SEAN ZDENEK

University of Delaware
Department of English
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Newark, DE 19716
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PROFESSIONAL APPOINTMENTS

Associate Professor of Professional and Technical Writing   **2017-**
Department of English, University of Delaware

Director of Graduate Studies   **2020-23**
Department of English, University of Delaware

Director of Graduate Studies   **2014-15**
Technical Communication & Rhetoric, Department of English, Texas Tech University

Associate Director of Graduate Studies   **2013-14**
Technical Communication & Rhetoric, Department of English, Texas Tech University

Associate Professor of Technical Communication & Rhetoric   **2009-17**
Department of English, Texas Tech University

Assistant Professor of Technical Communication & Rhetoric   **2003-09**
Department of English, Texas Tech University. 2003–2009. Tenured: 2009

Assistant Professor of Electronic Media   **2001-03**
Department of Communication. The University of Texas, San Antonio

EDUCATION

PhD, Rhetoric   **2001**
Carnegie Mellon University
Department of English
Dissertation: Passing for Human: Rhetoric, Software Agency,
and Communicatively Competent Machines

MA, Rhetoric and Teaching Writing   **1999**
California State University, Stanislaus
Department of English
Thesis: The Costs of Being Certain: Rhetoric in Software Agent Design

BA, English   **1994**
University of California, Berkeley
Department of English
Summa Cum Laude (major)
Magna Cum Laude (general scholarship)
Honors Thesis
Phi Beta Kappa

PUBLICATIONS

BOOKS

In progress. *For a More Humane Web: Reading and Writing Accessible Media in an Age of Automation.*

2015. *Reading Sounds: Closed-Captioned Media and Popular Culture*. Chicago: The University of Chicago Press. Supplemental website: http://ReadingSounds.net.

Winner: 2017 Best Book in Technical or Scientific Communication, Conference on College Composition and Communication (CCCC). National Council of Teachers of English.

EDITED JOURNAL ISSUE

2018. Reimagining Disability and Accessibility in Technical and Professional Communication. Guest editor. *Communication Design Quarterly* 6(4).

JOURNAL ARTICLES

2020. Transforming Access and Inclusion in Composition Studies and Technical Communication. *College English* 82(5), 536-44.

2018. Guest Editor's Introduction: Reimagining Disability and Accessibility in Technical and Professional Communication. *Communication Design Quarterly* 6(4), 4-11.

2018. Designing Captions: Disruptive Experiments with Typography, Color, Icons, and Effects. *Kairos: A Journal of Rhetoric, Technology, and Pedagogy* 23(1). http://technorhetoric.net/23.1/topoi/zdenek/index.html

2011. Which Sounds Are Significant? Towards a Rhetoric of Closed Captioning. *Disability Studies Quarterly* 31(3). http://dsq-sds.org/article/view/1667/1604

2009. Accessible Podcasting: College Students on the Margins in the New Media Classroom. *Computers & Composition Online*. http://cconlinejournal.org/Zdenek_Word_version_CConline.pdf

2009. Charting a Course Between Methodological Formalism and Eclecticism: Pedagogical Tensions in Three Rhetorical Analysis Textbooks. *The Review of Communication* 9(2), 188-211.

2007. "Just Roll Your Mouse Over Me": Designing Virtual Women for Customer Service on the Web. *Technical Communication Quarterly* 16(4), 397-430.

2004. Demonstrating a Web Design Technique in a Distance Learning Environment. *Communication Teacher* 18(1), 33-35.

Reprinted in Lucas, S. E., ed. *Selections from the Communication Teacher, 2002-2005*. Instructor supplement to *The Art of Public Speaking*. 9th Ed. McGraw-Hill, 2007.

2003. Artificial Intelligence as a Discursive Practice: The Case of Embodied Software Agent Systems. *AI & Society* 17(3/4), 340-363.

2001. Passing Loebner's Turing Test: A Case of Conflicting Discourse Functions. *Minds & Machines: Journal for Artificial Intelligence, Philosophy, and Cognitive Science* 11(1), 53-76.

Reprinted in J. Moor, ed. *The Turing Test: The Elusive Standard of Artificial Intelligence* (pp. 121-144). Boston: Kluwer Academic Publishers, 2003.

