

DAVID PAUL SCHULZ
Chair & Professor, Department of Communications
Director General Studies
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EDUCATIONAL BACKGROUND

- Ph.D. Speech Communication, Pennsylvania State University. 2002.
Dissertation: The Rhetorical Contours of Technological Determinism.
Director: Dr. Stephen H. Browne.
Committee: Dr. J. Michael Hogan, Dr. Thomas W. Benson, Dr. Ronald V. Bettig.
- M.A. Speech Communication, Hank Greenspun School of Communication, University of Nevada-Las Vegas. 1998.
Thesis: Nhetic: Rhetorical Power in Cyberspace. Director: Dr. Richard J. Jensen.
Committee: Dr. Paul J. Traudt, Dr. Lawrence J. Mullen, Dr. Terry K. Knapp.
- B.A. Speech Communication, Department of Communication, Western Washington University, Bellingham, Washington. 1996.

PROFESSIONAL EXPERIENCES

- Communications Department Chair*, Trinity Lutheran College 2006 – Present.
General Studies Director, Trinity Lutheran College 2009 – Present.
Board Member, Faculty Mentor Program, CSU, Stanislaus 2005 – 2006
Paid Consultanship, Kaiser Permanente Hospital, Stockton, CA 2003 – 2006
Paid Consultanship, Emmanuel Hospital, Turlock, California 2003 – 2006

COURSES TAUGHT

Trinity Lutheran College, 2006 – Present

- *Persuasive Messages & Campaigns* (Comm 350 taught 4 times)
- *Rhetorical & Communication Theories* (Comm 320 taught 3 times)
- *Methods of Research & Inquiry* (Comm 330 taught 3 times)
- *Multimedia Message Analysis* (Comm taught 1 time)
- *Advertising & Marketing* (Comm 360 taught 1 time.)
- *Senior Capstone Class* (Comm 480 taught 3 times)
- *Introduction to Communication & Public Speaking* (Comm 101 Taught 4 times)
- *Newspaper* (Comm 201 & 301 taught 8 times)
- *Yearbook* (Comm 202 & 302 taught 10 times)
- *Classical Communication Contexts* (Comm 470 Greece & Italy J-term trip 2009)

Columbia College of Missouri, 2009- Present

- *Business Communication* (Management 254 Taught 1 time at Marysville Campus)
- *Introduction to Speech* (Taught 1 time at the Whidbey Island Campus)

California State University, Stanislaus 2002 – 2006

- *Rhetorical Theory* (WP) (Comm 4140, taught 4 times)
- *Persuasive Messages* (WP) (Comm 3140, taught 8 times)
- *Introduction to Communication Studies* (Comm 2011, taught 2 times)
- *Intercultural Communication* (Comm 4160, taught 11 times)
- *Advanced Presentational Speaking* (Comm 3150, taught 1 time)
- *Freedom of Speech & Press* (Jour 3030, taught 1 time)

Modesto Junior College, Modesto, California (2002)

- *Introduction to Communication Studies* (Taught 1 time)

Pennsylvania State University, University Park, PA (1998 – 2002)

- *Effective Speech* (100A Fall 2000-Spring 2001; Summer 1999-2000 Taught 24 Times)
- *Rhetorical Criticism/Message Analysis* (100C Spring 2001 Taught 2 times)
- *Presentational Skills for Engineers* (312 Summer 2001 Taught 2 Times)
- *The Rhetoric of Technology* (497K Spring, 2002 Taught 1 Time)
- *Rhetoric of Pop Culture: Contemporary Film, TV, Music, Ads* (497F Spring, 2001)
- *Cultural Dynamics of our Cyber-Society* (498A Spring, 2001)
- *Rhetoric of News* (497J Fall, 2001)
- *Culture in the Media* (498I Spring, 2002)
- *Communication and Race* (497J Fall, 1999)
- *Children and Television* (497A Fall, 1999)
- *Children and the Internet* (497.112 Summer, 2000)
- *Using New Technology on the Internet* (498F Fall, 1999)
- *Interpersonal Communication Skills for Teachers* (497E Fall, 1999)
- *How Environments Communicate* (497E Fall 2000)
- *Developing Decision Making & Leadership Skills* (497B Fall, 1999)

University of Nevada, Las Vegas, (1996 – 1998)

- COS 101 *Oral Communications/Public Speaking* (Taught 12 Times)
- COS 102 *Interpersonal Communication* (Taught 1 Time)
- COS 205 *Introduction to Argumentation and Debate* (Taught 4 Times)

LEADERSHIP & ADMINISTRATIVE EXPERIENCE

Chair Communication Department (Trinity Lutheran College) 2006 – Present: Department Chair duties involved designing, implementing, teaching, and assessing a new major in Communications at Trinity Lutheran College. Duties included designing curriculum, budgeting, hiring affiliate faculty, new course development, etc.

