

## Aaron Hess

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### EDUCATION:

Ph.D.	2008	Arizona State University, Tempe	Communication
M.A.	2003	California State University, Chico	Communication Studies
B.A.	2001	California State University, Chico	Communication Studies

### ACADEMIC POSITIONS:

Associate Professor of Rhetoric and Communication, Arizona State University, Downtown Phoenix campus (DPc). May 2018 – Present.

Assistant Professor of Rhetoric and Communication, Arizona State University, Downtown Phoenix campus (DPc). Fall 2012 – May 2018.

Assistant Professor of Rhetoric, Indiana University-Purdue University, Fort Wayne. Fall 2010 – Spring 2012.

Lecturer, University of Nevada, Reno. June, 2009 – July, 2010.

Postdoctoral Research Fellow. Wellness and Health Promotion. Arizona State University, July, 2008 – June, 2009. *First You Have to Get Their Attention*. U.S. Department of Education Safe and Drug Free Schools Program.

### RESEARCH

(Note: student authors in italics. First author is lead author unless specified otherwise. Level of contribution indicated in parentheses)

#### BOOKS

- Booth, P., Davisson, A., **Hess, A.**, & Hinck, A. (2018). *Poaching politics: Online communication during the 2016 US Presidential Election*. New York: Peter Lang.
- Senda-Cook, S., **Hess, A.**, Middleton, M. K., & Endres, D. (2018). *Readings in rhetorical fieldwork*. New York: Routledge.
- Hess, A.** & Davisson, A. (Eds.) (2017). *Theorizing digital rhetoric*. New York: Routledge. (60% contribution)  
 \*\*\* Review: H. Swartz (2017). Book review: *Theorizing Digital Rhetoric*. *Journal of Literacy and Technology*, 18(3), 85-98.

1. Middleton, M. K., **Hess, A.**, Endres, D., & Senda-Cook, S. (2015). *Participatory critical rhetoric: Theoretical and methodological foundations for studying rhetoric in situ*. Lanham, MD: Lexington Press. (equal authorship)  
 \*\*\*Awarded Outstanding Book of the Year, Critical and Cultural Studies Division, National Communication Association, 2016.  
 \*\*\* Reviews: W. Penman (2016). *Participatory Critical Rhetoric: Theoretical and Methodological Foundations for Studying Rhetoric In Situ*. *Quarterly Journal of Speech*. Advance online publication. doi: 10.1080/00335630.2017.1266759. B. G. Chang (2016, July). Middleton, Michael. Participatory critical rhetoric: theoretical and methodological foundations for studying rhetoric in situ. *CHOICE: Current Reviews for Academic Libraries*, 53, 1608-1609. S. Stanley (2016). Review: *Participatory Critical Rhetoric. Reflections*, 16, 187-191. R. McKerrow (2018). *Participatory Critical Rhetoric: Theoretical and Methodological Foundations for Studying Rhetoric in Situ*. *Women's Studies in Communication*, 41, 82-84. C. F. Bruce (2019). *Participatory Critical Rhetoric: Theoretical and Methodological Foundations for Studying Rhetoric In Situ* by Michael Middleton et al. (review). *Rhetoric & Public Affairs*, 22. 332-335.

## PEER-REVIEWED JOURNAL ARTICLES AND BOOK CHAPTERS

34. Wilson, K., Schmidt, A., **Hess, A.**, Vanos, J., & Ross, A. (2022). Shifts in self-reported physical activity, sedentary behavior, and play among lower-socioeconomic children during the COVID-19 pandemic: A repeated cross-sectional study. *American Journal of Health Promotion*, doi: 10.1177/08901171221091234.
33. Kjeldsen, J. & **Hess, A.** (2021). Experiencing multimodal rhetoric and argumentation in political advertisements: A study of how people respond to the rhetoric of multimodal communication. *Visual Communication*, 20, 327-352. doi: 10.1177/14703572211013399  
 \*\*\*Special issue on multimodal rhetoric
32. Rice, J. H., Alexander, J., Amedée, E., Crosswhite, J., Grant, D., Groundwater, E., Haliliuc, A., **Hess, A.**, Lloyd, J., Powell, K. W., Rai, C., & Wright, E. (2020). Memory and lost communities: Strange methods for studying place. *Review of Communication*, 20, 144-151. doi: 10.1080/15358593.2020.1737193
31. **Hess, A.**, Senda-Cook, S., Middleton, M. K., & Endres, D. (2020). (Participatory) critical rhetoric: Critiqued and reconsidered. *International Journal of Communication*, 14, 870-884. doi: 1932-8036/20200005
30. **Hess, A.** (2020). Je (ne) suis...: Exploring the performative contradiction in anti-clicktivism arguments. In C. W. Winkler (Ed.), *Networking argument* (pp. 328-334). New York: Routledge.

29. Chevrette, R. & Hess, A. (2019). "The FEMEN body can do everything": Generating the agentic bodies of social movement through internal and external rhetorics. *Communication Monographs*, 86, 416-437. doi: 10.1080/03637751.2019.1595078
28. Hess, A. (2018). Rhetoric, ethnography, and the machine: Technological reflexivity in the field. In C. Rai & C. Druschke (Eds.), *Field rhetoric: Ethnography, ecology, and engagement in the places of persuasion* (pp. 231-252). Tuscaloosa, AL: University of Alabama Press.
27. Hess, A. (2018). Competing perspectives: Using ethnographic methods to study embodied and emplaced rhetorics. In J. E. Kjeldsen (Ed.), *Rhetorical audiences and reception of rhetoric* (pp. 213-236). London, UK: Palgrave-MacMillan.
26. Hess, A. & Flores, C. (2018). Simply more than swiping left: A critical analysis of toxic masculine performances on *Tinder Nightmares*. *New Media & Society*, 20, 1103-1122. doi: 10.1177/1461444816681540 (75% contribution)
25. Hess, A. (2017). Advertising, news coverage, and autoplay. *Journal of Media Ethics*, 32, 134-135. doi: 10.1080/23736992.2017.1294887 \*\*\* Part of a "Cases and Commentaries" section regarding ethically charged current events in media.
24. Middleton, M. K., Senda-Cook, S., Hess, A., & Endres, D. (2016). Contemplating the participatory turn in rhetorical criticism. *Cultural Studies <-> Critical Methodologies*, doi: 10.1177/1532708616655821 (20% contribution) \*\*\* Guest editor for a special issue on the intersection of rhetoric and qualitative methods.
23. Endres, D., Hess, A., Senda-Cook, S., & Middleton, M. K. (2016). *In situ* rhetoric: Intersections between qualitative inquiry, fieldwork, and rhetoric. *Cultural Studies <-> Critical Methodologies*, doi: 10.1177/1532708616655820 (35% contribution) \*\*\* Guest editor for a special issue on the intersection of rhetoric and qualitative methods.
22. Hess, A. (2016). Embodied judgment: A call for a phronetic orientation in rhetorical ethnography. In S. McKinnon, R. Asen, K. Chavez, & R. G. Howard (Eds.), *Text + field: Innovations in rhetorical method* (pp. 86-100). University Park, PA: Penn State Press.
21. Hess, A., Menegatos, L., & Savage, M. (2015). Shaming Jane: A feminist Foucauldian analysis of how college students employ the sexual double standard in peer interventions. *Women's Studies in Communication*, 38, 462-485. (60% contribution)
20. Hess, A. (2015b). The selfie assemblage. *International Journal of Communication*, 9, 1629-1646. Retrieved from <http://ijoc.org/index.php/ijoc/article/view/3147/1389>
19. Chevrette, R., & Hess, A. (2015). Unearthing the Native past: Citizen archaeology and modern (non)belonging at the Pueblo Grande Museum. *Communication and Critical/Cultural Studies*, 12, 139-158. doi: 10.1080/14791420.2015.1012214 (equal authorship)

