Kevin Brock

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Education

Ph.D., Communication, Rhetoric, and Digital Media, 2013
North Carolina State University
Dissertation: *Engaging the Action-Oriented Nature of Computation: Towards a Rhetorical Code Studies* (David M. Rieder, chair)
M.A., English Literature, 2007
North Carolina State University
B.A., English, 2003
East Carolina University

Academic Positions

Associate Professor of Composition and Rhetoric
Department of English Language and Literature, University of South Carolina
August 2019-present
Assistant Professor of Composition and Rhetoric
Department of English Language and Literature, University of South Carolina
August 2013-August 2019
Graduate Teaching Assistant
Department of English, North Carolina State University
August 2004-May 2007, August 2009-May 2013
Lecturer I
Department of English, North Carolina State University
August 2007-June 2009

Publications

Books

Brock, Kevin. *Rhetorical Code Studies: Discovering Arguments in and around Code*, U Michigan Press, 2019. https://doi.org/10.3998/mpub.10019291.
Winner, 2017 UM Press/Sweetland Publication Prize in Digital Rhetoric: advance contract for publication and $5,000

Refereed Articles

Brock, Kevin, Trevor C. Meyer, and Adam S. Lerner. "Persuasion, Procedure, and Planeswalkers: The Protocological Rhetoric of *Magic: The Gathering*." *Kairos: A Journal of Rhetoric, Technology, and Pedagogy*, vol. 24, no. 2. http://kairos.technorhetoric.net/24.2/topoi/brock-et-al/index.html

Brock, Kevin, and Ashley Rose Mehlenbacher. "Rhetorical Genres in Code." *Journal of Technical Writing and Communication*, 2017. doi:10.1177/0047281617726278.

Brock, Kevin, and Dawn Shepherd. "Understanding How Algorithms Work Persuasively Through the Procedural Enthymeme." *Computers and Composition*, vol. 42, 2016, pp. 17-27. doi:10.1016/j.compcom.2016.08.007.

Brock, Kevin. "The 'FizzBuzz' Programming Test: A Case-Based Exploration of Rhetorical Style in Code." *Computational Culture*, vol. 5, 2016.

Brock, Kevin. "Enthymeme as Rhetorical Algorithm." *Present Tense: A Journal of Rhetoric in Society*, vol. 4, no. 1, 2014.

Davis, Matthew, **Kevin Brock**, and Stephen McElroy. "Expanding the Available Means of Composing: Three Sites of Inquiry." *enculturation: A Journal of Rhetoric, Writing, and Culture*, vol. 14, 2012.

Brock, Kevin. "One Hundred Thousand Billion Processes: Oulipian Computation and the Composition of Digital Cybertexts." *Technoculture: An Online Journal of Technology in Society*, vol. 2, 2012.
Reprinted in *Spread: New Underground Exploratory Art + Literature*, vol. 17, 2014.

Refereed Book Chapters

Brock, Kevin. "Treating Code as a Persuasive Argument." *Rhetorical Machines: Past, Present, and Future Conversations in Rhetoric and Computation*, edited by John Jones and Lavinia Hirsu, U Alabama Press, 2019, pp. 69-85.

Brock, Kevin. "Establishing Ethos on Proprietary and Open Source Software Websites." *Online Credibility and Digital Ethos: Evaluating Computer-mediated Communication*, edited by Moe Folk and Shawn Apostel, IGI Global, 2013, pp. 56-76.
Reprinted in *Software Design and Development: Concepts, Methodologies, Tools, and Applications*, edited by Information Resources Management Association, IGI Global, 2014, pp. 915-935.

Invited Contributions

Weisser, Christian, and **Kevin Brock**. "Argumentation, Authority, and Accessibility in Digital Publishing: A Retrospective on Composition Forum." *Composition Studies*, vol. 42, no. 1, 2014, pp. 123-127.

Brock, Kevin, and David M. Rieder. "Kinect-ing Together Writing and Gesture Through Natural User Interfaces." *Itineration: Cross-Disciplinary Studies in Rhetoric, Media, and Culture*, 2013.

Brock, Kevin, and David M. Rieder. "Reading, Writing, and Kinect-ing." *Itineration*, 2013.

Book Reviews

Brock, Kevin. "Review of *Speaking Code: Coding as Aesthetic and Political Expression*." *Itineration*, 2013. Web. 20 May 2013.
Brock, Kevin. "Review: *From A to <A>: Kewords of Markup*." *Kairos: A Journal of Rhetoric, Technology, and Pedagogy*, vol. 16, no. 2, 2012.

