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EDUCATION

Ph.D. in Texts & Technology (May 2018)

University of Central Florida, Orlando, FL

Dissertation: Celebrities, fans, and queering gender norms: A critical examination of Lady Gaga's, Nicki Minaj's, and fans' use of Instagram

Committee: Stephanie Vie (Chair), Martha Brenckle, Anastasia Salter, Stacey Pigg (North Carolina State University)

M.A. in English, Composition Specialization (May 2013)

Purdue University (Calumet Campus), Hammond, IN

Thesis: Digital identities: Revisiting the rhetorical situation in first year composition

Committee: Mark Mabrito (Chair), Karen Bishop-Morris, Staci Trekles

B.A. in English, Professional Writing (May 2011)

Purdue University (Calumet Campus), Hammond, IN

Online Certificate in Writing for Interactive Media (May 2011)

Purdue University (Calumet Campus), Hammond, IN

PUBLICATIONS

Peer-Reviewed Articles

Miller, Jennifer Roth, **Dieterle, Brandy**, deWinter, Jennifer, & Vie, Stephanie. (Under review as of 4/2/2018). Social media in professional, technical, and scientific communication programs: The state of the field. *Programmatic Perspectives*.

Dieterle, Brandy. (2017). From teaching to tutoring: Listening to my inner teacher. *Communication Center Journal*, 3(1), 168-169. Retrieved from

<http://libjournal.uncg.edu/ccj/article/view/1592>

Berry, Landon, & **Dieterle, Brandy**. (2016). Group consultations: Developing dedicated, technological spaces for collaborative writing and learning. *Computers and Composition: An International Journal*, 41, 18-31.

<http://dx.doi.org/10.1016/j.compcom.2016.04.004>

Vie, Stephanie, & **Dieterle, Brandy**. (2016). Minding the gap: Comics as a scaffolding for critical literacy skills in the classroom. *Composition Forum*, 33. Retrieved from

<http://www.compositionforum.com/issue/33/minding-gap.php>

Dieterle, Brandy, & Vie, Stephanie. (2015). Digital first-year composition: Integrating multimodality into a *Writing About Writing* approach. *Journal of Global Literacies, Technologies, and Emerging Pedagogies*, 3(1), 276-289. Retrieved from [http://joglep.com/files/8914/3898/8264/4.Article 367 Dieterle and Vie Digital First Year Composition Final20Edits revSV.pdf](http://joglep.com/files/8914/3898/8264/4.Article%20367%20Dieterle%20and%20Vie%20Digital%20First%20Year%20Composition%20Final20Edits%20revSV.pdf)

Book Chapters

Dieterle, Brandy, Edwards, Dustin, & Martin, Dan. (Chapter revisions requested 10/2018). Confronting Digital Aggression with an Ethics of Circulation. In Jessica Reyman and Erika Sparby (Eds.), *Digital Ethics: Rhetoric and Responsibility in Online Aggression, Hate Speech, and Harassment*.

Walls, Douglas, **Dieterle, Brandy**, & Miller, Jennifer. (Forthcoming 10/2018). Safely Social: User-centered design and difference feminism. In Kris Blair and Lee Nickoson (Eds.), *Composing Feminist Interventions: Activism, Engagement, Praxis*. Fort Collins, CO: WAC Clearinghouse.

Conference Proceedings

Garcia, Merideth, **Dieterle, Brandy**, Cohn, Jenae, & Miller, Paula. (2018). The Sweetland Digital Rhetoric Collaborative as an instructional tool: Cross-community connections and collaborations. Proceedings from *2016 Computers & Writing Conference*. Rochester, NY: WAC Clearinghouse.

<https://wac.colostate.edu/docs/proceedings/cw2016/garcia.pdf>

Dieterle, Brandy. (2015). Designing smartphone apps for at risk populations: Domestic violence survivors and user experience. Proceedings from SIGDOC: *Special Interest Group on the Design Of Communication Conference 2015*. Limerick, Ireland: ACM.

