

## **JASON B. MUNSELL**

Department of Communication and Emerging Media  
University of South Carolina Aiken  
471 University Parkway, Aiken, SC 29801  
[jasonm@usca.edu](mailto:jasonm@usca.edu)

### **EDUCATION**

- 2000 PhD in Speech Communication, Louisiana State University, Baton Rouge, LA.  
Specialization in Rhetoric and Public Address  
Cognate in Educational Leadership, Research, and Counseling  
Dissertation: “Rhetoric, Prudence, and the ‘Morrill Act’ of 1862”  
Dissertation Chair, Kenneth Zagacki, PhD
- 1995 MA in Communication, University of Arkansas, Fayetteville, AR.  
Rhetorical Theory and Criticism  
Thesis: “DeGeneration X”  
Thesis Chair, Thomas Frentz, PhD
- 1993 BA in Communication, University of Arkansas, Fayetteville, AR.

### **PROFESSIONAL APPOINTMENTS**

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|-------------------|---|
| Fall 2024-Present | USC Aiken Endowed Chair in the Humanities   |
| Fall 2022-Present | Department Chair, Department of Communication and Emerging Media,<br>University of South Carolina Aiken |
| Spring 2022       | Interim Chair, Department of Communication and Emerging Media, USC<br>Aiken                             |
| 2017-Present      | Associate Professor of Communication, University of South Carolina<br>Aiken (Tenured 2020)              |
| 2014-2017         | Professor of Communication Studies, Columbia College, SC  |
| 2009-2014         | Program Coordinator, Communication Studies, Columbia College, SC  |
| 2008-2014         | Associate Professor Communication Studies, Columbia College, SC<br>(Tenured 2008)                       |
| 2003-2008         | Assistant Professor of Communication Studies, Columbia College, SC                                      |
| 2001-2003         | Assistant Professor of Communication, Wesleyan College, GA  |
| 2000-2001         | Assistant Professor of Speech, Gordon College, GA (USG)   |
| 1998-2000         | Instructor of Speech Communication, Louisiana State University  |
| 1996-1998         | Teaching Assistant, Louisiana State University  |
| 1995-1996         | Adjunct Instructor of Public Speaking, Tulsa Community College  |
| 1995              | Adjunct Instructor of Public Speaking, Rogers State University  |
| 1993-1995         | Teaching Assistant, University of Arkansas  |

### **ELECTED OFFICES, SELECTED HONORS AND AWARDS**

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|------|--|
| 2024 | USCA Masters Teachers Series Certificate |
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2022-2023	President (Elected 2019), Carolinas Communication Association (Term ended September 30, 2023)
2021	The Lloyd Rohler Career Teaching Award, Carolinas Communication Association
2021	USC Aiken Excellence in Advisement Award (only one award per year)
2021-2022	Vice President and Conference Planner, Carolinas Communication Association
2019-2020	Second Vice President, Carolinas Communication Association
2019	Ray Camp Research Award for Top Faculty Research Paper, Carolinas Communication Association
2019-2020	Immediate Past President, Southern States Communication Association
2018-2019	President, Southern States Communication Association
2017-2018	Vice-President and Conference Planner, Southern States Communication Association
2016-2017	Second Vice President and UHC Planner, Southern States Communication Association
2013-2015	Editor, <i>Carolinas Communication Annual</i>
2014	Jerold J. Savory Scholars Program for Undergraduate Research and Learning at Columbia College (only one faculty-student grant proposal is selected per year)
2014	Awarded Sabbatical (only one faculty member was selected per semester)
2013	Columbia College “Student Choice” Award Winner for Excellence in Teaching (only one faculty member selected per year)
2013	Ray Camp Research Award for Top Faculty Research Paper, Carolinas Communication Association
2012	South Carolina Independent Colleges and Universities Teaching Award (one Award per institution per year)
2012	Betty Jo Welch Award for Service, Carolinas Communication Association
2011	Ray Camp Research Award for Top Faculty Research Paper, Carolinas Communication Association.
2010	Columbia College “Student Choice” Award Winner for Excellence in Teaching
2010	Jerold J. Savory Scholars Program for Undergraduate Research and Learning at Columbia College
2009	GIFTS (Great Ideas for Teaching Students) Top Ten conference paper, Top Three related to conference theme, National Communication Association
2008-2009	President, Carolinas Communication Association (Elected 2007)
2007	GIFTS Top Ten conference paper, National Communication Association

## TEACHING EXPERIENCE

Experience teaching traditional in-person delivery, as well as online and blended/hybrid courses. Developed the first online course for USC Aiken’s Communication and Emerging Media Department. Examples of courses taught include:

- Capstone Courses
- Introduction to Communication/Communication survey courses
- Public Speaking

- Interpersonal Communication
- Political Rhetoric
- Presidential Rhetoric
- Persuasive Communication
- African American Rhetoric
- Communication and Public Advocacy
- Research Methods
- Rhetoric of Popular Culture
- Rhetoric of Tourism
- Rhetoric of Terrorism
- Computer Mediated Communication
- Crisis Communication
- Argumentation and Debate
- Gender and Communication
- Intercultural Communication
- Rhetorical Criticism
- Rhetoric and Public Address
- Business and Professional Communication
- Small Group Communication
- Sports Communication

## **MENTORING UNDERGRADUATE RESEARCH, INDEPENDENT STUDIES**

Examples of IS (independent studies) at USCA:

- Communication and Events Planning
- Communication and Real Estate
- Media Entertainment Industry
- Arts Journalism
- Communication and Law Enforcement
- Political Campaigns
- Rhetorical Criticism
- Language and Speech Pathology Communication
- Communication and International Relations

Mentored over 300 students in original scholarship through research capstone courses at Columbia College and USC Aiken or through independent studies. Students have won the Southern States Communication Association's Franklin Shirley Award for the Top Undergraduate Paper twice and in 2021 USC Aiken student won the Mary E. Jarrard Prize for Top Undergraduate Paper from the Carolinas Communication Association

## SCHOLARSHIP

### *Highlighted Recent Scholarship 2020-Present*

Munsell, Jason B. "Rhetorical Style, the Yale Report of 1828, and American Higher Education," *Carolinas Communication Annual* 40 (2024): 1-14.