1999. Rising Up from the MUD: Inscribing Gender in Software Design. *Discourse & Society* 10(3), 379-409.

BOOK CHAPTERS

2021. Second author with Dev Bose, Prairie Markussen, and Angelia Giannone. Sound and Access: Attuned to Disability in the Writing Classroom. In K. D. Stedman, C. S. Danforth, and M. J. Faris (eds) *Tuning into Soundwriting*. enculturation/Intermezzo Series. http://intermezzo.enculturation.net/14-stedman-et-al/bose.html

2011. Personal Reflections on the Educational Potential and Future of Closed Captioning on the Web. In J. Aitken, J. Pedego Fairley, and J. K. Carlson (eds) *Communication Technology for Students in Special Education or Gifted Programs* (pp. 221-229). Hershey, PA: IGI Global.

2008. Muted Voices: Cochlear Implants, News Discourse, and the Public Fascination with Curing Deafness. In B. Johnstone & C. Eisenhart (eds) *Rhetoric in Detail: Discourse Analytic Approaches to Rhetorical Talk and Text* (pp. 147-171). Amsterdam: John Benjamins.

2008. First author with Barbara Johnstone. Studying Style and Legitimation: Critical Linguistics and Critical Discourse Analysis. In B. Johnstone & C. Eisenhart (eds) *Rhetoric in Detail: Discourse Analytic Approach to Rhetorical Talk and Text* (pp. 25-31). Amsterdam: John Benjamins.

2002. Scripting Sylvie: Language, Gender, and Humanness in Public Discourse About Software Agents. In S. Benor, M. Rose, D. Sharma, J. Sweetland, Q. Zhang (eds) *Gendered Practices in Language* (pp. 255-273). Stanford, CA: CSLI Press.

SUPPLEMENTAL TEXTBOOK

2020. *The Writer's Help Guide to Professional Writing*. A supplemental guide to *Writer's Help 3.0* by S. Bernhardt and N. Sommers. New York: Bedford/St. Martin's. 83 ms. pages. https://www.macmillanlearning.com/college/ca/product/A-Guide-to-Professional-Writing-with-2020-APA-Update/p/1319370330

INTERVIEWS

2019. Danforth, Courtney, Harley Ferris, and Erin Bahl. KairosCast Interviews Sean Zdenek. *KairosCast*. *Kairos: A Journal of Rhetoric, Technology, and Pedagogy* 23(2). http://kairos.technorhetoric.net/23.2/interviews/kcast/index.html

2017. Zobel, Gregory. Captioning Hypnotoad—A Quest That Helped Define a Field: An Interview with Sean Zdenek. *Kairos: A Journal of Rhetoric, Technology, and Pedagogy* 22(1). http://kairos.technorhetoric.net/22.1/interviews/zobel/index.html

2016. Linder, Katie. Dr. Sean Zdenek on Rhetorical Analysis. *Research in Action Podcast*. Oregon State University. Podcast. https://ecampus.oregonstate.edu/research/podcast/e30/

MAGAZINE/BLOG/OTHER

2016. Cripping Closed Captioning: Experiments with Type, Icons, and Dynamic Effects. *Sweetland Digital Rhetoric Collaborative*. Blog Carnival 9. https://tinyurl.com/drc-carnival-2016

2014. More Than Mere Transcription: Closed Captioning as an Artful Practice. *User Experience Magazine* 14.1. Print and online. http://uxpamagazine.org/more-than-mere-transcription/

2007. Frozen Ecstasy: Visualizing Hearing in Marketing Materials for Cochlear Implants. *Proceedings of the 25th ACM International Conference on Design of Communication* (SIGDOC '07). El Paso, TX, 22-24 October. 241-248.

BOOK REVIEWS

2006. Review of R. Wodak & P. Chilton (eds) *A New Agenda in (Critical) Discourse Analysis. Language in Society* 35(4), 613-616.

2000. Review of J. J. O'Donnell, *Avatars of the Word: From Papyrus to Cyberspace. Computers and Society* 30(1), 29-31.

1998. Review of A. G. Gross & W. M. Keith (eds) *Rhetorical Hermeneutics: Invention and Interpretation in the Age of Science*. J*ournal of Business and Technical Communication* 12(4), 495-499.