Conference Presentations

Brock, Kevin. "Teaching Procedural Rhetoric through the 'Actual Play' Genre." Computers & Writing, Greenville, NC, 15 May 2020. *Conference cancelled due to COVID-19.*
Brock, Kevin. "A Genre Analysis of README." Conference on College Composition and Communication, Milwaukee, WI, 27 Mar. 2020. *Conference cancelled due to COVID-19.*
Brock, Kevin. "How Programmers Write." Research Network Forum, Conference on College Composition and Communication, Pittsburgh, PA, 13 Mar. 2019.
Brock, Kevin. "Software Libraries as Computational Topoi." Computers & Writing, Fairfax, VA, 25 May 2018.
Brock, Kevin. "Can We Trust the Tools? The Rhetorical Work of Collaborative Software Development." Association for the Rhetoric of Science, Technology, and Medicine Preconference for National Communication Association 2017, Dallas, TX, 15 Nov. 2017.
Brock, Kevin. "Treating Code as a Persuasive Argument." Conference on College Composition and Communication, Portland, OR, 16 Mar. 2017.
Brock, Kevin. "The Creative Potential of Composing in Code." Society for Literature, Science, and the Arts, Atlanta, GA, 5 Nov. 2016.
Brock, Kevin. "Reading Hedge-o-Matic's Code Rhetorically." Rhetoric Society of America, Atlanta, GA, 28 May 2016.
Brock, Kevin. "Git as Site for Distributed and Iterative Composition." Conference on College Composition and Communication, Houston, TX, 9 Apr. 2016.
Brock, Kevin and Ashley R. Kelly. "Rhetorical Genres in Code." Indiana Digital Rhetoric Symposium, Indiana University, Bloomington, IN, 10 Apr. 2015. Review of IDRS panel by Andrew Iliadis. Sweetland Digital Rhetoric Collaborative, 28 Apr. 2015.
Brock, Kevin. "Material." Conference on College Composition and Communication, Tampa, FL, 20 Mar. 2015.
Brock, Kevin. "Composing Accessible Code." Computers & Writing, Pullman, WA, 8 Jun. 2014. Brock, Kevin. "Against ~~NCTE~~CCCC's OWI Effective Principle 2 on Technology as Not-Writing." Conference on College Composition & Communication, Indianapolis, IN, 20 Mar. 2014.
Brock, Kevin. "Rhetorical Ontologies of Code." Western States Rhetoric and Literacy Conference. Salt Lake City, UT, 25 Oct. 2013.

Brock, Kevin. "The Public Work of Procedural Pedagogy." Conference on College Composition & Communication, Las Vegas, NV, 14 Mar. 2013.

Brock, Kevin. "Style and Software Development." The 26th Annual Meeting of the Socety for Literature, Science, and the Arts, Milwaukee, WI, 30 Sept. 2012.

Brock, Kevin. "Teaching Programming As Composing (with) New Media." Computers & Writing, Raleigh, NC, 19 May 2012.

Brock, Kevin. "Establishing Ethos in Proprietary and Open Source Software Websites." Annual Convention of the National Communication Association, New Orleans, LA, 18 Nov. 2011. (Finalist, Joanna Ploeger Memorial Award)

Brock, Kevin, and Jennifer Ware. "Tones of Discourse: The Arduino Microprocessor as Translator and Re-signifier." Computers & Writing, Ann Arbor, MI, 21 May 2011.

Brock, Kevin. "One Hundred Thousand Billion Icons: Digital Cybertext and Computational Oulipian Writing." Conference on College Composition and Communication, Atlanta, GA, 9 Apr. 2011.

Rodrigo, Rochelle, Paul Kei Matsuda, Cynthia Selfe, Greg Glau, Jay Dolmage, Kathleen Blake Yancey, Chris Anson, Kati Fargo, **Kevin Brock**, and Lamiyah Bahrainwala. "We Are 113!" Conference on College Composition and Communication, Atlanta, GA, 8 Apr. 2011. (Featured Session)

Brock, Kevin. "Behind the Screen: Cyber-awareness and Perceptions of Paranormal Technology." Resurrection of the Paranormal: Investigating Otherness in 21st Century English Studies Symposium, 6 March 2010, North Carolina State University, Raleigh, NC.

