

Mary K. Assad

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EDUCATION

Ph.D. in English August 2014
Concentration in Writing History and Theory
Case Western Reserve University

M.A. in English May 2009
Case Western Reserve University

B.A. in History (*Summa cum laude*) May 2006
Baldwin-Wallace College

DISSERTATION

Gender, Illness, and Narrative: A Rhetorical Study of the American Heart Association's Go Red For Women Campaign (Director: T. Kenny Fountain)

By conducting a rhetorical analysis of Go Red's print- and web-based promotional materials, I argue that the campaign frames care as a gender-specific tendency that puts women at risk for heart disease. Go Red seeks to address this problem by recasting self-care as part of a woman's responsibility to others and by urging women to take active roles in health education through practices that I describe as "discursive care." Largely, these practices include personal storytelling for which the campaign offers rhetorical training through narrative mediation and narrative modeling. By crafting and publicizing narratives based on women's personal stories, Go Red privileges such values as success and self-initiative, which in turn shape how women discuss their own experiences. Although Go Red encourages rhetorical self-efficacy among women, the campaign's official discourse and narrative themes provide and invite only limited representations of women's lived experiences of heart disease. This project emphasizes that educational materials aimed at the general public are not objective or value-neutral. When disseminating heart disease facts grounded in medical research, this campaign also reflects and perpetuates social beliefs related to gender, language, and the illness experience. We should therefore consider how the promotion of health within society also entails the promotion of values that determine individuals' roles and responsibilities both in health and in illness.

PUBLICATIONS

Articles, Features, & Reviews

"A Wellness-Centered Approach to First-Year Composition: Curriculum Design and Course Management Strategies for Promoting Students' Rhetorical Knowledge and Personal Self-Awareness." Best of Session selection for the 2018 CEA Conference Proceedings. *The CEA Critic*. (forthcoming)

"Gendered Risk and Responsibility in the American Heart Association's Go Red For Women Campaign." (accepted for publication in a forthcoming edited collection)

"The Production of Comic Books in a Writing Class." *The CEA Forum*. (Summer/Fall 2017).

"How a Comic Book Assignment Can Help Students Learn the Value of Research Evidence." *The CEA Forum*. (Summer/Fall 2017).

“Illness Narratives in the Writing Classroom: Creating a Compassionate Space for Rhetorical and Literary Analysis.” Best of Session selection for the 2016 CEA Conference Proceedings. *The CEA Critic*. 78.3 (November 2016): 281-286.

“Book Review: Sold on Language: How Advertisers Talk to You and What This Says About You.” *The CEA Forum*. 45.1 (Winter/Spring 2016): 111-115.

“‘Science’ on Saturated Fat, Cholesterol, and Heart Disease.” Guest blog post, *Girl w/Pen*. (July 2014).

“Peer Review and the ‘Non-Specialist Reader’: Strategies for Developing Audience Awareness in the Writing for the Health Professions Classroom.” *The CEA Forum*. 42.2 (Summer/Fall 2013): 119-138.

Feature in “Writing Center Spotlights & Tutor Voices.” *East Central Writing Centers Association Newsletter*. (Fall 2012): 29.

Review of *Building Genre Knowledge*, by Christine M. Tardy. *Journal of Second Language Writing* 20.1 (March 2011): 91-93.

Archival Research Monograph

Baldwin-Wallace College. Charleston, SC: Arcadia Publishing, 2008. 128 pp.

- Researched and authored the first official, published history of Baldwin-Wallace College
- Conducted extensive archival research in campus and local collections
- Personally interviewed over 20 prominent campus leaders, both active and retired

CONFERENCE PRESENTATIONS

“Using Comic Books to Visualize the Invisible in the Writing Classroom.” *College English Association Conference*. New Orleans, Louisiana. 2019. (forthcoming)

“A Wellness-Centered Approach to First-Year Composition: Curriculum Design and Course Management Strategies for Promoting Students’ Rhetorical Knowledge and Personal Self-Awareness.” *College English Association Conference*. Saint Petersburg, Florida. 2018.

“Illness Narratives in the Writing Classroom: Creating a Compassionate Space for Rhetorical and Literary Analysis.” *College English Association Conference*. Denver, Colorado. 2016.

“Theory-Building in the Rhetoric of Health and Medicine.” Workshop Participant. *Rhetoric Society of America 6th Biennial Summer Institute*. University of Wisconsin-Madison. 2015.

“Health, Risk, and Rhetorical Self-Efficacy: Exploring Personal Narratives within Public Discourse.” *Conference on College Composition and Communication*. Tampa, Florida. 2015.

“Comics and Rhetoric in the First-Year Composition Classroom.” *Conference on College Composition and Communication*. Indianapolis, Indiana. 2014.

“Medical Images and the Rhetorical Construction of Health Identity.” *Rhetoric Society of America 15th Biennial Conference*. Philadelphia, Pennsylvania. 2012.

