 2021, May 2023), *Journal of Agricultural and Environmental Ethics* (June 2022), *Nutrients* (2021-2022), *History of the Human Sciences* (Nov. 2021), *Canadian Bulletin of Medical History / Bulletin canadien d'histoire de la médecine* (Winter 2017/2018), *Medical Humanities* (Summer 2017), *Written Communication* (2012, 2015, 2016), *College Literature* (2012)
- **Book proposal reviewer** for University of Alabama Press (2025); Routledge – Linguistics (2025), Literature Monographs (June 2024) Environment and Sustainability Series (Oct. 2019, May 2022); Communication Studies Series (August 2020)
- **Associate Editor, *Medical Humanities*** (a *BMJ* Journal), Apr. 2022-December 2024. Key responsibilities were:
  - Managed manuscript workflow;
  - Assigned peer reviewers and manage the peer review process;
  - Made recommendations to Editor-in-Chief regarding manuscript decisions;

- Corresponded with authors regarding manuscript revisions;
- Assessed and made recommendations for special issues.
- **Blog Content Editor, *Medical Humanities*** (a *BMJ* Journal), Jan. 2020-December 2024. Key responsibilities were:
  - Sought and solicited well-written and effective content in areas of interest;
  - Maintained an up-to-date knowledge of the field and build relationships which help develop suitable content;
  - Wrote/produced content for the site;
  - Selected and briefed contributors, then support them as needed to produce content;
  - Edited submissions, giving constructive feedback to contributors, and ensuring the accessibility of the content to an interdisciplinary audience;
  - Took active responsibility for ensuring there is a regular flow of relevant content for the blog;
  - Worked closely with the Editor-in-Chief and digital projects coordinator to review progress against agreed objectives, identify opportunities and plan for further development.
- **Associate Editor, CompPile** (June 2018-2021). CompPile is the premiere online repository of writing and rhetoric scholarship; it also offers annotated bibliographies and professional resources for scholars in our field.
  - Indexed entries for CompPile;
  - Coordinated communication with journal editors for purposes of updating CompPile;
  - Attended editorial board meetings to discuss CompPile business;
  - Summarized and interpreted results of a CompPile survey;
  - Co-PI on an ACLS Digital Extension Grant (\$150,000) that would allow for modernizing, updating, and expanding CompPile (submitted: 1/8/2020; not funded);
  - Co-PI on an NEH Humanities Collections and Reference Resources Program Grant, *Updating and Diversifying CompPile, an Open-Access Resource for Writing and Rhetoric Scholars*. \$297,872 (not funded).
- National **conference proposal reviewer** for: Rhetoric Society of America (2025), National Communication Association (2017, Health Communication Division), National Council of Teachers of English (2018, College Division)
- **Member, Steering Committee and Web Manager** for the Writing about Writing Special Interest Group with CCCC (Conference for College Composition and Communication), 2016-2018
- **Organizer, Philadelphia Writing Program Administrators (PWPA) Fall Meeting**, Sept. 15, 2017, at University of the Sciences
- **Nominated** to be on the Nomination Committee and the Executive Committee of NCTE's (National Council of Teachers of English) College Section (Spring 2016, Spring 2017)
- **CCCC Task Force on Hiring Practices in Rhetoric and Composition** (National Council of Teachers of English) – member, main author of the section on interviewing/hiring international applicants
- **Invited reviewer for the James Bishop Memorial Award** for the International Association for the Fantastic in the Arts (Oct. 2011)

## PUBLIC ENGAGEMENT

**Press coverage of “Orthorexia: Eating right in the context of healthism” (*Medical Humanities*, July 2019):**

- **Interviewed, quoted in *The Times* (UK).** Tom Ball, “Instagram stars fuel ‘clean eating’ disorder.” Aug. 27, 2019. <https://www.thetimes.co.uk/article/instagram-stars-fuel-clean-eating-disorder-nt9ng0ww8>.
- **Mentioned, quoted in *Telepolis* (Germany).** Florian Rötzer, “Pathologie des ‘Clean Eating.’” Aug. 16, 2019. <https://www.heise.de/tp/features/Pathologie-des-Clean-Eating-4498334.html>
- **Interviewed, quoted in *Nutrition Insight*.** Laxmi Haigh, “Orthorexia: is social media cultivating an unhealthy cult of healthism?” Aug. 15, 2019. <https://www.nutritioninsight.com/news/orthorexia-is-social-media-cultivating-an-unhealthy-cult-of-healthism.html>
- **Mentioned, quoted in *The Daily Mail* (UK).** Vanessa Chalmers, “Orthorexia is ‘a digitally transmitted condition’ and has real consequences - even if it is still vying to be recognised as a mental health disorder, expert warns.” Aug. 14, 2019. <https://www.dailymail.co.uk/health/article-7355767/Orthorexia-digital-transmitted-vying-recognised-mental-health-disorder.html>

- **Interviewed, quoted in the *National Post* (Canada).** Sharon Kirkey, "Orthorexia' vying for classification as mental disorder as more people become obsessed with 'clean eating'." Aug. 13, 2019. <https://nationalpost.com/health/orthorexia-vying-for-a-place-in-the-dsm-as-more-people-become-obsessed-with-clean-eating>

**Interviewed on National Public Radio / Marketplace** about Grumpy Cat's passing and the role of memes/monetizing memes, based on a previously published paper on memes and intellectual property. 5/17/2019; available at: <https://www.marketplace.org/2019/05/17/grumpy-cat-built-an-empire-on-memes-thats-getting-harder-to-do/>

## INVITED TALKS, LECTURES AND WORKSHOPS

Invited lecture, **Rhetoric and Law** – University of Bucharest, April 2025 – delivered to first year students in Law, at the invitation of prof. Adriana Almasan (online)

Invited lecture, **Rhetoric and Law** – University of Bucharest, November 2024 – delivered to Master's students in Law, at the invitation of prof. Adriana Almasan (online)

Lecture for Animal Studies Minor Inaugural Lecture Series: "Listening to Animals – Challenging Anthropocentrism in Academia." Saint Joseph's University, April 12, 2024.