18. **Hess, A.** (2015a). On the dance of rhetoric: Ethnography, embodiment, and effect. In D. Houck & A. Kiewe (Eds.), *The effects of rhetoric and the rhetoric of effects: Past, present and future* (pp. 239-266). Columbia, SC: University of South Carolina Press.
17. **Hess, A.** (2014). You are what you compute (and what is computed for you): Considerations of digital rhetorical identification. *Journal of Contemporary Rhetoric*, 4, 1-18. Retrieved from [http://contemporaryrhetoric.com/articles/Hess8\\_1.pdf](http://contemporaryrhetoric.com/articles/Hess8_1.pdf)
16. **Hess, A., & Sobre-Denton, M.** (2014). Setting aside the “Wise Latina?”: Post-racial myths, paradoxes, and performing enculturation in the Sotomayor confirmation hearings. *Communication Studies*, 65, 1-23. doi: 10.1080/10510974.2013.795180 (70% contribution)
15. **Hess, A., & Herbig, A.** (2013). Recalling the ghosts of 9/11: Convergent memorializing at the opening of the National 9/11 Memorial. *International Journal of Communication*, 7, 2207-2230. Retrieved from <http://ijoc.org/index.php/ijoc/article/view/1733/997> (70% contribution)
14. **Hess, A.** (2013). Putting rhetoric on trial: Using a simulated courtroom in the rhetoric classroom. *Communication Teacher*, 27, 235-240. doi: 10.1080/17404622.2013.798009
13. **Hess, A.** (2012). Health, risk, and authority in a dysfunctional world: Online ecstasy user discourse. *Ohio Communication Journal*, 50, 1-30.
12. Herbig, A., & **Hess, A.** (2012). Convergent critical rhetoric at the Rally to Restore Sanity: Exploring the intersection of rhetoric, ethnography, and documentary production. *Communication Studies*, 63, 269-289. doi:10.1080/10510974.2012.674617 (equal authorship)
11. **Hess, A.** (2011). Critical-rhetorical ethnography: Rethinking the place and process of rhetoric. *Communication Studies*, 62, 127-152. doi:10.1080/10510974.2011.529750
10. **Hess, A.** (2011). Purifying Laughter: Carnavalesque self-parody as argument scheme in *The Daily Show* with Jon Stewart. In T. Goodnow (Ed.), *The Daily Show and Rhetoric: Arguments, Issues and Strategies* (pp. 93-112). Plymouth, UK: Lexington Books.
9. **Hess, A.** (2011). Breaking news: A postmodern rhetorical analysis of *The Daily Show*. In T. Goodnow (Ed.), *The Daily Show and Rhetoric: Arguments, Issues and Strategies* (pp. 153-170). Plymouth, UK: Lexington Books.
8. **Hess, A.** (2010). Democracy through the lens of the camcorder: Argumentation and vernacular spectacle on YouTube in the 2008 election. *Argumentation & Advocacy*, 47, 106-122.
7. LeGreco, M., **Hess, A.**, Lederman, L., Schuwerk, T., & LaValley, A. (2010). An innovative dialogue about college drinking: Developing an immediate response technology model

- for health promotion. *Communication Education*, 59, 389-404. doi: 10.1080/03634521003649764 (35% contribution)
6. Menegatos, L., Lederman, L. C., & Hess, A. (2010). Friends don't let Jane hook up drunk: A qualitative analysis of participation in a college drinking simulation. *Communication Education*, 59, 374-388. doi: 10.1080/03634521003628909 (25% contribution)
5. Hess, A. (2009). Resistance up in smoke: Analyzing the limitations of deliberation on YouTube. *Critical Studies in Media Communication*, 26, 411-434. doi: 10.1080/15295030903325347
4. Hess, A. (2008). Reconsidering the rhizome: A textual analysis of web search engines as gatekeepers of the Internet. In A. Spink & M. Zimmer (eds.) *Web search: Multidisciplinary perspectives* (pp. 35-50). Hiedelberg, Germany: Springer-Verlag.
3. Hess, A. (2007). "You don't play, you volunteer": Narrative public memory construction in *Medal of Honor Rising Sun*. *Critical Studies in Media Communication*, 24, 339-356. doi: 10.1080/07393180701567729 \*\*\* Reprinted in S. K. Foss (Ed.). (2009). *Rhetorical Criticism: Exploration and Practice 4<sup>th</sup> Edition* (pp. 320-335). Long Grove, IL: Waveland Press. Reprinted in S. K. Foss (Ed.). (2018). *Rhetorical criticism: Exploration and practice 5<sup>th</sup> Edition* (pp. 320-335). Long Grove, IL: Waveland Press.
2. Hess, A. (2007). In digital remembrance: Vernacular memory and the rhetorical construction of web memorials. *Media, Culture & Society*, 29, 812-830. doi: 10.1177/0163443707080539
1. Brouwer, D. C., & Hess, A. (2007). Making sense of 'God hates fags' and 'Thank God for 9/11': A thematic analysis of milbloggers' responses to Reverend Fred Phelps and the Westboro Baptist Church. *Western Journal of Communication*, 71, 69-90. doi: 10.1080/10570310701215388 (30% contribution)

#### INVITED OR NON-PEER REVIEWED PUBLICATIONS

9. Hess, A., Flores, C., & Carlson, A. C. (2018). Affective and Embodied Readings of the National Mall. In R. Aden (Ed.), *Rhetorics haunting the National Mall: Displaced and ephemeral public memories* (pp. 17-34). Lanham, MD: Lexington Press.
8. Hess, A. (2017). Periscoping race: Vernacular expressions of race and culture on locative media. In A. B. Buccitelli (Ed.), *Race and ethnicity in digital culture: Our changing traditions, impressions, and expressions in a mediated world* (pp. 211-228). London, UK: Palgrave McMillan.
7. Hess, A. (2017). *The Legend of Zelda: Dungeons, Music, Theology, and Philosophy*. In R. Meija, J. Banks, & A. Adams (Eds.), *100 Greatest Video Game Franchises* (pp. 106-107). Lanham, MD: Rowman and Littlefield.

6. **Hess, A.** (2017). *Medal of Honor*. In R. Meija, J. Banks, and A. Adams (Eds.), *100 Greatest Video Game Franchises* (pp. 114-115). Lanham, MD: Rowman and Littlefield.
5. **Hess, A.** (2015). YouTube. In D. T. Cook & J. M. Ryan (Eds.), *The Wiley-Blackwell encyclopedia of consumption and consumer studies* (pp. 576-577). Malden, MA: Wiley Blackwell.
4. **Hess, A.** (2015). Review of *Speaking Hatefully*. *Quarterly Journal of Speech*, 101, 563-566. doi: 10.1080/00335630.2015.1057932
3. Stewart, K. A., **Hess, A.**, Tracy, S. J., & Goodall, H. L. (2009). Risky research: Investigating the "perils" of ethnography. In N. K. Denzin and M. D. Giardina (Eds.), *Qualitative inquiry and social justice* (pp. 198-216). Walnut Creek, CA: Left Coast Press. (equal authorship)
2. **Hess, A.** & Justus, Z. S. (2008). (Re)defining the long war: Toward a new vocabulary of international terrorism. In S. Corman, A. Trethewey, & H. L. Goodall, Jr., (Eds.), *Weapons of mass persuasion: Strategic communication in the struggle against violent extremism* (pp. 130-148). New York: Peter Lang. (equal authorship)
1. Justus, Z. S. & **Hess, A.** (2008). One message for many audiences: Framing the death of Abu Musab al-Zarqawi. In S. Corman, A. Trethewey, & H. L. Goodall, Jr., (eds.), *Weapons of mass persuasion: Strategic communication in the struggle against violent extremism* (pp. 115-127). New York: Peter Lang. (equal authorship)

## **MEDIA PRODUCTIONS**

2. Herbig, A. (Director/Producer), **Hess, A.** (Producer/Interviewer), & Watson, A. (Producer) (2014). *Never forget: Public memory and 9/11* [Motion picture]. USA: Living Text Productions. (30% contribution)  
 \*\*\* Juried at National Communication Association Film Festival, Louisville Film Festival, Gig Harbor Film Festival, Wild Rose Independent Film Festival, Depth of Field International Film Festival, Ethnografilm Official Selection.  
 \*\*\* Recipient, Award of Merit, Education/Instruction/Training, Accolade Global Film Competition
1. Herbig, A. (Director), **Hess, A.** (Executive Producer/Interviewer), Watson, A. (Executive Producer/Editor), Hess, K. D. (Field Producer) (2010). Unmasking sanity: Halloween weekend with the participants at the Rally to Restore Sanity and/or Fear [Short film]. USA: Living Text Productions. Retrieved from <http://www.youtube.com/watch?v=DE7NtFPWgw8> (35% contribution)  
 \*\*\* Juried by *Communication Studies*.

