

Beth Innocenti*

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Education

Ph.D. in Speech Communication--University of Illinois at Urbana-Champaign, 2000.

M.A. in English and American Literature--New York University, 1992.

B.A. in Professional Writing--Carnegie Mellon University, 1990.

Academic employment

University of Kansas

Associate Professor, Fall 2006-present.

Department Chair, Summer 2009-present.

Director of Graduate Studies, Fall 2007-Spring 2009.

Assistant Professor, Fall 2000-Spring 2006.

University of Illinois at Urbana-Champaign

Assistant Course Director, Verbal Communication, Fall 1995-Spring 2000.

Teaching Assistant, Fall 1994-Spring 2000.

University of Wisconsin at Madison

Teaching Assistant, Fall 1992-Spring 1994.

Project Assistant, Fall 1993.

RESEARCH

Publications

Journal articles

"Bernard Lamy's *L'Art de Parler* Addresses Religious Exigencies." *Rhetorica* 26 (2008): 417-38.
Co-authored with Mike Milford.

"Shaming in and into Argumentation." *Argumentation* 21 (2007): 379-95.

"Religious Reasons for Campbell's View of Emotional Appeals in *Philosophy of Rhetoric*." *Rhetoric Society Quarterly* 37 (2007): 159-80.

"A Normative Pragmatic Perspective on Appealing to Emotions in Argumentation." *Argumentation* 20 (2006): 327-43.

* Formerly Beth Innocenti Manolescu

"Norms of Presentational Force." *Argumentation and Advocacy* 41 (2005): 139-51.

"Kames's Legal Career and Writings as Precedents for *Elements of Criticism*." *Rhetorica* 23 (2005): 239-59.

"Formal Propriety as Rhetorical Norm." *Argumentation* 18 (2004): 113-25.

"Traditions of Rhetoric, Criticism, and Argument in Lord Kames's *Elements of Criticism*." *Rhetoric Review* 22 (2003): 225-42.

"George Mackenzie on Scottish Judicial Rhetoric." *Rhetorica* 20 (2002): 275-88.

"Motives for Practicing Criticism as a 'Rational Science' in Lord Kames's *Elements of Criticism*." *Advances in the History of Rhetoric* 5 (2001): 11-20. Reprinted in *Advances in the History of Rhetoric: The First Six Years*. Eds. Richard Leo Enos and David E. Beard. West Lafayette: Parlor Press, 2007. 296-307.

"Clerics Competing For and Against 'Eloquence' in Mid-Eighteenth-Century Britain." *Rhetoric Society Quarterly* 30.1 (2000): 47-67.

"Style and Spectator Judgment in Fisher Ames's Jay Treaty Speech." *Quarterly Journal of Speech* 84 (1998): 62-79.

"Towards a Theory of Vivid Description as Practiced in Cicero's *Verrine Orations*." *Rhetorica* 12 (1994): 355-81.

Book chapter

"Campbell's View of Argument as Comparison Advances his Religious Agenda." In *Rhetorical Agendas: Political, Ethical, Spiritual*. Ed. Patricia Bizzell. Mahwah, NJ: Erlbaum, 2006. 109-13.

Proceedings

Essays

"Crying Foul to Counter Questionable Tactics." *Argument Cultures*. Eds. Hans V. Hansen et al. CD-ROM. Windsor, ON: Ontario Society for the Study of Argumentation, 2009.

"Evaluating Fear Appeals." *Dissensus and the Search for Common Ground*. Eds. Hans V. Hansen, Christopher W. Tindale, J. Anthony Blair, Ralph H. Johnson, and David M. Godden. CD-ROM. Windsor, ON: Ontario Society for the Study of Argumentation, 2007.

"Shaming into Argumentation." *Proceedings of the Sixth Conference of the International Society for the Study of Argumentation*. Eds. Frans H. van Eemeren, J. Anthony Blair, Charles A. Willard, and Bart Garssen. Amsterdam: Sic Sat, 2007. 925-28.

"Norms of Forcibleness." *The Uses of Argument: Proceedings of a Conference at McMaster University, 18-21 May 2005*. Ed. David Hitchcock. Hamilton: Ontario Society for the Study of

Argumentation, 2005. 336-45.

Responses

"Commentary on: K. O'Halloran's 'Reading group discourse: a Corpus-based analysis of argumentation and collaboration.'" *Argument Cultures*. Eds. Hans V. Hansen et al. CD-ROM. Windsor, ON: Ontario Society for the Study of Argumentation, 2009.

"Commentary on Dima Mohammed: 'Argumentative Activity Types and the Account of the Empirical Aims of Argumentative Discourse.'" *Dissensus and the Search for Common Ground*. Eds. Hans V. Hansen, Christopher W. Tindale, J. Anthony Blair, Ralph H. Johnson, and David M. Godden. CD-ROM. Windsor, ON: Ontario Society for the Study of Argumentation, 2007.

