

Quinn Warnick

Assistant Professor
English Writing and Rhetoric
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Education

Doctor of Philosophy, Rhetoric and Professional Communication, Iowa State University, 2010
Dissertation: *What We Talk about When We Talk about Talking: Ethos at Work in an Online Community*
Committee: Lee Honeycutt, Charles Kostelnick, Don Payne, Linda Shenk, Anthony Townsend

Master of Arts, Rhetoric, Composition, and Professional Communication, Iowa State University, 2006
Thesis: *Corporate Weblogs: The Role of a New Genre in Shaping Institutional Ethos*
Committee: Lee Honeycutt, Dorothy Winsor, Volker Hegelheimer

Bachelor of Arts, English, Brigham Young University, 1999

Academic Appointments

Assistant Professor, English Writing and Rhetoric, St. Edward's University, Fall 2010–Present

Publications

Warnick, Quinn. "A Close Textual Analysis of Corporate Layoff Memos." *Business Communication Quarterly* 73.3 (2010): 322–26.

Warnick, Quinn. "Adapting to New Technologies." *The Business Writer's Companion*, 6th ed. Gerald J. Alred, Charles T. Brusaw, and Walter E. Oliu. Boston: Bedford/St. Martin's, 2010. 41–42.

Warnick, Quinn. Review of Drupal as an Educational Content-Management System. *TESL-EJ* 11.1 (2007).
<<http://tesl-ej.org/ej41/m1.html>>

Warnick, Quinn. "Toward a More Productive Discussion about Instrumental Discourse." *Orange Journal* 6.1 (2006). <<http://orange.eserver.org/issues/6-1/warnick.html>>

Warnick, Quinn. Review of *Creating a Web Page with HTML*, by Elizabeth Castro. *Business Communication Quarterly* 68.1 (2005): 105–108.

Publications in Progress

Warnick, Quinn. "Digital Tips" (15 short pieces, with expanded companion entries online). *The Business Writer's Handbook*, 10th ed. Gerald J. Alred, Charles T. Brusaw, and Walter E. Oliu. Boston: Bedford/St. Martin's. (Forthcoming, 2012.)

Warnick, Quinn, and S. Scott Graham. "Typogracy: Teaching Typeface Selection and Implementation as a Literate Practice." (Under review.)

Warnick, Quinn. "The Work of Ethos in an Online Community." (Manuscript in progress.)

Refereed Conference Presentations

- “The Rhetoric of Trust: Perceptions of Identity and Credibility in an Online Community.” Internet Research 12.0, the Association of Internet Researchers Conference, Seattle, WA, October 12, 2011.
- “The Right Tool for the Job: Acknowledging and Resolving Methodological Problems in Online Research.” Computers and Writing Conference, University of Michigan, May 21, 2011.
- “Ethos without Identity: Reputation Building in Online Communities.” Conference on College Composition and Communication, Atlanta, GA, April 7, 2011.
- “What Is Your Brand? Teaching Students to Create and Control Their Personal Brand Identities.” Association for Business Communication Conference, Chicago, IL, October 30, 2010.
- “Sorry Seems to Be the Hardest Word: Toyota Recall Notices and the Rhetoric of Apology” (panel organizer and chair; with Christopher Toth and Ashley Patriarca), Association for Business Communication Conference, Chicago, IL, October 29, 2010.
- “What We Talk about When We Talk about Talking: Ethos and Argumentation in a Virtual Community,” Computers and Writing Conference, Purdue University, May 20, 2010.
- “The Dark Side of Web 2.0: Worst-Case Scenarios from the World of Online Business Communication.” Association for Business Communication Conference, Portsmouth, VA, November 6, 2009.
- “Looking a Gift Horse in the Mouth: Alternative Approaches to Learning Management Systems.” Computers and Writing Conference, University of California, Davis, June 19, 2009.
- “Walled Gardens vs. Wild Prairies: What Happens when Composition Moves out of the Classroom?” Conference on College Composition and Communication, San Francisco, CA, March 13, 2009.
- “Close Textual Analysis: A Method for Analyzing Corporate Texts” (part of “The Many Faces of Corporate Texts: A Multi-method Rhetorical Criticism Panel,” with Cynthia King, Cynthia Ryan, and Dale Cyphert). Association for Business Communication Conference, Lake Tahoe, NV, October 31, 2008.
- “Emerging Technologies That Matter: Bridging the Gap between Classroom and Workplace Tools” (with David Christensen). Association for Business Communication Conference, Lake Tahoe, NV, October 30, 2008.
- “Technical and Logistical Issues in Video-Based Program Assessment.” International Writing Across the Curriculum Conference, Austin, TX, May 29, 2008.
- “Am I Going to Get Sued for This?: Fair Use and Fear in the Digital Classroom.” Computers and Writing Conference, University of Georgia, May 23, 2008.
- “One Goal, Many Systems: Knowledge Management Practices in a Multimodal Workplace.” Association for Business Communication Conference, Washington, D.C., October 12, 2007.
- “Typocracy: Teaching a Nuanced Approach to Typeface Selection and Design” (with S. Scott Graham). Association for Business Communication Conference, Washington, D.C., October 11, 2007.
- “Finding the Sweet Spot: New Directions in Electronic Portfolio Development.” Computers and Writing Conference, Wayne State University, May 18, 2007.
- “Would Aristotle Link to Wikipedia? The Role of Ethos in a Hypertext Age.” Conference on College Composition and Communication, New York City, NY, March 23, 2007.