## **CONFERENCE PRESENTATIONS**

**PEER-REVIEWED/COMPETITIVELY SELECTED PAPERS AND PANEL PRESENTATIONS**

67. **Hess, A.** (May, 2022). “Do your own research!”: Constructions of ethos within the “Disinformation Dozen.” Paper presented at the 20<sup>th</sup> biennial conference of the Rhetoric Society of America, Baltimore, MD.
66. **Hess, A.** (Nov, 2021). Using Zoom in reception studies. Presentation at the 107<sup>th</sup> annual convention of the National Communication Association (via Zoom due to COVID-19). Seattle, WA.
65. **Hess, A. & Kjeldsen, J.** (March, 2021). Experiencing multimodal rhetoric and argumentation in political advertisements: A study of how people respond to the rhetoric of multimodal communication. The Bremen-Groningen Online Workshops on Multimodality. University of Bremen, Germany; University of Groningen, Netherlands. (Online due to COVID-19)
64. **Hess, A.** (May, 2018). Hashtags, Memes, and Doxing! Oh my! Social Norms and Rhetorical Cultures in a Digital Age. Paper presented at the 18<sup>th</sup> biennial conference of the Rhetoric Society of America, Atlanta, GA.
63. **Hess, A.** (2018, Feb). New directions for qualitative research: Mindful connections between theory and method. Panel presentation at the 89<sup>th</sup> annual convention of the Western States Communication Association, Santa Clara, CA.
62. **Hess, A.** (2018, Feb). A conversation about diversity and inclusion in WSCA. Panel presentation at the 89<sup>th</sup> annual convention of the Western States Communication Association, Santa Clara, CA.
61. **Hess, A.** (2017, July). Je (ne) suis...: Exploring the performative contradiction in anti-clicktivism arguments. Paper presented at the Alta Argumentation conference, Alta, Utah.
60. **Hess, A.** (2017, Feb). That which cannot be unseen: Machinic communication and the autoplay of murder. Paper presented at the 88<sup>th</sup> annual convention of the Western States Communication Association, Salt Lake City, UT.
59. **Sobre-Denton, M., & Hess, A.** (2016, Nov). Cultural influences on the construction, mutation and consumption of memes: Deconstructing the Paris and Brussels attacks through social media. Paper presented at the 102<sup>nd</sup> annual convention of the National Communication Association. Philadelphia, PA.
58. **Hess, A.** (2016, Nov). Memory and the machine: Examining the impact of digital technology on public memory. Paper presented at the 102<sup>nd</sup> annual convention of the National Communication Association. Philadelphia, PA.

57. **Hess, A.** (2016, May). Digital Imaging and Digital Humanities Projects (in Participatory Approaches to Rhetorical Criticism). Paper presented at the 17<sup>th</sup> biennial Rhetoric Society of America conference. Atlanta, GA.
56. **Hess, A.** (2016, May). Augmented reality/augmented aesthetics. Paper presented at the 17<sup>th</sup> biennial Rhetoric Society of America conference. Atlanta, GA.
55. **Hess, A.** (2016, May). Supersession: The Turn to Field Methods in Rhetorical Studies. Special presentation at the 17<sup>th</sup> biennial Rhetoric Society of America conference. Atlanta, GA.
54. *Flores, C. & Hess, A.* (2016, Feb). Simply more than swiping left: A critical analysis of performative masculinities on the Tinder Nightmares Instagram page. **Top peer-reviewed paper in Media Studies Interest Group** at the 87<sup>th</sup> annual convention of the Western States Communication Association, San Diego, CA.
53. Herbig, A., **Hess, A.**, & *Watson, A.* (2015, Nov). *Never Forget: Public Memory & 9/11*. Film presented at the 101<sup>st</sup> annual convention of the National Communication Association. Las Vegas, NV.
52. **Hess, A.** (2015, Nov). Participants and Perspectives (in Participatory Critical Rhetoric: The Turn to Fieldwork in Rhetorical Theory and Criticism). Paper presented at the 101<sup>st</sup> annual convention of the National Communication Association. Las Vegas, NV.
51. **Hess, A.** (2015, Nov). “Modding” (in Theorizing Digital and Networked Rhetorics: Nine Key Concepts). Paper presented at the 101<sup>st</sup> annual convention of the National Communication Association. Las Vegas, NV.
50. **Hess, A.** (2015, April). Conflicted Logics: Vernacular Circulation and Spectacle in Social Media. Presentation at the 2015 Conflict Transformation Summit, Arizona State University.
49. **Hess, A.** (2015, Feb). Trained Incivility: Femen’s Body Politics and Preparing for the Public Screen. Paper presented at the 86<sup>th</sup> annual convention of the Western States Communication Association, Spokane, WA.
48. *McClellan, e. d. & Hess, A.* (2015, Feb). Circled Wagons and Swinging Bridges: Sophia, Sunesis, and Phronesis in Rhetorical Criticism. Paper presented at the 86<sup>th</sup> annual convention of the Western States Communication Association, Spokane, WA.
47. *Chevrette, R. & Hess, A.* (2015, Feb). Unearthing the Native Past: Citizen Archaeology and Modern (Non)Belonging at the Pueblo Grande Museum. Paper presented at the 86<sup>th</sup> annual convention of the Western States Communication Association, Spokane, WA.



46. **Hess, A.** (2014, Nov). The rhetorical selfie: Mobile technology and the constitution of identity. Paper presented at the 100<sup>th</sup> annual convention of the National Communication Association. Chicago, IL.
45. **Hess, A.** (2014, May). From rhetorical fragments to computed invention: YouTube and big data. Presented at the 16<sup>th</sup> biennial Rhetoric Society of America conference.
44. **Hess, A.** (2014, Feb). Coping with Jon Stewart: Bad taste and political humor. Paper presented at the 85<sup>th</sup> annual convention of the Western States Communication Association. Anaheim, CA
43. **Hess, A.** (2014, Feb). Tap here to remember: Affective rhetoric and public memory in locative technology. Paper presented at the 85<sup>th</sup> annual convention of the Western States Communication Association. Anaheim, CA
42. **Hess, A.** Menegatos, L., & Savage, M. (2013, Nov). Discipline and Regret: A mixed-method, feminist Foucauldian analysis of the sexual double standard. Paper presented at the 99<sup>th</sup> annual convention of the National Communication Association. Washington DC.
41. **Hess, A.** (2013, May). Building practical wisdom in the field: Enriching fieldwork advocacy through *phronesis*. Presented at the 9<sup>th</sup> Congress of Qualitative Inquiry. Urbana-Champaign, IL.
40. **Hess, A.** (2013, May). The imaging of fieldwork: Pinterest and embodied visual data collection in the classroom. Presented at the Ninth Congress of Qualitative Inquiry. Urbana-Champaign, IL.
39. **Hess, A., McPherson, C., Wight, S., Wladecki, G., & Menegatos, L.** (2013, Feb). Between “liquid courage” and “liquid stupidity:” Toward a model of relational drinking. Paper presented at the annual convention of the Western States Communication Association, Reno, NV. Top peer-reviewed paper in Communication Research and Theory division.
38. **Hess, A. & Sobre-Denton, M.** (2013, Feb). Setting aside the “Wise Latina?”: Post-racial myths, paradoxes, and performing enculturation in the Sotomayor confirmation hearings. Paper presented at the annual convention of the Western States Communication Association, Reno, NV.
37. **Hess, A. & Herbig, A.** (2013, Feb). Between “Never Forget” and “Always Remember”: Convergent Memorializing at the Opening of the National 9/11 Memorial. Paper presented at the annual convention of the Western States Communication Association, Reno, NV.
36. **Hess, A. & Herbig, A.** (2012, May). From terrorism to tourism: A rhetorical inquiry into the tenth anniversary of 9/11. Paper presented at the Rhetoric Society of America conference. Philadelphia, PA.

