

Kevin Brock

Department of English Language and Literature | (803) 576-6002 (office)
Humanities Office Building | kevin@brockoleur.com
University of South Carolina | <http://www.brockoleur.com>
Columbia, SC 29208

Education

Ph.D., Communication, Rhetoric, and Digital Media, 2013
North Carolina State University
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 Instructor, 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 Instructor, Department of English
North Carolina State University, August 2004-May 2007

Publications

Refereed Articles

Brock, Kevin. "The 'FizzBuzz' Programming Test: A Case-Based Exploration of Rhetorical Style in Code." *Computational Culture* (Forthcoming).
Brock, Kevin, and Dawn Shepherd. "Understanding How Algorithms Work Persuasively Through the Procedural Enthymeme." *Computers and Composition* (Forthcoming).
Brock, Kevin. "[Enthymeme as Rhetorical Algorithm](#)." *Present Tense: A Journal of Rhetoric in Society* 4.1 (2014). Web. 29 Sept. 2015.
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* 14 (2012). Web. 29 Sept. 2015.
Brock, Kevin. "[One Hundred Thousand Billion Processes: Oulipian Computation and the Composition of Digital Cybertexts](#)." *Technoculture* 2 (2012). Web. 6 Oct. 2012.
[Reprinted in Spread 17](#) (2014). Web. 29 Sept. 2015.

Book Chapters

Brock, Kevin. "Establishing *Ethos* on Proprietary and Open Source Software Websites." *Online Credibility and Digital Ethos: Evaluating Computer-mediated Communication*. Eds. Moe Folk and Shawn Apostel. Hershey, PA: IGI Global, 2013. 56-76. Print.

Invited Contributions

- Weisser, Christian and **Kevin Brock**. "Argumentation, Authority, and Accessibility in Digital Publishing: A Retrospective on *Composition Forum*." *Composition Studies* 42.1 (2014): 123-127. Print.
- 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). Web. 29 Sept. 2015.
- Brock, Kevin and David M. Rieder. "[Reading, Writing, and Kinect-ing](#)." *Itineration: Cross-Disciplinary Studies in Rhetoric, Media, and Culture* (2013). Web. 29 Sept. 2015.

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. 29 Sept. 2015.
- Brock, Kevin. "[Review: From A to <A>: Keywords of Markup](#)." *Kairos: A Journal of Rhetoric, Technology, and Pedagogy* 16.2 (2012). Web. 29 Sept. 2015.

Conference Presentations

- Brock, Kevin and Ashley R. Kelly. "Rhetorical Genres in Code." Indiana Digital Rhetoric Symposium, Bloomington, IN. 10 Apr. 2015.
- Brock, Kevin. "Material." Conference on College Composition & Communication, Tampa, FL. 20 Mar. 2015.
- Brock, Kevin. "Composing Accessible Code." Computers & Writing, Pullman, WA. 8 June 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. 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

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

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

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 790: "Survey of Composition Studies"

ENGL 795: "The Teaching of Business and Technical Writing"

ENGL 796/SPCH 790: "Multimodal Composition" (Special Topics in the Teaching of English)

SCHC 457: "Rhetoric and Technology"

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/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

Editorial and Technical

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

Conference Administration and Review

Proposal Reviewer, Computers & Writing Conference, 2012, 2015, 2016
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.

Organizational Administration

Board member, Carolinas Writing Program Administrators, 2016-present

University and College

Panel judge, Humanities and Social Sciences, University of South Carolina Undergraduate Research Discovery Day, 24 April 2015

Departmental and Programmatic

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, 2014-2015
Member, Composition and Rhetoric Search Committee, Department of English Language and Literature, University of South Carolina, 2013-2014
Member, Undergraduate Committee, Department of English Language and Literature, University of South Carolina, 2013-2015
Member (Non-voting), Rhetoric and Composition Search Committee, Department of English North Carolina State University, 2010-2011
Treasurer, Communication, Rhetoric, and Digital Media Student Association, North Carolina State University, 2011

Dissertations and Theses

Dissertations

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

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

Theses

Moore, Ashley. "Rhetoric, Death, and the Body." M.A. in English, University of South Carolina, 2015-present (director)

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, 2014-2015 (director)

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
Rhetoric Society of America

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.

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.