

**SAMANTHA SENDA-COOK**  
**CURRICULUM VITAE**

Department of Communication Studies  
Creighton University  
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**EDUCATION**

- Ph.D.*** University of Utah, 2010, Communication  
Academic Areas: rhetoric, environmental communication  
Dissertation: “Rugged Practices: Embodying Authenticity in Outdoor Recreation”  
Dissertation Committee: Danielle Endres (chair), Helene Shugart, Julia Corbett, Joy Pierce, and Marc Hall.
- M.A.*** Colorado State University, 2006, Communication Studies  
Academic Areas: rhetoric, women’s studies  
Thesis: “The Powerful Pill: A Critical Analysis of Birth Control Advertising and Implications for Feminist Agency in U.S. America”  
Thesis Committee: Karrin Vasby Anderson (chair), Kirsten Broadfoot, and Alex Bernasek.
- Master’s Certificate*** Colorado State University, 2006, Women’s Studies
- B.A.*** Shippensburg University, 2003, Communication and Journalism  
Academic Areas: Electronic Media, English

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**PROFESSIONAL EXPERIENCE**

- Assistant Professor, Department of Communication Studies, Creighton University, 2011-present  
Affiliated Faculty, Environmental Science, Creighton University, 2012-present
- Visiting Professor, Department of Communication Studies, University of Nebraska-Lincoln,  
Summer 2014
- Temporary Instructor, Department of Languages, Philosophy, and Speech Communication, Utah  
State University, 2010-2011
- Graduate Teaching Fellow, Department of Communication, University of Utah, 2006-2010  
Graduate Teaching Assistant, Department of Communication Studies, Colorado State University,  
2004-2006

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**HONORS & AWARDS**

**Visiting Professor**, Department of Communication Studies, University of Nebraska-Lincoln, Summer 2014

**B. Aubrey Fisher Award** (best article published in the *Western Journal of Communication* in 2011), for Michael Middleton, **Samantha Senda-Cook**, & Danielle Endres, “Articulating Rhetorical Field Methods,” *Western Journal of Communication* 75, no. 4 (2011): 386-406, awarded February 2012

**Top Four Student Papers in the Rhetorical Theory Division**, for **Samantha Senda-Cook**, “See[ing] the Available Means of Persuasion’: A Shift to Rhetorical Practices.” National Communication Association Conference, Chicago, November, 2009.

## PUBLICATIONS

### *Journal Articles*

Danielle Endres, **Samantha Senda-Cook**, and Brian Cozen, “Not Just a Place to Park Your Car: PARK(ing) as Spatial Argument,” *Argumentation and Advocacy*, 50 (2014): 121-140.

**\*\*Lead Article\*\***

George F. McHendry, Jr., Michael Middleton, Danielle Endres, **Samantha Senda-Cook**, & Megan O’Byrne, “Rhetorical Critic(ism)’s Body: Affect and Fieldwork on a Plane of Immanence,” *Southern Journal of Communication*, 79, no. 4 (2014): 293-310.

**Samantha Senda-Cook**, “Materializing Tensions: How Maps and Trails Mediate Nature,” *Environmental Communication* 7, no. 3 (2013): 355-371.

**Samantha Senda-Cook**, “Experiential Degradation: It’s Not Just the Environment that’s in Danger,” *Communication Currents* 7, no. 3 (2012). Available at <http://www.natcom.org/CommCurrentsArticle.aspx?id=2441>.

**Samantha Senda-Cook**, “Rugged Practices: Embodying Authenticity in Outdoor Recreation,” *Quarterly Journal of Speech* 98, no. 2 (2012): 129-152.

**\*\*Lead Article\*\***

Danielle Endres & **Samantha Senda-Cook**, “Location Matters: The Rhetoric of Place in Protest,” *Quarterly Journal of Speech* 97, no. 3 (2011): 257-282.

**\*\*Lead Article\*\***

**\*\*September 2013 – listed in the latest Routledge “trends in CommStudies” and was the third most downloaded *QJS* article\*\***

Michael Middleton, **Samantha Senda-Cook**, & Danielle Endres, “Articulating Rhetorical Field Methods: Challenges & Tensions,” *Western Journal of Communication* 75, no. 4 (2011): 386-406.

