

# NECIA KAY WERNER

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## EDUCATION

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2011      **Ph.D. Rhetoric**, Carnegie Mellon University (Certified: September 2011)

**Dissertation:**

*From Communalism to Crowdsourcing: How Values Shape Peer Review at Scientific Journals.*

Combining rhetorical and discourse analytic methods, this dissertation investigates the role that values have played in shaping peer review, from its single-editor origins at early scientific journals to open (or “crowdsourced”) review in online environments. Through analysis of formative case studies in the history of peer review, when new policies were a matter of debate, this dissertation illustrates how peer review has been shaped and constrained by a surprising array of rhetorical exigencies (technological, literary, and political), and by a wide variety of personal, social, and scientific values.

**Committee:** Professors Christine Neuwirth (Chairperson), Barbara Johnstone, and Andreea Ritivoi

2004      **M.A. Rhetoric**, Carnegie Mellon University

1997      **B.S. Psychology**, University of Wisconsin-Madison

**B.A. English**, University of Wisconsin-Madison

## RESEARCH & TEACHING AREAS

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professional and technical communication	online information design
rhetoric of science and technology	rhetorical genre theory
scholarly publishing in the digital age	crisis communication
argumentation and values	writing in the sciences

## ACADEMIC POSITIONS

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2012      **Assistant Teaching Professor of English**  
Department of English, Carnegie Mellon University

2012      **Director, Undergraduate Professional and Technical Writing**  
Department of English, Carnegie Mellon University

2011-2012      **Special Faculty (Interim Director, Professional and Technical Writing)**  
Department of English, Carnegie Mellon University

## ADMINISTRATIVE SERVICE

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2006-2010      **Assistant Director of Professional & Technical Writing**  
Department of English, Carnegie Mellon University

2004-2005      **Graduate Student Representative to Rhetoric faculty**  
**Member, Rhetoric Faculty Search Committee**  
**Member, PhD Student Admissions Committee**

## PUBLICATIONS

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- Gernsbacher, M. A., Palladino, P., Robertson, R. R. W., & Werner, N. K. (2004). Managing mental representations during narrative comprehension. *Discourse Processes*, 37(2), 145-164.
- Gernsbacher, M. A., Robertson, R. R. W., & Werner, N. K. (2002). The costs and benefits of meaning. In D. S. Gorfein (Ed.), *On the consequences of meaning selection: Perspectives on resolving lexical ambiguity* (pp. 119-137). Washington, DC: APA Books.
- Gernsbacher, M. A., Keysar, B., Robertson, R. R. W., & Werner, N. K. (2001). The role of suppression and enhancement in understanding metaphors. *Journal of Memory and Language*, 45(3), 433-450.

## PRESENTATIONS AT NATIONAL CONFERENCES

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- “Aligning programmatic objectives with industry expectations and student experiences in technical communication.” Co-presented with J. Cirolì, S. Myers, D. Warner, and J. W. Williams. Council for Programs in Technical and Scientific Communication, Harrisonburg, VA, October, 2011.
- “The business of science: Epistemic and non-epistemic values in arguments about blind peer review.” Conference on College Composition and Communication, Atlanta, GA. April, 2011.
- “Conflict and genre knowledge in editorial peer review.” Conference on College Composition and Communication, New Orleans, LA. April, 2008.
- “English 76-270 at CMU-Qatar: Writing in the Professions.” Communication Symposium at Carnegie Mellon University, Pittsburgh, PA. June, 2007.
- “Genre, ideology and values: Analysis of a scientific peer review controversy.” Conference on College Composition and Communication, New York, NY. March, 2007.
- “Cultural assumptions and genre expectations in professional writing: The job application package.” Communication Symposium at Carnegie Mellon University. Pittsburgh, PA. June, 2006.
- “The discursive construction of accountability in an open peer review forum.” National Communication Association, San Antonio, TX. November, 2006.
- “Discourse on method: Arguments about fMRI in cognitive neuroscience.” National Communication Association, San Antonio, TX. November, 2006.
- “News frames and the reporting of a campus controversy: A Critical Discourse Analysis.” Co-presented with C. O. Stewart and D. Baumgardt. National Communication Association, Boston, MA. November, 2005.
- “Scientific dialectic in the public sphere: Analysis of the electronic peer review process.” Rhetoric Society of America, Austin, TX. May, 2004.
- “The role of epideictic rhetoric in shaping science: The case of brain imaging in cognitive science.” Penn State Conference on Rhetoric and Composition, State College, PA. July, 2003.
- “Gist the facts ma’am: Testimony and the limits of memory.” Co-presented with A. Ritivoi. National Communication Association, Miami, FL. November, 2003.
- “Functional magnetic resonance imaging and the mind-body problem: A rhetorical analysis of *Conversations in the Cognitive Neurosciences*.” NCA pre-conference meeting of the American Association for the Rhetoric of Science and Technology, New Orleans, LA. November, 2002.

