

MARCY L. GALBREATH, Ph.D.

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Research websites: Samsulahistory.net & Ag-news.net

EDUCATION

PhD, Texts and Technology. University of Central Florida, Orlando, Florida. 2014.

Dissertation: Tractors and Genres: Knowledge-Making and Identity Formation in an Agricultural Community.

Committee: J. Blake Scott, Ph.D., Director; Patrick M. Murphy, Ph.D.; Angela Rounsaville, Ph.D.; Connie L. Lester, Ph.D.

MA, English, Literary, Cultural, and Textual Studies. University of Central Florida, Orlando, Florida. 2010.

Thesis: (Un)Natural Bodies, Endangered Species, and Embodied Others in Margaret Atwood's *Oryx And Crake*.

Committee: Patrick M. Murphy, Ph.D., Chair; James Campbell, Ph.D.; Kathleen Oliver, Ph.D.

BA, Majors in English and Fine Arts, Minor in Art History, magna cum laude, Flagler College, St. Augustine, Florida. 1993.

AA, Fine Arts. Daytona Beach Community College, Daytona Beach, Florida. 1990.

ACADEMIC APPOINTMENTS & TEACHING EXPERIENCE

Academic Appointments

Department of Writing and Rhetoric, University of Central Florida, Orlando, Florida

Lecturer and Undergraduate Advisor

Fall/2015 - Current

Instructor

Fall/2014 – Spring/2015

Graduate Teaching Associate

Fall/2009; Fall/2010 – Spring/2014

Adjunct

Summer A [six-week]/2013

Facilitator, Next Generation Learning Challenge

Summer/2011

Department of English, University of Central Florida, Orlando, Florida

Graduate Teaching Assistant

Spring/2010

Teaching Experience

ENC 1101, Freshman Composition I: This first-year writing course introduces students to composition theory and practices, with a focus on rhetorical reading and writing skills. Objectives for this course include improved critical thinking processes, increased understanding of rhetorical reading and writing processes, development and use of research practices, and increased writing confidence.

ENC 1102, Freshman Composition II: This first-year writing course acquaints students with inquiry-based academic research processes, library research, and argumentation in scholarly contexts. Objectives for this course include identifying the rhetorical situation in different writings, ability to recognize and enter academic conversations, and increased skills in summarizing and synthesizing related scholarly works.

ENC1101H, Honors Freshman Composition I: Honors-level content introducing students to rhetorical and composition theory, with a focus on critical thinking. Students apply concepts such as Aristotelean appeals, rhetorical situation, genre theory, and discourse community through writing and multimodal presentations.

ENC1102H, Honors Freshman Composition II: Honors-level writing course that introduces students to inquiry-based research processes, library research, and scholarly argument. Students conduct research on a writing- or literacy-related topic of their own choice, culminating in a presentation of their findings at semester end.

ENC 3375, Rhetoric of Pop Culture, Rhetoric of Food: Students explore the rhetorical aspects of food in American culture to understand various food discourses as rhetorical communications. Objectives include applying key ideas of popular culture theory to food rhetoric, analyzing different food-related artifacts and evaluating food communications as cultural constructs, and creating analytical tools to help others understand food rhetoric in pop culture.

ENC 3455, Writing about Science and Technology: Students explore the forms of writing that take place in science and technology communications to better understand the multiple purposes, audiences, genres, and constraints writers in these situations encounter. Objectives include considering the rhetorical purpose of research reports, review articles, and grant proposals, and understanding how these genres are translated to the public sphere.

ENC 3502, Researching Writing and Literacy: Students explore how writing is conducted in writing disciplines, and examine the work of some seminal researchers in writing and literacy contexts. Following their own lines of inquiry over the course of the semester, they develop a research proposal based on a writing or literacy-related query. Objectives include understanding key methodologies in qualitative research, and understanding the ethical implications of human-subject research in these fields.

RESEARCH INTERESTS

Environmental and agricultural rhetoric, including food discourses; rhetorical genre theory; digital humanities and archival research; and the role of language, texts, and digital technologies in constructing human-nature relationships.

PUBLICATIONS

Peer-Reviewed

"Researching Genres in Agricultural Communities: The Role of the Farm Record Book." Co-authored with Amy L. Giroux. *Current Research in Digital History* vol. 1, no. 1, (forthcoming fall 2018).

"Sponsors of Agricultural Literacies: Intersections of Institutional and Local Knowledge in a Farming Community." *Community Literacy Journal* vol. 10 no. 1, Special Issue, Community Food Literacies, Fall 2015.

Mauer, Barry Jason, John Venecek, Amy Larner Giroux, Patricia Carlton, Marcy Galbreath, and Valerie Kasper. "Teaching the Repulsive Memorial." *Pedagogies of Public Memory: Teaching Writing and Rhetoric at Museums, Archives, and Memorials*, pp. 171-84, edited by Laurie Grobman and Jane Greer, Routledge, 2015.

Non-Juried

"Online Curation: Sharing Local History." *The Florida Genealogist* vol. 38 no. 1/141, 2015, pp. 6-17. *Flsgs.org*. Web.