35. **Hess, A.** (2012, May). The substance of Internet cookies: Considerations of digital identification. Paper presented at the Rhetoric Society of America conference. Philadelphia, PA.
34. **Hess, A. & Herbig, A.** (2012, May). Convergent Qualitative Research: Digital Media and the Ethnographer. Paper and media presented at the Eighth Congress of Qualitative Inquiry. Urbana-Champaign, IL.
33. **Hess, A. & Herbig, A.** (2012, May). Through the Lens of Tragedy: The Challenges and Ethics of Interviewing about 9/11 Memory. Paper presented at the Eighth Congress of Qualitative Inquiry. Urbana-Champaign, IL.
32. **Herbig, A. & Hess, A.** (2012, May). "Producing" Public Scholarship: An Examination of the 10th Anniversary of 9/11. Short film presented at the Eighth Congress of Qualitative Inquiry. Urbana-Champaign, IL.
31. **Hess, A. & Herbig, A.** (2012, Feb). Comedy and Civility: Documenting Jon Stewart's "Rally to Restore Sanity." Presentation given at the "Accessing Civility" Forum sponsored by the Hugh Downs School of Human Communication at Arizona State University, Tempe.
30. **Hess, A. & Stewart, K.** (2010, Nov). Ethnography in Pandora: Avatar and the politics of qualitative research. Paper presented at the 95<sup>th</sup> annual convention of the National Communication Association. San Francisco, CA.
29. **Hess, A.** (2010, April). Democracy and the YouTube sensation: Public incivility, argumentation, and visual rhetoric online. Paper presentation at the 52<sup>nd</sup> annual conference of the Western Social Science Association. Reno, NV.
28. **Hess, A.** (2009, Nov). I'm Not With Stupid: YouTube, McCain-Palin mobs, and the denigration of democracy. Paper presented at the 94<sup>th</sup> annual convention of the National Communication Association. Chicago, IL.
27. **Hess, A.** (2009, Nov). Engaging with interactive technology: The advantages and challenges of using student response systems. Panel presentation at 94<sup>th</sup> annual convention of the National Communication Association. Chicago, IL.
26. **Hess, A.** (2009, Nov). Isocrates, phronesis, and the process of rhetorical enactment. Paper presented at the 94<sup>th</sup> annual convention of the National Communication Association. Chicago, IL.
25. **Hess, A. & Stewart, K.** (2009, Feb). Finding islands of community in a sea of commodification: A rhetorical and ludologic analysis of the public and private character of Second Life. Top three peer-reviewed paper presented at the 80<sup>th</sup> annual convention of the Western States Communication Association. Mesa, AZ.

24. **Hess, A.** (2009, Feb). Disfigurement, deflation, and drug use: A critical rhetorical analysis of the Office of National Drug Control Policy “Above the Influence” campaign. Paper presented at the 80<sup>th</sup> annual convention of the Western States Communication Association. Mesa, AZ.
23. Menegatos, L., **Hess, A.**, Lederman, L. & Moses, K. (2009, Feb). Friends don’t let friends make unhealthy decisions: A qualitative exploration of the intersection between alcohol, friendship, and sexual decision making. Paper presented at the 80<sup>th</sup> annual convention of the Western States Communication Association. Mesa, AZ.
22. Moses, K., Lederman, L., **Hess, A.**, Hvidston, B., & Pabedinskas, J. (2009, Jan). “Let’s Talk About It”: Engaging students through interactive technology. Panel presentation at the 3<sup>rd</sup> NASPA Strategies Conference: Alcohol Abuse Prevention & Intervention. Boston, MA.
21. **Hess, A.** & Hvidston, B. (2009, Jan). Drink of the Week: Exploring mixed messages within student media. Poster presented at the 3<sup>rd</sup> NASPA Strategies Conference: Alcohol Abuse Prevention & Intervention, Boston, MA.
20. **Hess, A.** (2008, Nov). “You smile like Jesus”: Life as the son of a preacher man. Paper presented at the 93<sup>rd</sup> annual convention of the National Communication Association. San Diego, CA.
19. **Hess, A.** & Hvidston, B. (2008, Nov). Drink of the Week; Exploring mixed messages within student media. Poster presented at the U. S. Department of Education 22<sup>nd</sup> Annual Meeting on Alcohol and Other Drug Abuse and Violence Prevention in Higher Education. St. Paul, MN.
18. **Hess, A.** (2008, Nov). Finding *phronesis*, characterizing *kairos*, and invigorating *inventio*: Seeking an ethnographic critical rhetoric. Paper presented at the 93<sup>rd</sup> annual convention of the National Communication Association. San Diego, CA.
17. **Hess, A.** (2008, May). Perilous places: Drugs, disclosures, and dangers in a raving world. Panel presentation at the Fourth International Congress of Qualitative Inquiry. Urbana, IL.
16. **Hess, A.** (2008, Feb). Examining the ethics of instructor personal disclosure on online networking sites. Roundtable presentation at the 79<sup>th</sup> annual convention of the Western States Communication Association. Denver, CO.
15. **Hess, A.** (2008, Feb). Smoking out the government: Vernacular response to the presence of the Office of National Drug Control Policy on YouTube. **Top peer-reviewed paper in Media Studies Interest Group** presented at the 79<sup>th</sup> annual convention of the Western States Communication Association. Denver, CO.
14. **Hess, A.** (2008, Feb). Mother Earth and Father God: Feminist rhetorical considerations of environmental Christianity. **Top four peer-reviewed paper in Rhetoric and Public**

**Address** presented at the 79<sup>th</sup> annual convention of the Western States Communication Association. Denver, CO.

13. LeGreco, M., Lederman, L., **Hess, A.**, Schuwerk, T. LaValley, A. & Batanova, M. (2008, Feb). An innovative dialogue about college drinking: Developing an immediate response technology model for health promotion. Paper presented at the 79<sup>th</sup> annual convention of the Western States Communication Association. Denver, CO.
12. **Hess, A.** (2007, Dec). Communicating harm reduction: Challenging norms of underage drinking. Panel presentation at the 2007 Drug Policy Alliance Convention. New Orleans, LA.
11. **Hess, A.** (2007, Nov). Older siblings and sober friends: A qualitative inquiry into DanceSafe and harm reduction. Paper presented at the 93<sup>rd</sup> annual convention of the National Communication Association. Chicago, IL.
10. Justus, Z. S. & **Hess, A.** (2007, Nov). Global media, domestic politics: Framing the death of Abu Musab al-Zarqawi. Paper presented at the 93<sup>rd</sup> annual convention of the National Communication Association in November 2007, Chicago, IL.
9. **Hess, A.** & Justus, Z. S. (2007, Mar). The secrets of critical theory: A call for the reconfiguration of critical theory and praxis in an era of secrets. Paper presented at the New Directions in Critical Theory: (Re)Locating Borders: Negotiating & Constructing Identities conference. Tucson, AZ.
8. Brouwer, D. & **Hess, A.** (2007, Feb). Vernacular articulations of sexuality, religion, and nation in Milbloggers' responses to Fred Phelps and the Westboro Baptist Church. Top four peer-reviewed paper presented at the 78<sup>th</sup> annual convention of the Western States Communication Association. Seattle, WA.
7. **Hess, A.** (2006, Nov). Grand discourses of terror: Contemplating the predatory narrative. Top peer-reviewed student paper presented at the 92<sup>nd</sup> annual convention of the National Communication Association. San Antonio, TX.
6. **Hess, A.** (2006, Nov). "Here lies a pirate who never sailed": Conceptualizing warez groups as counterpublics. Paper presented at the 92<sup>nd</sup> annual convention of the National Communication Association. San Antonio, TX.
5. **Hess, A.** & Justus, Z. S. (2006, Feb). Organizing the academy: Communicative responses to the GWOT. Panel participant at 77<sup>th</sup> annual convention of the Western States Communication Association. Palm Springs, CA.
4. **Hess, A.** (2003, Nov). Toward a model of parodic political communication criticism: Michael Moore and *The Awful Truth*. Paper presented at the 89<sup>th</sup> annual convention of the National Communication Association. Miami, FL.