Munsell, Jason B. "Performing Skepticism on X/Twitter to Form a More Real Reality: Meta-Tweeting as Embodied Communication Pedagogy." Forthcoming book, *Embodied Pedagogy*. Palgrave, 2025.

Munsell, Jason B. "Remembering *Phronesis*: Rhetoric, Philosophy, and the Capstone Experience." Carolinas Communication Association, Furman, SC, October 2024. Paper/GIFTS presenter.

"Certificates, Mirco-Credentialing, and Digital Badges: What are They, How are They Used, and Do They Belong?" To be presented at the Southern States Communication Association annual conference, Frisco, TX, April 2024. Panel presenter.

Munsell, Jason B. "I Read Dead People: Letters from Father to Son, Son to Father, and the Practices of Family Memory." Selected for performance at the Southern States Communication Association annual conference, Frisco, TX, April 2024. Solo Performer.

"Remember Their Names: Transforming South Carolina's Memoryscape." Carolinas Communication Association, Greensboro, NC, September 2023. Panel presenter.

"Nikki Haley's Lessons from the New South." Carolinas Communication Association, Greensboro, NC, September 2023. Panel presenter.

Munsell, Jason B. "This Activity is Your Activity: Rhetoric, Public Advocacy, and Protests Songs." Carolinas Communication Association, Greensboro, NC, September 2023. Paper/GIFTS presenter.

"So You Want to be Chair? Communicating about Preparing for Future Roles." Southern States Communication Association, St. Petersburg, FL, April 2023. Virtual panel presenter.

"A Horse is a Horse, Of Course, Of Course: Mr. (T) ED Talk about Communication Departments and Courses in the USC System (We Pity the Fools)." Carolinas Communication Association, Aiken, SC, September, 2022. Panel presenter.

"We Don't Horse Around in Pacer Nation: Irony, and Celebrating Over 20 Years of Communication at USC Aiken." Carolinas Communication Association, Aiken, SC, September, 2022. Panel presenter.

Munsell, Jason B. "Sherman's March on Columbia, Searching for Green Pipes, Eating Tacos and Shooting Yankees: Tales from a Self-guided Tour and Shelling Reenactment." *At*

*Home and Away: Performance and Critical Autoethnography*. Ed. Leigh Anne Howard. New York: Routledge, 2022. Chapter 7. Print.

Munsell, Jason B. "Resisting the Real Intolerance and Rethinking Political Rhetoric: Using Twitter to Understand Identification, Terministic Screens, and Agency," Southern States Communication Association, Greenville, SC, April 2022. GIFTS Paper presentation.

"Characters and Caricatures: The Fiery Rhetoric of South Carolina Governors." Southern States Communication Association, Greenville, SC, April 2022. Panel presenter.

"Home and Away: Lived Experience in Performative Narrative Genre." Southern States Communication Association, Greenville, SC, April 2022. Panel presenter.

Munsell, Jason B. "Performing Skepticism on Twitter: Meta-Tweeting as Rhetoric and Performance Pedagogy," Southern States Communication Association, Virtual Conference, April 2021. Paper presentation.

"Pandemic Pathways of Public Advocacy in the Carolinas: A Teaching Panel." Carolinas Communication Association, Virtual Conference, September, 2021. Panel presenter with 4 of my undergraduate students.

Munsell, Jason B. "Creating a Culture of Undergraduate Scholarship." *Honors Communication: Contextual Issues and Lessons Learned in Teaching, Advising, and Mentoring the Undergraduate Honors Student in Communication*. Eds. Jennifer Becker and Caroline Parsons. New York: Peter Lang Publishing, 2020. Chapter 11. Print.

Munsell, Jason B. "SSCA, the Limits of STEM Education, and the Efficacy of Communication Education." *Southern Communication Journal* 85 (2020): 1-5.

"Teaching Performance Across the Communication Curriculum: A Discussion of Pedagogical Practices," Southern States Communication Association, Frisco, TX, April 2020. Panel presenter. (Accepted, but not presented due to cancelation of conference)

Munsell, Jason B. "Disruption in Charleston: The Sons of Confederate Veterans and the Rhetoric of Southern Resentment," Southern States Communication Association, Frisco, TX, April 2020. (Accepted, but not presented due to cancelation of conference)

Munsell, Jason B. "Disrupting Typical Classroom Discussion: Learning about Immigration and Empathy through Songwriting," Southern States Communication Association, Frisco, TX, April 2020. (Accepted, but not presented due to cancelation of conference)

