

CHRISTOPHER J. WERNECKE

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ABOUT ME

I am a recent Ph.D. graduate from Georgia State University, a diverse R1 institution in Atlanta, Georgia. My peer-reviewed research is featured in the *Howard Journal of Communications*, the *Western Journal of Communication*, and the *Southern Communication Journal*. I am also the recipient of the *Robert Bostrom Young Scholar Award* and the *Carol Winkler Outstanding Teaching Award*. My doctoral dissertation, "Rhetorics of Cancer in America," examined the constitutive functions of multimodal cancer rhetoric in America and critiqued how these rhetorics reinforce the capitalistic foundation of our healthcare system. My additional research interests include: (1) multimodal and digital rhetorics of the American presidency, particularly within presidential museums and other post-presidential contexts, (2) resistance & anti-racist rhetorics in public address and popular culture, and (3) American political discourse.

EDUCATION

Georgia State University May 2023

Ph.D. | Public Communication - Rhetoric & Politics
Dissertation: *Rhetorics of Cancer in America*
Committee Chair: Carol K. Winkler, Ph.D.

Texas State University May 2016

M.A. | Communication Studies - Rhetoric & Politics
Committee: Ann Burnette, Ph.D., Roseann Mandziuk, Ph.D.

DePaul University June 2014

B.A. | Political Science - Media & American Politics

PUBLICATIONS

Wernecke, C. J. (2022). Mythologizing Madiba: Myth, Resistance, and the Globalized Post-Presidency in Barack Obama's Nelson Mandela Lecture Series Address. *Howard Journal of Communications*.

Wernecke, C. J. (2021). "A New Moonshot:" Exploring the Metaphoric Shift in American Cancer Discourse. *Southern Communication Journal*. 86(4): 335-348.

Wernecke, C. J. (2021). Gazing into the Past: Post-Presidential Collective Memory and Political Scopophilia at the Jimmy Carter Presidential Museum. *Western Journal of Communication*. 85(4): 507-526.

PUBLICATIONS (UNDER REVIEW)

Wernecke, C. J. (2023). Life on the Mythic MAGA Frontier: Understanding MAGA Dehumanization Through a "Made-for-Reality-Television" American Frontier Mythology. *Critical Studies in Media Communication*. Revise & Resubmit in Progress.

Wernecke, C. J. & Massignan, V. (2023). "Is this real? Or has this been happening inside my head?" The Wizarding World of Harry Potter as a Constructed Site of (Artificial) Collective Memory, Identity, and Resistance. *Communication & Democracy*. Revised/Resubmitted.

Wernecke, C. J. (2024). "Prayer Warriors Needed!" The Warrior-Priest Archetypal Metaphor in American Cancer & COVID Rhetorics. *Journal of Contemporary Rhetoric*. Manuscript under review for Special Issue entitled *Religious Rhetoric Will Set You Free: The Conceit of Liberation in the Religious Discourse of Contemporary America*.

PUBLICATIONS (IN EDITED VOLUMES)

Wernecke, C. J. & Burnette, A. E. (Exp. 2024). Reifying the Mythos of the Declaration of Independence in American Popular Culture. In M. Stuckey (Ed.), *Deliberating the Declaration*. Penn State University Press. (Chapter Abstract Accepted; Edited Volume Prospectus Accepted).

Dicker, A. & Wernecke, C. J. (2021). Apologia, Argument, and Philosophical Pairs in American Political Discourse. In D. Hample (Ed.), *Local Theories of Argument* (1st ed., pp. 142-149). Routledge.