Book reviews

Rev. of *Trust in Texts: A Different History of Rhetoric*, by Susan Miller. *Quarterly Journal of Speech* 95 (2009): 231-34.

Rev. of *Adam Smith: The Rhetoric of Propriety*, by Stephen J. McKenna. *Quarterly Journal of Speech* 93 (2007): 117-19.

Rev. of *Public Speech and the Culture of Public Life in the Age of Gladstone*, by Joseph S. Meisel. *Rhetoric and Public Affairs* 5 (2002): 780-82.

Conference presentations

"Crying Foul to Counter Questionable Tactics," presented at the Ontario Society for the Study of Argumentation conference, Windsor, Canada, 2009.

"Making Responsible Fear Appeals," presented at the Rhetoric Society of America biennial conference, Seattle, WA, 2008.

"Hugh Blair's Theorizing Responds to Religious Exigencies," presented at the National Communication Association Annual Convention, Chicago, IL, 2007.

"Religion's Role in the Decline of Topical Invention in Eighteenth-Century Scottish Rhetorics," presented at the Biennial Conference of the International Society for the History of Rhetoric, Strasbourg, France, 2007.

"Evaluating Fear Appeals," presented at the Ontario Society for the Study of Argumentation conference, Windsor, Canada, 2007.

"Affectation, Declamation, and the Disappearance of Topical Invention," presented at the National Communication Association Annual Convention, San Antonio, TX, 2006.

"Shaming into Argumentation," presented at the Sixth Conference of the International Society for the Study of Argumentation, Amsterdam, 2006.

"A Normative Pragmatic Approach to Emotional Appeals in Argumentation," presented at the

National Communication Association Annual Convention, Boston, MA, 2005.

"Religious Reasons for Campbell's View of Argument and Emotional Appeal," presented at the National Communication Association Annual Convention, Boston, MA, 2005.

"Scots Law in Kames's *Elements of Criticism*," presented at the Fifteenth Biennial Conference of the International Society for the History of Rhetoric, Los Angeles, CA, 2005.

"Norms of Forcibleness," presented at the Ontario Society for the Study of Argumentation conference, Hamilton, Canada, 2005.

"Whately on Rhetorical and Argumentative Force," presented at the National Communication Association Annual Convention, Chicago, IL, 2004.

"Identifying the Central Issues in Argumentation Theory," presented at the National Communication Association Annual Convention, Chicago, IL, 2004.

"George Campbell on Argument and Style," presented at the Rhetoric Society of America biennial conference, Austin, TX, 2004.

"Political Participation in Eighteenth-Century History and Travel Literature: The Case of Lord Kames's *Sketches of the History of Man*," presented at the National Communication Association Annual Convention, Miami, FL, 2003.

"Final Causes of Taste in Lord Kames's *Elements of Criticism*" presented at the National Communication Association Annual Convention, New Orleans, LA, 2002.

"Rhetoric and Ethics in Lord Kames's *Elements of Criticism*" presented at the Rhetoric Society of America biennial conference, Las Vegas, NV, 2002.

"Pedagogical Purposes of Principles of Human Nature in Lord Kames' *Elements of Criticism*" presented at the National Communication Association Annual Convention, Atlanta, GA, 2001.

"The Style of Scottish Judicial Rhetoric in George Mackenzie's *Pleadings* (1672)," presented at the Thirteenth Biennial Conference of the International Society for the History of Rhetoric, Warsaw, Poland, 2001.

"Emotional Appeals to the Taste of the Town in Eighteenth-Century Britain," presented at the American Society for the History of Rhetoric pre-conference, Seattle, WA, 2000.

"Motives for Practicing Criticism as a 'Rational' Science in Lord Kames' *Elements of Criticism*," presented at the National Communication Association Annual Convention, Seattle, WA, 2000. Received Outstanding Student Paper award from the American Society for the History of Rhetoric.

"George Mackenzie on Judicial Eloquence in post-Restoration Scotland," presented at the

National Communication Association Annual Convention, Chicago, IL, 1999.

“An Eighteenth-Century Rhetoric for the Practice of Shakespeare Criticism: Lord Kames’ *Elements of Criticism*,” presented at the Twelfth Biennial Conference of the International Society for the History of Rhetoric, Amsterdam, The Netherlands, 1999.

“Remember Religion when Reading mid-Eighteenth-Century British Rhetorics,” presented at the National Communication Association Annual Convention, New York, NY, 1998.

Grants and fellowships

- Sabbatical leave, University of Kansas, Fall 2008.
- New Faculty General Research Fund award, Kansas University Center for Research, 2002.
- Graduate College Conference Travel Grant, University of Illinois, Fall 1998, Fall 1999.
- Department of Speech Communication Conference Travel Grant, University of Illinois, Fall 1998, Summer 1999, Fall 1999.
- University Fellowship, University of Illinois, Summer 1995, Summer 1999.
- Dissertation Travel Grant, University of Illinois, 1997.