## PUBLICATIONS

### Referred Journal Articles

- Munsell, Jason B. "Rhetorical Style, the Yale Report of 1828, and American Higher Education," *Carolinas Communication Annual* 40 (2024): 1-14.
- Munsell, Jason B. "SSCA, the Limits of STEM Education, and the Efficacy of Communication Education." *Southern Communication Journal* 85 (2020): 1-5.
- Munsell, Jason B. "The Wall between Hope and Fear: Using Problem Based Learning in the Intercultural Communication Course." *Carolinas Communication Annual* 35 (2018): 65-72.
- Reynard, Leslie J., Audrey W. Allison, and Jason B. Munsell "Lambda Pi Eta: The Founding and Evolution of Communication's Undergraduate Honor Society from a Systems Perspective." *The Review of Communication* 14 (2014): 138-155.
- Munsell, Jason B. "Creating a Classroom Museum: A Lesson on Places of Public Memory and the South Carolina State House Grounds." *Carolinas Communication Annual* 27 (2011): 58-74.
- Munsell, Jason B. "Teaching Elocution in the 21<sup>st</sup>-Century Classroom." *Communication Teacher* 25 (2011): 16-24.
- Munsell, Jason B, and Kim Alpaugh. "Debating Gender in Orangeburg, South Carolina: Barack Obama and an Androgynous Political Style." *Carolinas Communication Annual* 26 (2010): 18-39.
- Munsell, Jason B. "Metaphorically Speaking: Rhetorical Style and Lyrical Responses to the 'War on Terror'." *Communication Teacher* 23 (2009): 28-31.
- Munsell, Jason B., Helen Tate, Kyle Love, and Tamara L. Burke. "Reinvigorating the Communication Curriculum at Columbia College through Leadership Pedagogy." *Carolinas Communication Annual* 24 (2008): 31-46.
- Munsell, Jason B. "Elocution, Physical Culture, and Expression Pedagogy at Columbia College, 1886-1914." *Carolinas Communication Annual* 23 (2007): 12-24.
- Munsell, Jason B. "Francis Wayland as Mythic Hero: A Rhetorical Analysis of his Famous 1850 Report to Brown." *Louisiana Communication Journal* 8 (2006): 8-21.
- Munsell, Jason B. "Challenging Norms of Invention: *Mimesis* and African American Communication Patterns." *Communication Teacher* 20 (2006): 28-32.

Munsell, Jason B. "Teaching the Southern Lady: Rhetorical and Elocutionary Training at Columbia Female College, 1859-1900." *Carolinas Communication Annual* 21 (2005): 1-15.

Munsell, Jason B. "Jonathan Baldwin Turner Redeemed: A Call for an Industrial University in Illinois." *Journal of Illinois Speech and Theatre Association* 71 (2002): 77-89.

### **Book Chapters**

Munsell, Jason B. "Performing Skepticism on X/Twitter to Form a More Real Reality: Meta-Tweeting as Embodied Communication Pedagogy." Forthcoming book, *Embodied Pedagogy*. Palgrave, 2025.

Munsell, Jason B. "Sherman's March on Columbia, Searching for Green Pipes, Eating Tacos and Shooting Yankees: Tales from a Self-guided Tour and Shelling Reenactment." *At Home and Away: Performance and Critical Autoethnography*. Ed. Leigh Anne Howard. New York: Routledge, 2022. Chapter 7. Print.

Munsell, Jason B. "Creating a Culture of Undergraduate Scholarship." *Honors Communication: Contextual Issues and Lessons Learned in Teaching, Advising, and Mentoring the Undergraduate Honors Student in Communication*. Eds. Jennifer Becker and Caroline Parsons. New York: Peter Lang Publishing, 2020. Chapter 11. Print.

Reynard, Leslie J., Audrey W. Allison, and Jason B. Munsell "Lambda Pi Eta: The Founding and Evolution of Communication's Undergraduate Honor Society from a Systems Perspective." *Microhistories in Communication Studies: Mapping the Future of Communication through Local Narratives*. Ed. Pat J. Gehrke. New York: Routledge, 2017. 138-155. Print. (Original appears in *Communication Review*)

### **Book Reviews**

Munsell, Jason B. "William Harpine's 'From the Front Porch to the Front Page: McKinley and Bryan in the 1896 Presidential Campaign'." *Southern Communication Journal* 72 (2007): 105-107.

Munsell, Jason B. "Kirt Wilson's 'The Reconstruction of Desegregation Debate: The Politics of Equality and the Rhetoric of Place'." *Southern Communication Journal* 68 (2003): 176-177.

### **Web-Based Publications**

Munsell, Jason B. "Rocky I-V (The Swedish Stallion)." Short film accompanying "A Few Good Swedes: Examples of Sweding for your Consideration" by Patricia A. Suchy. *Text and Performance Quarterly* 38 (2018): 115-117. Film Online only: <https://vimeo.com/271352839/55ccb8f5a0>

## **Applied Publications**

Munsell, Jason B. "The Rise of Frisco Kid 2020: A Movie Review 5/5 Stars." *Connections*, Volume 38.1, Spring 2020.

Munsell, Jason B. "I've had the Time of My Life: SSCA, *Kairos*, and Rhetorical Situations." *Connections*, Volume 37.2, Fall 2019.

Munsell, Jason B. "Build the Wall!—The SSCA Wall of Fame." *Connections*, Volume 37.1, Spring 2019.

Munsell, Jason B. "Tweet Others the Way You Want to be Tweeted." *Connections*, Volume 36.2, Fall 2018.

Munsell, Jason B. "Southern States Communication Association: Looking Up Down South." *Inside and Out: The Newsletter of the National Communication Association*, July 2018.

Munsell, Jason B. "Because SSCA's Sublime, We Walk the Convention Registration Line..." *Connections*, Volume 36.1, Spring 2018.

Munsell, Jason B. "There Ain't No Tear in my Beer Because Nashville's Almost Here!" *Connections*, Volume 35.2, Fall 2017.

Munsell, Jason B. "Again, America Great Make!" *Connections*, Volume 35.1, Spring 2017.

Munsell, Jason B. "The UHC is Contemporary Cool!" *Connections*, Volume 34.2, Fall 2016.

## **Editor's Letters**

Munsell, Jason B. "Editors Letter." *Carolinas Communication Annual* 31 (2015): vi.

