

CHRISTOPHER B. BERG

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EDUCATION

Ph.D. - Communication, Rhetoric, & Digital Media	<i>North Carolina State University</i>	In Progress
Dissertation: <i>Politics in an Age of Spectacle: Rhetoric and Political Websites</i>		
M.A. - English Literature & Theory	<i>North Carolina State University</i>	2005
B.A. - English	<i>The University of Charleston (WV)</i>	2002

PROFESSIONAL POSITIONS

Editorial Assistant - *Rhetoric Society Quarterly* 2007-Present
Editor: Carolyn R. Miller [crmill@ncsu.edu]

Responsibilities: Blind and format manuscripts for publication, copyedit final manuscripts, create author guidelines and update journal style sheet, correspond with authors concerning manuscript progress and concerns

Graduate Teaching Assistant - *English Dept., NC State University* 2005-Present
Courses Taught (w/ description)

ENG 101 - *Academic Writing & Research* - Four hour course involving intensive instruction in academic writing and research; basic principles of rhetoric and strategies for academic inquiry and argument; critical reading, including the generative and responsible use of print and electronic sources for academic research.

ENG 317 - *Designing Web Communication* - Basics of layout, design, and composition of web-based communication. Students learn to analyze audiences and their uses of information in order to plan, compose, and critically evaluate websites. Students acquire skill with HTML, screen design, and multimedia and apply those skills to the composition of a variety of web texts.

ENG 323 - *Writing In The Rhetorical Tradition* - A writing course based on the study of rhetoric. Readings on the principles of invention, arrangement, and style; analysis of written texts; writing of persuasive texts for a variety of audiences and purposes.

Graduate Consultant - *Campus Writing and Speaking Program, NC State University* 2005-06
Director: Chris M. Anson, Ph.D. [chris_anson@ncsu.edu]

The CWSP works with faculty to develop students' writing and speaking abilities and help them incorporate writing and speaking into the classroom as tools not only for teaching and learning, but also for practical, career-oriented development. Our program is among a very few across the nation in our class of institution with this sort of goal. The Campus Writing and Speaking Program is centrally funded and supports undergraduate programs in ten colleges of NC State University.

Responsibilities:

- ◆ Organize, plan, and facilitate the biweekly faculty seminar sessions, assisting participants in developing course activities to support the development of practical writing and speaking abilities in students.

- ◆ Introduce each biweekly session of the faculty seminar with up-to-date research regarding the theme.
- ◆ Organize, plan, and publicize campus wide events such as workshops, discussion lunches, and poster sessions using print and web media.
- ◆ Develop CWSP promotional material, including a brochure, fliers, and web resources with the goal of informing and attracting participant faculty from across a range of disciplines.
- ◆ Maintain the CWSP website and an archive of research materials useful for developing practical writing and speaking activities in a broad spectrum of academic disciplines.

Production Clerk - Pinpoint Direct Mail, Dunbar, WV

1999-2002

President: Joy Pack [Ph. 304-768-6990]

Responsibilities:

- ◆ Maintain contact with clients in order to process and print direct mail statements, fliers, and letters using mail databases.
- ◆ Discuss parameters and other requirements for new statements, fliers, and letters for new clients, including local credit unions, hospitals, physician groups, shops, and politicians
- ◆ When necessary, assist in packing and mailing printed statements, fliers, and letters

PEER-REVIEWED PUBLICATIONS

"Writing Degree Binary: An Argument for Interscription" - Accepted for publication by the *Journal of Technical Writing & Communication* - Forthcoming in 2009 (MS available).

CONFERENCE PRESENTATIONS

- ◆ Roundtable Co-Leader (w/ Carolyn Miller): "Emerging Genres & Composition." Conference on College Composition and Communication. 2 Apr. 2007, New Orleans, LA.
- ◆ "Approaching the Visual Rhetoric of Digital Political Parody." Presented at the Convention of the Southern States Communication Association. 30 Mar. 2007, Louisville, KY.
- ◆ "The Writer as Remixer: An Argument for the Interscriptor." Presented at the Conference on College Composition and Communication. 23 Mar. 2007, New York, NY.