CONFERENCE PRESENTATIONS, WORKSHOPS, INVITED PRESENTATIONS & RESEARCH TALKS

Conference Presentations

"Crossing Borders, Building Walls: Early 20th Century America's Emotional Responses to Immigrant Farm Workers." Co-presentation with Amy L. Giroux. 2018 Agricultural History Society Conference, St. Petersburg, FL. May 2018.

"Researching Genres in Agricultural Communities: The Role of the Farm Record Book." Co-presentation with Amy L. Giroux. Current Research in Digital History 2018 Conference, Arlington, VA. March 2018.

"The Paper Lens and Dominant Roots: Exploring the Hegemony of Agricultural Modernization through *Historical Agricultural News*." Co-presentation with Amy L. Giroux. 2017 HASTAC Conference, Orlando, FL. November 2017.

"Tracing Agricultural Identity Formation with *Historical Agricultural News*: The Role of Legislative Genres." Co-presentation with Amy L. Giroux. 2017 Agricultural History Society Conference, Grand Rapids, MI. June 2017.

"Harvesting *Historical Agricultural News*: A Tool for Sifting Big Data in *Chronicling America*." ProQuest/Librarians Day, *Tools That Build and Enhance Today's Family History*. Co-presentation with

Amy L. Giroux. National Genealogical Society 2017 Family History Conference, Raleigh, NC. May 2017.

"Reading Rhetorical Artifacts in Florida History: Researching an Agricultural Community with Everyday Genres." *The Florida Community*. 2015 Florida College English Association Conference. Tampa, FL. October 2015.

"Contextualizing Participatory History: The Role of Online Portals in Constructing a Hybrid Community Archive." *Culture, Texts, and Technology*. South Atlantic Modern Language Association Conference, Atlanta, GA. November 2013.

"Frail Gifts: A Monument to the Oil Economy." *Ebbing Memories and Abject Sacrifice: The Deepwater Horizon Disaster*. 2013 Florida College English Association Conference, Ybor City, FL. October 2013.

"Frail Gifts: A Monument to the Oil Economy." *Memory and Representation VI: Deepwater Horizon Carousel of Possibilities: Memory, Myth, and Memorial*. 2013 Popular Culture Association Annual Conference, Washington, D.C. March 2013.

"Contextualizing Participatory History: The Role of Online Portals in Constructing a Hybrid Community Archive." *Consuming Objects: 2013 UCF English Symposium*. Orlando, FL. March 2013.

"Tractors and Genres: Exploring Environmental Perspectives through Cultural Historical Activity Theory." *Ecocriticism: Transpacific Dialogue Conference*, Orlando, FL. February 2013.

"Engaging Students with Asynchronous Forums: Reaching Academic Goals through Social Media." *Re-Imagining Subjects: Inaugural English Symposium at UCF, University of Central Florida*, Orlando, FL. April 2012.

"Real American Food Memex: An Associative Approach to the Hamburger." *Food and Culture: Identity, Gender, and Food Marketing*. Southwest Texas Popular Culture and American Culture Conference, Albuquerque, NM. February 2012.

"A Consuming Read: the Ethics of Food in Margaret Atwood's *Oryx and Crake*." *Sustainability in Speculative Fiction*. Humanities and Sustainability Conference, Florida Gulf Coast University, Fort Myers, FL. October 2010.

"Genomic Bodies: Un-Natural Selection, Extinction, and the Posthuman in Atwood's *Oryx and Crake*." *Zoontotechnology Conference*, Cardiff University, Wales, UK. May 2010.

Workshops

"Adaptation: Digital Humanities Grant Challenges in Changing Times." Co-facilitated with Amy L. Giroux. Workshop session, THATCamp, University of Central Florida, Orlando, FL. February 2017.

“Bottom-Up Composition Assessment: From Structured Conversations to Mindful Assessment.” Department of Writing and Rhetoric Workshop co-moderated with Scott Launier, Amy Barnickel, Melissa Ringfield, and Nick Gardiakos. February 2017.

“To Share or Not to Share: That is the Question.” Co-moderated with Amy Giroux. Workshop session, THATCamp University of Florida, Gainesville, FL. April 2016.

“Using Omeka: DAR and the Samsula Historical Archive.” Co-moderated with Mark Kamrath. Workshop session, THATCamp, University of Florida, Gainesville, FL. April 2015.

“Exploring Primary Research Methods for ENC 1102.” Department of Writing and Rhetoric Workshop, co-moderated with Kevin Roozen and Mary Tripp. February 2014.

“Visualizing Time & Place in Google Earth.” Co-moderated with Amy Giroux. Workshop session, THATCamp, University of Florida, Gainesville, FL. April 2014.

Invited Presentations & Research Talks

“*Historical Agricultural News*.” Chronicling America Data Challenge. Co-presentation with Amy Giroux and Nathan Giroux. National Digital Newspaper Program Annual Meeting. Washington D.C. September 2016.

“Using Omeka to Build a Community History: The Samsula Historical Archive.” Presentation, ENG6939 Digital Archives Course, University of Central Florida, Orlando, FL. October 2015.

