

John Casey Gooch, Ph.D.

School of Arts and Humanities
University of Texas at Dallas

john.gooch@utdallas.edu
(972) 883.2038 (office)

Summary

This CV provides a record of academic appointments, published scholarship, teaching, and university service spanning almost 20 years. My accomplishments related to administration include:

- Supervising the first-year writing program (known as “Rhetoric”) during a period of unprecedented enrollment increases at UTD (approximately 14,000 students in 2006 to 23,000 in Fall 2014)
- Implementing successful assessment practices for the RHET 1302 course. The UTD Office of the Provost has said that my “efforts in designing, managing, and coordinating the assessment of the RHET 1302 courses [sections] have contributed to the timely and accurate compilation of our reporting requirements.” (John McCaskill, Director of Assessment, UTD)
- Providing effective training and mentoring of graduate teaching assistants and adjunct faculty
- Engaging in interdisciplinary collaboration to bring about the establishment of a writing center and oral communication lab at the University of Texas at Dallas
- Serving on the UTD Committee on Educational Policy (CEP)
- Working as Division Leader for Communications and Outreach, The Institute of Environmental and Human Health (TIEHH), Texas Tech University/Texas Tech HSC
- Aiding in the management of a federal grant from Soldier and Biological Chemical Command (SBCCOM, Dept. of Army, DoD) as Program Coordinator, The Admiral Elmo R. Zumwalt, Jr. National Program for Countermeasures to Biological and Chemical Threats – TIEHH, Texas Tech University/Texas Tech HSC
- Completing the short course, “Introduction to Trial Consulting,” at the American Society of Trial Consultants (ASTC) Annual Conference in Minneapolis, MN, June 17, 2010
- Completing successfully six credit hours (two courses) in “Conflict Management and Dispute Resolution” from Southern Methodist University in Plano (“International Conflict Management” and “The Role of the Ombuds in Organizational Conflict”)

My accomplishments in research and teaching include:

- Publishing the textbooks *Communication in a Civil Society* (Pearson Publishing, 2013) and *Argument!*, first and second editions (McGraw-Hill Higher Education: 2011, 2013)
- Receiving a visiting appointment at the University of Verona (Verona, Italy) to teach professional communication (oral presentations and professional writing for policy issues) in their Department of Economics
- Publishing refereed articles in the scholarly journals *Rhetor: The Journal of the Canadian Society for the Study of Rhetoric*, *IEEE Transactions on Professional Communication*, and *Pólemos: Journal of Law, Literature, and Culture*
- Receiving a nomination for the 2008 University of Texas System Chancellor’s Council Outstanding Teaching Award

Education

Doctor of Philosophy, August 2002, Dept. of English, Texas Tech University
Technical Communication and Rhetoric

Dissertation: "Interdisciplinary Group Process as an Indeterminate Zone for Collaboration and Technical Communication: A Case Study of Proposal Writing for an Immune Building and Test Bed"
Directed by Dr. Carolyn D. Rude

Master of Arts, May 1997, Dept. of English, Texas Tech University
English and Technical Communication/Rhetoric and Composition

Bachelor of Science, May 1994, West Texas A&M University
History and English
Texas State Teaching Certificate for Secondary Schools (Grades 6-12)

Administrative and Teaching Experience

My record of academic appointments reflects a depth and breadth of experience, both in terms of the skills I have developed as an administrator and diversity of communication and rhetoric courses I have taught at both the undergraduate and graduate levels. As Director of Rhetoric at UTD, for example, I have overseen the first-year writing program at a time of unprecedented growth in enrollment. The enrollment stood at approximately 14,000 students when I began in 2006, but as of Fall 2014, the enrollment has reached almost 23,000. This increase in enrollment means that I have supervised that many more students and instructors of our first-year writing course, RHET 1302. In collaboration with other instructors and administrators, I have developed successful methods of programmatic assessment as well as initiatives for the training of instructors. As an instructor myself, I have created and taught several advanced communication and rhetoric courses, including *Rhetorical Criticism*, *Rhetoric of Law and Policy*, *Digital and Visual Rhetorics*, *Public and Professional Speaking for Business*, *Communication Technology and Media Through Time*, and *Introduction to Computer-Mediated Communication*.

