

**Steve A. Stuglin, Ph.D.**  
Assistant Professor of Communication

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Georgia Highlands College  
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Douglasville, Georgia 30135

**Education**

Ph.D. (2014) – Georgia State University – Public Communication: Rhetoric and Politics  
Dissertation: “Institutionalized Speech: The Presidency and the Industrial Sphere”  
Committee: Mary Stuckey (c), Michael Bruner, James Darsey, George Pullman

M.A. (2008) – Eastern Michigan University – Communication Studies  
Thesis: “Metaphoric Perspective Theory: Language to Action”  
Committee: Michael Tew (c), Dennis Patrick, Ray Quiel

B.S. (2006) – Eastern Michigan University – Communication / Psychology  
Dean’s List

**Employment**

01/2015 - present	Assistant Professor: Georgia Highlands College (Tenured 08/2018)
08/2012 - 01/2015	Instructor: Georgia Highlands College
08/2008 - 07/2012	Graduate Teaching Assistant (Ph.D.): Georgia State University
08/2007 - 05/2008	Graduate Teaching Assistant (M.A.): Eastern Michigan University

**Recognition**

2012 – Carol Winkler Outstanding Graduate Teaching Award  
2011 – Center for Instructional Innovation: Certificate of Excellence in College Teaching  
2011 – National Communication Association: Top Student Paper (Mass Comm.)  
2011 – Southern States Communication Association: Top Student Paper (Mass Comm.)  
2008-2012 – Georgia State University: Full Graduate Teaching Assistantship  
2007-2008 – Eastern Michigan University: Full Graduate Teaching Assistantship

**Continuing Education and Engagement**

2017 – CRASE Training Workshop (Campus Police), *Georgia Highlands College*  
2017 – Search Chair Training (Human Resources), *Georgia Highlands College*  
2015 – Safe Zone Certification, *Georgia Highlands College*  
2012-2014 - Faculty Academy Workshop Series, *Georgia Highlands College*  
2012 - Ethics Workshop (University System of Georgia), *Georgia Highlands College*  
2010 - Responsible Research (National Science Foundation), *Georgia State University*  
2009 - Rhetoric, Nationalism, & Post-Nationalism, *Rhetoric Society of America Institute*  
2009 - Center for Teaching & Learning Workshop Series, *Georgia State University*

## Research

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### Publications

- Stuglin, Steve A. "Trump, Trucks, and Twitter: The Auto Industry Case and Presidential Rhetoric on Social Media." *Trump Tweets, the World Reacts. Understanding What is Relevant and Why*. Ed. Luttrell, Regina. Rowman & Littlefield, (2018).
- Stuglin, Steve A. "Obligations to Act: The Rhetorical Legacy of the Rescues of the Domestic Auto Industry." *The Legacy of the Obama Presidency*. Ed. Grossman, Michael. Texas A&M University Press, (forthcoming).
- Stuglin, Steve A. "Let Detroit Go Bankrupt: Using the Past to Win the Present." *The Presidential Election of 2012: A Transformation in American National Politics*. Ed. Brattebo, D., Lansford, T., & Covarrubias, J. Akron: University of Akron Press, (2015).
- Stuglin, Steve A. "U.S. Auto Industry Rescue." *The Obama Presidency: A Preliminary Assessment*. Ed. Watson, R., Covarrubias, J., Lansford, T., & Brattebo, D. SUNY Series on the Presidency: Contemporary Issues. New York: SUNY, (2012).