- “Coping with the Aesthetic of Ugly: Teaching Visual Rhetoric in Hostile Environments.” Great Plains Alliance for Computers and Writing Conference, Minnesota State University, Mankato, November 10, 2006.
- “Growing the Next Generation of Business Communication Faculty.” Association for Business Communication Conference, San Antonio, TX, October 27, 2006.
- “Building a New Discourse Community: Challenges in Implementing a Campus-Wide Curriculum.” International Writing Across the Curriculum Conference, Clemson University, May 19, 2006.
- “Are You Talking to Me?: How Academic Weblogs Remediate Human Conversation in the Composition Classroom.” Conference on College Composition and Communication, Chicago, IL, March 25, 2006.
- “The Business of Blogging: How Weblogs Are Changing the Face of Corporate Communication.” Modern Language Association Convention, Washington, D.C., December 30, 2005.
- “Taming the Wild Blog: Using Academic Weblogs to Foster Classroom Communities.” Great Plains Alliance for Computers and Writing Conference, Minnesota State University, Mankato, April 15, 2005.

Invited Presentations, Workshops, and Interviews

- “Against the LMS: Why (and How) You Should Abandon Your Learning Management System.” Guest lecture in Dr. David R. Russell’s English 603 course, “Teaching Communication Online: Practice, Theory, and Research,” Iowa State University, October 3, 2011.
- “The Promise and Perils—but Mostly Perils—of Researching Online Communities.” Guest lecture in Dr. Gregory D. Wilson’s English 602 course, “Research Design in Rhetoric and Professional Communication,” Iowa State University, February 21, 2011.
- “Using New Technologies in Learning and Teaching.” Guest lecture in Dr. Ann Thompson’s Curriculum and Instruction 505 course, Iowa State University, November 10, 2009.
- “The Rhetoric of Layoff Memos.” Panel respondent. Association for Business Communication Conference, Portsmouth, VA, November 6, 2009.
- “Talk About IT: Social Bookmarking.” Interviewed by Jim Twetten, Assistant Director of IT Services, Iowa State University, September 2009. <<http://www.it.iastate.edu/talkaboutit/socialbookmarking>>
- “Streamlined Grading Using Rubrics in Moodle.” Advanced Communication Workshop Series, Iowa State University, September 16, 2009.
- “Facebook and Twitter and Blogs, Oh My! Staying Safe and Sane Online.” Community workshop, Ames, Iowa, September 15, 2009.
- “Mastering the Fundamentals of Professional Grant Writing.” Guest lecture in Dr. Ruth Litchfield’s Food Science and Human Nutrition 463 course, Iowa State University, September 1, 2009.
- “A New Approach to Peer Review in Computer Classrooms.” Orientation for First-Year Teaching Assistants, Iowa State University, August 19, 2009.
- “Integrating Social Bookmarking into Your Class Website.” ComETS Symposium, Iowa State University, April 14, 2009.
- “Foregrounding Oral Presentations in Advanced Communication Courses.” ISUComm Workshop, Iowa State University, November 14, 2008.