Academic Appointments

August 2014 – present

Director of Rhetoric and Writing
Associate Professor of Literary Studies
The School of Arts and Humanities
The University of Texas at Dallas (UTD)

*February – June 2013, May 2014,
April/May 2015*

Visiting Professor of Professional Communication
Dipartimento di Scienze Economiche
Università Degli Studi di Verona
Verona, Italy

<i>August 2008 – 2014</i>	Director of Rhetoric and Writing Assistant Professor of Literary Studies, UTD
<i>July 2006 – August 2008</i>	Interim Director of Rhetoric and Writing The School of Arts and Humanities, UTD
<i>August 2005 – July 2006</i>	Senior Lecturer for Professional/Technical Communication and Arts and Technology (ATEC) The School of Arts and Humanities, UTD
<i>August 2004 – July 2005</i>	Professor of English, Spring Creek Campus Communication and Humanities Division Collin County Community College District
<i>January – May 2004</i>	Dual Credit Instructor, First-Year Composition South Plains College/Shallowater High School
<i>January – May 2004</i>	Part-time Lecturer, Technical Communication Department of English, Texas Tech University
<i>September 2002 – August 2003</i>	Assistant Professor of English and Technical Writing Coordinator, Technical Writing Major and Minor School of Literature and Language/Dept. of English Louisiana Tech University
<i>Spring 2003 quarter</i>	Helped coach the Louisiana Tech Debate Team
<i>January – May 2002</i>	Writing Lab Instructor, Evening Program in Organizational Management, Lubbock Christian University
<i>August 2001 – May 2002</i>	Graduate Part-Time Instructor for Technical Communication Department of English, Texas Tech University
<i>August 2001 – May 2002</i>	Adjunct Instructor for Technical Writing and First-Year Composition Department of Humanities Lubbock Christian University
<i>June 2000 – July 2001</i>	Program Coordinator, the Admiral Elmo R. Zumwalt, Jr. National Program for Countermeasures to Biological/Chemical Threats, TIEHH

<i>August 1997 – July 2001</i>	Interim Division Leader, Communications and Outreach The Institute of Environmental and Human Health (TIEHH)
<i>September 1995 – August 1997</i>	Part-time Curriculum Editor Division of Outreach and Extended Studies, Texas Tech
<i>January 1996 – May 1997</i>	Writing Consultant, University Writing Center Texas Tech University
<i>May – August 1996</i>	Online Writing Consultant, University Writing Center Texas Tech University
<i>August 1995 – May 1998</i>	Graduate Part-Time Instructor for Technical Writing and Composition, Department of English Texas Tech University

Courses Taught, the University of Texas at Dallas (2005-2015)

<i>Year</i>	<i>Semester</i>	<i>Course Number</i>	<i>Course Name</i>
2015	Fall	HONS 3199	Collegium V Honors Readings: Presidential Rhetoric
2015	Spring	HUSL 6386	Special Topics: Rhetorical Criticism
2014	Fall	HUSL 7383	Teaching First-Year Writing
2014	Spring	HUSL 6384	Digital and Visual Rhetorics
2013	Fall	HUSL 6383	Teaching First-Year Writing
2012	Fall	HUSL 6383	" "
2012	Spring	HUSL 6386	Special Topics: Rhetoric of Law and Policy
2011	Fall	HUSL 6383	Teaching First-Year Writing
2011	Spring	COMM 3301	Public and Professional Speaking for Business
2010	Fall	HUSL 6383	Teaching First-Year Writing
2010	Spring	HUSL 7333	Topics in Rhetoric: Rhetorical Theory
2010	Spring	COMM 3301	Public and Professional Speaking for Business
2009	Fall	HUSL 7334	Rhetoric Pedagogy Practicum
2009	Spring	HUSL 7335	Digital Rhetorics
2008	Fall	HUSL 7334	Rhetoric Pedagogy Practicum
2008	Summer	ATEC 3325	Intro to Computer-Mediated Communication (CMC)
2008	Spring	HUSL 7335	Digital Rhetorics
2008	Spring	ATEC 3325	Introduction to CMC
2007	Fall	HUSL 7334	Rhetoric Pedagogy Practicum
2007	Fall	COMM 3342	Special Topics: Communication Technology and Media through Time
2007	Summer	ATEC 3325	Introduction to CMC

2007	Spring	HUSL 7335	Digital Rhetorics
2007	Spring	ATEC 3325	Introduction to CMC
2006	Fall	HUSL 7334	Rhetoric Pedagogy Practicum
2006	Fall	ATEC 3325	Introduction to CMC
2006	Summer	CS 5301	Advanced Professional/Technical Communication
2006	Spring	CS 5301	" " (two sections)
2006	Spring	ATEC 3325	Introduction to CMC
2006	Spring	ATEC 3320	Introduction to Writing and Editing for the World Wide Web
2005	Fall	CS 5301	Advanced Professional/Technical Communication (three sections)
2005	Fall	ATEC 3325	Introduction to CMC
2005	Fall	ATEC 3320	Intro to Writing/Editing for the World Wide Web