TEACHING EXPERIENCE

Graduate Lecturer
Georgia State University

Aug 2017 - May 2023

Instructor of Record for:

- SCOM 4800: Communication & Diversity (Capstone Course; Online)
- SCOM 4450: Rhetorical Theory & Criticism
- SCOM 4450: Rhetorical Theory & Criticism (Online)
- SCOM 2050: Media, Culture, and Society
- SCOM 1000: Human Communication
- SCOM 1000: Human Communication (Online)
- JOUR 1000: Introduction to Mass Communication
- JOUR 1000: Introduction to Mass Communication (Online)

Adjunct Instructor
Harper College

Oct 2016 - May 2017

Instructor of Record for:

- SPE 101: Fundamentals of Speech Communication

Graduate Instructor
Texas State University

Aug 2014 - May 2016

Courses Taught:

- COMM 1310: Fundamentals of Human Communication

INSTRUCTIONAL TRAINING & ADMINISTRATIVE EXPERIENCE

Basic Course Administrator
Texas State University

May 2015 - May 2016

Trained Instructors for and Administered:

- COMM 1310: Fundamentals of Human Communication
- I assisted in the development, design, and implementation of the Teaching & Learning Academy training program required for all adjunct faculty and graduate assistants teaching COMM 1310, an NCA recognized "program of excellence."

COURSE DEVELOPMENT EXPERIENCE

SCOM 2050 - Media, Culture, & Society
Georgia State University

Invited by Course Director, Dr. Joe Bellon, to assist in the development of materials for an updated version of the course set to be implemented in Fall 2022 within the Department of Communication and across Georgia State University's satellite campuses. I edited the customized version of the textbook, contributed to the writing of chapter introductions and new chapters altogether (on Fake News, for example), and created new assignments, lecture materials, and in-class activities.

JOUR 1000 - Introduction to Mass Communication
Georgia State University

Invited by Course Director, Dr. Dror Walter, to assist in the development of materials as we began to streamline and centralize the course experience across the Department of Communication and Georgia State University's satellite campuses. This primarily involved transitioning the course online amid the COVID-19 pandemic, but also included the creation of lecture materials, exams, assignments, and additional scholarly content. For example, we assigned one of my popular press articles on Health Communication as a reading and developed lecture materials based upon my research.

TEACHING EFFECTIVENESS

Teaching & Learning Academy
Certified Instructor

Carol Winkler Outstanding Teaching Award

Average Teaching Evaluation Score
Between 4.5 to 4.9/5

Students noted that I "cared about [their] wellbeing not just [their] academic status" and that I was "easily accessible" and made class "very engaging and entertaining" with consistent "positive energy."

Another student wrote that I "always pursued questions and encouraged students to speak up" and contribute to the class discussion without "any negative pressure" to do so.

INTERNATIONAL PEDAGOGY MENTORSHIP

Virtually mentored graduate instructors from Heliopolis University for Sustainable Development in Cairo, Egypt in undergraduate pedagogy.

Virtual bi-monthly sessions focused on student-centered learning, critical pedagogy, and classroom management ranging from the emotional to the administrative, as well as building rapport with peers, supervisors, and students.