**\*\*Awarded the 2011 B. Aubrey Fisher Award for outstanding article in the *Western Journal of Communication\*\****

**Samantha Senda-Cook**, “Postfeminist Double Binds: How Six Contemporary Films Perpetuate the Myth of the Incomplete Woman,” *Rocky Mountain Communication Review* 6, no. 2 (2009): 18-28. Available at <http://www.rmcr.utah.edu/>.

**Samantha Senda-Cook**, “*Fahrenheit 9/11*’s Purpose-Driven Agents: A Multipentadic Approach to Political Entertainment,” *KB Journal* 4, no. 2 (2008). Available at <http://www.kbjournal.org/>.

### *Book Chapters*

**Samantha Senda-Cook**, Michael Middleton, and Danielle Endres, “Interrogating the ‘Field,’” in *Text + Field*, ed. by Sara L. McKinnon, Robert Glenn Howard, Karma R. Chávez, and Robert Asen, accepted June, 2014.

**Samantha Senda-Cook**, Michael Middleton, and Danielle Endres, “Rhetorical Cartographies: (Counter)Mapping Urban Spaces,” in *Places of Persuasion*, ed. by Candice Rai and Caroline Gottschalk Druschke, accepted May 2014.

**Samantha Senda-Cook**, “Practicing Rhetoric,” in *Rhetorical Criticism: Purpose, Practice, and Pedagogy*, ed. by Jim Kuypers (Lexington Books), 2014.  
\*\*Invited\*\*

**Samantha Senda-Cook** & Danielle Endres, “A Place of One’s Own,” in *Environmental Rhetoric: Ecologies of Place*, ed. by Peter Goggin (London: Routledge, 2013), 143-154.

**Samantha Senda-Cook**, “Chapter Interlude: Interview with Adele Bealer, Co-Organizer of Salt Lake City Gathering of the Waters SIU Event,” in *Social Movement to address Climate Change: Local Steps for Global Action*, ed. by Danielle Endres, Leah Sprain, and Tarla Rai Peterson (Amherst, NY: Cambria Press, 2009), 147-151.

Danielle Endres, **Samantha Senda-Cook**, Deborah Callister, Autumn Garrison, & Julie Schutten, “Step What Up?: The Rhetorical Framing of Salt Lake City’s Step It Up Events,” in *Social Movement to address Climate Change: Local Steps for Global Action*, ed. by Danielle Endres, Leah Sprain, and Tarla Rai Peterson (Amherst, NY: Cambria Press, 2009), 117-146.

### ***Book Review***

**Samantha Senda-Cook**, “Book Review: *Ecofeminism and Rhetoric: Critical Perspectives on Sex, Technology, and Discourse*,” *Women & Language* 35, no. 1 (2012): 143-144.

### ***Peer-Reviewed Conference Proceeding***

Danielle Endres & **Samantha Senda-Cook**, “Place in Protest: An Analysis of Place-Based Argument, Protest, and Climate,” in S. Jacobs et al. (Eds.), *Concerning Argument*. (Washington D.C: National Communication Association, 2007).

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## CONFERENCES

### ***Competitively Selected Presentations***

**Samantha Senda-Cook** & George F. McHendry, Jr., “Embodying Resistance: De Certeau and Bourdieu ground Rhetoric’s Materiality,” National Communication Association Conference, Chicago, November 19-24, 2014.

**Samantha Senda-Cook**, “Connecting Rhetoric and Qualitative Methods: Ethnography, Enactment, and Embodiment,” National Communication Association Conference, Washington, D.C. November, 2013.

**Samantha Senda-Cook**, Michael Middleton, & Danielle Endres, “Interrogating the Field,” selected as part of a pre-conference at National Communication Association Conference, Washington, D.C. November, 2013.

**Samantha Senda-Cook**, “Making Do and Masculinity,” Conference on Communication and the Environment, Uppsala, Sweden, June 2013.