Director General Studies (Trinity Lutheran College) 2009 – Present: Department Chair duties involved designing, implementing, teaching, and assessing all General Studies Courses offered at Trinity Lutheran College. Duties included redesigning curriculum, budgeting, hiring affiliate faculty, new course development, etc.

Coordinator, (Penn State) 1999-2002. Continuing Education and Distance Learning Program planner. Duties included; communicating and collaboration with representatives at four commonwealth campuses; placing and overseeing more than 60 faculty and graduate students in continuing education courses; new course development and approval.

Director, (Penn State) 2000-2002. Presentational skills assessment testing of doctoral students in Penn State's College of Engineering. Planned, developed, and implemented an assessment program of over 100 doctoral students. Duties included; training engineering and speech communication faculty and staff in evaluation of technical presentations; developing and teaching a three credit course for those students who failed the assessment.

Assistant Forensics/Debate Coach, (University of Nevada, Las Vegas) 1996 – 1998.

HONORS & AWARDS

- 2008/09 Excellence in Scholarship Award (May 2009) presented by Trinity Lutheran College.
- 2004/05 Faculty Appreciation Award (May, 2005) presented by California State University Associated Student Body President, Scott Harvey.
- Junior Faculty with Exceptional Promise Award (May 19, 2004) presented by the CSU, Stanislaus College of Arts, Letters and Sciences.

PUBLISHED BOOKS

Bowers, Ochs, Jensen & Schulz (2010) The Rhetoric of Agitation and Control (3rd ed.). Longrove, Illinois: Waveland Press

BLIND PEER REVIEWED PUBLICATIONS

Schulz, D. & Reyes, G. M. (2008) "Ward Churchill and the Politics of Public Memory." Rhetoric & Public Affairs 11 (4).

"Stimulating Social Justice Theory for Service Learning Practice." In J. Calderon (Ed.) Race, Poverty, and Social Justice (2007). Sterling, VA: Stylus.

"Mobilizing museums: Visual Arguments at the George H. W. Bush (41) Museum." In P. Riley (Ed.) Engaging Argument (2006). Annandale VA: National Communication Association.

"Design Principles for Competitive Debate Formats" In C. Willard (Ed.) Critical Problems in Argumentation (2005). Annandale, VA: National Communication Association.

"Voices" Faculty Voices: A Narrative Writing Project 2003 Turlock, CA: CSU, Stanislaus.

BOOKS REVIEWED IN SCHOLARLY JOURNALS

"Rhetorical Democracy: Discursive Practices of Civic Engagement" Book reviewed in the Resource Center for Cyberculture Studies December, 2006.

"Critical Literacy in a Digital Age" Reviewed in The Quarterly Journal of Speech, 90 (1) February, 2004.

"Civilizing the Machine: Technology and Republican Values in America, 1776 - 1900" Book reviewed in The Quarterly Journal of Speech, 87 (1) February, 2001.

ACADEMIC AWARDS AND GRANTS

- \$5,000 Grant (Spring 2009) Campus Compact for Service Learning integration
- \$500 Award (Spring 2009) Excellence in Scholarship Award, Trinity Lutheran College
- \$1,000 Grant (Fall 2005) Service Learning Faculty Development Grant, CSU.
- \$3,000 Grant (Fall 2005) Scholarship and Creativity Grant, CSU.
- \$1,000 Grant (Fall 2004) Scholarship and Creative Activity Grant, CSU.
- \$3,500 Grant (Fall 2003) Scholarship and Creative Activity Grant, CSU.
- \$640 Grant (Fall 2002) Scholarship and Creative Activity Grant, CSU.
- \$500 Grant (Fall 2001) Grant from The Research and Graduate Studies Office of the College of Liberal Arts & The Department of Speech Communication, PSU.
- \$300 Grant (Summer 2001). The National Communication Association to attend the Doctoral Honors Conference held in Austin, Texas.

