



## **Kristin L. Arola**

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### **Position**

**Assistant Professor of Rhetoric, Composition & Technology**, Department of English, Washington State University. Pullman, WA. 2006-present.

**Director of the Digital Technology & Culture Program**, Department of English, Washington State University. Pullman, WA. 2010-present.

### **Education**

Ph.D., Rhetoric and Technical Communication, June 2006

Michigan Technological University, Houghton, MI

Dissertation: *Invitational Listening: Exploring Design in Online Space*

Committee: Anne Frances Wysocki (chair), Cynthia Selfe, Heidi Bostic

M.S., Rhetoric and Technical Communication, May 2001

Michigan Technological University, Houghton, MI

B.A., English, May 1998

The University of Michigan, Ann Arbor, MI

### **Publications**

#### ***Anthologies***

Villanueva, Victor and Kristin L. Arola. *CrossTalk in Comp Theory*. 3<sup>rd</sup> Edition. Urbana, IL: National Council of Teachers of English, 2011.

#### ***Edited Volumes***

Arola, Kristin L. and Anne Frances Wysocki, Eds. *Composing (Media) = Composing (Embodiment)*. [Under contract with Utah State University Press].

#### ***Textbooks***

Arola, Kristin L., Jennifer Sheppard, and Cheryl E. Ball. *Making Multimodal Projects*. Boston: Bedford/St. Martin's Press. [Under contract].

Ball, Cheryl E. and Kristin L. Arola. *Visualizing Composition 2.0 (2<sup>nd</sup> revised edition of ix: Visual Exercises)*. < <http://ix.bedfordstmartins.com/> > Boston: Bedford/St. Martin's, 2010. [requires password].

Ball, Cheryl E. and Kristin L. Arola. *ix tech comm: Visual Exercises for Technical Communicators*. Boston: Bedford-St. Martin's, 2005.

Ball, Cheryl E. and Kristin L. Arola. *ix: Visual Exercises*. Boston: Bedford/St. Martin's, 2004.

### **Peer Reviewed Articles/WebTexts**

Arola, Kristin L. "Family Christmas Cards, Rhetoric, and Infertility: A Season of Silence." *Harlot: A Revealing Look at the Arts of Persuasion*. 6.1 (April 2011). <<http://harlotofthearts.org/>>.

Arola, Kristin L. "Listening to See: A Feminist Approach to Design Literacy." *The Journal of Literacy and Technology*. 12.1 (March 2011): 65-105.

Arola, Kristin L.. "The Design of Web 2.0: The Rise of the Template, The Fall of Design." *Computers and Composition*. 27.1 (March 2010). 4-14.

[invited] Arola, Kristin L. and Cheryl E. Ball. "A Conversation: From 'They Call Me Doctor?' to Tenure." *Computers and Composition Online*. Spring 2007. <<http://www.bgsu.edu/cconline/prodev.htm>>.

### **Book Chapters**

Arola, Kristin L. "It's My Revolution: Learning to See the Mixedblood." *Composing (Media) = Composing (Embodiment)*. Eds. Kristin L. Arola and Anne Frances Wysocki. [Under contract with Utah State University Press]

### **Reviews**

Arola, Kristin L. Book Review of *New Media, 1740-1915*. Eds. Lisa Gitelman and Geoffrey B. Pingree. Cambridge, Mass: MIT Press, 2003. in *Technical Communication Quarterly*. 16.4 (2007). 480-483.

### **Texts Under Review**

Arola, Kristin L. "The Rhetorical Work of Being & Doing Indian: Review of *X-Marks: Native Signatures of Assent* by Scott Richard Lyons." Book Review. *Enculturation: A Journal of Rhetoric, Writing and Culture*. [Submitted December 2010].

## **Refereed Presentations**

[Featured Panel] "Mindful Design: An Anishinaabe Approach to Visual Production." *Conference on College Composition and Communication*. Atlanta, GA. April 2011.

"The Interface and the Indian." *Computers and Writing Conference*. West Lafayette, IN. May, 2010.

"Being in Relation To: Digital Mixedblood Diversity." *Conference on College Composition and Communication*. Louisville, KY. March 2010.

"Lessons from the Mixedblood: Complicating Diversity." *Feminisms and Rhetorics Conference*. East Lansing, MI. October 2009.