- Samantha Senda-Cook** & Jay Leichter, “Social Movement as Social Media Practice,” Conference on Communication and the Environment, Uppsala, Sweden, June 2013.
- Samantha Senda-Cook** & Danielle Endres, “A Place of One’s Own,” National Communication Association Conference, Orlando, November 2012.
- Danielle Endres, **Samantha Senda-Cook**, & Brian Cozen, “Not Just a Place to Park Your Car: PARK(ing) Day as Reconstruction and Remediation of Place in Protest,” National Communication Association Conference, Orlando, November 2012.
- Michael Middleton, **Samantha Senda-Cook**, & Danielle Endres, “Assessing the Material, Embodied, and Everyday Discourses of Rhetorical Communities,” Western States Communication Association Convention, Albuquerque, New Mexico, February 2012.
- George F. McHendry, Jr., Michael Middleton, **Samantha Senda-Cook**, Danielle Endres, & Megan O’Byrne, “Transactional Rhetorical Field Methods,” Western States Communication Association Convention, Albuquerque, New Mexico, February 2012.
- Samantha Senda-Cook**, “Making Nature Meaningful,” National Communication Association Conference, San Francisco, November 2010.
- Michael Middleton, **Samantha Senda-Cook**, & Danielle Endres, “Articulating Rhetorical Field Methods: Challenges & Tensions,” National Communication Association Conference, San Francisco, November 2010.
- Samantha Senda-Cook**, “Appropriating Resistance? Constructions of Resistance and Making Do in Outdoor Recreation Catalogues,” National Communication Association Conference, San Francisco, November 2010.
- Samantha Senda-Cook**, “‘See[ing] the Available Means of Persuasion’: A Shift to Rhetorical Practices,” National Communication Association Conference, Chicago, November, 2009.  
\*\*Presented on the Top Student Papers in Rhetorical Theory panel\*\*
- Samantha Senda-Cook**, “Politics on the Trail: A Rhetorical Critique of Hidden Canyon Trail in Zion National Park,” Conference on Communication and the Environment, Portland, Maine, June 2009.
- Samantha Senda-Cook**, “Authentic Representations: *On the Loose* and Neorealism,” Western States Communication Association Convention, Mesa, Arizona, February 2009.
- Samantha Senda-Cook**, “Buying an Environmentalist Identity: A Critique of the Rhetoric of Outdoor Recreation Clothing,” Western States Communication Association Convention, Mesa, Arizona, February 2009.
- Samantha Senda-Cook**, “Rugged Performances: Outdoor Recreationalists at Lake City Outfitters,” Western States Communication Association Convention, Mesa, Arizona, February 2009.
- Samantha Senda-Cook**, “Modernizing the Double Bind: How Six Contemporary Films Perpetuate the Myth of the Incomplete Woman,” National Communication Association Conference, Chicago, November, 2007.
- Danielle Endres & **Samantha Senda-Cook**, “Place in Protest: An Analysis of Place-Based Argument, Protest, and Climate,” Fifteenth NCA/AFA Conference on Argumentation, Alta, UT, August 2-5, 2007.
- Samantha Senda-Cook**, “Buying our Bodies and Selling our Liberation: Examining Postfeminist Advertising with the Priestly and Bardic Voices,” National Communication Association Conference, San Antonio, Texas, November, 2006.

**Samantha Senda-Cook**, “Public Conceptions of Birth Control: An Examination of Planned Parenthood Discourse,” Rocky Mountain Communication Association Conference, Greeley, Colorado, April 8, 2006.

**Samantha Senda-Cook**, “Zooming within George W. Bush’s Environmental Rhetoric,” Western States Communication Association Convention, Palm Springs, California, February 18-21, 2006.

**Samantha Senda-Cook**, “Michael Moore’s Mind: A Pentadic Exposé of *Fahrenheit 9/11*,” Western States Communication Association Convention, Palm Springs, California, February 18-21, 2006.

**Samantha Senda-Cook**, “Selling Women a Natural Body: A Rhetorical Examination of Menstrual Product Advertising,” Western States Communication Association Convention, Palm Springs, California, February 18-21, 2006.

### ***Respondent***

Scholar to Scholar: Constructing a Communicative World, National Communication Association Conference, Chicago, November 19-24, 2014.

Rhetorical and Communication Theory Division, National Communication Association Conference, Chicago, November 19-24, 2014.

Environmental Communication Division, Western States Communication Association Conference, Anaheim, CA, February 15-18, 2014.

Environmental Communication Division, National Communication Association Conference, Washington, D.C., November 15-18, 2013.

Environmental Communication Division, National Communication Association Conference, Orlando, November 15-18, 2012.

### ***Chair***

Environmental Communication Division, National Communication Association Conference, Chicago, November 19-24, 2014.