“Outreach Answers / Outreach Questions.” Workshop presentation. *East Central Writing Centers Association Conference*. Indianapolis, Indiana. 2012.

“‘I Have Learned to Love My Body and Myself for Who I am’: The Female Body in Breast Cancer Photography.” *National Communication Association 97th Annual Convention*. New Orleans, Louisiana. 2011.

“The Irredeemable Woman: Corruption and Feminine Identity in Fitzgerald and Wharton.” *F. Scott Fitzgerald Society Conference*. Baltimore, Maryland. 2009.

“Systemic Support for ESL Students: Writing Center Ecology at a Research University.” *East Central Writing Centers Association Conference*. West Lafayette, Indiana. 2009.

“Curriculum Matters: Rethinking and Redesigning an ESL Class.” *East Central Writing Centers Association Conference*. Columbus, Ohio. 2008.

AWARDS

Richard A. Bloom, M.D. Award for Distinguished Teaching in the SAGES Program	2018
Graduate Student Appreciation Award: for community service	2013
Graduate Dean’s Instructional Excellence Award	2012

RESEARCH & TEACHING INTERESTS

Writing Pedagogy (L1 & L2); Rhetoric of Health & Medicine; Medical Humanities; Visual Rhetoric & Document Design; Technical & Professional Communication; Writing Center Pedagogy; Comics

TEACHING EXPERIENCE

Lecturer in English as a Second Language, English Department (CWRU) 2016-present

Full instructional responsibility for the following courses:

ESL First Seminar: International Students’ Wellness (F2017, S2018, F2018)

Academic Writing Studio (S2017, S2018)

Academic English (F2016, F2017, F2018)

ESL First Seminar: Health & Narrative (S2017)

ESL First Seminar: Social Meanings of Health (F2016)

Instructor, Liberal Arts Department (Cleveland Institute of Art) 2015-present

Writing for the Sciences (F2017, F2018)

Writing and Inquiry II: Research and Intellectual Traditions (S2015)

Lecturer, English Department (CWRU) 2014-2016

Full instructional responsibility for the following courses:

ESL First Seminar Continuing Semester: Global Issues (S2016)

ESL First Seminar: Global Issues (F2015)

ESL First Seminar: Food Concerns & Controversies (F2015, F2014)

University Seminar: The Illness Narrative (S2015)

Shared instructional responsibility for the following courses:

University Seminar: Management of Chronic Illness in a Cultural Context (S2015, F2014)

First Seminar: BioDesign--The Art of Finding Patient Needs (F2014)

Instructor, Summer Medical and Dental Education Program (CWRU) 2009-2016

Six-week intensive summer writing class for college students of diverse economic and cultural backgrounds

Teaching Assistant, English Department (CWRU) 2007-2014

Full instructional responsibility for the following courses:

Introduction to Composition (S2008, S2009, F2010)

Expository Writing (F2013)

Writing Tutorial (F2007)
 Academic Writing Studio (F2008, F2010, S2014)
 Writing in the Health Professions (S2010, S2011)
 Professional Communication for Engineers (F2012, S2013)
Shared instructional responsibility for the following courses:
 Culture and Computers, First Seminar (F2008)
 Kaleidoscope of Birth, University Seminar (S2008)

EDITING, CONSULTING, & DOCUMENT DESIGN EXPERIENCE

Freelance Consultant 2018-present

- Develop customized tutoring sessions for graduate-level second-language learners
- Provide feedback on professional writing projects including medical and technical manuscripts

Editor and Consultant 2017-present

University Center for Innovation in Teaching and Education (UCITE)

- Apply rhetorical and genre knowledge to assist CWRU faculty and staff with the development of professional documents including personal statements and cover letters
- Collaborate with UCITE staff to develop web-based content for faculty development initiatives
- Complete editing for content and grammar on assigned projects as needed in a timely manner

Copy Editor 2014

LittleCross Books

Layout Designer

LittleCross Books

The Cleveland Women's Journal and *The Summit County Women's Journal*

2011

2004-2007

Assistant to the Editor

The Summit County Women's Journal

2006-2007

ADMINISTRATIVE EXPERIENCE

BFA Committee Member 2017-present

Liberal Arts Department (CIA)

- Serve as a faculty advisor to Biomedical Art seniors as they design and develop their BFA projects
- Advise 11 seniors during the 2018-2019 academic year
- Advised 7 seniors during the 2017-2018 academic year
 - Project titles:
 - “Acquisition and Evolution of Bipedalism in the Hominin Foot: Interactive 3D Comparison of African Apes, Humans, and *Ardipithecus ramidus*”
 - “Utilization of Biomedical Product Design and Biomedical Art to Develop and Highlight the Value of (Cardiothoracic) Medical Devices”
 - “The World’s Apex Predator vs. The Great White Shark”
 - “Guide for Parents of Newborns Diagnosed with Cystic Fibrosis”
 - “Living with Chronic Kidney Disease (CKD): The Potential for Visual Narratives to Deepen Awareness of the Doctor-Patient Divide”
 - “Chronic Pain Management for Teenagers”
 - “Student Health and Wellness at CIA”