Brock, Kevin. "Open Source Software and the Construction of Online Identities." Carolina Rhetoric Conference, North Carolina State University, Raleigh, NC, 20 Feb. 2010.

Brock, Kevin. "Paul Virilio and the Electronic Zombie Apocalypse." New Voices: Literature and Rhetoric of the Apocalypse, Georgia State University, Atlanta, GA, 22 Oct. 2009.

Invited Talks and Lectures

External

Brock, Kevin. "A Critical Analysis of Technology in The Net." Invited Lecture and Discussion [Skype], ENGL 583: Rhetoric, Procedurality, and Power, Boise State University, Boise, ID, 9 Dec. 2015.

Brock, Kevin. "Physical Computing." Invited Lecture and Workshop, Inter-L&S 102: Writing and Coding, University of Wisconsin Madison. Madison, WI, 18 Nov. 2013.

University of South Carolina

Brock, Kevin. "Wielding Rhetoric for More Effective Science Writing." Invited Lecture, PHARM 712: Pharmaceutical Sciences Graduate Seminar, South Carolina College of Pharmacy, University of South Carolina, Columbia, SC, 1 Feb. 2017.

Brock, Kevin, Erik Doxtader, Greg Forter, and Catherine Keyser. "Journal Review." Invited Faculty Workshop, Project Publish, Department of English Language and Literature, University of South Carolina, Columbia, SC. 3 May 2016.

Brock, Kevin. "Writing in the Sciences." Invited Lecture, Center for Colon Cancer Research Summer Undergraduate Minority Program, University of South Carolina, Columbia, SC, 16 Jun. 2015.

Brock, Kevin. "Software and Code Studies." Invited Lecture, LING 505D: Research Methods in Digital Humanities / ENGL 620: Computer Methods for Humanistic Problems, University of South Carolina, Columbia, SC, 28 Jul. 2014.

Brock, Kevin, Megan Foley, Melody Lehn, and Jennifer Tyburczy. Invited Faculty Workshop/Panel, "Preparing for the Job Market." Carolina Rhetoric Conference, Columbia, SC. 1 Mar. 2014.

Brock, Kevin. "Writing in/for the Sciences." Invited Lecture, PHAR 712: Pharmaceutical Sciences Graduate Seminar, South Carolina College of Pharmacy, University of South Carolina, Columbia, SC, 22 Jan. 2014.

Teaching Experience

University of South Carolina (2013-present)

Undergraduate

ENGL 102: "Rhetoric and Composition"
ENGL 363: "Introduction to Professional Writing"
ENGL 460: "Advanced Writing"
ENGL 462: "Technical Writing"
ENGL 463: "Business Writing"
ENGL 468: "Digital Writing"
SCHC 457: "Rhetoric and Technology"

Graduate

ENGL 692: "The Teaching of Composition in College"
ENGL 790: "Survey of Composition Studies"
ENGL 791: "Introduction to Research on Written Composition"
ENGL 795: "The Teaching of Business and Technical Writing"
ENGL 796/SPCH 790: "Multimodal Composition"
ENGL 890: "Digital Rhetoric"
ENGL 890: "Writing Program Administration Research and Praxis" (Studies in Rhetoric and Composition)

North Carolina State University (2004-2013)

ENG 100: "Introduction to Academic Writing"
ENG 101: "Academic Writing and Research"

ENG 314: "Technical Document Design and Editing"
ENG 317: "Designing Web Communication"
ENG 323: "Writing in the Rhetorical Tradition" (*) TA assisting instructor David M. Rieder
ENG/COM 395: "Code, Computation, and Rhetoric"
IP 295: "Introduction to Humanities Physical Computing" co-taught with David M. Rieder

Awards and Grants

Dr. William Richey Faculty Mentor Award, 2013
        Graduate English Association, University of South Carolina
"Peerpress: A Platform for Transforming Scholarly Conferences"
        $50,000, University of North Carolina Institute for Arts and the Humanities
        Innovation Fund, 2012 (with Daniel Anderson, Ashley Hall, and Jennifer Ware)
"Universal Design for Learning: Rethinking Difference and Access"
        $3,000, NCSU Diversity Mini-Grant, 2011 (with Susan Miller-Cochran)
University Outstanding Teaching Assistant, 2010
        North Carolina State University