Environmental Communication Division, Western States Communication Association Convention, Anaheim, February 15-18, 2014.

Environmental Communication Division, National Communication Association Conference, Washington, D.C., November 15-18, 2013.

Environmental Communication Division, National Communication Association Conference, Orlando, November 15-18, 2012.

Rhetorical and Communication Theory Division, National Communication Association Conference, Orlando, November 15-18, 2012.

Women's Studies Division, Western States Communication Association Convention, Palm Springs, California, February 18-21, 2006.

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## **INVITED TALKS**

### ***Off Campus***

“Tactical Urbanism,” Bemis Center for Contemporary Arts, July 16, 2014.

“Activating Place: The Changing Nature of Social Movements and Place as Rhetoric,” University of Nebraska-Lincoln, March 14, 2014.

“Rugged Practices: Embodying Authenticity in Outdoor Recreation,” Zion National Park, June 25, 2010.

### ***On Campus***

“Activating Place: The Changing Nature of Social Movements and Place as Rhetoric,” Creighton University Communication Studies Department’s Colloquium, February 24, 2014.

“Not Just a Place to Park Your Car: PARK(ing) Day as Reconstruction and Remediation of Place in Protest,” Creighton University Environmental Science Program’s Senior Seminar, August 30, 2012.

“Not Just a Place to Park Your Car: PARK(ing) Day as Reconstruction and Remediation of Place in Protest,” Creighton University Communication Studies Department’s Colloquium, March 21, 2012.

“Modernizing the Double Bind: How Six Contemporary Films Perpetuate the Myth of the Incomplete Woman,” University of Utah Communication Department’s Graduate Student Colloquium, November 9, 2007.

“From Euphemisms to the Dreaded Aisle in the Supermarket,” Colorado State University Office of Women’s Programs and Studies Women at Noon, March 8, 2006.

“Public Conceptions of Birth Control: An Examination of Planned Parenthood Discourse,” Colorado State University Speech Communication Department’s Graduate Student Colloquium, November 11, 2005.

“No Shave November”: An informal discussion of gender socialization, public representations of bodies, and the question of shaving with undergraduate students, Colorado State University Office of Women’s Programs and Studies, November 1, 2005.

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### **GRANTS & FELLOWSHIPS**

Floyd O’Neil Scholarship in Western American Studies, University of Utah, American West Center, 2009-2010 academic year, \$1,000.

David C. Williams Memorial Graduate Fellowship, University of Utah College of Social and Behavioral Sciences, 2008-2009 academic year, \$5,500.

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### **TEACHING AT CREIGHTON UNIVERSITY BY SEMESTER**

***Fall 2011***                    COM 359: Rhetoric and Public Culture (3 credits)  
COM 152: Civic Engagement through Public Communication (3 credits),  
2 sections

***Spring 2012\****                COM 459: Environmental Communication (3 credits)  
COM 152: Civic Engagement through Public Communication (3 credits)

***Fall 2012***                    COM 359: Rhetoric and Public Culture (3 credits), 2 sections  
COM 152: Civic Engagement through Public Communication (3 credits)  
EVS 491: Environmental Science Senior Seminar (1 credit)

***Spring 2013***                COM 459: Environmental Communication (3 credits)

COM 200: Communication Practices (3 credits)  
COM 152: Civic Engagement through Public Communication (3 credits)

**Fall 2013** COM 459: Environmental Communication (3 credits)  
COM 359: Rhetoric and Public Culture (3 credits)  
COM 152: Civic Engagement through Public Communication (3 credits)

**Spring 2014\*** COM 200: Communication Practices (3 credits), 2 sections

**Fall 2014** COM 359: Rhetoric and Public Culture (3 credits)  
COM 497: Senior Research (3 credits)  
COM 170: Communicating Across Cultures (3 credits)  
RSP 101: Culture of Collegiate Life (1 credit)

\* denotes course release semester

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#### **ADDITIONAL TEACHING AT OTHER INSTITUTIONS**

##### ***University of Nebraska-Lincoln***

COM 998: Environmental Communication: Health, Justice, and Rhetorical Field Methods

##### ***Utah State University***

SPCH 4460: Communication Criticism  
SPCH 3330: Intercultural Communication  
SPCH 3000: Speech Communication Teaching Practicum  
SPCH 2110: Interpersonal Communication  
SPCH 1020: Public Speaking (course instructor and administrator)