3. **Hess, A.** (2003, Nov). Caricaturing America: Native American editorial cartoons as intercultural dialogue. Paper presented at the 89<sup>th</sup> annual convention of the National Communication Association. Miami, FL.
2. **Hess, A.** (2003, Nov). Postmodern rhetorical analysis of argument in *The Daily Show*. Paper presented at the 89<sup>th</sup> annual convention of the National Communication Association. Miami, FL.
1. **Hess, A.** (2002, Feb). Debating narratives: Exploring the potential of performance as argument. Participant/Performer at 73<sup>rd</sup> annual convention of the Western States Communication Association. Long Beach, CA.

#### **PANELS ORGANIZED (COMPETITIVELY SELECTED OR PEER REVIEWED)**

6. **Hess, A.** (2013, Nov). Connecting Rhetoric and Qualitative Methods: Ethnography, Enactment, and Embodiment. Session organizer and presenter at the 99<sup>th</sup> annual convention of the National Communication Association. Washington DC.
5. **Hess, A.** (2010, April). Culturing the Bench: Intercultural communication perspectives on the nomination and confirmation of Justice Sonia Sotomayor. Session organizer and moderator at the 52<sup>nd</sup> annual conference of the Western Social Science Association. Reno, NV. \*\*\*Organized from graduate course in intercultural communication.
4. **Hess, A.** (2008, Nov). My story is not my own: The treasures and tragedies of narrative inheritance. Panel presented at the 93<sup>rd</sup> annual convention of the National Communication Association. San Diego, CA.
3. **Hess, A.** (2008, Nov). Narrative inheritance: Our stories, Our secrets, ourselves. Panel presented at the 93<sup>rd</sup> annual convention of the National Communication Association. San Diego, CA.
2. **Hess, A.** (2008, Feb). Scholarship as public service: Future faculty, graduate studies, and “Rethinking the Research Enterprise.” Panel presented at the 79<sup>th</sup> annual convention of the Western States Communication Association. Denver, CO.
1. **Hess, A.** (2007, Nov). Restoring faith in public intellectualism. Panel presented at the 93<sup>rd</sup> annual convention of the National Communication Association. Chicago, IL.

#### **PRECONFERENCE SEMINARS, INSTITUTES, AND WORKSHOPS**

4. **Hess, A.** (2019, May). Rhetorical Cartographies of the University Campus Master Plan University of Nevada, Reno. Rhetoric Society of America Project 2019.
3. **Hess, A.** (2015, June). Working the Field: Rhetorical Studies and Ethnographic Methods. Rhetoric Society of America workshop, Madison, WI.

2. **Hess, A.** (2013, Nov). The deliberative self: Phronetic ontology in rhetorical ethnography. Preconference seminar, paper and seminar participant at the 99th annual convention of the National Communication Association. Washington DC.
1. **Hess, A.** (2009, Nov). Active rhetoric and its immediate effects. Pre-NCA seminar on Rhetoric's Effects, paper and seminar participant at the 94<sup>th</sup> annual convention of the National Communication Association. Chicago, IL

## GRANT ACTIVITY

### MAJOR GRANT PROPOSALS

15. *The erosion of ethos.* (2021). Fulbright U.S. Scholar Program. (All disciplines, University of Bergen, Norway. Award 12252-NO). Awarded, 2022-2023.
14. *The Seishindo Project: Recovering the art of martial arts.* (2021, June). Whiting Foundation, Whiting Public Engagement Programs, 2022-23 cycle. \$49,889. Submitted, not funded.
13. *Rhetorical evolving and changing of attitudes (Rhevolve).* Research Council of Norway, Forskerprosjekt 2021. NOK 12,000,000 (approx.. \$1,300,000). (Research collaborator) Submitted, not funded. Under revision for resubmission.
12. *Playing during a pandemic: Viewing imaginative life-worlds during self-isolation.* (2020, May). Spencer Foundation, Special Grant Request ID# 10024373. \$49,999. Submitted, not funded.
11. *Playing during a pandemic: Assessing children's play activities during shelter-in-place.* (2020, April). National Science Foundation, RAPID COVID-19. \$199,993 (RE: NSF DCL20-052). Submitted, not funded.
10. *Participatory Politics and Digital Culture in Norway.* (2019). Fulbright U.S. Scholar Program. (Digital Culture, University of Bergen, Norway. Award 10250-NO). \*\*\*Named alternate, no actual travel occurred due to COVID-19.
9. *Toward a Typology of Digital Disinformation.* (2019). National Endowment for the Humanities, Digital Humanities Advancement Grant. \$49,876. (Project Director). Submitted, not funded.
8. *Building Civil and Compassionate Campus-Police Communities.* (2016). Department of Justice, Community Oriented Policing Services (COPS) grant. CFDA 16.710. \$966,937.00. (Principal Investigator, 40% contribution, with Sarah Tracy, Professor, Hugh Downs School of Human Communication, and Jennifer Linde, Senior Lecturer, Hugh Downs School of Human Communication, ASU). Submitted, not funded.
7. *Improving Communication Skills through Adaptive, Biometric Technology.* (2015). Department of Education, First in the World grant. ED-GRANTS-051115-001, \$2,032,832.00. (Co-principal Investigator, 40% contribution, with Robert Atkinson,

Associate Professor, School of Computing, Informatics, Decision Systems Engineering, and George Runger, Chair, Department of Biomedical Informatics, ASU). Submitted, not funded.

6. *Exploring communication apprehension and competency as malleable factors through biometric technology*. (2015). Department of Education, Institute of Education Sciences (IES): Education Research CFDA Number 84.305A, \$1,384,016.00. (Principal Investigator, 50% contribution, with Robert Atkinson, Associate Professor, School of Computing, Informatics, Decision Systems Engineering, and George Runger, Chair, Department of Biomedical Informatics, ASU). Submitted, not funded.
5. *Speaking Kinected: Leveraging biometric feedback to improve communication competency and academic self-efficacy*. (2014). Department of Education, Institute of Education Sciences (IES): Education Research CFDA Number 84.305A, \$1,499,694. (Principal Investigator, 50% contribution, with Robert Atkinson, Associate Professor, School of Computing, Informatics, Decision Systems Engineering, and George Runger, Chair, Department of Biomedical Informatics, ASU). Submitted, not funded.
4. *Alcohol Consumption among College Students: Evolution of Status Structures in Social Networks*. (2011). National Institute of Health, \$275,000. (Co-investigator sub-award, with Linda Lederman, Hugh Downs School of Human Communication, ASU). Submitted, not funded.
3. *The CHOICES we make*. (2011). National Collegiate Athletic Association Alcohol Education Grant Program. \$30,000. (Principal Investigator, 100% contribution). Submitted, not funded.
2. *Digesting media: Understanding the influence of commercialized messages on dietary behaviors*. (2010). National Institute of Health, PA-08-239, \$62,518. (Principal Investigator, 50% contribution, with Gwen Hullman, Chair, Communication Studies, UNR). Submitted, not funded.
1. *STACKING UP: Testing an Interactive Game of Drinking-related Decision Making Among College Students*. (2009). Robert Wood Johnson Foundation, Health Games Research, Second Funding Round, \$300,000. (Project Coordinator, Grant Writing). Submitted, not funded.