Published Scholarship

My record of published scholarship reflects original contributions in rhetorical theory and history, pedagogy for both written and spoken communication, and professional and technical communication. My work in the rhetoric of law, for instance, has attempted to revive interest in James Boyd White, a literary critic and legal scholar who began the "law and literature" movement while my studies of the rhetoric of William H. Parker, Chief of the Los Angeles Police Department from 1950 until 1966, coincide with my scholarly interest in how attorneys, judges, and persons in positions of authority make legal arguments outside the courtroom walls. Furthermore, scholars have given Parker and, more specifically, Parker's writings and speeches little attention, so I have brought to bear analyses of some little known and/or talked about artifacts. With regard to communication pedagogy, I have co-authored *Communication in a Civil Society* (Pearson Publishing), a textbook for introductory communication courses normally taught at the freshman or sophomore level. Currently, I am also writing a chapter for inclusion in an anthology titled *Communication in Emerging Media: What's Trending Now?* (Kendall-Hunt Publishing, 2015). My chapter will address three cases of "Global Crisis Communication."

Books Co-Authored

Lane, Shelley D., Ruth Anna Abigail, and John Casey Gooch. *Communication in a Civil Society*. Boston: Pearson Publishing, 2013.

Gooch, John C. and Dorothy U. Seyler. *Argument!*. Second edition. New York: McGraw-Hill Higher Education, 2012.

Seyler, Dorothy, Erica Messenger, and John Gooch. *Argument!*. New York: McGraw-Hill Higher Education, 2010.

Articles in Refereed Journals

Gooch, John Casey. "Illegal Search and Seizure, Due Process, and the Rights of the Accused: The Voices of Power in the Rhetoric of Los Angeles Police Chief William H. Parker." *Pólemos: Journal of Law, Literature, and Culture* 9 (2015): 83-98.

Gooch, John Casey. "Reading, Writing, and Imagining the Law: Using the Work of James Boyd White as an Approach to Analyzing Legal Rhetoric." *Rhetor: Journal of the Canadian Society for the Study of Rhetoric* 4 (2011). <http://uregina.ca/~rheaults/rhetor/2011/index.html>.

Gooch, John Casey. "Imagining the Law and the Constitution of Societal Order in Los Angeles Police Chief William Parker's 1965 "Crime and the Great Society" Address." *U.S.-China Law Review* 7 (2010): 35-41.

Gooch, John C. "The Dynamics and Challenges of Interdisciplinary Collaboration: A Case Study of "Cortical Depth of Bench" in Group Proposal Writing." *IEEE Transactions on Professional Communication* 48 (2005): 177-190.

Article cited in:

Boden, Daniel, Borrego, and Lynita K. Newswander. "Student Socialization in Interdisciplinary Doctoral Education." *Higher Education* 62 (6): 741-755 (Jan 2011).

Borrego, Maura, and Lynita K. Newswander. "Definitions of Interdisciplinary Research: Toward Graduate-Level Interdisciplinary Learning Outcomes." *The Review of Higher Education* 34 (1): 61-84 (Jan 2010).

Gimenez, Julio, and Juliet Thondhlana. "Collaborative Writing in Engineering: Perspectives from Research and Implications for Undergraduate Education." *European Journal of Engineering Education* 37 (5): 471-487 (Aug 2012).

Jacobs, Naomi, and Martyn Amos. "NanoInfoBio: A Case-Study in Interdisciplinary Research."

Jacobs, Naomi, and Martyn Amos. "Removing Barriers to Interdisciplinary Research."

Manz, H., and L. Schnieder. "Bridging the Gap Between Railway Safety and the Specification of Satellite Based Localisation Systems." *Proceedings: Intelligent Transport Systems Telecommunications*, 9th International Conference, 2009.

Schneider, L., Schneider, E., and T. Ständer. "Railway Safety and Security-Two Sides of the Same Coin?!"

Zachry, Mark, Spinuzzi, Clay, and William Hart-Davidson. "Researching Proposal Development: Accounting for the Complexity of Designing Persuasive Texts." *Proceedings of the 24th Annual International Conference on Design of Communication*, SIGDOC 2006, Myrtle Beach, South Carolina, October 18-20, 2006.

Chapters in Edited Volumes

Gooch, John Casey. "Chapter 5: Global Crisis Communication." *Communication in Emerging Media: What's Trending Now?* Carie Lambert and Maribeth Schlobohm, editors. Dubuque, Iowa: Kendall-Hunt Publishing, 2015. 109-133.

Gooch, John Casey. "History, Re-inventing the Wheel, and Rhetorical Pedagogy in the 21st Century: A Response to Jerry Murphy." *Oxford Studies in Rhetoric: A Report from the Interactive Seminar on Rhetoric and the Twenty-First Century*. Cambridge: Cambridge Scholars Press, 2015. **(forthcoming)**

Book Reviews

Gooch, John Casey. Review of *Intellectual Privilege: Copyright, Common Law, and the Common Good* by Tom W. Bell. *Journal of Technical Writing and Communication*. **(forthcoming)**

Gooch, John Casey. Review of *Liminal Discourses: Subliminal Tensions in Law and Literature*, by Daniela Carpi and Jeanne Gaakeer (Eds.). *Pólemos: Journal of Law, Literature and Culture*. 8 (2014): 211-215.