CONFERENCE PROCEEDINGS & INVITED PRESENTATIONS

- Schultz, S. & Wernecke, C.J. (November 2023). Manufactured Controversy as Content: Examining the Ideological Rhetoricity of Online Comment Sections. Abstract submitted to the annual **National Communication Association** Conference in National Harbor, Maryland.
- Wernecke, C. J. & Burnette, A.E. (November 2023). Reifying the Mythos of the Declaration of Independence in American Popular Culture. Presentation for panel entitled "Deliberating the Declaration: Democracy and the Declaration of Independence." Panel submitted to the annual **National Communication Association** Conference in National Harbor, Maryland.
- Wernecke, C. J. (April 2023). The Inglorious MTG and the Manufactured Reaction to CRT. Presentation for panel entitled "Free Speech Battles Across the South." Presented at the annual **Southern States Communication Association** Conference in St. Petersburg, Florida.
- Wernecke, C. J. & Massignan, V. (November 2022). "Is this real? Or has this been happening inside my head?" The Wizarding World of Harry Potter as a Constructed Site of (Artificial) Collective Memory, Identity, and Resistance. Paper presented at the annual **National Communication Association** Conference in New Orleans, Louisiana.
- Wernecke, C. J. (May 2022). Constitutive Rhetoric & Negative Identification in Political and Popular Culture Discourses on Cancer. Paper presented at the **20th Biennial Conference of the Rhetoric Society of America** in Baltimore, Maryland.
- Wernecke, C. J. (April 2022). COVID, Cancer, & MTG: Right-Wing Pandemic Rhetorics. Presentation for panel entitled "Contemporary Issues in Freedom of Speech." Panel presented at the annual **Southern States Communication Association** Conference in Greenville, South Carolina. (Withdrew due to illness).
- Wernecke, C.J. (March 2022). "Adding Rhetoric to Your Repertoire of Research Methods." Invited Virtual Presentation for first year medical students in Dr. Christy Ledford and Dr. Folami Powell's MEDI 6300 Introduction to Clinical Research Methods course at Augusta University.
- Wernecke, C. J. (April 2021). Dwight D. Eisenhower, Billy Graham, and the Construction of <Crusade> as an Ideograph in the Cold War. Paper virtually presented to the annual **Southern States Communication Association** Conference in Norfolk, Virginia. (**Top Paper Panel in the American Society for the History of Rhetoric Division**)
- Wernecke, C. J. (April 2021). Declaring War on COVID: The Use of Martial Metaphors in Disease Discourses. Invited Panel Presentation for a virtual panel entitled "Metaphor in the Time of Coronavirus" at the annual **Southern States Communication Association** Conference in Norfolk, Virginia.
- Wernecke, C. J. (March 2021). The 2024 Republican Contenders: What Are They Saying Now? Roundtable Panel. Presented virtually at the annual **Eastern Communication Association Conference** in Cambridge, Massachusetts.
- Wernecke, C. J. (April 2020). "A New Moonshot:" Exploring the Metaphoric Shift in American Cancer Discourse. An earlier version of this paper was presented at the annual **Southern States Communication Association** Conference in Frisco, Texas. (Conference cancelled due to the COVID-19 Pandemic).
- Wernecke, C. J. (November 2019). Mythologizing Madiba: Myth, Resistance, and the Globalized Post-Presidency in Barack Obama's Nelson Mandela Lecture Series Address. An earlier version of this paper was presented at the annual **National Communication Association** Conference in Baltimore, Maryland.
- Dicker, A. & Wernecke, C. J. (August 2019). Apologia, Argument, and Philosophical Pairs in American Political Discourse. An earlier version of this paper was presented at the biennial **NCA/AFA Argumentation Conference** in Alta, Utah.
- Wernecke, C. J. (April 2019). "Prayer Warriors Needed!" The Warrior-Priest Archetypal Metaphor in American Cancer & COVID Rhetorics. An earlier version of this paper was presented (under a different title) at the annual **Southern States Communication Association** Conference in Montgomery, Alabama. (**Robert Bostrom Young Scholar Award Winner**)
- Wernecke, C. J. (April 2019). Death by Gaslight: Defining Political Gaslighting in the Context of the Trump Administration's Family Separation Policy. Paper presented at the annual **Southern States Communication Association** Conference in Montgomery, Alabama.
- Wernecke, C. J. (November 2018) Gazing into the Past: Post-Presidential Collective Memory and Political Scopophilia at the Jimmy Carter Presidential Museum. An earlier version of this paper was presented at the annual **National Communication Association** Conference in Salt Lake City, Utah.

SERVICE

- Chair – American Society for the History of Rhetoric – SSCA
- Peer Reviewer for NCA, SSCA, RSA, and the UHC Undergraduate Conference
- Respondent & Panel Chair – SSCA, RSA, and the UHC Undergraduate Conference
- Public Address Division Member – NCA & SSCA
- Political Communication Division Member – NCA & SSCA
- Health Communication Division Member – NCA
- Past President – Communication Studies Graduate Association – Georgia State University

POSITION REFERENCES

Carol Winkler, Ph.D.

Dissertation Advisor

cwinkler@gsu.edu
404-304-1312

Steven Beebe, Ph.D.

NCA Past President

sb03@txstate.edu
512-644-3647

Sean Horan, Ph.D.

Department Chair

seanmhoran@gmail.com
512-665-4232

PROFESSIONAL REFERENCES

Roseann Mandziuk, Ph.D.

NCA Past President

rm07@txstate.edu
512-245-3136

Michael Burns, Ph.D.

Former Basic Course Director

mburns@txstate.edu
740-632-7991

Maureen Keeley, Ph.D.

Former Graduate Director

maureen.keeley@txstate.edu
512-657-7261