COMPETITIVE PAPERS AND PRESENTATIONS

Schulz, D. (2010, July). “Determinism and Bilateral Argument” Competitive paper presented at the ISSA’s 7th conference on argumentation in Amsterdam, the Netherlands.

Schulz, D. (2009, July). “Argument’s Moment(s) of Inevitability” Competitive paper presented at the 16th Biennial NCA/AFA conference on argumentation in Alta, Utah.

Schulz, D. (2008, May). “Responsible” Memories Post-Trauma. Competitive paper presented at RSA’s 14th annual convention in Seattle, Washington.

Schulz, D. (2006, November). Diaspora(s) & Public Memory: Controversial Sites of (Dis)Connection & Action Competitive paper presented at NCA’s 92nd annual convention in San Antonio, Texas.

Schulz, D. (2006, May). Sizing up Rhetoric(s) of Public Memory Competitive panel-presenter at the RSA Biennial conference held in Nashville, Tennessee.

Schulz, D. (2006, February). Ward Churchill and the Politics of Public Memory Competitive paper presented at the WSCA annual conference held at Palm Springs, CA.

Schulz, D. (2005, November). Pedagogies of growth. Panel participant/respondent at the NCA’s 91st annual convention in Boston, Massachusetts.

Schulz, D. (2005, August). Mobilizing museums: Taking 9/11 into the past lane at the George H. W. Bush Museum. Competitive paper presented at the 14th Biennial NCA/AFA conference on argumentation in Alta, Utah.

Schulz, D. (2005, May). Re-remembering Eichmann. Competitive paper presented at the Rhetoric Society of America’s Biennial Institute held at Kent State, Ohio

Schulz, D. (2005, February). Deliver us from evil: G. W. Bush and the rhetoric of foreordination. Competitive paper presented at the WSCA annual convention in San Francisco, CA.

Schulz, D. (2004, November). Theorizing determinism as rhetorical *topos*. Competitive paper presented at the NCA’s annual convention in Chicago, Illinois.

Schulz, D. (2004, November). George W. Bush and the inevitability of war. Competitive paper presented at the NCA’s annual convention in Chicago, Illinois.

Schulz, D. (2004, November). Paper in tribute to Edward Said: Looking back at his work and moving forward in exploring power and communication. Competitive paper presented at the NCA’s annual convention in Chicago, Illinois.

Schulz, D. (2004, February). Technology’s reach into the American imagination. Competitive paper presented at the Western States Communication Association’s annual convention in Albuquerque, New Mexico.

- Batt, S. and Schulz, D. (2003). Design principles for competitive debate formats. Competitive paper presented at the 13th Biennial NCA/AFA conference on argumentation in Alta, Utah.
- Schulz, D. (2003, April). Rhetorical criticism and political uses of the Internet. Invited panelist at the 9th annual Texas A & M University Conference on Presidential Rhetoric.
- Schulz, D. (2002, November). Metaphors in action: Assessing the content of the form. Paper presented in the Public Address Division at NCA's convention in New Orleans, Louisiana.
- Schulz, D. (2001, November). A rhetoric of inevitability: The roots of Alan Greenspan's discourse. Competitive paper presented at the NCA's annual convention in Atlanta, Georgia.
- Schulz, D. (2001, November). Root themes in the radical right's rhetoric about the Internet. Competitive paper presented at the NCA's annual convention in Atlanta, Georgia.
- Schulz, D. (2001, November). Reassessing the rhetoric of technological determinism at root in American values. Competitive paper presented at the National Communication Association's annual convention in Atlanta, Georgia.
- Schulz, D. (2001, July). Technological determinism as a rhetorical *topos*. Competitive paper presented at the Doctoral Honors Conference in Austin, Texas.
- Schulz, D. (2001, April). Metaphorically assembling CMC technologies: A political economic analysis. Competitive paper presented at the Eastern Communication Association's annual convention in Portland, Maine.
- Schulz, D. (2001, February). The rhetoric of inevitability: Technological determinism as rhetorical form. Competitive paper presented at the Western States Communication Association's annual convention in Coeur D'Alene, Idaho.
- Schulz, D. (2000, November). Theorizing technology through the *Matrix*. Competitive paper presented at the NCA's annual convention in Seattle, Washington.
- Schulz, D. (2000, April). Poaching as rhetorical form: (Re)reading resistance in technological texts. Competitive paper presented at the Southern Speech Communication Association's annual convention in New Orleans, Louisiana.
- Schulz, D. (1999, November). Utopia or dystopia? An exploration of the computer-mediated public sphere. Position paper presented at NCA in Chicago, Illinois.
- Schulz, D. (1999, February). Waste-ful nukespeak in the Post-Cold War Era. Paper presented at the WSCA conference in Vancouver, British Columbia.
- Schulz, D. & Barton, M. (1998, February). Cyber-synthesis: A method for evaluating rhetoric in cyberspace. Competitive paper presented at the Western States Communication Association's Convention conference in Denver, Colorado.
- Schulz, D. (1998, April). Rhetorical power in cyberspace. Competitive paper

presented at the Annenberg School for Communication's spring conference USC.