Gooch, John Casey. Review of *Document Design: A Guide for Technical Communicators*, by Miles Kimball and Ann R. Hawkins. *Journal of Technical Writing and Communication*. 43 (2013): 473-475.

Gooch, John Casey. Review of *From Black Codes to Recodification: Removing the Veil from Regulatory Writing*, by Miriam F. Williams. *Journal of Technical Writing and Communication*. 42 (2012): 87-90.

Gooch, John C. Review of *Composition & Copyright: Perspectives on Teaching, Text-making, and Fair Use*, edited by Steve Westbrook. *Journal of Technical Writing and Communication*. 40 (2010): 487-490.

Gooch, John C. Review of *Beyond the Archives: Research as Lived Process*, edited by Gesa A. Kirsch and Liz Rohan. *Journal of Technical Writing and Communication*. 40 (2010): 235-237.

Gooch, John C. Review of *Content Management: Bridging the Gap Between Theory and Practice*, edited by George Pullman and Baotong Gu. *Journal of Technical Writing and Communication*. 40 (2010): 106-109.

Gooch, John C. Review of *Composition and the Rhetoric of Science: Engaging the Dominant Discourse*, by Michael J. Zerbe. *Journal of Technical Writing and Communication*. 38 (2008): 414-417.

Gooch, John C. Review of *Reshaping Technical Communication: New Directions and Challenges for the 21st Century*, edited by Barbara Mirel and Rachel Spilka. *Journal of Technical Writing and Communication*. 33 (2003): 281-284.

Gooch, John C. Review of *Flash Effect: Science and the Rhetorical Origins of Cold War America*, by David Tietge. *Journal of Technical Writing and Communication*. 33 (2003): 365-370.

Gooch, John C. Review of *Writing Workplace Cultures: An Archaeology of Professional Writing*, by Jim Henry. *Journal of Technical Writing and Communication* for the *Journal of Technical Writing and Communication*. 32 (2002): 186-190.

Gooch, John C. Review of *Humanistic Aspects of Technical Communication*, by Paul Dombrowski (Ed.). Winter 1997 for the Popular Culture Association; Online (<http://www.h-net.org/reviews/showrev.cgi?path=24552870795353>).

Published Proceedings from Conferences (Abstracts and Papers)

Gooch, John C. "Collaborative Invention Among Experts in an Interdisciplinary Context: The Creation of Written Discourse for Countermeasures to Biological and Chemical Threats." *Council for Programs in Technical and Scientific Communication (CPTSC) Proceedings 2001*, October 2001, pp. 7-8. (<http://www.cptsc.org/conferences/2001/sessions/gooch.pdf>)

Gooch, John C. "A Study on Collaborative Invention of Discourse among Disciplinary Experts: The Admiral Elmo R. Zumwalt, Jr. National Program for Countermeasures to Biological and Chemical Threats as an Activity System," *Society for Technical Communication (STC) Proceedings, 2001*, May 2001 (<http://www.stc.org/confproceed/2001/PDFs/STC48-000167.PDF>)

Gooch, John C. "The Pedagogies of Paulo Freire and Henry Giroux: Mapping the Territories Of and Between Liberatory and Critical Pedagogy." *Proceedings of the Third Annual Graduate English Society Conference, Texas Tech University, Lubbock, Texas-February 21, 1998*.

Invited Presentations at Academic Conferences

Gooch, John Casey. "Visualising the Rhetoric of International Law in the Ukrainian Crisis." Paper presented at the annual meeting of AIDEL (Italian Association of Law and Literature), Verona, Italy, November 11-13, 2015.

Gooch, John. "106 State University Study of Writing Programming: Bird's Eye View with Local Contextualization." Roundtable. Abstract accepted for the 2015 Conference on College Composition and Communication (CCCC), Tampa, Florida, March 18-21, 2015.

