

**John R. Gallagher**  
**Visiting Assistant Professor**  
**The University of Illinois, Urbana Champaign**

---

608 South Wright Street, English Building, Urbana, IL 61801  
johng@illinois.edu  
(267) 640-9142  
[www.johngallagher.com](http://www.johngallagher.com)

---

**EDUCATION**

PhD, Rhetoric and Composition, University of Massachusetts Amherst Dissertation: <i>Interactive Audience and the Internet</i>	2014
MA, English, University of Massachusetts Amherst	2009
BA, English and Philosophy, <i>magna cum laude</i> , Bucknell University	2006

**PROFESSIONAL APPOINTMENTS**

Visiting Assistant Professor, University of Illinois, Urbana Champaign	2014-Present
Faculty Affiliate, Center for Writing Studies, University of Illinois	2014-Present
Faculty Affiliate, Program for Professional Writing, University of Illinois	2014-Present
Instructor, University of Massachusetts Amherst, Amherst, MA	2006-2014
Adjunct Professor, Quinsigamond Community College, Worcester, MA	2009-2013

**BOOK PROJECT**

*The Continuing Conversation: The Update Culture of Online Writing*

Summary: This manuscript argues that online writers live in an update culture in which interactive texts can change from moment to moment, thereby enabling writers to constantly revise and revisit their texts. Evidence for update culture—and the strategies used by writers working within it—derive from the case study methodology and text-scraping techniques of my dissertation. Drawing on twenty case studies of top-level Amazon reviewers and several cases from Reddit and Wired, I analyze the ways that online writers reorient oral strategies of timing, listening, and management for writerly contexts. *The Continuing Conversation* asks rhetoric and composition to think of timing, listening, and management as useful strategies for writing *after* the production of an initial text and *during* its circulation.

**PEER-REVIEWED ARTICLES**

Gallagher, John R. "Writing for Algorithmic Audiences." *Computers and Composition: An International Journal*. Forthcoming. September 2017.

Gallagher, John R. "Challenging the Monetized Template." *enculturation*. Forthcoming.

Gallagher, John R. "Five Strategies Internet Writers Use to 'Continue the Conversation'" *Written Communication*. 32.4 (October 2015): 396-425.

Gallagher, John R. "The Rhetorical Template." *Computers and Composition: An International Journal*. 35.1 (March 2015): 1-11.

Gallagher, John R. "The Emotion for Opening the Text Message." *Transformations: The Journal of Inclusive Scholarship* 22.2 (Winter 2012): 36-43.

### **PEER-REVIEWED CHAPTERS**

Gallagher, John R. and Rebecca Tarsa. First author. “Standardized Typography in Interactive Internet Environments.” *Type Matters: The Rhetoricity of Letterforms*. Ed. Dànielle Nicole DeVoss and CS Wyatt. Parlor Press. Forthcoming.

Gallagher, John R. “Monitoring the Margins: The Challenges of Managing Online Comments in Professional Science Journalism.” *Citizenship and Advocacy in Technical Communication: Scholarly and Pedagogical Perspectives*. Ed. Godwin Agboka and Natalia Matveeva. Fully drafted and under review (~6500 words).

Gallagher, John R. “The Military Template: Design as Surveillance.” #RhetOps. Ed. Jim Ridolfo and Bill Hart-Davidson. Proposal accepted.

### **EDITED COLLECTIONS**

Gallagher, John and Danielle Nicole DeVoss. *Explanation Points: Publishing in Rhetoric and Composition*. (In progress)

### **INSTRUCTIONAL MATERIALS**

Fleming, David, John R. Gallagher, et al. *Other Words: A Writer’s Reader*. Editor. Kendall Hunt Publishing. 2009.