Honors and awards

- Outstanding Student Paper Award--American Society for the History of Rhetoric, 2000.
- Ruth S. Bowman Award--outstanding graduate student in scholarship, teaching, and service, University of Illinois, 1998.
- Graduated with University Honors, Carnegie Mellon University, 1990.
- Mortar Board, Carnegie Mellon University, 1989-90.
- Dean’s List, Carnegie Mellon University: Spring 1987, Fall 1987, Spring 1988.
- Carnegie Merit Scholarship, Carnegie Mellon University, 1986.

TEACHING

Teaching honors and awards

- Donn W. Parson Graduate Faculty Mentorship Award, Department of Communication Studies, University of Kansas, 2007-2008.
- W. T. Kemper Fellowship for Teaching Excellence, University of Kansas, 2006.
- Recognition of Teaching Excellence, Center for Teaching Excellence, University of Kansas, 2005.
- Donn W. Parson Graduate Faculty Mentorship Award, Department of Communication Studies, University of Kansas, 2004-2005.

Teaching experience

University of Kansas

Undergraduate courses

- The Rhetorical Tradition
- Effective Business Communication

Bridge courses

- American Public Address: Puritans to 1900
- Rhetoric of Woman's Rights
- Argumentation

Graduate courses

- Neoclassical Theories of Rhetoric
- Communication Research: Historical and Descriptive Methods
- Introduction to Research Methods: Rhetorical Criticism (5 weeks)

University of Illinois at Urbana-Champaign

Assistant Course Director

- Verbal Communication

Teaching Assistant

- The Rhetorical Tradition
- Verbal Communication
- Public Speaking

University of Wisconsin at Madison

Teaching Assistant

- Argumentation and Debate
- Public Speaking--writing intensive
- Public Speaking

Project Assistant

- Rhetoric of Campaigns and Revolutions

Ph. D. dissertations directed and completed

- Lynnette G. Leonard, "A Rebel in Conservative Clothes: The Rhetorical Theory and Practice of Lydia H. H. Sigourney," University of Kansas, 2006.
- Phillip J. Chidester, "Through the Blood: Death Metal and the Rhetoric of Song as a Transcendent Discursive/Presentational Form," University of Kansas, 2004.

M. A. theses directed and completed

- Phillip Samuels, "*Fahrenheit 9/11*: A Case Study in Counternarrative," University of Kansas, 2008.
- Amy Beth Leyerzapf, "Of Barren Boulders and Glowing Granite: Natural Metaphors in Daniel Webster's Commemorative Orations," University of Kansas, 2007.
- Ryan Weaver, "Will the Real Marshall Mathers Please Stand Up: Challenging Mailer's 'White Negro,' Realizing Hipsterphilia/phobia, and Rethinking Hip Hop Music," University of Kansas, 2006.
- Jessica Borhart, "A Rhetorical Analysis of Images of Female Athletes on the Cover of *Sports Illustrated*," University of Kansas, 2005.

Undergraduate honors thesis directed and completed

- Jason Dexter, "Normative Pragmatic Analysis of Political Ads," University of Kansas, 2005.

Teaching development

- "Reacting to the Past" conference, University of Kansas, 2008.
- Annual Teaching Summit, Center for Teaching Excellence, University of Kansas, 2004, 2005, 2006.
- Teaching Critical Thinking Workshop, Center for Teaching Excellence, University of Kansas, 2006.
- Best Practices in Teaching Institute, Center for Teaching Excellence, University of Kansas, 2001, 2005.
- Writing to Learn Workshop, University of Illinois.
- Writing Across the Curriculum Workshop, University of Illinois.

Technical writing experience

Cornell University Medical Center, Paul V. Trad, M.D., New York, NY (1990 - 1992)

Assisted in preparing books and articles about psychotherapy for children, adults, and caregiver-infant dyads. Wrote drafts of articles and case studies; selected, transcribed, and edited vignettes from videotaped individual and group clinical sessions exemplifying clinical theory and practice; formatted manuscripts; corrected proofs. Designed and produced a database for tracking articles and book reviews submitted for consideration for publication to the *American Journal of Psychotherapy*, formerly edited by Dr. Trad.

Westinghouse, Communications System Center, Pittsburgh, PA (Summer 1990)

Analyzed and described hierarchical fields; converted technical definitions to friendly end user documentation; designed and wrote telecommunications systems manuals; reviewed documents with end users; developed and revised text to update documentation. Produced the following in-house publications: "Divisional Customer Database Field Glossary," "Westinghouse Long Distance (Dial-1) Service User's Guide," "Communication Services Discounts."