- Gooch, John Casey. "The Voices of Power in the Rhetoric of Los Angeles Police Chief William H. Parker." Paper presented at the annual meeting of AIDEL (Italian Association of Law and Literature), Verona, Italy, November 14-16, 2013.
- Gooch, John. "Celebrating COMMunity: Connecting Approaches to and the Pedagogy of Civil Communication." Panel presentation given at the annual convention of the National Communication Association, Orlando, Florida, November 15-18, 2012.
- Gooch, John C. "Law and Literature/Law as Literature: Revisiting the Theories of James Boyd White for Working at the Intersection of Rhetoric, Law, and History." Paper presented at the Eighteenth Biennial Conference of the International Society for the History of Rhetoric, Bologna, Italy, July 18-22, 2011.
- Gooch, John C. "Concord, Controversy, and Control: The Neglected Legal Rhetoric of Los Angeles Police Chief William Parker, 1950-1966", Panel Presentation, "Neglected Areas of Legal Rhetoric: Questioning Rhetoric's Power to Civilize and Control." Paper presented at the biennial meeting for the Rhetoric Society of America, Minneapolis, Minnesota, May 28-31, 2010.
- Gooch, John C. "The Significance of Spiritual Allusions in Lincoln's 1857 Dred Scott Speech", Panel Presentation, "Reading Lincoln Controversially: Rhetorically Analyzing Key Texts of the Sixteenth President." Paper presented at the biennial meeting for the Rhetoric Society of America Conference, Minneapolis, Minnesota, May 28-31, 2010.
- Gooch, John C. "Imagining the Law as Rhetoric: A Close Reading of James Boyd White and Implications for Future Research." Paper presented at the Seventeenth Conference of the International Society for the History of Rhetoric, McGill University, Montreal, Qc, July 22-26, 2009.
- Gooch, John C. "Imagining the Law and the Constitution of Societal Order in Los Angeles Police Chief William Parker's 1965 "Crime and the Great Society" Address." Paper presented at the 12th Annual Association for the Study of Law, Culture, and Humanities Conference, Suffolk University Law School, Boston, Massachusetts, April 3-4, 2009.
- Gooch, John C. "To Protect and Serve": The Los Angeles Police Department, Public Discourse, and the Responsibilities of Rhetoric in Law Enforcement after World War Two." Paper presented at the 13th Biennial Rhetoric Society of America Conference, 2008, Seattle, Washington, May 23-26, 2008.
- Gooch, John C. "To Protect and Serve": The Los Angeles Police Department after 1945 and the Rhetorical Construction of Power and Authority in Public Discourse." Paper presented at the Sixteenth Annual English Graduates for Academic Development Conference, Texas A&M University at Commerce, Commerce, Texas, October 26, 2007.

- Gooch, John C. "Teaching Technical Documentation Using Artificial Intelligence Systems: A Service Learning Opportunity for International Students in Software Engineering." Paper presented at the Sixty-third Annual Meeting of the South Central Modern Language Association, Dallas, Texas, October 27, 2006.
- Gooch, John C. "The Role of the Enthymeme in the Discourse of Counterterrorism: A Rhetorical Analysis." College of Liberal Arts Symposium, Louisiana Tech University, Ruston, Louisiana, April 29, 2003.
- Gooch, John C. "Training Students as Technical Communicators for Interdisciplinary Situations: Traditional Scenes vs. Indeterminate Zones for Collaboration." Paper presented at the 29th Annual Meeting of the Council for Programs in Technical and Scientific Communication, Utah State University, Logan, Utah, October 4, 2002.
- Gooch, John C. "Expanding the Scope of Programs in Technical and Scientific Communication: Interdisciplinary Collaboration in Non-Corporate Contexts." Paper presented at the 28th Annual Meeting of the Council for Programs in Technical and Scientific Communication, Carnegie Mellon University, Pittsburgh, Pennsylvania, October 12, 2001.
- Gooch, John C. "Collaborative Invention Among Experts in an Interdisciplinary Context: The Creation of Written Discourse for Countermeasures to Biological and Chemical Threats." Paper presented at the 48th Annual Society for Technical Communication Conference, Chicago, Illinois, May 14, 2001.
- Gooch, John C. "Functional Subsystem Differentiation and Environmental Discourse: A Study of Greenpeace Rhetoric." Paper presented at the Graduate English Society Conference, Lubbock, Texas, February 19, 2000.
- Gooch, John C. "*Forcing the Spring*": Greenpeace's Discourse and Rhetorical Strategy Demonstrated Through Progressive Argument." Paper presented at the Graduate English Society Conference, Lubbock, Texas, February 20, 1999.
- Gooch, John C. "*Forcing the Spring*": Greenpeace's Rhetoric and the Diffusion of its Ideology through Narrative, Progressive Argument, and Scientific Legitimacy." Paper presented at the Fourth Annual West Texas A&M Graduate Student Research Conference, Canyon, Texas, November 6, 1998.
- Gooch, John C. "The Pedagogies of Paulo Freire and Henry Giroux: Mapping the Territories Of and Between Liberatory and Critical Pedagogy." Paper presented at the Graduate English Society Conference, Lubbock, Texas, February 21, 1998.