### Presentations

- Stuglin, Steve A. "'A Special Kind of Stupid: Political Memes as Proverbs.'" *Georgia Communication Association Conference*. Columbus GA. February 2018.
- Stuglin, Steve A. "Red Facebook – Blue Facebook," in "Addressing Alternative Facts in the Basic Course: Reinforcing Our Relevance While Preserving Our Legacy." *National Communication Association Conference*. Dallas TX. November 2017.
- Stuglin, Steve A. "Fan Group Collective Identities: Cultural Divides Between Fandoms at Dragon\*Con." *South Atlantic Modern Language Association Conference*. Atlanta GA. October 2017.
- Stuglin, Steve A. "Best Laid Plans: Requiring Political Engagement in College." *Georgia Communication Association Conference*. Macon GA. February 2017.
- Stuglin, Steve A. "War Never Changes: Ideological Critique of Capitalism in *Fallout 4*." *National Communication Association Conference*. Philadelphia PA. November 2016.
- Stuglin, Steve A. "New Financism: Bernie Sanders and a Kairotic Rhetoric of Change." *Rhetoric Society of America Conference*. Atlanta, GA. May 2016.
- Stuglin, Steve A. "Consequences of Success: Institutional Rhetoric and the Rescues of the Domestic Auto Industry." *The Obama Presidency: Legacy and Record*. Alliance, OH. March 2016.
- Stuglin, Steve A. "Going Digital: Promise and Peril with the Whitehouse.gov Blog." *Georgia Communication Association Conference*. Milledgeville GA. February 2016.
- Stuglin, Steve A. "The Rhetorics of 4X Games: Imagined Histories, Borders, Identities, and Communities," in "Games as/with/through Communication: Introducing the Game Studies Division to NCA" preconference. *National Communication Association Conference*. Las Vegas, NV. November 2015.
- Stuglin, Steve A. "Teaching Political Engagement through Contemporary Fiction." *South Atlantic Modern Language Association Conference*. Atlanta, GA. November 2014.

- Stuglin, Steve A. "Chasing the Midwest Vote: Debating the Merits of Government Rescues." *National Communication Association Conference*. Orlando, FL. November 2012.
- Stuglin, Steve A. "Capturing the Clash: Kilpatrick's Images of the Battle of the Overpass." *National Communication Association Conference*. Orlando, FL. November 2012.
- Stuglin, Steve A. "'And the Moral of the Story is...': Deployed Narratives of (Un)Successful Policies." *The Presidential Election of 2012*. Hiram, OH. November 2012.
- Stuglin, Steve A. "Battling Ideologues: Tactics and Strategy for Emancipatory Change." *Southern States Communication Association Conference*. San Antonio, TX. April 2012.
- Stuglin, Steve A. "Negotiating Collective Memory and Identity: The 9/11 Cross." *Southern States Communication Association Conference*. San Antonio, TX. April 2012.
- Stuglin, Steve A. "Inflating Grades and Student Evaluations." *Georgia State University Pedagogy Conference*. Atlanta, GA. March 2012.
- Stuglin, Steve A. **Top Student Paper in Mass Communication**. "Media Framing of Government Intervention: Morality of Bailouts and Economics of Loans." *National Communication Association Conference*. New Orleans, LA. November 2011.
- Stuglin, Steve A. "Beyond Public Address: Carter's Purpose, Trade, and Confidence." *National Communication Association Conference*. New Orleans, LA. November 2011.
- Stuglin, Steve A. **Top Student Paper in Mass Communication**. "Narrating Decline in Detroit: Resistance to Media Cultivation." *Southern States Communication Association Conference*. Little Rock, AR. April 2011.
- Stuglin, Steve A. "Balancing Political Engagement and Partisanship in Undergraduate Classrooms." *Georgia State University Pedagogy Conference*. Atlanta, GA. March 2011.
- Stuglin, Steve A. "'Fix It or Go Bankrupt': Shifting Governmental Support for the Auto Industry." *The Obama Presidency: Preliminary Assessment*. Gulfport, MS. November 2010.
- Stuglin, Steve A. "Absence, Dead Space, and Decay: Personal Narratives on the Stage of Downtown Detroit." *National Communication Association Conference*. San Francisco, CA. November 2010.
- Stuglin, Steve A. "'Staying Private' In Detroit: Competing Roles Behind Closed Doors." *National Communication Association Conference*. San Francisco, CA. November 2010.
- Stuglin, Steve A. "Comments for Clunkers: Presidential Rhetoric and the Detroit Auto Industry." *National Communication Association Conference*. San Francisco, CA. November 2010.
- Stuglin, Steve A. "The Rhetoric of Western Nationalisms: Cultural, Material, and Ideological Deep Resources." *Rhetoric Society of America Conference*. Minneapolis, MN. May 2010.