TEACHING

UNDERGRADUATE COURSES

Advanced Composition (senior level)
Business Writing (2 sections taught)
Capstone: Professional Issues in Technical Communication
Developing Instructional Materials
Freshman Composition
Information Design
Professional Presentation
Professional Report Writing
Rhetorical criticism
Style in Technical Writing
Technical Writing (8 sections taught)
Writers Workshop (pre-freshman level)
Special topics courses
    Getting Things Done: Writing & Designing for the User Experience (3 sections taught)
    Web Access for All (UD 2018)
    Rhetorical Criticism (TTU 2006 – proposed & approved as new course in 2007)
    Gender, Communication & Technology (UTSA 2003)
    The Cyberpunk Movement (CMU 2000)

GRADUATE COURSES

Document Design
Foundations of Technical Communication
Introduction to Graduate Studies in English
Rhetorical Criticism
Seminar in Disability Studies ("Designing Inclusive Futures" 2020)
Writing for Publication (service course with STEM focus)
Special topics courses
    Accessible Rhetoric: Web Accessibility & Disability Studies (TTU, 2007-2017)
    Artificial Intelligence, Gender, and Discourse Studies (TTU, 2003)
    Accessible User Experience (AUX): Rhetorical Theory, Digital Composing, and Inclusive Design (UD, 2019)
    Sonic Literacies: Rhetorics of Sound (TTU, 2011)

INFORMAL COURSES

Writing for Publication (weekly workshops for PhD Students, UD, Fall 2020)
Academic Job Market (bi-weekly workshops for PhD students, UD, Summer 2020, Summer 2021, Summer 2022)

INDEPENDENT STUDIES

UNIVERSITY OF DELAWARE
Technical Communication Pedagogy. Bill Repetto. Spring 2022.
Technical and Professional Communication Theory. Bill Repetto. Fall 2021.

TEXAS TECH UNIVERSITY
Rhetoric and Music. Maria Kingsbury. PhD student. Summer 2014.
Web Accessibility for Web Developers. Greg Gamel. MATC student. Fall 2012.
On Kenneth Burke. Jeannie Bennett. PhD student. Fall 2011.
The Rhetoric of Assistive Technology. Cristopher Broyles. PhD student. Summer 2011.

PHD DISSERTATION COMMITTEES

CHAIR – PHD DISSERTATION COMMITTEES (UNIVERSITY OF DELAWARE)
Violet Strawderman, PhD in progress. Disability studies, comic studies.

Bill Repetto, PhD in progress. Syllabus studies, technical communication, usability.

Kathleen Lyons, PhD 2023. Co-chair with Stephanie Kerschbaum.
Crafting accessible writing pedagogies: Disability knowledge and techne in writing.

CHAIR – PHD DISSERTATION COMMITTEES (TEXAS TECH UNIVERSITY)
Danielle Saad, PhD 2016.
The other Muslimah: Online counter narratives of Muslim women in alternate web spaces.

Steve Morrison, PhD 2016.
The wise and the wicked: Narrative foundations of political identity in partisan media.

Kevin Van Winkle, PhD 2016.
Advancing a critical framework for the identification and analysis of visual euphemism in technical communication visuals

Melissa Helquist, PhD 2015.
Eye, ear, hand: Multimodal literacy practices of blind adults.
Winner: 2014-15 TTU TCR Dissertation Award. TCR Alumni award committee.

Ashlynn Reynolds-Dyk, PhD 2015.
Is this normal? Why are you staring? Real freak shows run over at the intersection: A multimodal approach to rhetorical analysis of disability and reality TV.

Diane Allen, PhD 2011.
Now I can hear the fish swim: The rhetorical construction of cochlear implant technology.

Glenn Dayley, PhD 2011.
American dreams: Ideograph and metaphor on the campaign trail.

Todd Rasberry, PhD 2011.
No magic, just rhetoric: Understanding major gift fundraising as a rhetorical genre.

Emil Towner, PhD 2010.
Placing (and shaping) genocide on the public record: A rhetorical analysis of apologetic exchanges in Rwanda's gacaca trials.