Munsell, Jason B. "Editors Letter." *Carolinas Communication Annual* 30 (2014): vi.

Munsell, Jason B. "Editors Letter." *Carolinas Communication Annual* 29 (2013): vi.

## **In Memoriam**

Munsell, Jason B. "In Memoriam: Reflections on Our Friend and Colleague, Monica Pombo." *Carolinas Communication Annual* 28 (2012): 6-9.

## **CONFERENCE ACTIVITY/PARTICIPATION**

### **Papers Presented**

Munsell, Jason B. "Performing Skepticism on Twitter: Meta-Tweeting as Rhetoric and Performance Pedagogy," Southern States Communication Association, Virtual Conference, April 2021.



- Munsell, Jason B. "Disruption in Charleston: The Sons of Confederate Veterans and the Rhetoric of Southern Resentment," Southern States Communication Association, Frisco, TX, April 2020. (Accepted but not presented due to Covid-19 pandemic conference cancelation)
- Munsell, Jason B. "Sustaining Interest in Disciplinary History: Fritz Kunkel, Elwood Murray's 'Speech Personality' and the Guilt of Speech Hygiene," Carolinas Communication Association, Hilton Head, SC, September 2019.
- Munsell, Jason B. "Lambda Pi Eta and Creating a Culture of Undergraduate Scholarship," Southern States Communication Association, Montgomery, AL, April 2019.
- Munsell, Jason B. "Here the Civil War Began: Fort Sumter and Dialogic Tourism Spaces/Places," Palmetto Connections Symposium "Why We Fight: War, Conflict, and Community," Aiken, SC, Nov. 2017.
- Munsell, Jason B. "Ride the Tourism Train: Temporality, Public Memory, and the South Carolina Railroad Museum," Southern States Communication Association, Greenville, SC, April 2017.
- Munsell, Jason B. "Marking the Church: Charleston, Public Memory, and Civic Action," Rhetoric Society of America, Atlanta, GA, May 2016.
- Munsell, Jason B. "Sons of Confederate Veterans: Discourses of Heritage and Hate," Carolinas Communication Association, Charleston, SC, Oct. 2015.
- Munsell, Jason B. "Navigating Interpersonal Interactions between Tourists and Tour Guides," Carolinas Communication Association, Charleston, SC, Oct. 2015.
- Munsell, Jason B. "Re-Gendering the Civil War: Reenactment, Fashion, and Epistemologies of Memory," National Communication Association, Chicago, IL, Nov. 2014.
- Munsell, Jason B. "Touring South Carolina's Magnolia Plantation and Gardens: Slavery, Matriarchy, and the Mockery of Southern Public Memory." Southern States Communication Association, New Orleans, LA, April 2014.
- Munsell, Jason B. "Reenacting Southern Manhood through the Rhetoric of Civil War Reenactment: Public Memory, Gun Culture, and the Burning of Columbia." Carolinas Communication Association, Greenville, SC, October 2014.
- Munsell, Jason B. "Experiential Learning, Service Learning, and Teaching Civil Advocacy," Carolinas Communication Association, Charlotte, NC, October 2013.
- Munsell, Jason B. "Rhetoric and Public Memory on the South Carolina State House Grounds: 'Official Racism,' the Guilt of Slavery, and the Limits of a Rhetorical Experience of Place." Carolinas Communication Association, Charlotte, NC, October 2013.

- Munsell, Jason B. "Fighting with the Ghosts of Southern Pride: Rhetoric, Public Memory, and the Dark Journey of the Fort Sumter Tour," National Communication Association, Washington, DC, November 2013.
- Munsell, Jason B. "Rhetoric, Places of Public Memory, and the South Carolina Statehouse Grounds: The Guilt of Slavery, the Hauntology of Racism, and Tea with Governor Nikki Haley." Southern States Communication Association, San Antonio, TX, April 2012.
- Munsell, Jason B. "Teaching the Art of Advocacy in South Carolina: Smiling Faces, Beautiful Places, and Lots of Racists." Carolinas Communication Association, Winston-Salem, NC, October 2011
- Munsell, Jason B. "He's a Dead White Guy, but at Least he was Good Lookin': Teaching Strategies for Exploring Feminist Burkeology at a Liberal Arts College for Women." Southern States Communication Association, Little Rock, AR, March 2011.
- Munsell, Jason B. "The Rhetoric of Liberal Arts Education: The 'Yale Report of 1828' Revisited." Carolinas Communication Association, Winston-Salem, NC, October 2011.
- Munsell, Jason B. "Blazing Trails, Building Bridges: My Path from Student to Scholar." National Communication Association, San Francisco, CA, November 2010
- Munsell, Jason B. "Elocution, Physical Culture, and Expression: Entelechy and Transformation in Disciplinary History." Southern States Communication Association, Memphis, TN, 2010.
- Munsell, Jason B. "Speech Hygiene, Speech Personality, and the Rhetoric of Citizenship." Southern States Communication Association, Norfolk, VA, 2009.
- Munsell, Jason B. "Expression Southern Women: Pedagogy in Elocution, Physical Culture, and Expression at Columbia College." National Communication Association, Boston, MA, November 2005.
- Munsell, Jason B. "'And You Miss are No Lady': Gender and Rhetorical Training in Nineteenth Century Southern Women's Colleges." National Communication Association, Chicago, IL, November 2004.
- Munsell, Jason B. "Emotion as Transformative Pedagogy: The Rhetoric of Mary Lyon's Mount Holyoke." National Communication Association, New Orleans, LA, November 2002.
- Munsell, Jason B. "Irony and Prudence in the Rhetoric of Justin Morrill." National Communication Association, New Orleans, LA, November 2002.