## OTHER CONFERENCE SERVICE & ACTIVITIES

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- Conference panel moderator: “Can academic-industry relationships succeed for a program committed to social justice?” Council for Programs in Scientific and Technical Communication, Harrisonburg, VA (October, 2011).
- Conference workshop facilitator: “From composition to prof & tech writing: New and traditional methods for teaching professional writing courses,” half-day workshop sponsored by the American Teachers of Technical Writing. Conference on College Composition and Communication, New York (March, 2007).

## TEACHING EXPERIENCE

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### Honors/Awards

- 2008      **Graduate Student Teaching Award**  
Carnegie Mellon University, Dietrich College of Humanities and Social Sciences

### Courses Taught

- Eng 870      **Professional and Technical Writing**  
Core course for MA students in Professional Writing, serves as an introduction to the theory and methods of the discipline. Students refine skills in argument, design, research, usability, style, team-based writing, and rhetorical analysis through a job application package, writing portfolio, technical instructions, science writing, and a research-based client report (**F12, F11**).
- Eng 271      **Introduction to Professional and Technical Writing**  
Core course for undergraduate majors in Professional Writing and Technical Writing & Communication. Pre-requisite for advanced writing courses. Students learn principles of rhetorical analysis, style, argument, document design, and communicating expert knowledge to non-experts through a job application package, proposal, technical instructions, news release, and writing portfolio (**F12, Spr08, Sum07, Spr06, Sum05, Spr05**).
- Eng 887      **Online Information Design**  
Course fulfills research requirement for MA students in Professional Writing. Through a client-based website analysis and redesign project, students learn and practice principles and methods of user-centered design, user testing, and information architecture in online environments (**S12**).
- Eng 270      **Writing for the Professions: Engineering**  
Worked with an Assistant Dean from Carnegie Mellon's College of Engineering to adapt a professional writing service course syllabus for a section of engineering students (**Spr11, F10**).
- Writing for the Professions**  
Professional and technical writing service course. Assignments cover oral and written communication skills, with a strong emphasis on communicating technical knowledge to non-experts (**Spr09, F08, Spr07, F06, Sum06, Sum05, F04, Sum04, Spr04, F03**).
- SAMS        **Seminar in English: The Personal Essay**  
Six-week course in expository writing skills for high school students enrolled in Carnegie Mellon's Summer Academy for Mathematics and Science, or "SAMS" program (**Sum03**).
- Eng 101      **Interpretation and Argument: Scientific Controversies**  
Created a special topics course on contemporary scientific controversies, including political and scientific discourse about stem cell research and human cloning (**Sum03, Spr03, F02, Sum02**).
- Interpretation and Argument**  
Freshman composition course on reading and writing in an academic context (**Spr02, F01**).

### International Teaching Experience

- (India)      **Three-Week Course in Technical Communication, Infosys Technologies, Ltd.**  
Worked with four Carnegie Mellon English faculty to develop and deliver training materials to 30 employees at Infosys, Inc. in Mysore, India. Topics included instructional design and oral, written, visual, and cross-cultural communication (**April 28-May 16, 2008**).

### Guest Lecturer

- "Adapting a professional writing syllabus for engineering students." *History, Theory and Practice of Writing Instruction*, Department of English, Carnegie Mellon University (March, 2011).
- "Grantwriting for non-profit organizations." *Non-Profit Communication: Genres, Methods and Issues*, Department of English, Carnegie Mellon University (November, 2010).
- "Communicating statistics to general audiences." *Perspectives on Statistics and Statistical Pedagogy*, Department of Statistics, Carnegie Mellon University (Fall, 2007).

