

Steve A. Stuglin, Ph.D.
Associate Professor of Communication
Georgia Highlands College

678.872.4220 (office)
upon request (mobile)
sstuglin@highlands.edu

Georgia Highlands College
1090 Northchase Pkwy SE, Suite 150
Marietta, Georgia 30060

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

07/2019 - present	Associate Professor: Georgia Highlands College
01/2015 - 06/2019	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

2023 – Felton Jenkins, Jr. Hall of Fame Faculty Award (University System of Georgia)
This system-wide annual award recognizes the best faculty from the 26 institutions in the USG based on commitment to teaching and learning, effective instructional strategies, and commitment to student success.

2023 – Mace Bearer for the Institution (Georgia Highlands College)

2022 – Ten Years of Distinguished Service Award (Georgia Highlands College)

2021 – Award for Excellence in Special Topics Teaching (Georgia Highlands College)

2012 – Carol Winkler Outstanding Graduate Teaching Award (Georgia State University)

2011 – Certificate of Excellence in College Teaching (Georgia State University)

2011 – Top Student Paper (National Comm. Association, Mass Comm. Division)

2011 – Top Student Paper (Southern States Comm. Association, Mass Comm. Division)

2008-2012 – Full Graduate Teaching Assistantship (Georgia State University)

2007-2008 – Full Graduate Teaching Assistantship (Eastern Michigan University)

Continuing Education and Engagement

2022-2023 – eCore Online Pedagogy (Garden of eCore), *The University of West Georgia*
 2022 – CETL Small Scale Changes/Challenges Workshop, *Georgia Highlands College*
 2022 – CETL Designing Short Session Courses Workshop, *Georgia Highlands College*
 2021 – CETL Online Course Delivery Workshop, *Georgia Highlands College*
 2020 – CETL Online Course Design Workshop, *Georgia Highlands College*
 2020 – Student Advising Workshop and QEP, *Georgia Highlands College*
 2018-2019 – eCore Pedagogy Webinar Series, *The University of West Georgia*
 2018 – Got Your Six Workshop (Veteran awareness/ally), *Georgia Highlands College*
 2017 – CRASE Safety Workshop (Campus Police), *Georgia Highlands College*
 2017 – Search Chair Training (Human Resources), *Georgia Highlands College*
 2015 – Safe Zone Certification (LGBTQIA+ awareness/ally), *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

Publications

- Stuglin, Steve A. "Obligations to Act: The Rhetorical Legacy of the Rescues of the Domestic Auto Industry." *Achievements and Legacy of the Obama Presidency: 'Hope and Change?'* Eds. Grossman, Michael, Matthews, Ronald Eric, and Schortgen, Francis. Palgrave MacMillan, (2022).
- 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. "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).

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.

Presentations

- Stuglin, Steve A. "Consolidating the Politics of Audience, Constituency, and Imagined Community," in "Communicating our Democratic Future: Applying Theories of Media Consolidation to our Political Moment." *Southern States Communication Association Conference*. St. Petersburg, FL. April 2023.
- Stuglin, Steve A. "The Carrot and the Stick: Trump's Complicated Approach to the Domestic Auto Industry." *The Trump Presidency: Legacy and Record*. Alliance, OH. April 2023.
- Stuglin, Steve A. "Controlling the Conversation: Campaign and PAC Ads in the Warnock-Walker Senate Race." *Georgia Communication Association Conference*. Augusta, GA. February 2023.
- Stuglin, Steve A. "Using Memes to Build Presence and Connection in Asynchronous Courses." *The University of West Georgia eCore Faculty Conference*. Virtual. November 2022.
- Stuglin, Steve A. "Consolidating the Imagined Community," in "Resisting Silence: Theories of Media Consolidation as a Media Effect." *Southern States Communication Association Conference*. Greenville, SC. April 2022.
- Stuglin, Steve A. "Biden's Build Back Better Battle: Shaping Perception of the Social Infrastructure Bill." *Georgia Communication Association Conference*. Virtual. February 2022.
- Stuglin, Steve A. "A Two-Hundred Year Lifespan: Memory and Identity in Kim Stanley Robinson's *Mars Series*," in "'Bridge' is also a Verb." *South Atlantic Modern Language Association Conference*. Virtual. November 2021.
- Stuglin, Steve A. "Back to Kindergarten: Rethinking Media Regulation Using Lessons from Children's Programming," in "Disrupting Media Hegemony: How the Industry Works and What Students Need to Know." *Southern States Communication Association Conference*. Virtual. April 2021.
- Stuglin, Steve A. "Make Activism Collegiate Again 2020: Creating Productive Spaces to Ignite Political Interest in Students Taking Core and Special Topics Courses." *Georgia Communication Association Conference*. Virtual. February 2021.
- Stuglin, Steve A. "To Curse or Not to Curse: Perspectives on Profanity in the Classroom." *Georgia Communication Association Conference*. Cartersville, GA. February 2020.
- Stuglin, Steve A. "'Beltalowda, Wellwala, Inyalowda:' Language, Identity, and Division in *The Expanse*." *South Atlantic Modern Language Association*. Atlanta, GA. November 2019.
- Stuglin, Steve A. "'It's All About Who You Know:' Influences on Support for LGBTQIA+ Civil Rights." *Georgia Communication Association*. Morrow, GA. February 2019.
- Stuglin, Steve A. "Proverbs, Sages, and Multiple Audiences in Political Memes." *National Communication Association Conference*. Salt Lake City, UT. November 2018.
- 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.