- "Digital (Un)Intentional Passing: Reading the Online Indian." *Conference on College Composition and Communication*. San Francisco, CA. March 2009.
- "Assigning and Assessing: Multimodal Composition and Classroom Practice." Half-Day Workshop. *Conference on College Composition and Communication*. San Francisco, CA. March, 2009.
- "The Search for Digital Identity: Composing a Facebook Indian." *Thomas R. Watson Conference in Rhetoric and Composition*. Louisville, KY. October 2008.
- "Digital Regalia: Listening to the Rhetorics of Native American Identity." *Conference on College Composition and Communication*. New Orleans, LA. April 2008.
- "From Pocahontass to Bezhgiizhig: Redefining Native American Identity through MySpace." *Computers and Writing Conference*. Detroit, MI. May, 2007.
- "Reading New Media." Half-Day Workshop. *Conference on College Composition and Communication*. Chicago, IL. March 2006.
- "Listening to Visuals: Online Gender Identity." *Feminism(s) and Rhetoric(s) Conference*. Houghton, MI. October 2005.
- "Beyond the Code." *Conference on College Composition and Communication*. San Antonio, TX. March 2004.
- "A Mutual Gaze of Equality: Feminist Attempts to Disrupt Patriarchal Web-Space." *Feminism(s) and Rhetoric(s) Conference*. Columbus, OH. October 2003.
- "Beyond the Code: Teaching and Learning with Web Editors." *Computers and Writing Conference*. West Lafayette, IN. May 2003.
- "Flows & Screens: Multiple Subjectivities in Website Design." *The Conference on Criticism & Social Action: Rhetorical Dimensions of Electronic Texts*. Seattle, WA. April 2003.
- "Flows & Screens: Multiple Subjectivities in Website Design." *The Conference for the The Organization for the Study of Communication, Language, & Gender*. Minneapolis, MN. October 2002.
- "The Text Stands Alone? Gendered Identity in Visual MOOs." *Computers and Writing Conference*. Normal, IL. May 2002.
- "Women's Online Weight-Loss Narratives: Controlling Gendered Space." *Feminism(s) and Rhetoric(s) Conference*. Decatur, IL. October 2001.
- "The CCC Women's Network: Future Directions." *Conference on College Composition and Communication*. Denver, CO. April 2001.

## **Invited Presentations**

- “Rhetoric and Jargon: Writing Artist Statements.” Guest Lecture for Graduate Students in Fine Arts 598. February 2010.
- “Online Regalia: Identity through Design.” Guest Speaker. Spokane Falls Community College, Spokane, WA. May 2008.
- “Online Identity.” *American Studies Colloquium*. Washington State University, Pullman, WA. November 2007.
- “Professionalization: Preparing for the job, Getting the job, Keeping the Job.” *Computers and Writing Conference Online*. <<http://moo.engl.ttu.edu:7000/>>. February 2006.
- “Teaching Cascading Style Sheets.” *Electronic Communication Across the Curriculum*. Michigan Tech, Houghton, MI. July 2005.
- “Rhetoric of Web Sites & Design Principles for Page and Screen,” “Publishing with HTML,” “Publishing with Web Editors.” *Computers in Writing Intensive Classrooms*. Michigan Tech, Houghton, MI. June 2005.
- “Gendered Space Online.” *Computers in Writing Intensive Classrooms*. Michigan Tech, Houghton, MI. July 2004.
- “Visual Exercises for Composition Classrooms.” (with Cheryl E. Ball). Northern Illinois University, Dekalb, IL. April 2004.

## **Awards, Grants, & Fellowships**

***Department of English, Washington State University, Pullman, WA. 2006-present.***

- College of Liberal Arts Travel Grant. 2010.
- Lewis E. and Stella G. Buchanan Distinguished Assistant Professor of English. 2010-2011.
- Most Supportive Faculty Member. Awarded by English Graduate Student Organization. April 2009.
- Best Graduate Seminar. Awarded by English Graduate Student Organization. April 2009.
- *Kairos* Best Webtext Award Runner-Up for “A Conversation: From ‘They Call Me Doctor?’ to Tenure.” *Computers and Composition Online*. <<http://www.bgsu.edu/cconline/home.htm>>. Spring 2007. Award granted at Computers and Writing Conference. Detroit, MI. May, 2007.
- Good Neighbor Award. *College Hill Association*. Granted for Service-Learning Project in English 336. June, 2007.