## GRADUATE COURSEWORK

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**ENG** = English, Carnegie Mellon      **SDS** = Social and Decision Sciences, Carnegie Mellon  
**STA** = Statistics, Carnegie Mellon      **HPS** = History and Philosophy of Science, Univ. of Pittsburgh

<b>Research Methods</b>	Discourse Analysis (Barbara Johnstone, <b>ENG</b> ) Experimental Design for Behavioral and Social Sciences (Howard Seltman, <b>STA</b> ) Research Methods for Rhetorical Study (Barbara Johnstone, <b>ENG</b> ) Words and Numbers (co taught: David Kaufer, <b>ENG</b> and Pantelis Vlachos, <b>STA</b> )
<b>Pedagogy/ Writing</b>	History, Theory, and Practice of Writing Instruction (Karen Schnakenberg, <b>ENG</b> ) Process of Composing (Linda Flower, <b>ENG</b> )
<b>Rhetorical Theory</b>	Argument (Chris Neuwirth, <b>ENG</b> ) Contemporary Rhetorical Theory (Andreea Ritivoi, <b>ENG</b> ) History of Rhetoric (Michael Witmore, <b>ENG</b> ) Language in Public Places (Anne Lorimer, <b>ENG</b> ) Narrative Theory (Andreea Ritivoi, <b>ENG</b> ) Rhetorical Theories of Memory (directed study, Andreea Ritivoi, <b>ENG</b> ) Theories of Language for Rhetorical Study (Paul Hopper, <b>ENG</b> )
<b>Science/ Technology</b>	Complex Technological Systems (David Hounshell, <b>SDS</b> ) Philosophy of Neuroscience (Peter Machamer, <b>HPS</b> ) Rhetoric of Science (Andreea Ritivoi, <b>ENG</b> ) Technology & Values (independent study, Chris Neuwirth, <b>ENG</b> ) Technology & Writing (Chris Neuwirth, <b>ENG</b> )

## PREVIOUS EMPLOYMENT

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- 1997-2001 **Research Specialist**  
Language Comprehension Lab, Department of Psychology, University of Wisconsin-Madison
- 1997-2001 **Editorial Assistant, *Memory & Cognition***
- 1996-1997 **Undergraduate Research Assistant**  
Language Comprehension Lab, Department of Psychology, University of Wisconsin-Madison
- occasional **Freelance Editing, Graphic Design, and Writing Consultant**  
Hagan, S. M. (2007). Visual/verbal collaboration in print: Complementary differences, necessary ties, and an untapped rhetorical opportunity. *Written Communication*, 24, 49-73.  
Shelton, D. M. (2007). A virtual ultrasound system for human factors and accuracy analysis of the Sonic Flashlight. Unpublished doctoral dissertation, Carnegie Mellon, Pittsburgh.  
Kozel, P. (2005). Market sense: Toward a new economics of markets and society. New York: Routledge.  
Hagan, S. (2004). Visual verbal meaning collaboration: A framework for the study of communication design. Unpublished doctoral dissertation, Carnegie Mellon, Pittsburgh.  
Heffelfinger, E. (2004). Black marketers and other bad actors: Narratives of economic citizenship in American film, 1945-1955. Unpublished doctoral dissertation, Carnegie Mellon, Pittsburgh.  
Designed company logo and tradeshow materials for ThreeRivers3D, Inc., an engineering and robotics start-up company in Gibsonia, PA (2007).  
Writing consultant for PhD students in statistics at Carnegie Mellon (Fall 2007-Spring 2008).

## PROFESSIONAL MEMBERSHIPS

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<b>AARST</b>	American Association for the Rhetoric of Science and Technology
<b>ATTW</b>	American Teachers of Technical Writing
<b>CPTSC</b>	Council for Programs in Technical and Scientific Communication
<b>MLA</b>	Modern Language Association
<b>NCTE</b>	National Council of Teachers of English
<b>RSA</b>	Rhetoric Society of America
<b>STC</b>	Society for Technical Communication