- Stuglin, Steve A. “‘Going Public’ and ‘Staying Private:’ Limiting Factors for Presidential Strategic Choice.” *Southern States Communication Association Conference*. Memphis, TN. April 2010.
- Kulikova, Svetlana, Emily Metzgar, and Steve A. Stuglin. “Five Days That Shook the World: Coverage of Bhutto's Assassination by the World News.” *International Association for Media and Communication Research Conference*. Braga, Portugal. 2010.
- Stuglin, Steve A. “The Agonistic Classroom: A Model of Process and Conflict in Learning.” *Georgia State University Pedagogy Conference*. Atlanta, GA. March 2010.
- Stuglin, Steve A. “Essays in Textspeak: The Importance of the Contextuality of Communication Styles.” *Georgia State University Pedagogy Conference*. Atlanta, GA. March 2010.
- Stuglin, Steve A. “Mapping the Role of Information: A Model of the Press for a Post-Broadcast World.” *Association for Education in Journalism and Mass Communication Conference*. Boston, MA. August 2009.
- Stuglin, Steve A. “Conscious Tactics for Effectiveness: Comparison of Socialization Strategies in Practice.” *Eastern Michigan University Graduate Research Symposium*. Ypsilanti, MI. 2008.

**Dissertation:** Institutionalized Speech: The Presidency and the Domestic Auto Industry

I investigate how a century of political rhetoric created tangible structures of support for the domestic auto industry in the United States. What I term institutionalized speech has served as a justificatory framework that adds nuance to more straightforward economic arguments to protect and save the industry. Drawing on rhetorical approaches to identity construction and presidential action as situated in the construct of political time, I argue that the institutionalization of perfunctory campaign speech has real but understudied implications for presidential rhetoric, economics and governance.

**Grant Support**

- 2016 – Center for Excellence in Teaching and Learning Grant (GHC - CETL)
- 2012 – Communication Graduate Student Association Competitive Travel Grant (SSCA)
- 2011 – Communication Graduate Student Association Competitive Travel Grant (NCA)
- 2011 – Communication Graduate Student Association Competitive Travel Grant (SSCA)
- 2010 – Communication Graduate Student Association Competitive Travel Grant (NCA)

**Team Research Experience**

- 2011 – Professor James Darsey (GSU): research on human rights and natural rights
- 2010 – Assistant Professor Tomasz Tabako (GSU): review/analysis of book project
- 2009 – Assistant Professor Tomasz Tabako (GSU): research for book project
- 2009 – Associate Professor Marian Meyers (GSU): Digital Community Project
- 2009 – Assistant Professor Svetlana Kulikova (GSU): Bhutto Project, Polity v.2006
- 2008 – Professor Michael Tew (EMU): development of teaching effectiveness measure

## **Teaching**

### **Courses Created and Taught for Georgia Highlands College**

The Election of 2016, 2018 (GHHU 2901-c)  
Rhetorics of Video Games (GHHU 2901-b)  
Political Argument and Debate (GHHU 2901-a)

### **Courses Taught for Georgia Highlands College**

Online Intro to Human Communication – eCore/GHC/UWG (COMM 1100)  
Fundamentals of Mass Communication (COMM 2230)  
Public Speaking (COMM 1110)  
Introduction to Human Communication (COMM 1100)  
Interpersonal Communication (COMM 2105)

### **Courses Taught for Georgia State University**

Rhetorical Theory and Criticism (SPCH 4450)  
Human Communication Research Methods (SPCH 3050)  
Media Writing (JOUR 1010)  
Media, Culture and Society (SPCH 2050)  
Fundamentals of Human Communication (SPCH 1000)  
Public Speaking (SPCH 1500)

### **Courses Taught for Eastern Michigan University (lab instructor)**

Public Speaking (CTAC 224)

### **Statement on the Philosophy of Teaching and Learning**

Educators have a responsibility to adequately and effectively teach content but we also are responsible for training our students to be citizens: informed, engaged, and active members of society. To this end, I follow three principles in teaching and learning. First, I use practical learning, practical application, and practical evaluation in my courses. Second, I try to impart the responsibility that each student has to his or her communities. Third, I emphasize the role that each student plays as a political actor with the potential power to shape social and governance norms of the future. I apply these principles to course structure, individual assignments, and to interactions with students.