Grant Support

2012-2023 – Rome Area Council for the Arts Event Support Grant, granted each year
 2016-2018 – Center for Excellence in Teaching and Learning Grant (GHC - CETL)
 2012, 2011 – Communication Graduate Student Association Competitive Grant (SSCA)
 2011, 2010 – Communication Graduate Student Association Competitive Grant (NCA)

Team Research Towards Publication (Past 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

I have extensive experience teaching courses in person and in several formats that involve an online component: synchronous online, asynchronous online, and hybrid. On average, I teach ten to fifteen sections per year of six different courses.

Courses Created and Taught for Georgia Highlands College

Persuasion in Advertising (GHHU 2901-d)	<i>in person and online</i>
The Election of 20__ (GHHU 2901-c) 2016, 18, 20, 22	<i>in person and online</i>
Rhetorics of Video Games (GHHU 2901-b)	<i>in person and online</i>
Political Argument and Debate (GHHU 2901-a)	<i>in person and online</i>

Courses Taught for Georgia Highlands College

Fundamentals of Mass Communication (COMM 2230)	<i>in person and online</i>
Public Speaking (COMM 1110)	<i>in person and online</i>
Introduction to Human Communication (COMM 1100)	<i>in person and online</i>
Interpersonal Communication (COMM 2105)	<i>in person</i>

Courses Taught for The University of West Georgia (eCore)

Introduction to Human Communication – (COMM 1100)	<i>online</i>
---	---------------

Courses Taught for Georgia State University

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

Courses Taught for Eastern Michigan University (lab instructor)

Public Speaking (CTAC 224)	<i>in person</i>
----------------------------	------------------

Statement on the Philosophy of Teaching and Learning

Educators have a responsibility to teach content adequately and effectively, but we are also 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 their 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.

Service to the Institution

Honors Program Director, Georgia Highlands College (GHC) (2019-present)

- Wrote Policy and Procedure documents to update decade-old legacy documents
- Developed new student award/grant system to support/reward student research
- Rebuilt the Honors Project application and submission process
- Tripled the number of students in the program in my first year as Director
- Maintained an active student participation rate of 3x-4x that of my predecessor

Representative to USG Regents Advisory Committee on Communication (2015-2020)

- Served as Member at Large: February 2017-2020
- Representatives carry 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.

Representative to the University System of Georgia (USG) Faculty Council (2018-2019)

- Representatives carry concerns from their Faculty Senate or other entity of shared governance to the state-wide body, for comparison, discussion, planning, and development. Representatives also act as a medium for communication between the University System of Georgia and the local institutional faculty body.

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

- Contributed to 'reset' towards more collaborative relationship with administration
- Co-Chaired effort to overhaul college Policy and Procedure Manual (Task Force)
- Chaired subcommittee to overhaul Committees of the College and of the Faculty
- Worked on cooperative solutions for faculty workload issues
- Served on subcommittee to develop alternate pay structures for summer courses
- Served on subcommittee to investigate summer workload issues
- 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

Representative to the Georgia Collegiate Honors Council (2019-present)