- Munsell, Jason B. "Prudence and Narrative: The Frontier Spirit and Nineteenth Century American Educational Policy." Southern States Communication Association, Lexington, KY, April 2001.
- Munsell, Jason B. "The Yale Report of 1828: Prudence and Classical Education in Nineteenth Century Oratorical Culture." National Communication Association, Atlanta, GA, November 2001.
- Munsell, Jason B. "Agrarian Mythos and Prudence: The Rhetoric of the Morrill Act of 1862." Southern States Communication Association, New Orleans, LA, April 2000.
- Munsell, Jason B. "Rhetoric and Prudence: An Analysis of Justin Morrill's Congressional Addresses on Behalf of his Agricultural College Bill." National Communication Association, Seattle, WA, November 2000.
- Munsell, Jason B. "The Role of Prudence in the Interpretation of Historical Rhetoric." Southern States Communication Association, New Orleans, LA, April 2000.
- Munsell, Jason B. "Teamwork for Troubled Times: A Pattern of Americanism in *Knute Rockne, All-American*." Southern States Communication Association, San Antonio, TX, April 1998.
- Munsell, Jason B. "Down, Set, Pentad: The Rhetoric of *Rudy* vs. the Rhetoric of *The Program*." Southern States Communication Association, San Antonio, TX, April 1998.
- Munsell, Jason B. "The Strivings of Higher Education: Philosophical Schooling in Ancient Greece, Aristotle's Ideals, and Contemporary Critical Pedagogy." Southern States Communication Association, San Antonio, TX, April 1998.
- Munsell, Jason B. "Race, Popular Culture, and Higher Education: A Burkeian Analysis of *Higher Learning*." Southern States Communication Association, Savannah, GA, April 1997.
- Munsell, Jason B. "Six Flags Over Jesus: Spirituality in the Recruitment Strategies of Oral Roberts University." Southern States Communication Association, Savannah, GA, April 1997.
- Munsell, Jason B. "Film and Student Identity: Discussing *Higher Learner* from a Cultural Studies Perspective." Community College Humanities Association, New Orleans, LA, October 1997.
- Munsell, Jason B. "Religiosity and Rhetoric: An Analysis of Jimmy Carter's Inaugural Address." Southern States Communication Association, New Orleans, LA, April 1995.
- Munsell, Jason B. "*School House Rock*: Teaching the American Way on Saturday Morning." Southern States Communication Association, New Orleans, LA, April 1995.

Munsell, Jason B. "Of Freedom? An Analysis of John Milton's Stance on Freedom of Expression." Southern States Communication Association, New Orleans, LA, April 1995.

Munsell, Jason B. "What's so Funny? A Quantitative Analysis of Gendered Communication in 'Late Night' Television." Southern States Communication Association, Norfolk, VA, April 1994.

## **Performances**

"I Read Dead People: Letters from Father to Son, Son to Father, and the Practices of Family Memory." Selected for performance at the Southern States Communication Association annual conference, Frisco, TX, April 2024. Solo Performer.

Munsell, Jason B. "High Impact Pedagogy: My Dad, Johnny Cash, and *A Boy Named Sue*." Solo Performance, Southern States Communication Association, Nashville, TN, April 2018.

Munsell, Jason B. "If that Mockingbird Don't Sing: Ladies, Birds, and Johnsons." Solo Performance, Southern States Communication Association, Austin, TX, April 2016.

Munsell, Jason B. "Equestrian Statuary and the Architecture of Misery: Performing Jackson Square, Performing Andrew Jackson, Performing Rhetoric." Solo Performance, Southern States Communication Association, New Orleans, LA, April 2014.

Munsell, Jason B. "Sporting Whiteness: The Kentucky Derby, Horse Buggery, and the Hegemony of Regional Identity." Solo Performance, Southern States Communication Association, Louisville, KY, April 2013.

Munsell, Jason B. "Republicanism, Hauntology, and Performance(s) of the Alamo/*The Alamo*: Davy Crockett—King of the Wild Drunk-Sphere." Solo Performance, Southern States Communication Association, San Antonio, TX, April 2012.

Munsell, Jason B. "Fetching Anthropomorphism: Identity and CCMC (Canine Computer Mediated Communication)." Solo Performance, Southern States Communication Association, Little Rock, AR, March 2011.

## **Films**

Munsell, Jason B. "A League of Their Own: Swed for the Fences." Short film created for *Sweded Cinema: At Play with Popular Culture*, National Communication Association, Salt Lake City, Utah, Nov. 2018.

Munsell, Jason B. "Walker, Texas Ranger (Swedish Polisen Episode)." Short film created for *Sweding's Legacy, Sweding's Relevance: Sweding the Big D*, National Communication Association, Dallas, Texas, Nov. 2017.

Munsell, Jason B., and Mindy Fenske. "Rocky I-V (The Swedish Stallion)." Short film created for *Sweding Philly: Parodic Performance, Adaptation, Filmmaking, and Philadelphia*, National Communication Association, Philadelphia, PA, Nov. 2016.

Munsell, Jason B., and Mindy Fenske. "(Sweded, Not Stirred): Diamonds are Forever." Short film created for *Sweding Las Vegas: Embracing Performance, Parody, and Filmmaking that Brings "Vegas" to Vegas*, National Communication Association, Las Vegas, NV, Nov. 2015.

### **GIFTS (Great Ideas for Teaching Speech/Students) Paper Presentations**

Munsell, Jason B. "Remembering *Phronesis*: Rhetoric, Philosophy, and the Capstone Experience." Carolinas Communication Association, Furman, SC, October 2024. Paper/GIFTS presenter.