MEMBER – PHD DISSERTATION COMMITTEES (UNIVERSITY OF DELAWARE)
    Carolyne King, PhD 2019
    Janel Atlas, PhD 2020

MEMBER – PHD DISSERTATION COMMITTEES (TEXAS TECH UNIVERSITY)
    Maria Kingsbury, PhD 2018
    Tim Elliott, PhD 2018
    Susan Rauch, PhD 2016
    Letitia Harding, PhD 2013
    Alec Hosterman, PhD 2013
    Debra Burleson, PhD 2012
    Deborah Fontaine, PhD 2012
    Cam Stone, PhD 2012 (Mass Comm)
    Lora Arduser, PhD 2011
    Christiana Christofides, PhD 2011
    Jen Osborne, PhD 2011
    Chris Ryan, PhD 2011
    Gregory Zobel, PhD 2011
    Cynthia McPherson, PhD 2010
    Scott Mogull, PhD 2010
    Ritu Raju, PhD 2010
    Ryan Hoover, PhD 2009
    Nicole St. Germaine-Madison, PhD 2007
    Dave Yeats, PhD 2006

OUTSIDE MEMBER – PHD DISSERTATION COMMITTEES
    Chad Iwertz, PhD 2019, The Ohio State University

HONORS, AWARDS, AND GRANTS

Nominated. Excellence in Teaching Award. University of Delaware. 2023.

Honorable mention (*Funded*: $2500). Breaking Barriers Recruitment Award on behalf of English PhD program, University of Delaware. August 2022.

Awarded. Designing Inclusive Futures: Disability, Diversity, and Innovation. Lead Author: Stephanie Kerschbaum. Unidel Grand Challenge Grant. University of Delaware. 2019. *Funded*: $14,140. While I was not the principal author of the grant, I did assume sole responsibility for the funding, which included hiring a graduate student TA, inviting guest speakers, and planning the graduate course.

Winner. 2017 Best Book in Technical or Scientific Communication, Conference on College Composition and Communication. National Council of Teachers of English.

Faculty Fellow. Humanities Center. Texas Tech University. 2016. *Funded*: $5,000 course release): Blending Form and Content: Experiments with Animated Closed Captioning.

Nominated. The Chancellor's Council Distinguished Teaching Award. Texas Tech University, 2011.

Giant Eagle Dissertation Fellowship. Awarded annually to one Ph.D. student in Rhetoric at Carnegie Mellon University, 2000-1.

Phi Kappa Phi, Carnegie Mellon chapter, 2000.

National Science Foundation Travel Grants, 1998-9.

Summa Cum Laude in English. Magna Cum Laude in General Scholarship. University of California, Berkeley, 1994.

Phi Beta Kappa, University of California, Berkeley chapter, 1994.

H. Hill Scholarship. Department of English. University of California, Berkeley, 1994.

Wheeler Scholarship. University of California, Berkeley, 1993.

PROFESSIONAL SERVICE

UNIVERSITY SERVICE

UNIVERSITY OF DELAWARE
Chair, Search Committee, Senior Tenured Writing Studies Faculty, Department of English, 2022-3
Director of Graduate Studies, Department of English, 2020-2023
Member, Search Committee, Academic Program Coordinator, Department of English, 2022
Member, Graduate Studies Committee, Department of English, 2018-20
Member, Faculty Senate, College of Arts & Sciences, 2018-20
Member, Promotion & Tenure Sub-Committee, College of Arts & Sciences, 2018-20
Member, UD Web Accessibility Faculty Sub-Committee, 2018
Member, Learning Community to test Ally (accessibility checker for Canvas), 2018
Member, Mary Curtis Straughn Excellence in Higher Ed Disability Advocacy Award Committee, 2017

TEXAS TECH UNIVERSITY
Member, Faculty Development Leave Committee (university-wide), 2016-17
Director of Graduate Studies, 2014-15
Associate Director of Graduate Studies, 2013-14
Member, Graduate Studies Committee, 2011-15
Member, MATC Portfolio Committee, 2009-10, 2013-14, 2016
Member, Faculty Recruitment Committee, 2007-9, 2016-17
Member, TCR Recruitment Committee, 2011-12
Member, Faculty Awards Committee, 2006-7
Member, Faculty Incentive Grant Review Panel (TLTC), 2005-6
Member, Faculty Merit Committee, 2004-6
Member, MATC Qualifying Exam Committee, F2003, F2004
Member, Technology Committee, 2004-6