RESEARCH PROJECTS

- Communicating Common Ground: Alliance with NCA, Southern Poverty Law Center, and local community leaders to create anti-violence & stay in school persuasive campaigns.
- Debate Watch 04. Facilitated a national qualitative study of focus groups who viewed and discussed the Presidential and Vice Presidential nationally televised debates.
- Debate Watch 96. Facilitated in the qualitative study of focus groups who viewed and discussed the Presidential and Vice Presidential nationally televised debates.
- Social construction of a gaming community. A study completed with Dr. Larry Mullen involving survey design/implementation and data analysis of local news media's visual and verbal representations of the impacts of gaming in the Las Vegas community.
- Research assistant Dr. Paul J. Traudt in advertising research.

PROFESSIONAL SERVICE & EXPERIENCE

Reviewer for the Rhetorical & Communication Theory Division of the National Communication Association (2009 – Present).

Reviewer Rhetoric & Public Affairs (2009 – 2010).

Editorial Board Member (2007). National Communication Association Non-Serial Publications Program.

Reviewer (Western Speech Communication Association) (2006 – 2007).

Respondent & Faculty Advisor/Sponsor Hayward Undergraduate Conference on Rhetorical Criticism (2005 – 2006)

Faculty Mentor – Faculty Mentor Program (FMP) Mentor to first generation college students

Chair of the Division (2003-2004) Rhetoric and Public Address Division of the Western States Communication Association.

Editorial Board Member (2003 – 2005). Communication and Law.

Chair (2004) *Top Four Papers in Rhetoric and Public Address*. WSCA Convention in Albuquerque, New Mexico.

Reviewer (2001-2002) The Western Journal of Communication.

Editorial Assistant, The Review of Communication, 2001-2002, Assist RC Editor Thomas Benson with journal management and production, including manuscript review and copy editing.

Secretary, 2001-2002, Rhetoric and Public Address Division of the WSCA.

Chair, 2001 Southern Speech Communication Panel “Re-envisioning the Future of the Ph.D.”

AFFILIATIONS

- Rhetoric Society of America Member
- Western Speech Communication Association Member
- National Communication Association Member

GRADUATE COURSE WORK

Ph.D.: Historical Criticism (Dr. Stephen Browne)

Research Methods in Public Address (Dr. J. Michael Hogan)

Rhetoric of Media/Rhetoric of Narrative Film (Dr. Thomas Benson)

Rhetorical Criticism (Dr. Richard Gregg)

Contemporary American Rhetoric (Dr. J. Michael Hogan)

System and Theories of Rhetoric (Dr. Stephen Browne)

Rhetorical Theory Building: Rhetoric & Resistance (Dr. Stephen Browne)

Colloquium, Department of Speech Communication (Dr. Dennis Gouran)

Problems in Speech Communication Education (Dr. Susan Messman)

Political Economy of Communications (Dr. Ronald Bettig, Mass Comm Dept.)

Rhetoric of Technology (Dr. Stuart Selber, English Department)

Philosophy of Technology (Dr. Carl Mitcham, Philosophy Department)

Qualitative Methods in Mass Communication Research (Dr. Ronald Bettig)

Ethics/Values in Science & Technology (Dr. Patrick Parsons, Mass Comm Dept.)

M.A.: Research Methods II Qualitative Methods (Dr. Gary Kreps)

College Teaching in Communication (Dr. Stephen Nielsen)

Political Communication (Dr. Barbara Pickering)

Survey of Communication Studies (Dr. Richard Jensen)

Research Methods I Quantitative Methods (Dr. Anthony Ferri)

Social Movements as Rhetorical Form (Dr. Richard Jensen)

Special Readings in Mass Communication Technologies (Dr. Paul J. Traudt)

Seminar in American Public Address (Dr. Richard Jensen)

Study in Media Effects (Dr. Lawrence Mullen)