<http://dx.doi.org/10.1145/2775441.2775451>

Reviews

Dieterle, Brandy. (Accepted). Review of *It's Complicated* by danah boyd and *Adolescents' New Literacies with and through Mobile Phones* by Julie Warner. *Present Tense: A Journal of Rhetoric in Society*.

Dieterle, Brandy. (2018). C&W 18 Review of Friday Keynote: "Hashtag Feminism and Its Discontents" by Liz Losh. In *Digital Rhetoric Collaborative*. Retrieved from

<http://www.digitalrhetoriccollaborative.org/2018/07/06/cw-18-review-of-liz-losh-keynote-hashtag-feminism-and-its-discontents/>

Dieterle, Brandy. (2015). Review of *Toward a Composition Made Whole* by Jody Shipka. *Kairos: A Journal of Rhetoric, Technology, and Pedagogy*, 19(2). Retrieved from

<http://kairos.technorhetoric.net/19.2/reviews/dieterle/index.html>

Other Publications (Non-Refereed)

Dieterle, Brandy. (2018). Contemplative pedagogy and peer review: Making peer review a mindful practice. In the *Faculty Focus*, 17(1). Retrieved from www.fctl.ucf.edu/publications/facultyfocus/content/2018/2018_april.pdf

Dieterle, Brandy. (2017). Adopting critical ethical practices in research on gender and embodiment. In *Digital Rhetoric Collaborative*. Retrieved from <http://www.digitalrhetoriccollaborative.org/2017/12/17/adopting-critical-ethical-practices-in-research-on-gender-and-embodiment/>

West, Sara, & **Dieterle, Brandy**. (2016). Pokémon Go and collaborative gameplay. In *Digital Rhetoric Collaborative*. Retrieved from <http://www.digitalrhetoriccollaborative.org/2016/10/29/pokemon-go-collaborative-gameplay/>

Dieterle, Brandy. (2016). Webtexts on the wide web of Pinterest. In *Digital Rhetoric Collaborative*. Retrieved from <http://www.digitalrhetoriccollaborative.org/2016/05/02/webtexts-on-the-wide-web-of-pinterest/>

AWARDS

Teaching Excellence Award for the University of Central Florida's Department of Writing and Rhetoric, 2018. Received departmental funds in the amount of \$1,000.

GTA Teaching Excellence Award for the University of Central Florida's Department of Writing and Rhetoric, 2015. Received departmental funds in the amount of \$500.

Purdue University Calumet 39th Annual Stark-Tinkham Writing Contest for Writing for New Media I, 2011.

GRANTS

deWinter, Jennifer, Vie, Stephanie (Co-Principal Investigators), **Dieterle, Brandy**, & Miller, Jennifer Roth (Research Assistants & Mentees): \$3,500. Social media in technical and professional communication: A programmatic and curricular survey and a repository of current practices. *Council for Programs in Technical and Scientific Communication (CPTSC) Research Grants* (2014).

Computers and Writing Travel Grant (2017, 2016, 2014).

Special Interest Group on the Design of Communication (SIGDOC) Travel Grant (2015).

RESEARCH PRESENTATIONS

International

Dieterle, Brandy. (2015, July). *Designing smartphone apps for at risk populations: Domestic violence survivors and user experience*. Poster session presented at the Special Interest Group on the Design Of Communication Conference (SIGDOC) Student Research Competition, Limerick, Ireland.

National

Dieterle, Brandy. (2019, March). *Exploring our "identity kits": Studying the rhetorically-situated and performative nature of writing in first-year writing*. Presentation presented at 2019 Annual Convention of the Conference on College Composition and Communication, Pittsburgh, PA.

Dieterle, Brandy. (2018, May). *Celebrities, fans, and queering gender norms: A critical examination of Lady Gaga's, Nicki Minaj's, and fans' use of Instagram*. Poster presented at the 2018 Computers and Writing Conference, Fairfax, VA.

