

## **Cindy M. Spurlock**

Department of Communication Studies  
The University of North Carolina at Chapel Hill  
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### **Research and Teaching Interests**

My research program focuses on the connections between critical theory and the situated rhetorical practices that environmental advocates use to shape the contours of contemporary social controversies in their struggles to enact social change via the competing discourses of citizenship and consumerism. My dissertation research focuses on the historical and contemporary ways in which the U.S. National Park Service articulates citizenship, place, memory, and environment in its efforts to educate various publics about conservation and to enshrine it as an exceptionally American value. In the classroom, I enable students to understand the relevance of contemporary rhetorical theory to daily life, to make new connections between theory and practice, and to actively engage the politics of everyday and institutional forms of power and knowledge. My teaching and research interests intersect around the practices, mediations, performances, and places of public culture in ways that articulate criticism and qualitative inquiry to the political economic, social, and cultural complexities of democracy and globalization.

### **Education**

#### **University of North Carolina at Chapel Hill**

**Ph.D., Communication Studies (ABD February 2008; Degree anticipated May 2009)**

Area of Specialization: Rhetoric and Critical Theory

Graduate Certificate in Cultural Studies Completed January 2007

Doctoral Minor in Cultural Anthropology Completed May 2007

Dissertation: "Making Conservation Public: Rhetorical Environmentality and the Contested Future(s) of America's National Parks"

Chair: Carole Blair

Committee: J. Robert Cox, Lawrence Grossberg, Della Pollock, Arturo Escobar

**M.A., Communication Studies (2005)**

Concentration: Rhetorical Studies

Thesis: "Rethinking Nostalgia: Rhetoric, Memory, and the Performance of Place"

Chair: Carole Blair

Committee: V. William Balthrop, J. Robert Cox

#### **North Carolina State University**

**B.A., Communication (2003)**

Magna Cum Laude with Departmental Honors

Concentration: Communication Media

Thesis: "Culture, Rhetoric, and Gender: Southern Masculinity in Contemporary Film"

Directed by Ken Zagacki

**B.A., English (2003)**

Magna Cum Laude with Departmental Honors

Concentration: Language, Writing and Rhetoric

## **Awards and Honors**

Royster Society of Fellows, UNC (2008)  
J. Robert Cox Award for Outstanding Achievement in Scholarship, UNC (2008)  
K. Patricia Cross Future Leaders in Higher Education Award, AAC&U (2008)  
International Communication Association Graduate Student Teaching Award (2007)  
Frank Porter Graham Honor Society, UNC (2007)  
UNC Graduate and Professional Student Federation Senator of the Year (2007)  
Outstanding Graduate Service and Leadership Award: Department of Communication Studies (2006)  
Outstanding Student Award: NCSU Department of Communication (2003)  
Outstanding Leadership and Dedication Award: Lambda Pi Eta, Beta Chapter (2003)  
Outstanding Senior Award: NCSU College of Humanities and Social Sciences (2003)  
Golden Key International Honour Society (2002)  
Gamma Beta Phi Honor Society (2002)  
Laureate Finalist, James L. Golden Outstanding Student Essay in Rhetoric Competition (2002)  
Lambda Pi Eta: National Communication Honor Society (2001)

## **Grants, Fellowships, and Other Support**

Susan Lord Dissertation Fellowship: 2008-2009 Academic Year (\$20,000)  
UNC Center for the Study of the American South Graduate Travel Grant: April 2007 (\$435)  
UNC Graduate Summer Research Grant, Center for the Study of the American South: Summer 2006 (\$1500)  
UNC Future Faculty Fellowship Program: Summer 2006 (\$500)  
UNC Center for the Study of the American South Graduate Travel Grant: April 2007 (\$435)  
UNC Graduate Summer Research Grant, Center for the Study of the American South: Summer 2006 (\$1500)  
UNC Future Faculty Fellowship Program: Summer 2006 (\$500)  
UNC Graduate and Professional Student Federation Travel Award: November 2005 (\$500)  
Rhetoric Society of America Summer Institute Graduate Fellowship Award: May 2005 (\$150)  
Lucia Morgan Memorial Scholarship, UNC Department of Communication Studies: April 2005 (\$1000)  
Ueltschi Service-Learning Course Development Grant: November 2004 (\$8000)  
UNC Graduate Travel Grant: November 2004 (\$235)  
UNC Summer Teaching Fellowship: Summer School Program: 2004-  
UNC Graduate Teaching Fellowship: Department of Communication Studies: 2003-  
UNC Graduate Conference Registration Grant: Department of Communication Studies: 2003-  
NC State University Undergraduate Research Award: May 2002 (\$2000)  
Nancy and Melinda Snow Merit Scholarship, NCSU Department of Communication: May 2002 (\$1000)

## **Publications**

Spurlock, Cindy M. "Performing and Sustaining (Agri)Culture and Place: The Cultivation of Environmental Subjectivity on the Piedmont Farm Tour." *Text and Performance Quarterly*. *Forthcoming*.