## Summary of Teaching Evaluations - Quantitative

Georgia State University uses a seventeen item instrument on a five-point scale for student teaching evaluations with “5” being the highest praise. My teaching evaluations at Georgia State were consistently between 4.6 and 4.7 overall, with an outlier range from 4.4 to 4.9. Using GSU evaluation standards my overall performance qualifies as “outstanding” (4.7-5.0) or “excellent” (4.4-4.6).

Georgia Highlands College uses a twenty-seven item instrument on a five-point scale for student evaluations with “1” being the highest praise. As is demonstrated in the three years of ratings summarized below, my average ratings consistently between a 1.1 and a 1.6, reflecting a rating between good (2.0) and excellent (1.0).

Quantitative evaluations of my performance are consistent across courses, classroom sizes (from 6 to 130), and at all undergraduate class levels, over the past eight years. Summaries of these earlier evaluations from Georgia Highlands College (Fall 2012-Summer 2013) and Georgia State University (Fall 2008 to Summer 2012) are available upon request.

Semester	Course(s)	Total Sections	Total Students	Percentage of Students Responding	Average Rating of Instructor
Fall 2013	Human Communication Interpersonal Communication Public Speaking	5	100	25.0 <sup>1</sup>	<b>1.32</b>
Spring 2014	Human Communication Fund. of Mass Communication	5	117	53.8 <sup>1</sup>	<b>1.33</b>
Summer 2014	Human Communication	1	21	28.6 <sup>1</sup>	<b>1.27</b>
Fall 2014	Human Communication Public Speaking	5	116	73.3	<b>1.44</b>
Spring 2015	Human Communication Fund. of Mass Communication Argument & Debate in Politics	5	83	84.3	<b>1.36</b>
Summer 2015	Human Communication	2	24	87.5	<b>1.53</b>
Fall 2015	Human Communication Public Speaking	5	118	71.2	<b>1.40</b>
Spring 2016	Human Communication Fund. of Mass Communication Rhetorics of Video Games	5	112	59.8 <sup>2</sup>	<b>1.32</b>
Summer 2016	Human Communication	2	35	5.7 <sup>2</sup>	<b>1.02</b>

<sup>1</sup>GHC’s voluntary system often leads to low response rates. My efforts to boost participation in my courses since Fall 2014 have been partially successful.

<sup>2</sup>In 2016, the evaluation system experienced technical issues that reduced completion rates noticeably.

## **Summary of Teaching Evaluations - Qualitative**

These comments are representative of common themes in the evaluations: students value my enthusiasm and passion about the material, students appreciate my attempts to connect material to current events or practical applications, and students respond well to my teaching style.

### **Human Communication (GHC-COMM-1100)**

- “Hands down the best class and professor I have had to date. I will be looking to move to Douglasville campus in the spring of 2016 just because of Stuglin! Really enjoyed and learned A LOT about myself and how to communicate better with others.”
- “He likes relating current events to what we are learning.”
- “I had to take this class for my degree but I ended up really liking the material and found it really interesting. I think his teaching style and level of engagement helped a lot.”

### **Interpersonal Communication (GHC-COMM-2105)**

- “I have really enjoyed how the class is set up for discussion. For me it has been a more effective learning style than any other classes I have been in.”
- “The small group teaching style is perfect and allows free flowing talking. I like the teach and project approach and it really helps understand the material a lot better than tests.”

### **Fundamentals of Mass Communication (GHC-COMM-2230)**

- “Honestly one of the best professors I've had at this school. You actually care about this subject and are able to apply it to the real world and not just theories.”
- “Make sure this college keeps this teacher around. It is professors like this that will sustain Highlands' reputation as one of the best values of education in the state. I am serious about this.”
- “He is very helpful and convinced me to pursue a degree in communications, cause I enjoyed his class so much!!”

### **Public Speaking (GHC-COMM-1210)**

- “Instructor was very well organized and kept students aware of upcoming speeches and due dates for work. Very informing on how he would grade work and made it clear to the students of what he was looking for.”
- “Dr. Stuglin is an excellent professor! He helped the class, one by one, face our fear of giving speeches in front of the class.”

### **Argument and Debate in Politics (GHC-GHHU-2901)**

- “Dr. Stuglin is the best professor I've ever had. There is a lot of enthusiasm in how he teaches and you can tell that he works very hard to make his classes fun and interesting.”
- “Sometimes he can get a bit off topic but will quickly reel himself back in. This usually occurs after a student's question that is worth addressing though it may not be a specific part of the curriculum that day.”