Gooch, John C. "Information Theory, Chaos, and Communication." Paper presented at the 1998 Southwest/Texas Popular Culture/American Culture Association Conference, Lubbock, Texas, January 31, 1998.

Gooch, John C. "Public Policy and Global Warming/Greenhouse Effect: the Scientist as Public Policy Rhetorician." Paper presented at the West Texas A&M Third Annual Graduate Student Conference, November 7, 1997.

Gooch, John C. "Peter Ramus's Influence on Pedagogical Philosophy in Composition Classrooms." Paper presented at the Third Annual Arlington Humanities Colloquium, Arlington, Texas, April 12, 1997.

Gooch, John C. "Scientific Discourse: Implications of Smooth Spaces on Scientific Texts." Paper presented at the Twenty-seventh Popular Culture Association/American Culture Association National Conference, San Antonio, Texas, March 26-29, 1997.

Gooch, John C. "Social and Cultural concerns in Public Policy Discourse: the Red River Chloride Environmental Impact Statement." Paper presented at the Graduate English Society Conference, Texas Tech University, Lubbock, Texas, April 16, 1996.

Gooch, John C. "Sociocultural Implications of Environmental Impact Statements." Paper presented at the Popular Culture Association/American Culture Association Regional Conference, Tulsa, Oklahoma, February 8-10, 1996.

Other Presentations and Unrefereed Abstracts

Gooch, John. "'Is it Necessary to Define the Term 'Rhetoric'?' The Responses of the Editors of *Rhetorica*, Past and Present, On Its Thirtieth Anniversary." Statement read for Craig Kallendorf at the Nineteenth Biennial Conference for the International Society for the History of Rhetoric, Chicago, Illinois, July 24-27, 2013.

Gooch, John. "Illegal Search and Seizure, Due Process, and the Rights of the Accused: The Rhetorical Stance of the Los Angeles Police Department against the U.S. Supreme Court after World War II." Lecture given to the undergraduate class, "La Detective Fiction: The Search for the Truth and Justice," for Dott. Sidia Fiorato, Dipartimento di Lingue e Letterature Straniere, University of Verona, May 10, 2013.

Gooch, John. "Rhetoric and the Contravening Voices of Legal Authority: Los Angeles Police Chief William Parker vs. the U.S. Supreme Court, 1950-1965." Lecture given to the undergraduate class, "Reading/Re-Reading Jane Eyre," for Dott. Chiara Battisti, Dipartimento di Lingue e Letterature Straniere, University of Verona, April 15, 2013.

Gooch, John C. "40 Years of Teaching Writing." Presentation given as part of the 40 @ 40 speaker series, UTD campus, January 25, 2010.

Gooch, John C. "Imagining the Law and the Constitution of Societal Order in Los Angeles Police Chief Parker's 1965 Crime and the Great Society Address." *Law and Rhetoric Abstracts* Vol. 2, No. 36, 8-May 2009. *Social Science Research Network* (<http://www.ssrn.com>) (Top Ten Download List for Rhetoric and Law, Rhetoric and Public Affairs for June 2009).

Gooch, John C. "Successful Writing for First-Year Composition and Beyond: Helping Students Transition Smoothly from High School to College." Presentation given to the faculty of Pearce High School, Richardson, Texas, May 28, 2009.

Gooch, John C. "Grant Writing to Federal Agencies and the Role of the Technical Communicator." Presentation given at the chapter meeting of the Student Chapter, Texas Tech University Society for Technical Communication, Lubbock, Texas, February 26, 2004.

Gooch, John C. "Technical Writing at Louisiana Tech: Embracing Interdisciplinary Relationships." Presentation given to the Institute for Micromanufacturing, Louisiana Tech University, Ruston, Louisiana, April 11, 2003.

Gooch, John C. "The Admiral Elmo R. Zumwalt National Program for Countermeasures to Biological and Chemical Threats." Presentation given at the Texas Department of Health Conference, Austin, Texas, August 2000.

Gooch, John C. "The Admiral Elmo R. Zumwalt National Program for Countermeasures to Biological and Chemical Threats." Presentation given at the Texas Terrorism and Weapons of Mass Destruction Seminar, College Station, Texas, May 30, 2000.

Participation in Workshops, Short Courses, Focus Groups, and Interactive Symposia

"Rhetoric in the Twenty-First Century: An Interactive Symposium." Centre for Medieval & Renaissance Studies (CMRS), Oxford University, July 3-7, 2012. (invited participant)

"Helping Students Find Their Voice: Teaching the College Course in Persuasion and Social Influence by Integrating Theory, Research, and Practice" (short course), National Communication Association 97th Annual Convention, New Orleans, Louisiana, November 17-20, 2011.

"Task Force for Postsecondary Readiness," Richardson Independent School District (RISD), Richardson, Texas, May 2010-February 2011.