### **HONORS AND AWARDS**

- Collaborator with Dr. Shelby Hutchens (Mechanical Engineering). Funding TBD.  
As a collaborator on a NSF-funded CAREER grant, I develop and deliver rhetorically-informed extra-curricular seminars introducing engineering graduate students to philosophies of communication.
- Teacher Ranked as Excellent. University of Illinois at Urbana Champaign. (Spring 2016)
- Teacher Ranked as Excellent. University of Illinois at Urbana Champaign. (Fall 2015)
- Distinguished Teaching Award Finalist (top eight). University-wide teaching award (open to all ranks). University of Massachusetts. Academic year 2013-4.
- “Excellence in Teaching” certificate for first year composition. Student nominated award. University of Massachusetts Amherst. (Fall 2009, Spring 2010, Fall 2011)
- Online teaching grants. \$9,900. University of Massachusetts English Department. Won for winter of 2010, 2011, 2012. (\$3,300 each)
- Travel grant, \$500. University of Massachusetts Writing Program. Spring 2012
- Travel grants, \$800. University of Massachusetts Writing Program. Spring 2008
- Allan Gates Halline Prize for American Literature, 2005. (Best Thesis)
- Bucknell Prize for Men, 2003, 2004 (top male English major)
- Phi Beta Kappa (2006-Present)

### **INVITED TALKS**

“Reading the Margins: Reading Online Comments to Break Filter Bubbles.” University of Central Florida. Orlando, FL. English Department. Spring 2017.

“Who Owns the News? Question-Posing and Public Discussions in 450,000 New York

Times Comments.” Illinois Program for Research in the Humanities. Digital Humanities Workshop. Urbana, IL. University of Illinois, Urbana-Champaign. September 28<sup>th</sup>, 2016.

### **CONFERENCE PAPERS**

- “The Role of *Chronos* in Digital Rhetoric and Pedagogy.” *Computers and Writing*. Findlay, OH. June 1-4, 2017. (accepted)
- “Managing Cycles of Content.” Illinois Web Conference. University of Illinois at Urbana Champaign. Champaign, IL. April 5-6, 2017. (accepted)
- “The Virtues of Persistence and Patience in Teaching Writing.” *Conference on College Composition and Communication*. Portland, OR. March 16, 2016. (accepted)
- “Branding in Higher Education.” *The Thomas R. Watson Conference*. Louisville, KY. October 20, 2016.
- “A Culture of Textual Management: The Writing Processes of Highly Ranked Amazon Reviewers.” *Cultural Rhetorics Conference*. East Lansing, MI. October 2, 2016.
- “From Cuneiform to Comments: Update Culture and the Anxiety of Mediation.” *Rhetoric Society of America*. Atlanta, GA. May 28, 2016.
- “Seeing Through Social Media Templates.” The Design Center Symposium at the University of Illinois at Urbana Champaign. April 29, 2016.
- “Using Screen-Captures to Enhance Feedback and Peer Review.” *Conference on College Composition and Communication*. Computer Connection. Houston, TX. April 7, 2016.
- “Monitoring the Margins: The Emotional Labor of Paid Online Writers.” *Association of Teachers of Technical Writing*. Houston, TX. April 6, 2016.
- “Using Technology to Enhance Feedback for Student Essays.” *NCTE*. Minneapolis, MN. November 21, 2015.
- “Audience as Network: A Web 2.0 Circulating Discourse.” *Computers and Writing*. Stout, WI. May 31, 2015.
- “Multimodal Feedback: Assessing Traditional Writing with Sound and Video.” *Computers and Writing*. Stout, WI. May 28, 2015.
- “Unpredictable Arrangement: Emerson’s Speaking Style in Light of Digital Delivery.” *The American Literature Association*. Boston, MA. May 22, 2015.
- “Audience Emerging: Web 2.0 Audiences as an Ongoing Process.” *Conference on College Composition and Communication*. Tampa, FL. March 20, 2015.
- “Keeping the Conversation Going: Writing in Social Media.” Poster Presentation. *Digital Humanities Symposium*. Urbana, IL. University of Illinois, Urbana-Champaign. February 28, 2015.
- “Space as Flexible Venue for Internet Writers: The Comment Function.” *Computers and Writing*. Spokane, WA. June 6, 2014.
- “Audience Emerging.” *Computers and Writing*. Spokane, WA. June 6, 2014.
- “The Internet Comment Function.” *Digital Humanities Initiative*. University of Massachusetts, Amherst. November 15, 2013.
- “Convergence in the Classroom: Exploring New Media in Composition.” Leader of all-day hands on workshop with technology. *Conference on College Composition and Communication*. St. Louis, MO. March 21, 2012.
- “Teaching Tips in a Digital Age.” *New England Faculty Development Conference*. Worcester, MA. November 18, 2011.