Service

Committee

President-Elect, Carolinas Writing Program Administrators, 2019-present
Member, First-Year English Committee, Department of English Language and
        Literature, University of South Carolina, 2020-present
Member, Tenure & Promotion Committee, Department of English Language and
        Literature, University of South Carolina, 2020-present
Member, Web/Publicity Committee, Department of English Language and Literature,
        University of South Carolina, 2014-2020
Member, Undergraduate Committee, Department of English Language and Literature,
        University of South Carolina, 2013-2020
Board Member (At-Large), Carolinas Writing Program Administrators, 2016-2017
Member, Television and Emerging Screen Studies Search Committee, Department of
        English Language and Literature, University of South Carolina, 2014-2015
Member, Composition and Rhetoric Search Committee, Department of English
        Language and Literature, University of South Carolina, 2013-2014
Member (Non-voting), Rhetoric and Composition Search Committee, Department of
        English, North Carolina State University, 2010-2011

Editorial and Technical

Website Editor, *Composition Forum*, 2012-present
Lead Technical Editor, *enculturation*, 2011-present
Drupal Developer and Administrator, Genre Across Borders, 2012-2013

Review and Conference Administration

Ad Hoc Manuscript Reviewer
  Composition Studies
  Computers and Composition
  Disability Studies Quarterly
  enculturation: A Journal of Rhetoric, Writing, and Culture
  Journal of Interactive Technology and Pedagogy
  Kairos: A Journal of Rhetoric, Technology, and Pedagogy
  Philosophy & Rhetoric
  Prompt: A Journal of Academic Writing Assignments
  Scan: Journal of Media Arts Culture
  Technical Communication Quarterly
  Written Communication
Proposal Reviewer, Computers & Writing Conference, 2012, 2015-2020
Proposal Reviewer, Carolinas WPA Meeting in the Middle, 2019
Proceedings Reviewer, Computers & Writing Conference, 2019
Panel Moderator, Conference on College Composition and Communication: "Disaster
  Rhetorics." Pittsburgh, PA, 15 Mar. 2019.
Panel Moderator, North Carolina Symposium on Teaching Writing: "Beyond Written
  Rhetoric: Exploring Alternate Media in the Composition Classroom." Raleigh, NC,
  5 Feb. 2011.
Panel Moderator, Conference on College Composition and Communication: "Revisiting
  the First-Year Curriculum: Genres, Visuals, and Arguments." Louisville, KY, 20
  Mar. 2010.
Panel Moderator, Carolina Rhetoric Conference: "Rhetoric of Sight and Sound."
  Raleigh, NC, 20 Feb. 2010.
Symposium Chair, North Carolina Symposium on Teaching Writing: "Perceptions and
  (mis)Representations: Writing in Secondary and Post-Secondary Classrooms."
  Raleigh, NC, 16-17 Oct. 2009.
Symposium Chair and Founder, North Carolina Symposium on Teaching Writing:
  "Composing Community." Raleigh, NC, 17-18 Oct. 2008.

Dissertations and Theses

Dissertations

In Progress

Schuler Benson, "TBD." Ph.D. in English, University of South Carolina, Fall 2019-
  present (reader)
Megan Busch, "Southern United States English in the Field of Marketing." Ph.D. in
  English, University of South Carolina, Spring 2019-present (chair)

Lily Howard-Hill, "TBD." Ph.D. in English, University of South Carolina, Spring 2019-present (chair)

Lindsey Kim, "Surveillance and Privacy Studies in Rhetoric and Composition." Ph.D. in English, University of South Carolina, Fall 2018-present (chair)

Gareth Rees-White, "Transatlantic Composition." Ph.D. in English, University of South Carolina, Spring 2018-present (reader)

Mary Elizabeth Smith, "TBD." Ph.D. in English, University of South Carolina, Fall 2019-present (chair)

Completed

Gerald Jackson, "Rhetorical Media: A Protocological Examination of Cryptocurrency." Ph.D. in English, University of South Carolina, Spring 2014-Summer 2017 (reader)

Adam Lerner, "Aporetic Rhetoric: The Use of Uncertainty in Healthcare Contexts." Ph.D. in English, University of South Carolina, Fall 2016-Spring 2018 (reader)

Jonathan Maricle, "Risky Business: Case Study Pedagogy in Professional Writing & Communication." Ph.D. in English, University of South Carolina, Fall 2014-Spring 2017 (reader)

M.A. Theses

In Progress

Deva Kellam, "Therapy for Writing." M.A. in English, University of South Carolina, Fall 2019-present (chair)

Completed

Ragan Glover, "The Assessment of Multimodal Composition: A Study of the Methods Being Used at Major Research Universities to Assess Students' Multimodal Work in Composition." M.A. in English, University of South Carolina, Spring 2014-Spring 2015 (chair)