"Introduction to Trial Consulting," (short course) American Society of Trial Consultants Annual Conference, Minneapolis, Minnesota, June 17, 2010.

“Reading Lincoln’s Rhetoric,” workshop led by David Zarefsky, Rhetoric Society of America
Third Biennial Summer Institute, The Pennsylvania State University, University Park,
Pennsylvania, June 26-28, 2009.

“Pearson Education Focus Group for Composition,” Richland College, Dallas County
Community College District, Dallas, Texas, December 10, 2008. (invited participant)

“McGraw-Hill Rhetoric Symposium,” Chateau Élan Winery & Resort, Braselton, Georgia,
September 4-7, 2008. (invited participant)

Grants/Contracts Awarded

In 2013, I took a leave of absence for part of the spring semester so that I might teach the skills of oral presentations and written communication to students in the Department of Economics, the University of Verona. A colleague in Verona obtained a 9,000 EURO (\$12,000 USD, prox) grant from their Cooperative-International program that supported my 3 ½ month stay there and covered the costs of airfare, lodging, and food. I helped manage these expenditures associated with the grant and worked closely with the departmental administrator related to reimbursements.

Cooperative-International (CooperINT) Program, University of Verona, for 9,000 EUROS
Principal: Dr. Angelo Zago, Department of Economics, University of Verona, Verona, Italy

Doctoral Advisement and Direction

Committee Member, Shelby Vincent, December 1, 2014

Translating Translators, History, and Memories in Carmen Boullosa’s Cielos de Latierra

Committee Member, Dallie Bremer Clark, November 8, 2012

Lost (or Gained) in Translation: The Art of the Handwritten Letter in the Digital Age

Committee Member, Heather Wood, June 2, 2010

Body, Mind, and Soul: Female Agency and Performance, 1960 – Present

Committee Member, Sharmistha Basu, November 16, 2009

The Perfecting Nature of Art in King Lear

Committee Member, Thomas Mackenzie, November 2, 2009

Cutting the Darkness: Re-Envisioning Postmodern American Fiction Through a Native American Worldview Lens

Committee Chair, Kevin Wells, 2014 – present

Committee Co-chair, Jennifer Culver, 2010 – present

Committee Member, Erin Kelley, 2011 – present

Masters Advisement and Direction

Committee Member, Michelle Tsai, M.A.T., November 10, 2010

“Constructivist TESOL: Interactive and Multidisciplinary Method for Adult ESL”

Committee Member, James Maher, M.A., April 17, 2009

“Blending the Crossword with the Narrative: An Examination of the Storygame”

“The Ludics of *Ulysses*”

Committee Member, Jeremy Skinner, M.A., May 10, 2008

“Hyper-What?: The Truth Behind Hypertexts’ Failure in Higher Education”

“The Electronic I: A New Voice in Academic Writing”

Undergraduate Honors Thesis Committees

Co-Chair for Andrew Hoelscher, Spring 2010

Manuscript Reviews

“From Logic to Rhetoric: A New Pedagogy for Fallacies” for *Composition Forum*, Fall 2014

Academic and Industry Consulting

November 2, 2012 Workshop leader, “STEM Technical Writing at UNM-Valencia.”
University of New Mexico at Valencia, Valencia, New Mexico

2009 – 2011 Editorial Board, iDeal Reader
Primis Division of McGraw-Hill Higher Education

October 2010 Textbook Reviewer, McGraw-Hill Higher Education
Textbook reviewed: *The Art of Questioning*

January 2009 Textbook Reviewer, Pearson/Longman Publishing
Textbook reviewed: *Envision: Writing and Researching Arguments*,
Second Edition, by Christine Alfano and Alyssa O’Brien

October 2008 Textbook Reviewer, Bedford/St. Martin’s
Textbook manuscript reviewed: *Sourceplay*

<i>October 2008</i>	Textbook Reviewer, Pearson/Longman Publishing Textbook reviewed: <i>The New Century Handbook</i> , Fourth Ed., by Christine A. Hult and Thomas N. Huckin
<i>June 2008</i>	Textbook Reviewer, McGraw-Hill Higher Education Textbook manuscript reviewed: <i>A Writer's Resource</i> , Second Ed., by Elaine Maimon
<i>May 2008</i>	Textbook Reviewer, McGraw-Hill Higher Education Textbook manuscript reviewed: <i>The Art of Questioning and Writing</i>
<i>Fall 2007</i>	Student Sample Essay Reviewer, McGraw Hill Higher Education
<i>Fall 2007</i>	Pre-Revision Reviewer, McGraw Hill Higher Education <i>A Writer's Resource: A Handbook for Writing and Research</i> , Third Edition (publication date: 2008/2009) by Elaine Maimon
<i>Summer 2007</i>	Textbook Reviewer, McGraw Hill Higher Education Textbook manuscript reviewed: <i>Aims of Argument</i> , Sixth Edition by Tim Crusius and Carolyn Channell
<i>June 2002</i>	Editor for "Fixed Cost Magnitude, Fixed Cost Reporting Format, and Competitive Pricing Decisions: Some Experimental Evidence." <i>Contemporary Accounting Research</i> , Vol. 21, Issue 1, Spring 2004, pages 1-24 by Steve Buchheit, Texas Tech University
<i>June 2000</i>	Technical writing/editing project for Silicon Graphics, Inc. – documentation for a visual imaging system