Dieterle, Brandy. (2018, March). *Redressing digital aggression with an ethics of (re)circulation*. Presentation presented at the Association of Teachers of Technical Writing 2018 Conference, Kansas City, KS.

Dieterle, Brandy. (2017, April). *Queering gender norms?: A critical examination of Lady Gaga's and Nicki Minaj's gender performances on Instagram*. Presentation presented at the Popular Culture Association/American Culture Association 2017 Annual Conference, San Diego, CA.

Dieterle, Brandy. (2017, March). *Music performers and queer rhetoric: How queer rhetoric informs Lady Gaga's and Nicki Minaj's Instagram posts*. Presentation presented at 2017 Annual Convention of the Conference on College Composition and Communication, Portland, OR.

Dieterle, Brandy. (2016, May). *Exploring video reflections: An alternative to print-based reflection essays in FYC*. Presentation presented at the 2016 Computers and Writing Conference, Rochester, NY.

Dieterle, Brandy. (2016, March). *#mothermonster knows best: Lady Gaga's Instagram as site for identity creation and fan connections*. Presentation presented at the Popular Culture Association/American Culture Association 2016 Annual Conference, Seattle, WA.

Dieterle, Brandy. (2015, October). *'Born This Way': Lady Gaga's Instagram representing a multiplicity of gender identities and performances*. Presentation presented at the Feminisms and Rhetorics 10th Biennial Conference, Phoenix, AZ.

Berry, Landon, & **Dieterle, Brandy**. (2015, October). *(r)Evolutionizing space: The effects of physical and digital space on group consultation dynamics*. Co-presentation presented at the 2015 International Writing Center Association Conference, Pittsburgh, PA.

Dieterle, Brandy. (2015, March). *First-year composition: Integrating multimodality into an introduction to writing studies course*. Presentation presented at the 2015 Annual Convention of the Conference on College Composition and Communication, Tampa, FL.

Dieterle, Brandy, & Berry, Landon. (2014, October). *Transitions: Making the move from writing center to multiliteracy center*. Co-presentation presented at the 2014 International Writing Center Association Conference, Orlando, FL.

Dieterle, Brandy. (2014, June). *Designing for domestic violence survivors: Popular technology and feminist ideals of empowerment*. Presentation presented at the 2014 Computers and Writing Conference, Pullman, WA.

Dieterle, Brandy. (2014, March). *Digital communities as authentic writing situations in first-year composition*. Presentation presented at the 2014 Annual Convention of the Conference on College Composition and Communication, Indianapolis, IN.

Dieterle, Brandy. (2013, November). *Possibilities and practice: Utilizing the graphic novel in the college composition classroom*. Presentation presented at the 2013 National Council of Teachers of English Annual Convention, Boston, MA.

Dieterle, Brandy. (2013, March). *Multimodal composition and web 2.0: Equipping under-prepared students with real world skills*. Panel presentation presented at the 2013 Annual Convention of the Conference on College Composition and Communication, Las Vegas, NV.

Regional

Dieterle, Brandy. (2018, January). *Contemplative pedagogy and peer review: Making peer review a mindful practice*. Presentation presented at the 2018 Sunshine State Teaching and Learning Conference, St. Petersburg, FL.

Rice, Stacey, Berry, Landon, & **Dieterle, Brandy**. (2016, February). *Who are we?: Negotiating graduate student identities as stakeholders in the writing center*. Roundtable presentation presented at the Southeastern Writing Center Association 2016 Conference, Columbus, GA.

Dieterle, Brandy. (2012, October). *Shaping the ambient: Empowering students to consciously cultivate their digital identities*. Presentation presented at The Ninth Biennial Thomas R. Watson Conference in Rhetoric and Composition: Economies of Writing, Louisville, KY.

Dieterle, Brandy. (2012, April). *Essays to e-zines: Teaching tech savvy composition*. Panel presentation presented at the 48th Annual Allerton English Articulation Conference, Monticello, IL.