#### **OTHER COMPETITIVE AND INTERNAL FUNDING**

- Summer Research Initiative, 2013, 2014, 2015, 2016, College of Integrative Sciences and Arts, ASU, \$5000.
- Office of Assessment, Vice Chancellor of Academic Affairs, Assessment Project Grant (VCAP), \$3,250 (with Marcia Dixon and Kevin Stoller), IPFW, 2012.
- Grant-in-aid of Research (with Art Herbig), Office of Research & External Support, Indiana University Purdue University, Fort Wayne, \$2000.
- Graduate and Professional Student Association Conference Travel Grant, 2008, \$250
- Graduate and Professional Student Association Conference Travel Grant, 2008, \$250

- Division of Graduate Studies Travel Grant, August, 2007, \$250
- Recipient. November, 2007. Herberger Professor Endowment Research Grant (with Karen Stewart), \$500
- Recipient. December, 2006. Hugh Downs School of Human Communication Publication-Preparation grant, \$533

## PUBLIC SCHOLARSHIP

### INVITED ESSAYS

3. Lederman, L. C., Menegatos, L., & **Hess, A.** (2010). Friends Don't Let Friends Hook Up Drunk. *Communication Currents*, 5(4). Retrieved from <http://communicationcurrents.com/index.asp?bid=15&issue=60&issuepage=229>
2. **Hess, A.** (2009). As seen on YouTube. *Communication Currents*, 4(6). Retrieved from <http://www.communicationcurrents.com/index.asp?bid=15&issue=50&issuepage=200>
1. **Hess, A.** (2007, Oct). The consequences of playing war. *Communication Currents*, 2(5). Retrieved from <http://www.communicationcurrents.com/index.asp?sid=1&issuepage=55&False>

### THEATER PERFORMANCES

**Hess, A.** (2009, March 27-29). Drink, drank, drugged. Presented by the Hugh Downs School of Human Communication, Arizona State University at the Empty Space Theater. (Script consultant, Trigger Scripting Debriefing/Discussion Leader).

### PROFESSIONAL REPORTS

5. **Hess, A.** (2011, Dec 6). Changing the culture of college drinking at IPFW: Health campaign designed in COM 576: Health Communication. Presented to the Dean of Students office (Dean: Eric Norman).
4. **Hess, A.** & Justus, Z. S. (2007, April 25). (Re)defining the long war: Toward a new vocabulary of international terrorism. Consortium for Strategic Communication. Retrieved from [http://comops.org/publications/CSC\\_report\\_0703-redefining\\_the\\_long\\_war.pdf](http://comops.org/publications/CSC_report_0703-redefining_the_long_war.pdf)
3. Justus, Z. S. & **Hess, A.** (2006, June 23). One Message for Many Audiences: Framing the Death of Abu Musab al-Zarqawi. Consortium for Strategic Communication. Retrieved from [http://comops.org/publications/CSC\\_report\\_0605-Zarqawi\\_death\\_framing.pdf](http://comops.org/publications/CSC_report_0605-Zarqawi_death_framing.pdf)
2. Corman, S. R., **Hess, A.** & Justus, Z. S. (2006, June 9). Credibility in the Global War on Terrorism: Strategic Principles and Research Agenda. Consortium for Strategic Communication. With Steven R. Corman and Z. S. Justus. Retrieved from [http://comops.org/publications/CSC\\_report\\_0603-credibility\\_gwot.pdf](http://comops.org/publications/CSC_report_0603-credibility_gwot.pdf)



1. Corman, S. R. & Schiefelbein, J. S. (2006, April). Communication and Media Strategy in the Jihadi War of Ideas. (contributions from Kris Acheson, Ian Derk, Bud Goodall, **Aaron Hess**, Zachary Justus, Kelly McDonald, Robert McPhee, Christina Smith, Angela Trethewey, and Mark Woodward. <http://www.comops.org/article/119.pdf>

#### **BLOG POSTS – COMOPS: A JOURNAL OF THE CONSORTIUM FOR STRATEGIC COMMUNICATION**

- Hess, A.** (2007, Nov 13). Analysis: Cultivating children suicide bombers. <http://comops.org/journal/2007/11/13/analysis-cultivating-children-suicide-bombers/>
- Hess, A.** (2007, April 10). Travel as rhetoric. <http://comops.org/journal/2007/04/10/travel-as-rheotic/>

#### **MEDIA APPEARANCES**

- Communicating with students: Social media (2011, Feb 10). *Discover IPFW* [television program]. WFWA PBS 39, Fort Wayne, IN. (Guest appearance)
- Velasco, E. (2009, March 20). Performance challenges perception of college drinking. *ASUNews*. Retrieved from [http://asunews.asu.edu/20090320\\_performance](http://asunews.asu.edu/20090320_performance)
- Panzino, C. (2009, March 26). Performance raises drinking issues. *The State Press*.
- Chan, A. (2007, Oct 5). War video games unrealistic, study says. *ASU Web Devil*. Retrieved from <http://asuwebdevilarchive.asu.edu/issues/2007/10/05/news/702114>
- Reed, C. (2007, May). Plur-alism: Exploring the gray zone in DanceSafe’s harm reduction policy. *944 Magazine*, 6(5), 147-148.

## **TEACHING**

#### **TEACHING PUBLICATIONS**

5. Herbig, A. & **Hess, A.** (2014). Documentary process as qualitative research. In T. M. Paulus, J. N. Lester, & P. G. Dempster (Eds.), *Digital Tools for Qualitative Research* (p. 182). Thousand Oaks, CA: Sage Publications. (equal authorship)
4. Herbig, A. & **Hess, A.** (2014). Data in the visual context. In T. M. Paulus, J. N. Lester, & P. G. Dempster (Eds.), *Digital Tools for Qualitative Research* (p. 82-83). Thousand Oaks, CA: Sage Publications. (equal authorship)
3. **Hess, A.** (2013). Putting rhetoric on trial: Using a simulated courtroom in the rhetoric classroom. *Communication Teacher*, 27, 235-240. doi: 10.1080/17404622.2013.798009
2. **Hess, A.** (2013). 30 Days: Qualitative research or sensational television? In J. A. Scarduzio, E. K. Eger, & S. J. Tracy, *Qualitative research methods: Collecting evidence, crafting*

*analysis, and communicating impact*, instructor's manual. Hoboken, NJ: Wiley-Blackwell Publishing.

1. Hess, A. (2013). Focus group facilitation round robin. In J. A. Scarduzio, E. K. Eger, & S. J. Tracy, *Qualitative research methods: Collecting evidence, crafting analysis, and communicating impact*, instructor's manual. Hoboken, NJ: Wiley-Blackwell Publishing.

## **COURSES TAUGHT AND DEVELOPED**

### **COURSES DEVELOPED**

- Communicating during a Pandemic. Arizona State University (Undergraduate, COM 494. Short term special topics course to address COVID-19)
- Digital Rhetoric. Arizona State University (Undergraduate, COM 467)
- Rhetoric and Community Advocacy. Arizona State University (Undergraduate, COM 420)
- Organizational Rhetoric. Arizona State University (Undergraduate, COM 400, Face-to-Face and online)
- Theories of Rhetoric: Digital Rhetoric, Indiana University-Purdue University, Fort Wayne (Graduate, COM 521)
- Health Communication: Changing the Culture of College Drinking, Indiana University-Purdue University, Fort Wayne (Graduate, COM 576)