“Tractors and Genres: Rhetorical Ecologies through CHAT.” Department of Writing and Rhetoric Research Colloquium, University of Central Florida, Orlando, FL. October 2013.

“Real American Food Memex: An Associative Approach to the Hamburger,” Tuesday Ecocritical Lecture Series II, University of Central Florida, Orlando, FL. March 2012.

“Carousel of Possibilities: An Electronic Monument to the Gulf Oil Spill.” Co-authored with Patricia Carlton, Amy Giroux, and Valerie Kasper. Graduate Research Forum, University of Central Florida. March 2011.

PROFESSIONAL SERVICE

Florida College English Association, *Florida Studies* Co-Editor, 2016-2018.

HASTAC 2017, *The Possible Worlds of Digital Humanities*, Consultant, Marketing Advisory Board, graphic art and web design.

University of Central Florida

College of Arts & Humanities Journals Taskforce, 2018

Department of Writing and Rhetoric:

Co-editor, *Convergence/Rhetoric: A Journal of Undergraduate Research in Writing & Rhetoric and the Digital Humanities*, 2016-2018.

Undergraduate Curriculum Committee, 2017-2018.

Writing & Rhetoric Upper-Division Symposium "Crossing Boundaries: Listening, Writing, & Rhetorical Action," Planning Committee, Spring 2017.

Knights Write Showcase Poster Presentations Sub-Committee Chair, 2017-2018; 2016-2017; 2015-2016.

Peer-to-Peer Observation Group, Spring 2017.

Bottom-Up Composition Assessment Committee Working Group, 2015-2017.

Upper-division Program Assessment, Spring 2016.

Writing & Rhetoric Upper-Division Symposium "Digital Activism," Planning Committee, Spring 2016.

"Excavating Digital Artifacts: Finding Contemporary Research Topics from the Archives," Panel Chair and Organizer, Writing & Rhetoric Symposium "Digital Activism," Spring 2016.

Faculty Search Committee, Fall 2015-Spring 2016.

Comp Community Chronicle, Co-Editor, 2014-2016; Design Editor, 2009-2014.

Writing & Rhetoric Upper-Division Symposium "Engaging Your Worlds," Planning Committee, Spring 2015.

First-Year Composition Portfolio Assessment, 2013-2018; 2011.

Pilot Peer Observation Program, Fall 2014.

HONORS, AFFILIATIONS, & SKILLS

Academic Honors & Scholarships

NEH *Chronicling America* Historic Newspapers Data Challenge, Second Place for *Historical Agricultural News* (ag-news.net) project. Co-created with Amy Giroux and Nathan Giroux. July 2016.

UCF College of Arts & Humanities 2014-2015 Award for Outstanding Dissertation.

UCF College of Arts & Humanities Graduate Dean's Fellowship, 2010-2013.

American Association of University Women (AAUW) Scholarship, New Smyrna Beach, FL Chapter, 2010.

Professional Development

Faculty Development, Non-Tenure-Earning Research Group, 2017-2018

Faculty Development, Non-Tenure-Earning Faculty, 2016-2017

Credentialed UCF Online/Blended Teaching Faculty, IDL6543 Certified, 2016; ADL5000 Certified, 2011.

UCF Summer Faculty Development Conference. May 9-12, 2016. FCTL. Track/Cohort: Active Learning. Title: "Listening to Ourselves: Using Mindful Assessment and Structured Conversations to Facilitate Active Learning."

Preparing Tomorrow's Faculty Program, UCF Faculty Center for Teaching and Learning, 2013.

Professional Affiliations

National Council of Teachers of English (NCTE)

Florida College English Association (FCEA)

Community Service Affiliations

Florida-Colombia Partners of the Americas, DeLand, FL Chapter, Webmaster, 2013-2018.

Samsula Woman's Club, Scholarship Committee, 2018; Recording Secretary, 2015; Auditing Committee, 2014; President, 2005-2007; Member, 2000-present.

Digital Skills

MS Word, Excel, Powerpoint, and Publisher; Adobe Illustrator, Photoshop, and InDesign; Audacity; Wordpress; Omeka; HTML and CSS.

CORPORATE EMPLOYMENT

Momentive Performance Materials, New Smyrna Beach, Florida

Marketing Channel Manager 2007-2009

Roles included: Managing marketing team for private label programs; designing marketing communications materials including technical data, product information and other sales support materials, and coordinated line packaging.

GE Sealants & Adhesives, New Smyrna Beach, Florida

Marketing Channel Manager 2000-2006

Roles included: Directing graphics team in coordinating packaging and collaterals development for various private label programs; participating in e-commerce transition program.

Lighthouse Products, New Smyrna Beach, Florida

Marketing Manager, Customer Service Representative 1995-2000

Roles included: Managing graphics department, print shop, and sales support staff; designing sales support materials, presentations, and communications materials.

REFERENCES

Rudy McDaniel, Ph.D.
Director, School of Visual Arts and Design
College of Arts and Humanities, University of Central Florida
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