- “MySpace or My Space?” *Northeastern Modern Language Association*. Boston, MA. February 26, 2009.
- “The Heap of Silence: Lessing’s *The Antheap*.” *Modern Language Association*. Philadelphia, PA. December 30, 2009.
- “After Logic: The Death of Normativity.” *Rhetoric Society of America*. Seattle, WA. May 24, 2008.
- “The Ghost of the Southwest: Re-reading Willa Cather’s *The Professor’s House*.” *Annual UMass Graduate Conference*. University of Massachusetts Amherst. April 26, 2008.
- “Different Goals, Their Goals: Helping Students Make Their Essays More Relevant.” *The Ninth Annual English Graduate Conference*. Southern Connecticut State University, CT. April 19, 2008.

## **COURSES TAUGHT**

\*denotes courses designed; all courses listed as English or BTW are writing intensive

- |   |              |
|---|--------------|
| University of Illinois, Urbana-Champaign, IL                              | 2014-Present |
| *BTW 490: Web Design and Social Media Management (Undergraduate/Graduate) |              |
| *BTW 490: Professional Writing on the Internet (U/G)                      |              |
| *BTW 490: Workplace Writing in a Digital Age (U/G)                        |              |
| *English 482: Writing Technologies (U/G)                                  |              |
| *English 380: Internet Writing & Rhetoric                                 |              |
| BTW 250: Business and Technical Writing                                   |              |
| University of Massachusetts, Amherst, MA                                  | 2006-2014    |
| *English 339O: Film and Literature online                                 |              |
| *English 112O: College Writing Online                                     |              |
| English 112H: College Writing Honors                                      |              |
| English 112: College Writing  |              |
| Greenfield Community College, Greenfield, MA                              | 2011-2014    |
| *English 203: American Literature I                                       |              |
| English 101: Composition I (First-year writing)                           |              |
| Personal Skills Communication 101 (Public Speaking)                       |              |
| Quinsigamond Community College, Worcester, MA                             | 2009-2013    |
| *English 231: Literature, Film, and the Critics                           |              |
| *English 215: Myth, Hero, Film, and Literature                            |              |
| *English 205: Professional and Workplace Writing                          |              |
| *Humanities 101: Philosophy of Nonviolence (hybrid course)                |              |
| *Interdisciplinary Studies 101: Valuing Diversity in a Digital Age        |              |
| *Liberal Arts 101 (rhetorical theory)                                     |              |
| English 102: Composition and Literature II (literature)                   |              |
| English 101: Composition and Literature I (writing)                       |              |
| Public Speaking 101   |              |
| University of Hartford, Hartford, CT                                      | Spring 2010  |
| English 178: Rhetoric and Composition I Honors                            |              |

## **ADMINISTRATIVE EXPERIENCE**

- |  |             |
|--|-------------|
| Full-time Instructional Designer, Bridgewater State University, Bridgewater, MA.<br>Located in Office of Teaching and Learning | Summer 2013 |
|--|-------------|

Worked with faculty and subject matter experts to fit curricula and SLOs  
 Organized and ran annual signature week-long faculty development institute  
 Designed e-learning modules using Captivate  
 Provided 100+ consultations with faculty on course design and objectives  
 Consulted with 50+ faculty and staff for Internet and intranet design  
 Wrote annual report for the Department of Teaching and Learning  
 Experience with WAC/WID course curriculum and design

### **INSTITUTIONAL SERVICE**

Internet and Media Committee, University of Illinois	2014-Present
Technology Fellows Program. University of Massachusetts	2011-12.
Textbook committee. University of Massachusetts	2007-09.
Curriculum committee. University of Massachusetts	2008-09.
Dean of Humanities Hiring Committee. Quinsigamond Community College	2011-12.
Writing Center Director Committee. Quinsigamond Community College	2010-11.

### **THESES**

Committee member. Grace Erickson. “Digital Transtextuality and the Interpretational Threshold of Harry Potter, an Examination of Authorial Control.” Undergraduate honors thesis. Fall 2016

### **WORKSHOPS RUN**

“Managing Your Audiences: Writing in the 21<sup>st</sup> Century.” University Public Outreach. Urbana Senior High School. March 13, 2016.

“Getting Specific with Cover Letters.” Internship Series for English Majors. University of Illinois. October 12, 2015.

“Writing Job Materials for English Majors.” Internship Series for English Majors. University of Illinois. January 20, 2015.

