

# 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 Rieder, chair)

M.A., English Literature, 2007

North Carolina State University

B.A., English, 2003

East Carolina University

## Academic Positions

Assistant Professor of Composition and Rhetoric, Department of English Language and Literature  
University of South Carolina, August 2013-present

Graduate Teaching Assistant, Department of English  
North Carolina State University, August 2009-May 2013

Lecturer I, Department of English  
North Carolina State University, August 2007-June 2009

Graduate Teaching Assistant, Department of English  
North Carolina State University, August 2004-May 2007

## Publications

### Refereed Articles

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.

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*, vol. 2, 2012.

**Reprinted** in *Spread: New Underground Exploratory Art + Literature*, vol. 17, 2014.

## Book Chapters

- 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: Cross-Disciplinary Studies in Rhetoric, Media, and Culture*, 2013. Web. 20 May 2013.
- Brock, Kevin. "[Review: \*From A to <A>: Keywords of Markup\*](#)." *Kairos: A Journal of Rhetoric, Technology, and Pedagogy*, vol. 16, no. 2, 2012.

## Conference Presentations

- 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 NCTECCCC'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 Society 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.
- Brock, Kevin. "Behind the Screen: Cyber-awareness and Perceptions of Paranormal Technology." Resurrection of the Paranormal: Investigating Otherness in 21st Century English Studies Symposium, Raleigh, NC, 6 Mar. 2010.
- Brock, Kevin. "Open Source Software and the Construction of Electronic Identities." Carolina Rhetoric Conference, Raleigh, NC, 20 Feb. 2010.
- Brock, Kevin. "Paul Virilio and the Electronic Zombie Apocalypse." New Voices Symposium, 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. "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)

ENGL 102: "Rhetoric and Composition"  
ENGL 460: "Advanced Writing"  
ENGL 462: "Technical Writing"  
ENGL 463: "Business Writing"  
ENGL 468: "Digital Writing"  
SCHC 457: "Rhetoric and Technology"  
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" (Special Topics in the Teaching of English)

## 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 Rieder*  
ENG/COM 395: "Code, Computation, and Rhetoric (Special Topics in Rhetoric and Digital Media)"  
IP 295: "Introduction to Humanities Physical Computing" *co-taught with David 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

Board Member (At-Large), Carolinas Writing Program Administrators, 2016-present  
Member, Television and Emerging Screen Studies Search Committee, Department of English  
Language and Literature, University of South Carolina, 2014-2015  
Member, Web/Publicity Committee, Department of English Language and Literature, University of  
South Carolina, 2014-2017  
Member, Undergraduate Committee, Department of English Language and Literature, University  
of South Carolina, 2013-2017  
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

Drupal Developer and Administrator, *Genre Across Borders*, 2012-2013

Technical Editor, *Enculturation*, 2011-present

## Conference Administration and Review

Proposal Reviewer, Computers & Writing Conference, 2016

Proposal Reviewer, Computers & Writing Conference, 2015

Proposal Reviewer, Computers & Writing Conference, 2012

Panel Moderator, North Carolina Symposium on Teaching Writing: "Beyond Written Rhetoric: Exploring Alternate Media in the Composition Classroom." Raleigh, NC, Feb. 5, 2011.

Panel Moderator, Conference on College Composition and Communication: "Revisiting the First-Year Curriculum: Genres, Visuals, and Arguments." Louisville, KY, Mar. 20, 2010.

Panel Moderator, Carolina Rhetoric Conference: "Rhetoric of Sight and Sound." Raleigh, NC, Feb. 20, 2010.

Symposium Chair, North Carolina Symposium on Teaching Writing: "Perceptions and (mis)Representations: Writing in Secondary and Post-Secondary Classrooms." Raleigh, NC, Oct. 16-17, 2009.

Symposium Chair and Founder, North Carolina Symposium on Teaching Writing: "Composing Community." Raleigh, NC, Oct. 17-18, 2008.

## Dissertations and Theses

### Dissertations

Adam Lerner, "Pharmaceutical Rhetorics." Ph.D. in English, University of South Carolina, Fall 2016-present (reader)

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

Cindy Thompson, "[To Be Determined]." M.A. in English, University of South Carolina, Fall 2016-present (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)

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)

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)

### Undergraduate Honors Theses

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

# Organizational Affiliations

## National and International

Association of Teachers of Technical Writing  
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, May 17, 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, Mar. 21, 2012.

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

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

"'Assess Thyself...': Adapting Assessment Plans to a Specific Programmatic Context."  
Susan Miller-Cochran, Katherine Hagopian, Bridget Cooper, Wanda Lloyd, Kati Fargo, and **Kevin Brock**. Writing Program Assessment: Accountability and Enrichment, Little Switzerland, NC, Sept. 21, 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, Mar. 17, 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](#).)

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.