### **ADVANCED UNDERGRADUATE COURSES**

- Rhetoric in the Western World: Indiana University-Purdue University, Fort Wayne (COM 312).
- Principles of Persuasion: Indiana University-Purdue University, Fort Wayne (COM 318).
- Introduction to Communication Research Methods: Indiana University-Purdue University, Fort Wayne (COM 300).
- Training Systems (Qualitative Methods in Organizations): University of Nevada, Reno (COM 480).
- Intercultural Communication: University of Nevada, Reno (COM 412, General Capstone Course in Diversity).
- Rhetoric of Social Issues: Arizona State University (COM 421).
- Communication Approaches to Popular Culture: Arizona State University (COM 323).
- Advanced Critical Methods in Communication: Arizona State University (COM 407).
- Legal Argumentation: University of Nevada, Reno (COM 319).
- Organizational Communication: University of Nevada, Reno (COM 317).
- Persuasion and Social Influence: Arizona State University (COM 319, Teaching Assistant).
- Communication Criticism: California State University, Chico (CDES 126, Writing Proficiency Course)

### **INTRODUCTORY UNDERGRADUATE COURSES**

- Introduction to Human Communication: Arizona State University, DPc (COM 100, Mass lecture course)

- Introduction to Communication Inquiry: Arizona State University, DPc (COM 207, Face-to-Face and online)
- Fundamentals of Speech Communication: Indiana University-Purdue University, Fort Wayne (COM 114)
- Public Speaking: University of Nevada, Reno (COM 213), Arizona State University (COM 225), Butte College (SPCH 2), California State University, Chico (CMST 011).
- Argumentation and Debate: Arizona State University (COM 222), California State University, Chico (CMST 115), Indiana University-Purdue University, Fort Wayne (COM 210).
- Small Group Communication: University of Nevada, Reno (COM 315), Arizona State University (COM 230, Online), Butte College (Group Discussion, SPCH 4).
- Forensics: California State University, Chico (Policy Debate, CMST 019/119).

#### **FIRST-YEAR EXPERIENCE COURSES**

- Communication & Changing the Culture of College Drinking: Arizona State University, Co-taught with Dean Linda Lederman (COM 191).
- The ASU Experience: Arizona State University Co-taught with Dean Linda Lederman, (ASU 101).

#### **GRADUATE COURSES**

- Theories of Rhetoric: Indiana University-Purdue University, Fort Wayne (COM 521)
- Intercultural Communication: University of Nevada, Reno (COM 612).
- Training Systems (Qualitative Methods in Organizations): University of Nevada, Reno (COM 680).

#### **STUDENT RESEARCH DIRECTION AND COMMITTEE SERVICE**

- Committee Member, Katrina Hanna, Doctoral Candidate, Hugh Downs School of Human Communication.
- Committee Member, Ian Derk, Doctoral Candidate, Hugh Downs School of Human Communication.
- Committee Member, Brandon Ferderer, PhD, Hugh Downs School of Human Communication. Completed 2019.
- Committee Member, Carlos Flores, PhD, Hugh Downs School of Human Communication. Completed 2018.
- Barrett Honors Thesis Advisor, Edder Diaz, Arizona State University, Completed 2017.
- Committee Member, Roberta Chevrette, PhD, Hugh Downs School of Human Communication, ASU. Completed 2016.
- CIDSE Capstone Project team oversight, Spring 2014-Fall 2014.
- Synthesis Committee Member (IPFW): Thomas Landis, Sharon Wight, Alicia Alabbas, Molly Link.
- Committee Member/Reader, Pax Whitmore, "Holy Hegemony, Batman!: Violence and masculinity in Frank Miller's The Dark Knight Returns," Arizona State University Undergraduate Honors Thesis, April 4, 2007.

#### **PROFESSIONAL SERVICE, CONSULTING, AND DEVELOPMENT**

## SERVICE TO THE DISCIPLINE

### JOURNAL REVIEWING

- Editorial Board Member, *Journal of International & Intercultural Communication*.
- Editorial Board Member, 2013, *Western Journal of Communication*.
- Associate Board Member, *Communication Studies*.
- Invited Reviewer, *Peitho* (Journal of the Coalition of Feminist Scholars in the History of Rhetoric & Composition).
- Invited Reviewer, *Critical Studies in Media Communication*.
- Invited Reviewer, *History & Memory*.
- Invited Reviewer, *New Media & Society*.
- Invited Reviewer, *Journal of Applied Communication Research*.
- Invited Reviewer, *Communication and Critical/Cultural Studies*.
- Invited Reviewer, *Communication Quarterly*.
- Invited Reviewer, *Mass Communication & Society*.
- Invited Reviewer, *Journal of Communication Inquiry*.
- Invited Reviewer, *Quarterly Journal of Speech*.
- Invited Reviewer, *Electronic Journal of Communication*.
- Invited Reviewer, *The Sociological Quarterly*.
- Invited Reviewer, *National Women's Studies Association Journal*.
- Invited Reviewer, *Kaleidoscope*.
- Invited Reviewer, *Indiana Journal of Political Science*.

### CONFERENCE RESPONDENT AND CHAIR DUTIES

- Respondent (2018), Western States Communication Association, Santa Clara, CA. "Top Papers in Rhetoric and Public Address."
- Respondent (2017), Western States Communication Association, Salt Lake City, UT. "Technology, identity, topography, pedagogy: Examining the uses and impacts of technology in communication studies."
- Respondent (2017), Western States Communication Association, Salt Lake City, UT. "Songs and sermons from the center and margins."
- Respondent (2016), National Communication Association, Philadelphia, PA. "Engaging Contemporary Rhetorical Discourse through Online Counterpublics."
- Respondent (2016), Western States Communication Association, San Diego, CA. "Digital Media in Action: Expanding 21<sup>st</sup> Century Pedagogy."
- Respondent (2015), National Communication Association, Las Vegas, NV. "Under Attack: Threatening Publics and GamerGate."
- Respondent (2014), National Communication Association, Chicago, IL. "Rhetorical Engagement with Ideology: Silences, Reinhold Niebuhr, Women in Film, and the Narrative Ideograph."
- Respondent (2014), Western States Communication Association, Anaheim, CA. "Through the lens of new media: Impressions and interpretations of artwork, beauty, and pop culture artifacts."
- Chair (2009), Western States Communication Association, Mesa, AZ. "Heroes and outlaws: Rhetorics of identity, concealment, and coping."

**OTHER SERVICE TO THE DISCIPLINE**

- Delegate-at-large, Western States Communication Association, 2017-2019.
- Member Services Committee, Western States Communication Association, 2015-2018 (Chair, 2018).
- Secretary (2014), Vice Chair/Program Planner (2015), Chair (2016), Media Studies Interest Group, Western States Communication Association (WSCA)
- Reviewer, Media Studies Interest Group, WSCA
- Reviewer, Communication Theory and Research Division, WSCA
- Reviewer, Ethnography Division, National Communication Association (NCA)
- Reviewer, Rhetorical and Communication Theory Division, NCA
- Reviewer for McGraw-Hill Publishers, *iSpeak: Public Speaking for Contemporary Life*, Fall, 2008, Eileen Clabby, publisher contact.

**SERVICE TO THE UNIVERSITY****UNIVERSITY SERVICE AND OTHER NON-DEPARTMENTAL SERVICE**

- Member, Committee on Academic Freedom and Tenure, Fall, 2021 – Present.
- Member, General Studies Council, Humanities, Arts, and Design Subcommittee, 2017-Present
- Member, Executive Graduate Faculty Committee, Hugh Downs School of Human Communication, 2017-2020.
- Presenter, First Friday Forum, “Building Fruitful Research Collaborations,” Hugh Downs School Graduate Faculty Forum, September 30, 2016.
- Member, Graduate Admissions Committee, Hugh Downs School of Human Communication, 2015-2016

**DEPARTMENTAL SERVICE**

- Chair, Languages & Cultures Personnel Committee for Track and Non-Track Faculty (2021, Fall; one TT case, three lecturer cases)
- Search Chair, Lecturer Hiring Committee (2019, hired Jennifer Robinson).
- COM Faculty Liaison, 2017-present.
- Member, Grade Appeal Committee (2016), College of Integrative Sciences and Arts, ASU, DPc.
- Member, Lecturer hiring committee for LEAD project (5 hires).
- Chair, (2014-2015) Assessment Committee, College of Letters and Sciences, Languages and Cultures, ASU, DPc
- Member, (2015) Communication and Culture Assistant Professor hiring committee, College of Letters and Sciences, ASU, DPc.
- Member, (2015) Instructor hiring committee, College of Letters and Sciences, ASU, DPc.
- Member, (2013) Digital Humanities Course Coordinator hiring committee in the School of Letters and Sciences, ASU, DPc.
- Member, (2013) Digital Humanities assistant professor hiring committee in the School of Letters and Sciences, ASU, DPc.
- Volunteer to assist in Homecoming outreach activities on Taylor Mall, October 24, 2012.