Munsell, Jason B. "This Activity is Your Activity: Rhetoric, Public Advocacy, and Protests Songs," Carolinas Communication Association, Greensboro, NC, October 2023.

Munsell, Jason B. "Resisting the Real Intolerance and Rethinking Political Rhetoric: Using Twitter to Understand Identification, Terministic Screens, and Agency," Southern States Communication Association, Greenville, SC, April 2022.

Munsell, Jason B. "Disrupting Typical Classroom Discussion: Learning about Immigration and Empathy through Songwriting," Southern States Communication Association, Frisco, TX, April 2020. (Accepted, but not presented due to cancelation of conference)

Munsell, Jason B. "Playing Around with Twitter: Engaging Students in Civic Affairs," National Communication Association, Salt Lake City, Utah, November 2018.

Munsell, Jason B. "Teaching a Rhetoric of Tourism Course in the Carolinas," Carolinas Communication Association, Charlotte, NC, September 2018.

Munsell, Jason B. "'All in' on Twitter: Teachable/Tweetable Moments in the Age of Trump," Carolinas Communication Association, Clemson, SC, Oct. 2017.

Munsell, Jason B. "Andragogy Conscience: Designing Capstone for Blended 'Adult' Programs," Southern States Communication Association, Austin, TX, April 2016.

- Munsell, Jason B. "The Feminist Sportscast: Embracing Opportunities to Challenge Mediated Hegemonic Masculinity," National Communication Association, Las Vegas, NV, Nov. 2015.
- Munsell, Jason B. "Teaching Persuasion by Rebranding South Carolina Tourist Sites," Carolinas Communication Association, Charleston, SC, Oct. 2015.
- Munsell, Jason B. "Connecting the Discipline and Connecting Disciplinary History with Contemporary Courses: The Metaphor of Quilt and Communication Studies," National Communication Association, Washington, DC, November 2013.
- Munsell, Jason B. "Texting Love: Choosing CMC to Convey Emotion and the Consequences of Invisible Corporality." Southern States Communication Association, Louisville, KY, April 2013.
- Munsell, Jason B. "Advocating for a Better Community: Teaching Persuasive Appeals through Satiric Protest Signs," National Communication Association, Orlando, FL, November 2012.
- Munsell, Jason B. "Adventures in Problem Based Learning in Changing and Challenging Times: Intercultural Communication, Immigration, and the Good Fight Against Ethnocentrism." Carolinas Communication Association, Aiken, SC, October 2012.
- Munsell, Jason B. "Rhetoric as Ontological, Axiological, and Epistemic: Anthropomorphism, Zoomorphism, and a Visit to the Zoo." Southern States Communication Association, San Antonio, TX, April 2012.
- Munsell, Jason B. "The Krewe of Patriarchy Challenge: Voice, Art, and Classroom Mardi Gras Parade Floats." Carolinas Communication Association, Winston-Salem, NC, October 2011.
- Munsell, Jason B. "Virtual and 'Real' Identity (ies): Facebook and the Politics of Identity." Carolinas Communication Association, Conway, SC, October, 2010.
- Munsell, Jason B. "Pedagogical Stability and Change: Teaching Elocution in the 21<sup>st</sup> Century Communication Classroom." National Communication Association, Chicago, IL, November 2009.
- Munsell, Jason B. "Roman Rhetoric, the Stasis System, and Fried Chicken (All the While Fostering Community!)." Carolinas Communication Association, Wilmington, NC, September, 2009.
- Munsell, Jason B. "Classroom Exhibitionism: An unCONVENTIONAl Lesson on Public Memory and the Rhetoric of Space." National Communication Association, San Diego, CA, November 2008.

Munsell, Jason B. "Rhetorical Style and Lyrical Responses to the 'War on Terror'." National Communication Association, Chicago, IL, November 2007.

Munsell, Jason B. "Ms. Smith Goes to Washington: Teaching Persuasion as Performance." National Communication Association, San Antonio, TX, November 2006.

### **Discussant on Roundtables (some included formal paper presentations)**

"Certificates, Mirco-Credentialing, and Digital Badges: What are They, How are They Used, and Do They Belong?" To be presented at the Southern States Communication Association annual conference, Frisco, TX, April 2024. Panel presenter.

"Remember Their Names: Transforming South Carolina's Memoryscape." Carolinas Communication Association, Greensboro, NC, September 2023. Panel presenter.

"Nikki Haley's Lessons from the New South" Carolinas Communication Association, Greensboro, NC, September 2023. Panel presenter.

"So You Want to be Chair? Communicating about Preparing for Future Roles." Southern States Communication Association, St. Petersburg, FL, April 2023. Panel presenter.

"A Horse is a Horse, Of Course, Of Course: Mr. (T) ED Talk about Communication Departments and Courses in the USC System (We Pity the Fools)." Carolinas Communication Association, Aiken, SC, September, 2022. Panel presenter.

"We Don't Horse Around in Pacer Nation: Irony, and Celebrating Over 20 Years of Communication at USC Aiken." Carolinas Communication Association, Aiken, SC, September, 2022. Panel presenter.

"Characters and Caricatures: The Fiery Rhetoric of South Carolina Governors." Southern States Communication Association, Greenville, SC, April 2022.

"Home and Away: Lived Experience in Performative Narrative Genre." Southern States Communication Association, Greenville, SC, April 2022.