Local

Dieterle, Brandy. (2018, April). *Celebrities, fans, and queering gender norms: A critical examination of Lady Gaga's, Nicki Minaj's, and fans' use of Instagram*. Poster presented at the 2018 Graduate Research Forum at the University of Central Florida, Orlando, FL.

Invited Speaker

Dieterle, Brandy. (2016, October). *Strategies for successfully completing candidacy exams*. Panel presentation presented at the Fall 2016 Milestone Series, Orlando, FL.

Dieterle, Brandy. (2016, March). *#mothermonster knows best: Lady Gaga's Instagram as site for identity creation and fan connections*. Presentation presented at the Texts & Technology Spring 2016 Colloquium, Orlando, FL.

Berry, Landon, & **Dieterle, Brandy**. (2015, November). *(r)Evolutionizing learning spaces: The effects of space on writing center consultations*. Co-presentation presented at the Texts & Technology Research Showcase, Orlando, FL.

Dieterle, Brandy. (2015, October). *Taking your learning spaces to the next level*. Panel presentation presented at the Next Generation Learning Spaces, Orlando, FL.

Dieterle, Brandy. (2013, April). *Google tools in a writing class*. Presentation presented at the 1st Annual English Lecture Series: *The Pedagogy of Online Writing Instruction*, Hammond, IN.

Wood, Yvonne, & **Dieterle, Brandy**. (2013, January). *Blackboard and Connect Composition*. Co-presentation presented at the In-Service Teacher Training at Purdue University Calumet, Hammond, IN.

WORKSHOPS

Dieterle, Brandy, Edwards, Dustin. (2018, April). *From social media to professional websites: Crafting your online identity*. Co-led at the 2018 Annual Upper Division Symposium for the Department of Writing and Rhetoric, Orlando, FL.

West, Sara, Gere, Anne, Easter, Brandee, **Dieterle, Brandy**, Coad, David, Raw, Adrienne, and Silver, Naomi. (2017, June). *What "counts" in digital scholarship?: Contributions to the Sweetland Digital Rhetoric Collaborative wiki*. Co-led mini workshop at the 2017 Computers and Writing Conference, Findlay, OH.

Miller, Paula, Silver, Naomi, Garcia, Merideth, **Dieterle, Brandy**, and Cohn, Jenae. (2016, May). *The Sweetland Digital Rhetoric Collaborative as an instructional tool: Cross-community connections and collaborations*. Co-led mini workshop at the 2016 Computers and Writing Conference, Rochester, NY.

Stewart, Jacob, **Dieterle, Brandy**, & Miller, Jennifer Roth. (2016, March). *From strategic objectives to digital tools: Using social media for activism*. Co-led at the 2016 Annual Upper Division Symposium for the Department of Writing and Rhetoric, Orlando, FL.

DIGITAL PROJECTS

Silver, Naomi, **Dieterle, Brandy**, Cohn, Jenae, Miller, Paula, & Raw, Adrienne. (2017, June). Collaborating on digital rhetoric: A roundtable. In Eric Detweiler (Producer), *Rhetorcity*. Podcast retrieved from <http://rhetorcity.libsyn.com/collaborating-on-digital-rhetoric-a-roundtable>

TEACHING EXPERIENCE

[h] notes hybrid (partially online) classes; [f] notes fully online classes

University of Central Florida, Lecturer (August 2018-Present)

Composition II (Fall 2018 [h])

Composition I (Fall 2018 [h])

University of Central Florida, Instructor (August 2017-May 2018)

Composition II (Spring 2018 [h])

Composition I (Fall 2017)

University of Central Florida, Graduate Teaching Associate (Instructor of Record) (August 2014-May 2017)

Literacy and Technology (Fall 2016 [h], Spring 2017 [h])

Composition II (Fall 2014, Spring 2015, Spring 2016, Spring 2017 [h])

Composition I (Fall 2015, Fall 2016)