SERVICE

Service to department

- Department chair, 2009-present.
- Research Colloquium Committee member, 2008-2009.
- Graduate Committee member, 2004-2007; chair, 2007-2009.
- Honors Program Coordinator, 2006-2009.
- Lambda Pi Eta Contact, 2006-2009.
- Rhetoric Writing Workshop co-moderator, 2005-2008.
- Interpersonal Communication Search Committee member, 2007.
- Communication Theory Search Committee chair, 2006.
- Library Resources Committee member, 2000-2001; chair, 2001-2006.
- Political Communication Search Committee member, 2004, 2005.
- Communication Studies Colloquium Committee member, 2003-2004.
- Ad hoc Regents Center Advisory Committee member, 2003-2004.

- Open House Contact, 2001-2004.
- Awards Committee member, 2001-2004.
- Linkugel Speech Contest judge, 2002, 2004.
- Rhetoric Colloquium organizer, 2001-2003.

Service to college and university

- Committee on Graduate Studies member, Fall 2007, 2008-2009.
- University Honors Program Director search committee member, 2008-2009.
- Academic Misconduct panelist, College of Liberal Arts and Sciences, University of Kansas, Fall 2006, Spring 2009.
- "Structuring your Course for Student Learning," presented at the New Graduate Teaching Assistant Conference, Center for Teaching Excellence, University of Kansas, 2007.
- Haglund Dissertation Award Committee judge, Graduate School, University of Kansas, 2007.
- Graduate Council member, University of Kansas, Fall 2006-present.
- Center for Teaching Excellence department Ambassador, University of Kansas, Spring 2002-Spring 2008.
- "Teaching Matters: Department-Level Work on Improving Learning Across a Curriculum," co-presented at the Annual Teaching Summit, Center for Teaching Excellence, 2006.
- Best Practices Institute co-facilitator, Center for Teaching Excellence, University of Kansas, 2006.
- Progress Toward Tenure Review panelist, University of Kansas, 2006.
- "Reflections on Retreats: Time for Considering the Intellectual Work of Teaching," *Reflections From the Classroom* 8 (2005-2006): 7-9.
- Annual Teaching Summit breakout session facilitator, Center for Teaching Excellence, University of Kansas, 2004, 2005.
- Committee on Undergraduate Studies and Advising member, Fall 2005.
- Dissertation Prize Committee judge, Graduate School, University of Kansas, 2005.

Service to discipline

- Journal manuscript reviewer:
 - Editorial board member:
Argumentation and Advocacy, 2007-present.
 - Ad hoc reviewer:
Rhetoric Society Quarterly, 2007, 2009; *Argumentation*, 2007; *Informal Logic*, 2007; *Communication Studies*, 2006.
- J. Anthony Blair Prize committee member, Ontario Society for the Study of Argumentation, 2009; ad hoc reviewer 2007.
- Book manuscript reviewer:
 - Catholic University of America Press, 2007; Strata Publishing, 2004; State University of New York Press, 2001; Allyn & Bacon, 2000.
- Dissertation Award Committee member, American Society for the History of Rhetoric, 2007.
- Conference paper reviewer:
 - National Communication Association, 2001-2003, 2007, 2009; Rhetoric Society of America, 2007; American Society for the History of Rhetoric, Rhetorical and Communication Theory Division, National Communication Association, 2004; Graduate Student Caucus, Central States Communication Association, 2004.

- Conference panel chair:
National Communication Association annual conference, 2003, 2005, 2007; Ontario Society for the Study of Argumentation conference, 2007; Central States Communication Association annual conference, 2005; Rhetoric Society of America biennial conference, 2002.
- Conference panel participant (invited), "Balancing Work and Life," How to be an Assistant Professor, Rhetoric Society of America biennial conference, 2008.
- Secretary (substituting for Jean Goodwin), Rhetoric and Communication Theory division, National Communication Association, 2006.
- Permissions Statement Committee member (invited), Rhetoric Society of America, 2003.
- Steering Committee member (elected), American Society for the History of Rhetoric, 2001-03.
- Nominating Committee member (elected), Rhetorical and Communication Theory division, National Communication Association, 2001.

Service to community

- "Rhetoric of the Sketch in Lord Kames's *Sketches of the History of Man*," presented at the British Seminar Series, Hall Center for the Humanities, 2003.
- Panelist for "My Grandma's Vision, My Vigor, My Daughter's Victory: The Changing Lives of Women in America," Women's History Month panel discussion, sponsored by Women's Transitional Care Services of Lawrence, 2001.
- CHANCE, tutor for New York City high school students in English and writing, 1990-92.
- C-MAP (Carnegie Mellon Action Program), tutor for minority undergraduate students in Calculus I, 1986-87.

Membership

- National Communication Association
- International Society for the History of Rhetoric
- American Society for the History of Rhetoric
- Rhetoric Society of America