Jake Cowan, Ph.D.

Assistant Professor of Business Communication

Department of Marketing & Communications

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EDUCATION

Ph.D. Candidate, English (Concentration Rhetoric), The University of Texas at Austin
Dissertation: "The Instance of the Post in the Digital Unconscious: Rhetorical Subjects after Posthumanism" (Director: Dr. Diane D. Davis), 2020

M.A., Philosophy of Religion and Literature, The University of Chicago, 2011

B.A., Religious Studies, St. Edward's University, 2009

ACADEMIC APPOINTMENTS

Assistant Professor of Business Communication, Department of Marketing & Communications, Saint Mary's College of California, 2020–Present

Assistant Instructor, Department of Rhetoric and Writing, the University of Texas at Austin, 2013–2020

Research Assistant, Divinity School, the University of Chicago, 2010–2011

Teaching Assistant, Department of Religious and Theological Studies, St. Edward's University, 2008–2009

PUBLICATIONS

JOURNAL ARTICLES

"Autobituary: The Life and/as Death of David Bowie & the Specters from Mourning." *Miranda* 17 (2018). https://journals.openedition.org/miranda/13374.

"Freudian Typos, Rhetorical Parapraxis, and the Psychopathology of Digital Life." *enculturation* (2019). http://enculturation.net/freudian_typos.

BOOK CHAPTERS

"Topology and Psychoanalysis: Rhe-torically Restructuring the Subject." In *Topologies as Techniques for a Post-Critical Rhetoric*, edited by Lynda Walsh and Casey Boyle. Palgrave Macmillan, 2017.

"Typographic Nationalism and the Banal Uniformity of Imagined Communities." In *Type Matters: The Rhetoricity of Letterforms*, edited by C.S. Wyatt and Dànielle Nicole DeVoss. Parlor Press, 2018.

BOOK REVIEWS

Review of *Dark Ecology: For a Logic of Future Coexistence*, by Timothy Morton. *E3W Review of Books* 18 (2018).

Review of *The Culture of Connectivity: A Critical History of Social Media*, by José van Dijck. *E3W Review of Books* 15 (2015).

CONFERENCE PRESENTATIONS

"There Goes the Digital Neighborhood: Lacan, Rhetoric, and the Trouble with the Other." Paper accepted for presentation at the 19th Biennial Conference of the Rhetoric Society of America in Portland, Oregon. May 2020. Conference subsequently canceled due to COVID–19 pandemic.

"Trashy Rhetoric: Embracing Waste in a Post-Ecological Culture." Paper accepted for presentation at the 19th Biennial Conference of the Rhetoric Society of America in Portland, Oregon. May 2020. Conference subsequently canceled due to COVID–19 pandemic.

"Believing is Easy with *Eyes Wide Shut*: Kubrick and Conspiratorial Rhetoric." Paper presented at Behind *Eyes Wide Shut*: A Symposium at the University of Arts London in conjunction with the Kubrick Archives. December 16–17, 2019.

"Towards a Pedagogy of Separation: Fake News and True Rhetoric." Paper presented at LACKiii: Psychoanalysis and Separation at Clark University in Worcester, Massachusetts. May 9–11, 2019.

"Dark Media Ecology." Paper presented at the 2019 Margins Conference, sponsored by the English Department at Clemson University. March 8, 2019.

"Ambient Time and the Anachronism of Anticipation." Paper presented at the 18th Biennial Conference of the Rhetoric Society of America in Minneapolis, Minnesota. May 30–June 3, 2018.

"Beyond the Galaxy & Through the Babbage Black Hole." Paper presented at the Book History & Digital Humanities conference, held by Center for the History of Print & Digital Culture at the University of Wisconsin-Madison. September 22–23, 2017.

"I, Phone: Subjects on the Line." Paper presented at the Extra-Human conference, hosted by the Comparative Literature department at the University of Texas at Austin. September 24, 2016.

"The Medium Always Arrives: Unconscious Extensions of Digital Technology." Paper presented at the 131st MLA Annual Convention in Austin, Texas. January 7–10, 2016.

"The Rhetorical Enigma: Turing, Tropes, and Technê." Paper presented at the (dis)junctions: Strange Bedfellows conference, hosted by the English department at the University of California, Riverside. November 2–3, 2015.

"Getting Down to This Sick Tweet: Race, Pop Music, and Social Media." Paper presented at the 14th Annual Sequels Symposium, sponsored by E3W at the University of Texas at Austin. April 9–10, 2015.

"Home Screens: Database, Nostalgia, and Metaphor in Digital Subjectivity." Paper presented at the Home/Sickness conference, held by the American Studies department at the University of Texas at Austin. April 2–3, 2015.

"Jakobson's Latter @phasia: Language Disturbances in the Digital Age." Paper presented at the Concussions, Commotions, and Other Aesthetic Disorders conference, hosted by the English department at the University of Chicago. November 20–21, 2014.

"The Dialectic of the Director and the Automaton of the Auteur in Kubrick's *AI*." Paper presented at the Reconceptualizing Narrative: Structures, Systems, Boundaries conference, held by the English department at Rice University, Houston, Texas. September 5–6, 2014.

"Text as Texts: Translating and Trimming Ulysses into Twitterature." Paper presented at the What We Read: Materiality, Narrative, Text conference, hosted by the Comparative Literature department at the University of Texas at Austin. October 11, 2013.

"Nabokov's Virtual Authority: European Exclusion, Intrusion, & Allusion." Paper presented at the Exile On Main Street: Fascism, Emigration, & the European Imagination in America conference, held jointly by the English and Art History departments at the University of Chicago. November 10, 2011.