Academic Advisor

English Department (CWRU)

2014-present

- Advise first- and second-year ESL students through individual meetings; mentorship; and help with course planning, registration, and selection of a major
- Advise and mentor third- and fourth-year ESL students as their chosen “designated advisor”

Senior Capstone Advisor 2017-2018

English Department/SAGES (CWRU)

- Supervised a SAGES capstone for a Biology major with interests in the medical humanities
- Project title:
 - “The Value of the Medical Humanities in a Clinical Setting”

Special Project Co-planner 2014-2015

Writing Resource Center (CWRU)

- Solicited, organized, and archived writing assignment prompts with the goals of providing tutor-training resources and developing connections with faculty across the university

Community Outreach Chair 2011-2014

English Graduate Student Association (CWRU)

- Planned philanthropic events to benefit local community groups, including book and school supply drives for Cleveland schools and an annual collection for the Ronald McDonald House of Cleveland

Office Assistant 2011

English Department (CWRU)

- Sorted, re-organized, and digitized confidential graduate student files from 1991 to the present

Mentor Teaching Assistant 2010-2011

English Department (CWRU)

- Facilitated classroom observations for first-year TAs and conducted evaluations of first-year TAs in the Writing Resource Center

Graduate Outreach Coordinator 2010-2011

English Department (CWRU)

- Worked with faculty and staff to plan events including the annual Celebration of Student Writing

COLLOQUIA & WORKSHOPS

Invited Presenter: “The Pedagogical Value of Comic Books.” SAGES Pedagogy Seminar Series. CWRU. 2018.

Coordinator/Leader: “Global Concerns and Grammar: Strategies for Efficiency and Productivity in ESL Tutoring Sessions.” English 290: Tutoring Writing Across Contexts. John Carroll University. 2018, 2017, 2016, 2015, & 2014.

Guest Speaker: “Health, Rhetoric, and Educating the General Public.” LLC 213X: Writing for the Sciences. Cleveland Institute of Art. 2016, 2015, & 2014.

Coordinator/Leader: “ESL Students in the Writing Center.” English 290: Tutoring Writing Across Contexts. John Carroll University. 2013, 2012, & 2011.

Invited Presenter: “Mediation and the *Go Red* Heart Disease Narrative.” English Department Colloquium. CWRU. 2013.

Invited Presenter: “Medical Images and the Rhetorical Construction of Health Identity.” English Department Colloquium. CWRU. 2012.

Coordinator/Leader: "Using APA Style." Frances Payne Bolton School of Nursing. CWRU. 2012.

Co-leader: "Working with ESL Students." English Department Pedagogy Seminar Series. CWRU. 2011.

Coordinator/Leader: "Working with ESL Students in the Writing Center: Strategies for a Successful Session." Writing Resource Center. John Carroll University. 2011.

Coordinator/Co-Leader: "ESL Students in the Writing Classroom: Strategies for Curriculum Development, Lesson Planning, and Assessment." Summer Orientation. John Carroll University. 2011.

Coordinator/Leader: "Grammar Workshop for Finals." Writing Resource Center. CWRU. 2009.

TUTORING EXPERIENCE

Writing Consultant and ENGL 180 (Weekly Workshop) Instructor CWRU Writing Resource Center; Frances Payne Bolton School of Nursing	2007-present
Academic Tutor (Nutrition, History, Political Science) The Baldwin-Wallace College Learning Center	2003- 2006

PROFESSIONAL SERVICE

University

Faculty Advisor Polyglot Club (student organization)	2018-present
Mentor Provost Scholars Program	2016-2018
Seminar Participant Ethical Teaching and Learning Program (ETLP)	2016

Departmental

Faculty Committee, Graduate Student Representative English Department (CWRU)	2011-2012
Graduate Committee, Graduate Student Representative English Department (CWRU)	2011
Conference Committee, Member The 25 th Annual Conference of the International Society for the Study of Narrative Cleveland, OH, April 2010	2009-2010
<ul style="list-style-type: none"> • Helped to coordinate logistical details for a 4-day international scholarly conference • Organized a book display featuring representatives from major publishing companies • Designed and formatted the 40-page conference program using Adobe Creative Suite 	

National

Book Manuscript Reviewer Bedford St. Martins	2014-2015
Article Manuscript Reviewer <i>Composition Forum</i>	2014

Conference Proposal Reviewer
National Communication Association

2012

Book Proposal Reviewer
Broadview Press, Independent Academic Publisher

2012

PROFESSIONAL ORGANIZATIONS

College English Association
American College Health Association
American Association for the History of Medicine

National Council of Teachers of English
Rhetoric Society of America