

Jessica Sheffield

Contact Information

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Education

- Ph.D. - The Pennsylvania State University (Communication Arts and Sciences), in progress. Anticipated completion date: August 2009.
 - Dissertation: "Weblogs and Activism: A Social Movement Analysis of the Blogosphere" (Dr. J. Michael Hogan, director).
- M.A. - The Pennsylvania State University (Communication Arts and Sciences), 2007.
 - Thesis: "A Rhetorical Analysis of the Dean for America E-Campaign" (Dr. J. Michael Hogan, director).
- B.A. - The University of Alabama in Huntsville (Communication Arts), 2007.
 - Senior Thesis: "Community Heroes: A Fantasy Theme Analysis of the Open Source Software Movement" (Dr. J. Clarke Rountree, director).

Awards and Recognition

- Dissertation Fellowship, Center for Democratic Deliberation, Spring 2009
- Finalist, Eastern Communication Association 100th Anniversary Logo Contest, 2007
- Graduate Research Fellowship, Research and Graduate Studies Office, The Pennsylvania State University, 2004-2007
- University Graduate Fellowship, The Pennsylvania State University, 2003-2004

Publications

- Simpson, Scott, and Jessica Sheffield. "Neocolonialism, Technology, and Myth in the *Stargate* Universe." In *Sith, Slayers, Stargates, and Cyborgs: Modern Mythology in the New Millennium*, ed. John Perlich and David Whitt, 73-98. New York: Peter Lang, 2007.

Refereed Conference Papers

- “A Moral Imperative: Theodore Roosevelt, ‘Conservation as a National Duty,’ 1908.” Annual Convention of the National Communication Association, 2008 (scheduled).
- “Reflecting, Selecting, and Deflecting the Web: Weblogs as Terministic Screens.” Seventh Triennial Conference of the Kenneth Burke Society, 2008.
- “Community Weblogs: An *Ethos* for Identification.” Annual Convention of the Eastern Communication Association, 2008.
- Scott Simpson and Jessica Sheffield, “Neocolonialism, Technology, and Myth in the *Stargate* Universe.” Annual Convention of the National Communication Association, 2007.
- Nan Yu, Joshua B. Gross, Jessica Sheffield, and Alice Anderson, “Click on Trust: A Study of the Impact of Weblogs’ Author Identity and Privacy Policy on Political Participation.” Annual Convention of the International Communication Association, 2007.
- “Mediating Nature: Technological Interactions with America’s National Parks.” Annual Penn State Conference on Rhetoric and Composition, 2007.
- “Twenty-First Century Politics: Lessons Learned from the Dean for America Campaign.” Annual Convention of the Eastern Communication Association, 2007.
- “‘Experience Your America’: A Rhetorical Analysis of the National Park Service.” Annual Convention of the Eastern Communication Association, 2007.
- “By, For, and Of the Users: The Rhetoric of the Free and Open Source Software Movement.” Annual Convention of the National Communication Association, 2006.
- “Virtual Constituency: Rhetorical Strategies in the Dean for America Weblog.” Annual Convention of the National Communication Association, 2005.
- “Stasis in the Age of Mediated Politics: A Contemporary Approach to an Ancient System.” Annual Convention of the Southern States Communication Association, 2005.
- “Science and the Promise of a Better Future: The Rhetoric of ‘As We May Think.’” Annual Convention of the National Communication Association, 2004.
- “From Virtual Empowerment to Actual Involvement: The Internet and Dean for America.” Annual Convention of the Eastern Communication Association, 2004.
- “Identity and Identification in a Group Weblog.” Fifth Triennial Conference of the Kenneth Burke Society, 2002.

Panel Appearances and Posters

- “Value vs. Risk: The Debate over LNG in Mobile, Alabama.” As part of panel: “Environmental Advocacy in the American South: A Critical and Rhetorical Exploration of Social Change.” Annual Convention of the Southern States Communication Association, 2008.
- “Automobile Touring and Rhetorical Experience in America’s National Parks.” As part of panel: “Connecting Perception and Nature: How Technologies Influence Conceptions of the Natural World.” Annual Convention of the National Communication Association, 2006.
- Joshua B. Gross, Jessica Sheffield, Alice Anderson, and Nan Yu, “Engendering Trust: Privacy Policies and Signatures (Poster).” Symposium on Usable Privacy and Security, 2006.
- “Burke and the Websphere,” organizer and chair. Sixth Triennial Conference of the Kenneth Burke Society, 2005.

- “The ‘Blog for America’: Internet Strategies in the Dean for America Campaign (Poster).” Penn State Graduate Exhibition, 2005.
- “Blogging in Campaign ’04.” As part of panel: “Exploring Third Spaces: Campaigning as Rhetorical Form.” Annual Convention of the Western States Communication Association, 2005.

Courses Taught

- CAS 100A, Effective Speech (public speaking concentration)
- CAS 100B, Effective Speech (small group communication concentration – linked with introductory Information Sciences and Technology course)
- CAS 175, Persuasion and Propaganda
- CAS 283, Communication and Information Technology I (discussion/lab sections)
- CAS 283, Communication and Information Technology I (Penn State World Campus – online course)
- CAS 497A, Politics and the Internet (Dept. of Continuing Education)
- CAS 497B, Media Use and Civic Engagement (Dept. of Continuing Education)
- CAS 497B, Copyright and Control on the Internet (Dept. of Continuing Education)
- CAS 498B, Children and the Internet (Dept. of Continuing Education)
- Selected Guest Lectures:
 - “Rhetoric and the Web,” “Copyright, Licensing, and Open Source” (with Brett Lunceford) and “Computer-Mediated Communication” for CAS 283.
 - “The ‘Space Race’ as Propaganda” and “Environmental Rhetoric and Propaganda” for CAS 175.
 - “Rhetorical Criticism of Websites” for CAS 100A and CAS 100C.
- Other Teaching Experience:
 - Graduate Teaching Assistant, Communication Arts and Sciences Study Abroad Program in Rome, Italy, Summer 2008

Research Positions

- Research Assistant, Voices of Democracy: The U.S. Oratory Project, Summer 2007, Summer 2008, Fall 2008
 - Developed curriculum units; assisted with technical specifications for grant proposal; designed project website
- Research Assistant, Dr. Christopher Johnstone, Summer 2004, Summer 2005
 - Developed and maintained Communication Arts and Sciences Basic Course Instructor Training Website; maintained Education Abroad in Athens website; assisted with book research

Professional and Community Service

- Professional Development Chair, Communication Arts and Sciences Graduate Forum, 2008-2009
- Intellectual Concerns Chair, Communication Arts and Sciences Graduate Forum, 2007-2008

- Reviewer, Political Communication Division, NCA 2007
- Reviewer, Public Address Division, NCA 2006
- Technology Representative, Communication Arts and Sciences Graduate Forum, 2004-2006
- Reviewer, Student Section, NCA 2005
- Website/Weblog Committee, Rhetoric Society of America, 2004-2005

Membership in Learned and Professional Societies

- American Association of Rhetoric, Science, and Technology (AARST)
- Eastern Communication Association (ECA)
- Kenneth Burke Society (KBS)
- National Communication Association (NCA)
- Southern States Communication Association (SSCA)

References

- Dr. J. Michael Hogan, jmh32@psu.edu, (814) 865-1003
- Dr. Thomas W. Benson, t3b@psu.edu, (814) 865-4201
- Dr. Stuart A. Selber, selber@psu.edu, (814) 863-8032
- Dr. Clarke Rountree, rountrj@uah.edu, (256) 824-6645
- Dr. Christopher L. Johnstone, clj3@psu.edu, (814) 865-1948