“Owning Your Online Identity: Three Approaches to Creating Electronic Teaching Portfolios.” Great Plains Alliance for Computers and Writing Conference, Iowa State University, November 8, 2008.

“Using Moodle to Manage Your Courses.” Orientation for First-Year Teaching Assistants, Iowa State University, August 15, 2007.

“Tools and Tips for Improving Student Interaction in the Digital Classroom.” AgComm Workshop, Iowa State University, April 4, 2007.

“Using English Department Course Websites.” Studio for New Media Luncheon, Iowa State University, November 8, 2006.

“Website Design with a Content Management System.” ISUComm Workshop, Iowa State University, August 1, 2006.

“Electronic Portfolio Design and Development.” ISUComm Workshop, Iowa State University, May 31, 2006.

“Send Whatever You Want’: A Case Study in Twenty-First Century Independent Publishing.” Iowa State University, November 2, 2005. <<http://lectures.eserver.org/1032>>

Teaching Experience

Courses Taught at St. Edward’s University

Information Design (ENGW 2329)—Fall 2011

This sophomore-level course introduces writing majors to the concepts of visual rhetoric and information architecture. Students study basic principles of typography, color theory, branding, and page layout, then use these principles to design (or redesign) documents in a variety of genres, from posters to newsletters to technical manuals.

Rhetoric and Composition II (Freshman Studies 1313)—Fall 2011

This first-year writing course follows a “writing about writing” model, which introduces students to the theories and research practices that inform the contemporary disciplines that fall under the broad label of “writing studies.” Students plan and carry out primary research on an unanswered question in the field.

Current Theories of Rhetoric and Composition (ENGW 4341)—Spring 2011

This senior seminar focuses on contemporary theories of rhetoric and the application of these theories in the classroom, the workplace, and the public sphere. Students conduct in-depth research on a topic of their choice, lead class discussions, and build a collaborative wiki designed to help other undergraduate students of rhetoric.

Technical and Business Communication (ENGW 3335)—Spring 2011, Fall 2010

This hands-on course introduces writing majors to contemporary workplace communication practices and the technologies used by professional communicators. In addition to developing written, oral, and visual communication skills in the classroom, students work with real clients in the surrounding community to solve complex communication problems.

Honors Rhetoric and Composition II (ENGW 1302H)—Spring 2011

This honors first-year writing course focuses on the theme of documentary work, drawing on documentary photographs, films, and audio pieces as primary artifacts of study. In addition to completing standard writing assignments, students create short documentary films on their own and with classmates.

Writing Online (ENGW 3332) — Fall 2010

This junior-level course for writing majors is designed to engage students in a critical discussion about what it means to write and design in online environments. Students analyze effective online communication, then develop their own websites to demonstrate both a proficiency with standards-compliant coding practices and a rhetorical understanding of contemporary online discourse.

Rhetoric and Composition I (Freshman Studies 1311) — Fall 2010

This first-year writing course is designed to help students improve their written and oral communication skills and prepare for future academic assignments. Students study key rhetorical concepts and develop their own rhetorical skills through frequent writing assignments, in-depth revision, peer critique, and critical reflection.

Courses Taught at Iowa State University**Technical Communication** (English 314) — Spring 2010, Fall 2009

This university-wide service course introduces students to the theoretical and practical aspects of technical communication. Students work extensively in small groups to address ethical issues, describe complex technical processes, and solve workplace communication problems. The course integrates written, oral, visual, and electronic communication throughout all assignments.