THE UNIVERSITY OF TEXAS, SAN ANTONIO
Chair, Departmental Faculty Advisory Committee, 2002-3
Member, Academic Policy & Curriculum Committee, 2002-3
Member, Recruitment and Admissions Sub-Committee, 2002
Reviewer, Web for Faculty Demo System, 2002
Member, Honors & Scholarship Committee, 2001-2
Member, Two hiring committees. Intercultural communication, 2001-2

NATIONAL SERVICE

Member. Editorial Board. *Kairos: A Journal of Rhetoric, Technology, and Pedagogy*. 2020-present.

Member. Editorial Board. *Communication Design Quarterly*. 2018-present.

Member. 2018 CCCC Technical and Scientific Communication Awards Selection Committee.

Member. Panel of Experts/Stakeholders working in consultation with the CCCC Committee for Best Practices in Online Writing Instruction (OWI). 2011-12.

Area Chair. Rhetoric and Technical Communication. Southwest Texas Popular Culture and American Culture Association. 2012-2013.

Member. Program Committee. *SIGDOC* 2007, 2009.

ACCESSIBILITY CONSULTING

Accessibility Editor. *Journal for Undergraduate Multimedia Project* (JUMP+). 2019-2021.

Accessibility Editor*. Connexions in International Professional Communication & Design* Interactive eBook Series. 2019-20.

Accessibility Chair. The ACM Special Interest Group on Design of Communication (SIGDOC). 2019-2020.

Consultant. The Natural Word. Anthony Cheung. Music composer. 2019. Honorarium: $1000. https://www.acheungmusic.com/works/the-natural-word-2019

INDUSTRY EXPERIENCE

Senior Technical Writer and Web Designer. Software Agents Group. Robotics Institute. Carnegie Mellon University, 1999 (Feb-Dec).

Content Developer and Web Designer. Ph.D. in Rhetoric website. Carnegie Mellon University, 1999.

AD HOC REVIEWER

Canadian Journal of Disability Studies, CHI 2006 & 2008, College English, Composition Forum, Convergence, IEEE Transactions on Professional Communication, Journal of Business and Technical Communication, Kairos, Rhetoric Review, SIGDOC, Technical Communication, Technical Communication Quarterly, Written Communication.

PRESENTATIONS AND CONFERENCE PARTICIPATION

INVITED PRESENTATIONS AND INVITED WORKSHOPS

Invited lecture and workshop. Beyond Simple Transcription: The Art and Science of Captioning. Access:Ability Scholars Program. University of Delaware. 7 April 2022.

Invited lecture. Technical Communication: Definitions, Scope, Examples, Standards, and Writing on the Job. Center for Hybrid, Active, and Responsive Materials (CHARM). University of Delaware. Virtual. 30 June 2021.

Invited lecture. Designing captions. Google's Immersive Captioning Group*.* Virtual. 30 September 2020.

Invited lecture and captioning workshop. Access Remade: Designing, Disrupting, and Transforming Inclusive Media. Conversations in Digital Accessibilities. Emory University. Center for Digital Scholarship. Atlanta, GA. 27-28 February 2020.

Keynote speaker. Composing Digital Access: Editing Image Descriptions, Designing Captions, and Visualizing Reading Speed. 2018 CCCC Summer Conference. Virginia Commonwealth University. Richmond, VA. 25 May 2018.

Invited panelist. Power and Access. Third Annual Lewis College of Human Sciences Roundtable. Illinois Institute of Technology. Chicago. 12 October 2017.

Keynote. Caption Studies: Seven Arguments for How Captions Make Meaning. Caption Studies Conference. Online. 1 August 2016. http://captionstudies.wou.edu/conference-schedule/

Invited webinar panelist. Moving Beyond Transcription in Closed Captioning. Webinar: Bringing Digital and Accessibility Together: What We Can Learn From Other Sectors. Hosted by Mphasis. 20-minute talk. 19 May 2016.