Purdue University Calumet, Graduate Teaching Assistant (Instructor of Record) (August 2011-May 2013)

English Composition II (Spring 2012, Fall 2012, Spring 2013)

English Composition I (Fall 2011, Fall 2012)

Purdue University Calumet, Teacher's Assistant (August 2011-December 2011; August 2012-December 2012)

Virtual Worlds (Teacher's Assistant) (Fall 2011 [f], Fall 2012 [f])

Purdue University Calumet, Student Teacher (June 2011-December 2011)

English Composition II (Summer 2011, Fall 2011)

TUTORING EXPERIENCE

Adjunct Professor of English Writing Skills, Barry University School of Law. (Sept. 2013-Present)

Graduate Writing Consultant, University of Central Florida. (Aug. 2013-May 2014)

SERVICE

Mentoring

Mentor for three new GTAs and one experienced GTA in the Department of Writing and Rhetoric at the University of Central Florida. June 2018-May 2019.

Editorial

Faculty Review Board. *Xchanges*. Dec. 2017-Present.

Associate Editor. *Kairos: A Journal of Rhetoric, Technology, and Pedagogy*. Sept. 2014-Present.

Associate Editor. *The Best of Independent Rhetoric/Composition Journals*. Aug. 2016-Jan-2017.

Manuscript Reviewer

Currents

Convergence/Rhetoric

Communication Center Journal

Department-Level Committees

Committee Member, Outreach Committee. *Department of Writing and Rhetoric at the University of Central Florida*. Sept. 2018-Present.

Committee Member, Library Liaison Committee. *Department of Writing and Rhetoric at the University of Central Florida*. Sept. 2018-Present.

Committee Member, Symposium Planning Committee. *Department of Writing and Rhetoric at the University of Central Florida*. Jan. 2018-Apr. 2018.

Committee Member, Awards Planning Committee. *Department of Writing and Rhetoric at the University of Central Florida*. Nov. 2017-May 2018.

Committee Member, B.A. Portfolio Review Committee. *Department of Writing and Rhetoric at the University of Central Florida*. Oct. 2017-May 2018.

National Committees

Committee Member, Digital Story Project Task Force. *WPA-GO*. Sept. 2015-Sept. 2016.

Fellow

Graduate Fellow. *Digital Rhetoric Collaborative*. Aug. 2015-Aug. 2017.

PROFESSIONAL DEVELOPMENT

Composition Program's E-Portfolio Pilot Program (competitive). Aug. 2018-Present. Selected to participate in a QEP grant (\$10,000) pilot program for studying E-Portfolio scholarship and developing an E-Portfolio curriculum.

Florida Active Learning Expo (competitive). Sept. 2018. Attendee to the event sponsored by the Leona Helmsley Foundation and the Florida Consortium of Metropolitan Research Universities.

Active Learning Course Innovation Project (competitive). Aug.-Nov. 2018. Attended monthly discussion meetings and completed online activities focused on implementing active learning strategies in various classrooms and learning spaces.

Writing About Writing Workshops. Apr. 2018. Attended two one-hour workshops focused on deep theories about writing and the implementation of these theories in first-year composition. Led by the University of Central Florida's Composition Program, Department of Writing and Rhetoric.

Student of Concern Training. Apr. 2018. Attended a one-hour training session on reporting students of concern to the university. Led by the University of Central Florida's Office of Student Rights and Responsibilities.

Teaching Online. Jan.-Apr. 2018. Participated in a non-credit course for faculty focused on developing and delivering fully online and mixed mode courses. Led by the University of Central Florida's Center for Distributed Learning.

Contemplative Practices in the Classroom Course Innovation Project (competitive). Jan.-Apr. 2018. Attended monthly discussion meetings to develop mindfulness activities and assignments in my first-year composition courses. Led by the University of Central Florida's Faculty Center for Teaching and Learning.

Contemplative Pedagogy Special Interest Group (competitive). Sept.-Nov. 2017. Attended special interest group discussions led by the University of Central Florida's Faculty Center for Teaching and Learning.

