

WILL PENMAN

Curriculum Vitae

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APPOINTMENTS

Lecturer, Princeton Writing Program (2018-2022)

EDUCATION

Ph.D. in Rhetoric, Carnegie Mellon University (2018)

Dissertation: "An Aspirational Rhetoric of Anti-Racism: A Participatory Study of Responsive Engagement"

Committee: Prof. of English Linda Flower (chair), Prof. of English Barbara Johnstone, Assistant Prof. of English Doug Coulson

M.A. Rhetoric, Carnegie Mellon University (2012)

B.A. English, University of Florida (2010)

Summa cum laude, Phi Beta Kappa

Research

PUBLICATIONS

ARTICLES

4. "An Emerging AI Mainstream: Deepening our Comparisons of AI Frameworks through Rhetorical Analysis." With Epifanio Torres. *AI & Society*, Vol. 36, 2021, pp. 597-608. ([pdf](#))
3. "'It Is in Giving that We Receive': Adapting Christian Liturgy for Antiracist Rhetorical Work." *Journal of Communication and Religion*, Vol. 42, No. 4, 2019, pp. 39-55. ([pdf](#))
2. "A Field-Based Rhetorical Critique of Ethical Accountability." *Quarterly Journal of Speech*, Vol. 104, No. 3, 2018, pp. 307-328. ([pdf](#))
1. "How People Make Sense of Trump, and Why that Matters for Racial Justice." With Doug Cloud. *Journal of Contemporary Rhetoric*, Vol 8, No. 1-2, 2018, pp. 107-136. ([multimedia pdf](#))

BOOK REVIEWS

“Review: *Participatory Critical Rhetoric: Theoretical and Methodological Foundations for Studying Rhetoric In Situ.*” *Quarterly Journal of Speech*, Vol 103, No. 1-2, 2017, pp. 198-202. ([pdf](#))

“Book Note: *A Search Past Silence: The Literacy of Young Black Men,*” *Language in Society* Vol 43, No. 2, 2014, pp. 261-262. ([pdf](#))

GRANTS AND AWARDS

\$4,600, research grant for “Rhetorical and Philosophical Challenges Involved in AI Image Classification,” Princeton University Committee on Research in the Humanities and Social Sciences, 2019

1st place and People’s Choice Award (of 68 entrants), Carnegie Mellon’s “3 Minute Thesis” competition, 2018, “An Aspirational Rhetoric of Anti-Racism” ([video](#))

Nominee, University Graduate Student Teaching Award, Carnegie Mellon University 2017-2018

Winner, English Department Graduate Student Teaching Award, Carnegie Mellon Department of English 2017-2018

Finalist (top 10 of 70+ entrants), Carnegie Mellon’s “3 Minute Thesis” competition, 2017, “Rhetorical Structures for Building Interdependence” ([video](#))

\$5,000 implementation grant for “4 Tips for Project-Based Learning with Teens,” The Sprout Fund, inaugural Remake Learning Fellowship, 2013

\$10,000 research grant for “Challenges Using Multimodality to Cross Literacy Borders,” The Sprout Fund, inaugural Remake Learning Fellowship, 2012

PRESENTATIONS

CONFERENCE PRESENTATIONS

18. “Resisting the Procedural Enthymeme: Rhetorical Labor to Recontextualize AI within a Japanese Game Show” National Communication Association (2020, online)
17. “The Insufficiency of Antiracist Head Knowledge: Reconsidering ‘Stuckness’ in the Face of Systemic Injustice” Rhetoric Society of America (2020, Portland, OR). [Accepted, canceled due to coronavirus]
16. “Introducing ‘Rhetorical Values Analysis’ of Artificial Intelligence Systems” Rhetoric Society of America (2020, Portland, OR) [Accepted, canceled due to coronavirus]
15. “Whose/Who’s Labeling? Rhetorical Labor Involved in AI Image Classification” *Computers & Writing* (2020, Greenville, NC) [Accepted, canceled due to coronavirus]
14. “‘Get Ya Cousin’: The Participatory Creation of a Community Literacy Group for Performing Anti-Racist Rhetoric” Conference on College Composition and Communication (2019, Pittsburgh, PA)