PROFESSIONAL ENGAGEMENT

- ◆ Reviewer for *Information, Communication, & Society* (2007-present)
- ◆ Invited Presentation: "The Writing Classroom Meets Web 2.0: Using Blogs and Wikis for Writing Instruction," delivered to the NC State University First Year Writing Program faculty. 14 March 2007.
- ◆ Library Representative, NC State English Department 2006-07
- ◆ Compiled program handbook for Ph.D. program in Communication, Rhetoric, & Digital Media (NC State University)

CREATIVE ENGAGEMENT

- ◆ "Spring on Sixth," Cover Photograph (Selected by Editor), *Free Verse: A Journal of Contemporary Poetry & Poetics*, Iss. 15 (Winter 2008).
- ◆ Designer & Editor for Culture-Cast.org (2006-2007)

PROFESSIONAL ASSOCIATIONS

- ◆ 2008 National Communication Association
- ◆ 2007-present - Southern States Communication Association
- ◆ 2006-present - Modern Language Association (MLA)
- ◆ 2006-present - National Council of Teachers of English (NCTE)
- ◆ 2006-present - Conference on College Composition and Communication (CCCC)

REFERENCES

- ◆ Chris M. Anson, Professor of English and Director, Campus Writing & Speaking Program
Email - chris_anson@ncsu.edu, Ph - 919.513.4080, Fax - 919.515.6071
- ◆ Kenneth S. Zagacki, Professor and Chair, Dept. of Communication
Email - kszagack@ncsu.edu, Ph. - 919.515.9748, Fax - 919.515.9456
- ◆ Jason Swarts, Associate Professor of English, Assoc. Director, CRDM Ph.D. Program
Email - jswarts@ncsu.edu, Ph. - 919.515.4115

Additional references available on request.

ADDITIONAL SKILLS AND EXPERIENCES

Communication Technology:

- ◆ Expert with HTML, XHTML, CSS, XML, & FTP protocols
- ◆ Expert with various RSS/XML-based protocols (news feeds, iTunes podcasts, mp3 podcasts, screencasts)
- ◆ Familiar with Joomla, Nucleus, and other Content Management Systems
- ◆ Cross-platform expertise for Macintosh & PC environments

Software:

- ◆ Adobe Creative Suite - Dreamweaver, Photoshop, InDesign, Illustrator, Fireworks and Acrobat Pro
- ◆ Microsoft Office
- ◆ Apple's iWork suite - Pages, Numbers, Keynote
- ◆ Various audiovisual editing and conversion software and protocols

Multimedia Development:

- ◆ Designed the logo, menu, and branding for Espeto Stix Cafe in Tampa, FL.
- ◆ Designed the online handbook for the doctoral program in Communication, Rhetoric, and Digital Media at NC State University.
- ◆ Website and graphic design for RKBristow.com, a hospitality industry consultant active in south Florida
- ◆ Website and graphic design for Culture-Cast.org from 2006 to early 2008, a nonprofit alternative media site providing commentary and review on politics, current events, and independent art, literature, and music.
- ◆ Podcast producer and editor for Culture-Cast.org from 2006 to early 2008.

RELEVANT GRADUATE COURSEWORK

See transcript for a complete listing of coursework.

- ◆ **COM 514 - Theories and Applications of Rhetoric** - Research and response to classical rhetorical theories in order to develop expert methods of evaluating and responding to a range of audiences with well developed persuasive written and oral discourse.
- ◆ **COM 516 - Rhetorical Criticism: Theory and Practice** - Development, achievements, limitation of major critical methods in the 20th century; Criticism of political discourse, institutional discourse, discourses of law, medicine, religion, education, science, the media. Relations between rhetorical and literary criticism and other forms of cultural analysis.
- ◆ **COM 598D - Visual Rhetoric** - Develop an understanding of concepts and methods used to analyze and interpret visual images and artifacts, and demonstrate an expertise in the rhetorical strategies employed in various primarily visual forms of communication including photography, visual art, advertising, and public commemorative activities.
- ◆ **COM 810 - Political Communication** - a doctoral directed research course focusing on the range and effects of political communication from various media entities, political figures, and citizen groups in American culture.
- ◆ **ENG 508 - Usability Studies for Technical Communication** - In-depth study and application of usability principles, development of usability tests to find and repair potential consumer problems in the use of websites, technical manuals, and other documents.
- ◆ **ENG 669 - Archival Research Methods**
- ◆ **ENG 798 - Statistical Analysis of Verbal Data** - Offers advanced researchers a stepwise approach for studying interactive verbal data that come from a variety of sources, including interviews, meetings, instant message transcripts, emails, recordings, notes, and others.
- ◆ **CRD 702 - Rhetoric Digital Media** - Advanced course in theory, analysis, and application of persuasive methods in digital environments.
- ◆ **CRD 703 - Communication in a Networked Society** - Intensive study of theories, histories, and practices of networked communication. Emergence, development, acceptance, and dissolution of a variety of networks organized around information and communication technologies. Survey of network theory and methods for studying networks, networked communication practices, and their effects on issues such as identity, labor, organization, power, etc. Research/applications project developed in consultation with the instructor.
- ◆ **CRD 790 - Interdisciplinary Issues in Digital Media** - A seminar examining problems and issues of interdisciplinary inquiry in the context of digital media. Synthesis of research and scholarship from multiple disciplinary perspectives as it applies to issues in communication, rhetoric, and digital media. Emphasis on developing collaborative research projects drawing on multiple disciplinary perspectives.