Technology, Rhetoric, and Professional Communication (English 411) — Spring 2009

This senior-seminar for technical communication majors uses the lens of rhetoric to examine the historical roots of communication technologies and explore the economic, ethical, and social issues facing today's workers, students, and citizens. Students examine emerging technologies to gain a deeper understanding of how technology influences the decisions of technical communicators in an increasingly electronic world.

Writing for the World Wide Web (English 313) — Fall 2008

This advanced communication course introduces students to the field of professional web design. Students create standards-compliant websites using extensible hypertext markup language (XHTML) and cascading style sheets (CSS), analyze and respond to specific rhetorical situations in online environments, and explore the principles of information architecture and usability as they are practiced on the web.

Report and Proposal Writing (English 309) — Spring 2009, Summer 2007, Summer 2006, Summer 2005

This university-wide advanced communication course introduces students to the theory and practice of preparing and analyzing reports and proposals intended for businesses, governmental agencies, and nonprofit foundations. Students work closely in small groups to research grant opportunities, write and design proposals, and deliver multimedia presentations.

Business Communication (English 302) — Spring 2007, Fall 2006

This university-wide advanced communication course helps students understand the theory, principles, and processes of effective communication in the workplace. Students analyze and create professional documents in multiple genres, with their work culminating in an end-of-semester electronic portfolio. The course integrates written, oral, visual, and electronic communication throughout all assignments.

Computers in the Study of English (English 213) — Fall 2008, Spring 2008, Fall 2007

This technology-focused composition course serves as an intermediary step between first-year composition and advanced communication courses. Students gain experience with numerous computer applications (document design, audio editing, web design, etc.) and gain functional, critical, and rhetorical computer literacy skills as they explore contemporary issues affecting English studies.

Honors First-Year Composition II (English 150H)—Fall 2005

This course focuses on the theme of documentary work. Students conduct research on the definition of documentary, analyze documentary films, create posters documenting local events, and design electronic portfolios of their most successful communication activities.

First-Year Composition II (English 105)—Spring 2005

This computer-intensive course emphasizes arguing a position, analyzing texts, and using primary and secondary sources. In addition to completing traditional assignments, students learn about electronic communication by posting individual entries to a class weblog and responding to their peers' entries throughout the semester.

First-Year Composition I (English 104)—Fall 2004

This introductory course centers on college-level writing strategies, with an emphasis on critical reading and thinking skills. Students interview their classmates and representatives of on-campus organizations, analyze works of art on campus, design brochures for extracurricular activities, and research controversial topics affecting university students.

Grants, Awards, and Honors

Presidential Excellence Research Grant, St. Edward's University (\$5,000), 2011

SEU Folios (coauthored with Ryan S. Hoover and Drew M. Loewe), School of Humanities Curriculum Development Grant, St. Edward's University (\$4,000), 2011

Hugh Burns Dissertation Award (for the best dissertation in computers and writing studies), *Computers and Composition*, 2010

Wakonse Fellow, Wakonse Foundation, 2009

"Learning Support System for Communication-Intensive Courses" (coauthored with Don Payne), Iowa State University Computation Advisory Committee Grant (\$54,628), 2007

F. Wendell Miller Scholarship, Iowa State University (\$20,000), 2006–2010

Huncke Teaching Fellowship, Iowa State University English Department, 2006

Robert W. Parks Award, Iowa State University Honors Program, 2006

Graduate Teaching Excellence Award, Iowa State University English Department, 2006

PACE Scholarship, Iowa State University, 2004–2005

Federal Employee Education and Assistance Fund Scholarship, 2004–2005

Emerging Congressional Leader Fellowship, Stennis Center for Public Service, 107th Congress, 2002

Service

National

Member, Editorial Board, *Enculturation: A Journal of Rhetoric, Writing, and Culture*, Summer 2011–Present

Member, Graduate Student Recruitment Committee, Association for Business Communication, Fall 2010–Present

Member, Digital WPA Committee, Council of Writing Program Administrators, Summer 2009–Present

Member, Committee on Computers in Composition and Communication, Conference on College Composition and Communication, Spring 2009–Present