James Jacocks, "Understanding the Best Pedagogical, Writing, and Advocacy Methods for Student Athletes." M.A. in English, University of South Carolina, Fall 2019-Spring 2020 (chair)

Ashley Moore, "Patient Agency, Terministic Screens, and the Role of the Public in the Cases of Karen Ann Quinlan and Terri Schiavo." M.A. in English, University of South Carolina, Spring 2015-Spring 2016 (chair)

Mary Elizabeth Smith, "Song of the Scapegoat: The Tragedy and the Silence of the Political Scapegoat." M.A. in English, University of South Carolina, Fall 2016-Summer 2017 (chair)

Kelly Wheeler, "A New Materialist Examination of the ENGL102 Syllabus and The Everyday Reader as an Extension of Multimodal Values." M.A. in English, University of South Carolina, Fall 2016-Spring 2017 (reader)

Undergraduate Honors Theses

Completed

Adam Groth, "Marketing Unofficial Content in the Table Top RPG Industry." South Carolina Honors College, University of South Carolina, Fall 2018-Spring 2019 (chair)

James Mayson, "The Role of the Player in Role-Playing Games: An Analysis of the Effects Players Can Have on the Way a Story Unfolds in a Tabletop Role-playing Game." South Carolina Honors College, University of South Carolina, Spring 2018-Spring 2019 (chair)

Chelsea Reeser and Brian Hurst, "Quendi: A Tabletop Roleplaying Game in the World of Tolkien's Silmarillion." South Carolina Honors College, University of South Carolina, Fall 2016-Spring 2017 (chair)

Organizational Affiliations

National and International

Conference on College Composition and Communication
Council of Writing Program Administrators
Humanities and Critical Code Studies Lab
National Council of Teachers of English

Regional and Institutional

Carolinas Writing Program Administrators

Facilitated Workshops

Shepherd, Dawn, and **Kevin Brock**. "Processing the Ways We Research, Teach, and Write (with) Digital Information." Computers and Writing, Raleigh, NC, 17 May 2012.

Shepherd, Dawn, **Kevin Brock**, Matthew Davis, Kati Fargo, and Robin Snead. "Cutting/Moving/Singing/Drawing Through the Hype: Writing Actions and Activities in Multimodal Composing." Conference on College Composition and Communication, St. Louis, MO, 21 Mar. 2012.

Brock, Kevin. "Playing in the Technology Sandbox." North Carolina State University, Raleigh, NC. 3 Feb. 2011.

Brock, Kevin. "How Open Source Software Can Benefit the Writing Classroom." North Carolina State University, Raleigh, NC. 14 Oct. 2010.

Miller-Cochran, Susan, Katherine Hagopian, Bridget Cooper, Wanda Lloyd, Kati Fargo, and **Kevin Brock**. "'Assess Thyself…': Adapting Assessment Plans to a Specific

Programmatic Context." Writing Program Assessment: Accountability and Enrichment, Little Switzerland, NC, 21 Sept. 2010.

Miller-Cochran, Susan, Rochelle Rodrigo, Kevin DePew, Anthony Atkins, Colleen Reilly, Kate Hagopian, Dawn Shepherd, Devon Adams, Matthew Davis, and **Kevin Brock**. "Is There a Space in This Class? Designing Effective and Efficient Learning Environments with New Technologies." Conference on College Composition and Communication, Louisville, KY, 17 Mar. 2010.

Media Installations

Brock, Kevin, and David M. Rieder. emBody(text) { [Interactive Microsoft Kinect installation]. University of South Carolina Center for Digital Humanities Open House. Columbia, SC. 18 Sept. 2013. (Source code available at https://github.com/brocktopus/embodytext.)

Rieder, David M., and **Kevin Brock**. emBody(dekaaz) { [Interactive Microsoft Kinect installation]. Conference on College Composition and Communication, St. Louis, MO. 21-23 Mar. 2012.

Rieder, David M., and **Kevin Brock**. emBody(text) { [Interactive Microsoft Kinect installation]. Collaborations: Humanities, Arts, and Technology Festival, Durham, NC. 6-9 Feb. 2012.

Rieder, David M., and **Kevin Brock**. emBody(text) { [Interactive Microsoft Kinect installation]. Contemporary Art Museum, Raleigh, NC. Nov. 2011-Feb. 2012.

References

Available upon request.