**Department of Humanities, Michigan Technological University, Houghton, MI. 1999-2006.**

- King/Chavez/Parks Future Faculty Fellow, Educational Opportunities at Michigan Tech through the State of Michigan, 2004-2006
- Woman of Promise, Michigan Tech Presidential Council of Alumnae, 2005
- The Honor Society of Phi Kappa Phi Inductee, 2005
- Student Leadership Award. Granted for work with feminist organization and publication, *The Technobabe Times*, 2005

## **Undergraduate Teaching & Advising**

(syllabi available at <http://arola.kuurola.com/teach.html>)

### **--Undergraduate Courses--**

- **DTC/Engl 356: Electronic Research and the Rhetoric of Information** (*Spring 2009, 2010, 2011*)  
This class explores the social, cultural and legal role of information, paying particular attention to the ways in which the self and society shape, and are shaped by, our changing information networks. Topics include knowledge economies, social and collaborative networking, information retrieval and management, the function of creativity within an information economy, and copyright law.
- **DTC/Engl 477: Advanced Multimedia Authoring** (*Spring 2008, Fall 2009*)  
This class is designed to help students combine their visual and textual knowledge with an understanding of navigation, information architecture, and the common conventions of the web. Students work on client-based projects, and expand their HTML, CSS, Photoshop and Dreamweaver skills. We also discuss web standards, usability, and how to manage large-scale client-based projects. Past clients have included the College Hill Association and the Tri-County Economic District.
- **DTC/Engl 336: Design and Composition** (*Spring 2007, Fall 2009*)  
This class examines primarily two-dimensional design in order to question how various arrangements, colors, shapes, and sizes encourage certain understandings. Students analyze and create texts with an eye on the rhetorical dimensions of design—that is, the ways in which design functions as an available means of persuasion. In 2007, students worked with the College Hill Historic District to design street signs (which were installed in Spring 2008).
- **DTC/Engl 355: Multimedia Authoring: Exploring the New Rhetorics** (*Spring 2007*)  
This class encourages students to question how rhetoric functions through visual, alphabetic, auditory, and multimodal means. We focus primarily on digital texts and the ways that rhetors construct arguments through not only their word choices, but also through the use of images, sounds, arrangements, colors, shapes, sizes, and fonts. Students analyze and compose video, sound, and web texts.
- **Engl 402: Technical and Professional Writing** (*Fall 2006, Spring 2007, Summer 2007, 2008, 2009*)  
This class is primarily a professional writing course in which students learn the rhetorical principles and writing practices necessary for producing effective letters, memos, reports, job application materials, and collaborative projects.

- **Engl 360: Principles of Rhetoric** (*Fall 2006, 2007, 2008*)  
In this course, we explore various rhetorical strategies that rhetors use while paying attention to how cultural, social, and political assumptions inform our reception and creation of texts. We read, look at, and listen to a range of texts: articles from newspapers and magazines, junk mail, websites, film, advertisements, television programs, political blogs, photographs, and so on. Connections are made between ancient and modern rhetorical theory.
- **Engl 302: Introduction to English Studies—Professional Writing and Visual Studies Unit** (*Fall 2010, Spring 2010, Fall 2009, Spring 2009, Fall 2007, Fall 2006*)  
English 302 is a team-taught lecture course where new and prospective English majors are introduced to the different English majors—creative writing, literature, and rhetoric & professional writing. My unit familiarizes students with the field of rhetoric and how rhetorical terminology can be used to understand visual texts.

**-- Honors College Thesis Advisor--**

- Erin Dienst, “ReJesus: Remediating the Christian Church Experience Through Technology.” *Digital Technology and Culture*, Honors College. 2009-2010.

**--Digital Technology and Culture Advisor--**

- Advise 25-35 DTC majors each semester. 2006-2009.

**--Digital Technology and Culture Internship Director (Engl 498)--**

- Directed 50 DTC Internships off load. Partnered with the Center for Civic Engagement, Catholic Charities of Spokane, and local businesses in order to provide students internship opportunities. Kept track of student hours and collected and evaluated midterm and final reports. 2006-2010.