“Social Media Management for English Majors.” Internship Series for English Majors. University of Illinois. December 8, 2014.

“Course Design for Business and Technical Writing.” Professional Development Series in Professional Writing. University of Illinois. November 12, 2014.

“Making the Syllabus More Visual and Dynamic.” Faculty Development Initiative. Greenfield Community College. October 23, 2013.

“Using Audio-Visual Feedback for Evaluating Student Essays.” Educational Technology Day. Bridgewater, MA. August 15, 2013.

“Creating Dynamic, Visually Appealing Syllabi.” Educational Technology Day. Bridgewater, MA. August 15, 2013.

“Ensuring Feedback is Used By Students: Audio and Visual Tools to Make the Process More Natural & Compelling.” New England Faculty Development Conference. Westford, MA. June 14, 2013.

“Offering Audio and Visual Feedback: Embodying the Instructor in Writing Evaluation.” Suffolk Technology Symposium. Suffolk, MA. May 23, 2013.

“Re-Configuring the Syllabus.” New England Faculty Development Conference. Worcester, MA. November 16, 2012. Poster Presentation.

### **PROFESSIONAL SERVICE**

Blind Reviewer. *Written Communication*.

Blind Reviewer. *Social Media and Society*.

Blind Reviewer. *Transformations: The Journal of Inclusive Scholarship and Pedagogy*.

Blind Reviewer. *Journalism*.

Reviewer. *Kairos: A Journal of Rhetoric, Technology, and Pedagogy*.

Blind Referee. Association of Internet Researchers.

Blind Referee. Computers and Writing Conference.

Chair. CCCC. Austin, Texas. April 7-8, 2016. (2 sessions).

Chair. *Computers and Writing*. “Web 2.0/Web 3.0.” Stout, Wisconsin. May 31, 2015.

Chair. *Computers and Writing*. “Student Mentoring.” Stout, Wisconsin. May 29, 2015.

### **PROFESSIONAL DEVELOPMENT**

RSA Summer Institute. “Computational Rhetoric: Exploring Possibilities, Limits, & Applications.” Bloomington, IN. May 21-27, 2017.

RSA Summer Institute. “Digital Rhetoric Behind and Beyond the Screen.” Bloomington, IN. May 21-27, 2017.

Storytelling with Data certificate. University of Illinois at Urbana Champaign. June 21-2, 2016.

Incorporating International Students. University of Illinois at Urbana Champaign. May 6, 2016.

Learning to Teach with Virtual Reality. University of Illinois at Urbana Champaign. May 4, 2016.

RSA Summer Institute. “Rhetoric and Economics.” Madison, WI. June 4-7, 2015.

First book writing group. Office of Vice-Chancellor for Research. University of Illinois at Urbana Champaign. Academic year 2014-5.

### **PROFESSIONAL ORGANIZATIONS**

- National Council of Teachers of English (NCTE)
- Conference on College Composition and Communication (CCCC)
- Rhetoric Society of America (RSA)
- Association of Teachers of Technical Writing (ATTW)
- Computers & Writing
- American Society for the History of Rhetoric (ASHR)
- Association of Internet Researchers (AoIR)

### **RESEARCH & TECHNOLOGY SKILLS**

- Procedurally-sound survey design and implementation (Qualtrics)
- Data visualization methods (Tableau, rStudio, and MatLab)
- Web-scraping (pulling large amounts of text off the Internet)
- Data mining and refinement methods (rStudio, Google Refine)
- Web development (HTML, CSS, Graphic design)
- Grounded theory coding (qualitative research)

- Interviewing & transcribing techniques and methods
- Research management techniques (NVivo, Mendeley, and EverNote)
- Interactive e-Learning modules (Adobe Captivate)
- Screencasting (Camtasia, SnagIt, Jing, and Screenflow)
- Video and audio production (iMovie, Audacity, etc.)

### **NOTABLE ACHIEVEMENTS**

- Technical writer & content producer for Trader Joe's (2006-2009)
- Water Polo Coach of the Year. University of Massachusetts Club Water Polo Team. (Fall 2010)
- Coach and founder of University of Massachusetts Club Water Polo (2007-2012)
- Academic All-American. Division I Water Polo. Bucknell University
- All-American and All-State High School Pennsylvania Water Polo Player
- National & State Champion. High School Swimming. North Penn Senior High School