Feminist Scholars Digital Workshop. June 2017. Workshopped draft of dissertation chapter. Served as a group leader and facilitated peer review and discussion amongst 5 contributors.

Graduate Research Network. June 2017. Workshopped draft of dissertation chapter on social media research ethics at 2017 Computers and Writing Conference, Findlay, OH.

Graduate Research Network. May 2016. Workshopped draft of dissertation research methodology at 2016 Computers and Writing Conference, Rochester, NY.

Feminist Scholars Digital Workshop. June 2015. Workshopped draft of *Feminisms and Rhetorics* presentation.

Qualitative Research Network. Mar. 2015. Workshopped early draft of dissertation research proposal at 2015 Annual Convention of the Conference on College Composition and Communication, Tampa, FL.

Authorship, credit and collaborative scholarship and research: Ethical pitfalls to avoid. June 2014. Participant in *Pathways to Success* workshop led by Andrew Randall at the University of Central Florida, Orlando, FL.

Intellectual and other conflicts of interest: Your rights and responsibilities. May 2014. Participant in *Pathways to Success* workshop led by Douglas Backman at the University of Central Florida, Orlando, FL.

Data management: Perils of fabrication, falsification and confidentiality. May 2014. Participant in *Pathways to Success* workshop led by Mark Johnson at the University of Central Florida, Orlando, FL.

How diverse attitudes and perspectives can affect you in the classroom and workplace. July 2013. Participant in *Pathways to Success* workshop led by Barbara Thompson at the University of Central Florida, Orlando, FL.

Evocative objects: Re-imagining the possibilities of multimodal composition. Mar. 2013. Participant in workshop led by Jody Shipka, Erin Anderson, Kerry Banazek, Amber Buck, Devon Ralston at the 2013 Annual Convention of the Conference on College Composition and Communication, Las Vegas, NV.

Safe Zone Training. Nov. 2012. Participant in training for LGBTQI+. Hosted by Purdue University Calumet, Hammond, IN.

RELEVANT COURSEWORK

Rhetoric & Composition

Rhetoric of Digital Literacy (Stephanie Vie)
Research Methods in Rhetoric and Composition (Angela Rounsaville)
Networks in Texts & Technology (Stephanie Vie)
Identity in Texts & Technology (Stephanie Vie)
Access, Social Justice, and Community Informatics (Douglas Walls)
Computers, Language, and Rhetoric (Mark Mabrito)
Seminar In Rhetoric & Composition (Karen Bishop-Morris)
Digital Identities (Mark Mabrito)
Introduction to Composition Theory (Karen Bishop-Morris)

Texts & Technology

Introduction to Texts and Technology (Rudy McDaniel)
Design and Development for Texts and Technology (Rudy McDaniel)
Texts and Technology in History (J.D. Applen)

Teaching, Tutoring, & Practicums

Writing/Consulting: Theory and Practice (Mark Hall)
Theory and Practice in Composition (Kevin Roozen)
Teaching Online in Texts and Technology (Pavel Zemliansky)
Practicum in Teaching English Composition I (Karen Bishop-Morris)
Practicum in Teaching English (Jane Campbell)

English & Literature

Theories of Texts and Technology (Barry Mauer)
Theories in Gender Studies (Maria Santana)
Introduction To English Studies (Dan Punday)
Graphic Novels (Mark Letcher)
American Literature Culture 1820-1860 (Dennis Barbour)
Seminar in Women's Literary and Feminist Theory (Collette Morrow)

PROFESSIONAL AFFILIATIONS

2015-Present: Member, Popular Culture Association
2015-Present: Member and Former Committee Member, Writing Program
Administrators-Graduate Organization
2015-Present: Member, Women in Technical Communication
2014-Present: Member, Texts & Technology Student Organization
2012-Present: Member, National Council of Teachers of English
2012-Present: Co-Founder and Member, Graduate English and Communication
Organization at Purdue University Calumet