Professional Recognitions and Honors

Author honoree, 5th Annual UTD Faculty Author Reception, October 21, 2010

Nominee, 2008 University of Texas System Chancellor's Council Outstanding Teaching Award
School of Arts and Humanities, UTD

Recipient, Summer 2002 Dissertation Award from the Graduate School, Texas Tech University (\$2000)

Recipient, Second Place Award, Communications Category, "*Forcing the Spring*: Greenpeace's Rhetoric and Diffusion of its Ideology through Narrative, Progressive Argument, and Scientific Legitimacy", West Texas A&M Graduate Student Research Conference, November 1998

Professional Memberships

Associazione Italiana Diritto e Letteratura (Italian Association of Law and Literature), 2013 – present

American Literary Translators Association, 2011 – present

National Communication Association, 2011 – present

American Society for the History of Rhetoric, 2010 – present

International Society for the History of Rhetoric, 2006 – present

Rhetoric Society of America, 2006 – present

Council of Writing Program Administrators, 2008 – 2011

National Council of Teachers of English, 2007 – 2011

Association of Teachers of Technical Writing, 2001 – 2005

Council for Programs in Technical and Scientific Communication, 2001 – 2003

Society for Technical Communication, 1997 – 2002

University Service – University of Texas at Dallas

<i>2014 – 2016</i>	UTD Committee on Educational Policy
<i>2013 – 2015</i>	UTD Committee on Academic Integrity
<i>Summer 2014</i>	Search Committee for Arts and Technology (animation hire)
<i>Spring 2014</i>	Search Committee for Professional and Technical Communication
<i>Fall 2013</i>	Search Committee for Coordinator of Introductory Communication Course
<i>2010 – 2012, 2006 – 2008</i>	UTD Committee on Distance Learning (Vice Chairperson, 2007-08)
<i>16-August 2010</i>	Contributor, UTD Writing Center Tutor Orientation/Training
<i>Summer 2010</i>	Search Committee for Professional and Technical Communication
<i>Spring 2010</i>	Search Committee for Emerging Media and Communication
<i>17-April 2010</i>	Admissions Interviewer, Academic Engagement Program (AEP)
<i>2009 – 2010</i>	UTD Committee on Learning Management Systems
<i>17-August 2009</i>	Contributor, UTD Writing Center Tutor Orientation/Training

<i>Spring 2009</i>	Focus Group Member/Coordinator Writing Centers/Writing Instruction at UTD
<i>Spring 2009</i>	Member, Committee for formation of the Global Communication and Leadership program
<i>January – December 2009</i>	Participant, UTD Faculty Mentoring Program for Assistant Professors
<i>17-May 2008</i>	Admissions Interviewer, Academic Engagement Program (AEP)
<i>2006 – 2009</i>	Disciplinary Hearing Officer for Judicial Affairs
<i>2006 – 2008</i>	Faculty Advisor for Rhetoric Society of UTD
<i>2007 – 2008</i>	Advisor/Sponsor, Alternative Spring Break (ASB) trip/project
<i>2006 – 2008</i>	Member of the Academic Senate

Service – Collin College and Louisiana Tech University

<i>Spring 2005</i>	Member, Search Committee English Department, Collin College
<i>2004 – 05</i>	Member, Technical Writing Course Committee English Dept., Collin College
<i>August 2004</i>	Member, Quality Education Plan Committee English Department, Collin College
<i>Summer 2003</i>	Chair, Technical Writing Course Packet Committee Department of English, Louisiana Tech University
<i>Spring 2003</i>	Member, Quality Education Plan Committee Department of English, Louisiana Tech University

Other Service – Texas Tech University

- August 1999 – March 2000* Co-Coordinator, International Consortium for the Environment (ICE) Symposium: “Border Health: Making a Difference,” San Antonio Hyatt Regency Riverwalk, March 11-15, 2000
- September – December 1999* Co-Coordinator, Texas Tech’s Institute of Environmental and Human Health Building Dedication, December 6, 1999
- August 1996* Co-author, *Teaching Assistant Instructor’s Guide* for Department of English Composition Program, Texas Tech University