##### ***University of Utah***

COMM 5360: Environmental Communication  
COMM 3460: Communication Criticism  
COMM 3190: Intercultural Communication  
COMM 3070: Communication and Gender  
COMM 1610: Introduction to Newswriting  
COMM 4580: Strategic Communication\*  
COMM 1500: Introduction to Mass Communication\*

##### ***Colorado State University***

SP 200: Public Speaking  
SP455: Narrative Film as a Liberal Art\*  
SP317: Women and Communication\*  
SP354: History and Appreciation of Film\*  
SP412: Evaluating Contemporary Rhetoric\*  
SP420: Political Communication\*

\* denotes teaching assistant

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**GUEST LECTURES**

- “Rhetorical Field Methods and Performance,” Rhetoric and Performance (COMM 495, Dr. George F. McHendry, Jr.), April 2014.
- “Rhetorical Criticism,” Senior Research in Communication Studies (COMM 497, Dr. Erika Kirby), October 2013.
- “Theory and Methods of Speech Communication,” Introduction to Speech Communication for First Year Students (COMM 2050, Abby Dohanos), November 3, 2008.
- “Magic Bullet Theory,” “Agenda-Setting,” “Sampling,” and “Authenticity and Advertising,” Introduction to Mass Communication (COMM 1500, James Fisher), September 15, 2008, 24 September 2008, and 10 November 2008.
- “Improvisational Comedy as a Pedagogical Tool,” Supervised College Teaching (SP 684, Dr. Karrin Vasby Anderson), April 5, 2005.
- “Burke’s Comic and Tragic Frames,” Political Communication (SP 420, Dr. Karrin Vasby Anderson), March 24, 2005.

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**STUDENT SCHOLARSHIP**

- Daniel Steiner, “‘Not That There’s Anything Wrong with That’: Ideographic Analysis of <Bromance>,” St. Albert’s Day Student Research Forum, Creighton University, April 1, 2014.
- Alexandria Clark, “Sexy Environmentalism: A Closer Look at PETA’s Racy Ad Campaign,” St. Albert’s Day Student Research Forum, Creighton University, April 1, 2014.
- Alexandria Clark, “Sexy Environmentalism: A Closer Look at PETA’s Racy Ad Campaign,” Central States Communication Association President’s Undergraduate Honors Research Conference, Minneapolis, April 2014.
- Michael Kotrous, “Keeping Racism in the Past: The Masking Ideology of *Remember the Titans* and *Glory Road*,” Central States Communication Association President’s Undergraduate Honors Research Conference, Kansas City, April 2013.
- Stephen Waters, “Filtering Starbucks Ideological Grounds,” Central States Communication Association President’s Undergraduate Honors Research Conference, Cleveland, March 2012.

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**UNIVERSITY SERVICE**
*Ongoing*

- Member, Core Curriculum Committee, 2013-2015
- Representative, Faculty Senate, 2014-2017.
- Co-Founder and Shop Manager, The Bike Nest, March 2013-present
- Co-Moderator, Green Jays, August 2013-present
- Member, Sustainability Council, Creighton University, Fall 2012-present
- Focus: Creighton Cooperative Bike Project

*Completed*

- Representative, Faculty Senate, 2013-2014.



Search Committee Chair, Communication Studies, 2013-2014  
Search Committee Member, Communication Studies, Fall 2012-Spring 2013  
Reading Group Coordinator, Communication Studies, March 2012-May 2013

Participant, Creighton College of Arts and Sciences Anti-Melt Communication Plan, Summer 2014

Participant, University Admitted Students Note Writing Initiative, Spring 2014  
Participant, University Admitted Students Calling Initiative, Spring 2013  
Participant, Admitted Students Breakfast, March 25, April 15, 2013, March 24, 2014

Facilitator, "Healing a Broken World" luncheon, September 5, 2013  
Speaker, New Faculty Panel about balancing commitments, Spring 2013  
Faculty Organizer, Environmental Science Field Trip to Nature Works, Spring 2012  
Judge, St. Albert's Day student projects, Spring 2012  
Volunteer, Project Homeless Connect Omaha, March 2012, 2013, & 2014  
Participant, Creighton University Study Jam, 2011