## **Professional Memberships & Affiliations**

American Association of University Professors	Association for Cultural Studies
Association of American Colleges & Universities	National Communication Association
Rhetoric Society of America	Southern States Communication Association
Western States Communication Association	

## **Teaching Experience**

I will have independently taught the following undergraduate courses a total of 16 times for the Department of Communication Studies at the University of North Carolina by July 2008:

Environmental Advocacy (Fall 2004, Spring 2005, Fall 2007)  
Environmental Advocacy w/Service-Learning Curriculum (Spring 2006, Spring 2007, Spring 2008)  
Public Speaking (Summer 2007)  
Rhetoric and Social Controversy (Summer 2005, Fall 2005 (x2), Summer 2006, Fall 2006, Spring 2008)  
Rhetoric of Social Movements (Fall 2006)  
Small Group Communication (Summer 2004, Summer 2008)

I have served as a graduate teaching assistant for the following undergraduate courses for the Department of Communication Studies at the University of North Carolina:

Rhetorical Theory and Practice (Spring 2004)  
Rhetoric of Terrorism (Spring 2004)  
Rhetoric and Social Controversy (Fall 2003)  
Introduction to the Performance of Literature (Fall 2003)

I also served as an undergraduate teaching assistant during the Summer 2001 and Summer 2002 session offerings of Communication and Technology for the Department of Communication at North Carolina State University.

## **Teaching Interests**

Rhetorical Criticism	Contemporary Rhetorical Theory
Visual Communication	Public Culture and Memory
Advocacy and Argumentation	Service-Learning
Environmental Communication	Contemporary Social Movements

## **Professional Development**

Fellow: Southeast Environmental Leadership Program (2008-2009).

Participant: 2007 Andrew W. Mellon Sawyer Seminar on "The Changing Nature(s) of Land: Property, Peasants, and Agricultural Production in a Global World." University of North Carolina (August 2007-December 2007). Convened by Wendy Wolford and Meenu Tewari.

Editorial Assistant to Eric King Watts, Editor, Critical Studies in Media Communication. Department of Communication Studies. University of North Carolina at Chapel Hill (October 2006-May 2009).

Thomas Paine Public Policy Intern. Common Sense Foundation Raleigh, NC. (May 2006-August 2006).

Participant: National Communication Association Doctoral Honors Conference, Purdue University (July 2006).

Participant: Future Faculty Program. Convened by the UNC Center for Teaching and Learning (May 2006).

Participant: Rhetoric Society of America 1st Biennial Summer Institute: The History of Rhetoric as Teaching Tradition. Convened by Michael Leff and Cheryl Glenn. (June 2005)

Participant: APPLES (Service-Learning) Faculty Development Institute (May 2005)

## Departmental, University, Disciplinary, and Community Service

President, UNC Graduate and Professional Student Federation (2008-2009)  
Guest Reviewer: Environmental Communication: A Journal of Nature and Culture (2008)  
Teaching Committee Co-Chair, Environmental Communication Division, NCA (2007-2009)  
Reviewer: Environmental Communication Division, NCA (2007)  
Reviewer: Critical and Cultural Studies Division, NCA (2006, 2007)  
Editorial Assistant: Critical Studies in Media Communication (October 2006-May 2009)  
Advisory Board Member: NCA Forum (June 2006-November 2008)  
Senator: UNC Graduate & Professional Student Federation (2006-2008)  
Co-Chair: UNC Graduate & Professional Student Federation Appropriations Committee (2007-2008)  
Co-Chair: UNC Graduate & Professional Student Federation Tuition Remission Committee (2007-2008)  
Chair: UNC Graduate & Professional Student Federation Resolutions Committee (2007)  
Member: UNC Graduate & Professional Student Federation Resolutions Committee (2006)  
Member: UNC Graduate & Professional Student Federation Appropriations Committee (2006-2007)  
Senator: UNC Communication Studies Graduate Student Association (2006-2008)  
Facilitator: UNC Summer Reading Program Discussion (2006, 2007)  
Vice President: Hilburn Townhomes Community Association (2006-2008)  
Secretary: NCA Critical and Cultural Studies Division (2005-2006)  
Graduate Rep.: Rhetoric Faculty Search Committee: UNC Department of Communication Studies (2005-2006)  
Co-President: UNC Communication Studies Graduate Student Association (2005-2006)  
Treasurer: UNC Communication Students Graduate Association (2004-2005)  
“Grad Buddies” Peer Mentor: UNC Communication Studies Graduate Student Association (2004-2008)  
President: Lambda Pi Eta, Beta Chapter: NCSU (2002-2003)  
Webmaster: Lambda Pi Eta, Beta Chapter: NCSU (2001-2003)  
CommUnion Conference Coordinator: Lambda Pi Eta, Beta Chapter: NCSU (2001-2003)