"Pandemic Pathways of Public Advocacy in the Carolinas: A Teaching Panel." Carolinas Communication Association, Virtual Conference, September, 2021. (panel with my undergraduate students)

"Teaching Performance Across the Communication Curriculum: A Discussion of Pedagogical Practices," Southern States Communication Association, Frisco, TX, April 2020. (Accepted, but not presented due to cancelation of conference)

“Sustaining Sweding as Communication Pedagogy and Performance,” Carolinas Communication Association, Hilton Head, SC, September, 2019. (panel with my undergraduate students)

“The Common Core and Communication Studies in High School Curriculum: A Discussion Forum,” Carolinas Communication Association, Charlotte, NC, September 2018.

“The Legacy of Texas and the (Ir)relevance of Walls: Understanding Cultural Borderlands,” National Communication’s Association, Dallas, TX, November 2017.

“Looking for ‘All In’ in All the Right Places: Hoping to Find New Ways NCA, SSCA, and CCA (and other State Organizations) can Work Together,” Carolinas Communication Association, Clemson, SC, Oct. 2017.

“‘All In’ for Career Readiness: The Impact of Campus and Community Partnerships,” Carolinas Communication Association, Clemson, SC, Oct. 2017.

“Breakfast of Champions: Taylorism, Masochism and Academic Labor,” Performance panel presented at the Southern States Communication Association, Greenville, SC, April 2017.

“Spect-action: Calling for Performance Praxis and Community Engagement Beyond the Classroom,” National Communication Association, Philadelphia, PA, Nov. 2016.

“‘A’ is for ‘Average’? Establishing Valid Criteria for Academic Honors in an Age of Grade Inflation,” National Communication Association, Philadelphia, PA, Nov. 2016.

“Confederate Flag Removal: Locating the Conscience of South Carolina,” Southern States Communication Association, Austin, TX, April 2016.

“Navigating Sport/s Communication Pedagogy,” Carolinas Communication Association, Charleston, SC, Oct. 2015.

“Envisioning the Communication Classroom: Moving on with Technology and Course Content.” Southern States Communication Association, New Orleans, LA, April 2014.

“Performative Pedagogy: Choosing to be Critical Agents of Change in the Classroom.” Southern States Communication Association, New Orleans, LA, April 2014.

“Preservation of our Past: The Institutional Memory of Lambda Pi Eta,” National Communication Association, Chicago, IL, Nov. 2014.

“Germinal Impressions: (Almost) 100 Key Ideas from the Last 100 Years in (Almost) 100 Minutes,” National Communication Association, Chicago, IL, Nov. 2014.

“Connecting to our History: The Founding of Lambda Pi Eta at the University of Arkansas.” National Communication Association, Washington, DC, November 2013.



“Transformative Pedagogy: Choosing to be Critical Agents of Change in the Classroom.” Southern States Communication Association, Louisville, KY, April 2013.

“Changing Media and Challenging Politics: Columbia College Students Go To Washington, But Come Back Home!” Carolinas Communication Association, Aiken, SC October 2012.

“Finding ‘Voice’ Through Lambda Pi Eta.” National Communication Association, New Orleans, LA, November, 2011.

“Service Learning, Oral History and the Politics of Intercultural Communication.” Carolinas Communication Association, Conway, SC, October, 2010.

“Lambda Pi Eta—reflecting on the Past and Envisioning the Future: A Five Year’s Out Panel.” National Communication Association, Chicago, IL, November 2009.

“Undergraduate Students’ Use of Professional Ethics in Research.” National Communication Association, San Diego, CA, November 2008.

“Developing Local and Global Leaders: Communication and Leadership at Columbia College.” Carolinas Communication Association, Boone, NC, September 2007.

“Should I Quote This? Examining the Intricacies and Ethics of Plagiarism in Public Speaking Courses.” National Communication Association, San Antonio, TX, November 2006.

“Strengthening the Sites of Civic Connection and Action in the Basic Course.” National Communication Association, San Antonio, TX, November 2006.

“Performing Leadership in the Persuasion Course.” Carolinas Communication Association, Charleston, SC, September 2006.

“Teaching Her: Communication Pedagogy for Women’s Colleges.” National Communication Association, Chicago, IL, November 2004.

“Feminist Pedagogy, Reaching Out to the Community and Reaching In to the Classroom.” National Communication Association, Miami, FL, November 2003.

### **Conference Paper and Panel Responses**

Theodore Clevenger Jr. Undergraduate Honors Conference in conjunction with the Southern States Communication Association, Frisco, TX, April 2020. (Papers were not presented and no response because cancelation of conference)

“Graduate Research Presentations,” Carolinas Communication Association, Clemson, SC, Oct. 2017.

“Rhetoric in the Age of Protest: Spotlight Panel on Undergraduate Research by First-Year Students,” Carolinas Communication Association, Greenville, SC, October 2014.

“Top Paper in the Clevenger Undergraduate Honors Conference,” Theodore Clevenger Jr. Undergraduate Honors Conference in conjunction with the Southern States Communication Association, New Orleans, LA, April 2014

“Contributed Papers in Burkean Theory: Explorations in Technology, Ontology and Social Movements.” Southern States Communication Association, San Antonio, TX, April 2012.

“Partnering In Performance.” Southern States Communication Association, San Antonio, TX, April 2012. (Co-responded with Mindy Fenske).

“Positively Rhetorical: Individual and Social Causes.” Theodore Clevenger Jr. Undergraduate Honors Conference in conjunction with the Southern States Communication Association, Memphis, TN, April, 2010.

“Overcoming Challenges of Innovation in Communication Pedagogy.” Southern States Communication Association, Memphis, TN, April 2010.

“Community and Conflict: Examining Slavery, Aggression, Memory, and Power.” Carolinas Communication Association, Wilmington, NC, September, 2009.

“Jarrard Undergraduate Papers.” Carolinas Communication Association, Wilmington, NC, September, 2009.