Participant, University of Utah Department of Communication's Review, Promotion, and Tenure process for Karen Ashcraft, Fall 2008  
Participant, University of Utah Department of Communication's Review, Promotion, and Tenure process for Glen Feighery, Spring 2008  
Co-President, Lambda Pi Eta, Mu Sigma chapter, Colorado State University, August 2005-May 2006

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## PROFESSIONAL SERVICE

### ***Editorial Board***

*Quarterly Journal of Speech*, 2014-present

### ***Ad Hoc Reviewing***

*Environmental Communication: A Journal of Nature and Culture*  
*Western Journal of Communication*

Routledge

Roundtables on Research in Progress, National Communication Association Conference  
Conference on Communication and the Environment  
Environmental Communication Division, National Communication Association Conference  
Environmental Communication Division, Western States Communication Conference  
Rhetoric and Communication Theory Division, National Communication Association Conference  
Rhetoric and Public Address Division, Western States Communication Conference  
Undergraduate Research Conference, Western States Communication Conference  
Media Studies Division, Western States Communication Conference

### ***Organizational Leadership Positions***

*Ongoing*

Vice President, Environmental Communication Division, National Communication Association, 2013-2014.

*Completed*

Vice President Elect, Environmental Communication, National Communication Association, 2012-2013.

Editor, *Rocky Mountain Communication Review*, March 2008-August 2008

Special Sections Editor, *Rocky Mountain Communication Review*, March 2007-March 2008.

Reviewer, *Rocky Mountain Communication Review*, March 2007-May 2010.

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**COMMUNITY SERVICE**

*Ongoing*

Board Member, Community Bike Project Omaha, July 2014-present

Board Member, KIOS, July 2014-present

Key Holder & Earn-A-Bike Teacher, Community Bike Project Omaha, August 2013-present

Member, League of American Bicyclists, September 2013-present

*Completed*

Blog and News Coordinator, Omaha Bikes, August 2012-August 2013

Volunteer, Salt Lake City Bike Collective, May 2007-August 2007 & May 2010-June 2010

Volunteer, U Bike Collective, University of Utah campus, March 2009-May 2009

Volunteer, Fourth Street Clinic, Salt Lake City, Utah, July 2009-September 2009

Member and Volunteer, The Community Food Co-op of Utah, July 2009-April 2010

Volunteer, Planned Parenthood Federation of America, Salt Lake City, Utah, April 2007-March 2009

Volunteer, Take Back the Night, Salt Lake City, Utah, Spring of 2007.

Volunteer, Ten Thousand Villages, Fort Collins, CO, September 2004-May 2006

Corps Member, The Student Conservation Association, El Centro, CA, October 2003-June 2004

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**PROFESSIONAL DEVELOPMENT**

Graduate, Foundations for Effective Online Teaching and Learning (Design Track), July 7-August 10, 2014

Attendee, "Engaging Students in their *Private Universe*," Creighton University Assessment Committee and Office for Academic Excellence and Assessment, April 29, 2014

Attendee, "eLearning and the Web: Thinking Accessibility from the Start," Creighton University ADA Committee, April 11, 2014

Attendee, "Weaving Reflective Practices into Student Learning," Creighton University Assessment Committee and Office for Academic Excellence and Assessment, March 20, 2014

Attendee, "Getting Assessment Data out of BlueLine Workshop 2: Item Analysis: Developing individual Test Options in BlueLine for Assessment Data Collection," February 26, 2014

Attendee, "Assessing Student Learning," Creighton University Office for Academic Excellence and Assessment, October 10, 2013

Graduate, CeLAI Integrated Learning Seminar, Fall 2013

Attendee, "Rubrics: Programmatic Assessment Made Easier," Creighton University Office for Academic Excellence and Assessment, November 30, 2012

Attendee, "Voicing Connections, Contradictions, and Possibilities in Social Movement and Counterpublic Theories," National Communication Association Annual Meeting, New Orleans, 2011

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**ASSOCIATION MEMBERSHIP**

International Environmental Communication Association, September 2011-present  
(Founding Member)

National Communication Association, September, 2006-present

Western States Communication Association, January, 2005-present

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**POPULAR PRESS**

Interviewed, Carol Bicak, "Speech Experts Talk about the Rhetoric that Rises Above," *Omaha World-Herald* (August 28, 2013).