"Between Two Deaths: Virtual Dante and Allegorical Tasso." Paper presented at the Posthuman & Nonhuman in Italian Culture conference, hosted by the Romance Languages and Literatures Department at the University of Chicago. May 14, 2011.

INVITED PRESENTATIONS

"All You Need Is Love: Music Theory with Rhetorical Theory." Guested Lecturer, RHE 309K: Rhetoric of the Sixties. February 2019.

"Cursed Ideas & Curse Words in the Classroom." Invited Speaker, E 398T: Supervised Teaching in English. The University of Texas at Austin. October 2018.

"Sound Design Principles with Digital Technologies." Invited Speaker, Digital Field Methods Institute. The University of Texas at Austin. July 2018.

"Rethinking Rhetorical Controversies using Infographics." Invited Speaker, E 398T: Supervised Teaching in English. The University of Texas at Austin. November 2017.

"Digital Research Methods and Invention." Guest Lecturer, INF 383H: Introduction to Digital Humanities. The University of Texas at Austin. October 2017.

"Using Bootstrap to Design Dynamic Websites." Invited Speaker, RHE 309K: Rhetoric and Digital Life. The University of Texas at Austin. April 2017.

"Course Design and Professionalization." Invited Speaker, E 398T: Supervised Teaching in English. The University of Texas at Austin. November 2014.

"Research Methods and Lexicographical Controversies." Guest Lecturer, RHE 306: Rhetoric and Writing. The University of Texas at Austin. March 2014.

"Season 2, Episode 1: Frightening." Guest Speaker, Zeugma: A Rhe/Tech Podcast. The Digital Writing & Research Lab, the University of Texas at Austin. October 2013

WORKSHOPS

"Web Development and Digital Publishing in the Classroom." The Digital Writing & Research Lab, the University of Texas at Austin. March 2018.

"Captioning Videos for Accessibility." The Digital Writing & Research Lab, the University of Texas at Austin. October 2017.

"Import, Edit, Mix, Publish: Harder, Better, Faster, Stronger." The Digital Writing & Research Lab, the University of Texas at Austin. September 2017.

"Scripting and Storyboarding for Instructional Videos." The Digital Writing & Research Lab, the University of Texas at Austin. September 2017.

"Scholarly Publishing in a Digital Environs." The Digital Writing & Research Lab, the University of Texas at Austin. April 2017.

"Online Social Networking for Beginning Academics." The Digital Writing & Research Lab, the University of Texas at Austin. March 2017.

"Visualizing Research, Digitalizing Data." The Digital Writing & Research Lab, the University of Texas at Austin. February 2017.

"Coding Twitterbots for a Composition Classroom." The Digital Writing & Research Lab, the University of Texas at Austin. January 2017.

"Remediating Literature with Slide Decks." The Digital Writing & Research Lab, the University of Texas at Austin. November 2016.

"Editing Sound and Vision in the Classroom." The Digital Writing & Research Lab, the University of Texas at Austin. October 2016.

"Building Responsive Professional Websites." The Digital Writing & Research Lab, the University of Texas at Austin. September 2016.

COURSES TAUGHT

BUSAD 127: Business Communications. Fall 2020. Saint Mary's College of California.

RHE 306: Rhetoric and Writing. Fall 2013/Spring 2014. The University of Texas at Austin.

RHE 309K: Arguing the Digital Divide. Summer 2014/Fall 2014/Spring 2015/Fall 2018/Spring 2019. The University of Texas at Austin.

UNIVERSITY LEADERSHIP AND SERVICE

Assistant Director. Digital Writing and Research Lab, the University of Texas at Austin. 2016–2018.

Co-President. Rhetoric Society of America, University of Texas at Austin Chapter. 2015–2017.

Co-President. Eunoia Society, Department of Rhetoric and Writing with the Department of
Communication Studies, the University of Texas at Austin. 2015–2017.

OnRamps Assessment Team. The Department of Rhetoric and Writing, the University of Texas at Austin.
2015–2016.

Project Member. Digital Archiving: The Object, Digital Writing and Research Lab (DWRL), the
University of Texas at Austin. 2016.

Project Member. Multimodal Writing: Typography, DWRL, the University of Texas at Austin. 2015.

Project Leader. Excitable Media, DWRL, the University of Texas at Austin. 2014–2015.

First-Year Forum Committee. The Department of Rhetoric and Writing, the University of Texas at Austin.
2013–2014.

Project Member. Zeugma: A Rhe/Tech Podcast, DWRL, the University of Texas at Austin. 2013–2014.

GRANTS, AWARDS, AND HONORS

James L. Kinneavy Prize for Scholarship in Rhetoric and Composition. For the article, "The Constitutive
Rhetoric of Digital Nationalism: Imagined Communities After the Internet." 2018.

Flash Fellowship. Digital Writing and Research Lab, the University of Texas at Austin. 2018.

Graduate Student Professional Development Award. Digital Writing and Research Lab, the University of
Texas at Austin. 2014/2016/2017/2018.

Research Grant. The University of Chicago. 2011.

Foreign Language and Area Studies Fellowship. The University of Chicago. 2010.

Goethe-Zertifikat B2. Goethe-Institute. 2008.

TECHNOLOGICAL PROFICIENCIES

Web Development: HTML5, CSS, Wordpress, Bootstrap, Drupal 7
Video: Adobe Premiere, iMovie
Audio: Pro Tools, GarageBand, Audacity, Adobe Audition, Reason
Images: Adobe Photoshop, Lightroom, Pixlr, InDesign
Courseware: PBWorks, Canvas, Blackboard
Presentational: Piktochart, Prezi, PowerPoint, Keynote
Instruments: Bass, Cello, Piano, Guitar