## **Graduate Teaching & Advising**

(syllabi available at <http://arola.kuurola.com/teach.html>)

**--Graduate Courses--**

- **Engl 597: Teaching with Technology** (*Spring 2008, Fall 2010*)  
This class proceeds from the idea that as writing technologies change, our understanding of writing pedagogy also needs to change. This course will explore how and why (and sometimes why not) to integrate computer technology into writing intensive classrooms while interrogating the material and cultural components of a digital pedagogy. In 2009, this course won Best Graduate Seminar as awarded by the graduate students.
- **Engl 597: Feminist Rhetorics** (*Fall 2008*)  
This seminar explores the impact of feminism on the field of rhetoric by examining two primary areas: historiography and argumentation. First, we examine the traces of women in the history of rhetoric and then examine the move to write women back into the rhetorical canon. Second, we examine modern feminist rhetorical theory that works to challenge and revise the supposed bias in traditional rhetorical models.

**--Graduate Students Under my Direction as Advisor and Other Graduate Student Committees--**

**MA Committee Service in Progress**

- Maggie Hillman, English
- Dorian Deome, English

### **MA Committee Service Completed**

- Daniel Schaefer, English, 2010
- Rebecca Robinson, English, 2010
- Chelsey Waters, English, 2009 (chair)
- Lauren Clark, English, 2009 (chair)
- Rachel Shapiro, English, 2008
- Anthony Dell'Ario, English, 2008

### **PhD Committee Service in Progress**

- Pamela Chisum, English
- Pearce Durst, English
- Donna Evans, English
- Regina McMenemy, American Studies
- Alex Parrish, English

### **PhD Committee Service Completed**

- Jerry Peterson, English, 2010
- James Haendiges, English, 2010
- Julie Meloni, English, 2010

## **Department & University Service**

### ***Department of English, Washington State University, Pullman, WA. 2006-present.***

- Member. Association for Faculty Diversity. Fall 2010-present.
- Director. Digital Technology & Culture Program. Summer 2010-present.
- Appointed Member. Budget Ad Hoc Committee. Fall 2010.
- Acting Director. Digital Technology & Culture Program. Spring 2010.
- Appointed Member. Undergraduate Studies Committee. 2008-2010.
- Graduate Placement Officer. English Department. 2006-2008.
- Member. Search Committee. TriCities Rhetoric/Composition Position. 2007-2008

## **National Service**

- Appointed Member. *Conference on College Composition and Communication Committee for Computers in Composition and Communication (7Cs)*. 2011-present.
- Stage One Reviewer. *Conference on College Composition and Communication*. 2010.
- Executive Committee Member. *Computers and Writing Graduate Research Network* Executive Committee. 2010-2011.
- Member. *Computers and Writing Graduate Research Network* Travel Grant Committee. 2010-2011.
- Editorial Board Member. *Kairos: A Journal of Rhetoric, Technology, Pedagogy*. 2007-present.
- Appointed Member. *Ellen Nold Award Committee for the Best Computers and Composition Article of the Year*. 2008.
- Outside Reviewer. *Pedagogy: Critical Approaches to Teaching Literature, Language, Composition and Culture*. 2007-2008.

## **Administrative Experience**

### **Department of English, Washington State, Pullman, WA.**

- Director of the Digital Technology and Culture Program. Summer 2010-present.
- Acting Director of the Digital Technology and Culture Program. Spring 2010.

### **Department of Humanities, Michigan Technological University, Houghton, MI. 1999-2006.**

- Assistant to the Director of Graduate Teaching Instructors, 2002-2004.
- Assistant Director, Computers in Writing-Intensive Classrooms—Approaches to Integrating Computers (CIWIC-AIC) Summer Institute, 2002, 2003.
- Assistant to the Director of Graduate Studies, 2001-2002.

## **Web Development, Management, and Editing Experience**

### **Department of English, Washington State University, Pullman, WA. 2006-present.**

- Digital Technology and Culture Website. <<http://libarts.wsu.edu/dtc/>>. 2008-present.
- Digital Technology and Culture Blog. <<http://digitaltechnologyandculture.blogspot.com>>. 2009-present.
- Digital Technology and Culture Facebook Group, 2009-present.

### **Department of Humanities, Michigan Technological University, Houghton, MI. 1999-2006.**

- Editor. *Michigan Tech's Technobabe Times*, Student Feminist Newsletter, Spring 2003-2006.
- Web Designer and Developer. Feminism(s) and Rhetoric(s) Conference, 2005.
- Editorial Intern. *College Composition and Communication*. Winter 2000, Spring 2001.
- Web Editor. *Blue Ice Anthology*, Creative Non-Fiction Literary Journal, Winter 2001.
- Assistant Managing Editor. *Reader: Essays in Reader-Oriented Theory, Criticism, and Pedagogy*, Summer 2000.