- Chair, Assessment Committee, Indiana University-Purdue University, Fort Wayne.
- Special Events Committee Member, Liaison, and Master Coordinator for Guest Lecture by Bud Goodall, “Blood, Shit, and Tears: The Terrorist as Abject Other,” November 5, 2009. University of Nevada, Reno.
- Departmental Assessment Coordination, University of Nevada, Reno. 2009-2010.
- Departmental Website Development, University of Nevada, Reno. 2009-2010.

#### **GUEST PRESENTATIONS/LECTURES**

- **Hess, A.** (2014, Sept 11). Seeking humanity in tragedy: Reflections and memories of September 11. Humanities Public Lecture Series, Humanity 101. Arizona State University, Downtown Phoenix campus.
- **Hess, A.** (2013, Feb 26). Recalling the Ghosts of 9/11. Presented to COM 300: Public Memory, Arizona State University, Tempe.
- **Hess, A.** (2012, Oct 6). Discussion facilitation: The Rumble 2012. Arizona State University, Downtown Phoenix.
- **Hess, A.** (2012, April 27). Reply: Freedom of Speech and the Security of the Internet. *The Crisis of American Democracy*. Indiana University - Purdue University Fort Wayne.
- **Hess, A.** (2012, April 5). Guest panelist: Can you be happy without alcohol? Indiana University - Purdue University Fort Wayne, Wellness and Health.
- **Hess, A., & Herbig, A.** (2011, Jan 24). Sanity, insanity & vitriol: Reflections on violence and political rhetoric. Public lecture given January 24, 2011 at Indiana University-Purdue University, Fort Wayne. Sponsored by The Center for Women and Returning Adults, The Communication and Media Society, and IPSGA.

#### **SERVICE TO LOCAL COMMUNITIES OR OTHER UNIVERSITIES**

##### **PROFESSIONAL CONSULTING AND COMMUNITY SERVICE**

- Member, Paideia Academies Governing Board, 2017-present.
- Grant writing, community organizing, South Phoenix 102.9 KDIF (Low power FM community radio station). 2016-2017.
- Consultant on an online educational software project, Boyden & Youngblutt Integrated Marketing. 2013-2014
- Consulting for Wellness and Health Promotion, Arizona State University. February 4-5, 2010. “Let’s Talk About It: Challenging Student Drinking Norms in the Classroom”

##### **GUEST PRESENTATIONS/LECTURES**

- **Hess, A.** (2015, Sept 11). To remember, to heal, and to give hope: Art and public memory of September 11. Presentation to the Phoenix Art Museum docent annual meeting.
- **Hess, A.** (2015, April 14). Grief, Hope, and Memory: Documenting the Tenth Anniversary of September 11<sup>th</sup>. University of the Pacific, Communication Department, underwritten by the Hebei Training Institute.
- **Hess, A. & Herbig, A.** (2014, Oct 1). Documentary Film Screening: “Never Forget: Public Memory & 9/11.” Syracuse University, College of Visual and Performing Arts (included seminar on documentary film, public Q&A).

- **Hess, A. & Herbig, A.** (2011, Oct 17). Grief, Hope, and Unity: Remembering the Narratives of 9/11. Public lecture at Indiana University-Purdue University, Fort Wayne. Sponsored by University Community Conversation (UC2), a community engagement program supported by the College of Arts and Sciences at IPFW.
- **Hess, A., & Herbig, A.** (2011, Oct 1). Local Documentary "Farmers Market" in process (panel discussion), Northeastern Indiana Sustainable Living Fair, Grabill, IN.
- **Hess, A.** (2010, Dec. 2). "Let's Talk About it": Communication approaches to alcohol and other drugs. Invited presentation at Northeast Indiana Symposium on Alcohol, Tobacco, and Other Drug Studies, Drug & Alcohol Consortium of Allen County.

## HONORS AND AWARDS

### RECOGNIZED PUBLICATIONS

- **Outstanding Book of the Year**, Critical and Cultural Studies Division, National Communication Association, 2016, *Participatory Critical Rhetoric*.
- **Top Paper in Media Studies Interest Group**, Diane Furno-Lamude Award 2016, Western States Communication Association, "Simply more than swiping left..."
- **Top paper in Communication Research and Theory Division**, Western States Communication Association, 2013, "Between 'liquid courage' and 'liquid stupidity...'"
- **Top three paper in Media Studies Interest Group**, Western States Communication Association, 2009, "Finding Islands..."
- **Top Paper in Media Studies Interest Group**, Diane Furno-Lamude Award 2008, "Smoking out the government..."
- **Top Four Paper in Rhetoric and Public Address**, Western States Communication Association, 2008, "Mother Earth and Father God..."
- Nominated Essay for the B. Aubrey Fisher Award for *Western Journal of Communication.*, "Making sense of 'God Hates Fags' and 'Thank God for 9/11...'" November 2007.
- **Top Four Paper in Rhetoric and Public Address**, Western States Communication Association, 2007, "Vernacular articulations..."
- **Top Student Paper** in the Rhetoric and Communication Theory division at NCA 2006, "Grand discourses of terror..."

### HONORS, FELLOWSHIPS, AND AWARDS

- Fulbright Scholar Grant, University of Bergen, Bergen, Norway, 2022-2023.
- Recognized as expert in the field of YouTube research in Delphi Study.
  - Snelson, C., Rice, K., & Wyzard, C. (2011). Research priorities for YouTube and video sharing technologies: A Delphi study. *British Journal of Educational Technology*, doi: 10.1111/j.1467-8535.2010.01168.x
- Doctoral Fellowship, Consortium for Strategic Communication, ASU 2006-2007
- PhD Student Outstanding Research Award, 2007-2008, Hugh Downs School of Human Communication, Arizona State University
- Competitive Award, California State University Forgivable Loan Program, 2005-2007.
- Outstanding Thesis of the year award, Speech Communication, CSU, Chico, 2003
- Graduated with Distinction, CSU, Chico, 2003
- Policy Critic of the Year Award, Cross Examination Debate Association, 2002

- Recipient, Merton J. Rawlins Scholarship, 2002
- Undergraduate Honors in the Major, CSU, Chico, 2001
- Undergraduate Honors in General Education, CSU, Chico, 2001
- Outstanding Speech Communication Undergraduate Student, CSU, Chico, 2001

### **PROFESSIONAL MEMBERSHIPS**

National Communication Association  
Western States Communication Association  
International Congress of Qualitative Inquiry  
Rhetoric Society of America  
Drug Policy Alliance  
Western Social Science Association

### **OTHER ACADEMIC POSITIONS**

Research Assistant. Arizona State University, Hugh Downs School of Human Communication, August, 2007 – June, 2008 on *Let's Talk About It: Using Experiential Learning and Curriculum Infusion to Reduce College Drinking*. U.S. Department of Education Safe and Drug Free Schools Program.

Teaching Assistant. Arizona State University, Hugh Downs School of Human Communication, August 2005 – July 2008.

Instructor. California State University, Chico, Communication Design Department, January 2004 – August 2005.

Associate Faculty. Butte College, Speech Department, Summer 2003 – Spring 2005.

Research Assistant. Center for Excellence on the Study of the Holocaust, Genocide, Human Rights and Tolerance; CSU, Chico, CA. March 2004 – February 2005.

Teaching Associate/Graduate Assistant (CEDA Debate Coach). Fall 2001 – Spring 2003, College of Communication, CSU, Chico.