## **Service to the Institution**

Developed a 2+2 AA to BS Program Partnership with the University of West Georgia

Representative to the Regents Advisory Committee on Communication (2015-present)

Served as Member at Large: February 2017-present

Committee members represent institutional concerns about communication content, credentialing, degree requirements, and other issues upward to the University system of Georgia and laterally to other institutions in the system.

Faculty Senate at GHC (President 2018-19, Vice President 2017-18, Member 2013-19)

Worked on cooperative solutions for faculty workload issues

Served on subcommittee to develop alternate pay structures for summer courses

Chaired subcommittee to better align calendar with needs of faculty & students

Served on a subcommittee to process map statutory power of bodies at the college

Chaired a subcommittee to redesign oversight of honors program

Served on a subcommittee to implement HB 280 Campus Carry procedures

Served on a subcommittee to address faculty wishes on Campus Carry

Chaired subcommittee to explore student evaluation system improvements

Served on a subcommittee to develop recruitment proposals

Committee of the Faculty for Library Services (Chair 2014-2016)

Developed proposal that led to creation of a library at the GHC Douglasville site

Employment Search Committees

Chaired a search for a Communication faculty member (2017)

Served on a search for an English faculty member (2014)

GSU College of Arts and Sciences Graduate Council (student representative 2012-2013)

GSU Communication Grad Student Association (Vice President 2011, Secretary 2010)

While in office, I created a 42 page "PhD Survival Guide," a manual of advice from senior graduate students for new graduate students. A version of this document was still in use in 2017. I helped broaden organizational efforts to increase socialization and professional development for students. I also helped drastically increase institutional funding for our association to extend larger and more numerous conference travel awards to students.

## **Service to Student Activities**

GHC Public Speaking Competition (Director 2014-2018, co-chair 2013)

Since becoming director, this event has grown in every way. In four years, funding is up 150%, student participation is up 300%, faculty participation is up 200%, and the event has become a well-known tradition at the college. Most recently, we have invited student clubs to sponsor special prizes, creating more stakeholders for the event.



*Six Mile Post* (student newspaper) Faculty Liaison for Douglasville site (2013-present)

Club Faculty Adviser for GHC Gaming Club in Douglasville (2014-2015)

Forensics Team Coach (2013-2014)

Put together and coached a small team of GHC students to compete in forensics.  
The team earned awards at the 2012 GIFA state championships in its first year.

*Passport to Success* employment workshop at GHC (2013)

Reviewed student resumes and conducted mock job interviews

Keynote Speaker (2011): National Society of Collegiate Scholars Induction Ceremony

Guest Speaker (2008): Eastern Michigan University Graduate School

### **Service to the Discipline**

Academic Organization Service

NCA Game Studies Division Preconference Planning (2017)

Created website for Michigan Association of Speech Communication (2006)

Textbook Peer Review

Board of Advisors - Oxford University Press, *Essential Communication* (2018)

Oxford University Press, *Essential Communication* (2017)

Oxford University Press, *Communication Essentials* (2014)

McGraw Hill, *Experience Communication* (2013)

Oxford University Press, *Communication Essentials* (2013)

Conference Submission Peer Review

NCA Game Studies (2017, 2018)

NCA Communication and Law (2015)

SSCA Mass Communication Division (2012-2013)

NCA Public Address Division (2012-2017)

NCA Mass Communication Division (2012-2015)

NCA Political Communication Division (2008-2015)

NCA Rhetorical/Critical Theory (2009-2013, 2015-2018)

CSCA Media Studies Interest Group (2009)

Manuscript Peer Review

Southern Journal of Communication (2009)

## **Professional Memberships**

2007-2018 – National Communication Association  
2014, 2017 – South Atlantic Modern Language Association  
2015-2018 – Georgia Communication Association  
2009-2012 – Southern States Communication Association  
2009-2016 – Rhetoric Society of America  
2008-2009 – Association for Education in Journalism and Mass Communication  
2007-2014 – Michigan Association of Speech Communication

## **Professional References**

Jonathan Hershey  
Chair of the Humanities Division  
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