## Selected Conference Presentations

- (Upcoming)* “Rethinking the Responsibilities (and Response-ability) of Environmental Rhetoric: A Roundtable Discussion.” Rhetoric Society of America: Seattle, WA: May 2008. Session organizer and co-chair.
- “In the Long Shadow of Property Rights: (Southern) Rhetorics of Sustainability and the Struggle to Redefine the Commons.” Rhetoric and Public Address Division. Southern States Communication Association: Savannah, GA: April 2008. Session organizer and chair.
- “The Discursive Struggles of Environmental Justice: Working Toward a Community-Based Praxis of Sustainability in Rural North Carolina.” Southern States Communication Association: Savannah, GA: April 2008.
- “Ex Uno Plures: Rethinking Democracy, Critical Theory, and the Conditions of Possibility for Pedagogy, Praxis, and Critique.” Critical and Cultural Studies Division, National Communication Association. Chicago, IL: November 2007. Session organizer and chair.
- “Justice Talking” Comes to NCA: A Conversation About the Show and JT's Educational Mission.” National Communication Association: Chicago, IL: November 2007.
- “Performing and Sustaining (Agri)Culture and Place: The Cultivation of Environmental Subjectivity on the Piedmont Farm Tour.” 9<sup>th</sup> Biennial Conference on Communication and the Environment. Chicago, IL: June 2007

**Selected Conference Presentations, *continued***

- "Rhetoricians Walking in Memphis." Popular Communication Division. Southern States Communication Association. Louisville, KY: March 2007
- "Democracy and Memory/Place/Space." Paper Presentation at the Indiana University-University of Illinois Urbana-Champaign Invitational Graduate Colloquium. Bloomington, IN: January 2007
- "Rethinking the Rhetoric of Place and the Place of Rhetoric." Critical and Cultural Studies Division: National Communication Association. San Antonio, TX: November 2006.
- "The Sprawl of the South(east): Environmental Justice and the Rhetorics of Smart Growth." Environmental Communication Division: National Communication Association. San Antonio, TX: November 2006.
- "Troubling the Past(s): The Entanglement of History, Rhetoric, Nostalgia, and Memory." Rhetorical and Communication Theory Division: National Communication Association. San Antonio, TX: November 2006.
- "A Reflection on the 2005 RSA Institute: The History of Rhetoric as Teaching Tradition." Rhetoric Society of America Biennial Convention. Memphis, TN: May 2006.
- "The Rhetoric of Compassion: Opposition, Constitution, and Substitution in the Animal Issues Movement." Environmental Communication Division: National Communication Association. Boston, MA: November 2005.
- "Resisting Tradition: An Ethnography of a Vegetarian Thanksgiving Feast." Critical and Cultural Studies Division: National Communication Association. Boston, MA: November 2005.
- "Rethinking the 'Critical': A Prolegomenon on Radical Rhetorical Praxis." Rhetorical and Communication Theory Division: National Communication Association. Boston, MA: November 2005.
- "Rethinking Nostalgia: Rhetoric, Memory, and the Performance of Place." Critical and Cultural Perspectives Division: Alta Conference on Argumentation. Alta, UT: August 2005.
- "Awakening the Cultural Consciousness: Rhetoric and the New Intellectual Activism." (Major revision). Rhetoric and Communication Theory Division: National Communication Association. Chicago, IL: November 2004.
- "'The Soul of the South': The Mast General Store and the Rhetoric of Nostalgia." Ethnography Division: National Communication Association. Chicago, IL: November 2004.
- "Articulating Alternatives: (Critical) Rhetoric and the Hope of Critical Pedagogy." 5th International Crossroads in Cultural Studies Conference. Urbana-Champaign, IL: June 2004.
- "Awakening the Cultural Consciousness: Rhetoric and the New Intellectual Activism." Rhetoric and Public Address Division, Southern States Communication Association. Birmingham, AL: April 2003.
- "Cultural Consommé: Iron Chef and the Rhetoric of Class, Power and Consumption." Co-authored with Ken Zagacki. Critical and Cultural Studies Division: National Communication Association. New Orleans, LA: November 2002.
- "Paternalistic Translation in Charles Chesnutt's *The Conjure Woman* and *Other Tales*." Popular Communication Association of the South. Charlotte, NC: October 2002.

### **Invited Guest Lectures/Presentations**

District Dialogue on Public Education for Ty Harrell, Dem. Candidate for North Carolina House (District 41).  
Raleigh, NC (October 24, 2006).

District Dialogue on Minimum Wage for Ty Harrell, Dem. Candidate for North Carolina House (District 41).  
Raleigh, NC (July 10, 2006).

"Organizational Communication and Information Technology." for Dr. Jessica Jameson, North Carolina State  
University Department of Communication. Raleigh, NC: July 2004.

### **Professional Writing and Editing Experience**

Editor, Environmental Blogging ( <http://www.environmentalblogging.org>): University of North Carolina at  
Chapel Hill (February 2006-present).

Editorial Assistant to Dr. P. Kay Lund, Associate Editor, Gastroenterology, Department of Cell and Molecular  
Physiology. University of North Carolina at Chapel Hill (May 2004-October 2004).

Acting Section Editor (Opinion/Editorial): Technician. North Carolina State University (May 2000-August  
2000).

Assistant/Co-Editor and Columnist (Opinion/Editorial): Technician. North Carolina State University (April-  
October 2000).