Featured webinar speaker. The Future of Closed Captioning in Higher Education. Webinar hosted by 3Play Media. 12 May 2016. 200+ attendees. 45-minute talk followed by audience questions. http://www.3playmedia.com/resources/webinars/future-cc-05-12-2016/

Invited seminar participant. Access/ibility in Digital Publishing. 2015 Summer Seminar. West Virginia University. Morgantown, WV. 7-10 July 2015.

Invited lecture. Reading Sounds: Accessing Popular Culture Through the Lens of Closed-Captioned Media. Arts Lecture Series. Indiana University South Bend. 26 March 2014.

Invited lecture and captioning workshop. Which Sounds Are Significant? Towards a Rhetoric of Closed Captioning. The Ohio State University. 20 February 2012. Sponsored by OSU's Literacy Studies Program, The Digital Media Studies Program, The Digital Union, and The Disability Studies Program.

ACADEMIC CONFERENCE PRESENTATIONS AND WORKSHOPS (SINCE 2010)

Participant. Podcasting Institute. National Humanities Center. Virtual. 10-14 June 2024.

90-minute workshop. Virtual Ideational Spaces for Design Pedagogy: Workshopping for Accessibility with Miro. Co-led with Sushil Oswal. Association of Teachers of Technical Writing (ATTW). Virtual. 29 June 2022.

75-minute workshop. Creating More Inclusive Public Websites for our Programs and Institutions. Co-led with Mary DeNora and Sushil Oswal. Council for Programs in Technical and Scientific Communication (CPTSC). West Chester, PA. 10 October 2019.

2-hour workshop. Designing and Delivering Accessible Presentations. Co-led with Sushil Oswal. Special Interest Group on Design of Communication (SIGDOC). Portland, OR. 4 October 2019.

Research Methods for Caption Studies: Visualization Techniques, Big Data Methods, and Rhetorical Approaches. Broadcast Education Association (BEA) conference. Las Vegas, Nevada. 10 April 2018.

Engaging Disability and Accessibility in Class Assignments: Integrating Disability Studies in the Fabric of Composition and Technical Communication Curricula. Participant. Pre-Conference half-day workshop. Conference on College Composition and Communication. Portland, Oregon. 15 March 2017.

Humanizing Closed Captioning: How captions transform the meaning and experience of the text. Conference on College Composition and Communication. Tampa, Florida. 18-21 March 2015. Sponsored panel of the CCCC's Disability Rhetoric Standing Group.

Humanizing Closed Captioning and Assistive Technology. Machine Rhetorics Supersession. 16th Biennial Rhetoric Society of America Conference. San Antonio, Texas. 22-26 May 2014.

Visualizing Non-Speech Sounds in Closed Captioning. Annual Meeting of the SW/TX Popular Culture and American Culture Associations. Rhetoric and Technical Communication Area. Albuquerque, NM. 13-17 February 2013.

Sonic Allusions, Captioned Silences, and Dramatic Irony in Closed Captioning. Annual Meeting of the SW/TX Popular Culture and American Culture Associations. Rhetoric and Technical Communication Area. Albuquerque, NM. 8-11 February 2012.

The Anatomy of a Sound Description: A Study of Non-Speech Information (NSI) in Closed Captioned Films. Annual Meeting of the SW/TX Popular Culture and American Culture Associations. Technical Communication Area. San Antonio, TX. 20-23 April 2011.

An Ethic of Ability: Hearing Culture and Technical Communication. Annual Meeting of the SW/TX Popular Culture and American Culture Associations. Technical Communication Area. Albuquerque, NM. 10-13 February 2010.

DEPARTMENT AND UNIVERSITY PRESENTATIONS

Fellowship research presentation. Designing Captions: Disruptive Experiments with Typography, Color, Icons, Loops, and Effects. The Humanities Center at Texas Tech University. 20 February 2017.

May Seminar research presentation. Topic varies depending on my research interests. Department of English. Texas Tech University. 2005-2015.

Colloquium presentation. Bearing Witness to a Miracle: Cochlear Implants, News Discourse, and the Public Fascination with Curing Deafness. Fall Colloquium. Department of English. Texas Tech University. 30 November 2005.

Colloquium presentation. Virtual Faces, Interfaceless Interfaces, and the Rhetoric of Designing Digital Beauties. Fall Colloquium. Department of English. Texas Tech University. 3 November 2004.