13. “‘I’ll Take it From Here’: Amazon’s Playful Argument for us to Avoid Alterity Relations with Artificial Intelligence” National Communication Association (2018, Salt Lake City, UT)
12. “The *Confianza* Classroom: Building Community in Composition Class,” maker space at Watson, with Joe Serio (2018, Louisville, KY)
11. “The Possibility of Adapting Liturgy for Anti-racist Rhetorical Work” Rhetoric & Religion in the 21st Century (2018, Knoxville, TN)
10. “Teaching Students to Write Ethical Job Application Materials in the Midst of Systemic Injustice: A Pilot Pedagogical Intervention” Association of Business Communication regional conference (2018, Madrid, Spain)
9. “Racializing *Imitatio* to Grow in Interdependence”, **chair of panel**, “*Imitatio* and Improv: Rhetorical Invention in Social Justice Efforts”. Rhetoric Society of America (2018, Minneapolis, MN)
8. “Siri’s Identity: How People on the Margins Use Parody YouTube Videos to Make Themselves Represented in AI” Digital Innovations Showcase at Computers and Writing (2018, Fairfax, VA)
7. “Rhetorical Debriefing as a Strategy for Rewriting Racial Logics” ([video](#)) The Logic of Racial Practice: Embodied Cognition, *Habitus*, and Implicit Bias symposium, (2018, Pittsburgh, PA)
6. “An Interdependence Model for Interacting With(in) the Field: Rhetorically Theorizing Research Ethics” National Communication Association (2017, Dallas, TX)
5. “Christian Witness Language Ideology and its Role in White Anti-Racism Work” National Communication Association pre-conference on Rhetoric, Religion and Freedom (2016, Philadelphia, PA)
4. “Mobility to Exit the Research Field: White Privilege Interfering with Interracial Dialogue” ([video](#)) Rhetoric Society of America (2016, Atlanta, GA)
3. “Pedagogical Implication of Aspirational Rhetorics: Framing Learning to Write as an Extension of Learning ‘To Religion’” ([video](#)) Conference on College Composition and Communication (2016, Houston, TX)
2. “Challenges Using Multimodality to Cross Literacy Borders: A Case Study of a Hip Hop Literacy Program” Rhetoric Society of America (2014, San Antonio, TX)
1. “Is the Internet in the First World? Internet Memes as Self-Recrimination” ([poster](#)) at CRDM Symposium on Emerging Genres, Forms, Narratives—In New Media Environments (2013, Raleigh, NC)

MEDIA

Byline. “Why Lana, the AI Sex Tattletale on ‘Too Hot to Handle,’ Is So Creepy.” *Thrillist*, Apr 30, 2020. ([Link](#))

Radio. “Exclusive KCSU Interview with Dr. Will Penman from Princeton: Discussing CSU’s Blackface Incident.” Colorado State University radio station, Sept 17, 2019. ([Link to 18-minute segment](#))

INVITED LECTURES

“Who are You When You Lose? Game-Playing AI, Humility, and Faith.” Manna Christian Fellowship, Princeton University (2022, Princeton, NJ)

“Engaging Anti-Racism as a Three-Part Process.” *Brave Space* (2020, online)

“Renewal for the Long Journey Against Racism.” Open Door Church retreat, with April Roebuck (2018, Ligonier, PA)

“Rhetorical Reciprocity in Fieldwork.” University of Pittsburgh Rhetoric Society of America graduate chapter meeting (2016, Pittsburgh, PA)

WORKSHOPS AND INSTITUTES

“Pedagogy and Community Literacy,” RSA Project in Power, Place, and Publics: Rhetorical Cartographies of the UNR Campus Master Plan, with Dave Coogan (2019, 30 hours)

“Rhetoric, Religion, & Race,” Rhetoric and Religion in the 21st Century seminar with Andre Johnson (2018, 5 hours)

KairosCamp, inaugural NEH-funded digital publishing institute for authors and editors, with Cheryl Ball, David Rieder, Madeleine Sorapure, and Doug Eyman (2017, 80 hours)

“Rhetoric, Humor, and Play,” Rhetoric Society of America Summer Institute, with Jonathan Rossing (2017, 20 hours)

“Working the Field: Rhetorical Studies and Ethnographic Methods,” Rhetoric Society of America Summer Institute with Ralph Cintrón, Scott Graham, Gerald Hauser, and Candice Rai (2015, 40 hours)

Digital Humanities, workshop, Carnegie Mellon University (2015, 40 hours)

Technology Enhanced Learning, workshop, Carnegie Mellon University (2015, 40 hours)

RESEARCH LABS

“Alex” project, Justine Cassell’s Articulation Lab, Human Computer Interaction Institute, Carnegie Mellon University. Transcription and coding, to investigate the impacts of code switching on learning, using an African American virtual peer that interacts with African American 3rd grade students (2015, 400 hours)

National Robotics Engineering Center. Curriculum development and writer. Co-developed math curriculum on a 12 person team for a video game to teach middle-schoolers proportional thinking. Used information-design principles to create 40-page teacher’s guide (2013, 400 hours)

Teaching

CLASSES TAUGHT

AT PRINCETON UNIVERSITY

Writing Seminar, an argument-based first-year writing course

“Living with AI.” Readings, discussion, and students’ essays in each section focus around artificial intelligence (AI). (F18-S22)

AT CARNEGIE MELLON UNIVERSITY

Writing for the Professions, a professional and technical communication course (F17, S18)