Keynote: Invited plenary speaker at the 2<sup>nd</sup> International CIRLaM Conference on **Communicating medical science in the digital age: culture, knowledge, expertise, practices**, Naples, 25 – 27 May 2023. Centre for Interdisciplinary Research in Language and Medicine (CIRLaM), University of Campania Luigi Vanvitelli, Naples, Italy. Talk: Scientific Ethos in *The Huberman Lab*.

"**The art and science of scientific writing.**" Workshop developed for and conducted at the University of the Sciences Faculty Enrichment Series. May 10, 2018.

"**Political advocacy: A beginner's guide.**" With Valerie Weil, David Forde, and Phyllis Blumberg. Panel presented at Professional Development Day, University of the Sciences. Jan. 10, 2018.

"**Writing beyond first year writing/the liberal arts.**" Presentation and workshop delivered at the Philadelphia Writing Programs Administrators Fall Meeting, University of the Sciences, Philadelphia. With Justin Everett and Lisa Charneski. Sept. 15, 2017.

"**Using portfolios for student assessment.**" Workshop moderator at the University of the Sciences Faculty Enrichment Series. May 9, 2017 (with Justin Everett).

"**Assessing writing.**" University of the Sciences Assessment Day: Part 2, May 2015.

"**Feminist rhetorical research in medical rhetoric.**" Invited panel presentation in honor of Sue Wells, Temple University. Apr. 16, 2015.

"**IMRAD/IRDAM: Organizing research papers.**" Graduate Health Policy class, at the invitation of Nelson Atehortua. Feb. 2015.

"**Romania.**" Romanian Culture study abroad class at Arcadia University. Feb. 2013, Feb. 2014.

"**Creating writing assignments that matter.**" Moderator at the University of the Sciences Professional Development Day, Jan. 6, 2014 (with Justin Everett and Trisha Egbert).

"**Academic publishing workshop.**" Moderator at the University of the Sciences Professional Development Day, Jan. 6, 2014 (with Justin Everett).

"**Writing assessment that gets results.**" Presentation at the University of the Sciences Faculty Enrichment Series at the invitation of the Teaching and Learning Center, Aug. 2012 (with Justin Everett).

"**Using Twitter for educational purposes.**" Presentation at the University of the Sciences Faculty Enrichment Series at the invitation of the Teaching and Learning Center, Jan. 2012.

"**Scientific writing.**" Graduate proposal writing class, Chemistry Department, University of the Sciences, at the invitation of Dr. Vojislava Torbica-Pophristic. Nov. 2011.

"**Using social media in teaching.**" Presentation at the University of the Sciences Faculty Enrichment Workshop at the invitation of the Teaching and Learning Center, Jan. 2011.

"**How to use Google applications and wikis in courses.**" Presentation at the University of the Sciences Faculty Enrichment Workshop at the invitation of the Teaching and Learning Center, Aug. 2010.

"**Scientific writing.**" Lecture to the graduate proposal writing class, Chemistry Department, University of the Sciences, at the invitation of Dr. Vojislava Torbica-Pophristic. Nov. 19, 2010.

"**Writing across the curriculum.**" Presentation at the Table Talks at the invitation of the Teaching and Learning Center, University of the Sciences, Jun. 2010.

"**Using wikis effectively in courses.**" Presentation at the University of the Sciences Faculty Enrichment Workshop at the invitation of the Teaching and Learning Center, Jan. 2010.

**“Scientific writing.”** Lecture to the graduate proposal writing class, Chemistry Department, University of the Sciences, at the invitation of Dr. Vojislava Torbica-Pophristic. Oct. 24, 2011.

**“Advertising depression: The case of Paxil.”** Presentation at Medtronic corporate headquarters, Jun. 21, 2004.

## PROFESSIONAL AFFILIATIONS AND ACTIVITIES

- Founding member, North American Association for Critical Animal Studies (NAACAS), <https://www.naacas.net/naacas-collective>
- Member, Rhetoric Society of America (2004-present)
- Member, National Communication Association (with gaps, since 2006)
- Member, National Council of Teachers of English (2008-present)
- Member, Writing Program Administrators and Philadelphia Writing Program Administrators (2008-present)

## PROFESSIONAL DEVELOPMENT PROGRAMS AND INSTITUTES

<b>PROGRAM OR INSTITUTE</b>	<b>Organization</b>	<b>Location /Dates</b>
Teaching with AI (sponsored by an SJU grant)	Auburn University	Summer 2024, Spring 2025
Rhetorical Listening in Action: Negotiating Troubled Identifications in Troubled Times - Seminar	Rhetoric Society of America	State College, PA May 22-27, 2023
Rhetorical Education with the World on Fire - Workshop		
RSA Career Retreat for Associate Professors -- Workshop	Rhetoric Society of America	Minneapolis, MN May 31-Jun. 3, 2018
Animal Rhetorics - Workshop	Rhetoric Society of America Indiana University	Bloomington, IN May 25-27, 2017
Theory Building in the Rhetoric of Health and Medicine - Workshop	Rhetoric Society of America Wisconsin State University	Madison, WI Jun. 5-7, 2015
Medical Rhetoric - Seminar	Rhetoric Society of America Pennsylvania State University	State College, PA Jun. 26-28, 2009