- Represent GHC Honors Students and the Honors Program to the state
- Participate in statewide discussions about how Honors Programs should be run
- Representative to USG Regents Advisory Committee on Honors (2020-present)
- Employment Search Committees at GHC
 - Served on a search committee for a Comm./Journalism faculty member (2019)
 - Served on a search committee for a Student Life Coordinator (2018)
 - Chaired a search committee for a Communication faculty member (2017)
 - Served on a search committee for an English faculty member (2014)
- Faculty Mentor, The University of West Georgia/eCore (UWG) (2018, 2022, 2023)
 - Close mentorship of four faculty members on teaching COMM1100 with eCore
- Developed Credit-By-Examination (CBE) procedure for COMM 1100 at GHC (2023)
- Institutional Strategic Plan, GHC (2021)
 - Chaired the Journalism working group, producing a 16-page evidence-based argument for merging Journalism into Communication to improve both majors
- Institutional Assessment Team/ "A-Team," GHC (2021-present)
 - Contributed to overhaul of assessment practices to improve assessment-driven changes in education practice, particularly in the 'social responsibility' subgroup
- Title IX Advisor, GHC (2021-present)
- Pre-Tenure Review Committee Chair; four candidates, GHC (2020)
- Ethics Roundtable of Community Leaders, GHC (Assistant to Facilitator, 2020)
- Committee of the Faculty for Library Services, GHC (Chair 2014-2016)
 - Developed proposal that led to creation of a library at the GHC Douglasville site
- Developed a 2+2 AA to BS Program Partnership between GHC and UWG
 - Program provides a GHC Communication to UWG Public Relations pathway
 - Partnership has increased UWG attention to GHC Douglasville site
- College of Arts & Sciences Graduate Council, Georgia State University (GSU) (2012-13)
- Communication Grad Student Association (GSU) (Vice President 2011, Secretary 2010)
 - Created a 42 page PhD Survival Guide (a derived version was still in use in 2018)
 - Initiatives to increase socialization and professional development opportunities
 - Initiative to drastically increased institutional funding for the association

Service to Student Activities

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

Since I became director, this annual event has grown in every way. Over this period, 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 and the student newspaper to sponsor special prizes, creating more stakeholders for the event. During the COVID-19 pandemic, we managed to hold the event in a safe and socially distanced way, and nearly beat our records for student participation in 2020 and 2021.

Six Mile Post (student newspaper) Faculty Liaison for Douglasville site (2013-2021)

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

Invited Speaking Engagements (non-research)

Keynote (2011): National Society of Collegiate Scholars, Georgia State University

Guest (2008): Graduate School, Eastern Michigan University

Service to the Discipline

Executive Committee Member of Georgia Communication Association (2019-present)

Co-Vice President (2023-24); Secretary (2022-24); Member at Large (2020-21)

Planned 2024 annual conference with President and Co-VP, Amy Mendes

Led a committee that wrote overhauled Bylaws, the first revision in twenty years

Participate in decision making for the academic organization

Assisted in the planning of the annual conference for 2020, 2021, 2022

Thesis Committee Member (2019)

Azayla Rodriguez (Brenau University)

“Title IX, LGBTQ Students, and Discrimination on College Campuses”

Miscellaneous Academic Organization Service

National Communication Association – Game Studies Preconference Plan (2017)

Created website for Michigan Association of Speech Communication (2006)

Manuscript Peer Review

Southern Journal of Communication (2009)

Conference Peer Review

Since 2009, I have regularly reviewed for NCA's Game Studies, Public Address, Mass Communication, Political Communication, and Rhetorical/Critical Theory divisions. I have also regularly reviewed for the Mass Communication Division of SSCA, all categories for GCA, and various other organizations including CSCA.

Textbook Peer Review

Oxford University Press, *Essential Communication* (2017, 2018, 2022)
 Oxford University Press, *Communication Essentials* (2013, 2014)
 McGraw Hill, *Experience Communication* (2013)
 Sage Publications, *Communication in Action* (2021, 2023)

Professional Memberships

Since 2007, I have held consistent membership with the National Communication Association and frequent membership with the Southern States Communication Association and the Georgia Communication Association. I have at times also been a member of the Georgia Collegiate Honors Council, South Atlantic Modern Language Association, Michigan Association of Speech Communication, the Association for Education in Journalism & Mass Communication, and Rhetoric Society of America.

Professional References

- | | |
|--|--|
| <p>Jessica Lindberg
 Dean, School of Humanities, GHC
 jlindber@highlands.edu
 (678) 872-8116</p> | <p>(My direct report at GHC, 2021-pr.)
 Georgia Highlands College
 5441 Highway 20 NE, Room 323A
 Cartersville, Georgia 30121</p> |
| <p>Jonathan Hershey
 Project Director for Inclusion & Equity
 Former Dean, School of Humanities, GHC
 j.r.hershey1983@gmail.com
 (706) 506-4625</p> | <p>(My direct report at GHC, 2012-21)
 Georgia Highlands College
 5441 Highway 20 NE, Room 323
 Cartersville, Georgia 30121</p> |
| <p>Mary Stuckey
 Professor of Communication
 mstuckey@psu.edu
 (814) 865-5574</p> | <p>(PhD advisor and dissertation chair)
 The Pennsylvania State University
 148 Bolton Ave., 234 Sparks Bldg.
 State College, PA 16803</p> |
| <p>David Cheshier
 Director CMI Institute, Former Dept. Chair
 dcheshier@gsu.edu
 (404) 413-5649</p> | <p>(My direct report at GSU, 2008-12)
 Georgia State University
 25 Park Place, Room 1139
 Atlanta, Georgia 30302</p> |