Interpretation and Argument, an argument-based first-year writing course. Readings and students’ essays in each section focused around several themes and controversies:

“Rainbows, Butterflies, and Robots.” What ethical obligations will humans have to emerging artificial intelligence? (S17, F16, S16)

“Making ☯.” How should people pursue peace? (S15)

“Respect the Tech: Cyborgs and Humanity.” How does technology shape who we are as humans? (S14, F13)

“Take me to your leader.” How do people lead well? (F12, S13)

Reading and Writing in an Academic Context, a first-year writing course for multilingual speakers who still need instruction about the rhetorical and linguistic demands for academic reading and writing in an American university. Readings and students’ essays in each section focused around several themes and controversies:

“Who is Speaking? Language diversity” How does language shape culture, and vice versa? (F15)

“Why do we work?” (F14)

WRITING CENTER

Writing Center consultant at Princeton’s Writing Center (2019)

Communication Consultant at Carnegie Mellon’s Global Communication Center (2017-2018, 87 client meetings)

Workshop leader, “Odyssey” weekend writing enrichment program for sophomores at Carnegie Mellon University, 2013-2015.

SUPERVISION AND MENTORING STUDENTS

Mentoring Students in Their Academic Writing Projects

Revising seminar paper toward scholarly presentation (S19-S22)

Managing Student Research Assistants

Data analysis (Su19)

Transcription (2016-2017)

Leading My Teaching Assistants

Draft commenting and student support (F14, F15)

STUDENT DISTINCTIONS (FROM WORK IN OUR CLASS)

Peer-reviewed conference presentations

IEE Aerospace Conference (2022, Blue Sky) - Arti Schmidt, with his revised seminar paper from first-year "Writing Seminar": "A Comparison of Gate Detection Algorithms for Autonomous Racing Drones"

National Communication Association's **James L. Golden Outstanding Student Essay in Rhetoric Award Runner-up** (2021, Seattle) - Byulorm Park, with her revised seminar paper from first-year "Writing Seminar": "Countervisuality for a Gentrifying City Center: Structuring Systems of Surveillance through Architecture"

Eastern Communication Association (2021, online) - Byulorm Park, with her revised seminar paper from first-year "Writing Seminar": "Countervisuality for a Gentrifying City Center: Structuring Systems of Surveillance through Architecture"

Northeast Popular & American Culture Association (2020, online) - Rebecka Mähring, with her revised seminar paper from first-year "Writing Seminar": "Reshaping Sociotechnical Imaginaries in Cold War Era Ads." **Nominated for student award.**

British Society for the History of Science (2020, Aberystwyth) - Grace Liu, 2020, with her final seminar paper from first-year "Writing Seminar": "'A Few Small Inconveniences': Environmental, Ethical, and Socioeconomic Anxieties over Personal Transportation Technologies in 1830s British Caricature" [Accepted, canceled due to coronavirus]

Apple WWDC presenter

Shantanu Chhabra, 2019, with his "Elevator Pitch" oral presentation skills from upper-level "Writing for the Professions" (self-identified)

Mary W. George First-year Research Conference

Kavindya Dalawella, 2019, with her final paper from first-year "Writing Seminar": "Video Games as a Predictor of Human-AI Interaction: An Analysis of *Localhost* (2018)"

Manan Goenke, 2019, with his final paper from first-year "Writing Seminar": "Bias be GAN: Using Generative Adversarial Networks to Mitigate Gender and Racial Bias in Facial Analysis Datasets"

National Science Foundation (NSF) Graduate Research Fellow Program recipient (\$136,000)

Vinitha Ranganeni, 2018, with her "Statement of Purpose," "Research Statement" from upper-level "Writing for the Professions"

Service

TO THE PROFESSION

Associate Editor, *Kairos: A Journal of Rhetoric, Technology, and Pedagogy*, 2021-2021

Media Manager, *Kairos: A Journal of Rhetoric, Technology, and Pedagogy*, 2019-2021

Assistant Editor, *Kairos: A Journal of Rhetoric, Technology, and Pedagogy*, 2017-2021

Reviewer, Religious Communication Association's Dissertation of the Year, 2020

Reviewer, Western States Communication Association (WSCA) Conventions: 2019-2020

Chair, Three Rivers Graduate Chapter of Rhetoric Society of America at Carnegie Mellon University, 2013-2015

TO THE DEPARTMENT

IN PRINCETON WRITING PROGRAM

Planning committee, Mary P. George Freshman Writing Conference (2019-2020)

Executive committee, Writing Program research project with Woodrow Wilson School of Public and International Affairs (2019-2020)

Hiring committee (2018-2019)

MEMBERSHIP IN SCHOLARLY ORGANIZATIONS

Rhetoric Society of America (RSA)

National Communication Association (NCA)