Assistant Web Developer, Council of Writing Program Administrators, Fall 2008–Present

Member, MLA Liaison Committee, Association for Business Communication, Spring 2006–Present

Assistant Editor, *Journal of Business Communication*, Summer 2007–Spring 2009

University

Member, Computer Competencies Committee, St. Edward's University, Spring 2011

Member, Faculty Committee for Alignment of Pedagogy with Hands-on Classrooms and Computer Labs, St. Edward's University, Fall 2010–Spring 2011

Member, Computation Advisory Committee, Iowa State University, Fall 2006–Spring 2008

Member, ISUComm Foundation Courses Committee, Iowa State University, Fall 2005–Spring 2008

Member, Computer Advisory Committee, College of Liberal Arts and Sciences, Iowa State University, Fall 2005–Spring 2008

Consultant, The Olive Tree Project, Public Policy and Administration Department, Iowa State University, Fall 2004

Departmental

Supervisor, Professional Writing Internship Program, English Writing and Rhetoric, St. Edward's University, Spring 2011–Present

Member, Professional Writing Hiring Committee, English Writing and Rhetoric, St. Edward's University, Fall 2011

Assistant Director, Great Plains Alliance for Computers and Writing Conference, Iowa State University, Fall 2008

Graduate Student Representative, English Department Faculty Hiring Committee, Iowa State University, Spring 2008

Member, Computer Resource Committee, English Department, Iowa State University, Fall 2005–Spring 2007

Member, Web Subcommittee, Rhetoric and Professional Communication Committee, English Department, Iowa State University, Fall 2004–Spring 2005

Previous Work Experience

Graduate Teaching Assistant, English Department, Iowa State University, Fall 2004–Spring 2010

Designed and taught undergraduate courses in composition, business communication, and technical communication; implemented ISU's innovative WOVE curriculum, teaching written, oral, visual, and electronic communication; taught in computer labs and traditional classrooms.

Instructional Technology Coordinator, ISUComm, Iowa State University, Fall 2007–Summer 2008

Administered the open-source learning-management system (Moodle) used by instructors throughout ISU’s communication-across-the-curriculum program; developed instructional materials for faculty and teaching assistants to enhance computer-based pedagogy; planned and conducted regular workshops on using new technologies in the classroom.

Program Assistant, ISUComm, Iowa State University, Fall 2005–Summer 2007

Assisted the director of ISU’s university-wide communication-across-the-curriculum program; designed, edited, and oversaw publication of student guides, instructor manuals, and publicity materials; developed and maintained the program’s website; performed budgetary and other administrative functions.

Southern Utah Area Director, St. George office, U.S. Senator Robert F. Bennett, Nov. 2002–Aug. 2004

Acted as Senator Bennett’s sole representative to constituents in an eight-county area; spearheaded the planning of the annual Utah Rural Business Technology Conference, for which I raised \$50,000 in 2003 and \$60,000 in 2004; worked with elected officials, constituents, and interest groups to prioritize projects for federal appropriations and find solutions to local problems under federal jurisdiction.

Legislative Aide, Washington, D.C., office, U.S. Senator Robert F. Bennett, Jan. 2000–Nov. 2002

Advised Senator Bennett on education, arts, health care, and small business issues; worked with committee staff to draft bills and amendments for Senate consideration; was instrumental in securing federal funding for higher education and arts programs, including the Smithsonian Institution’s Museum on Main Street project and distance learning programs at Brigham Young University and Utah State University.

Technology Proficiencies

Operating Systems

Mac OS
Windows
Linux
iOS

Web Technologies

HTML, HTML5, XHTML
CSS
FTP
MySQL

Multimedia Software

InDesign
Photoshop
Final Cut Pro, iMovie
Keynote, PowerPoint

Content Management Systems

WordPress
Drupal
Moodle
Plone

Professional Affiliations

Association for Business Communication
Association of Internet Researchers
Association of Teachers of Technical Writing
Council of Writing Program Administrators
National Council of Teachers of English