“Communication in Times of War.” Theodore Clevenger Jr. Undergraduate Honors Conference in conjunction with the Southern States Communication Association, Savannah, GA, April 2008.

“Student Papers in the History of Rhetoric.” Southern States Communication Association, Tampa, FL, April 2004.

*I constantly and consistently review for SSICA and CCA*

## **SELECTED SERVICE TO PROFESSION**

2023-2024	Archivist/Immediate Past President, Carolinas Communication Association
2023-Present	Chair, SSICA Finance Committee and thus Executive Council
2021-Present	SSICA Janice Hocker Rushing Award Selection Committee (Chair, 23-24)
2022-2023	President, Carolinas Communication Association
2023	External Program Reviewer, East Tennessee State University, Department of Communication and Performance
2023	SSICA Strategic Plan Oversight Committee
2021-2022	Vice President/Conference Planner of the Carolinas Communication Association
2019	President, Southern States Communication Association

2018	Nominating Committee, Carolinas Communication Association (CCA)
2017-2018	First Vice-President/Conference Planner, SSCA
2016-2017	Second Vice-President/Undergraduate Conference Planner, SSCA
2015-2016	Constitution Committee, SSCA
2012-2015	Finance Committee, SSCA
2014	Nominating Committee and Betty Joe Welch Selection Committee, CCA
2013-2015	Editor, <i>Carolinas Communication Annual</i> , CCA
2010-2012	Lambda Pi Eta National Faculty Advisor Board, National Communication Association (NCA)
2008-2011	John Sisco Teaching Award Committee, SSCA (Chair, 2011)
2008-2009	President, CCA
2007-2008	Vice-President/Conference Planner, CCA
2002-2003	Chair, American Society for the History of Rhetoric interest group, SSCA

#### **DEPARTMENTAL AND UNIVERSITY SERVICE**

2024-	Budget & Planning Committee
2022-Present	Department Chair, Communication and Emerging Media Department
2022-Present	Academic Council
2022-Present	College Council
2022-Present	University Strategic Planning Committee
2018-Present	Faculty Advisor, Nu Rho Chapter of Lambda Pi Eta, the National Communication Honor Society (USC Aiken)
2021-Present	Orientation Planning Committee (USC Aiken)
2023	Assessment & Accreditation Management System Selection Committee
2023	Search Committee, Assistant Director of Career Services
2022-2023	AH&SS Dean Search Committee
2023-2023	Aiken Online Recognition Ceremony Committee
2022-2023	Vice Chancellor of Marketing and Communication Search Committee
2021-2022	Faculty Welfare Committee (USC Aiken)
2021	Student Life Leadership Banquet selection committee
2021	HAS Excellent in Teaching Award selection subcommittee
2021	AAUP Organizing subcommittee
2021	RISE grand selection committee
2020	Faculty Advisor, Alpha Lambda Delta, new Freshmen Honor Society
2018-2019	Serve on Dept. of Communication Search Committees/Diversity Advocate (USC Aiken)
2018-2020	Serve on Student Media Advisory Board (USC Aiken)
2018-2020	Serve on Nominations Committee (USC Aiken)
2017-2018	Served on Chancellors Task Force on Diversity (USC Aiken)
2016-2017	Vice-Chair of Faculty (Columbia College)
2009-2014	Program Coordinator, Communication Studies Program (Columbia College)
2016-2017	College Strategic Planning Committee (Columbia College)
2016-2017	General Education Committee (Columbia College)
2014-2016	Fiscal Advisory Committee (Columbia College)
2012-2014	Faculty Development Committee (Columbia College)

2012-2013	Chair, Evening College Council (Columbia College)
2012-2013	Evening College Judicial Coordinator (Columbia College)
2010-2011	Faculty Secretary (Columbia College)
2010-2011	Faculty Grievance Committee (Columbia College)
2008-2012	Academic Technology Council (Columbia College)
2009-2010	Chair, Procedure and Ethics Committee (Columbia College)
2004-2008	Honors Program Advisory Committee (Columbia College)
2005-2007	Chair, Instruction Committee (Columbia College)
2006	Service Learning Task Force (Columbia College)

## **PROFESSIONAL AFFILIATIONS**

2000-Present	National Communication Association
1994-Present	Southern States Communication Association (Life Member)
2003-Present	Carolinas Communication Association (Life Member)
2016-Present	Rhetoric Society of America
2015-Present	American Association of University Professors

Links to selected recent news stories:

<https://www.usca.edu/stories/entry/news/2023/09/20/where-are-they-now>

<https://usca.edu/stories/entry/news/2023/06/19/matthew-ellenburg-s-dream-of-helping-people-comes-full-circle>

<https://usca.edu/stories/entry/news/2023/05/03/departments-of-communication-and-emerging-media-celebrate-student-achievement>

<https://usca.edu/stories/entry/events/2022/10/17/the-university-of-south-carolina-aiken-hosts-the-carolina-communication-association>

[https://www.postandcourier.com/aikenstandard/education/usc-aiken-hosts-carolina-communication-association-conference/article\\_d8217ae2-4e8e-11ed-9f32-83f79aaa39fc.html](https://www.postandcourier.com/aikenstandard/education/usc-aiken-hosts-carolina-communication-association-conference/article_d8217ae2-4e8e-11ed-9f32-83f79aaa39fc.html)

[https://www.postandcourier.com/aikenstandard/education/usc-aiken-student-faculty-member-win-awards-at-regional-communications-conference/article\\_0713eadc-27e5-11ec-8641-5b2c38fe761b.html](https://www.postandcourier.com/aikenstandard/education/usc-aiken-student-faculty-member-win-awards-at-regional-communications-conference/article_0713eadc-27e5-11ec-8641-5b2c38fe761b.html)