

# CHRISTOPHER J. WERNECKE

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I am currently a Postdoctoral Researcher with the Translational Health Research Center at Texas State University. My peer-reviewed research is featured in ***Critical Studies in Media Communication*** (forthcoming), ***Communication and Democracy***, the ***Journal of Contemporary Rhetoric*** (forthcoming), the ***Howard Journal of Communications***, the ***Western Journal of Communication***, and the ***Southern Communication Journal***.

## ABOUT ME

Since its publication online in April 2023, my dissertation, *Rhetorics of Cancer in America*, has garnered more than 2,000 downloads from 34 countries around the world.

I am the recipient of the *Robert Bostrom Young Scholar Award* and the *Carol Winkler Outstanding Teaching Award*.

## PUBLICATIONS

Wernecke, C. J. (2023). Priming "American Carnage:" Reality Television and Donald J. Trump. ***Critical Studies in Media Communication***. In Press.

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***. 57(2): 230-251.

Wernecke, C. J. (2023/24). "Prayer Warriors Needed!" The Warrior-Priest Archetypal Metaphor in American Cancer & COVID Rhetorics. ***Journal of Contemporary Rhetoric***. Manuscript accepted for special issue: *Religious Rhetoric Will Set You Free: The Conceit of Liberation in the Religious Discourse of Contemporary America*.

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***. 34(2): 132-150.

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.

## 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 (FORTHCOMING - 2024)

Horan, S. M., Crow, E. S., Cobb, T. L., & Wernecke, C. J. (2024). *Connecting Communication Theory and Practice: From Classroom to Boardroom*. Kendall Hunt Publishing.

Wernecke, C. J. & Burnette, A. E. (2024). "That Was the First Time in History That Anyone Bothered to Write That Down": Mythologizing the Declaration of Independence in *The West Wing*. In M. Stuckey (Ed.), *Deliberating the Declaration*. Pennsylvania State University Press.

Wernecke, C. J. (2024). (Re)visiting the Jimmy Carter Presidential Museum: The Identificatory Force of Political Scopophilia. In M. A. L'Heureux and K. D. Silva (Eds.), *Imagining Presidential Legacies: Critical Perspectives on Presidential Libraries and Museums*. University Press of Kansas.



## 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

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- Wernecke, C. J. (May 2024). The Constitutive Materiality of American Cancer Culture's Iconic Objects. Paper accepted to the **21st Biennial Conference of the Rhetoric Society of America** in Denver, Colorado.
- Wernecke, C. J. (April 2024). Ideographs in Nebula: Understanding the (Reactionary) Rhetorical Foundation of DEI Bans in Higher Education. Abstract submitted for panel entitled "(Ex)communicating (Un)belonging: Exploring Recent Threats to Free Speech in the South." Panel accepted to the annual **Southern States Communication Association** Conference in Frisco, Texas.
- Wernecke, C. J. (March 2024). The Constitutive Consequences of Cancered Bodies. Poster presented at the Translational Health Research Center at Texas State University's annual **Health Scholar Showcase** in San Marcos, Texas.
- Wernecke, C. J. & Burnette, A.E. (November 2023). "That Was the First Time in History That Anyone Bothered to Write That Down": Mythologizing the Declaration of Independence in *The West Wing*. Presentation for panel previewing forthcoming Penn State University volume entitled "Deliberating the Declaration: Democracy and the Declaration of Independence." Panel presented at 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

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- Peer-Reviewer for *Critical Studies in Media Communication* and the *International Journal of Communication*
- 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
- Member: Public Address, Political Communication, Health Communication, Freedom of Speech Divisions - NCA & SSCA
- Past President - Communication Studies Graduate Association - Georgia State University

## POSITION REFERENCES

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**Carol Winkler, Ph.D.**

Dissertation Advisor - Georgia State University

cwinkler@gsu.edu  
404-304-1312

**Lois Agnew, Ph.D.**

Associate Provost - Syracuse University

lpagnew@syr.edu  
315-443-1728

**Sean Horan, Ph.D.**

Department Chair - Fairfield University

seanmhoran@gmail.com  
512-665-4232

## PROFESSIONAL REFERENCES

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**Steven Beebe, Ph.D.**

NCA Past President

sb03@txstate.edu  
512-644-3647

**Michael Burns, Ph.D.**

Former Basic Course Director

michael.burns-4@colorado.edu  
740-632-7991

**Maureen Keeley, Ph.D.**

Former Graduate Director

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

